

AGENDA
DANIA BEACH CITY COMMISSION
WORKSHOP
WEDNESDAY, OCTOBER 25, 2017 - 2:00 PM

TO BE HELD AT
REDLINE MEDIA GROUP
1951 TIGERTAIL BOULEVARD
DANIA BEACH, FLORIDA 33004

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE IN THE CITY CLERK'S OFFICE, OR ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
 - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
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1. CALL TO ORDER/ROLL CALL

2. DISCUSSION ITEMS

- 1. Branding & Marketing - Redline Media Group
- 2. Street Renaming and Co-designation Policy
- 3. Establishing a Marketing Board
- 4. City Hall
- 5. Christmas Tree Decorations

3. ADJOURNMENT

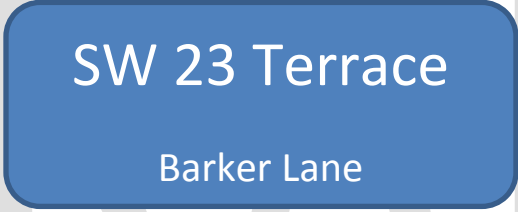
Procedures for Renaming or Co-designating Streets Within the City of Dania Beach

I. Purpose:

To provide a procedure for the renaming and co-designation of city streets that will include meaningful public input for the Dania Beach City Commission when considering the appropriateness, history and relevance of an application.

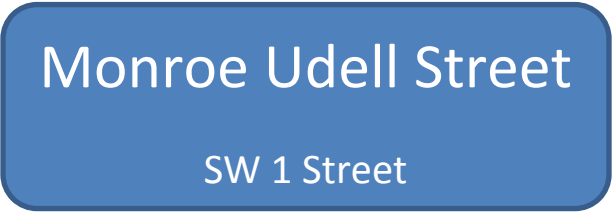
II. Definitions

1. Co-designation - Co-designation does not change the name of street, but does allow for a secondary alternative name. For example, SW 23 Terrace is co-designated "Barker Lane"



SW 23 Terrace
Barker Lane

2. Street renaming - A Street renaming officially changes the name of the street. For example, SW 1 Street was changed to Monroe Udell Street, and prior official name is kept as the co-designation.



Monroe Udell Street
SW 1 Street

III. General Provision

Applications for street renaming and co-designation are to be submitted to the City Clerk and remain the City Clerk's responsibility until the hearing notification process, then the responsibility of processing the application shifts to the Community Development

Department. The City Clerk shall verify the application is complete, legible, and the contact information is valid. For the Application of Street Renaming only, the City Clerk shall also determine if the minimum number of notarized signatures on the Petition of Owners has been met.

The Public Services Department will review the application for causes of automatic denial. Once approved by Public Services, and the City Clerk deems the application sufficient, the application is then forwarded to the Community Development Department for noticing and public hearings.

All related costs, for notices and mailings, in excess of the application fee, as determined by the City Manager's Office, shall be the responsibility of the applicant. No application shall be scheduled for the City Commission until after the City's receipt of payment for the application fee and notification, mailing and associated costs. If approved, the actual physical or other renaming or co-designation measures, including signage changes, shall not be performed by the City until such additional costs over and above the application fee, as determined by the City Manager's office, are paid to the City.

Criteria for Renaming and Co-designation

Final determination of an application will be based on the following criteria when reviewing a request to rename or co-designate a street:

1. Does the request propose to change the name of a major roadway or street?
2. Is the street name requested also being utilized in the immediate or surrounding neighborhoods, other parts of the City, or Broward County?
3. Is the request for a segment of a particular street when the segmentation of the street will not be created by a natural landform or waterway or municipal boundary?
4. Would the approval of the application be perceived as immoral or offensive to the citizenry or organizations in the City?
5. Does the street requested to be renamed or co-designated already have an existing co-designation or has it already been renamed?
6. Has the application met the requirements referenced in the General Provisions and Notification Sections of these Procedures and the level and tenor of public support for the application?
7. Does the existing street name have historical, cultural or community significance to the City or citizenry?
8. All streets should retain current names as co-designations

Street Co-designation applications shall provide the following:

- Fee in the amount of \$250.00
- Completed *Application of Street Co-designation in the City of Dania Beach*
- Public Petition – Applicant will need to show substantial public support through a petition. The weight or value of the petition may be judged on the number of signees, their residency, and their affiliations to the Dania Beach community.
- Letters of Support – Applicants may provide letters of support from the City’s various institutions, homeowner associations and community based organizations.
- A detailed biography and reasons why the name change should be considered.

