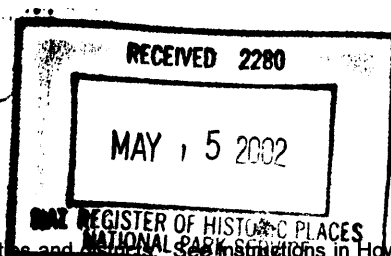


United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



This form is for use in nominating or requesting determinations for individual properties and ~~NATIONAL PARK~~ ^{NATIONAL PARK} structures 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 any 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 Sanitary Public Market

other names/site number Coca-Cola Bottling Plant; American Legion Building/8Pi 735

2. Location

street & number 1825 4th Street North N/A not for publication

city or town St. Petersburg N/A vicinity

state FLORIDA code FL county Pinellas code 103 zip code 33704

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.)

Janet Snyder Matthews 5/2/2002
Signature of certifying official/Title Date

Florida State Historic Preservation Officer, Division of Historical Resources
State or 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 See continuation sheet.
- removed from the National Register.
- other, (explain) _____

Edson H. Beall
Signature of the Keeper

6/27/02
Date of Action

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)

- buildings
- district
- site
- structure
- object

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

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Commerce/Trade/public market

Commerce/Trade/specialty store

Commerce/Trade/bottling plant

Current Functions
(Enter categories from instructions)

Vacant/Not in use

7. Description

Architectural Classification
(Enter categories from instructions)

Late 19th and 20th Century Revivals/Mediterranean Revival

Materials
(Enter categories from instructions)

foundation Concrete

walls Stucco finish

roof Flat (tar-&-gravel) barrel tile on parapet

other Clay tile

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 36) 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)

- Architecture _____
- Commerce _____
- _____
- _____
- _____

Period of Significance

1927 to 1950

Significant Dates

1927 _____
1940 _____

Significant Person

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

Arch: Hawes, Albert Lee _____
Arch: Harvard Sr. William B. _____

Primary location of additional data:

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

Name of Repository _____

Sanitary Public Market
Name of Property

Pinellas, Florida
County and State

10. Geographical Data

Acreage of Property 1.07 acres

UTM References

(Place additional references on a continuation sheet.)

1	1 7	3 3 8 5 8 0	3 0 7 4 8 5 0
	Zone	Easting	Northing
2			

3			
	Zone	Easting	Northing
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 Rick D. Smith, Historic Preservation Planner; Gary V. Goodwin, Historic Preservation Planner

organization Bureau of Historic Preservation date May, 2002

street & number R.A. Gray Building, 500 S. Bronough Street telephone (850) 245-6333

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 City of St. Petersburg

street & number Post Office Box 2842 telephone

city or town St. Petersburg state Florida zip code 33701

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.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 1

Sanitary Public Market
St. Petersburg, Pinellas County, FL

SUMMARY PARAGRAPH

The Sanitary Public Market, now part of the Sunken Gardens property owned by the City of St. Petersburg, is a two-story, stucco-clad, hollow-tile building built originally in the Mediterranean Revival style. The building is located on Fourth Street North (US 92) which has evolved into a major commercial artery for the city since the Market was constructed in 1927. The Market has served several uses since it ceased functioning as a market in the late 1920s and these have led to exterior alterations. After housing the American Legion and other itinerant uses, the building was remodeled in 1940 to accommodate the Coca-Cola Bottling Plant, a use it served for 27 years. In 1967 the market building/bottling plant became the main entrance and “world’s largest gift shop” to the Sunken Gardens tourist attraction. In the mid-1990s the gardens closed but were later bought by the City in 1999 through a purchase approved by city referendum.

SETTING

Located approximately one mile north of downtown St. Petersburg, the Sanitary Public Market is situated on the northwest corner of the Sunken Gardens, a locally designated historic site that faces onto Fourth Street North (US 92) at its intersection with 20th Avenue North. It is bounded on the east side by Second Street North. It is located on approximately one acre and is contained within the larger Sunken Gardens complex, which is approximately four acres in size. The complex contains two additional historic buildings -- the original entrance from 1924 and the 1952 entrance -- as well as the garden itself (see attached site plan).

The setting surrounding the Sanitary Public Market has changed significantly since its construction in 1927. Fourth Street North remains one of the major roads leading to the downtown area and is completely developed with small retail buildings, hotels, restaurants, gas stations, etc. The North Shore neighborhood bordering the east side of the property is also completely developed and in principally residential use.

PHYSICAL DESCRIPTION

The original Sanitary Public Market Building has been modified over the years to accommodate its various uses, from public market, to soft drink bottling plant, and finally, to tourist attraction gift shop and exhibit hall. Although the west or primary elevation has undergone significant alteration,

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Sanitary Public Market
St. Petersburg, Pinellas County, FL

generally the building has fared well and retains its original massing and scale (see Exhibit 3 for existing elevations and floor plan).

The Sanitary Public Market is constructed with hollow-tile exterior bearing walls. The exterior finish is stucco over hollow tile. The interior of the exterior walls has stucco/plaster over hollow tile with brick around windows, doors, and roof drain chases.

There are several different roofing systems on the building. Clay tile covers shed roofs on the south, west, and north sides of the arcade shops. A new membrane roof covers most of the arcade shops area, and a built-up roofing system with gravel ballast seals the main market.

Because of its evolving character, both the original form and a later 1940 renovation are considered historically/architecturally significant. For the purpose of determining the building's significance and assessing integrity, the section below describes the building's four elevations and traces their evolution from original construction to existing appearance. The City of St. Petersburg has applied for a special category grant to recapture the important architectural details of the 1927 original Sanitary Public Market.

West Elevation

The west elevation is the most important character defining elevation and it has also undergone the most substantial alterations. The building has evolved from one of St. Petersburg's more significant Mediterranean Revival buildings when originally built, to one made modern for practical if not aesthetic reasons. Nevertheless, the facade has an imposing appearance on 4th Street North by maintaining its original massing, roofing material and twin towers covered with barrel tile (see Photographs 1 and 2).

In 1974 Turner's Sunken Gardens enclosed the spaces between the columns with concrete block curtain walls. In addition, the entryways to the north and south arcades have been blocked in, as have portions of the bays on the north and south ends of the facade.

Interior bearing columns for the arcade shops in the western one-third of the building are steel but encased in hollow tile. The roof structure has some steel beams with wood ceiling rafters and a conventionally framed wood truss system that supports 1"x 8" pine decking. The ceiling once

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Sanitary Public Market
St. Petersburg, Pinellas County, FL

included acoustical tile removed during asbestos removal as well as the original plaster-on-lath, which is mostly intact.

The main market area also has interior bearing columns made of steel-encased hollow tile. Roof framing is a series of large open web steel joists running perpendicular to each other in north-south and east west directions. There are also steel purlins intermediate between steel joists at approximately 8 feet on center. The ceiling consists of the bottom of the roof decking painted black.

North Elevation

The north elevation is divided into two distinct sections - the arcade comprising the westernmost 78 feet of the building and the public market area, which is approximately 172 feet in length. All windows along the north elevation appear to have been removed and the openings filled in with concrete block and stucco (see Photograph 4).

South Elevation

Like the north elevation, the south elevation is divided into two distinct sections with the arcade comprising the westernmost 78 feet of the building and the public market area, approximately 172 feet in length.

All windows along the north elevation appear to have been removed and the openings filled in with concrete block and stucco. Many have been covered by the lava stone that was placed on the building after it became the final Sunken Gardens entrance in 1967 (see Photographs 6 and 7). In addition, the decorative urns, which had survived the 1940 alterations, were removed some time after that period.

East Elevation

All of the windows on the east elevation have been infilled (see Photograph 8 and 9). A nonhistoric open-air storage shed built in the mid 1960s was recently demolished (see Photograph 10).

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Sanitary Public Market
St. Petersburg, Pinellas County, FL

ALTERATIONS

The Sanitary Market has been altered significantly twice during its lifespan. The first concerned a 1940 addition which modernized the original Mediterranean Revival arcade and then those which created its existing appearance. The section below will first describe the original 1927 building and then the 1940 alterations.

Original 1927 Appearance (see Exhibit 1)

The 1927 version of the west elevation of the building was the most elaborate in detail and featured three central arches, two Moorish towers containing arcade entrances, Spanish-style roofs constructed of hand-made Cuban tile, and a tower positioned above the arches which served as the building's sign (see photograph in Exhibit 1). Six columns with Tuscan capitals formed a loggia or arcade providing a connection between the north and south towers supported the central archway. The floor of the loggia was comprised of red quarry tile bordered by green quarry tile. The two towers served as entries for smaller arcades that provided access to both the central arcade as well as the public market area.

An expanse of wooden store, hopper, and transom windows separated by thick mullions dominated the facade, which also included elaborate decorative detailing of painted Spanish tiles and stone embellishments and brackets. The interior of the arcade included balconies with decorative wrought iron railing and skylights, a drugstore and restrooms off the south arcade, and five equally sized rental bays off the north arcade (see photograph in Exhibit 1).

1940 Appearance (see Exhibit 2)

In 1940 the building was renovated by local award-winning architect William B. Harvard, Sr. for the Coca-Cola Bottling Company (see photograph in Exhibit 2). The renovation to "minimalist" exterior gave the main facade of the building along Fourth Street North the appearance of the Streamlined Moderne architectural style popular in Florida during the era. This Moderne style, which was an outgrowth of Depression parsimony and technological change, accentuated the horizontal character of a building and defining simple, geometric shapes thereby producing an austere quality. This effect can be achieved with a broad building mass, which is accented with horizontal lines and rows of windows. The existing west elevation of the market lent itself well to this type of renovation.

