

1 Introduced by the Council President at the request of the Jacksonville  
2 Historic Preservation Commission:  
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5 **ORDINANCE 2024-283-E**

6 AN ORDINANCE REGARDING CHAPTER 307 (HISTORIC  
7 PRESERVATION AND PROTECTION), *ORDINANCE CODE*;  
8 DESIGNATING THE COMMERCIAL BUILDING LOCATED IN  
9 COUNCIL DISTRICT 7 AT 315 AND 317 WEST FORSYTH  
10 STREET, BETWEEN PEARL STREET NORTH AND JULIA  
11 STREET NORTH (R.E. NO. 073788-0000), OWNED BY  
12 UNDERDASCOPE ENTERPRISE L.L.C., AS A LOCAL  
13 LANDMARK; DIRECTING THE CHIEF OF LEGISLATIVE  
14 SERVICES TO NOTIFY THE APPLICANT, THE PROPERTY  
15 OWNER, AND THE PROPERTY APPRAISER OF THE LOCAL  
16 LANDMARK DESIGNATION, AND TO RECORD THE LOCAL  
17 LANDMARK DESIGNATION IN THE OFFICIAL RECORDS OF  
18 DUVAL COUNTY; DIRECTING THE ZONING ADMINISTRATOR  
19 TO ENTER THE LOCAL LANDMARK DESIGNATION ON THE  
20 ZONING ATLAS; PROVIDING AN EFFECTIVE DATE.  
21

22 **WHEREAS**, the Jacksonville City Council (the "Council") enacted  
23 Chapter 307 (Historic Preservation and Protection), *Ordinance Code*,  
24 to facilitate the designation of landmarks and landmark sites, where  
25 appropriate; and

26 **WHEREAS**, the structure to be designated by this Ordinance is  
27 the two-story commercial building located in Council District 7 at  
28 315 and 317 West Forsyth Street, between Pearl Street North and Julia  
29 Street North (R.E. No. 073788-0000), owned by Underdascope Enterprise  
30 L.L.C. (the "Subject Property"); and

31 **WHEREAS**, the Subject Property, which contains a two-story

1 commercial building embodying a variation of the Masonry Vernacular  
2 architectural style, was built in 1925 for the Palmer and Palmer  
3 Insurance Company and was originally known as the Palmer Building;  
4 and

5 **WHEREAS**, the architectural design of the Subject Property is  
6 the work of master architects William Mulford Marsh and Harold  
7 Frederick Saxelbye of the firm Marsh and Saxelbye, which firm is also  
8 credited with many excellent commercial, institutional and  
9 residential designs in Jacksonville and throughout the state of  
10 Florida; and

11 **WHEREAS**, the Subject Property has a symmetrical façade that is  
12 embellished with cast stone detailing and reflects a variation of a  
13 commercial style referred to as the 'two-part vertical block' due to  
14 the major horizontal division on the front elevation; and

15 **WHEREAS**, W. Henry Slappey of the General Insurance Agency  
16 purchased the Subject Property in 1950 and subsequently renamed the  
17 building after himself, thus it is now known as the Slappey Building;  
18 and

19 **WHEREAS**, pursuant to the requirements of Chapter 307 (Historic  
20 Preservation and Protection), *Ordinance Code*, the Council has  
21 considered the issue of designating the Subject Property as a  
22 landmark, taking into consideration its importance and historical  
23 value, as more fully set forth in the Designation Application,  
24 LM-24-02, and Staff Report of the Historic Preservation Section of  
25 the Planning and Development Department, a copy of which is **On File**  
26 with the Legislative Services Division and incorporated by reference  
27 herein (the "Application and Staff Report"); and

28 **WHEREAS**, all public notice and public hearing requirements  
29 have been met for designating the Subject Property as a local  
30 landmark; and

31 **WHEREAS**, on March 27, 2024, the Jacksonville Historic

1 Preservation Commission reviewed and recommended approval of the  
2 landmark designation; and

3 **WHEREAS**, the property owner does not oppose the landmark  
4 designation; and

5 **WHEREAS**, having met the requisite criteria, the Council finds  
6 that it is in the best interest of the citizens of the City of  
7 Jacksonville to designate the Subject Property as a local landmark,  
8 in furtherance of historic preservation and protection; now therefore

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

10 **Section 1. Designation of Local Landmark.** Pursuant to  
11 Chapter 307 (Historic Preservation and Protection), *Ordinance Code*,  
12 the Council hereby designates the Subject Property, located in Council  
13 District 7 at 315 and 317 West Forsyth Street, between Pearl Street  
14 North and Julia Street North (R.E. No. 073788-0000), as a local  
15 landmark.

16 **Section 2. Satisfaction of Requisite Criteria.** The Council  
17 hereby finds that the Subject Property meets four of the requisite  
18 criteria set forth in Section 307.104(j), *Ordinance Code*, as more  
19 fully set forth in the Application and Staff Report. The four criteria  
20 are as follows:

21 1. Its value as a significant reminder of the cultural,  
22 historical, architectural, or archaeological heritage of the City,  
23 state or nation.

24 2. It is identified as the work of a master builder, designer,  
25 or architect whose individual work has influenced the development of  
26 the City, state or nation.

27 3. Its value as a building is recognized for the quality of  
28 its architecture, and it retains sufficient elements showing its  
29 architectural significance.

30 4. Its suitability for preservation or restoration.

31 **Section 3. Notice of Landmark Designation.** Pursuant to

1 Section 307.104(m), *Ordinance Code*, the Council hereby directs the  
2 Chief of Legislative Services, as designee of the Council Secretary,  
3 to notify the applicant, the property owner, and the Property  
4 Appraiser of the designation of the landmark.

5 **Section 4. Recording of Landmark Designation.** The Council  
6 hereby directs the Chief of Legislative Services to record this  
7 Ordinance in the official records for Duval County, Florida.

8 **Section 5. Landmark Designation on Zoning Atlas.** Pursuant  
9 to Section 307.104(n), *Ordinance Code*, the Council hereby directs the  
10 Zoning Administrator, as designee of the Director of the Planning and  
11 Development Department, to enter the local landmark designation on  
12 the Zoning Atlas, in accordance with Section 656.203, *Ordinance Code*.

13 **Section 6. Effective Date.** The enactment of this Ordinance  
14 shall be deemed to constitute a quasi-judicial action of the Council  
15 and therefore shall become effective upon signature by the Council  
16 President and Council Secretary.

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18 Form Approved:

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20           /s/ Carla A. Lopera          

21 Office of General Counsel

22 Legislation Prepared By: Carla A. Lopera

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