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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 any 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 NORTH FRANKLIN STREET HISTORIC DISTRICT

other names/site number N/A

2. Location

street & number See continuation sheets & district map. N/A  not for publication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.)

Jane Snyder Matthews 2/13/2002  
Signature of certifying official/title Date

State Historic Preservation Officer, Division of Historical Resources  
State or 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  See continuation sheet.
- removed from the National Register.
- other, (explain) \_\_\_\_\_

Edson H. Beal  
Signature of the Keeper

3/28/02  
Date of Action

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)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
8	0	buildings
0	0	sites
0	0	structures
0	0	objects
8	0	total

Name of related multiple property listings

(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

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE TRADE/Professional Offices

COMMERCE TRADE/Professional Offices

COMMERCE TRADE/Specialty Store

DOMESTIC/Hotel

DOMESTIC/Multiple Dwelling

Current Functions

(Enter categories from instructions)

COMMERCE TRADE/Professional Offices

VACANT/Not in use

VACANT/Not in use

VACANT/Not in use

VACANT/Not in use

7. Description

Architectural Classification

(Enter categories from instructions)

NO STYLE/Masonry Vernacular

LATE 19TH & 20TH CENTURY REVIVAL/Mission

Materials

(Enter categories from instructions)

foundation Brick

walls Brick

roof Tar and Gravel

other

Narrative Description

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

- Criteria A, B, C, D with checkboxes and descriptions.

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

COMMERCE

Period of Significance

c. 1903-c. 1921

Significant Dates

c. 1903

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Arch: Unknown

Blder: Unknown

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):

- Documentation checkboxes: preliminary determination, previously listed, designated landmark, recorded by Historic American Buildings Survey, recorded by Historic American Engineering Record.

Primary location of additional data:

- Location checkboxes: State Historic Preservation Office, Other State Agency, Federal agency, Local government, University, Other.

Name of Repository

#

**10. Geographical Data**

**Acreeage of Property** 3 apprx.

**UTM References**

(Place additional references on a continuation sheet.)

1	1   7	3   5   6   3   6   0	3   0   9   2   8   0   0
	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 Stephanie E. Ferrell FAIA/Carl Shiver, Historic Sites Specialist

organization Bureau of Historic Preservation date February 2002

street & number 500 South Bronough Street telephone (850) 245-6333

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 \_\_\_\_\_

street & number \_\_\_\_\_ telephone \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

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 amend 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 REGISTER OF HISTORIC PLACES  
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NORTH FRANKLIN STREET HISTORIC DISTRICT  
HILLSBOROUGH COUNTY, FLORIDA  
DESCRIPTION

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**SUMMARY PARAGRAPH**

The North Franklin Street Historic District comprises eight commercial buildings and portions of three city blocks located at the north end of North Franklin Street in downtown Tampa, Florida. All of the buildings are one- to three-story commercial buildings constructed between c. 1903 and c. 1921. The dominant style is Commercial Masonry Vernacular, but there is one significant example of the Mission style. Most of the buildings have had changes made to their street level facades within the last fifty years, but the upper stories of the majority of the buildings retain their essential features. Even where changes have been made to the street level, the original bays of the storefronts, including transoms and clerestory areas are still in place, having been masked by removable materials. Original cast metal pilasters are also still extant for most historic buildings. The most serious non-conforming alteration to the building stock in the district was made to the two-story former Arlington Hotel (now Badcock Furniture Store), constructed c. 1913, which had its main (west) facade surfaced with stucco in 1956. Many of the buildings have had at least some of their original windows replaced, particularly on the main street facades; however, original fenestration is often present on the side and rear elevations. Except for the former Arlington Hotel, the majority of the building retain their original exterior wall materials, decorative details, and interior divisions. All but three of the buildings are wholly or partly vacant and have suffered varying degrees of neglect and deterioration.

**SETTING**

The Tampa Bay metropolitan area, which includes the cities of Tampa, St. Petersburg, Clearwater and their extensive suburban areas, has a population of over 2,000,000 permanent residents. Located in the western part of central Florida, Tampa is situated at the mouth of the Hillsborough River on Tampa Bay—an inlet to the Gulf of Mexico. The city is the seat of Hillsborough County, a leading phosphate shipping port, and a major center of finance and large bank holding companies and investment firms. With its nearby beaches and other attractions, sporting facilities, and climate, many thousands of tourists each year add substantially to the economic vitality of the area. Tampa today is a city of more than 303,447 persons in a county of about 998,948<sup>1</sup>. The North Franklin Street Historic District is found at the northwest corner of the Tampa Central Business District, a slightly less than one-square mile area consisting of 180 city blocks that employs approximately 24,000 workers. The overall area is the seat of the city and county governments, financial institutions, retail and professional establishments, churches, restaurants, and recreational facilities. The boundaries of the district are East Fortune Street on the north, Florida Avenue on the east, Harrison Street on the south, and Tampa Street on the west.

The traditional focus of commercial activity and development has been Franklin Street. Today, Franklin Street is largely a pedestrian corridor and the use of motor vehicles is restricted. Automotive circulation in the

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<sup>1</sup> Tampa Morning Tribune. Ted Byrd: "Results of census satisfy Hillsborough officials." April 17, 2001.

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vicinity of Franklin Street is dominated by the one-way pair of Florida Avenue (northbound) and Tampa Street (southbound). Immediately north of the historic district is the state government office building and an east-west section of Interstate Highway 275, which has exits to serve traffic to and from the downtown area. To the immediate west of the historic are Ashley Drive a major north-south traffic thoroughfare, the Hillsborough River, the Tampa/Hillsborough County Library, and a major parking facility. To the west of the district is a blighted former residential and commercial area lying between the city center and Ybor City. South of the historic district are historic buildings that overlook Franklin Street, Florida Avenue, and Tampa Street. These include: the U.S. Courthouse (N.R. 1974) and Floridan Hotel (N.R. 1996) on Florida Avenue and the S.H. Kress and Co. Building (N.R. 1983) and Tampa Theater (N.R. 1978) on Franklin Street. Efforts made to reinvigorate the northern part of Franklin Street began with the construction of the State Office Building (Photo 1) north of Fortune Street in the 1970s. In more recent years the attempts to spur redevelopment have included the serpentine realignment of the Franklin Street north of Cass Street and the landscaping of Herman Massey Park (Photos 2-4) on the south side of Harrison Street. So far these activities have had little positive impact on the area. In 2001, however, private initiatives have been undertaken to renovate the buildings at 1109 North Franklin Street and 1110 North Florida Avenue using the Secretary of the Interior's standards for the rehabilitation of historic commercial buildings.

