

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received DEC 13 1982
date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic LAKE MIRROR PROMENADE

and/or common First Civic Center

2. Location

street & number Between Lemon Street and Lake Mirror Drive N/A not for publication

city, town Lakeland N/A vicinity of

state Florida code 12 county Polk code 105

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input checked="" type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input checked="" type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name City of Lakeland, City Hall

street & number 228 S. Massachusetts Avenue

city, town Lakeland N/A vicinity of state Florida 33801

5. Location of Legal Description

courthouse, registry of deeds, etc. Polk County Courthouse

street & number P.O. Box 1899

city, town Bartow state Florida 33830

6. Representation in Existing Surveys

title N/A has this property been determined eligible? yes no

date N/A N/A federal N/A state N/A county N/A local

depository for survey records N/A

city, town N/A state N/A

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Lake Mirror Promenade was designed and executed in the Neo-Classical Revival style made popular by the Columbian Exhibition of 1893. Three features of the Promenade of particular interest are the Dixie Highway Boat Landing, the South Boat Landing, and the Loggia. These features are connected to one another by a reinforced concrete seawall and balustrade and contain elements such as wide steps leading from the esplanade down to the lake; freestanding, unfluted Corinthian columns; and pedestals used as lamp bases. The chief materials used throughout the Promenade are reinforced concrete, concrete, and cut stone.

The construction of The Lake Mirror Promenade involved a series of unusual steps since water and wet soils were involved. As a first step, Lake Mirror's shore had to be cleared and in some places dredged and filled. Since the majority of the structure was to be built over or in the Lake itself, work areas had to be dewatered prior to construction. This was done by building an earthen dike a few feet to the lake side of the improvements, and pumping out the work area now protected by the dike.

The foundation of the entire structure is comprised of 12" diameter yellow pine piles driven 8 to 9 feet into the earth. This system of piles set 10 feet on center was then joined by 3"x12" pine stringers bolted to the piles. Over this frame was placed 2"x12" decking, also of pine. As additional support prior to pouring concrete, a 6"x6" member was laid over the decking in line with the piles and connected downward into each pile with sufficient connector. The entire decking system is anchored against lateral movement as well; the designer connected 1" diameter steel bolts, approximately 15 feet in length, through each pier landward to bolt into precast concrete anchors 3 feet by 1 foot 6 inches, in size.

Poured in place onto this wood deck is a finely detailed reinforced concrete seawall extending approximately 2300 feet around the Lake encircling approximately 70% of its perimeter. These improvements are illustrated in the following Figure and within the Appendix. The seawall is 4' 6" high with a 30" high balustrade. After pouring, the decking, acting also as formwork, was left in place, and is still visible in many areas. Lake level is approximately 18" above the bottom of the concrete seawall. The level of the steel tie-back rods is approximately 2' below the design lake level.

A second major feature of the development is a 540' long reinforced concrete retaining wall. The wall is conventionally built on a cantilevered foundation and ranges in height from approximately 3' to 20'. The wall is topped with an ornate concrete balustrade similar to the seawall. The balustrade was topped with cut cast stone greek urns and ornamental light fixtures, alternating one after the other. The retaining wall consists of a series of reinforced concrete walls spanning horizontally between large concrete columns (i.e. pilasters). The pilasters are cantilevered off large soil supported foundations.

In line with and built contiguously with the wall, the focal center line, is a vaulted arched room, referred to in the original drawings as a loggia. The space originally housed mens and womens lavatories, but has been closed for some time. The south corner of the enclosure is now used as a Municipal Sewage Pump Station. The loggia is approximately 65'x20' and opens directly onto the Main Street landing, a major feature at the west side of the Lake. The loggia is a major focal point and one of the finest detailed components

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of the entire project, with ornamental cut cast stone lining the arched openings.

Integrated with the seawall are 3 distinct components or features. The Main Street feature is located at the west side of the lake, and is directly in front of the loggia. In plan the structure is rectangular, 161' long and projecting 15' into the lake. The feature was decorated with four ornamental flag poles on huge concrete pedestals and with 2-40' high vertical pylons which are in effect freestanding unfluted Corinthian columns. The columns were illuminated by custom made electrical fixtures at their base and top. This feature, as do all others, has steps leading to the water.

Directly to the east, across the lake from the Main Street feature is a smaller landing built in plan as a semi-circle. This is also ornately decorated with 4 multi-column cut cast stone pylons and special lighting fixtures. The feature is referred to in the original drawings as the Dixie Highway Landing.

The two major features are directly in line with Main Street to the west and Dixie Highway to the east. The effect of this alignment and the pylon placement is to create a classic framed view of Downtown Lakeland which is still impressive in creating a positive image of the City.

At the southeast corner of the development is an elliptical protrusion into the lake with steps leading to the water. The feature is labeled on the drawings as a boat landing area. However, the function of the landing is not immediately clear without a study of the original plans. On those plans it is revealed that the landing was actually a part of the stage backdrop of a huge amphitheater described in the next paragraph.

The planned Civic Center Development was to include a reinforced concrete amphitheater which looked out on the lake in a northwesterly direction. The setting would provide a spectacular view of the city, the west promenade, and the circle of lights around the lake. The building was to cover approximately two acres and would be capable of seating several thousand people. For budgetary reasons, the structure was never built. However, the existing plans are available in full detail and represent another excellent example of late Eclectic Classicism and the dynamic civic goals envisioned by the community.

A second significant detail that was planned but not built is a large ornamental, memorial pylon/obelisk which was to form the center of the Dixie Highway feature in exact alignment with the east and west groups of pylons. The column, as shown in the drawings, would have dominated the west entrance to the city and provided an identifying landmark from considerable distance. The designation of the pylon as a memorial suggests its later addition, perhaps in memoriam of a war, significant person, or event.

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A third feature of the project that was not constructed is an ornate stair system which extended downward from Lemon Street and the downtown area to lake level. This was to be located at the southwest corner of the lake. It is unknown why the stairway was not constructed to the degree initially intended, however, it is assumed that budgetary constraints were responsible. Drawings of the intended construction are intact.

As part of the original construction, an overflow weir was built near the intersection of Main and Cedar Streets at the northeast corner of the Lake. At some point in the past, this weir failed to maintain the Lake level at proper height and there appears to have been considerable periods of time when the Lake has dropped to lower levels than originally intended. Since that time, an overflow sewer has been installed at the same location and this device appears to have stabilized the Lake elevation at design level.

Alterations

The Lake Promenade has received little alteration during its 53 years of existence. Most of the apparent changes have in fact been the result of the deterioration or breakage of specific elements such as wooden flag poles, cast urns, and glass light globes. And, as was pointed out previously, some components originally designed were never built.

One significant alteration has, however, occurred. The extension of Lemon Street easterly around the southern edge of Lake Mirror was a traffic improvement built in the late 1940's or early 1950's. This alteration reduced the original 20 foot wide gravel Promenade to a six foot concrete sidewalk poured against the seawall balustrade.

But, more important to the use of the overall Civic Center Facility, the road and its traffic have effectively cut-off the Promenade from easy pedestrian access. The road essentially destroys the park atmosphere originally intended for the Civic Center.

Existing Conditions

The Lake Mirror Promenade is generally in good condition. Most problems can be resolved through simply replacing missing or damaged elements such as lights, flag-poles and urns. More structurally related components are discussed below.

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General Observations.

Observations to date reveal that no obvious failure has occurred in any major structural component of the project. It appears that no significant earth movements have occurred due to piling failure or earth subsidence and no failures due to concrete crushing or reinforcing corroding have been observed. The walls and pilasters in the 540' long retaining wall show no sign of rotation caused by earth subsidence or soil punch through. The vaulted arches at the Loggia show no sign of significant movement or overloading.

The seawall has experienced slight differential movements in places but the designed location of expansion joints has served to limit structural flexing. No structural failure is evident or suspected in the seawall.

The pile supported beam and floor system which frames the lake features shows no obvious deflections which would indicate reinforcing or concrete failure. Pile movement is undetectable, and no structural failures are suspected.

Concrete.

Cracks are evident in pylon bases retaining wall columns, flagpole supports and baluster pilasters. The cracks are large enough to allow intrusion of water and examination of the cracks have shown that many, if not all, project a considerable distance into the concrete. Curiously, the smaller sections of concrete, including walls, handrails and balusters have only slight cracks. Additionally, massive pours of concrete which have been continuously covered with soil do not exhibit the large crack pattern. Examination of cracks down to the reinforcing has shown that some corrosion has taken place at the intersection of crack and steel, however, for the most part the steel appears to remain in good condition. In no instance, do the large cracks relate to steel positioning or corrosion.

Minor cracks revealed on many of the lighter structures appear to be due to temperature, shrinkage, and surface spalls from improper plaster bonding in the original construction. The numerous expansion joints in the walls have caused abrasion and chipping which is to be expected. The observed damage appears to be superficial.

A general erosion of surfaces, particularly in handrails has taken place, exposing much of the underlying stone. The softer cement paste has gradually been worn or abraded away. This condition is causing increased moisture penetration and will certainly accelerate deterioration in the future.

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Cut-Stone Pylons, Lamps.

Although no threat to stability, the bases of pylons at the west feature have large spalls and cracks located directly below the missing lamp posts.

The bases appear to be spalling due to conduit corrosion and expansion. The breaks are not structurally critical but should be repaired to prevent further disintegration. The remaining pylons have eroded somewhat due to the elements, but pose no serious structural problems. Flagpoles, vases and various lamp ornamentation are missing or badly corroded and will have to be completely replaced if restoration is undertaken.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input checked="" type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input checked="" type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input checked="" type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1928

Builder/Architect

A: Charles Wellford Leavitt(New York)
B: H. B. Trauger

Statement of Significance (in one paragraph)

The Lake Mirror Promenade is one of the most significant examples of the City Beautiful Movement in the State of Florida. In addition to exhibiting characteristics of the City Beautiful Movement, there are elements of the City Efficient Movement incorporated into the design of the Promenade. It gains added significance because of the prominence of its designer, Charles Wellford Leavitt and its principal craftsman, Kenneth Lynch, Sr. Finally, this structure is also significant because it represents the determination of the City of Lakeland to pursue a well-conceived plan for city growth in spite of the collapse of the Florida economy in the late 1920s.

Lake Mirror's Lake Promenade is Florida's most significant example of the City Beautiful Movement architectural period and style. Designed by the noted New York Landscape Architect Charles Wellford Leavitt, the Promenade is a striking example of the classic design principles employed by this country's leading architects from 1890 to 1930. This period, highlighted by Chicago's Columbian Exposition in 1893, radically altered the course of American architecture, and created modern American urban planning.

Lakeland's Lake Promenade with its surrounding Civic Center is a portion of the community's comprehensive plan for civic improvements, conceived of and carried out in the brief economic boom of the period 1922 to 1926.¹ The City of Lakeland, relying upon progressive leadership and an optimistic and active citizenry, set about to address the physical and cultural needs of a rapidly expanding community.² Their success is an indication of the quality of their plan, and a tribute to their civic spirit.

The Civic Center Development on Lake Mirror was designed and built as a governmentally sponsored improvement during the years 1926 to 1928. It is located just east of the downtown district and is encircled along its northern perimeter by Main Street, which in earlier years was designated as the Dixie Highway. The original Dixie Highway was a major cross-American roadway which extended from Southern Florida through the United States to Northern Michigan. The road was also the major cross-Florida route from Tampa to Miami. The Lake Promenade was built specifically to take advantage of this much traveled route by visually accenting Lakeland as a burgeoning metropolitan city. When approached from the east, the series of walls, pylons, and lights are aligned with the multi-story buildings of Downtown Lakeland to present a sophisticated setting largely unknown to southern cities. The visual effect was so striking that the Lakeland newspaper, local merchants and even the National Geographic Magazine used this view of Lake Mirror as symbolizing Lakeland and the developing state of Florida in the early decades of this century.

The Lake Promenade is Lakeland's most meaningful and recognizable landmark, having represented the image of this community for over fifty years.³ As a successful product of Florida's incredible real estate boom, the Promenade is very much a tangible representation of that important period in Florida's history. But, the Lake Promenade represents much more than an economic aberration occurring some 58 years ago. The historical and architectural forces that created the Lake Mirror Promenade include the City Beautiful

9. Major Bibliographical References

(SEE CONTINUATION SHEET)

10. Geographical Data

Acreeage of nominated property 21 acres

Quadrangle name Lakeland

Quadrangle scale 1:24000

UTM References

A

1	7	4	0	6	5	5	0	3	1	0	2	4	4	0
Zone		Easting				Northing								

C

1	7	4	0	6	4	3	0	3	1	0	2	0	4	0
Zone		Easting				Northing								

E

Zone		Easting				Northing								

G

Zone		Easting				Northing								

B

1	7	4	0	6	6	3	0	3	1	0	2	2	3	0
Zone		Easting				Northing								

D

1	7	4	0	6	2	4	0	3	1	0	2	2	6	0
Zone		Easting				Northing								

F

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification

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List all states and counties for properties overlapping state or county boundaries

state	N/A	code	N/A	county	N/A	code	N/A
state	N/A	code	N/A	county	N/A	code	N/A

11. Form Prepared By

name/title Larry S. Paarlberg/James H. Edwards
Florida Division of Archives,
organization History and Records Management date 11/22/82

street & number The Capitol telephone (904) 487-2333

city or town Tallahassee state Florida

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

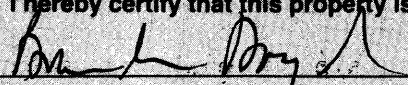
national state local


As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature 

title State Historic Preservation Officer date 12/2/82

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I hereby certify that this property is included in the National Register

 date 1/27/83
Keeper of the National Register

Attest:  date 1/24/83
Chief of Registration

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Movement, City Efficient Movement, and Lakeland's strong local leadership during the period.

Thus, within Lakeland's first Civic Center and its Promenade, is a complex intermingling of national trends in planning, design and government.⁴ These national influences were transplanted to this small southern town by outside investors and tourists, as well as by an increasing level of communication. But it was Lakeland's decision to hire a planning consultant from New York City, that brought fully to this community the goals and aspirations of the American Renaissance.⁵

It was with these strong outside influences that the Lake Promenade was developed and built. So today, the Lake Promenade stands not only as a monument to local civic initiative, but to the national City Beautiful Movement and the generation of designers and craftsmen so influenced by it. It is a statement of America's emerging "Great Civilization,"⁶ and of one community's desire to become a part of it. As a product of a unique period in the history of Lakeland, the state of Florida, and the country as a whole, the Lake Mirror Promenade is a significant and meaningful achievement locally, regionally, and nationally.

The sudden growth of Lakeland's population, and the demands it brought upon local government, resulted from national trends in real estate investment and tourism. But two other important national trends in government and community planning, the City Beautiful and City Efficient, were particularly influential in determining the character and emphasis of Lakeland's Civic Program.

