

# 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

HISTORIC DeMarcay Hotel

AND/OR COMMON

### 2 LOCATION

STREET & NUMBER 27 South Palm Avenue

CITY, TOWN Sarasota

VICINITY OF

STATE Florida

COUNTY Sarasota

### 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 checked="" type="checkbox"/> BUILDINGS | <input checked="" type="checkbox"/> PRIVATE          | <input type="checkbox"/> UNOCCUPIED                 | <input type="checkbox"/> MUSEUM                  |
| <input type="checkbox"/> STRUCTURE            | <input type="checkbox"/> BOTH                        | <input type="checkbox"/> WORK IN PROGRESS           | <input type="checkbox"/> COMMERCIAL              |
| <input type="checkbox"/> SITE                 | <input type="checkbox"/> PUBLIC ACQUISITION          | <input type="checkbox"/> ACCESSIBLE                 | <input type="checkbox"/> EDUCATIONAL             |
| <input type="checkbox"/> OBJECT               | <input type="checkbox"/> IN PROCESS                  | <input checked="" type="checkbox"/> YES: RESTRICTED | <input type="checkbox"/> ENTERTAINMENT           |
|   | <input checked="" type="checkbox"/> BEING CONSIDERED | <input type="checkbox"/> YES: UNRESTRICTED          | <input type="checkbox"/> GOVERNMENT              |
|   |  | <input type="checkbox"/> NO                         | <input type="checkbox"/> INDUSTRIAL              |
|   |  |   | <input type="checkbox"/> MILITARY                |
|   |  |   | <input checked="" type="checkbox"/> OTHER: Hotel |

### 4 OWNER OF PROPERTY

NAME Floyd C. Johnson

STREET & NUMBER P. O. Box 1265

CITY, TOWN Sarasota

VICINITY OF

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 32301

## 7 DESCRIPTION

| CONDITION                                     |                                       | CHECK ONE                                   | CHECK ONE   |
|---|---------------------------------------|---|---|
| <input checked="" type="checkbox"/> EXCELLENT | <input type="checkbox"/> DETERIORATED | <input type="checkbox"/> UNALTERED          | <input checked="" type="checkbox"/> ORIGINAL SITE |
| <input 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, five bay, hollow-tile construction, brick and stucco facade, Mission Style structure located at 27 South Palm Avenue was built as part of the Mira Mar Apartment complex in 1922.<sup>1</sup> Facing South Palm Avenue the five-bay entrance facade is characterized by the use of five segmental-arched openings; the first and fifth bays are recessed doorways and the second, third and fourth bays are shop windows. Brick piers divide the ground floor bays and the white paint applied to the masonry piers complements the white stucco facade of the second floor. The ground floor is visually unified by and was originally connected to the adjacent Mira Mar Apartment complex, located to the south of number 27 South Palm, by a continuous cantilevered canopy or marquee. Although the marquee still protects the shop windows of Number 27, the original canopy has been removed from the Mira Mar complex (please refer to photographs taken June 1983, MRNS #25). The second floor of the entrance elevation is pierced by five casement window openings. Of particular note are the ogee-arched, label-linteled windows located at the first and fifth bays. Although the roof of the building is flat, the west facade is enhanced by the use of shaped Mission Style roof parapets which flank a central shed-roofed parapet, which is covered in painted red pantiles. Mission Style rafter ends or "vigas" appear on the west facade between the first and second floors and within the shaped parapet facades. Mature palm trees which were planted in the parkway area along South Palm Avenue contribute to the visual unity of the streetscape.

