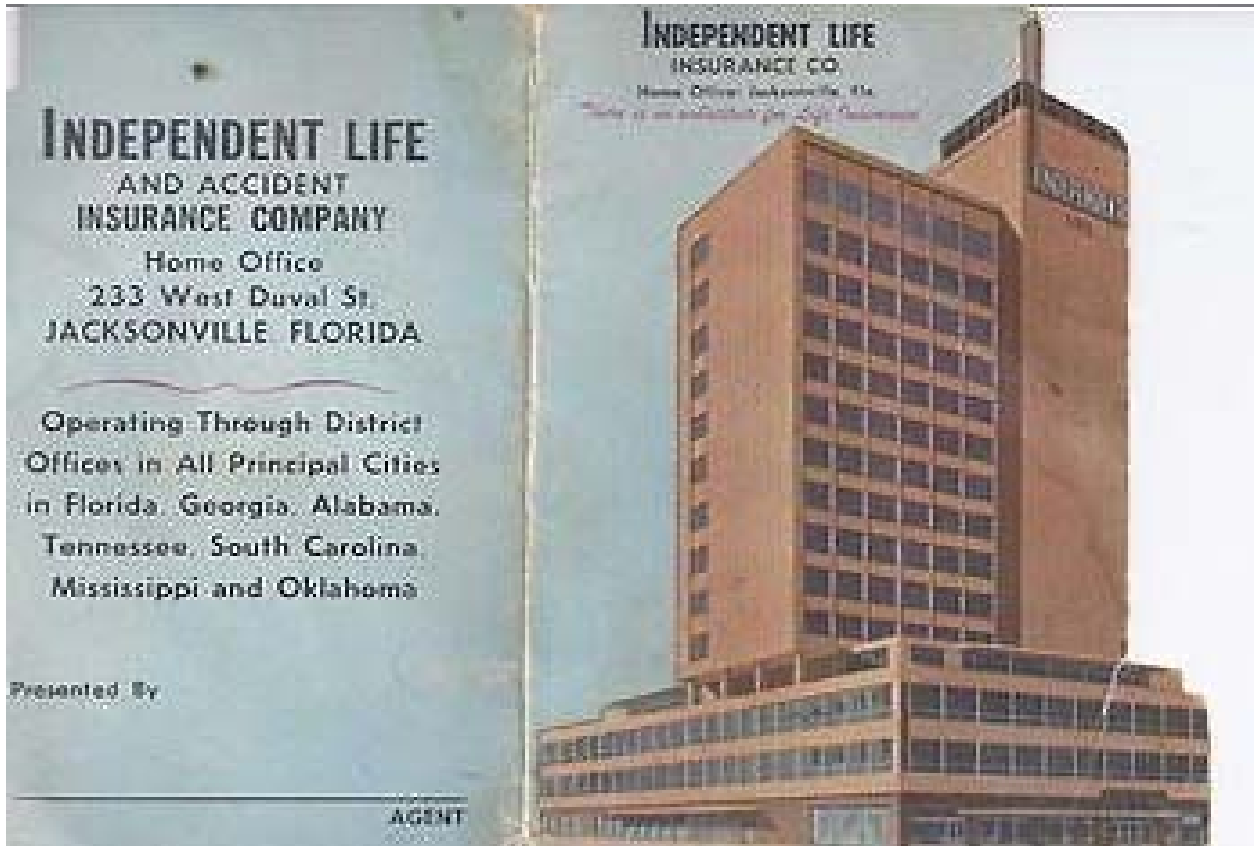


**THE INDEPENDENT LIFE INSURANCE COMPANY
BUILDING
233 W. DUVAL STREET
PROPOSED LANDMARK DESIGNATION
LM-20-01**



Submitted by Historic Property Associates, Inc.

Prepared in accordance with Chapter 307,

City of Jacksonville Ordinance Code

January 22, 2020

I.

**PLANNING AND DEVELOPMENT
DEPARTMENT - FINDINGS,
CONCLUSIONS AND RECOMMENDATIONS**

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**REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT
APPLICATION FOR DESIGNATION
AS A CITY OF JACKSONVILLE LANDMARK**

LM-20-01

**Independent Life Insurance Company Building
233 West Duval Street**

GENERAL LOCATION: Northeast corner of West Duval Street and North Julia Street in Downtown Jacksonville.

Prepared in accordance with the JACKSONVILLE ORDINANCE CODE, SECTION 307.104, the Jacksonville Planning and Development Department hereby forwards to the Jacksonville Historic Preservation Commission, its "Findings, Conclusions and Recommendations" on the Landmark Designation, **LM-20-01**, sponsored by Pep 10, LLC., 215 Anastasia Boulevard, St. Augustine, Florida 32080.

FINDINGS AND CONCLUSIONS

- (A) Consistent with action of the Jacksonville Historic Preservation Commission, the Jacksonville Planning and Development Department began preparing a designation application for the property located at 233 West Duval Street.
- (B) Consistent with the JACKSONVILLE ORDINANCE CODE, SECTION 307.104(d), the Planning and Development Department determined that the application for designation of the property at 233 West Duval Street as a Landmark was complete. As required, the Planning and Development Department had signs posted in front of the property being considered for designation, as well as sent notices by U.S. Mail to each owner of real property within three hundred and fifty (350) feet of the proposed site. Notice of the public hearing on the designation of the property at 233 West Duval Street as a Landmark was published in the *Financial News and Daily Report*. Proof of publication is attached to this report.
- (C) If designated, any activity affecting the exterior of the building and site of the proposed landmark will require a Certificate of Appropriateness (COA) from the Jacksonville Historic Preservation Commission. Before issuing the Certificate of Appropriateness, the Commission will review the proposed activity for consistency with the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*. Routine repairs and maintenance, alterations, and new construction not seen from the public right-of-way and other projects consistent with the Secretary's Standards can be pre-approved by the Jacksonville Planning and Development Department. However, the following activities will require a review by the Jacksonville Historic

Preservation Commission.

1. Additions to historic buildings or structures.
2. Window replacement or major changes to or addition of door and window openings.
3. Demolition of all or part of historic buildings.
4. New construction and additions.
5. Enclosure of porch, porte-cochere, or garage.
6. Porch replacement.
7. Relocation of historic buildings.
8. Roof replacement with material different from existing or change in roof form.
9. Storefront restoration or replacement.
10. Mothballing the building per Chapter 307.303
11. Other work the Planning and Development Department has determined to be in conflict or potentially in conflict with the Secretary's Standards.

(D) In preparing the application, the Planning and Development Department has found the application to meet five of the seven criteria. The five criteria include the following;

A. Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the City, state or nation.

The Independent Life Building was one of the most important commercial buildings constructed in Jacksonville during the 1950s. Following World War II, downtown Jacksonville served as the financial, commercial, and social heart of the city. Although residential uses had become less a component of downtown, a variety of offices and businesses continued to thrive. At the same time, the core city also began having more competition from suburban shopping centers and commercial strips. However, between 1955 and 1965, Jacksonville's Downtown entered its greatest period of growth and redevelopment since the building renaissance following the Great Fire of 1901. Under the leadership of Haydon Burns, a five-term mayor and later Governor of Florida, the City launched its most extensive civic improvement program. This initiative to improve downtown started in 1955 when Mayor Burns used four million dollars in Parking Lot Certified Bonds to clean-up the north bank by acquiring and removing old docks and warehouses in order to accommodate a new bulkhead. During that same year, the Jacksonville Expressway

Authority was organized for the purpose of designing and funding a new highway system that would enhance traffic flow between downtown and the growing suburbs.¹

In 1953, the Florida Legislature passed the Regional Home Office Law that provided attractive tax benefits to out-of-state insurance companies that relocated to Florida. As a result of this legislation, Jacksonville soon became the “Insurance Center of the Southeast” becoming home for the central office of seventeen companies, five regional offices, and headquarters for twenty major general insurance agencies. Starting with the southeast regional office of Prudential Insurance Company in 1954, other major companies making a presence in the city included Independent Life, Peninsular Life, Gulf Life, Florida Blue Cross & Blue Shield and the Afro-American Life Insurance Company. Most of these companies constructed new office buildings in Downtown Jacksonville during the 1950s and 60s. Other major private developments that changed the skyline of Jacksonville included the national headquarters of the Atlantic Coast Line Railroad (CSX) housed in a new fifteen story office building, a new four-story Sears Roebuck retail store that covered two city blocks, and the 550 room Robert Meyer Hotel.²

The Independent Life Insurance Company was one of Jacksonville’s most important businesses during the post-World War II period. Its building at 233 W. Duval was one of the largest in Florida and company employees eventually occupied all eighteen floors, making it one of the major employers in Jacksonville. The officers and employees of the company contributed significantly to economic, civic and cultural vitality of downtown Jacksonville from 1955 until the company relocated to its new headquarters in 1974.³

C It is identified with a person or persons who significantly contributed to the development of the City, state or nation.

The Independent Life Building is associated with the founders and second generation owners of the company, most particularly Jacob F. Bryan III, who planned the building and served as President during its period of significance. The Independent Life Insurance Company was founded March 2, 1920. Although important to the economy of Jacksonville and Florida, none of the founders were from Florida. Jacob F. Bryan II was from South Carolina as was J.H. Gooding. Claiborne G. Snead and J. Arthur Howard were from Georgia, and John S. Young and Harry H. Lyon were from Tennessee. George C. Coburn, the first president, was from Virginia. All had backgrounds in insurance having worked for companies such as Southern Life, Peninsular Life and Life and Casualty. In the early years, all of the founders worked as field agents in addition to their administrative duties. Jacob F. Bryan III was the first of the founder’s sons to join the company in 1927.⁴

During its early years, the company moved to various locations around Jacksonville. The first office was two rooms at a building at the corner of Duval and Main streets in downtown Jacksonville. Later, needing greater space, the company moved to the Mutual Life Building also

¹James B. Crooks, Jacksonville, The Consolidation Story, From Civil Rights to the Jaguars. Gainesville, University Presses of Florida, 2004, pp. 1-2.

² Ibid, pp. 6 & 7. Florida Times Union, January 4, 1959, p. 64.