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Sanitary Public Market
St. Petersburg, Pinellas County, FL

The renovation included filling in the existing heads of the central arches to create a squared effect for the windows. The existing oculus windows on the towers were filled in as well, and replaced with new fixed-glass rectangular windows (see Photograph 2). The wooden decorative brackets underlying the tower roofs were removed and replaced with new wood soffits. Much of the cast-stone detailing was either removed or covered with stucco.

The owner also installed new mahogany doors with stainless steel kickplates and push bars with "Coca Cola" inscriptions. A fixed transom was constructed above the new doors and a keystone built on each tower above the exterior entryway. Planters were arranged along the entry, and the Coca-Cola logo sign was hung between the towers. Translucent glass block was installed in the southern and northernmost triple-arched bays. The bank of wooden windows in the loggia between the north and south towers were infilled with 1/4" polished sheet glass and stucco-over-block.

On the interior, the central arcade remained essentially intact as the bottling room, while an auditorium replaced the drugstore off the south arcade. The rental spaces off the north arcade underwent the most extensive changes with the creation of smaller office bays, which virtually eradicated the earlier divisions. The Sanitary Public Market interior with its vast open space remained consistent with the building's new use as the Coca-Cola Bottling Plant. The eastern halves of the northern and southern arcades were divided into lounge and office spaces.

North Elevation

Original 1927 Appearance (see Exhibit 1)

The 1927 public market was divided into five distinct bays created by six pilasters plastered to look like stone. Decorative cast-stone urns capped the top of four pilasters (and still remain) with decorative scrolls supporting the eastern- and westernmost urns (see Photographs 3 and 4).

The original 1927 elevations show a pergola tied into the arcade and supported with four wooden columns extending 48 feet along the north elevation then joining with an awning extending along the remaining portions of the building. The awning was supported by cables and with its 12-ft height and 9-ft overhang provided protection from the weather for the loading and unloading of stock shipments for the market. Five diamond-shaped concrete vents were located above the awning/pergola.

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Sanitary Public Market
St. Petersburg, Pinellas County, FL

Windows on the arcade varied in size and dimension. Nine windows on the westernmost section of the arcade were 3'x 3' in size with six lites. The window materials were not specified on the drawings and they have since been removed. Two doorways further east were flanked each with 2/2 double-hung windows. A north-facing oculus was located on the northernmost tower.

The windows lighting the market area were significant in their visual impact. First floor windows were of the same dimension (5'x5') and muntin configuration (25 lites) but arrayed differently. The window materials were not specified on the drawings and they have since been removed. Only two windows were placed in bays #1, #3, and #5 as they were arrayed on each side of a service entry, while bays #2 and a bank of four windows separated by mullions distinguished #4. Second floor windows comprised of steel were also uniform in size (5.5' x 7.5') and configuration (30 lites) but with varied placement. All bays but one had a single bank of four windows, while number three (located above the middle entrance) had three single windows.

1940 Appearance (see Exhibit 2)

Drawings for the 1940 renovations indicate much of the alterations to the original building were concentrated on windows for the public arcade located at the westernmost portion of the building. The owner also removed the 1927 pergola and replaced nine fixed six-pane horizontally oriented windows with fixed 12-lite steel windows with a vertical orientation. In addition, the four 12-lite windows with square lites were replaced with three 10-lite and two 12-lite steel casement windows with rectangular lites. Finally, an office doorway was removed as were two windows, flanking the service entry in bay #3.

South Elevation

Original 1927 Appearance (see Exhibit 1)

The south elevation in its original appearance was a reverse image of the north elevation replete with the same fenestration pattern and material, awning, canopy, and bay divisions. Likewise, decorative cast-stone urns cap the top of the middle four pilasters and decorative bracing supports the eastern- and westernmost urns.

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Sanitary Public Market
St. Petersburg, Pinellas County, FL

1940 Appearance (see Exhibit 2)

Alterations made to the south elevation in 1940 were nearly identical to those on the north with the following exceptions. Instead of replacing the two 12-paned windows with square lites flanking the side entrance to the arcade with two 12-paned steel casement windows with rectangular lites, Harvard used one steel-framed 24 pane window (see Exhibits 1 and 2).

East Elevation

Original 1927 Appearance (see Exhibit 1)

Windows on the east elevation were symmetrically arrayed in descending order of size and number from the center. In the center of the elevation was a bank of four windows (5.5' x 11') mullied together, each with 55 square lites. Adjoining this bank on its north and south side were three 5.5' x 10' individually mounted windows with 40 lites. Finally, located at each extremity of the elevation were two paired windows (5.5' x 3') with fifteen square lites. Within the building, a second-floor mezzanine projected off the eastern wall and contained storage and office space with a balcony.

1940 Appearance (see Exhibit 2)

No plans exist indicating alterations to the east elevation as part of the renovation for the Coca-Cola Bottling Plant.

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St. Petersburg, Pinellas County, Fl

SUMMARY PARAGRAPH

The Sanitary Public Market is significant at the local level under Criterion A under Commerce for its historic role as one of the early shopping markets and arcades in St. Petersburg and as the local bottling facility and warehouse for the Coca-Cola Company for nearly thirty years. The Market is also significant under Criterion C by embodying distinctive characteristics of a type, period, or method of construction. Its early Mediterranean Revival design reflects the development of the style in Florida and St. Petersburg during the Boom Era of the 1920s. Later alterations to the building finished in 1940 reflect the synthesis of regional architecture with modernist influences that transpired during the 1930s.

HISTORIC CONTEXT¹

Development of the southern portion of Florida was slow until after the Civil War. During this period, the State of Florida found itself in substantial debt after an ill-conceived bond issue to build railroads had failed. This debt had to be cleared before the State could sell any of the remaining land. The subsequent transaction of four million acres, known as the Disston Purchase, helped alleviate this debt and allow the State to distribute acreage to railroad companies such as those of Henry Flagler and Henry Plant (Historic Property Associates, 5). With the possibility of new settlement and transportation improvements, many large landowners transferred their interests from agriculture to development. One such man was General John Constantine Williams who owned 1,600 acres of land in the St. Petersburg area. Williams and Peter Demens, the owner of the Orange Belt Railroad, struck a deal that would bring the rail line into the St. Petersburg area. The town was surveyed and platted in 1888 and was named after Demens' birthplace, St. Petersburg, Russia.

¹The following text is drawn from *St. Petersburg Great Neighborhood Partnership Survey Phase II: Survey of North Shore, Roser Park, and a portion of Round Lake* (1994) prepared by Historic Property Associates, Inc., St. Augustine, FL.

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Sanitary Public Market
St. Petersburg, Pinellas County, Fl

Population growth followed the transportation improvements with a development boom in the late nineteenth century which was precipitated by the Orange Belt railroad and then Henry Plant's rail system in the mid-1890s. These transportation systems provided the agricultural community with access to markets heretofore not realized. Building materials for new construction were easily attainable and residents could now easily travel to and from the previously isolated Pinellas peninsula.

Improvements were undertaken rapidly in the dawning years of the twentieth century. In 1904 a street car line was opened, streets were paved and developers began to purchase land for transfer. By the mid 1910s, a second railroad had arrived and the first major road to the peninsula was completed. Four major developers, Noel Mitchell, Charles Hall, C.M. Roser and C. Perry Snell, converged upon St. Petersburg, competing for the large influx of daily arrivals.

In order to boost their developments, these men promoted improvements that would entice individuals to purchase property within their subdivisions. Landscape architecture was utilized to improve the appearance of the property, and palm trees, magnolias and oaks were planted to create a lush environment in St. Petersburg's residential areas.

The Florida land boom rose to unforeseen heights in the 1920s. Florida was promoted as a prime location to visit or settle: it had the highest speed limit in the nation, prohibition was not enforced, and there were no income or inheritance taxes. Wealthy investors flocked to Florida hoping to double their riches by developing elite communities. Building construction, property values and road building, all increased at a frenzied pace. Although this period of land development centered on the east coast of Florida, the Pinellas peninsula contained a large amount of undeveloped land attractive to northern buyers. St. Petersburg's population increased by 36,000 in five years (Historic Property Associates, 8). Major hotels in St. Petersburg such as the Vinoy and the Soreno, with their opulent Mediterranean Revival style, opened along the waterfront and filled with visitors and prospective land buyers. During this period, \$12 million was spent on road paving (Arsenault, 188). The Municipal Pier was built in 1924 and the Gandy Bridge connecting Tampa to St. Petersburg opened in 1925.

The City of St. Petersburg was well positioned to feed the hunger for Florida land that gripped investors throughout the nation in the early 1920s. It offered an attractive setting, laid out on the

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St. Petersburg, Pinellas County, Fl

shores of Tampa Bay beside the Gulf beaches. It contained a large amount of open land available for development, which ultimately proved an irresistible attraction for the throngs of speculators who descended upon the state during the period that became known as the "Great Florida Land Boom."

It is difficult to exaggerate the speculative proportions of the boom that erupted in the mid 1920s. Miami and Palm Beach are generally regarded as the scenes of the most anxious activity, but the Tampa/St. Petersburg area ranked a close second. St. Petersburg's boom began in earnest in 1923. In November of that year the *St. Petersburg Times* reported that a record 237 tourists on two trains had entered the town in a single day. That same month it was reported that twenty-three municipalities in Florida had already exceeded their previous year's total in building permits issued and the amount spent on construction projects throughout the state was \$10,000,000 dollars ahead of the figure established in 1922. In terms of the value of building permits issued, St. Petersburg was growing exponentially between 1923 and 1925 as construction value increased to \$7.1 million, then \$9.5 million and, finally, \$24 million in the final year of the boom (Arsenault, 254). By December 1924 it was estimated that 20,000 people entered Florida each day.

