

1 Introduced by Council Member Peluso and Co-Sponsored by Council
2 Members Clark-Murray, Carlucci and Johnson:

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4
5 **ORDINANCE 2023-795-E**

6 AN ORDINANCE REGARDING CHAPTER 745 (ADDRESSING
7 AND STREET NAMING REGULATIONS) *ORDINANCE CODE*;
8 ESTABLISHING AN HONORARY STREET DESIGNATION AND
9 ASSOCIATED ROADWAY MARKERS FOR HISTORIC "FLORIDA
10 AVENUE" RE-NAMED, IN 1994, AS "A. PHILIP
11 RANDOLPH BOULEVARD" BETWEEN BAY STREET AND FIRST
12 STREET; ESTABLISHING AN HONORARY STREET
13 DESIGNATION ON A. PHILIP RANDOLPH BOULEVARD
14 EXTENDNG FROM BEAVER STREET TO FIRST STREET EAST
15 IN COUNCIL DISTRICT 7 FOR HISTORIC "FLORIDA
16 AVENUE"; PROVIDING FOR THE INSTALLATION OF TWO
17 HONORARY ROADWAY MARKERS TO BE LOCATED IN
18 APPROPRIATE LOCATIONS ON THE DESIGNATED ROAD IN
19 COUNCIL DISTRICT 7; WAIVER OF SECTION 745.105
20 (I) (1) - (3) AND (J) (3) WHICH REQUIRES THAT AN
21 HONOREE ACHIEVED PROMINENCE, BE DECEASED FOR
22 FIVE YEARS, LIVE IN THE COMMUNITY WITHIN FIVE
23 MILES OF THE STREET BEING DESIGNATED FOR AT
24 LEAST 10 YEARS AND BE A DECEASED PERSON;
25 DIRECTING THE LEGISLATIVE SERVICES DIVISION TO
26 FORWARD THIS ORDINANCE TO THE PLANNING AND
27 DEVELOPMENT DEPARTMENT, ADDRESSING DIVISION FOR
28 PROCESSING, IMPLEMENTATION AND COORDINATION
29 WITH THE PUBLIC WORKS DEPARTMENT, TRAFFIC
30 ENGINEERING AND OTHER AFFECTED AGENCIES AND
31 ORGANIZATIONS; PROVIDING AN EFFECTIVE DATE.

1 **WHEREAS**, on June 28, 1994, the Jacksonville City Council
2 enacted Ordinance 94-459-338 and re-named "Florida Avenue" to "A.
3 Philip Randolph Boulevard" due to Mr. Randolph's notable achievements
4 and efforts for equality, fairness and opportunity for all especially
5 the Brotherhood of Sleeping Car Porters; and

6 **WHEREAS**, prior to the re-naming, "Florida Avenue" was home to
7 a number of historic walkable neighborhood commercial districts
8 (Source: "Walkable Jacksonville: The Avenue" by Ennis Davis, AICP,
9 November 29, 2020); and

10 **WHEREAS**, in the 1920's, historic "Florida Avenue" was known as
11 "The Avenue", a center of African American commerce; and

12 **WHEREAS**, historic "Florida Avenue" was connected via a
13 streetcar line running down the center of "Florida Avenue" connecting
14 residents living, primarily, between the Jacksonville Shipyards and
15 East 8th Street; and

16 **WHEREAS**, having a potential 100 walkable score, historic
17 "Florida Avenue" also consisted of mixed-use buildings including mom
18 and pop businesses, restaurants and entertainment venues, to wit:
19 the Blue Ridge Inn, Charlie Joseph's grocery store, Johns Furniture
20 and Bill's Clothing; and

21 **WHEREAS**, famous residents living on or near historic "Florida
22 Avenue" were A. Philip Randolph, Zora Neale Hurston, A.L. Lewis and
23 Bullet Bob Hayes;

24 **WHEREAS**, in the 1960s, historic "Florida Avenue" suffered
25 damage to numerous buildings as a result of a major hurricane and
26 racial protests; and

27 **WHEREAS**, over the years, historic "Florida Avenue" has been
28 active under the street name of "A. Philip Randolph Boulevard" and
29 numerous sports and entertainment events are held at the stadium
30 nearby; and

31 **WHEREAS**, pursuant to Section 745.105 (j) (10), Ordinance Code,

1 the Planning and Development Department mailed written notifications
2 on August 8, 2023, and on September 11, 2023, to 45 affected property
3 owners requesting written consent or objection to the proposed
4 honorary street designation. A copy of the first and second written
5 notifications and a complete listing of the 45 total affected
6 addresses are attached as **Exhibits 1, 2 and 3**; and

7 **WHEREAS**, six (6) affected property owners indicated their
8 consent of the proposed honorary designation. Copies of the written
9 consents are attached as **Exhibit 4**; and

10 **WHEREAS**, one (1) affected property owner objected to the
11 proposed honorary designation. A copy of the written objection is
12 attached as **Exhibit 4**; and

13 **WHEREAS**, pursuant to Section 745.105 (j) (10), *Ordinance Code*,
14 the remaining affected property owners are deemed to have consented
15 to the proposed honorary designations due to their non-response to
16 the written notifications; and

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

18 **Section 1. A. Philip Randolph Boulevard to receive an**
19 **honorary street designation for historic "Florida Avenue"**. A. Philip
20 Randolph Boulevard extending from Beaver Street to First Street East
21 in Council District 7, is hereby designated as contemplated by Section
22 745.105, *Ordinance Code*, for historic "Florida Avenue". A map of the
23 road designation is attached hereto as **Exhibit 5**.

24 **Section 2. Honorary Roadside Markers for historic "Florida**
25 **Avenue" to be installed.** Two honorary roadside markers, as
26 contemplated by Section 745.105, *Ordinance Code*, recognizing historic
27 "Florida Avenue" shall be placed in appropriate locations on A. Philip
28 Randolph Boulevard.

29 **Section 3. Waiver of Section 745.105 (i) (1)-(3) and (j) (3),**
30 **Ordinance Code.** Section 745.105(i) (1)-(3) and (j) (3) which requires
31 that the honoree (1) achieved prominence, (2) be deceased for five

1 years, (3) live in the community within five miles of the designated
2 road for at least 10 years and (4) be a deceased person is hereby
3 waived because "Florida Avenue" is being memorialized as a historic
4 avenue of African American commerce.

5 **Section 4. Directing Legislative Services Division to**
6 **forward a copy to the Planning and Development Department.** The Chief
7 of Legislative Services is requested to send a copy of this
8 legislation, once enacted, to the Planning and Development
9 Department, Addressing Unit, for processing, implementation, and
10 coordination with the Public Works Department, Traffic Engineering
11 Division, the applicant and other affected agencies and
12 organizations.

13 **Section 5. Effective Date.** This Ordinance shall
14 become effective upon signature by the Mayor or upon becoming
15 effective without the Mayor's signature.

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17 Form Approved:

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19 /s/ Mary E. Staffopoulos

20 Office of General Counsel

21 Legislation Prepared By: Cherry S. Pollock

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