



Legislation Details (With Text)

File #:	R-2018-334	Version:	1	Name:	Naming Policy & Applications
Type:	Resolution	Status:	Withdrawn		
File created:	9/25/2018	In control:	Office of the City Clerk		
On agenda:	10/17/2018	Final action:	10/17/2018		
Title:	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.				

Sponsors:

Indexes:

Code sections:

Attachments: 1. res - Naming Policy - new 10-17-2018.pdf, 2. New Policy for Naming from final for agenda with redlined.pdf, 3. New Policy for Naming from final for agenda - total clean copy.pdf, 4. New Application for Naming of Prop Fac Parks St -for agenda.pdf, 5. New Application for Veterans Memorial Plaque-for agenda.pdf

Date	Ver.	Action By	Action	Result
10/17/2018	1	Regular City Commission Meeting	withdrew	

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