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

Located at #27 South Palm Avenue, the two-story, rectangular plan, hollow-tile construction brick and white stucco facade structure was designed in 1922 in the Mission Style as part of the Mira Mar Apartment complex.<sup>2</sup> The entrance is located on the west side facing South Palm Avenue. The five-bay entrance elevation is characterized by the use of five segmental-arched openings on the ground floor. The first and fifth bays are recessed entrance approaches; a multi-light, two leaved door is located at the fifth bay and a replacement solid doored entrance at the first bay. The segmental-arched transoms located above the first and fifth bays are protected by ornamental wood screens of intersecting horizontal and vertical strips which are embellished with cut-out, open quatrefoil patterns. Shop windows are located at the second, third, and fourth bays and each shop window is separated by a painted brick pier. Supported on metal brackets and tied to the facade by metal chain supports, a massive canopy or marquee is cantilevered over the sidewalk area on the South Palm Avenue side to protect the shop merchandise and the window shoppers. The canopy which similarly protected the shopfronts of the Mira Mar Apartments has been removed--the original canopy extant at Number 27 South Palm Avenue is particularly noteworthy. The second floor of the former DeMarcey Hotel is pierced by five casement windowed openings. Ogee-arched windows with ornate cusped wood transoms are located at the first and fifth bays. Label lintels surround the ogee-arched openings and wood window sills with block supports are picked out in red and yellow paint. At the second, third and fourth bays two-leaved, eight-light casement windows are also designed with the wood sills and block supports.

CONTINUATION SHEET

Item Number: 7 (Description)

Page Number:

Although the building is a flat-roofed structure, ornamental roof parapets appear at the west elevation. Small shaped projecting parapets with corner posts flank a massive shed-roofed central parapet which is supported on wood brackets and clad in pantiles which are painted red. In addition to the use of ornamental roof parapets, the entrance facade is further ornamented by the appearance of wood rafter ends or vigas which appear below the second story window sills. Stylized rafter ends also appear beside the corner posts of the shaped parapets. A rustic wood signboard with the stenciled word, "Hotel," is located at the center bay of the west elevation between the ground and second floors.

A round-arched gateway opening which is topped by a small shed-roofed parapet connects Number 27 with the Mira Mar Apartment complex; not only does the gateway provide a visual link with the adjacent complex but provides a buffer for the alleyway which separates the buildings. The continuous canopy or marquee which formerly encompassed the entire Mira Mar Apartments complex shopfronts, currently stops at the gateway.

The side flank located at the north elevation is a skim coated hollow-tiled surface. Located at the center of the north elevation is a recessed facade plane which is pierced by two windows (presumably to provide light and air for the upper story hotel rooms). The unfinished facade surface and the recessed ground floor plane are visible in a panoramic view of 1926 which is included in the Mira Mar nomination, MRNS #22, attached (Roll #C: 2A).

In addition to being adjacent to the Mira Mar Apartments, Number 27 South Palm is located to the immediate west of Number 30 Mira Mar Court, the former Roth Cigar Factory, MRNS #11. Not only do Numbers 27 South Palm and 30 Mira Mar Court contribute to the overall significance of the area, but each building is remarkably intact and is architecturally significant in its own right. The South Palm Avenue site is not only architecturally unified, but the mature palm trees which are planted at the parkway which separates the sidewalk from the street add to the visual unity of the streetscape.

# 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/HUMANITARIA |
| <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 type="checkbox"/> 1900-       | <input type="checkbox"/> COMMUNICATIONS          | <input type="checkbox"/> INDUSTRY               | <input type="checkbox"/> POLITICS/GOVERNMENT    | <input type="checkbox"/> OTHER (SPECIFY)    |
|                                      |  | <input type="checkbox"/> INVENTION              |   |   |

SPECIFIC DATES begun October 5, 1922      BUILDER/ARCHITECT Carman Contracting Company  
Tampa, Florida

