

United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

RECEIVED JAN 20 1991

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 Carling Hotel other names/site number The Roosevelt

2. Location

street & number 33 West Adams Street n/a not for publication city, town Jacksonville n/a vicinity state Florida code FL county Duval code 031 zip code 32202

3. Classification

Ownership of Property: private (checked), public-local, public-State, public-Federal. Category of Property: building(s) (checked), district, site, structure, object. Number of Resources within Property: Contributing 1, Noncontributing 0 buildings, 0 sites, 0 structures, 0 objects, Total 1. Number of contributing resources previously listed in the National Register 0.

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 (checked) does not meet the National Register criteria. See continuation sheet. Signature of certifying official: Suzanne P. Walker (deputy), Date: 1/22/91, Florida State Historic Preservation Officer.

In my opinion, the property meets (checked) 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 (checked), determined eligible for the National Register, determined not eligible for the National Register, removed from the National Register, other (explain:). entered in the National Register (checked). Signature of the Keeper: Date of Action: 2/28/91

**6. Function or Use**

Historic Functions (enter categories from instructions)

Domestic/Hotel

Current Functions (enter categories from instructions)

Health Care/Sanitarium

Domestic/Multiple Dwelling

**7. Description**

Architectural Classification

(enter categories from instructions)

Late 19th & 20th Century Revivals/  
Italian Renaissance

Materials (enter categories from instructions)

foundation Concrete

walls Brick

Stone: Limestone

roof Asphalt

other Terra cotta

Describe present and historic physical appearance.

PLEASE SEE CONTINUATION SHEETS

**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

Period of Significance

1926-1940

Significant Dates

1926

1937

Cultural Affiliation

n/a

Significant Person

n/a

Architect/Builder

Thompson, Holmes, & Converse/

Southern Ferro Concrete Company

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

PLEASE SEE CONTINUATION SHEETS

See continuation sheet

**9. Major Bibliographical References**

PLEASE SEE CONTINUATION SHEETS

DATE OF LISTING

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**

Acreeage of property Less than 1 acre

**UTM References**

A	<u>1</u> <u>7</u>	<u>4</u> <u>3</u> <u>6</u> <u>7</u> <u>3</u> <u>0</u>	<u>3</u> <u>3</u> <u>5</u> <u>5</u> <u>1</u> <u>6</u> <u>0</u>	B	<u>  </u> <u>  </u>	<u>  </u> <u>  </u> <u>  </u> <u>  </u>	<u>  </u> <u>  </u> <u>  </u> <u>  </u>
	Zone	Easting	Northing		Zone	Easting	Northing
C	<u>  </u> <u>  </u>	<u>  </u> <u>  </u> <u>  </u> <u>  </u>	<u>  </u> <u>  </u> <u>  </u> <u>  </u>	D	<u>  </u> <u>  </u>	<u>  </u> <u>  </u> <u>  </u> <u>  </u>	<u>  </u> <u>  </u> <u>  </u> <u>  </u>

See continuation sheet

**Verbal Boundary Description**

The boundary of the Carling Hotel coincides with the boundaries of Lot 2 and part of Lot 3, Block 33, Harts Map of Jacksonville, Duval County, Florida, and is specifically described as Parcels 1-"A" and 1-"B" in the attached survey, the legal description, and site map. It is roughly defined by the boundaries of Lots 2 and 3 on the north, the boundary of Lot 2 on the west, the boundary of Parcel 1-"C" on the east and the public right-of-way along West Adams Street on the south.

See continuation sheet

**Boundary Justification**

PLEASE SEE CONTINUATION SHEET

See continuation sheet

**11. Form Prepared By**

name/title Paul L. Weaver/Barbara E. Mattick, Historic Sites Specialist  
 organization Bureau of Historic Preservation date November 1990  
 street & number R.A. Gray Blg., 500 S. Bronough Street telephone 904-487-2333  
 city or town Tallahassee state Florida zip code 32399-0250

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**SUMMARY**

The Carling Hotel is located at 33 West Adams Street in the commercial core of the City of Jacksonville, Florida. Constructed in 1926, it has a rectangular ground plan, a flat, multi-level roof with parapet, and is finished with brick, limestone, and terra-cotta on its primary elevation. The central block has a T plan, stepping from thirteen to fifteen floors at the rear, with three-story elements filling the corners of the original rectangular ground plan. This original plan was extended in 1937 by construction of a two-story addition of compatible design on the east side. The overall design and individual features of its main elevation provide a fine example of the Italian Renaissance Revival Style. The first floor was remodeled in 1960. Nonetheless, the Carling Hotel retains the overall integrity of its original design and individual architectural features.

**SETTING**

The former Carling Hotel occupies the interior portion of block thirty-three, Hart's Map of Jacksonville. The main facade fronts West Adams Street. The other streets bounding the block are Main on the east, Laura on the west, and Monroe on the north. The site is rectangular, covering approximately 18,000 square feet, and lot coverage is nearly 100%. The building is located in downtown Jacksonville at the heart of the city's commercial core (Photo 1). Just three short blocks from the St. Johns River, the Carling is in close proximity to many of Jacksonville's major commercial and office buildings, including the Jacksonville Landing, the Independent Life Building, and the newly constructed Barnett Bank Building. The Elks Club Building, another Jacksonville landmark, is located west of the Carling on the Adams Street side. On the east side at the corner of Main Street and Adams is a three story, non-historic commercial building (Photo 2). At the rear of the Carling is a four-story, non-historic parking garage (Photo 3).

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## PRESENT APPEARANCE

The Carling Hotel, subsequently known as The Roosevelt, is a massive, fifteen-story building located on the north side of West Adams Street in downtown Jacksonville. The Carling Hotel is irregularly massed; three-story sections of the building are located on either side of the high rise portion, and at the far east side of the property is a two-story addition constructed in 1937. (See site plan). The building has a reinforced concrete structural system with floors, roofs and stairs also of reinforced concrete. Exterior walls are of brick backed with terra-cotta hollow tile.

The main facade (south elevation) is very elaborate, displaying features which define the architectural style of the building. The facade has four zones distinguished by their finish materials, architectural features, and fenestration (Photo 4). The first zone includes the ground level through the mezzanine level (1st-3rd stories). The ground level is covered with smooth concrete, and the second and third stories (mezzanine level) are finished in rusticated concrete. The mezzanine is also distinguished with medallions, panels, and a strong cornice.

The fenestration in this zone is varied. The main entry, double aluminum and glass doors, is inset in the center of the main block of the building (Photo 5). It is flanked by large plate glass/aluminum storefront show windows. Above the storefront, at the second and third floors, are Palladian windows separated by medallions and panels (Photo 6). There are seven windows across the facade of the original building; two Palladian windows, also separated by a medallion and panel, continue the design at the second story of the 1937 addition (Photo 4).

The fourth floor is a transitional zone. Within the context of the lower four floors, it corresponds to the upper or attic story frequently found in Italian Renaissance Revival Style buildings. It has a smooth concrete finish and features ten small, paired, 4/4 double hung sash windows, separated by brick panels (Photo 4).

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Each window pair is separated from the first three stories by strong cornices and a small medallion set in a recessed frieze panel (Photo 7).

Another strong cornice separates the transitional zone from the central zone (the 5th-12th stories). The largest zone of the facade, it is covered with unpainted brick laid in a running pattern, and has little architectural detailing. Fenestration is paired, 4/4, double hung sash which are larger than those in the transitional zone. Each pair has a limestone sill and a flat arch of soldier bricks. A row of brick headers runs between each story (Photo 4).

The upper zone (the 13-15th stories) has the most architectural detail. It is defined by two molded concrete belt courses and crowned with a limestone balustrade surmounted by eight urns (Photo 8). The fenestration is ten paired, 4/4, double hung sash arranged in groups of four in a 2/2 configuration. In each set, the pair above is separated from the pair below by a terra cotta panel, and each set has a terra-cotta surround. The first, fourth, sixth, and ninth sets of windows also have terra-cotta consoles with acanthus leaves and arched pediments (Photos 4 & 9).

The north, east, and west elevations are painted brick, with no distinctive architectural detail, except for bay windows extending the full height of the west elevation (Photos 3, 10 & 11).

**INTERIOR**

The interior of the building consists of a basement, a lobby and retail space at the first floor, upper lobby and ball room at the mezzanine and third floor levels, and residential rooms from the fourth to the fifteenth floors. The total living area is 175,000 square feet.

