



*FAST FORWARD FORT LAUDERDALE 2035*  
VISION STATEMENT

**“People are social animals and want to gather. We look for places where we can live, work, and play...”**

**- BIG IDEAS EVENT, 2012**

# PUBLIC PLACES



**G3**

**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.**

**G4**

**GOAL 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.**

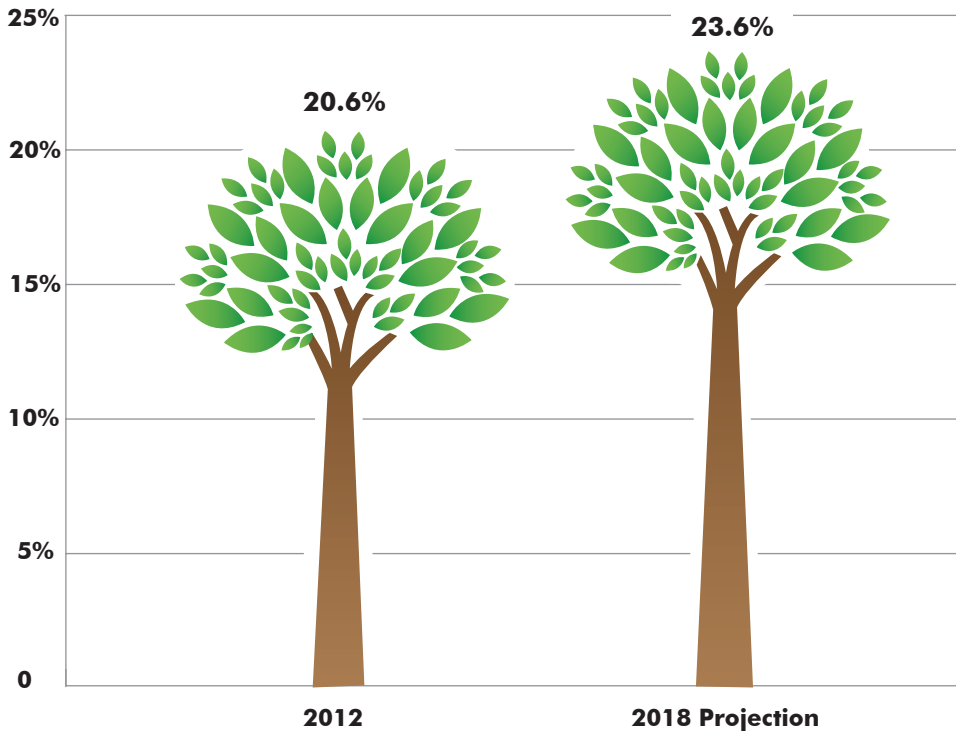
Great cities worldwide have great **public places**, from small passive parks, to grand public plazas and pleasant pathways. The outreach for *Fast Forward Fort Lauderdale 2035* brought in 267 ideas related to the sub-category of Culture and Public Spaces. Ideas focused on specific initiatives to enhance parks, community centers and activities, activate the Riverwalk, create Healthy Communities, and address homelessness.

Fort Lauderdale has more than seven miles of sparkling beaches and 165 miles of navigable waterways that offer residents and visitors premier opportunities for recreation, relaxation and enjoyment. With nearly 800 acres of beautiful park land, nine pools, a natural Riverwalk well poised for activation, and 82 unique neighborhoods, Fort Lauderdale is full of special public places that are the foundation of our South Florida vacationland lifestyle.



Parks and Recreation staff earned national accreditation from the Commission for Accreditation of Park and Recreation Agencies (CAPRA)

## Tree Canopy Coverage



*Source: City of Fort Lauderdale Parks and Recreation Department*

In the next five years, we will see changes in the **appearance of our public places**. Over the past two decades, the City has invested millions of dollars in expanding its parks and green spaces through parks bonds and land preservation grants. Today, we are faced with the challenge of maintaining and improving the infrastructure, fields, and landscapes that have become a fundamental component of our public space. While our attention to maintenance decreased in recent years due to the economic recession and resulting budget cuts, over the next five years more resources will be directed to upgrading and beautifying these public areas and integrating public art to create place. As a designated "Tree City," we will continue to increase our community's tree canopy to shade and enhance our public places and pathways. Our Riverwalk District will blossom as arts, culture, and entertainment begin to enliven and revitalize the area.

