CITY OF
FORT LAUDERDALE

All-America City

Memorandum

Memorandum No: 25-101

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

FROM: Rickelle Williams, City Manager RW

DATE: June 27, 2025

SUBJECT: Completion of Public Art Project on Lifeguard Towers along Fort Lauderdale Beach

---

The City of Fort Lauderdale has completed the installation of artwork on four (4) lifeguard towers on Fort Lauderdale Beach. The Lifeguard Tower Public Art Project was facilitated through a collaboration among the Development Services Department's Office of Cultural Affairs and Fort Lauderdale Fire Rescue's Ocean Rescue division.

On March 18, 2024, following a public call to artists, the City's Public Art and Placemaking Advisory Board (PAPAB) reviewed proposals to design and apply artistic imagery to four (4) lifeguard towers. PAPAB ultimately recommended artist Timothy Robert Smith to the City Commission and on February 4, 2025, the City Commission approved a service agreement, not to exceed $40,000, for the design and execution of murals on the four (4) lifeguard towers.

Timothy Robert Smith is a Los Angeles-based muralist, painter, and professor whose work explores perception and multidimensional space through immersive public art. Smith's murals and multimedia installations have been exhibited at the Museum of Art and History in Lancaster, California; A+D Museum in Los Angeles, California; and at TEDx conferences in California. Smith has created dozens of public murals across Southern California, Florida, and Japan, and his work has been featured in *Juxtapoz Magazine*, *Artillery Magazine*, NBC, and KCRW radio network.

Timothy Robert Smith has completed murals on the four (4) lifeguard towers on Fort Lauderdale Beach at SE 5 Street, Sebastian Street, Riomar Street, and Terramar Street, as described further below. The artwork on these lifeguard towers brings vibrant, surreal beach-themed imagery to the shoreline and was designed both to elevate the visual identity of the beach and to enhance public safety by uniquely designing each lifeguard tower to help children and beachgoers more easily describe their location if separated from their group.

Murals were installed on the following lifeguard towers:

- **Tower 5:** S. Fort Lauderdale Beach Boulevard and SE 5 Street
- **Tower 8:** N. Fort Lauderdale Beach Boulevard and Sebastian Street
- **Tower 10:** N. Fort Lauderdale Beach Boulevard and Riomar Street
- **Tower 11:** N. Fort Lauderdale Beach Boulevard and Terramar Street

The project was completed on June 21, 2025. A final walkthrough was conducted by the City of Fort Lauderdale Cultural Affairs Officer and the project has been accepted in accordance with the terms of the artist agreement. The towers now serve as both functional safety markers and dynamic, welcoming landmarks for residents and visitors alike (Attachment 1).

This project reflects the City's continued commitment to placemaking and cultural vibrancy through accessible, site-specific public art. If you have any questions, please contact Joshua Carden, Cultural Affairs Officer, at 954-828-5044 or via email at JCarden@fortlauderdale.gov.

Attachments

1. Photos of Completed Murals

C: D'Wayne M. Spence, Interim City Attorney
David R. Soloman, City Clerk
Patrick Reilly, City Auditor
City Manager's Office
Department Directors