

# NOMINATION PROPOSAL - FLORIDA

NATIONAL REGISTER OF HISTORIC PLACES

DIVISION OF ARCHIVES, HISTORY AND RECORDS MANAGEMENT - FLORIDA DEPARTMENT OF STATE

TYPE ALL ENTRIES -- COMPLETE ALL SECTIONS

**1 NAME** MRNS# 11  
 HISTORIC Roth Cigar Factory  
 AND/OR COMMON

**2 LOCATION**  
 STREET & NUMBER 30 Mira Mar Court  
 CITY, TOWN Sarasota VICINITY OF N/A COUNTY Sarasota  
 STATE Florida

**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 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 checked="" type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<input type="checkbox"/> PUBLIC ACQUISITION	<input type="checkbox"/> 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 type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
	N/A	<input checked="" type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

**4 OWNER OF PROPERTY**  
 NAME Floyd C. Johnson  
 STREET & NUMBER P.O. Box 1265  
 CITY, TOWN Sarasota VICINITY OF FL STATE FL ZIP CODE 33578

**5 LOCATION OF LEGAL DESCRIPTION**  
 COURTHOUSE, REGISTRY OF DEEDS, ETC. Sarasota County Court House Recording Department  
 STREET & NUMBER Room 10, 2000 Main Street P.O. Box 3079  
 CITY, TOWN Sarasota STATE Florida ZIP CODE 33578

**6 REPRESENTATION IN EXISTING SURVEYS**  
 TITLE Florida Master Site File (FMSF) 8So382  
 and Historic, Architectural and Archaeological Survey of Sarasota (HAASS)  
 DATE FMSF: 1977 HAASS: 1982  FEDERAL  STATE  COUNTY  LOCAL  
 DEPOSITORY FOR SURVEY RECORDS Division of Archives, History and Records Management Dept. of State  
 CITY, TOWN The Capitol Tallahassee STATE Florida ZIP CODE 32301

**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

**SUMMARY OF PRESENT AND ORIGINAL PHYSICAL APPEARANCE**

The two-story, brick and hollow-tile construction structure located at #30 Mira Mar Court was built circa 1923 in the Mission Revival Style. The building is rectangular in plan and the entrance facade located at the east elevation was decorated with a Mission Revival Style shaped roof parapet, topped by a scrolled and foliated cartouche. The main entrance door was symmetrically placed at the first floor and flanked by multi-paned, multi-leaved and panelled openings. At the east and west elevations of the structure, wood, cantilevered canopies or marquees once appeared at the first-story level of the facades and provided cover for the multi-lighted openings. The pattern of bay openings at the first floor level is reflected in the fenestration of the second story. Two large round-arched window openings with deeply recessed, paired quarrel-patterned windows are located above the rectangular ground floor openings. Turned, twisted, cast stone columns with foliated capitals divide the paired window openings. A smaller round-arched window opening is located between the larger paired windows. The smaller central bay opening is currently protected by a semi-circular wrought iron grille, but was formerly decorated by a semi-circular ogee-shaped balconette. At the south elevation a paired window trabeated opening located at the second-story is protected by a tile-clad shed hood, supported by wood angled brackets. A shaped Mission Revival Style parapet is located at the south-east corner of the structure, mirroring the roof treatment of the entrance or east facade.

