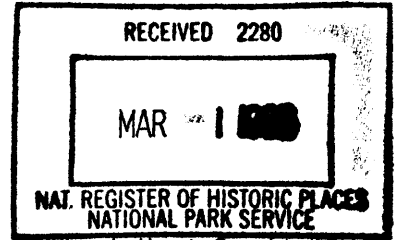


United States Department of the Interior
National Park Service



National Register of Historic Places
Registration Form

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

1. Name of Property

historic name Floridan Hotel

other names/site number _____

2. Location

street & number 905 North Florida Avenue N/A not for publication

city or town Tampa N/A vicinity

state Florida code FL county Hillsborough code 057 zip code 33602

3. State/Federal Agency Certification

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

Suzanne P. Walker / Deputy SHPO 2/26/96
Signature of certifying official/Title Date

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

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

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

Edson J. Beall
Signature of the Keeper

3/13/96
Date of Action

Entered in the National Register.

Floridan Hotel
Name of Property

Hillsborough, Florida
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

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

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

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

Name of related multiple property listing
(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

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)

Domestic: Hotel

Current Functions
(Enter categories from instructions)

Work in progress

7. Description

Architectural Classification
(Enter categories from instructions)

Late 19th and 20th Century Revivals/
Italian Renaissance

Materials
(Enter categories from instructions)

foundation Concrete
walls Stone: Limestone
Granite, Brick
roof Asphalt
other Terra-Cotta

Narrative Description

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

See Continuation Sheets

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(Enter categories from instructions)

Architecture

Commerce

Period of Significance

1926 - 1946

Significant Dates

1926

1930

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Kennard, Francis J. & Son, Architects
and Engineers/ Miller, G.A., Builder

Primary location of additional data:

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

Name of repository:

Floridan Hotel
Name of Property

Hillsborough, Florida
County and State

10. Geographical Data

Acreeage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 17 357520 3092520
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 Gary V. Goodwin, Historic Preservation Planner, Bureau of Historic Preservation

organization Division of Historical Resources date February, 1996

street & number R.A. Gray Building
500 South Bronough Street telephone (904) 487-2333

city or town Tallahassee state Florida zip code 32399-0250

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Akio Ogawa, SITY International, Inc.

street & number 4012 West Linebaugh Avenue telephone (813) 968-2737

city or town Tampa state Florida zip code 33624

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 1

**Floridan Hotel
Hillsborough County, Florida**

SUMMARY

The Floridan Hotel is located at 905 North Florida Avenue in the Central Business District of Tampa, Florida. Constructed in 1926, by G.A. Miller, Building Contractor, according to plans prepared by Francis J. Kennard and Son, the Floridan has a rectangular ground plan with facades facing Florida Avenue (west) and Cass Street (south), and a flat roof surrounded by a parapet. The building has eighteen floor levels (including the mezzanine) plus a partial basement and a multi-level mechanical service area at roof top. The fifteen story tower (floors four through eighteen) of guest rooms, rising above the rectangular base, is L-shaped in plan. This steel framed construction is veneered with limestone, granite and buff-colored brick with terra-cotta ornament. {1} The building's design reflects the influence of the Ecole de Beaux-Artes in the use of Renaissance Revival motif and design theory applied to the high-rise commercial building type popularized by the Chicago School. While the ground floor was renovated during the 1960's, closing its street level storefronts, the building retains the overall integrity of its location, design, materials and workmanship that reflect its historic significance.

SETTING

The Floridan Hotel occupies lot 3 of Block 16 of the 1853 General Map of Tampa, abutting the sidewalks fronting the intersection of East Cass Street and North Florida Avenue. The main entry is centrally located on the Florida Avenue frontage. The building has primary facades with public entries fronting Florida Avenue and Cass Street. Marion Street and Tyler Street complete the perimeter of the block of which the Floridan Hotel occupies 100% of the southwest quarter, a rectangular plan of approximately 11,000 square feet. The vacant quarter block parcel to the east is associated with the current ownership of the Floridan Hotel. The Floridan is abutted on the north by a 3 story (non-historic) building renovated during the 1980's to accommodate the U.S. Postal Service.

The Floridan Hotel is located at the north end of the city's commercial core, four blocks east of the Hillsborough River and the cultural cluster that includes Hillsborough County's main library, the Tampa Performing Arts Center and the Tampa Museum of Art. The building is immediately north of the new 390,000 square foot Federal Courthouse Building currently under construction.

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**Floridan Hotel
Hillsborough County, Florida**

PRESENT APPEARANCE

The Floridan Hotel, promoted at the time of its opening as the tallest commercial dwelling in Florida, is an eighteen story building on the northeast corner of the intersection of Florida Avenue and Cass Street (photo 11). The building's irregular massing consists of a three-story rectangular base surmounted by a fifteen (15) story tower, L-shaped in plan. The building is topped out by a multi-level mechanical service area and elevator penthouse, which will be referred to as floors 19 and 20. To avoid confusion it is noted that the floor and room numbering system used in the hotel skips the 13th floor in deference to the superstitious, possibly suggesting one more floor than really exists (floors numbered 14 through 19 actually correspond to floor levels 13 through 18).

The Floridan rises from a reinforced concrete foundation supported on concrete pilings supported on bedrock. {2} The building's steel frame (photo 46) supports floor and roof structure of steel reinforced concrete ribbed slabs with integral corrugated steel form pans. The steel frame members consist of plate and angles riveted to form I - sections. Exterior curtain walls are constructed of terra-cotta tile veneered with a variety of decorative masonry finish materials, including matte finished pressed brick, Georgia granite and Bedford limestone. {3} Interior partitions on the first three floors as well as the enclosure for the two fire stair towers are of terra-cotta tile. Partitions at the upper floors as well as vertical chases for mechanical and electrical systems are constructed of cored gypsum block.

The Floridan Hotel has two primary facades of nearly equal architectural emphasis facing Florida Avenue (west) and Cass Street (south) (photo 9). Each of these facades as well as the secondary east and north elevations are organized vertically with three distinct components that will be referred to as the base, the shaft and the capital (photos 7, 8, 9).

West Elevation (Florida Avenue)

Base: A slight offset in plan distinguishes the west elevation as the main elevation (photos 14, 16, 19). This inset of the central bay of three bays focuses attention at the entry. The "Base" is four stories in height including the third floor mezzanine (photo 8). The "Base" is divided into three vertical subdivisions. A simply molded water table divides the first and second floor levels. A plain limestone ribbon supported on closely spaced consoles divides the third and

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Hillsborough County, Florida**

fourth floor levels (photo 18). A heavily molded limestone cornice caps the "Base" and separates it from the "Shaft" above. The ground floor fenestration has been infilled with stuccoed building panels and ceramic tile (photo 14). Two pairs of anodized aluminum storefront doors provide access to the ground floor and to the historic lobby at the second floor level. The suspended canopy at the main entry has been shrouded in stucco. The central element composed of the second and third floor levels is finished in crisply detailed rusticated limestone ashlar. The central arcade is flanked on each side by an arch with trabeated openings on each side. Each of these is surmounted by a pair of casements in a simply molded limestone surround (photo 13). The paired casements identify the level of the mezzanine. This arcade was open to an outdoor lounge area when the hotel opened in 1927. Today, each of the three arches composing the central arcade is fitted with a pair of nine-over-nine wood double hung sash with fixed sidelights and a semi-circular fanlight (photo 15). A decorative cartouche accentuates the central arch in each of the three bays. The uppermost level of the base is finished with smooth limestone ashlar. Like the two lower levels it is divided horizontally into three bays each of which is punctuated by three pairs of regularly spaced one-over-one wood double-hung sash. At the central bay the three spandrels beneath the coupled windows are composed of bas relief that suggest a balustrade (photo 17). A subtly sculptured limestone surround details each pair of windows.

