

INTRODUCED: November 8, 2021

AN ORDINANCE No. 2021-317

To designate the 3500 block of East Broad Rock Road in honor of Melissa Anne Paige.

Patrons – Ms. Trammell, Mr. Addison, Vice President Robertson,
Mr. Jones, Ms. Lambert, Ms. Larson, Ms. Jordan and President Newbille

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: DEC 13 2021 AT 6 P.M.

WHEREAS, upon information and belief of Council, the late Melissa Anne Paige lived on East Broad Rock Road and was a long serving employee of the City of Richmond's Department of Public Utilities and Department of Public Works; and

WHEREAS, upon information and belief of Council, Melissa Ann Paige was active in community and volunteer activities, including service as an organizer of the City's United Way Campaign and as a mentor in the Mayor's Youth Academy; and

WHEREAS, upon information and belief of Council, Melissa Anne Paige further contributed to the community as an entrepreneur, artisan, and avid gardner; and

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: DEC 13 2021 REJECTED: _____ STRICKEN: _____

WHEREAS, the City desires to memorialize Melissa Anne Paige's contributions to the city of Richmond by designating the 3500 block of East Broad Rock Road in her honor; and

WHEREAS, because this designation is honorary only, the provisions of sections 8-7 through 8-10 of the Code of the City of Richmond (2015), as amended, do not apply to the designation made hereby or to any signs erected pursuant to this ordinance;

NOW, THEREFORE,

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. **Designation of Street Block for Honorary Name.** The 3500 block of East Broad Rock Road shall be designated in honor of Melissa Anne Paige, pursuant to this ordinance.

§ 2. **Effect of Designation.** The designation of the street block made pursuant to this ordinance shall be honorary only, shall not replace the existing name of the street, and shall have no effect on the address of any property with an address on the designated street block. The sole effect of designation pursuant to this ordinance shall be to authorize the placement of commemorative signs in accordance with this ordinance memorializing the designation in honor of the named person.

§ 3. **Administration of Ordinance.** The Department of Public Works shall implement this ordinance by installing, as soon as practicable after the adoption of this ordinance, and maintaining commemorative signs in accordance with this section. The commemorative signs shall be clearly distinct from the street signs used to identify the street block in question such that a reasonable person could not conclude that the commemorative signs reflect the actual name of the street. The commemorative signs (i) shall be affixed to a sign pole installed at each end of the block designated in section 1 of this ordinance for the purpose of fulfilling the requirements of this section or to any existing sign identifying the road designated in section 1 of this ordinance located

at each end of the block designated in section 1 of this ordinance and (ii) shall bear the name of the person set forth in section 1 of this ordinance.

§ 4. **Effective Date.** This ordinance shall be in force and effect upon adoption.

A TRUE COPY:
TESTE:
Amelia D. Reed
City Clerk



Richmond City Council

The Voice of the People

Richmond, Virginia

Office of the Council Chief of Staff

Ordinance/Resolution Request

TO Haskell Brown, Interim City Attorney

THROUGH Joyce Davis, Interim Council Chief of Staff

FROM Steven Taylor, Council Policy Analyst

COPY Reva M. Trammell, 8th District Council Member
Rick Bishop, 8th District Liaison
Tabrica Rentz, Interim Deputy City Attorney

DATE October 28, 2021

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TITLE Honorary Designation of the 3500th block of East Broad Rock Road in honor of the late Melissa Paige

This is a request for the drafting of an **Ordinance** ☒ **Resolution** ☐

REQUESTING COUNCILMEMBER/PATRON

Trammell

SUGGESTED STANDING COMMITTEE

Land Use, Housing & Transportation

ORDINANCE/RESOLUTION SUMMARY

The patron requests that legislation be drafted for Council's consideration that designates the 3500th block of East Board Rock Road in honor of the late Melissa Paige.

BACKGROUND

The Council has occasionally made designations of City blocks in honor of deceased persons who have contributed to the City of Richmond and its civic culture. The late, Ms. Melissa Paige of the East Broad Rock is such a person. Ms. Paige, lived on East Broad Rock Road and was a long serving employee of the City of Richmond. During her lifetime she worked in the Departments of Public Utilities and Public Works. She was the recipient of honors from both the Mayor and City Council. She was known as a lead organizer of the City's United Way Campaign and an accomplished member of Toastmasters' International. Prior to her work with the City, Ms. Paige, worked for Black Entertainment Television (BET) in her native Washington, DC. She was a Bryant & Stratton College Honors Alumni in Human Resource Management.

Outside of her professional career Ms. Paige was an active internet and radio broadcaster, avid gardener, artisan, and businesswoman. As a broadcaster, Ms. Paige, created a radio show - *Conversations with Melissa (CWM)*. She was also was an anchor/host of the internet radio show - *The M.A.C. Team*, where she was known as Melissa “*Quiet Passion*” Paige. As artisan and business woman, Ms. Paige founded Designed By Anne, LLC, an online boutique, where she created custom handmade jewelry and sold handbags, scarves and clothing and C’Annedles, producing custom candles and soaps. Ms. Paige’s artwork was featured in the 2017 National Arts Program Exhibition at Pine Camp Cultural Arts Center. As a gardener, Ms. Paige, participated in AnneScapes Urban Gardening, where she designed, created and illuminated spaces for community members. Finally, as a public speaker, Ms. Paige participated in many motivational public speaking programs.

FISCAL IMPACT STATEMENT

Fiscal Impact Yes ☐ No ☒

Budget Amendment Required Yes ☐ No ☒

Estimated Cost or Revenue Impact \$ N/A

Note: Costs of signage for these honors are absorbed in the regular operations of the Department of Public Works.

Attachment/s Yes ☐ No ☒