



Agenda Item No: 13.d.

Town Commission Agenda Item Report

Meeting Date: May 13, 2025

Submitted By: Richard DeNapoli, Commissioner

Submitting Department: Administration

Item Type: Action Item

Agenda Section: NEW BUSINESS

Subject Title: Commissioner DeNapoli's Request to Co-Designate SeaGrape Drive to Donald J. Trump Avenue

Explanation: Commissioner DeNapoli has submitted a request to co-designate Sea Grape Drive as Donald J. Trump Avenue and has included a draft resolution.

To assist the Commission in its decision-making process, staff researched the Town's documents to see if there were any policies related to the naming or renaming of streets. In 2023, the Commission adopted Resolution 2023-59, which established policies and procedures for naming town-owned properties and facilities. This resolution did not address the naming or renaming of streets, as such actions involve additional steps, including coordination with the County, Emergency Services, and the Postal Service.

Although the procedures are different, the considerations outlined in Resolution 2023-59 may be useful for the Commission's review of this request. Notably, the policy includes the objectives, criteria, considerations and exemptions (listed below). In addition, the naming, as established in Resolution 2023-59, requires super-majority approval. Preliminary research into other municipalities' street naming practices suggests that some communities require majority approval from residents of the affected street before implementing a name change. If the Commission decides to move forward with this request, staff recommends notifying all property owners on Seagrape Drive of the proposed co-designation.

Objectives.

1. Establish clear criteria and procedures for Naming Town-owned Properties.
2. Empower the Town Commission to approve or deny Naming applications through resolution.
3. Focus on Naming after individuals whose work has made substantial contributions to the Town's quality of life.
4. Avoid Naming decisions in recognition of monetary donations, property, or items with monetary value.

Criteria.

1. Long and exemplary private, public service, or military career with significant positive recognition for the Town or their community.
2. Significant contributions to the Town's reputation through volunteerism, leadership, or other quality services.
3. Good public standing and a substantial contribution to the Town's quality of life by organizations, including statewide or national recognition.
4. Contribution that demonstratively enhances public safety and overall well-being.
5. Evaluation of the character and quality of the person for whom the facility is being named.

Exclusions.

1. Anyone serving in public office for the Town, or any other public officials in office at the time of consideration is ineligible.
2. A person for which a property, facility, park, or memorial was named, co-named or re-named within ten (10) years of the current Application is ineligible.
3. If the person is associated with support of discrimination or socially unacceptable precepts, or if other behavior or events in the person's background reflects unfavorably on them and anything to which their name is affiliated or affixed, the person is ineligible.

Considerations.

1. Strong consideration should be given to Naming only after persons who are deceased or in their twilight years as it is never desirable to have to rename or remove the name of a facility.
2. The dedication of small amenities with an identifiable lifespan and not intended to be permanent such as fixed park benches, bricks, trees, and other similar items are not recommended.
3. Intent of the Naming is to be permanent and never changed or altered. If non-permanent items are selected, staff recommends the Naming is for the lifetime of the amenity.
4. Consideration should be given to any applicable historical significance, geographical identifiers, or natural characteristics at the site.
5. The proposed name should not duplicate the name of another Property within the Town.
6. Naming after living persons should only be done in cases of unusually outstanding public service and in the person's twilight years.

Procedure.

1. Naming requests must be initiated by a Commissioner and submitted through an Town Naming Application ("Application") to staff.
2. Applications should include details about the:
 1. Individual's significance, such as their contributions through volunteerism,

- leadership, and other services;
- 2. Individual's association with an organization that has significantly impacted the Town's quality of life at local, state, or national levels; and
- 3. Documentation of a long and exemplary private, public service, or military career.

Recommendation: Provide staff direction.

Exhibits:

- 1. DeNapoli Commissioner Request
- 2. SAMPLE RESOLUTION Street Name Change
- 3. Application for Naming Town Properties



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Commissioner Agenda Item Request

Commissioners may submit a request for the preparation of policy, legislation or action by the Town Attorney or Town Manager. The item will be placed under Presentations, New Business, or Old Business if it has been previously discussed. This form should state the purpose of the item/action, the major points to be covered, the reasons for necessary action, whether visual aids such as maps, plans, photos or PowerPoint-style presentations may be appropriate, and the specific action or motion desired by the Commissioner. If the item can be resolved by the Town Manager without action of the Commission, the Manager shall be given the opportunity to do so.

Requesting Commissioner: ~~Select~~ Richard De Napoli

Purpose of Item/Action: Co-Designation of a Street

Major Points to be Covered: Co-Designation of a street
(see attached draft)

Reason for Necessary Action: Co-Designation of a Street

Specific Action or Motion Desired by the Commission:

Vote to approve Co-Designation of a Street

Will visual aids such as maps, plans, photos or PowerPoint-style presentations be supplied?

