NPS Form 10-900 (Rev. 10-90		SG 3023 OMB No. 1024-0018 RECEIVED 2280
United States Department of the Interior National Park Service		
NATIONAL REGISTER OF HISTOR REGISTRATION FORM	C PLACES	SEP - 4 2018 NAT. REGISTER OF HISTORIC PLACES
This form is for use in nominating or requesting determ Register of Historic Places Registration Form (National the information requested. If any item does not apply classification, materials, and areas of significance, enter items on continuation sheets (NPS Form 10-900a). Use	to the property being documented, en r only categories and subcategories fro	istricts. See instructions in How to Complete the National item by marking "x" in the appropriate box or by entering ter "N/A" for "not applicable." For functions, architectural om the instructions. Place additional entries and narrative
1. Name of Property		
historic name FIRST FEDERAL SAVINGS AN	D LOAN ASSOCIATION OF TA	MPA
other names/site number FMSF# HI11603		
2. Location		
street & number 220 East Madison Street		N/A not for publication
city or town Tampa		N/A vicinity
		code 057 zip code 33602-4800
3. State/Federal Agency Certification		
☑ meets □ does not meet the National Register of □ nationally □ statewide ☑ locally. (□ See continution ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓	nuation sheet for additional comments. Date Date Of Historical Resources, Florida De	epartment of State
Signature of certifying official/Title	Date	
State or Federal agency and bureau		
4. National Park Service Certification I hereby certify that the property is: Image: entered in the National Register Image: entered ligible for the National Register. Image: entered ligible for the National Register.		Date of Action 10/17/2018

Name of Property

Hillsborough Co., FL

County and State

5. Classification				
Ownership of Property (Check as many boxes as apply)	Category of Property (Check only one box)		sources within Property previously listed resources	
⊠ private □ public-local	⊠ buildings □ district	Contributing	Noncontribut	ting
public-Statepublic-Federal	Site	1	0	buildings
	object	0	0	sites
		0	0	structures
		0	0	objects
		1	0	total
Name of related multiple pro (Enter "N/A" if property is not part o			ntributing resources p lational Register	previously
N/	Ά		0	
6. Function or Use				
Historic Functions (Enter categories from instructions)		Current Function (Enter categories from		
COMMERCE/financial institution	n-savings and loan	VACANT		
COMMERCE/business		COMMERCE/speci		
		COMMERCE/restar		
		WORK IN PROGR	ESS	
7. Description				
Architectural Classification (Enter categories from instructions)		Materials (Enter categories	from instructions)	
MODERN MOVEMENT/Internat	tional Style	foundation <u>C</u>		
		walls <u>BRICK</u>	, Marble, GLASS	
		roof OTHER	R/Built-Up	
		other Steel be	am and girder frame strue	cture
Narrative Description (Describe the historic and current cond	dition of the property on one or more co	ontinuation sheets.)		

County and State

8. Statement of Significance	
Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)	Areas of Significance (Enter categories from instructions)
A Property is associated with events that have made a significant contribution to the broad patterns of our history.	ARCHITECTURE
B Property is associated with the lives of persons significant in our past.	
\boxtimes C Property embodies the distinctive characteristics	
of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and	Period of Significance
distinguishable entity whose components lack individual distinction.	1963
D Property has yielded, or is likely to yield information important in prehistory or history.	
Criteria Considerations (Mark "x" in all the boxes that apply.)	Significant Dates 1963
Property is:	
A owned by a religious institution or used for religious purposes.	Significant Person N/A
☐ B removed from its original location.	
C a birthplace or grave.	Cultural Affiliation N/A
D a cemetery.	
E a reconstructed building, object, or structure.	Architect/Builder
F a commemorative property.	Arch: MacEwen, Harry A.
☐ G less than 50 years of age or achieved significance within the past 50 years	Blder: Paul Smith Construction Co. and C. A. Fielland, Inc.
Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)	
9. Major Bibliographical References	
Bibliography Cite the books, articles, and other sources used in preparing this form on one o	r more continuation sheets)
Previous documentation on file (NPS):	Primary location of additional data:
preliminary determination of individual listing (36 CFR 36) has been requested	State Historic Preservation Office
previously listed in the National Register previously determined eligible by the National	☐ Federal agency ⊠ Local government
Register	
designated a National Historic Landmark recorded by Historic American Buildings Survey	Other Name of Repository
recorded by Historic American Engineering Record	#

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF TAMPA Name of Property

Hillsborough Co., FL County and State

10. Geographical Data Acreage of Property Less than one **UTM References** (Place additional references on a continuation sheet.) 5 0 3 3 0 9 2 3 3 5 6 3 Easting Zone Northing Easting Northing 7one 4 See continuation sheet Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.) **Boundary Justification** (Explain why the boundaries were selected on a continuation sheet.) 11. Form Prepared By name/title Dennis W. Fernandez and Elaine Lund, City of Tampa; Stephanie Ferrell FAIA; C. Shiver and R. Acosta, SHPO 6/28/2018 organization _ _ date _____ telephone <u>813.318.9</u>100 street & number 633 Franklin Street, #711 city or town Tampa state Florida 33602 _ zip code **Additional Documentation** Submit the following items with the completed form: **Continuation Sheets** Maps A USGS map (7.5 or 15 minute series) indicating the property's location. A Sketch map for historic districts and properties having large acreage or numerous resources. **Photographs** Representative black and white photographs of the property. Additional items (check with the SHPO or FPO for any additional items) **Property Owner** (Complete this item at the request of SHPO or FPO.) Omar Garcia, Urban Core Holdings II LLC name telephone <u>813</u>-735-7650 1111 Shipwatch Circle street & number Florida 33602-5774 citv or town Tampa state zip code Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and amend listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.). Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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				TAMPA, HILLSBOROUGH COUNTY, FLORIDA
				DESCRIPTION

SUMMARY

Completed in 1963, the 14-story building at 220 E. Madison Street was designed by Tampa architect Harry A. MacEwen, FAIA for the First Federal Savings and Loan Association of Tampa. This International Style building is prominently located in the heart of downtown Tampa overlooking the city's Gaslight Park. Like many modern high-rise corporate buildings of this time period, the First Federal Tampa headquarters building has a steel frame structural system with a capped pile foundation. The façade is characterized by a glass and marble curtain wall enclosing the building's three-story base, and a rectangular tower featuring ribbons of brick veneer and glass. The building has been minimally altered and retains a high level of architectural integrity.

DESCRIPTION

Exterior

In 1962, Harry A. MacEwen, FAIA, designed the 14-story International Style building at the northwest corner of Madison and Franklin Streets for the First Federal Savings and Loan Association of Tampa (Figure 2). Completed in June, 1963, the building's steel beam and girder frame permitted the use of a curtain wall with large expanses of plate glass and black granite to enclose the three-story base and allowed ribbons of buff brick and glass to wrap the tower (photos 1-4, figures 5-6). Contrasting with the horizontal ribbons of glass and buff brick are dark vertical black granite panels that divide the base of the building into bays. Above the three-story base is the inset fourth story, clad in dark corrugated aluminum, which makes the rectangular tower appear to hover over its base (photo 5).

Further articulating the functional massing of the building are two stairwells, one on the west and one on the north side of the building. Both are contained within the building's base but rise adjacent to the main volume of the tower. The stairwells, encased solely in buff brick veneer, provide a strong vertical contrast to the horizontal brick and glass ribbons of the tower. At the top of the tower, set in from the roof parapet, is an aluminum screen that once supported the 7' tall neon-lit letters of the 'First Federal' signs on the south, west, and east sides of the building (photo 6) when the building was built.

