

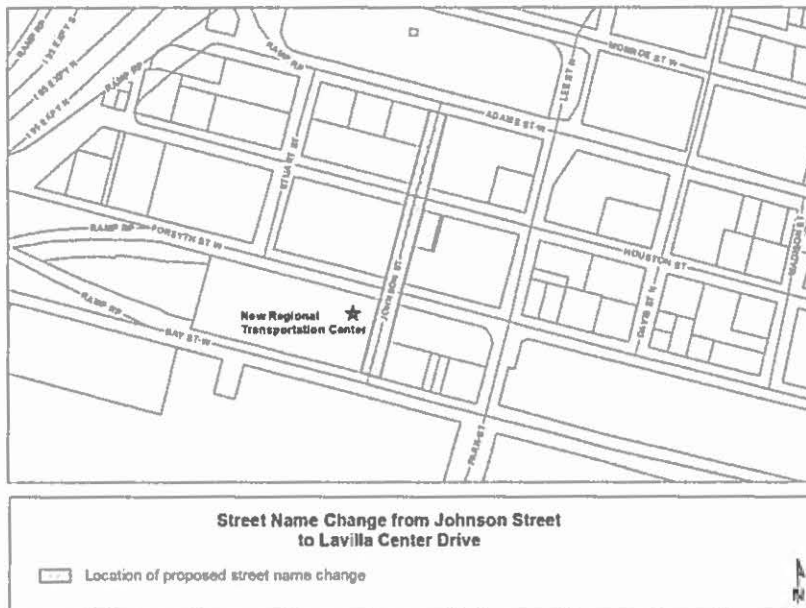
Title: Street Name Change from Johnson Street to Lavilla Center Drive
Committee Meeting Date: December 4, 2019
Type of Item: Action Item

Background

Under Sec. 745.105, Ordinance Code, the 911 Emergency Addressing Advisory Committee is required to review all proposed street name changes.

The proposed renaming seeks to change the name of Johnson Street, between Bay Street W and Adams Street W, to "Lavilla Center Drive". The renaming has been requested by the Jacksonville Transportation Authority (JTA) and is intended to occur in conjunction with the construction of the new Jacksonville Regional Transportation Center (JRTC). The new transportation facility is located on Johnson Street, between Bay Street W and Forsyth Street W.

The proposed street name change includes the entire contiguous length of Johnson Street that falls within the historic Lavilla neighborhood. The proposed "Lavilla Center Drive" street name has been chosen to honor the history of the neighborhood and highlight future plans for the redevelopment of this area. The map below identifies the location and extent of the proposed street renaming.



Applicable regulations under Chapter 745 and the Street Naming Policy

Sec. 745.109 - 911 Emergency Addressing Advisory Committee

Sec. 745.109 (5) identifies that the Committee is responsible for the review of all City initiated and property owner initiated applications for renaming of City streets and for

providing a report to the City Council for attachment to any legislation before the City Council for approval of the same.

Sec.745.105 - Public Street Name Changes

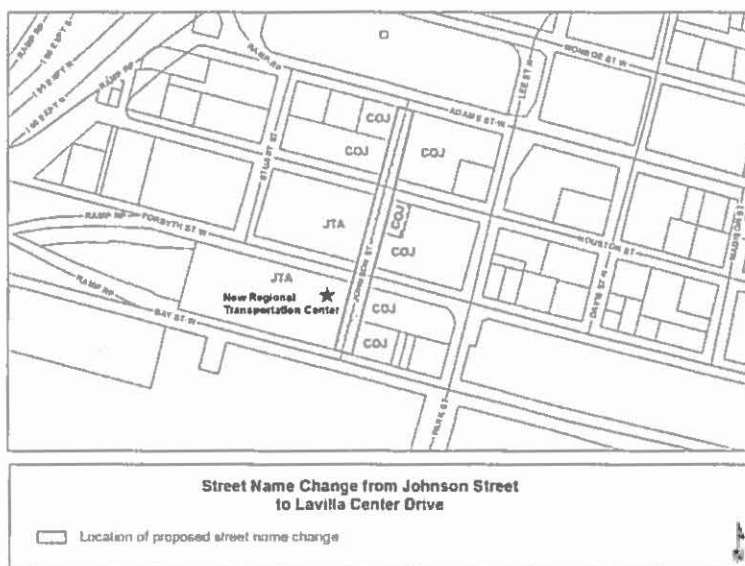
- Sec. 745.105 (a) identifies that all public street name changes shall be made by ordinance.

An ordinance has been created to change the name of Johnson Street to LaVilla Center Drive. The legislation also includes language to establish an Honorary Street Designation along this same roadway for James Weldon Johnson and J. Rosamond Johnson.

- Sec.745.105 (b) identifies that a street name change can be initiated by the City or through a street renaming application filed with the Planning and Development Department. A street renaming at the request of a citizen or citizens group requires agreement from at least 75% of the owners of property whose property has an address assigned to the street name that is proposed to be changed.

Since all adjacent properties are either owned by the City of Jacksonville (COJ) or by JTA (the applicant), there are no property owners to participate in this requirement. Only City Council can provide consent on behalf of the City, therefore the proposed legislation will include an opportunity to obtain City Council consent on behalf of City prior to Council action being taken on the bill.

The following map shows the location and ownership of all properties that front along the Johnson Street in the location of the renaming.



- Sub-sections (d), (e), and (f) concern a requirement to attach reports from the 911 Committee and the Historic Preservation Commission concerning impacts that are related to the proposed street renaming.

