

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

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

For NPS use only
received OCT 31 1984
date entered NOV 29 1984

1. Name

historic Exchange Bank Building

and/or common Midyette-Moor Building

2. Location

street & number 201 South Monroe N/A not for publication

city, town Tallahassee N/A vicinity of

state Florida code 012 county Leon code 073

3. Classification

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

4. Owner of Property

name Downtown Investments

street & number 1320 Piedmont Drive

city, town Tallahassee N/A vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Leon County Courthouse

street & number 309 South Monroe Street

city, town Tallahassee state Florida

6. Representation in Existing Surveys

Tallahassee Capitol
title Center Survey has this property been determined eligible? yes no

date 1976 federal state county local

depository for survey records Florida Division of Archives, History and Records Management

city, town Tallahassee state Florida

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 Exchange Building is a six-story, rectangular office building located in the heart of downtown Tallahassee. It is constructed of light buff brick with buff Indiana limestone trim with ornamentation of cast stone and terra cotta in a Neo-Egyptian and Greek design. The exterior remains virtually intact except for a few changes to the first floor windows and entrance. The interior has been altered somewhat through the years to accommodate various tenants.

The Exchange Building is located on the southeast corner of South Monroe Street and East College Avenue, standing "on the highest point and most prominent business corner in the city."¹ The building occupies 40'6" x 76' of the long, narrow lot number 86 (40'6" x 80') fronting on South Monroe Street. It abuts the sidewalk on South Monroe, leaving a four foot clearance to the parking garage at the rear. The lot slopes downward to the east on an approximate forty-five degree angle.

The six-story buff-colored brick building appears to be rectangular. There are four bays on the west (main) facade, three of equal size and one for the vertical movement of the stairway and elevator. On the north side are six bays of equal size. The east side has three bays, two identical ones on either side and a double-sized one in the center. The south side has one bay for the stairway and elevator section and four other bays of equal size. The windows above the first floor are double hung sash, recessed, without decoration. The front windows on the first floor on either side of the main entrance door are solid plate glass show windows which replaced double hung sash in 1977.² Above the secondary west entrance is a porthold window, located on the landing between the first and second floors of the stairway section (southwest corner).

In addition to the main entranceway, there is a secondary west entrance, close to the southwest corner, which is a solid glass door within a recessed entry. The north side basement door, close to the northeast corner, is of wood. Obscured by the adjacent parking garage is a rear entrance near the southeast corner above the basement level, but below the first floor level. Also on this level are four double-hung sash windows.

The Exchange Building has a parapet surrounding a flat roof and a foundation of stone. It is constructed of reinforced concrete and steel throughout, with hollow tile interior walls and curtain walls.³ A rough texture, light colored brick with a buff Indiana limestone trim make up the exterior walls. The brick pattern appears to be a variation of common bond. Behind the brick elevator section, the rest of the exterior south wall is stuccoed. Ornamentation appears to be a combination of Neo-Egyptian and Greek design. Terra Cotta eagles and blue tile decorate the building between the top floor windows and the cornice. The cast stone ornamentation is present only on the north and west elevations. The eagles are found on the north and west elevations and at each of the four corners while the blue tile, which alternates with the eagles, continues around the south elevation alone.

The stair design is open newel returning on itself. The stairway is marble on the first and second floors and steel covered with composition tile to the above floors. The original wooden bannister is present from the second to the sixth floors.

Contemporary accounts described the building in 1928 upon its completion:

The banking room is twenty feet high and occupies the entire first floor. The screen of the banking room is made of Tennessee marble with bronze grills

(See Continuation Sheet)

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input 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 type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" 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 type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1927 **Builder/Architect** Edwards and Sayward (Atlanta)

Statement of Significance (in one paragraph)

The Exchange Building is significant for its architectural style, its reflection of the prosperity of its builder, its association with two prominent Tallahassee businesses - the Exchange Bank and Midyette-Moor Insurance - and as a prestigious office building for the leading business and professional firms in the city. It is also significant in that the Exchange Building is one of the few downtown buildings which has maintained its architectural integrity and original commercial use since its construction in 1927. It fulfills criteria B and C for significance at the local level.

In 1927 the Exchange Bank was the youngest banking institution in Tallahassee. In its fourteen years of operation the bank declared large annual dividends, surpassing the original price of the stock.¹ The \$125,000 building placed the young bank in the forefront of the business community. At six stories it remained the tallest office building in Tallahassee until the new Lewis State Bank building was erected in 1975. It retains the distinction of being one of the few multi-story buildings in the downtown business district.

