

City of Hollywood Naming Policy and Procedures

Purpose

The purpose of this policy is to establish a systematic and consistent process for the official naming or renaming of the City of Hollywood's properties, facilities, parks, streets and memorials.

Policy

This policy shall establish criteria and procedures, applicable to all individuals or organizations seeking to name or rename the City of Hollywood's properties, facilities, parks, streets and memorials. The City Commission, by resolution, may approve or deny the recommendation of the Naming Committee.

Procedure

All individuals or organizations shall submit a City of Hollywood Naming Application to the City Clerk with a non-refundable application fee. Similar applications for a property, facility, park, or street denied by the City within three (3) years of the current application are considered ineligible. Similar applications that have previously named or renamed a property, facility, park, street or memorial within ten (10) years of the current application are also considered ineligible.

The Application shall be reviewed by a Naming Committee ("Committee"), whose membership shall consist of the following individuals: City Clerk (Chair); Director of Parking and Intergovernmental Affairs; Director of Public Affairs and Marketing; and the Director of the City Department that is or will be primarily responsible for the property, facility, park, street or memorial. If the property, facility, park, street or memorial is located within the CRA districts, the Executive Director of the Community Redevelopment Agency shall additionally sit on the Committee. The City Attorney, or his designee, shall service as a legal advisor to the Committee.

The Committee shall ensure all applications: i) Illustrate the consistency of the proposed name with the applicable criteria; ii) Demonstrate written support for the proposed name; iii) Describe the individual's contributions to the City; and iv) Describe why the proposed naming or renaming is an appropriate honor.

Following the Committee's review of the application, the Committee shall submit a recommendation to the City Commission. The City Commission shall make a final determination on granting or denying the application. All applications must be approved by a 5/7 vote of the City Commission. The City Commission shall have absolute discretion and may grant or deny the application for any reason or for no reason.

If a proposed naming or renaming is initiated by a City Commissioner and requires a waiver of these procedures or criteria, the proposed naming or renaming shall be placed on a publicly noticed City Commission agenda for consideration. City Commissioners who propose the naming or renaming are encouraged to seek community input for the proposed change.

The City Commission may, by a 5/7 vote, exempt itself from these procedures or waive the criteria for any reason, except that the proposed naming procedures initiated by a City Commissioner cannot waive public notice and City Commission agenda requirements.

I. PROPERTIES, FACILITIES AND PARKS

A. Criteria

- 1) The individual or organization has made a significant contribution to the community's good name and image, through volunteerism, leadership, financial contribution and/or other quality services. The quality of the contribution should be considered along with the length of service.
- 2) The proposed name should not duplicate the name of another site or facility. Consideration shall be given to whether the proposed name already exists at another site or facility within Broward County. Similar applications for a property, facility, park, denied by the City within three (3) years of the current application are considered ineligible. Similar applications that have previously named or renamed a property, facility, park, street or memorial within ten (10) years of the current application are also considered ineligible.
- 3) The proposed name should enhance the historic integrity of the site. Consideration shall be given to whether there is historical significance, geographical identifiers, and/or natural characteristics at the site.
- 4) The proposed name should not be associated with the support of discrimination, or considered derogatory or socially unacceptable.
- 5) The individual may not be a current sitting member of the City of Hollywood City Commission.
- 6) The City has final approval on the design and placement of signage on City properties.

B. Notice

- 1) The City shall mail notice of the proposed name change to the Presidents of the respective local Homeowner's Associations within three (3) miles of the affected property.
- 2) The City shall post notice on the property site for a minimum of ten (10) days prior to the City Commission meeting at which the Application shall be considered.

C. Costs

- 1) The non-refundable Application fee for the naming or renaming of the City of Hollywood's properties, facilities, and parks shall be Two Hundred Fifty Dollars (\$250.00).
- 2) The Applicant shall bear all additional costs associated with the naming or renaming of any existing City of Hollywood property, facility, and park, including, without limitation, the cost of City mailings, recording, administration. Complete funding for the acquisition and installation of the signage must be paid prior to the commencement of any work. Upon approval of the application, the application fee shall be applied toward the additional costs. The City shall bear all costs associated with the naming or renaming of any new City of Hollywood property, facility, and park.

