



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

#25-0571

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Rickelle Williams, City Manager

DATE: May 20, 2025

TITLE: Holiday Park Parking Update - **(Commission District 2)**

As part of the 2020 Parks Bond, the City of Fort Lauderdale planned to implement various improvements, including constructing a small, multi-story parking facility at Holiday Park so that existing overflow parking areas could be developed into more useable, functional parking spaces. The Parks Bond allocated \$20,000,000 toward Holiday Park Improvements; however, the majority of the funding was utilized for park improvements and is not available to construct a parking garage.

Since approval of the 2020 Parks Bond, Holiday Park has experienced significant growth and increased demand. Specifically, the Parker Playhouse and War Memorial Auditorium were renovated and reopened, and the Florida Panthers opened the Baptist Health IcePlex inclusive of a new training facility, public ice-skating facility, restaurant, and common gathering area. Additionally, the Young Men's Christian Association of South Florida, Inc. (YMCA) is finalizing development plans to construct a community and fitness complex at Holiday Park adjacent to the Parker Playhouse.

The increase in parking demand has created a need for a larger parking facility. On July 25, 2023, the Procurement Services Division issued Request for Qualifications (RFQ) to identify a consultant to deliver a Holiday Park Parking Garage Design Criteria Package. The City selected and engaged Bermello, Ajamil & Partners, Inc.

On January 22, 2025, City staff provided the City Commission with an update on the Design Criteria Package that highlighted five potential concepts. The City Commission provided direction to advance the surface parking lot concept.

On March 7, 2025, the City received an unsolicited proposal from Holiday Park Parking Partners LLC, for a parking garage at Holiday Park. The proposer submitted a revised proposal on April 10, 2025.

On May 5, 2025, the City received a second unsolicited proposal, submitted by Park Place Garages LLC, to construct a parking garage at Holiday Park.

The intent of the presentation is to provide the City Commission with additional project information and seek feedback and direction regarding the unsolicited proposals.

Attachments

Exhibit 1 – Presentation

Exhibit 2 – Holiday Park Parking Partners LLC – April 10, 2025, Unsolicited Proposal

Exhibit 3 – Park Place Garages LLC – May 5, 2025, Unsolicited Proposal

Prepared by: Ben Rogers, Acting Assistant City Manager, City Manager's Office

Charter Officer: Rickelle Williams, City Manager