

# Exhibit "A"

## 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 ("Naming"). The City Commission, by resolution, may approve or deny the Application. ~~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 Aapplication fee.

Similar Aapplications for a property, facility, park, or street denied by the City within three ~~(3)~~ years of the current Aapplication are considered ineligible. Similar Aapplications that have previously named or renamed a property, facility, park, street or memorial within ~~ten (10)~~ years of the current Aapplication are also considered ineligible.

The Application shall be evaluated ~~reviewed~~ by a Naming Review Committee ("Committee"), whose membership shall consist of the following individuals: City Clerk or designee (Chair); Chief Civic Affairs Officer or designee; ~~Director of Parking and Intergovernmental Affairs~~; Director of Communications, Marketing & Economic Development or designee ~~Public Affairs and Marketing~~; and the Director of the City Department or designee 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 serve ~~service~~ as a legal advisor to the Committee.

The Committee shall ensure that all Aapplications: i) ~~i~~llustrate the consistency of the proposed name with the applicable criteria; ii) ~~d~~emonstrate written support for the proposed name; iii) ~~d~~escribe the individual's contributions to the City if applicable; and iv) ~~d~~escribe why the proposed name should be approved or is justified naming or renaming is an appropriate. The City has final approval on the design and placement of signage on City properties.

Following the Committee's review of the Aapplication, the Committee shall submit its findings for consideration by a recommendation to the City Commission. The City Commission shall make a final determination on granting or denying the Aapplication. ~~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 without having to first be evaluated by the Naming Review Committee. City Commissioners ~~member(s)~~ who propose the ~~Naming or renaming~~ are encouraged to seek community input for the proposed change.

All proposed Naming 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.

Fees are waived for a Commission initiated Naming.

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

~~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) Explain why the Naming should occur. Consideration shall be given to whether the proposed name reflects the historical significance, geographical identifiers, and/or natural characteristics at the site. If the proposed name is that of an individual, indicate the individual's 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 if applicable. The quality of the contribution should be considered along with the length of service. Only names of deceased individuals will be considered.
- 2) The proposed name should not duplicate the name of another site or facility within the City. 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.~~

- ~~3)4)~~ The proposed name must ~~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 provide mail notice of the proposed name change to the Presidents of the respective local Civic Homeowner's Associations within three ~~(3)~~ miles of the affected property, within 15 days prior to the City Commission meeting at which the Naming Application will be considered.
- 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 proposed Naming Application shall be considered.

#### C. Costs

- 1) The non-refundable Application fee for the Naming of or renaming of the City of Hollywood's properties, facilities, and parks shall be Two Hundred Fifty Dollars (\$250.00), and shall be applied to costs associated with the installation of new signage.
- 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, and 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) Explain why the Naming should occur. Consideration shall be given to whether the proposed name reflects the historical significance, geographical identifiers, and/or natural characteristics at the site. If the proposed name is that of an individual, indicate the individual's 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 if applicable. The quality of the contribution should be considered along with the length of service. Only names of deceased individuals will be considered.
- 2) The proposed name should not duplicate the name of another site or facility within the City. 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 City Engineer shall provide written notice that proposed name is not duplicated in the City. 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 must ~~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.~~
- 5) 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 approval of fifty percent (50%) plus one (1) of the property owners of record who return the ballots mailed out by the City. Upon receipt of a complete application, the City shall mail out a ballot and a self-addressed stamped envelope to the property owners of record whose property would be directly affected by the proposed name change. (If applicable, the proposed name for a private street must have also been approved by the Board or Association.)~~
- 6 8) The proposed name change should not negatively impact the provision of emergency services, and. ~~The change~~ should not result in confusion related to identifying and/or providing efficient access

for emergency purposes, as determined by the Police and Fire Chiefs.

- ~~7 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.
- ~~8 40)~~ The proposed name change should not have an existing co-designation on the street upon which the change is being requested.
- ~~11)~~ ~~The City has final approval on the design and placement of markers on City streets.~~
- 9) Following initial consideration by the Naming Review Committee, the City shall provide a ballot and a self-addressed stamped envelope to the property owners of record whose property would be directly affected by the proposed name change. If applicable, the proposed name for a private street must have also been approved by the Homeowner or Condo Board or Association. The proposed name change requires approval of 50% plus one of the property owners of record who return the ballots provided by the City.

B. Notice

- 1) The City shall provide mail notice of the proposed name change to the Presidents of the respective local Civic Homeowner's Associations within three ~~(3)~~ miles of the affected street, within 15 days prior to the City Commission meeting at which the Naming Application will be considered.
- 2) The City shall provide mail notice of City Commission consideration 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 proposed Naming Application shall be considered. Sign shall be posted 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; Local County and State Roads include: including, without limitation:

Interstate 95 (I-95)

Federal Highway (US 1)  
Ocean Drive (A1A)  
Florida Turnpike (SR 91)  
~~US~~441 (SR7)  
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 or renaming of the City's ~~of Hollywood's~~ public and private streets shall be Two Thousand Dollars (\$2,000.00) per street, and shall be applied to costs associated with the installation of new signage.
- 2) The Applicant shall bear all **additional** costs associated with the Naming or renaming of the City's ~~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 through installation of a plaque 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. Plaques will not be approved for existing improvements.
- 2) The proposed memorial should not duplicate the name of another site or facility within the City. 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 or organization being memorialized, and the date the memorial was installed ~~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)~~. Upon approval of the Application, the Application fee shall be applied toward the costs.
- 2) The Applicant shall bear all ~~additional~~ costs associated with all improvements, and ~~of~~ 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. Damaged memorials are replaced when funding is provided by the Applicant.

#### IV. VETERANS MEMORIAL PLAQUES

- A. Criteria (~~d~~Does not require Naming Review Committee consideration and or Review & City Commission aApproval)

- 1) Memorial plaques may be established for Veterans deceased from injuries sustained as a result of battle ~~who have fought and died~~ for the United States of America. A DD214 form shall be submitted as proof of service.
- 2) The Veteran shall ~~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 dates 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 Chief Civic Affairs Officer ~~Director of Parking and Intergovernmental Affairs~~.
- 6) The installation will be over seen by the Department of Public Works.

B. Costs

- 1) The non-refundable Application fee for a Veteran's Memorial Plaque shall be \$250.00 ~~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. Following review ~~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.~~