



City of Fort Lauderdale Conference Meeting | March 5, 2024



Himmarshee Revitalization Plan

Preliminary Outreach Summary & Next Steps

BACKGROUND AND OBJECTIVES

The overall intent for this effort is to:



Conduct outreach to incorporate public input into the early planning phase



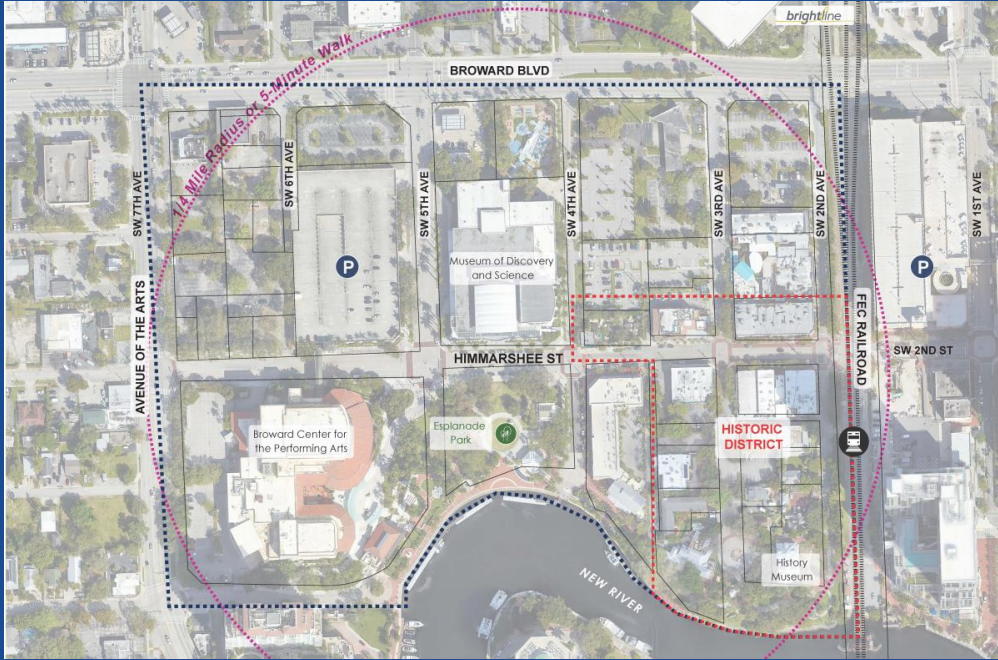
Learn about stakeholders' concerns and priorities for the area



Identify opportunities to enhance and revitalize the area



Obtain input about desired next steps



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Public Outreach



TASK MILESTONES



**Stakeholder
1-on-1
Discussions**
October
2023



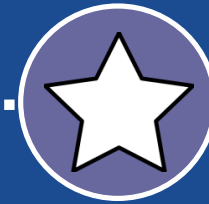
**Open
House Event**
November
2023



**Documentation
of Process &
Findings**



Final Report
Early 2024



City to Prioritize
**Next Steps &
Define Planning
Process**

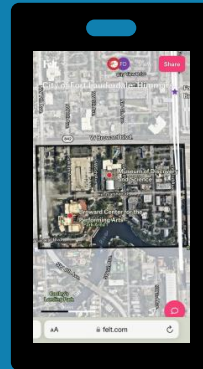
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ENGAGEMENT PROCESS



<https://www.fortlauderdale.gov/government/departments-a-h/development-services/urban-design-and-planning/historic-preservation/himmarshee-historic-district>



- Stakeholder Engagement
- Splash Page / Digital Comment Map
- Open House Event

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OPEN HOUSE EVENT

Communications

In coordination with the City's Strategic Communications Department, open house event details were shared through the following channels:

- City of Fort Lauderdale Website
- Facebook
- Nextdoor
- LinkedIn
- Instagram
- X (Twitter)
- November Water Bill
- E-blast (to targeted contacts within the study area and its area of influence)