**DESCRIPTION**

THE BUILDINGS

**General Automobile Supply Building, 1102-1106 North Florida Avenue (Photos 5-10)**

The two-story General Automobile Supply Building (Florida Master Site File 8Hi 3063) was constructed some time around 1915,<sup>2</sup> but the present footprint of the Masonry Vernacular structure first appears in the 1922 edition of the Sanborn Maps.<sup>3</sup> The city directory lists a variety of businesses for the storefront units during the 1920s. These include an auto dealership and repair garage, plus a tire dealership. The building abuts the three-story former Southern Furniture Exchange Building on the north, and its south elevation overlooks East Royal Street. The essentially rectangular plan structure has a clipped southwest corner where the building meets the alley running along the rear of the property. The four former storefronts along Florida Avenue have been enclosed with particle board and fitted with multi-panel aluminum frames that contain no glazing. The original second story 1/1-light, double-hung wood sash windows with multi-light transoms have been replaced with 1/1-light, double-hung, vinyl clad windows, minus the transoms. The suspended wood and metal canopy that originally sheltered the storefronts on the Florida Avenue facade of the building is no longer extant, but no changes have been made to the textured brick exterior walls or to the shaped

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<sup>2</sup> Sanborn Maps, 1915.

<sup>3</sup> Ibid., 1922; Hillsborough County Public Records, Property Appraiser, Online Inquiry System, Folio No. 192554-0000

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parapet that surrounds the tar and gravel roof of the building. The southwest cut corner contains a freight delivery door, above which is a modern four panel fixed window. The rear of the building overlooks an alley and exhibits segmental arch windows that are characteristic of commercial buildings dating from the late 19th and early 20th century rather than the 1920s. The fenestration of the second story makes use of the same type of vinyl clad windows found on the main facade.

The 1927 directory lists one of the store units as being occupied by a window shade and awning vendor.<sup>4</sup> A photograph taken by the Burgert Brothers Photographic Studio in 1943<sup>5</sup> shows that the building originally had four major storefronts, including a motor vehicle bay along Florida Street. The entrance doors were flush with the display windows and were sheltered by a massive canopy that featured an advertising marquee along the fascia. The second story fenestration consisted of paired 1/1-light double-hung sash windows with multi-light transoms. On the south elevation of the building, near the corner of Florida Avenue and Royal Street was another display window surmounted by a two-panel, multi-light transom. The structure is 40 feet wide and runs 80 feet deep to a narrow, brick paved alley in the center of the block bounded by North Florida Avenue on the east, East Fortune Street on the north, North Franklin Street on the west, and East Royal Street on the south. In the frieze areas above each storefront, signage panels with raised brick borders once proclaimed "Automobile Supplies Parts And Equipment." A large signage panel on the south elevation of the building provided further advertising. The building was converted to warehouse space in the 1960s.

**Southern Furniture Exchange Building, 1110 North Florida Avenue (Photos 11-13)**

Abutting the General Automobile Supply Building on the north is the Southern Furniture Exchange Building (8Hi 07757), a three-story, brick, Masonry Vernacular style building probably constructed c. 1921.<sup>6</sup> The main (east) facade of the building overlooks North Florida Avenue and has an ordinary setback with a common concrete city sidewalk at the front. The structure is 40 feet wide and runs 80 feet deep to the aforementioned alley in the center of the block. The Southern Furniture Exchange Building stands in close proximity to the one-story Florida Discount Transmissions Building on the north. That building was constructed c. 1950 and extensively altered in the 1960s and has been excluded from the boundaries of the historic district. It is scheduled for demolition in January 2002 to provide additional parking for still to be renovated Southern Furniture Exchange Building, which will become professional offices.

The main facade of the Southern Furniture Exchange Building is constructed of buff colored brick and exhibits a low, shaped parapet at the roof line. The parapet is stepped at the side elevations of the structure,

<sup>4</sup> Sanborn Maps, 1922; Polk's Tampa City Directory, 1921-1927.

<sup>5</sup> Tampa-Hillsborough County Public Library, Photographic Archives, Burgert Brothers Photographs, 1100-1102 North Franklin Street, Photo No. 38395, 1943.

<sup>6</sup> Sanborn Fire Insurance Maps of Tampa, Florida, 1922; The Hillsborough County Property Appraiser's records gives the date of construction as 1926, Folio No. 192553.

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descending toward the rear of the building. The flat roof is surfaced in standard tar and gravel. The windows on the second and third stories of the main facade are no longer extant and the openings have been secured with plywood panels attached to the interior walls. Photographs of 1102-1106 North Florida Avenue taken c. 1943<sup>7</sup> and c. 1987<sup>8</sup> show a portion of the facade of the Southern Furniture Exchange Building and reveal that each of the window openings of the structure in the second and third stories originally featured paired, double-hung, 1/1-light windows.

At the street level of the main facade, the storefront has been covered with plywood sheeting, but all of the original storefront elements—display windows, recessed entrance bay, transom and clerestory light bays—are still present. The suspended canopy that originally sheltered the sidewalk area in front of the building is now missing, but the metal bosses that secured the chains supporting the canopy are still extant. In the frieze area beneath the parapet of the main facade is a signage panel with a raised brick border.

The north elevation of the building has no windows or distinguishing features, and the brick wall has been covered with smooth stucco or cement wash. That portion of the south elevation that rises above the building at 1102-1106 North Florida Avenue is also surfaced in stucco and bears the remains of a painted advertisement for “Southland Furniture—1110 North Florida Avenue.” Southland Furniture was the name of the last occupant of the building before it was vacated in the early 1990s.

The rear wall of the building is brick, painted white. The door and window openings on the first story at the alley include a metal freight door for receiving and shipping merchandize and three metal frame windows with wire glass panes. The window openings of the second and third stories at the rear of the building also contain metal frame windows with wire glass panes. At the southwest corner of the building, rising above the roof, is an elevator hoist tower.

**Albany Hotel 1100-1104 North Franklin Street** (Photos 14-19)

The short historical narrative found in the Florida Master Site File (8Hi 768) for the Albany Hotel states that the north half of this building was constructed in 1903 and enlarged to achieve its present Mediterranean Revival appearance in 1930. The records of the Hillsborough County Property Appraiser, however, gives the date of construction as 1926,<sup>9</sup> and the present footprint of the building appears on the on the 1922 edition of the Sanborn maps.<sup>10</sup> The reliability of Sanborn map information makes it likely that the structure was completed—probably as a new building—c. 1921. The Tampa city directories for 1922-1926 were not available, but the

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<sup>7</sup> Tampa-Hillsborough County Public Library, Photographic Archives, Burgert Brothers Photographs, 1100-1102 North Franklin Street, Photo No. 38395, 1943.

<sup>8</sup> Florida Division of Historical Resources, Florida Master Site File, No. HI3063, 1987.

<sup>9</sup> Hillsborough County Public Records, Property Appraiser, Online Inquiry System, Folio No. 192566-000.

<sup>10</sup> Fire Insurance Maps of Tampa, New York: Sanborn Map Company, 1922.



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1927 Tampa City directory does list the building, indicating that the first floor was occupied by a shoe store, ladies wear shop, and a department store, with the Hotel Chickamauga upstairs.<sup>11</sup> The name was changed to the Albany Hotel in 1930.<sup>12</sup>

The main (east) facade of the building overlooks North Franklin Avenue and has a common concrete city sidewalk at the front. The structure is 50 feet wide and runs 87 feet deep to a narrow space that separates it from the rear of the one-story, noncontributing building at 1101 North Tampa Street. The Albany Hotel abuts the contributing two-story Burt Hardware Building at 1106 North Franklin Avenue on the north and overlooks a closed section East Harrison Street on the south. Photographs of the Albany Hotel taken in 1979 show that the irregular plan, two-story, stuccoed masonry building had three ground floor storefronts with recessed entrance bays and display windows along Franklin Street. The building has a flat, tar and gravel surfaced roof surrounded by a shaped, Mission style parapet, and there is a "roof patio" or central light well that provides natural light to the interior guest rooms.