In 1925 a number of events led to the final demise of the "Great Florida Land Boom." Rampant speculation and questionable business dealings prompted a number of articles warning buyers of the Florida "land shark." The congested railroad lines led to the railroad embargo of 1925. As the economy and building construction began to slow, another event in 1926 struck the final blow. A hurricane devastated South Florida and completely interrupted further development plans in the area. These events proved disastrous for Florida, which entered the Great Depression three years ahead of the rest of the nation.

The collapse of the Florida Boom closed a significant chapter in the historical development of St. Petersburg and numerous communities throughout the state. The abrupt end of the land boom caught many investors by surprise, believing it would last indefinitely, many found themselves over-extended on their private loans and mortgages. New development was brought to a virtual halt and property owners in increasing number lost their land and homes to foreclosure.

The Great Depression of the 1930s exacerbated the city's economic troubles. Many residents who had arrived during the land boom moved away. The number of delinquent properties on the tax roll grew. Both money and people disappeared. A Citizens' Emergency Committee, formed in the early

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St. Petersburg, Pinellas County, Fl

1930s, issued scrip to city workers in lieu of wages good only in trade at cooperating merchant stores.

By the second half of the 1930s the local economy began to improve. Federal assistance under New Deal programs and agencies such as the Federal Housing Authority (FHA) allowed prospective homeowners to obtain financing for new homes, sparking some residential construction. The Works Progress Administration (WPA) provided work and contributed to expansion of local infrastructure. Its major contribution during the decade was construction of the Treasure Island causeway.

Like the rest of Florida, St. Petersburg emerged from the depression and hard times on the heels of war. Some 120,000 troops were stationed in the area during World War II, contributing to new found prosperity. Growth resumed with 1920s-like abandon in the 1950s and continued through the 1970s. The population nearly doubled between 1950 and 1960. The Sunshine Skyway Bridge, completed in 1964, provided the city with its first direct land link to Manatee County and southeast Florida. Between 1966 and 1969 more construction dollars were expended in St. Petersburg than in the previous four decades. Nearly a quarter of a million people now inhabit St. Petersburg and thousands of tourists still make their way to the city. St. Petersburg possesses a stock of historic buildings, residences and commercial buildings alike, that continue to serve its population well.

HISTORICAL SIGNIFICANCE²

Designed originally by Albert Lee Hawes, the Sanitary Public Market reflected the Mediterranean Revival style, which is most intimately linked with the 1920s Florida land boom. Hawes studied Architecture and Design at the University of Pennsylvania where he received his professional

² This section on "Historical Significance" is drawn from "A Brief History of the Sanitary Public Market Building" in Sunken Gardens Main Building: Analysis of Existing Conditions and Historical Significance (Rhode Clemmons Architects, Inc. 2000)

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St. Petersburg, Pinellas County, Fl

degree in June, 1923. He came to St. Petersburg in his early twenties during the boom period. After designing the market in 1926, he maintained his Florida Architect's license from 1926 through 1929. He then moved to New York City where he practiced and was registered as an Architect from September 24, 1930 until 1980.

When the Sanitary Public Market opened in June 1927 the *St. Petersburg Evening Independent* called it "an innovation in St. Petersburg and one of the largest markets in the South." With approximately 38,000 square feet under its lofty ceiling, the market had counter space for twenty-six merchants in the Main Market and room for ten permanent stores in the arcade shops fronting Fourth Street North. It was a precursor of today's shopping malls. *The St. Petersburg Times* called the building an "architectural beauty, solidity of design, pleasing perspective in Spanish tone on the exterior and an interior of airy space, tidiness and coolness..."

The name "Sanitary Market" refers to several innovations that ensured the purity of the food customers bought. A central chiller plant, installed by the Columbus Iron Works Company of Columbus, Georgia, provided refrigeration to the stalls and cold storage rooms at the rear of the building. The company had previously made cannon balls for the Confederate army during the Civil War. Screens were used on the windows to keep insects at bay and all counters and floors in the market were of durable terrazzo, further reducing the chances for contamination.

Architect Hawes designed the building in the Mediterranean Revival style. The west facade featured arches; brackets, hand-made Cuban roofing tiles, and twin Moorish towers separated by the market's sign. Twin pergola-type structures at the north and south end of the building made it appear even longer. The north pergola, at the corner of Fourth Street and Twentieth Avenue North, hosted a gasoline filling station with two pumps. Customers entered the Arcade Shops through the ornate loggia on Fourth Street. A drugstore and restrooms occupied the space originally intended for five shops along the barrel-vaulted and sky lit south arcade. The central arcade space, which has no evidence of being used as sales space but rather as a meeting place, was decorated with carved wood beams and crown moldings. The north arcade, which matched the South Arcade's vaulted ceiling and skylight, had five permanent stores. Silver-bronze grilles with screens marked all of the arcade shops' entrances, and defined the entrances to the Main Market at the east end of the arcade.

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The Main Market space, with its wide aisles and permanent stalls under a vast steel-truss roof invited shoppers to linger and spend their money. The variety of products offered at the Sanitary Public Market included locally grown produce, fresh meats, dairy, eggs, baked goods, and groceries. At least one of the stalls offered counter seating for light lunches or breakfast along with direct food sales. Other businesses operated in the market included Espiritu Santo Springs water, a deli, cigar stand, fish market, malt stand, barber shop, electrical appliance store, restaurant, newsstand, ice cream shop, and florist. The mezzanine-level lounge with its brass rail at the east end of the Main Market gave shoppers an opportunity to take in the action below or to relax between their purchases. The mezzanine also contained offices for the market management and public restrooms with lockers and showers for the market staff. Huge industrial-style steel-framed windows on the east wall of the mezzanine overlooked the tropical Sunken Gardens property behind the building. Similar windows on the remaining three walls along with a huge roof monitor provided illumination and necessary ventilation to the building's interior in an era preceding widespread air-conditioning.

The Sanitary Public Market proved to be a failure financially like many other businesses during the bust period and closed less than three years after opening. It was sold to the St. Petersburg American Legion post in 1931 and renamed the American Legion Armory. The American Legion used the building for a variety of functions, including boxing and wrestling matches. It also hosted the Home Betterment Exposition, a show sponsored by the City of St. Petersburg and the St. Petersburg Garden Club.

The St. Petersburg Coca-Cola Bottling Company purchased the building in 1940. Local architect William B. Harvard, Sr, designed the building's renovations and additions. Harvard also designed a new entrance and gift shop for the gardens in 1952. Harvard, a Florida native, was born October 6, 1911 in Waldo, Florida, and lived in Tampa and Sarasota during his younger years. He attended Sewanee Military Academy and the University of Cincinnati until the Depression of the early 1930s. Harvard then moved to Miami where he went to work for a local architect for eight years, gaining enough valuable experience to pass the State of Florida architecture exam in 1938. Moving to St. Petersburg, he set up his architectural practice in an office at 330 Beach Drive North, where he began his career in distinctive design projects such as the renovation of the Coca-Cola Bottling Company.

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Following World War II, Harvard resumed his architectural practice in St. Petersburg and designed some of the most significant landmarks in the Tampa Bay area: the Williams Park Band Shell, the St. Petersburg Municipal Pier, the St. Petersburg Main Library, the Bininger Center and Lewis House at Eckerd College, Pasadena Community Church, and the Derby Club at Derby Lane in St. Petersburg, as well as St. Joseph's Main Hospital, Medical Arts Building and the Hospitality House at Busch Gardens in Tampa. Two of these local projects -- the Williams Park Band Shell and Pasadena Community Church -- were honored by the national, state and local associations of the American Institute of Architects for their excellence in design that has stood the test of time for over 25 years.

By the late 1960s, the Coca-Cola Bottling Company had outgrown the old building and sold it to neighboring Sunken Gardens in 1967. Sunken Gardens remodeled the original Main Market into the jungle-themed "World's Largest Gift Shop" and gave it a new main entrance. The renovations featured faux rock walls at the new south entry and along the east edge of the parking lot. Inside the building, Sunken Gardens used the old Coca-Cola offices such as they were, but converted the auditorium to use as the "King of Kings Wax Museum," a display depicting the final days of Jesus' life.

The former bottling room became the "Shirt Shanty," featuring T-shirts with printed logos. Sunken Gardens also installed a small restaurant, fudge shop and assorted other specialty shops to cater to the tourist trade. Sunken Gardens enclosed the loggia on the Fourth Street North facade and entry towers with stucco walls, greatly reducing the building's appeal from that artery. Most of the windows in the building were plastered over and the interior was painted black. Four free-blow air conditioning units were installed to cool the Main Market space during Florida's hot, humid summers. Air conditioning had previously been installed in the offices and auditorium of the building during Coca-Cola's tenure there. The east mezzanine level was used for storage for the gardens and the former market offices and cold storage rooms under the mezzanine were converted for the garden staff's use.

Sunken Gardens occupied the Sanitary Public Market building until 1995, but continued to use the east portion under the mezzanine for veterinary and horticulture uses, virtually abandoning the rest

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of the building. Years of deferred or neglected maintenance to the roof and walls led to leaks, which damaged interior finishes. Declining attendance at the gardens left little money for repairs to the building. The owners searched for a buyer for the building and the gardens. The building and complex were saved from demolition by local historic designation in 1998 and a citizen-sponsored referendum to purchase the complex was approved by voters in 1999.

ARCHITECTURAL CONTEXTS AND SIGNIFICANCE

Mediterranean Revival Architecture

The Sanitary Public Market is significant to American history under Criterion C by embodying distinctive characteristics of a type, period, or method of construction. Its early Mediterranean Revival design reflects the development of that style in Florida during the Boom Era of the 1920s. Later alterations to the building finished in 1940 reflect the synthesis of regional architecture with modernist influences that transpired during the 1930s, and were particularly evident in the works of Public Works Administration architects. The Municipal Utilities Building (now City Hall) stands as a noteworthy example of this synthesis in St. Petersburg.

