



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-1274

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

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

DATE: November 21, 2017

TITLE: Motion to Approve a Revocable License Agreement with Broward County
for Installation of Custom Roadway Pavement Markings and Signage
along Broward Boulevard

Recommendation

It is recommended that the City Commission approve and execute a Revocable License Agreement (RLA), in substantially the form attached hereto, with Broward County to install custom roadway pavement markings and signage on Broward Boulevard between Federal Highway/US-1 and SE 15th Avenue as part of the Las Olas Boulevard Pedestrian Safety and Traffic Calming Project.

Background

As part of the effort to reduce cut-through on neighborhood streets and to provide wayfinding, once drivers are east of Federal Highway/US-1, custom roadway pavement markings and signage are recommended to be installed along Broward Boulevard. The custom roadway pavement markings (Exhibit 1) will read "Shop & Dine" to direct drivers to use SE 8th Avenue and "Beach" to direct drivers to use SE 15th Avenue.

Broward County owns Broward Boulevard east of Federal Highway/US-1 so the City needs to enter into an RLA to commit to maintaining the custom pavement markings and signage. This is a typical practice for non-standard installations on County roadways. The RLA (Exhibit 2) provides the detail of the custom pavement marking, the sign design with colors, and the material specification.

Resource Impact

There is no fiscal impact associated with this action. Maintenance of this product is expected annually after two years from installation. Funds will be included in future annual operating budgets and should be less than \$2,000.

Strategic Connections

This item is also a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Infrastructure Cylinder of Excellence, specifically advancing:

- Goal 1: Be a pedestrian-friendly, multi-modal City.
- Objective 1: Improve transportation options and reduce congestion by working with agency partners.

Attachments

Exhibit 1 – Illustration of Custom Pavement Markings

Exhibit 2 – Revocable License Agreement with Exhibits

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