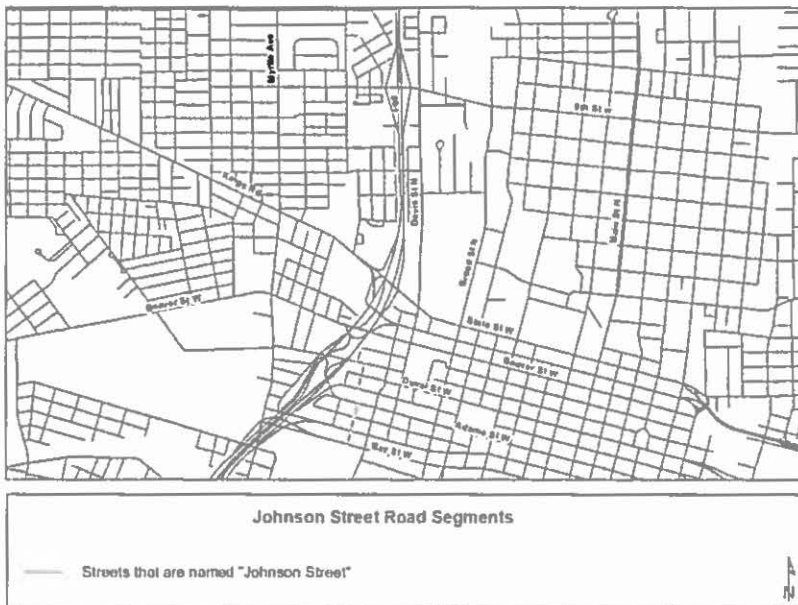
The meeting minutes or summaries from the Historic Preservation Commission and the 911 Committee meetings function as the report that is attached to the street renaming legislation. The proposed renaming has been heard by Historic Preservation Commission and they have recommended approval of the street name change.

- Sub-section (g) identifies that a proposed street name shall not exceed 30 character spaces in length, including directional and street type information, and shall not include special characters, hyphenation or abbreviations, and shall otherwise be in compliance with the guidelines set forth in the Policy.

The “root” portion of the proposed street name contains fourteen (14) character spaces and therefore allows the standard lettering size to be used on street name sign blades. The entire street name includes nineteen (19) character spaces which can easily be accommodated by databases that are used by mailers and the United States Postal Service (USPS).

- Sub-section (h) requires that a street name change extend along the entire length of the road and not just a short segment of the street. The entire length shall be deemed as the contiguous length of the roadway.

The proposed renaming includes the entire contiguous length of Johnson Street between Bay Street W and Adams Street W. Although there is a continuation of Johnson Street name on several additional road segments, these road segments are unrelated to one another and therefore, the proposed renaming does not impact the remaining road segments. The following map identifies the location of all road segments that share the “Johnson Street” name.



- Sub-section (i) includes additional criteria for the renaming of streets after and individual.

This sub-section is not applicable to the proposed street name change.

- Sub-section (j) concerns honorary street designations.

This sub-section is not applicable to the proposed street renaming.

- Sub-section (k) requires the payment of a \$2000.00 fee.

The required fee has been paid.

- Subsection (l) concerns the requirement for two public hearings to be held.

The public hearings will be held in accordance with Section 745.105, Ordinance Code and Section 166.041, Florida Statutes.

Street Naming Policy

The Street Naming Policy includes the criteria used in the approval of new street names. These criteria are listed below.

Street Name Selection

The following street naming standards will be used for street name approval.

- A street name should be appropriate and easy to read (so that children can use the name in an emergency situation)
- Historically used road names shall be retained where possible.
- Names tending to be confused as homonyms, having the same or similar pronunciation but with a different spelling are prohibited (e.g., Smith, Smyth or Smythe; Ellis or Allice; Allen or Alan).
- Names that may be offensive (slang, double meanings, etc.) shall be avoided.
- Use of frivolous or complicated words, or unconventional spellings in road names such as Pointe, Greene, or Olde shall be avoided.
- Avoid sound-alike names (e.g. Bay View DR, Bayview DR or Brainard LN, Barnard LN).
- Do not use special characters in road names such as hyphens, apostrophes, dashes or periods.
- Do not use abbreviations in a street name.
- Street names shall not exceed a total of 30 letters and /or spaces. This will include street type and direction.
- Avoid the use of standard suffixes or directional suffixes or prefixes as the road/street names (e.g. North Bv, Court St).
- Street Direction shall not be used as a prefix to a street name.

- Avoid family names or individuals names. Individual names may be used if the individual has achieved prominence as a result of his or her significant contribution to the United States of America and or the local community. The individual whose name is used must have been deceased for a period of no less than 5 years.
- Any street name that matches an existing or proposed subdivision name must be located within the subdivision in which it shares the name.

The proposed renaming is consistent with the criteria found in the Street Naming Policy for street name approval.

Impacts

The address of the new JRTC facility will be required to change as a result of the proposed street renaming. JTA has also requested a change to the assigned address number of the facility. Both the street name change and address number change can be handled simultaneously.

The proposed renaming will distinguish this road segment from other remaining "Johnson Street" segments and it is a first step towards reducing the number of road segments that share the Johnson Street name. The inclusion of the "Lavilla" name within the proposed street name provides instant recognition as to the location of the roadway and draws attention to the redevelopment plans for the Lavilla community.

Recommendation

The Planning and Development Department Addressing Section recommends approval of the proposed street renaming to change the name Johnson Street to Lavilla Center Drive.