



F O R T L A U D E R D A L E
Downtown Development Authority
110 East Broward Blvd, Suite 1610
Fort Lauderdale, FL 33301
954-463-6574
www.ddafl.org



Riverwalk Fort Lauderdale
888 East Las Olas Boulevard
Suite 210
Fort Lauderdale, FL 33301
(954) 468-1541
www.GoRiverwalk.com

August 3, 2018

Lee Feldman
City Manager
City of Fort Lauderdale
100 N. Andrews Avenue
Fort Lauderdale, FL 33301

Re: Brightline Station Area Walk Audit

Dear Mr. Feldman,

Now well within its first year of operation, we all recognize the amazing gift Brightline is to the Southeast Florida region. As the center destination on the route, it is critical that the experience for those going to and from the FTL station is both safe and comfortable, representing the world-class community we are collectively building.

In that spirit, on March 26, 2018, the Riverwalk Fort Lauderdale Masterplan & Projects Committee in partnership with the Fort Lauderdale Downtown Development Authority held a meeting on the Brightline train in route to Downtown West Palm Beach. Approximately 25 people participated, representing a wide range of stakeholders. The objective of the trip was to: 1) educate members about projects important to Riverwalk and Downtown FTL; 2) identify opportunities for improvements to the FTL experience; and 3) build awareness and develop advocates for progress and improvement.

The trip included a walk audit in WPB and FTL focusing on ease of navigation, safety and comfort, and aesthetics. Attached are the takeaways comparing the experiences, as well as a list of recommendations for Fort Lauderdale, with the proposed lead agency and anticipated implementation timeframe. The City of Fort Lauderdale has been identified as a lead agency for many of the follow ups given right-of-way ownership and also because of existing services under the purview of the City.

On behalf of the Fort Lauderdale DDA and Riverwalk Fort Lauderdale, we request that a liaison from each agency be identified to work with Riverwalk, the DDA, and the other key stakeholders identified to address these follow up recommendations. Please advise of your appointed liaison by September 15, 2018 so that we can schedule an initial planning meeting.

We recognize that some of the recommendations can be implemented relatively quickly given existing resources. We also understand that some efforts may require additional funding and staff capacity. We are your partners and we look forward to working together to move down a path of implementation.

Sincerely,

Jenri Morejon,

Fort Lauderdale DDA
President/CEO

Genia Duncan Ellis

Riverwalk Fort Lauderdale
President/CEO

BRIGHTLINE WALK AUDIT RECOMMENDATIONS AND LEADS

| Recommendation | Lead | Timeframe |
|--|--------------------|------------|
| EASE OF NAVIGATION | | |
| Temporary, tactical wayfinding signage | DDA | Done |
| Install permanent wayfinding signage | CITY | Mid-Term |
| A welcome/"you are here" messaging/map | DDA/ Riverwalk | Short-Term |
| Maps at the station | DDA | Done |
| Downtown information kiosks | Riverwalk | Mid-Term |
| Ambassadors/greeters | DDA | Done |
| Info on Brightline App / Website | DDA | Short-Term |
| SAFETY & COMFORT | | |
| Make sure construction zones have properly set up MOTs that focus on pedestrian safety | CITY | Short-Term |
| Fix broken sidewalks, driveways, and curbs | Jurisdiction Owner | Mid-Term |
| Add more crosswalks (with priority focus near the station over Broward Boulevard) | | |
| Broward Blvd at NW/SW 2nd Ave | FDOT | Short-Term |
| NW 4th St and NW 1st Ave | CITY | Mid-Term |
| Add or enhance lighting along designated path from BL | | |
| NW 2nd Ave | CITY | Mid-Term |
| SW 2nd Ave | CITY | Mid-Term |
| SW 3rd Ave | CITY | Mid-Term |
| Brickell Ave between Broward Blvd & SW 2nd St | CITY | Mid-Term |
| NW 4th St btw FEC & Andrews Ave | CITY | Mid-Term |
| Repair broken uplights along SW 2nd Ave south of Broward | FEC | Short-Term |
| Define designated pathways that have shade in place already (i.e., west side of Brickell Avenue south of Broward Boulevard) | DDA | Done |
| Extend the Flagler Greenway south to the Riverwalk* <i>*Portion of extension is in process as part of X Las Olas project</i> | Broward MPO | Long-Term |
| Increase police presence along designated path from BL | CITY | Short-Term |
| AESTHETICS | | |
| Have graffiti removed from signs and street furniture and monitor regularly to remove in an efficient manner | CITY | Short-Term |
| Remove old signage not required for traffic control and add uniform family of wayfinding signage | CITY | Short-Term |
| Add more visual stimulation (art, landscaping, etc.) | DDA / Riverwalk | Ongoing |
| Make sure street furniture such as trash cans are clean and not overflowing | CITY | Short-Term |
| Perform a walk audit of broken sidewalks, curbs, and other infrastructure in poor visual condition including overgrown landscaping particularly those that creation site visibility and accessibility issues | DDA / Riverwalk | Short-Term |
| Work with appropriate jurisdictions/departments to address walk audit findings and on-going needs | DDA / Riverwalk | Ongoing |
| Continue to advance the downtown masterplan principles for inclusion of walkable amenities in public and private development projects and streetscape improvement projects | CITY | Ongoing |

