



City of Fort Lauderdale

Historic Sistrunk Arts and Culture District Plan Recommendations: Catalytic Programs, Projects, and Initiatives

Presented by
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Investment, Inc.

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Held two community forums and charette sessions at the new YMCA.



Conducted an online survey with nearly forty (40) responses.



Conducted over 30 one-on-one interviews with key community and opinion leaders.



Reviewed previous plans and studies.



Coordinated with Invest Fort Lauderdale, Inc.'s Strategic Plan Process.

Planning Process

Community Engagement and Input

Community Concerns and Recommendations

Who is the Sistrunk community for in the future?

Rapid redevelopment of adjacent Flagler Village, Downtown and Progresso.

Gentrification is taking place and likely to continue putting displacement pressures on existing residents and businesses.

Need to reinstate sense of pride by supporting a vibrant historic and diverse village atmosphere. People have roots and they make the connection.

Homeownership is key along with diverse businesses and places owned locally.

This plan is for the residents and businesses of the historic Sistrunk community, including current and long-term residents.





Overview



Historical/Background Information

The Historic Sistrunk community is Fort Lauderdale's oldest African American community and has been at the center of African American culture and history in Fort Lauderdale for over 100 years.

Located in Fort Lauderdale's Northwest District Area, today, Historic Sistrunk contains residential neighborhoods made up of working families, small businesses, historic churches and other landmarks that symbolize the importance of this community to Black and African American culture.



