

Proposal For A Clean Beach

The Miami Beach Association (MBA)
Clean Beach Committee

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Miami Beach – Property Concerns

The Problem

- A disrespectful and brazen public with no regard for personal property or privacy.
 - Littering. The end of the day resembles a land-fill.
 - Smoking marijuana on the streets and the beach.
 - Drinking alcohol on the streets and the beach leaving bottles behind.
 - Public urination on property owner's lawns, driveways and parking lots.
 - Sexual relations on the beach – caught in the act on property owner's deck.
 - Trespassing – groups of people lounging on patio furniture and actually moving the furniture onto the beach.
 - Profanity that is so offensive that you need to take your family inside.
 - Persons leaving paid permitted parking lots with oversized coolers and carrying bottles of alcohol.
- An understaffed police force and the inability to police the beach especially in the evening. Failure to enforce 'no littering' Town ordinances and regulations or handing out fines.
- Limited effectiveness of security.
- In Brief...the rude, offensive, piggish and insulting behaviors of people frequenting the beach is at an ultimate high.

Reflection on the Town of Old Lyme

Ramifications

- Old Lyme is getting a very bad reputation for the types of crowds it is attracting which reflects negatively on all the beach communities.
- Sound View Commission (SVC) has done wonderful work but it will quickly become 'undone' by the lack of crowd control and police protection.
- Future enhancements to Sound View should proceed as planned in the interest of getting State funding. However, it behooves all of us to ensure a process is in place to control and monitor the situation so that these enhancements don't become just another 'blight' on Hartford Ave.

Miami Beach

Approach to a Clean Beach

- Miami Beach is the owner of record of their beach and according to legal counsel has every right to enforce its rules and regulations as a private beach owner.
- Rules and regulations will be enforced by security contracted by the MBA but supported by both Sound View and the Town. Since the public is allowed on the beach the Old Lyme police must enforce Town ordinances and regulations. It's the law.
- Miami Beach Association (MBA), Sound View Beach Association (SVBA) and the Town of Old Lyme must work together to solve the problem.

Miami Beach

High Level Strategy

- Requires the installation of fences (with access opening) at the MBA-SVB property line, Lot B-11 and the MBA parking lot. The thought (but not decision) is to make the fence portable so that it can be taken down and stored at the end of the season.
(see Appendix – Slides 14-15 for details).
- With the exception of any MBA, SVB or Town property owner all others will be charged a ‘Clean Beach’ fee upon entering the beach.
- Requires the establishment of a process for collecting fees and monitoring adherence to Town of Old Lyme, SVB, MBA ordinances, rules and regulations.

Miami Beach

The Plan

- Change the beach hours. Suggestion to make the hours 8:00am – 8:00 pm
- Stagger beach security hours.
 - 1st shift: 8:00am – 4:00pm
 - 2nd shift: 12:00pm – 8:00pm
- Increase police patrol on the beach from 8:00pm onward; use of ATV on a regular basis; use of patrol boat on a regular basis.
- Revamp Town ordinances and regulations specific to the beach where violations carry a fine.
- Increase the fee per parking space for the private permitted parking lots and include language that requires an attendant be present at all times. In addition, require parking lot owners to carry insurance & prohibit drinking in their lots. Violations will result in revoking the permit and continued violations will result in ‘non-renewal’ of the permit.
 - Reminder to lot owners...parking permits are a privilege - not a right.
 - Require them to hold the Town, MBA and SVB harmless of any claims.

Miami Beach

The Plan

- Immediately institute the recommendations made by the Chairman of the Sound View Commission specific to the public parking lot and kiosks (*see Appendix – slide 13 for details*)
- Install a fence at Hartford Ave, Lot B11 and the MBA parking lot.
- Ticket booths will be set up at each entry point to collect the fee.
- Monitoring:
 - Example: Use of permanent wrist bands (similar to Disney) embossed with MBA logo and a number for the SVB residents. Old Lyme residents will be provided a permit. MBA residents would use a card key entrance by our parking lot.
 - Number per household, charge for lost or stolen bracelets and initial cost of bracelets will need discussion.
 - Example: Public would be given a wrist band at the gate just for that day (date on the wrist band). Similar to getting a lift ticket at a ski area.
 - Security will check for the presence of wrist bands and/or card key.

Miami Beach

The Plan

- Suggested 'Clean Beach' fee as follows:
 - \$10 for Adults (9 – 99)
 - Under 8 – free
- Security 7 days a week beginning Memorial Day weekend through Labor Day weekend.
 - A guard at each booth
 - A guard at the far end of the fence on Hartford Ave.
 - Guards walking the beach
- Town Rangers could and should be factored into the security coverage and enforce all MBA and SVB rules.

Miami Beach

The Plan - So What's In It for Us?

- A cleaner and safer beach community with which we all can be proud and enjoy with our families.
- It is a collaborative approach between the Town, MBA and SVB. Remember...we all want the same thing. It requires team work. It is not a 'we'/'they'. Everyone has skin in the game.
- The 'Clean Beach' fee should have the potential to cover and sustain the SVB and MBA costs for cleaning. Initially it will be designed to take in enough revenue to cover costs...period.
- It is the right, fair and smart thing to do.