The basement contains service and utility areas. It houses air-conditioning equipment; general, kitchen, and pipe storage; the boiler room; and a carpentry shop.

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The 1937, two story addition houses retail space on the first floor and the upper lobby (dining on plans) and the ballroom above. The three-story sections house retail space and the kitchen (west section) and retail space and the ballroom (east section). The upper floors were designed as hotel rooms and remain largely intact.

The first floor interior of the original building consists of an entrance foyer, lobby area, lower lobby, sitting rooms, and retail space primarily along Adams Street. Based on a review of the 1925 plans, the plan of the lobby is largely intact. Most finishes and detailing, including the monumental entry stairs, appear to date from 1960, when the hotel underwent substantial remodeling. Marble was applied to the original plaster finishes. The original ceiling height was dropped. The replacement ceiling was constructed of acoustic ceiling tile. The original terrazo flooring remains (Photos 12 & 13). The floor plan of the storefronts has been substantially altered from the original design.

The second floor interior originally housed the main lobby of the hotel. The original stairs, wall and ceiling finishes, decorative features, offices and reception desk were removed as part of the 1960 remodeling. Wall and ceiling finishes were replaced with the same materials as are found in the lower lobby and the terrazo floors were retained (Photos 14-16). The dining room, kitchen (Photo 17), lounge, and ballroom spaces remain. The second floor is in good condition, although the ballroom ceiling and portions of flooring are missing (Photo 18).

The third through the fifteenth floors were originally guest rooms. Only the fourth floor has been substantially modified within the past decade with its conversion into a skilled nursing center. New floors, wall, and ceiling finishes are evident. The floor plan has also been considerably altered.

The other guest room floors remain relatively unchanged since the building was originally constructed. The floor plans are nearly identical on all floors. The basic plan is T-shaped with two main corridors running

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east-west and north-south, perpendicular to each other. There are generally twenty-seven rooms on each floor. Most are single rooms with baths, but there are some suites. Bathrooms feature a lavatory, water closet, and tub. Rooms feature closets, some panelling and other detailing which appear to be historic. Although the floor plan survives basically intact, the interior has undergone some remodeling, particularly bathroom interiors and floor finishes (Photos 19-21). The ceiling has been dropped in corridors to accommodate central air conditioning duct work, but the original ceilings remain in place.

**ALTERATIONS**

The exterior of the former Carling Hotel stands today basically as it appeared when completed in 1926. A compatible two-bay addition was added at the east end of the building in 1937. The principal alteration to the exterior occurred in 1960 with the remodeling of the original storefronts. Interior alterations include dropped ceilings and remodeling of the original lobby and restoration of the guest rooms. The building has been well maintained and is in good structural condition.

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**SUMMARY**

The Carling Hotel in Jacksonville, Florida, fulfills Criteria A and C for listing in the National Register of Historic Places. It has local significance in the areas of Architecture and Commerce. Its commercial significance is based on its association with the development of Jacksonville during the Florida Boom in the 1920s, when it was a major commercial center in Florida. The building has architectural significance for its Italian Renaissance Revival design and the type of building it embodies. It was the largest hotel in Jacksonville at the time of its construction, and is presently one of only two historic hotels remaining in downtown Jacksonville.

**HISTORIC CONTEXT**

A major event in the development of Jacksonville was the Great Fire of May 3, 1901. The fire consumed 466 acres, including 146 city blocks and 2,368 buildings; left 9,000 people homeless and killed 7. It served as a catalyst for the development of the city, for an unprecedented building boom followed in its wake. As was true in Chicago after the fire of 1871, many architects and builders came to Jacksonville, attracted by the great demand for their services.

The period following the Great Fire was known as the Jacksonville Renaissance. Between 1901 and 1930 Jacksonville experienced its greatest period of growth prior to the post-World War II period. It became Florida's largest and most important city. It was a major port and railroad center. In 1910 the city's population was over 28,000 and was the highest in the state. Over the next decade it grew phenomenally, totalling 57,699 by 1920. Jacksonville's population was 20,000 more than that of Tampa, the second largest city in the state. Commercial development and building construction in the downtown area of Jacksonville were unprecedented.

Growth was particularly significant in Jacksonville and other areas of Florida during the 1920s, when real estate speculation became the prime force behind what became known

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as the Great Florida Land Boom. Entranced by a flood of promotional literature expounding upon the beauty of Florida, freed by the increased mobility which the automobile afforded, and seeking to make an easy fortune through land speculation, visitors from all over the country descended upon the state in unprecedented numbers. The boom, however, quickly exhausted itself. Its crash was devastating, propelling Florida into a protracted economic depression after 1926. Economic historians regard the phenomenon as one of the precipitating events associated with the Great Depression that struck the nation at large during the early 1930s.

It is difficult to exaggerate the speculative proportions of the 1920s Boom. Miami and Palm Beach are generally regarded as the areas of the most intense activity, but few communities in coastal areas of Florida failed to experience expansive growth. Jacksonville, the gateway city to Florida, was strategically placed to receive many of the visitors and new residents who arrived in the state at that time. In early 1925 some 20-25 trains arrived in Jacksonville daily, filled with buyers eager to purchase Florida real estate. The local chamber of commerce reported that 150,000 automobiles passed through Jacksonville that season. Twenty thousand people were thought to be arriving daily in the state in December, 1924. That fall the Florida Legislature had issued an open invitation to wealthy investors by approving a state constitutional amendment which prohibited state income taxes and inheritance taxes.

In Jacksonville the boom reached its peak in 1926, when seven buildings of ten stories or more were under construction. The tallest of these was the Barnett National Bank Building with 18 stories. In addition to the Carling, other skyscrapers under construction were the Lynch Building (17 stories), the Park Lane Apartments (17), the George Washington Hotel (14) (demolished), the Greenleaf & Crosby Building (12), and the Atlantic Bank Annex (10).

### HISTORIC SIGNIFICANCE: CRITERION A

The Carling Hotel is significant under Criterion A for its association with the development of commercial real

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estate in Jacksonville from 1901-1930, the city's most important historical period of development. It was constructed in direct response to the greatly increased demand for hotel space created by the influx of visitors and new residents arriving or passing through Jacksonville during the 1920s. Located at the heart of the city's financial and retail district, its clientele included bankers, real estate investors, retailers, and others prominently associated with the commercial development of downtown Jacksonville during the Florida Boom and its aftermath.

When the fifteen-story building opened on September 1, 1926, it was known as the Carling Hotel. It was owned by the Dinkler Hotel Company of Atlanta, and was named for Carling L. Dinkler who, at age 31, was vice president of the hotel chain and claimed to be the youngest hotel executive in the United States. The Dinkler Hotel Company, founded by Louis J. Dinkler, was important throughout the southeast. In addition to the Carling in Jacksonville, the Dinkler Company operated the Dinkler Plaza, Atlanta; the Dinkler Tutwiler, Birmingham, Alabama; the Dinkler Jefferson Davis, Montgomery, Alabama; the Dinkler Andrew Jackson, Nashville; and the St. Charles, New Orleans.

Newspaper articles in 1926 described the hotel as having "300 rooms with bath, running ice water, fans and the latest equipment in the rooms. . . .The lower three stories are faced with Indiana limestone above which is a shaft of red brick. The upper stories are trimmed with terra-cotta, and surmounted by a balustrade with limestone coping. The building is of completely fire proof construction." Unlike the other tall hotel buildings in Jacksonville at this time, the Carling was built in the middle of the block instead of on a corner, resulting in a handsome but somewhat hidden facade.

In 1936 the Dinklers sold the hotel, and the new owners changed the name to The Roosevelt. The following year a compatible, two bay-wide addition was added on the east side of the building, expanding the retail and public spaces. The retail and public spaces were also remodeled in 1960. On the night of December 29, 1963, a fire killed twenty-two

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people in the hotel, which was filled with visitors for the Gator Bowl game which was to be played the following day. The next year the hotel was closed.

At the time the Carling Hotel was constructed, Jacksonville was experiencing an unprecedented period of growth. But the three large hotel or apartment buildings erected between 1923 and 1926 proved to be the last of an era that began in the 1870s when the city's thriving tourist industry encouraged development of a number of large hotels whose ornate appearance and ostentatious service earned them a national reputation. The Great Fire of 1901 destroyed most of the nineteenth century hotels. Only one, the Windsor, was rebuilt on the ashes of the old, but in subsequent decades the survivors, which included the Aragon, Everett, and Gregg, were joined by additional large hotels such as the Seminole (1910), Burbridge (1911), and Mason (1913), reclaiming the city's tradition of fine hostelry. Beginning with the razing of the Windsor in 1950, all save the Ambassador and the Carling Hotels have been destroyed. The Carling and the Ambassador (NR, 1983), are the only major pre-depression buildings of their type in Jacksonville that preserve their traditional appearance and offer visual evidence of a significant part of the city's architectural and commercial history.

