



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#22-0090

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: February 15, 2022

TITLE: Resolution Approving SW 20th Street to be also known as Denison Way
between SW 9th Avenue and SW 19th Avenue - **(Commission District 4)**

Recommendation

Staff recommends that the City Commission adopt a resolution approving SW 20th Street to be also known as Denison Way between SW 9th Avenue and SW 19th Avenue.

Background

Commissioner Sorensen, with support from the River Oaks Civic Association, requested that the City honor the late Franklin (Frank) and Gertrude Denison by designating a section of SW 20th Street with a secondary name of "Denison Way". Frank and Gertrude Denison were pioneers in the yachting industry, revered as key contributors to the reputation Fort Lauderdale holds as the "Yachting Capital of the World". For over forty years, the Denisons built super yachts on the south fork of the New River and were the largest yacht builders in South Florida through the 1950's, until the sale of their yachting company in 1999.

In 1948, Frank and Gertrude purchased Dooley's Basin and Dry Dock while visiting Fort Lauderdale on their honeymoon. The Denisons renamed Dooley's Basin to Broward Marine, which became the largest employer in Broward County and the state of Florida's largest defense contractor. Frank and Gertrude were equally involved in the success of Broward Marine; the yacht and minesweeping building was led by Frank, and Gertrude's interior design expertise set the standard of luxury for the yachts of Broward Marine.

The Denisons had a mantra that stated: "If you build the same boat twice, you haven't learned anything". The unique approach of Broward Marine's design and engineering led the Denisons to shift their focus from their start as a defense contractor, to focus primarily on yacht building over the majority of Broward Marine's years in business.

History Fort Lauderdale honored the Denisons in their "History Makers of 2021" series for their contributions to Fort Lauderdale's yachting industry. The Denisons also received a State of Florida Heritage Site approval, which will allow for a marker to be placed at the Lauderdale Marine Center, honoring the Denison legacy. It is for these reasons, and

many others, that the people impacted by Frank and Gertrude Denison want to memorialize their legacy for years to come through this secondary street renaming.

City staff created a plan that requires nine dual street name signs to be replaced, at nine locations, subject to meeting the technical requirements identified by the Florida Department of Transportation (FDOT) and Broward County Traffic Engineering Division. The associated cost based upon the estimate from BCTED for the proposed project is not to exceed \$3,000 which will be funded through the Transportation and Mobility operating budget.

Resource Impact

There will be a fiscal impact associated with this action not to exceed the amount of \$3,000.

<i>Funds available as of February 9, 2022</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
331-TAM040101-3299	TRANSPORTATION PLANNING	SERVICES-MATERIALS / OTHER SERVICES	\$39,330	\$37,683	\$3,000
PURCHASE TOTAL ►					\$3,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- Public Places
- Goal 3: Build a healthy and engaging community
- Objective: Enhance the City's identity through public art, well maintained green spaces, and streetscapes

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Community*.

This item supports the *Advance Fort Lauderdale 2040 Comprehensive Plan* specifically advancing:

- Neighborhood Enhancement Focus Area
- Element: Historic Preservation
- Goals: Provide educational and incentive opportunities to further the City's historic preservation goals

Attachments

Exhibit 1 – Location Map

Exhibit 2 – Sign Mock-up and Quote

Exhibit 3 – Resolution

Prepared by: Kristin Thompson, Program Manager II, Transportation and Mobility

Department Director: Ben Rogers, Transportation and Mobility