The Florida Master Site File lists the second story window type as 6/1-light double hung sashes, and the 1979 photographs show wood and glass panel doors that open onto small, still extant, wrought iron balconets. The arched doorways were also fitted with transom lights. The door and window bays of both stories of the building have been covered with plywood, but there have been no changes to the proportions of the second story window or door openings. There is another wrought iron balconet beneath one of the windows on the south elevation of the building. There is also a large, arched opening in the center of the center of the south elevation that provides a view of the roof patio. The archway is centered beneath the crest of the shaped parapet and is bordered by a wrought iron railing at the deck level and features decorative wrought iron grillwork in the intrados of the arch. The building also retains its wood and metal canopy—suspended from chains—that shelters the sidewalk on the facade and side elevation of the structure.

**Burt Hardware Company Building 1106 North Franklin Street (Photos 20-23)**

The two-story (three stories at the rear) Burt Hardware Company Building is a red brick, Masonry Vernacular commercial building (Florida Master Site File 8Hi 770) that was reportedly constructed in 1910,<sup>13</sup> and the building does appear on the 1915 Sanborn fire insurance maps. Originally housing the Thomas Knight Hardware Company,<sup>14</sup> the principal proprietor became Burt Hardware Company around 1921.<sup>15</sup> In 1979, the original three-bay store front was removed and recessed several feet behind the steel columns supporting the

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<sup>11</sup> Polk's Tampa City Directory, Richmond, VA: R.L. Polk and Co., 1927.

<sup>12</sup> Tampa City Directory, 1931.

<sup>13</sup> "North Franklin Street, Tampa, Florida," (Tampa: Historic Tampa/Hillsborough County Preservation Board, 1993), p. 71.

<sup>14</sup> Burgert Brothers, Photo No. 2569, before 1920 (?).

<sup>15</sup> Tampa City Directory, 1921; Hillsborough County Public Records, Property Appraiser, Online Inquiry System, Folio No. 192563-000.

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upper part of the main (east) facade. The red brick wall above the original clerestory level was left unchanged, as were the six bays of segmental arch windows that are visually united by a continuous arched brick drip course that extends the width of the facade. Separating the plain frieze area from the windows and the narrow corbelled brick cornice at the parapet are two areas of decorative corbelled arches. A third story—not visible from Franklin Street—was added to the rear of the building in the 1979 renovation. The original 2/2-light, double-hung wood sash windows of the main facade were replaced with metal frame 1/1-single hung sash windows. The original arched windows at the rear of the building were replaced by fixed pane thermal windows, and a new row of similar windows was placed in the added third story.

**Majestic Corporation Building 1202 North Franklin Street** (Photos 24-27)

Named after one of its several property owners, this one-story Masonry Vernacular building (Florida Master Site File 8Hi 773) is listed by the Hillsborough County Property Appraiser's office as having been constructed in 1923,<sup>16</sup> but appears on the 1922 edition of the Sanborn Maps. Only the south half of this building remains standing today, the northern section having been damaged by fire c. 1990 and demolished soon after. Originally, the building had a shaped parapet with a high arched crest over its central storefront. Moderne detailing can still be seen in the vertical relief work at the corners of the remaining parapet. A photograph of the building taken in 1925<sup>17</sup> shows that, except for the frieze and parapet areas of the main facade, the building exhibited ordinary storefronts with display windows flanking recessed entranceways. There is no hint of curved glass or wall bays typical of well-defined Moderne or Art Deco buildings. Another photograph, taken in 1979,<sup>18</sup> shows the whole building still extant, although it had already had its storefronts enclosed with brick, and the original suspended canopy had been replaced by a small marquee over the single entranceway to what had become a tavern or lounge. That marquee was later replaced by a suspended canopy reminiscent of the one found on the building in 1925. The door and window bays on the south elevation of the building have been enclosed with brick but are still visible. The north elevation wall is surfaced in smooth stucco. The flat roof is surfaced with tar and gravel, and the exterior of the building has been painted white.

**C.C. Burns Furniture Store Building, 1205-1207 North Franklin Street** (Photos 28-32)

According to the Hillsborough County Property Appraiser, the three-story, Masonry Vernacular C.C. Burns Building (Florida Master Site File 8Hi 774) was constructed in 1910 and extensively rehabilitated in 1956.<sup>19</sup> The North Franklin Street report prepared by the Historic Tampa/Hillsborough County Preservation Board picks 1914 as the date the building was erected,<sup>20</sup> and the building does appear on the 1915 edition of the

<sup>16</sup> Hillsborough County Public Records, Property Appraiser, Online Inquiry System, Folio No. 1292549-0000.

<sup>17</sup> Burgert Brothers, Neg. No. 4036, 1925.

<sup>18</sup> Florida Master Site File HI773, Photo, 1979.

<sup>19</sup> Hillsborough County Public Records, Property Appraiser, Online Inquiry System, Folio No. 192552-0000.

<sup>20</sup> "North Franklin Street, Tampa, Florida," p. 85.

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Sanborn fire insurance maps. Among the earliest occupants of the building was the C.C. Burns Furniture Store, a long time tenant that made use of most of the ground floor. The storefront section of the building has seen a variety of changes over the years, but for the most part, the building looks very much like it did when photographed by Burgert Brothers in 1926.<sup>21</sup> Presently, brick covers most of the first story, but the original cast iron pilasters are still visible at the clerestory level. The red brick building has a flat, tar and gravel roof surrounded by a low parapet that features a corbelled cornice on the main (west) facade and is stepped at the side elevations. Until at least 1993, the Burns Furniture Store Building abutted a two-story brick building at the corner of Franklin and Royal streets that also had been built c. 1910 (see photo 28).<sup>22</sup> The building was demolished in the 1990s, and now the property is vacant. The north elevation of the former furniture store abuts the two-story Arlington Hotel Building, which was constructed c. 1913. The fenestration of the Burns Building was originally 2/2-light double-hung sash windows set in flat rectangular openings on the second floor and segmental arch openings on the second floor. There is no indication that windows ever existed on either of the side elevations. The original wood sash windows had been replaced by aluminum awning windows by 1979,<sup>23</sup> and these are still extant.