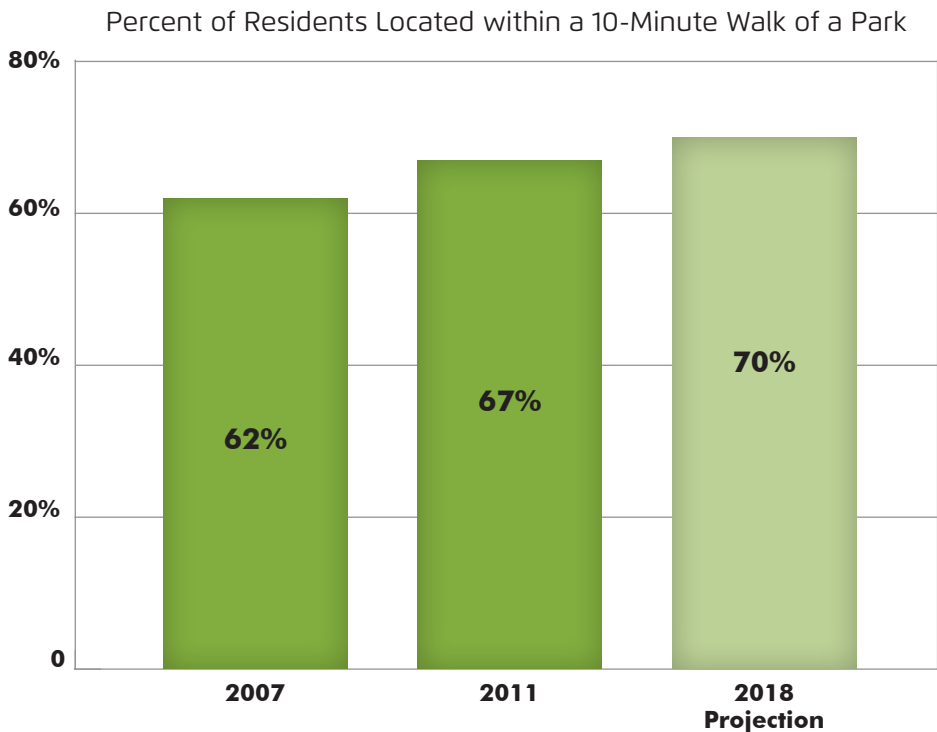
**Active communities have opportunities for fun and healthy** recreation and community building events. Fort Lauderdale, like the rest of the nation, is beginning to see changes in demographics. As our community changes, so too do their desires for the types and places for activity. Within the last year, the City's nationally accredited Parks and Recreation Department has made strides toward increasing the access, use, and enjoyment of our parks and public spaces for everyone. Enhancements have included: redeveloping public areas into park space; making upgrades to sports facilities; adding fitness zones; engaging more than 2,000 children in sports programs and activities; and using partnerships to provide increased nutrition and fitness instruction to children. Additionally, attendance at City special events has continued to climb and attract locals and visitors who come to celebrate with us. As a designated "Playful City," we will adjust the types of programs, activities, and facilities to meet the needs and desires of our changing demographics, and we will continue to work with partners to reduce homelessness by helping our neighbors achieve self-sufficiency.



### **GOAL 3 OBJECTIVES**

- 01** **OBJECTIVE 1:** Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone
- 02** **OBJECTIVE 2:** Enhance the City's identity and image through well-maintained green space, parks, major corridors, gateways, and medians
- 03** **OBJECTIVE 3:** Integrate arts and cultural elements into public places
- 04** **OBJECTIVE 4:** Cultivate our urban forest
- 05** **OBJECTIVE 5:** Work with partners to reduce homelessness by promoting independence and self-worth through advocacy, housing, and comprehensive services

Fort Lauderdale is focused on ensuring that our public places are beautifully maintained, shaded, and landscaped. In the next five years, we will improve the landscape, level of maintenance, and attention paid to our public spaces. We will infuse arts and culture to attract neighbors and visitors, and benefit from a more connected, pedestrian-friendly environment. Well-positioned trees will complement our public realm, offering shade and cooling effects. Dynamic and interactive planning will ensure that developments connect with and benefit our public realm as we utilize existing master plans to achieve this goal. This progress will enhance the identity and overall image of our City.



Source: City of Fort Lauderdale Parks and Recreation Department

Fort Lauderdale strives to be a city with unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks. Our public places are where our community comes together to enjoy simple activities, such as listening to music, shopping at a farmer's market, or taking strolls through our network of cool urban forests and along our tropical waterways. Arts and culture are inextricably linked to these places and make them expressive and inspiring. Targeted efforts to reduce homelessness further enhance the health and well-being of our community. The Public Places Cylinder overlaps with the Infrastructure Cylinder by focusing on easy accessibility to parks, public spaces, and the waterfront by increasing connectivity through mass transit, greenways and blueways. The following objectives and initiatives outline our strategic approach to progress.

