

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

JUN 9 1983

date entered

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

1. Name

historic Rogers Building

and/or common English Club (historic)

2. Location

street & number 37-39 South Magnolia Avenue N/A not for publication

city, town Orlando N/A vicinity of

state Florida code 12 county Orange code 095

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

4. Owner of Property

name W.B. and Mary S. Spell

street & number 515 Dartmouth Avenue

city, town Orlando N/A vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Orange County Courthouse

street & number 65 E. Central Avenue

city, town Orlando state Florida

6. Representation in Existing Surveys

Historical, Architectural & Archaeological
title Survey of Orlando, Florida has this property been determined eligible? yes no

date November, 1975-February, 1976 federal state county local

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

city, town Tallahassee state Florida

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Rogers Building is a two-story commercial structure located in downtown Orlando, Florida, at the northeast corner of the intersection of East Pine Street and South Magnolia Avenue. Its main facade faces South Magnolia Avenue. It is framed with southern heart pine, and its exterior fabric is pressed zinc cladding. Its nearly flat roof slopes from west to east behind parapets. The street floor comprises a large space of five bays used as a restaurant, and a four-bay space at the east end of the Pine Street facade is a separate retail space. Early photographs show the division of ground floor space to have been the same as at present. The second floor entrance is from Pine Street. The second floor space includes a large room or hall across the Magnolia Avenue facade extending six bays to the rear. The last two bays of the facade and the second floor space above the Magnolia Avenue extension are and have always been suites of offices. Built beginning 1886, the Rogers Building retains most of its original exterior and interior physical appearance.¹ The major alterations to its original appearance have been an addition to the north side of the building c. 1892 and the inclusion of a storefront in the facade fronting Magnolia Avenue c. 1960.

The Rogers Building appears to have been constructed in two parts. The main building was constructed c. 1886 and the shallow two-bay extension of the north wall was added by 1892, when it appears in its present form as an illustration on the Birds-eye View Map of Orlando published that year.² An 1890 photograph shows the interior of the rooms of the English Club at the front of the building equipped with service bar, ample seating, three large pocket billard tables, a large cast-iron pot-belly stove and pipes, and several casks of wine and spirits. A range of four low-hung chandeliers provided the principal lighting for the Club.

Part of the significance of the Rogers Building, perhaps of national importance in terms of building technology, derives from the pressed metal cladding which covers the whole exterior. The metal cladding is of two parts: that of the main or south part of the building is probably original whereas that of the north portion post-dates a 1906 photograph.³ The smooth horizontal and vertical members of the earlier covering are of zinc-coated tin. The infill between these smooth surfaces, all in high relief, is of pressed zinc.

The main building is defined by a bold cornice. The cornice is visually supported by modillions of neo-classical leafage, the exposed ends of which form four petaled rosettes. The contour of the cornice is broken by a broad pediment facing Magnolia Avenue and the conical roof of an octagonal oriel window which breaks the Pine Street/Magnolia Avenue corner of the second floor. A strong secondary horizontal below the major cornice frieze is formed by a belt course. The configuration of the horizontal is an ovolo cut above a running bead and reel filet which is above interlaced anthemias pressed into the zinc. Below the belt course is a heavily embossed frieze of foliate forms contained within a guilloche of stems and leafage. Major verticals rise from the grade to the cornice, and smooth edges surround inset panels of classically-derived linked circles. Secondary verticals separating each bay are of anthemias within an elliptical guilloche, a contrast to the bold and smooth belt courses above and below each rank of windows.

(See Continuation Sheet)

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input checked="" type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input checked="" type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input checked="" type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates +c.1886 **Builder/Architect** William H. Mullins/Builder

Statement of Significance (in one paragraph)

The Rogers Building fulfills National Register Criterion B because of its association with individuals and organizations important in the history of Orlando, Florida and Criterion C because of its distinctive sheet metal clad exterior. Built beginning in 1886, the Rogers Building is one of the most significant buildings in Central Florida. Since its construction, it has served a variety of commercial uses, including wholesale and retail businesses, a hotel and a restaurant. In the early twentieth century, it housed the offices of the South Florida Sentinel, the forerunner of what presently is the city's most important newspaper -- the Orlando Sentinel Star. It also has significant historical associations with several important pioneer developers of Central Florida. It was originally owned by an English businessman and real estate developer and housed a prominent social club for English immigrants. Finally, it is a well-preserved example of sheet metal construction. Its zinc-coated metal cladding, reportedly of English origin, and its pressed zinc ornament distinguish it from other buildings in downtown Orlando which generally are constructed of masonry materials.