**Arlington Hotel Building, 1209-1219 North Franklin Street (Photos 33-43)**

The former Arlington Hotel Building (Florida Master Site File 8Hi 775) is one of the oldest and most historically significant buildings in the North Franklin Street Historic District. The Hillsborough County Property Appraiser sets the date of construction at 1910,<sup>24</sup> while the North Franklin Street report puts it at 1913. The building is absent from the 1903 edition of the Sanborn maps but does appear in the 1915 edition, with its "Arlington Hotel" label. A photograph of the building taken by Burgert Brothers in 1926 (see photo 33)<sup>25</sup> shows a long, Masonry Vernacular building with storefronts on the street level and a full-width gallery with a wrought iron railing and a shed roof supported by metal posts on the second story. The parapet of the roof is marked by two masonry crest panels flanked by buttressed piers at equidistant point along the facade. The gallery and crest panels were removed when the building was renovated c. 1956 by the Badcock Furniture Company, which had already occupied a portion of the building since 1946.<sup>26</sup>

The main (west) facade of the building was covered with smooth stucco and the original storefronts removed; however, the original cast iron pilasters are still extant beneath thin aluminum casings and are still visible in front of the two unoccupied storefront units at the south end of the building. Except for enclosing the first story windows and doors on the north elevation of the building, no major changes were made to the north

<sup>21</sup> Burgert Brothers, Neg. No. 4038, 1926.

<sup>22</sup> "North Franklin Street, Tampa, Florida," p. 83.

<sup>23</sup> Florida Master Site File HI774, Photo, 1979.

<sup>24</sup> Hillsborough County Public Records, Property Appraiser, Online Inquiry System, Folio 192552-0000.

<sup>25</sup> Burgert Brothers, Neg. No. 444, 1926.

<sup>26</sup> Tampa City Directory, 1946.

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and east elevations. Remarkably, the interior of the second floor hotel section of the building remains little changed from when the building was completed in the 1910s. Long hallways constructed around a series of light wells provide natural light to the former guest rooms. The light wells, themselves contain skylights intended to illuminate the store units of the ground floor. Although the skylights are hidden beneath drop ceilings in the part of the building occupied by the Badcock Furniture Company, they are still visible in the vacant store units at the south end of the building, as are the original pressed metal ceilings.

**Gaetano Ferlita Building, 1211-1211 ½ North Tampa Street** (Photos 44-46)

The Gaetano Ferlita Building (Florida Master Site File 8Hi 886) is reported by one source to have been constructed in 1906,<sup>27</sup> which seems likely, as the building is listed in the 1909 city directory and appears on the 1915 edition of the Sanborn Maps. Unaccountably, the Hillsborough County Property Appraiser's records lists the date of construction as 1950,<sup>28</sup> but this entry probably reflects the date of changes made to the main facade. The vacant lot immediately north of the Ferlita Building was once occupied by the New Enterprise Hotel, which fronted on Fortune Street.<sup>29</sup> That building was demolished in the 1990s. The Gaetano Ferlita Building gets its name from the person who was responsible for the building's construction and from the fact that the word "Ferlita" is found in the terrazzo tile flooring immediately inside the front doorway of the building. The ground story of this building has been heavily altered with brick and tile, but the six-bay second and third stories largely retain their decorative brick details. The windows of the second story have straight heads, while those on the third story have round arches that spring from classical pilasters. There is evidence that each of the upper stories had its own balcony.

The building has a flat, tar and gravel roof surrounded by a low parapet. The wall surface of the south elevation of the building is covered with smooth stucco, and the surviving fenestration is 2/2-light double-hung sash windows set in segmental arch openings. Most of these windows have not survived and the window openings are either exposed to the elements or have been enclosed with plywood. The north and east elevations of the building exhibit exposed brick and most of the original windows—which also occupied segmental arch openings—are not extant. The north elevation of the building has a light well to provide natural light to rooms on the interior of the upper stories.

<sup>27</sup> "North Franklin Street, Tampa, Florida" (Tampa: Historic Tampa/Hillsborough County Preservation Board, 1993), p. 79.

<sup>28</sup> Hillsborough County Public Records, Property Appraiser, Online Inquiry System, Folio 1292542-0000.

<sup>29</sup> Sanborn Maps, 1915.

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**SUMMARY**

The North Franklin Street Historic District is locally significant under Criteria A and C in the areas of Commerce and Architecture, and the eight historic buildings are the last surviving elements of the northern section of the Franklin Street Downtown Business Corridor which began development as a commercial area c. 1900 and reached its peak of importance by the 1930s. The buildings comprising the historic district were constructed between c. 1903 and c. 1921 and represent a variety of commercial styles typical of those popular in the United States during the first half of the twentieth century. North Franklin Street was an important part of what was once a robust downtown business area. It served the daily needs of a downtown residential population living in single family dwellings found in the areas lying between Tampa Street and the Hillsborough River to the west and between Florida Avenue and Nebraska Avenue to the east. The district also served the Tampa Heights residential neighborhood immediately to the north of downtown. In its early days, the district area featured boarding houses and small hotels, grocers, haberdashers, furniture stores, barber shops, drug stores, and other merchandise and service providers. The multi-story buildings in the historic area were "mixed use" structures. Their ground floors were occupied by a variety of mainly retail businesses, while the upper floors were used as offices, hotel rooms and apartments.

**HISTORIC CONTEXT**

Explored by the Spanish as early as the 16th century, the Tampa area was first settled in 1824 with the establishment of Fort Brooke by the U.S. Army. The trading post and small community that sprang up nearby was officially named Tampa in 1834. Although its population consisted mainly of military personnel during the Second (1835-1842) and Third (1855-1858) Seminole Wars, by 1858 Tampa had approximately 1000 inhabitants, and the town was dotted with houses, churches, and businesses. By the end of the Civil War in 1865, however, Fort Brooke had been deactivated and the population of the settlement began to decline, dwindling to 720 by 1880.<sup>30</sup> In 1883, the old Fort Brooke military reservation was opened to civilian development, causing a brief flurry of real estate speculation.<sup>31</sup> The same year saw the completion of the South Florida Railroad linking Tampa with Jacksonville and the discovery of phosphate in Hillsborough County and the surrounding region. The discovery of this essential ingredient of commercial fertilizer would prompt the construction of major port facilities to ship phosphate to world markets and spark a new wave of settlement in the burgeoning community.<sup>32</sup>

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<sup>30</sup> Durwood Long. "The Historical Beginnings of Ybor City and Modern Tampa." *Florida Historical Quarterly*. (XLV July, 1966), 32; Historic Tampa/Hillsborough County Preservation Board, "Seminole Heights Expansion-Hampton Terrace Survey and Registration Grant, Final Survey Report" (Tampa, FL: Historic Tampa/Hillsborough County Preservation Board, 1997), 9.

<sup>31</sup> Karl H. Grismer. *A History of the City of Tampa and the Tampa Bay Region of Florida*. Edited by D. B. McKay. St. Petersburg: the St. Petersburg Publishing Company, Inc. 1950, p. 169.

<sup>32</sup> Hampton Dunn, *Yesterday's Tampa* (Miami: E.A. Seemann Publishing, Inc., 1977), p. 18.

