

1 Introduced by the Council President at the request of the Jacksonville  
2 Historic Preservation Commission:  
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5 **ORDINANCE 2022-88**

6 AN ORDINANCE REGARDING CHAPTER 307 (HISTORIC  
7 PRESERVATION), *ORDINANCE CODE*; DESIGNATING THE  
8 GULF LIFE BUILDING, OWNED BY EJPC, LLC, LOCATED  
9 AT 604 NORTH HOGAN STREET, REAL ESTATE NUMBER  
10 073948-0000, IN COUNCIL DISTRICT 7, JACKSONVILLE  
11 FLORIDA, AS A LOCAL LANDMARK; DIRECTING THE CHIEF  
12 OF LEGISLATIVE SERVICES TO NOTIFY THE APPLICANT,  
13 THE PROPERTY OWNER, AND THE PROPERTY APPRAISER OF  
14 THE LOCAL LANDMARK DESIGNATION, AND TO RECORD THE  
15 LOCAL LANDMARK DESIGNATION IN THE OFFICIAL  
16 RECORDS OF DUVAL COUNTY; DIRECTING THE ZONING  
17 ADMINISTRATOR TO ENTER THE LOCAL LANDMARK  
18 DESIGNATION ON THE ZONING ATLAS; PROVIDING AN  
19 EFFECTIVE DATE.  
20

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

25 **WHEREAS**, the structure to be designated by this ordinance is the  
26 Gulf Life Building located at 604 North Hogan Street, Real Estate  
27 Number 073948-0000, in Council District 7; and

28 **WHEREAS**, identified as a contributing property in the Downtown  
29 Jacksonville National Historic District, the two-story rectangular  
30 corner building was designed in 1947 by Jacksonville architect A.  
31 Eugene Cellar and constructed as an office building for the Gulf Life

1 Insurance Company; and

2       **WHEREAS**, A. Eugene Cellar was the Director of the Florida  
3 Association of Architects and one of eleven contributors to the  
4 *Jacksonville Architecturally* booklet, published in 1940 to highlight  
5 contemporary modern design trends in Jacksonville; and

6       **WHEREAS**, the Gulf Life Building and is one of the best examples  
7 of the Art Moderne style in downtown Jacksonville with many  
8 distinctive elements, the most prominent is the rounded corners of  
9 the building, which are further highlighted with full height fluted  
10 cast stone panels; and

11       **WHEREAS**, pursuant to the requirements of Chapter 307 (Historic  
12 Preservation), *Ordinance Code*, the Council has considered the issue  
13 of designating the Gulf Life Building as a landmark, taking into  
14 consideration its importance and historical value, as more fully set  
15 forth in the Designation Application, LM-22-01, and Staff Report of  
16 the Historic Preservation Section of the Planning and Development  
17 Department, a copy of which is **on file** with Legislative Services and  
18 incorporated by reference herein (the "Application and Staff  
19 Report"); and

20       **WHEREAS**, all public notice and public hearing requirements have  
21 been met for designating the Gulf Life Building as a local landmark;  
22 and

23       **WHEREAS**, on January 26, 2022, the Jacksonville Historic  
24 Preservation Commission reviewed and recommended approval of the  
25 landmark designation; and

26       **WHEREAS**, the property owner is in support of the landmark  
27 designation; and

28       **WHEREAS**, having met the requisite criteria, the Council finds  
29 that it is in the best interest of the citizens of the City of  
30 Jacksonville to designate the Gulf Life Building as a local landmark  
31 in furtherance of historic preservation and protection; now,

1 therefore

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

3 **Section 1. Designation of Local Landmark.** Pursuant to  
4 Chapter 307 (Historic Preservation), *Ordinance Code*, the Council  
5 hereby designates the Gulf Life Building located at 604 North Hogan  
6 Street, Real Estate Number 073948-0000, in Council District 7, as a  
7 local landmark.

8 **Section 2. Satisfaction of Requisite Criteria.** The Council  
9 hereby finds that the Gulf Life Building located at 604 North Hogan  
10 Street meets four (4) of the requisite criteria set forth in Section  
11 307.104(j), *Ordinance Code*, as more fully set forth in the Application  
12 and Staff Report.

13 **Section 3. Notice and Recording of Landmark Designation.**  
14 Pursuant to Section 307.104(m), *Ordinance Code*, the Council hereby  
15 directs the Chief of Legislative Services, as designee of the Council  
16 Secretary, to notify the applicant, the property owner, and the  
17 Property Appraiser of the designation of the landmark and to record  
18 this ordinance in the official records for Duval County, Florida.

19 **Section 4. Landmark Designation on Zoning Atlas.** Pursuant  
20 to Section 307.104(n), *Ordinance Code*, the Council hereby directs the  
21 Zoning Administrator, as designee of the Director of the Planning and  
22 Development Department, to enter the local landmark designation on  
23 the Zoning Atlas, in accordance with Section 656.203, *Ordinance Code*.

24 **Section 5. Effective Date.** The enactment of this ordinance  
25 shall be deemed to constitute a quasi-judicial action of the Council  
26 and therefore shall become effective upon signature by the Council  
27 President and Council Secretary.

1 Form Approved:

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3           /s/ Kealey West          

4 Office of General Counsel

5 Legislation Prepared By: Kealey West

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