

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# 7

HISTORIC S.H. Kress

AND/OR COMMON

2 LOCATION

STREET & NUMBER 1442 Main Street

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 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 First Limited % Allan M. Lichtenstein, CPA

STREET & NUMBER
2501 S. Tamiami Trail

CITY, TOWN
Sarasota

--- VICINITY OF

STATE FL

ZIP CODE 33579

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) #8So347
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

MRNS #7

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input checked="" type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input 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

The former S.H. Kress store located at 1442 Main Street is a three-story, concrete and steel frame construction building with unadorned south, east and west facades and an Art Deco Style buff tile and polychromed ornamental terra cotta north or entrance facade. The subtle eight-bay north facade is punctuated by vertical strips in fenestration. Round-arched window inframements, constructed of terra-cotta voussoirs with decorative, polychromed tympana containing stylized cornucopia designs in tones of blue, grey, terra-cotta and green glazes provide ornamental relief to the subtle buff-toned 73-foot frontage. The north facade is topped by a compressed shaped parapet with terra-cotta coping which rises at the center of the building roof-line to form a broken-scroll pediment with terra-cotta rosettes and projecting twisted finial. The company name appears below the pediment -- "Kress" in raised tile lettering, treated in a gold glaze. The ground-floor shop fronts wrap around in a "Moderne" fashion and flank the recessed entrance to the original 5 - 10 & 25 cent store. Pride in company is also evident at the entrance threshold where "Kress" appears in the terrazzo pattern. The entire shop frontage is protected by an aluminum, cantilevered marquee or canopy. The frieze level of the marquee is decorated by aluminum "Kress" insignia and aluminum chevrons. The original ground-floor showroom appears to be in good repair. The lotus-capitalled columns and pilasters are visible from the glazed entrance door.

TEXT SUPPORTING SUMMARY OF PRESENT AND ORIGINAL PHYSICAL APPEARANCE

The three-story buff and polychromed glazed terra cotta tile and brick, Art Deco building located at 1442 Main Street was officially opened for retail trade December 1, 1932 as the Sarasota branch of the S.H. Kress 5 - 10 & 25 cent store. The poured concrete and steel-framed structure is a prime example of Art Deco Style with "Moderne" wrap around ground-floor shop windows located at the main or north elevation of the building and a preponderance of terra-cotta ornamentation in a Mayoid vocabulary. The subtle buff-toned eight-bay north facade is punctuated by vertical strips of fenestration, which creates a vertical play against the horizontality of the 73-foot frontage. In plan, the Kress building is rectangular and irregular. The south or rear elevation rises above the north elevation in height; there is an elevator penthouse or shaft located at the southeast corner of the building. Both north and south divisions have flat roofs which appear to be covered with a bituminous coating. High masonry parapets surround the flat-roofed areas.

The ground-floor of the north elevation is occupied by shop-front windows which wrap around in a "Moderne" fashion and flank the recessed entrance to the original retail "emporium". The company name is proudly emblazoned in a terrazzo pattern at the entrance threshold. The entire shop frontage is protected by an aluminum, cantilevered canopy or marquee. Appearing at regular intervals at the frieze level of the marquee are the stylized aluminum chevrons and the Kress name or insignia in raised aluminum letters. Six metal ornamental tie-rods or supports connect the cantilevered marquee to the masonry facade. Small, square, green-glazed, terra-cotta tiles are used at the foundation and the first floor areas of the north facade.

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The second and third floor areas of the north facade are characterized by the subtle use of buff-toned tile and buff-glazed ornamental terra-cotta window enframements, dark tan fluted tile spandrels and polychromed ornamental terra cotta. The Fenestration pattern of the eight-bay facade is symmetrical and consists of six vertical strips of windows located at the second and third stories. At the east and west sides of the six-bay vertical strips a deeply recessed, terra-cotta-enframed casement window appears with a row of lesser windows located at the marquee level below the vertical blocks and the flanking recessed windows. Dark tan fluted spandrel panels separate the six second and third floor windows of the vertical blocks, and each two-story vertical window is separated vertically by a two-story fluted colnette. Amber glass is used in the three-over-three metal casement windows located at the third floor of each vertical block. These windows are surrounded by round-arched enframements consisting of buff-colored terra-cotta voussoirs with polychromed raised foliated tympana -- ornamentation which resembles stylized cornucopias in tones of blue, grey, terra-cotta, green and buff glazed terra cotta.