## SUMMARY OF STATEMENT OF SIGNIFICANCE

The two-story, Mission Style structure located at 27 South Palm Avenue was built on lot 4 of Block 5 (subdivision C & D) as part of the Mira Mar Apartment complex.<sup>3</sup> Permission for the erection of a "two-story apartment of tile and stucco with metal roof construction on lots 4, 6, 8, 10, 12, 14, Block B, subdivision C & D," was granted by the City Council to contractor W. R. Carman, president of Carman Contracting Company of Tampa, Florida at the November 6, 1922 meeting of the City Council.<sup>4</sup> Two construction photographs of the Mira Mar Apartment complex taken thirty days apart document the rapid progress of construction and the photograph includes a view of the property now referred to as #27 South Palm.<sup>5</sup> Groundbreaking for the project began on October 5, 1922.<sup>6</sup> The contractor for the Mira Mar Apartment complex and #27 South Palm Avenue the Carman Contracting Company of Tampa, Florida had been engaged in the construction of multi-story buildings throughout the country, including Chicago, New York and San Francisco.<sup>7</sup> The developer of the complex, Andrew McAnsh was born in Scotland and immigrated to North America at age six.<sup>8</sup> Mr. McAnsh rose from the haberdashery business to the grocery and restaurant fields with a brief political career as a member of the Illinois Governor's staff.<sup>9</sup> Mr. McAnsh's construction career began with the construction of a sixty-apartment complex in Kansas.<sup>10</sup> Mr. McAnsh developed the first major hotel complex in the City of Sarasota, the Mira Mar Hotel, as part of the Mira Mar Apartments;<sup>11</sup> by 1926 the site is listed as the "DeMarcay Hotel."<sup>12</sup> Also part of the complex was the DeMarcay Mira Mar Cafe.<sup>13</sup> Number 27 South Palm and 30 Mira Mar Court (MRNS #11) mark the northernmost boundary of the site which formerly included the Mira Mar Hotel (demolished December, 1982). The former DeMarcay Hotel, 27 South Palm Avenue, is significant for the integrity of architectural features and with 30 Mira Mar Court is listed independently from the Mira Mar Apartments, based not only on their historical associations, but on the current excellent and intact condition of the two buildings.

## TEXT SUPPORTING SUMMARY OF STATEMENT OF SIGNIFICANCE

The two-story, rectangular-plan Mission Style structure located at #27 South Palm Avenue was built on lot 4 of Block B, subdivision C & D as part of the Mira Mar Apartment complex.<sup>14</sup> The general contractor of the project, W. R. Carman, president of the Carman Contracting Company of Tampa, Florida, applied for and received a construction permit from the City Council for "two-story apartment of tile and stucco with metal roof construction on lots 4, 6, 8, 10, 12, 14 Block B, subdivision C & D" at the November 6, 1922 meeting of the City Council.<sup>15</sup> Photographs which appeared December of 1922, entitled, "Two Views of Work Taken Thirty Days Apart," document

CONTINUATION SHEET

Item Number: 8 (Significance)

Page Number:

construction progress of the complex--taken on the 32nd day of construction, the later photograph, dated December 9, 1922 includes the detached two-story stucco structure, now known as #27 South Palm Avenue.<sup>16</sup> Groundbreaking for the project began on October 5, 1922.<sup>17</sup>

W. R. Carman, the general contractor for #27 South Palm and the adjacent contiguous Mira Mar Apartment complex (MRNS #25) listed among the construction projects that he supervised the following sites: Continental Trust Building, 16 stories, Baltimore; Wanamaker stores, 14 stories, New York City; Mills Building, 10 stories, San Francisco . . . Merchants' Exchange, 16 stories; Peoples' Gas Building, 20 stories, Chicago; Eighty Maiden Lane, 26 stories, New York City; Marshall Field Annex, 20 stories, Chicago; and Marshall Field Museum, Chicago . . .<sup>18</sup> In undertaking the completion of the Mira Mar Apartment complex, Mr. Carman accepted the challenge to either complete the project by December 31, 1922 or to suffer financial penalties.<sup>19</sup>

Andrew McAnsh, the promoter/developer of the Mira Mar Apartment (and later the Mira Mar Hotel, which was demolished December, 1982), was born in Scotland in 1874 and arrived in North America at age six.<sup>20</sup> The upward rise of Mr. Andrew McAnsh of Chicago included a start in haberdashery, followed by the grocery and restaurant businesses and politics where he served "in the assessor's office in the city of Chicago," and as a member of Governor Tanner's staff [Governor of Illinois].<sup>21</sup> He switched to furniture manufacturing and operated factories in Wisconsin, Michigan and North Carolina.<sup>22</sup> Entering the "building game," Mr. McAnsh began his construction-backing career with a sixty-apartment complex, the Cathedralad Chapel Hill in Wichita, Kansas and is credited with having completed 105 apartments within a three block site in Chicago.<sup>23</sup> Mr. McAnsh played a significant role in the development of the City of Sarasota, beginning with the development of the Mira Mar Apartments which integrated commercial ground floors with apartments above, and followed by the erection of the Mira Mar Hotel, the first large-scale luxury hotel built in the City of Sarasota.<sup>24</sup>