³ www.whitewayrealty.com/Home/fifty-years-of-independent-life

⁴ Ibid.

at the corner of Main and Duval Streets. Under the leadership of President George C. Coburn the company's assets grew to nearly \$4,000,000, and it opened offices in Miami, Orlando, Tampa, and Daytona.⁵

Jacob F. Bryan II became president upon the death of George C. Coburn in 1932. Even during the years of the Great Depression the company continued to grow. In 1934 it moved to the Rogers Building and then three years later to the Jenk's Building, the first air-conditioned commercial building in Jacksonville. With the death of Jacob F. Bryan II in 1939, the presidency passed to Claiborne G. Sneed.⁶

Under the presidency of Claiborne Sneed Independent Life experienced its most dynamic period of growth. It became the largest insurance company in the world writing only weekly premium insurance. By the time of his Sneed's death in 1957, the company received \$1,000,000 per week in premium payments. The company grew outside the state of Florida, first into Georgia, and later into Alabama, and South Carolina. It eventually did business in 14 states. With its growth, the company in 1945 purchased its first home office, the five story West Building, at the corner of Laura and Bay streets. It, however, quickly outgrew this space and began planning for a much larger headquarters. The planning was turned over to three sons of the founders: Jacob F. Bryan III, Charles A. Sneed and Harry H. Lyon, Jr.⁷

The planning committee selected a site for the new building east of Julia Street between Duval and Church streets. Based on growth projections and planning with KBJ Architects, the size of the building grew from six stories to ten and eventually eighteen stories. The size of the building required a much larger capital investment than originally conceived but proved a wise decision in the long run. The Independent Life Building was completed in 1955. It was the city's second modern skyscraper after the Prudential Insurance Company Building and a forerunner of other skyscrapers that followed in the late 1950s and 1960s. Independent Life initially only occupied five floors, but by 1960 occupied nine floors and by 1970 occupied the entire building.⁸

Claiborne G. Sneed, J. Arthur Howard, John S. Young and Harry H. Lyon, four of the seven founders of the company, were alive at the time the Independent Life Building was completed. However, its planning and the growth of the company from 1954 forward were driven by the second generation of the founders. Claiborne Sneed died in 1957 and was succeeded by Jacob F. Bryan III as president and chairman of the board. Children of the founders who became officers in the company included. Wilford C. Lyon, G. Howard Bryan, J. Alex Howard, Burton C. Bryan, William A. Howard, and Richard M. Lyon. Following the tradition of the founders, almost all of the second generation began as field agents and worked their way up in the company.⁹

By 1970 Independent Life had outgrown the 18 story building at 233 W. Duval. In 1972 the Independent Life Company began work on a new headquarters at 1 Independent Square at the

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

⁸ Ibid.

⁹ Ibid.

corner of Bay and Laura Street. The tower was completed in 1974 and was known as the Independent Life Building. Built by the Auchter Company, it was designed by KBJ Architects, who received the Honor Award for Outstanding Achievement in Design by the Jacksonville Chapter of the American Institute of Architects for the design. It measured 37 stories and for a time was the tallest building in Florida. Upon completion of the new Independent Life Building the old building at 233 W. Duval Street was sold to the Jacksonville Electrical Authority (JEA) and served as its headquarters for many years.¹⁰

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

Both the 1955 Independent Life Insurance Building and the 1975 tower were designed by KBJ, an architectural firm founded by William D. Kemp, Franklin S. Bunch, and William K. Jackson, all University of Florida architectural graduates that worked under and later acquired the practice of pioneer Jacksonville architect, Roy A. Benjamin (1888 – 1963).

KBJ Architects, Inc. (KBJ), based in Jacksonville, has been one of the leading architectural firms in Florida since the end of World War II. The firm designed 17 of the city's 30 tallest buildings and "created Jacksonville's modern skyline", according to *The Florida Times-Union* newspaper. At the start of 1946, Franklin Bunch joined with fellow Florida alumni William Kemp and William K. Jackson to form the firm of Kemp, Bunch and Jackson, now known as KBJ Architects Inc. The firm soon began transforming Jacksonville's decaying waterfront. Among its projects are the Modis, CSX, BellSouth and Fidelity buildings. Others include the original Civic Auditorium, now renovated as the Times-Union Center for the Performing Arts; The Florida Times-Union building; both Aetna buildings, built for Prudential Insurance Co.; the Kent Campus of Florida Community College at Jacksonville; Cathedral Towers; the Jacksonville University administration building; and the old Tournament Players Club clubhouse. The firm also developed the design standards for residential developments at Deerwood County Club and at Amelia Island Plantation. In Orlando it designed the First National Bank and Hartford Insurance buildings; the University of Florida Administration Building (Tigert Hall), the School of Architecture and the Delta Tau Delta fraternity house in Gainesville; the Quarterdeck Club in Miami; the Occidental Life building in Raleigh, N.C.; and the British American Life building in Kingston, Jamaica. Kemp, who died in 1982, retired in 1978 and Jackson, who died in 2003, retired in 1979 after the three founders sold the firm to the next generation of architects. The firm designed the first high-rise in downtown Jacksonville, the 22-story Prudential Life Insurance Building which opened in 1955. According to a 1997 article in *The Florida Times-Union*, KBJ had at one time the second-largest number of architects of any Florida firm.¹¹

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

¹⁰ Ibid.

¹¹ American Institute of Architects, Jacksonville Chapter and DOCOMOMO/U.S – Florida. *Mid-Century Modern Architecture in Northeast Florida*. Symposium, March 1, 2009; www.kbj.com; Florida Times-Union, October 31, 1997.

The 2016 National Register District Nomination for Downtown Jacksonville recognized the Independent Life Insurance Building as one of the landmarks of downtown Jacksonville. Many of the Modernist designed buildings in Jacksonville's downtown became closely identified with national firms and large local companies such as the Independent Life Insurance Company. The establishment of a close identity of a building with the company it housed is particularly evident on the old Independent Life Insurance Company Building at 233 West Duval Street. Constructed in 1955 from a design by Kemp, Bunch & Jacksonville, the eighteen story steel frame building was incorporated into images used on marketing material distributed throughout the South, promoting the modern, contemporary image of the company. Founded in 1920, the Independent Life Insurance Company was a significant part of Jacksonville's corporate economy until the company was sold in 1995. Both the 1955 building and the 1974 Independent Life tower were designed by KBJ, an architectural firm founded by William D. Kemp, Franklin S. Bunce, and William K. Jackson. The original design is remarkably intact and timeless. It still conveys the feel of a modern building despite it being nearly sixty five years of age.¹²

F. It has distinguishing characteristics of an architectural style valuable for study of a period, method of construction, or use of indigenous materials.

The Independent Life Insurance Building is one of the most significant high-rise building constructed in Downtown Jacksonville during the 1950's. The early presence of high-rise buildings in Downtown Jacksonville reflected the City's status during the first half of the twentieth century as Florida's dominant financial and commercial center. The development of high-rise buildings in American cities coincided with a period of significant economic growth, along with numerous technological advances. Development of large companies and corporations coupled with growing land values in urban centers during the last quarter of the nineteenth century, forced architects and builders to seek ways of constructing taller buildings to maximize the use of property while accommodating the diverse needs of growing companies.

Their task was made possible by the reduction in the price of steel, as well as the perfection of steel frame and reinforced concrete construction techniques that freed buildings from being supported by load bearing masonry walls that limited building height to 100 feet. The new construction methods allowing for taller buildings beyond the traditional six stories were also complemented by other technologies such as building elevators and improved incandescent lighting that made the new "skyscrapers" functional for business purposes. Many of the architectural firms that first pioneered the high-rise style, particularly in Chicago, had strong engineering backgrounds, and thus were able to combine successful design with new building technologies. Many times, the structural elements of the building were expressed on the exterior by the use of intersecting piers and horizontal spandrels¹³.

¹²www.kbj.com

¹³ John C. Poppeliers, Allen Chambers, Jr., Nancy B. Schwartz. *What Style Is It?, A Guide to American Architecture*. (New York: Preservation Press, 1983), pp. 72-75

The design of the Independent Life Insurance Company was part of the Modernist Architectural Movement. Many of the Modernist designed buildings in Jacksonville's downtown became closely identified with national firms and large local companies such as the Independent Life Insurance Company, Atlantic Coast Line Railroad (now CSX), Universal Marion Building, and Barnett Bank. The establishment of a close identity of a building with the company it housed is particularly evident on the old Independent Life Insurance Company Building at 233 West Duval Street. Constructed in 1955 from a design by Kemp, Bunch & Jacksonville, the eighteen story steel frame building was incorporated into images used on marketing material distributed throughout the South until moving in the new Independent Life Tower in 1974. Founded in 1920, the Independent Life Insurance Company was a significant part of Jacksonville's corporate economy until the company was sold in 1995. Both the 1955 building and the 1974 tower were designed by KBJ, an architectural firm founded by William D. Kemp, Franklin S. Bunce, and William K. Jackson.¹⁴

Stylistically the building is best described as an International Style skyscraper. The typical International Style or "corporate architecture" high-rise usually consists of a square or rectangular footprint, simple cubic "extruded rectangle" form, windows running in broken horizontal rows forming a grid and all facade angles at 90 degrees. These are all characteristics embodied by the Independent Life Insurance Building.

G. Its suitability for preservation or restoration.

In utilizing this criterion, it has been the practice of the Planning and Development Department to evaluate proposed landmarks based on evidence of significant exterior alterations that have negatively impacted character-defining features, as well as alterations difficult, costly, or impossible to reverse. Further, the degree and nature of any exterior deterioration, as well as the evidence of long term and potentially on-going neglect are also a factor in evaluating potential landmarks for their suitability for preservation or restoration. Therefore, it is the opinion of the applicant that the Independent Life Building at 233 West Duval Street appears to be structurally sound with few exterior alterations.

Augustine Development Group has purchased the former Independent Life and JEA building and plans to redevelop the property into 16 stories of apartment units, a ground-floor grocery store, a top-floor restaurant, and a rooftop bar and lounge. The newly-purchased building is near the historic Ambassador Hotel building, which is also being redeveloped by the company. Work on the building, which housed Independent Life and JEA before each moved on to newer headquarters buildings, could begin as soon as the first half of 2019. This plan is a highly appropriate adaptive use of the building and will provide downtown Jacksonville with a much needed residential component.

¹⁴ www.kbj.com

RECOMMENDATION

Based on the findings of this report, the Jacksonville Planning and Development Department recommends that the Jacksonville Historic Preservation Commission **APPROVE** the designation of the Independent Life Insurance Company Building, **(LM-20-01)** as a City of Jacksonville Landmark.