The footprint of the base of the building (figures 1, 3-4) extends the entire width of the 140' Madison Street frontage and sits on the north property line. The base sits on the western 80' of the Madison Street property line, then steps in 12' for the remaining 60' to the property line at Franklin Street, so that the footprint measures 80' along the west property line and 68' at the Franklin Street property line. The fourth story, built to contain mechanical and telephone equipment, has a smaller footprint than the base and the tower, measuring approximately 100' x 56'. The 117' x 60' tower, comprised of the fifth through the 12th stories, is set in from the base approximately 10' on all sides, except at the southeast side, where the tower extends approximately 2' over the stepped-in portion of the base.

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On Madison Street, a rectangular canopy provides shelter over the approximately 19'-wide recessed entry to the building's lobby. The steel beams of the canopy begin above the doors (photos 7-8), which are set in 6' from the building wall, and extend 10' beyond the wall over the sidewalk. The canopy has a flat built-up roof. It is finished on the sides with an aluminum fascia and on the underside with stucco on metal lath and nine equally-spaced recessed aluminum ceiling flange light fixtures. While the original two sets of paired aluminum doors have been replaced with a single set of wider doors, the original 12' wide expanse of granite paneling on the exterior and interior walls that flank the doors remains intact. A similar canopy was originally located over a recessed entrance on Franklin Street, which provided access directly into the bank. This canopy was removed when the former bank space was converted to retail use. While the original cantilevered canopy above the Madison Street entrance remains in place, the entry storefront and paired doors are a dark bronze aluminum replacement of the original clear aluminum version. A decorative neon panel by Tampa sign maker John F. Cinchett, consisting of a sun, palm tree and stylized waves, was added above the Madison Street entrance in 1995.

Interior

With the exception of the rental storefront area at the west end of the first floor, First Federal occupied the first three stories of the building from 1963 to 1985. The first floor was the banking lobby and offices, while the second floor primarily housed office space for the loan closing and appraisal department, the employee lounge and storage space. The third floor (photos 9-11) was built to accommodate offices for accounting, purchasing and personnel as well as the boardroom, and employee work area, a large data processing system, general storage, microfilm, and an Author-Visor signature verification system.

Above the First Federal floors, there was flexible-plan rental office space. The main entrance for office tenants was on Madison Street, which contained a set of double doors opening to the central lobby, allowing access to three elevators rising to the 12th story, as well as providing egress from the north stairwell through the lobby to Madison Street. There is also an interior connection from the former bank lobby (now a drugstore) to the elevator lobby. An entrance on Franklin Street provided direct access to the bank lobby. Both the main entrance and the Franklin Street entrance featured automatic doors, which were activated by a weight sensor under a carpet pad. The Franklin Street entrance (figure 4) was relocated to the south end of the east side to accommodate the current drugstore tenant (photos 17-18).

With its steel beams set 19'6" inches apart, the rental space in the tower was adaptable for multiple uses. The typical construction floor plan (figure 3) for the tower included the elevator lobby with the three elevators, a mail chute, and access to the north stairwell; the west stairwell; restrooms; and closets for electrical equipment and janitorial services (photos 12-16). As is typical of modern open office towers, partitions could easily be modified to accommodate changing tenants over time. Raceways placed beneath the floors allowed for

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electrical and telephone outlets to be installed where needed, and the ceiling panels and light fixtures were designed to be easily moveable.

The two stairwells were constructed for egress/ life safety purposes: the west stairwell is accessible from floors two through twelve and exits onto Madison Street, and the north stairwell runs the entire height of the building from the central elevator lobby to the 14th floor. The 13th and 14th penthouse stories, (measuring approximately 22' x 50') are oriented perpendicular to the tower. The 13th floor provides storage space and roof access, and the 14th floor houses the elevator machine and emergency generator rooms.

Integrity

The First Federal building has retained a high level of integrity of location, setting, materials, workmanship, association and feeling, and it retains a good level of design despite modifications to the ground floor bank lobby after the bank moved out of the building in 1985. The building's facades have been maintained much as designed, and the materials used are of high quality and are durable. The modern interior, which was designed to facilitate change, has maintained the building's core and principal interior features.

On the exterior the polished black emerald pearl granite and cream colored Italian Mondragone marble panels (materials description per *The Tampa Tribune* article¹) remain in place and are in good condition, the original glazing and most of the wide profile aluminum storefront system at the lower three floors of the building. On the fourth floor (the mechanical equipment floor), the inset black corrugated metal exterior walls remain as built. Also intact are all of the façades of the 8-story office tower above - including the original high quality commercial grade aluminum windows as well as the original brick veneer bands on each of its floors. The matching buff brick stair towers, which were designed to accommodate emergency egress needs for the building, also remain as constructed. In regard to building condition, there is some recent delaminating of a small area of the brick veneer on the west tower (which will be repaired during the upcoming historic rehabilitation). The few exterior changes mentioned above (removal of the Franklin Street canopy, installation in 1995 of decorative neon lighting, relocation of one doorway on the east façade, and replacement of the Madison Street clear aluminum storefront doors with dark bronze finished aluminum) have had minimal visual impact on the building envelope.

On the interior – in the late 1980s, the original bank lobby and mezzanine became retail and office tenant space, which introduced one principal change from the original interior design – reducing the size of the two-story lobby space, and with that came the removal of a single-story spiral staircase that had once connected the bank

¹ <u>The Tampa Tribune</u>, 23 June 1963, "Tampa To Dedicate Newest Skyliner", p. 3-C.

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lobby floor with bank offices above.² Though closed in above, the mezzanine's curved partition and hand railing are still in evidence.

Other interior features of the building that remain intact include: the original office tower elevator lobbies remain much the way they were when constructed in size, volume and finish type. Most of the elevator doors and the restroom doorways retain their original rectilinear varnished oak trim, which are intact or repairable. The original brushed aluminum mail chute in the elevator lobbies is intact as well. Original ceilings were acoustical lay-in type, which have been replaced in kind over time, and the vinyl tile floors have been replaced with a low-pile commercial carpet. Lobby walls continue to be painted or papered, the current baseboards are contrasting carpet, and the lighting is and was predominantly florescent troffer type – typical of modern-era office buildings. On either side of the service core of the tower is the rental office space. As intended the internal office floor plates on the tower levels changed over time to accommodate each tenant – while key architectural features are maintained: the continuous 8'4" high ceilings, two the main corridors, the flush type corridor doors in painted steel frames – and lining the exterior walls of the building are the simple Carrara marble slab sills at the base of the continuous aluminum windows, all substantially intact.

² MacEwen, Harry A., Architect, Architectural Drawings First Federal Building, Tampa, FL, 1962, pp. A-2, A-3, A-4 and A-7.

