

NOMINATION PROPOSAL - FLORIDA

NATIONAL REGISTER OF HISTORIC PLACES

DIVISION OF ARCHIVES, HISTORY AND RECORDS MANAGEMENT - FLORIDA DEPARTMENT OF STATE

TYPE ALL ENTRIES -- COMPLETE ALL SECTIONS

1 NAME MRNS# 18

HISTORIC Sarasota Herald Building

AND/OR COMMON

2 LOCATION

STREET & NUMBER 539 S. Orange Avenue

CITY, TOWN
Sarasota

VICINITY OF N/A

Sarasota

STATE
Florida

COUNTY

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE	
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL	<input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL	<input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<input type="checkbox"/> PUBLIC ACQUISITION	<input type="checkbox"/> ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT	<input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input checked="" type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT	<input type="checkbox"/> SCIENTIFIC
	<input checked="" type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL	<input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY	<input type="checkbox"/> OTHER:

4 OWNER OF PROPERTY

NAME Womans Exchange, Inc.

STREET & NUMBER 539 S. Orange Avenue

CITY, TOWN
Sarasota

VICINITY OF

STATE
FL

ZIP CODE
33577

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC. Sarasota County Court House Recording Department

STREET & NUMBER Room 10, 2000 Main Street P.O. Box 3079

CITY, TOWN
Sarasota

STATE
FL

ZIP CODE
33578

6 REPRESENTATION IN EXISTING SURVEYS

TITLE Florida Master Site File (FMSF) #8So376
and Historic, Architectural and Archaeological Survey of Sarasota (HAASS)

DATE

FMSF: 1977 HAASS: 1982 FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR SURVEY RECORDS Division of Archives, History and Records Management Dept. of State

CITY, TOWN
The Capitol Tallahassee

STATE
Florida 32301

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED. DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

SUMMARY OF PRESENT AND ORIGINAL PHYSICAL APPEARANCE

Located at Number 539 South Orange Avenue the one-story, rectangular-plan, Mediterranean Revival Style (with Spanish Mission overtones) structure, was built as the office and plant of the Sarasota Herald newspaper, which began newspaper production with a first edition of October 4, 1925.¹ Constructed of hollow tile, concrete and steel with a tinted stucco facade, the Sarasota Herald Building measures 45' in width at the east and west elevations; by 197' in depth at the north and south elevations.² The main or west facade was originally divided into five bays with the original entrance located at the first or northernmost bay. Bays two, three, four and five were marked by the appearance of four window openings, which were protected by metal window grilles or "rejas" with quatrefoil and sigmoid ornamentation.³ At an undetermined date the five-bay facade was altered--the original entrance, located at the first bay of the west elevation was converted to a French windowed opening, protected by a later metal grille and a tiled planter was added at the threshold of the original entrance opening. Two of the original window openings, formerly located at the second and third bays were removed and replaced by a single, large door, set within a deeply recessed entrance opening. The original urn visible in the 1926 newspaper photograph⁴ was retained, but was placed at the fourth-bay replacement door opening (rather than with original site beside the first bay, original entrance enframingent). The south elevation was originally a multi-bayed facade, pierced by muntined window openings. An entrance was provided at a later date at the fourth bay of the south elevation--the door replaced an original window opening. The muntined windows were replaced with multi-lighted industrial aluminum windows at an unknown date. The interior was originally divided into offices, newsrooms and composing areas. Currently, the interior serves as the consignment shop for the Woman's Exchange, Inc.

TEXT SUPPORTING SUMMARY OF PRESENT AND ORIGINAL PHYSICAL APPEARANCE

The one-story, rectangular-plan, Mediterranean Revival Style with Spanish Mission (overtone) building located at 539 S. Orange Avenue was designed as the plant and offices of the Sarasota Herald newspaper, which began production with its first edition dated October 4, 1925.⁵ An article which appeared in the first edition of the Sarasota Herald described the building as "of Spanish Mission style, . . . designed to fit in with the prevailing type of architecture which has been found so suitable for this section of Florida."⁶ Measuring 45' in width at the east and western elevations by 197' in depth at the north and southern elevations, the building was constructed of hollow tile, concrete and steel with a tinted stucco-finished facade.⁷ The original address assigned to the property was 651 S. Orange Avenue and the adjoining area was referred to as Herald Square.⁸