The Rogers Building is one of the most distinctive late 19th century buildings in Central Florida and one of the few well-preserved examples of sheet-metal construction in the state. At the time of its construction, it was described as:

"consisting of slender strips of wrought-iron (zinc), grooved and chamfered in such a way as to form a good lodgement for cement. The building when finished will look as though constructed of stone."¹

Although not yet documented, local tradition maintains the cladding is of English manufacture. As circumstantial evidence supporting this tradition, persons in the Technical Service Division of the National Parks Service indicate that the design of its cladding does not relate to designs produced by known American manufacturers of the time. Furthermore, Gordon Rogers, the original owner of the building, and many of its early occupants were English.

Gordon Rogers came to Florida in 1883 and tried orange culture in Marion County. In 1886 he moved to Orlando and built the Rogers Building about that time. Rogers was a director of the Citizens National Bank, a director of the South Florida Foundry & Machine Company, and President of the International Phosphate Company with manufacturing works in Dunnellon and headquarters in Orlando. He was also a partner with H.F. Martyn of Cheltenham, England in the firm of Rogers, Martyn & Company, a major wholesale company and retail grocery, which occupied the first floor of the building.²

The Rogers Building was also known locally as the English Club. The English Club was a social organization formed in 1886 by English immigrants to Orlando and its environs. It provided facilities for card playing and billiards, and sponsored dances, theatrical productions and a variety of other social and entertainment activities. Many of its members were important businessmen, including some of the pioneer developers of Central Florida. The English Club occupied the second floor of the Rogers Building from shortly after its construction through at least the first decade of the twentieth century.³

9. Major Bibliographical References

(See Continuation Sheet)

10. Geographical Data

Acreeage of nominated property Less than 1 acre.

Quadrangle name Orlando West

Quadrangle scale 1:24,000

UTM References

A

1	1	7	4	6	1	3	7	1	5	1	0	3	1	1	5	1	7	2	1	0	1	0
Zone			Easting						Northing													

B

Zone			Easting						Northing													

C

Zone			Easting						Northing													

D

Zone			Easting						Northing													

E

Zone			Easting						Northing													

F

Zone			Easting						Northing													

G

Zone			Easting						Northing													

H

Zone			Easting						Northing													

Verbal boundary description and justification

(See Continuation Sheet)

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

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Paul L. Weaver, III/Historic Sites Specialist

organization Division of Archives, History & Rec. Mgmt. date May 23, 1983

street & number Dept. of State, The Capitol telephone (904) 487-2333

city or town Tallahassee state Florida

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

(see incoming letter)

title L. Ross Morrell, State Historic Preservation Officer

date 5-24-83

For NPS use only

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

Entered in the National Register

date 7/7/83

Keeper of the National Register

Attest:

date

Chief of Registration

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Each window, top and sides, is framed by rinceaux pressed in zinc with classical square rosettes defining upper corners of the window. The principal decorative element of the Pine Street facade is the elaborate horizontal frieze separating the windows of the first and second floors. The zinc was pressed in high relief to form repetitive compositions of palmettes, flowers and leaves, bound at their bases by running C and S scrolled arabesques. Infill between windows is zinc-plated corrugated metal, which also clads the north and east elevations which are not visible from the street. Below the first floor windows, pilasters of simple classical form separate the bays with corrugated metal infill to form an exterior wainscot. Pressed zinc corbels visually support the oriel window, the base frieze of which is a tightly composed embossed foliate pattern. Each major bay is defined above second floor windows by an inset panel of heavily relieved leafage -- four on the Magnolia Avenue facade, four above the windows of the oriel and three at broad intervals on the Pine Street facade. The Magnolia Avenue pediment contains a three-dimensional expanded anthemion above boldly-relieved letters spelling "Rogers Building." The pediment is surmounted by an acroterion. The highest point of the building, the point of the conical roof at the oriel, supports a short spire which springs from a lobed vase.