Shaft: Composed of floors five through fifteen, a slight offset in plan divides the "shaft" horizontally into three elements. Each of these elements, clad in buff-colored brick with matching mortar, is punctuated by three pairs of one-over-one wood double-hung sash at each floor level. The central pair of coupled windows in each bay is detailed with a limestone surround. The full entablature that forms the header for the paired windows is accented by an over-sized keystone. Decreased window height marks the transition to the "Capital". A full entablature of glazed terra-cotta forms the header for this range of windows and divides the "Shaft" from the "Capital".

Capital: This element is composed of floors sixteen through eighteen and is capped by a heavily enriched entablature of glazed terra-cotta surmounted by a parapet composed of a balustrade punctuated by molded panels. This parapet obscures the roof top mechanical service area. Like the lower elements, the "capital" is divided horizontally into three bays. The "capital" continues the fenestration pattern of coupled double-hung windows of the "Shaft" - three coupled window units per bay per floor. The central windows of the outermost bays are linked in a neo-classical surround rising from scrolled brackets at the sixteenth floor to a broken arched pediment above the nineteenth floor windows. Paneled spandrels separate each range of windows on this element. A plain limestone ribbon links the sills of the seventeenth floor windows.

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Hillsborough County, Florida**

South Elevation (Cass Street)

Base: This element of the Cass Street facade is similar to the west elevation with a few subtle changes to distinguish the secondary entry. All of the ground level storefronts have been filled with stucco finished panels (photo 1). Plywood covered flush steel doors do not relate to the composition of surviving elements of the original design. A centrally located molded surround belies the original Cass Street entry to the hotel's lobby (photo 2). The steel frame with remnants of the enriched pressed metal fascia is all that survives of the canopy that sheltered the Cass Street entrance (photos 2, 3). The arcade that provides the focal point for this elevation was glazed with large double hung sash with sidelights and semi-circular fan lights from the building's original construction (photos 3, 4, 50). These windows were probably the model for the infill units that enclose the loggia above the Florida Avenue entry. Each of the flanking compositions on this elevation consists of a blind arch with a surround of radiating voussoirs. This blind arch surrounds two window openings (photo 1). The lower and larger opening is headed with a full entablature. The upper unit corresponds to the level of the mezzanine. The upper unit has a simple molded surround with a segmental arched head. The openings flanking the blind arch are similar to their counterparts of the Florida Avenue elevation. The remainder of the "Base's" detailing is similar to the Florida Avenue elevation (photos 1, 3).

Shaft: The elimination of the plan offset that divides the Florida Avenue elevation horizontally is the significant difference between the Cass Street "shaft" elevation and its Florida Avenue counterpart (photos 7, 9). A series of small rectangular fixed windows occur at each floor between couples two and three and between couples seven and eight (photo 9). The material composition and the horizontal elements dividing the shaft from the "base" below and the "capital" above are similar to those used on the Florida Avenue elevation.

Capital: Features that distinguish this element from its Florida Avenue counterpart are limited to the elimination of the plan offset and the change in fenestration described in the previous section. The placement of the narrow fixed wood sash between coupled window pairs two and three and between pairs seven and eight has the effect of creating three subtly distinguished vertical elements. Limestone surrounds tie window pairs two, five and eight at each floor level into a three story composition with bracketed base and broken arched pediment similar to the Florida Avenue facade. The enriched terra-cotta entablature with balustrade details the uppermost limit of the "capital" of this elevation.

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Floridan Hotel
Hillsborough County, Florida

East Elevation

Base: The east elevation is organized vertically in three distinct elements -"Base", "Shaft" and "Capital". Because an existing building was positioned immediately adjacent to the Floridan's site, the base has no formal architectural treatment. The area exposed by the demolition of the adjacent structure is finished with a combination of painted brick, concrete block and stuccoed construction panels. The height of this base corresponds to the second floor windows adjacent to Cass Street. The base steps up to include the third floor (mezzanine) at the rear (northeast) corner of the building. A contemporary steel fire escape descends from a flush steel-clad exit door at the third floor (mezzanine level).

Shaft: This element is divided into two distinctly separate planes: 1. The projecting plane (left) is the end wall of the south leg of the L-shaped plan of the room tower; 2. The setback plane (right) is the inside wall of the west leg of the L-shaped plan of the room tower. These surfaces are finished in a brick of color similar to the primary facades. The projecting plane is punctuated by two steel clad two-over-two double-hung fire windows at each level of floors four through fifteen (photo 12). These windows flank a blank expanse of wall that corresponds to the location of the east fire stair tower. A full entablature of terra-cotta separates this wall surface from the "capital" above. The setback plane expresses the room tower from floor four through floor eighteen (photo 10). This surface is punctuated by a range of regularly spaced double-hung fire windows in coupled pairs, five per floor. The parapet corresponding to this set back wall plane is finished with a simple coping of glazed terra-cotta.

Capital: This three-story element (floors sixteen through eighteen) is limited to the projecting plane of the east elevation (photo 12). Coupled double-hung fire windows are organized vertically with a limestone surround, centered on the window alignment of the floors below. A three-story neoclassical composition consisting of three vertically stacked blind panels finished in square, textured, red terra-cotta tiles focuses attention on the alignment of the fire stair. This composition is treated with a simple limestone architrave topped by a broken pediment. The enriched entablature and parapet which caps the main facades returns and terminates on this face of the building, transitioning to a simpler terra-cotta detail that separates the capital from the two-tiered brick wall that encloses the end of the roof-top mechanical service area above. Three unadorned double-hung fire windows admit light to the mechanical service area.

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**Floridan Hotel
Hillsborough County, Florida**

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North Elevation

Base: The base is obscured by the three-story building occupied by the U.S. Postal Service.

Shaft: Like the east elevation, the shaft element of the north elevation is divided into a projecting plane (right) and a setback plane (left). The projecting plane is finished and detailed in a manner virtually identical to the corresponding element on the east elevation. The setback plane of the north elevation is detailed in a manner similar to its counterpart on the east elevation. However, a vertical expanse of blank wall, corresponding to the location of the service elevator, interrupts the pattern of the coupled double-hung fire windows that make up the fenestration of this wall surface. The rear wall of the roof top mechanical service area is exposed above the eighteenth floor stepping up to a level corresponding to the twentieth floor at the service elevator penthouse (photo 10).

Capital: The "capital" is limited to the projecting plane on the north elevation. Its design is similar to the corresponding element on the projecting plane of the east elevation. A cylindrical steel flue is supported near the intersection of the north and east walls of the room tower's western leg (photo 10). This flue extends approximately one story above the roof line.