Source: Broward County African-American Research Library And Cultural Center



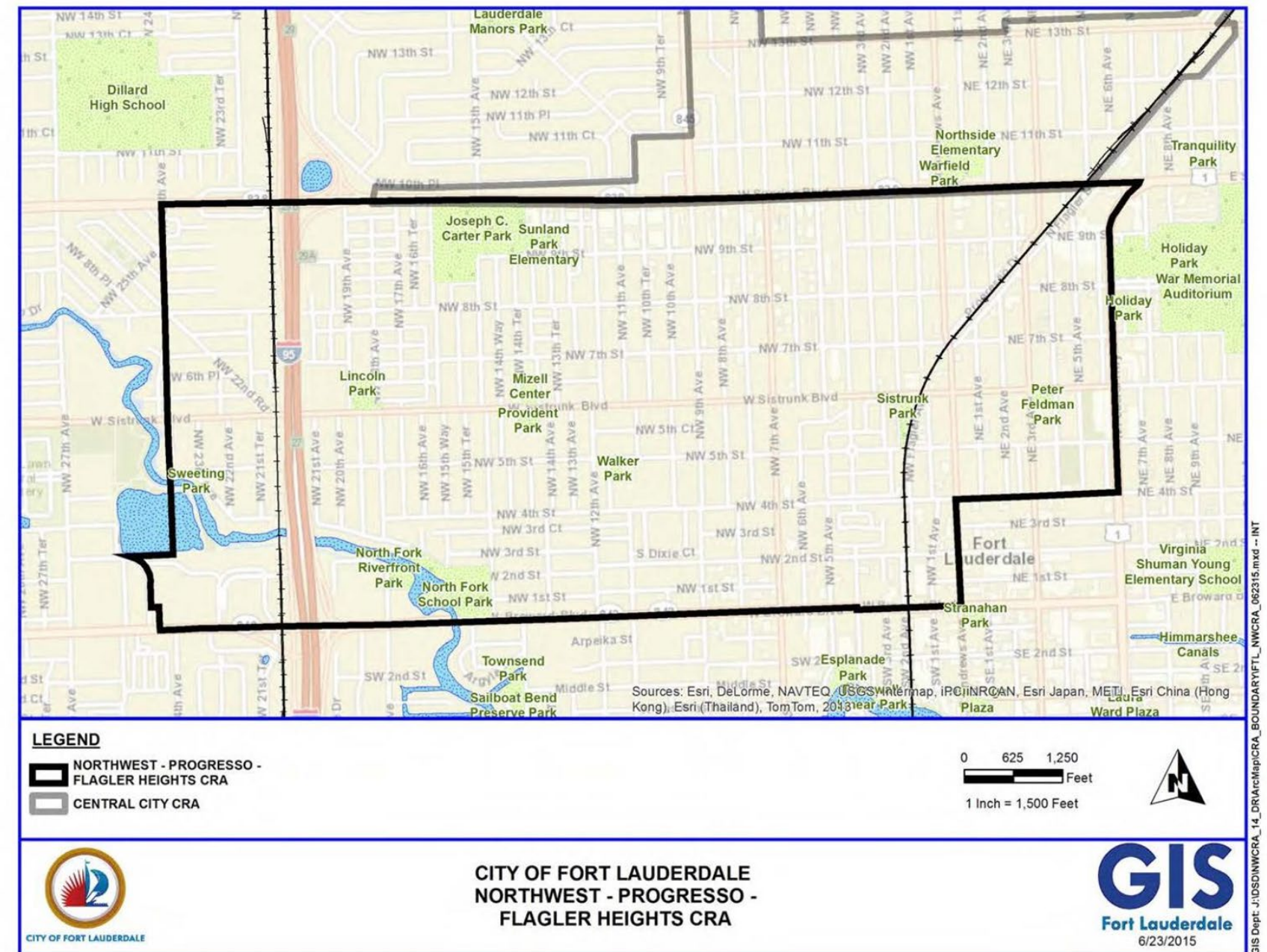
Site Analysis



Site Map

- The study area for the proposed Sistrunk Arts and Culture District lies within the city's Northwest Progresso Flagler Heights Community Redevelopment Area (CRA).
- The area is approximately 1400 acres and is generally bounded by Sunrise Boulevard to the North, Broward Boulevard on the south, Federal Highway on the east and the City limits on the west (excluding the area of Andrews Avenue to Federal Highway between Broward Boulevard and NE 4th Street).
- The proposed Arts and Culture District is focused on the sub-area west of NW 7th Avenue and the City Limits. However, our analysis of existing community assets include some that are not technically within the official CRA boundaries, but that are nonetheless important when looking at the community's history.

City of Fort Lauderdale Northwest – Progresso – Flagler Heights CRA





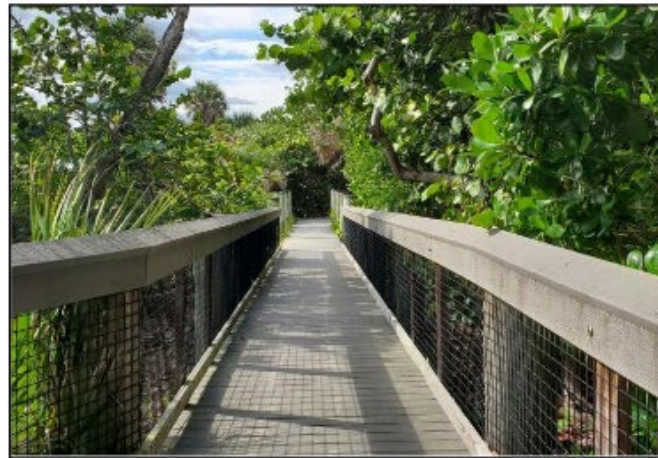
African American Research Library & Cultural Center



Ivory's Takeout



New Mount Olive Baptist Church



Eula Johnson State Park



Betty's Soul Food



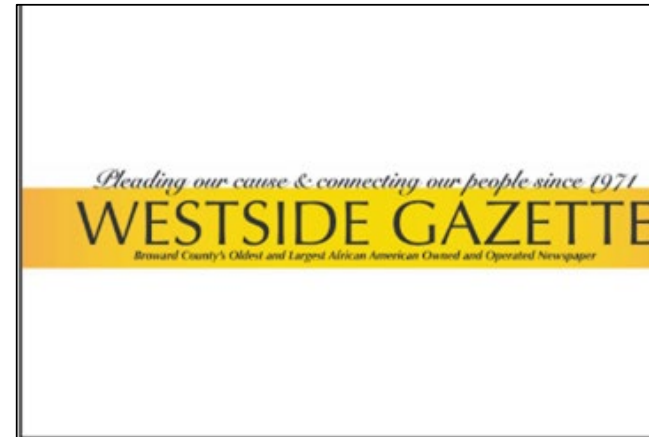
Mount Hermon AME Church



Old Dillard Museum



Sistrunk Park



Westside Gazette

Key Existing Assets

The cultural and historic assets of Fort Lauderdale's African American community are primarily located in the Sistrunk community.