The Mediterranean Revival style, which came to national prominence in the second and third decades of the twentieth century, was derived from many sources, including colonial Spanish missions in California as well as architecture from Renaissance-era Spain, most notably buildings constructed in the fanciful style known as Churrigueresque during the seventeenth century (Spain, 14). The style is considered the product of varied architectural motifs along the Mediterranean coast, expressing Italian style and Moorish themes from southern Spain as well as North Africa. Features of the Mediterranean Revival style include multi-story buildings with asymmetrical massing, stuccoed wall surfaces and low-pitched, red tile roofs. Arches are used to mark doors and major windows. Doors are typically wood and may be ornamented further by inset tiles, carved stone, columns or pilasters on their surrounds. Often the building will have a focal window, sometimes tripartite in arrangement and occasionally fitted with stained glass. Balconies and window grilles are common and are typically made from wrought iron or wood. Ornamentation can range from simple to dramatic and may draw from a number of Mediterranean references.

Although Florida had been under the Spanish crown for over two-hundred fifty years, the architectural effects of that influence were generally restricted to St. Augustine and Pensacola and

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not disseminated throughout the state or through the building patterns of later eras. Whereas “in other parts of the country, the Spanish style was an evolutionary style that grew out of continuous building traditions from the years of Spanish settlement,” Florida’s Mediterranean Revival style was imagined, imparting a sense antiquity and stability on a region which “itself was an invention, a tropical wonderland built on swamp and muck” (Dunlop, 191). Furthermore, designers in this tourist state may have been attempting to lure wealthy and middle-class tourists alike by recreating the architectural allure of the Italian and French Riverias on the Mediterranean. In any event, the style that would put such an imprint on St. Petersburg and the state in the 1920s emerged from influences dating only after the 1893 Columbian Exposition in Chicago with architect A. Page Brown’s Spanish mission-style design for the California State Pavilion. The Mediterranean Revival style was brought into greater relief in 1915 with Bertram Goodhue’s California Building at the Panama-California Exposition in San Diego which clearly established the Spanish Colonial Revival style and put more emphasis on applied decoration than what was found typically in the mission style (Spain, 30).

Mediterranean Revival first emerged in Florida through the work of Richard Kiehnel on El Jardin (NR, 1974) in Miami in 1917. Designing the mansion for a Pittsburgh steel tycoon, Kiehnel departed from the Mission style that had only recently made its appearance in Florida in Homestead’s 1914 Public School and wrought an elaborate antiquity into the house using aging techniques to get the desired effect (Dunlop, 198). Kiehnel would elevate Pinellas County’s association with Mediterranean Revival through his designs of the Rolyat Hotel in Gulfport and the Snell Arcade in St. Petersburg (NR, 1982).

St. Petersburg also had early Mission style antecedents that allowed it to move seamlessly into the Mediterranean Revival style while imparting a sense of continuity with the Spanish influence. Examples of Mission architecture which rival the earliest versions of the style in Florida include La Plaza Theater, the Atlantic Coast Line passenger depot, and the St. Petersburg Yacht Club – all built between 1914 and 1915 and later demolished. Existing examples built later include the St. Petersburg Mirror Lake High School (1919), the Flori-de-Leon 1924), and the Ponce de Leon Hotel (1922), all locally designated landmarks.

Mediterranean Revival thrived for a decade after Kiehnel’s inaugural effort and today characterizes some of Florida’s most significant buildings, interesting communities, and the work of its most notable architects. One such noteworthy was Addison Mizner who perhaps singlehandedly brought

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the style to prominence in Palm Beach and Boca Raton during the late 1910s and 1920s. Mizner designed the Everglades Club in 1918 for Paris Singer, which was the “first public offering” of the Mediterranean style in Florida (Hatton, 77). He transformed Palm Beach from a city that could have “passed for a New Jersey seaside resort” with its clapboard and gabled buildings to one that by 1928 had taken on the air of a Spanish town (Curl, xii). Later architects noteworthy in their own right, such as Maurice Fatio and Joseph Urban, would be expected by clients to design Mediterranean villas. Urban’s architectural *tour de force* in Palm Beach -- Mar-a-Lago (NR 1972), NHL 1980) -- which he designed for Marjorie Merriweather Post, resembles a small Spanish village, “revealing traits that are essentially Gothic, (with) Spanish towers topped by chimneys that might have been from the Netherlands...” (Curl, 1992, 440).

Further south, George Merrick was building Coral Gables in the Mediterranean style. The city, named after the distinctive materials used by his father in designing their nearby family home, was almost wholly built in the Mediterranean Revival style, a design thrust underscored by romantic Spanish street names assigned to the road network. Merrick’s vision was different from Mizner’s in that he was intent on building a community where people of broad and diverse means would raise crops, produce both necessities and trinkets, and be educated (Dunlop, 204). North of Coral Gables in Miami Shores, Kiehnel continued his influence on the style through a mixture of Mediterranean and Pueblo Revival designs for this 1920s subdivision, while just west of Miami Glenn Curtiss, the noted aviator, developed Opa Locka, an imaginative city built with a fanciful Moorish influence.

On the Gulf Coast, Sarasota was conjuring its own myth as a glamorous but stable community by invoking the Mediterranean Revival style in civic, commercial and residential buildings (McDonough, 11). The conception of Sarasota as a Mediterranean city was a “fantasy” designed to promote real estate sales; since only portions of the city were actually built in the style prior to the 1926 real estate bust, promoters used advertisements embellished with the style to substitute image for lack of substance (McDonough 13). Significant individual examples of the style do exist, however, in the Burns Court subdivision (NR, 1984), Sarasota County Courthouse, City Waterworks (NR, 1984), and Ca’d’ Zan’ -- the residence of John Ringling designed by Dwight James Baum (NR, 1982). The City of Venice, fifteen miles south of Sarasota is notable for its concentration of Mediterranean Revival residential and commercial buildings, a pattern continued in contemporary design.

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Like those other communities in Florida, St. Petersburg's physical and aesthetic form has been greatly influenced by Mediterranean Revival architecture. As mentioned, Richard Kiehnel designed the Snell Arcade, perhaps St. Petersburg's signature commercial structure of the period, while the Vinoy Park Hotel represents one of the finest designs of Henry Taylor, by whose hands several of the city's most significant designs were drawn including the Romanesque Revival style St. Mary's Catholic Church and Southside Fundamental School. Taylor also designed the Jungle Hotel (now Admiral Farragut Academy) in west St. Petersburg. Other important civic and commercial buildings designed in the style include the Woman's Club (NR, 1994), the YMCA with its sprinkling of Mayan-inspired interior decor, the Sunset Golf and Country Club, and St. Petersburg Central High School (NR, 1984). Important private residences designed in the style include Casa Coe da Sol (NR, 1980), which was the last building designed by Addison Mizner and the only one on the west coast of Florida, Casa de Muchas Flores (NR, 1985), and the Granada Terrace, Snell Isle and Pasadena residential areas of the city which are noteworthy for their concentration of Mediterranean Revival design.

Public Shopping Arcade

The Sanitary Public Market is historically significant as an example of the arcade building type that was once a prominent form in the city. The building had three arcades: a large central arcade flanked on the north and south by smaller arcades located at each of the twin Moorish towers which served as entries to the market area. The walk-through arcade design was particularly appropriate for the St. Petersburg area, as it capitalized on the City's favorable year-round climate. Arcades were a forerunner of the downtown pedestrian malls and modern day shopping centers. Their design enabled pedestrians to walk through city blocks and also created more retail and office storefronts in relatively small spaces. The covered arcades offered shade from the sun and a shelter from rain. Arcades were particularly popular during the first two decades of the twentieth century in downtown commercial districts.

St. Petersburg had eleven shopping arcades in its downtown core during the 1920s and through the 1940s.³ As the automobile and the suburban shopping center changed consumer's shopping habits,

³ The addresses for the arcades are as follows: City Hall Arcade (356 Central Avenue), Snell Arcade (415 Central Avenue), Poinsetta Arcade (448-450 Central), Florida Arcade (453-463 Central), Central Arcade (526-528 Central Avenue), Green-Richman Arcade (689 Central Avenue), Crislip Arcade (645 Central Avenue), Realty Arcade (714 Central Avenue), Magnolia Arcade Building (434-436 First Avenue North), Taylor Arcade (18-20 Fifth

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arcades began to disappear. In downtown St. Petersburg, the only remaining arcades are the Crislip Arcade, the Snell Arcade (NR, 1982) and the Parsley-Stone (Green-Richman) Arcade (NR, 1998).

Covered arcades were first developed in classical Greece and were revived in Constantinople and Italy during the Renaissance (Ford, 96). Gradually arcaded buildings diffused northward to Switzerland and Austria. The true shopping arcade did not emerge until the late 1700s as a variety of social, economic and architectural changes made a new kind of shopping district possible. European colonization and trade were bringing exotic goods and ideas to cities like London and Paris and a wealthy class of bourgeois merchants traders and builders was emerging to enjoy the new urban lifestyle (Ford, 97). The popularity of the Parisian arcade was related to the poor quality of streets in the city where there were no sidewalks, chronic horse drawn carriage congestion made the streets dangerous and sewage was open and inadequately handled. The shopping arcade allowed the elites to escape the chaos of the street and to “stroll happily among their peers” (Ford, 98).

Northern European arcades differed from those in Constantinople and the Mediterranean region. Arcades in those more southern regions tended to be dark and cavernous because they were designed to escape the area’s brutal heat. The development of covered arcades that were light and airy depended upon the utilization of iron and glass. Of these glass was the most crucial as it afforded natural light, thereby enabling the patron to window shop during the day. The innovation of glass also allowed the enclosure of narrow alleyways which with more opaque material would have been dark and uninviting (Ford, 98).