Roof top Sign

Individual electrically illuminated six foot block letters compose "Hotel Floridan". Mounted on an elevated steel frame with its two faces oriented southwest and north, this sign proclaims the Floridan's presence to those approaching from nearly all directions. A sign of similar design has advertised this building since its opening in 1927 (photos 45, 50).

INTERIOR

The interior includes the ground floor originally designed for retail space and service core serving the lobby, lounges and dining areas above. A basement boiler room is accessed by a stair at the east side of the ground floor. The original lobby, lounges, dining hall, and main kitchen were contained on the second and third (mezzanine) floor levels. The hotel rooms are contained on floors four through eighteen. The fourth floor rooms were originally designed to provide product display areas for traveling salesmen. {4} A roof top service area adds partial floors at the

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Hillsborough County, Florida**

nineteenth and twentieth floor levels. The total building area is approximately 158,500 square feet including the mechanical service areas.

The first floor access consists of entry foyers on Florida Avenue and Cass Street. Travertine stairs trimmed in heavily veined black marble lead to the original lobby at the second floor level. The existing first floor plan includes a lobby and lounge, check-in desk, administrative offices, and service space for mechanical equipment, electrical equipment, food preparation and storage. A partial basement containing fuel storage and oil-fired mechanical equipment is located at the north east corner of the building. A series of retail and personal service spaces front on Florida Avenue and Cass Street. A bank of three elevators serve the lobby. A fourth service elevator serves the service and food preparation area on the east side of the building. The ground floor area underwent a substantial renovation between 1960 and 1980 relocating customer check-in from the second floor to the first, apparently due to a minor fire. The storefronts facing Florida Avenue and Cass Street have been infilled and finished with painted stucco and ceramic tile (photos 1, 3, 8). Flush steel clad doors have been installed to provide access to converted storage areas. Carpet, tile and a variety of sheet goods have been installed on most floor surfaces. Acoustical ceiling tile and vinyl-finished paneling cover most ceiling and wall surfaces on the first floor. This floor represents the major alterations made to the building.

The second floor and the mezzanine to which it provides access are the Floridan's primary interior spaces that best convey the quality of design, materials and workmanship that make this building architecturally significant. Travertine stairs bordered with black marble direct the visitor from the ground level entries on Florida Avenue and Cass Street to the check-in desk, lobby and elevators, which provide access to the room levels above (photos 37, 56). A large ramp of contemporary construction, intended to simplify access to the multiple lounge levels, is the most significant intrusion on this space. A short flight of travertine finished stairs leads to a loggia over-looking the Florida Avenue entrance and to adjoining lounges. The dining hall overlooks Cass Street to the south of the main lobby. An ornate wrought iron stair rail, guarding travertine steps, leads the visitor to the mezzanine at the third floor level (photos 29, 48). Food preparation and service areas were allocated to the east end of the building on the second floor.

Floor finishes in the main public spaces survive from the original construction: travertine patterned with marble in the main lobby; a subtly patterned terrazzo in the dining hall; and terrazzo of a bold black and white diamond pattern in the loggia overlooking Florida Avenue. The walls are plastered in a heavily textured pattern suggesting the eclectic influences of the Mediterranean Revival which becomes more apparent in the examination of the details. From the

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Hillsborough County, Florida**

Florida Avenue entry, a colonnade directs the visitor toward the check-in desk (photo 36). Plastered columns rising from bases of travertine and marble, are bolstered with foliate consoles at the horizontal ceiling supports, cased and paneled with pecky cypress. In the more intimate lounge areas the design vocabulary is less formal. The clustered columns, finished with stained cypress, support detailed wooden bolsters providing a spring point for plastered arches, linking the building's neo-classical theme to the Spanish influence of the Mediterranean revival design vocabulary (photos 33, 34). Ceilings of textured plaster are modulated by members cased in pecky cypress. The ceilings in the peripheral lounge areas are covered in pecky cypress boards (photo 33). In strong contrast to the intimate scale of the lounge areas, the dining hall is detailed in a manner referred to as Adamesque by the Florida Master Site File (photos 23, 24). A grid of rectangular columns and pilasters rise two stories in height to the plaster ceiling detailed in an intricate octagonal coffering. Foliate capitals crown the columns and a molded cove runs the perimeter of the room at a level two thirds the wall height. The smooth wall surfaces are a strong contrast to the heavily textured plaster in the adjoining rooms.

The mezzanine at the third floor level overlooks the main lobby and the dining area. The east side of this floor level was dedicated to food preparation and storage areas. The manager's office is located at the northwest corner, adjacent to the fire stair tower. The finishes and design elements are a continuation of and similar to those on the second floor. A guardrail consisting of rectangular panels spaced by turned spindles protects the overlook to the main lobby (photo 26). The rectangular panels are perforated in a geometric pattern that suggests a series of crosses within the octagonal cut-outs. A wrought iron railing guards the musicians balcony overlooking the dining hall (photo 21). The extension of the mezzanine floor level into the upper level of the loggia fronting Florida avenue is the most significant alteration that has occurred on this floor level. Some finishes, the ceiling in particular, have suffered as a result of weather intrusions, leaks and a minor fire in the space enclosed above the Florida Avenue loggia (photo 35).

Floors four through eighteen encompass the Floridan's guest rooms. These floors share a common plan for access to the guest rooms. An L-shaped double-loaded corridor connects the enclosed stair towers on the north and east sides of the building and provides access to the guest rooms. A secondary corridor provides access to the three centrally located elevators. Janitorial and mechanical equipment rooms are clustered with the elevator core on each level. An additional service elevator is located adjacent to the stair tower at the east side of the building. The room plan on the fourth floor included eighteen rooms marketed to traveling salesmen. The

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Hillsborough County, Florida**

room layout provided additional space for display of the salesman's wares. {6} An example of an original single-panel room entry door complete with glazed transom survives on this level (photo 40). Room plans have been altered on this floor. Wall, ceiling and floor finishes have been altered over time throughout the fourth floor. Room plans at floors five through seventeen are generally intact, twenty-six per floor, with a bathroom in each room. Connecting doors allowed the grouping of pairs of rooms into suites. The corridor ceilings were dropped on those floor levels to accommodate mechanical air distribution. The majority of the baths survive intact. Grout-set hexagonal ceramic tile finishes the floor. Plaster walls are protected by a wainscot of 3"x6" white ceramic tile. All baths are furnished with a water closet and wall-hung lavatory. The street side rooms include a porcelain finished cast iron bathtub while the bank of east wing rooms adjacent to the elevators are furnished with showers enclosed with travertine partitions. Room entry doors have been replaced throughout most of the guest room floors. Transoms at room entries have been modified to accommodate mechanical air distribution. Wallpaper, painted plaster and carpeting appears to have been altered periodically through the life of the building. Some examples of the original single panel hardwood doors survive on bathrooms and closets at floor levels four through seventeen. Room and bath partitions as well as floor, wall, and ceiling finishes have been demolished on the eighteenth floor (photos 41, 42).

Both fire exit stair towers provide access to the roof top mechanical service areas. This multi-level service space houses elevator equipment, the hotel's water tank, pumps and distribution control, as well as, secondary switching gear for the building's electrical and telephone systems. An area of the roof deck on the perimeter of the service floor has been enclosed to provide additional area for storage and maintenance activities. This work area appears to have been constructed after 1960.

