



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#20-0024

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: February 4, 2020

TITLE: Resolution Naming of Property Located at 3000 East Las Olas Boulevard
“Las Olas Oceanside Park” – **(Commission District 2)**

Recommendation

It is recommended that the City Commission adopt a Resolution naming the property located at 3000 East Las Olas Boulevard “Las Olas Oceanside Park”.

Background

The former Oceanside Parking Lot has been redeveloped into a new park on the corner of Las Olas Boulevard and A1A. In compliance with Guidelines for Naming Parks, Recreation Areas and Major Facilities (Exhibit 1), Parks and Recreation staff notified the surrounding homeowners associations of the suggested name “Las Olas Oceanside Park” (Exhibit 2). A letter in support of naming the property “Las Olas Oceanside Park” was received from the Central Beach Alliance on November 22, 2019 (Exhibit 3). In addition, Public Advisory Notices were placed at the park property located at 3000 East Las Olas Boulevard to notice that the proposed naming would be placed on the December 4, 2019 Parks, Recreation and Beaches Board Meeting. The item was placed on the December 4, 2019 Parks, Recreation and Beaches Board Meeting for discussion. The board members reviewed the information on the proposed naming, there was no quorum, however, there was no opposition from parks board members in attendance. The item was brought back to the Parks, Recreation and Beaches Board for a formal vote on January 22, 2020. After reviewing the recommendation, a motion was made by Carey Villeneuve and seconded by Caleb Gunter in support of the City’s proposed park renaming of the Oceanside Park to “*Las Olas Oceanside Park*”. In a voice vote, the motion passed unanimously 10 to 0.

Resource Impact

There is no fiscal impact associated with this item.

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Public Places Focus Area

- Goal 3: Build a healthy and engaging community
- Objective: Improve access to and enjoyment of our beach, waterways, parks, and open spaces for everyone

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

Attachments

Exhibit 1 – Guidelines for Naming of City Parks, Recreation Areas and Major Facilities

Exhibit 2 – HOA Letters

Exhibit 3 – Central Beach Alliance Letter of Support

Exhibit 4 – Parks, Recreation and Beaches Board Draft Minutes 01/22/2020

Exhibit 5 – Resolution

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation