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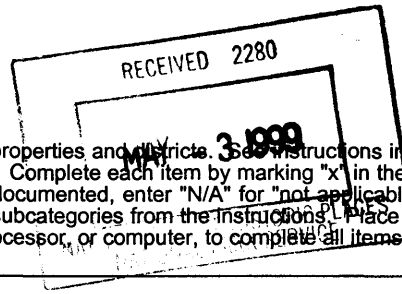**National Park Service**

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

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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 <u>OCALA HISTORIC COMMERCIAL DISTRICT</u>

other names/site number <u>/MR2696</u>

2. Location

street & number _____ N/A ☐ not for publication

city or town _____ N/A ☐ vicinity

state <u>FLORIDA</u> code <u>FL</u> county <u>MARION</u> code <u>083</u> zip code <u>34474</u>

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.)

Signature of certifying official/Title _____ Date 4/26/99

Florida 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) _____

Signature of the Keeper _____ Date of Action 6/3/99

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	
20	5	buildings
1	0	sites
0	2	structures
0	0	objects
21	7	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: business

COMMERCE/TRADE: specialty store

COMMERCE/TRADE: restaurant

SOCIAL: meeting hall

SOCIAL: civic

RECREATION AND CULTURE: museum

RECREATION AND CULTURE: outdoor recreation

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: business

COMMERCE/TRADE: specialty store

COMMERCE/TRADE: restaurant

SOCIAL: meeting hall

SOCIAL: civic

RECREATION AND CULTURE: museum

RECREATION AND CULTURE: outdoor recreation

7. Description

Architectural Classification
(Enter categories from instructions)

OTHER: Masonry Vernacular

MODERN MOVEMENT/Art Moderne

Materials
(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE

BRICK

roof ASPHALT

other STONE

WOOD

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.)

☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.

☐ **B** Property is associated with the lives of persons significant in our past.

☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ **D** Property has yielded, or is likely to yield information important in prehistory or history.

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

Property is:

☐ **A** owned by a religious institution or used for religious purposes.

☐ **B** removed from its original location.

☐ **C** a birthplace or grave.

☐ **D** a cemetery.

☐ **E** a reconstructed building, object, or structure.

☐ **F** a commemorative property.

☐ **G** less than 50 years of age or achieved significance within the past 50 years

Areas of Significance
(Enter categories from instructions)

ARCHITECTURE

COMMUNITY PLANNING

COMMERCE

RECREATION

Period of Significance

1846

1884-c.1949

Significant Dates

1884

1940

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

UNKNOWN

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):

☐ preliminary determination of individual listing (36 CFR 36) 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
Name of Repository

_____

_____

10. Geographical Data

Acreage of Property   approximately 9 acres

UTM References
(Place additional references on a continuation sheet.)

1 | 1 | 7 | | 3 | 8 | 9 | 4 | 6 | 0 | | 3 | 3 | 2 | 8 | 9 | 2 | 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   Mikki Hartig, Consultant; Gary V. Goodwin, Historic Preservation Planner

organization   Bureau of Historic Preservation   date   April, 1999

street & number   R.A. Gray Building, 500 S. Bronough Street   telephone   (850) 487-2333

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   _____

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number ____7____ Page ____1____ **OCALA HISTORIC COMMERCIAL DISTRICT**
Ocala, Marion County, Florida

SUMMARY

The Downtown Ocala Historic Commercial District consists of 25 buildings, built between 1884 and 1946 (some of which were altered c.1949); one contributing site, the Public Square, platted and set aside in 1846; and two noncontributing structures. The boundaries of the district were drawn to encompass as many of the surviving historic resources, 50 years old and older, which are concentrated within the immediate vicinity of Ocala's original commercial center. Most of the buildings have consistently remained in commercial use. There are 20 contributing buildings and one contributing site. Five buildings within the district are noncontributing, based on the loss of their original historic architectural integrity. A noncontributing 1987 wood frame gazebo, and a contemporary planter are located on the historic public square. The 28 resources are located across 32 parcels within a 6 block area roughly extending along Magnolia Avenue from N First Street to S Second Street. Within those boundaries, parcel sizes vary, but only two resources are essentially non-commercial—a public park and a public museum. Both of these historic properties are owned by the City of Ocala. Although some of the buildings within the district have undergone non-historic modifications and there has been some infill construction, the district, as a whole, continues to relay its historic character and association with early Ocala commerce and development.

SETTING

Ocala has a population of approximately 43,000 people and is located in the north central part of Florida, approximately 101 miles south of Jacksonville and 100 miles north of Tampa, approximately halfway between the two cities. It lies on the central ridge of the Florida peninsula which at the point of the city is 110 miles wide. Silver Springs, a popular tourist attraction for over 100 years, is located six miles to the east. The city is sited on gently rolling terrain 35 miles south of Gainesville at the intersection of several major highways, including Interstate 75, US 27, US 441, and US 301. Ocala, the largest city in the county, is located in the center of Marion County and is the county seat. The city's commercial growth historically expanded from the Public Square, an entire city block, near center of the original city limits. Ocala has historically remained the regional center of local economic and cultural activity.

Ocala's surviving early downtown commercial architecture was built between 1884 and 1946. The district's three oldest commercial buildings, the Agnew-Gary Block, the Gary Block, and the Union Block, date from 1884 although none of them retain their original historic architectural integrity. The last historic commercial building constructed within the district, 24 S Magnolia, was designed with Art Moderne styling and completed in 1946. All of the buildings within the district are Masonry Vernacular or better categorized as Commercial Vernacular structures.

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The majority of the buildings within the district are two-stories and have vertical and horizontal elements combined into what can be conceived as an implied grid. In addition, there are two three-story buildings, one five-story and eight one-story buildings within the district. First floor fenestration of most of the historic buildings generally consists of large plate glass storefronts set in rectangular openings between display windows flanking a central entrance. Fixed transoms often appear above entranceways. Furthermore, display windows and horizontal kick panels, constructed of wood, rise several feet or are directly at sidewalk level.

DESCRIPTION

All of the buildings and the single historic site are located on portions of SE Broadway Street, SW Broadway Street, SE First Avenue, SE Fort King Street, SW Fort King Street, S Magnolia Avenue, and E Silver Springs Boulevard. These streets constitute Ocala's major historic commercial corridors.

In general, Ocala's historic business district was located between W Pine Avenue, N Second Street, E Second Avenue, and S Second Street. Over time, 3 historic courthouses were located adjacent to or within the Public Square. The earliest commercial development and construction to serve the community's needs took place in the blocks facing the square, to the north, south, east and west. These included Frame Vernacular general stores, shops, service merchants, banks and theaters. For many years, these merchants operated under prosperous conditions, but a major downtown fire on Thanksgiving Day 1883 destroyed two large hotels and a number of other early commercial structures within the downtown core. The city's residents were quick to rebuild. From that time on, virtually all new structures, and those that were constructed to replace the earlier buildings destroyed in the fire, were constructed of brick based on the desirability of its fireproof properties. Subsequently, Ocala became known as the 'Brick City" for its numerous brick buildings in the downtown section. Two-part commercial blocks predominated, usually incorporating retail uses on the first floor and office space above. Although many of Ocala's early commercial Masonry Vernacular structures have survived, a number have been demolished, while others have received various degrees of interior and exterior modification.

Most of the buildings in the district were constructed of brick, but some now display a contemporary smooth textured stucco finish applied to the exterior. Originally, an abundance of wood or masonry decorative details appeared in the cornices, wall decorations, and window surrounds of these buildings. The remaining structures are of masonry load bearing construction with stuccoed exteriors.

At one time, there were canopies above the storefronts. These canopies were usually wood frame and supported with simple wood brackets. The canopies protected pedestrians from sun and rain and defined the commercial ground level of the buildings. The incorporation of this element into the design of early downtown

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buildings provided a continuous covered shopping area. That design function is no longer evident due to the loss of several contiguous buildings and the removal and failure to replace original canopies.

The canopies and covered second floor porches related each of the buildings to the street and provided for the placement of signage. They acted as transitional elements visually linking the activity of the commercial street with the town center. Much like the front porches attached to homes, which provide a transition between the public sidewalk and the private building interior, these canopies were intended to form a street porch, a longitudinal transition between the commercial block interiors, the sidewalk, and the street. Canopies offered a place to walk, promenade, sit, and partake in the commercial and communal activities which enlivened the town center. They are symbolic fronts as well. Like the front porch of the house or the portico attached to the church, town hall, or county building, the canopied walk functions as a longitudinal stage-set for the enactment of the daily community rituals which define the relationships of the public as they conduct their essential and commercial interactions of the day. Canopies and awnings are a uniquely positive architectural feature which typified commercial structures of the 19th and early 20th centuries and often figure prominently as a core element for the revitalization of disappearing and threatened historic commercial districts.

A number of commercial buildings constructed within the historic commercial center of Ocala no longer exist. The 1883 fire destroyed several of the town's early downtown landmarks, although many were replaced within a short time with structures that have survived. Some early downtown buildings have been demolished, leaving their former sites vacant, while a few others were demolished to make way for modern commercial buildings.

PHYSICAL DESCRIPTION OF CONTRIBUTING BUILDINGS WITHIN THE DISTRICT

1 E Silver Springs Boulevard

The exterior elevations of the rectangular, two-story, Classical Revival Style building at 1 E Silver Springs Boulevard are well maintained and remain essentially unaltered (Photo #1). It has a temple front with a recessed three-bay entrance and fluted Doric columns set between en-framing walls. Other noteworthy character defining features include a large skylight atop a hip roof, a stone balustrade parapet, the main entrance with an entablature and fanlight, and a large copper clock suspended from the building's southwest corner. The former Ocala National Bank occupies most of the corner lot northeast of E Silver Springs Boulevard and N Magnolia Avenue. It abuts its eastern neighbor, and its non-public north wall is brick masonry. The west elevation displays materials and details similar to the dominant south elevation, including five slightly recessed bays. This building type and technique was not unusual for the nation's banking industry

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in the 19th and 20th centuries. However, this well detailed, well maintained Classical Revival Style building is unique in downtown Ocala.

14 S Magnolia Avenue

The two-story Goldman and Malever Building located at 14 S Magnolia Avenue was constructed c. 1904 (Photo #3). Early photographs show it originally featured Commercial Vernacular traits including a fixed glass storefront with transoms set in a ribbon pattern and wood kick panels; a recessed, centered entry; a full-width, one-story shed roof porch supported on full-length posts; and a three-bay second level with elaborate cast stone ornamentation and articulated brickwork. Notable characteristics included blind arches, round attic vents with accentuated frames, and paired gable parapet ends topped with cast stone finials. The original facade was replaced c.1940 in an attempt to update its appearance. At that time Art Moderne features were applied. Original fenestrations were not maintained; however, the facade retained its symmetry. The five original second floor windows and attic vents above were surfaced with stucco. Two slightly larger windows now face the east second floor elevation. The gabled parapet ends and ornamentation have been replaced with a streamlined parapet adorned with horizontal banding interrupted by the vertical bands of the building's raised stucco motif centered along its length. The original canopy was removed, and contemporary kick plates and storefront glass was placed along the pedestrian entrance. Later, c.1949, a one-story room was added on the West.

18 S Magnolia Avenue

The three-story Art Moderne Style building located at 18 S Magnolia Avenue was constructed c.1895 (Photo #4). Its original Commercial Vernacular Style features included a one-story shed roof porch supported on full-length posts, an exposed brick wall surface, wood windows with transoms on the second and third floors, and cast stone features including window lintels and sills, relief, and parapet. The bracketed parapet had an arched center, echoing the arched relief centered above the third floor windows. "Masonic Lodge' was set in raised letters in the arched portion of the parapet. This building was modernized c.1940 when its front elevation was reworked, giving it the outward appearance of a new, Art Moderne Style building. The brick surface was stuccoed, the cast stone parapet was removed and replaced with streamlined, stuccoed banding, and the shed roof porch was replaced with a suspended canvass canopy. A one-story room was added on the west (non-public) side of the building c.1955.

26 S Magnolia Avenue

Another Art Moderne Style building located at 26 S Magnolia Avenue was constructed in 1939 (Photo #7). The single building on the northwest corner of S. Magnolia Avenue and SW Broadway Street has the

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appearance of two abutting structures–a two-bay south building and a one-bay north building. The south portion features a slightly curved end wall, recessed corner entry, paired recessed bands along its parapet, and glass block openings facing south. The north portion features a fluted parapet wall with accentuated banding. Both portions share a smooth stucco finish, a cantilevered canopy above a contemporary canvass canopy, and a contemporary metal storefront windows.

36 S Magnolia Avenue

The consolidated historic building at 36 S Magnolia Avenue is an example of the Commercial Vernacular Style (Photo #8). The dominant building, historically referred to as the First National Bank, was constructed in 1886 by E.W. Agnew and Company. It is located on the southwest corner of S Magnolia Avenue and SW Broadway Street. The three-story brick masonry building features a chamfered northeast entrance wall, articulated brickwork, and cast stone ornamentation. Each level of the stacked window and door openings on the public (north and east) elevations is treated slightly differently. Fenestration at the first level has square, keystone lintels, openings on the second level have paired arched, keystone lintels visually connected by a narrow string course. Only single and paired windows with plain lintels and sills are at the third story. Elaborate cornices crown the building. By c.1920 the building essentially assumed its present appearance, except for the contemporary ornamental shutters over third floor openings and stucco application at the first floor level.

40 S Magnolia Avenue

The two-story Commercial Vernacular Style building at 40 S Magnolia Avenue was originally constructed in 1886 (Photo #9). It was, at that time, identical to its southern neighbor, 42 S Magnolia Avenue. The two-part commercial facade features three office bays at the second level, accentuated with arched window openings and articulated brick masonry. The brickwork takes the form of pilasters, horizontal banding, keystone arches, and a parapet centered on its ornamented parapet wall. Wood louvers are currently positioned within the second floor window arches. A contemporary shingled, shed roof canopy extends from the second floor window sills to the top of the main entry and north door opening leading to the second floor.

48 S Magnolia Avenue

The building at 48 S Magnolia Avenue was constructed c.1891 (Photo #11). Available data indicate this one-story, brick masonry structure in downtown Ocala underwent a Moderne facade application c.1940. The simple one-part form has two bays, each with a round, accentuated attic vent centered above a recessed entrance, and a stucco wall finish with accentuated banding along the parapet. Flush-front storefront glass rests atop stuccoed kick plates along the front (east) elevation.

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50 S Magnolia Avenue

The two-story Moderne Style Marion Theatre at 50 S Magnolia Avenue was constructed in 1941 (Photo #12). It has maintained its historic character defining features. Its fine materials and detailing are unusual for Ocala. The building's street (east) elevation features smooth, largely stuccoed wall surfaces; rounded corners; and an interplay of both horizontal and vertical emphases. Other characteristics include a stone veneer at the first level, a ribbon of historic wooden storefront doors with portholes, a marquis that shelters pedestrians, and a southeast tower supporting the theater's vertical marquis that projects well above the tower itself. The historic neon signage on each marquis appears to be in excellent condition. The less public elevations on the south, west, and north are constructed of brick. The only apparent exterior alteration is a c.1987 circular brick stair tower centered on the south wall.

112 S Magnolia Avenue

The one-story Commercial Vernacular Style building located at 112 S Magnolia Avenue was constructed c.1925 (Photo #13). Its one-part commercial block brick frame remains essentially identical to its southern neighbor, 114 S Magnolia Avenue. Notable features include brick pilasters at either end of the east facing facade, an accentuated coping, a single bay with a contemporary stucco finish, canvass canopy, and commercial storefront glass with concrete block kick plates. Field data indicate the stucco finish and glass storefront were c.1949 alterations.

114 S Magnolia Avenue

114 S Magnolia Avenue is the site of a one-story Commercial Vernacular Style building constructed c. 1925 (Photo #14). Its brick masonry, one-part commercial block frame is unmistakably similar to its northern neighbor, 112 S Magnolia Avenue. Character defining details include brick pilasters, a brick parapet, and an accentuated coping. Field data indicate curvilinear glass block storefront walls resting atop masonry kick plates were a c.1949 modification, and the integrated, contemporary fixed glass storefront was a c.1995 application.

116 S Magnolia Avenue

The two-story masonry building at 116 S Magnolia Avenue was built c.1920 (Photo #15). That example of Commercial Vernacular Style construction has an essentially symmetrical, two-part, five-bay facade. The building is essentially rectangular, with the exception of an original one-story northwest room and adjacent one-story, c.1965 southwest room addition. The commercial storefront glass and second floor windows were also apparently replaced about 1965. The building is relatively unadorned, but does have

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stuccoed masonry banding at the second floor level with a pronounced horizontal emphasis. At each end of the facade, fluted stucco pilasters rise from the banding to the top of the parapet. Available data suggests this building was originally more elaborately ornamented, but most of the original ornamentation was removed c.1940 in an effort to give the building a contemporary appearance. That practice was common in downtown Ocala, as evidenced in the number of proximate historic buildings that underwent similar alterations about that time. However, unlike most other such buildings, the architectural characteristics applied to this building were not sufficiently well detailed to be considered Moderne.

6 SW Ft. King Street

6 SW Ft. King Street is the site of a two-story Commercial Vernacular Style building constructed c.1910 (Photo #16). The three-bay, two-part commercial facade, suggests the building was designed as three separate storefronts with offices above. Limited data, however, suggest that by 1925 this building was opened to 2 SW Ft. King Street (adjacent on the east) and was serving as a single commercial store. The public (north) elevation is essentially symmetrical. It features the interplay of rusticated and flush concrete block, as well as the application of a concrete parapet. These concrete elements were typically fabricated and set on site. Second floor windows, regularly spaced in groups of three in each bay, were replaced c.1975 with contemporary metal 3/2 single-hung sash units. Contemporary metal storefront glass was set in a ribbon pattern across the ground level of the facade, and the transoms above were boarded over. Field data also indicate the east bay provided access to the building at that time. That entrance has since been boarded over.

2 SW Ft. King Street

Historical data indicate that the masonry veneered building at this site was the Davis Block, built in 1891 (Photo #17). The two-story, Commercial Vernacular Style building is constructed of brick. Notable features include a chamfered entrance corner, an articulated brick coping, and a shaped parapet. The original second floor windows and the first floor fixed storefront glass were replaced c. 1975. The original pedestrian canopy was also replaced about that time. The building nameplate, located on the corner parapet, suggest major alterations occurred to the building in 1925. This is supported by a 1930 Sanborn Fire Insurance Map that depicts this building sharing an interior space with 6 SW Ft. King Street. Although they continue to share this space, they remain separate parcels.

9 SE Ft. King Street

The building at 9 SE Ft. King Street is an example of Commercial Vernacular Style construction (Photo #18). It was constructed as two separate, one-story, buildings which are now located on the same parcel. The west building, historically known as the Lafayette Block, is located on the northwest corner of S Magnolia

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Avenue and SE Ft. King Street. It was constructed in 1886 with three storefronts. Two of the storefronts face S Magnolia Avenue, one faces SW Ft. King Street. The three-bay storefronts share characteristics including articulated brick; historic wood frame, fixed glass storefront windows with transoms, each set in a ribbon pattern; ornamented wood kick panels; recessed entries with historic wood panel and glass doors; as well as cast iron posts and pilasters. The second building, adjacent on the east, was constructed c.1888. It was constructed to house four offices. Field data indicate each had a single arched door and window set in a pattern that repeated along the south facing facade. The unusual 2/4 double-hung sash windows appear original. The simple building was ornamented with articulated brick at the parapet and at each arched opening. Sometime since 1930 the two easternmost offices were removed, and all historic porches were removed from the consolidated building. The north storefront was stuccoed c.1946.

56 SE First Avenue

The two-story Commercial Vernacular Style building at 56 SE First Avenue, on the northwest corner of SE First Avenue and SE Ft. King Street, was initially completed c.1886 (Photo #19). At that time, what is now the rear (west end) of the building was completed as a free standing structure that faced south and housed Ocala City Hall. However, by 1888, the larger east end of the current building was constructed. Field data indicate that, at that time, the metal coping was extended to the older building to better integrate it. Historic character defining details include a three-bay, symmetrical, brick, two part facade with recessed entries; articulated brickwork; an accentuated, pressed metal clad coping; arched window openings; as well as brick kick panels below wood frame storefront glass and historic wood transoms set in a ribbon pattern. Sometime after 1930, a pair of historic east porches (one at each first floor store entrance) were removed.

50 SE First Avenue

50 SE First Avenue is the location of a two-story Commercial Vernacular Style building historically known as the Hood Block (Photo #20). The simple four-bay arrangement of this two part commercial block constructed in 1893 has a distinctly vertical emphasis. The rectangular building features articulated brick on the east (public) elevation, a rectangular attic vent at each regularly spaced bay, and a simple wood enframement at the first floor level. A one-story east porch was removed from the facade sometime after 1930. Original transoms remained covered during a c.1990 rehabilitation when exterior stucco was removed, windows replaced, and canvass canopies were applied over the east windows.

26 SE Broadway Street

The Commercial Vernacular Style building located at 26 SE Broadway Street, on the southwest corner of SE Broadway Street and SE First Avenue, was constructed in 1884 (Photo #21). The three-story building is

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large and well detailed. Notable characteristics include wide eaves with modillions, cast stone banding, classically influenced cast iron pilasters and entablatures at the pedestrian level; and lintels on the north windows.

20 SE Broadway Street

The two-story Art Moderne Style building located at 20 SE Broadway Street was constructed in 1888 (Photo #22). This building's original Commercial Vernacular Style two part facade was extensively altered c.1939, when the original cast stone ornamentation, including a gable front, bracketed parapet wall and pedimented door lintels, and a sheet metal pedestrian canopy supported on posts were removed. Moderne features in keeping with its neighbor, 18 SE Broadway Street, were then applied. The pedestrian level is sheltered by a suspended flat roof canopy. Other details include a recessed entry, contemporary storefront glass windows, and ceramic tiled kick plates. The second level is characterized by three pairs of single-hung 24/8 sash windows with square metal attic vents above, as well as accentuated masonry banding along its parapet. Metal fire shutters flank original second floor windows along the south (rear) elevation. One-story c.1965 and c.1975 room additions are located on the rear.

18 SE Broadway Street

The building located at 18 SE Broadway Street is a two-story Moderne Style commercial property constructed as the Whaley Building in 1939 (Photo #23). The building's facade is organized in two distinct zones. The pedestrian level is sheltered by a suspended flat roof canopy. It has a recessed entry, contemporary storefront glass windows, and marble kick plates. The second level is characterized by paired, arched windows with square metal attic vents above, as well as accentuated stuccoed masonry banding along its parapet. The horizontal banding on the parapet is interrupted by the building's relatively unadorned name block centered along its length. It also has a comparatively small 1969 three-story, south (rear) room and garage addition.

16 SW Broadway Street

The two-story Commercial Vernacular Style building located at 16 SW Broadway Street, was constructed in 1891 (Photo #26). The simple two part facade clearly distinguishes the public street level from the private office functions of the second floor. Notable features include arched windows at the second floor level, and a classically influenced cast iron window enframement at the ground level. The building once featured a two-story, three-bay, shed roofed porch supported by full-length posts. The porch was removed at an unknown date post-1930. The storefront on the street level has been modified in recent years but still retains the recessed entryway, the major display window divisions, and the clerestory window bays.

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City Park and Public Square

The site of today's City Park, the Public Square, established on the former site of the 1884 and 1907 Marion County Courthouses, has historically served as the central core of the city of Ocala (Photos #29 & 30). It was from this block that the city expanded.

The present park encompasses all of Block 56 of the original 1846 survey of Ocala, which was set aside as the Public Square at that time. The site is bounded by E Silver Springs Boulevard on the north, SE First Avenue on the east, SE Broadway on the south, and S Magnolia Avenue on the west. City Park is now municipally owned and the block or public square continues to function as a center of community events and celebrations as it has for over 100 years. The park serves as a meeting place for residents and site for city sponsored functions, area events, and family and group picnics. A contemporary planter (Photo #29) and a wood frame gazebo built in 1997 (Photo #30) are located in the park.

Examples of noncontributing resources are:

4 SE Broadway Street

This three-story, Masonry Vernacular Style building, located on the southeast corner of SE Broadway Street and S Magnolia Avenue is a combination of two historic commercial buildings (Photo #25). The dominant, north facing building was constructed in 1884. The adjoining two-story south building faces west. It was constructed c.1888. When the two were combined in 1948, the resulting building took on a distinctive 'L' shape. Available data indicate that original cast stone details, including an accentuated cornice, quoins, and window lintels, were among the ornamentation that was also removed from the north portion of the combined building. The cornice was replaced with a more subdued design and the pedestrian level canopies were removed. The resultant building recently lost the details that defined its renovated c.1948 character when c.1994, contemporary facades were applied as the building was undergoing conversion to office space. The contemporary public elevations now have a textured stucco surface and on the horizontal banded north elevation, curvilinear arches over ground level openings and square arches over third floor openings. No openings currently exist at the second floor level. The extensive non-historic and non-sympathetic alterations this building has undergone have adversely impacted its historic architectural integrity.

14 SE Broadway Street

The two-story Masonry Vernacular Style building located at 14 SE Broadway Street was constructed in 1884 (Photo #24). Its original paired storefront was extensively modified c.1991, completely obscuring any

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remaining historic building features from public view. The original, Commercial Vernacular Style design had features that included a brick cornice, and a flat roof pedestrian canopy supported by posts. The contemporary facade features the use of black glass and panels set in a ribbon pattern. This public elevation of this building has been so extensively modified with contemporary materials it no longer looks historic.

OTHER NONCONTRIBUTING BUILDINGS WITHIN THE DISTRICT

22 S Magnolia Avenue

24 S Magnolia Avenue

42 S Magnolia Avenue

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PHOTOGRAPHIC INVENTORY

1. Dunn Building, I East Silver Springs Boulevard
2. Ocala, Marion County, Florida
3 . Daniel Delahaye
4. February 17,1997
5. Historical and Architectural Research Services, 3708 Flores Avenue, Sarasota, Florida
6. Main (south) elevation, camera facing north
7. Photo #1 of 30

Items 2-5 are the same for the remaining photographs:

1. 10 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #2 of 30

1. 14 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #3 of 30

1. 18 South Magnolia Avenue, Masonic Lodge
6. East elevation, camera facing west
7. Photo #4 of 30

1. 22 South Magnolia Avenue Dixie Theater (Humane Society)
6. East elevation, camera facing west
7. Photo #5 of 30

1. 24 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #6 of 30

1. 26 South Magnolia Avenue
6. East and south elevations, camera facing northwest
7. Photo #7 of 30

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1. 36 South Magnolia Avenue, First National Bank
6. East and north elevations, camera facing southwest
7. Photo #8 of 30

1. 40 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #9 of 30

1. 42 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #10 of 30

1. 48 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #11 of 30

1. 50 South Magnolia Avenue, Marion Theater
6. East elevation, camera facing west
7. Photo #12 of 30

1. 112 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #13 of 30

1. 114 South Magnolia Avenue
6. East elevation, camera facing west
7. Photo #14 of 30

1. 116 South Magnolia Avenue
6. East (main) and south elevations, camera facing west
7. Photo #15 of 30

1. 6 Southwest Fort King Avenue
6. North (main) and west elevation, camera facing southeast
7. Photo #16 of 30

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1. 2 Southwest Fort King Avenue, Goldman's Block
6. North elevation, camera facing south
7. Photo #17 of 30

1. 9 Southeast Forth King Avenue, Lafayette Block
6. South and west elevations, camera facing northeast
7. Photo #18 of 30

1. 56 Southeast First Avenue, Banner Block
6. East and south elevations, camera facing northwest
7. Photo #19 of 30

1. 50 Southeast First Avenue, Hood Block
6. East elevation, camera facing west
7. Photo #20 of 30

1. 26 Southeast Broadway Street, Marion Block
6. East and north elevations, camera facing southwest
7. Photo #21 of 30

1. 20 Southeast Broadway Street, Rheinauer Block
6. North elevation, camera facing south
7. Photo #22of 30

1. 18 Southeast Broadway Street, Whaley Building
6. East elevation, camera facing west
7. Photo #23 of 30

1. 14 Southeast Broadway Street, Union Block
6. East elevation, camera facing west
7. Photo #24 of 30

1. 4 Southeast Broadway Street, Gary Block
6. North and west elevations, camera facing southeast
7. Photo #25 of 30

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1. 16 Southwest Broadway Street, Hafele Building
6. North elevation, camera facing south
7. Photo #26 of 30

1. 18 Southwest Broadway Street
6. East elevation, camera facing west
7. Photo #27 of 30

1. 20 Southwest Broadway Street
6. East elevation, camera facing west
7. Photo #28 of 30

1. Public square, planter
6. Camera facing north
7. Photo #29 of 30

1. Public square, gazebo
6. Camera facing northwest
7. Photo #30 of 30

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SUMMARY

The Ocala Historic Commercial District is eligible for listing in the National Register under Criteria A and C at the local level in the areas of community planning and development, architecture, commerce, and recreation. Under Criterion A, the district has significance as representing the most concentrated area of Ocala's historic downtown and commercial district including the Public Square, platted and set aside in 1846. The city's first notable historic development began in c.1859 and continued into the 1940s and the district is closely linked to the history of Ocala during the same period of significance. The district served numerous purposes including commercial and social functions, and the buildings within the district housed important early businesses such as banks, offices and stores. The district has further significance under Criterion C for containing several examples of Masonry Vernacular and Commercial Vernacular construction and architecture, several examples of the Art Moderne Style and one excellent example of Classical Revival Style. Although a major fire occurred in 1883, the city was quick to rebuild and a number of the replacement structures have survived.