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FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF TAMPA, HILLSBOROUGH COUNTY, FLORIDA SIGNIFICANCE

SUMMARY

Built in downtown Tampa during the middle of the twentieth century, the fourteen story First Federal Savings and Loan Association of Tampa building is an excellent example of the International Style. The building's steel frame structural system lends itself to the modernist rectangular massing typical of this style, as seen in the use of large and linear expanses of exterior materials for the building skin, including plate glass, marble and granite panels, the alternating brick veneer and window ribbons, and the unadorned cantilevered canopy at the main entrance. The building has been minimally altered and retains its historic architectural integrity. Designed by prominent architect, Harry A. MacEwen, FAIA. A prolific architect, MacEwen was noted for his extensive residential practice and for his work for his commercial office buildings. Over his caeer, he designed over 250 buildings for financial institutions in Florida, Georgia, and West Virginia, including two International Style buildings: the 1966 22-story Exchange National Bank and the First Federal Savings and Loan Building, both in downtown Tampa. First Federal was his earliest International Style skyscraper, and was the first skyscraper built in Tampa since the Great Depressions. Therefore, building is eligible for the National Register under Criterion C: Architecture at the local level, for the period of significance of 1961-1963, which corresponds to the building's design and construction.

HISTORIC CONTEXT

Development of Tampa³

Tampa's origins lie with the establishment of Fort Brook in 1824 at where the Hillsborough River empties into Tampa Bay. The fort formed the nucleus of a growing community that expanded slowly following the end of the Seminole Wars. The arrival of Henry B. Plant's railroad in 1883 jumpstarted the growth of Tampa. Plant connected the city to the rest of the country via his system of railroads, bridged the Hillsborough River, and constructed a new port and tourist hotel. The railroad and new port attracted the attention of Vicente Martinez Ybor, who selected the city as the location for a new cigar factory due to its port, proximity to the sources of Cuban tobacco, and railroad connections to the rest of the country. He and his partners transformed Tampa into the center of American cigar production, attracting investment and immigrants from across the country and the world.

Tampa boomed throughout the late 19th and early 20th century. The federal government invested in improving navigation in Tampa Bay, while cigar factories and railroads expanded their operations to the east and west of the city. The Spanish-American War in 1898 increased the city's fortunes after it became the primary staging area for troops heading to Cuba. By the 1920s, Tampa would build multiple bridges across the Hillsborough river, annex its factory-town suburbs of Ybor City and West Tampa, expand its port by building miles of

³ Summarized from Dennis Fernandez and Elaine Lund, *Local Landmark Designation Report for 220 E. Madison Street, Tampa Florida* (City of Tampa, Historic Preservation Commission: November 14, 2017) 19-39.

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wharfs, and build its first skyscrapers. Speculators built artificial islands in Tampa Bay to profit from the cresting Land Boom of the 1920s.

The Great Depression began early with the collapse of the Florida Land Boom in 1926; however, Tampa's manufacturing economy slightly moderated the impact of the collapse when compared to the land boom communities of South Florida. Federal investment during President Franklin Roosevelt's New Deal also served to moderate the impact of the Depression, and resulted in numerous construction projects in the Tampa area, including new airports, seawalls, parks, and a National Guard Armory. In 1939, the Army constructed a new airfield in Tampa Bay, McDill Field. In addition to direct aid through federal construction projects, reforms to the financial industry led to the restructuring of Tampa's financial sector, especially after the failure of many of the city's banks in the early 1930s.

World War II and transformed Tampa as it became a center of military organization and training. Thousands of soldiers and airmen passed through the numerous camps and airfields built in the area and administered out of McDill Airfield. Many of these veterans returned after the war to settle in Tampa and work in its growing industries and offices. Federal programs such as the GI Bill and Veterans Administration home loans facilitated upward economic mobility among veterans and pumped money into the Tampa economy.

The city responded by annexing the growing suburbs and investing in infrastructure improvements. Hillsborough County demolished its historic courthouse and built a New Deal/International Style courthouse at the east end of Madison Street in 1952. Increasing economic development, a lack of office space in downtown, and old building stock spurred investors and developers to restart construction in downtown Tampa starting the late 1950s, and resulted in the construction of several International Style skyscrapers in downtown by the 1960s. Eventually, Tampa would become the terminus of two interstates, I-75 and I-4, reflecting the city's importance in national transportation networks that began with the railroads 80 years previously.

History of Banking in Tampa, 1880-1930

Tampa's financial industry developed alongside the city's growth as a manufacturing and transportation hub in the 1880s and 1890s. The city's first bank was the Bank of Tampa, which was established in 1883. The availability of developable land and the associated real estate speculation in the 1880s, along with the approaching rail lines, attracted the attention of Ambler, Marvin, & Stockton, a banking firm in Jacksonville. John L. Marvin visited Tampa in September 1883, and upon seeing Tampa's potential for growth, he leased a small building on the north side of Washington Street, between Franklin and Tampa Streets. Marvin brought Thomas C. Taliaferro to Tampa in October to work as the bank's first cashier. In November, a 7,000 lb. safe arrived at the bank, and the Bank of Tampa opened for business, with the first day's deposits totaling \$5,636. Initially, business was slow at the Bank of Tampa, which discouraged Taliaferro and his Jacksonville backers. However, news of an impending deal that would bring hundreds of jobs to Tampa convinced the bankers to

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stay.⁴ This impending deal was the agreement between the Tampa Board of Trade and Vicente Martinez Ybor and his partners to open a new cigar factory in Tampa.

Thanks to the new cigar factory payrolls, the Bank of Tampa soon did well enough to construct its own building. The two-story bank at the southwest corner of Franklin and Washington Streets, completed in February 1886, was the first brick building in Tampa. Three months later, the bank received the first national charter in Florida and changed its name to First National Bank of Tampa. In 1897, the First National Bank of Tampa moved into a four-story marble faced building at the southwest corner of Franklin and Madison Streets.⁵

The city's fourth major bank, Exchange National Bank, was established following the collapse of Tampa's second and third banks, Tampa Savings Bank and Gulf National Bank, which failed due to the Panic of 1893. The Exchange National Bank opened in Gulf National's building at the northeast corner of Franklin and Twiggs Streets in 1894. John N. C. Stockton, one of the Jacksonville-based founders of the Bank of Tampa and its first president, had formed a rivalry with James P. Taliaferro, T.C. Taliaferro's brother and one of the principal stockholders of First National. This rivalry led Stockton to purchase a large share of stock in Exchange National Bank, and he served as its first vice-president.

During the first third of the 20th century, Tampa's banks grew in size and engaged in a race to the sky, constructing ever taller skyscrapers as their headquarters and establishing the city's architectural skyline. Exchange National's first president, John Trice, soon left and opened Citizens Bank & Trust Company in a three-story structure at the northeast corner of Franklin and Zack Streets in 1895. Trice constructed a 10-story building, the tallest in Tampa, directly cross Franklin Street for Citizens in 1913. He added an additional two stories to it in 1925, after First National Bank of Tampa announced its intention to replace its four-story building with a 12- story structure. First National, however, did not stop at 12 stories, but continued to 13, making it the tallest bank building in Tampa. Alonzo Charles Clewis organized the Tampa Building & Loan Association in 1891, and it was incorporated as First Savings & Trust Company in 1914. Clewis maintained his position as president until his death in 1944. The name of the company was changed to Marine Bank & Trust in 1949.

Based in fear of what had recently happened in other cities, in July 1929, a rumor, quickly spread through Ybor City that Tampa's banks were insolvent. A run on the Bank of Ybor City began on Monday, July 15. Citizens Bank & Trust was affiliated with the Bank of Ybor City, and it soon began to feel the effects. By the morning of Wednesday, July 17, Citizens Bank officials determined that they did not have enough cash in their vaults to withstand a continued run, and so they did not open that day for business. Runs began on the three other large

⁴ Karl Hiram Grismer, <u>A History of the City of Tampa and the Tampa Bay Region of Florida</u>, (St. Petersburg Print Company, 1950), pp. 178-179.