II.

DESIGNATION APPLICATION

**City of Jacksonville Landmark, Landmark Site,
or Historic District Nomination Form**



Grayed Areas for Use by Staff

1. Name of Property

historic name INDEPENDENT LIFE INSURANCE COMPANY BUILDING Designation Number _____
other names JEA Building FMSF Number DU21654

2. Location

street & number 233 WEST DUVAL STREET
city or town JACKSONVILLE
state FLORIDA Code FL countv DUVAL code _____ zip code 32202

Real estate assessment number(s) 073772-0000
(Attach continuation sheet if necessary)

3. Sponsorship Statement

As the owner, or official representative of the owner, I am aware of the proposal for designation of the subject property or properties listed above as a city of Jacksonville landmark, landmark site, or historic district. I have been advised of the procedures for review of the proposal by the Jacksonville Historic Preservation Commission and the Jacksonville City Council. I understand that I will be notified of the date and place of any public meetings at which the proposal will be considered by the Jacksonville Historic Preservation Commission, and the City Council. I also agree to sponsor the application and pay for all notification costs. I am also aware that if designated, any construction activities affecting the subject properties including alterations, new construction, demolition and relocation, will require a review for consistency with the appropriate standards.

PEP 10 LLC/By: DLP Axis JV LLC, sole member

By: Axis I-Life Tower LLC, member

By: George Bochis, Manager

Signature of property owner or representative	Date
---	------

Representatives need to provide a signed and notarized letter from the property owner(s) identifying them as their official agent.

Sponsorship other than owner or official representative

Sponsored by the Jacksonville Historic Preservation Commission per action at the September 26, 2012 meeting.

Signature of sponsor	Title	Date
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4. Legal Description of Property (according to county property appraiser's office)

JAX HARTS MAP, LOTS 1,4,PT LOTS 2,5



Grayed Areas for Use by Staff

1. Name of Property

historic name INDEPENDENT LIFE INSURANCE COMPANY BUILDING Designation Number
other names JEA Building FMSF Number DU21654

2. Location

street & number 233 WEST DUVAL STREET
city or town JACKSONVILLE
state FLORIDA Code FL countv DUVAL code zip code 32202
Real estate assessment number(s) 073772-0000
(Attach continuation sheet if necessary)

3. Sponsorship Statement

As the owner, or official representative of the owner, I am aware of the proposal for designation of the subject property or properties listed above as a city of Jacksonville landmark, landmark site, or historic district. I have been advised of the procedures for review of the proposal by the Jacksonville Historic Preservation Commission and the Jacksonville City Council. I understand that I will be notified of the date and place of any public meetings at which the proposal will be considered by the Jacksonville Historic Preservation Commission, and the City Council. I also agree to sponsor the application and pay for all notification costs. I am also aware that if designated, any construction activities affecting the subject properties including alterations, new construction, demolition and relocation, will require a review for consistency with the appropriate standards.
PEP 10 LLC/By: DLP Axis JV LLC, sole member
By: Axis I-Life Tower LLC, member
By: George Bochis, Manager
[Signature] 12/24/19
Signature of property owner or representative Date
Representatives need to provide a signed and notarized letter from the property owner(s) identifying them as their official agent.

Sponsorship other than owner or official representative
Sponsored by the Jacksonville Historic Preservation Commission per action at the September 26, 2012 meeting.

Signature of sponsor Title Date

4. Legal Description of Property (according to county property appraiser's office)

JAX HARTS MAP, LOTS 1,4,PT LOTS 2,5

Independent Life Insurance Company Building

Name of Property

233 W. Duval Street

Address

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any previously listed resources in the count)

Contributing	Noncontributing
1	buildings
	Sites
	structures
	Objects
1	total

Name of related multiple property listings

(Enter "N/A" if property is not part of a multiple property listing.)

0

Number of contributing resources previously designated

0

6. Function or Use

Historic Function

Commerce/Trade – Office Building

Current Functions

Vacant

7. Description

Architectural Classification

International Style

Materials

foundation Slab

walls Steel

Limestone

roof Concrete/Built-up

other Glazed brick

Narrative Description

(Describe the historic and current condition of the property on one or more continuations sheets.)

PLEASE SEE ATTACHED CONTINUATION SHEETS

8. Statement of Significance

Applicable Landmark Designation Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for Landmark Designation.)

- X A Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the City, state or nation.
B Its location is the site of a significant local, state or national event.
X C It is identified with a person or persons who significantly contributed to the development of the City, state or nation.
X D It is identified as the work of a master builder, designer, or architect whose individual work has influenced the development of the City, state or nation.
X E Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.
X F It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.
X G Its suitability for preservation or restoration

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
B removed from its original location.
C a birthplace or grave.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property.
G less than 50 years of age or achieved significance within the past 50 years

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Areas of Significance

- Agriculture
X Architecture
Archaeology
Community Planning
X Commerce
Education
Early Settlement
Health/Medicine
Industry
Maritime History
Military
Politics/Government
Recreation
Social History
Transportation
Other:

Period of Significance

1955 - 1974

Significant Dates

1955

Significant Person

Jacob Bryan III.

Cultural Affiliation

Architect/Builder

KBJ: Architects

- Builder -

PLEASE SEE ATTACHED CONTINUATION SHEETS

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheet

PLEASE SEE ATTACHED CONTINUATION SHEETS

10. Geographical Data

Acreeage of Property LT1

UTM References

(Place additional references on a continuation sheet.)

1	<input type="text"/>	<input type="text"/>	<input type="text"/>	3	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	4	<input type="text"/>	<input type="text"/>	<input type="text"/>

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

JAX HARTS MAP, LOTS 1,4,PT LOTS 2,5

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

Entire parcel historically associated with the property at 233 W. Duval Street

11. Form Prepared By

name/title Paul L. Weaver, President

organization Historic Property Associates, Inc. Date November 24, 2019

street & number P.O. Box 1002 telephone (904) 824-5178

city or town St. Augustine state Florida zip code 32085

12. Property Owner

name PEP10 LLC

street & number 215 Anastasia Blvd. telephone 904 347-8331

city or town St. Augustine state Florida zip code 32080-0000

Independent Life Insurance Company Building

Name of Property

233 W. Duval Street

Address

13. Additional Documentation

Submit the following items with the completed form:

Continuation Sheets (All information on continuation sheets must be typed. Sheets should have the name and address of property at top, be labeled with the appropriate application heading, and be numbered)

Maps

General Location Map

Drawings (If available)

Photographs

Representative photographs of the property.

(Do not write upon or attach permanent labels to the photographs.)

List all property owners within 350' of the proposed landmark or landmark site.

List all contributing and non-contributing properties in the proposed historic district.

Attach proof of publication for the JHPC public hearing.

Agent Authorization – Limited Liability Company (LLC)

Date: 12.25.19

City of Jacksonville
Planning and Development Department
214 North Hogan Street, Suite 300,
Jacksonville, Florida 32202

Re: Agent Authorization for the following site location in Jacksonville, Florida:

Address: 233 W. Duval St. RE#(s): 073772 - 0000

To Whom It May Concern:

You are hereby advised that Bryan Grainer, as member of Pop 10 LLC, a Limited Liability Company organized under the laws of the state of Florida, hereby certify that said LLC is the Owner of the property described in Exhibit 1. Said owner hereby authorizes and empowers Paul L. Wanner to act as agent to file application(s) for Pop 10 LLC for the above referenced property and in connection with such authorization to file such applications, papers, documents, requests and other matters necessary for such requested change as submitted to the Jacksonville Planning and Development Department.

(signature) *[Signature]*

(print name) _____

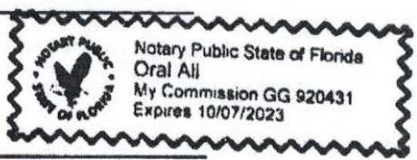
STATE OF FLORIDA
COUNTY OF DUVAL

Sworn to and subscribed and acknowledged before me this 25th day of December 2019, by _____, as _____, of _____, a Limited Liability Company, who is personally known to me or who has produced _____ as identification and who took an oath.

Oral Ali
(Signature of NOTARY PUBLIC)

ORAL ALI
(Printed name of NOTARY PUBLIC)

State of Florida at Large.
My commission expires: _____





Florida Trust for Historic Preservation
906 East Park Avenue, Tallahassee, Florida 32301
(850) 224-8128

January 7, 2020

Christian Popoli
City Planner Supervisor
Community Planning Division, Historic Preservation Section
City of Jacksonville I Planning and Development Department
214 North Hogan Street, Suite 300
Jacksonville, FL 32202

RE: Florida Trust Support for Independent Life Insurance Building's Local Landmark Designation

Dear Mr. Popoli,

The Florida Trust for Historic Preservation owns a preservation façade easement on the property located at 233 W. Duval Street in Jacksonville, Florida, known as the Independent Life Insurance Company Building. We write this letter to share with you that we are aware the owners of the property are seeking local landmark status for the building, and that the Florida Trust supports the designation.

The Florida Trust for Historic Preservation is a 501(c)3 nonprofit corporation. Our mission is to promote the preservation of the architectural, historical and archaeological heritage of Florida through advocacy, education and historic property stewardship. In fulfilling one of the major tenets of this mission – historic property stewardship – the Florida Trust maintains a conservation easement program.

Inclusion in our Easement Program requires a property to be historically significant, and we know inclusion in local landmark programs adds an additional layer of protection to historic buildings. We would support additional layers of long-term preservation protections for all historically significant buildings, but especially for those in our Easement Program.

I appreciate your time and consideration. If you have any questions regarding our support, please contact me at (850) 224-8128.

Sincerely,

A handwritten signature in black ink, appearing to read "Melissa Wyllie". The signature is written in a cursive style with a long, sweeping underline.

