

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Johnson-Schoolcraft Building

other names/site number Venice Pharmacy;

2. Location

street & number 201-203 West Venice Avenue N/A not for publication

city or town Venice N/A vicinity

state Florida code FL county Sarasota code 115 zip code 34285

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Suzanne P. Walker / Deputy SHPO 10/30/96
Signature of certifying official/Title Date

Florida State Historic Preservation Officer, Division of Historical Resources
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register.
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

Signature of the Keeper
Edson R. Beall

Date of Action

12-27-96

Johnson-Schoolcraft Building
Name of Property

Sarasota Co., Fl.
County and State

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)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

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

Venice Multiple Property Group

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/ Speciality Store
DOMESTIC/ Multiple Dwelling

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/ Speciality Store
DOMESTIC/ Multiple Dwelling

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS/
Mission/Spanish Colonial Revival

Materials
(Enter categories from instructions)

foundation Concrete
walls Stucco
roof Ceramic Tile
other _____

Narrative Description

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

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.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
B Property is associated with the lives of persons significant in our past.
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 distinguishable entity whose components lack individual distinction.
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.)

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.)

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
previously listed in the National Register
previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey
recorded by Historic American Engineering Record

Areas of Significance

(Enter categories from instructions)

- Community Planning and Development
Commerce
Architecture

Period of Significance

1926-1946

Significant Dates

1926

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Arch: Schumaker, W. H.

Blder: Wheeler, R. J.

Primary location of additional data:

- State Historic Preservation Office
Other State agency
Federal agency
Local government
University
Other

Name of repository:

Johnson-Schoolcraft Building
Name of Property

Sarasota Co., Fl.
County and State

10. Geographical Data

Acreage of Property less than 1 acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	7
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3	5	6	0	8	0
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2	9	9	8	6	8	0
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Zone Easting Northing

3

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Zone Easting Northing

4

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--	--	--	--	--	--

--	--	--	--	--	--	--

 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 Sherry Piland, Historic Sites Specialist

organization Bureau of Historic Preservation date November 1996

street & number R.A. Gray Bldg., 500 S. Bronough telephone (904) 487-2333

city or town Tallahassee state Florida zip code 32399-0250

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.)

name _____

street & number _____ telephone _____

city or town _____ 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 to amend existing 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.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

**JOHNSON-SCHOOLCRAFT BUILDING,
VENICE, SARASOTA CO., FL.**

Section number 7 Page 1

The Johnson-Schoolcraft Building at 201-203 West Venice Avenue, Venice, Florida, contributes to the **Venice Multiple Property Group** under associated property type: F.1, B: **Buildings of Venice, Florida, 1925-1928, Commercial Facilities.**

The two-story, rectangular building was constructed in 1926, utilizing hollow clay tile. The exterior is surfaced with stucco. The building rests on a reinforced concrete slab foundation. It has a flat, built-up roof with a perimeter pent roof of barrel tile.

SETTING

The Johnson-Schoolcraft Building occupies a prominent corner location on the principal commercial block in downtown Venice. It fronts onto West Venice Avenue, a major east/west corridor with a landscaped central median. Just north of West Venice Avenue is a rectangular block of land that was originally an open green space known as Memorial Park. The park has since been converted to a landscaped surface parking lot. To the east, west, and south are other commercial buildings.

EXTERIOR DESCRIPTION

The primary facade of the Johnson-Schoolcraft Building faces north (Photo 1). The main entrance is canted, facing to the northeast. The door, a modern replacement, has a metal frame holding a single large glass panel and is flanked by narrow sidelights (Photo 2). It is set within a curvilinear arch.

The north facade of the first floor is divided into four arched openings (Photo 3). Three are filled with single display windows. The fourth, a shop entrance, contains a door flanked by narrow display windows. Ceramic tile surfaces the wall below the display windows. The original fanlights above the display windows have been boarded and stuccoed over. This area is now concealed by fixed awnings.

The second floor of the north facade is distinguished by a recessed loggia with a segmental arched opening. A stucco wall curves outward from the loggia and is supported by a large, fan-shaped bracket. The back wall of the loggia is pierced by French

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**JOHNSON-SCHOOLCRAFT BUILDING,
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Section number 7 Page 2

shaped bracket. The back wall of the loggia is pierced by French doors and a window. The loggia has a red ceramic tile floor. On either side of the loggia is a single, 6/6, double hung, metal sash window. Above the corner entrance, on the second floor, is a small balconet with a wrought iron railing. A door probably opened onto the balconet originally. A fixed glass pane now fills the opening. This door opening and the second floor windows on this elevation have quoined stucco surrounds.

