



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-1303

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

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

DATE: December 19, 2017

TITLE: Resolution to Adopt a Name Change from City Park Garage to Riverwalk Center

Recommendation

It is recommended that the City Commission approve a resolution adopting a name change from City Park Garage to Riverwalk Center.

Background

City Park Garage (CPG), located at 150 SE 2nd Street, was designed in the late 1970s by Donald Singer, and symbolizes valuing infrastructure through high-quality architecture.

Currently, CPG's name is not associated with any place that is identifiable or recognizable to our neighbors or tourists. Renaming the garage to Riverwalk Center is an opportunity to better connect to the Riverwalk and to encourage people to see the Riverwalk as a destination. The Riverwalk ties together Esplanade Park and the Huizenga Plaza, two of the downtown's most significant outdoor event venues.

It would be desirable to have a designated parking garage for the Riverwalk given its significance in the community. The location of CPG is ideal as the Riverwalk parking garage due to its close proximity to the Riverwalk and the Huizenga Plaza, where the Riverwalk Trust hosts most of its events. Renaming would also become an asset to the Riverwalk by connecting open space with important civic buildings. Parking at CPG is less than one minute from Huizenga Plaza and the Nova Southeastern University Museum of Art, Fort Lauderdale. The garage is perfect if one is visiting the downtown campus of Broward College or Florida Atlantic University. In addition, the garage is just a few steps from the AutoNation Academy of Art + Design located in Riverfront Center.

This garage will also become a critical piece in pushing activity towards Las Olas Boulevard, Himmarshee, the Riverwalk area, and the shops currently at CPG. As SE 2nd Street continues to develop between SE 1st and SE 6th Avenues and as more foot traffic emerges from future Wave ridership, the parking garage rebranding will provide our

neighbors with a space to leave their vehicles and explore these nearby areas without circling around looking for parking and adding to the downtown traffic.

This rebranding would also be complemented by wayfinding improvements to direct people to the Riverwalk once they have parked, such as emblems in the sidewalk, signage in the garage, etc.

Resource Impact

There is no fiscal impact associated with this action. The implementation of recommendations in the plan that require financial resources will be brought forth to the Commission for approval as appropriate.

Strategic Connections

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

Goal 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.

Objective 1: Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces.

This item helps advance the Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Connected.

Attachment

Exhibit 1 - Resolution

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