## 2012 NEIGHBOR SURVEY SNAPSHOT:

- 79% of neighbors are satisfied with the proximity of their home to City parks.
- 58% of neighbors are satisfied with the availability of green space near their home.
- 69% of neighbors are satisfied with the landscaping in parks, medians, and other public areas.
- 74% of neighbors are satisfied with the safety in City parks.

**01**

**OBJECTIVE 1:**

Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone

STRATEGIC INITIATIVES:	LEAD:	PARTNERS:
1. <b>» Create playful areas for all ages, considering families, active and passive sports, and pets</b>	Parks and Recreation (P&R)	DSD, CRA, BGCBC, Riverwalk, SBBC, YMCA
2. <b>» Enhance and expand pedestrian and bike-friendly connections and amenities</b>	Transportation and Mobility (T&M)	DSD, P&R, BC, FDOT, MPO
3. <b>» Evaluate dock availability to complement our public places</b>	P&R	MAB
4. <b>» Work with the school board to open school parks to the community</b>	P&R	SBBC
5. <b>» Identify and prioritize highly visible waterways for cleaning and beautification with government and business partners</b>	P&R	CA, Marine Associations, Volunteers
6. Accomplish the Riverwalk District Plan Implementation Matrix to activate and enliven the area and increase access	Sustainable Development (DSD)	DDA, AI, BCPA, Cinema Paradiso, FAU, MoA, MODS, Riverwalk
7. Create a Fort Lauderdale Parks and Recreation Foundation	P&R	PRBB, Donors
KEY PERFORMANCE INDICATORS:	BASELINE:	5-YR TARGET:
<b>» Percent of residents that live within a 10-minute walk of a park</b>	67%	70%
<b>» Percent of the Riverwalk District Plan’s Implementation Matrix implemented</b>	17%	100%
• Percent of parks with bicycle racks	42%	100%
• Percent of waterfront parks accessible by boat	55%	75%
• Number of events/activities on the Riverwalk	50	75

**02**

**OBJECTIVE 2:**

Enhance the City’s identity and appearance through well-maintained green space, parks, major corridors, gateways, and medians

STRATEGIC INITIATIVES:	LEAD:	PARTNERS:
1. <b>» Establish a beautification and maintenance rating program for public places landscaping and performance indicators</b>	P&R	CMO-SI, FDOT, MPO, Other Municipalities,
2. <b>» Work with agencies and neighboring municipalities to identify opportunities to beautify our major corridors</b>	P&R	DSD, T&M, FDOT, MPO, Other Municipalities
3. <b>» Continue Florida-Friendly landscaping and create wildlife gardens</b>	Public Works (PWD)	P&R, BC, NatureScape, NWF
4. Create a unified way-finding program indicative of our coastal community and unique neighborhoods	T&M	DSD
KEY PERFORMANCE INDICATORS:	BASELINE:	5-YR TARGET:
• Percent of residents that perceive the overall appearance of the City as excellent or good	66%	76%
• Percent of residents satisfied with the maintenance of City parks	77%	82%

**»** Indicates an idea from the Vision Plan. For more information on strategic initiative partners, see *Cylinders of Excellence Community Partners*.

## 03

**OBJECTIVE 3:**

Integrate arts and cultural elements into public places

STRATEGIC INITIATIVES:	LEAD:	PARTNERS:
1. <b>» Collaborate with local artists, educational institutions, associations, and businesses to enliven public places with multicultural art</b>	P&R	Businesses for the Arts, museums, art education institutions
2. <b>» Examine the potential for creating an Arts &amp; Public Places ordinance to fund and maintain public art as part of municipal capital projects</b>	P&R	CAO
3. Partner with Broward County Cultural Division to implement Creative Broward 2020	P&R	BCCD
KEY PERFORMANCE INDICATORS:	BASELINE:	5-YR TARGET:
• Number of City owned public places with art integration	35	45