As early as 1860, F.L. Olmsted's design for Central Park in New York City began to stimulate local government interest in community beautification and planning.⁷ Major cities sought to develop urban parks and provide improved building and development regulation. But it was the Columbian Exposition of 1893 that "...changed the course of urban building in the United States and, because of its great popular appeal, led to the birth of modern American urban planning."⁸ This nationally popular trend became known as the City Beautiful Movement.

The City Beautiful Movement reflected America's impatience with unbridled growth and chaos and held that the community "must control unbridled individualism."⁹ Utilizing the traditions of American Baroque and American Roman, the architects and planners of this period, with great public approval, combined a unity of plan, unity of architecture, and magnitude to form large classical civic structures.¹⁰ Local governments frequently turned to the dominant professional - the architect/planner - for the design of libraries, museums, terminals, lake-front beautification, and civic centers.¹¹ Washington, Kansas City, St. Louis, Cedar Rapids, Madison, and Des Moines are just a few of the cities nation-wide who willingly financed such improvements immediately following the turn of the century.¹²

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The most noted professional of the period, Daniel H. Burnham, had, in concert with Olmsted and others, planned and designed The Columbian Exposition-1893, Washington, D.C. -1902, and Chicago-1909. Their dedication to the City Beautiful, as exemplified in Chicago's Columbian Exposition, is illustrated in the following:

"When Burnham's firm was called on to design a civic center in the downtown of Cleveland, land was cleared at enormous expense and the city began to build major governmental buildings, all classical, on an open court. Burnham developed similar civic centers as the dominant foci of other large formal plans, for San Francisco, for Manila, and in the end for Chicago, itself. The powers of persuasion of this able and energetic man are best summarized by various passages in his speeches and writings, including the famous lines, "Make no little plans; They have no magic to stir men's blood."¹³

The City Beautiful emphasized, above all else, classic order and uniformity, grouping public buildings around formal spaces for public use and appreciation. Charles Leavitt, a contemporary of Burnham and Olmsted, clung strongly to these ideals in his design of Lakeland's Civic Center. The Lake Promenade is clearly an orderly repetition of classical design elements set about a strict axis formed by Main Street. The Promenade is strikingly similar to the City Beautiful's most famous design reference - The Court of Honor within The Columbian Exposition. The Court of Honor's formalization of natural land and water, ornate balustrade and seawall, and use of classical ornament are, without question, the model for Lakeland's civic development to come some thirty years later.

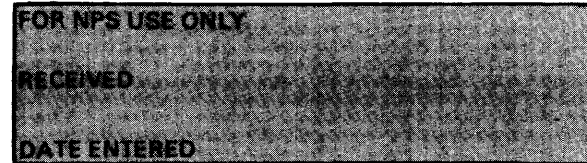
While the "wave of civic design and city planning that stemmed from Chicago's Columbian Exposition was by no means spent,"¹⁴ America and Florida simultaneously experienced the birth of the "City Efficient" during the teens and twenties.¹⁵ The City Efficient envisioned community progress as the construction of public works and services with government regulation of private construction through zoning.¹⁶

Lakeland's city government set about to become a "City Efficient". The community voted in a Commission/Manager form of government in 1922. During the next four years, the bureaucratic structure was reorganized, an advisory board and planning board appointed, and zoning ordinance adopted. This increase in regulation and planning was complemented by the extensive civic improvement (public works) program.

Together, the City Beautiful and City Efficient movements influenced the desires of Lakeland's leaders. The tremendous growth of the community during this period provided the means to finance and thus realize these desires.

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During this divergent period, a California born, Central America-raised architect rose to prominence in Florida. Addison Mizner "viewed architecture as an incorporation of the structure itself, the landscape, and the interior decoration."¹⁷ Drawing on his latin past, Mizner designed a number of "sumptuous" villas in the Hispano-Moresque Style along Florida's southeastern coast during the twenties.¹⁸ The style became associated with Florida, and greatly influenced regional architecture for many years.

Lakeland's plan was influenced by all of these trends. At the insistence of local leaders, the city retained a Landscape Architec/Engineer of some national prominence - Charles W. Leavitt - to assist in the comprehensive plan for public works and the design for its keystone project - the Civic Center.¹⁹ The City Administrations' plan consisted mainly of buildings endemic to the period. A number of the buildings - the City Hall, Mayhall Auditorium, Trammell Library, Morrell Memorial Hospital, and certain Civic Center Buildings - were designed locally and constructed in Mizner's Hispano-Moresque Style.²⁰ The Lake Promenade itself, designed by City Beautiful advocate Leavitt, followed classical design themes. An older Landscape Architect from New York, Leavitt was not influenced by the styles so popular in Florida during the 1920's.

Spearheaded by a strong nucleus of both private and public supporters, and an enthusiastic press,²¹ Lakeland embarked on a bold plan for providing public works beginning in 1922. Following budget and departmental reorganization and planning for the extension of utilities in 1923, the City Administration proposed "a definite program that will be progressive in its nature, yet in keeping with the financial limitations of the city charter."²² For the years 1924 to 1926, the City proposed constructing or acquiring the following:

- 1) Athletic field and appurtenant improvements;
 - 2) Cemetery improvements;
 - 3) Comfort station in Munn Park;
 - 4) Cox property for city park;
 - 5) City Hall (New);
 - 6) Convention Auditorium;
 - 7) Chamber of Commerce Headquarters;
 - 8) Civic Center
 - 9) Lake restoration and beautification;
 - 10) Fire Station;
 - 11) Hospital expansion;
 - 12) Incinerator;
 - 13) Jail;
 - 14) Library;
 - 15) Militia Building;
 - 16) Municipal abatoir (meat inspection facility);
- and

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17) Stockade²³

The idea for the Civic Center is generally credited to Thomas Appleyard. According to Thomas W. Bryant:

"Tom Appleyard, Chamber of Commerce manager, called me one afternoon and said he had an important idea to discuss with me if I had the time. I waited for him to arrive and when he did he said he had been sitting on the back porch of the old frame house that backed up to Lake Mirror where the Chamber of Commerce had its headquarters and looking at the lake had gotten an exciting idea. He went on to describe a plan for beautifying the lake and building a civic center. I agreed with him and from there we set about to convince the other chamber directors of the desirability of the plan."²⁴

The Lake Mirror Civic Center concept consisted of plans for the construction of a total recreational and entertainment center adjacent to Downtown Lakeland. The facility would provide for both passive and active recreation, including tennis, shuffleboard, lawn bowling, concerts, meetings and of course, just strolling. These improvements would conform in appearance to other public facilities, and, as a whole, create an impressive entrance along Lakeland's major throughfare.

The first step in building the Civic Center necessarily involved selecting and obtaining the site. Bonds to raise construction funds could not be issued prior to site acquisition. Almost from the start, the property surrounding Lake Mirror seemed to generate the most interest. On June 12, 1923, the City Commission adopted a Planning Board Resolution recommending the purchase of the Sloan, Carter, and Jones parcels off of the lake.²⁵

Sometime prior to July, 1924, the City Commission made a determination to purchase the Lake Mirror site for civic center purposes. Rather than issuing bonds for its purchase, however, the Commission proposed to sell the main city park, originally dedicated by Abraham Munn and bearing his name, in order to raise funds for the purchase of the proposed civic center site.

Although the City initially sold the park property to the Central Bank and Trust Company, several citizens filed suit for injunctive relief to invalidate the sale.²⁶ The citizens succeeded, with Judge Andrews reasoning that Lakeland held Munn Park in its sovereign, not proprietary, capacity in trust only for use as a park.²⁷ In order to purchase the Lake Mirror property, the City eventually had to sell a \$460,000 bond issue approved by ordinance and by special act of the 1925 Legislature.²⁸

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The City then hired Charles Wellford Leavitt, a prominent New York planner and landscape architect, to design the civic center site. Both Leavitt and Bryant supported the idea of extending Dixie Highway eastward and then along the north shore of Lake Mirror to Main Street. This would balance the project aesthetically and provide a view of the center from Main Street.

Extending the road to Main Street, however, would necessitate the demolition of the Chautauqua Auditorium. The Lakeland Chautauqua had been constructed in 1915 through the donation of private funds, and had proved a financial failure.²⁹

In December of 1925, Bryant and others saw the first cracks in Florida's economy, as rail transportation broke down in part of the state and the pyramidal real estate boom began to falter.³⁰ Extensive hurricane damage started a chain reaction of tax delinquencies and bank failures.³¹

The City Manager, members of the City Planning Board, and the City Commission met with Leavitt several times from November 1925 through 1926.³² On April 11, 1926, the City Commission endorsed Leavitt's plans and proposed a series of ordinances which included a bond issue of \$300,000.00 for the construction of the following:

- 1) Main Street extension;
- 2) Promenade on west side of lake;
- 3) Piers and terraces; and
- 4) Pavillion on west side.³³

This issue, plus a fifty thousand dollar issue for improvements in Jones Grove were approved by ordinance on April 27, 1926.³⁴ Plans, but not funds, for the construction of a 8000 seat capacity amphitheater were also approved.

While speaking before the Rotary Club in support of the upcoming bond referendum, Leavitt argued for "the making of a city beautiful."³⁵ Leavitt spoke for the need of a campaign for property beautification throughout the city. He also warned that the civic center plan should be closely followed, and that the city should resist the temptation to extend a street along the south shore of the lake, through the proposed park.³⁶

In spite of the growing economic collapse in Florida, the citizens of Lakeland validated the bonds through referendum by a four to one majority on June 1, 1926.³⁷ The City continued to push the public works plan and the civic center throughout 1926. In July, the City was able to sell a \$1,068,000.00 bond issue for the construction of the civic center and additional public works projects.³⁸ The City was also pleasantly surprised in December, when H.B. Trauger, contractor, came in with a low bid of \$132,740.00 for the construction of the first phase of the civic center.³⁹ Trauger constructed the First and Second Phases, while I.B. Purdy and A. Logan eventually con-

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structed the last phase for \$47,770.22. J.W. Bradner served as chief engineer.⁴⁰

Early in 1927, public concern over worsening economic conditions became evident. The expenditure of public funds while conditions were difficult caused the civic center project and certain public officials to become the target of some frustrated citizens. Bryant's influence was sufficient to keep the civic center on track. City Manager Schneider was not so fortunate, resigning his office in the Spring of 1927.⁴¹

Construction of the Lake Mirror Civic Center progressed during 1927. In March of 1928, a delegation appeared before the Commission requesting an additional \$150,000.00 to build the amphitheater. An ordinance authorizing the bond issue was adopted on April 18, 1928, and repealed seven days later in favor of a proposal to expand the new city auditorium.⁴²

As construction neared completion, the Chamber of Commerce and the City made plans for a large celebration on the Fourth of July. The celebration was timed to coincide with the Orange Growers Clearing House Association meeting with Governor Doyle E. Carlton and Congressman Herbert J. Drane invited to speak.⁴³ The Chamber of Commerce arranged the dedication program, receiving \$1,000 from the City to assist in its execution. An additional \$500 raised privately provided the remainder needed to pay for the celebration, including \$750 for fireworks.⁴⁴ The schedule of events for July 4, 1928, occurred as follows:

- 1) 10:00 AM - Industrial Parade
- 2) 11:00 AM - Dedication Ceremony and Growers Meeting
- 3) 12:00 PM - Private luncheon in Leavitt's honor
- 4) 1:00 PM - Boat Races on Lake Hollingsworth
- 5) 2:30 PM - Ball games
- 6) 3:30 PM - Flying Circus
- 7) 6:30 PM - Sundown Flag ceremony
- 8) 8:00 PM - Evening meeting
- 9) 8:15 PM - Address by Gov. Carlton
- 10) 9:00 PM - Fireworks Display⁴⁵

In dedicating the Civic Center, Mr. Sam Farabee, editor of the Lakeland Evening Ledger and Star Telegram, stated:

"It is the most distinctive piece of architecture in America. It is a combination of art with nature to develop a beautiful picture where one may rest, or play, or dream, or think."⁴⁶

During the 1930's, it was customary for Florida cities to advertise in the Florida Municipal Record, a publication of the Florida League of Municipalities. Lakeland was no different. Most of the adds resemble a blatant form of 1920's "boosterism" in

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form and content. It is significant to note, however, that all of Lakeland's ads during the period 1930-1934 promoted the Lake Mirror Civic Center.⁴⁷ The Civic Center was touted as one of Lakeland's "most outstanding achievements":

The city purchased approximately twenty-seven acres, including Lake Mirror and bordering land, in the heart of Lakeland. The old buildings were torn away to make space for one of the most remarkable civic centers to be found. It is a safety playground for tourists and home folks, where every recreational facility is installed.⁴⁸

At least one other major publication of the day mentions the Lake Mirror Civic Center. The National Geographic Magazine, in its 1930 article on Florida, contained a full-page picture of the lake improvements, looking from east to west across Lake Mirror.⁴⁹ The picture is captioned:

"LIKE THE ORNATE ENTRANCE TO SOME VAST VENETIAN PALACE LOOMS
THE CIVIC CENTER OF LAKELAND"⁵⁰

The Lake Promenade came to represent Lakeland's image in the minds of residents and visitors alike. City Government, the Chamber of Commerce, private organizations and even commercial enterprises adopted the "Civic Center" skyline as their image and logo. It was with this pride in Lakeland's most important public landmark that, in 1946, it was renamed the Frances Langford Promenade in honor of the city's then most famous resident.⁵¹ The illustrations within the Appendix document the Promenade's importance to the community as its symbol and source of pride.

No less significant than the overall design concept was Leavitt's early use of reinforced concrete as the major structural and ornamental component. Although reinforced concrete has been known in theory since early in the second half of the Nineteenth Century, the structural basis for its general architectural use was not established until about 1890.⁵² But Leavitt was not only working with a still experimental material, he was forming it into complex, angular shapes when others were learning to pour rectangular beams, columns and slabs.

The firm of Charles Wellford Leavitt & Son, Landscape Engineers designed the Lake Mirror Promenade and Amphitheater in 1925 and 1926. In addition, Mr. Leavitt personally provided consulting assistance to The City of Lakeland in matters concerning land acquisition, land use and comprehensive community planning. Mr. Leavitt died within three years of his Lakeland engagement.⁵³

Details of Mr. Leavitt's professional practice are limited as of this writing. What is known has been gathered primarily from Kenneth Lynch, Sr., a surviving Craftsman who worked with Mr. Leavitt on many projects, including Lake Mirror. There is

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little doubt that Mr. Leavitt was a highly qualified and successful Landscape Architect, known at least within the New York Metropolitan area, and perhaps nationally.

Chas. Wellford Leavitt & Son referred to themselves as Landscape Engineers.⁵⁴ The firm supported a large practice, and employed nearly fifty professionals. At the time the Lake Mirror Project was in the firm's office, they occupied an entire floor of the Lincoln Building on 42nd Street in New York City.⁵⁵

As a prolific Landscape Architect during the 1920's, Mr. Leavitt is known for the many large private estates he designed on Long Island, including projects for The Rockefeller Family. Being involved in "...99 percent of the major estate work",⁵⁶ Mr. Leavitt was considered by some to have "inherited the Crown from Frederick Law Olmsted"⁵⁷ during the teens and twenties.