Short Term: within 6 months

Mid-Term: within 6-18 months

Long-Term: 18+ months

BRIGHTLINE DAYTIME WALK AUDIT MARCH 28, 2018

RIVERWALK COMMITTEE MEETING

TAKEAWAYS

OVERALL

West Palm Beach (WPB) fared much better than Fort Lauderdale (FTL) in areas of 1) safety and comfort, and 2) aesthetics. Both cities had similar responses regarding ease of navigation. Please note, this audit was focused on the experience as a pedestrian and therefore, did not include questions on transit or bike options. There is recognition that transit service and bicycle amenities (such as a bike share station) are needed. In addition, this walk audit was focused on the daytime experience. A similar walk audit should be done at night to document areas for improvement when it is dark.

EASE OF NAVIGATION

Both cities received similar feedback in this category. There is a strong need for better wayfinding signage and other tools aimed at providing guidance to navigate through the City once you leave the train station.

Potential solutions: Wayfinding signage, a welcome/"you are here" kiosk, maps, ambassadors/greeters, and a downloadable app.

SAFETY AND COMFORT OF YOUR WALK

WPB performed much better than FTL in this category. FTL has much to be improved in areas of sidewalk and curb condition, gaps in the sidewalk network, safe construction detouring for the pedestrian, the need for more crosswalks, and shaded pathways. A mere 37% of the responses said they felt comfortable during the walk in FTL. This is a stark difference to WPB at 91%.

Potential solutions: 1) Make sure construction zones have properly set up MOTs that focus on pedestrian safety, 2) fix broken sidewalks, driveways, and curbs, 3) add more crosswalks (with priority focus near the station over Broward Boulevard), 4) define designated pathways that have shade in place already (i.e., west side of Brickell Avenue south of Broward Boulevard), and 5) extend the Flagler Greenway south to the Riverwalk.

AESTHETICS

WPB far exceeded FTL in this category. Overall, every respondent felt the aesthetic experience was not positive in FTL. This is compared to an overwhelming majority of the respondents, at 90%, that felt WPB's experience was positive.

Potential solutions: 1) Have graffiti removed from signs and street furniture and monitor regularly to remove in an efficient manner, 2) remove old signage not required for traffic control and add uniform family of wayfinding signage, 3) add more visual stimulation (art, landscaping, etc.), 4) make sure street furniture such as trash cans are clean and not overflowing, 5) perform a walk audit of broken sidewalks, curbs, and other infrastructure in poor visual condition and work with appropriate owners and governmental agencies to improve, and 6) continue to advance the downtown masterplan principles for inclusion of walkable amenities in public and private development projects and streetscape improvement projects.

