



Hallandale Beach
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400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	August 2, 2017		Item Type: <small>(Enter X in box)</small>	Resolution X	Ordinance	Other	
Fiscal Impact: <small>(Enter X in box)</small>	Yes	No	Ordinance Reading: <small>(Enter X in box)</small>	1st Reading		2nd Reading	
		X					
				Public Hearing: <small>(Enter X in box)</small>	Yes X	No	Yes
Funding Source:	N/A			Yes		No	
Account Balance:			Quasi Judicial: <small>(Enter X in box)</small>	Yes		No	
					X		
Project Number :	N/A		RFP/RFQ/Bid Number:				
Contract/P.O. Required: <small>(Enter X in box)</small>	Yes	No	Strategic Plan Priority Area: <small>(Enter X in box)</small>				
		X	Safety <input type="checkbox"/>				
			Quality <input checked="" type="checkbox"/>				
			Vibrant Appeal <input type="checkbox"/>				
Sponsor Name:	Eric Houston, Transportation Planner		Department: Keven Klopp, Development Services Director				

Short Title:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, CREATING THE DESIGNATION OF "SPECIAL DISTRICT" TO BE KNOWN AS "THE HALLANDALE BEACH FASHION, ART, & DESIGN DISTRICT" (FAD DISTRICT) LOCATED AT NE 1ST AVENUE FROM HALLANDALE BEACH BOULEVARD TO NE 5TH STREET AND THE PROPERTIES THAT FRONT THE AREA; AUTHORIZING AND SUPPORTING THE FLORIDA DEPARTMENT OF TRANSPORTATION AND BROWARD

COUNTY TO CREATE TRAILBLAZER ROUTES TO THE NEW DISTRICT WITH SIGNAGE AND WAYFINDING; DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE FLORIDA DEPARTMENT OF TRANSPORTATION AND BROWARD COUNTY; PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

Throughout most of Hallandale Beach's history the City has envisioned the Fashion Art and Design District (FA&D) to be a destination for local art, fashion, design, dining and more. FA&D, which is located at NE 1st Avenue from Hallandale Beach Boulevard to NE 5th Street and the properties that front the area, embodies a Live Work Play concept and encourages a mix of commercial, entertainment and residential uses to coexist in one harmonious setting.

A special district designation is requested by the Florida Department of Transportation ("Department") along with Broward County Traffic Engineering Division (BCTED) to create trailblazer routes to the district from state and local roads. A special district designation will allow the Department along with BCTED to implement a signage and wayfinding concept plan for redirecting traffic to NE 1st Ave if northbound left-turn movements are restricted on Hallandale Beach Boulevard. At the request of the City Manager, both Department and BCTED have already begun working on trailblazing signage conceptual plans.

On July 20, 2017, City Staff held a public meeting with staff from FDOT and BCTED present to discuss trailblazer route options, signage and wayfinding should the bollards be permanently removed. The meeting was broadcasted live to over 200 viewers on social media and key stakeholders were present to give input.

Why Action is Necessary:

Action is necessary in order to officially designate FA&D as a Special District, and to provide support and authorization to the Department and Broward County in their efforts to move forward with trailblazing signage promote the district as a destination within the community.

Proposed Action:

City Staff recommends that the Mayor and City Commission of Hallandale Beach authorize the creation of the designation of "Special District" for the Fashion, Art, & Design Special District (FAD) located at NE 1st Avenue from Hallandale Beach Boulevard to NE 5th Street and the properties that front the area; and authorizing and supporting the Florida

Department of Transportation and Broward County to install trailblazer routes from state and local roads to the new district with signage and wayfinding.

Attachment(s):

Exhibit 1 – Resolution
Exhibit 2 – Conceptual Trailblazer Plan

Prepared By:

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Transportation and Mobility Planner