ALTERATIONS

The Floridan Hotel's exterior appears today much as it did when opened for business January of 1927. The most significant alteration of the building's exterior involves the infill of the ground floor store fronts. The interior at the ground floor underwent extensive alteration associated with the relocation of guest registration to this level from the original second floor lobby. These alterations occurred as the downtown business district declined during the 1960s through the 1980s. The building's primary public spaces on the second and third floor levels are basically intact. Finishes on the guest room floors have been changed periodically keeping pace with changes in style and fashion until the decline in the hotel operation's economic health after the 1960's. The building survives, structurally sound and in fair condition.

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**Floridan Hotel
Hillsborough County, Florida**

ENDNOTES

{1} "18 Story Structure Tallest Commercial Dwelling in Florida", Tampa Sunday Tribune, January 23, 1927, page 2-G.

{2} "18 Story Structure Tallest Commercial Dwelling in Florida", Tampa Sunday Tribune, January 23, 1927, Page 2-G.

{3} Ibid

{4} "18 Story Structure Tallest Commercial Dwelling in Florida", Tampa Sunday Tribune, January 23, 1927, Page 2-G.

{5} Ibid

{6} "New Floridan Called One of South's Finest", Tampa Daily Times, January 29, 1927, Page 1-B.

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**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

**Floridan Hotel
Hillsborough County, Florida**

SUMMARY

The Floridan Hotel in Tampa, Florida, fulfills Criteria A and C for listing in the National Register of Historic Places. It has local significance in the areas of architecture and commerce. Its commercial significance is based on its association with real estate development in Tampa within the context of the Florida land boom, a period of unprecedented growth in the state's economy and population. The building has architectural significance for its Renaissance Revival design elements and building form based on traditional early skyscraper design. When the Floridan Hotel was completed in 1927, it became the tallest structure built in Tampa. It is the only historic skyscraper remaining in downtown Tampa.

HISTORIC CONTEXT

Following World War I, Florida experienced a vigorous period of economic growth and population expansion which became known as the Florida land boom. Attention focused on the state during the war made businessmen and developers aware of opportunities for easy fortunes through land speculation. Tourists were drawn to the "tropical paradise" by promotional literature. New residents were encouraged by the assurance that the state would not levy income or inheritance taxes. The increased mobility that the automobile provided the American public created a sense of wanderlust and dissatisfaction with the established national centers of urbanization and industrialization. This attitude helped drive people to new and less developed places such as Florida. The material prosperity of the country provided the time as well as the means for travel and speculative enterprise.

The development of a statewide system of public highways and roads in the 1920s facilitated travel and allowed the boom to become widespread. Road building had previously been largely the function of local governments, but during the boom period and following, the state road department committed itself to the creation of a vast network of hard-surfaced highways. From less than 748 miles of state roads completed or underway in 1920, the system grew to 3,254 miles by 1930. Private enterprise also accounted for many major and minor road improvements. Traffic in and out of Tampa was facilitated by two projects paid for largely by developers, the Michigan Avenue Bridge and the 22nd Street Causeway. {1}

In the winter of 1924-1925, the incipient boom that had been gathering force since the end of the war became a reality. Speculation broke wide open in the late summer of 1925. The Florida boom burst into full force first in Miami and Coral Gables, quickly followed by Palm

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Hillsborough County, Florida**

Beach, Boca Raton, Tampa, and St. Petersburg. From just under a million (969,470) people in 1920, the population of Florida rose to 1,263,540 in 1925 and 1,468,211 by 1930. Between 1920 and 1930, Tampa's population increased from 51,608 to 101,161 and was the third highest in the state. Jacksonville remained the state's largest city with a population of 129,549 and Miami followed in second place with 110,637.

Fortunes made during the height of the boom were just as quickly lost with the onset of the bust. The decline of the boom began in 1925, almost at the time that the land buying fever had reached its height. Financial collapse and a hurricane came suddenly and together in 1926. Two years later came another devastating hurricane, followed a year later by the stock market crash and the onset of the Great Depression. Although it was not apparent during the early 1920s, the state government had committed itself to too much too quickly. This attitude was taken up by local governments and private enterprise who failed to see the dangers of promoting growth and financing it with public bonds that could not be repaid with the existing system of taxation. Speculative real estate projects ruined sound ones by pushing them too far in the growing competition for customers. Between 1926 and 1930, the assessed value of real estate in Florida dropped from \$623,000,000 to \$441,000,000. {2}

In Tampa, the building boom reached its peak in 1925 and held over well into 1926. The increased real estate activity rescued Tampa from a serious economic recession. In 1925, building permits issued in Tampa totaled \$23,418,836 and represented nearly half as much building, done in one year, as had been completed from 1884 to the beginning of the boom. The increased construction activity resulted in hundreds of commercial buildings and literally thousands of new homes. {3} March 1926 brought a general downturn in land sales and development activity in Tampa, but most of the persons involved in the real estate business expected sales to increase rapidly by the beginning of summer. In 1926, it was estimated that construction projects in downtown Tampa would value more than \$10,000,000 with a number of major office buildings and recreational projects involving between \$250,000 to \$2,500,000 each. {4} During 1926, building permits issued totaled \$15,872,772. {5} Included among the buildings erected during that year was the 18-story Floridan Hotel.

HISTORICAL SIGNIFICANCE: CRITERION A

The Floridan Hotel was constructed through local enterprise and effort in direct response to the need for hotel space created by the increase in the number of visitors coming to Tampa. It was conceived by A. J. Simms, a leading developer and a native of New Brunswick, Canada.

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Hillsborough County, Florida**

Allen J. Simms came to Tampa in 1906 and began his career in real estate working for the Tampa Bay Land Company, first as a stenographer and later selling lots in Palma Ceia Park, Keystone Park and Suburb Beautiful. In 1908, Simms went into business for himself and organized the Simms Realty Company. {6} In 1917 at the onset of the war, he abandoned the business and joined the Royal Canadian Dragoons. Simms returned to Tampa in 1919 and started developing on a large scale. During the next six years he headed companies which developed and sold New Suburb Beautiful, West Suburb Beautiful, North Suburb Beautiful and Parkland Estates. {7} Other projects credited to Simms include numerous apartment and office buildings, the Michigan Avenue bridge and the Cass Street extension.