Melissa Wyllie
CEO & President
Florida Trust for Historic Preservation

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

7-1 PHYSICAL DESCRIPTION- The Independent Life Insurance Company Building

SUMMARY

The Independent Life Insurance Building is located at 233 West Duval Street in the historic commercial core of the City of Jacksonville, Florida. Constructed in 1955, the Independent Life Building rises eighteen stories in height from a reinforced concrete foundation. Its structural system is steel frame with curtain exterior walls. It has an ell shaped ground plan, a flat, built-up roof with a parapet with limestone coping and concrete fins on the north side of the seventeenth floor. It is finished on the exterior with limestone panels and glazed brick. Granite panels finish columns and wall surfaces on the first floor of the Duval, Julia and Church street elevations. The overall design and individual features of the building provide a fine example of Mid-Century Modern architecture with little applied ornament or detailing. The interior was used as a lobby and for retail space on the first floor and offices, a cafeteria and a “Sky Lounge” on the upper floors. The overall integrity of the building is excellent with little changed except the removal of historic signage. The building is currently vacant and has been so for a number of years.

PRESENT AND ORIGINAL APPEARANCE

Setting:

The Independent Life Insurance Building is in an area of downtown Jacksonville which, since the 1920s, has been the setting for most of the city’s major multi-story buildings. The major elevation(south) faces Duval Street. The lot is rectangular and, reflective of the dense development of the area, lot coverage is nearly 100%. The building is located at the heart of Jacksonville’s commercial core. It is in close proximity to many of the city’s major commercial and office buildings. These include more recently constructed structures such as the the Wells-Fargo Tower, Bank of America Tower, the United States Courthouse and the Duval County Courthouse. It is also in close proximity to most of the historic multi-story buildings in the central commercial core such as the fifteen story Carling Hotel at 33 West Adams Street, the ten-story Atlantic National Bank Annex at 118 West Adams Street, the St. Johns Apartments 311 West Ashley Street and the seven-story Ambassador Hotel at 424 North Julia Street.

Description of the Exterior

The Independent Life Building embodies the overall design of Mid-Century Modern commercial architecture. Stylistically the building is best described as an International Style skyscraper. The typical International Style or corporate architecture high-rise usually consists of a square or rectangular footprint, simple cubic extruded rectangle form, windows running in broken horizontal rows forming a grid and all facade angles at 90 degrees. These are all characteristics embodied by the Independent Life Insurance Building.

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The Independent Life Building is typical of the overall design of Mid-Century Modern commercial architecture. Largely austere, significant detailing is concentrated at the first floor level. The detailing consists of granite panels on the walls surrounding store fronts, granite tiles on the columns along Duval and Julia streets, and stainless steel canopies over the Duval and Julia street entrances. Doors are commercial type. Windows on the ground floor are fixed show types reflecting the original retail uses of interior spaces. Cast concrete fins on the north elevation of the 17th floor provide an ornamental detail to the largely unadorned exterior.

The exterior is divided into two major zones. The first four floors cover most of the lot and are more massive in form and rectangular in plan. The west side of the south elevation steps back from the lower four floors and gives the upper floors an ell shaped plan. The eastern part of the south elevation and the east elevation are finished with limestone panels and glazed bricks and are austere and unrelieved. The original signage was located at the top of the east side of the south elevation but has been removed. Windows are concentrated on the south and north elevations. On the south elevation the windows are ten bays wide on the third and fourth floors and six bays wide on floors five-fourteen. The windows are grid-like in form and are fixed type with multi-lites and anodized aluminum frames.

Interior

The interior consists of three major spaces. The first floor features a lobby and retail spaces. The upper thirteen floors were generally offices with an open floor plan. A cafeteria was located on the 4th floor. The upper floor was a “Sky Lounge” with decorative detailing in the floors, an open plan, and a spectacular view of downtown Jacksonville. The interior originally featured granite, limestone and marble finishes concentrated in the elevator lobbies..

Alterations.

The Independent Life Building is largely unaltered. Its integrity is excellent and it retains the overall character of its original design and individual architectural features. Historic signage has been removed but this alteration is explained by changes in ownership which effected the identity of the building and made new signage reflecting these changes necessary.

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8-1: NARRATIVE STATEMENT OF SIGNIFICANCE – The Independent Life Insurance Building

SUMMARY:

The Independent Life Insurance Building is being considered for local landmark designation under criteria A, C, D, E, F, & G.

HISTORIC CONTEXT – DOWNTOWN JACKSONVILLE

Summary:

Downtown Jacksonville is defined on the north side of the St. Johns River to include not only the central business district, but also the older neighborhoods of East Jacksonville, LaVilla, and Brooklyn that did not collectively become part of the City until 1887. However this historic context is focused on the development of that part of Downtown Jacksonville that constituted the city limits before the 1887 expansion. Including the original 1822 plat as well as most of the expansions of 1832 and 1842, this area is generally defined by Hogans Creek to the east, State Street to the north, Clay Street to the west, and the St. Johns River to the south. This overview on the historical context of Downtown Jacksonville is focused on major periods that include the First Half of the Twentieth Century and the Post World War II Era.

First Half of the Twentieth Century

(1901 Fire, Jacksonville Renaissance, Florida Land Boom, Depression & World War II)

By 1900, Jacksonville was the largest city in Florida in terms of population, which had reached 28,430. The signature event in the history of Downtown Jacksonville that defined the architectural character of the city during the first half of the twentieth century was the “Great Fire of 1901”. Starting in the LaVilla area west of Downtown at noon on May 3, 1901, the fire destroyed within an eight-hour period over 2,300 buildings located on 148 city blocks causing an estimated 15 million in property damage. Although only seven people lost their lives as a result of the fire, 8,677 people were left homeless. Destroying the oldest and most densely populated area of the city, the fire consumed twenty-three churches, ten hotels including the grand St James and Windsor, as well as almost all public buildings such as the courthouse and city hall.¹

The destruction caused by the 1901 fire ushered in a new era of growth in Downtown Jacksonville referred to as the Jacksonville Renaissance (1901 – 1920). The business opportunities caused by the fire had attracted numerous architects, builders, and investors from different parts of the country. New construction in the Downtown area began to reflect a variety

¹ For more on the 1901 fire see: Bill Foley and Wayne W. Wood, *The Great Fire of 1901*. (Jacksonville Historical Society, 2001). Davis, pp. 219-228. Historic Property Associates, pp. 11-13 Ward, pp. 175-186.

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of architectural styles popular during the first quarter of the twentieth century such as the traditional Colonial, Neoclassical, and Gothic Revivals interspersed with the more modernistic designs of the Prairie School and the Chicago school of commercial architecture. These latter styles were particularly evident in the work of noted architect, Henry John Klutho (1873 – 1964) who came to Jacksonville after reading about the 1901 fire in the *New York Times*.²

The buildings constructed in Downtown Jacksonville during the Jacksonville Renaissance also reflected new construction techniques and materials such as steel or reinforced concrete structural systems that accommodated the first true skyscrapers in Florida. Some of these pioneer high rise buildings, all constructed along West Forsyth Street during the Jacksonville Renaissance, included the Bisbee Building (1908 – 1909), the Atlantic National Bank Building (1908 – 1909), and the Heard National Bank Building (1911 – 1913) demolished in 1981. In addition, many of the major denominations built new sanctuaries in Downtown Jacksonville during this period immediately following the 1901 fire including Mount Zion A.M.E. Church (1901 – 1905), First Baptist Church (1903), Immaculate Conception Catholic Church (1907 – 1910), St. Johns Episcopal Cathedral (1903 – 1906), Bethel Baptist Institutional Church (1904), Snyder Memorial Methodist Church (1902 – 1903), and First Presbyterian Church (1901 – 1902). Other noted downtown buildings from this period include the Dyal-Upchurch Building (1901 – 1902), the St. James Building (1911 – 1912), the Old Florida National Bank (1902 & 1906), the Florida Life Building (1911 – 1912), the Old Y.M.C.A. Building (1908 – 1909), Rhodes-Futch-Collins Building (1913 – 1914), and the Morocco Temple (1910 – 1911).³

The second period of significant new construction in Downtown Jacksonville following the 1901 fire coincided with the Great Florida Land Boom; a period of frenzied speculative development during the 1920's that forever changed the landscape of Florida. Although South Florida received the lion's share of development, virtually every section of the state experienced significant growth during the boom. Jacksonville became a primary departure point for visitors entering Florida. In early 1925 some 20-25 trains were arriving at the city each day. The Chamber of Commerce reported that over 150,000 automobiles had passed over the St. Johns River Bridge (Acosta Bridge) during the spring of 1925. In July of that year alone, building permits issued totaled \$1,177,383, ranking Jacksonville sixth in the state in new construction behind the major cities of the southern peninsula. Construction of numerous new high rise buildings such as the Carling Hotel (1925 - 1926), the Barnett National Bank Building (1926), the Atlantic National Bank Annex (1925 – 1926), the Greenleaf & Crosby Building (1927), and the Hildebrandt Building (1926 - 1927) reflected a shift in Jacksonville's financial center from West Forsyth Street to West Adams Street. Stimulated by the Florida Land Boom, construction

² For more on the development of Jacksonville during the two decades after the 1901 fire see: James B. Crooks. *Jacksonville After the Fire, 1901-1919: A New South City*. (Jacksonville, Florida: University of North Florida Presses, 1991). For more on the life and works of Henry John Klutho see: Robert C. Broward, *The Architecture of Henry John Klutho: The Prairie School in Jacksonville*. (Jacksonville, Florida: University of North Florida Presses, 1983). Historic Property Associates, pp. 13-17; Foley & Wood, pp. 212-219.

³ Wayne W. Wood, *Jacksonville 's Architectural Heritage: Landmarks for the Future*. (Jacksonville, Florida: University of North Florida Press, 1989), pp. 28, 30-85. Historic Property Associates, pp. 13-17.

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of these buildings also reflected Jacksonville's role as Florida's dominant commercial and financial center during the first quarter of the century.⁴

The collapse of the Florida Land Boom and the onset of the Great Depression during the 1930's did slow the growth and development of Jacksonville. For example, during the height of the Florida Land Boom in 1926, building permits were valued at \$13,051,074. By 1931, building permit value had fallen to a low in Jacksonville of \$1,728,200, with most of it attributed to alterations and expansion, or from residential construction in the newer suburbs outside downtown and adjacent urban neighborhoods. Building permit activity did significantly increase following the annexation of growing South Jacksonville to the city in 1932. During the 1930's, only a few significant new buildings were added to the downtown area. The two most significant being the United States Post Office and Courthouse at 310 West Duval Street (1932 – 1933), and the Western Union Company Building at 333 North Laura Street (1930 – 1931). The Great Depression followed by World War II resulted in the built environment of Downtown Jacksonville remaining much as it was at the end of the Florida Land Boom in 1929.⁵

The Post World War II Era

Following World War II, Downtown continued to serve as the financial, commercial, and social heart of the city. Although residential uses had become less a component of Downtown, a variety of offices and businesses continued to thrive well into the 1950s. At the same time, the core city also began having more competition from suburban shopping centers and commercial strips. However, between 1955 and 1965, Jacksonville's Downtown entered its greatest period of growth and redevelopment since the building renaissance following the Great Fire of 1901.⁶ Under the leadership of Haydon Burns, a five-term mayor and later Governor of Florida, the City launched perhaps its most extensive civic improvement program. This initiative to improve downtown started in 1955 when Mayor Burns used four million dollars in Parking Lot Certified Bonds to clean-up the north bank by acquiring and removing old docks and warehouses in order to accommodate a new bulkhead. During that same year, the Jacksonville Expressway Authority was organized for the purpose of designing and funding a new highway system that would enhance traffic flow between downtown and the growing suburbs.