⁵ Robinson, Ernest L., <u>History of Hillsborough County Florida</u>, The Record Company, 1928, p. 58.

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banks in Tampa: First National, Exchange National, and First Savings & Trust. These banks arranged with the Federal Reserve Bank to bring in \$5,000,000 in cash so that they could remain open until the run ended. Depositors in Citizens Bank and its affiliates, including banks in Plant City, Bradenton, Sarasota, and Fort Meade, lost nearly \$10,000,000.⁶

In 1932, the Federal Home Loan Bank Act was passed to reduce mortgage rates by establishing Federal Home Loan Banks, which could lend money to local building and loan associations and savings banks and insure their depositors. In 1934, the First Federal Savings & Loan Association of Tampa was one of the first such institutions in Tampa to become chartered through the Federal Home Loan Bank Board.⁷ Tampa's First Federal Savings and Loan Association occupied 220 Madison from 1963-1985, succeeded at this location by Freedom Savings and Loan Association. On July 23, 1987, Freedom Saving was declared insolvent and its main office here was closed. On October 13, 1989, Freedom Savings was sold to NCNB National Bank of Florida.⁸

⁶ Karl Hiram Grismer, <u>A History of the City of Tampa and the Tampa Bay Region of Florida</u>, (St. Petersburg Print Company, 1950), p. 269.

⁷ US Bank Locations, http://www.usbanklocations.com/united-first-federal-savings-and-loan-association-29366.shtml.

⁸ St. Petersburg Times, 14 October 1989, "Freedom Savings is sold to NCNB" pp. A1, A9.

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FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF TAMPA, HILLSBOROUGH COUNTY, FLORIDA SIGNIFICANCE

ARCHITECTURAL CONTEXT

History of Skyscrapers in Tampa, 1890-1980

The history of tall buildings in Tampa began with the construction of the seven-story Florida Brewing Company Building in 1897. Rising 12 stories, the completion of the Citizens Bank Building in 1913 is often regarded as the first high-rise in the city. In 1925, two more stories were added to reach 145 feet (44 m) in height. (The building was subsequently demolished). The 17-story Floridan Hotel (National Register 1996) completed in 1926, is 204 feet in height and was the tallest building in Tampa until 1966. From 1897 through 1966, the city saw the completion of 16 of its 18 tallest buildings.

The city's first skyscraper to surpass 250 feet was the 280-foot Exchange Bank Building (now the Franklin Exchange Building) in 1966. Designed by Harry MacEwen, the Franklin Exchange was the tallest structure built in downtown Tampa since the 18-story Floridan Hotel was finished in 1926. In 1972, it was surpassed in height by the 36-story First National Bank of Tampa (now Park Tower), designed by Watson and Company, Architects and Engineers. Park Tower rises 36 stories and is 458 feet in height. One Tampa City center completed in 1981 is 537 feet in height. Tampa went through a large high-rise construction boom that has lasted from the completion of One Tampa City Center, completed in 1981, is 537 feet in height and is surpassed by the Bank of America Tower, completed in 1986 at 577 feet in height. The tallest building in height at the present is 100 North Tampa, complete in 1992, which is 579 feet in height. Although no Tampa skyscrapers rank among the tallest in the United States, the city is home to four buildings rising higher than 500 feet). As of February 2013, Tampa ranks second in the state in high-rise count, behind Miami, which is the site of 261 high-rises.

The International Style

The term International Style was first introduced in Henry Russell Hitchcock and Philip Johnson's book by that name first published in 1932. The International Style, which initially developed in the 1920s, was codified by a few leaders by 1930s, and from that time found wide-spread acceptance.⁹ The International Style espoused three main principles: the conception of architecture as volume rather than mass, regularity rather than axial geometry as the chief means of ordering design and avoidance of arbitrary applied decoration.¹⁰ In his 1995 edition of <u>The International Style</u>, Hitchcock would add a fourth tenant to his description of the style: the expression of a building's structural system. As the style evolved and was adapted to mid-century office towers like the First Federal Savings and Loan Association building, it relied upon the use of a steel frame structural system to accommodate large open expanses of leasable office space. That structural system also allowed the use of continuous linear expanses of exterior materials as a skin (curtain wall).

⁹ Hatje, Gerd, et al, ed., <u>Encyclopedia of Modern Architecture</u>, Harry N. Abrams, Inc., Publishers, New York, NY, 1964, p. 152. ¹⁰ Hatje, Gerd, et al, ed., p. 154.

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Character defining features of the style included geometric volumes, planar surfaces, expanses of glass or ribbon windows, and the elevation of buildings on columns, or pilotis (as termed by Le Corbusier). Decoration was limited, and primarily expressed in the relationship of the primary elements of the overall design—the expression of the building's structure and the design and quality of the individual materials and building components. International Style buildings of the 1950s and 1960s also incorporated the latest in technology, including large expanses of plate glass, air conditioning, fluorescent lighting, anodized metals, and reinforced concrete to create buildings that reflected the technological innovations of their time and contrasted with traditional, pre-World War II designs.

All of these elements are visible in the two most significant buildings of the period, which set the pattern for corporate International Style buildings of the time period, the Lever House by Skidmore, Owings and Merrill (1951-52) and the Seagram Building by Meis van der Rohe and Philip Johnson (1954-1958). Both buildings are large slabs, elevated above street level and set back from the property line, with facades articulated by contrasting bands of ribbon windows and vertical columns. However, they also reflect contrasting approaches. The Lever house has a slab floating above a broad base that takes up the majority of the lot, while the Seagram Building consists of one monolithic slab that rises vertically from its plaza. Both approaches would be emulated across the United States, where local architects would incorporate their own approaches to the fundamentals of the International Style and their own preferred materials.

Architect Harry A. MacEwen, FAIA (1911–2002)

Fellow of the American Institute of Architects, noted architect Harry "Bo" MacEwen (figure 8) excelled in architectural design and as well in sketching and preparing architectural renderings of his own architectural design work. While MacEwen was known for his traditional residential and institutional works, like many architects of his time he was able to evolve and express himself in a variety of architectural vocabularies including the International Style, the style adopted by a growing number of major corporations in the mid-twentieth century.

MacEwen had an impact on the Tampa community not only through his many architectural works, but also through his contributions to the Tampa community through service on the Board of Trustees of the University of Tampa, as president of University Club, and as director of Freedom Federal Savings and Loan. It should also be noted that MacEwens' architectural practice was interrupted during World War W II, when he served as Lt. Commander in the Navy where MacEwen captained a subchaser.¹¹

In 1990, MacEwen was recognized by American Society of Interior Design (ASID) for his outstanding and unique architectural design talents. In 1992, MacEwen was named a Fellow of the American Institute of Architects(AIA). The American Institute of Architect's recognizes architects as Fellows, its highest

¹¹ http://macewen.com/bio/

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membership honor, for their exceptional work and contributions to architecture and society.¹² Only three percent of AIA's members are elevated to its College of Fellows.¹³

