



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

#19-0475

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: May 7, 2019

TITLE: Motion Authorizing Execution of a Revocable License Agreement between
The Harbor Shops, LLC and the City of Fort Lauderdale for the Installation
and Maintenance of a Directional Sign in the SE 10th Avenue Right-of-Way
for the Harbor Shops Located at 1807-1865 Cordova Road (**Commission
District 4**)

Recommendation

It is recommended that the City Commission approve a motion to authorize the execution of a Revocable License Agreement between The Harbor Shops, LLC and the City of Fort Lauderdale for the installation and maintenance of a private directional sign in the SE 10th Avenue Right-of-Way for the Harbor Shops located at 1807-1865 Cordova Road.

Background

The Harbor Shops is a commercial/retail shopping center located south of SE 17th Street and east of SE 10th Avenue (location map attached as Exhibit 1). The owners are requesting the City's authorization to install and maintain a directional sign at the southeast corner of SE 17th Street and SE 10th Avenue (letter attached as Exhibit 2). The Revocable License Agreement that would provide that authorization is attached as Exhibit 3. The sign location and preliminary details are attached to the Revocable License as Exhibits B-1, B-2, C-1 and C-2.

Access from SE 17th Street to the Harbor Shops is provided via the signalized intersection at Cordova Road and SE 10th Avenue. Cordova Road is a public right-of-way that serves as a direct connection between SE 17th Street and the north side of the property. An existing directional sign to the establishments is located on private property on the southeast corner of SE 17th Street and Cordova Road, which is visible to eastbound and westbound traffic on SE 17th Street.

The route along SE 10th Avenue is longer than the Cordova Road entry and not as apparent to motorists since the west side of the property is connected to the right-of-way with an access easement through the L.A. Fitness parking garage (please see Exhibit 1). The Harbor Shops representatives have indicated that the SE 10th Avenue route is

under-utilized and believe the proposed directional sign will help ease congestion by redistributing traffic on the roadway segments serving the immediate area. They anticipate the sign will be especially beneficial for providing guidance to their out of town patrons that are generated by the Airport, Port, Convention Center and other tourist amenities in this area.

The proposed sign is approximately 12 feet high by 11 feet wide. Similar to the existing sign at Cordova Road, the proposed directional sign at SE 10th Avenue would be visible to eastbound and westbound traffic on SE 17th Street. If the Revocable License is executed the applicant would be required to submit a construction permit application with structural, foundation designs and details providing specific dimensions and materials for further evaluation and approval by City engineering staff.

Resource Impact

There is no fiscal impact to the City associated with this action.

Strategic Connections

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

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida Region, leveraging our airports, port and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.
- Initiative 1: Promote sustainable business practices and development.

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

Attachments

Exhibit 1 – Location Map

Exhibit 2 – Letter

Exhibit 3 – Revocable License Agreement

Prepared by: Dennis Girisgen, Sustainable Development

Department Director: Anthony Greg Fajardo, Sustainable Development