“Jacksonville's Decade of Progress” continued with the passage in 1958 of a thirty million-bond issue, financed through revenue certificates that funded the construction of a new city hall, courthouse, coliseum, and civic auditorium, as well as the Buckman Sewage Treatment Plant.⁷ These new public amenities, along with the new Wolfson Baseball Park, expanded Gator Bowl, and new correctional facilities, were capped by the 1962 bond issue that funded the new main library, the south bank park and marina, as well as the parking lot and riverfront boulevard

⁴ Wood, pp. 28, 33. Historic Property Associates, pp. 17-19.

⁵ Wood, pp. 28, 71, & 81. Historic Property Associates, pp. 20-21.

⁶ James B. Crooks, Jacksonville, *The Consolidation Story. From Civil Rights to the Jaguars*. Gainesville, University Presses of Florida, 2004, pp. 1-2.

⁷ Ibid

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behind the new city hall and courthouse. However, the other half of the “Jacksonville Story” was the significant amount of private development stimulated by these major municipal investments in Downtown Jacksonville.

Changes in Downtown Jacksonville during the last forty years have erased much of the architectural legacy of this significant period in the City’s history. The municipal baseball field, stadium, coliseum, and jail have been replaced by new facilities. The Jacksonville Civic Auditorium, as well as the south bank park and marina (Friendship Park) have been significantly remodeled from their original design. The Haydon Burns Public Library is one of the few mid-century buildings which still has most of its architectural integrity. The continued loss of downtown residents and the establishment of shopping centers, malls and other retail options in the outlying communities have resulted in the closing of many stores including several large department stores and theaters. Most of the remaining retail uses were restaurants and other small businesses catering to downtown workers. Another casualty of downtown decline was the closing and later demolition of several large hotels including the Seminole, the George Washington, the Mason, the Floridian, and the Robert Myers. The three schools and some of the churches also closed or relocated to the suburbs. Because of their history and prestige, several churches associated with mainline denominations remained in downtown including First Baptist Church, First Methodist church, First Presbyterian Church, Immaculate Conception Catholic Church (Basilica), Mount Zion A.M.E. Church and St. John’s Episcopal Church.

Created in 1968, the Community Planning Council joined with the Jacksonville Chamber of Commerce to sponsor a three-day Community Planning Conference in 1974 that resulted in the formulation of goals and priorities for the city. Number one priority was downtown development. A new Downtown Development Authority was created to take the leadership in efforts revitalize downtown. In office from 1968 to 1979, Mayor Hans Tanzler’s administration took the initiative to clean up the polluted St. Johns River and to clear out the Hansontown slums immediately north of Downtown. After clearing the area, a new community college, public health facility, and senior-citizen housing complex were constructed. During this same period, the signature Independent Life Tower was constructed, along with a new Atlantic National Bank and the 3,600 seat First Baptist Church.⁸

The downtown revitalization efforts of the 1970s continued into the 1980s under the leadership of Mayor Jake Godbold who served from 1979 – 1987. During this “billion dollar” decade, major projects completed during his administration included the rehabilitation of the old Jacksonville Terminal into a convention center; restoration of the Florida Theatre as a performing arts center; the opening of the Jacksonville Landing, a James Rouse designed festival marketplace; a new Florida National Bank Building and Omni Hotel; Metropolitan Park, a public park and outdoor venue east of downtown; and the first leg of the Automated Skyway Express.⁹ During the mayoral administration of Tommy Hazouri, the city constructed a jail, city hall annex

⁸ Crooks, pp. 117 - 123

⁹ Ibid, pp. 126 – 132.

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and parking garage in downtown. Private projects included a new American Heritage Building across from the Jacksonville Landing and the Barnett Center. As part of Mayor Ed Austin's River City Renaissance, the old St. James Building (Cohen Department Store) was rehabilitated as a new city hall, and the construction of the Florida Times-Union Performing Arts Center, and the I.M. Sulzebacher Homeless Shelter. Residential options were also increased by the rehabilitation of the Carling Hotel and the Lynch Building into apartments, as well as the townhouses built as part of the Cathedral Project.

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SIGNIFICANCE OF PROPOSED LANDMARK AS RELATED TO DESIGNATION CRITERIA:

- A. *Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the City, state or nation.*

The Independent Life Building was one of the most important commercial buildings constructed in Jacksonville during the 1950s. Following World War II, downtown Jacksonville served as the financial, commercial, and social heart of the city. Although residential uses had become less a component of downtown, a variety of offices and businesses continued to thrive. At the same time, the core city also began having more competition from suburban shopping centers and commercial strips. However, between 1955 and 1965, Jacksonville's Downtown entered its greatest period of growth and redevelopment since the building renaissance following the Great Fire of 1901. Under the leadership of Haydon Burns, a five-term mayor and later Governor of Florida, the City launched its most extensive civic improvement program. This initiative to improve downtown started in 1955 when Mayor Burns used four million dollars in Parking Lot Certified Bonds to clean-up the north bank by acquiring and removing old docks and warehouses in order to accommodate a new bulkhead. During that same year, the Jacksonville Expressway Authority was organized for the purpose of designing and funding a new highway system that would enhance traffic flow between downtown and the growing suburbs.¹⁰

In 1953, the Florida Legislature passed the Regional Home Office Law that provided attractive tax benefits to out-of-state insurance companies that relocated to Florida. As a result of this legislation, Jacksonville soon became the "Insurance Center of the Southeast" becoming home for the central office of seventeen companies, five regional offices, and headquarters for twenty major general insurance agencies. Starting with the southeast regional office of Prudential Insurance Company in 1954, other major companies making a presence in the city included Independent Life, Peninsular Life, Gulf Life, Florida Blue Cross & Blue Shield and the Afro-American Life Insurance Company. Most of these companies constructed new office buildings in Downtown Jacksonville during the 1950s and 60s. Other major private developments that changed the skyline of Jacksonville included the national headquarters of the Atlantic Coast Line Railroad (CSX) housed in a new fifteen story office building, a new four-story Sears Roebuck retail store that covered two city blocks, and the 550 room Robert Meyer Hotel.¹¹

The Independent Life Insurance Company was one of Jacksonville's most important businesses during the post-World War II period. Its building at 233 W. Duval was one of the largest in Florida and company employees eventually occupied all eighteen floors, making it one of the

¹⁰James B. Crooks, Jacksonville, The Consolidation Story, From Civil Rights to the Jaguars. Gainesville, University Presses of Florida, 2004, pp. 1-2.

¹¹ *Ibid*, pp. 6 & 7. Florida Times Union, January 4, 1959, p. 64.

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major employers in Jacksonville. The officers and employees of the company contributed significantly to economic, civic and cultural vitality of downtown Jacksonville from 1955 until the company relocated to its new headquarters in 1974.¹²

C It is identified with a person or persons who significantly contributed to the development of the City, state or nation.

The Independent Life Building is associated with the founders and second generation owners of the company, most particularly Jacob F. Bryan III, who planned the building and served as President during its period of significance. The Independent Life Insurance Company was founded March 2, 1920. Although important to the economy of Jacksonville and Florida, none of the founders were from Florida. Jacob F. Bryan II was from South Carolina as was J.H. Gooding. Claiborne G. Sneed and J. Arthur Howard were from Georgia, and John S. Young and Harry H. Lyon were from Tennessee. George C. Coburn, the first president, was from Virginia. All had backgrounds in insurance having worked for companies such as Southern Life, Peninsular Life and Life and Casualty. In the early years, all of the founders worked as field agents in addition to their administrative duties. Jacob F. Bryan III was the first of the founder's sons to join the company in 1927.¹³

During its early years, the company moved to various locations around Jacksonville. The first office was two rooms at a building at the corner of Duval and Main streets in downtown Jacksonville. Later, needing greater space, the company moved to the Mutual Life Building also at the corner of Main and Duval Streets. Under the leadership of President George C. Coburn the company's assets grew to nearly \$4,000,000, and it opened offices in Miami, Orlando, Tampa, and Daytona.¹⁴

Jacob F. Bryan II became president upon the death of George C. Coburn in 1932. Even during the years of the Great Depression the company continued to grow. In 1934 it moved to the Rogers Building and then three years later to the Jenk's Building, the first air-conditioned commercial building in Jacksonville. With the death of Jacob F. Bryan II in 1939, the presidency passed to Claiborne G. Sneed.¹⁵

Under the presidency of Claiborne Sneed Independent Life experienced its most dynamic period of growth. It became the largest insurance company in the world writing only weekly premium insurance. By the time of his Sneed's death in 1957, the company received \$1,000,000 per week in premium payments. The company grew outside the state of Florida, first into Georgia, and later into Alabama, and South Carolina. It eventually did business in 14 states. With its growth, the company in 1945 purchased its first home office, the five story West Building, at the corner of

¹² www.whitewayrealty.com/Home/fifty-years-of-independent-life

¹³ Ibid.

¹⁴ Ibid.

¹⁵ Ibid.