The north facade is topped by a compressed shaped parapet. A terra-cotta cornice coping appears at the parapet level and rises at the center of the north facade to form a broken-scroll pediment with terra-cotta finial. The tympanum of the broken-scroll pediment is occupied by a pair of red, glazed terra-cotta rosettes with green and blue foliation. Below the broken-scroll pediment is emblazoned the company's name "Kress" in raised lettered tiles in a gold glaze.

The east, west and south elevations are brick facades -- the south or rear elevation is of red brick, while the east and west elevations were painted a buff color to complement the buff tile and terra-cotta north elevation. The three-story south or rear elevation is penetrated by seven bays of fenestration -- each window being a metal double-hung-sash type. The brick roof parapet and projecting formed-concrete window sills are the only ornamentation present in the south or rear facade,

The ground-floor retail area was an exotic Egyptoid space with a twenty-foot ceiling, free-standing columns with lotus capitals and lotus-capitalled pilasters located at the wall area terminating at the dado line. The ceiling of the ground floor retail space was beamed and the floor polished terrazzo. The original color scheme was an ivory or buff-tone -- the color scheme currently picked out is hot tropical colors.

Original Uses: The ground floor served as the retail showroom, while the second floor space was used as offices, storage and employees' facilities. The third floor was a storage area and housed the service elevator.

Alterations and Condition: Although 1442 Main Street no longer serves as the Kress store and has been vacant, it is in very good repair. Three of the "Kress" insignia are missing from the aluminum marquee and several stylized chevrons are similarly missing from the marquee. Several of the windows have been protected by plywood coverings. The ground-floor interior appears to be in relatively good repair.

Preservation Threat: The Kress building is for sale. There is a vacant lot located to the west of the building.

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 type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY) Creation of Jobs
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES June 1932 - December 1932 BUILDER/ARCHITECT G. A. Miller, Tampa, Florida
General Contractor

SUMMARY OF STATEMENT OF SIGNIFICANCE

The three-story brick, tile and ornamental terra cotta building located at 1442 Main Street was built as the Sarasota branch of the S.H. Kress company, beginning in the summer of 1932 and opening for business on December 1, 1932. Prior to the formal business opening, 8,000 people inspected the new retail S.H. Kress branch on November 30, 1932. The structure is significant in the use of the Art Deco Style of architecture with Mayoid, Egyptoid and "Moderne" vocabulary. Of particular note are the polychromed ornamental terra-cotta elements located at the north or entrance elevation -- the broken-scroll pediment and twisted finial, the round-arched window enframements consisting of buff-glazed terra-cotta voussoirs and cornucopias located within the tympana of the arched enframements. The ground-floor shop fronts wrap-around the recessed entrance a "Moderne" fashion. Significance also lies in the construction jobs created by the erection of the \$50,000 building. Although the general contract was awarded to G.A. Miller, Inc. of Tampa numerous local building businesses benefitted from sub-contracts. In a depression period the Kress contract represented most of the \$55,061 in building permits authorized in the City of Sarasota during the first six months of 1932.

