

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, co-naming, or renaming (“Naming”) of City of Hollywood (“City”) facilities, amenities, and streets.

Policy

This policy shall establish criteria and procedures, applicable to all individuals or organizations seeking to name City facilities, amenities, and streets. Recommendations for the naming of facilities, amenities, and streets are encouraged to reflect community members who have made substantial contributions over a period of years to the City by volunteering services (athletics or other), serving on boards/committees, Commissions, past employees, and Civic organizations. The City Commission, by resolution, may approve or deny the application.

Definitions

Amenities means an improvement located on City property such as plazas, gazebos, archways, paths, athletic facilities that are not fully enclosed structures, playing fields, portions of aquatic facilities that are not enclosed structures, picnic areas, tot lots, play areas, hard courts, or similar elements.

Co-Naming (streets only) means adding a secondary name to an existing roadway to honor individuals.

Streets means public right of way to facilitate mobility and transportation.

Facilities means public parks, recreational areas, buildings, rooms within buildings, and structures.

Procedure

All individuals or organizations shall submit a City of Hollywood Naming Application to the City Clerk with a non-refundable application fee.

The application shall be evaluated by a Naming Review Committee (“Committee”), whose membership shall consist of the following individuals: City Clerk or designee (Chair); Civic Affairs Administrator or designee; Director of Communications, Marketing & Economic Development or designee; and the Director of the City Department/Office or designee that is or will be primarily responsible for the facility, amenity, or street. If the facility, amenity, or street is located within the CRA Beach or Downtown Districts, the Executive Director or designee, of the Community Redevelopment Agency shall additionally sit on the Committee. The City Attorney or designee shall serve as a legal advisor to the Committee.

The Committee shall ensure that all applications: i) illustrate the consistency of the proposed Naming with the applicable criteria; ii) demonstrate written support for the proposed Naming; iii) if proposal is to name after a person, describe the individual’s contributions to the City and their connection, if any, to the facility or street; and iv) describe why the proposed Naming should be approved or is justified.

The named facility/amenity shall have proper signage displayed and be identified by its full name in oral and written communications. The City has final approval on the design and placement of signage on City properties.

The individual whose name is being considered must pass a level 2 background check (if alive and well), additional research and background review will be conducted for deceased individuals. Costs for the appropriate background check shall be paid for by the applicant. In the case of a City Commission initiated Naming, the City shall pay for the appropriate background check.

Following the Committee's review of the application, the Committee shall submit its findings for consideration of approval or denial to the City Commission. The City Commission shall make a final determination on granting or denying the application.

If a proposed Naming is initiated by a member of the City Commission, the proposed name shall be placed on a publicly noticed City Commission agenda for consideration without having to first be evaluated by the Naming Review Committee. City Commission member(s) who propose a Naming are encouraged to seek community input for the proposed change.

All proposed Naming Applications must be approved by a 5/7th vote of the City Commission. However, the City Commission by a 6/7th vote of the full City Commission, or super majority vote in the event of a lesser number of City Commission members present, can approve Naming a facility/amenity or street after someone who is living. The City Commission shall have absolute discretion and may grant or deny the application.

Fees are waived for a City Commission initiated Naming.

New developments requiring site plan review are excluded from this process.

A brief biographical excerpt from the individual's accomplishments should be exhibited in a prominent place within or adjacent to the facility/amenity and shall be paid by the applicant. If the Naming is initiated by the City Commission, this shall be paid by the City.

I. FACILITIES AND AMENITIES

A. Criteria

- 1) Justification for Naming: Consideration shall be given to whether the proposed name reflects the historical significance, geographical identifiers, and/or natural characteristics of the facility/amenity.
- 2) If the proposed Naming is specific to an individual, indicate the individual's significant contribution to the community through volunteerism, leadership, financial contribution and/or other services. Please submit letters of support.

- 3) The proposed name should not duplicate the name of another facility or amenity within the City. Consideration shall be given to whether the proposed name already exists at another facility or amenity within Broward County.
- 4) The proposed name must not be associated with the support of discrimination or be considered derogatory or socially unacceptable.