II. **PUBLIC AND PRIVATE STREETS**

A. Criteria

- 1) The individual or organization has made a significant contribution to the community's good name and image, through volunteerism, leadership, financial contribution and/or other quality services. The quality of the contribution should be considered along with the length of service.
- 2) The proposed name should not duplicate the name of another site or facility. Consideration shall be given to whether the proposed name already exists at another site or facility within Broward County. Similar applications for a street denied by the City within three (3) years of the current application are considered ineligible. Similar applications that have previously named or renamed a property, facility, park, street or memorial within ten (10) years of the current application are also considered ineligible.
- 3) The proposed name may enhance the historic integrity of the site. Consideration shall be given to whether there is historical significance, geographical identifiers, and/or natural characteristics at the site.
- 4) The proposed name should not be associated with the support of discrimination, or considered derogatory or socially unacceptable.
- 5) The proposed name may not be a current sitting member of the City of Hollywood City Commission.

- 6) The proposed name should be compatible with the existing street naming system and appropriate with the given types of uses along the street.
- ~~7) The proposed name change requires the valid signature of two-thirds (2/3) of the record property owners whose property abuts the street supporting the proposed name change. The Applicant shall obtain the printed names, addresses, phone numbers, and signatures of the abutting property owners indicating approval or disapproval of the change. (If applicable, the proposed name for a private street must have also been approved by the Board or Association.)~~
- 8) The proposed name change should not negatively impact the provision of emergency services. The change should not result in confusion related to identifying and/or providing efficient access for emergency purposes.
- 9) The proposed name change shall be for the entire length of the street and not for a short segment of the street. The entire length shall be deemed as the contiguous length of the street within the City boundaries.
- 10) The proposed name change should not have an existing co-designation on the street which the change is being requested.
- 11) The City has final approval on the design and placement of markers on City streets.

B. Notice

- 1) The City shall mail notice of the proposed name change to the Presidents of the respective local Homeowner's Associations within three (3) miles of the affected street.
- 2) The City shall mail notice of the proposed name change to the property owners abutting or addressed on the affected street. If the abutting or addressed property is a condominium, notice to the condominium association shall be considered sufficient notice.
- 3) The City shall post the affected street for a minimum of ten (10) days prior to the City Commission meeting at which the Application shall be considered at the beginning and end of the affected street and at intervals of not more than one thousand (1,000) feet in-between.

C. Non-Eligible Corridors; County and State Roads including, without limitation:

A1A	US1
Interstate-95	US441 (State Road 7)
Florida Turnpike	Dixie Highway
Park Road	Hollywood Boulevard
Pembroke Road	Stirling Road
Sheridan Street	Washington Street
Griffin Road	Taft Street
Johnson Street	

D. Costs

- 1) The non-refundable Application fee for the naming or renaming of the City of Hollywood's public and private streets shall be Two Thousand Dollars (\$2,000.00).
- 2) The Applicant shall bear all additional costs associated with the naming or renaming of the City of Hollywood's street, including but not limited to, the cost of City mailings, recording, administration, and the costs of all road signs. Complete funding for the name change must be paid prior to the commencement of any work.

III. MEMORIALS (IMPROVEMENTS)

A. Criteria

- 1) Memorials for commemorating deceased individuals or honoring organizations may be established through funding an improvement to a facility, including, without limitation: park equipment, playground equipment such as benches, flagpoles, water fountains, landscaping of a passive area, planting a tree, or placing of park furniture.
- 2) The proposed memorial should not duplicate the name of another site or facility. Consideration shall be given to whether the proposed name already exists at another site or facility within Broward County.
- 3) The proposed memorial may enhance the historic integrity of the site. Consideration shall be given to whether there is historical significance, geographical identifiers, and/or natural characteristics at the site.
- 4) The memorial should not be associated with an individual or group which supports discrimination, or is considered derogatory or socially unacceptable.
- 5) The memorial plaque shall state the type of improvement, name of donor, name of person being memorialized, and the date the

improvement was donated. The memorial plaque shall not exceed 8 inches by 10 inches.