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Laura and Bay streets. It, however, quickly outgrew this space and began planning for a much larger headquarters. The planning was turned over to three sons of the founders: Jacob F. Bryan III, Charles A. Snead and Harry H. Lyon, Jr.¹⁶

The planning committee selected a site for the new building east of Julia Street between Duval and Church streets. Based on growth projections and planning with KBJ Architects, the size of the building grew from six stories to ten and eventually eighteen stories. The size of the building required a much larger capital investment than originally conceived but proved a wise decision in the long run. The Independent Life Building was completed in 1955. It was the city's second modern skyscraper after the Prudential Insurance Company Building and a forerunner of other skyscrapers that followed in the late 1950s and 1960s. Independent Life initially only occupied five floors, but by 1960 occupied nine floors and by 1970 occupied the entire building.¹⁷

Claiborne G. Snead, J. Arthur Howard, John S. Young and Harry H. Lyon, four of the seven founders of the company, were alive at the time the Independent Life Building was completed. However, its planning and the growth of the company from 1954 forward were driven by the second generation of the founders. Claiborne Snead died in 1957 and was succeeded by Jacob F. Bryan III as president and chairman of the board. Children of the founders who became officers in the company included. Wilford C. Lyon, G. Howard Bryan, J. Alex Howard, Burton C. Bryan, William A. Howard, and Richard M. Lyon. Following the tradition of the founders, almost all of the second generation began as field agents and worked their way up in the company.¹⁸

By 1970 Independent Life had outgrown the 18 story building at 233 W. Duval. In 1972 the Independent Life Company began work on a new headquarters at 1 Independent Square at the corner of Bay and Laura Street. The tower was completed in 1974 and was known as the Independent Life Building. Built by the Auchter Company, it was designed by KBJ Architects, who received the Honor Award for Outstanding Achievement in Design by the Jacksonville Chapter of the American Institute of Architects for the design. It measured 37 stories and for a time was the tallest building in Florida. Upon completion of the new Independent Life Building the old building at 233 W. Duval Street was sold to the Jacksonville Electrical Authority (JEA) and served as its headquarters for many years.¹⁹

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

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ Ibid.

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Both the 1955 Independent Life Insurance Building and the 1975 tower were designed by KBJ, an architectural firm founded by William D. Kemp, Franklin S. Bunch, and William K. Jackson, all University of Florida architectural graduates that worked under and later acquired the practice of pioneer Jacksonville architect, Roy A. Benjamin (1888 – 1963).

KBJ Architects, Inc. (KBJ), based in Jacksonville, has been one of the leading architectural firms in Florida since the end of World War II. The firm designed 17 of the city's 30 tallest buildings and "created Jacksonville's modern skyline", according to *The Florida Times-Union* newspaper. At the start of 1946, Franklin Bunch joined with fellow Florida alumni William Kemp and William K. Jackson to form the firm of Kemp, Bunch and Jackson, now known as KBJ Architects Inc. The firm soon began transforming Jacksonville's decaying waterfront. Among its projects are the Modis, CSX, BellSouth and Fidelity buildings. Others include the original Civic Auditorium, now renovated as the Times-Union Center for the Performing Arts; The Florida Times-Union building; both Aetna buildings, built for Prudential Insurance Co.; the Kent Campus of Florida Community College at Jacksonville; Cathedral Towers; the Jacksonville University administration building; and the old Tournament Players Club clubhouse. The firm also developed the design standards for residential developments at Deerwood County Club and at Amelia Island Plantation. In Orlando it designed the First National Bank and Hartford Insurance buildings; the University of Florida Administration Building (Tigert Hall), the School of Architecture and the Delta Tau Delta fraternity house in Gainesville; the Quarterdeck Club in Miami; the Occidental Life building in Raleigh, N.C.; and the British American Life building in Kingston, Jamaica. Kemp, who died in 1982, retired in 1978 and Jackson, who died in 2003, retired in 1979 after the three founders sold the firm to the next generation of architects. The firm designed the first high-rise in downtown Jacksonville, the 22-story Prudential Life Insurance Building which opened in 1955. According to a 1997 article in *The Florida Times-Union*, KBJ had at one time the second-largest number of architects of any Florida firm.²⁰

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

The 2016 National Register District Nomination for Downtown Jacksonville recognized the Independent Life Insurance Building as one of the landmarks of downtown Jacksonville. Many of the Modernist designed buildings in Jacksonville's downtown became closely identified with national firms and large local companies such as the Independent Life Insurance Company. The establishment of a close identity of a building with the company it housed is particularly evident on the old Independent Life Insurance Company Building at 233 West Duval Street. Constructed in 1955 from a design by Kemp, Bunch & Jacksonville, the eighteen story steel frame building was incorporated into images used on marketing

²⁰American Institute of Architects, Jacksonville Chapter and DOCOMOMO/U.S – Florida. *Mid-Century Modern Architecture in Northeast Florida*. Symposium, March 1, 2009; www.kbj.com; Florida Times-Union, October 31, 1997.

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material distributed throughout the South, promoting the modern, contemporary image of the company. Founded in 1920, the Independent Life Insurance Company was a significant part of Jacksonville's corporate economy until the company was sold in 1995. Both the 1955 building and the 1974 Independent Life tower were designed by KBJ, an architectural firm founded by William D. Kemp, Franklin S. Bunce, and William K. Jackson. The original design is remarkably intact and timeless. It still conveys the feel of a modern building despite it being nearly sixty five years of age.²¹

F. It has distinguishing characteristics of an architectural style valuable for study of a period, method of construction, or use of indigenous materials.

The Independent Life Insurance Building is one of the most significant high-rise building constructed in Downtown Jacksonville during the 1950's. The early presence of high-rise buildings in Downtown Jacksonville reflected the City's status during the first half of the twentieth century as Florida's dominant financial and commercial center. The development of high-rise buildings in American cities coincided with a period of significant economic growth, along with numerous technological advances. Development of large companies and corporations coupled with growing land values in urban centers during the last quarter of the nineteenth century, forced architects and builders to seek ways of constructing taller buildings to maximize the use of property while accommodating the diverse needs of growing companies.

Their task was made possible by the reduction in the price of steel, as well as the perfection of steel frame and reinforced concrete construction techniques that freed buildings from being supported by load bearing masonry walls that limited building height to 100 feet. The new construction methods allowing for taller buildings beyond the traditional six stories were also complemented by other technologies such as building elevators and improved incandescent lighting that made the new "skyscrapers" functional for business purposes. Many of the architectural firms that first pioneered the high-rise style, particularly in Chicago, had strong engineering backgrounds, and thus were able to combine successful design with new building technologies. Many times, the structural elements of the building were expressed on the exterior by the use of intersecting piers and horizontal spandrels²².

The design of the Independent Life Insurance Company was part of the Modernist Architectural Movement. Many of the Modernist designed buildings in Jacksonville's downtown became closely identified with national firms and large local companies such as the Independent Life Insurance Company, Atlantic Coast Line Railroad (now CSX), Universal Marion Building, and Barnett Bank. The establishment of a close identity of a building with the company it housed is particularly evident on the old Independent Life

²¹www.kbj.com

²² John C. Poppeliers, Allen Chambers, Jr., Nancy B. Schwartz. *What Style Is It?, A Guide to American Architecture*. (New York: Preservation Press, 1983), pp. 72-75

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Insurance Company Building at 233 West Duval Street. Constructed in 1955 from a design by Kemp, Bunch & Jacksonville, the eighteen story steel frame building was incorporated into images used on marketing material distributed throughout the South until moving in the new Independent Life Tower in 1974. Founded in 1920, the Independent Life Insurance Company was a significant part of Jacksonville's corporate economy until the company was sold in 1995. Both the 1955 building and the 1974 tower were designed by KBJ, an architectural firm founded by William D. Kemp, Franklin S. Bunce, and William K. Jackson.²³

Stylistically the building is best described as an International Style skyscraper. The typical International Style or "corporate architecture" high-rise usually consists of a square or rectangular footprint, simple cubic "extruded rectangle" form, windows running in broken horizontal rows forming a grid and all facade angles at 90 degrees. These are all characteristics embodied by the Independent Life Insurance Building.

²³ www.kbj.com

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G. Its suitability for preservation or restoration.

In utilizing this criterion, it has been the practice of the Planning and Development Department to evaluate proposed landmarks based on evidence of significant exterior alterations that have negatively impacted character-defining features, as well as alterations difficult, costly, or impossible to reverse. Further, the degree and nature of any exterior deterioration, as well as the evidence of long term and potentially on-going neglect are also a factor in evaluating potential landmarks for their suitability for preservation or restoration. Therefore, it is the opinion of the applicant that the Independent Life Building at 233 West Duval Street appears to be structurally sound with few exterior alterations.

Augustine Development Group has purchased the former Independent Life and JEA building and plans to redevelop the property into 16 stories of apartment units, a ground-floor grocery store, a top-floor restaurant, and a rooftop bar and lounge. The newly-purchased building is near the historic Ambassador Hotel building, which is also being redeveloped by the company. Work on the building, which housed Independent Life and JEA before each moved on to newer headquarters buildings, could begin as soon as the first half of 2019. This plan is a highly appropriate adaptive use of the building and will provide downtown Jacksonville with a much needed residential component.

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9-1 - Major Bibliographical References – Old Southern Drug Company Building

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Jacksonville Historic Preservation Commission, n.d. Vertical Files – The Independent Life Insurance Building, 233 W. Duval Street.

Sanborn Maps of Jacksonville, 1969.

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www.kbj.com

www.whitewayrealty.com.

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INVENTORY OF PHOTOGRAPHS: - Independent Life Insurance Building

1. INDEPENDENT LIFE INSURANCE BUILDING
2. JACKSONVILLE, FLORIDA
3. PAUL L.WEAVER
4. 2019
5. HISTORIC PROPERTY ASSOCIATES, INC.
6. LOOKING NORTH AT THE SOUTH ELEVATION
7. PHOTO NO. 1 OF 44

Numbers 1-5 are the same for the remaining photographs.

