



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

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** October 3, 2017

**TITLE:** Motion Approving Co-Sponsorship of Banners in Association with the 13<sup>th</sup>  
Street Reimagined Event

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**Recommendation**

It is recommended the City Commission approve the City's co-sponsorship of banners in association with the 13<sup>th</sup> Street Reimagined event.

**Background**

The proposed banners for NE 13<sup>th</sup> Street will serve as public art and an announcement to the public for the re-imagined and reconstructed streetscape which will open in October 2017. The banners are designed by the City's Strategic Communications Office in partnership with the Central City Alliance. The Central City Alliance is requesting to keep the banners in place for 6-months in order to add public art, color, and interest to this corridor as it redevelops into the next great art corridor in the City of Fort Lauderdale.

The Central City Alliance will purchase, install, and maintain the banners. The banners will be mounted to the newly installed pedestrian light poles with the existing arm and bracketed to the pole at the bottom using a metal strap. The banners will be installed prior to the October 21<sup>st</sup> ribbon cutting and festival hosted in partnership with the Central City Alliance and the City of Fort Lauderdale. Section 15-185, Code of Ordinances of the City of Fort Lauderdale states, "a co-sponsored event is one which is partially planned, organized and funded or otherwise supported by the city at the request of another person or entity as established by City Commission policy".

In conjunction with this event, the coordinators are proposing to install approximately 35 event banner signs within the City for a 193 day period beginning on October 20, 2017 and ending on April 30, 2018, in accordance with Section 47-22.3.C, *Banner Signs*, of the Unified Land Development Regulations (ULDR).

To review the proposed banner sign, please see Exhibit 1.

### **Resource Impact**

There is no fiscal impact associated with this action.

### **Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous*.

### **Attachment**

Exhibit 1 - Proposed Banner Sign

Exhibit 2 - Proposed Banner Sign Locations

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