☐

YES

☒

NO

Signature: [Signature] Date: 4/23/25

SAMPLE RESOLUTION

TITLE

RESOLUTION APPROVING THE CODESIGNATION OF SEA GRAPE DRIVE
AS PRESIDENT DONALD J. TRUMP DRIVE

BODY

WHEREAS, Donald J. Trump served as the 45th President of the United States from 2017 through 2021, and in November 2024, he became only the second president in United States history to be reelected to a second, non-consecutive term as president, and currently serves at the 47th President of the United States; and

WHEREAS, the United States thrived under President Trump's leadership; and

WHEREAS, among his many accomplishments, President Trump signed into law the Tax Cuts and Jobs Act, which was one of the largest tax cuts and tax reform bills in American history; and

WHEREAS, President Trump's economic policies led to record-low unemployment rates, reaching a multi-decade low of 3.5 percent in early 2020; and

WHEREAS, President Trump also bolstered the country's military branches around the world and launched the United States Space Force in 2019; and

WHEREAS, under President Trump's leadership, in September 2020 he brokered the signing of the Abraham Accords, normalizing relations between Israel and several Arab nations and fostering unprecedented cooperation and stability in the Middle East; and

WHEREAS, President Trump also worked to restore democracy and the rule of law across the world, issuing sanctions against Cuba, Venezuela and Nicaragua aimed at weakening Cuba's communist regime and ending the rule of corrupt Venezuelan President Nicolas Maduro by recognizing Juan Guaido as Venezuela's legitimate leader; and

WHEREAS, the Broward County Republican Party, also known as the Broward Republican Executive Committee, has long maintained its office on the corner of Commercial Boulevard and Sea Grape Drive.

WHEREAS, there is a long tradition in Broward County where streets are named after Presidents, including the City of Hollywood, which has 27 streets named after US Presidents, from George Washington to Calvin Coolidge; the City of West Park has a "Barack Obama Boulevard;" and Miami-Dade recently authorized the co-designation of Palm Avenue in Hialeah as "President Donald J. Trump Avenue."

WHEREAS, this Commission would also like to recognize President Trump and his accomplishments in office by approving the Town of Lauderdale-By-The-Sea's codesignation of Sea Grape Drive as President Donald J. Trump Drive; and

WHEREAS, the Town of Lauderdale-By-The-Sea would like to see that signage is

installed indicating this codesignation on street signs and traffic signal mast arms; and
WHEREAS, Sea Grape Drive is a (town or county) -maintained street
located in the Town of Lauderdale-By-The-Sea; and

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF
LAUDERDALE-BY-THE-SEA, FLORIDA, that this Commission:

Section 1. Approves the Town's codesignation of Sea Grape Drive as President
Donald J. Trump Avenue.

Section 2. Directs the Clerk of the Town to transmit a certified copy of this resolution
to the Mayor and Town Commission, the United States Postal Service, the Traffic
Signals and Signs Division of the Department of Transportation and Public Works,
the Development Services Division of the Regulatory and Economic Resources
Department, the Town Police Department and the Town Fire Department.



Properties, Facilities and Memorial Naming Application

Policy Approved by Resolution 2023-59
Please type or clearly print all information.

Date of Application: _____

Applicant's Name: _____

Address: _____

Phone(s): _____

E-mail: _____

Are you proposing:

New name ☐ Name change ☐ Addition to existing designation ☐
Memorial ☐ Plaque ☐ Other: _____

Location of proposed named site: _____

Current name: _____

Proposed name: _____

Name of person/organization (nominee) to be recognized:

Nominee's Address: _____

Nominee's Home Phone: _____ Work: _____

Is there a public property, facility, park, etc. with such a name in Broward County?

☐ Yes, Please identify the location of public property or facility:

☐ No.

Reason for the proposed name change/designation:

Nominee's contributions or accomplishments (attach additional pages if necessary):

Are you requesting funding from the Town? Yes [☐] No [☐] **Amount \$** _____

If the proposed name change is for a public or private street, what neighborhood(s) will be impacted by the name change?

Cost & Fees

At the time of approval, the Commission will assess whether the Town will cover the expenses for the plaque or signage. If the Town is obligated to do so, a budget will be established at the time of the Naming's approval. The Applicant shall bear all costs associated with the naming or renaming, including without limitation, the cost of Town mailings, recording, and administration. A separate schedule of cost estimate shall be provided to the Applicant. Upon approval of the application, the application fee shall be applied toward the costs. Complete funding must be paid in full to the Town, prior to the commencement of any work.

Application Review and Approval

1. The Town Commission has the authority to approve or deny Naming applications by resolution.
2. The Town shall not be liable for any damage or loss. The Applicant releases and holds harmless the Town, will not make a claim against or sue, and waives the right of recovery against the Town and its officers, agents, or employees for damage or vandalism to or loss of the improvement/memorial arising out of a person's negligent or intentional act, or other act, however caused.
3. Application will be evaluated by the Review Committee and, if deemed sufficient, be forwarded to the Commission for consideration.