During the summer of 1925, at the height of the land boom, Simms realized the need for a hotel to meet the demands of the rapidly growing Tampa. He organized the Tampa Commercial Hotel Company, Inc. and served as its general manager and secretary. The board of directors consisted of prominent Tampa businessmen and included: W.E. Dorchester, President; E.B. Pancake, Vice President; Abe Maas, Vice President; L.C. Edwards, Vice President; T.N. Henderson, Vice President; and J.W. Taylor, Treasurer. Ben Cosio, Webb C. Clark, C.A. Faircloth, W.C. Hodge, G.C. Warren, C.E. Holtsinger, J.C. Vinson, L. Eli Knight, and J.W. Warren also served as board members. {8}

The site chosen for the hotel was a quarter of a block located at the northeast corner of Florida Avenue and Cass Street within the commercial core of downtown. According to a real estate ad in the Tampa Tribune on January 11, 1925, the asking price for the downtown business corner, marketed through A.J. Simms & Co., was \$275,000. {9} Financing for the hotel represented an initial outlay of approximately \$1,500,000 and was secured by bond sales through the Adair Realty and Trust Company. Original plans called for a 14-story building, but were later changed to 18 stories to meet the increasing demand for hotel accommodations. {10} Construction started in January 1926 with the placement of more than 600 piles for the foundation. {11}

While the hotel was under construction, Simms headed the Cass Street Development Company which opened Cass Street through to Tampa Union Station and afforded a direct route to the Floridan Hotel. The company was also responsible for the construction and development of the Cass Street Arcade, a \$260,000 downtown office and store complex located directly across from the hotel along Cass Street. The arcade fronted on Cass Street and extended the entire length of the block between Florida Avenue and Marion Street. {12}

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Hillsborough County, Florida**

When construction of the hotel was completed in 1927, the 18-story building towered 240 feet above the sidewalk. An article in the Tampa Sunday Tribune reported that "quality materials and workmanship utilized in the construction of the Floridan hotel make it one of the most substantial and solidly built structures in the state."^{13} The owners of the hotel described the building as, "Tampa's greatest and Florida's tallest hotel," and boasted, "Every convenience utilized in metropolitan hotels is found in the structure."^{14} Each room was furnished with walnut desks, chifferobes, chairs, telephones and Simmons steel beds.^{15} Site construction and furnishings involved expenditures of approximately \$3,000,000.^{16} The hotel formally opened on January 29, 1927, with "addresses, public inspection of the building, a buffet dinner and dance and entertainment features." Speakers included Mayor Perry G. Wall and Jerry Carter, state hotel commissioner.^{17}

By the time the Floridan Hotel opened in 1927, the real estate boom had already ended. After the crash of 1929, ownership of the hotel passed into the hands of Barron G. Collier, a millionaire of street car advertising fame from New York. Collier owned the Collier Florida Coast Hotels, Inc. which also acquired the Tampa Terrace, another downtown hotel. The Floridan Hotel prospered through the 1950s, but as trade in the downtown area declined, so did the hotel's business. On May 11, 1943, the hotel was purchased by a group of twelve persons who organized the Floridan Hotel Operating Company. In 1968, Penn Mutual Life Insurance Company obtained ownership of the Floridan after a mortgage foreclosure, and operated it from 1969-1971 as leasable space. With the loss of a large tenant in 1971, Penn Mutual offered the building for sale and sold it to A.C. Kalvi of Minneapolis, Minnesota in October of that year. Kalvi purchased the Floridan for \$351,000 and operated it as a hotel for transients. In 1988, the building was purchased by Sity International, Inc. and has remained vacant since 1989.

ARCHITECTURAL CONTEXT

From the 1890s through the 1920s, Renaissance Revival styles were popularized as decorative approaches to architecture. Renaissance Revival architecture owed its inspiration to several sources and was associated with the rising importance of Beaux Arts classicism in America, a reference to aesthetic principles followed by the Ecole Des Beaux Arts. Renaissance revival styles followed the academic principles of Beaux Arts classicism: symmetry, proportion, the classical orders, and appropriate decoration. These principles were applied to early skyscraper design in America through a tripartite form and classical elements. The tripartite form was organized into three distinct horizontal divisions: the base, shaft and capital. Classical elements

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**Floridan Hotel
Hillsborough County, Florida**

such as heavy stone work, arches and pilasters, carved relief motifs, and embellishments were basic elements of early commercial architecture that carried over through several decades. This became a standard in commercial skyscraper design with architects such as William Le Baron Jenney, Louis Sullivan, Dankmar Adler, Daniel Burnham, John Root, William Holabird and Martin Roche.

Developed in 1883 by William Le Baron Jenney, the steel-frame, fire-proof skyscraper became a mile-stone in architectural history as it was developed by Chicago School architects. This type of building developed in Chicago and New York for an increasingly dense urban environment and competitive real estate market but did not appear in the late developing Florida until the early 1910s. The steel frame made it possible for buildings to be greater in height than heavy masonry walls would allow. In large cities such as Chicago and New York, the skyscraper became the dominant style in commercial architecture by the end of the 19th century.

In areas of the country such as Tampa, where small towns were still developing, the multi-story structures were not as prevalent. By the early 1910s, cities such as Jacksonville and Miami began constructing buildings ten stories and higher. Tampa followed suit as a number of multi-story buildings were added to Tampa's skyline. As late as 1922, the 10-story Citizens Exchange National Bank was boasting itself as the tallest structure in Tampa. The 12-story Tampa Terrace Hotel was constructed in 1925, and the 13-story First National Bank building in 1926.

ARCHITECTURAL SIGNIFICANCE: CRITERION C

The Floridan Hotel is one of the most architecturally significant historic structures remaining in downtown Tampa. Located on the corner of Florida Avenue and Cass Street, it stands as a representation of Tampa's prominent heritage with its rich materials and ornate embellishment. It represents the economic development of Tampa from a small port town to one of Florida's largest cities and stands as a symbolic center for commerce within a notable period of gulf coast development. The hotel is one of a small number of early skyscrapers built in Florida during the first decades of the twentieth century and reflects the enduring nature of the style and the development of the state architecturally. When the 18-story Floridan Hotel was completed in 1927, it was the tallest structure built in Tampa. It is the only historic skyscraper remaining of approximately six constructed downtown between 1910 and 1930.

The building exhibits Renaissance Revival elements as adapted to early twentieth century skyscraper design popularized by Chicago School architects. It is a clear expression of this form

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Hillsborough County, Florida**

and characteristic in the building's execution of three part composition and classical architecture. The tripartite formula of base, shaft and capital is the basis of its exterior form and is articulated in the base of rusticated sandstone, brick building shaft, and terra cotta capital-like top story.

The hotel was designed by the Tampa architectural firm of F.J. Kennard & Son and built by G.A. Miller, Builder. Francis Joseph Kennard came to America from London in 1865 and settled with his family in Putnam County, Florida. Kennard subsequently moved to Orlando where he practiced architecture before coming to Tampa in the 1890s. In Tampa, he was first associated with architect M.J. Miller. Miller & Kennard were responsible for the design of several prominent buildings in the Tampa Bay area and southwest Florida including the Citizens Bank Building, the Tampa Bay Hotel Exposition Building and Annex, Belleview Hotel at Belleaire, and the Ft. Myers Hotel. In later years, Philip Kennard, his son, joined him in his architectural practice. Francis Kennard is credited with the design of many of Tampa's significant buildings. These structures include: Maas Brothers Department Store; Floridan Hotel; St. Andrews Episcopal Church; Henderson Elementary School in Tampa Heights; Wolfson Building, Sanchez & Hays Building, and Manuel Katz Store in Ybor City; Rialto Theater, Burgert Brothers Studio and Bryan Elementary School. Other structures outside of Tampa include the Pinellas County Courthouse and the Lee County Courthouse.

ENDNOTES

{1} Karl H. Grismer, Tampa: A History of the City of Tampa and the Tampa Bay Region of Florida (St. Petersburg: St. Petersburg Printing Company, Inc., 1950), p. 267.

{2} National Register of Historic Places Multiple Property Documentation Form for "Mediterranean Revival Style Buildings of Davis Islands," United States Department of the Interior, National Park Service, June 16, 1989.