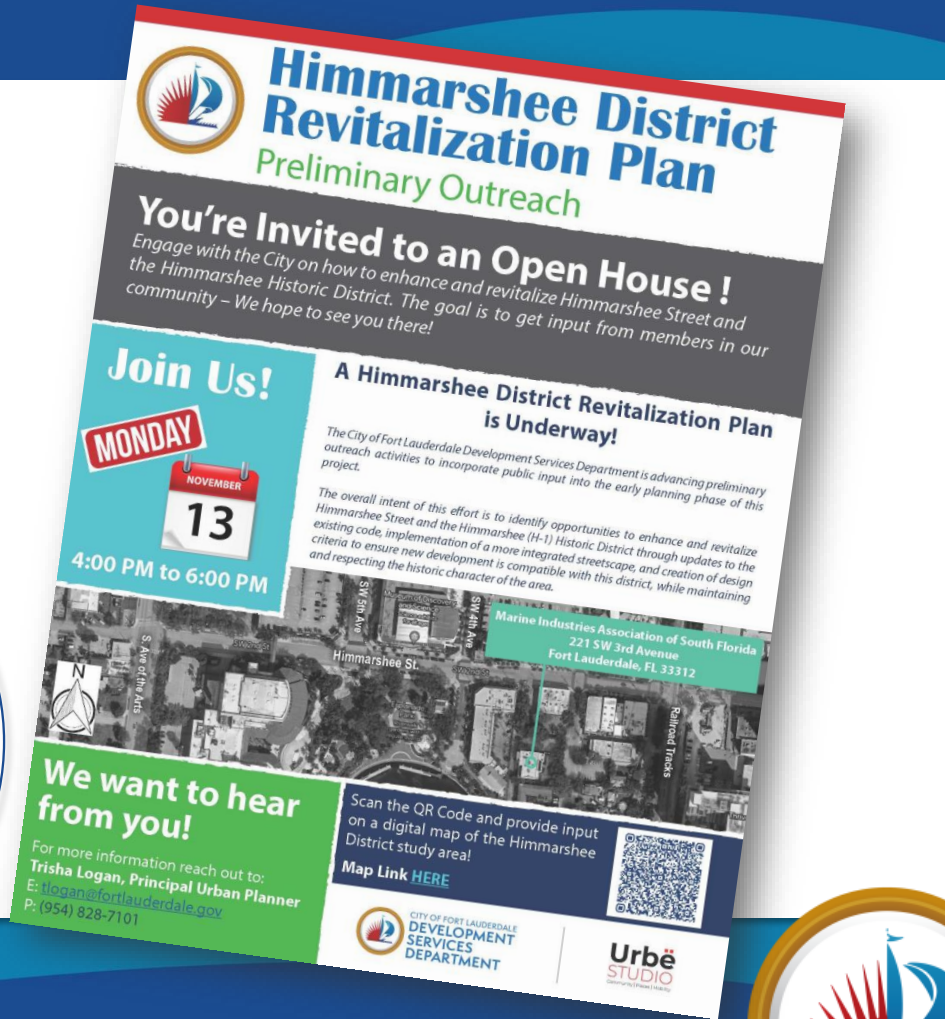
Marine Industries Association of South Florida

HIMMARSHEE DISTRICT
REVITALIZATION PLAN

OPEN HOUSE
MONDAY, NOV 13 | 4-6 PM

47 individuals

participated in
the Open House



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WHAT WE HEARD

Insights received from stakeholder discussions revealed several themes, reflecting a shared understanding of challenges and opportunities:



Restore Identity



Ensure Safe and Active Place



Provide Management and Oversight



Balance Economic Goals and
Community Needs



Address Infrastructure Challenges



Develop an Action Plan



Advocate for Greater Mix of Uses
(Beyond Bar Scene)



Enhance Walkability and Placemaking

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WHAT WE HEARD

Insights received from stakeholder discussions revealed several themes, reflecting a shared understanding of challenges and opportunities:



Address Regulatory Framework for Entertainment District



Promote Compatible Development to Protect Community Character



Improve Circulation



Leverage Proximity to New Developments and Brightline



Promote Business-Friendly Mindset



Provide Capital Investments in Esplanade Park



Promote Long-term Sustainable Strategy

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NEXT STEPS

Based on outreach completed to date, the following long-term goals are suggested for prioritization:



Develop a comprehensive and data driven existing conditions analysis



Identify opportunities to enhance and revitalize the area through updates to the existing code



Identify best practice models for a special district governance and management structure



Conduct a market analysis to identify opportunities for desired and expanded uses within the area.



Develop streetscape design concept alternatives



Develop a public realm strategy

QUESTIONS?

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