## 04

**OBJECTIVE 4:**

Cultivate our urban forest

STRATEGIC INITIATIVES:	LEAD:	PARTNERS:
1. <b>» Develop community partnerships to increase tree plantings</b>	PWD	P&R, T&M, CA, Cooperative Extension
2. <b>» Ensure the right tree is planted in the right place</b>	PWD	T&M, P&R, CA
3. Modernize the current tree protection ordinance to include Florida native trees, and provide more structured direction for tree removal, relocation, and replacement	PWD	CAO
KEY PERFORMANCE INDICATORS:	BASELINE:	5-YR TARGET:
<b>» Tree canopy coverage citywide</b>	20.6%	23.6%
• Number of new trees planted in public places and provided to residents	997	7,800

## 05

**OBJECTIVE 5:**

Work with partners to reduce homelessness by promoting independence and self worth through advocacy, housing, and comprehensive services

STRATEGIC INITIATIVES:	LEAD:	PARTNERS:
1. <b>» Continue the Anti-Panhandling program</b>	Police Department (FLPD)	P&R, BC
2. Implement a comprehensive short and long-term strategy with community partners to address Homelessness	P&R	BC, HUD
KEY PERFORMANCE INDICATORS:	BASELINE:	5-YR TARGET:
<b>» Number of chronically homeless</b>	408	250
• Percent of residents that perceive the City's efforts in addressing homelessness as excellent or good	23%	35%

» Indicates an idea from the Vision Plan. For more information on strategic initiative partners, see *Cylinders of Excellence Community Partners*.

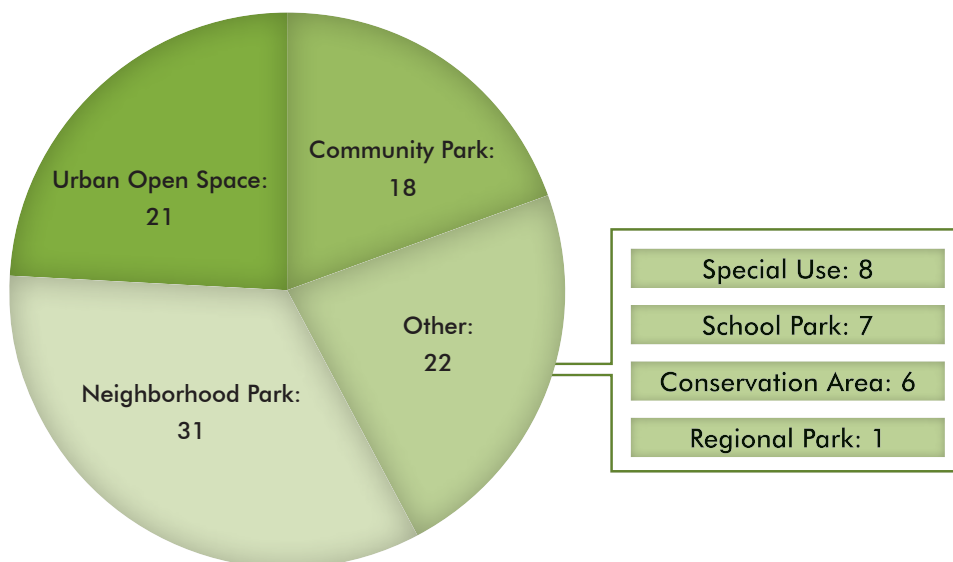


### GOAL 4 OBJECTIVES

- 01** **OBJECTIVE 1:** Offer a diverse range of youth, adult, and senior recreational programming
- 02** **OBJECTIVE 2:** Celebrate our community through special events and sports

Our public places make us a healthy community with fun and stimulating recreational activities for our neighbors. These places are where both public and private recreational programming can take place for people of all ages and abilities, and directly influence community health and activity levels. Recreational program attendance has increased in recent years as the City has expanded the types and number of programs offered.