HISTORIC CONTEXT

In March, 1846, David Bruton, a former South Carolinian and the Marion County Engineer, completed the city's first survey and created the first plat of Ocala. The area contained eighty blocks, ten from north to south, eight from east to west, roughly from the Magnolia Avenue railroad crossing on the north to Fifth Street on the south. A "Public Square" was reserved one block slightly east and south of the center for the construction of a permanent courthouse on Block 56. Four wide streets defined the courthouse square. The streets were laid out with those bounding the Public Square being ninety-nine feet in width, with others being sixty-six feet wide to allow for future growth. Later these were reduced to fifty-nine and forty feet, respectively.

During the first half of the 1800s, Ocala did not have a railroad system or a telegraph. Mail delivery to Ocala, prior to the coming of steamboats, was by riders on horseback. By the 1850s, Ocala's mail was transported via stagecoach. Ocala soon gained importance as a commercial center, with supplies being shipped in large quantities to settlements in south Florida. Steamboats from Palatka via the St. Johns River into the Ocklawaha River and then on to Silver Springs, carried both passengers and freight. In 1876, a rail line was established between Waldo and Ocala by the Atlantic, Gulf and West India Transit Company. By 1879, the population was 2,700, and by the end of the decade, the population grew to 2,904, making Ocala one of Florida's larger towns.

General Ulysses S. Grant once visited Ocala after his term as President ended, and following a world tour. At the time of Grant's visit in 1880, only a few buildings were built around the square. These consisted of a few frame buildings including the physical plant of the Ocala Banner, a barber shop, and several residences.

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Additional structures, along with dwellings, Negro cabins, bakeries, blacksmith shops, stables, and outhouses were diversely scattered to the north, west, and south of the courthouse. Live oaks, white and red oaks, hickory, sweet gum and Magnolia trees adorned the streets and fenced yards.

Up until 1881 when the Peninsular Railroad was completed, Ocala depended upon the St. Johns River and Ocklawaha steamers to Silver Springs for transportation. The arrival of this second railroad gave impetus to a much speedier development of the city. In the summer of 1883, the Ocala Banner reported that there was more building taking place at that time than any other and the city was experiencing a period of economic growth. The town had become the largest commercial and trading place in the inner part of the state. A large number of new residents had arrived and the city limits were expanded in all directions to a distance of one mile from the courthouse.

HISTORIC SIGNIFICANCE

On Thanksgiving day, November 29, 1883, amidst the welcome of three special trains of the Florida Southern Rail Road by a crowd of 2,000 for a day-long outing at Lake Weir, fire broke out. Altogether, ten stores were wiped out, and five blocks of the business district were left in ashes with only blackened chimneys remaining. Numerous records were destroyed, including newspaper files containing a great deal of Ocala and Marion County's early history. Many residents were left homeless.

The re-building of the town began almost immediately. Frame buildings were replaced with buildings made of brick, granite, and metal. Within five years, Ocala was identified throughout the state as "The Brick City." Large brick buildings of two and three-stories with modern styling and ample capacity stood in place of those destroyed in the fire. The development of the brick storefront building was directly related to the availability and desirability of brick masonry as a fireproof, relatively maintenance free construction material. Brick was commonly used in the construction of Masonry Vernacular buildings, but was used more frequently in the North, than it was in Central Florida.

In the year following the fire, the three-story Marion Block was erected on the southwest corner of Main Street and Broadway by D.C. Wharton Smith of Philadelphia. Other buildings that rose out of the ashes of the fire included the Montezuma Hotel, Rheinauer's and Company store, the Union Block, and Gary Block, all on the south side of Broadway between SE 2nd Avenue and Magnolia. A new courthouse at the center of the Public Square was completed in 1884. Additional two and three-story brick structures were built, including Ocala's first two banks, one occupying space in the Ocala House and the other at the southwest corner of South Ocklawaha Avenue and Magnolia Avenue. An indication of Ocala's re-establishment as a prosperous trade center occurred when a number of prominent Jacksonville merchants, including S.B. Hubbard and Philip

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Tischler and others, established branch stores in Ocala and saw great success. By 1884, the town had several wholesale houses and more than 25 retail establishments. A wide variety of people frequented Ocala, including tourists, settlers and capitalists.

Although Ocala's original city charter was granted in 1866, the charter was lost in the fire and it was necessary to obtain new articles of incorporation by an act of the Florida Legislature. The new charter was dated January 28, 1885. This second charter established the town limits at one thousand yards in each direction from the Public Square. The town's population settled into the new areas, mainly to the east from Osceola Street. Later, a limerock mine was established at the southwest edge of the city, and Ocala limerock began to be used for the construction of streets and roads.

By 1885, the city had an ice plant, several mills and gins, and an establishment for processing tree moss. All were successful operations. A Tourist's and Settlers' Guide to Florida 1885-1886 by H.K. Ingram promoted Ocala to businessmen as "second to none in the State as a place to engage in lucrative business and for those seeking a safe investment for his capital". A Florida atlas, published in 1885, proclaimed Ocala as "most advantageously located in the midst of a beautiful tract of country and is directly on the line of the Florida Railway and Navigation Company and the Florida Southern Railway."

Merchandise, fruits, vegetables and cotton were the principal shipments from the city. The city had a good local retail and jobbing trade, was growing extensively in business each year, and was rapidly increasing its wealth and importance. The chief business pursuits were mercantile, manufacturing, and shipping fruits and early vegetables with tri-weekly stage service between the city and Crystal River. Although the city was located inland, it was connected by railway lines with the principal points in all directions, as well as with all the coastal cities of the state. There was a carriage manufacturer in the city, a machine shop, and several lumber manufacturing establishments. The town's good location and substantial business district were also noted as creating an impression of thrift and prosperity.

