

1 Introduced by Council Member Morgan:  
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4 **ORDINANCE 2020-52-E**

5 AN ORDINANCE REGARDING CHAPTER 745 (ADDRESSING  
6 AND STREET NAMING REGULATIONS) *ORDINANCE CODE*;  
7 TO OFFICIALLY DECLARE THAT UNIVERSITY  
8 BOULEVARD IN COUNCIL DISTRICT 1 EXTENDING FROM  
9 ATLANTIC BOULEVARD TO THE ST. JOHNS RIVER  
10 SHOULD INCLUDE A "NORTH" DESIGNATION IN THE  
11 STREET NAME DEPICTED AS "UNIVERSITY BOULEVARD  
12 N."; PROVIDING A COMPLIANCE TIME PERIOD TO  
13 REQUIRE THAT ALL CITIZENS, PROPERTY OWNERS,  
14 BUSINESS OWNERS AND GOVERNMENTAL ENTITIES  
15 UTILIZE THE CORRECT DESIGNATION OF "UNIVERSITY  
16 BOULEVARD" WITH A "NORTH" DESIGNATION AS  
17 "UNIVERSITY BOULEVARD N." ON ANY AND ALL  
18 OFFICIAL DOCUMENTS, RESIDENCE ADDRESSES,  
19 STREET SIGNS, HIGHWAY MARKERS AND ELECTRONIC  
20 COMMUNICATIONS ON OR BEFORE DECEMBER 31, 2022;  
21 DIRECTING THE LEGISLATIVE SERVICES DIVISION TO  
22 FORWARD THIS ORDINANCE TO THE PLANNING AND  
23 DEVELOPMENT DEPARTMENT AND THE PUBLIC WORKS  
24 DEPARTMENT; PROVIDING AN EFFECTIVE DATE.  
25

26 **WHEREAS**, "University Boulevard" extending from Atlantic  
27 Boulevard to the St. Johns River has for many years been officially  
28 recognized by the City of Jacksonville for purposes of street  
29 naming and addressing data. A map of University Boulevard is  
30 attached hereto as **Exhibit 1**; and

1           **WHEREAS**, as time passed, a number of significant governmental  
2 agencies, churches, universities, businesses and residents started  
3 identifying unofficially "University Boulevard" with a "North"  
4 designation as "University Boulevard N"; and

5           **WHEREAS**, specifically, the United States Postal Service  
6 ("USPS") now officially recognizes the name of "University  
7 Boulevard N," and additional information from the USPS indicates  
8 that the "N" designation is required for proper and correct mail  
9 delivery in this area; and

10           **WHEREAS**, the Duval County Property Appraiser's parcel data  
11 identifies 189 of 250 properties having a University Boulevard  
12 address that includes the "N" designation; and

13           **WHEREAS**, the City of Jacksonville Planning and Development  
14 Department received numerous Certificate of Use ("COU")  
15 applications from 71 of 76 businesses containing an "N" designation  
16 on the COU applications; and

17           **WHEREAS**, a number of City of Jacksonville CARE issues are  
18 reported using the "N" designation; and

19           **WHEREAS**, mapping applications such as Google Maps and Map  
20 Quest recognize the "N" designation for University Boulevard; and

21           **WHEREAS**, a review of several websites for Jacksonville  
22 University, Blue Cypress Park, University Park Branch Library,  
23 Arlington Elementary School, Pace Center Girls, Inc., Arlington  
24 United Methodist Church, and many more churches and apartment  
25 complexes include the "N" designation in their official address;  
26 and

27           **WHEREAS**, 20% of City of Jacksonville street signs include the  
28 "N" designation; and

29           **WHEREAS**, the discrepancy between "University Boulevard" and  
30 "University Boulevard N" has created confusion for various  
31 departments and agencies, and further causing addressing data

1 systems to perform incorrectly; and

2       **WHEREAS**, the Council seeks to officially recognize and declare  
3 that "University Boulevard" extending from Atlantic Boulevard to  
4 the St. Johns River should include a "North" designation as  
5 "University Boulevard N"; and

6       **WHEREAS**, on December 4, 2019, the 911 Emergency Addressing  
7 Advisory Committee voted to adopt the Staff Report with a  
8 recommendation for approval to officially recognize and declare  
9 that "University Boulevard" extending from Atlantic Boulevard to  
10 the St. Johns River should include a "North" designation as  
11 "University Boulevard N." A copy of the 911 Committee Staff Report,  
12 and the excerpt minutes of the December 4, 2019, public meeting of  
13 the 911 Emergency Addressing Advisory Committee are attached hereto  
14 as **Exhibit 2**; and

15       **WHEREAS**, on December 11, 2019, the Jacksonville Historic  
16 Preservation Commission considered the naming scheme for University  
17 Boulevard, and voted to approve the recommendation that University  
18 Boulevard be officially recognized as "University Boulevard N." A  
19 copy of the Jacksonville Historic Preservation Commission Staff  
20 Report is attached hereto as **Exhibit 3**; and

21       **WHEREAS**, the Council finds it appropriate to officially  
22 recognize and declare that "University Boulevard" extending from  
23 Atlantic Boulevard to the St. Johns River should include a "North"  
24 designation as "University Boulevard N"; and

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

26       **Section 1.       Portion of "University Boulevard" officially**  
27 **recognized and declared as "University Boulevard N."** The official  
28 recognition and declaration of the name of "University Boulevard",  
29 extending from Atlantic Boulevard to the St. Johns River, is hereby  
30 recognized as "University Boulevard N" which name of such street  
31 shall be hereafter known and designated. A copy of the map of

1 "University Boulevard N" is attached hereto as **Exhibit 4**.

2 **Section 2. Compliance Time Period to Occur on or before**  
3 **December 31, 2022.** All citizens, property owners, business owners  
4 and governmental entities shall utilize "University Boulevard N" on  
5 any and all official documents, residence addresses, street signs,  
6 highway markers, and electronic communication on or before December  
7 31, 2022.

8 **Section 3. Legislative Services Division directed to**  
9 **forward a copy to the Planning and Development Department and the**  
10 **Public Works Department.** The Chief of Legislative Services is  
11 directed to send a copy of this legislation once enacted to the  
12 Planning and Development Department, Addressing Unit, and the  
13 Public Works Department for processing, implementation, and  
14 coordination with 911 Emergency, Fire and Rescue Department, the  
15 U.S. Postal Service, and other affected agencies and organizations.

16 **Section 4. Effective Date.** This ordinance shall become  
17 effective upon signature by the Mayor or upon becoming effective  
18 without the Mayor's signature.

19  
20 Form Approved:

21  
22 /s/Cherry Shaw Pollock

23 Office of General Counsel

24 Legislation Prepared By: Cherry Shaw Pollock

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