**ARCHITECTURAL CONTEXT**Mediterranean Revival/Italian Renaissance Revival Style

The Italian Renaissance Revival is one of several Mediterranean influenced styles which were particularly significant in Florida during the Boom of the 1920s. The roots of Mediterranean influenced architecture in the state can be traced to the Spanish Renaissance and Moorish Revival hotels constructed by Henry Flagler and others during the 1880s. Spanish and other Mediterranean influenced styles were popularized during the Panama-California International Exposition at San Diego in 1915, and by the 1920s had swept California, Florida, and other sunbelt states. The most important Italian Renaissance Revival building in Florida was Villa Vizcaya in Miami. Constructed between 1914 and 1916 for industrialist James Deering, Villa Vizcaya became a

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major influence on the popularity of Mediterranean architecture in Florida in subsequent years. One of the most significant architects associated with Mediterranean influenced architecture was Addison Mizner, who designed a number of Spanish Revival buildings in Palm Beach, Boca Raton, and other Florida cities.

Buildings designed in the Italian Renaissance Style are generally organized into three distinct horizontal divisions by pronounced belt or string courses. If the Doric Order or rustication is used on the first floor, then the upper floors will be treated with a different order and finish. The window trim or surround also usually change on the upper floors. Arcades and arched openings often are seen in the same building with straight-headed or pedimented openings found above. A strong roof line, accentuated with classical detailing, forms the third division of the design. Enriched and projecting cornices are supported with large modillions or consoles. The roof often is highlighted with a balustrade.

The horizontal divisions of the design also reflect interior uses, a further characteristic of Renaissance architecture. The lower zone was generally a public space, devoted to commercial activity. The middle zone had a residential use. For these reasons, Italian Renaissance Revival architecture was particularly well suited to hotels. By their very nature, lower floors of hotels contained public spaces, such as lobbies, restaurants, ballrooms, and retail outlets. Upper floors contained lodging facilities.

**ARCHITECTURAL SIGNIFICANCE: CRITERION C**

Beyond its commercial importance, the Carling Hotel has architectural significance for its type and architectural style. Designed by the New York architectural firm of Thompson, Holmes and Converse, which was nationally recognized for its hotel designs, the Carling Hotel embodies the overall design and many of the essential features of Italian Renaissance Revival architecture, a style which was popular in Florida and throughout the United States from 1885-1930. The architectural style of the hotel was

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confirmed in a 1926 news report which described the building as follows: "The design of the exterior is classical, being an application to modern conditions, of the spirit of the late Renaissance architecture of Italy and Spain."

A hallmark of the Italian Renaissance Revival Style is a three to four part design. This type of design is evident on the Carling's main facade, which is divided into four distinct zones (Photo 4). The first three floors of the Carling compose the lower zone. They were originally finished in limestone and are set apart from the upper floors by a strong belt-course, Palladian windows, and medallions. As an example of the suitability of the architecture to hotel use, the lobby, restaurant, ballrooms, and other interior public spaces were located on these floors.

The fourth floor is a transitional zone. It features smaller windows, 4/4 double hung sash set in limestone, and brick veneered panels. Larger, 4/4 double hung sash windows and a brick finish characterize the middle zone which represents the residential portion of the building. Limestone and terra-cotta architectural features such as medallions, consoles, and a classically detailed roof-line balustrade form the upper zone, and complete the composition.

The Carling embodies the tremendous building boom that swept Jacksonville and Florida during the 1920s. Jacksonville's skyline was changed dramatically during this historically important era, and this building contributed greatly to the city's "new" skyline. The Carling epitomizes the architecture of the Mediterranean region that was popularized during the Florida Boom. It provides visual testimony to the sophistication that once attended the city's urban development. The quietly elegant building provides a stately anchor at the center of the city's thriving business and commercial district.

The Jacksonville Historic Landmarks Commission and the United States Department of Housing and Urban Development, working with the Florida Bureau of Historic Preservation, have recognized the historical significance of the Carling Hotel. The Bureau has reviewed plans for the rehabilitation

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of the building and found them to be in compliance with the Secretary of the Interior's Standards. The City of Jacksonville, through the Historic Preservation Element of the 2010 Comprehensive Plan, has made a policy commitment to preserving historical landmarks such as the Carling. The rehabilitated building will provide downtown housing, a critical component of the revitalization of the city's urban core.

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OTHER MATERIALS

Kenneth H. Thomas, Jr., Historian, Historic Preservation Section, Georgia Department of Natural Resources, personal correspondence to Paul Weaver, Historic Property Associates, May 9, 1989.

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**BOUNDARY JUSTIFICATION**

The boundary encompasses all historically significant resources associated with the property. These resources are the Carling Hotel constructed 1926, and a two-story addition constructed in 1937 on the east side of the building. Specifically excluded from the boundaries of the nominated building is a four story parking garage on the north (Monroe Street) side of the property. The parking garage is located on parcels 2-"C" and 2-"B" on a lot not historically associated with the nominated property.

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- 1     1) Carling Hotel, 33 West Adams Street  
      2) Jacksonville, Duval Co., Florida  
      3) Paul Weaver  
      4) May 1989  
      5) Historic Property Associates, St. Augustine, FL  
      6) Streetscape of West Adams Street, showing Main (S)  
           and W elevations; camera facing NE  
      7) 1 of 22

**Items 1-5 are the same for the remaining photos.**

- 2     6) Streetscape of West Adams Street, showing Main (S)  
           and E elevations; camera facing NW  
      7) 2 of 22
- 3     6) Rear (N) elevation and adjacent parking deck; camera  
           facing S  
      7) 3 of 22
- 4     6) Oblique view of Main (S) and W elevations; camera  
           facing NE  
      7) 4 of 22
- 5     6) Main entrance, S elevation; camera facing N  
      7) 5 of 22
- 6     6) Detail of Palladian window and stonework on Main (S)  
           elevation; camera facing N  
      7) 6 of 22
- 7     6) Detail of Palladian window and stonework under 4th  
           floor windows on Main (S) elevation; camera facing  
           N  
      7) 7 of 22
- 8     6) Stone balustrade and urns at roofline of Main (S)  
           elevation; camera facing SE  
      7) 8 of 22
- 9     6) S and W elevations showing details at roofline  
      7) 9 of 22

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Photographs 2 Carling Hotel, Jacksonville, Duval Co., FL

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- 10 6) E elevation and adjacent modern office building;  
camera facing W  
7) 10 of 22
- 11 6) W elevation and adjacent building; camera facing E  
7) 11 of 22
- 12 6) Grand stairway on Lower Public Floor; camera facing  
N  
7) 12 of 22
- 13 6) Stairway from Main Floor to Lower Lobby and Upper  
Lobby; camera facing W  
7) 13 of 22
- 14 6) Elevators in Main Lobby on Lower Mezzanine Floor;  
camera facing W  
7) 14 of 22
- 15 6) Upper Public Floor and grill work at top of Grand  
Stairway; camera facing E  
7) 15 of 22
- 16 6) Upper Public Floor; camera facing W  
7) 16 of 22
- 17 6) Kitchen; camera facing N  
7) 17 of 22
- 18 6) Ballroom; camera facing NW  
7) 18 of 22
- 19 6) Typical guest room, showing original finishes  
7) 19 of 22
- 20 6) Typical guestroom  
7) 20 of 22
- 21 6) Typical bathroom attached to guest rooms  
7) 21 of 22

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Photographs

3

Carling Hotel, Jacksonville, Duval Co., FL

Section number \_\_\_\_\_ Page \_\_\_\_\_

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- 22    6) Main entrance, S elevation, showing sidewalk inlay  
            of "The Roosevelt"  
      7) 22 of 22



