

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

MAR 22 1989

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Farmacia Serra

other names/site number _____

2. Location

street & number Degetau No. 11

not for publication n/a

city, town Bayamón

vicinity n/a

state Puerto Rico code PR

county Bayamón

code 021

zip code 00619

3. Classification

Ownership of Property

private

public-local

public-State

public-Federal

Category of Property

building(s)

district

site

structure

object

Number of Resources within Property

Contributing

1

0

0

0

1

Noncontributing

_____ buildings

_____ sites

_____ structures

_____ objects

_____ Total

Name of related multiple property listing: _____

n/a

Number of contributing resources previously

listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.

Mariano G. Coronas Castro

January 30, 1989

Signature of certifying official

Date

Puerto Rico State Historic Preservation office

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this 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:)

Amy Schlager

5/4/89

Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Single DwellingSpecialty Store/Drugstore

Current Functions (enter categories from instructions)

Business/Office BuildingsSpecialty Store/Drugstore

7. Description

Architectural Classification

(enter categories from instructions)

Romantic Eclecticisim

Materials (enter categories from instructions)

foundation Concretewalls concrete

roof concreteother

Describe present and historic physical appearance.

The Serra Pharmacy is a two-storey, reinforced concrete structure located on a corner lot. Its particular location allowed the builder to chamfer the corner and situate the entrance prominently towards the intersection of two of Bayamón's primary streets. All of the door and window surrounds are quioned imparting a rusticated appearance to the otherwise planar facades. The balconies strengthen the horizontality of the building. Decorative brackets embellished with pendants and floral motifs support the coffered balcony slabs. These carry a heavily proportioned balustrade and banister. A dentil course wraps around the front edge of the balconies, mimicking the building's cornice above. The entablure is composed of a stylized frieze and architrave to support the cornice. This in turn is surmounted by a low parapet wall. Most of the windows and doors have been replaced throughout the years. However, two examples remain: one above the main entrance, the other at the final bay of the short facades's second floor. Fortunately, the remaining structure has suffered very little alterations.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Architecture
Commerce
Politics/Government

Period of Significance

1910
1910
1910-1930's

Significant Dates

1910
1910

Cultural Affiliation

n/a

Significant Person

Luis Serra

Architect/Builder

Unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

Farmacia Serra (Serra Drugstore) was the first and perhaps the best example of early 20th century commercial-residential architecture in Bayamón's urban core. The architecture is the result of integrating the traditional urban commercial residential typology with new construction materials (reinforced concrete).

The use of concrete, instead of traditional brick and masonry, allowed the exuberant ornamentation of the cornice, balconies, etc. at a lower cost. This prompted a proliferation of ornaments and the integration of various motifs from diverse architectural styles resulting in an eclectic style which has received the name of "modernismo" or Romantic Eclecticism. This architectural style prevailed in Puerto Rico until the late 1920's.

The construction of this building (1910) in one of the town's most prominent location, close to the plaza and along the main commercial thorough fare, served as an incentive for other business owners to build in the same fashion. Today only two of these structures remain, Farmacia Serra and el Palacio(also being nominated).

9. Major Bibliographical References

-Rodríguez de León, Mario, Cuaderno Histórico de Bayamón, Bayamón, PR, 1938.

-Bayamón Histórico, Oficina de Planificación del Municipio de Bayamón, 1986.

See continuation sheet

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 # _____

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreage of property less than one acre (280.20 M²)

UTM References

A

1	9
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8	0	0	6	0	0
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2	0	3	6	8	8	0
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 Zone Easting Northing

B

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 Zone Easting Northing

C

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D

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See continuation sheet

Verbal Boundary Description

See enclosed location plan.

See continuation sheet

Boundary Justification

The boudary includes the entire city lot historically associated with the building.

See continuation sheet

11. Form Prepared By

name/title Félix Julián del Campo-State Historian/Roberto Sackett/Architectural Preservationist
 organization Puerto Rico State Historic Preservation Office date January 31, 1989
 street & number Box 82, La Fortaleza telephone (809) 721-3737
 city or town San Juan state Puerto Rico zip code 00901

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National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 1

This building was constructed in 1910 to house Mr. Luis Serra's first drugstore. This was the first of a chain of drugstores which serves the Puerto Rican community. Mr. Serra and his family lived in the upper floor as was customary in those days. He personally attended to the drugstore which became Bayamón's most important pharmaceutical supply house. His fame as one of the island's best druggist opened the way for the development of the Serra pharmacy chain.

Puerto Rico has several drugstore chains. The three most prominent are: Moscoso, Blanco and Serra. Each of these chains began as town drugstores, Moscoso in Aibonito, Blanco in San Juan and Serra in Bayamón. The prestige and quality of their products gained island-wide recognition allowing for the development of branches covering the entire island. Mr. Luis Serra was one of these professional entrepreneurs who paved the way for the modern drugstore and the most important in his district.

Due to the building's location close to the Plaza, social clubs and the residence of the town's most prominent citizens, the drugstore became the meeting place for the town's politicians and intellectuals to discuss the latest events and decide what action could be taken. These kind of meetings (tertulias) continued to take place until the beginning of WW II when due to curfews they could no longer meet in public spaces.

BAYAMON CENTRO

FARMACIA SERRA

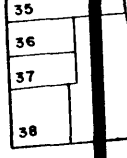
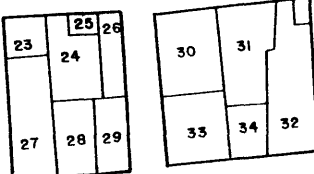
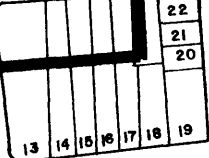
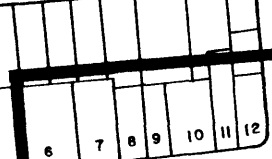
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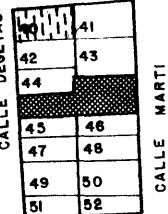
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EL CANTON MALL

ESTACION
DE
POLICIA

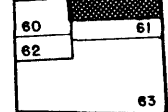
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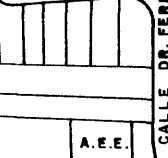
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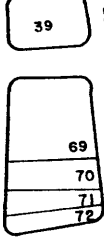
PASEO BARBOSA



CALLE ALUM TIO



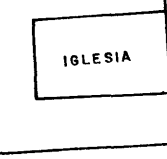
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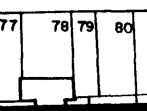
CALLE PALMER



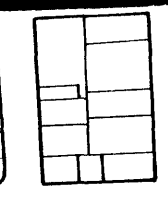
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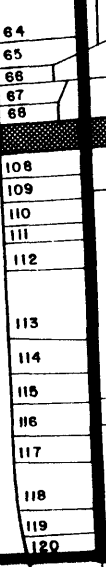
CALLE MACEO



CALLE BALDORIOY

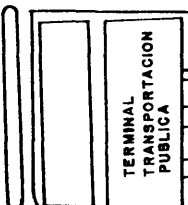


CALLE BARBOSA



AUTORIDAD DE
ENERGIA
ELECTRICA

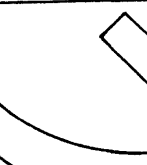
PASEO RIO HONDO



PLAZA
DEL
MERCADO

CALLE PARQUE

CALLE ROSSY



CENTRO DE DIAGNOSTICO
Y TRATAMIENTO

CALLE ISABEL

NUEVO TERMINAL DE
TRANSPORTACION PUBLICA

NUEVA CASA ALCALDIA

AVENIDA # 2