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Of greater importance was the decision by Vicente Martinez Ybor in 1886 to relocate his cigar making operations from Key West to Tampa. He founded the independently incorporated community of "Ybor City" northwest of downtown Tampa, and other cigar manufacturers from Key West quickly followed him. Within a year "Ybor City" had become a thriving community almost within the shadow of downtown Tampa and was soon to become known as "the Cigar Capital of the World." In 1887 Tampa amended its charter to annex Ybor City, raising the total population of the city to approximately 5,000.<sup>33</sup> The development of Tampa continued west of the Hillsborough River in 1886 when O.H. Platt purchased 20 acres of land from the Robert Jackson homestead and subdivided the land into residential lots, naming the area Hyde Park.<sup>34</sup> In 1888 H. B. Plant extended his railroad across the river and pushed south to the tip of the peninsular where he developed port facilities and established the town of Port Tampa.<sup>35</sup> Along with his rail efforts, Plant enhanced the downtown area of Tampa when his luxurious multimillion-dollar Moorish style Tampa Bay Hotel opened its doors to patrons by 1891. With the establishment of West Tampa as a second cigar-producing center west of the Hillsborough River in 1894, Tampa's population increased dramatically over the next several decades.<sup>36</sup>

In response to this growth, suburban residential neighborhoods in Ybor City, Tampa Heights, Hyde Park, and West Tampa slowly began to drain residents from the original city limits of Tampa, where houses were demolished to make way commercial buildings in the constantly expanding business district.<sup>37</sup> In Tampa Heights and Hyde Park large citrus groves were bought up by real estate speculators and subdivided, opening hundreds of acres for residential development.<sup>38</sup> Before the arrival of the South Florida Railroad, the commercial section of Tampa had been concentrated in an approximately eight city block area near the Hillsborough River along Whiting, Washington, Jackson, and Lafayette Streets.<sup>39</sup> With the construction in 1888 of the first bridge over the Hillsborough River linking the original town of Tampa with Hyde Park, the commercial center of Tampa began to shift to Franklin Street.<sup>40</sup>

The growth of downtown Tampa dramatically reflected the transformation of the city from a village marketplace to a vibrant mercantile center. The establishment of suburban neighborhoods marked not only the city's outward expansion because of the rapid increase in population but also the need to use the land in the original 1886 plat of Tampa for the construction of ever larger and taller banks, department stores, professional offices, and governmental buildings. In 1890, a modest new city hall was erected at a cost of \$10,000. In addition to housing the city's administrative offices, it was also the headquarters for the police and fire

<sup>33</sup> Durwood Long, 38-39.

<sup>34</sup> Grismer, p. 187.

<sup>35</sup> Dudley S. Johnson, "Henry Bradley Plant and Florida," *Florida Historical Quarterly*, XLV (October, 1966), 124.

<sup>36</sup> *Tampa Morning Tribune*, April 27, 1894.

<sup>37</sup> "Seminole Heights Expansion-Hampton Terrace Survey and Registration Grant, Final Survey Report," 12.

<sup>38</sup> Grismer, p. 379; Alfred Swann, Eugene Holtsinger formed Swann & Holtsinger Company in 1906.

<sup>39</sup> Hampton Dunn, *Yesterday's Tampa*, p. 26.

<sup>40</sup> Grismer, p. 187.

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departments.<sup>41</sup> A new Moorish style courthouse was constructed in the same year, but within little more than a decade Tampa's phenomenal growth would render both facilities inadequate. Few of the buildings constructed in downtown Tampa during the 1880-1920 period have survived. Fortunately, the Beaux-Arts city hall, constructed in 1915 not only still survives, but has been restored and is used for city offices. The year 1912 saw the construction of another Beaux-Arts landmark, Union Station, which was built to consolidate all rail traffic into Tampa. Between 1880 and 1920, Tampa began to acquire the trappings of a modern city: electric lights, a sewage system, intra-urban trolley, paved streets, and congested sidewalks.<sup>42</sup>

Early photographs of downtown Tampa document the growing importance of Franklin Street after the construction in 1888 of the bridge over the Hillsborough River at Lafayette Street (now Kennedy Boulevard). At first the growing commercial area extended only a few blocks north of Lafayette Street and there was still a mixture of rather small wood frame and masonry residential and commercial buildings. At the time no building was more than three stories in height.<sup>43</sup> By the time of the Spanish-American War in 1898, masonry commercial buildings were fast replacing the historic dwellings and wood frame mercantile stores, saloons, and boarding houses along Franklin Street. Tampa's first skyscraper—a mere four stories in height—was the original First National Bank which sported an elegant marble facade.<sup>44</sup>

In 1889, the area of Tampa that presently comprises the North Franklin Street Historic District was a sparsely settled area of wood frame private dwellings, occupied mainly by African-Americans. In addition to the handful of houses, the neighborhood had a general store, a grocer's establishment, and two churches, one of them a "Colored Methodist Episcopal Church."<sup>45</sup> The area had shown only a slight amount of growth by 1892. The two-story, wood frame St. James Hotel had been constructed on the present site of the two-story brick building at 1106 Franklin Street.<sup>46</sup> A large two-story, wood frame commercial block stood at the corner of Tampa and Fortune Streets in 1899. The businesses in the building included a drug store, a fruit vendor, a grocery store, a piano and organ seller, and a Chinese laundry. A large livery stable occupied the land immediately north of the St. James Hotel, and there was new general store on the other side of Franklin Street.<sup>47</sup>

By 1903, the district area had already changed dramatically. The west side of Franklin Street between Harrison and Royal (formerly Hillsborough) Streets was lined with multi-story commercial buildings, most of them constructed of brick. The character of the Tampa Street side of the block had also been transformed. All but one of the buildings lining the street were commercial establishments, although only one was of masonry

<sup>41</sup> Gary R. Mormino and Anthony P. Pizzo, *Tampa the Treasure City* (Tulsa, OK: Continental Heritage Press, Inc., 1983), p. 145.

<sup>42</sup> *Ibid.*, p. 146-147.

<sup>43</sup> Hampton Dunn, photographs, pp. 34-35.

<sup>44</sup> *Ibid.*, pp. 40-41.

<sup>45</sup> Sanborn Fire Insurance Maps of Tampa, New York: Sanborn Map Company, 1889.

<sup>46</sup> *Ibid.*, 1892.

<sup>47</sup> *Ibid.*, 1899.

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construction.<sup>48</sup> Both sides of Franklin Street between Royal and Fortune were densely packed with commercial buildings, most of them wood frame. Surprisingly, the Tampa Street stretch of the district had reverted almost entirely to single family dwellings, most of them two stories in height. The Florida Avenue side of the block had changed little since 1899.<sup>49</sup>

The city of Tampa continued to grow rapidly during the first two decades of the twentieth century, with only a brief hiatus in the short economic downturn that immediately followed the end of World War I, when the shipyards on Tampa Bay that had been constructing military transports for the military were closed.<sup>50</sup> Tampa continued to be the major cigar manufacturing center in the nation. Following the end of World War I, Tampa experienced steady growth partly due to the influx of winter visitors and because of its newly acquired standing as the commercial center of southwest Florida. New people, needing homes in which to live, came into the city, resulting in rising realty values. With the development work done in Hyde Park by Swann and Holtsinger, activity in high-class residential properties spread to the Interbay area. The anticipated construction of Gandy Bridge linking both sides of Tampa Bay in 1922-1923 gave the area a great boost by bringing the lower Pinellas Peninsula region next door to Tampa's merchants and wholesalers.<sup>51</sup>

By the mid-1920s, residential developments had mushroomed around the fringes of the city, among them Beach Park, Davis Islands, Palma Ceia, Sunset Park, and Seminole Heights. During 1925, the Florida boom was in its heyday, with realty sales showing steady increase. Building permits issued that year soared to the unbelievable peak of \$23,418. That represented nearly half as much building, done in one year, as had been completed from the time the first train puffed into town, way back in 1884 up to the beginning of the boom.<sup>52</sup> New tracts of land new were being developed for sale at areas ever more distant from downtown Tampa, in Sulphur Springs, Temple Terrace, Westshore, and the Interbay region of the Hillsborough Peninsula.