A graduate of Harvard University, Mr. Leavitt was very much influenced by the professional trends in the northeast at the turn of the century. Firms such as McKim, Mead and White (Boston Library-1888, Columbian Exposition-1893, Plan for Washington, D.C.-1902) created a national trend in design and planning - one that emphasized a return to grand scale classical architecture. Even Olmsted, who earlier deplored formality, participated in the "Classical Renaissance".⁵⁸ This national concern with creating grand civic spaces and buildings in a classical motif was at a peak during Leavitt's developmental years.

It is of no surprise then that, as an older man, Leavitt clung to these traditions - on the wane through out the twenties - in his design of the Lake Mirror Promenade and overall civic plan for Lakeland. The project was completed at the end of America's architectural renaissance, just prior to the national depression and fully in the midst of Florida's Crash. As a grand formalization of land and water, creating a truly "City Beautiful" image at Lakeland's major highway entrance, the Lake Mirror Civic Center Complex is perhaps the last great monument to an important forty-year period in the history of modern American planning, design and municipal government.

Kenneth Lynch, Sr. is a surviving craftsman of the early 20th century, still active today. As President of Kenneth Lynch & Sons, Mr. Lynch oversees the only surviving custom hand crafted architectural ornament production facilities in the country. Known as The Craft Center Buildings, in Wilton, Connecticut, the company provides space for craftsmen to work in wrought iron, lead, bronze, stone and other materials. It is a unique and renowned organization, so much so that it is supported in part by grants from The Rockefeller Foundation.

Begun in 1872, this organization has provided statuary, fountains, clocks, urns, ornamental stone work and countless other elements to compliment the many

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great buildings built prior to 1930. Mr. Lynch himself repaired the Statue of Liberty in the late 1920's. Mr. Lynch was, for forty years, a consultant to the New York firm of McKim, Mead and White.

Mr. Lynch had a long-term business and professional relationship with Charles Wellford Leavitt. This relationship included the Lake Mirror Lake Promenade, for which Kenneth Lynch provided the ornamental stone work; including urns, lighting standards, pylons and column capitals. Mr. Lynch recalls the job, and relates the design and construction process:

"First, each element would be numbered for identification. The Chief Architectural Modeler for that job would meet with the Architect to discuss the type and character he wanted in the hand-crafted elements. Then, an ornamental draftsman would make a full scale drawing of each item, and submit the drawings for review and approval. Once any changes were incorporated, a clay model would be built of usually half the element, and once again reviewed. Finally a full plaster model would be build, and a mold made of the model. We could then cast the item many times in various materials. I think the work (for Lake Mirror) was cast in Florida from Florida materials but that our molds were used."⁵⁹

Fortunately, Mr Lynch and the Craft Center are interested in reproducing the deteriorated ornamental elements for Lake Mirror, exactly as originally designed.

It has been pointed out that the Lake Promenade and overall Civic Center project is a significant example of the Florida Boom, The City Beautiful and City Efficient Movements. No less significant is the designer, Leavitt; and principal craftsman, Lynch. These men were, and in Lynch's case still are, leaders in the creation of significant architectural achievements in the first thirty years of this century. Lake Mirror's Lake Promenade is, therefore, a significant example of the work of these professionals.

The story of Lakeland's first civic center is a varied and multi-faceted as the period in which it took place. The Lake Mirror Civic Center, with its striking promenade, symbolizes the energetic, well-conceived growth of a small Central Florida town into a thriving southern city. Spawned against the background of boom-time Florida in the mid-twenties, with its thriving real estate, citrus, mineral, and tourist industries, the Civic Center served as the keystone of one community's plan to satisfy public needs for utilities, roads, recreation, culture, and entertainment.

The Lake Mirror Civic Center's Lake Promenade is certainly worthy of a place on

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the National Register of Historic Places. Designed by prominent New York Landscape Architect/Engineer Charles Wellford Leavitt, the Civic Center reflects two national trends, the City Beautiful Movement and the City Efficient Movement. In terms of design character, the Promenade is an example of Eclectic Classicism, a civic architecture style so popular following the Columbian Exposition of 1893.

The Lake Mirror Civic Center is clearly a product of a unique period in the history of Lakeland, the state of Florida, and the nation as a whole. Incredible growth pressures, desires to become a "great" city, national trends in local government and civic design; all coalesced and produced a surviving monument to a people, and to the time in which they lived.

FOOTNOTES

¹Thomas A. Cloud and James H. Edwards. "Make No Little Plans: The Development of Lakeland's First Civic Center, " 1981, p.10.

²The Population of Lakeland in 1920 was 7,062. By 1924, it had risen to 16,500, not including 20,000 tourist that year.

³Representative examples of its role as a "logo" are included in the Appendix.

⁴T. A. Cloud and J. H. Edwards, "Make No Little Plans," 1981, p. 5.

⁵The Brooklyn Museum, The American Renaissance 1876-1917, 1979.

⁶Ibid.

⁷James Marston Fitch, American Building, The Historical Forces That Shaped It, 1966

⁸Leland M. Rogh. A Concise History of American Architecture, 1979, p. 214

⁹Christopher Tunnard and Henry Hope Reed, American Skyline: The Growth and Form of Our Cities and Towns, 1955, p. 181

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- ¹⁰Tunnard, American Skyline, pp. 188-189
- ¹¹Ibid., pp. 181, 191, and 198
- ¹²Ibid., p 194.
- ¹³John Burchard and Albert Bush-Brown. The Architecture of America: A Social and Cultural History, 1967, pp. 212-213
- ¹⁴Tunnard, American Skyline, p. 212.
- ¹⁵Ibid., p. 227
- ¹⁶Ibid. Commentators have described the developing conflict between the City Beautiful and the City Efficient in their perception of planning:
The American Renaissance at its height had always seen city planning in visual terms, along with giving people more light, more air and better living conditions. The City Efficient saw city planning in terms of legal control of height and use of buildings, otherwise known as zoning."
- ¹⁷"National Register Additions", Archives & History News, (Tallahassee: Florida Department of State, DAHRM Newsletter), Vol. X, No. 2, Fall/Winter, 1980, p. 3.
- ¹⁸Tunnard, p. 219. Mizner designed only one building constructed on Florida's west coast - Casa Coe da Sol- in St. Petersburg. This building was recently added to the National Register.
- ¹⁹Interview: Thomas W. Bryant, by T. A. Cloud. Lakeland, Florida, May 2, 1980. Lakeland and Florida are indeed fortunate to have been able to draw upon Mr. Bryant's insights.
- ²⁰Of these five structures, only three remain. The hospital was torn down in order to facilitate expansion of a new hospital. The Mayhall Auditorium was demolished in order to accomodate a seventeen - space City parking lot.
- ²¹Lynn W. Bloom, manager and editor of the Lakeland Star - Telegram, also served on the City Advisory Board and lent editorial support to the City's plan. He is described as a "booster for his county and city... and takes a general interest in all civic affairs." History of Florida, pp. 151-152.

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- 22 "Another Personal Message to the People of Lakeland by Their Civic Staff" Lakeland Star - Telegram, December 16, 1923, p. 3.
- 23 "Another Personal Message", Lakeland Star - Telegram, p. 3. The civic program was passed on March 7, 1924, the City Commission received a letter signed by Messrs. A. J. Poteet, W. B. Talley, E. C. Hosford and H. W. Mendenhall, all registered architects in Lakeland, requesting that all of the architectural work for the proposed municipal building program be confined to Lakeland registered architects exclusively and that the work be distributed equally among them. Ultimately, a competitive selection process was agreed upon, in which any registered architect was allowed to compete.
- 24 Bryant Interview, May 2, 1980.
- 25 Lakeland City Commission Minutes ("Comm. Minutes"), June 12, 1923, pp. 74, 75.
- 26 An account of the circuit court's opinion is rendered in Kramer et al. v. City of Lakeland, 38 So. 2d 126, 127-128 (Florida 1949). In Kramer, supra, another group of citizens successfully challenged the Junior Chamber of Commerce's attempt to erect an information center in Munn Park.
- 27 Kramer, supra at 128.
- 28 Comm. Minutes, July 9, 1925
- 29 Interview: Thomas W. Bryant (by telephone), by T. A. Cloud. Lakeland, Florida, May 6, 1981. Bryant stated that the Chautauqua was operated as a movie house during the early twenties. Mrs. Edna Cloud, the author's 87-year old grandmother and 80-year resident of Lakeland, has attested to this.
- 30 Tunnard, American Skyline, p. 217.
- 31 Dunn, The New Deal and Florida Politics, (Dissertation) James W. Dunn, 1971, p. 3.
- 32 Comm. Minutes, November 11, 1925, p. 424.
- 33 "City Commission Endorses Leavitt Plan", The Lakeland Star -

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Telegram, April 11, 1926; and "Civic Center Plans Approved",
The Lakeland Star - Telegram, April 12, 1926. See also
Ordinances No. 432 and 433 adopted April 27, 1926.

- ³⁴Comm. Minutes, April 27, 1926, p. 55.
- ³⁵"The Making of a City Beautiful", The Lakeland Star - Telegram,
June 8, 1926.
- ³⁶Bryant Interview, May 6, 1981. Lemon Street was extended through
the park in the late 1940's or very early 1950's.
- ³⁷Comm. Minutes, June 2, 1926, p. 55.
- ³⁸"Lakeland Bonds Sell at 102.30 on 6 Pct. Basis", The Lakeland
Star - Telegram, July 21, 1926.
- ³⁹Comm. Minutes, December 17, 1926, p. 138. The high bid was
\$247,306.50, still short of the \$300,000.00 original capitalized
in the civic center bond issue.
- ⁴⁰Letter: Leonard C. Carter, Esquire, to Mrs. David Bunch,
September 26, 1979.
- ⁴¹Bryant interview, May 6, 1981. Thomas Bryant recalled that the
construction of the Civic Center became a focal point of opposition
for those citizens dissatisfied with the economy and with the City's
continued expenditures. Although Bryant was successful in his and
others efforts to see the Civic Center completed, he believes the
issues defeated him at the polls in 1927, after five years as
Lakeland's State Representative. Schneider was replaced as City
Manager by David B. Kibler, then a City Commissioner. Kibler
was involved in both the citrus and phosphate industries, serving
on the Executive Committee of the Florida Hard Rock Phosphate
Association. (History of Florida, p. 271).
- ⁴²Comm. Minutes, March 21, 1928, p. 296 and April 25, 1928, p. 306.
Proposal presented by W. S. Rodgers of the Rodeheaver Assembly
Committee.
- ⁴³Comm. Minutes, May 31, 1928, p. 317; See also "City Plans for Big
Fete July 4", Lakeland Evening Ledger and Star Telegram,
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⁴⁴Comm. Minutes, May 31, 1928, p. 317.

⁴⁵"Throng to Visit Lakeland", Lakeland Evening Ledger and Star Telegram, June 17, 1928; and Lakeland Evening Ledger and Star Telegram, June 25, 1928.

⁴⁶Sam Farabee, Original Manuscript given to City of Lakeland enclosed in leather case. The manuscript and case have not been found.

⁴⁷See issue from Florida Municipal Record from November, 1931 to November, 1937.

⁴⁸"Year - 'Round City" Florida Municipal Record, November 1931, p. 33.

⁴⁹John Oliver La Gorce, "Florida - The Fountain of Youth" The National Geographic Magazine, Vol. 57, No. 1 (January, 1930), p. 41.

⁵⁰La Gorce, "Florida - The Fountain of Youth", p. 41.

⁵¹Hampton Dunn, Yesterday's Lakeland, 1976, p. 54.

⁵²Concrete - Steel Construction. Revised and enlarged from 3rd German Edition by E. P. Goodrich. New York: 1909.

⁵³Interview: Lynch by J. H. Edwards. Wilton, Connecticut (telephone), May 26, 1981.

⁵⁴Ibid., Mr. Lynch points out that, during the period, Landscape Architects had to first become Civil Engineers.

⁵⁵Ibid.

⁵⁶Ibid.

⁵⁷Ibid.

⁵⁸The Brooklyn Museum, The American Renaissance

⁵⁹Interview: Lynch by J. H. Edwards. Wilton, Connecticut (telephone), May 26, 1981.

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Stallworth, Herbert F. Gainesville, Florida: A Study in Municipal Administration. Gainesville: University of Florida, M.A., 1949.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

CONTINUATION SHEET

ITEM NUMBER 10 PAGE 1

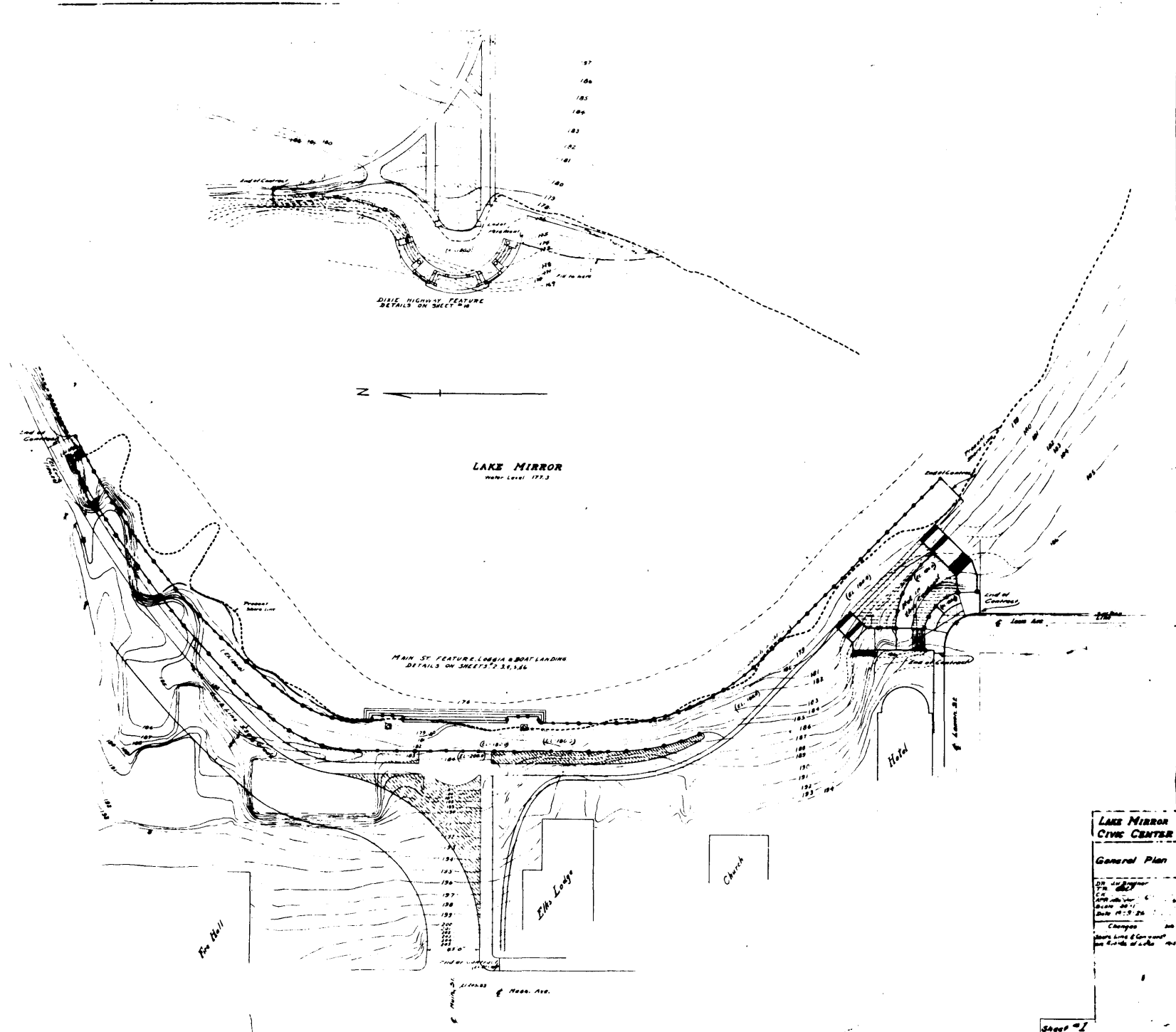
Starting at the NE corner of the SE 1/4 of the SW 1/4 of S18, T28S, R24E, proceed westerly along the center line of E. Main Street a distance of 300' m.o.l. to a P.O.B.. There from run, following a meandering line southwest, west and northwest, along the center line of E. Lemon Street until its intersection with Iowa Avenue, thence northwesterly along a line 250' m.o.l. landward of the southwestern seawall of Lake Mirror for a distance of 220', thence due north a distance of 375' m.o.l. to the center line of E. Main Street. There from run, following a meandering line northeasterly, east, southeasterly and south, following the center line of E. Main Street along the north and east shores of Lake Mirror to the P.O.B.