Original storefronts were large panes of plate glass. The glass was held in wooden enframing, above simple panelled bases, which remain in situ behind the present stucco. The ground floor of the small north portion of the building was planned as a carriage way to the rear of the property with a range of rooms on the second floor. The rooms were perhaps an apartment at an earlier date and are presently offices.

After 1906, the Magnolia Avenue elevation of the north part of the building was sheathed in galvanized metal, not to be confused with the cladding of the older part of the building. The principal cornice matches that of the main building, minus modillions. Pilasters repeat those of the main structure as does the corrugated infill. However, window surrounds are simple vernacular wooden frame. The frieze above second floor windows comprises repetitive quartered pyramidal relief panels of tin, which asymmetrically run across the facade with an under-window treatment comparable to that of the main building. The small panels do not display the floral pattern in relief of the older cladding. The present Magnolia Avenue storefront treatments were installed in the 1960s. Although unattractive, they conceal earlier fabric and are reversible.

FOOTNOTES

¹Eve Bacon, Orlando, A Centennial History, (Chuluota, Florida: Mickler House Publishers, 1977), I, pp. 142, 157.

²Birds-eye View of Orlando, 1892, held at Orange County Historical Society Museum, Orlando, Florida.

³Ibid.; Photograph held at Orange County Historical Society Museum, Orlando, Florida.

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In addition, the Rogers Building served a number of commercial uses following its occupation by the Rogers, Martyn and Company. During the first decade of the twentieth century, it housed the offices of the South Florida Sentinel, one of the predecessors of the Orlando Sentinel Star, currently the city's only major daily newspaper. The South Florida Sentinel was established in 1885 by Latimer C. Vaughn, a young Englishman. Vaughn retained ownership until 1894 when he sold the newspaper to A.T. LaSalle and Frank B. Stoneman, who continued publishing the Sentinel until 1903. In April, 1907 Josiah Ferris, another newspaper publisher, resurrected the Sentinel and the following October, after forming a partnership with S.R. Hudson, located its offices in the Rogers Building. Beyond its associations with Rogers, Martyn and Company, the English Club and the South Florida Sentinel, the Rogers Building has housed the Virginia Hotel, the Orange County Abstract Company and, for the past twenty years, the Landmark Restaurant.

The Rogers Building draws significance from its association by ownership with persons instrumental in the settlement and commercial development of Orlando and Orange County. It has significance in terms of its age, having been built quite early within the time frame of the development of Central Florida, and from the application of its detailed and highly decorative metal cladding, which in large part has retained its original integrity.

FOOTNOTES

¹The Weekly Floridian (Tallahassee), November 17, 1887.

²Ibid.; Eve Bacon, Orlando, A Centennial History, (Chuluota, Florida: Mickler House Publishers, 1977), I, p. 157.

³Ibid., pp. 141, 157; Baynard Kendrick, Orlando, A Century Plus, (Orlando: Sentinel Star Company, 1976), pp. 31, 52.

⁴Ibid., pp. 123, 236; Ibid., pp. 88-90.

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BOOKS

Bacon, Eve. Orlando, A Centennial History. Chuluota, Florida: Mickler House Publishers, 1977.

Kendrick, Baynard. Orlando: A Century Plus. Orlando, Florida: Sentinel Star Company, 1976.

ARTICLES AND PERIODICALS

The Weekly Floridian. (Tallahassee, Florida). November 17, 1887.

UNPUBLISHED MATERIALS

Fidelity Title and Abstract Company, North Court Avenue, Orlando, Florida. Abstract of Title #123985.

Public Records of Orange County, Florida, Office of the Clerk of Orange County, Court Avenue, Orlando, Florida. Deed Books 45, 72, 75; Mortgage Books "V", 1, 4, 6; Lis-pendens Book 21; Miscellaneous Book 16; Lien Book "J".

MAPS

Birds-eye View of Orlando, 1892. n.p. Orange County Historical Society Museum, Orlando, Florida.

PHOTOGRAPHS

Photograph, 1906-10, n.p. Orange County Historical Society Museum, Orlando, Florida.

INTERVIEWS

The Honorable Donald Alexander Cheney, President Emeritus, The Orange County Historical Society Museum, Orlando, Florida, March 11, 1981.

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The South .26 feet of Lot 12 and all of Lot 13 of Rogers and McCall's Addition to Orlando as recorded in Plat Book B, Page 9, Public Records of Orange County, Florida. Containing .05 acres, more or less.