MacEwen was born in Macon, Georgia, and graduated from Alabama Polytechnic Institute (now Auburn University) in 1935. Upon Graduation he worked in the offices of prestigious Georgia architect, W. Elliott Dunwody, Jr., undertaking general drafting, preliminary studies, general design as well as what would become his signature perspective renderings. (The firm, which would become Dunwody, MacEwen, Hall & Ferguson in 1949, is now known as Dunwody/Beeland Architects, Inc.) By 1936, MacEwen had established his own practice in Lakeland, Florida, opening offices in other cities, including Macon and Baltimore, Maryland, where he worked with J. E. Greiner Company. In 1959, MacEwen opened his Tampa office, and in 1982, MacEwen reestablished his firm under the name of The MacEwen Group, Inc.¹⁴

Long known for design work in Tampa and Florida, his architectural talents were also in demand throughout southeastern United States. His architectural designs were constructed in Florida, Georgia, Alabama, Virginia, California, Texas, North Carolina, Maryland, South Carolina, Massachusetts and Colorado. MacEwen worked with Francis K. Hall and James E. Ferguson, Jr. to design the 1950 A. L. Miller Junior High School in Macon, which exhibits elements of the Collegiate Gothic style. This school was listed in the National Register of Historic Places in 2014. He is one of the architects on the National Register listed Ingleside Historic District in his hometown of Macon, Georgia. He was also responsible for the design of additions to the Stovall House in Tampa, listed in the National Register in 1974.¹⁵

Harry MacEwen designed hundreds of commercial buildings and institutional structures, including over 250 financial institutions in Georgia, West Virginia and Florida, among them First Federal Savings and Loan at 220 E. Madison Street as well as the 1966 high-rise Exchange National Bank at 655 North Franklin Street, Tampa. The Exchange National Bank was built at a cost of \$15,000,000. Located on the full city Exchange National Bank block (now the Franklin Exchange), this one-acre block includes the 1922 Classical Revival bank building (by Architect M. Leo Elliot), the 1956 7-story 'Annex', a large modernist plaza on the northwest quarter of the block – with MacEwen's 1966 22-story high-rise completing the block.

¹² American Institute of Architects, Fellows, https://www.aia.org/awards/7076-fellowship

¹³ Ibid.

¹⁴ http://macewen.com/bio/

¹⁵ Stovall-Lee House for sale, Realtor.com, August 12, 2016.

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FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF TAMPA, HILLSBOROUGH COUNTY, FLORIDA SIGNIFICANCE

HISTORIC SIGNIFICANCE Criterion C: Architecture

The First Federal Savings and Loan Association Building is a significant local example of the International Style in Tampa. Designed in 1961 and built between 1962 and 1963, the building follows the pattern of towers on slab that characterized International Style skyscrapers in the 1950s and 1960s. It contrasts with the contemporaneous glass and steel Marine Bank and Trust building, constructed across the intersection of Madison and Franklin Streets. It was also the first modern Tampa skyscraper since the 1920s to rise over 150 feet tall in downtown. It and the Marine Bank building marked the start of the modern phase of Tampa skyscraper construction.

First Federal Savings and Loan announced the construction of a new bank building in August, 1961. The new bank building would be located at the northwest corner of Franklin and Madison Streets in downtown Tampa, on the site of the former Marine Bank and Trust building. According to the Tampa Tribune, the original design of the building "...will be a huge tower of glass, off-white brick and gold-anodized metal."¹⁶ Architect Harry MacEwen had clearly completed most of the initial design by publication, as the newspaper's further description of the building, calling out the use of white and dark marble, brick, anodized metal, and ribbons of windows matches the current design of the building. The article specifically notes the inclusion of a 20 x 60 ft public plaza, or "mall" along the Madison Street frontage as an important landscape element, and the tower's 10 ft setback, which allows more light to reach street level.¹⁷ This may have served to contrast the design of this tower from the Marine Bank and Trust building, then under construction just across the street intersection, which did not have similar design concessions to the public space.

Construction on the new building commenced in June of 1962, and continued for one year (Photos 8-9). Originally budgeted at \$2.5 million, the building was completed for \$1.8 million.¹⁸ While the bank opened in the final week of June, 1963, rental space in the tower was not available until August 1 of that year. The newspaper highlighted several significant aspects of the design, including the incorporation of a "floating floor" to cushion the vibration the bank's new computers¹⁹, and the two-story bank lobby with its spiral staircase, which was described as "golden" and "Lined with brass foil" and "highlighted by six and a half foot high chandelier formed by 429 Venetian glass polyhedrons hand-blown in Venice."²⁰ The stair connected to a mezzanine which spanned a portion of the interior volume and allowed a full, two story expanse of glass at the ground level.

¹⁶ George Knight, "11-Story Building Planned On Bank Site" *Tampa Tribune*, August 17, 1961, pg. 1.

¹⁷ Ibid., 10.

¹⁸ "Tampa To Dedicate Newest Skyliner: 1st Federal Schedules Festivities" *Tampa Tribune*, June 23, 1963., p 9C.

¹⁹ "automatic data processing" according to the June 23 1963 Tampa Tribune article.

²⁰ Ibid.

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-				

The building was dedicated on June 26, 1963 by Cody Fowler, president of First Federal, Tampa Mayor Julian Lane, and several county commissioners. Tours were offered to the public, and giveaways provided, including televisions and a car.

This 14-story building is an excellent example of the International Style of architecture built in downtown Tampa during the middle of the twentieth century. The overall design of the building incorporates the essential elements of the International Style, both the broad concepts of volumetric design, regular geometry, minimal exterior ornament, and expression of its structural system, and the particulars of planar surfaces on geometric volumes, extensive glass or ribbon windows, and the appearance of elevating the building above the ground on columns or pilotis. In the case of the First Federal building the exterior skin includes metal framed-plate glass, granite and marble panels, and alternating horizontal ribbons of brick veneer and aluminum-framed windows, all within an unadorned rectilinear massing typical of this style.

For the form of First Federal, Harry MacEwen clearly borrows directly from elements seen in the design of Lever House in that its cantilevered tower seems to float above its inset third story and two-story base. Tampa's First Federal building follows suit with its three-story base, recessed fourth floor and cantilevered curtain-wall tower hovering above the fourth floor roof. However, MacEwen uses alternating bands of glass and brick, creating a greater contrast between the verticality of the tower and the horizontality of the windows. This also contrasts with the vertical emphasis of the base of the building, and reinforces the floating appearance of the main tower on the primary street facades.

When compared to the contemporary Marine Bank and Trust Building across the street (315 E Madison Ave., built 1962, and now the Tampa Police Department, figure 9), it is possible to see two early interpretations of Modernism in Tampa. The Marine Bank building is a 10 story solid slab occupying its full lot. Ribbons of alternating plate galss and blue panels, outlined by an aluminum grid, articulate the façade. Polished stone-clad piers articulate the ground floor, giving the appearance of pilotis. Clearly, the building reflects the influence of the early examples of International Style skyscrapers. However, the Marine Bank is a less successful design compared to the First Federal Building. The articulation of the façade is lost with the use of blue panels, and the large slab rising up from the full width of the lot creates an oppressive feel, which contrasts with the stepped back design of the First Federal building. The inclusion of a small public plaza as part of the First Federal design may be a response to the design of its neighbor and the city's adaptation to modern architecture.