Early signs of an economic slow-down in Tampa were evident in 1926 with the collapse of financial backing for the Davis Islands real estate venture. By the winter of 1926-27 the saturation point for real estate development had finally been reached.<sup>53</sup> Tampa, however, was to be less seriously affected than many other Florida cities by the statewide collapse of the real estate boom that had begun in Miami in 1925 at the very height of the boom.<sup>54</sup> The city was not wholly dependent upon winter visitors or real estate promotion schemes, due in large part to its reputation as a city of diversified manufacturing and the stability of its cigar industry. By

<sup>48</sup> Ibid., 1903.

<sup>49</sup> Sanborn Maps, 1903.

<sup>50</sup> Grismer, p. 247.

<sup>51</sup> Tampa the Treasure City, pp. 251-252.

<sup>52</sup> Grismer, p. 266.

<sup>53</sup> Grismer, p. 259.

<sup>54</sup> Charlton W. Tebeau. A History of Florida. (Coral Gables: University of Miami Press, 1971), pp. 385-386.



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early 1928 the collapse of the Florida boom was partly forgotten, but it could not be denied that Tampa in 1927 was not as prosperous as it had been two years before.<sup>55</sup>

While the collapse of the Florida boom did not deliver a death blow to Tampa's economy, the collapse of one of the city's largest banks, the Citizens Bank and Trust Company on July 17, 1929 was the precursor of a financial crisis to come. A run on Tampa's banks including the Bank of Ybor, Franklin Bank, Citizens Nebraska Avenue Bank, Lafayette Bank and the American State Bank of Tampa dealt Tampa a staggering blow. This was followed by the stock market crash in October 1929. Thousands of winter visitors remained in their northern homes. Hundreds of firms laid off employees. Building activities ceased. The Great Depression had begun.

Modern Tampa dates from World War II, which jump-started the city's economy, which had been ailing throughout the 1930s. Tens of thousands of soldiers and workers supported the war effort at Tampa's revitalized shipyards and at MacDill and Drew Fields, the city's two Army Air Force bases. By war's end, 25,000 soldiers had been trained locally to man the nation's B-17 and B-29 bomber fleets. The personnel at Tampa shipyards reached 16,000, and payrolls exceeded \$750,000 a week.<sup>56</sup> This boom period, however, would come to an abrupt end after the war's end. It became clear after the end of the conflict that Tampa's economic base was no longer going to rely on cigar manufacturing, since the demand for quality cigars had been declining steadily since the 1920s. Shipbuilding would also be relegated to only a minor role in providing jobs locally. City leaders saw the promotion of business services and tourism as crucial to Tampa's economic redevelopment, and renewal in the downtown area and Ybor City were central to this goal.<sup>57</sup> What could not be envisioned, however, was that the activities undertaken to implement the rejuvenation plan would actually hasten the rapid decline of downtown Tampa—and particularly the Franklin Street corridor—as the major retail area of the city.

Urban renewal projects involving the demolition of substandard housing units and commercial buildings that no longer met code requirements resulted in the displacement of lower and moderate income citizens—primarily African Americans and Latins who had traditionally lived in the vicinity of downtown Tampa—without producing any concurrent positive economic results.<sup>58</sup> The annexation bill passed by the Florida Legislature in 1953 resulted in a significant increase in Tampa's land area and population, which more than doubled from 124,645 in 1953 to 274,970 in 1960.<sup>59</sup> The annexation in itself had little impact on drawing new interest in investing in the downtown area, and retailers began to establish outlets in the burgeoning suburbs

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<sup>55</sup> *Ibid.*, p. 268.

<sup>56</sup> *Tampa the Treasure City*, p. 176

<sup>57</sup> Robert Kerstein, "From Annexation to Urban Renewal: Urban Development in Tampa During the 1950s and 1960s" *Tampa Bay History* (Spring/Summer 1997), Volume 19, No. 1, p. 69.

<sup>58</sup> *Ibid.*

<sup>59</sup> *Ibid.* p. 72.

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which continued to exert their independence in spite of becoming part of the incorporated city. Major retailers such as Maas Brothers, S.H. Kress & Company, and F.W. Woolworth continued to maintain stores on Franklin Street into the 1970s and 1980s, but shifting marketing strategies would eventually make the business operations themselves obsolete. Furthermore, the "slum clearance" activities undertaken by the city intended that reconstruction of the affected areas was to be provided wholly by the private sector, without any direct incentives for investment provided the city or any other source of funding. This approach was short-sighted and disastrous for the commercial viability of Franklin Street.<sup>60</sup>

The dislocation of residents living in and near the downtown area continued with the construction of traffic corridors for Interstate Highways 4 and 275. Ironically, reports favoring the construction of the new highway systems spoke of them as potentially contributing to the stimulation of downtown, whereas they clearly had the opposite effect, opening up more possibilities for the development of suburban shopping malls and satellite communities that offered a broad spectrum of goods and services for their suburban residents.

The southern section of Franklin Street featured the largest and most important banks and department stores, and today still claims notable architectural landmarks, such as the Tampa Theater (N.R. 1978) and the S.H. Kress & Co. Building (N.R. 1983). The northern end of Franklin Street was home to more modest commercial enterprises that included automobile dealerships, small restaurants, and family owned businesses. As Franklin Street, and Tampa's downtown as a whole, began to decline beginning in the 1950s, the small buildings of North Franklin Street were used by ever more marginal businesses, such as appliance repair shops, pawnbrokers, and bars. Suburban flight and downtown slum clearance policies destroyed the residential threads of what was once a rich urban fabric. The exodus of major retailers to the suburbs diminished the commuter shopper population to the point that even the smaller niche specialty retailers along Franklin Street could no longer survive. The trend of redeveloping that part of lower Franklin Street in the vicinity of the city governmental center along Kennedy Boulevard and on nearby Harbour Island<sup>61</sup> have further isolated North Franklin Street.

**HISTORICAL SIGNIFICANCE—COMMERCE**

The eight buildings that comprise the North Franklin Street Historic District are the last remnants of the historic buildings that still covered the city blocks north of Cass Street to Fortune Street in 1979, when a survey of the historic buildings in the area was made by the Historic Tampa/Hillsborough County Preservation Board. The still existing buildings are significant for the role they played in the historical development of the northern

<sup>60</sup> Kerstein, p. 79

<sup>61</sup> A 177-acre island in Hillsborough Bay found at the foot of Franklin Street that was originally a phosphate loading rail terminus that was re-developed in the early 1990s to combine a hotel convention center, shopping facilities, up-scale single-family homes, town homes, condominiums and a private marina.