MBA Clean Beach Committee

Next Steps

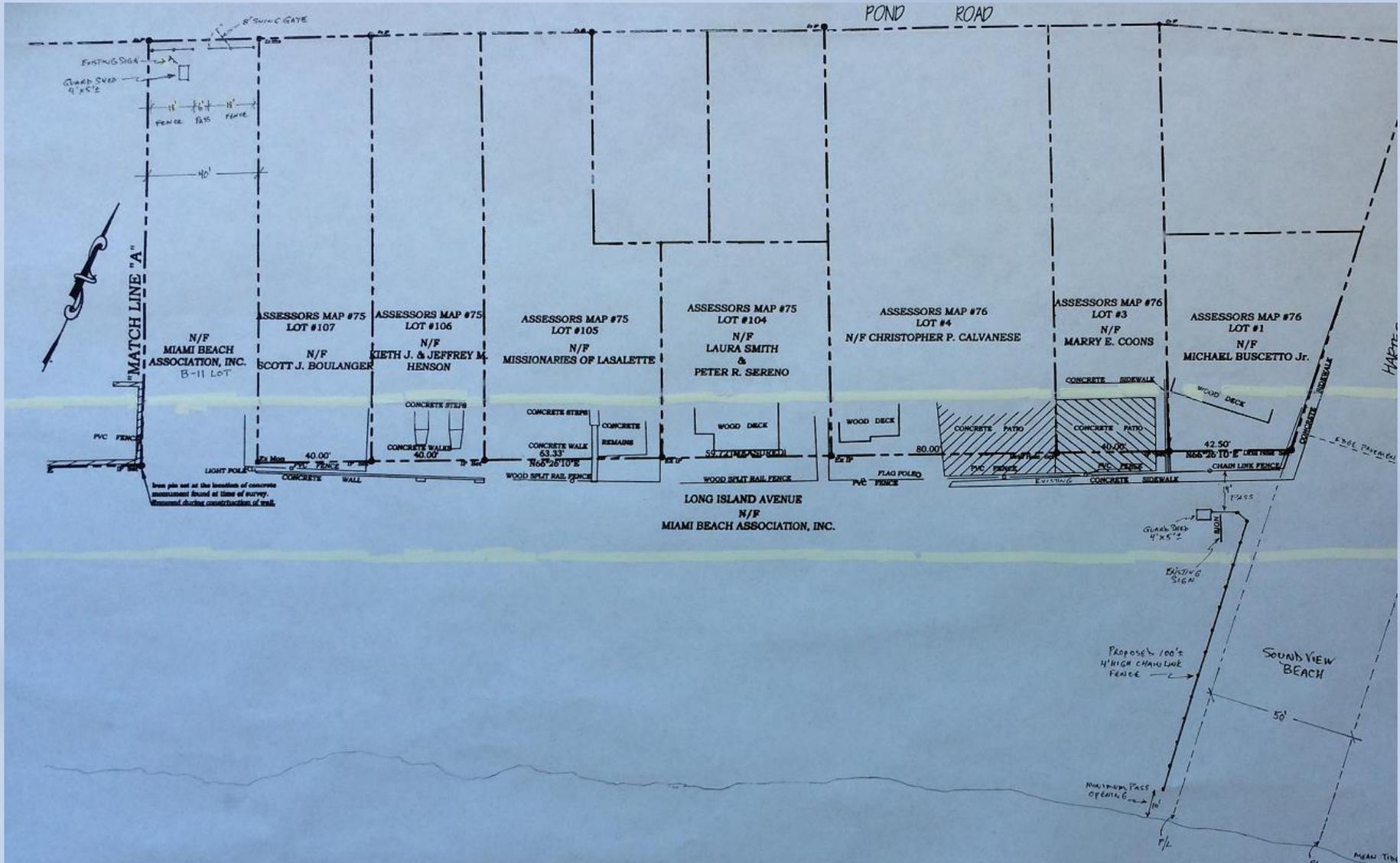
- Secure the services of Legal Counsel (in progress).
- Obtain bids for the cost of the fence installation.
- Obtain cost for the installation of the card key entrance for MBA residents and guests.
- Obtain costs of permanent wrist bands for SVBA members.
- Obtain costs for construction of 2 ticket booths.
- Research Security Companies who have the capability of expanded operations and obtain estimate before submitting a formal proposal.
- Convene a special meeting of the MBA to discuss and vote before proceeding (date/time TBD).

APPENDIX

Sound View Commission Chairman Recommendations

- Reduce the town lot parking to 44 spaces. This has already been approved by DOT and Office of Long Island Sound Programs. Several barricades in the lot can cut the size to the desired 44 spaces. Close the lot at night (9:00pm; inbound gate until empty, then exit gate; Post “Lot closed - cars will be ticketed and towed”. Overnight parking – ticket and tow...and enforce it.
- Ticket & Tow, 30 minute spaces and all overtime and illegal parking. Why aren't we towing vehicles this year as has proven so effective in the past?
- No Parking signs on RT 156 and rest area. If DOT says they won't allow this, we must get our state legislators involved. The news media would love to hear how the State of CT is allowing parking on state roads, perpetuating not only unsafe pedestrian passage but also significantly contributing to the very hazardous, overcrowded conditions at Sound View.
- When the lots are filled, the streets should be shut down. Post police/rangers at all entrances and keep it closed until there are parking spaces available. Post this on social media, just like every other beach in Connecticut. When the beach is closed for capacity, the police/town should post it to Twitter and Facebook.
- Have our police force aggressively enforce ALL the beach and traffic rules. Open drinking, pot smoking, speeding, running stop signs, etc. Ticket, tow and make arrests. We realize that an arrest takes one or more of our officers out of the area for some time, so the arrest portion may be difficult. But - Word will get out fast!
- Be consistent, every day, all summer.

Fence Locations



Artist Rendition



Images



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