Edwards and Sayward of Atlanta, Georgia, were selected as the architects to design the building in 1927. The firm was well-known in Florida and especially in Tallahassee. The firm was associated with the design of many public buildings throughout the southeast, including churches and courthouses. The list of churches included the Unitarian Church at Atlanta, Georgia, the Methodist Church at Clarksville, Tennessee, the Baptist Church at Easley, South Carolina, and the Presbyterian Church at York, South Carolina. Courthouses were another prominent trademark of the firm. The county courthouse at York, South Carolina, the post office and courthouse at Columbus, Georgia, Fannin County courthouse at Beu Ridge, Georgia, and Keshaw County courthouse at Camden, South Carolina, were all credited to Edwards and Sayward.²

In addition to a whole range of other buildings such as residences and hotels, the firm also worked on the campuses of a number of high schools and colleges. Utilizing a variety of styles from Jacobethan to Mediterranean, Edwards and Sayward designed the Gainesville High School in Gainesville, Florida in 1920, and the Girls Senior High School and Roosevelt High School, both of Atlanta, in 1920 and 1924, respectively. They served as architects at the University of Florida from 1913 to 1925, Florida A.&M. University from 1912 to 1925, Winthrop College at Rock Hill, South Carolina, and Georgia State Women's College (Valdosta State College) from 1917 to 1939. A number of other campuses contain their work as well, including Florida State College for Women (FSU). The firm designed Broward Hall, the Old Infirmary, Jeanie Murphee Hall and Diffenbaugh Building. Edwards alone was the architect for Reynolds Hall, Suwanee Arcade,³ and the west wing of Dodd Hall. Bryan Hall and Wescott Building are credited to Edwards.³

The Exchange Building, one of several banks designed by the firm, can be characterized as commercial style. The location, "one of the best and most imposing sites in the city"⁴ and "the peak intersection,"⁵ formerly contained the Marine Bank Building (erected in 1852),⁶ also known as the Brevard Building. Between 1894 and 1922 the estate and heirs of T.W. Brevard owned the original lot. The Rhodes Brothers bought the property in 1923, divided it in half in 1925 and sold the northern half to the Exchange Bank.⁷

9. Major Bibliographical References

(See Continuation Sheet)

10. Geographical Data

Acreege of nominated property Less than one

Quadrangle name Tallahassee

Quadrangle scale 1:24000

UTM References

A	1 6	7 6 1 1 8 0	3 3 7 0 5 4 0
	Zone	Easting	Northing

B			
	Zone	Easting	Northing

C			
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D			
---	--	--	--

E			
---	--	--	--

F			
---	--	--	--

G			
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H			
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Verbal boundary description and justification

(See Continuation Sheet)

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

state	<u>N/A</u>	code	<u>N/A</u>	county	<u>N/A</u>	code	<u>N/A</u>
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state	<u>N/A</u>	code	<u>N/A</u>	county	<u>N/A</u>	code	<u>N/A</u>
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11. Form Prepared By

name/title Susan Hamburger/Larry S. Paarlberg, Historic Sites Specialist

organization Florida Division of Archives date October 3, 1984

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 George W. Percy

title George W. Percy, State Historic Preservation Officer date 10/4/84

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

Helene Byrum
Keeper of the National Register

date 11-29-84

Attest: _____ date _____

Chief of Registration

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at the top. The lobby floors are Tennessee marble tile and the work spaces are tiled with rubberstone tile. Within this room is a mezzanine floor at the rear over vaults for clerical work space and at the front for the director's room. A basement floor takes care of all service necessities such as coal, storage, heating plant, elevator machinery, shops, etc., and in addition has a large store room which will be for rental purposes.⁴

Since its construction, the interior of the Exchange Building has been altered somewhat to accommodate the tenants in the fifty-two offices above the mezzanine level.⁵ Most of the interior materials on the first floor - the marble wainscoting, marble floor tile, and office doors - remain intact. In 1939, the mezzanine was converted to a full second story.⁶ The upper floors were subsequently renumbered. A boiler was replaced in 1958, but in 1966 most of the major renovation was done. This included installation of a new Otis elevator to replace the operator-required original. A mailing tube system, however, remains intact in the elevator lobby. Ceilings were lowered in all the halls, and partition walls between some offices were removed. Air conditioning units were installed on the third floor south wall ledge while a fire door and platform were installed on the second floor east wall.⁷ In addition, a tower was erected on the roof in 1975, fifth floor offices were altered in 1978, an 8 x 12 wall was re-erected in the boiler room in 1978, a fire wall was installed on the second floor and a cover for the mechanical equipment was built in 1982.⁸

The only significant exterior changes have been the first floor windows and main entrance on the west side, and the conversion of the first floor windows on the north side from round arch openings to one-over-one double hung sash. The chimney, with a flat hood, still stands directly behind the elevator shaft in the southwest section of the building.

