Jensen Beach
Sea Turtle Beach Café

Public Design Workshop

Opening Presentation
Saturday, February 9, 2013
Thanks to…

Martin County, Florida
Your County, Your Community

Martin County Parks and Recreation

Cheney Brothers
Leading Food Distributor, serving the Southeast and the World.
Location

- N. Indian River Drive
- NE Causeway Blvd
- Jensen Beach
Location

+/- 750 sf Restroom Building

+/- 8,750 sf Deck Footprint

+/- 1,150 sf Cafe Building

+/- 425 sf Open Pavilion
Location
History

• The Café Facility and Property are Public Amenities Owned by Martin County

• Built in 1991 through a Public Request for Proposals (RFP)

• The 20-year Lease Expired April 2012

• The County will Prepare a New Request for Proposals to Engage Another Leaser who will be Responsible for Upgrades and Improvements

• The County is Seeking Public Input as to What Improvements and Upgrades are Desirable (to inform the RFP)
Project Purpose

Explore Future Opportunities for Property
(What Works ~ What Does Not Work ~ What is Missing?)

Consider How to Best Utilize this Amazing Public Asset

Engage the Community in Developing a Plan and Direction for the Next 20 Years
A Timely Opportunity

Food and Beverage Options

Night Time Dining?

Day Time Only Concessions?

Should Alcohol Sales Be Permitted? If so, Under What Conditions?

Food and Beverage Options
A Timely Opportunity

Should Motorized Rentals be Permitted?

Rental Options
A Timely Opportunity

Retail Options
A Timely Opportunity

Event Options
A Timely Opportunity

Event Options
A Timely Opportunity

Spontaneous Options
Things to Consider

Regulations and Limitations

Coastal Construction Control Line
Things to Consider

Approximately 506 Parking Spaces
(326 Paved and 180 Unpaved)

Expanded or New Uses May Require a Review of Parking

Off-Peak Uses May Benefit from Shared-Parking Considerations

Regulations and Limitations
**Things to Consider**

**Martin County Comprehensive Plan**

*Recreational* Future Land Use

*Policy 7.1A.10.* No sale of beachfront property. The County shall not sell public beachfront property.

*BOCC makes ultimate decision on how property is used*

**Martin County Land Development Code**

*PS* - Public Servicing District

40’ Maximum building height measured from the average height of the primary dune

**Regulations and Limitations**
Things to Consider

Even a “No Change” Scenario will Require Work

Restroom Upgrades

You Want a “Google-Friendly” Facility

Decking and Woodwork

Kitchen and Pavilion Upgrades

Even a “No Change” Scenario will Require Work
The Sea Turtle Beach Café is an Incredible Location and is an Amenity Not Likely to Ever be Repeated in Martin County. This Site and Function have Enormous Value.
Editorial: Taxpayers benefit when Treasure Coast governments maximize their use of public land, facilities

*Taxpayers benefit when local governments maximize their use of public land, facilities*

Posted January 31, 2013 at 4 a.m.

County Revenues from Sea Turtle Beach Cafe

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This is Important Money because it Helps Defray the Costs of County Services Without Increasing County Taxes

Valuable Public Asset
Lake Worth OKs 10-year lease to retain Benny’s on the Beach

By Willie Howard
Palm Beach Post Staff Writer

LAKE WORTH — Benny’s on the Beach, the popular eatery on the William O. Lockhart Municipal Pier, will pay the city $240,000 annually for the restaurant space and the fishing pier admission revenue under a 10-year lease commissioners approved Tuesday.

The lease with RTT Benny’s on the Beach Inc. allows Benny’s to keep the fishing pier admission fees and pay the city a monthly fee of $20,000. The city retains the right to set pier admission fees but must have the permission of the restaurant’s owners to lower the fees — currently $3.18 for fishing and $1.06 for walking the pier without fishing.

Commissioners agreed to the $20,000-a-month lease with Benny’s in April. Tuesday’s action finalized the contract.
Things to Consider

This is NOT Lake Worth

This is NOT Benny’s on the Beach

You do Not have a Pier…

This is Jensen Beach!

When Considering the Future of this Facility
Consider the Full Value of this Asset – Communally and Fiscally

Valuable Public Asset
Visual Food
Other Beachside Experiences

Bud and Alley’s - Seaside

Lighthouse Café – Key Biscayne
Other Beachside Experiences

Red Fish Grill – Matheson Hammock
Other Beachside Experiences

Lake Worth Casino and Pier
Other Beachside Experiences

Cocoa Beach

Carlin Park, Jupiter
A Question of Style

Images Provided by John Whiticar

How to Enhance the Aesthetics?
A Question of Style

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A Question of Style

How to Enhance the Aesthetics?

Images Provided by John Whiticar
Other Beachside Experiences

Truly Unique Facility

Are There Ways To Improve it for the Next 20 Years?
Process

Public Design Workshop

Develop Recommendations

Work-in-Progress Presentation

Formalize Final Recommendations – Inform RFP
Public Design Workshop
Saturday, February 9th, 9:30 am – 2:00 pm
At Your Tables...

Consider Park-Wide Improvements as well as Ideas Specific to the Cafe
What to Expect Today…

Controlled Chaos
The Citizens’ Ideas
Kids have some of the best ideas
(They LOVE the Beach!!)
Workshop Rules

• Sign Your Name

• No Speeches

• Argue With Your Pencils

• No Idea is a Bad Idea

• Assign a Presenter

• Do Not Think About Money  (just for today!)

• HAVE FUN!!!
SO....

Let’s Get Started!!!
Thank You

www.tcrpc.org