

1 Introduced by the Council President at the request of the Jacksonville
2 Historic Preservation Commission:

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5 **ORDINANCE 2024-157**

6 AN ORDINANCE REGARDING CHAPTER 307 (HISTORIC
7 PRESERVATION AND PROTECTION), *ORDINANCE CODE*;
8 DESIGNATING THE PARCEL LOCATED IN COUNCIL
9 DISTRICT 1 AT 0 ARLINGTON ROAD, BETWEEN WESTDALE
10 DRIVE AND SPRINKLE DRIVE (R.E. NO. 141476-0000),
11 OWNED BY THE CITY OF JACKSONVILLE, AS A LOCAL
12 LANDMARK SITE; DIRECTING THE CHIEF OF
13 LEGISLATIVE SERVICES TO NOTIFY THE APPLICANT,
14 THE PROPERTY OWNER, AND THE PROPERTY APPRAISER
15 OF THE LOCAL LANDMARK SITE DESIGNATION, AND TO
16 RECORD THE LOCAL LANDMARK SITE DESIGNATION IN
17 THE OFFICIAL RECORDS OF DUVAL COUNTY; DIRECTING
18 THE ZONING ADMINISTRATOR TO ENTER THE LOCAL
19 LANDMARK SITE DESIGNATION ON THE ZONING ATLAS;
20 PROVIDING AN EFFECTIVE DATE.

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

26 **WHEREAS**, the parcel designated by this Ordinance is the site
27 of a former outdoor pool of Norman Film Studios, located in Council
28 District 1 at 0 Arlington Road, between Westdale Drive and Sprinkle
29 Drive (R.E. No. 141476-0000), owned by the City of Jacksonville (the
30 "Subject Property"); and

31 **WHEREAS**, the Subject Property, which was the location of an

1 outdoor swimming pool built for filming water scenes during
2 Jacksonville's movie industry boom of the early 20th century, has been
3 infilled and is not presently visible; and

4 **WHEREAS**, the outdoor pool is part of a larger complex of
5 buildings that were utilized by the Eagle Film City and Norman Film
6 Studios for early film production; and

7 **WHEREAS**, Jacksonville's history of film production began with
8 a single film company in 1908, then from 1908 until 1922 thirty silent
9 motion picture studios called Jacksonville home; and

10 **WHEREAS**, in 1916, the Eagle Film City established a silent
11 motion picture company at the Subject Property, located in the
12 Arlington neighborhood, but shortly thereafter, the Jacksonville
13 movie industry began to decline due to a variety of local and national
14 factors; and

15 **WHEREAS**, Richard E. Norman, Sr., one of the first independent
16 movie producers to recognize the commercial potential of making black-
17 cast movies specifically for an African-American audience, purchased
18 the former Eagle Film City, including the Subject Property, in 1922;
19 and

20 **WHEREAS**, Norman's films were some of the first to portray
21 African-Americans in a positive way; and

22 **WHEREAS**, after purchasing the former Eagle Film City, most of
23 Norman's films were shot on location in Jacksonville and included
24 many Arlington residents as background actors; and

25 **WHEREAS**, Norman is credited with being one of the first film
26 producers to synchronize sound and motion to create early "talkies":
27 movies made with speech and sound at a time when most films were
28 silent; and

29 **WHEREAS**, pursuant to the requirements of Chapter 307 (Historic
30 Preservation and Protection), *Ordinance Code*, the Council has
31 considered the issue of designating the Subject Property as a landmark

1 site, taking into consideration its importance and historical value,
2 as more fully set forth in the Designation Application, LM-23-09, and
3 Staff Report of the Historic Preservation Section of the Planning and
4 Development Department, a copy of which is **On File** with the
5 Legislative Services Division and incorporated by reference herein
6 (the "Application and Staff Report"); and

7 **WHEREAS**, all public notice and public hearing requirements
8 have been met for designating the Subject Property as a local landmark
9 site; and

10 **WHEREAS**, on January 24, 2024, the Jacksonville Historic
11 Preservation Commission reviewed and recommended approval of the
12 landmark site designation; and

13 **WHEREAS**, the property owner does not oppose the landmark site
14 designation; and

15 **WHEREAS**, having met the requisite criteria, the Council finds
16 that it is in the best interest of the citizens of the City of
17 Jacksonville to designate the Subject Property as a local landmark
18 site, in furtherance of historic preservation and protection; now
19 therefore

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

21 **Section 1. Designation of Local Landmark Site.** Pursuant to
22 Chapter 307 (Historic Preservation and Protection), *Ordinance Code*,
23 the Council hereby designates the Subject Property, located in Council
24 District 1 at 0 Arlington Road, between Westdale Drive and Sprinkle
25 Drive (R.E. No. 141476-0000), as a local landmark site.

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

31 1. Its value as a significant reminder of the cultural,

1 historical, architectural, or archaeological heritage of the City,
2 state or nation.

3 2. Its location is the site of a significant local, state or
4 national event.

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

7 4. Its suitability for preservation or restoration.

8 **Section 3. Notice of Landmark Site Designation.** Pursuant
9 to Section 307.104(m), *Ordinance Code*, the Council hereby directs the
10 Chief of Legislative Services, as designee of the Council Secretary,
11 to notify the applicant, the property owner, and the Property
12 Appraiser of the designation of the landmark site.

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

16 **Section 5. Landmark Site Designation on Zoning Atlas.**
17 Pursuant to Section 307.104(n), *Ordinance Code*, the Council hereby
18 directs the Zoning Administrator, as designee of the Director of the
19 Planning and Development Department, to enter the local landmark site
20 designation on the Zoning Atlas, in accordance with Section 656.203,
21 *Ordinance Code*.

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

26 Form Approved:

27
28 /s/ Carla A. Lopera

29 Office of General Counsel

30 Legislation Prepared By: Carla A. Lopera

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