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part of downtown Tampa. Major department stores, banks, tourist hotels, and professional offices occupied the elegant buildings and skyscrapers found south of Cass Street. The southerly part of the downtown corridor served mainly non-residential shoppers and clientele seeking the professional services of attorneys, physicians, bankers, and real estate brokers. Scores of office workers labored in the high rise buildings, and the ground level shops were occupied by specialty shops that sold high quality men's and women's clothing and footwear. Restaurants, movie theaters, and office supply shops were among the many services offered in the heart of the downtown area.

The area north of Cass Street catered to the needs of the lower middle class and blue collar workers. It was marked by hardware stores, machine shops, automobile repair shops, and tire dealers. Vendors of inexpensive new and second hand furniture were particularly numerous in the North Franklin Street Historic District area. Haberdashers, shoe stores, barber shops, grocery stores, meat markets, small manufacturing concerns, laundries, paint stores, and plumbing supply shops were the goods and services offered along the northern section of the business corridor defined by Franklin Street. Particularly important to the area were the many inexpensive hotels in the area of which only the Arlington and Albany remain. In close proximity to the Arlington, along Franklin and Fortune streets were the California, New Enterprise, Liberty, Florida, and Panama hotels.<sup>62</sup> These hostels served mainly transient salesmen, railroad workers, and seasonal tourists who were unable to afford more plush resort accommodations. They usually occupied the second floor of buildings whose street level areas had commercial tenants. The hotels had few amenities, and guests had to share common bathing facilities when they existed at all.<sup>63</sup> The buildings had no elevators, and access to the hotel floor was usually via a single flight of poorly-lit stairs. The hotels did not have their own restaurants, but numerous cafes and eating establishments were located in the neighborhood. The large number of hotels in the immediate area of the North Franklin Street Historic District would also account for numerous barber shops and drug stores in the neighborhood.

During the Prohibition era of the 1920s, North Franklin Street had a somewhat unsavory reputation, with the barber shops and drug stores supposedly being fronts for the selling of illegal liquor. Some of the hotels reportedly were used as brothels and locations for gambling enterprises; however, there is no direct evidence to prove this contention. The area was frequented mainly by shoppers from nearby residential neighborhoods, and it is clear that some of the shops depended on the patronage of the African-American and Latin population of those neighborhoods. When the neighborhoods were largely razed during the local Urban Renewal programs of the 1950s and 1960s, the economic underpinnings of the North Franklin Street commercial area were destroyed, and the providers of goods and services departed, leaving the buildings vacant. More than one building in the area was destroyed or seriously damaged by fire during the late 1980s and early 1990s, in most cases leading to the demolition of the structure. Other buildings were torn down to reduce the tax liability of the unprofitable

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<sup>62</sup> Sanborn Maps, 1915-1931.

<sup>63</sup> The still largely intact Arlington Hotel shows no evidence of individual bathing or toilet facilities for its guestrooms.

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property. As a result, the eight buildings that remain in the district have taken on a greater historical importance as the last vestiges of what was once a vibrant commercial section of downtown Tampa. Plans to renovate most of the surviving buildings via the federal tax credits for the renovation of historic buildings have prompted the writing of this National Register nomination proposal.

**ARCHITECTURAL SIGNIFICANCE**

The North Franklin Street Historic District derives its architectural significance from the historic Masonry Vernacular buildings remaining in the district boundaries. Masonry Vernacular buildings derive the spare decorative features mainly from the Romanesque Revival and Classical Revival styles which had a strong impact upon American commercial architecture during the late 19th century. These stylistic elements are usually expressed as patterns of corbelled brick, stone, or cast concrete to create pilasters, stringcourses, paneled wall bays and cornices. Cast metal pilasters and columns are often found at the storefront level, separating window and door bays. Additional detailing is also found around the display windows and clerestory lights, plus decorative metal bosses are used to secure the chains and cables used to suspend the street canopies. Round and segmental arch windows are common, and the openings often have brick voussoirs or drip moldings and accented pilasters and spandrels. The frieze areas between the floors of multi-story buildings and below the roof cornice are often dedicated to panels with raised brick borders.

All of the buildings in the district, except for the Albany Hotel, fall into the Masonry Vernacular category. That building is a good example of the Mission Revival Style, an outgrowth of what is often called Spanish Colonial Revival. Spanish Colonial Revival is really a catalog of styles, unified by the use of arches, plain wall surfaces, and tile roofs, all derived from the Mediterranean world. Designers were inspired by Spanish colonial architecture in the New World. This revival was a phenomenon which swept those regions of America with Hispanic pasts: California, New Mexico, southern Arizona, Florida, and Texas. In Florida, it is inextricably bound up with the real estate boom of the 1920s. Mission architecture romanticized the simple Spanish churches of colonial America. It featured red tile roofs, parapets, decorative metal railings and carved stonework. The Albany Hotel is noted for its simplicity of design, but it does make use of a dramatic shaped parapet, arched doorways, and wrought iron balconies and grillwork.

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NORTH FRANKLIN STREET HISTORIC DISTRICT  
HILLSBOROUGH COUNTY, FLORIDA  
GEOGRAPHICAL DATA

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### **Verbal Boundary Description**

The boundaries of the North Franklin Street Historic District are those shown on the accompanying map of the district.

### **Boundary Justification**

The boundaries shown on the district map encompass all of the buildings that retain their historic character remaining in the North Franklin Street commercial area north of Harrison Street to Fortune Street and bound by North Florida Avenue on the east and North Tampa Street on the west.



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NORTH FRANKLIN STREET HISTORIC DISTRICT  
HILLSBOROUGH COUNTY, FLORIDA  
PHOTOGRAPHS

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**LIST OF PHOTOGRAPHS**

1. State Office Building North of Fortune Street, North Franklin Street Historic District
2. Tampa (Hillsborough County), Florida
3. Stephanie E. Ferrell
4. May 2001
5. SEF Group, Tampa, Florida
6. South Elevation, Looking North
7. Photo 1 of 46

**Items 3-5 are the same for the remaining photographs except where indicated.**

1. Herman Massey Park
6. Streetscape, Looking Northwest from the Corner of Tyler and Franklin Streets
7. Photo 2 of 46

1. Herman Massey Park
6. Streetscape, Looking Southwest from the Corner of Harrison and Franklin Streets
7. Photo 3 of 46

1. North Franklin Street
6. Streetscape, Looking North along Franklin Street from the Corner of Harrison Street
7. Photo 4 of 46

1. General Automobile Supply Building, 1102-1106 North Florida Avenue
2. Tampa (Hillsborough County), Florida
3. Burgert Brothers Photographic Studio
4. 1943
5. Tampa/Hillsborough County Public Library
6. Main (East) Facade and South Elevation, Looking Northwest
7. Photo 5 of 46

1. General Automobile Supply Building, 1102-1106 North Florida Avenue
6. Main (East) Facade and South Elevation, Looking Northwest
7. Photo 6 of 46