**TEXT SUPPORTING SUMMARY OF PRESENT AND ORIGINAL PHYSICAL APPEARANCE**

The two-story brick and hollow tile construction building with stucco facade located at #30 Mira Mar Court was built circa 1923 as the factory for the Roth Cigar Company. The building being rectangular in plan originally had one-story wooden cantilevered canopies or marquees which projected over the industrial openings at the east and west elevations. A photographic panorama or aerial view with the caption, "View from First Bank & Trust Company", which appeared in the Sailor's Log of 1927, includes the Roth Cigar Factory in the lower right-hand corner of the photograph.<sup>3</sup> The 1927 photograph documents the east and an edge of the north elevation of the building with its shaped Mission Style parapet and ornate cartouche located at the apex of the shaped roof parapet. Not only is the wooden canopy evident in this 1927 photograph of the Roth Cigar Factory, but the cast stone ornamentation present in the shaped parapet appears to be in the same color field as the stucco facade; it is not picked out in contrasting shades as it currently is. Although not readily discernible, the eastern elevation present in this 1927 photograph appears to consist of a central doorway flanked by what appear to be six window openings on either side of the entrance door.<sup>4</sup> The Sanborn map of 1929,<sup>5</sup> indicates that the building is of masonry construction and that the flat roof surface was of a composition material. The use indicated on the 1929 Sanborn is that of "wholesale tobacco".<sup>6</sup>

The east entrance elevation of the Roth Cigar Factory is topped by the Mission Revival Style shaped parapet with ornately scrolled cartouche at the roof level and the facade corners are characterized by the use of massive masonry piers which run the entire two-stories of this commercial factory building projecting slightly from the building plane and creating an impression of buttresses. The main entrance door is symmetrically placed at the center of the ground floor and is flanked by the massive

MRNS #11

Site Name Historic Resources of the  
City of Sarasota  
(Partial Inventory:  
Historic and Architectural  
Properties)

## CONTINUATION SHEET

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masonry piers and in turn by two multi-lighted wooden French door openings. The pattern of bays of the ground floor is reflected in the second story fenestration. Round-arched paired windows appear above the ground floor flanking side doors. The round-arched paired windows are quarrel-patterned and are protected by louvered shutters. Each of these massive, recessed, round-arched openings provides access out to wrought iron balconies. Turned, twisted columns with foliated capitals serve to support the spandrel area above and divide the large arched openings. A smaller round-arched window opening appears between these two French-windowed larger voids. This round-arched central window is currently protected by a semi-circular wrought iron grille but was formerly decorated by an ogee-shaped balconette. At the southeast corner of the south elevation occurs a broken appendage which was formerly a round arched masonry entranceway, which is visible in the Sailor's Log photograph of 1927. The two-story piers and shaped parapet configuration is repeated in the first bay of the south elevation of 30 Mira Mar Court. The cartouche located at the apex of this shaped parapet is slightly less ornate than the main or eastern elevation parapet and is topped by a bellflower finial. The most prominent feature of the first bay of this south elevation is a second-story windowed paired opening protected by a wrought iron railing. The paired opening is protected by a shed roof hood supported at either end by open wooden brackets and surfaced in three rows of barreled tiling. Number 30 Mira Mar Court is a finely detailed example of the Mission Revival Style of architecture.

Only a corner of the north elevation is visible in the 1927 Sailor's Log photograph previously referred to. The north elevation is currently a parged brick facade with round arched window openings. At the western or rear elevation (barely visible from the street) there is a minor alteration in the form of a new deck. This addition in no way impacts negatively on the eligibility of the structure, however.

The facade coloration of 30 Mira Mar Court is characterized by the use of a white stucco field with the shaped banding of the ornamental parapet moldings picked out in chromium yellow which is also used at the cartouche cresting and appears at the cast stone twisted column shafts and capitols used to divide the round arched French window openings at the second story of the eastern or main elevation. Yellow is also used at the ground floor level door and window enframements at the east and south elevations. A clear red hue is used to pick out the panels located beneath the wooden multi-paned door leaves at the east elevation as well as the blind arch or transom area of the arched opening located at the southeast corner of the south elevation. Although the building does not appear to have been originally picked out in such hues, based on a black and white photograph of 1927 in the Sailor's Log, the festive coloration currently used at 30 Mira Mar Court only enhances the architectural elements and shows a great deal of care and appreciation of the stylistic elements on the part of the current owner.

