



A NEW DAY.

City of Jacksonville, Florida

Donna Deegan, Mayor

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MEMORANDUM

TO: Chairperson and Members
Jacksonville Historic Preservation Commission

FROM: Arimus Wells, City Planner Supervisor
Community Planning Division – Historic Preservation Section

RE: Confederate Street to Rose Arbor Way - Road Renaming

DATE: September 24, 2025

Consistent with Chapter 745 of the Jacksonville Ordinance Code on addressing and street naming regulations, requests to rename streets require a review and recommendation from the Jacksonville Historic Preservation Commission. In making a report and recommendation, the Commission shall address the following criteria:

1. The origin of the street name
2. Any historical significance of the existing street name
3. Whether there are any historical structures or landmarks on the subject street
4. Whether the existing name is part of a common theme of street names throughout the community where such street is located
5. The age of the street name
6. Whether the street name is a duplicate street name

Current Street Name: Confederate Street

Proposed Street Name: Rose Arbor Way

Reason for Change:

The name change seeks to build anticipation for the planned relocation of the Downtown Ecumenical Services Council to an abutting parcel along the subject street and to recognize the rose arbor in the abutting Springfield Park.

Analysis:

Prior to being named Confederate Street, the subject street was originally named Park Terrace. Per Ordinance S-98 (Bill S-109), Park Terrace was renamed to Confederate Street in 1926. While it could not be confirmed by Staff, it is widely speculated that Park Terrace was renamed to Confederate Street due to its proximity to Confederate Park (renamed to Springfield Park in 2020 per Ordinance 2020-347).

After opening in 1907, Confederate Park was originally named Dignan Park. It was not until 1914 after the United Confederate Veterans celebrated their 24th annual reunion at the park (with an estimated 52,000 visitors and 8,000 Confederate veterans in attendance) that the City renamed the park to Confederate Park in 1914.

While several historic structures currently have frontage along this portion of the subject street, none of the structures have addresses under Confederate Street. The existing road name is also not part of a common theme of street names in the area, nor is it a duplicate street name.

Recommendation:

At the Jacksonville Historic Preservation Commission (JHPC) on September 24, 2025, the Planning Department had no objections to the proposed street name change from Confederate Street to Rose Arbor Way. Based on the best evidence available, JHPC voted 4-0 to approve the name change.

Location Map

