



City of Hollywood

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Legislation Text

File #: R-2018-334, **Version:** 1

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Repealing All Previous City Resolutions Pertaining To The Policy And Procedures For Properties, Facilities, Parks, Streets And Memorials; Approving A New Naming Policy And Procedures; Approving Two Application Forms For Properties, Facilities, Parks, Streets And Memorials, And Veteran's Memorial Plaques; And Providing For An Effective Date.

Staff Recommends: Approval of the attached resolution

Explanation:

There have been several applications for the naming of streets and memorials in which the policy and procedures needed to be update, as the last major review of the policy occurred in 2012.

The City Manager appointed a committee consisting of the City Clerk, Chief Civic Affairs Officer, City Attorney, Police Chief and Director of Communications, Marketing and Economic Development (CMED) to review the current policy established by R-2017-076 and make the following recommends:

- Streamlined procedures
- Provided clarity on requirements by rearranging, removing or revising existing language
- Remove obsolete language
- Changed the name and clarified the role of the Naming Review Committee on evaluating applications only - no approval authority
- Excluded new planned developments that require a site plan review from the policy requirements
- Limit naming consideration to names of deceased individuals
- City Engineer shall review proposed name for to verify no duplication of streets
- Removed the Signature Bricks Program from the policy
- Clarified fees and how they are applied to costs
- Increased fees to better reflect actual costs for administrative review, notification, materials and installation
- Clarified that memorials will include an improvement (such as benches, park equipment) and plaque. Existing improvements are excluded
- Damaged memorials will only be replace when funding is provided by the applicant

Recommended for inclusion on the agenda by:

Dr. Wazir Ishmael, City Manager

Adam Reichbach, Assistant City Manager for Finance & Administration

Patricia Cerny, City Clerk, Committee Chair

Lorie Mertens-Black, Chief Civic Affairs Officer

Douglas R. Gonzales, City Attorney

Chris O'Brien, Police Chief

Raelin Storey, Director of Communications, Marketing and Economic Development