Shopping arcades soon immigrated to the American city, made popular by John Haviland, an English architect who built the first American arcades in New York and Philadelphia. In what would serve to be an early precursor of the specialized shopping mall in the United States, American arcades never had housing, but did provide two or more floors of rentable shops. The

Street North), and the Miller Arcade (551 First Avenue North). For more information see City of St. Petersburg, 1995, The Green-Richman Arcade. Nomination to Local Register of Historic Places. File number HPC #95-05.

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largest shopping arcade in North America opened in Cleveland in 1890. Built in the heart of the city between two office buildings and linking the two busiest commercial streets, the Cleveland Arcade included five stories of galleries with one-hundred shops (Ford, 98).

By the late 1800s the shopping arcade was beginning to lose favor as new innovations such as elevators, escalators, electric lights, and skyscrapers were attracting people's attention. More importantly, the nature of retailing had changed, as small, independent specialty shops were overwhelmed by department stores tied into the mass production system and capable of mass distribution.

The Sanitary Public Market is significant in the area of architecture for its association with the Mediterranean Revival and Modernist styles as well as its early function as a public shopping arcade. The building is one of four remaining shopping arcades in St. Petersburg, a building type that once numbered eleven in the downtown alone.

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VERBAL BOUNDARY DESCRIPTION

Erastus A. Barnard's Rev. Sub. Blk. 17, pt. of Blk. 17 & un subdivided land on N. desc. as beg. SE corner 4th St. N. & 20th Ave. N. th. E. 250 Ft. th. S. 187-Ft. th. W. 250 Ft. th N. 187 Ft. to POB.

BOUNDARY JUSTIFICATION

The boundary contains the 1.7-acre site historically associated with the Sanitary Public Market.

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LIST OF PHOTOGRAPHS

1. Sanitary Public Market, 1825 4th Street North
2. St. Petersburg, Pinellas County, Florida
3. Rick D. Smith
4. 2001
5. St. Petersburg
6. View of West Facade camera facing east
7. Photo 1 of 15

Items 1-5 are the same for the remaining photographs

6. View of South Tower camera facing east
7. Photo 2 of 15

6. View of North Elevation camera facing southeast
7. Photo 3 of 15

6. View of North Elevation (Market Section) with Urn camera facing southeast
7. Photo 4 of 15

6. Decorative urn and scroll (north elevation)
7. Photo 5 of 15

6. South Elevation camera facing north
7. Photo 6 of 15

6. View of 1967 Entry with Lava Stone (south elevation) camera facing north
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6. Enclosed Windows on East Elevation (interior)
7. Photo 8 of 15

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- 6. Enclosed Windows on East Elevation (interior)
- 7. Photo 9 of 15

- 6. East Elevation with Enclosed Window
- 7. Photo 10 of 15

- 6. Interior view of Central Arcade (looking west)
- 7. Photo 11 of 15

- 6. 1940s Office Partition Space and Door in North Arcade (looking northwest)
- 7. Photo 12 of 15

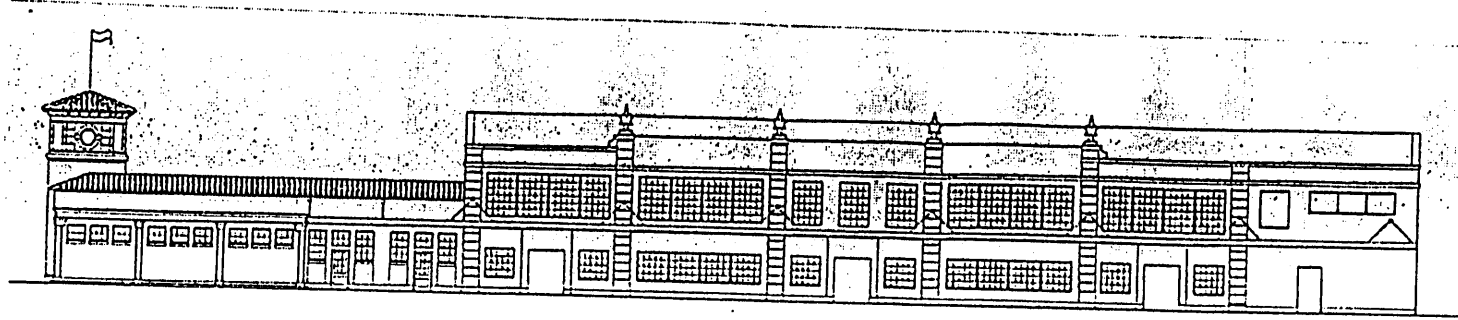
- 6. Loggia between Exterior Walls and Arcade Walls (looking west)
- 7. Photo 13 of 15

- 6. South Arcade (looking south west)
- 7. Photo 14 of 15

- 6. Public Market Area (looking northeast)
- 7. Photo 15 of 15

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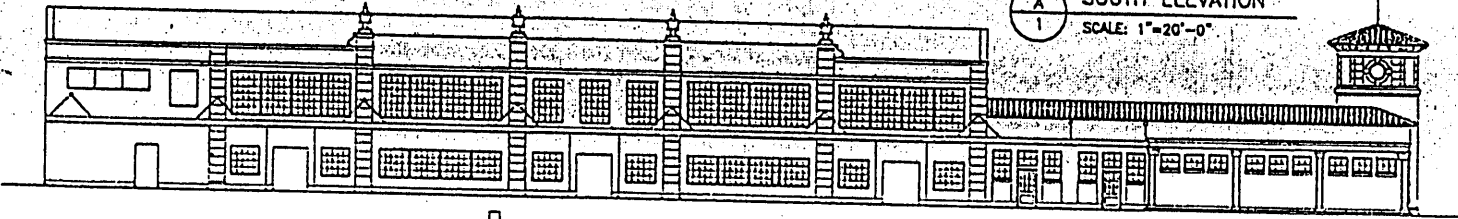
Exhibit 1
Original Elevation and Floor Plan



1926-MARKET

SOUTH ELEVATION

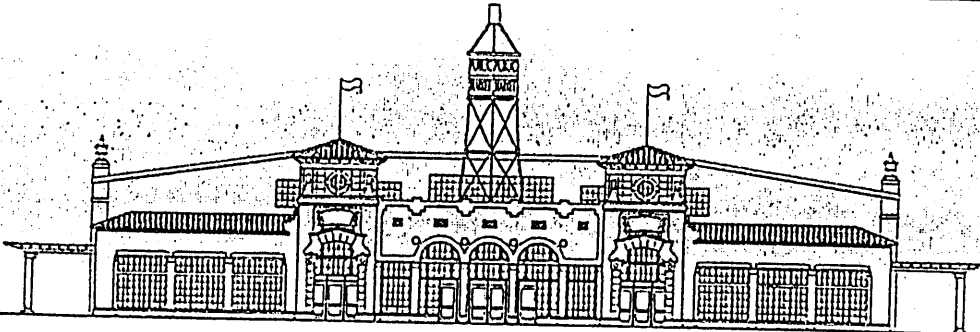
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1926-MARKET

NORTH ELEVATION

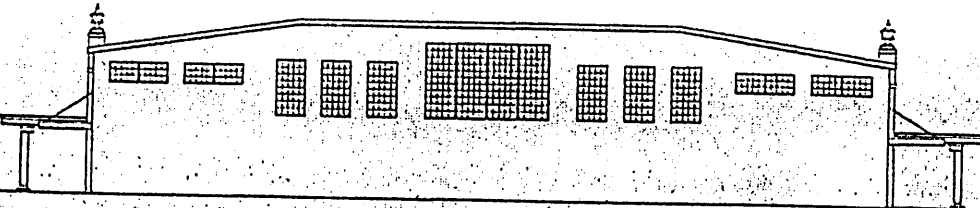
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1926-MARKET

WEST ELEVATION

SCALE: 1"=20'-0"



1926-MARKET

EAST ELEVATION

SCALE: 1"=20'-0"