TEXT SUPPORTING SUMMARY OF STATEMENTS OF SIGNIFICANCE

During the summer of 1932 construction was begun on the three-story, concrete and steel frame structure with Art Deco Style buff tile and glazed terra-cotta entrance facade located at 1442 Main Street. The Kress building is representative of the fourth phase of the development of Sarasota (1930 - 1935) and part of the significance lies in the creation of construction jobs afforded by the erection of the Sarasota retail branch of the national company, S.H. Kress. After the local collapse of land prices and the national Depression, the arrival of a national corporation was heralded in the Sarasota press. Although the site was purchased in November of 1929 local contracts were not signed until the summer of 1932. The general contract was awarded to G.A. Miller, Inc. of Tampa, Florida. G.A. Miller had constructed twenty Kress stores for the company, ranging in location from St. Petersburg, Lakeland, Tampa, Ybor City, Fort Myers and Daytona Beach, Florida to North and South Carolina, Georgia, Alabama as well as Spokane, Washington and Billings, Montana. [G.A. Miller, Inc. also was involved with the erection of the Edwards Theatre (MRNS #27), the Sarasota Herald Building (MRNS #18) and the Mira Mar Hotel (demolished December 1982).] It was stressed in the press coverage that only the general superintendent and the timekeeper would be brought in from Tampa -- it was originally estimated that one hundred local construction jobs would be created. By November it was estimated that sixty-five local men "...were working on the building giving support to about 325 people based on five persons to the average family." The original cost estimate of \$40,000 rose to \$50,000 and represented the bulk of the total of \$55,061 in building permits authorized during the first six months of 1932. The following local contracts were awarded: painting and decorating to William Davis; heating, plumbing, ventilating and refrigerating equipment to Maahs Heating & Equipment;

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excavation of site and hauling to Martin Brothers;¹⁹ pouring of concrete footings for the structural steel frame to J.C. Stockstill;²⁰ electrical contract to Bigby Electric Company of Tampa;²¹ lumber contract to West Coast Lumber Company and Shepard Lumber Company;²² ornamental iron contract to Sarasota Ornamental Ironworks and Roehr Machine Shop.²³ The contracts were significant.

Federal money became available for the erection of the Orange Avenue Post Office or Federal Building in 1931; however, Works Project Administration funding did not begin until 1935 and was not fully²⁴ implemented until 1937 with the Municipal Auditorium and Bayfront Park complex.

The Art Deco Style building was described as follows: "The new building clearly defines the modern trend in architecture and stands out on Main Street like a magnificent temple, extending a warm welcome to all."²⁵ The wrap-around shop front ground floor display windows and the preponderance of ornamental terra-cotta in the Mayoid vocabulary, the subtle north facade punctuated by bays of vertical fenestrated strips and the exotic Egyptoid interior with its lotus capitalled columns and pilasters are primary features of high-style Art Deco exhibited at 1442 Main Street. Pride in craftsmanship is displayed, but pride in company is predominant -- the Kress insignia appears at the terrazzo threshold of the ground floor entrance, at regular intervals at the frieze of the projecting aluminum marquee which protected the merchandise and the window shoppers, and the Kress masthead appears in gold-glazed tile letters at the pedimented parapet level.

The store was opened for inspection on the 30th of November²⁶ 1932; it was estimated that 8,000 people walked through the building that day. The following morning the store was opened for business, "...bringing to the community a unit of a nationwide system of stores featuring merchandise in the lower price range."²⁷ The Sarasota branch was the 232nd store opened in the Kress system. Although 1442 Main Street is no longer a Kress retail outlet, the prominent downtown location, square footage and massive interior spaces, including the twenty-foot ceilinged ground floor make this building a prime candidate for re-use. There are few examples of the Art Deco style in Sarasota, particularly of the scale, material and design quality as the Kress store.

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

¹ Sarasota Herald, December 1, 1932, front page.

² Sarasota Herald, October 6, 1932, front page.

³ Sarasota Herald, November 12, 1932, front page.

⁴ Ibid.

⁵ Sarasota Herald, June 4, 1932 and December 1, 1932.

⁶ Sarasota Herald, December 1, 1932, front page.

⁷ Sarasota Herald, August 12, 1932.

⁸ Sarasota Herald, August 9, 1932 and November 29, 1932.

⁹ Sarasota Herald, May 5, 1932, front page.

¹⁰ Sarasota Herald, June 4, 1932.

¹¹ Sarasota County, Deeds, Liber 110, p. 450, November 8, 1929.

¹² Sarasota Herald, August 12, 1932.

¹³ Sarasota Herald, November 29, 1932, full-page advertisement.

¹⁴ Sarasota Herald, June 14, 1932, front page.

¹⁵ Sarasota Herald, November 29, 1932.

