

**City of Hollywood
Minutes of the
NAMING REVIEW COMMITTEE
December 13, 2017**

The Naming Review Committee of the City of Hollywood, Florida, (the Committee) was called to order on Wednesday, December 13, 2017 at 4:05 PM, in the City Manager Conference Room, Room 421, 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 Communication, Marketing & Economic Development,
former title was the Director of Public Affairs & Marketing
Tom Barnett, Director of Development Services (absent)
Clarissa Ip, Engineering Support Services Manager representing the Department
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 application submitted by Pulte Home Corporation who is being represented by Ken DeLaTorre and Matt Nelson to name the streets in Hillcrest Phase I and Phase II Developments.

Each member of the Committee was provided with a copy of the application 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 Hillcrest Phase I Development

Discussion ensued among Ken DeLaTorre, Matt Nelson and the Committee members regarding the number of properties in the Phase I Development which are still owned by the developer or have been sold. The Committee was informed by the end of the 2017, sixteen (16) properties would have been sold. The owner information will be forward to the chair for the file.

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 will be completed once the preliminary view of the application has been completed.)

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 for each of the seven (7) streets in the Phase I Development.

ACTION: Motion was made by Lorie Mertens-Black, Chief Civic Affairs Officer, and seconded by Raelin Storey, Director of Communication, Marketing & Economic Development, that the criteria for naming of Hillcrest Phase I Development as outlined in Section II of the Policy were met; with the exception of provision number seven (7) the mailing of the ballot to adjacent property owners, which will now be sent out by staff. On a voice vote the motion passed unanimously (4-0).

For the Hillcrest Phase II Development

Discussion ensued among Ken DeLaTorre, Matt Nelson and the Committee members regarding the number of properties in the Phase II Development which are still owned by the developer or have been sold. The Committee was informed no properties have been sold.

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 will be completed once the preliminary view of the application has been completed.)

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 for each of the eleven (11) streets.

ACTION: Motion was made by Raelin Storey, Director of Communication, Marketing & Economic Development, and seconded by Lorie Mertens-Black, Chief Civic Affairs Officer, that the criteria for naming of Hillcrest Phase II as outlined in Section II of the Policy were met; with the exception of provision number seven (7) the mailing of the ballot to adjacent property owners, which will now be sent out by staff. On a voice vote the motion passed unanimously (4-0).

Patricia A. Cerny, City Clerk, provided an overview of the next step in the process. Staff will coordinate a ballot mailing to all affected property owners (upon receipt of the list from the developer) noticing them of the proposed street names. Once the ballots have been returned, another committee meeting will be scheduled to review the results.

Discussion ensued regarding the mailed notification to the affected residents and posting on the affected streets in Hillcrest Phase I and Phase II Developments prior to the scheduled City Commission meeting.

The meeting adjourned at 4:25 PM.