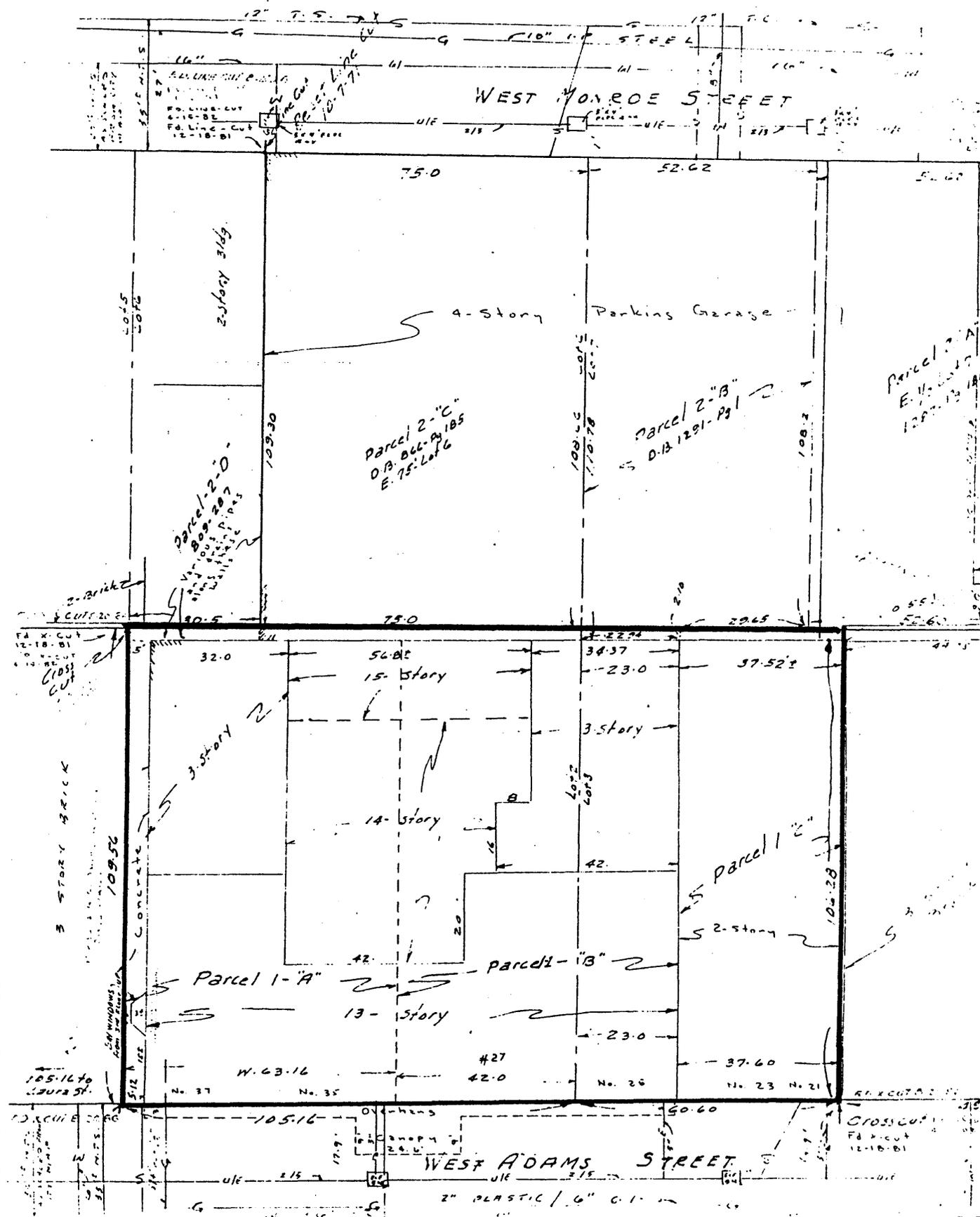
CARLING HOTEL  
(The Roosevelt)

Survey as in possession of Lot 2  
Parts of Lots 3 & 6 Block 33. Harris Map of  
Jacksonville, Florida. April  
Scale 1" = 20'

Boundary of Subject Property

For Hotel Roosevelt

Ellis, Curtis & Koker  
Civil Engineers & Surveyors  
Jacksonville, Florida



SITE PLAN  
CARLING HOTEL  
Jacksonville, FL



WEST MONROE STREET

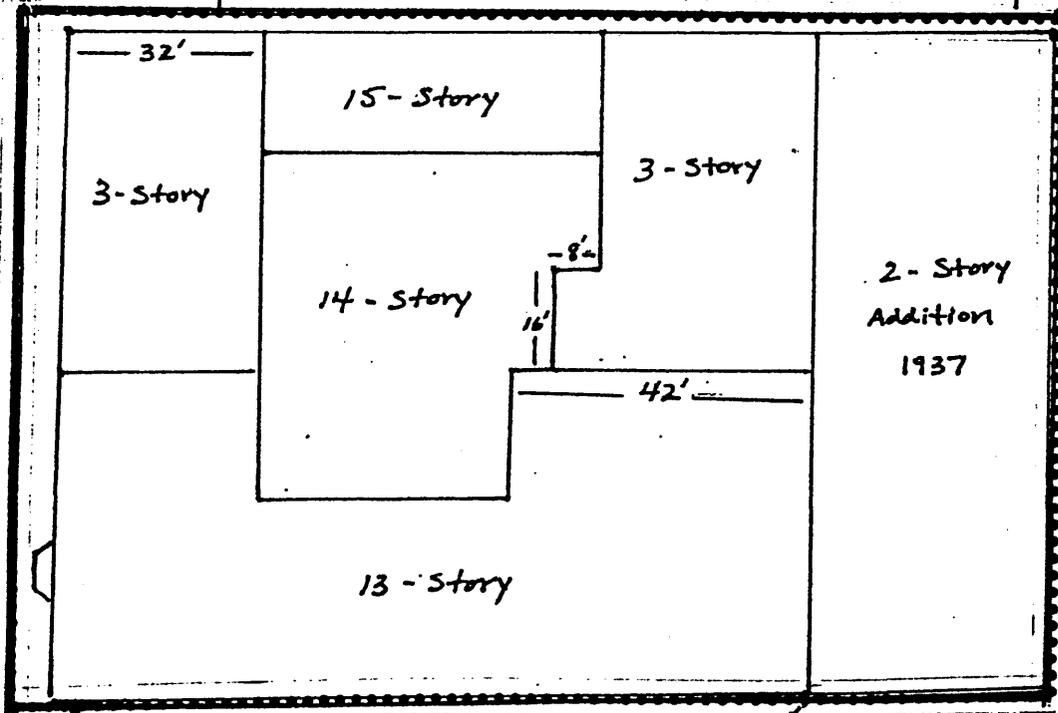
2-story  
Bldg.

4-story Parking  
Garage

DINING  
ROOM

POOL  
DECK

3-story Bldg.



2-story Bldg.