The main or west elevation of the Sarasota Herald Building was originally a five-bay facade, which was asymmetrically massed. Four windows divided into four-lights appeared at the second, third, fourth and fifth bays and were characterized by the use of projecting sills and were protected by ornate wrought iron grilles or "rejas" with quatrefoil and sigmoid ornamentation. The original entrance was provided at the first or northernmost bay of the west elevation. A double door was set within a massive cast stone door enframingent with overscaled label molding.⁹ The original entrance was

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surrounded by cast stone ornamentation. An astragal molding paired with a larger cyma reversa molding of alternating deltoid and lanceolate leaves which is commonly known as "leaf and dart"¹⁰ was used. A small console bracket appeared at the upper corners of the trabeated entrance. The corners of the end of the vertical section of the label molding were mitered. Today, slight ghosts appear at the stucco facade below the label molding, indicating the original appearance of the door enframingent. At present, the label moldings serve as an enframingent for the "Woman's Exchange, Inc.," sign. The original entrance is no longer used as such. At an undetermined date the west elevation of the Sarasota Herald Building was altered. The five-bay facade was altered by the removal of two of the original window openings, formerly located at the second and third bays. The original window openings were replaced by a large, deeply recessed door opening, protected by a wood-framed screened door which is divided into six panels of turned spindles. A paneled wood door which can be seen from the interior of the Woman's Exchange (as it is known today) is a darkly stained wood massive eight-paneled door. In essence, the five-bay facade was changed to a four-bay facade. The original entrance located at the first or northernmost bay was changed to a French-windowed opening, protected by a later metal grille and a terra-cotta tiled window box or planter was added to the threshold of the first bay opening. As previously stated, a large, recessed entrance was provided at the second bay (replacing two original window openings). Original windows located at the original fourth and fifth bays were retained. The original roof line of the west elevation remains--the northernmost roof division of the western facade is topped by a gabled roof projection, clad in barreled tiling and higher in elevation than the adjoining shed projection. The southernmost roof division is topped by a raking shed parapet projection which is covered in terra-cotta barreled tiling of a wonderfully weathered patinated finish.

Based on documentation supplied by the 1926 photograph of the west and southern elevations (attached, B-28A),¹¹ the original corner pier located at the southwest elevation has been retained. The original south elevation, however, was originally divided by a series of muntined window openings with projecting window sills. Each window bay was ornamented by the appearance of a decorative pattern of clustered wood posts or circular rafter ends located at the cornice line of the bay facades. Today the fourteen-bay south elevation consists of a series of multi-lighted aluminum industrial windowed openings. At the southeast elevation downspouts appear after each set of two aluminum industrial windows. The pattern of decorative clustered wood posts or circular rafter ends remains as a design element found above each of the rectangular window and later door openings located on the south elevation. A later entrance is provided at the fourth bay, consisting of a modern door protected by a metal shed hood. The overall character of the south elevation is utilitarian or industrial with the use of aluminum windows. The south elevation is currently marred by the appearance of diagonal parking which abuts the south elevation.

The north elevation of 539 S. Orange is a stucco parget wall facade surface devoid of openings or ornamentation. A fast-food store intersects the north elevation at a perpendicular angle. According to the Sanborn Map of 1954, a free standing house appeared on the lot just north of the Sarasota Herald Building. The fast food store postdates 1954.¹²

Site Name Historic Resources of the
City of Sarasota
(Partial Inventory:
Historic and Architectural
Properties)

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The interior of 539 S. Orange serves as a consignment shop for the Woman's Exchange. Several partitioned offices occur. The original layout of the Sarasota Herald Building included several offices at the west side with the subscription and classified department located also in the front or westernmost division of the interior, and the newsroom located behind the front office area. The composing room was located at the back of the newsroom area (the newsroom was the location of the telegraph operators for AP wire service). The press room was in turn located behind or farther to the east of the composing room; and finally, the mail room was located at the rear or easternmost division of the rectangular building.¹³ The building is relatively intact both on the interior and the exterior with the exception of a fast food structure which intersects at the north elevation of the building, but the intrusion of which should not jeopardize eligibility.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION	
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE	
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE	
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER	
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input checked="" type="checkbox"/> 1900-	<input checked="" type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES 1925