JUSTIFICATION

The Boundaries are assigned to include those features interior to the Streets which surround Lake Mirror on the north, east, and south. On the west, the boundary includes those features which are intrinsic to the overall design of the Promenade.

Selected Original Drawings





LAKE MIRROR CIVIC CENTER

General Plan

DR. J. H. ...

CH. ...

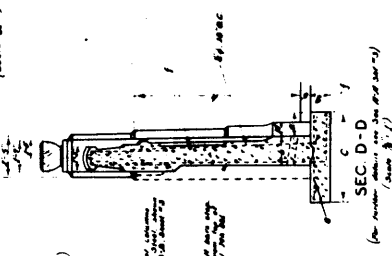
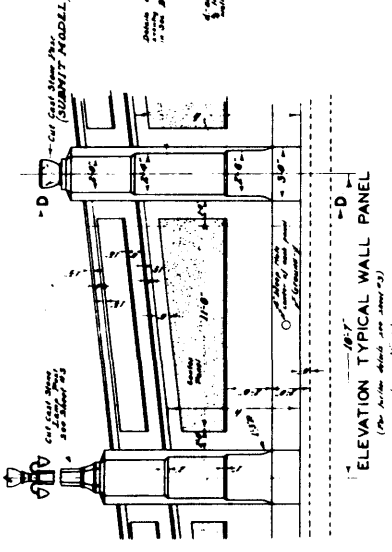
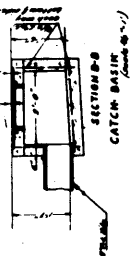
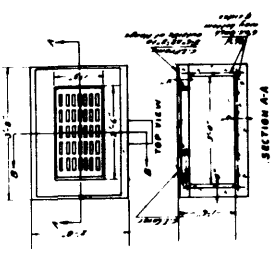
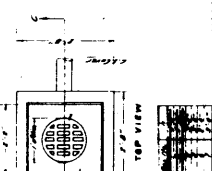
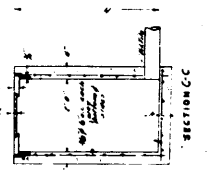
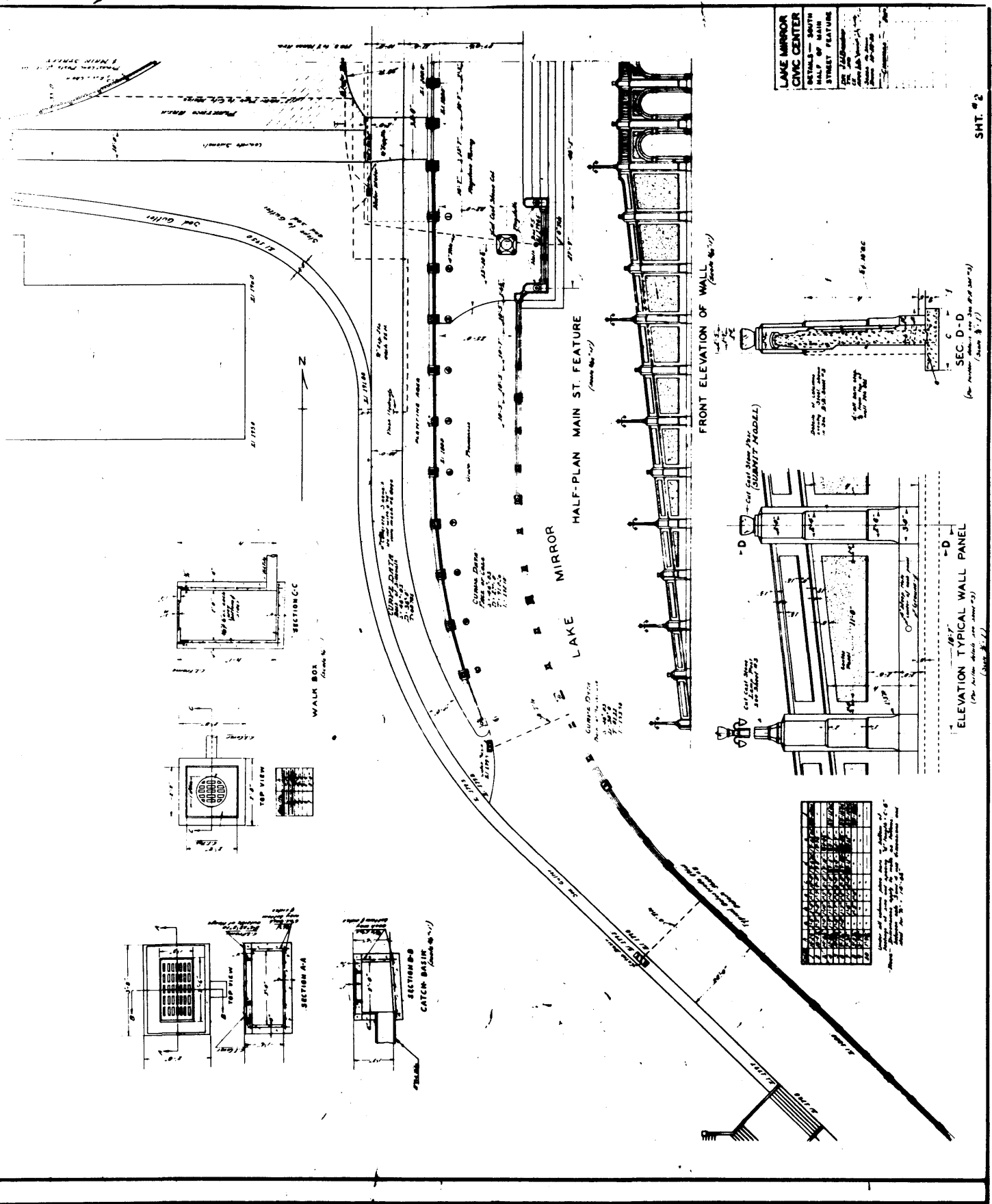
DATE ...

CHANGES ...

Scale: 1" = 20'

