

INTRODUCED: June 14, 2021

AN ORDINANCE No. 2021-175

To designate the 600 block of North 3rd Street in honor of the late Alfred D. Price.

Patrons – All Members of Council

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: JUN 28 2021 AT 6 P.M.

WHEREAS, upon information and belief of Council, Alfred D. Price, known as A. D. Price, was born in 1860 and raised in Hanover County, Virginia, and moved to Richmond in the late 1870's; and

WHEREAS, upon information and belief of Council, A. D. Price established several businesses, including a blacksmith shop and livery stable, but he is best known for his Jackson Ward-based funeral home called the A.D. Price Funeral Establishment; and

WHEREAS, upon information and belief of Council, A. D. Price also served the community as a board member of the Southern Aid Society of Virginia and the Mechanics Savings Bank; and

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: JUN 28 2021 REJECTED: _____ STRICKEN: _____

WHEREAS, upon information and belief of Council, A. D. Price passed away on April 9, 1921 and was buried in Evergreen Cemetery in the city of Richmond; and

WHEREAS, the City desires to memorialize A. D. Price’s contributions to the business and civic life of Jackson Ward by designating the 600 block of North 3rd Street in his honor as “A. D. Price Avenue;” 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 (2020), 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 600 block of North 3rd Street shall be designated in honor of A. D. Price as “A. D. Price Avenue,” pursuant to this ordinance.

§ 2. **Effect of Designation.** The designation of the 600 block of North 3rd Street made pursuant to this ordinance shall be honorary only, shall not replace the existing name of the road, and shall have no effect on the address of any property with an address on the designated road. 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.

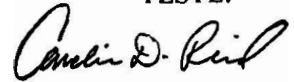
§ 3. **Administration of Ordinance.** The Department of Public Works shall implement this ordinance by installing, as soon as practicable after the adoption of this ordinance, and maintaining commemorative signs in accordance with this section. The commemorative signs shall be clearly distinct from the street signs used to identify the road in question such that a

reasonable person could not conclude that the commemorative signs reflect the actual name of the road. 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 “A. D. Price Avenue,” as 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:



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 Katherine Jordan, 2nd District Council Member
Sven Philipsen, 2nd District Liaison
Tabrica Rentz, Interim Deputy City Attorney

DATE May 14, 2021

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TITLE Honorary Block Designation honoring A. D. Price

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

REQUESTING COUNCILMEMBER/PATRON

Jordan

SUGGESTED STANDING COMMITTEE

Land Use, Housing & Transportation

ORDINANCE/RESOLUTION SUMMARY

The patron request that legislation be drafted for Council’s consideration that designates 3rd Street from Leigh Street to Jackson Street, in honor of A.D. Price, as *A. D. Price Ave*, with two signs.

BACKGROUND

Alfred D. Price, known as A. D. Price, was one of the first licensed funeral directors in Virginia (licensed in 1894). He was born in 1860 and raised in Hanover County, Virginia. In the late 1870s, he moved to Richmond.

In Richmond, Mr. Price opened up several businesses including a blacksmith shop and livery stable. He is best known for his Jackson Ward-based funeral home called the A.D. Price Funeral Establishment.

He served on several boards including the Southern Aid Society and Mechanics Savings