The first floor of the east facade contains a series of eight arched openings, identical to those of the north facade (Photo 4). One of these contains a door to a retail space (Photo 5). Another opening, similar in design to the primary canted entrance, provides access to stairs leading to the second floor (Photo 6). The second floor windows of this elevation are identical to those of the north facade. Evenly spaced on this elevation are two balconets, identical in design to the one over the corner entrance.

The south elevation is not embellished. An exterior metal stairway from the second floor is located here (Photo 7).

INTERIOR DESCRIPTION

The first floor is currently divided into four retail spaces. The interior space configurations have been altered over the years to meet various retail needs.

The second floor retains its original configuration and is divided into eight efficiency apartment units. The apartments are accessed by stairs opening off the Nokomis Avenue elevation. The stairwell retains its original black and white ceramic floor tiles (Photo 8). The pine stairs have a simple railed balustrade (Photo 9). The stairs lead to a central corridor, running north/south (Photo 10). The north end of this corridor opens onto the loggia; the south end exits onto metal, exterior fire stairs. The apartment units have pine floors. To accommodate air-conditioning, suspended ceilings have been added.

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ALTERATIONS

Primary alterations to the building consist of changes to the doors and windows. The second floor originally had paired, wood casement windows. After a fire in the early 1980s, these were replaced with double hung, aluminum windows, placed in the original openings. The display windows retain their original dimensions. The arched area over the canted entrance was originally filled with vertical, colored glass panels. It is now filled with stucco. The plaster wall surfaces of the apartment units have been covered with paneling. The original sconce lights flanking the corner entrance were replaced in 1970; the original fixtures are retained in storage by the current owner of the building.

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**JOHNSON-SCHOOLCRAFT BUILDING,
VENICE, SARASOTA CO., FL.**

Section number 8 Page 1

The Johnson-Schoolcraft Building at 201-203 West Venice Avenue, Venice, Florida, is locally significant under Criterion A in the areas of Commerce, and Community Planning and Development. It has further significance under Criterion C in the area of architecture as a good local example of a Mediterranean Revival Style commercial building. The building is a significant element in the commercial area of Venice as envisioned in John Nolen's 1925 comprehensive plan of the city. It contributes to the **Venice Multiple Property Group** under the historic context: **Initial Period of Development of the City of Venice, Florida, 1925-1928** and Associated Property Type F.1, B: **Buildings of Venice, Florida 1925-1928, Commercial Facilities.**

HISTORIC CONTEXT

The downtown commercial area was part of the over-all plan for Venice conceived by prominent city planner, John Nolen. The Brotherhood of Locomotive Engineers Union (B.L.E.) was responsible for developing the land while the Venice Company was to market and sell the property, beginning in September 1925. The Company hired George A. Fuller as the contractor, Walker and Gillette of New York as supervising architects, and Prentiss French as the landscape architect. By 1927 Venice had sewers, streets, and other amenities under construction, and the commercial/retail section was quite active.

The Johnson-Schoolcraft Building was erected on one of the main commercial intersections in the downtown area of Venice, adjacent to a scenic landscaped plaza area along Venice Boulevard.

HISTORIC SIGNIFICANCE

The Johnson-Schoolcraft Building was erected for Johnson-Schoolcraft, Inc. Principals in the firm were C. P. Johnson and W. D. Schoolcraft. Additionally, D. P. DeBerry served as President of the organization and John R. DeBerry was Secretary/Treasurer. D. P. DeBerry was an officer in the Venice Civitan Club, Venice's first civic organization, formed in December 1926 to promote community spirit, civic pride, and good fellowship among the business and professional men of the city.

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VENICE, SARASOTA CO., FL.**Section number 8 Page 2

The Johnson-Schoolcraft Building, which replaced a small administration building on the site that had been erected by the Venice Company, was estimated to cost \$45,000. The building was designed to serve a dual function: retail space was provided on the first floor and the second floor was divided into five apartment units. Housing was scarce in the early days of the development of Venice and the five apartment units were rented in October 1926, before the building was completed in November.