{3} Grismer, p. 266.

{4} "Downtown Building Program Will Involve More Than \$10,000,000," Tampa Tribune, January 17, 1926, p. 1-D.

{5} Grismer, p. 266.

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**Floridan Hotel
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- {6} "Life Story of A.J. Simms Shows Vision of Man Who Saw Tampa's Great Future," Tampa Sunday Tribune, January 17, 1926, p. 6-C.
- {7} Grismer, p. 383.
- {8} Tampa Commercial Hotel Company, Articles of Incorporation, Book 17, p. 133-136, filed June 19, 1925.
- {9} Tampa Tribune, January 11, 1925, p. 6-F.
- {10} "New Floridan Purely Product of Tampa in Design and Entirety," Tampa Sunday Tribune, January 23, 1927, p. 8-G.
- {11} "Downtown Building Program Will Involve More Than \$10,000,000," Tampa Tribune, January 17, 1926, p. 1-D.
- {12} Grismer, p. 383.
- {13} "Quality Construction Makes Floridan Hotel High Type Structure," Tampa Sunday Tribune, January 23, 1927, p. 2-G.
- {14} "18-Story Structure Tallest Commercial Dwelling in Florida," Tampa Sunday Tribune, January 23, 1927, p. 2-G.
- {15} "New Floridan Called One of South's Finest," Tampa Daily Times, Saturday, January 29, 1927, p. 8-B.
- {16} "18-Story Structure Tallest Commercial Dwelling in Florida," Tampa Sunday Tribune, January 23, 1927, p. 2-G.
- {17} "Wall to Make Main Address at Ceremony," Tampa Daily Times, January 29, 1927, p. 2-A.

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Section number 9 Page 1

**Floridan Hotel
Hillsborough County, Florida**

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Continuation Sheet**

Section number 9 Page 2

**Floridan Hotel
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Hillsborough County Public Records, Tampa, Florida, Articles of Incorporation:
Tampa Developers, Inc. - Book 18, pp 5-9. Tampa Commercial Hotel Co., - Book 17, pp
133-136.

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Opportunities, Tampa, Undated brochure prepared in 1995.

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Revival Style Buildings of Davis Islands", United States Department of the Interior,
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Continuation Sheet**

**Floridan Hotel
Hillsborough County, Florida**

Section number 10 Page 1

VERBAL BOUNDARY DESCRIPTION

Part of Lots 3 and 4, Block 16, GENERAL MAP OF TAMPA, as recorded in Plat Book 1, Page 7, Public Records of Hillsborough County, Florida, described as follows:

Begin at the Southwest corner of said Lot 3; thence North 22° 00' West along the West limit of Lot 3, 35.2 feet; thence South 67°56'29" East, 0.54 feet thence North 22°03'31" West 34.8; thence South 67°56'29" West 0.54 feet; thence North 22°00' West 35.2 feet to the North limit of Lot 3 thence North 68°06'43" East along North limits of Lot 3 and 4, 105.87; thence South 21°59'24" East 105.10 feet to the South limit of lot 4' thence South 68°05'59" West along the South limits of Lots 4 and 3, 105.74 feet to the point of beginning.

BOUNDARY JUSTIFICATION

The boundary encompasses the entire city lot that has been historically associated with the property.

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Continuation Sheet**

**Floridan Hotel
Hillsborough County, Florida**

Section number PHOTO Page 1

- 1
 - 1) Floridan Hotel, 905 N. Florida Avenue
 - 2) Tampa, Hillsborough Co., Florida
 - 3) David Rigney/Teresa Maio
 - 4) December 1995
 - 5) Historic Tampa/Hillsborough Co. Preservation Board
 - 6) Street level view E Cass Street, showing S elevation; camera facing NE
 - 7) 1 of 57

Items 1-5 are the same for photographs 2 through 44.

- 2
 - 6) Street level view of Cass Street entry, showing partial S elevation; camera facing N
 - 7) 2 of 57
- 3
 - 6) Street scene of Cass Street, showing partial S elevation; camera facing NW
 - 7) 3 of 57
- 4
 - 6) Street level view E Cass Street, showing partial S elevation; camera facing N
 - 7) 4 of 57
- 5
 - 6) Arched window detail, S elevation; camera facing N
 - 7) 5 of 57
- 6
 - 6) Dining hall arcade, S elevation; camera facing N
 - 7) 6 of 57
- 7
 - 6) Street level view of intersection Florida Avenue/Cass Street, showing partial W elevation; camera facing NE
 - 7) 7 of 57
- 8
 - 6) Street level view of N Florida Avenue, showing partial W elevation; camera facing NE
 - 7) 8 of 57
- 9
 - 6) View of S and W elevations; camera facing NE
 - 7) 9 of 57
- 10
 - 6) View of E and N elevations from Tyler Street; camera facing SW
 - 7) 10 of 57

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**Floridan Hotel
Hillsborough County, Florida**

Section number PHOTO Page 2

- 11 6) Florida Avenue street scene (Federal Court Building construction in foreground);
camera facing NE
7) 11 of 57
- 12 6) Cass Street view, showing E and S elevations; camera facing NW
7) 12 of 57
- 13 6) Partial W elevation at street level; camera facing E
7) 13 of 57
- 14 6) Florida Avenue entry; camera facing E
7) 14 of 57
- 15 6) Detail of loggia above the Florida Avenue entry; camera facing E
7) 15 of 57
- 16 6) Partial W elevation, showing the loggia above the Florida Avenue entry; camera facing
E
7) 16 of 57
- 17 6) Detail of loggia above the Florida Avenue entry; camera facing E
7) 17 of 57
- 18 6) Partial W elevation from adjacent rooftop; camera facing E
7) 18 of 57
- 19 6) W elevation of guestroom tower; camera facing E
7) 19 of 57
- 20 6) Interior view of fire damage, showing SW corner of lounge area; camera facing S
7) 20 of 57
- 21 6) Interior view towards lobby, showing musicians balcony; camera facing N
7) 21 of 57
- 22 6) View towards Cass Street entry, showing wrought iron railing detail; camera facing S
7) 22 of 57

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**Floridan Hotel
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Section number PHOTO Page 3

- 23 6) Pilaster capital detail in dining hall; camera facing E
 7) 23 of 57

- 24 6) Column and ceiling detail in dining hall; camera facing SE
 7) 24 of 57

- 25 6) Interior view of deteriorated ceiling at infilled area above the Florida Avenue loggia;
 camera facing E
 7) 25 of 57

- 26 6) Interior view at mezzanine level infill, showing railing overlooking the main lobby;
 camera facing E
 7) 26 of 57

- 27 6) Interior view from mezzanine level infill, showing fanlight detail; camera facing NW
 7) 27 of 57

- 28 6) Interior view from mezzanine level infill, showing fanlight detail; camera facing NW
 7) 28 of 57

- 29 6) Interior view from the lobby, showing the travertine stair with wrought iron rail;
 camera facing E
 7) 29 of 57

- 30 6) Interior view from main lobby, showing the mail chute; camera facing S
 7) 30 of 57

- 31 6) Interior view from main lobby, showing a detail of the original brass elevator door;
 camera facing S
 7) 31 of 57

- 32 6) Interior view of brass elevator doors at main lobby; camera facing S
 7) 32 of 57