West Palm Beach



Fort Lauderdale



Brightline Station Walking Audits - Daytime - CUMULATIVE RESPONSE

| Ease of navigation | WPB | | FTL | | Comments |
|---|-----|----|-----|----|---|
| | YES | NO | YES | NO | |
| Was there wayfinding signage to direct you to your destination once you got off the train? | 4 | 6 | 2 | 6 | Minimal in FTL; There was a sign at the emergency exit in WPB; Signage should continue off-site; No WPB-towards City Place going west; Need "You are Here" kiosks |
| Was there any type of ambassador/greeter to help you with your trip planning? | 3 | 8 | 3 | 4 | Maybe-there were folks in the stations; Yes, to connect to destinations |
| Was there any visual information to help you with your trip such as a map or a welcome kiosk? | 4 | 6 | 1 | 8 | Some in WPB- Brightline app & map |
| Did you need any of the tools above to improve your experience? | 9 | 1 | 8 | 1 | We need signage to Riverwalk & Las Olas; Need wayfinding; Unfamiliar rider/tourist will need help; All good, easy to navigate |
| Safety and comfort of your walk | WPB | | FTL | | Comments |
| | YES | NO | YES | NO | |
| Did you have room to walk (sidewalks were wide enough with limited physical barriers)? | 7 | 4 | 4 | 6 | Need wider sidewalks; In some areas |
| Were you detoured because of construction? | 7 | 4 | 8 | 2 | |
| If you were detoured, did the signs direct you to a safe route? | 1 | 6 | 1 | 6 | Pushed into road; In WPB-No |
| Were there any gaps for safe walking (missing sidewalks)? | 4 | 7 | 10 | 0 | Horrible exp to get to Riverwalk; yes, mostly due to construction (temp) |
| Were there safe crosswalks to cross the street? | 9 | 2 | 6 | 5 | No crosswalk at Broward; Only at the stations; Crosswalks were too far; Not in key locations; In some areas |
| Were there enough crosswalks? | 7 | 4 | 2 | 9 | Need greenway and crossing over Broward; FTL will require more/better for future growth |
| Did anything block your view to safely cross the street (overgrown trees, parked cars)? | 2 | 8 | 4 | 6 | Construction |
| Were sidewalk, streets, and curbs in good condition to allow for a comfortable walk? | 10 | 2 | 3 | 9 | In some areas |
| Was the walking distance to your end destination too far? | 1 | 9 | 2 | 8 | If Riverwalk-Yes. Las Olas-No; No, but it is a nasty walk; |
| Were paths shaded during your walk (tree coverage, building canopies, etc.)? | 11 | 0 | 3 | 8 | Comfortable in WPB; Arcades on Rosemary; Mostly; 1 block south of Broward Blvd |
| Overall, did you feel safe during your walk? | 10 | 0 | 6 | 4 | FTL-marginal; FTL-definitely wouldn't feel safe at night or by myself |

| Overall, did you feel comfortable during your walk? | 10 | 1 | 4 | 7 | FTL-marginal; Temp was cool-summer will be hot |
|--|-----|----|-----|----|--|
| Aesthetics | WPB | | FTL | | Comments |
| | YES | NO | YES | NO | |
| Were streets, sidewalks, and curbs in visually good condition? | 8 | 1 | 1 | 8 | Under construction; In some areas; WPB-lots of curbless intersections-easy to navigate; FTL-Bad until 1 block south of Broward |
| Was signage and other street furniture clean (without graffiti)? | 9 | 2 | 2 | 9 | |
| Was the signage uniformed? | 4 | 3 | 1 | 7 | Non existent |
| Was landscape trimmed and maintained well (grass trimmed, flowers in bloom)? | 10 | 0 | 4 | 6 | Only trees; FTL-only at station |
| Were the trash cans well kept (not overflowing)? | 8 | 0 | 4 | 3 | Need more |
| Was there visual engagement along your walk (art elements, fun signage)? | 5 | 3 | 0 | 9 | "Meh" |
| Were there any negative smells along your walk? If so, please indicate where/possible cause. | 0 | 10 | 5 | 5 | SW 2nd Ave/Himmarsee; FTL Bus station-homeless bathroom; Loading areas on SW 2nd Ave; Dead pigeons by construction |
| Overall, did you feel the aesthetic experience was positive? | 8 | 1 | 0 | 9 | Very bad 1st impression of FTL; Both cities could do better; |

OVERALL COMMENTS

1. Need greenway and crossing over Broward at NW/SW 2nd Avenue-part of the greenway is in-process as part of the X Las Olas project.
2. Asked visitors on BL what they thought of FTL destination and they said they did not know where to go-visitors said they won't come back. We have a small window to welcome visitors to train station at FTL and the 1st impression is the most memorable.
3. Major need for pedestrian/bike bridge over Broward and need transit to get to Las Olas.
4. There are some immediate things that can be done like painting streets or lighting up trees between destinations. Also, placing an ambassador at spots where folks depart the station.
5. The train ride + stations were awesome! The connections need the most help, especially in FTL.
6. There is a glaring need for a much better pedestrian environment from BL FTL to any destinations south of Broward Blvd. No shade, no guidance, I would never do it at night.
7. Need a smartphone app that BL travelers are encouraged to download. App provides travelers guidance for all needs - app is easily updated unlike street signage. App works in conjunction with BL station signage and Broward/ Las Olas / Arts district signage.