The Venice Pharmacy occupied the first floor and opened for business on December 7, 1926. Described as "one of the finest drug stores in the south," the pharmacy had store fixtures of solid mahogany, finished in black walnut, and a pink onyx soda fountain manufactured by the nationally-known Lippincott Company. The opening of Venice's first pharmacy was a celebrated event, with virtually the whole town turning out for the "refreshments served over the marble top counters and tables" and to dance the "Charleston" in the streets. The semi-formal ceremonies were presided over by W. F. Newman of Jacksonville, who installed the stock and fixtures in the store. He introduced Mayor Worthington and members of the city council. Brief addresses were given by the owners of the building, W. D. Schoolcraft and C. P. Johnson; R. J. Wheeler, the builder; Dr. T. M. Southern, Vice-president of Johnson Schoolcraft, Inc.; and by Jim Woodroffe, a local real estate developer associated with the B.L.E. Music was provided by Antonio Lopez and his Orange Grove Orchestra.

When the Venice Pharmacy opened, W. F. Newman, Jr. of Jacksonville was Front Manager, in charge of stock and fixtures; Dr. T. M. Southern was pharmacist and manager of the drug department. A luncheonette, offering light lunches and curb service, was managed by Richard Gibson. In 1927 the pharmacy announced a long term contract with the Rexall Drug Company.

In 1928 the Peninsular Telephone Company leased space in the building from which it operated its switchboard, providing local phone service for several years. A red signal light on top of the building, switched on by the central operator, was used to signal police. The light was visible for several blocks. Over the years, various other tenants occupied the building, including an antique and flower shop, Higel's Appliances, Taylor Hardware, Matika Motor Sales, and the B & B Grill. The second floor continued in use as apartment space, as it does today.

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ARCHITECTURAL SIGNIFICANCE

At Nolen's suggestion, the developers of Venice instituted a design stipulation with all deeds, requiring that all new construction had to conform to a "Northern Italian" design, more commonly known today as a variation of the Mediterranean Revival Style. The New York architectural firm of Walker and Gillette supervised and approved all design work prior to construction. This established the existing character of the commercial core of Venice. The design standards included: sloping roofs of colored tile, smooth stucco walls, limited ornamentation, and regulation of awning colors and door and window locations. Those design features, characteristic of Venice construction during the period 1925-1928, are displayed in the Johnson-Schoolcraft Building.

Biographical information about architect W. H. Schumaker and builder R. J. Wheeler has not been located.

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JOHNSON-SCHOOLCRAFT BUILDING,
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Section number 9 Page 1

"All Apartments Leased." Venice News, 29 October 1926, p. 17.

"Civitan Club is Established in City on Tuesday." Venice News,
10 December 1926, p. 1.

Johnson, Anne Hart. Elizabeth Immel's Manasota Sketchbook.
Sarasota: Coastal Printing, 1985.

Korwek, Dorothy. Tour of Historic Homes. Venice: Venice
Historic Preservation League, 1994.

Matthews, Janet Snyder. Venice: Journey from Horse and Chaise.
Sarasota: Pine Level Press, 1989.

"Move Office Building to Make Room Erection of Another Store
Block." This Week in Venice, 24 July 1926, p. 1.

"The Past." Sun Coast Times, 16 June 1976.

Scanlan, Norah and Bennett, Shirley. Venice: Yesterday, Today,
and Tomorrow. Sarasota: Lindsay Curtis Publishing Company,
1984.

"Venice Pharmacy Said to be One of South's Best." Venice News,
10 December 1926, pp. 1 and 4.

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**JOHNSON-SCHOOLCRAFT BUILDING,
VENICE, SARASOTA CO., FL.**

Section number 10 Page 1

VERBAL BOUNDARY DESCRIPTION

Lots 39 and 40, Block 62, Gulf View Section of Venice.

BOUNDARY JUSTIFICATION

The nominated property includes the entire parcel historically associated with the Johnson-Schoolcraft Building.

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JOHNSON-SCHOOLCRAFT BUILDING,
VENICE, SARASOTA CO., FL.

Section number Photo Page 1

1. Johnson-Schoolcraft Building, 201-203 West Venice
2. Venice, Sarasota County, Florida
3. Jean Trammel
4. 1995
5. The Venice Company, 101 W. Venice Ave., Venice, Fl.
6. North facade on right, east facade on left; view looking southwest
7. Photo 1 of 10

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

6. Detail, northeast entrance; view looking southwest
7. Photo 2 of 10
6. North facade, view looking south
7. Photo 3 of 10
6. North facade on right, east facade on left; view looking southwest
7. Photo 4 of 10
6. Detail, east entrance door, leading to retail space; view looking west
7. Photo 5 of 10
6. Detail, east entrance door, leading to second floor; view looking west
7. Photo 6 of 10
6. Rear (south) elevation, view looking northwest
7. Photo 7 of 10
6. Detail, entrance foyer and stairway to second floor; view looking west
7. Photo 8 of 10
6. Detail, stairway to second floor; view looking southwest
7. Photo 9 of 10
6. Detail, second floor hallway; view looking north
7. Photo 10 of 10