FOOTNOTES

¹Tallahassee Daily Democrat, 3 March 1928.

²J.D. Johnson, Proposal, 14 April 1977.

³Op. cit.

⁴Ibid.

⁵Ibid.

⁶Maude Haynes Hollowell, "Midyette-Moor Insurance Agency," in Tallahassee Business Biographies, Vol. I, by Matho Van Mietk-Liuba, Miami, Florida: American Academy of Sciences, 1940, p. 21; Frank Douglas Moor, interview with Elizabeth Messer, 19 February 1975, p. 18.

⁷Payne H. Midyette, Memorandum, 21 December 1965.

⁸Building Inspection Department, Tallahassee, File on 201 South Monroe Street.

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The Exchange Building was constructed during a boom period in Florida's economic history. All areas of the state were experiencing growth. Florida's population increased from 968,470 in 1920 to 1,468,211 in 1930.⁸ Tallahassee alone grew from 5,638 people in 1920 to 10,700 in 1930; almost doubling in size.⁹ The construction industry was at its peak in Tallahassee in 1927. There were 261 building permits issued in that year; twenty-five more than in 1926 and eight more than in 1928.¹⁰ The Exchange Bank Building was one of them.

The success of the bank was short-lived however. Tallahassee did not suffer as much as the country as a whole during the Depression, but the Exchange Bank failed in August 1932. The bank president, Cincinnatus L. Mizell, committed suicide on August 30, 1932 so his insurance would pay the bank's stockholders.¹¹ The building was sold at auction in 1933 to Southern States Life Insurance Company of Chattanooga, Tennessee,¹² who in turn sold it in 1934 to Volunteer State Life Insurance Company, also of Chattanooga.¹³ The Midyette-Moor Insurance Agency, a tenant since the early 1930's, bought the building on March 1, 1935.¹⁴

Payne H. Midyette started the Midyette Insurance Agency on October 1, 1923. He moved to the mezzanine floor of the Exchange Building between 1929-1930. Frank D. Moore, former owner of the telephone company, joined Midyette on July 1, 1931 as vice-president.¹⁵ By 1939, the growing insurance company found it necessary to expand their offices. They extended the mezzanine to an entire second floor and occupied the third floor also. Because of long-term leases with tenants on the fourth floor, Midyette-Moor could not expand further within the confines of the Exchange Building. They constructed a new office building on Magnolia Drive and moved in 1973.¹⁶ In 1971 Midyette-Moor sold their interest in the Exchange Building to Downtown Investments, a partnership of local businessmen, Edson J. Andrews, John Colin English, Jr., John K. Humpress, Francis B. Veveretee, Sr., W. Theo Proctor, Jr., Julian B. Walthall, and John Colin English, Sr.

Payne H. Midyette (born in February 1898) came to Tallahassee in November 1922 from North Carolina. Actively interested in the welfare of this city, he has held office as president of the Tallahassee Exchange Club, Tallahassee Chamber of Commerce and Florida Insurance Agents Association. He was also a City Commissioner and Commander of Claude L. Sauls Post #13, American Legion. He was a member of the Executive Committee of the National Association of Insurance Agents in 1940.¹⁷

Frank Douglas Moor (born October 1894) was a native of Tallahassee. He was the active manager of the Southern Telephone and Construction Company from 1916-29 which his father, Dr. W.L. Moor, and other businessmen organized in 1896. Mr. Moor had been one of the civic leaders in the community. He has served as president of the Tallahassee Chamber of Commerce and the Tallahassee Rotary Club and was mayor of Tallahassee in 1931. Mr. Moor served as a member of the Executive Committee of the Florida Insurance Agents in 1940.¹⁸

Some of the previous tenants of the Exchange Building included lawyers LeRoy Collins (later Governor) and B.K. Roberts (later Judge). Long-term tenants were Laurie L. Dozier, physician, from 1934-60 and dentists William J. Ott and his son from 1934-78.¹⁹

Plans to erect the new building were met with banner headlines, "Tallahassee To Have Six Story Building," on the front page of the Tallahassee Daily Democrat, 23 May 1927. The same article boasted the building will "be an ornament to which

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every citizen can point with pride."²⁰ It was also noteworthy that it would be "the only fire-proof office building between Pensacola and Jacksonville."²¹

At the time the Exchange Building was constructed, downtown Tallahassee's stores and offices rose no higher than two stories. The buildings were, and still are, plain, nondescript, and monochromatic. The combination of its light color and ornamentation makes the Exchange Building stand out among the surrounding buildings. The Exchange Building is the only building in Tallahassee with exterior terra cotta and exhibits some of the finest cast stone trim in the city. Compared to its neighbors which have been demolished, abandoned, and radically altered, the Exchange Building retains its architectural integrity and continues to be used for its original commercial purpose.

