



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#15-0403

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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: April 21, 2015

TITLE: Rename Avenue of the Arts / N.W. 7th Avenue to Carlton B. Moore / N.W.
7th Avenue

Recommendation

It is recommended that the City Commission amend resolution (14-175) requesting that Broward County rename a portion of Avenue of the Arts / N.W. 7th Avenue to Carlton B. Moore / N.W. 7th Avenue instead of Carlton Bradley Moore / Avenue of the Arts / N.W. 7th Ave.

Background

At its October 21, 2014 meeting, the City Commission adopted a resolution requesting that Broward County rename Avenue of the Arts / N.W. 7th Avenue from Broward Boulevard to Sunrise Boulevard, in honor of former City of Fort Lauderdale Commissioner, Carlton Bradley Moore. A letter to this effect was sent to County Administrator, Bertha Henry, on December 2, 2014.

Staff from the Broward County Public Works Department advised that a sign to accommodate the proposed name would be larger than standard and would require replacing the mast arms to meet wind loading requirements. The name as proposed would also require small lettering and expressed concerns regarding legibility. Based on this feedback, staff offers an alternate name of Carlton B. Moore / N.W. 7th Avenue from Broward Boulevard to Sunrise Boulevard. Staff reached out to known family members and stakeholders in the area and received general support for this alternative.

This action further directs staff to submit a request to the Broward County Commission to approve the renaming of the roadway and authorize County and City staff to work together to implement the necessary street name changes on the affected roadway segments.

Resource Impact

There will be an approximate fiscal impact to the City in the amount of \$59,000 for the required new signs from Broward County. This amount is a rough estimate as actual costs have not yet been determined.

<i>Funds available as of March 23, 2015</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	AMOUNT
001-TAM040102-3999	'Transportation Traffic	Services-Materials / Other Supplies	\$440,100.00	\$209,508.00	\$59,000.00
TOTAL					\$59,000.00

Strategic Connections:

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

Attachment:
Exhibit 1 Resolution

Prepared by: Debora Griner, Transportation and Mobility

Department Director: Diana Alarcon, Transportation and Mobility