(Signature)

Please submit application to:

Town of Lauderdale-By-The-Sea
Town Clerk
4501 North Ocean Drive
Lauderdale-By-The-Sea, FL 33308

RESOLUTION NO. 2023-59

**A RESOLUTION OF THE TOWN COMMISSION OF THE
TOWN OF LAUDERDALE-BY-THE-SEA, FLORIDA,
ADOPTING POLICIES AND PROCEDURES FOR NAMING
OF TOWN-OWNED PROPERTIES AND FACILITIES;
PROVIDING FOR EXECUTION, IMPLEMENTATION,
CONFLICTS, AND AN EFFECTIVE DATE.**

WHEREAS, the Town Commission (“Town Commission”) of the Town of Lauderdale-
By-The-Sea (“Town”) is desirous of adopting policies and procedures for naming, co-naming, and
re-naming of Town-owned properties, facilities, parks, and memorials (“Properties”); and

WHEREAS, the process of naming, co-naming, and re-naming Town-owned Properties
should be guided by a clear and transparent set of policies and procedures to ensure fairness,
inclusivity, and accountability; and

WHEREAS, the Town Commission finds that adopting the policies and procedures for
naming, co-naming, and re-naming of Town owned Properties is in the best interests of the
residents and businesses of the Town.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE
TOWN OF LAUDERDALE-BY-THE-SEA, FLORIDA:**

Section 1. Recitals. Each “WHEREAS” clause set forth above is true and correct and
herein incorporated by this reference.

Section 2. Policy. The Town Commission hereby adopts the following policies,
procedures and criteria for naming, co-naming, and re-naming (“Naming”) of Town-owned
properties, facilities, parks, and memorials (“Naming Policy”).

1. *Approving Authority.* The Town Commission has the authority to approve or deny Naming
applications by resolution.

2. *Scope.* The Town will consider Naming Properties after individuals whose contributions have significantly improved the Town's quality of life and excludes naming based on monetary donations. Naming of streets within the Town is outside the scope of this Naming Policy.

3. *Objectives.*

- a. Establish clear criteria and procedures for Naming Town-owned Properties.
- b. Empower the Town Commission to approve or deny Naming applications through resolution.
- c. Focus on Naming after individuals whose work has made substantial contributions to the Town's quality of life.
- d. Avoid Naming decisions in recognition of monetary donations, property, or items with monetary value.

4. *Criteria.*

- a. Long and exemplary private, public service, or military career with significant positive recognition for the Town or their community.
- b. Significant contributions to the Town's reputation through volunteerism, leadership, or other quality services.
- c. Good public standing and a substantial contribution to the Town's quality of life by organizations, including statewide or national recognition.
- d. Contribution that demonstratively enhances public safety and overall well-being.
- e. Evaluation of the character and quality of the person for whom the facility is being named.

5. *Exclusions.*

- a. Anyone serving in public office for the Town, or any other public officials in office at the time of consideration is ineligible.
- b. A person for which a property, facility, park, or memorial was named, co-named or re-named within ten (10) years of the current Application is ineligible.
- c. If the person is associated with support of discrimination or socially unacceptable precepts, or if other behavior or events in the person's background reflects unfavorably on them and anything to which their name is affiliated or affixed, the person is ineligible.

6. *Considerations.*

- a. Strong consideration should be given to Naming only after persons who are deceased or in their twilight years as it is never desirable to have to rename or remove the name of a facility.
- b. The dedication of small amenities with an identifiable lifespan and not intended to be permanent such as fixed park benches, bricks, trees, and other similar items are not recommended.
- c. Intent of the Naming is to be permanent and never changed or altered. If non-permanent items are selected, staff recommends the Naming is for the lifetime of the amenity.

- d. Consideration should be given to any applicable historical significance, geographical identifiers, or natural characteristics at the site.
- e. The proposed name should not duplicate the name of another Property within the Town.
- f. Naming after living persons should only be done in cases of unusually outstanding public service and in the person's twilight years.

7. *Procedure.*

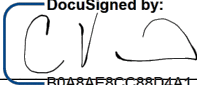
- a. Naming requests must be initiated by a Commissioner and submitted through an Town Naming Application ("Application") to staff.
- b. Applications should include details about the:
- a. Individual's significance, such as their contributions through volunteerism, leadership, and other services;
 - b. Individual's association with an organization that has significantly impacted the Town's quality of life at local, state, or national levels; and
 - c. Documentation of a long and exemplary private, public service, or military career.
- c. Once a complete Application is received, it will be scheduled for consideration by the Commission. To name a property, an entire building, or room in a building, the Application must receive at least four (4) affirmative votes. Streets are not covered by this Naming Policy, as they require additional approval from the US Post Office.

8. *Costs.* At the time of approval, the Commission will assess whether the Town will cover the expenses for the plaque or signage. If the Town is obligated to do so, a budget for the maker will be established at the time of the Naming's approval.

Section 3. Severability. If any clause, section or other part of this Resolution shall be held by any court of competent jurisdiction to be unconstitutional or invalid, such unconstitutional or invalid part shall be considered as eliminated and in no way affecting the validity of the other provisions of this Resolution.

Section 4. Effective Date. This Resolution shall become effective immediately upon its passage.

PASSED AND ADOPTED this 26th day of September 2023.

DocuSigned by:

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Mayor Chris Vincent

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DocuSigned by:

Katrina Adler

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Katrina Adler, Town Clerk

(CORPORATE SEAL)



APPROVED AS TO FORM:

DocuSigned by:

Susan L. Trevarthen

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Susan L. Trevarthen, Town Attorney