Sanitary Public Market
St. Petersburg, Pinellas County, Fl

Exhibit 1
Original Elevation and Floor Plan

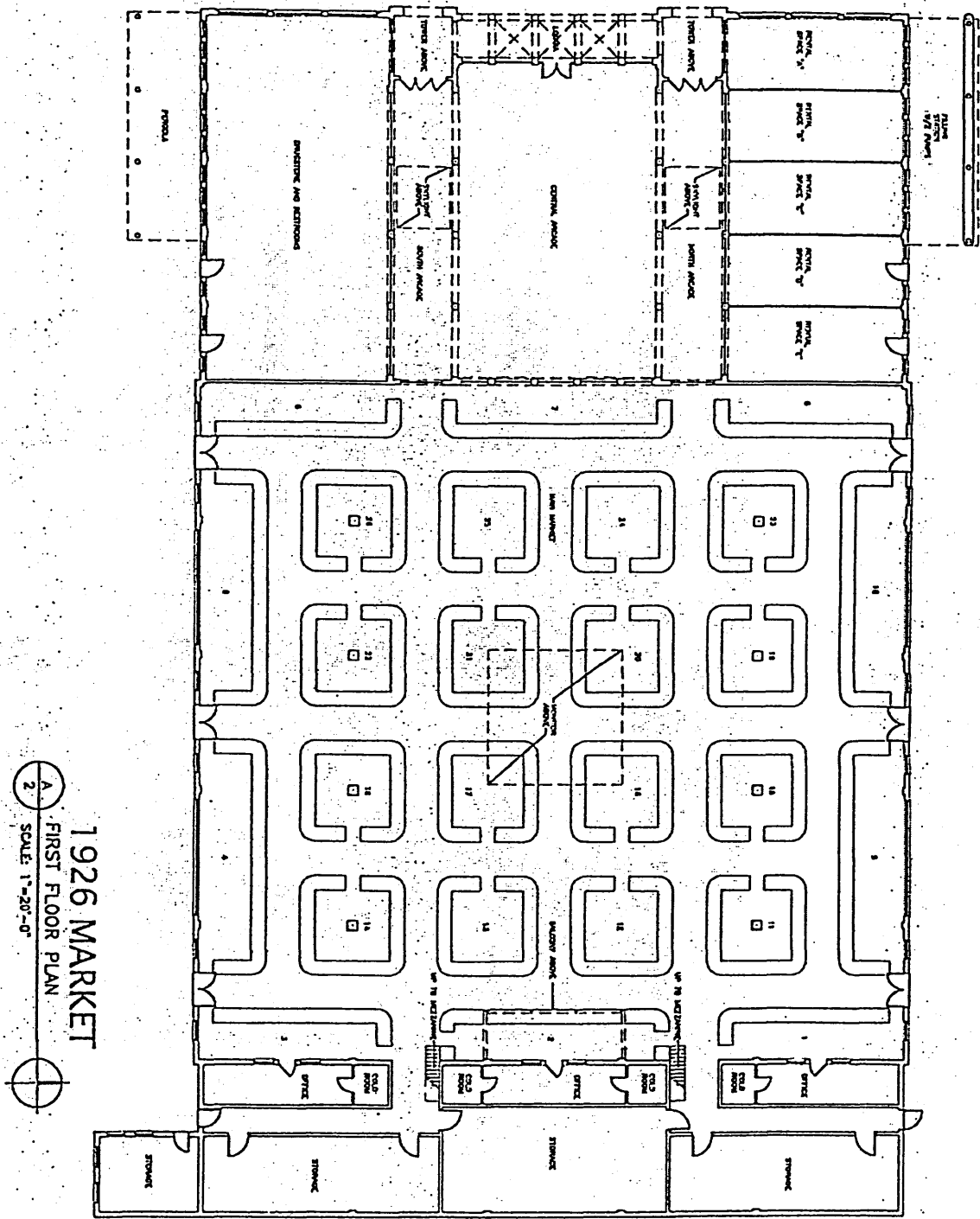


Exhibit 2
1940 Elevation and Floor Plan

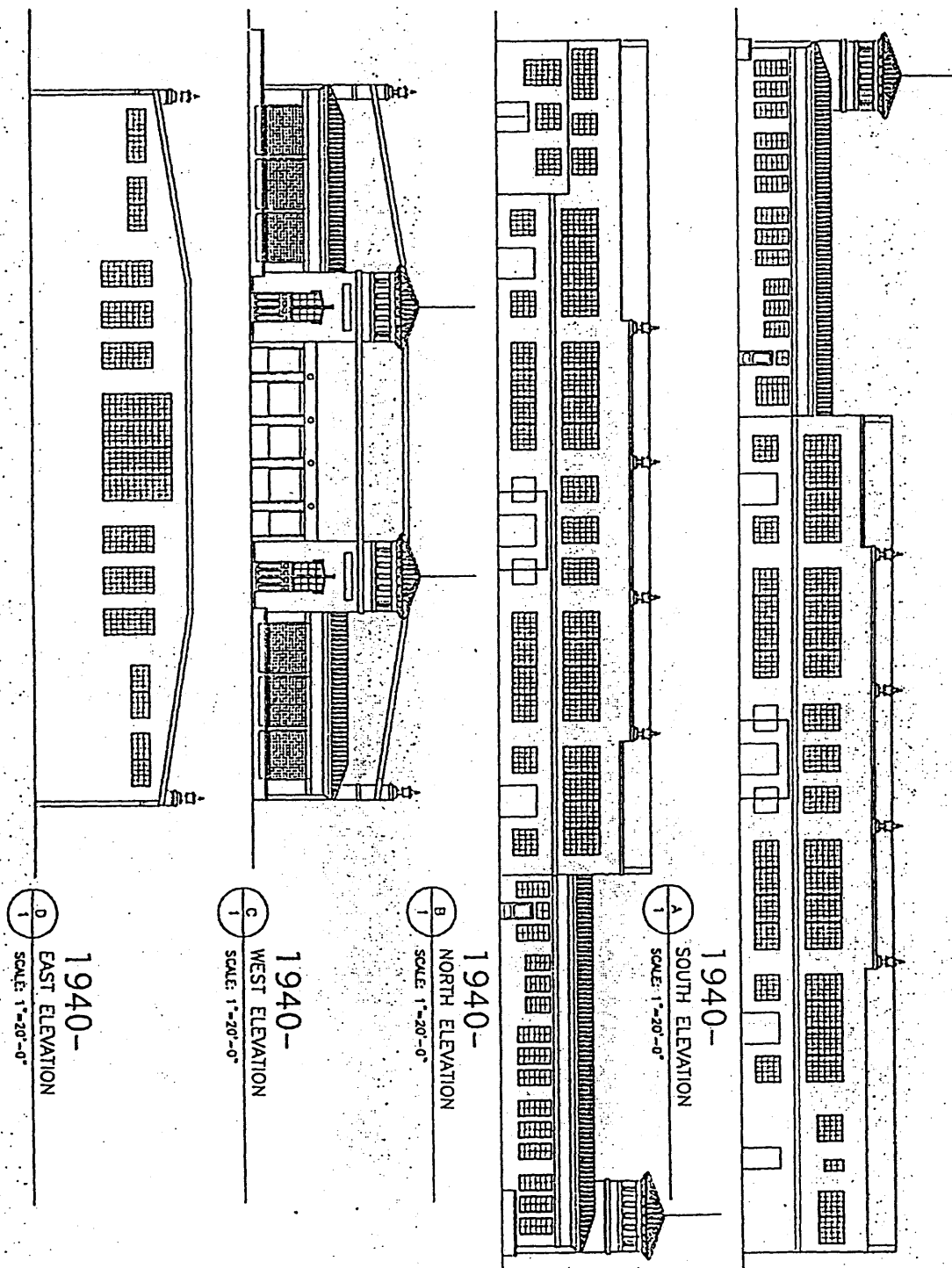


Exhibit 2
1940 Elevation and Floor Plan

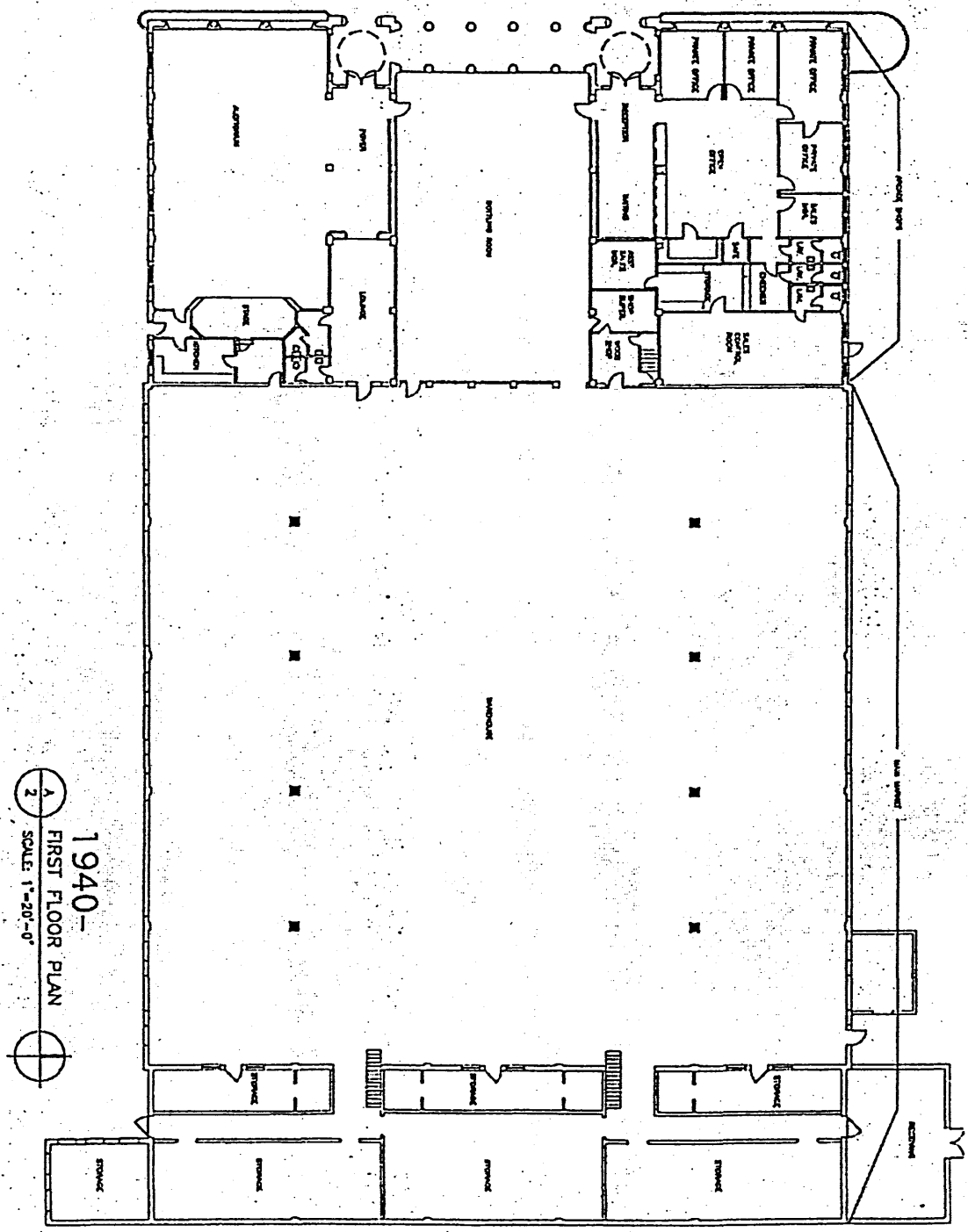
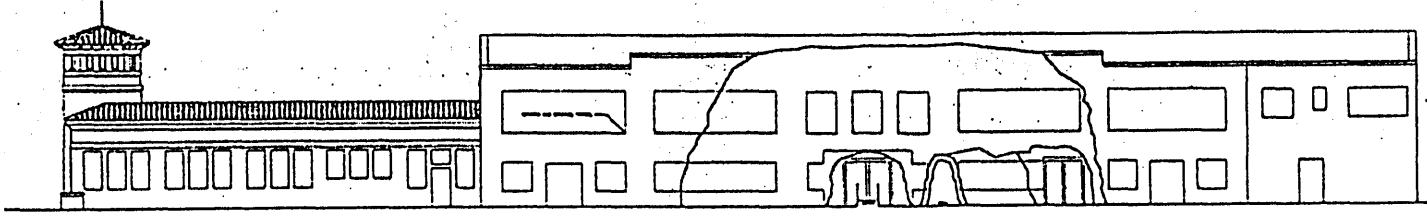
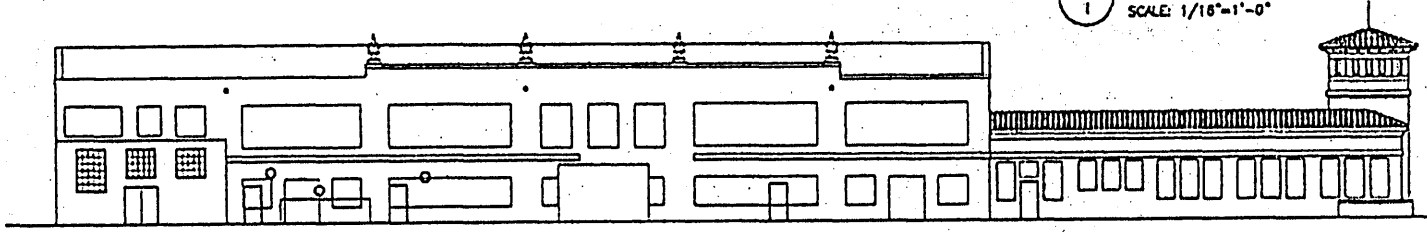