¹⁶ Sarasota Herald, July 5, 1932, front page.

¹⁷ Sarasota Herald, August 9, 1932.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

²¹ Sarasota Herald, November 29, 1932.

²² Ibid.

²³ Ibid.

²⁴ Karl Grismer, The Story of Sarasota, Sarasota: M.E. Russell, 1946,
pp. 244-247.

CONTINUATION SHEET

Item Number: 9 (Bibliography)

Page Number:

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

Sarasota Herald. June 4, 1932.

Sarasota Herald. June 9, 1932.

Sarasota Herald. June 14, 1932.

Sarasota Herald. July 2, 1932.

Sarasota Herald. July 5, 1932.

Sarasota Herald. July 21, 1932.

Sarasota Herald. August 9, 1932.

Sarasota Herald. August 12, 1932.

Sarasota Herald. August 23, 1932.

Sarasota Herald. September 8, 1932.

Sarasota Herald. September 24, 1932.

Sarasota Herald. October 6, 1932.

Sarasota Herald. October 28, 1932.

Sarasota Herald. October 29, 1932.

Sarasota Herald. November 12, 1932.

Sarasota Herald. November 18, 1932.

Sarasota Herald. November 29, 1932.

Sarasota Herald. December 1, 1932.

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Item Number: 7 (Description) 8 (Significance) Footnotes cont.

Page Number:

25 Sarasota Herald, November 29, 1932, front page.

26 Sarasota Herald, December 1, 1932.

27 Sarasota Herald, November 29, 1932.

9 BIBLIOGRAPHICAL REFERENCES

MRNS #7

SEE CONTINUATION SHEETS

10 GEOGRAPHICAL DATA

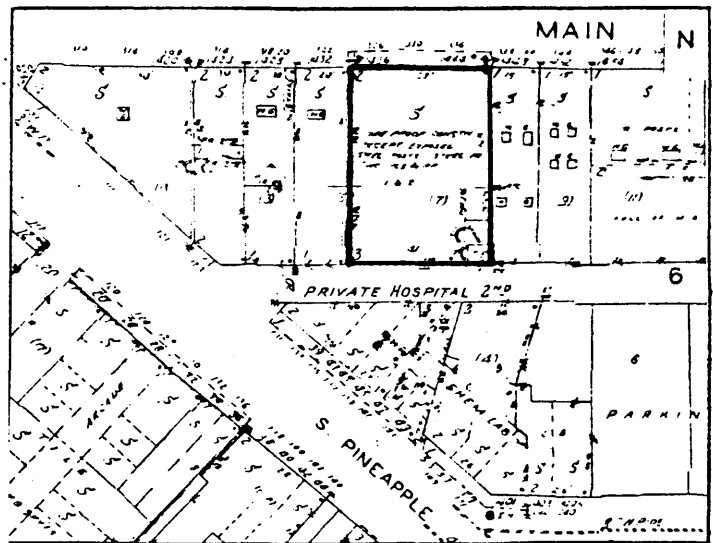
Site Size (Approx. Acreage of Property):

Less than 1
UTM Coordinates:

