



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

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

DATE: January 7, 2014

TITLE: Revised Median Sign Options

In September, 2013 the Parks and Recreation Department presented the Commission with two preliminary conceptual designs for the Median Beautification Project. As part of the design selected, staff has moved forward with developing several sample median signs to welcome residents and visitors to the City of Fort Lauderdale.

Two final designs have been developed (Exhibit 2 & Exhibit 3) for your consideration. The selected signs will be placed in the median locations defined in Exhibit 4.

The approved budget for entranceway signage is \$220,000. It is estimated it will take approximately 10 months to design, permit, bid and install the new entranceway signage, with anticipated installation in October 2014.

Resource Impact:

There is a no fiscal impact to the City

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 3:** Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- **Objective 2:** Enhance the City's identity and appearance through well-maintained green space, parks, major corridors, gateways, and medians.

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We are Here* .

Related CAM: #13-1205

Attachments:

Exhibit 1 – Original Sign Option #1

Exhibit 2 – New Sign Option # 2

Exhibit 3 – New Sign Option #3

Exhibit 4 – Median Locations

Prepared by: Carolyn Bean, Administrative Assistant, x 5348

Department Director: Phil Thornburg, Parks and Recreation Director