In architectural detail Number 27 South Palm Avenue resembles the Mira Mar Apartments. Mission Revival Style elements, including shaped parapets, viga rafter ends and ogee-arched windows with label lintels are similar to those seen in the Mira Mar Apartment complex (MRNS #25, Number 37 South Palm Avenue). Horizontal and vertical strips of wood intersect to create a checkered pattern, which is embellished with wood cut-out quatrefoils--the intersecting slats are used at the transoms of the arched entrances located at the first and fifth bay of number 27 South Palm and recurs at the small alley entrance which connects number 27 South Palm with #37 South Palm. The entire block frontage was connected by a cantilevered wood canopy or marquee, which protected the shop fronts of the stores located at the ground floors of Number 27, 37-67 South Palm Avenue; and Mr. Ralph C. Caples (representing Mr. McAnsh) petitioned the City Council to widen by five feet the sidewalks in front of the complex (including the sidewalk line of #27 South Palm Avenue).<sup>25</sup>

The 1923-1924 Sarasota Directory lists the site occupied today as 27 South Palm Avenue as #207, "Mira-Mar Apartments."<sup>26</sup> By 1926 the site is listed as the "DeMarçay Hotel with the DeMarçay Cafe located to the south at 211 Palm Avenue South."<sup>27</sup> An advertisement which appeared in the local press of 1924 listed the

CONTINUATION SHEET

Item Number: 8 (Significance)

DeMarcay's Mira Mar Cafe as "positively the finest cafe in Florida."<sup>28</sup> According to the 1936 City Directory the Hotel became the "Palm Hotel," with Mrs. Geneva Wrahse as manager.<sup>29</sup>

Number 27 South Palm is a vestige of the Mira Mar Apartment and Hotel complex which formerly occupied the entire block bounded by Guava, Williams, South Palm Avenue. Number 27 South Palm and #30 Mira Mar Court, MRNS #11, represent the northernmost boundaries of the development. The Mira Mar Hotel was demolished in December of 1982 and the Mira Mar Apartments are undergoing extensive renewal. Number 27 South Palm and #30 Mira Mar Court are owned by an individual who has respected the original integrity of the early 1920's Mission Revival Style buildings. Number 27 South Palm Avenue is nominated separately from the Mira Mar Apartments (MRNS #'s 25, 26), based on the overwhelming integrity of the architectural details extant in this structure.

CONTINUATION SHEET

Item Number: 7 (Description), 8 (Significance)

Page Number:

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

<sup>1</sup>Sarasota City Council. Minutes of City Council. v. IV, p. 87, November 6, 1922. Microfiche on file Central Records. City Hall Annex, Sarasota, Florida.

<sup>2</sup>Ibid.

<sup>3</sup>Ibid.

<sup>4</sup>Ibid.

<sup>5</sup>"Two Views of Work Taken Thirty Days Apart," This Week in Sarasota Scrapbook. N.S., N.D. Located at Sarasota County Historical Archives, Sarasota, Florida.

<sup>6</sup>Sarasota Times, October 5, 1922. Front Page.

<sup>7</sup>"Monster Project Being Beuilt by Tampa Constructor Shows What Local Concern Can Do Operating in High Gear." This Week in Sarasota Scrapbook. N.S., N.D. Located at Sarasota County Historical Archives, Sarasota, Florida.

<sup>8</sup>Sarasota Times. February, 21, 1924. Front Page.

<sup>9</sup>Ibid.

<sup>10</sup>Ibid.

<sup>11</sup>Polk's Sarasota City Directory. 1923-24. p. 206.