17 347460 3024420
ZONE EASTING NORTHING

USGS Sarasota 7.5 1973

Township	Range	Section
T36S	R18E	S19



VERBAL BOUNDARY DESCRIPTION

Plat of Sarasota A/30 / Block No. 6 / Lot Nos. 5, 7

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

May 1983

STREET & NUMBER

City Hall P.O. Box 1058

TELEPHONE

(813) 365-2200 Ext. 262

CITY OR TOWN

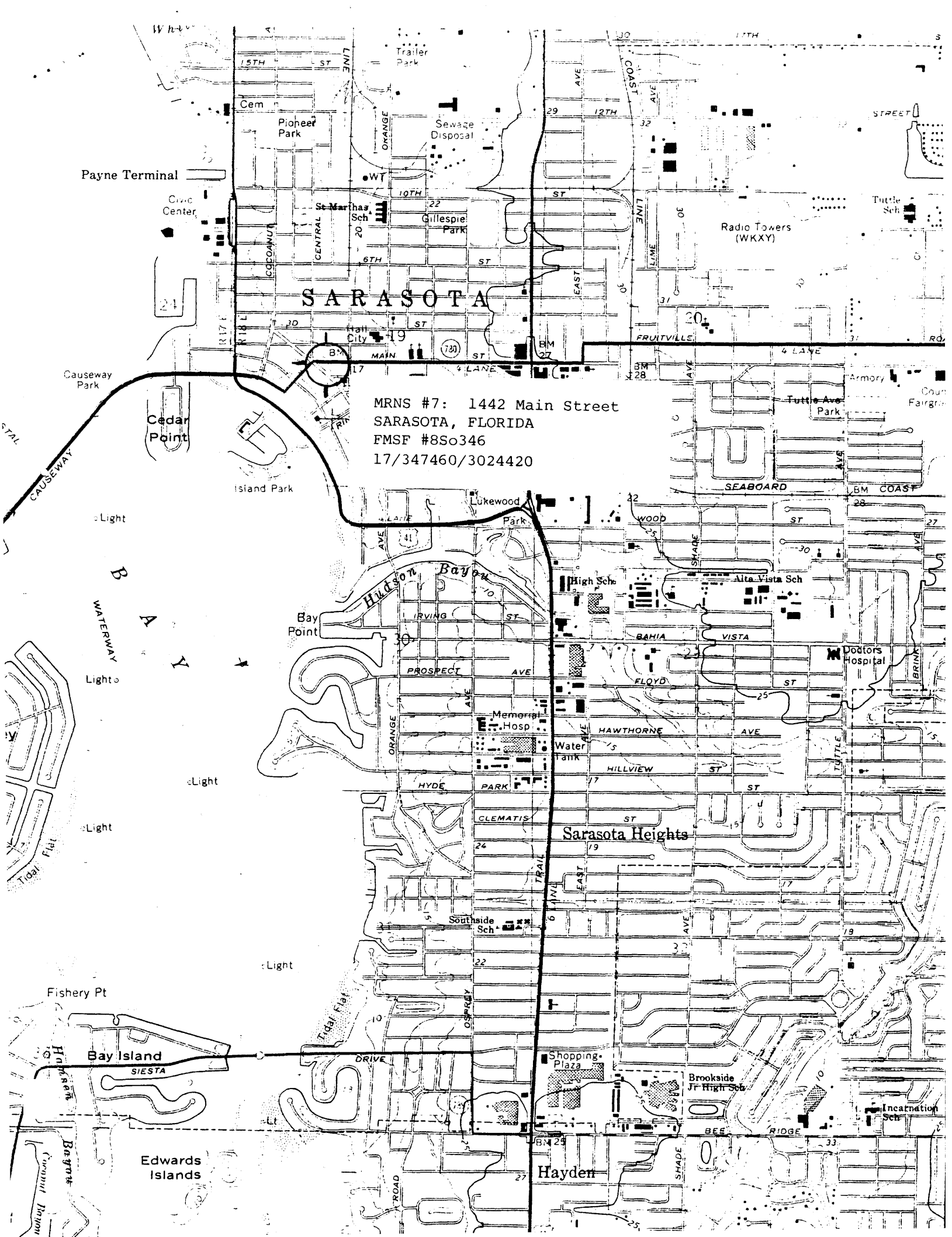
Sarasota

STATE

Florida.

ZIP CODE

33578



SARASOTA

MRNS #7: 1442 Main Street
SARASOTA, FLORIDA
FMSF #8So346
17/347460/3024420

Payne Terminal

Pioneer Park

St. Marthas Sch

Gillespie Park

Radio Towers (WKXY)

Causeway Park

Cedar Point

Island Park

Bay Point

Lukewood Park

Tuttle Ave Park

High Sch

Alta Vista Sch

Doctors Hospital

Memorial Hosp

Water Park

Hawthorne Ave

Hyde Park

Sarasota Heights

Southside Sch

Shopping Plaza

Brookside Jr High Sch

Incarnation Sch

Fishery Pt

Bay Island

Edwards Islands

Hayden