

**CITY COUNCIL RESEARCH DIVISION  
LEGISLATIVE SUMMARY**



**Eamon Webb**  
Research Assistant  
(904) 255-5140

117 West Duval Street  
City Hall, Suite 425  
Jacksonville, FL 32202  
FAX (904) 255-5229

**Bill Type and Number:** Ordinance 2023-795

**Introducer/Sponsor(s):** Council Member Peluso

**Date of Introduction:** November 14, 2023

**Committee(s) of Reference:** R, TEU

**Date of Analysis:** November 16, 2023

**Type of Action:** Establishing an honorary street designation; providing for the installation of honorary roadway markers

**Bill Summary:** The bill establishes an honorary street designation and associated roadway markers for “Historic Florida Avenue,” now named “A. Philip Randolph Boulevard,” in District 7 between Bay Street and First Street. It provides for the installation of two honorary roadway markers to be located in appropriate locations on the designated road. It waives the section of the Ordinance Code that requires that a historical roadway designation be named after a deceased person. It instructs the Legislative Services Department to forward a copy of this legislation, once enacted, to the Planning and Development Department for implementation.

**Background Information:** Section 745.105(j) allows the City Council to establish, through ordinance, honorary designations for streets and roadways. Streets carrying an honorary designation are not officially renamed but carry a second honorary name. Section 745.105(j)(3) does specify that honorary street designations are to honor deceased persons.

Historic “Florida Avenue” was known as a major hub of commerce among the African American community in the 1920s, containing many mom-and-pop businesses, restaurants, and entertainment venues and housing many famous residents including A. Philip Randolph, Zora Neale Hurston, L.L. Lewis, and Bullet Bob Hayes. The road suffered major damage in the 1960s as a result of a major hurricane and racial protests. In 1994, the City Council renamed the road to “A. Philip Randolph Boulevard” due to Mr. Randolph’s notable achievements and efforts for equality, fairness, and opportunity for all.

Pursuant to the Ordinance Code, the Planning and Development Department mailed two separate written notifications to the 45 affected properties, requesting consent or objection to the proposed honorary street designation. The Planning and Development Department received 6 statements of consent and 1 objection. Pursuant to the Ordinance Code, the remaining affected property owners are deemed to have consented to the proposed honorary designations.

**Policy Impact Area:** Honorary street name designation

**Fiscal Impact:** Undetermined cost for signage

**Analyst:** Webb