Sheet #1

LAKE MIRROR CIVIC CENTER
 DETAILS - SOUTH
 HALF OF MAIN
 STREET FEATURE

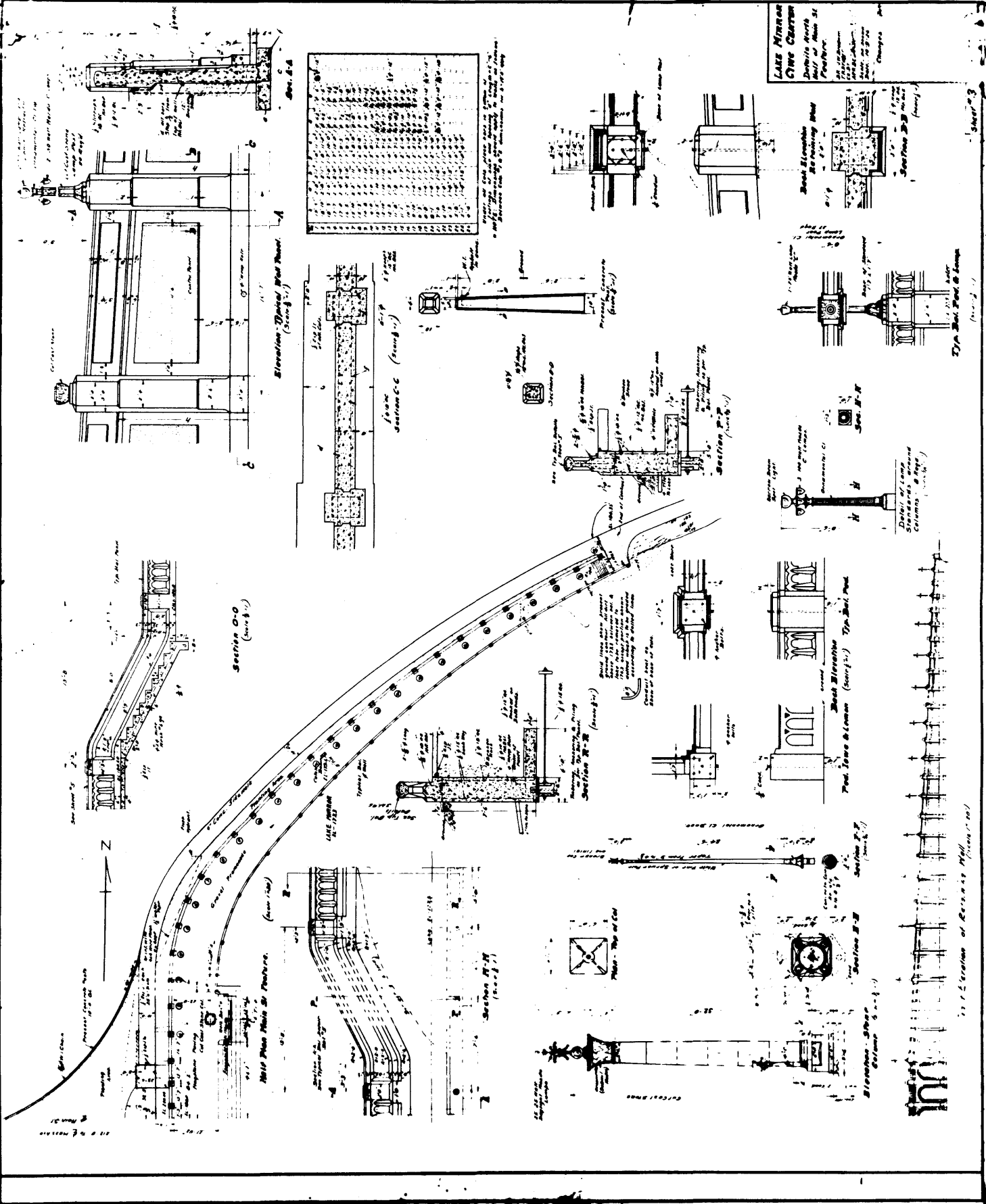


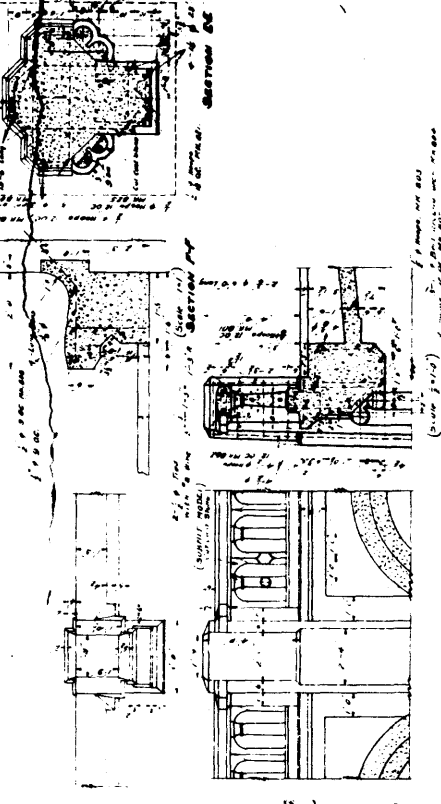
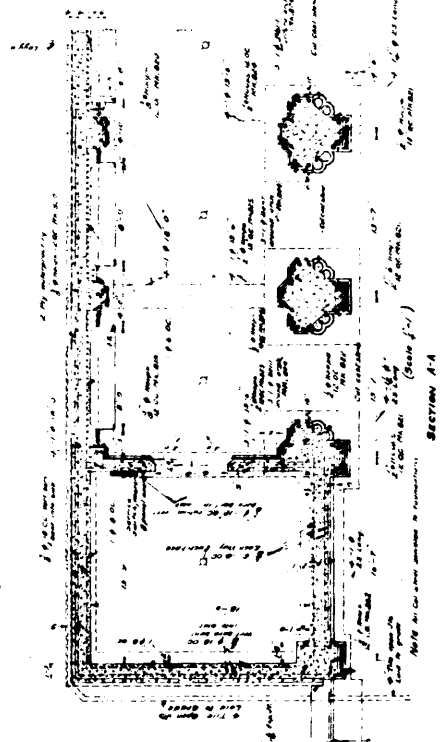
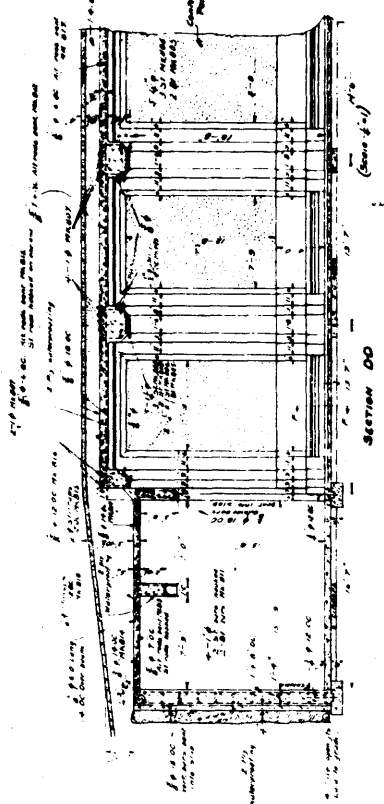
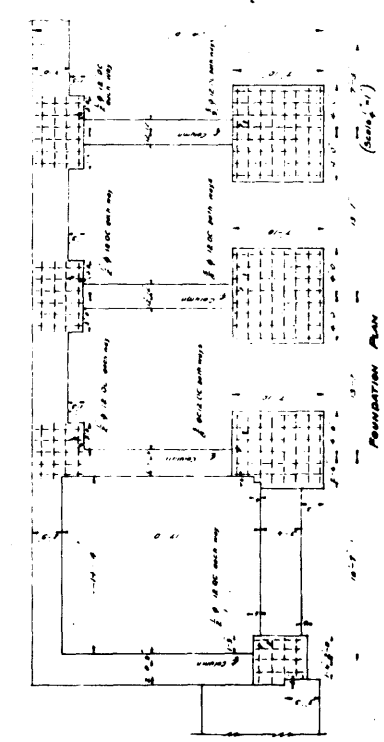
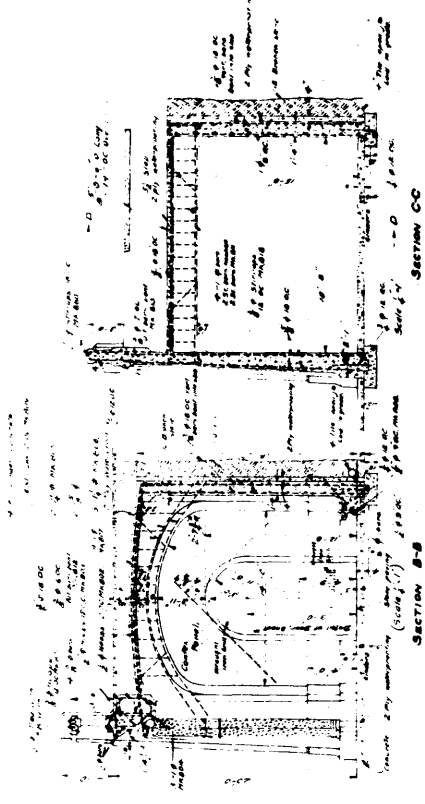
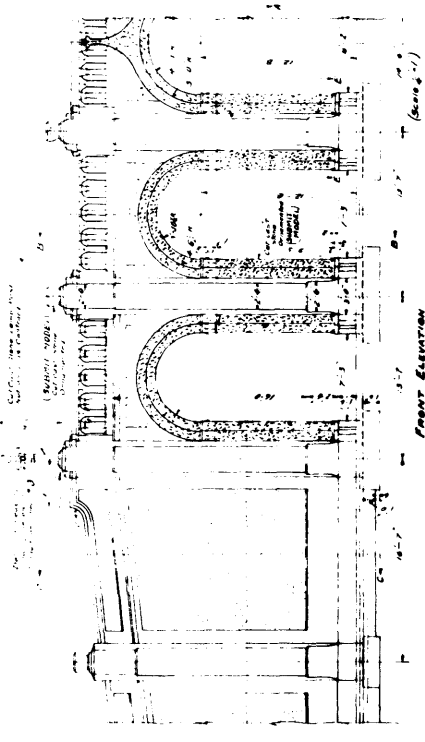
SEC. D-D
 (See Section Details on SHEET #1)

8'-0" - 8'-0"
 (See Section Details on SHEET #1)



**LAKE MINNAPOLIS
CYCLE CLASSEM**
 Details North
 Half of Main St.
 Footing
 11/11/1910
 11/11/1910
 11/11/1910
 11/11/1910
 11/11/1910

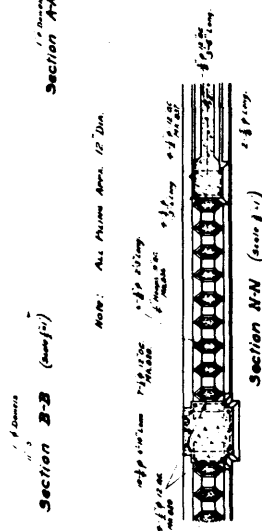
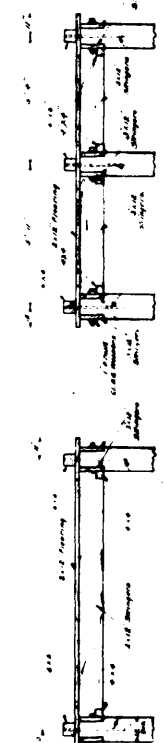
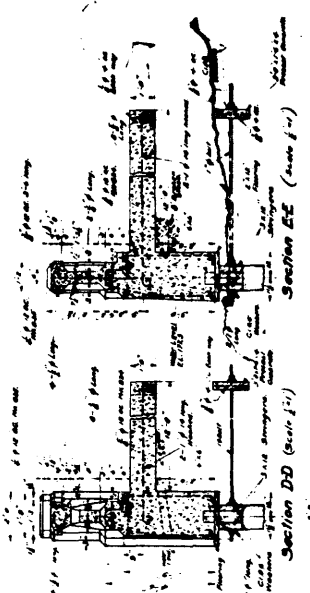
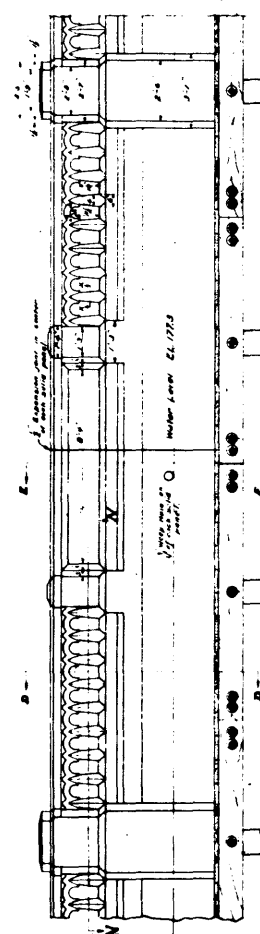
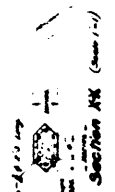
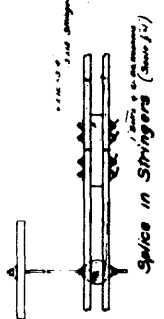
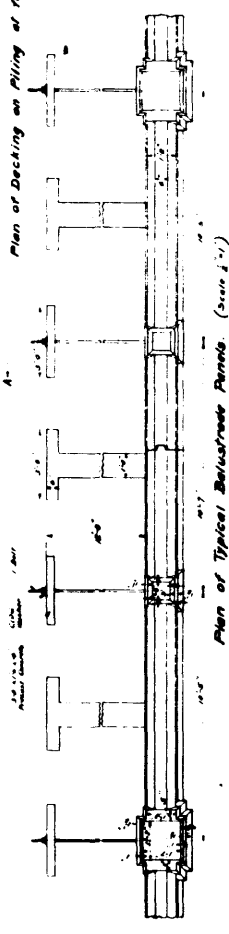
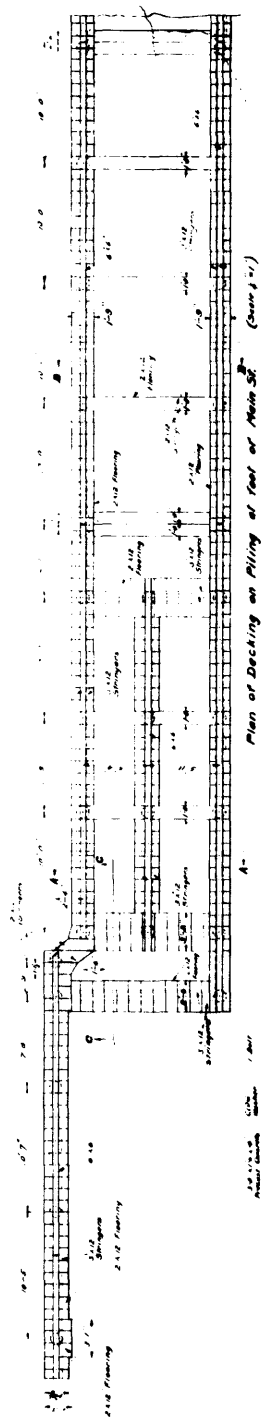




SHEET NO. 7
 ARCHITECT
 CIVIL ENGINEER
 100 N. 1st St.
 ST. LOUIS, MO.
 CONTRACT NO. 100
 DRAWING NO. 100

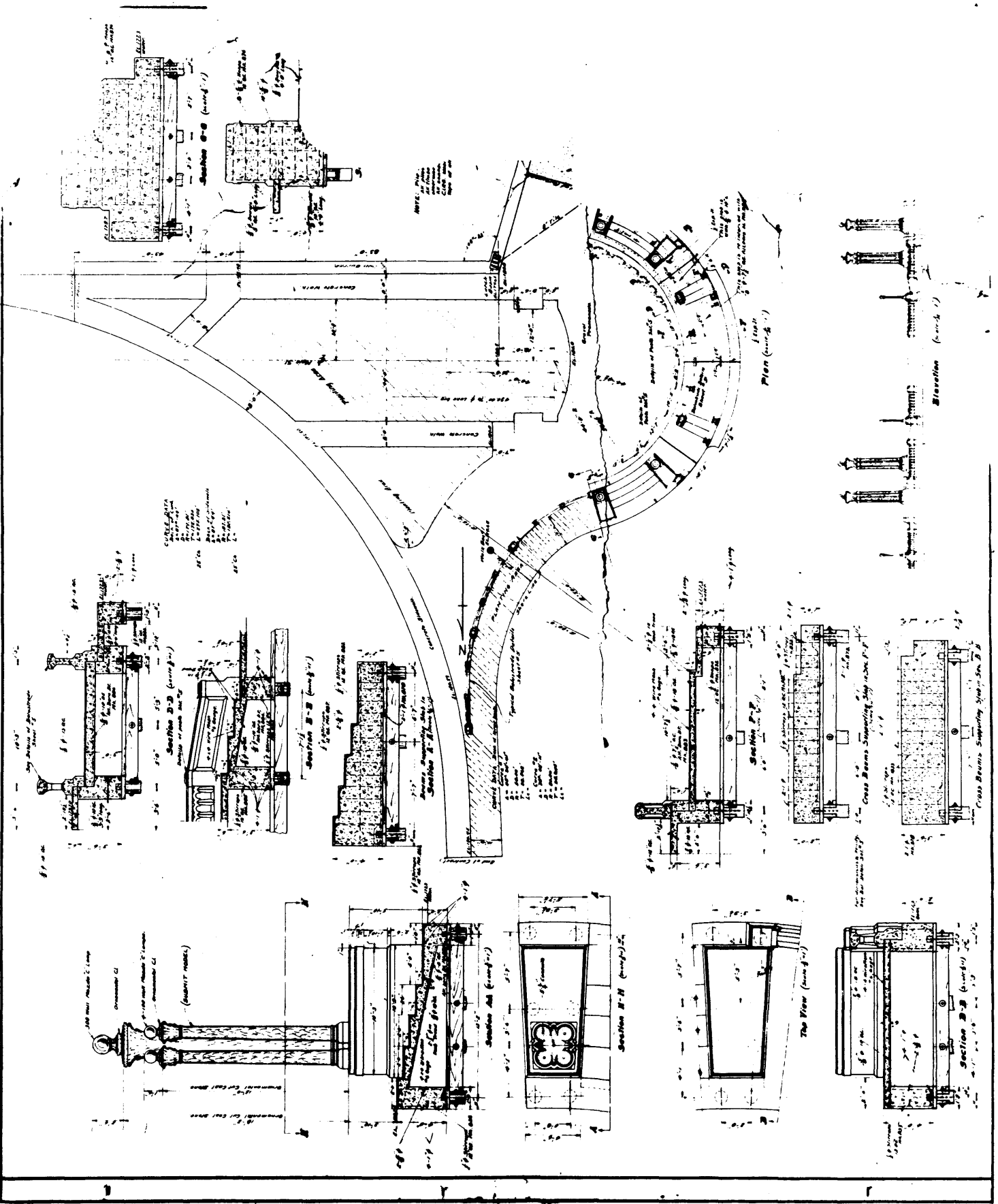
DETAIL OF BALUSTRADE
(Scale 1/2" = 1'-0")

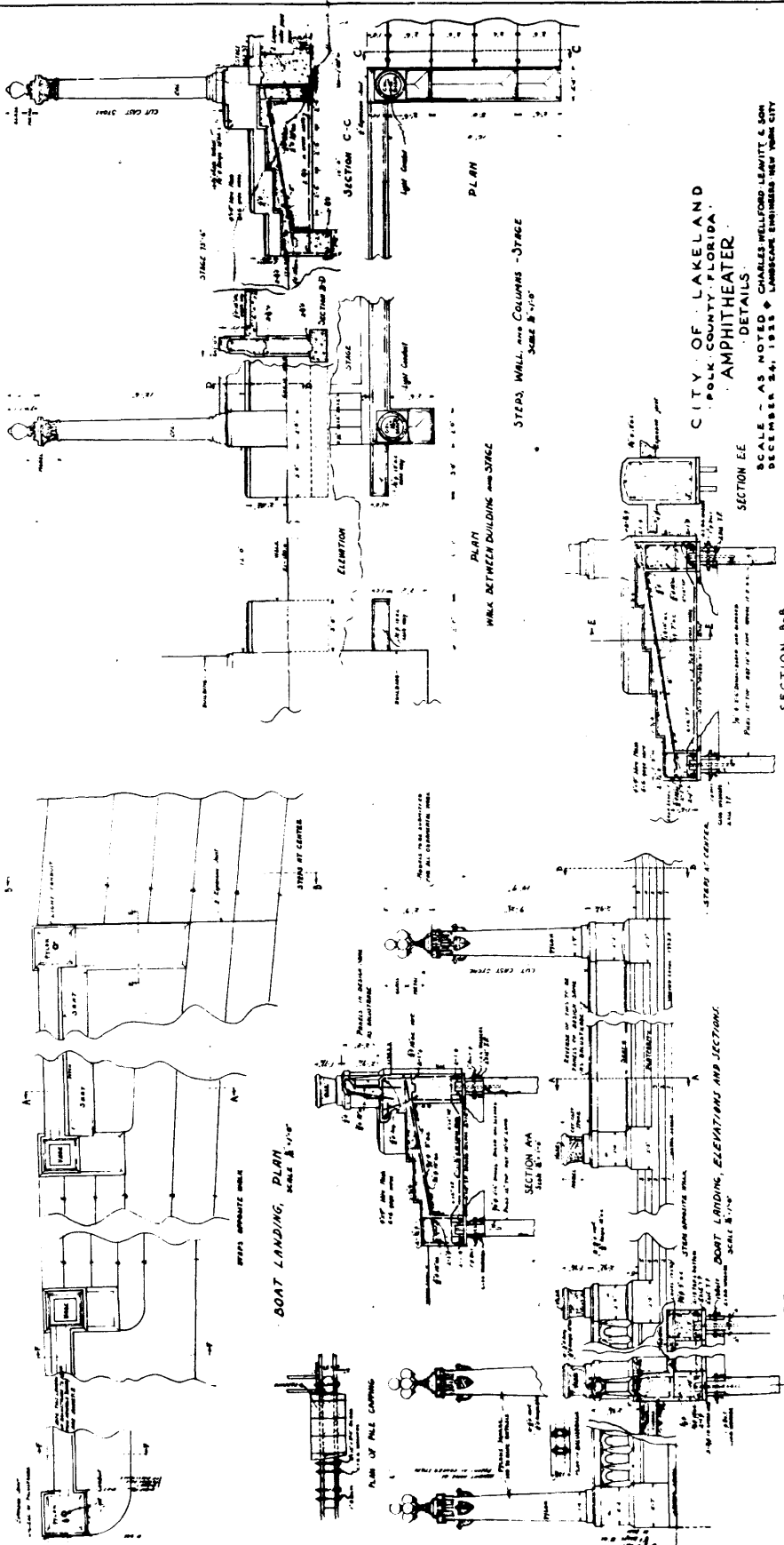
Sheet No. 7



NOTE: All Prime Areas 12' Dia.