2-Story  
Addition  
1937

WEST ADAMS STREET

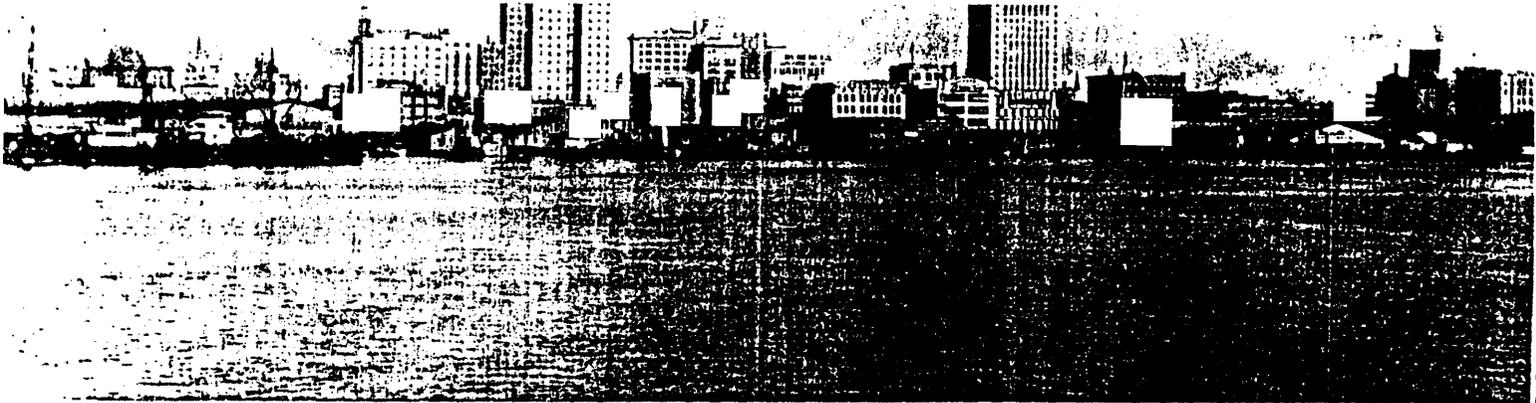
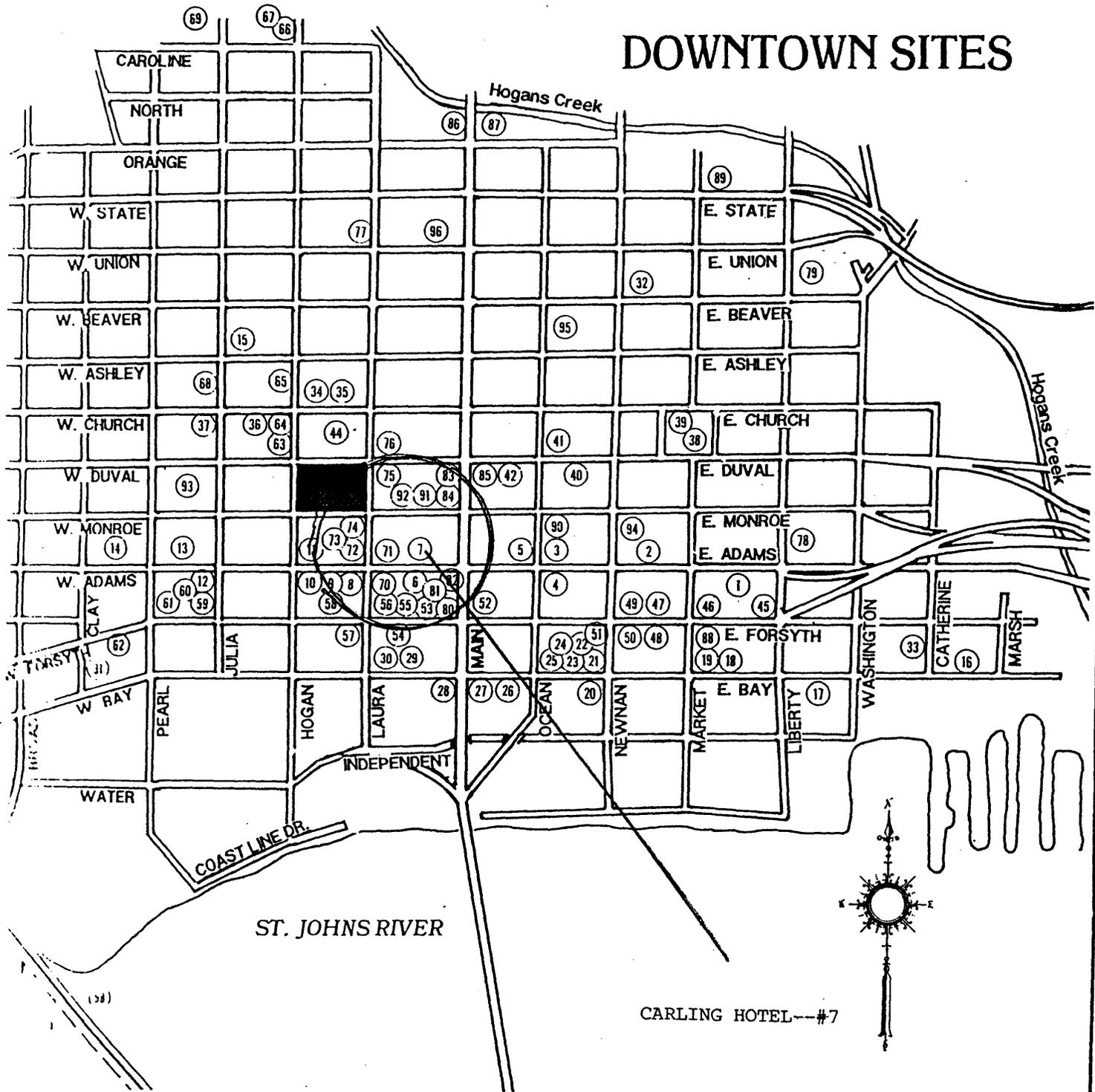
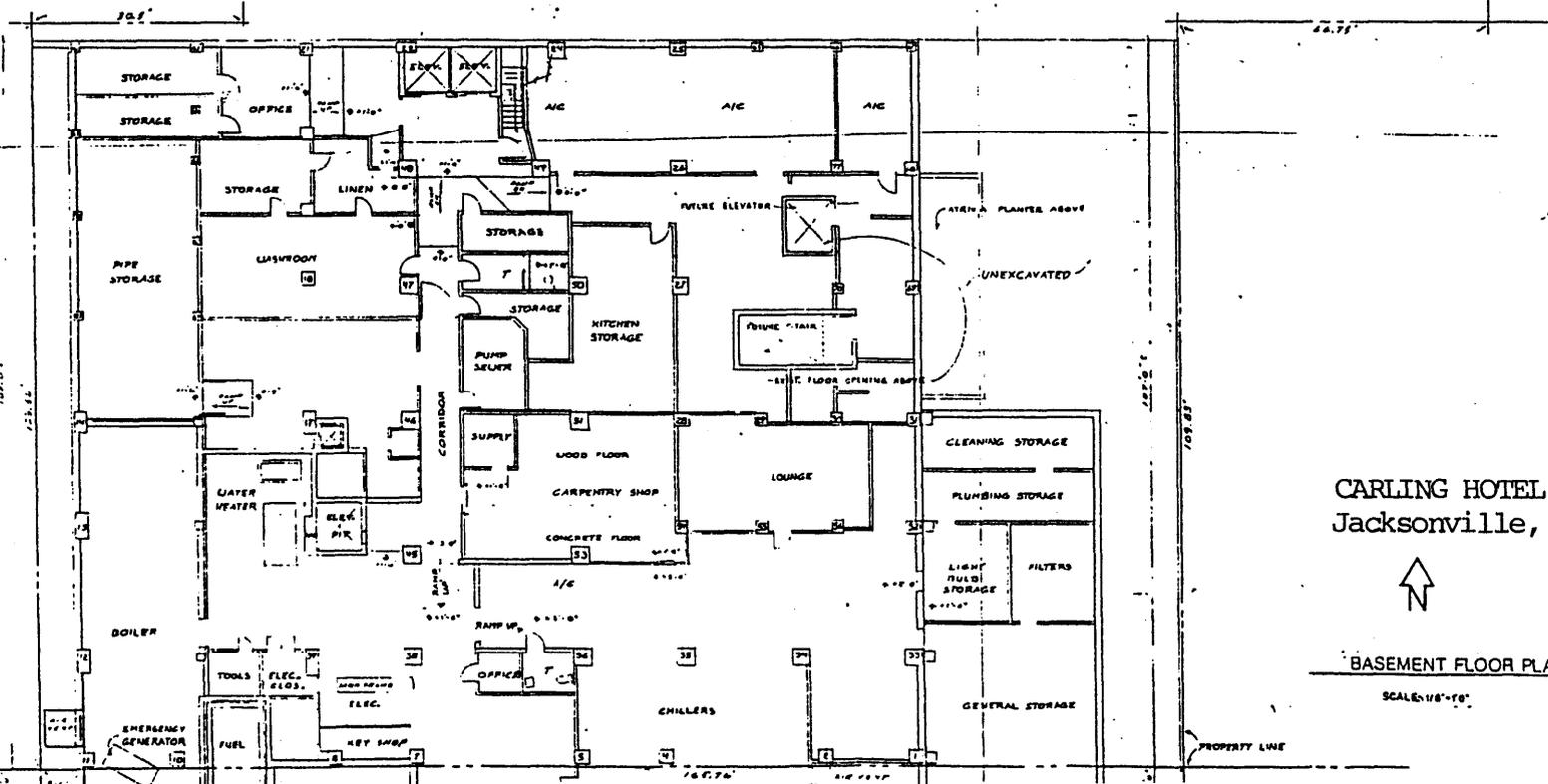


Photo: State Archives  
 Jacksonville's skyline in the 1930's was quite impressive. The riverfront was busy with shipping activity.

