

1 Introduced by Council Member Salem and Co-Sponsored by Council  
2 Members Boylan, Gaffney, Cumber, Morgan, Diamond, Ferraro, Bowman,  
3 Newby, Pittman and Freeman:

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6 **ORDINANCE 2020-582**

7 AN ORDINANCE REGARDING THE RENAMING OF PUBLIC  
8 BUILDINGS, PUBLIC FACILITIES AND PUBLIC PARKS;  
9 CREATING A NEW SECTION 122.105 (PUBLIC  
10 BUILDINGS, PUBLIC FACILITIES AND PUBLIC PARKS  
11 NAMING AND RENAMING PROCEDURES), CHAPTER 122,  
12 *ORDINANCE CODE*, TO PROVIDE FOR RENAMING  
13 PROCEDURES FOR PUBLIC BUILDINGS, PUBLIC  
14 FACILITIES AND PUBLIC PARKS); PROVIDING AN  
15 EFFECTIVE DATE.

16  
17 **Section 1. Creating a new Section 122.105 (Public**  
18 **buildings, public facilities and public parks naming and renaming**  
19 **procedures), *Ordinance Code*.** Section 122.105 (Public buildings,  
20 public facilities and public parks naming and renaming procedures),  
21 Chapter 122 (Public Property), *Ordinance Code*, is hereby created to  
22 read as follows:

23 **CHAPTER 122. PUBLIC PROPERTY.**

24 \* \* \*

25 **PART 1. MUNICIPAL BUILDINGS AND OFFICES.**

26 \* \* \*

27 **Sec. 122.105. Public buildings, public facilities and public**  
28 **parks naming and renaming procedures.**

29 (a) The naming and renaming of public buildings, public facilities  
30 and public parks shall be made by ordinance, pursuant to the  
31 procedures in this Section and in accordance with any policy

1 created pursuant to this Section.

2 (b) For the consideration of naming or renaming of public  
3 buildings, public facilities and public parks facilities, the  
4 Historic Preservation Section of the Community Planning  
5 Division of the Planning and Development Department will  
6 provide to the Council, within 30 days after introduction of  
7 the ordinance a report (the Report), which shall be provided  
8 to the Council Secretary, with a copy to the Committee Chair  
9 of the appropriate City Council committee of reference. The  
10 Report shall become an attachment to any proposed legislation  
11 before the City Council for approval. The Report shall  
12 address the following criteria:

- 13 (1) The origin of the existing public building, public  
14 facility, or public park name, if applicable;
- 15 (2) Any historical significance of the existing public  
16 building, public facility or public park;
- 17 (3) Whether there are any historical structures or landmarks  
18 on the subject property;
- 19 (4) Whether the existing building name, name of public  
20 facility, or public park name is part of a common theme of  
21 names throughout the community where such building, park  
22 or facility is located;
- 23 (5) The age of the public building, public facility or public  
24 park name;
- 25 (6) Whether there are other public buildings, public  
26 facilities, or public parks with the same or similar name;  
27 and
- 28 (7) Whether the person (or persons) to whom the public  
29 building, public facility or public park is proposed to be  
30 named or renamed has contributed to the development of, or

1 is a reminder of the history and/or culture of the City,  
2 State, or Nation.

3 (c) The Report generated in subsection (c) above shall also be  
4 forwarded by the Historic Preservation Division to the  
5 Historic Preservation Commission, which shall provide an  
6 advisory recommendation on the renaming proposal within 45  
7 days from the date the ordinance is introduced by Council. If  
8 an advisory recommendation from the Historic Preservation  
9 Commission is not received by Legislative Services within 45  
10 days of the introduction of the ordinance, the failure of the  
11 Historic Preservation Commission to comment shall be deemed  
12 consent to the name proposal.

13 (d) A policy with guidelines on the naming or renaming of public  
14 buildings, public facilities and public parks shall be  
15 approved by Council through legislation.

16 (e) The Parks, Recreation and Community Services Department, or  
17 Public Works Department, as applicable, will adopt standards  
18 for placement, dimensions and type of signage for naming or  
19 renaming requests, with input from the Traffic Engineering  
20 Division or such subsequent agency as may perform such duties  
21 in the future.