Large Wooden
Cave Center
Structure at
Foot of Main St.
Main St. Pier No.
100
City of
San Francisco
California



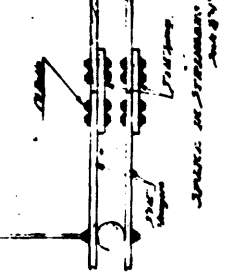
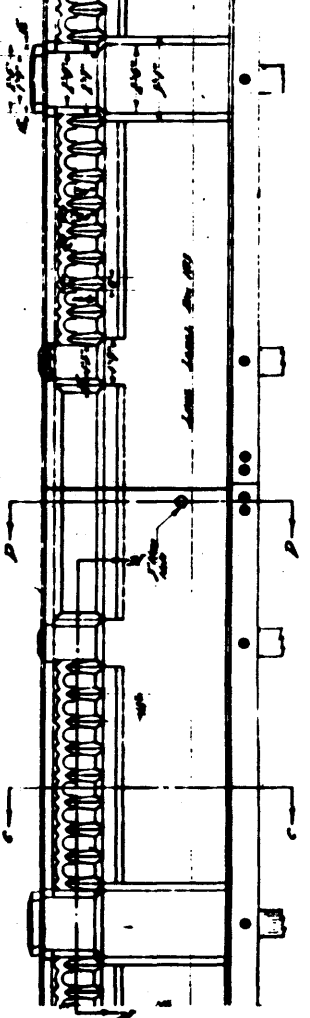
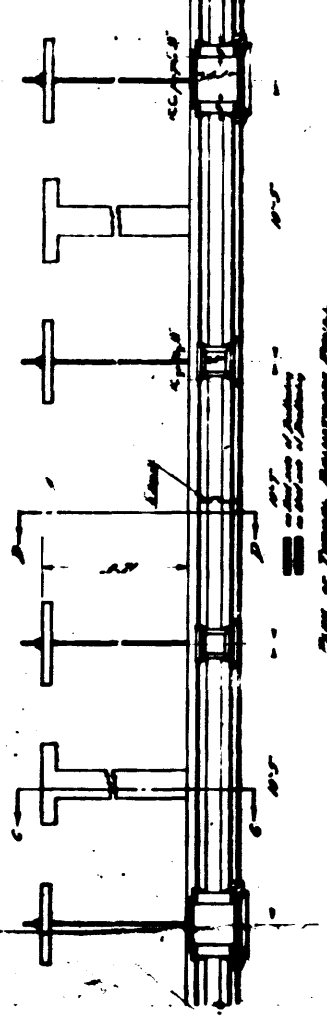
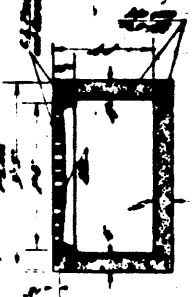
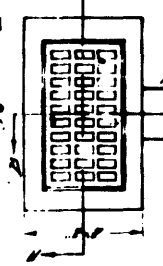
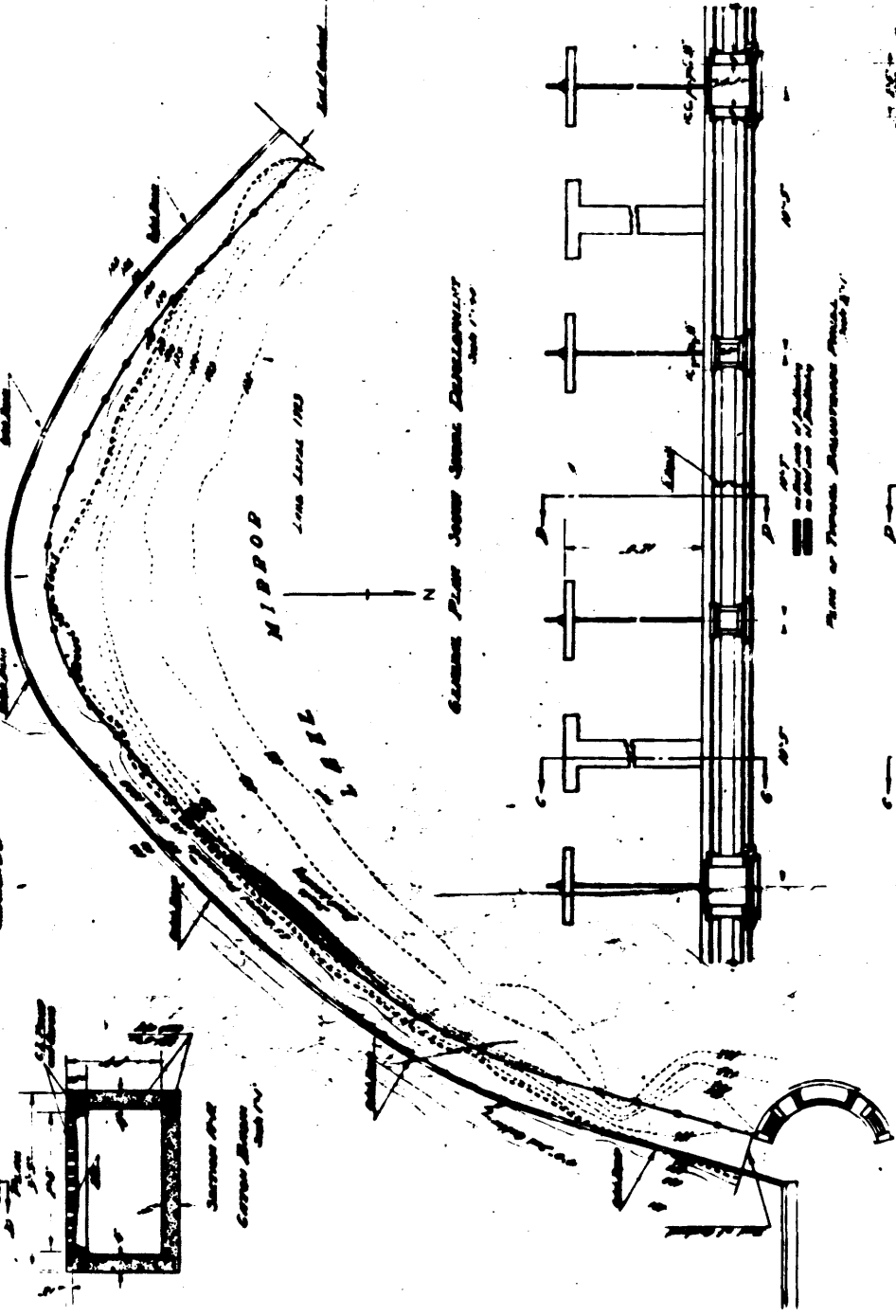
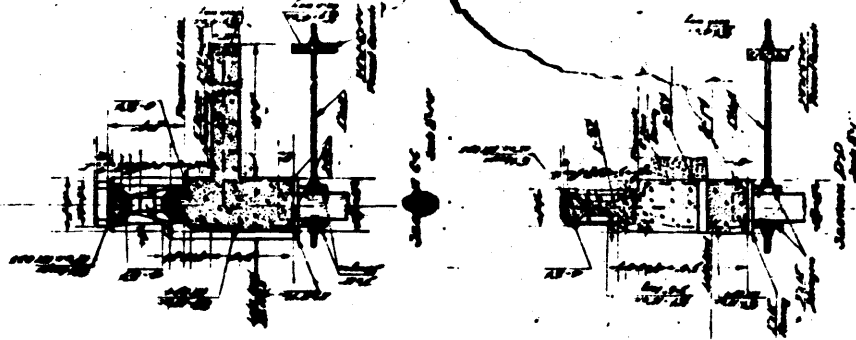


CITY OF LAKELAND
 POLK COUNTY FLORIDA
 AMPHITHEATER
 DETAILS

SCALE - AS NOTED CHARLES WELFORD LEAMITT & SON
 DECEMBER 24, 1935 LANDSCAPE ENGINEERS NEW YORK CITY

Approved by the City Engineer
 Approved by the City Council
 Approved by the City Board of Public Works

UNIT 3
 CWC CENTER
 SOUTH SHORE
 DEVELOPMENT
 & BALUSTRADE
 DETAILS



SECTION OF TYPICAL BALUSTRADE POST
 UNIT 3

SECTION OF TYPICAL BALUSTRADE
 UNIT 3

**Promenade as
Symbol and Logo**



*90 cents
Black*

VOLUME LVII

NUMBER ONE

THE NATIONAL GEOGRAPHIC MAGAZINE

JANUARY, 1930



CONTENTS

A Special State Map of Florida and
Twenty-four Pages of Illustrations in Full Color

Florida—the Fountain of Youth

With 71 Illustrations JOHN OLIVER LA GORCE

High Lights in the Sunshine State

41 Natural-Color Photographs

New Light on Ancient Ur

With 44 Illustrations M. E. L. MALLOWAN

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NATIONAL GEOGRAPHIC SOCIETY

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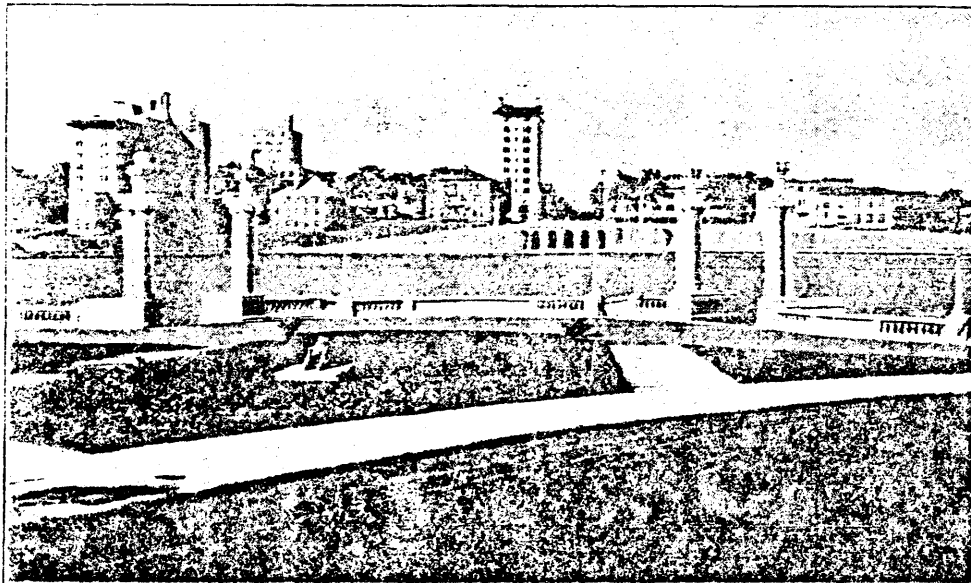
Photograph by Clifton Adams

LIKE THE ORNATE ENTRANCE TO SOME VAST VENETIAN PALACE LOOMS THE CIVIC CENTER OF LAKELAND

Rising on Mirror Lake like a fairy city on an iridescent sea, Lakeland, for its size, presents one of the most charming appearances of any city in the South. It is in Polk County, seat of a vast citrus industry.

LAKELAND

CITY of lakes and citrus groves, throbbing heart of one of Florida's most prosperous and beautiful regions, Lakeland is the realized dream of men who would live and work in ideal surroundings. All cities must have limitations, but the zenith of Lakeland's progress is yet so far distant that it can matter but little to the man who would cast his lot here. Lakeland offers an unusual opportunity to the person who wants to grow with his city.



Pictured above is Lakeland's Civic Center, considered one of the most beautiful combinations of architectural and natural beauty in the country. The Center was dedicated on July 4, 1928.

THE CITY COMMISSION LAKELAND, FLORIDA

BEN M. PULLIAM, *Mayor-Commissioner*

E. A. GOODWIN and E. L. MACK, *Commissioners*

CHARLES LARSEN, *City Manager*

J. L. DAVIS, *Comptroller-Clerk*

Lakeland New



Devoted To Citizenship and Progress in Lakeland, Polk County and the Adjacent Area

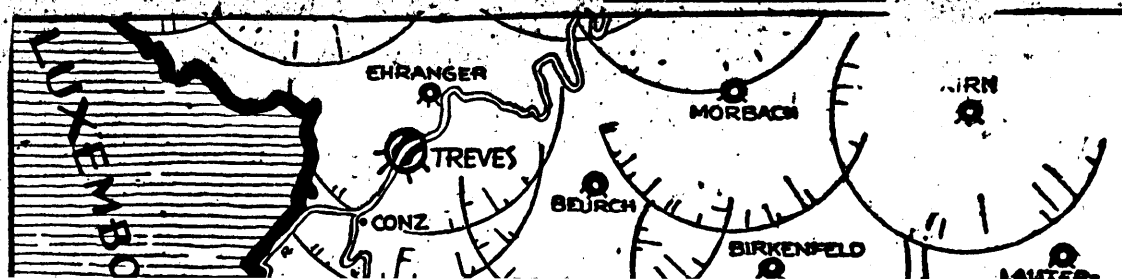
LAKELAND, FLORIDA, FRIDAY, SEPTEMBER 29, 1939

ESTABLISHED 1916. SUCCESSO

LAKELAND JUBILEE D

POPK WILL VOTE ON TOBACCO QUOTA HAINES CITY OCT

CITRUS SALES CONTROL TO BEGIN SUN.



