



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

#23-0118

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

FROM: Greg Chavarria, City Manager

DATE: March 8, 2023

TITLE: Resolution Approving NW 24th Avenue to be also known as “Marcia Pinder Way” between West Sunrise Boulevard and Panther Lane - (**Commission District 3**)

Recommendation

Staff recommends the City Commission adopt a resolution approving NW 24th Avenue to also be known as “Marcia Pinder Way” between West Sunrise Boulevard and Panther Lane.

Background

At the November 1, 2022 City Conference meeting, the family of Marcia Pinder requested that the City honor her legacy by renaming a portion of NW 24th Avenue as “Coach Marcia S. Pinder Way.” The City Commission identified the positive impacts that Coach Pinder had on the school, its students, and the greater community and directed staff to advance this initiative as a City project.

City staff worked with the Broward County Traffic Engineering Division and the Florida Department of Transportation on the request as it impacts state roadway signage. After their collective review, the originally requested secondary name of “Coach Marcia S. Pinder” could not be accommodated and, in consultation with the family, was determined that “Marcia Pinder Way” would work.

Mrs. Marcia Pinder was an honored member of Dillard High School’s athletics faculty and served as the coach of the girls’ basketball team for 44 years. During her tenure, the Dillard High Panthers won a total of 996 games and 10 state championship titles – the second-most state titles won in Florida history as of 2019. Along with her championship titles and nearly 1,000 wins, Coach Pinder was awarded several honors such as the national Gatorade Coaching Excellence Award in 2018, the Morgan Wootten Award for Lifetime Achievement in Coaching High School Basketball and was voted Florida Dairy Farmers’ Coach of the Year five times. She was also named into the National High School Athletic Coaches Association Hall of Fame in 2014.

Coach Pinder's motto was, "don't count your time, make your time count." One of her primary goals as a high school coach was to see each of her students graduate high school. This secondary street name would serve as a reminder of her time, dedication, and legacy to her students, family, and community.

The estimated project costs should not exceed \$10,000. Broward County, through the 1984 Traffic Engineering Agreement between the County and the City, will be responsible for updating the existing standard street signs, and the City of Fort Lauderdale will be responsible for updating the custom decorative signage that the City installed in 2006. A site visit identified that the 2006 decorative pole was damaged and staff recommends replacing the pole, base, and decorative signs. City staff received cost estimates totaling \$9,450.00 and added \$550.00 in contingency funding to offset any unforeseen installation or inflationary challenges. The signs and installation will be fully funded by the City of Fort Lauderdale.

Broward County Traffic Engineering Division requires that the City Commission adopt a Resolution of Support for the change to be executed. After adoption, the estimated timeline for installation is 12-16 weeks.

Resource Impact

The anticipated fiscal impact of \$10,000 will be funded through the General Fund as indicated below.

Source:					
Funds available as of January 10, 2023					
ACCOUNT NUMBER	COST CENTER NAME	CHARACTER CODE/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-8042-541-30-3437	TRANSPORTATION SURTAX TEAM	SERVICES-MATERIALS / IMP REP & MAINT	\$52,603	\$38,634	\$10,000
			TOTAL AMOUNT →		\$10,000

Strategic Connections

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

- The Neighborhood Enhancement focus area
- Goal 4: Build a thriving and inclusive community of neighborhoods

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

Attachments

Exhibit 1 – Location Map
Exhibit 2 – Sign Mock-Ups
Exhibit 3 – Quote
Exhibit 4 – Resolution

Prepared by: Kristin Thompson, Division Manager, Transportation and Mobility

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