Street Renaming applications shall provide the following:

- Completed *Application of Street Renaming in the City of Dania Beach*
- Application Fee: \$500.00
- Petition of Property Owners – a petition from the property owners, and only those property owners, from the street that is to be renamed. The petition shall include a list of property owners provided by the Broward County Property Appraiser. Each owner’s signature must be accompanied by a notarized statement that the signer is an owner of the property.
- Public Petition – Applicant will need to show substantial public support through a petition. The weight or value of the petition may be judged on the number of signees, their addresses, their affiliations.
- Letters of Support – Applicants may provide letters of support from the City’s various institutions, homeowner associations and community groups.
- Significant public support at any public hearing for the application.
- A detailed biography and reasons why the name change should be considered.

IV Notice and Public Hearings

Notice

1. Mailed public notice by the City for the application will be provided to property owners within four hundred fifty feet (450’) of the subject roadway section and must follow the regulations identified in Article 610 of the City’s Land Development Code.
2. A standard newspaper ad (see City Code of Ordinances Article 610, Section 610-30 for details), a minimum of fourteen (14) days prior to the public hearing.

3. Posting at City Hall and on the City's web, shall be ten (10) calendar days prior to the public hearing, unless this timeframe is greater as provided by law.
4. The applicant shall be responsible for posting signs along the subject street at each terminus and all intersections. The sign shall be at least three (3) square feet in area, and shall be approved by the City and contain substantially the following language:

PUBLIC HEARING NOTICE

Petition number

Date:

Time:

Description of Proposed Street Renaming or Co-designation:

For Information Call: (954) 924-6800

Hearings:

1. The Planning and Zoning Board shall hold a public hearing and, after reviewing the application and consideration of public input, if any, may recommend the City Commission deny, approve or approve with conditions the application. The Board shall consider the merits of the application and determine whether there is sufficient public support for the name change or co-designation and whether the proposed action is perceived to be offensive to citizenry or organizations in the City.
2. The City Commission shall hold its public hearing and, after reviewing the application and consideration of the Planning and Zoning Board recommendation and public input, if any, may deny, approve or approve with conditions the application.

V. Automatic Denials – A denial will automatically apply if:

1. A request is made to re-name or co-designate any of the following major roadways:
 - North/South Roadways – US 1, I-95, Dixie Highway; Beach Road/North Beach Road; AIA; US 441; Anglers Ave/Ravenswood Road; Gulfstream Way
 - East/West Roadways: Stirling Road, Sheridan Street; Dania Beach Blvd, Park Street
2. The street has already been re-named or co-designated
3. A request was proposed and considered by the City Commission within two years of the submittal of the application.

4. Another street has already been so named or co-designated or is concurrently being proposed for renaming or co-designated with the same name, unless the streets are continuations of the same roadway across a north/south or east/west division.
5. The individual after whom the street is to be renamed or co-designated had been convicted of a felony or any crime involving moral turpitude or had pending charges of a felony or a crime of moral turpitude at the time of his or her death.
6. Any portion of the road in the application is under the jurisdiction of another entity.

VI. Recognition

This acknowledges the known renamed streets, the known co-designated streets, and eliminates all prior renamed or co-designated streets, whether known or unknown that are or may be considered offensive to the citizenry.

Recognized Renamed Streets

Argonaut Isle - NW 8 Street west of NW 14 Avenue

Nautilus Isle - NW 9 Street west of NW 14 Avenue

Monroe Udell Street – SW 1 Street from Federal Highway west to West Park Street

East Park Street –NW/SW 1 Streets from NW 3 Ave south to Stirling Road

West Park Street –NW/SW 3 Street from NW 2 Ave south to Stirling Road

J.A. Ely Blvd – SW 12 Ave. from Stirling Road south to Hollywood boarder

C.K. “Mac” McElyea Way – City Hall

Recognized Co-designated Streets

Harold A. Davis Street – SW 6 Street, between SW 12 Ave and Phippings-Waiters Road

Barker Lane – SW 23 Terrace, between SW 45 Street and SW 46 Street

Tamara James Ave., NW 12 Ave. from NW 1 Street north two blocks

Isadore Mizell Sr. Blvd. – W. Dania Beach Blvd from Bryan Rd. east to Federal Highway

W. American Legion Way – NW 1 Street, between Bryan Road east to Federal Highway

VII. Final Determination

The City Commission shall make a final determination of granting or denying an application. In doing so, the Commission shall have full discretion to grant or deny the application with or without cause. Final approval shall require a 4/5 vote of the City Commission for a street renaming or co-designation application.

VIII. Waiver of Guidelines

The City shall consider a waiver to any portion of these guidelines or procedures, except for Section on Automatic Denials, if by a 4/5 vote of the City Commission the Commission agrees to such a waiver of any portion for any other reason.

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