**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/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

**SPECIFIC DATES**

c. 1923

**BUILDER/ARCHITECT**

attributed to Thomas Reed Martin

**SUMMARY OF STATEMENT OF SIGNIFICANCE**

The two-story stuccoed masonry building located at 30 Mira Mar Court was built in 1923 as the Roth Cigar Company Factory.<sup>10</sup> The design of the Mission Revival Style building is attributed to Architect Thomas Reed Martin who was responsible for consultation on the adjacent Mira Mar Apartments and Hotel complex, built at the same time.<sup>11</sup> The Roth Cigar Factory is a fine example of the Mission Revival Style in Sarasota and one of few surviving buildings of original factory use in the South Palm Avenue area. The building embodies the now vanished Sarasota cigar industry. The Roth brothers, Michael P. and Edward B., were long-time Sarasotans who owned and operated the factory and sold the cigars at their Main Street newsstand.<sup>12</sup> The building is significant in its association with Thomas Reed Martin, fine representation of the Mission Revival Style and as a remnant of the cigar making era in Sarasota.

**TEXT SUPPORTING SUMMARY OF STATEMENT OF SIGNIFICANCE**

The first reference to the Roth Cigar Company Factory at 30 Mira Mar Court appears in a 1922 construction announcement pertaining to the erection of the Mira Mar Apartments, which stated that the apartment would occupy "the entire block between Palm and Guava (now Mira Mar Court) Avenues from the property of George W. Blackburn and the Roth Cigar Company to Williams Street..."<sup>13</sup> A 1923 construction photograph of the Mira Mar Hotel shows the southeast corner of the Factory also under construction or possible extensive renovation from an earlier building.<sup>14</sup> The property was acquired by Edward P. Roth in 1920 from S.A. Highsmith.<sup>15</sup> Since the 1913 Sanborn Map shows a brick building of different proportions, it is assumed that the original building, possibly the subject of the 1922 construction announcement, was demolished with some salvage conducted for the construction of the subject building.<sup>16</sup> The Roth Cigar Company had been in existence since 1917 at nearby 220 Main Street where the 1917-18 City Directory indicates, "Roth Cigar Factory and Newsstand."<sup>17</sup> The 1924 City Directory indicates that the Roth Cigar Company, owned and operated by the brothers Edward P. and Michael B. Roth, had a newspaper, magazine, cigar, tobacco, and confectionary outlet at 214 Main Street and a "factory Mira Mar Court."<sup>18</sup> This arrangement continued until about 1938 when the cigar factory was vacated and the newsstand relocated to Pineapple Avenue.<sup>19</sup> The factory may have ceased operations as early as 1929 when the Sanborn Map designates the parcel as "wholesale tobacco."<sup>20</sup>

Located just to the north of the former Mira Mar Apartment complex (renovated 1983) this two-story Mission Revival Style factory building is noteworthy for the refined handling of the eastern or main elevation, massive projecting corner piers and particularly ornate shaped roof parapets, with cartouches and foliated scrolled and finial cresting at the eastern elevation. This tobacco warehouse and factory building could have masqueraded as a residential structure quite readily. With the renowned Mira Mar Apartments and Hotel complex as its southern and western neighbors, the Roth Cigar Factory was also a successful and compatible example of the Mission Style of architecture. In the use of the massive two-story corner piers which mark the building planes at the east

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or main elevation, as well as the first bay of the south elevation, I feel that the local architect, Thomas Reed Martin, may have consulted in the design of the Roth Cigar Factory. Visual comparison to a documented Martin design in similar vein is provided by MRNS #20, the L.D. Reagin residence.<sup>20</sup> This assumption is corroborated by Martin having been retained by Andrew McAnsh, developer and backer of the Mira Mar projects, and the Hotel architect, William G. Krieg.<sup>22</sup> If Thomas Reed Martin was an architect responsible for the inspection and local supervision of the Mira Mar project, then he may have had a hand in the design of the adjacent Cigar Factory, constructed contemporaneously and probably making use of the large construction crews available. Number 30 Mira Mar Court is certainly up to the architectural standards of Thomas Reed Martin.