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Section number \_\_\_\_\_ Page 2 NORTH FRANKLIN STREET HISTORIC DISTRICT  
HILLSBOROUGH COUNTY, FLORIDA  
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1. General Automobile Supply Building, 1102-1106 North Florida Avenue
  6. Detail, Main (East) Facade and South Elevation, Looking Northwest
  7. Photo 7 of 46
- 
1. General Automobile Supply Building, 1102-1106 North Florida Avenue
  6. South, Southeast, and West Elevations, Looking Northeast
  7. Photo 8 of 46
- 
1. General Automobile Supply Building, 1102-1106 North Florida Avenue
  6. Streetscape, Alley at Rear of 1102-1106 North Florida Street, Looking North
  7. Photo 9 of 46
- 
1. General Automobile Supply Building, 1102-1106 North Florida Avenue
  6. Detail, Main (East) Facade, Second Story Windows
  7. Photo 10 of 46
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1. Southern Furniture Exchange Building, 1110 North Florida Avenue
  6. Main (East) Facade, Looking Northwest
  7. Photo 11 of 46
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1. Southern Furniture Exchange Building, 1110 North Florida Avenue
  6. Main (East) Facade and North Elevation, Looking Southwest
  7. Photo 12 of 46
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1. 1112 North Florida Avenue
  6. Main (East) Facade, Looking Southwest
  7. Photo 13 of 46
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1. Albany Hotel, 1100-1104 North Franklin Street
  2. Tampa (Hillsborough County), Florida
  3. Tampa/Hillsborough County Historic Preservation Board
  4. 1979
  5. Florida Master Site File, Tallahassee, Florida
  6. Main (East) Facade and Southeast Elevation, Looking Northwest
  7. Photo 14 of 46

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NORTH FRANKLIN STREET HISTORIC DISTRICT  
HILLSBOROUGH COUNTY, FLORIDA  
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1. Albany Hotel, 1100-1104 North Franklin Street
6. Main (East) Facade, Looking West
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1. Albany Hotel, 1100-1104 North Franklin Street
6. Main (East) Facade and Southeast Elevation, Looking Northwest
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1. Albany Hotel, 1100-1104 North Franklin Street
6. Southeast Elevation, Looking Northeast
7. Photo 17 of 46

1. Albany Hotel, 1100-1104 North Franklin Street
6. Detail, Main (East) Facade, Looking Southwest
7. Photo 18 of 46

1. Albany Hotel, 1100-1104 North Franklin Street
6. Detail, Southeast Elevation, Arched Doorway, Looking North
7. Photo 19 of 46

1. Burt Hardware Company Building, 1106 North Franklin Street
2. Tampa (Hillsborough County), Florida
3. Tampa/Hillsborough County Historic Preservation Board
4. 1979
5. Florida Master Site File, Tallahassee, Florida
6. Main (East) Facade, Looking Northwest
7. Photo 20 of 46

1. Burt Hardware Company Building, 1106 North Franklin Street
6. Main (East) Facade, Looking Northwest
7. Photo 21 of 46

1. Burt Hardware Company Building, 1106 North Franklin Street
6. Rear (West) and North Elevations, Looking Southeast
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NORTH FRANKLIN STREET HISTORIC DISTRICT  
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1. Burt Hardware Company Building, 1106 North Franklin Street
6. North and West Elevations, Looking Southeast
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1. Majestic Corporation Building, 1202 North Franklin Street
2. Tampa (Hillsborough County), Florida
3. Tampa/Hillsborough County Historic Preservation Board
4. 1979
5. Florida Master Site File, Tallahassee, Florida
6. Main (East) Facade, Looking Northwest
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1. Majestic Corporation Building, 1202 North Franklin Street
6. Main (East) Facade and South Elevation, Looking Northwest
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1. Majestic Corporation Building, 1202 North Franklin Street
6. West and South Elevations, Looking Northeast
7. Photo 26 of 46

1. Majestic Corporation Building, 1202 North Franklin Street
6. West and South Elevations, Looking Northeast
7. Photo 27 of 46

1. C.C. Burns Furniture Company Building, 1205-1207 North Franklin Street
2. Tampa (Hillsborough County), Florida
3. Tampa/Hillsborough County Historic Preservation Board
4. 1979
5. Florida Master Site File, Tallahassee, Florida
6. Main (West) Facade, Looking Northeast
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1. C.C. Burns Furniture Company Building, 1205-1207 North Franklin Street
6. Main (West) Facade and South Elevation, Looking Northeast
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1. C.C. Burns Furniture Company Building, 1205-1207 North Franklin Street
6. Streetscape, Looking Northeast along North Franklin Street
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1. C.C. Burns Furniture Company Building, 1205-1207 North Franklin Street
6. Detail, Main (East) Facade, Clerestory and Pilasters, Looking Northeast
7. Photo 31 of 46

1. C.C. Burns Furniture Company Building, 1205-1207 North Franklin Street
6. Detail, Main (East) Facade, Clerestory and Pilaster, Looking Northeast
7. Photo 32 of 46

1. Arlington Hotel, 1209-1219 North Franklin Street
2. Tampa (Hillsborough County), Florida
3. Burgert Brothers Photographic Studio
4. 1926
5. Tampa/Hillsborough County Public Library
6. Main (West) Facade and North Elevation, Looking Southeast
7. Photo 33 of 46

1. Arlington Hotel, 1209-1219 North Franklin Street
6. Main (West) Facade, Looking Northeast
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1. Arlington Hotel, 1209-1219 North Franklin Street
6. Detail, Main (West) Facade, Looking South from Fortune Street
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1. Arlington Hotel, 1209-1219 North Franklin Street
6. North and East Elevations, Looking Southwest
7. Photo 36 of 46

1. Arlington Hotel, 1209-1219 North Franklin Street
6. Detail, Vacant Storefront, Metal Pilaster and Hotel Entrance Door, Looking Northeast
7. Photo 37 of 46

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NORTH FRANKLIN STREET HISTORIC DISTRICT  
HILLSBOROUGH COUNTY, FLORIDA  
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1. Arlington Hotel, 1209-1219 North Franklin Street
6. Interior, Vacant Storefront, Looking East toward Rear
7. Photo 38 of 46

1. Arlington Hotel, 1209-1219 North Franklin Street
6. Interior, Vacant Storefront, Looking West toward Entrance
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1. Arlington Hotel, 1209-1219 North Franklin Street
6. Interior Detail, Vacant Storefront, Pressed Metal Ceiling, Looking Northwest
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1. Arlington Hotel, 1209-1219 North Franklin Street
6. Interior, 2nd Floor, Looking West toward Stairs
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1. Arlington Hotel, 1209-1219 North Franklin Street
6. Interior, 2nd Floor, Typical Rooms, Looking South from Hallway
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1. Arlington Hotel, 1209-1219 North Franklin Street
6. Interior, 2nd Floor, Light Well and Skylight, Looking South from Hallway
7. Photo 43 of 46

1. Gaetano Ferlita Building, 1211-1211 ½ North Tampa Street
6. South Elevation, Looking Northeast
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1. Gaetano Ferlita Building, 1211-1211 ½ North Tampa Street
6. Main (West) Facade and South Elevation, Looking Northeast
7. Photo 45 of 46

1. Gaetano Ferlita Building, 1211- 1211 ½ North Tampa Street
6. North and East Elevations, Looking Southwest
7. Photo 46 of 46