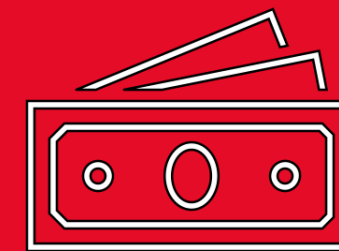
Concerts, galleries, parks, and community celebrations, as well as the people there are considered historically or socially significant to a community.

Stories that are developed, preserved, and told become cultural assets that inspire people to visit.

Cultural assets can also mean buildings, locations and other features considered historically or socially significant to the community.

Community Vision

Enhance Sistrunk's economy by enhancing a village of arts, culture, historic and entertainment assets that result in resident wealth building, housing and economic opportunities.





Recommended Catalytic Programs, Projects, and Strategies



Arts and History

Public Art that tells a story through murals breathes life and vitality into a community that once felt their voices were silenced. Through a mural art program, a platform is created that allows a community's voice to come alive again.





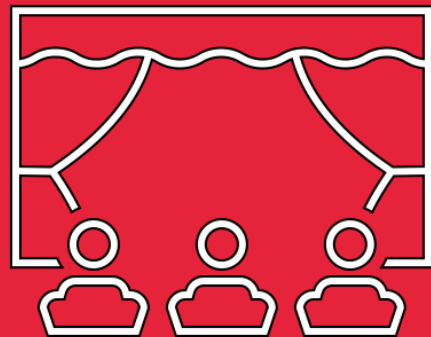
Arts and History

- Celebrate Sistrunk's history and storytelling through public art, provided by community members and guided by signage, in locations that are compatible with the City's Master Plan and that help tell the story of Sistrunk's various historical and cultural assets.

- Develop a **historic storytelling APP** and QR Code, that speaks to the cultural heritage of Sistrunk.

Arts and History

Accentuate the cultural history of the District through creatively designed storefronts and building facades that characterize and identify the Historic Sistrunk District.





Arts and History

Coordinate with community-based organizations, such as Destination Sistrunk, to create a Cultural Loop tour within the Historic Sistrunk area where various spaces mark the names of historic Trail Blazers and the role they played in the Sistrunk community.

Arts and History

- Create a makerspace(s) for artists and other creatives in the community to collaborate and build on their work. (e.g., incubators and/or accelerators).
- Ground floor space that Invest Fort Lauderdale, Inc. controls may offer opportunities for multiple spaces.





Arts and History

Creative Makerspace

- Internship for emerging artists in the Fort Lauderdale/Sistrunk community
- Provide working space at a reduced rate
- Receive technical assistance in the area of business startup assistance and support the development of Black creatives while helping to continue the revitalization efforts.

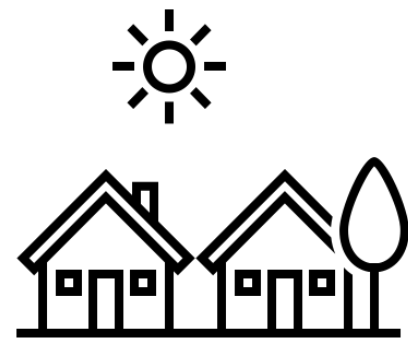
Community and Economic Development

- **City of Fort Lauderdale FY 2024 City Commission Priorities and Themes Economic Development**
- Revise ordinances that involve entertainment districts and collaborate with partners for a consistent approach
- Attract cultural and entertainment venues to Sistrunk Boulevard
- Evaluate investments in the Northwest-Progress-Flagler Heights Community Redevelopment Area as the sunset date approaches in 2025



Community and Economic Development

Retain existing residents and enhance household wealth by providing a diverse offering of housing opportunities.





Community and Economic Development

Enhance household wealth building by supporting local investment through the provision of space, capacity building and capital for black creative industry entrepreneurs and growing existing businesses.



Design, Land Use & Zoning

- Create a connected, walkable community for residents, the greater community, and tourists, with access to affordable transportation options and parking.
- Connect this infrastructure to the City of Fort Lauderdale's walking trails plan.
- Create a network of connected open spaces for passive recreation, health, wellness, air quality, youth play spaces, and performance spaces
- Design and place iconic unique art (e.g., sculptures, murals, electronic art) in public and open spaces.

