



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: June 12, 2024

Originating Department: Communications and Grants

Agenda Title: Designation Of A “Marina District” In The Town Of Lake Park

Approved by Town Manager: John D'Agostino Digitally signed by John D'Agostino
DN: cn=John D'Agostino, o=Town of Lake
Park, ou=Town Manager,
email=jdagostino@lakeparkflorida.gov, c=US
Date: 2024.06.07 17:15:08 -0400 **Date:** _____

Cost of Item: \$0.00 **Funding Source:** _____

Account Number: _____ **Finance Signature:** _____

Advertised: _____

Date: N/A **Newspaper:** _____

Attachments: N/A

Please initial one:

MA

Yes I have notified everyone
Not applicable in this case

Summary Explanation/Background:

While Lake Park has many appealing features – historic buildings, a variety of dining options, parks of all sizes, a dedication to diversity and inclusivity – one of the most appealing for residents and visitors alike is the Intracoastal Waterway, which serves as our eastern border. It attracts individuals and families who enjoy boating and fishing, as well as those who simply appreciate the magnificent view of this cherished waterway and the peace that often comes with sitting by the water. The Town Manager and Staff recently discussed this naturally occurring benefit that the Town enjoys and are in favor of branding a designated section of the Town adjacent to the waterfront as a “district” for identification and marketing activities. Doing so will create recognition and definition, as well as foster additional pride of place. This endeavor will provide the Town with additional wayfinding tools to help it stand out, and will provide residents and business owners in the area with a unique opportunity to indicate that they are located in the “**Name TBD District.**”

The Town will brand the area by creating themed messaging and signage to designate the portion of Lake Park that comprises the newly named district, and will include “**Name TBD District**” language related to that segment of Lake Park when discussing or promoting the area to potential residents, business owners or developers who are interested in the area. A new logo will be designed and incorporated, as well.

The newly identified district would run from Palmetto Drive south to Silver Beach Road, and from Second Street east to and into the water. A map delineating the proposed district is attached. Suggested names for this section of the Town are (but are not limited to) “Marina District” and “Marina Waterfront District,” however it is ultimately up to the Commission to decide if the district should be created and, if so, what it should be called.

Recommended Motion: Discussion item only, no action is required.