NEUTRALITY BILL OK'D BY GROUP



This Week in

LAKELAND

VOL. X LAKELAND, FLORIDA, FRIDAY, JAN. 26, 1940 No. 14

LAKELAND
FRENCH
DRY CLEANERS

112-W. Main St. - Dial 2187

Branch Offices:

131 S. Tennessee Ave.

240 North Kentucky Ave.

CANDLELIGHT
DINING ROOM

303 S. Mass. near City Hall

HOME COOKED MEALS

In Delightful Surroundings

Luncheon _____ .40

Dinner _____ .40

Chicken Dinners Thursday and Sunday _____ .50

Phone 34-567 for reservations for Special Dinners and Bridge Luncheons

SUNDAY SPECIAL
COUNTRY STYLE, FRIED
Chicken Dinner

50c

Tourist Club Directors Elect Honorary Members

At the regular Monday meeting the board of directors of the Tourist Club elected, in appreciation of various institutions and individuals, the following honorary memberships:

City of Lakeland: Mayor Ira C. Hopper, Commissioners E. E. Kelley and George Tolson; Charles F. Carleton, City Manager; J. P. Marchant, City Attorney.

Chamber of Commerce: Fred Benford, Pres.; W. F. Cook, Director; R. L. Park, Manager; Mrs. Ethel Gray, Office Secretary; Mrs. William Steitz, Director of the Tourist Bureau.

Junior Chamber of Commerce: Don Pierce, President; John Bryson, Executive Secretary.

Lakeland Yacht & Country Club: C. E. Lindsey, Commodore.

Press: Harris Sims, Editor, Lake-

land Ledger; H. W. Chaddick, Editor, This Week in Lakeland; Walter Bradley, Editor, Lakeland News.

By the regular rules of the club, all widows of past presidents are also honorary members.

Members over 90 years of age automatically become honorary members.

'Seven Sisters' Staged Tonight

The second performance of the play, "Seven Sisters," will be given tonight at the city auditorium.

The talented actors of Florida Southern College are presenting this well known comedy. Curtain time 8 p. m.

A BEAUTIFUL STORE IN
A BEAUTIFUL CITY

Lakeland's ONLY home made candy shop offers the choicest assortment of delicious kitchen made butter creams, caramels,

Moore's for Clothes

The Best Dressed Men Wear



\$16.50 \$19.50

\$22.50

Moore's Style Shop

103 E. Main Street

Everything in Nationally Advertised Jewelry, Watches and Silverware

NICODEMUS JEWELRY CO.