1. Main (south) Duval Street elevation, facing northeast
- 2 Photo 2

1. Main (south) Duval Street elevation, facing northeast, lower four floors
- 2 Photo 3

1. Main (south) Duval Street elevation, facing east, granite faced columns, steel canopy
- 2 Photo 4

1. Main (south) Duval Street elevation, facing east, granite faced columns, steel canopy
- 2 Photo 5

1. Main (south) Duval Street elevation, facing east, granite faced columns, steel canopy
- 2 Photo 6

1. Main (south) Duval Street elevation, facing north, storefronts
- 2 Photo 7

1. Main (south) Duval Street elevation, facing north, main entrance showing street address
- 2 Photo 8

1. West elevation, facing east, aerial view
- 2 Photo 9

1. Main (south) Duval/Julia Street elevations, facing northeast
- 2 Photo 10

1. Julia Street (west) elevation, facing east
- 2 Photo 11

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

1. Julia Street (west) elevation, facing northeast, lower floors
2. Photo 12

1. Julia Street (west) elevation, facing east, Julia Street entrance
2. Photo 13

1. Julia Street (west) elevation, facing east, Julia Street entrance
2. Photo 14

1. Julia Street (west) elevation, facing southeast, lower floors
2. Photo 15

1. Julia Street (west) elevation, facing east, Julia Street storefront
2. Photo 16

1. North elevation, facing southeast
2. Photo 17

1. North elevation, facing south
2. Photo 18

1. North elevation, facing south, granite finish
2. Photo 19

1. North elevation, facing south, granite finish
2. Photo 20

1. North elevation, facing south, granite finish
2. Photo 21

1. North elevation, facing south
2. Photo 22

1. North elevation, facing southwest, rear wing
2. Photo 23

1. North elevation, facing southwest, loading dock
2. Photo 24

1. East elevation, facing west
2. Photo 25

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

1. East elevation, facing west
2. Photo 26

1. East elevation, facing west
2. Photo 27

1. Interior, elevator lobby facing north
2. Photo 28

1. Interior, first floor, facing west
2. Photo 29

1. Interior, first floor, facing east
2. Photo 30

1. Interior, elevator lobby facing north, modern revolving door, glass partition
2. Photo 31

1. Interior, first floor, facing east, Julia Street entrance
2. Photo 32

1. Interior, first floor, facing west, Julia Street entrance
2. Photo 33

1. Interior, 2nd facing north, former office space
2. Photo 34

1. Interior, 2nd facing north, former office space
2. Photo 35

1. Interior, 4th floor, facing west, cafeteria, terrace level
2. Photo 36

1. Interior, 4th floor, facing south, cafeteria, terrace level
2. Photo 37

1. Interior, 4th floor, facing south, cafeteria, terrace level
2. Photo 38

1. Interior, 4th floor, facing north, cafeteria, terrace level
2. Photo 39

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

1. Interior, view of elevator, facing north, Sky Room
2. Photo 40

1. Interior, view of elevator, facing north, Sky Room
2. Photo 41

1. Interior, view of floor tile, compass, facing north, Sky Room
2. Photo 42

1. Interior, view of elevator, facing north, Sky Room
2. Photo 43

1. Interior, cast concrete fins, facing north, Sky Room
2. Photo 44

INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Main (south) Duval Street elevation, facing north
2. Photo 1



1. Main (south) Duval Street elevation, facing northeast
2. Photo 2



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Main (south) Duval Street elevation, facing northeast, lower four floors

2 Photo 3



1. Main (south) Duval Street elevation, facing east, granite faced columns, steel canopy

2 Photo 4



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Main (south) Duval Street elevation, facing east, granite faced columns, steel canopy

2 Photo 5



1. Main (south) Duval Street elevation, facing east, granite faced columns, steel canopy

2 Photo 6



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Main (south) Duval Street elevation, facing north, storefronts

2 Photo 7



1. Main (south) Duval Street elevation, facing north, main entrance showing street address

2 Photo 8



1. West elevation, facing east, aerial view

2 Photo 9



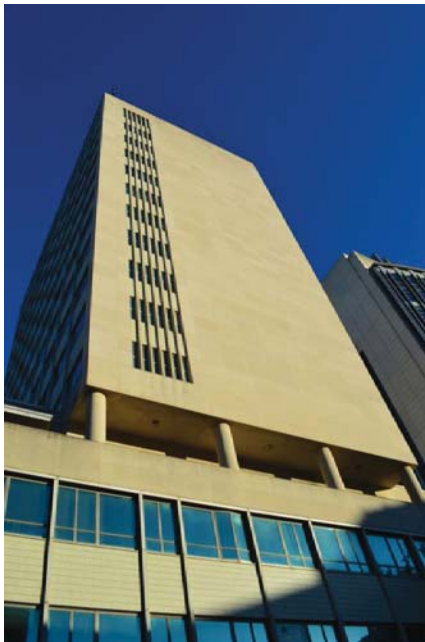
1. Main (south) Duval/Julia Street elevations, facing northeast

2 Photo 10



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. West elevation, facing east, aerial view
- 2 Photo 11

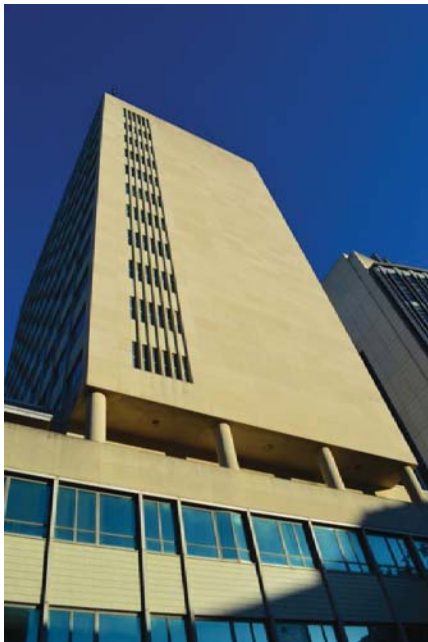


1. Main (south) Duval/Julia Street elevations, facing northeast
- 2 Photo 12



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Julia Street (west) elevation, facing east
- 2 Photo 13



1. Julia Street (west) elevation, facing east, lower floors
- 2 Photo 14



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Julia Street (west) elevation, facing east, Julia Street entrance

2 Photo 15



1. Julia Street (west) elevation, facing east, Julia Street entrance

2 Photo 16



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Julia Street (west) elevation, facing southeast, lower floors

2 Photo 17



1. North elevation, facing south

2 Photo 18



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. North elevation, facing southwest

2 Photo 19



1. North elevation, facing south

2 Photo 20



**INDEPENDENT LIFE INSURANCE COMPANY BUILDING
233 W. DUVAL STREET**

- 1. North elevation, facing south, granite finish**
- 2 Photo 21**



- 1. North elevation, facing south**
- 2 Photo 22**



**INDEPENDENT LIFE INSURANCE COMPANY BUILDING
233 W. DUVAL STREET**

- 1. North elevation, facing south,**
- 2. Photo 23**



- 1. North elevation, facing south**
- 2. Photo 24**



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. East elevation, facing northwest

2. Photo 25



1. East elevation, facing northwest

2. Photo 26



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. East elevation, facing west
2. Photo 27



1. Lobby, facing north
2. Photo 28



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, first floor, facing east
2. Photo 29



1. Interior, first floor, facing east, Julia Street entrance
2. Photo 30



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, first floor, facing north
2. Photo 31



1. Interior, first floor, facing east, Julia Street entrance
2. Photo 32



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, first floor, facing west, Julia Street entrance
2. Photo 33



1. Interior, 2nd facing north, former office space
2. Photo 34



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, 2nd south former office space
2. Photo 35



1. Interior, 4th floor facing west, former office space
2. Photo 36



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, 4th floor, facing south, cafeteria, terrace level

2. Photo 38



1. Interior, 4th floor, facing south, cafeteria, terrace level

2. Photo 39



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, 4th floor, facing north, cafeteria, terrace level
2. Photo 39



1. Interior, view of elevator, facing north, Sky Room
2. Photo 40



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, view of elevator, facing north, Sky Room
2. Photo 41



1. Interior, view of floor tile, compass, facing north, Sky Room
2. Photo 42



INDEPENDENT LIFE INSURANCE COMPANY BUILDING 233 W. DUVAL STREET

1. Interior, view of elevator, facing north, Sky Room
2. Photo 43



1. Interior, cast concrete fins, facing north, Sky Room
2. Photo 44



III.

LEGAL DESCRIPTION AND MAP

JACKSONVILLE HISTORIC PRESERVATION COMMISSION

NOTICE OF PUBLIC HEARING

LM-20-01

The Jacksonville Historic Preservation Commission will hold a Public Hearing, pursuant to Section 307.104, *City of Jacksonville Ordinance Code* on **Application No.: LM-20-01** regarding the proposed designation of the Old Independent Life Insurance Company Building, 233 West Duval Street, as a City of Jacksonville Landmark as noted below:

Date: Wednesday, January 22, 2020

Time; 3:00 P. M.

Place: Conference Room 1002
1st Floor
Ed Ball Building
214 North Hogan Street
Jacksonville, Florida

Information concerning the proposed designation is on file with the Jacksonville Historic Preservation Commission and available for inspection from 8:00 A. M. until 5:00 P. M. Monday through Friday at the Offices of the Planning and Development Department, Suite 300, 214 North Hogan Street, Jacksonville, Florida, (904) 255-7835.

PLEASE NOTE: You have received this notice as owner of real property located within 350 feet of the proposed landmark per Section 307.104(f). Only the property associated with the proposed landmark as identified above is impacted by the historic designation.

ALL PERSONS INTERESTED ARE NOTIFIED TO BE PRESENT AT SAID TIME AND PLACE, AND THEY MAY BE HEARD WITH RESPECT TO THE PROPOSED DESIGNATION.

The Commission will make a recommendation as to whether the referenced property should or should not be designated as a Local Landmark. The recommendation will be forwarded to the Jacksonville City Council for final action.

If a person decides to appeal a decision of the Jacksonville Historic Preservation Commission with respect to any matter considered at such meeting, he will need a record of the proceedings, and that, for such purpose, he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. § 286.0106, Florida Statutes

Exhibit A
LEGAL DESCRIPTION

**39-2S-26E.762, JAX HARTS MAP, LOTS 1, 4, PT LOTS 2, 5
RE: 073772-0000**



IV.

PROOF OF PUBLICATION OF PUBLIC NOTICE

(Published daily except Saturday, Sunday and legal holidays)
Jacksonville, Duval County, Florida

STATE OF FLORIDA,

S.S.

COUNTY OF DUVAL,

Before the undersigned authority personally appeared Rhonda Fisher, who on oath says that she is the Publisher's Representative of JACKSONVILLE DAILY RECORD, a daily (except Saturday, Sunday and legal holidays) newspaper published at Jacksonville, in Duval County, Florida; that the attached copy of advertisement, being a Notice of Public Hearing on Application to Designate a City of Jacksonville Historic Landmark

in the matter of LS-20-01 The Old Independent Life Insurance Company Building

in the Court of Duval County, Florida, was published in said newspaper in the issues of 1/8/20

Affiant further says that the said JACKSONVILLE DAILY RECORD is a newspaper at Jacksonville, in said Duval County, Florida, and that the said newspaper has heretofore been continuously published in said Duval County, Florida, each day (except Saturday, Sunday and legal holidays) and has been entered as periodicals matter at the post office in Jacksonville, in said Duval County, Florida, for a period of one year next preceding the first publication of the attached copy of advertisement; and affiant further says that she has neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in said newspaper.

