



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING**

#19-0547

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: July 9, 2019

TITLE: Public Art Presentation and Discussion – **(Commission Districts 1,2,3
and 4)**

Public art is a community investment in creativity that shapes, enhances, and activates public spaces. Creation of a Public Art Ordinance and a Public Art Plan is a recommendation as contained in the Parks and Recreation System Master Plan. More than 600 municipalities have enacted percent for art ordinances that allocate between 1% and 2% of city capital improvement budgets for the arts.

Public agencies initiate public art programs to:

- Enhance community experience with and appreciation for the arts
- Create successful and engaging public spaces
- Elevate the quality of urban design
- Act as a resource for environmental stewardship
- Enhance public infrastructure
- Increase the use of public facilities
- Strengthen neighborhood and community identity and pride
- Commemorate communities' histories and celebrate diversity
- Provide opportunities for education and learning
- Create opportunities for local and regional artists to develop their talents

A Public Art and Placemaking Master Plan represents the first Art in Public Places Plan and Program for the City of Fort Lauderdale. The Plan benefits from community participation in the public art process through engagement of the public. Adopted by the City Commission, the plan pinpoints the locations for public artworks, establishes a priority order of location and art type, and any prospective themes, notions or objectives relating to the Public Art and Placemaking Program. Prior to the completion of the Public Art and Placemaking Master Plan, artwork and placemaking opportunities can take place. The Public Art and Placemaking Master plan will be reviewed annually.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places as well as Neighborhood Enhancement Cylinders 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 for everyone.
- Goal 5: Be a community of strong, beautiful, and healthy neighborhoods.
- Objective 2: Enhance the beauty, aesthetics, and environmental quality of neighborhoods.

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

Attachments

Exhibit 1 – Presentation

Exhibit 2 – Why Public Art Matters

Prepared by: Gina Rivera, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department