Lakeland's Leading Jewelers

116 S. Tennessee Ave.

116 S. Kentucky Ave.

FINE WATCH and JEWELRY
Repairing - Diamond Setting

Dependable Dry Cleaning

QUALITY DRY CLEANERS

115 South Florida Ave.

HONORARY LIFE PRESIDENT

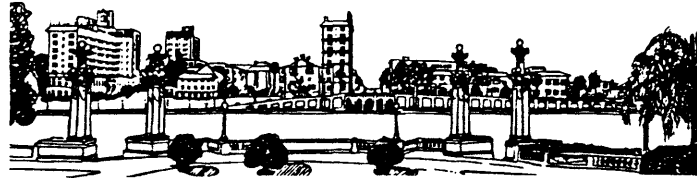
Henry "Hank" Greenberg

LAKELAND
CHAMBER of COMMERCE

September 8, 1945

MANAGER

PRESIDENT

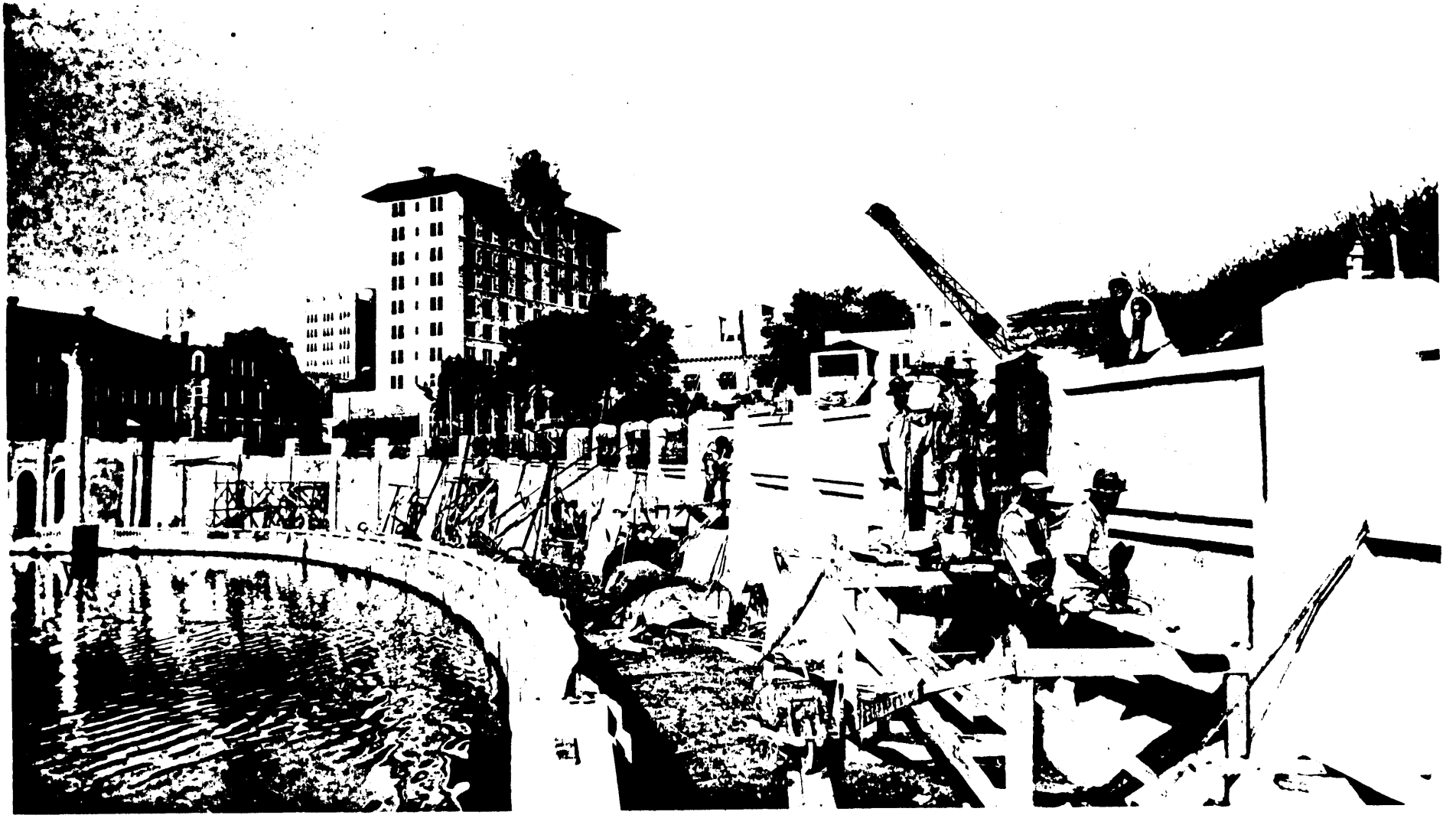


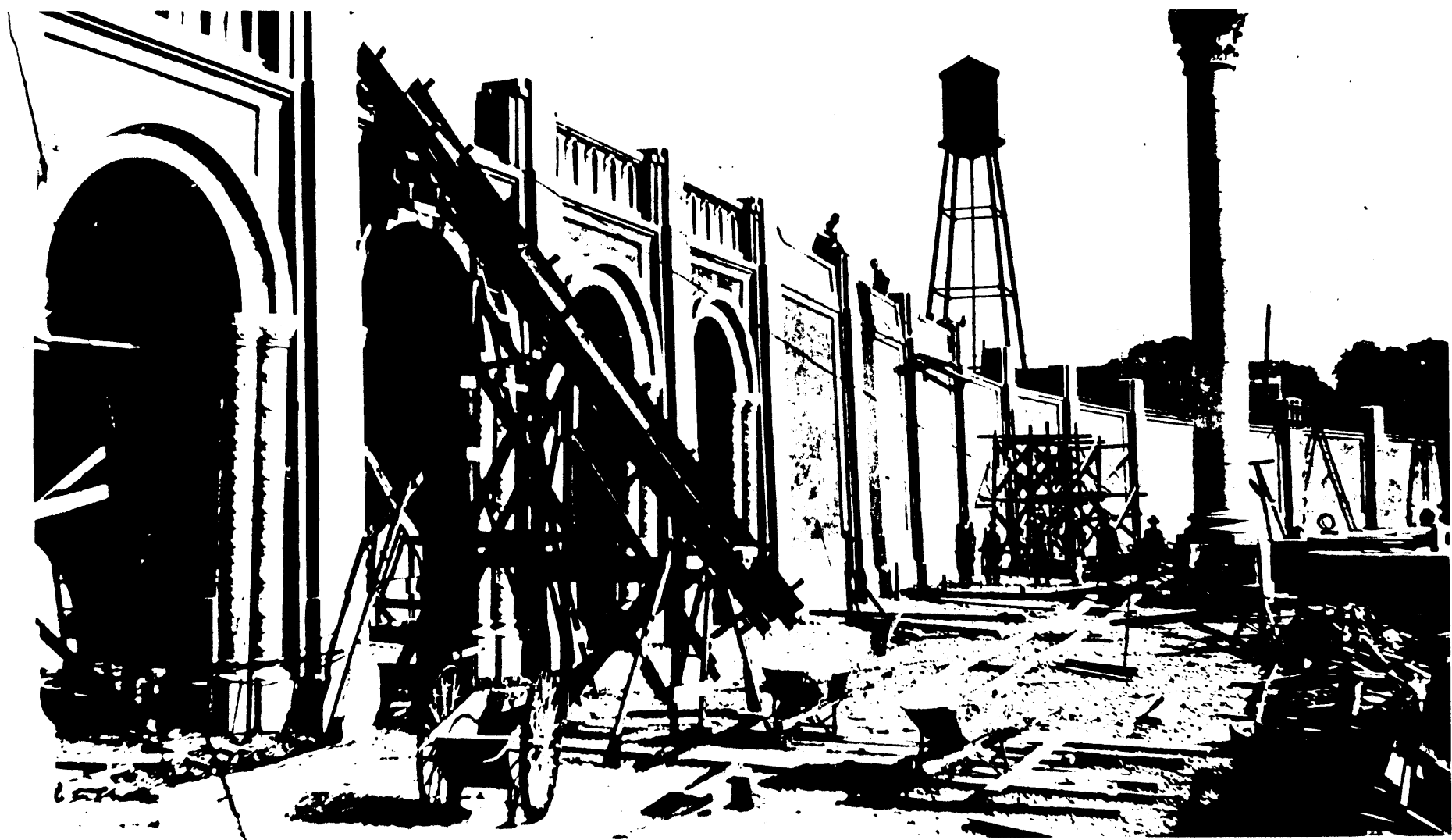


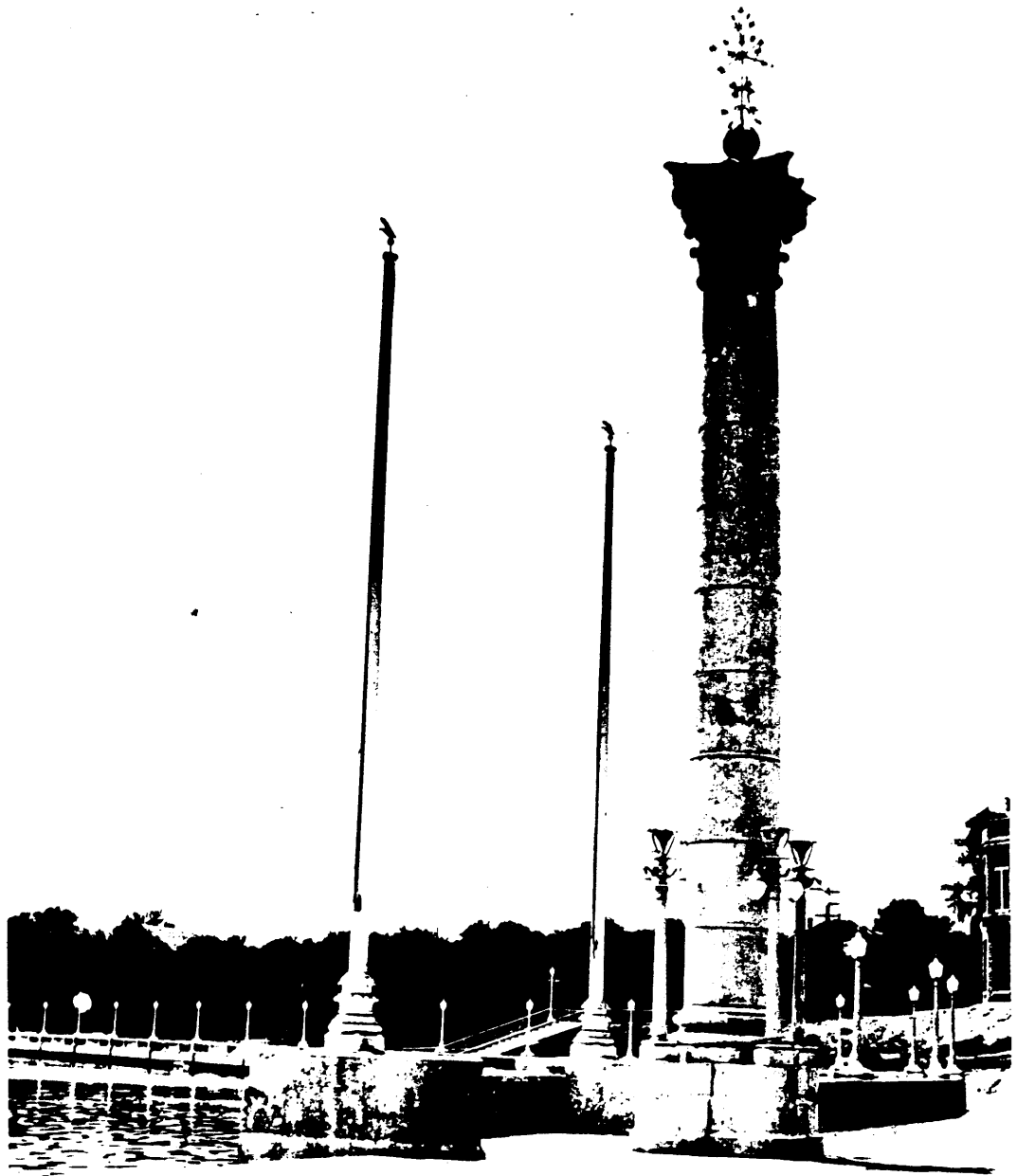
FRANCES LANGFORD
PROMENADE

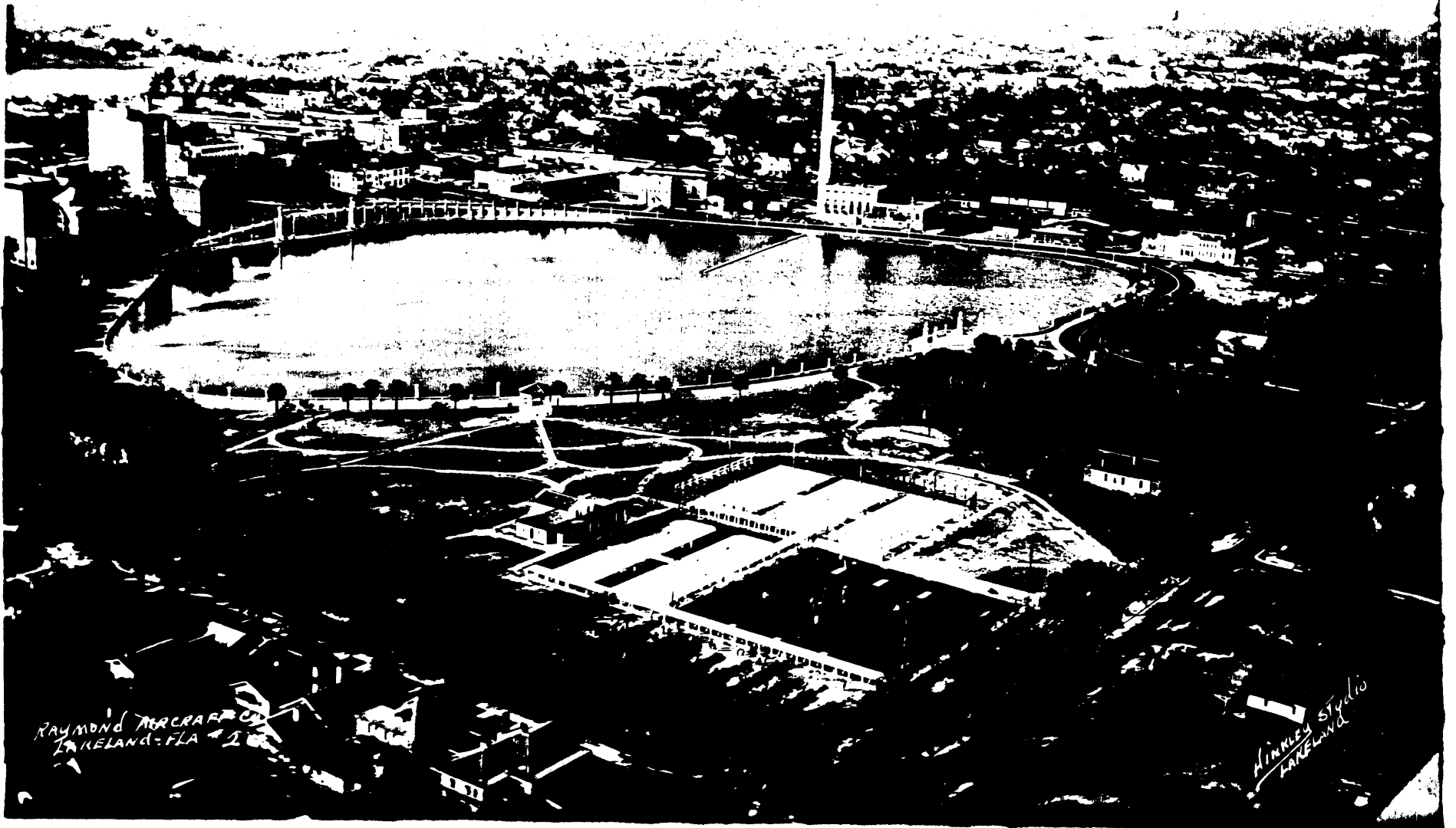
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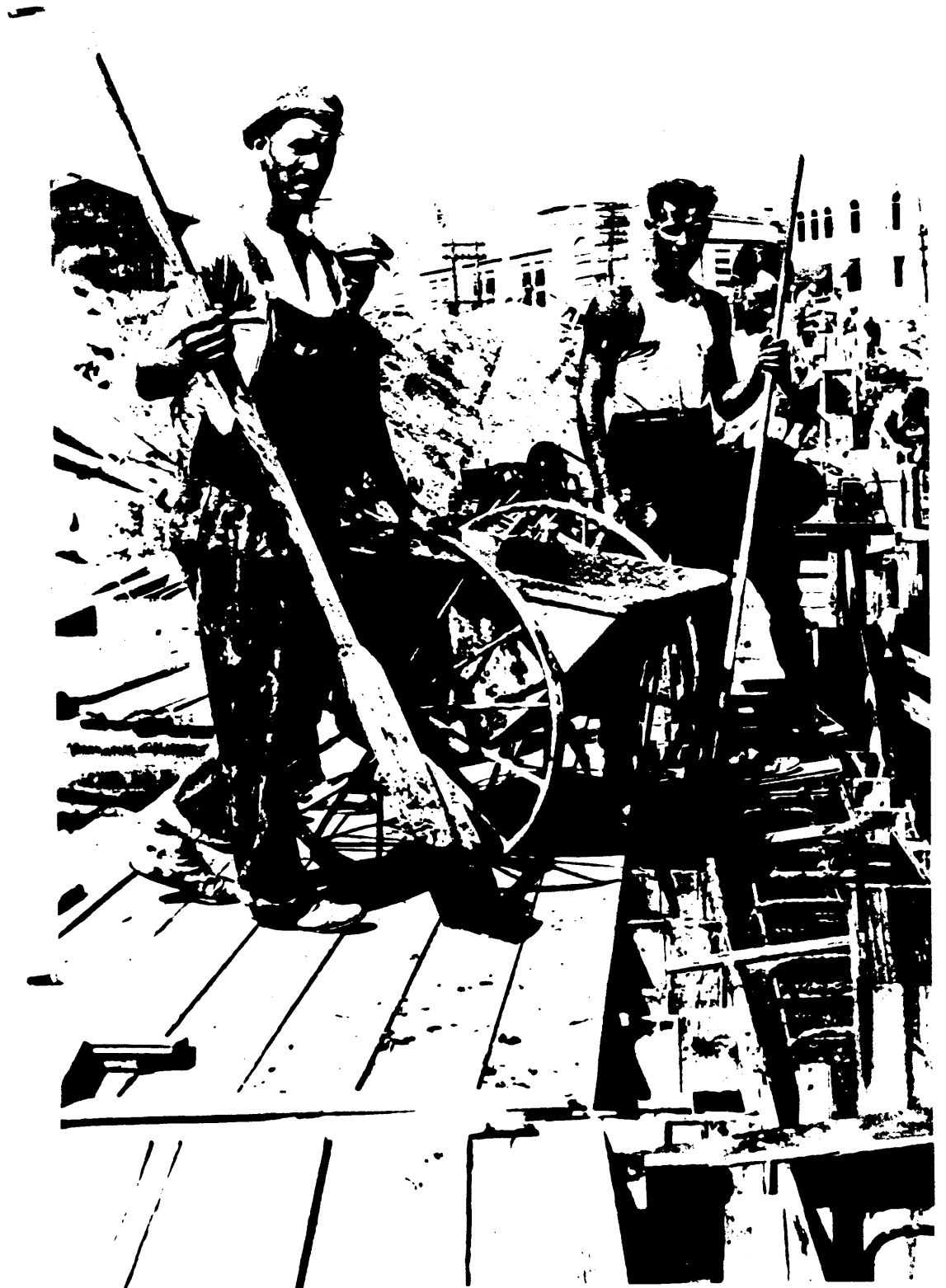


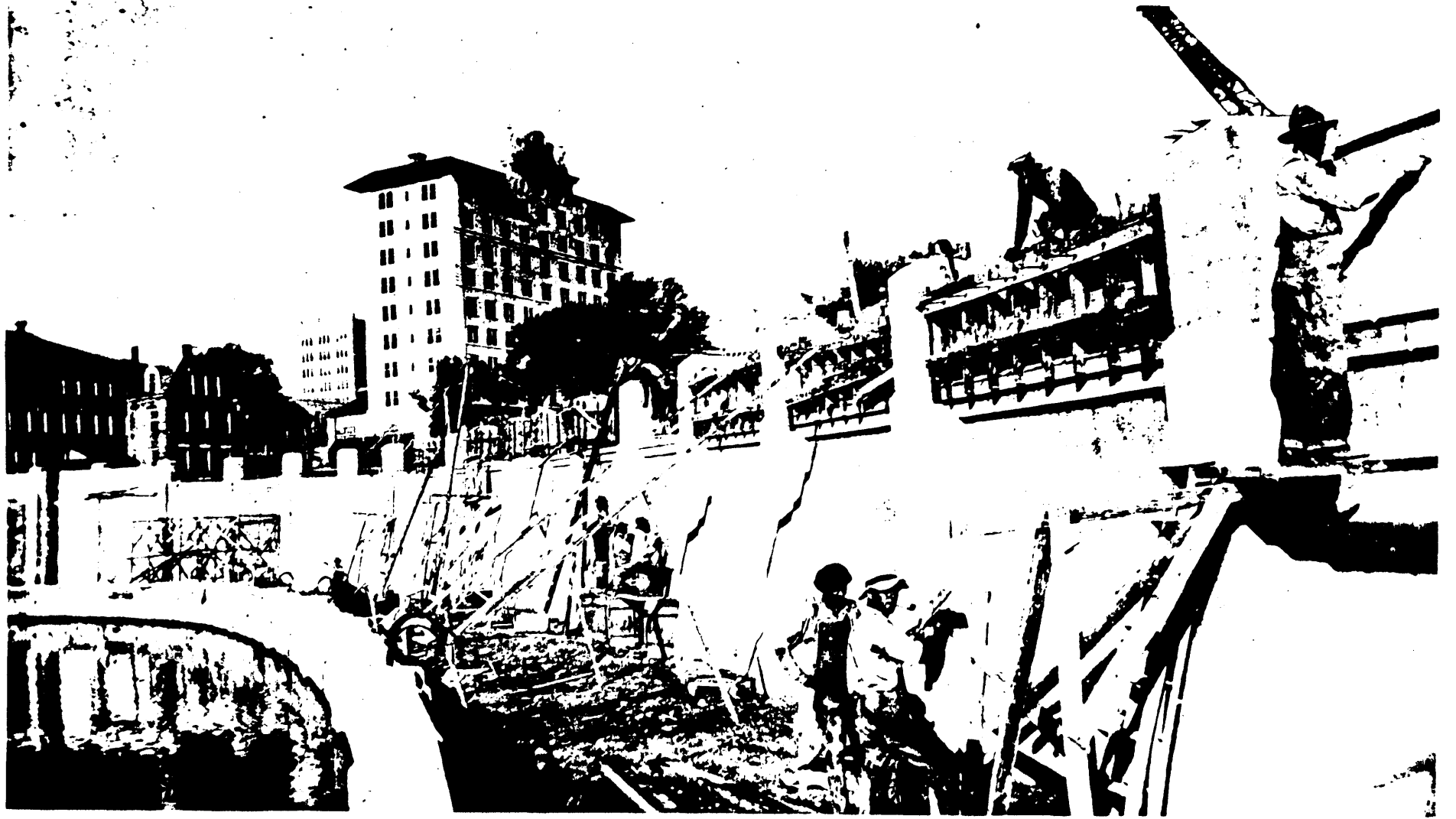
RAYMOND MORGAN
LAKELAND - FLA

HINCKLEY STUDIOS
LAKELAND

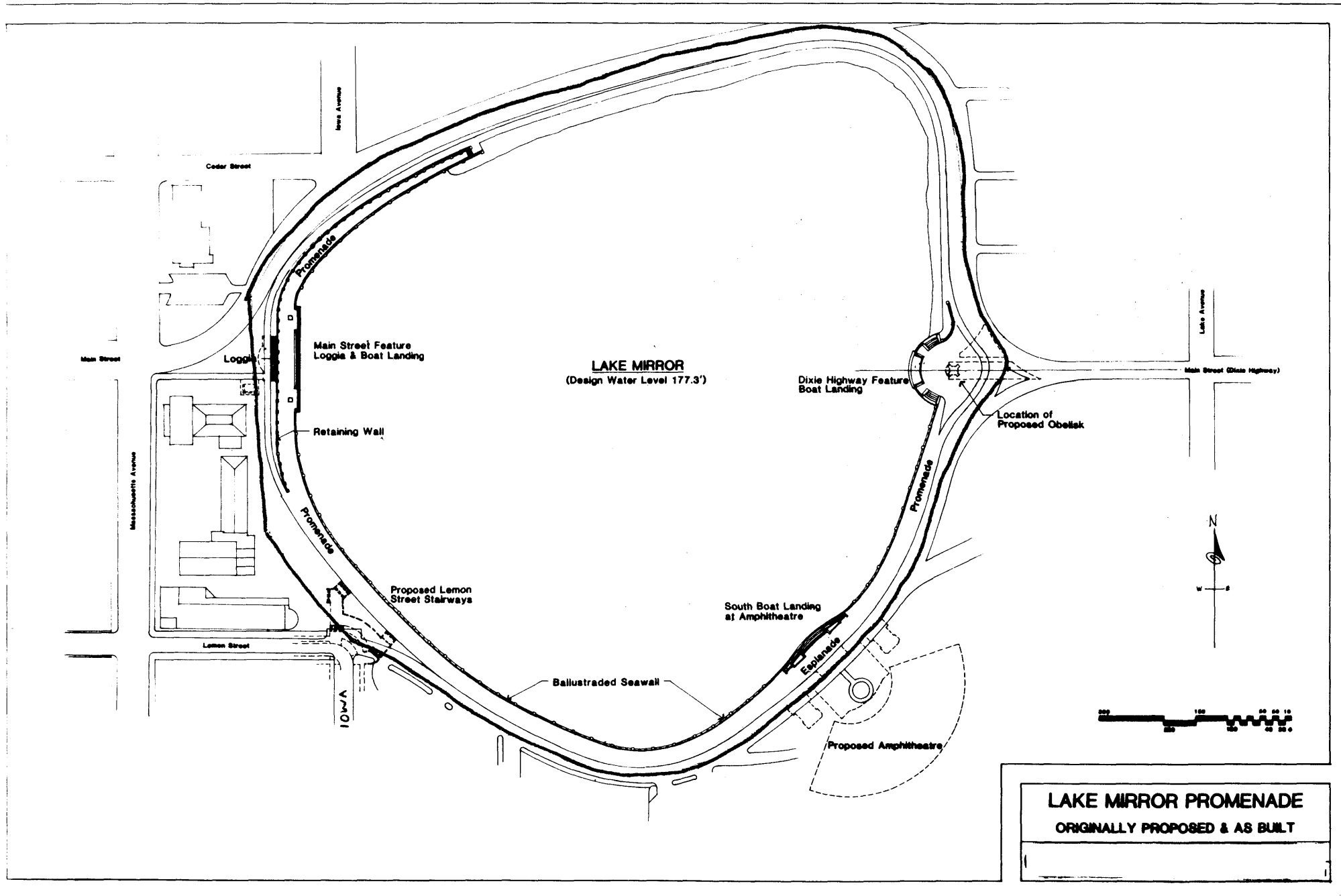












LAKE MIRROR PROMENADE
ORIGINALLY PROPOSED & AS BUILT