



## Memorandum

**Memorandum No:** 21-115

**Date:** December 9, 2021

**To:** Honorable Mayor and Commissioners

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

**Re:** Official Name Change - Department of Sustainable Development to  
Development Services Department

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With the adoption of the City's FY2022 annual budget, the Department of Sustainable Development (DSD) became the Development Services Department (DSD). The change to the department's name accurately reflects the services we provide to our neighbors and allows for our customers, who may operate in multiple jurisdictions, to understand and identify services they need. This action will not result in any changes to the structure or functions of the department. Regardless of the name of the department, we will retain our commitment to sustainable development and its importance to the future of our community.

In order to implement the change to Development Services Department the following steps will be taken to fully implement the change:

- Update the City's website;
- Update the call center message;
- Update business cards and stationery as we deplete inventory;
- Replace signage within and on the exterior of the DSD building;
- Amend the City's code of ordinances; and
- Collaborate with Strategic Communications to spread the message to our neighbors about the name change.

On October 7, 2014, the City Commission adopted Resolution #14-167 naming the Department of Sustainable Development Building located at 700 NW 19<sup>th</sup> Avenue the "Greg Brewton Sustainable Development Center." Currently, this is memorialized by the marquis sign that adorns the entryway into the building. The marquis sign is to be replaced with a new sign so to retain the honorary naming of the building a plaque will be placed conspicuously at the entrance of the building.

If you have any questions on the renaming of the department, please contact Anthony Fajardo, Director of the Development Services Department (formerly the Department of Sustainable Development), at [afajardo@fortlauderdale.gov](mailto:afajardo@fortlauderdale.gov).

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