First Federal also contrasts from Harry MacEwen's later skyscraper for Exchange National Bank (1965, 665 N Franklin St., figure 10) and represents the architect's development within the style itself. While this high-rise addition to the Exchange Bank block clearly is an International Style structure, its architectural vocabulary is very different from MacEwen's earlier First Federal building. Consisting of a glazed ground level, a massive seven-story parking garage, and a 14-story tower rising above the garage podium, the building is capped by a

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single story penthouse with arched-windows. Rather than the horizontal emphasis seen in the First Federal building, instead verticality is emphasized on the Exchange Bank building: the windows of the tower are narrow vertical slits between 13-story high continuous cast concrete fins. And while the First Federal building has no parking on its site, the structured parking 'skirt' of the Exchange Bank dominates this building's massing, hovering above city sidewalks on three sides. And rather than the sleek geometric facades of the First Federal, the face of the Exchange building's parking structure is sheathed with large textured metal grills, reminiscent of the architectural vocabulary seen in many of Edward Durrell Stone's mid-century buildings.²¹ These very different expressions of mid-century modern International Style architecture demonstrate in part MacEwen's design versatility in the corporate arena and his development within the style. It also reinforces the significance of the architectural design of First Federal as a pioneering local example of International Style skyscraper.

The First Federal Savings and Loan Association building is clearly a very good local example of the International Style as applied to skyscrapers. It is directly associated with the local development of the style, especially when compared with the 1962 Marine Bank and Trust building across the street and the 1965 Exchange National Bank. The First Federal Savings and Loan Association Building has been minimally altered and retains its historic integrity. Therefore, this building is considered eligible for designation under Criterion C in the area of Architecture.

²¹ Hatje, Gerd, et al, ed., <u>Encyclopedia of Modern Architecture</u>, Harry N. Abrams, Inc., Publishers, New York, NY, 1964, p. 274 and p. 310.

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MAPS

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FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF TAMPA, HILLSBOROUGH COUNTY, FLORIDA GEOGRAPHICAL DATA

Verbal Boundary Description

The boundary encompasses the full lot occupied by the building and described by the Hillsborough County Property appraiser as:

TAMPA GENERAL MAP OF 1853 S 80.51 FT OF E 140 FT OF BLOCK 58

Boundary Justification

The above boundary description encompasses all of the resources on the property constructed in 1963.

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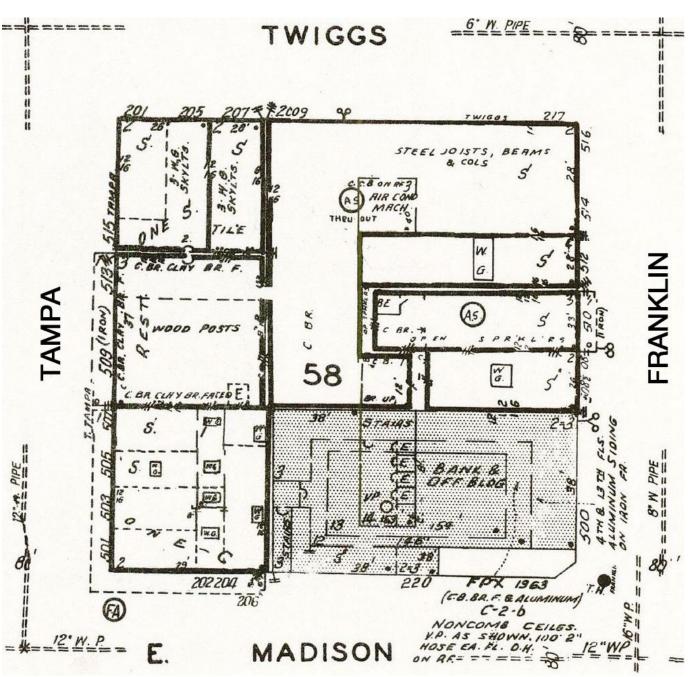
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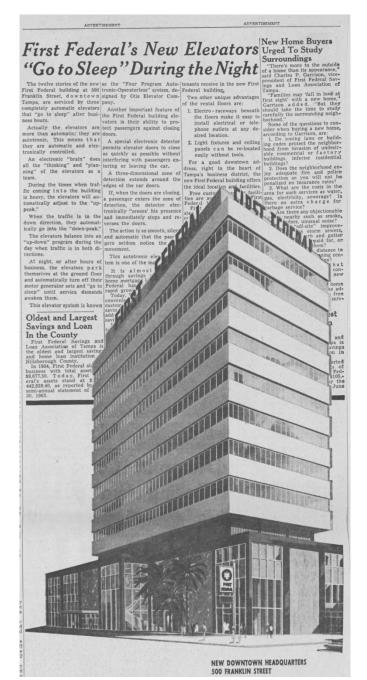
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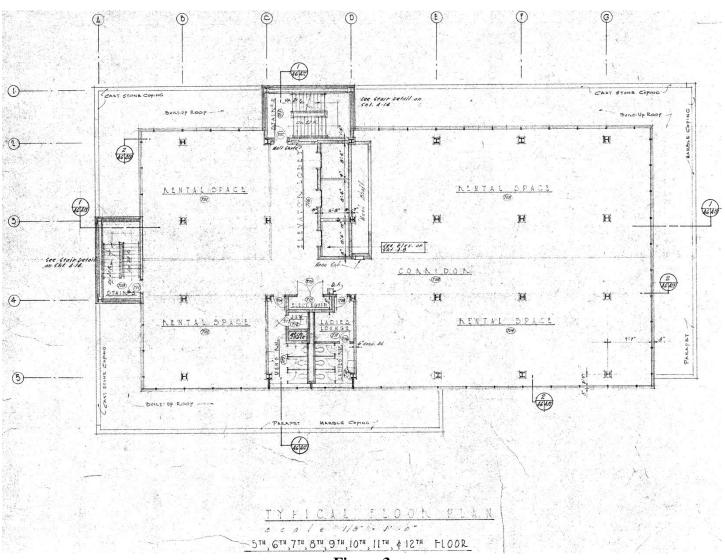
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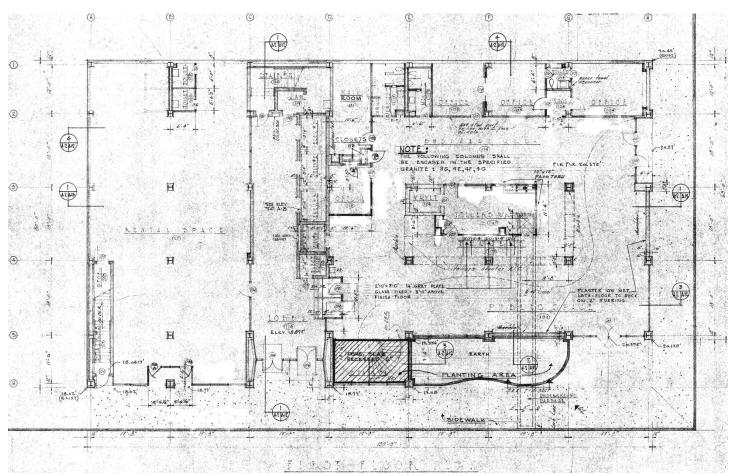


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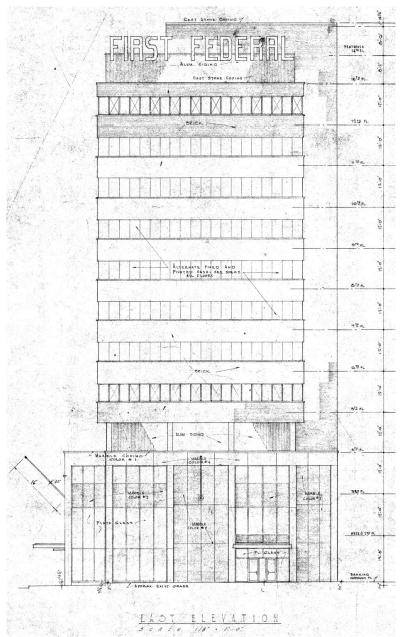