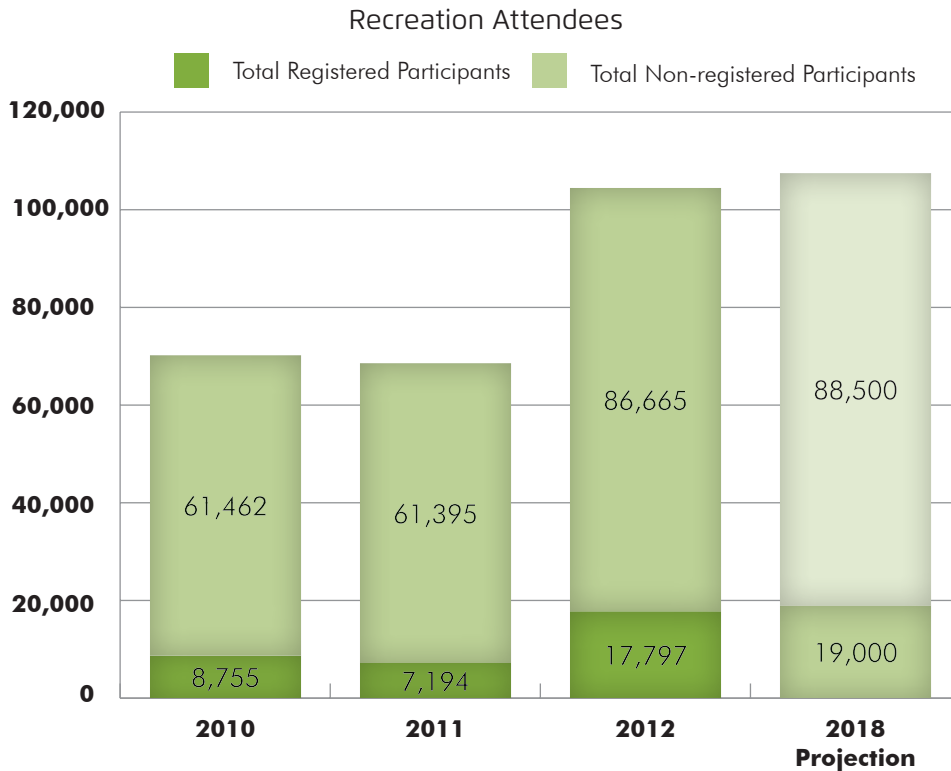
Types of Parks in Fort Lauderdale



The parks that lie within the boundaries of the City of Fort Lauderdale. Not all of the parks are owned and operated by the City.

Source: City of Fort Lauderdale Parks and Recreation Department





Participants include adult programs, pools, youth programs, youth sports, tennis, trips, adult passes, swim passes, and tennis passes. Non-registered participants include adult programs and sports, pools, tennis, and youth programs that were purchased as a "walk-in."

Source: City of Fort Lauderdale Parks and Recreation Department

Large and small scale events are held throughout the City that celebrate our community and draw visitors from all around. While these community-building events bring arts, culture and entertainment to our neighbors and visitors, they also require considerable staff coordination and collaboration. Considerations include traffic and parking, public safety, sanitation, code compliance, risk management and legal requirements, and coordination efforts through Parks and Recreation. The following objectives and initiatives outline our strategic approach to progress.

## 2012 NEIGHBOR SURVEY SNAPSHOT:

- 67% of neighbors are satisfied with the City's special events and festivals.
- 60% of neighbors are satisfied with the variety of parks programs.
- 59% of neighbors are satisfied with the City's youth athletic programs.
- 53% of neighbors are satisfied with the City's adult athletic programs.

01

**OBJECTIVE 1:**

Offer a diverse range of youth, adult, and senior recreational programming

STRATEGIC INITIATIVES:	LEAD:	PARTNERS:
1. » Offer exceptional youth recreation programming in line with sport and activity trends	P&R	BGCBC, YMCA
2. » Collaborate with recreational and wellness service providers to identify needs and target senior programming	P&R	AARP, HFSH
3. Expand wellness and therapeutic programs	P&R	AARP, FDOH, HFSF
4. Explore the impact of recreational activities and programming on juvenile success and diversion	FLPD	P&R
KEY PERFORMANCE INDICATORS:	BASELINE:	5-YR TARGET:
» Satisfaction with the quality of Parks and Recreation programs and facilities	75%	81%
• Number of recreation program participants	104,462	107,500

02

**OBJECTIVE 2:**

Celebrate our community through special events and sports

STRATEGIC INITIATIVES:	LEAD:	PARTNERS:
1. Evaluate special events planning to streamline both the City, vendor, and neighborhood experience; ensure effective logistics and safety	P&R	CMO-SI, DSD, HRD,PWD, T&M, CA), FLFR, FLPD
2. Incorporate sustainability at events through low and renewable energy use, and easy transit and recycling options	P&R	PWD, Anticipation, Water Taxi
KEY PERFORMANCE INDICATORS:	BASELINE:	5-YR TARGET:
• Satisfaction with special events, activities, and festivals	67%	73%
• Number of patrons of the City’s large special events that utilize public transportation options	1,229	1,700
• Percent of events with available recycling options	N/A	100%

» Indicates an idea from the Vision Plan. For more information on strategic initiative partners, see Cylinders of Excellence Community Partners.