B. Notice

- 1) The City shall provide notice of the proposed Naming to the Presidents of the respective local Civic Associations within three miles of the affected facility/amenity, 10 days prior to the City Commission meeting at which the Naming Application will be considered.
- 2) The City shall post notice adjacent to the facility/amenity for a minimum of 10 days prior to the City Commission meeting at which the proposed Naming shall be considered.

C. Costs

- 1) The non-refundable application fee shall be \$500.00.
- 2) The applicant shall bear all costs associated with the Naming of any existing facility or amenity, including, without limitation, the cost of background checks, mailings, recording and administration. The non-refundable application fee shall apply to the aforementioned expenses and remaining balances, if applicable, must be paid prior to the acquisition and installation of associated signage.

II. **PUBLIC STREETS**

A. Criteria

- 1) Justification for Naming/Co-naming: Consideration shall be given to whether the proposed Naming/Co-naming reflects the historical significance, geographical identifiers, and/or natural characteristics of the roadway.
- 2) If the proposed name/co-name is that of an individual, indicate the individual's significant contribution to the community through volunteerism, leadership, financial contribution and/or other services. Please submit letters of support.

- 3) The proposed Naming/Co-naming should not duplicate the name of another roadway within the City. Consideration shall be given to whether the proposed name already exists at another roadway within Broward County.
- 4) The City Engineer shall provide written notice that proposed Naming is not duplicated in the City.
- 5) The proposed Naming/Co-naming must not be associated with the support of discrimination or be considered derogatory or socially unacceptable.
- 6) The proposed Naming/Co-naming should be compatible with the existing street naming system and appropriate with the given types of uses along the roadway.
- 7) The proposed Naming/Co-naming should not negatively impact the provision of emergency services and should not result in confusion related to identifying and/or providing efficient access for emergency purposes, as determined by the City's Director of Public Safety or designee.
- 8) A proposed Co-naming may be for the entire length of the roadway or a short segment.
- 9) Roadways with existing Co-naming are not eligible for additional Co-naming.
- 10) Following initial consideration by the Naming Review Committee, the City shall provide, at the applicant's expense, a ballot and a self-addressed stamped envelope to the property owners on record that would be directly affected by the proposed Naming. A recommendation of approval by the Naming Review Committee requires approval of 50% plus one of the property owners on record who return the ballots provided by the City within the required time frame. This requirement shall not apply to Co-naming requests.

B. Notice

- 1) The City shall provide notice of the proposed Naming/Co-naming to the Presidents of the respective local Civic Associations within three miles of the affected street, 10 days prior to the City Commission meeting at which the Naming Application will be considered.
- 2) The City shall provide notice of City Commission consideration of the proposed Naming/Co-naming to the property owners abutting or addressed on the affected street.

- 3) The City shall post notice along the affected street for a minimum of 10 days prior to the City Commission meeting at which the proposed Naming/Co-naming shall be considered. The sign(s) shall be posted at the beginning and end of the affected street and at approximate intervals of not more than 1,000 feet in-between.

C. Non-Eligible Local and State Roads include:

Interstate 95 (I-95)
Federal Highway (US 1)
Ocean Drive (A1A)
Florida Turnpike (SR 91)
US 441 (SR 7)
Pembroke Road (SR 824)
Hollywood Blvd (SR 820)
Sheridan Street (SR 822)
Stirling Road (SR 848)
Griffin Road (SR 818)
Taft Street
Johnson Street
Washington Street
Dixie Highway
Park Road

D. Costs

- 1) The non-refundable application fee for the Naming/Co-naming of the City's public streets shall be \$2,000.00 per street.
- 2) The applicant shall bear all costs to the City associated with the Naming/Co-naming of the street, including but not limited to, the cost of the background checks, mailings, recording, administration, and the costs of all road signs. The non-refundable application fee shall apply to the aforementioned expenses and remaining balances, if applicable, must be paid prior to the acquisition and installation of associated signage.

III. TERMINATION

A. The City Commission reserves the right to revoke any previously approved Naming in the event information comes to light that detracts from the rationale used to justify the Naming or determines a revocation is in the City's best interest.

B. The City Commission reserves the right to revoke any previously approved Naming if the person subject to the Naming privilege is subsequently convicted of a felony offense.

C. Any costs expended prior to termination would not be subject to reimbursement consideration.