

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.

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 years of the current Application are considered ineligible. Similar Applications that have previously named or renamed a property, facility, park, street or memorial within 10 years of the current Application are also considered ineligible.

The Application shall be evaluated by a Naming Review Committee ("Committee"), whose membership shall consist of the following individuals: City Clerk or designee (Chair); Director of Communications, Marketing & Economic Development or designee; 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 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 name with the applicable criteria; ii) demonstrate written support for the proposed name; iii) describe the individual's contributions to the City, if applicable; and iv) describe why the proposed name should be approved or is justified. The City has final approval on the design and placement of signage on City properties.

Following the Committee's review of the Application, the Committee shall submit its findings for consideration by 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 City Commissioner, the proposed Naming 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 the Naming 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.

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 significant contribution to the community through volunteerism, leadership, financial contribution and/or other services. 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.
- 3) The proposed name must not be associated with the support of discrimination, or considered derogatory or socially unacceptable.

B. Notice

- 1) The City shall provide notice of the proposed name change to the Presidents of the respective local Civic Associations within three miles of the affected property, within 10 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 10 days prior to the City Commission meeting at which the proposed Naming shall be considered.

C. Costs

- 1) The non-refundable Application fee for the Naming of properties, facilities, and parks shall be \$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 of any existing City 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.

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 significant contribution to the community through volunteerism, leadership, financial contribution and/or other services. 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.
- 3) The City Engineer shall provide written notice that proposed name is not duplicated in the City.
- 4) The proposed name must not be associated with the support of discrimination, or considered derogatory or socially unacceptable.
- 5) The proposed name should be compatible with the existing street naming system and appropriate with the given types of uses along the street.
- 6) The proposed name change 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 Police and Fire Chiefs.
- 7) 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) The proposed name change should not have an existing co-designation on the street upon which the change is being requested, dual names are not permitted.
- 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 notice of the proposed name change to the Presidents of the respective local Civic Associations within three miles of the affected street, within 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 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 10 days prior to the City Commission meeting at which the proposed Naming shall be considered. Sign shall be posted at the beginning and end of the affected street and at 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)
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 of the City's public and private streets shall be \$2,000.00 per street, and shall be applied to costs associated with the installation of new signage.

- 2) The Applicant shall bear all costs associated with the Naming of the City'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.

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Revised from 1/30/2020 committee meeting
Final for agenda – total clean