

1 Introduced by the Council President at the request of the Jacksonville
2 Historic Preservation Commission:
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5 **ORDINANCE 2023-553-E**

6 AN ORDINANCE REGARDING CHAPTER 307 (HISTORIC
7 PRESERVATION AND PROTECTION), *ORDINANCE CODE*;
8 DESIGNATING THE COMMERCIAL BUILDING LOCATED IN
9 COUNCIL DISTRICT 7 AT 208 NORTH LAURA STREET,
10 BETWEEN MONROE STREET WEST AND ADAMS STREET WEST
11 (R.E. NO. 073751-1002), OWNED BY THE GREENLEAF
12 BUILDING CONDOMINIUM ASSOCIATION, INC., AS A
13 LOCAL LANDMARK; DIRECTING THE CHIEF OF
14 LEGISLATIVE SERVICES TO NOTIFY THE APPLICANT,
15 THE PROPERTY OWNER, AND THE PROPERTY APPRAISER
16 OF THE LOCAL LANDMARK DESIGNATION, AND TO RECORD
17 THE LOCAL LANDMARK DESIGNATION IN THE OFFICIAL
18 RECORDS OF DUVAL COUNTY; DIRECTING THE ZONING
19 ADMINISTRATOR TO ENTER THE LOCAL LANDMARK
20 DESIGNATION ON THE ZONING ATLAS; PROVIDING AN
21 EFFECTIVE DATE.
22

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

27 **WHEREAS**, the structure to be designated by this Ordinance is
28 the commercial building located in Council District 7 at 208 North
29 Laura Street, between Monroe Street West and Adams Street West (R.E.
30 No. 073751-1002), owned by The Greenleaf Building Condominium
31 Association, Inc. (the "Subject Property"); and

1 **WHEREAS,** the Subject Property, widely known as the Greenleaf
2 and Crosby Building, was originally constructed in 1927 and is one
3 of the few remaining examples of the mixed-use commercial buildings
4 constructed in Downtown Jacksonville during the Jacksonville
5 Renaissance that followed the Great Fire of 1901 and the subsequent
6 Florida Land Boom of the 1920s; and

7 **WHEREAS,** the Subject Property was designed by architects from
8 the local firm known as Marsh & Saxelbye, considered a prominent
9 local architecture firm during the Florida Land Boom, dominating the
10 architectural design of Jacksonville from 1919 to 1946; and

11 **WHEREAS,** the Subject Property is associated with several
12 prominent jewelers including the Greenleaf and Crosby Company
13 established in 1867, who resided in the building from its construction
14 in 1927 until the company sold in 1930 to V.E. Jacobs, who renamed
15 the company Jacobs Jewelers. Jacobs Jewelers was located in the
16 building from 1927 until 2023, providing the city with fine jewelry
17 to mark special occasions such as weddings, anniversaries, birthdays,
18 and other significant milestones; and

19 **WHEREAS,** the Subject Property was constructed with an
20 extensive use of masonry veneer, decorative stonework, terracotta
21 base relief panels, and orchestration of classical motifs. It reflects
22 design elements of a commercial high-rise style referred to at various
23 times as the Chicago School, the Chicago Style, or the Commercial
24 Style, and is identified as the forerunner of the modern skyscraper;
25 and

26 **WHEREAS,** the Subject Property is in good condition and is
27 suitable for preservation and restoration, as its architectural
28 integrity remains largely intact as a Chicago Style building, with
29 its intact storefront and retail spaces on the first floor and office
30 space on the upper floors. Further, the significant exterior
31 architectural elements remain intact, including decorative terracotta

1 panels, decorative stonework (modillions, dentils, and other
2 banding), and its fine masonry veneer; and

3 **WHEREAS**, pursuant to the requirements of Chapter 307 (Historic
4 Preservation and Protection), *Ordinance Code*, the Council has
5 considered the issue of designating the Subject Property as a
6 landmark, taking into consideration its importance and historical
7 value, as more fully set forth in the Designation Application,
8 LM-23-05, and Staff Report of the Historic Preservation Section of
9 the Planning and Development Department, a copy of which is **On File**
10 with the Legislative Services Division and incorporated by reference
11 herein (the "Application and Staff Report"); and

12 **WHEREAS**, all public notice and public hearing requirements
13 have been met for designating the Subject Property as a local
14 landmark; and

15 **WHEREAS**, on July 26, 2023, the Jacksonville Historic
16 Preservation Commission reviewed and recommended approval of the
17 landmark designation; and

18 **WHEREAS**, the property owner is in support of the landmark
19 designation; and

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

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

25 **Section 1. Designation of Local Landmark.** Pursuant to
26 Chapter 307 (Historic Preservation and Protection), *Ordinance Code*,
27 the Council hereby designates the Subject Property, located in Council
28 District 7 at 208 North Laura Street, between Monroe Street West and
29 Adams Street West (R.E. No. 073751-1002), as a local landmark.

30 **Section 2. Satisfaction of Requisite Criteria.** The Council
31 hereby finds that the Subject Property meets four of the requisite

1 criteria set forth in Section 307.104(j), *Ordinance Code*, as more
2 fully set forth in the Application and Staff Report. The four criteria
3 are as follows:

4 1. Its value as a significant reminder of the cultural,
5 historical, architectural, or archaeological heritage of the City,
6 state or nation.

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

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

13 4. Its suitability for preservation or restoration.

14 **Section 3. Notice of Landmark Designation.** Pursuant to
15 Section 307.104(m), *Ordinance Code*, the Council hereby directs the
16 Chief of Legislative Services, as designee of the Council Secretary,
17 to notify the applicant, the property owner, and the Property
18 Appraiser of the designation of the landmark.

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

22 **Section 5. Landmark Designation on Zoning Atlas.** Pursuant
23 to Section 307.104(n), *Ordinance Code*, the Council hereby directs the
24 Zoning Administrator, as designee of the Director of the Planning and
25 Development Department, to enter the local landmark designation on
26 the Zoning Atlas, in accordance with Section 656.203, *Ordinance Code*.

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

1 Form Approved:

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3 /s/ Carla A. Lopera

4 Office of General Counsel

5 Legislation Prepared By: Carla A. Lopera

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