

1 Introduced by Council Member Peluso:  
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4 **ORDINANCE 2023-795**

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

31 **WHEREAS**, on June 28, 1994, the Jacksonville City Council enacted

1 Ordinance No. 94-459-338 and re-named "Florida Avenue" to "A. Philip  
2 Randolph Boulevard" due to Mr. Randolph's notable achievements and  
3 efforts for equality, fairness and opportunity for all especially the  
4 Brotherhood of Sleeping Car Porters; and

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

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

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

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

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

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

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

30 **WHEREAS**, pursuant to Section 745.105 (j)(10), Ordinance Code,  
31 the Planning and Development Department mailed written notifications

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

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

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

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

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

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

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

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

1 road for at least 10 years and (4) be a deceased person is hereby  
2 waived because "Florida Avenue" is being memorialized as a historic  
3 avenue of African American commerce.

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

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

15 Form Approved:

16  
17 /s/Cherry Shaw Pollock

18 Office of General Counsel

19 Legislation Prepared by: Cherry S. Pollock

20 Honorary Marker for Historic Florida Avenue 101723.docx