

1 Introduced by Council Member Peluso:  
2  
3

4 **ORDINANCE 2024-543**

5 AN ORDINANCE REGARDING CHAPTER 745 (ADDRESSING  
6 AND STREET NAMING REGULATIONS), *ORDINANCE CODE*;  
7 RENAMING CONFEDERATE STREET EXTENDING BETWEEN  
8 HUBBARD STREET AND LIBERTY STREET IN COUNCIL  
9 DISTRICT 7 TO "FRAZIER PLACE"; RECOGNIZING THE  
10 ACHIEVEMENTS OF BENJAMIN MCVICKERS FRAZIER, JR.;  
11 WAIVING THE REQUIREMENT OF SUBSECTION 745.105  
12 (I) (2), *ORDINANCE CODE*, THAT THE HONOREE BE  
13 DECEASED FOR AT LEAST FIVE YEARS; DIRECTING THE  
14 LEGISLATIVE SERVICES DIVISION TO FORWARD A COPY  
15 OF THIS ORDINANCE, ONCE ENACTED, TO THE PLANNING  
16 AND DEVELOPMENT DEPARTMENT FOR PROCESSING,  
17 IMPLEMENTATION, AND COORDINATION VARIOUS CITY  
18 DEPARTMENTS AND OTHER AFFECTED AGENCIES AND  
19 ORGANIZATIONS; PROVIDING AN EFFECTIVE DATE.  
20

21 **WHEREAS**, the Jacksonville City Council desires to re-name  
22 Confederate Street between Hubbard Street and Liberty Street in  
23 Council District 7 to "Frazier Place" in honor of Benjamin McVickers  
24 Frazier, Jr., a well-known journalist, civil rights legend and founder  
25 of the Northside Coalition of Jacksonville; and

26 **WHEREAS**, Ben Frazier, Jr. passed away on June 24, 2023; and

27 **WHEREAS**, Mr. Frazier, a Jacksonville native, was a member of the  
28 William M. Raines High School class of 1968; after graduating high  
29 school, he attended Jones Business College where he majored in  
30 Broadcast Management; and

31 **WHEREAS**, Mr. Frazier's broadcasting career spanned the

1 southeastern United States and included work at radio stations in New  
2 Orleans, Atlanta, New York City and Washington, D.C. and in 1979, he  
3 became the first African American news anchor at WJXT, Channel 4 in  
4 Jacksonville; and

5 **WHEREAS**, in 2016, Mr. Frazier founded the Northside Coalition  
6 of Jacksonville, a non-profit organization whose mission is to combat  
7 social, racial and economic injustice; and

8 **WHEREAS**, Ben Frazier, Jr. received the NAACP's Rutledge H.  
9 Pearson Civil Rights Award for his contributions to civil rights; he  
10 was also proud to have been invited to speak at the United Nations  
11 Committee on the Elimination of Racial Discrimination in Geneva; and

12 **WHEREAS**, the street name change from "Confederate Street" to  
13 "Frazier Place" affects the address assignment of one property owner,  
14 the City of Jacksonville, and a Small Cell Equipment locator; and

15 **WHEREAS**, pursuant to Subsection 745.105(j)(10), *Ordinance Code*,  
16 the Planning and Development Department mailed written notifications  
17 to the affected property owners on March 14, 2024, and May 21, 2024,  
18 requesting the affected property owners to indicate their written  
19 consent or objection to the proposed street re-naming. Copies of the  
20 written notifications are attached hereto as **Exhibit 1** and **Exhibit**  
21 **2**, respectively; and

22 **WHEREAS**, pursuant to Subsection 745.105(j)(10), *Ordinance Code*,  
23 the affected property owners are deemed to have consented to the  
24 proposed street re-naming due to their non-response to the written  
25 notifications; and

26 **WHEREAS**, on March 6, 2024, the 911 Emergency Addressing Advisory  
27 Committee reviewed the street name change request and voted to accept  
28 the Staff Recommendation to re-name Confederate Street between  
29 Hubbard Street and Liberty Street in Council District 7 to "Frazier  
30 Place". A copy of the minutes of the March 6, 2024, public meeting  
31 of the 911 Emergency Addressing Advisory Committee is attached hereto

1 as **Exhibit 3** and incorporated herein by this reference; and

2       **WHEREAS**, on March 27, 2024, the Jacksonville Historic  
3 Preservation Commission ("JHPC") voted to adopt the Planning and  
4 Development Department Staff Report recommending approval to re-name  
5 Confederate Street between Hubbard Street and Liberty Street in  
6 Council District 7 to "Frazier Place". A copy of the JHPC agenda,  
7 Staff Report and the excerpt minutes of the March 27, 2024, public  
8 meeting of the Jacksonville Historic Preservation Commission are  
9 attached hereto as **Exhibit 4 as the JHPC agenda and staff report** and  
10 **Exhibit 5 as an excerpt of the March 27, 2024 JHPC minutes**,  
11 respectively; and

12       **WHEREAS**, the Council finds it appropriate to change the name of  
13 Confederate Street between Hubbard Street and Liberty Street in  
14 Council District 7 to "Frazier Place"; and

15       **BE IT ORDAINED** by the Council of the City of Jacksonville:

16       **Section 1. Confederate Street re-named as "Frazier Place"**  
17 Confederate Street extending between Hubbard Street and Liberty  
18 Street in Council District 7 is hereby re-named as "Frazier Place"  
19 by which name such street and physical location shall be hereafter  
20 known and designated. A copy of the map of "Frazier Place" is attached  
21 hereto as **Exhibit 6** and incorporated herein by this reference.

22       **Section 2. Waiver of Subsection 745.105(i)(2), Ordinance**  
23 **Code.** Subsection 745.105(i)(2), *Ordinance Code*, requiring that the  
24 honoree be deceased for at least five years is hereby waived because  
25 the Council desires to recognize the extensive accomplishments and  
26 contributions Benjamin McVickers Frazier, Jr. made to the city of  
27 Jacksonville and beyond within a more timely manner after his passing.

28       **Section 3. Directing Legislative Services to forward a copy**  
29 **to the Planning and Development Department.** The Chief of Legislative  
30 Services is requested to send a copy of this legislation, once  
31 enacted, to the Addressing Section of the Planning and Development

1 Department for processing, implementation, and coordination with 911  
2 Emergency, the Jacksonville Fire and Rescue Department, the Post  
3 Office, the Traffic Engineering Division of the Public Works  
4 Department, and other affected agencies and organizations.

5 **Section 4. Effective Date.** This ordinance shall become  
6 effective upon signature by the Mayor or upon becoming effective  
7 without the Mayor's signature.

8  
9 Form Approved:

10  
11 /s/Cherry Shaw Pollock

12 Office of General Counsel

13 Legislation Prepared By: Cherry S. Pollock

14 GC-#1635094-v2-Legislation\_re-naming\_Confederate\_to\_Ben\_Frazier\_docx\_Final\_062124.docx