- 6) Tenure of the memorial plaque shall be equal to the useful life of the memorial.
- 7) The memorial plaque design, appropriateness and location shall be determined by the Director of the City Department that is or will be primarily responsible for the property or facility or the site of the memorial.

B. Costs

- 1) The non-refundable Application fee for funding a memorial or an improvement within the City of Hollywood shall be One Hundred Dollars (\$100.00).
- 2) The Applicant shall bear all additional costs associated with all improvements, and or equipment. Complete funding for the acquisition and installation of the memorial must be paid prior to the commencement of any work. Upon approval of the application, the application fee shall be applied toward the additional costs.
- 3) The Applicant shall bear all costs of the marker or plaque and its placement near the location of the improvement.
- 4) The City shall not be liable for any damage of any kind to the memorial, marker, or plaque resulting from any act or negligence of any person other than itself, its agents, and employees.

IV. VETERANS MEMORIAL PLAQUES

A. Criteria (Does not require Naming Committee Review & City Commission Approval)

- 1) Memorial plaques may be established for Veterans who have fought and died for the United States of America. A DD214 form shall be submitted as proof of service.
- 2) The Veteran may have been a resident of the City of Hollywood at one time in his/her life, or the Veteran may have been an active employee of the City of Hollywood on military leave at the time of death.
- 3) The memorial plaque will state the name of the War in which the Veteran died, the Veteran's full name, and the Veteran's date of birth and date of death.

Name of War
First Middle Last Name
Date of Birth - Date of Death

- 4) The memorial plaque is 4” in length, 2” in height, and 3/8 of an inch in width, and shall be placed on the Veterans’ Memorial Wall in City Hall Circle.
- 5) The memorial plaques are subject to review by the City Clerk, Director of Human Resources and Risk Management and the Director of Parking and Intergovernmental Affairs.

B. Costs

- 1) The non-refundable Application fee for a Veteran’s Memorial Plaque shall be Thirty Dollars (\$30.00).
- 2) The Applicant shall bear all additional costs associated with the production and installation of the City of Hollywood’s Veteran’s Memorial Plaque. Complete funding for the acquisition and installation of Memorial Plaque must be paid prior to the commencement of any work. Upon approval of the application, the application fee shall be applied toward the additional costs.
- 3) The City shall not be liable for any damage of any kind to the memorial plaque resulting from any act or negligence of any person other than itself, its agents, and employees.

V. SIGNATURE BRICKS

A. Criteria (Does not require Naming Committee Review & City Commission Approval)

- 1) Signature bricks may commemorate a loved one, celebrate an anniversary or birthday, honor a deserving individual, or promote a company within the City of Hollywood.
- 2) The signature brick shall be 4” by 8” engraved with up to three (3) lines of text and symbols. There will be 15 characters per line, for lines including symbols, and 18 characters per line for lines not including symbols.
- 3) The signature bricks shall be placed in the walkway surrounding the sculpture, Gathering 1, located on the front lawn of City Hall.

- 4) The messages contained on the signature brick must be appropriate for public display. The City reserves the right to refuse any request for a message considered inappropriate, derogatory, or profane.
- 5) The non-refundable Application and fee should be obtained and submitted to the Office of the City Manager, Room 419, City Hall.

B. Costs

- 1) The fee for each signature brick shall vary in accordance with the number of lines and symbols chosen and are as follows: 1 line – Thirty-Five Dollars (\$35.00); 2 lines – Fifty Dollars (\$50.00); 3 lines – Seventy-Five Dollars (\$75.00); and each symbol is an additional Five Dollars (\$5.00); and logos shall be quoted on an individual basis.
- 2) Complete funding or the acquisition and installation of the signature brick must be paid prior to the commencement of any work.
- 3) The City shall not be liable for any damage of any kind to the signature brick resulting from any act or negligence of any person other than itself, its agents, and employees.

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