# DOWNTOWN SITES





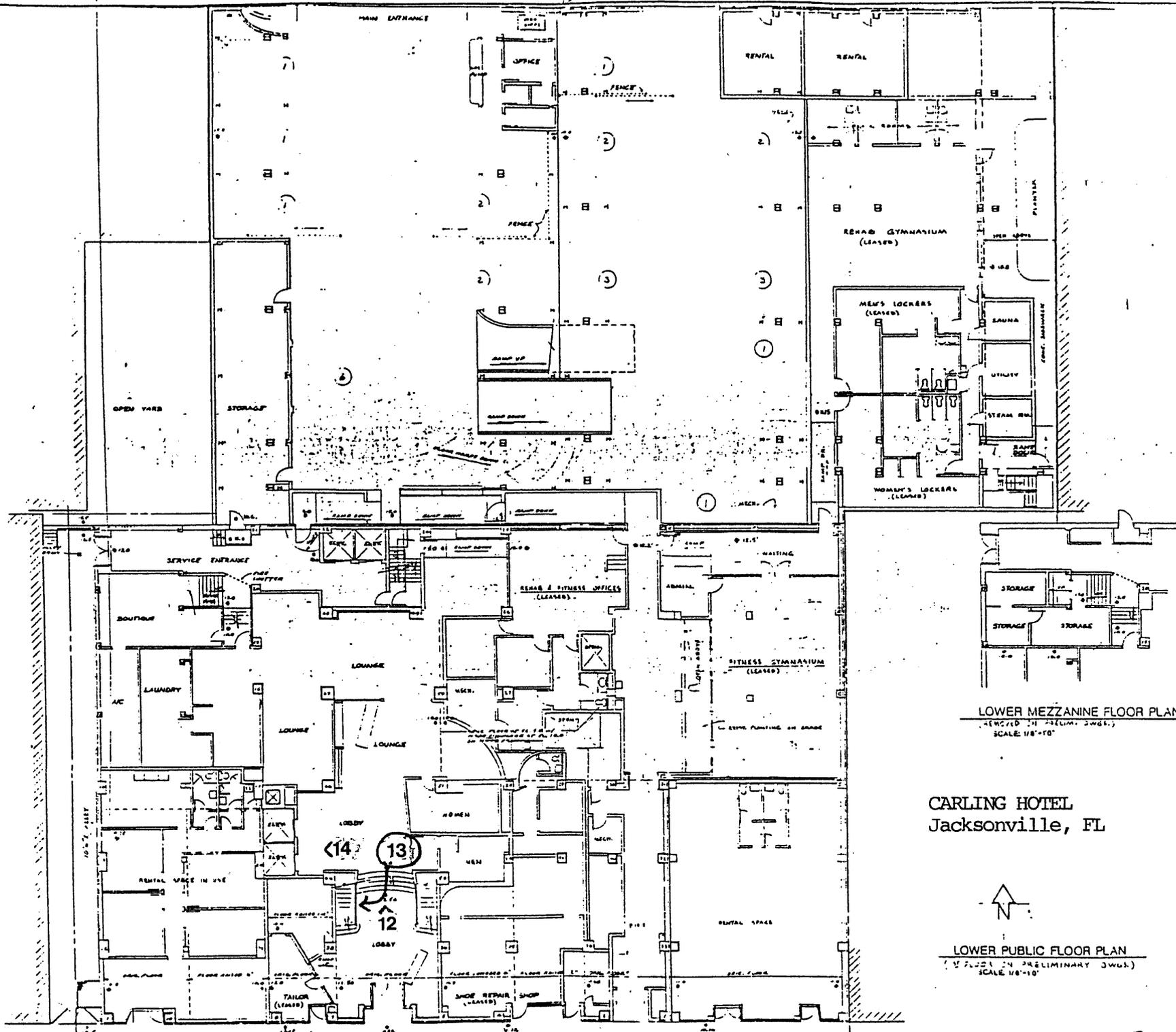
CARLING HOTEL  
Jacksonville, FL



BASEMENT FLOOR PLAN

SCALE: 1/8" = 1'-0"

PROPERTY LINE



LOWER MEZZANINE FLOOR PLAN  
 (REVISED IN PRELIMINARY DWGS.)  
 SCALE 1/8"=1'-0"

CARLING HOTEL  
 Jacksonville, FL

LOWER PUBLIC FLOOR PLAN  
 (1<sup>ST</sup> FLOOR IN PRELIMINARY DWGS.)  
 SCALE 1/8"=1'-0"