Ocala was said to be among the most progressive and prosperous cities in the South. It was also claimed that Ocala was one of the best-planned and picturesque cities of the South. With the public square at center surrounded by shade trees, banks, hotels and business blocks of brick, stone and plate glass aligned the square in all directions. Broad boulevards with rows of trees led from the square. City streets were broad, well graded and paved with lime rock. A street car line operated to all parts of the city and to the exposition grounds.

By the last decade of the 1800s, Ocala had prospered and was the site of two national banks, one banking loan and trust company, one iron foundry and machine shop, two carriage manufacturers, two saw and planing mills, two cigar factories, two lime industries, and six or seven hotels. Between fifty and sixty

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mercantile houses were in operation in the city. During a one year period between 1892 and 1893, building activity in Ocala included $250,000 for the construction of new buildings. This was exclusive of $25,000 in remodeling and building additions. Stores, factories, warehouses and dwellings were under construction in all areas of the city. In 1893, a formal street plan was adopted.

According to The Brick City Directory and Guide to Marion County, published in 1893, downtown had 28 business blocks and 6 social or fellowship halls standing at that time, virtually all sited on Main or Magnolia Streets and/or facing the Public Square. Social, recreational organizations, lodges, and fraternal groups were well established. These included a local diving club, swimming club, women's' clubs, rifle club, tennis club, and a local orchestra and coronet band. The town had a substantial legal community with 19 attorneys. Six barbers catered to the public. Six boarding houses were in operation. A half dozen druggists were in business. Two dentists and eight physicians met the needs of residents. Four builders are noted in the directory. Seven dry good stores were in business. Nineteen grocers provided necessary foodstuffs to residents, while six other merchants sold general merchandise. Nine hotels were in operation. Other businesses included a gun store and locksmith, hat and shoe stores, hardware stores, clothiers, meat markets, milliners, watchmakers and jewelers, tailors, liquor stores, saloons, real estate offices, law offices, physician and dental services, plumbers, and tinsmiths. All of these businesses were in operation in the original commercial center of the city.

Both Ocala and Marion County continued to grow in the last part of the 1800s and the early part of the following century. A number of new commercial buildings were erected in the business district. Despite the growth in new business, at the beginning of the new century, Ocala began to suffer an economic depression as a result of the failure of the phosphate boom in western Marion County and continued effects from citrus freezes during the winters of 1894 and 1895. Following a few years of recession, recovery came about. In 1907, a new county courthouse of veneered Indiana limestone was constructed in the public square (non- extant). The following year, the United States government began construction of a post office and a court and office building on the second block to the north, formerly identified as Dunn Park. By the end of the first decade of the century, several miles of cement sidewalks had been laid on the main business streets and additional walks were being laid.

Ocala was not as affected as other areas of Florida during the Florida Land Boom. In 1925, the city's population had grown to 6,500. Great plans were made for the city including the construction of a $500,000 hotel to be financed by the community. Most of the stock was purchased locally, and the Hotel Marion was completed and opened in February, 1927. Rents in the city during the early and mid-1920s accelerated to record levels. Yet, with many plans unrealized, the real estate boom was nearly over by 1926. Nevertheless, the city had gained a number of improvements and a renewed sense of civic spirit.

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Following the stock market crash of 1929, the city experienced financial troubles. Independent merchants struggled to stay in business, faced with competition from chain stores. Unemployment was staggering. The banks of the city and county were closed by order of the President but were reopened shortly thereafter. Units of the Federal Emergency Relief, Civil Works Progress, and Public Works Administrations were organized locally to aid in the unemployment issue. These groups built, paved, and widened sewer lines, along with a number of other projects. Ocala was provided some relief from the national depression by its proximity to Silver Springs, still one of Florida's most exceptional natural tourist attractions. Automobiles brought visitors which increased hotel business and a number of guest homes and motor lodges were built. The Board of Trade continued to promote Marion County. Fortunately the area's diversified economy helped local businessmen fare much better than counties farther south in Florida which were reeling from the shock of the failure of the Florida Land Boom of the 1920s.

After experiencing a somewhat slow recovery from the economic hardships of the Depression, more buildings were being built in Ocala's business district by 1940 than at any time in nearly half a century. Older buildings were updated, brick walls were stuccoed, and ornamentation was replaced with streamline designs. A few older buildings, including the landmark H.B. Masters building on the southwest corner of Magnolia and Broadway, were torn down to provide space for new structures. Such changes began to alter Ocala's previous dominating brick appearance.

In January of 1941, construction began on a new theater for the city, the Marion Theatre. The permit was issued in the name of Florida State Theaters, owners and operators of two of Ocala's earlier theaters, the Ritz on Ocklawaha which presented live theatrical productions, and the Dixie on the west side of the courthouse square. Beginning in 1959 and during the 1960s, a large number of historic buildings in Ocala were demolished to make way for modern structures. Some of the buildings demolished during this period included the offices of the Marion County Health Department, originally the home of the Florida Baptist Witness, then the Ocala Star-Banner. The county's first hospital was razed to make way for a parking lot. The Temple Theater was also demolished. In order to accommodate the construction of a new courthouse in the late 1950s, Ocala's red brick jail building was demolished and Pond Street (now Third) running north to south behind the old jail was closed. A four block area was also cleared between Ocklawaha Avenue (now Silver Springs Boulevard) and Adams, to make way for the new courthouse.

The unification of the district is based on its historic associations with commercial, retail, office, and recreational uses. Buildings within the district historically functioned as banks, pharmacies, theaters, physician offices, professional offices, grocery stores, restaurants, furniture stores, hardware stores, and general mercantile.