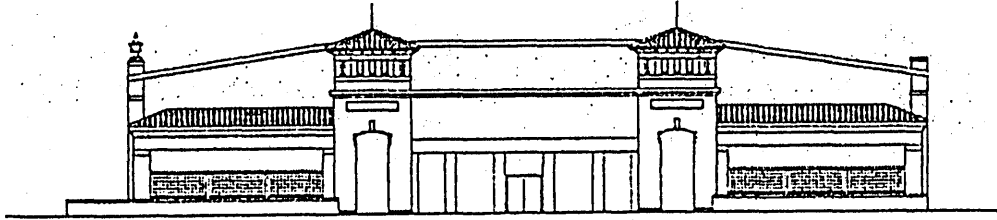
Exhibit 3
Existing Elevation and Floor Plan



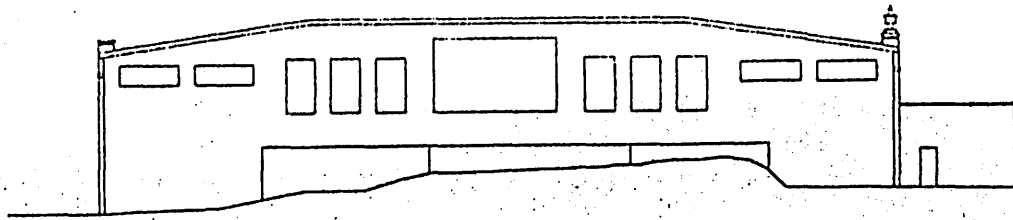
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EXISTING--
NORTH ELEVATION
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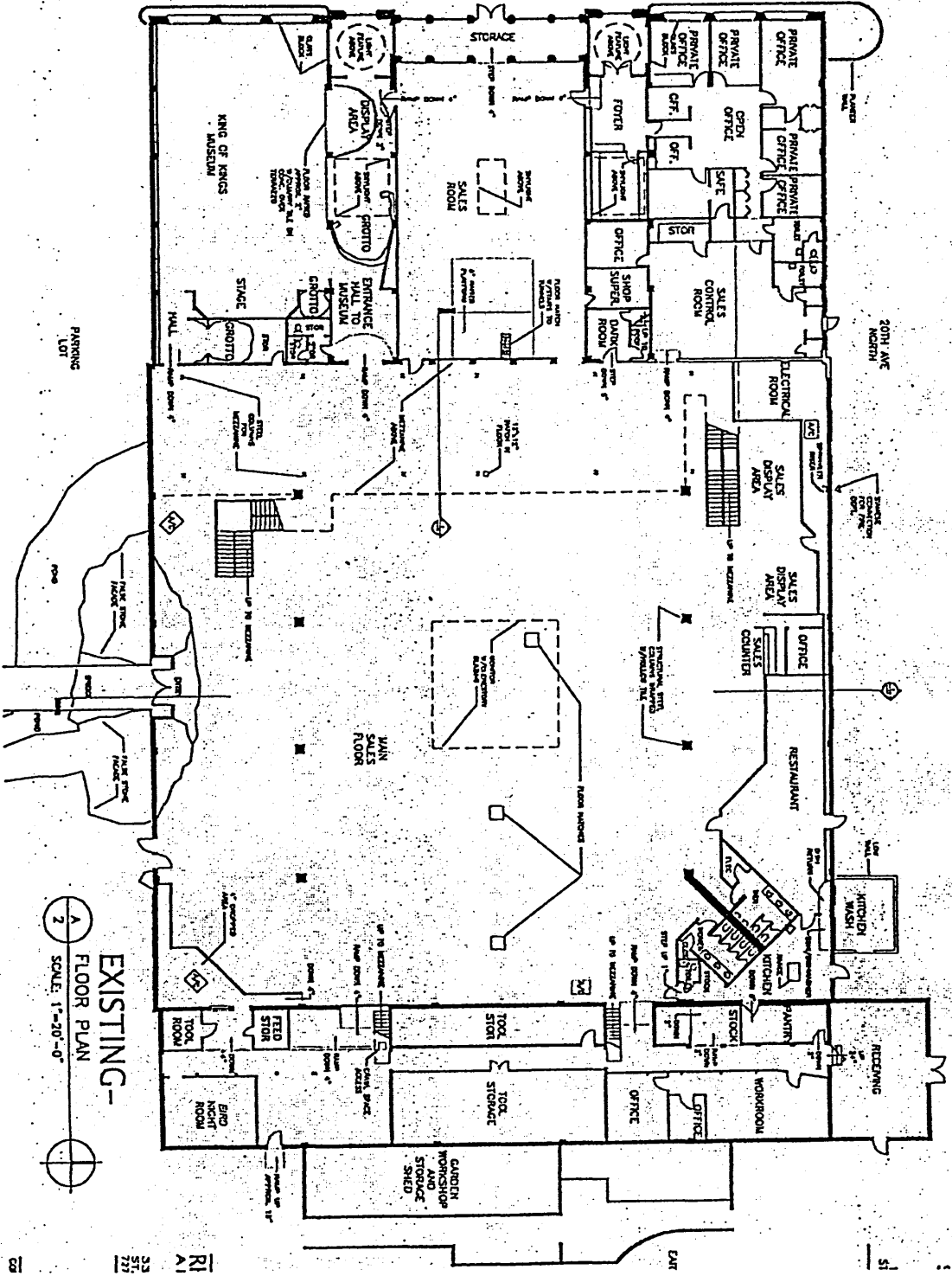


EXISTING--
WEST ELEVATION
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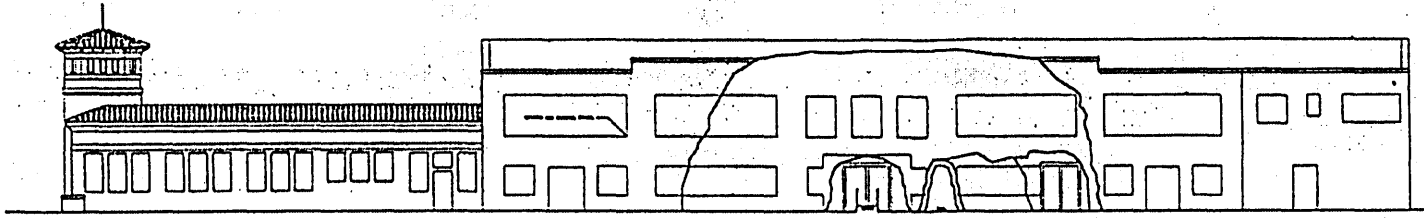
EXISTING--
EAST ELEVATION
SCALE: 1/16"=1'-0"