Cigar making began in 1911 in Sarasota when the Sarasota Cigar Company was founded. It was reported that 10,000 cigars were produced during its first month of operations.<sup>23</sup> The Town Council was supportive of the venture and donated a downtown parcel for the factory in anticipation of the "possibility of having a factory of two hundred men located in Sarasota."<sup>24</sup> While the operation never grew anywhere near that size, the business was successful and continued until about 1916 when the Sarasota Cigar Company and its owners, the Hills Brothers, either moved to Tampa or perhaps sold out to the Roth Brothers who started up in 1917. The Hills Brothers travelled the state taking orders, which for one such trip was reported to be for 28,675 cigars in the Sarasota Times.<sup>25</sup> The article reported that orders had doubled each month since opening and that nine men had been employed.<sup>26</sup> A 1913 advertisement boasted the "best cigar made" for brands such as the "Sarasota", the "Sarasota Gem", and "Sarasota Board of Trade."<sup>27</sup> Incorporated in 1913,<sup>28</sup> the Sarasota Cigar Company continued to grow and by 1914 had a daily output of 2,000 cigars and 30 local subscribers to its<sup>29</sup> stock. Later that year, the Times reported that 25,550 cigars had been produced.

It is not known what became of the Hills Brothers, but it is curious that as they stopped production, the Roths began, albeit in different locations. The Roths had been in Sarasota since at least 1913.<sup>30</sup> The brothers served as President and Secretary-Treasurer with a Mr. Smith as Vice-President of the cigar factory and newsstand for about twenty years.<sup>31</sup> They also operated for several years the Roth's Billiard Room, later the El Toro, on Main Street adjacent to the newsstand.<sup>32</sup> By 1938 Edward P. Roth was managing an apartment complex and Michael and wife Helen operated a newsstand and confectionary on Pineapple Avenue.<sup>33</sup> Edward died in 1955<sup>34</sup> and no record of Michael's death has been located to date.

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NOTES FOR NOMINATION PROPOSAL - FLORIDA  
NATIONAL REGISTER OF HISTORIC PLACES  
MULTIPLE RESOURCE NOMINATION SARASOTA

- <sup>1</sup> Sailor's Log, Sarasota County High School, vol. IV, 1927, p.11.
- <sup>2</sup> Sanborn Map Company, Maps of Sarasota, Florida, Sanborn Map Company, New York, 1929, Sheet #4.
- <sup>3</sup> Sailor's Log, p. 11.
- <sup>4</sup> Ibid.
- <sup>5</sup> Sanborn Map Company, Sheet #4.
- <sup>6</sup> Ibid.
- <sup>7</sup> Sailor's Log, p. 11.
- <sup>8</sup> Ibid.
- <sup>9</sup> Ibid.
- <sup>10</sup> Sarasota Times, October 5, 1922, front page.
- <sup>11</sup> Sarasota Times, September 14, 1922, p. 5, col. 3.
- <sup>12</sup> Polk's Sarasota, Florida 1923-1924 City and County Directory, 1924, p. 140.
- <sup>13</sup> Sarasota Times, October 5, 1922, front page.
- <sup>14</sup> Miar Mar Hotel, Sarasota, Fla., 1913. Photograph on file at Sarasota County Historical Archives, Sarasota, Florida.
- <sup>15</sup> Manatee County Deeds, Book 58, p. 199. A. S. Highsmith to Edward P. Roth, 1920.
- <sup>16</sup> Sanborn Map Company, Sheet #4.
- <sup>17</sup> Polk's Sarasota, Florida 1917-1918 City and County Directory, 1918. p. 214.
- <sup>18</sup> Polk's Sarasota, Florida 1923-1924 City and County Directory. 1924, p. 140.
- <sup>19</sup> Polk's Sarasota, Florida 1938 City Directory. 1938, p. 121.
- <sup>20</sup> Sanborn Map Company, Sheet #4.
- <sup>21</sup> Sarasota Times, September 14, p. 5, col. 3.
- <sup>22</sup> Ibid.
- <sup>23</sup> Sarasota Times, March 9, 1911, p. 5.

CONTINUATION SHEET

Item Number: 9 (Bibliographical References)

Manatee County, Florida, Deed Book. Micro film on file at Sarasota County Historical Archives, Sarasota, Florida.

