

**City of Hollywood  
NAMING COMMITTEE  
July 11, 2017**

The Naming Committee of the City of Hollywood, Florida, (the Committee) was called to order on Tuesday, July 11, 2017 at 9:10 AM, in the Commission Conference Room, Room 215, Joseph W. Watson Circle, Hollywood, Florida.

Those members present were:

Patricia A. Cerny, City Clerk, Chair  
Lorie Mertens-Black, Chief Civic Affairs Officer  
Raelin Storey, Director of Public Affairs & Marketing  
Tom Barnett, Director of Development Services  
Denise Manos, Assistant City Attorney, Committee Attorney

Patricia A. Cerny, City Clerk, thanked everyone for attending the meeting and explained the Committee was convened to review the three applications submitted by Linda Anderson and Laurie Schechter to rename Forrest Street and Drive to Savannah Street and Drive, Hood Street to Macon Street and Lee Street to Louisville Street.

Each member of the Committee was provided with a copy of the applications and the City of Hollywood Naming Policy and Procedures (the Policy) for review.

Patricia A. Cerny, City Clerk, stated that the meeting was publicly noticed in accordance with Florida Statutes.

**For the application to rename Forrest Street and Drive to Savannah Street and Drive.**

The Committee reviewed the following criteria for Public and Private Streets as found in Section II of the Policy:

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 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.) (This provision was waived by the City Commission at the July 3, 2017 Commission Meeting for this application.)
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.

According to the Policy, the Committee is procedurally responsible to 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.

The Committee noted that the application fee in the amount of \$2,000.00 was submitted.

**ACTION:** Motion was made by Lorie Mertens-Black, Chief Civic Affairs Officer, and seconded by Raelin Storey, Director of Public Affairs & Marketing, that the criteria for renaming of Forrest Street and Drive to Savannah Street and Drive as outlined in Section II of the Policy were met; with the exception to provision number 7 which was

waived by the City Commission for this application at the July 3, 2017 Commission Meeting; and with the condition that provision number 8 be met, upon verification of Public Safety officials that the name change will not negatively impact emergency services. On a voice vote the motion passed unanimously (4-0).

On July 11, 2017 the appropriate Public Safety officials verified that the name change would not negatively impact emergency services.

**For the application to rename Hood Street to Macon Street.**

The Committee reviewed the following criteria for Public and Private Streets as found in Section II of the Policy:

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 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.) (This provision was waived by the City Commission at the July 3, 2017 Commission Meeting for this application.)

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.

According to the Policy, the Committee is procedurally responsible to 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.

The Committee noted that the application fee in the amount of \$2,000.00 was submitted.

**ACTION:** Motion was made by Lorie Mertens-Black, Chief Civic Affairs Officer, and seconded by Tom Barnett, Director of Development Services, that the criteria for renaming of Hood Street to Macon Street as outlined in Section II of the Policy were met; with the exception to provision number 7 which was waived by the City Commission for this application at the July 3, 2017 Commission meeting; and with the condition that provision number 8 be met, upon verification by the Public Safety officials that the name change will not negatively impact emergency services. On a voice vote the motion passed unanimously (4-0).

On July 11, 2017 the appropriate Public Safety officials verified that the name change would not negatively impact emergency services.

Laurie Schecter, applicant, explained she contacted several navigation/mapping sites, and was told by at least one that both street names would be in their data base in perpetuity.

**For the application to rename Lee Street to Louisville Street.**

The Committee reviewed the following criteria for Public and Private Streets as found in Section II of the Policy:

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 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.) (This provision was waived by the City Commission at the July 3, 2017 Commission Meeting for this application.)
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.

According to the Policy, the Committee is procedurally responsible to 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.

The Committee noted that the application fee in the amount of \$2,000.00 was submitted.

**ACTION:** Motion was made by Lorie Mertens-Black, Chief Civic Affairs Officer, and seconded by Raelin Storey, Director of Public Affairs & Marketing, that the criteria for renaming of Lee Street to Louisville Street as outlined in Section II of the Policy were met; with the exception to provision number 7 which was waived by the City Commission for this application at the July 3, 2017 Commission meeting; and with the condition that provision number 8 be met, upon verification of Public Safety officials that the name change will not negatively impact emergency services. On voice vote the motion passed unanimously (4-0).

Laurie Schecter, applicant, questioned the cost for the new signs and understands the policy provides that the applicant shall bear all additional costs associated with the renaming of the streets, including but not limited to, the cost of City mailings, recording, administration, and the cost of all road signs. Complete funding for name change must be paid prior to the commencement of any work.

Lorie Mertens-Black, Chief Civic Affairs Officer, explained the cost will include the mailings, posting, signs and installation, depending on the various installation requirements and could range from \$14,000 to \$35,000 dependent upon Broward signage requirements.

Raelin Storey, Director of Public Affairs & Marketing, contacted the Police Chief's office and the Fire Chief's office via telephone regarding the provision in number 8, that the proposed name change should not negatively impact emergency services. She spoke to Tomas Sanchez, Police Chief, who stated the Police Department had no concerns regarding the name change and the provision of emergency services.

On July 11, 2017 Thomas Sanchez, Police Chief, sent an email to the City Clerk stating the Police Department had no concerns regarding the name changes having a negative impact on emergency services.

On July 11, 2017 Christopher Pratt, Fire Chief, sent an email to the City Clerk stating the Fire Department had no concerns regarding the name changes having a negative impact on emergency services.

Patricia A. Cerny, City Clerk, provided an overview of the next step in the process. Staff will coordinate a mailing to all affected property owners noticing them of the August 30, 2017 Commission meeting and post the affected streets. The City Commission will consider the street name changes at the August 30, 2017 Commission meeting.

The meeting adjourned at 9:35 AM.