Exhibit 3
Existing Elevation and Floor Plan

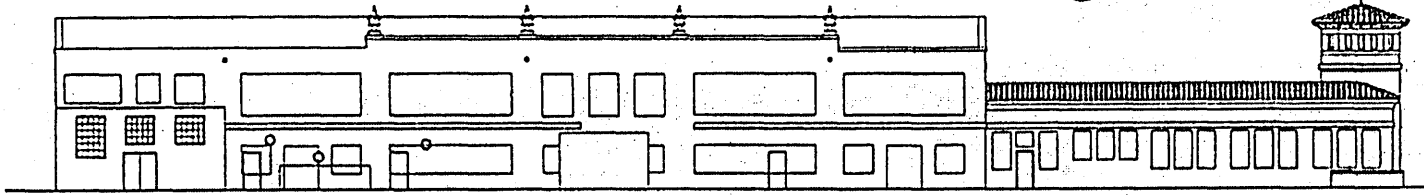


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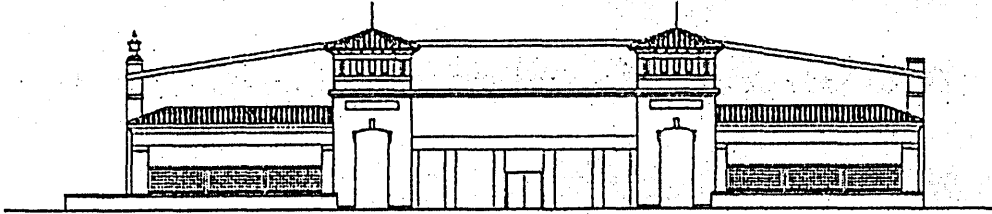
Exhibit 4
Existing Elevation and Floor Plan



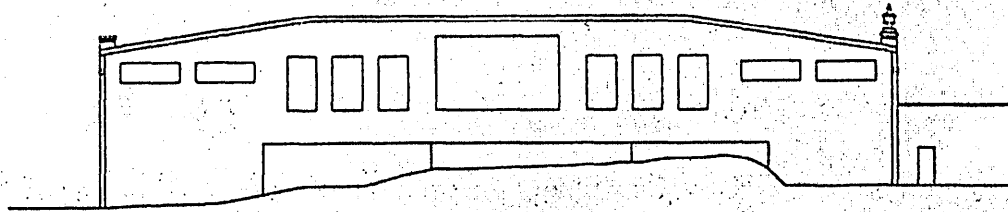
EXISTING-
NORTH ELEVATION
SCALE: 1/16"=1'-0"



EXISTING-
NORTH ELEVATION
SCALE: 1/16"=1'-0"

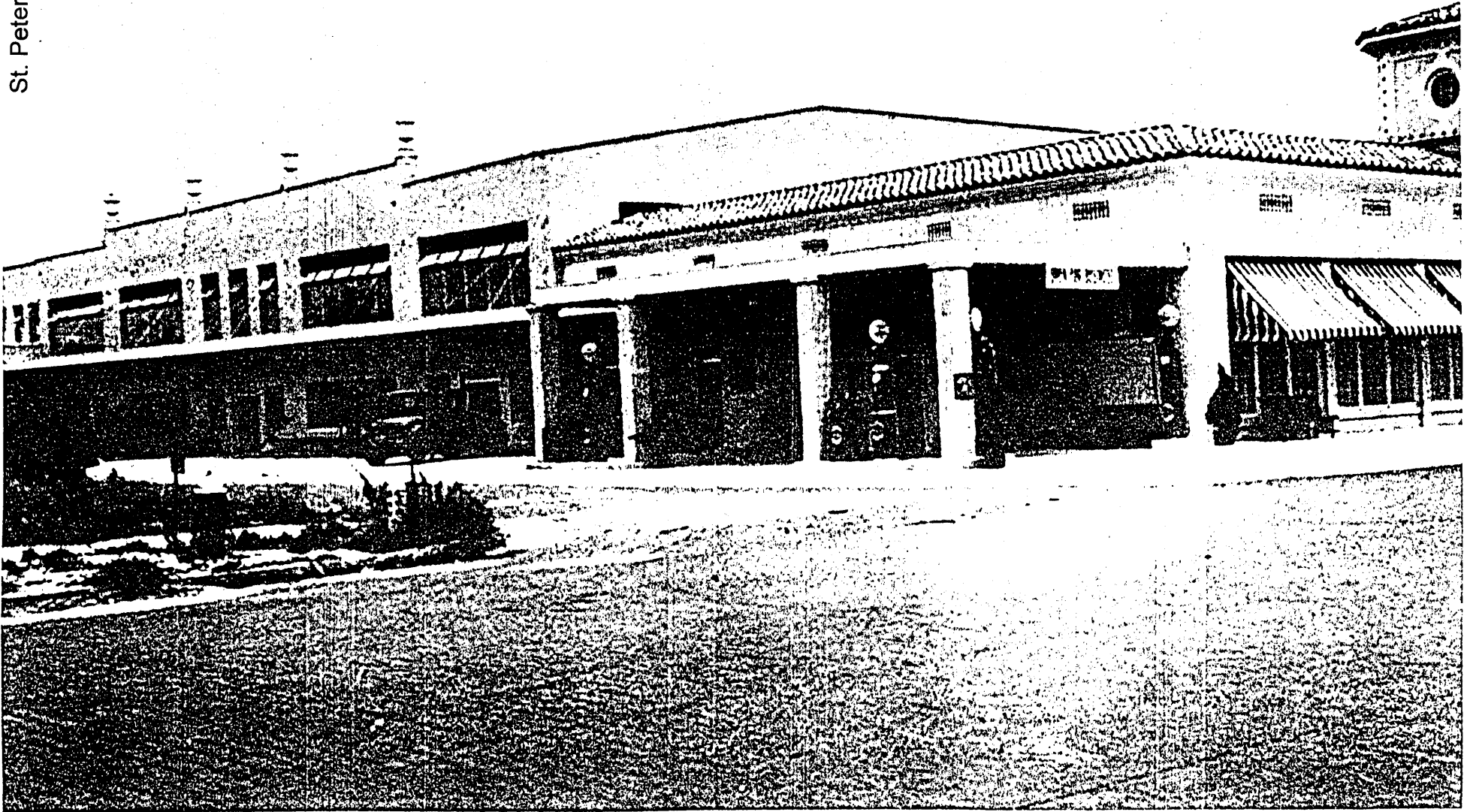


EXISTING-
WEST ELEVATION
SCALE: 1/16"=1'-0"



EXISTING-
EAST ELEVATION
SCALE: 1/16"=1'-0"

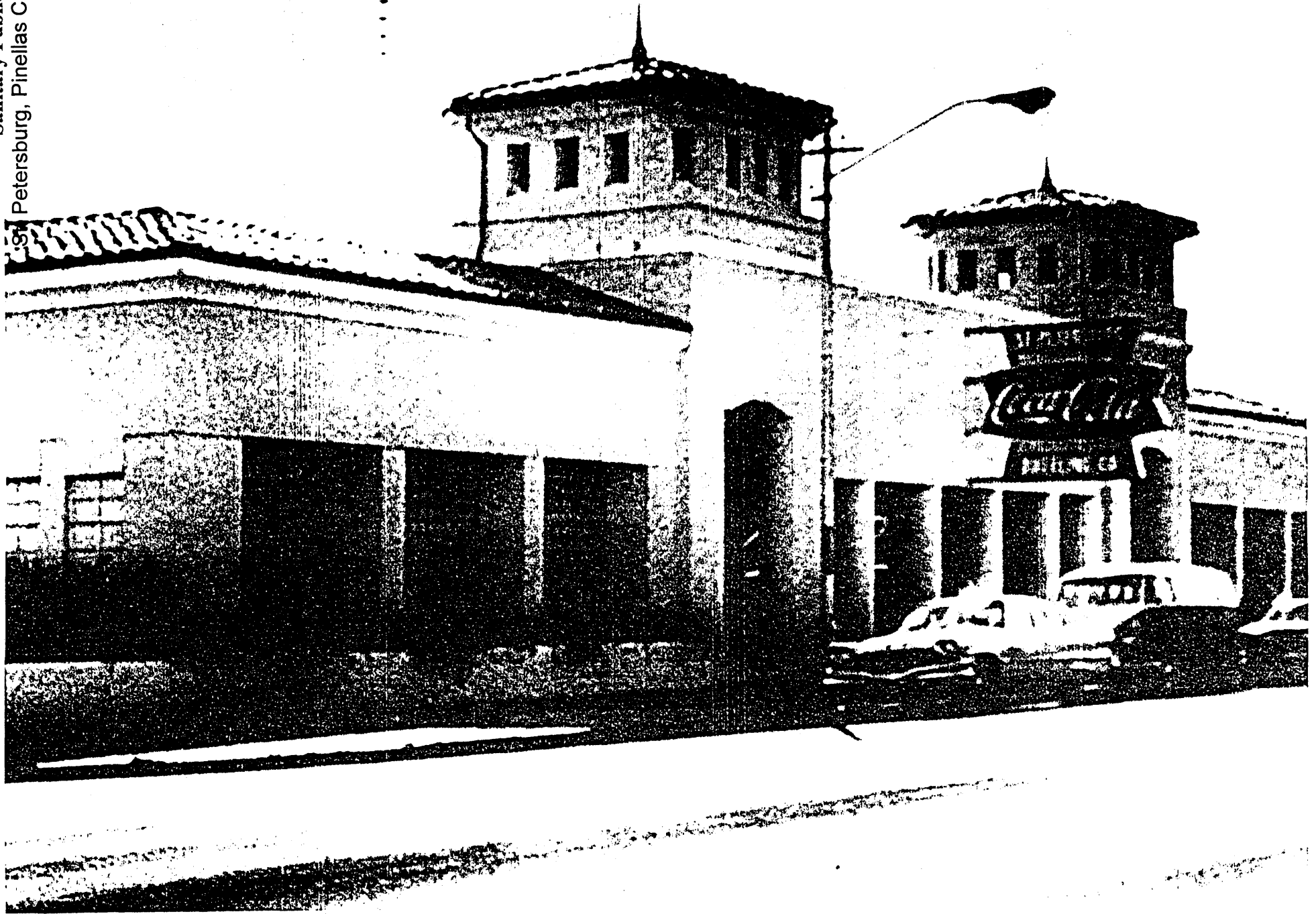
Sanitary Public Market
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