



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

**#25-0676**

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

**FROM:** Rickelle Williams, City Manager

**DATE:** June 30, 2025

**TITLE:** Resolution Approving the Secondary Street Name of Northwest 23 Lane  
between Northwest 22 Street and Northwest 26 Street, to also be known as  
“Rev. Dr. C.W. Bell Jr. Lane” - (**Commission District 3**)

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**Recommendation**

Staff recommends the City Commission adopt a resolution approving the secondary street name of Northwest 23 Lane, between Northwest 22 Street and Northwest 26 Street, to also be known as “Rev. Dr. C.W. Bell Jr. Lane”.

**Background**

At the May 20, 2025 City Commission Conference Meeting, Commissioner Beasley-Pittman requested support from members of the City Commission for the secondary street naming of Northwest 23 Lane between NW 22 Street and NW 26 Street in honor of the late Rev. Dr. Willie Cleveland Bell, Jr. The City Commission briefly discussed the request and asked for additional background information.

On June 2, 2025, background information was provided to the City Commission via Commission Memorandum No. 25-080 (Exhibit 1).

On June 3, 2025, the City Commission further discussed the secondary street renaming request and directed the City Manager to recognize Rev. Dr. Willie Cleveland Bell, Jr. through a secondary street renaming.

Rev. Dr. Willie Cleveland Bell, Jr. was born on October 16, 1932, in Pompano Beach, Florida. He later moved to Oakland Park, Florida in 1952 after marrying his wife, Ms. Vera Mae Edwards Bell. Together, they raised twelve children. From 1966 to 2018, Rev. Dr. Bell, Jr. served as the pastor of the Greater New Mt. Carmel Missionary Baptist Church in Fort Lauderdale. During his sixty-six (66) years teaching and practicing ministry, Rev. Dr. Bell Jr. mentored and inspired many to join the ministry and become pastors and church leaders nationwide.

Rev. Dr. Bell Jr. was an avid participant in congregational associations and groups, such as the Florida General Baptist Convention, National Baptist Convention, and United

Missionary Baptist Association. He held several positions as part of the Seaboard Baptists Association, including serving as Moderator from 1990 to 1996. Rev. Dr. Bell, Jr. supported many community initiatives such as the weekly homeless ministry and food distributions, neighborhood activities and events, and toy drives for hospitalized children.

As a supporter of higher education, Rev. Dr. Bell, Jr. provided scholarship opportunities for many local high school graduates, as well as existing college students, to help them continue their academic careers. It is for these accomplishments, and many others, that Rev. Dr. Bell, Jr. has contributed positively to his community in the City of Fort Lauderdale. Rev. Dr. Bell, Jr. passed away on January 22, 2022, at eighty-nine (89) years of age and is survived by nine children and many grandchildren and great-grandchildren. It is requested that NW 23 Lane between NW 22 Street and NW 26 Street be co-designated as "Rev. Dr. W.C. Bell Jr. Lane."

The signs and installation will be fully funded by the City. The estimated costs for the fabrication and installation of these signs should not exceed \$3,000, including contingency. After adoption of the resolution, the estimated timeline for installation is within four (4) months.

### **Resource Impact**

There will be a fiscal impact to the City, not to exceed \$3,000.00, for the production and installation of secondary street name signs. Sufficient funds are available in the account listed below:

<i>Funds available as of June 6, 2025</i>					
ACCOUNT NUMBER	PROJECT NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
10-001-8042-541-30-3437	Transportation Project Management Team	Operating Expenses/Other Services	\$365,769	\$53,012	\$3,000
<b>PURCHASE TOTAL ►</b>					<b>\$3,000</b>

### **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 – Commission Memorandum No: 25-080  
 Exhibit 2 – Construction Cost Estimate  
 Exhibit 3 – Location Map  
 Exhibit 4 – Resolution

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Prepared by: Morgan Dunn, Acting Division Manager, Transportation and Mobility

Acting Department Director: Milos Majstorovic, MSCE, PE, Transportation and Mobility