



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#16-0362

TO: CRA Chairman & Board of Directors
Fort Lauderdale Community Redevelopment Agency

FROM: Lee R. Feldman, ICMA-CM, Executive Director

DATE: April 5, 2016

TITLE: Motion Approving the Northwest Progresso Flagler Heights Branding Designs by Mosaic

Recommendation

It is recommended that the CRA Board of Directors approve the CRA branding designs prepared by Mosaic.

Background

At the February 24, 2016 Northwest Progresso Heights Flagler Village Advisory Board (NWPV Advisory Board) meeting, the branding designs were reviewed and approved. Additionally, Mosaic has met with the Neighborhood Associations and the impacted community and they have agreed to the designs.

Resource Impact

No impact, as the design development is part of the scope of work for Mosaic.

Strategic Connections

This item is a 2014 Commission Annual Action Plan priority, included within the Policy Agenda, advancing the Northwest-Progresso-Flagler Heights Community Redevelopment Area (NPF-CRA) Five Year Strategy.

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in 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, ports, and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.

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

Attachment

Exhibit 1 – Proposed Branding Designs

Prepared by: Jonathan Brown, CRA Manager and HCD Director, Northwest Progresso
Flagler Heights CRA and Housing & Community Development

Executive Director: Lee R. Feldman, ICMA-CM, City Manager