

1 Introduced by the Council President at the request of the Jacksonville
2 Historic Preservation Commission:
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5 **ORDINANCE 2024-158-E**

6 AN ORDINANCE REGARDING CHAPTER 307 (HISTORIC
7 PRESERVATION AND PROTECTION), *ORDINANCE CODE*;
8 DESIGNATING THE COMMERCIAL BUILDING LOCATED IN
9 COUNCIL DISTRICT 1 AT 6360 COMMERCE STREET,
10 BETWEEN WESTDALE DRIVE AND SPRINKLE DRIVE (R.E.
11 NO. 141476-0010), OWNED BY THE CITY OF
12 JACKSONVILLE, AS A LOCAL LANDMARK; DIRECTING THE
13 CHIEF OF LEGISLATIVE SERVICES TO NOTIFY THE
14 APPLICANT, THE PROPERTY OWNER, AND THE PROPERTY
15 APPRAISER OF THE LOCAL LANDMARK DESIGNATION, AND
16 TO RECORD THE LOCAL LANDMARK DESIGNATION IN THE
17 OFFICIAL RECORDS OF DUVAL COUNTY; DIRECTING THE
18 ZONING ADMINISTRATOR TO ENTER THE LOCAL LANDMARK
19 DESIGNATION ON THE ZONING ATLAS; PROVIDING AN
20 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 structure to be designated by this Ordinance is
27 the two-story commercial building located in Council District 1 at
28 6360 Commerce Street, between Westdale Drive and Sprinkle Drive (R.E.
29 No. 141476-0010), owned by the City of Jacksonville (the "Subject
30 Property"); and

31 **WHEREAS,** the Subject Property, which contains a two-story

1 building with a composition hip roof, wooden clapboard siding and
2 open rafter ends, was built in 1916 as part of a complex of buildings
3 utilized in early film production; and

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

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

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

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

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

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

26 **WHEREAS,** pursuant to the requirements of Chapter 307 (Historic
27 Preservation and Protection), *Ordinance Code*, the Council has
28 considered the issue of designating the Subject Property as a
29 landmark, taking into consideration its importance and historical
30 value, as more fully set forth in the Designation Application,
31 LM-23-09, and Staff Report of the Historic Preservation Section of

1 the Planning and Development Department, a copy of which is **On File**
2 with the Legislative Services Division and incorporated by reference
3 herein (the "Application and Staff Report"); and

4 **WHEREAS**, all public notice and public hearing requirements
5 have been met for designating the Subject Property as a local
6 landmark; and

7 **WHEREAS**, on January 24, 2024, the Jacksonville Historic
8 Preservation Commission reviewed and recommended approval of the
9 landmark designation; and

10 **WHEREAS**, the property owner does not oppose the landmark
11 designation; and

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

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

17 **Section 1. Designation of Local Landmark.** Pursuant to
18 Chapter 307 (Historic Preservation and Protection), *Ordinance Code*,
19 the Council hereby designates the Subject Property, located in Council
20 District 1 at 6360 Commerce Street, between Westdale Drive and
21 Sprinkle Drive (R.E. No. 141476-0010), as a local landmark.

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

27 1. Its value as a significant reminder of the cultural,
28 historical, architectural, or archaeological heritage of the City,
29 state or nation.

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

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

4. Its suitability for preservation or restoration.

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

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

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

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

Form Approved:

/s/ Carla A. Lopera

Office of General Counsel

Legislation Prepared By: Carla A. Lopera

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