22 (f) Public Hearings Required for all name changes for public  
23 buildings, public facilities, and public parks.

24 (1) Before final consideration of an ordinance changing a name  
25 of a public building, public facility, or public park the  
26 City shall hold three public hearings on the proposal.

27 (2) One public hearing shall be before the appropriate  
28 Committee of reference, which shall be held at least 30  
29 days following introduction of the ordinance so that the  
30 Planning and Development Department Report will be

1 available for consideration by the Committee of reference  
2 along with the legislation.

3 (3) Two public hearings shall be held before the Council. The  
4 first Council public hearing shall be scheduled for the  
5 Council meeting immediately after the Committee public  
6 hearing discussed in subsection (2) above. This public  
7 hearing will be in lieu of the public hearing ordinarily  
8 scheduled pursuant to Rule 3.601, Council Rules. The  
9 second Council public hearing and final action by Council  
10 shall be scheduled at least 45 days from the introduction  
11 of the ordinance so that the advisory recommendation from  
12 the Historic Preservation Commission is available for  
13 consideration.

14 (g) Only one new name or change of name application per public  
15 property under this Section will be considered by the Council  
16 at one time. Thus, if legislation is filed to name or rename a  
17 particular public building, public facility or public park and  
18 subsequently a new application for naming or renaming is filed  
19 for the same site or location, the legislation which is filed  
20 with Legislative Services first shall be considered and acted  
21 upon by the Council prior to any action on a subsequent bill.

22 (h) Legislation filed pursuant to this Section shall not be taken  
23 up by emergency action by the Council.

24 (i) This Section shall apply to all public parks managed by the  
25 Director of the Parks, Recreation and Community Services  
26 Department including pocket parks.

27 (j) This Section shall apply to all public buildings and public  
28 facilities owned by the City of Jacksonville except as  
29 excluded herein.

30 (k) This Section shall not apply to library facilities, which are  
31 governed by the provisions of Section 662.102, *Ordinance Code*.

1 (l) Nothing within this Section prevents or is intended to  
2 prohibit the naming of donated private property to the City  
3 for public use and enjoyment. Should the donation of property  
4 include a request by the donor for naming rights as to the  
5 particular public property as part of the consideration for  
6 the donation, such request shall follow the procedures in this  
7 Section unless the donation falls within Section 662.102,  
8 *Ordinance Code*.

9 (m) Nothing in this Section is intended to prohibit the City from  
10 entering into a naming rights agreement for a public building,  
11 public facility or public park, which would include a monetary  
12 contribution by an interested party in exchange for naming  
13 rights of the public property, subject to the approval of  
14 Council.

15 (n) Nothing provided for herein is intended to modify or limit the  
16 use of the Parks Partnership Program as set forth in Part 7,  
17 Chapter 664, *Ordinance Code*.

18 (o) For new parks coming into the City inventory on or after  
19 December 1, 2020, the Director of the Parks, Recreation and  
20 Community Services Department is authorized to designate a  
21 name for the public park based on geographic location (such as  
22 related to the street, neighborhood, community area, or region  
23 in which it is located). This name will be the City designated  
24 name of the public park unless legislation is filed pursuant  
25 to this Section to rename the park property.

26 (p) City parks which are the subject of a joint use agreement with  
27 the Duval County School Board will continue to share the name  
28 of the school in which the joint use agreement applies,  
29 consistent with the requirements of the joint use agreement.

30 **Section 2. List of current City public park facilities.**

31 A list of the names of existing park properties in the City's

1 inventory is attached hereto and incorporated by reference as  
2 **Exhibit 1.** The names of the City parks as identified in **Exhibit 1**  
3 shall remain in effect as the official name of each of these parks  
4 unless legislation is filed to rename the parks pursuant to Section  
5 122.105, *Ordinance Code*, and said legislation is approved by  
6 Council.

7 **Section 3. Effective Date.** This ordinance shall become  
8 effective upon signature by the Mayor or upon becoming effective  
9 without the Mayor's signature.

10 Form Approved:

11  
12 /s/ Paige H. Johnston

13 Office of General Counsel

14 Legislation Prepared By: Paige Hobbs Johnston

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