Figure 6

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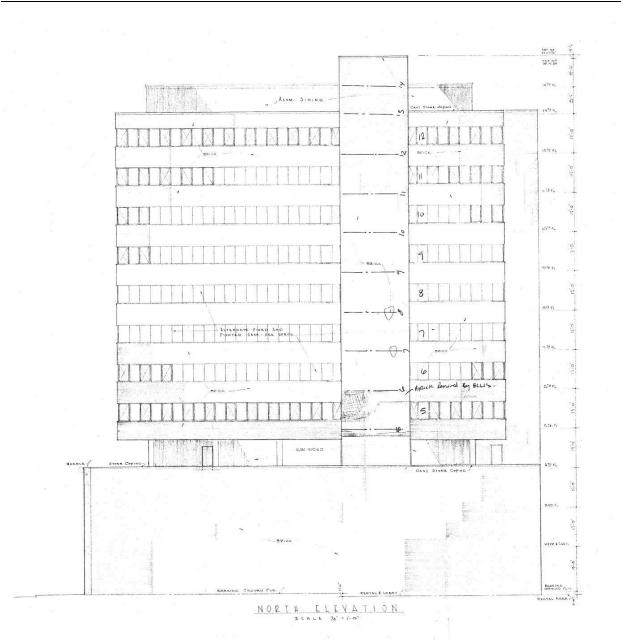


Figure 7

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Figure 9

United States Department of the Interior National Park Service

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FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF TAMPA, HILLSBOROUGH COUNTY, FLORIDA FIGURES

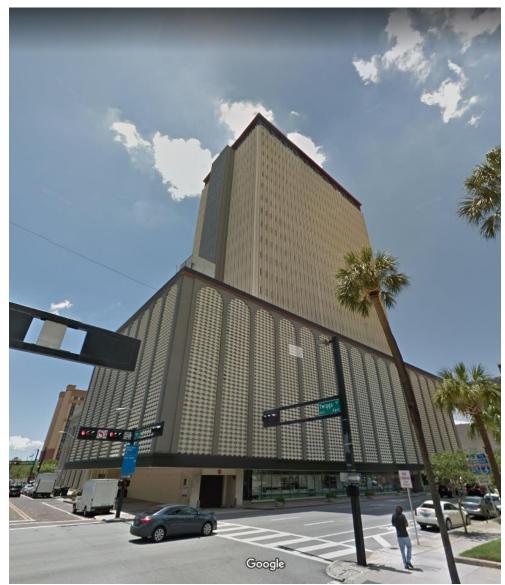


Figure 10

First Federal Savings and Loan Assc. Building

220 E Madison St. Tampa, Hillsborough Co. Florida 33602

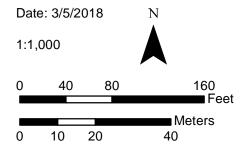
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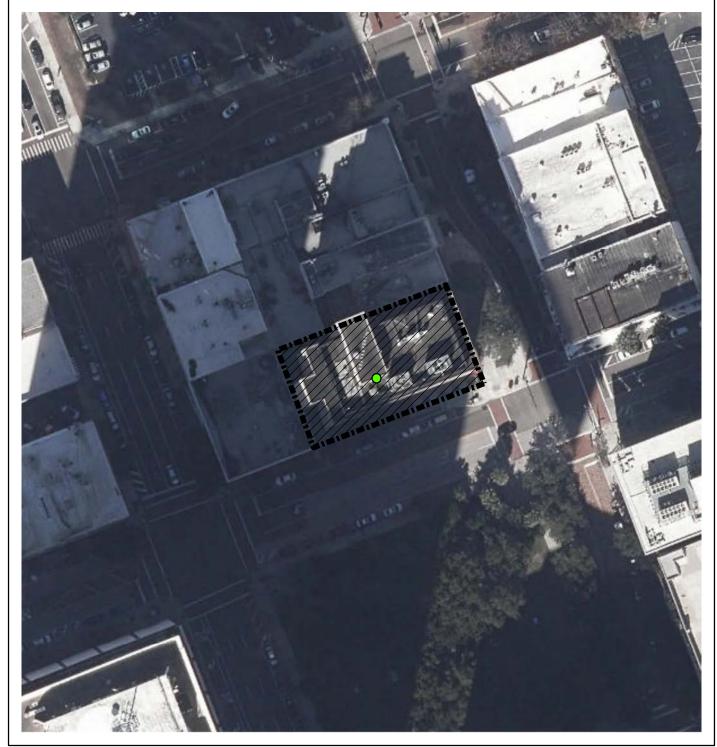
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Legend

First Federal Savings & Loan Building



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



First Federal Savings and Loan Assc. Building

220 E Madison St. Tampa, Hillsborough Co. Florida 33602

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UTM: 17R 356503 3092354

Datum: WGS84

USGS Quad: Tampa

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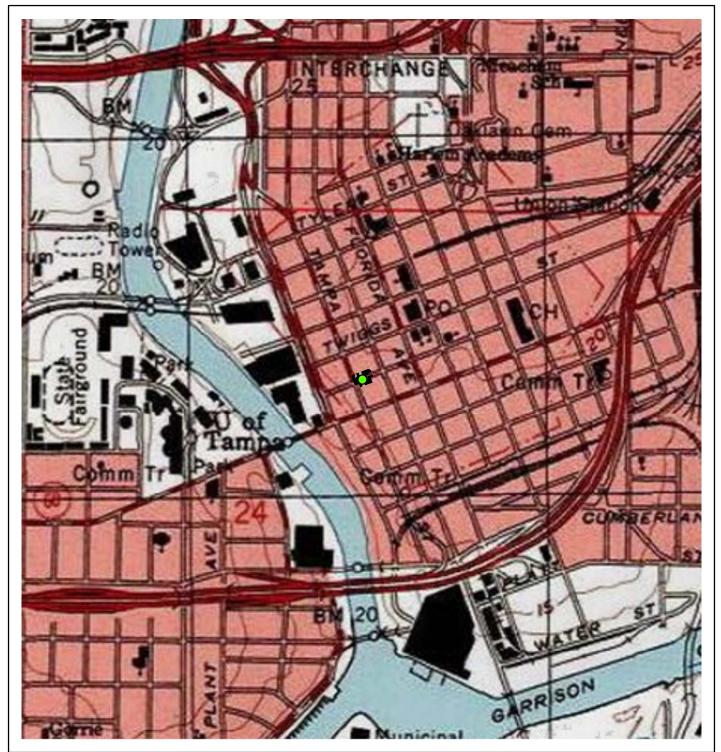
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First Federal Savings & Loan Building
Date: 3/5/2018 N
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Feet
Meters