<sup>12</sup>Polk's Sarasota City Directory. 1926. p. 324.

<sup>13</sup>Sarasota Times. January 10, 1924, p. 7.

<sup>14</sup>Sarasota City Council. Minutes of City Council. v. IV, p. 87. November 6, 1922. Microfiche on file Central Records. City Hall Annex, Sarasota, Florida.

<sup>15</sup>Ibid.

<sup>16</sup>"Two Views of Work Taken Thirty Days Apart," This Week in Sarasota Scrapbook. N.S., N.D. Located at SARASOTA County Historical Archives, Sarasota, Florida.

<sup>17</sup>Sarasota Times, October 5, 1922. Front Page.

CONTINUATION SHEET

Item Number: 7 (Description), 8 (Significance) continued

18 "Monster Project Being Built by Tampa Contractor Shows What Local Concern Can Do Operating in 'High Gear'," N.S., N.D. Located at Sarasota County Historical Archives, Sarasota, Florida.

19 Ibid.

20 Sarasota Times. February 21, 1924. Front Page.

21 Ibid.

22 Ibid.

23 Ibid.

24 Ibid., April 5, 1923.

25 Sarasota City Council. Minutes of the City Council. v. V, p. 98. January 16, 1923 and January 18, 1923.

26 Polk's Sarasota City Directory. 1923. p. 206.

27 Ibid., p. 324.

28 Sarasota Times. January 10, 1924. p. 7.

29 Polk's Sarasota City Directory. 1936, p. 120.



## 9 BIBLIOGRAPHICAL REFERENCES

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

Sarasota City Council. Minutes of the City Council. 1922. Microfiche located in the Office of Central Records. City Hall Annex. Sarasota, Florida..

Sarasota Times. October 5, 1922. October 26, 1922. November 9, 1922. March 23, 1923. April 5, 1923. January 10, 1924. February 21, 1924.

This Week in Sarasota Scrapbook. "Two Views of Work Taken Thirty Days Apart," and "Monster Project Being Built by Tampa Contractor Shows What Local Concern Can Do Operating in 'High Gear'." n.s., n.d. Located at the SCHA, Sarasota, FL

## 10 GEOGRAPHICAL DATA

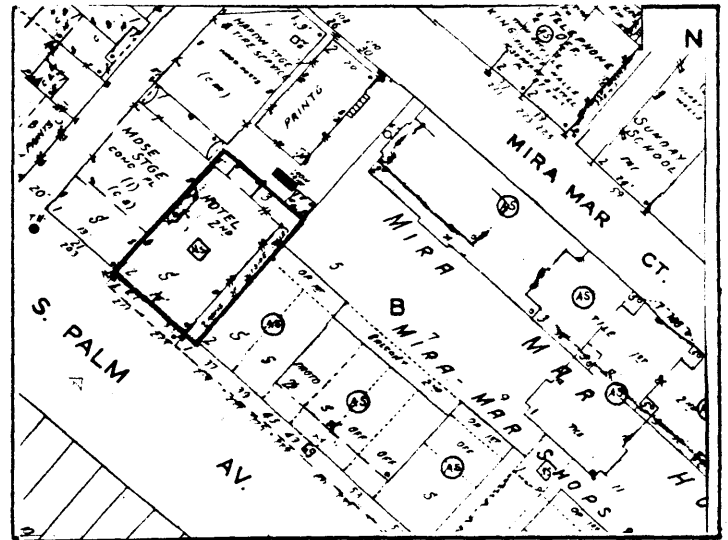
Site Size (Approx. Acreage of Property):

Less than 1

UTM Coordinates:

|      |             |               |
|------|-------------|---------------|
| 1,7  | 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 4, 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

