



Memorandum

Memorandum No: 25-080

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

FROM: Rickelle Williams, City Manager *RW*

DATE: June 2, 2025

**SUBJECT: Secondary Street Naming Request: Rev. Dr. W.C. Bell Jr. Ln.
– Commission District 3**

On May 20, 2025, during the City Commission Conference meeting, Commissioner Beasley-Pittman requested support from the members of the City Commission for the secondary street naming of NW 23 Lane between NW 22 Street and NW 26 Street in honor of the late Dr. Willie Cleveland Bell, Jr. After discussion, members of the City Commission requested additional information to be provided for their consideration.

Rev. Dr. Willie Cleveland Bell, Jr. was born on October 16, 1932. 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., 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. 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. Ln.

The requested secondary street naming includes the replacement of two (2) street signs with an estimated cost not to exceed \$3,000.

City staff will seek City Commission feedback and direction at the June 3, 2025, Conference Meeting. For further information, please contact Milos Majstorovic, Acting Director of Transportation and Mobility, at 954-828-5216 or mmajstorovic@fortlauderdale.gov

c: D'Wayne M. Spence, Acting City Attorney
David R. Soloman, City Clerk
Patrick Reilly, City Auditor
City Manager's Office
Department Directors