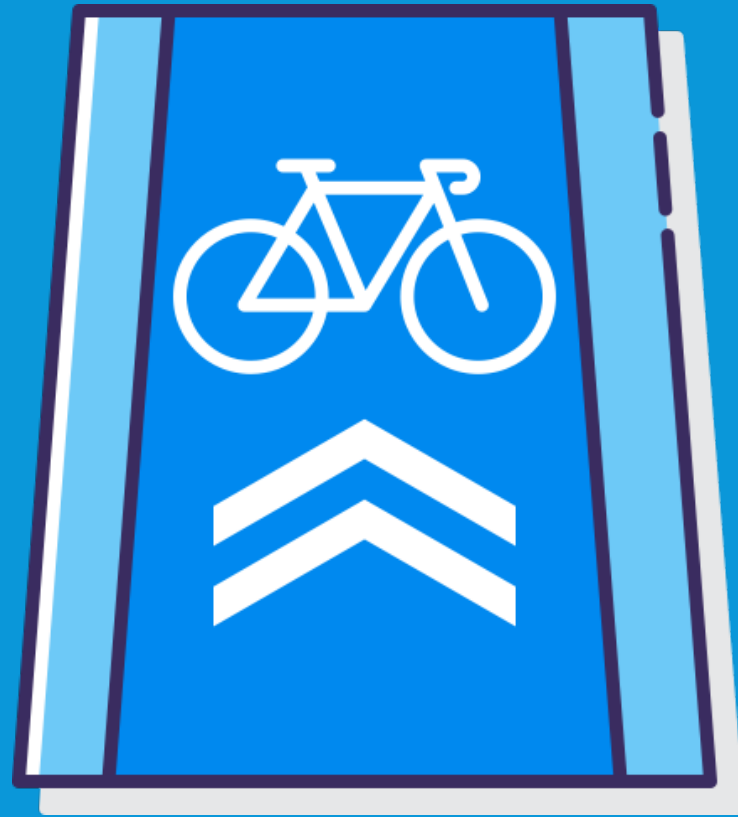


Design, Land Use, and Zoning

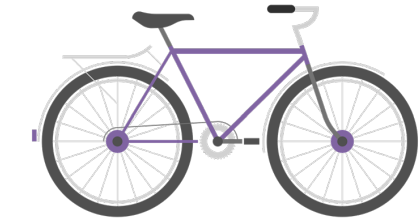
- Establish a Cultural Arts/Entertainment Overlay District that will provide the enhancement of a mix of restaurants, cultural art and entertainment venues that align with the community fabric.
- Provide for vibrant clusters of galleries and contemporary art spaces.

*Note: Rules for establishing this special entertainment overlay district are found in Article III of the Fort Lauderdale Code of Ordinances, and the goal is to work with the CRA and the City Attorney's office to determine legal eligibility.





The Public Realm



- Create a safe and attractive streetscape environment.
- Provide entertainment options.
- Optimize pedestrian access.
- Maintain an aggressive clean and safe campaign.





Marketing & Promotion

- Collaborate with existing organizations such as Destination Sistrunk, City and County Office of Cultural Affairs, Historic Fort Lauderdale, Old Dillard Museum, African American Research Library and Cultural Center and Greater Fort Lauderdale Visitors Bureau.
- Create a targeted marketing campaign that promotes cultural tourism with community-centric graphics, messages and themes.

Transit

- Maximize the use of transit resources and expand transportation modes, such as bicycles and shuttles, among other potential options.
- Develop a shared or joint parking strategy, maximizing off street parking for vehicles and bicycles.
- Encourage community entrepreneurs to create transit-related businesses such as shuttle and valet services.



Successful Implementation of this plan will result in...



A vibrant village environment that brings pride to its residents.

A visitor attraction that celebrates Black history, culture and arts.

Increased stability through homeownership opportunities for both existing homeowners and others who want to purchase or build a home.

Increased community wealth including homeowners, tenants, entrepreneurs, and business owners

An engaged community that has a robust choice of options to enhance Black art and culture.