



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#18-0146

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

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

DATE: February 6, 2018

TITLE: Ordinance Implementing Mitigation Measures Related to High Impact
Events on Beach Property

Recommendation

It is recommended that the City Commission adopt an ordinance implementing mitigation measures related to High Impact Events on Beach Property.

Background

Over the past few years, there has been an increased need for law enforcement intervention as a result of events and gatherings on Fort Lauderdale Beach. These events include Spring Break, national holidays, festivals and concerts held throughout the year. As a result, staff has explored best practices employed by other municipalities with similar type issues.

One of those best practices is the ordinance expected by Miami Beach empowering the City Manager to take specific actions to protect beach property from damage, property degradation and unauthorized uses. These actions include:

- Prohibition of coolers
- Prohibition of inflatable devices
- Prohibition of tents and tables
- Limitation of live or amplified music
- Limitation of traffic routes
- Establishment of occupancy limits for certain segments of the beach
- Prohibition of the consumption of alcohol

Factors used to determine high impact events are:

- Expected attendance
- Social media activity
- Parking lots operating at capacity
- Hotel occupancy
- Law Enforcement Mutual Aid Requirement

The attached ordinance is modeled after the ordinance enacted by Miami Beach. On December 11, 2017, the Board of the Beach Business Improvement District recommended adoption of the ordinance.

The ordinance was amended on first reading to:

- 1) Increase the hotel occupancy standard to 85%;
- 2) Clarify that immediate measures may be imposed for a portion of the public beach;
- 3) Clarify language regarding consumption of alcohol;
- 4) Include social media in the required notification process; and
- 5) Provide for the sunseting of the ordinance on August 16, 2018.

Resource Impact

There is no FY18 impact.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* 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, 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 Prosperous*.

Attachment

Exhibit 1 – Ordinance

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