- 33 6) Interior view of lounge area at the NW corner of the lobby; camera facing N
 7) 33 of 57

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**National Register of Historic Places
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**Floridan Hotel
Hillsborough County, Florida**

Section number PHOTO Page 4

- 34 6) Interior view, showing the lobby from the loggia off Florida Avenue; camera facing E
7) 34 of 57
- 35 6) Interior view, showing underside of mezzanine level infill at loggia; camera facing N
7) 35 of 57
- 36 6) Interior view towards main lobby check-in; camera facing E
7) 36 of 57
- 37 6) Interior view towards lobby from Florida Avenue entry; camera facing E
7) 37 of 57
- 38 6) Interior view, showing dining hall chandeliers and ceiling detail; camera facing NW
7) 38 of 57
- 39 6) Interior view of musicians balcony from the dining hall; camera facing NW
7) 39 of 57
- 40 6) Interior view on floor four, showing a guest room entry; camera facing E
7) 40 of 57
- 41 6) Interior view of demolished guestrooms on the eighteenth floor; camera facing N
7) 41 of 57
- 42 6) Interior view of demolished guestrooms on the eighteenth floor; camera facing N
7) 42 of 57
- 43 6) Interior view of corner guestroom on floor four; camera facing SE
7) 43 of 57
- 44 6) Rooftop view of parapet balustrade; camera facing SW
7) 44 of 57

Historic Photographs

- 45 1) Floridan Hotel, 905 N. Florida Avenue
2) Tampa, Hillsborough Co., Florida

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Continuation Sheet**

**Floridan Hotel
Hillsborough County, Florida**

Section number PHOTO Page 5

- 3) Burgert Brothers Studio
- 4) September 25, 1930
- 5) Tampa/Hillsborough Co. Public Library
- 6) Street view of Florida Avenue, showing S elevation; camera facing N
- 7) 45 of 57

Items 1, 2, 3 and 5 are the same for photographs 46 through 57.

- 46
 - 4) August 19, 1926
 - 6) View showing hotel under construction with steel frame in place; camera facing NE
 - 7) 46 of 57
- 47
 - 4) January 20, 1927
 - 6) Interior view, showing the main lobby; camera facing NE
 - 7) 47 of 57
- 48
 - 4) January 20, 1927
 - 6) Interior view from the main lobby, showing the stair to the mezzanine; camera facing NW
 - 7) 48 of 57
- 49
 - 4) January 20, 1927
 - 6) Interior view, showing the loggia adjacent to Florida Avenue; camera facing S
 - 7) 49 of 57
- 50
 - 4) January 21, 1927
 - 6) View from adjacent rooftop, showing W and S elevations; camera facing NE
 - 7) 50 of 57
- 51
 - 4) October 16, 1926
 - 6) Street scene, showing the hotel under construction; camera facing S
 - 7) 51 of 57
- 52
 - 4) March 2, 1927
 - 6) Interior view, showing lounge adjacent to the main lobby; camera orientation unknown
 - 7) 52 of 57

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**Floridan Hotel
Hillsborough County, Florida**

Section number PHOTO Page 6

- 53 4) January 4, 1926
 6) View of hotel under construction, showing the installation of foundation pilings;
 camera facing NE
 7) 53 of 57

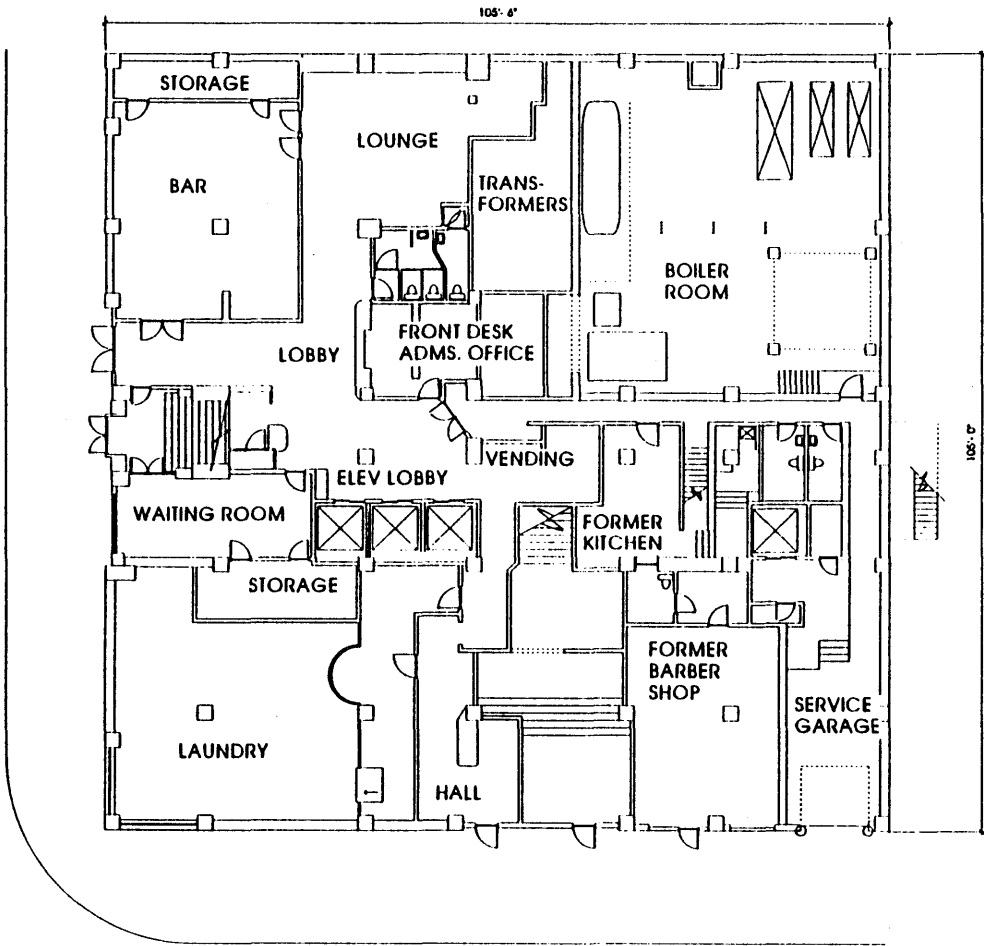
- 54 4) January 21, 1927
 6) Partial W elevation, showing the Florida Avenue entry; camera facing E
 7) 54 of 57

- 55 4) March 2, 1927
 6) Interior view, showing the main lobby and the mezzanine; camera facing N
 7) 55 of 57

- 56 4) March 2, 1927
 6) Interior view, showing the foyer at the Cass Street entry; camera facing N
 7) 56 of 57

- 57 4) March 2, 1927
 6) Interior view, showing the main lobby and mezzanine; camera facing N
 7) 57 of 57

FLORIDA AVENUE



CASS STREET

GROUND FLOOR

**THE FLORIDAN HOTEL
EXISTING**



Scale : 1/8" = 1'-0"

