



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
CONFERENCE MEETING**

**#24-0177**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** March 5, 2024

**TITLE:** Himmarshee Revitalization Plan Presentation – Public Outreach Summary  
Report and Next Steps - **(Commission District 2)**

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It has been recognized that there may be opportunities to enhance and revitalize Himmarshee Street and the Himmarshee (H-1) Historic District. Opportunities identified for improvement include options to provide updates to the existing code, implementation of a more integrated streetscape, curation of programming to elevate the experience, and creation of design criteria to harmonize the existing district with surrounding new development, while maintaining and respecting the historic character of the area. The project study area is defined as SW 2<sup>nd</sup> Street between the FEC Railroad and SW 7<sup>th</sup> Avenue and well as the Himmarshee (H-1) Historic District.

Identified as a first step in this initiative was to discuss the current conditions and options for improvement with stakeholders and members of the Himmarshee community. To guide this effort, in September 2023, the city hired Urbe Studio to conduct public outreach to identify challenges and opportunities for the study area.

Staff met with Urbe Studio to develop a plan of action for public outreach. It was determined that a mixture of one-on-one discussions, online digital commenting tools, and an in-person interactive event would provide a broad range of opportunities to gather input. Both the online opportunities and the in-person event were advertised through multiple channels including direct email and mail, social media postings, and listing on the City's calendar of events.

Interviews were conducted with key stakeholders which included representatives of organizations within the study area and business owners. A map that allowed users to create notes was posted on the City's website and provided an opportunity for comments pertaining to specific locations within the study area. Members of the community also had the ability to submit written comments via the City's website. Additionally, an Open House was held on November 13, 2023, to allow participants to comment on questions posed on the interactive boards.

A final version of the Public Outreach Summary and Next Steps report for the

Himmarshee Revitalization Plan has been prepared by the consultant and includes an overview of the outreach activities, feedback received, and proposed next steps to move forward in developing a plan. The report is provided as Exhibit 1.

To date, the report has been shared with the Historic Preservation Board, the Economic Development Advisory Board, key stakeholders that were interviewed as part of this process, and through direct email to interested parties who attended the open house event. Staff is providing the City Commission with an overview of this effort and requesting feedback on next steps.

**Attachments**

Exhibit 1 – Himmarshee Revitalization Plan - Public Outreach Summary and Next Steps  
Exhibit 2 – Presentation

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