BUILDER/ARCHITECT

SUMMARY OF STATEMENT OF SIGNIFICANCE

The one-story, rectangular-plan Mediterranean Revival (with Spanish Mission overtones) structure, located at 539 South Orange Avenue was built as the newspaper office and plant of the Sarasota Herald which began publication with a 72-page first edition of October 4, 1925.¹⁴ In style the hollow-tile, steel and concrete structure with rough-cast stucco facade, employed Mediterranean Revival or Spanish Mission style ornamental moldings applied to the industrial structure. The ornamental details were consciously applied to the Herald Building as an effort to create a compatible building exhibiting "The prevailing style of architecture which has been found so suitable for this section of Florida."¹⁵ In plan and layout the Herald building reflected the copy sequence necessary in the production of a newspaper--the executive offices were located at the front or western section of the interior followed by the newsroom (with A.P. telegraph operators), composing room and press room. The mail room was located at the easternmost section of the plant interior.¹⁶ Although number 235 S. Orange Avenue no longer serves as the home of the Sarasota Herald, the structure has been sympathetically re-used as the consignment shop for the Woman's Exchange of Sarasota.

TEXT SUPPORTING SUMMARY OF STATEMENT OF SIGNIFICANCE

The one-story, rectangular-plan structure located at 539 South Orange Avenue was originally built as the office and plant of the Sarasota Herald newspaper which began publication with its first issue on Sunday, October 4, 1925.¹⁷ The new Sarasota Herald building was constructed of steel, concrete, and hollow tile with a rough-cast stucco exterior. The western or entrance facade with a frontage on S. Orange Avenue was consciously designed in the "Spanish Mission style . . . designed to fit in with the prevailing style of architecture which has been found so suitable for this section of Florida. The building, while erected for the most efficient production of a modern newspaper, did not lose sight of the fact that beauty is a thing that does not need to be discarded, even in the industrial world."¹⁸

The private office of the manager of the Sarasota Herald, George D. Lindsay, was located at the southwestern corner of the Sarasota Herald building. The layout exemplified the logic of paper production beginning with the executive offices at the western end of the building, with subscription, the classified department, the large newsroom with Associated Press wire service telegraph operators, the composing room and the press room arranged in sequence of production. The mail room was located at the easternmost section of the Sarasota Herald plant. The first issue of the Sarasota Herald which appeared Sunday, October 4, 1925 was in fact a 72-page edition.¹⁹ The paper existed as the Sarasota Herald until it was consolidated with the Herald Tribune in 1938,²⁰ at which time it became the "Sarasota Herald-Tribune." Number 539

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S. Orange is significant as the first home of the Sarasota Herald, a newspaper seminal in the communications realm of the City of Sarasota. The Herald became an increasingly important publication after the Sarasota Times ceased publication and went into receivership on December 9, 1929.²¹ The Herald continues to be published as the Sarasota Herald-Tribune, an arm of the New York Times publication network.

Stylistically, the building is significant in the conscious use of the Spanish Mission (or Mediterranean Revival Style) applied to a utilitarian structure. The Revival ornamentation is well-integrated into the facade massing, particularly at the west elevation. The use of Mediterranean Revival Style ornamentation applied to an industrial structure was an attempt to create a compatible structure located in a primarily residential area. Although the type face and intertype machines, cabinets, make-up tables, etc., no longer exist in the interior of 539 S. Orange Avenue, the interior and exterior of the structure have been respected in the re-use as a consignment shop for the Woman's Exchange, Inc., a Sarasota, not-for-profit organization.

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

¹Sarasota Herald, October 4, 1925, front page, on file, Sarasota County Historical Archives, Sarasota, Florida.

²Ibid.

³Sarasota Herald, December 15, 1926, p. 8.

⁴Ibid.

⁵Sarasota Herald, October 4, 1925, front page.

⁶Ibid.

⁷Ibid.

⁸Polk's Sarasota Directory, 1926, p. 373, located at Sarasota County Historical Archives, Sarasota, Florida.

⁹Sarasota Herald, December 15, 1926, p. 8.