FOOTNOTES

¹Tallahassee Daily Democrat, 23 May 1927.

²Henry F. and Elsie Rathburn Withey, Biographical Dictionary of American Architects (Deceased), Los Angeles: New Age Publishing, 1956, p. 190-91, 537-38.

³Ibid.

⁴Tallahassee Daily Democrat, 23 May 1927.

⁵Carol Joanne Hack, "Tallahassee, Florida: Analysis and Delimitation of a Small City Central Business District," Master's thesis, Florida State University, 1963, p. 21.

⁶Tallahassee Daily Democrat, 1 March 1927, 16 April 1927.

⁷Leon County Real Property Tax Roll, 1894, 1922, 1923, 1925.

⁸Tebeau, Charlton W., A History of Florida, Coral Gables: University of Miami Press, 1971.

⁹Tallahassee Area Statistical Abstract 1971, U.S. Dept. of Commerce, Bureau of the Census, p. 11.

¹⁰Statistics of City of Tallahassee.

¹¹Tallahassee Daily Democrat, 30 August 1932, 31 August 1932.

¹²Leon County Deed Record, 1933, Book 26, p. 332.

¹³Leon County Deed Record, 1934, Book 27, p. 409.

¹⁴Leon County Deed Record, 1935, Book 28, p. 461.

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¹⁵Maude Haynes Hollowell, "Midyette-Moor Insurance Agency," in Tallahassee Business Biographies, Vol. I, by Matho Von Mietk-Liuba, Miami, Florida: American Academy of Sciences, 1940, p. 21.

¹⁶Frank Douglas Moor, Interview by Elizabeth Messer, 19 February 1975, p. 18.

¹⁷Hollowell, p. 21.

¹⁸Ibid.

¹⁹Polk's Tallahassee City Directory, Jacksonville: R.L. Polk & Co., 1934, 1960, 1978.

²⁰Tallahassee Daily Democrat, 23 May 1927, p. 1.

²¹Ibid.

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Hollowell, Maude Haynes. "Midyette-Moor Insurance Agency." In Tallahassee Business Biographies, Vol. I, by Matho Von Mietk-Liuba. Miami: American Academy of Sciences, 1940.

Polk's Tallahassee City Directory. Jacksonville: R.L. Polk & Co., 1927-28, 1930-31, 1934, 1936.

Real Estate Atlas of Leon County, 1981, p. 431.

Sanborn Map Company. Map of Tallahassee, Florida, April 1930.

Tallahassee Daily Democrat, 1927, 1928, 1932.

Withey, Henry F. and Elsie Rathburn Withey. Biographical Dictionary of American Architects (Deceased). Los Angeles: New Age Publishing, 1956.

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Frank D. Moor Papers. Manuscript Collection, Robert Manning Strozier Library. Florida State University, Tallahassee.

Hack, Carol Joanne. "Tallahassee, Florida: Analysis and Delimitation of a Small City Central Business District." Master's thesis, Florida State University, 1963.

Moor, Frank Douglas, interview by Elizabeth Messer for the Junior League of Tallahassee, 19 February 1975. On file at Historic Tallahassee Preservation Board, Brokaw-McDougall House, Tallahassee.

DOCUMENTS:

Building Inspection Department, Tallahassee. File on 201 South Monroe Street.

Leon County Deed Record, 1935, Book 28, p. 461; 1971, Book 489, p. 282.

Leon County Direct Index to Official Records, 1971.

Leon County Probate Court, File 2199, Book 2, p. 54.

Leon County Real Property Tax Roll, 1894-1902, 1904-5, 1907-10, 1918, 1920-28, 1933-34, 1971, 1982.

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Lot number 86, in the Old Plan of the City of Tallahassee, as per plat thereof on file in the office of the Clerk of the Circuit Court in and for Leon County, Florida. Beginning at the northwest corner of the lot near the intersection of South Monroe and East College, proceed 80 feet east, thence 40'6" south, thence 80' west, thence 40'6" north to a point of beginning. This boundary includes all significant features of the lot associated with this building.