



Memorandum

Memorandum No: 21-019

Date: March 16, 2021

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Re: Broward County Property Appraiser's Identification of Historic Resources

At the March 2, 2021 City Commission Meeting, the Commission approved an ordinance, on first reading, establishing a Transfer of Development Rights (TDR) program for the City of Fort Lauderdale. During the discussion, the Commission asked staff to develop a broad outreach effort to ensure the new program is well advertised, and to make sure neighbors who qualify are aware of this program as well as other Historic Preservation incentives.

To address this request, staff will implement the following:

- The dedicated web page for Historic Preservation Incentives will be updated to include information about the TDR program.
- Staff will create a short video for FLTV prompting viewers to the website for more information.
- Staff will create a longer video (approximately five minutes) to post on the website and will also be made available on the City's YouTube Channel.
- Letters will be sent to all designated Historic Landmarks and Contributing Properties within the designated historic districts (approximately 240 addresses) that will outline available historic preservation incentives (including TDR) and will direct neighbors to the website for more information and the video.
- Emails will be sent to Civic Association Presidents with more information concerning the TDR program and links to both the video and website.
- DSD staff will continue to work with Strategic Communications on additional outreach through the City's typical neighbor outreach methods.

Note: Letters will not be sent to Contributing Properties until they have been established as contributing through adoption of a resolution.

For more information, please contact Trisha Logan at tlogan@fortlauderdale.gov or 954-828-7101.

C: Tarlesha W. Smith, Assistant City Manager
Greg Chavarria, Assistant City Manager
Alain E. Boileau, City Attorney
Jeffery A. Modarelli, City Clerk
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Department Directors
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