¹⁰Cyril M. Harris, Illustrated Dictionary of Historic Architecture, Dover Press reprint, 1983, p. 328.

¹¹Sarasota Herald, December 15, 1926, p. 8.

¹²Sanborn Map Company, Maps of Sarasota, 1954, Sheet 12.

¹³Sarasota Herald, October 4, 1925, front page, continuing on p. 2.

¹⁴Sarasota Herald, October 4, 1925, front page.

¹⁵Ibid.

¹⁶Ibid.

¹⁷Sarasota Herald, October 4, 1925, first edition.

¹⁸Ibid., front page.

¹⁹Sarasota Herald, October 4, 1925.

²⁰Grismer, The Story of Sarasota, p. 344.

²¹Grismer, p. 241.

9 BIBLIOGRAPHICAL REFERENCES

Grismer, Karl. The Story of Sarasota. Sarasota: M. E. Russell, 1946.

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

Sanborn Map Company. Maps of Sarasota. 1929. New York: Sanborn Map Company.

Sarasota Herald. October 4, 1925. First Edition. Located at Sarasota County Historical Archives, Sarasota, Florida.

_____. December 15, 1926.

10 GEOGRAPHICAL DATA

Site Size (Approx. Acreage of Property):

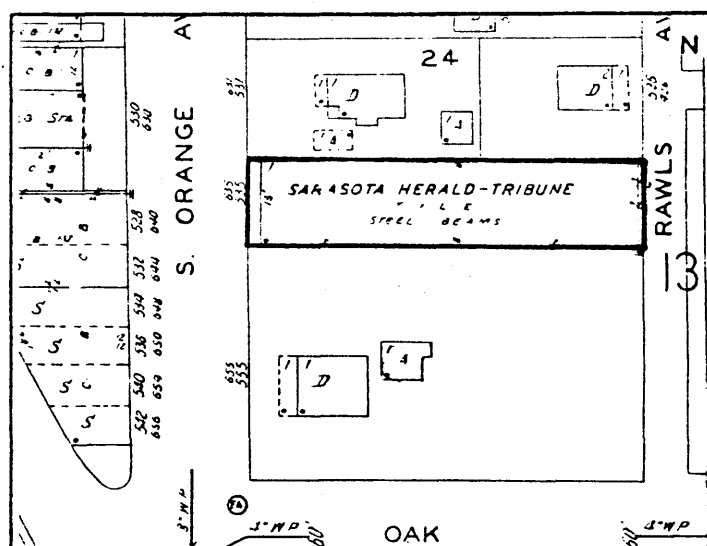
Less than 1

UTM Coordinates:

17	347790	3023910
ZONE	EASTING	NORTHING

USGS Sarasota 7.5 1973

Township	Range	Section
T36S	R18E	19



VERBAL BOUNDARY DESCRIPTION

Burns Realty Co. A/35 / Lot Nos. 23, 25, 27

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
N/A			
STATE	CODE	COUNTY	CODE
N/A			

11 FORM PREPARED BY

NAME / TITLE

Sarah Latham Kearns / Preservation Consultant, City of Sarasota

ORGANIZATION

c/o Planning Department

DATE

STREET & NUMBER

City Hall P.O. Box 1058

TELEPHONE

CITY OR TOWN

Sarasota

STATE

Florida.

ZIP CODE

33578



Payne Terminal

Civic Center

Cem

Pioneer Park

Trailer Park

Sewage Disposal

WT

St. Marthas Sch

Gillespie Park

Radio Towers (WKXY)

Tuttle Sch

SARASOTA

Causeway Park

Cedar Point

Island Park

MRNS #18: 539 South Orange Avenue
SARASOTA, FLORIDIA
FMSF #850376
17/347790/3023910

Light

B

WATERWAY

A

Light

Key

Light

Light

Tidal Flat

Bay Point

IRVING ST

PROSPECT AVE

BAHIA VISTA

FLOYD ST

Memorial Hosp

Water Park

HAWTHORNE AVE

HILLVIEW ST

HYDE PARK

CLEMATIS ST

Sarasota Heights

Southside Sch

Shopping Plaza

Brookside Jr High Sch

Incarnat Sch

Fishery Pt

Bay Island

Edwards Islands

Hayden