

1 Introduced by Council Members Salem and Amaro and Co-Sponsored by
2 Council Members Arias, Boylan, J. Carlucci, Carlucci, Carrico,
3 Clark-Murray, Diamond, Freeman, Gaffney Jr., Gay, Howland, Johnson,
4 Lahnen, Miller, Peluso, Pittman and White and amended by the
5 Neighborhoods, Community Services, Public Health and Safety Committee
6 and amended on the Floor of Council:
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9 **ORDINANCE 2023-793-E**

10 AN ORDINANCE NAMING THE CITY-OWNED BUILDING
11 LOCATED AT 6360 COMMERCE STREET, JACKSONVILLE,
12 FLORIDA 32211, IN COUNCIL DISTRICT 1, PURSUANT
13 TO SECTION 122.105 (PUBLIC BUILDINGS, PUBLIC
14 FACILITIES AND PUBLIC PARKS NAMING AND RENAMING
15 PROCEDURES), *ORDINANCE CODE*, TO BE KNOWN AS THE
16 "RITA F. REAGAN BUILDING"; PROVIDING AN
17 EFFECTIVE DATE.
18

19 **WHEREAS**, Rita F. Reagan was a historical preservationist and
20 urban pioneer who worked tirelessly to preserve the historic fabric
21 of Jacksonville, with a particular focus on the remaining historic
22 structures and properties that played an integral part in
23 Jacksonville's heyday as the "Winter Film Capital of the World"; and

24 **WHEREAS**, among her many accomplishments, Rita Reagan is
25 credited with playing an integral part in the campaign to convince
26 the City to purchase the Norman Studios site in Arlington; a goal
27 that was realized when the City purchased the historic complex, minus
28 the set building on Commerce Street, in 2002; and

29 **WHEREAS**, for almost two decades Mrs. Reagan was deeply involved
30 in the preservation of Norman Studios, first as part of the Old
31 Arlington, Inc. initiative to save the silent film complex, then as

1 a founding member of Norman Studios Silent Film Museum, Inc.; and

2 **WHEREAS**, Norman Studios Silent Film Museum, Inc., was created
3 in 2007 with a mission to preserve and restore the entire studio
4 complex, recognizing it as the only surviving race film studio in
5 America, while also conducting educational outreach to honor the
6 studios' unique place in history; and

7 **WHEREAS**, the City of Jacksonville recently accomplished its
8 goal to reunify the entire historic Norman Studios complex when it
9 acquired two parcels on the corner of Arlington Road and Shackleton
10 Road, one of which included the original set building; and

11 **WHEREAS**, the set building, located at 6360 Commerce Street,
12 Jacksonville, Florida 32211 in Council District 1, is a National
13 Historic Landmark and is where most of the on-site filming took place;
14 and

15 **WHEREAS**, Rita Reagan served for several years as President and
16 Pro Bono Executive Director of the Norman Studios Silent Film Museum
17 and was instrumental in successfully preserving and restoring the
18 studio complex which celebrated the opening of Phase 1 of the Norman
19 Studios Silent Film Museum in the Studios' production building in
20 August after years of renovations; and

21 **WHEREAS**, the City Council wishes to name the historic set
22 building at Norman Studios the "Rita F. Reagan Building" to honor the
23 significant service and contributions Mrs. Reagan made to the
24 Jacksonville community, and to acknowledge her legacy as the primary
25 preservationist of Norman Studios; and

26 **WHEREAS**, this action by the City Council is supported by the
27 Norman Studios Silent Film Museum Board of Directors as reflected in
28 Board Resolution 2023-11-03 dated November 3, 2023, attached hereto
29 as **Exhibit 1**, the Board of Directors of the Jacksonville Historical
30 Society and Jacksonville History Center as reflected in a letter from
31 Dr. Alan J. Bliss dated October 25, 2023, attached hereto as **Exhibit**

1 **2** and the Greater Arlington Civil Council as reflected in a letter
2 from the President, Led Hawkins, dated November 7, 2023, attached
3 hereto as **Exhibit 3**; and

4 **WHEREAS**, the provisions of Section 122.105, *Ordinance Code*, to
5 name the City-owned building located at 6360 Commerce Street as the
6 "Rita F. Reagan Building" have been met; the public hearings have
7 been held and the Planning and Development Department and Historic
8 Preservation Commission have submitted a report and recommendation
9 to the City Council, respectively; and

10 **WHEREAS**, the Historic Preservation Section of the Community
11 Planning Division of the Planning and Development Department has
12 provided its report in accordance with Section 122.105(b), *Ordinance*
13 *Code*, and the Historic Preservation Commission reviewed this report
14 at its meeting on December 13, 2023, in accordance with Section
15 122.105(c), *Ordinance Code*, and both recommend approval of the
16 proposed naming as reflected in the Report of the Historic
17 Preservation Section and Advisory Recommendation of the Jacksonville
18 Historic Preservation Commission attached hereto as **Exhibit 4**; now
19 therefore

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

21 **Section 1.** The building located at 6360 Commerce Street,
22 Jacksonville, Florida 32211 in Council District 1 is hereby named the
23 "Rita F. Reagan Building" in accordance with the procedures set forth
24 in Section 122.105, *Ordinance Code*. The Parks, Recreation and
25 Community Services Department, in coordination with Norman Studios
26 Silent Film Museum, Inc., will be responsible for maintenance and
27 upkeep of the entire Norman Studios complex in accordance with the
28 terms of the Partnership Agreement between the City of Jacksonville
29 and Norman Studios Silent Film Museum, Inc. dated February 11, 2013.

30 **Section 2. Effective Date.** This Ordinance shall become
31 effective upon signature by the Mayor or upon becoming effective

1 without the Mayor's signature.

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3 Form Approved:

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5 /s/ Mary E. Staffopoulos

6 Office of General Counsel

7 Legislation Prepared By: Mary E. Staffopoulos

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