STREET & NUMBER

City Hall, P. O. Box 1058

TELEPHONE

CITY OR TOWN

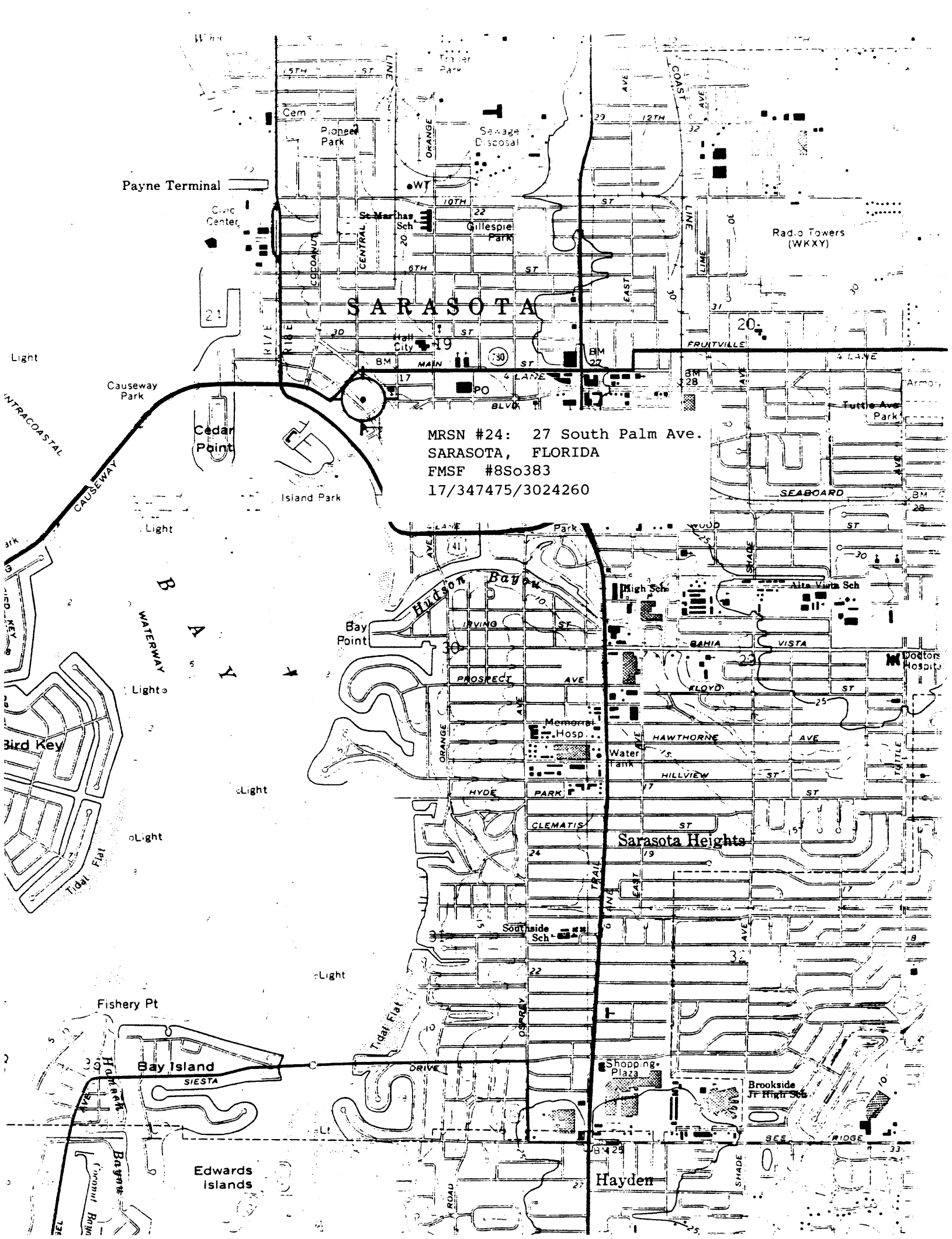
Sarasota

STATE

Florida

ZIP CODE

33578



Payne Terminal

Civic Center

# SARASOTA

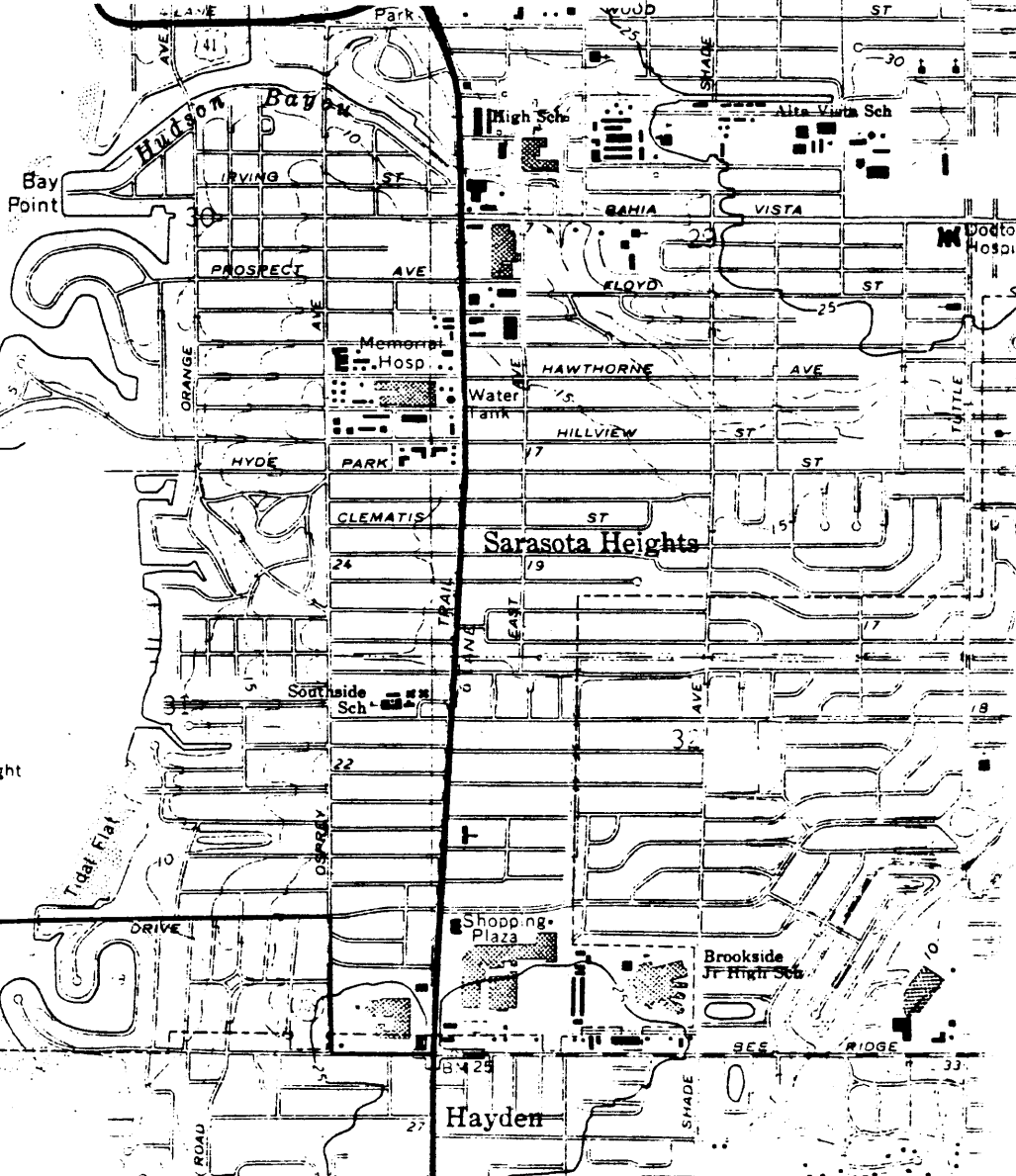
Radio Towers (WKXY)

Causeway Park

Cedar Point

Island Park

MRSN #24: 27 South Palm Ave.  
SARASOTA, FLORIDA  
FMSF #8So383  
17/347475/3024260



Hudson Bay

Sarasota Heights

Hayden

Fishery Pt

Bay Island

Edwards Islands

Shopping Plaza

Brookside Jr High Sch