<10

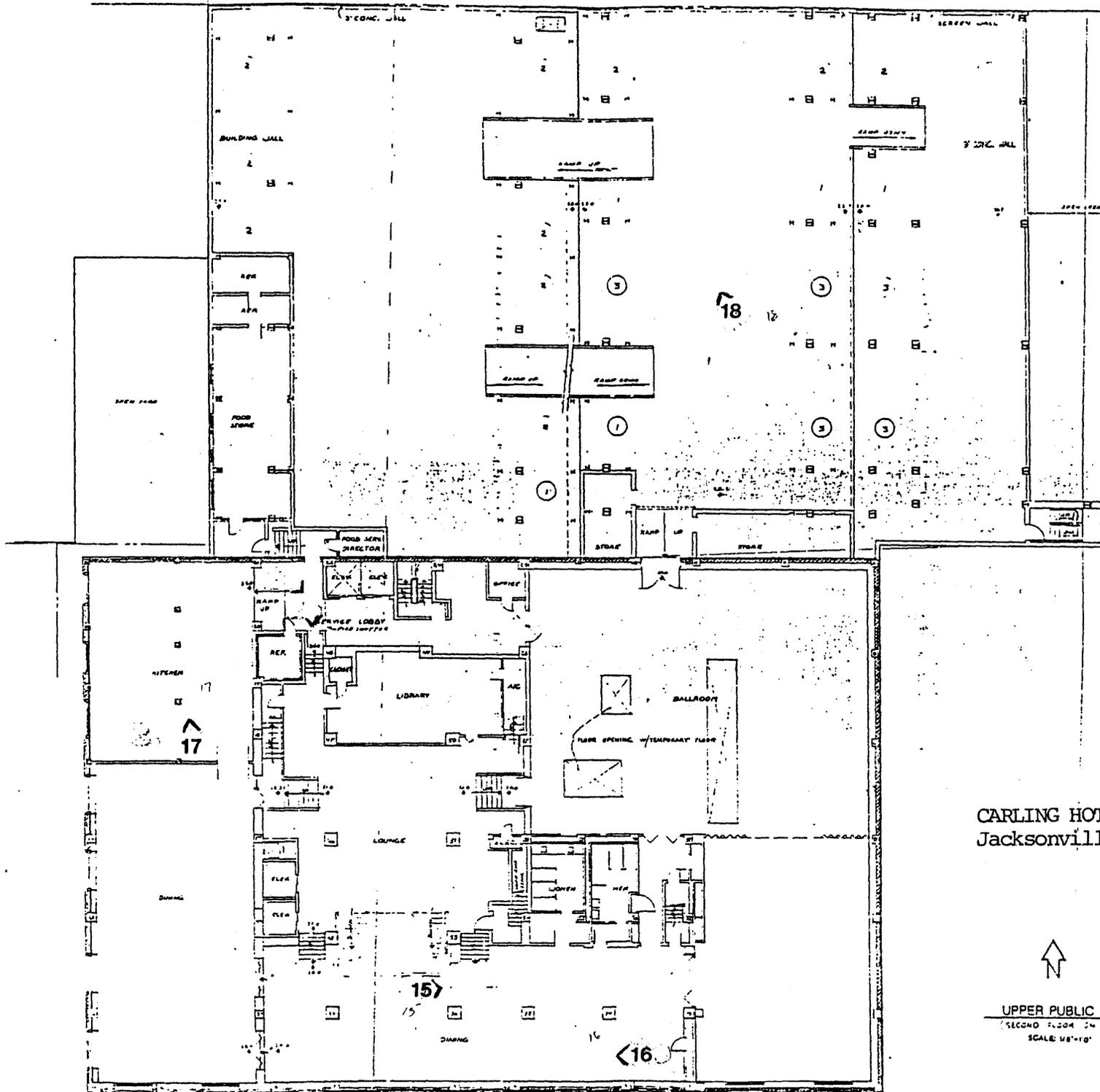
11>

17

47

12

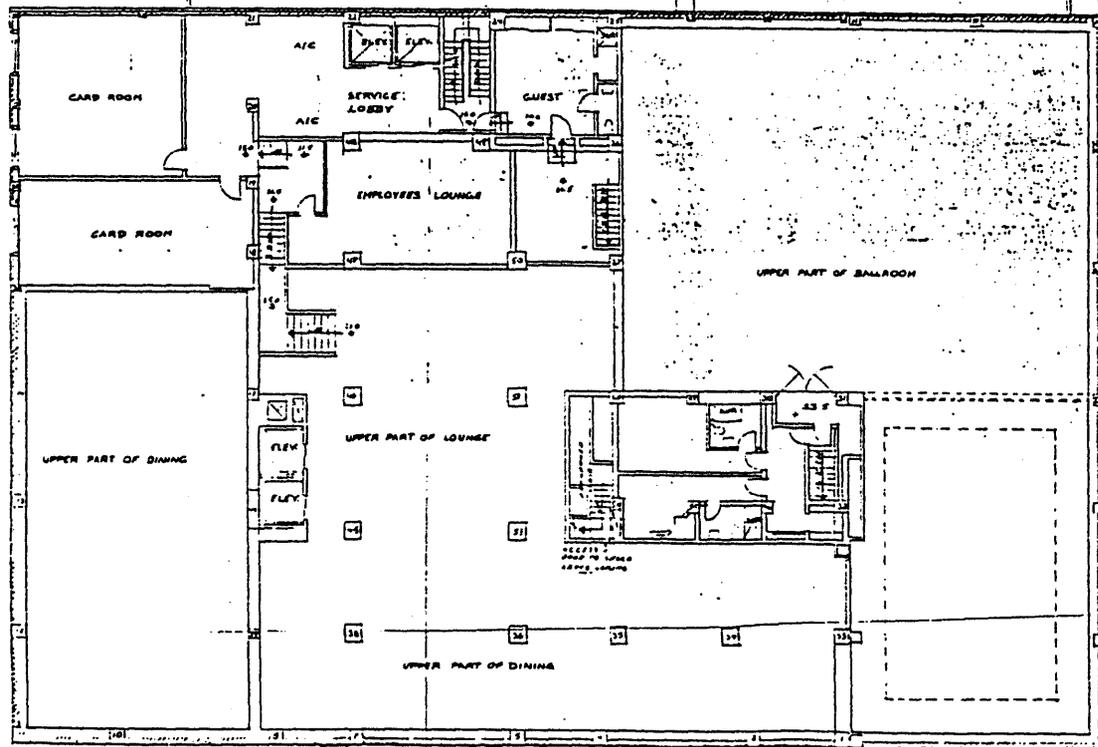
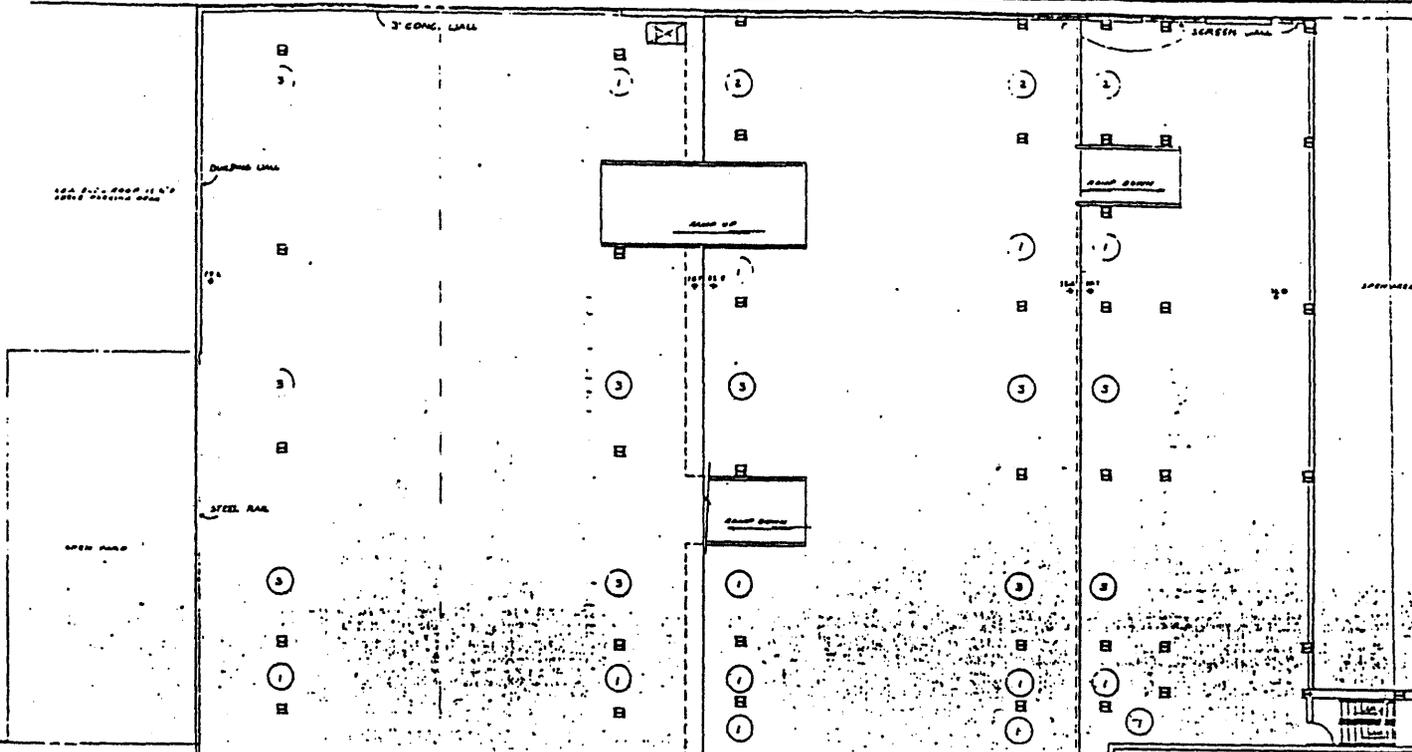
ADAMS STREET



CARLING HOTEL  
Jacksonville, FL



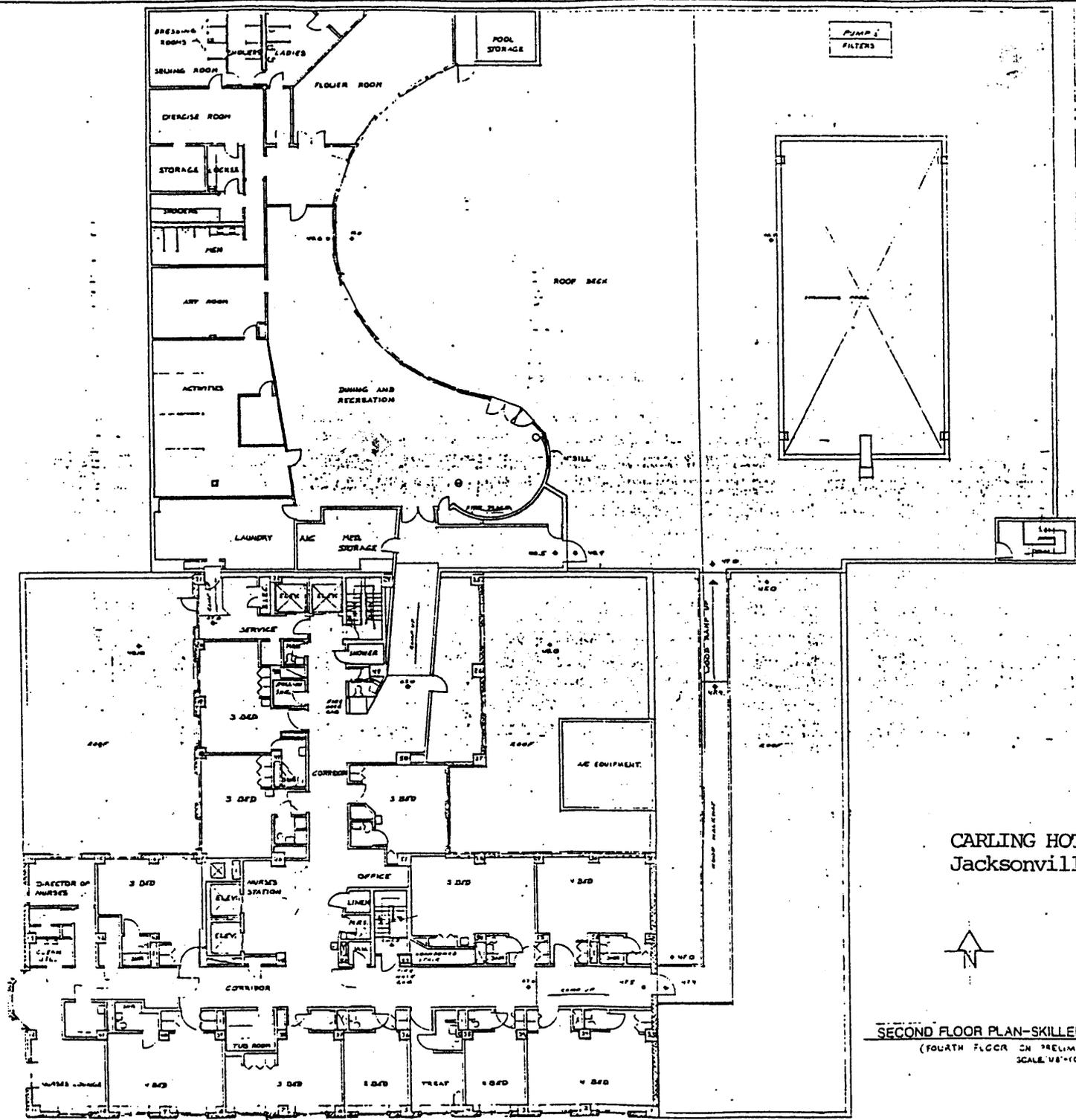
UPPER PUBLIC FLOOR PLAN  
(SECOND FLOOR IN PRELIM. DWGS.)  
SCALE: 1/8"=1'-0"