Polk's Sarasota City Directory, 1923-1924, 1926, 1930, 1938, located at Sarasota County Historical Archives, Sarasota, Florida.

Sanborn Insurance Map. Maps of Sarasota. New York: Sanborn Map Company, 1929.

Sarasota County High School. Sailor's Log. vol. IV, 1927. Located at Sarasota County Historical Archives, Sarasota, Florida.

Sarasota Herald-Tribune, February, 1955, located at Sarasota County Historical Archives, Sarasota, Florida.

Sarasota Times. March 9, February 16, November 30, 1911; February 20, July 3, July 17, 1913; August 13, 1914.

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- 24 Sarasota Times, February 16, 1911, p. 5, col. 2.
- 25 Sarasota Times, November 30, 1911, p. 4, col. 2
- 26 Ibid.
- 27 Sarasota Times, February 20, 1913.
- 28 Sarasota Times, July 3, July 17, 1913.
- 29 Sarasota Times, August 13, 1914, p. 5, col. 3.
- 30 Sarasota Herald-Tribune, February 24, 1955, obit. col.
- 31 Polk's Sarasota, Florida City and County Directory. 1917-18 to 1938.
- 32 Ibid. 1930, p. 164.
- 33 Ibid. 1938, p. 121.
- 34 Sarasota Herald Tribune. February 24, 1955, obit col.



**9 BIBLIOGRAPHICAL REFERENCES**

MRNS #11

See Continuation Sheet, page

**10 GEOGRAPHICAL DATA**

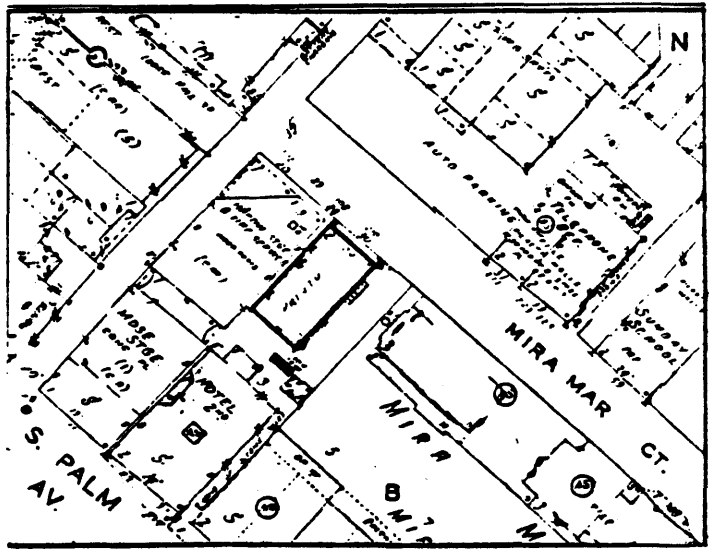
Site Size (Approx. Acreage of Property):

Less than 1

UTM Coordinates:

