



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

#24-0807

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

FROM: Susan Grant, Acting City Manager

DATE: October 15, 2024

TITLE: Resolution Approving the Secondary Street Name of Northwest 16th
Avenue, between Northwest 8th Street and Sunrise Boulevard, to also be
known as “Ada Bradley Moore Lane” - (**Commission District 3**)

Recommendation

Staff recommends the City Commission adopt a resolution approving the secondary street name of Northwest 16th Avenue, between Northwest 8th Street and Sunrise Boulevard, to also be known as “Ada Bradley Moore Lane”.

Background

At the June 5th City Commission Meeting, Commissioner Beasley-Pittman requested that the City of Fort Lauderdale (“City”), honor Ms. Ada Bradley Moore through a Secondary Street Renaming.

Born in 1928, Ada Bradley Moore was a long-time public servant for the City’s Parks and Recreation Department. During her 30-year tenure with the City, she led several youth, adult, and senior programs at Carter Park, formerly known as Sunland Park, including, but not limited to, teen clubs, the Okay to Be Me Event, Junior Orange Bowl Queen, and the Keenagers.

Ms. Moore also served as a mentor in public administration through the National Forum for Black Public Administrators. Through these services, Ms. Moore became like a “second mother” and a positive influence on children and adults alike. Her passion and dedication for community and leadership earned her several awards and recognitions throughout her lifetime.

She was recognized for her leadership and contribution to the community by the Friends of the African American Research Library and Cultural Center with the Zora Neal Hurston Award. Ms. Moore was also honored by the City in 2016 as an Exemplary Former Fort Lauderdale City Employee and received the Outstanding Service Award by the City of Fort Lauderdale Housing Authority.

Not only did Ada Bradley Moore inspire and encourage members of the community, but she also served as inspiration for her son, the late City of Fort Lauderdale Commissioner Carlton B. Moore’s, own devotion to civil service. It is for her dedication to the community and the City that Ms. Moore legacy shall be memorialized through this secondary street name dedication. Ms. Moore passed away on October 18, 2019.

The signs and installation will be fully funded by the City. The estimated costs for the fabrication and installation for these signs should not exceed \$7,000, including contingency.

Broward County, through the 1984 Traffic Engineering Agreement between the County and the City, will be responsible for updating the existing signs, however, the County does require a City’s resolution for the change to be executed. After adoption of the resolution, the estimated timeline for installation is within 16 weeks.

Resource Impact

The fiscal impact associated with this action is estimated not to exceed \$7,000.

<i>Funds available as of October 1, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-8042-541-30-3437	Transportation Project Management Team	Improvement Repair & Maintenance	\$285,000	\$285,000	\$7,000
TOTAL AMOUNT ►					\$7,000

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community

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

Attachments

- Exhibit 1 – Sign Mock-up
- Exhibit 2 – Location Map
- Exhibit 3 – Resolution

Prepared by: Morgan Dunn, Program Manager I, Transportation and Mobility

Acting Department Director: Milos Majstorovic, MSCE, P.E., Transportation and
Mobility