CARLING HOTEL  
Jacksonville, FL



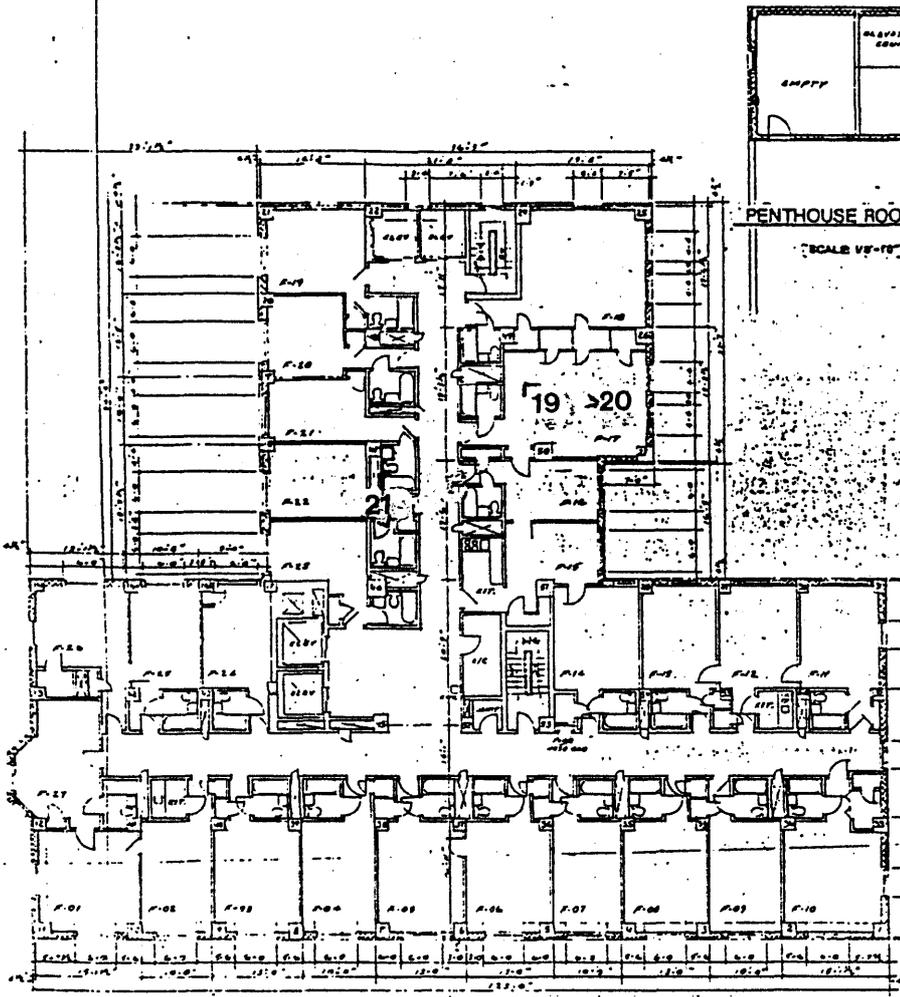
UPPER MEZZANINE FLOOR PLAN  
(THIRD FLOOR IN PRELIM. DWGS.)  
SCALE 1/8"=1'-0"



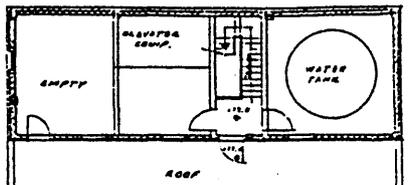
CARLING HOTEL  
Jacksonville, FL



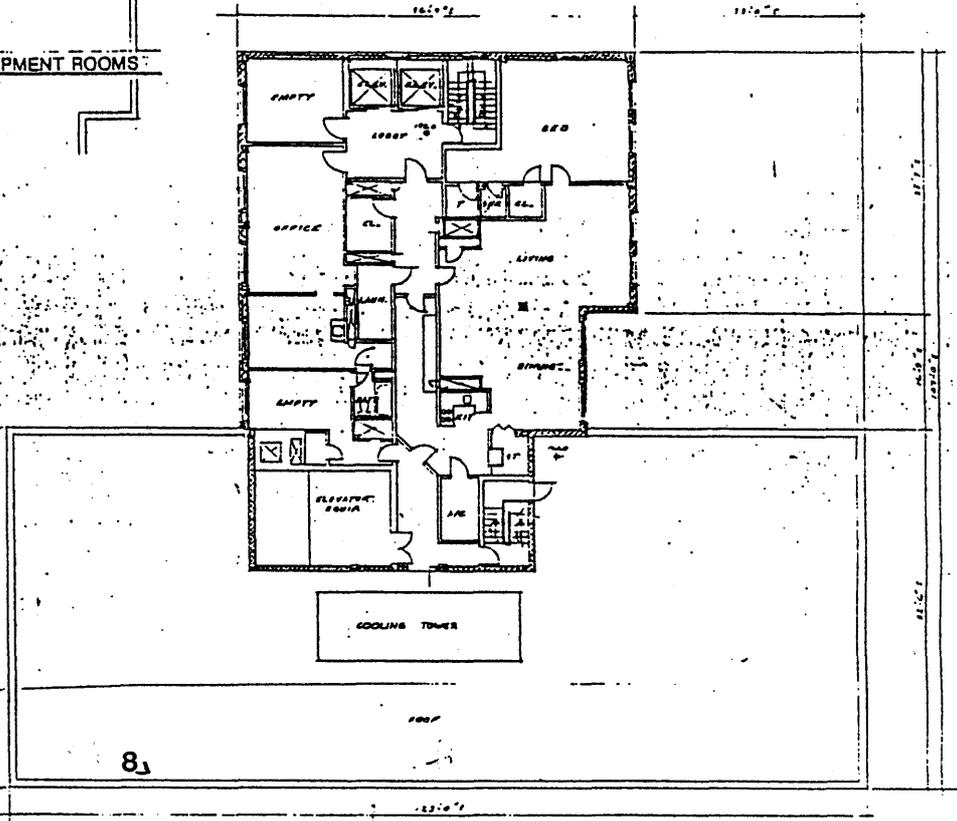
SECOND FLOOR PLAN-SKILLED NURSING CARE AREA  
(FOURTH FLOOR ON PRELIM. DWGS.)  
SCALE: 1/8"=1'-0"



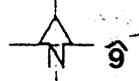
TYPICAL UPPER FLOOR PLAN - FLOORS 3 THROUGH 12  
 (5TH FLOOR THROUGH 10TH FLOOR IN PRELIMINARY DRAWINGS)  
 SCALE: 1/8" = 1'-0"



PENTHOUSE ROOF AND EQUIPMENT ROOMS  
 SCALE: 1/8" = 1'-0"



HIGH ROOF AND PENTHOUSE FLOOR PLAN  
 (10TH FLOOR IN PRELIMINARY DRAWINGS)  
 SCALE: 1/8" = 1'-0"



CARLING HOTEL  
 Jacksonville, FL