*This notice was placed on the newspaper's website and floridapublicnotices.com on the same day the notice appeared in the newspaper.

NOTICE OF PUBLIC HEARING ON APPLICATION TO DESIGNATE THE OLD INDEPENDENT LIFE INSURANCE COMPANY BUILDING AS A CITY OF JACKSONVILLE HISTORIC LANDMARK

NOTICE IS HEREBY GIVEN that on the 22th day of January, 2020 A.D. at 3:00 P.M., the Jacksonville Historic Preservation Commission of the City of Jacksonville will hold a *Public Hearing* in Conference Room 1002, 1st Floor, Ed Ball Building, 214 North Hogan Street, Jacksonville, for the consideration of the Old Independent Life Insurance Company Building, 233 West Duval Street, as a City of Jacksonville Historic Landmark, pursuant to *Jacksonville Ordinance Code 307.104*.

Exhibit A
Legal Description
39-2S-26E.762, JAX
HARTS MAP, LOTS 1, 4, PT
LOTS 2, 5
RE: 073772-0000

This application (LM-20-01) is being sponsored by Pep 10, LLC., 215 Anastasia Boulevard, St. Augustine, Florida, 32080. A copy of the application may be examined in the Offices of the Planning and Development Department, 3rd Floor, Ed Ball Building, 214 North Hogan Street, Jacksonville, Florida (904) 255-7834. All interested parties are notified to be present and will be heard at the

available on-line


Rhonda Fisher

Sworn to and subscribed before me this 8th day of January, 2020 A.D. by Rhonda Fisher who is personally known to me.

JANET MOHR
Notary Public, State of Florida
My Comm. Expires 12/18/2020
Commission No. GG55826


Notary Public, State of Florida

Seal



ONE CITY. ONE JACKSONVILLE.

City of Jacksonville, Florida

Planning and Development Department

Community Planning Division
214 North Hogan Street, Suite 300
Jacksonville, FL 32202
(904) 255-7800
www.coj.net

NOTICE OF PUBLIC HEARING SIGN POSTING AFFIDAVIT FOR APPLICATION FORWARDED TO THE JACKSONVILLE HISTORIC PRESERVATION COMMISSION

Date: January 9, 2020
Address: 233 West Duval St
Jacksonville, FL 32

~~COAP~~ LM-20-01
Owner: _____

As required by Sec. 307.106.(f) of the City of Jacksonville Ordinance Code: The applicant for a certificate of appropriateness shall post signs at intervals of not more than 200 feet along all street sides of land upon which the request for a certificate of appropriateness is made. Signage should be posted at least 14 days prior to the scheduled public hearing. Where the land does not have frontage on a public street, the signs shall be erected on the nearest street right-of-way with an attached notation indicating generally the direction and distance to the land upon which the application for a certificate of appropriateness has been filed, or at such other locations and at such intervals, as determined by the Planning and Development Department, as will ensure that the signs will be seen by as many persons as possible. The signs shall be maintained by the applicant until a final determination has been made by the Commission on the application for a certificate of appropriateness. If the signs are not posted within the time requirements, the public hearing notice will be deemed inadequate and no action shall be taken until proper posting is accomplished. The signs shall be removed by the applicant within ten days after final action.

I hereby attest that the attached pictures show the NOTICE OF PUBLIC HEARING SIGNS provided to me for application _____ were posted on the property/site located at:

Real Estate Number(s) _____

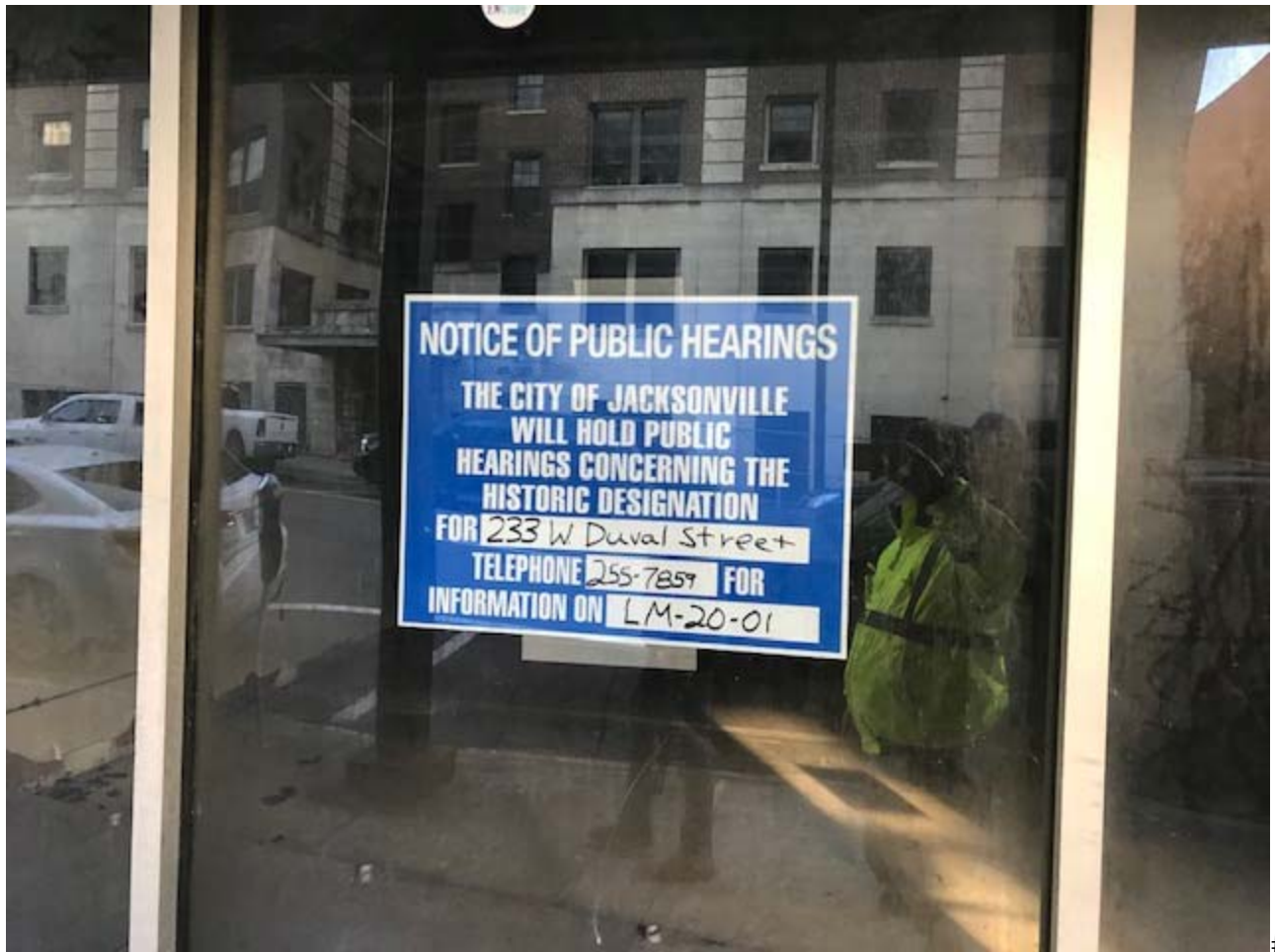
Street Address 233 West Duval St

City, State Zip Code Jacksonville FL

Printed Name Clair J. Millard, Jr

Signature [Handwritten Signature]

Dated this 9 day of January, 2020.





V.

**LIST OF PROPERTY OWNERS LOCATED
WITHIN THREE HUNDRED AND FIFTY FEET
OF THE PROPOSED LANDMARK SITE**

**Landmark Mail Outs (LM-20-01) / JHPC Notice
of Public Hearing (01/22/2020)**

073858 0000

ACE JAX LLC

2440 MAYORT RD STE 3

ATLANTIC BEACH, FL 32233

073944 0000

ASHLEY AND JULIA LLC

140 TEAL POINTE LN

PONTE VEDRA BEACH, FL 32082

073776 0000

ATRIUM PROPERTIES 1 LLC

1205 BEACH BLVD STE 1

JACKSONVILLE, FL 32250

073802 0000

AXIS HOTELS LLC

215 ANASTASIA BLVD

SAINT AUGUSTINE, FL 32084

073799 0000

CITY OF JACKSONVILLE

C/O CITY REAL ESTATE DIV

214 N HOGAN ST 10TH FL

JACKSONVILLE, FL 32202

073859 0000

FIRST BAPTIST CHURCH

124 W ASHLEY ST

JACKSONVILLE, FL 32202

073773 0000

JAX CLUB PROPERTY LLC

250 PARKWAY DR STE 270

LINCOLNSHIRE, IL 60069

073946 0000

JOSEFA A DEL ROSARIO REVOCABLE TRUST

4880 EMPIRE AVE

JACKSONVILLE, FL 32207-2172

073851 0010

LPS LAND HOLDINGS LLC

P O BOX 639

720 W BUSINESS HWY 60

DEXTER, MO 63841

073855 0000

MANDADRIN EMPORIUM INC ET AL

2240 MAYPORT RD #7

JACKSONVILLE, FL 32233

073857 0000

O U R PROPERTIES INC

PO BOX 330108

ATLANTIC BEACH, FL 32233-0108

073772 0000

WEST DUVAL TOWERS LLC

2101 SUPEIOR AVE SUITE 300

CLEVELAND, OH 44114

073849 0005

PORTER HOUSE LLC

718 W BUSINESS HIGHWAY 60

P O BOX 639

DEXTER, MO 63841

073777 0000

TBSOP LLC

PO BOX 10750

KANSAS CITY, MO 64188

073770 0000

UNITED STATES OF AMERICA

C/O GENERAL SERVICES ADM

401 W PEACHTREE ST

ATLANTA, GA 30308-3510

URBAN CORE MICHELLE TAPPOUNI

1434 LAURA ST N

JACKSONVILLE, FL 32206