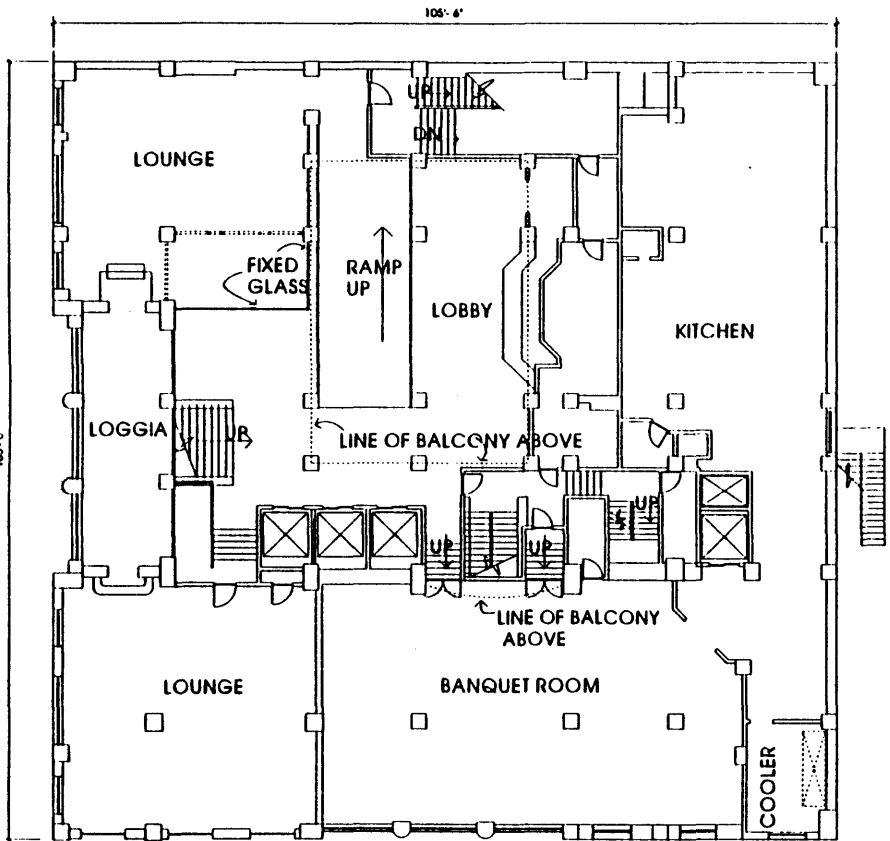


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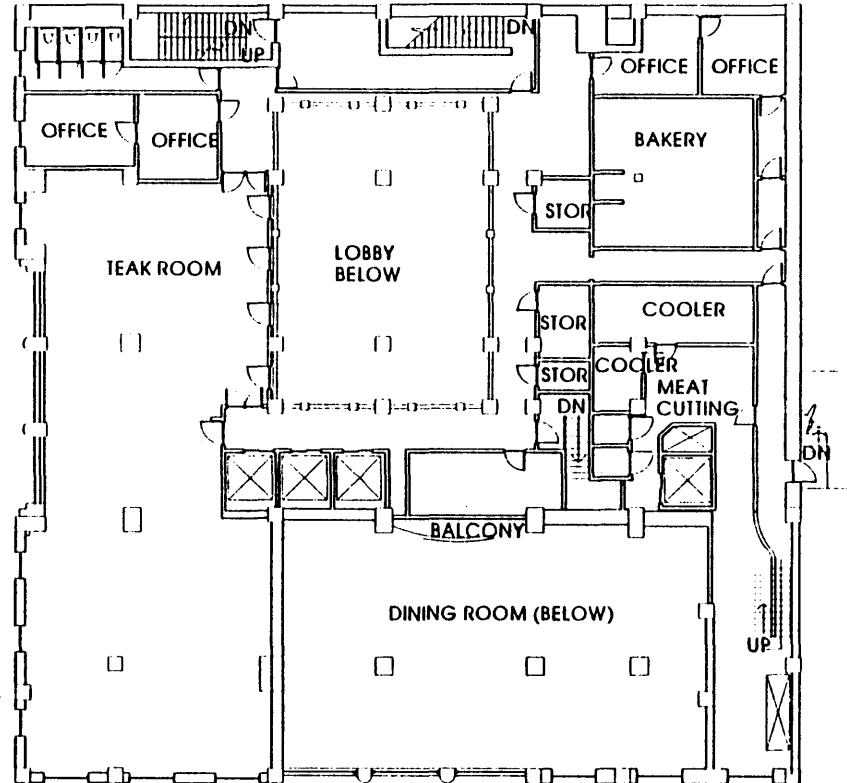
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 Preservation Board**
 TAMPA, FL

Tampa Inner City Preservation Plan
 Phase III Project



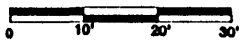


LOBBY FLOOR



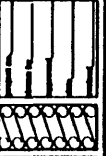
MEZZANINE FLOOR

**THE FLORIDAN HOTEL
EXISTING**



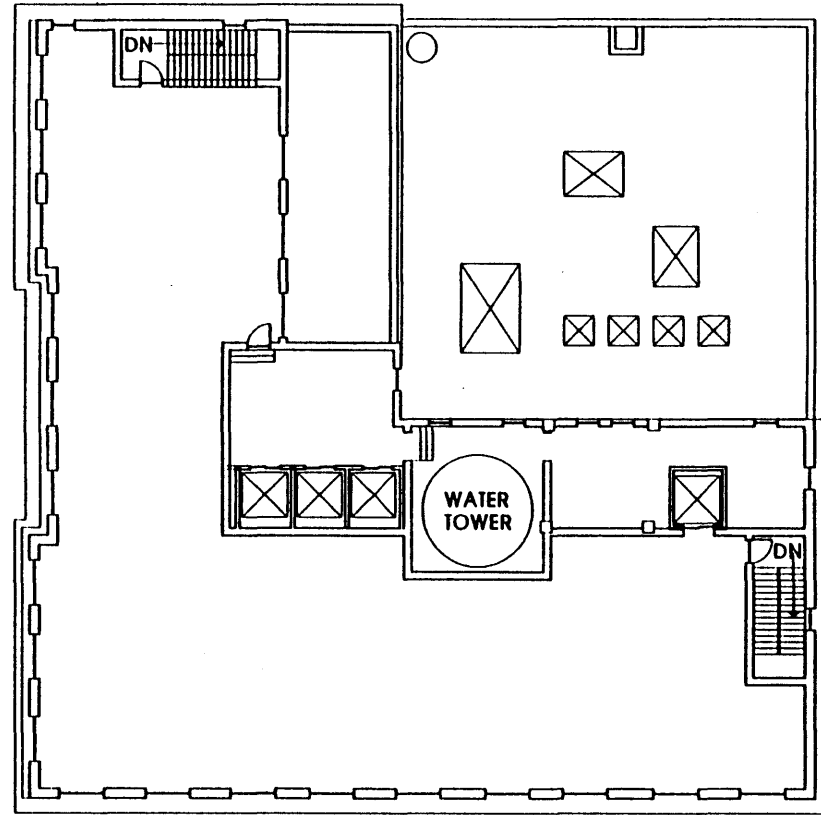
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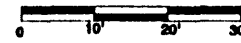


4th - 19th FLOORS



20th FLOOR

**THE FLORIDAN HOTEL
EXISTING**



Scale : 1/8" = 1'-0"

VERIFY EXISTING DIMENSIONS IN FIELD.