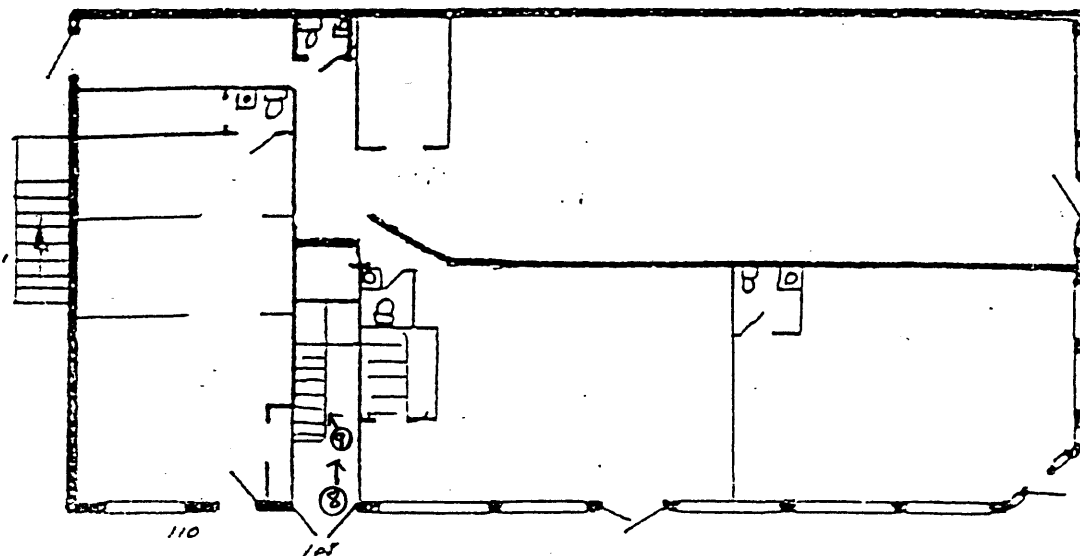
JOHNSON-SCHOOLCRAFT BUILDING

Venice, Sarasota Co., Fl.

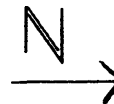
Photo Direction ○→

Approx. Scale: 0.5" = 50'

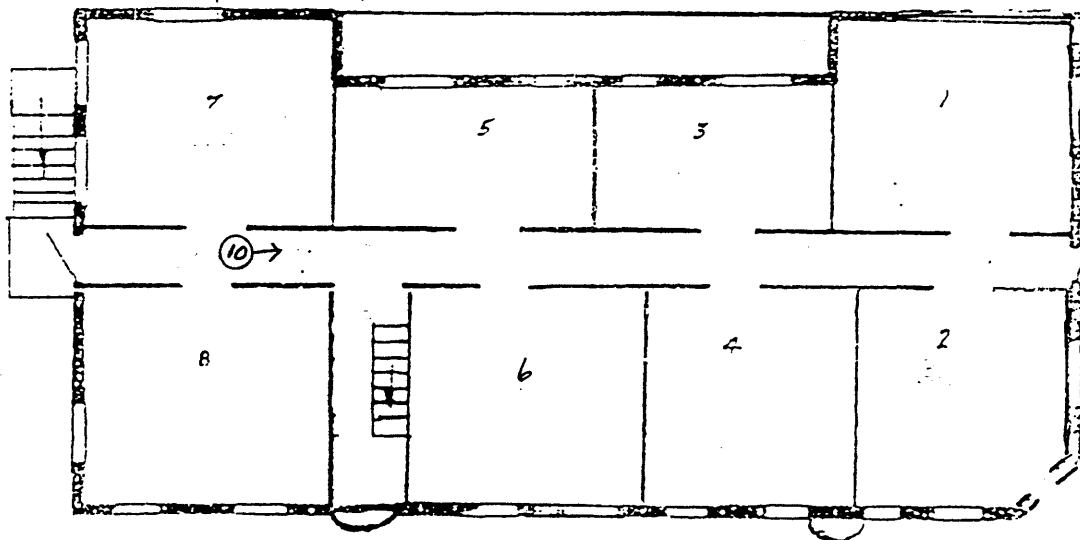
FIRST FLOOR



Nokomis Street



SECOND FLOOR



Nokomis Street

JOHNSON-SCHOOLCRAFT BUILDING

Venice, Sarasota Co., Fl.

Site Plan

Photo Direction ○→

Approx. Scale: 0.4"=50'

Boundary - - - - -