**I, T** | **3 4, 7 5, 7, 5** | **3 0 2 4 2, 6, 0**  
**ZONE EASTING NORTHING**

Township	Range	Section
36	18	19



**VERBAL BOUNDARY DESCRIPTION**

Lot 3 Block B  
 Gillespie Place

**LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES**

STATE	CODE	COUNTY	CODE
N/A			
STATE	CODE	COUNTY	CODE
N/A			

**11 FORM PREPARED BY**

NAME / TITLE

Sarah Latham Kearns/Preservation Consultant, City of Sarasota

ORGANIZATION

c/o Planning Department

DATE

May 1983

STREET & NUMBER

City Hall P. O. Box 1058

TELEPHONE

(813) 365-2200, Ext. 262

CITY OR TOWN

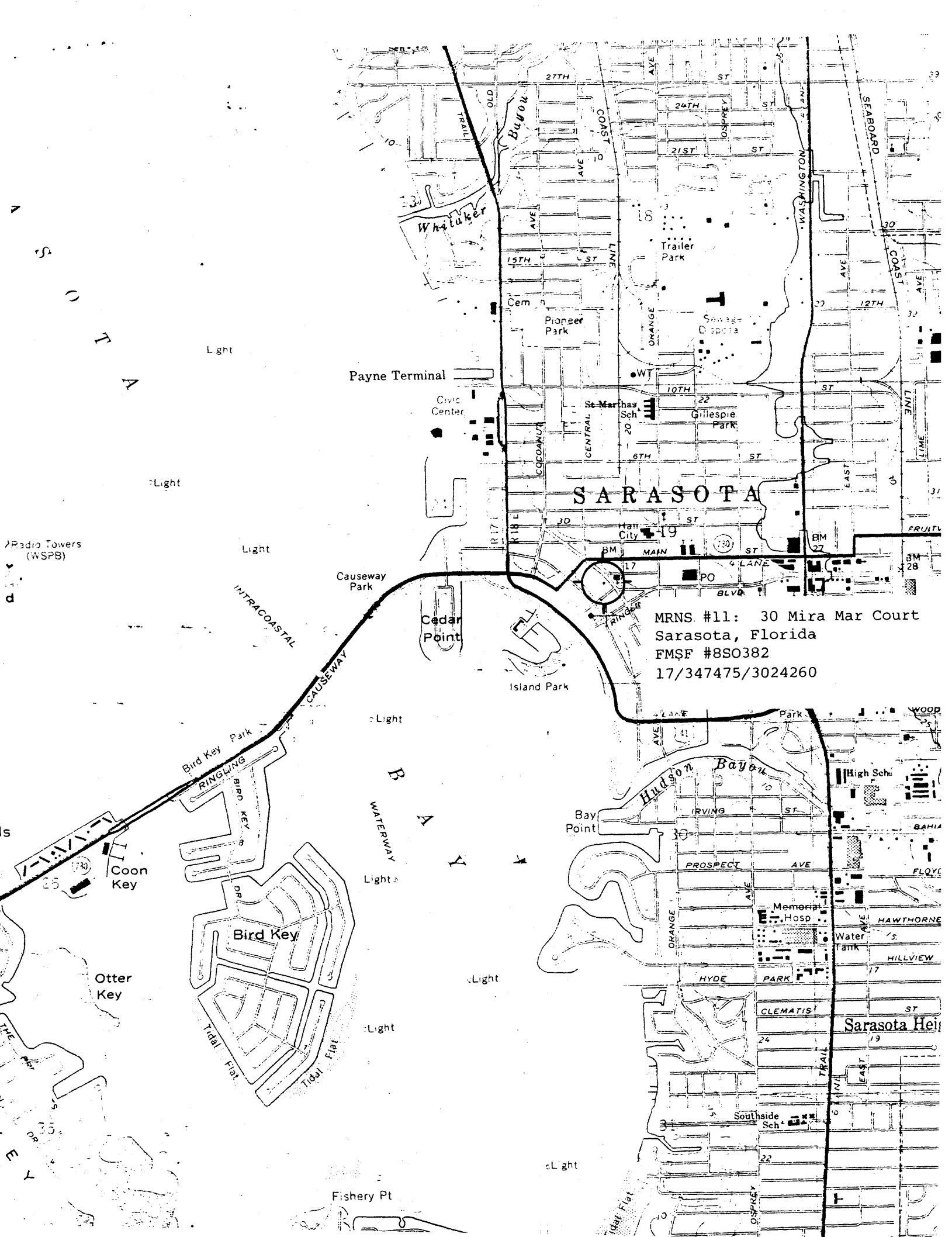
Sarasota

STATE

Florida

ZIP CODE

33578



Payne Terminal

# SARASOTA

MRNS #11: 30 Mira Mar Court  
Sarasota, Florida  
FMSF #8SO382  
17/347475/3024260

Light

Light

Light

Causeway Park

Cedar Point

Island Park

Bird Key Park

Bird Key

Otter Key

BAY

WATERWAY

Light

Light

Light

Fishery Pt

MRNS #11: 30 Mira Mar Court  
Sarasota, Florida  
FMSF #8SO382  
17/347475/3024260