500

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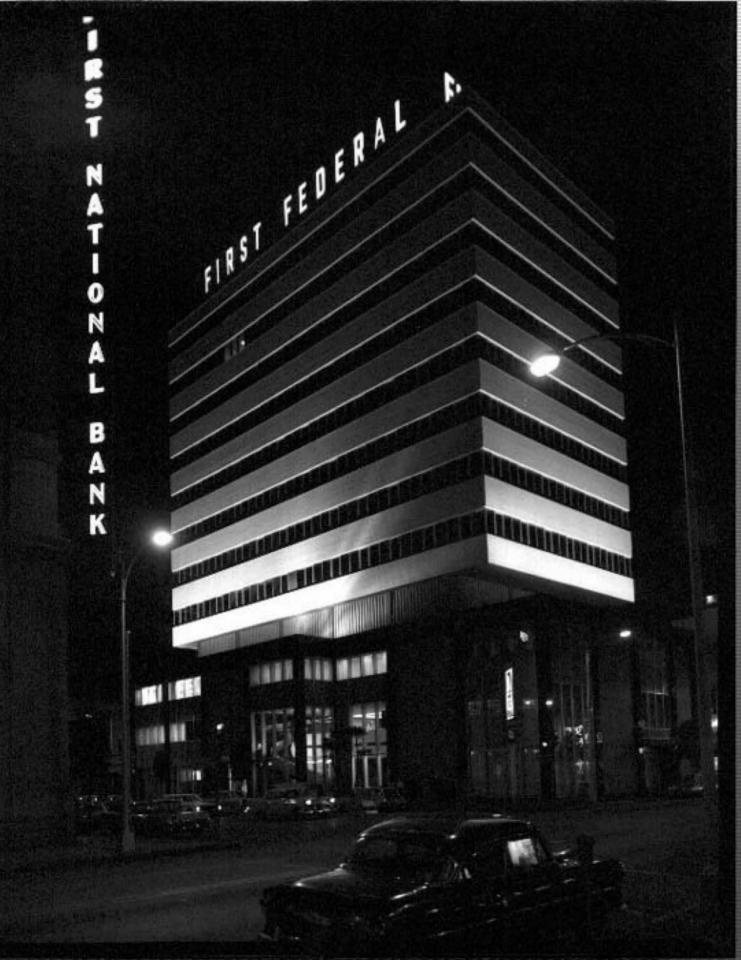




































UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Requested Action:	Nomination			
Property Name:	First Federal Savings and Loan Association of Tampa			
Multiple Name:				
State & County:	FLORIDA, Hillsborough			
Date Received: Date of Pending List: Date of 16th Day: Date of 45th Day: Date of Weekly Li 9/4/2018 10/1/2018 10/16/2018 10/19/2018				
Reference number:	SG100003023			
Nominator:	State			
Reason For Review:				
Appeal	AppealX		-	Text/Data Issue
SHPO Request		Land	lscape	Photo
Waiver		Natio	onal	Map/Boundary
Resubmission		Mobi	ile Resource	Period
Other		ТСР		Less than 50 years
		<u>X</u> CLG	ì	
		3		1
X Accept	Return Reject 10/17/2018 Date			
Abstract/Summary Comments:	Locally significant, locally prominent architect.			
Recommendation/ Criteria	Accept / C			
Reviewer Jim Gabbert			Discipline	Historian
Telephone (202)354-2275			Date	
DOCUMENTATION: see attached comments : No see attached SLR : No				

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



CITY OF TAMPA

Bob Buckhorn, Mayor

Planning & Development Department

Historic Preservation Commission

March 19, 2018

Ruben A. Acosta Survey and Registration Supervisor Division of Historical Resources 500 South Bronough Street Tallahassee, Florida 32399-0250

Re: First Federal Savings & Loan Association of Tampa located at 220 E. Madison Street Nomination Proposal for Listing in the National Register of Historic Places

Dear Mr. Acosta:

The City of Tampa's Historic Preservation Commission (HPC) reviewed the above-referenced nomination at its March 13, 2018, public hearing and found that this nomination satisfies the criteria for listing in the National Register of Historic Places. The former First Federal Savings & Loan Association of Tampa building is an excellent example of the International style in downtown Tampa.

Listing this building in the National Register of Historic Places will not only recognize its architectural significance, but also will highlight the Mid-Century Era, an important period of architectural development in cities and urban areas. I am pleased that the Division of Historical Resources has selected this historic landmark in the City of Tampa to honor at the national level in its effort to continue to expand the perspective of what historic preservation is within our state and within the country as a whole.

Sincerely,

amis w. Jena

Dennis Fernandez Architectural Review & Historic Preservation Manager

1400 N. Boulevard, 2N • Tampa, Florida 33607 • (813) 274-3100 Option 3



CITY OF TAMPA



Bob Buckhorn, Mayor

April 30, 2018

MAY 15

Ruben A. Acosta Survey and Registration Supervisor Division of Historical Resources 500 South Bronough Street Tallahassee, Florida 32399-0250

Re: First Federal Savings & Loan Association of Tampa located at 220 E. Madison Street Nomination Proposal for Listing in the National Register of Historic Places

Dear Mr. Acosta:

I am writing to express my support for the nomination to list the former First Federal Savings & Loan Association of Tampa building in the National Register of Historic Places. Tampa is proud of its many significant historic landmarks, which reflect Tampa's transformation from a small village at a military outpost to a vibrant economic center. Designed by local architect Harry MacEwen, this building is an excellent example of the International style of architecture in Tampa. It stands today as a symbol of the Mid-Century Era of optimism and economic opportunity that accompanied a new age of major development and investment in our downtown.

Thank you for the opportunity to express my support for the nomination of First Federal Savings & Loan Association of Tampa to the National Register of Historic Places. I encourage the State of Florida National Register Review Board to favorably recommend the listing to the Keeper of the National Register.

Bob Buckhorn

306 East Jackson St., 1N • Tampa, Florida 33602 • (813) 274-8251





FLORIDA DEPARTMENT Of STATE

RICK SCOTT Governor KEN DETZNER Secretary of State

August 28, 2018

Dr. Julie Ernstein, Deputy Keeper and Chief, National Register of Historic Places Mail Stop 7228 1849 C St, NW Washington, D.C. 20240

Dear Dr. Ernstein:

The enclosed disks contain the true and correct copy of the nomination for the **First Federal Savings and Loan Association of Tampa (FMSF#: 8HI11603), in Hillsborough County**, to the National Register of Historic Places. The related materials (digital images, maps, site plan, and correspondence) are included.

Please do not hesitate to contact me at (850) 245-6364 if you have any questions or require any additional information.

Sincerely,

Louta

Ruben A. Acosta Supervisor, Survey & Registration Bureau of Historic Preservation

RAA/raa

Enclosures







FLORIDA DEPARTMENT Of STATE

RICK SCOTT Governor KEN DETZNER Secretary of State

September 13, 2018

Dr. Julie Ernstein, Deputy Keeper and Chief, National Register of Historic Places Mail Stop 7228 1849 C St, NW Washington, D.C. 20240

Dear Dr. Ernstein:

The enclosed disks are the resubmission of National Register photographs in .tif format for the following nominations:

Bacardi Complex (8DA06983) in Dade County Coconut Grove Playhouse (8DA01070) in Dade County P.K. Yonge House (8ES00250) in Escambia County Costa, Dr. Frank J., House (8HI03645) in Hillsborough County First Federal Savings and Loan Association of Tampa (8HI11603) in Hillsborough County

Please do not hesitate to contact me at (850) 245-6364 if you have any questions or require any additional information.

Sincerely,

Ruben A. Acosta Supervisor, Survey & Registration Bureau of Historic Preservation

RAA/raa

Enclosures

Division of Historical Resources R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399 850.245.6300 • 850.245.6436 (Fax) • FLHeritage.com

