



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

**#21-0466**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** June 15, 2021

**TITLE:** Resolution Approving the Secondary Street Name Addition of Davie Boulevard to Rubin Stacy Memorial Boulevard between Interstate 95 and US-441 - **(Commission Districts 3 and 4)**

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**Recommendation**

Staff recommends the City Commission adopt a resolution approving the secondary street name addition of Davie Boulevard to Rubin Stacy Memorial Boulevard between Interstate 95 and US-441.

**Background**

City Commissioners Sorensen and McKinzie requested for the City to honor Mr. Rubin Stacy by renaming a portion of Davie Boulevard as the "Rubin Stacy Memorial Boulevard". Based on the age given in the 1920 Census, Mr. Stacy was about 29 years old when he was lynched in Fort Lauderdale in 1935. Between 1882 and 1968, Mr. Stacy was one of at least 282 people, mostly African Americans, who were lynched in Florida, and one of 4,742 across the country.

The historical record shows that Rubin Stacy was never given an opportunity to have legal counsel nor was he given a trial after a white woman alleged that Mr. Stacy, a black man, had threatened her life. Ever since the accusation and subsequent murder, a plethora of sensationalized news reports have offered conflicting accounts of the incident. Only a few official documents have been revealed. The General Index to Arrests By Sheriff – Broward County Florida states that Mr. Stacy was arrested for "assault to kill." The index also cites that Mr. Stacy's date of arrest was July 19, 1935 and that his disposition was "Dead." The death certificate lists "lynching by mob" as a contributing cause of his death and the principal cause of death was a "broken neck and gunshot wounds through the heart."

Although the certificate lists his residence as "Reuben Stacey," the 1935 US Census shows his address as 823 NW 2nd Street, Fort Lauderdale. The death certificate also lists his occupation as "unknown," while the US Census identifies him as a "Laborer." The census also shows that his wife and son lived with him. From a wide range of newspaper reports, Mr. Stacy was arrested based on a complaint and an identification by a woman who lived on Old Davie Road, now known as Davie Boulevard, just southwest

of 31st Avenue. Stacy was killed near her home and left hanging from a tree, while nearly one thousand people from all over South Florida came by to see his mutilated body. A grand jury investigation into the lynching was futile. The investigation did not identify any members of “the mob.” Photographs of crowds gawking at the murdered man were used by the National Association for the Advancement of Colored People (NAACP) to support its efforts to pass an antilynching law. No law was ever enacted.

On July 19, 2020, Broward County presented a proclamation designating that day as Rubin Stacy Remembrance Day in Broward County. The City of Fort Lauderdale seeks to memorialize the injustice of what happened to Mr. Stacy and bring awareness to the negative impacts of systemic racism on our society.

City staff and Broward County staff have developed a signage plan to place “Rubin Stacy Memorial Blvd.” as a secondary street name along Davie Boulevard between I-95 and US-441. Davie Boulevard will be retained as the primary street name. The signage plan requires approximately 60 signs to be replaced or modified to meet technical requirements and are subject to Florida Department of Transportation (FDOT) final approval.

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. The estimated costs of \$60,000 are based on the fabrication and installation costs associated with both the standard and decorative street signs. City staff received cost estimates totaling approximately \$53,000 and given the number of signs, their age, and condition; staff added \$7,000 in contingency funding to offset any unforeseen installation 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 \$60,000 will be funded through the General Fund as indicated below.

<b><i>Funds available as of May 18, 2021</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
001-GEN010101-3999	OTHER GEN GOVT- SOCIAL/CULTURAL	SERVICES-MATERIALS / OTHER SUPPLIES	\$992,872	\$236,915	\$60,000
<b>APPROPRIATION TOTAL ►</b>					<b>\$60,000</b>

**Strategic Connections**

This item supports the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are United*.

**Attachments**

Attachment 1 – Location Map

Attachment 2 – Sign Mock-Ups

Attachment 3 – Quote

Attachment 4 – Resolution

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Prepared by: Ben Rogers, Director, Transportation and Mobility

Department Directors: Ben Rogers, Transportation and Mobility