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ARCHITECTURAL CONTEXT

<u>Vernacular</u>

Vernacular architecture embraces a diversity of folk and mass-produced building forms that were transmitted by memory or by pattern book. Vernacular buildings were typically designed and constructed by lay builders who drew upon traditional building techniques and contemporary stylistic preferences for their inspiration. These vernacular structures can be amalgams of building traditions and styles, or may reflect the skill or personality of the builder. Primary consideration was given to providing functional and comfortable spaces for the owners. Frequently vernacular buildings reflect a local adaptation to landscape, climate, and cultural patterns. Nineteenth century industrialism made it possible to standardize and mass produce building elements and disseminate them across the country. Decorative features were often minimal but could be applied liberally to exhibit stylistic references without, in, and of themselves, constituting a style of architecture.

Vernacular building traditions resulted, in part, from the builder's experience with available resources. Brick, a common masonry material, was historically scarce in Florida during the 1800s and during the first part of the 1900s because of the state's scarcity of clay and poor transportation facilities. As railroads and other forms of transportation developed, the availability of brick and other masonry material steadily increased. Commercially manufactured structural clay tile also became available. The fire resistant qualities of masonry made it popular in both commercial and residential construction. Often, wood frame buildings destroyed by fire, such as in Ocala's 1883 downtown fire, were reconstructed using masonry materials to better protect them from the threat of another fire.

Historic commercial Masonry Vernacular style buildings in Florida are generally rectangular, one to two stories high, with a fixed glass storefront. They tend to have flat roofs obscured by a parapet ornamented with applied cast stone elements or decorative brickwork. Primary exterior materials include brick, shaped concrete block, or stucco. Whereas commercial scale Masonry Vernacular style buildings tend to have slab foundations, the smaller scale residential Masonry Vernacular style buildings are generally set on continuous foundations.

Commercial Vernacular buildings varied in height from one to three stories, but their plans were quite similar. Two and three-story structures had ground level store space with storage and residential space on the second or third floor, with access from the street via a separate access or through the store. The stores were often narrow and deep, and the large front windows functioned dually as a source of light to display goods and to invite potential customers to inspect their wares.

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Art Moderne Style

The Art Moderne Style was employed in apartment buildings, office towers, theaters, and a few homes from the 1920s through the 1940s. It was also used on Works Projects Administration buildings of the 1930s and 1940s. Most of the geometric and stylized motifs on residential buildings and structures are of low relief and focus on the central area of the building around the doors, windows, and roof. Glass block was often used for windows or sections of wall. Additional defining characteristics include flat roofs, masonry copings, smooth stuccoed exterior walls, cantilevered overhangs, and rounded corners to emphasize a streamline effect.

Classical Revival Style

In Florida, the Classical Revival Style was utilized on a variety of building types. Although there were some examples of the style in the 1890s, it was not commonly seen until the following decade. Many of the earliest examples were large private residences and estates. Over the next several decades, the Neo-Classical Revival and Classical Revival strongly influenced the design of public buildings such as courthouses and commercial buildings. These buildings featured such elements as molded plaster cornices with classical details, urns, swags, full-height French doors, and paneled wainscots. The buildings were usually rectangular or nearly square and two to two-and-one half stories in height. Roofs were usually low-pitched hip or flat with a balustrade. Entrance detailing included transoms, sidelights, and ornamental woodwork.

ARCHITECTURAL SIGNIFICANCE

Most of the buildings within the district were originally constructed in the Commercial or Masonry Vernacular Style. A few buildings were built in the Art Moderne Style. A single historic architectural resource, the Ocala National Bank, was built in the Classical Revival Style, and remains an excellent example of the style. A number of early Commercial Vernacular buildings have been modified with the application of replacement facades. Several of them are in the Art Moderne Style dating from 1939-1941.

The 1911 Ocala National Bank, Ocala's best example of Classical Revival Style architecture, is one of the city's most distinguishable buildings. It has a temple front with a recessed three-bay entrance and fluted Doric columns set between en-framing walls. Other features include a large skylight atop a hip roof, a stone balustrade parapet, the main entrance with an entablature and fanlight, and a large copper clock suspended from the building's southwest corner.

The Commercial Vernacular Style two-story building at 6 SW Ft. King Street is significant for its rusticated and flush concrete block. These concrete elements were typically fabricated and set on site. Another

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example of the Commercial Vernacular Style in the district is the building located at 36 S Magnolia Avenue. The three-story brick masonry building features a chamfered northeast entrance wall, articulated brickwork, and cast stone ornamentation. Elaborate cornices crown the building. Each level of the stacked window and door openings on the public (north and east) elevations is treated slightly differently. Fenestration at the first level has square, keystone lintels, openings on the second level have paired arched, keystone lintels visually connected by a narrow string course. Only single and paired windows with plain lintels and sills are at the third story.

The 1941 Marion Theatre exemplifies at 50 S Magnolia Avenue the Moderne architectural style. It features smooth, largely stuccoed wall surfaces; rounded corners; and an interplay of both horizontal and vertical emphasis. Other characteristics include a stone veneer at the first level, a ribbon of historic wooden storefront doors with portholes, a marquis that shelters pedestrians, and a southeast tower supporting the theater's vertical marquis that projects well above the tower itself. The historic neon signage on each marquis appears to be in excellent condition.

The two-story Goldman and Malever Building at 14 S Magnolia Avenue is an excellent example of how new styles are applied to buildings, reflecting changing architectural taste. The building originally featured Commercial Vernacular traits including a fixed glass storefront with transoms set in a ribbon pattern and wood kick panels; a recessed, centered entry; a full-width, one-story shed roof porch supported on full-length posts; and a three-bay second level with elaborate cast stone ornamentation and articulated brickwork. The original facade was replaced and Art Moderne features were applied c.1940 in an attempt to update its appearance. A streamlined parapet adorned with horizontal banding interrupted by the vertical bands of the building's raised stucco motif is centered along its length.

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OCALA HISTORIC COMMERCIAL DISTRICT
RESOURCES

ADDRESS	PRESENT USE	STYLE	DATE	CONTRIBUTING/ NONCONTRIBUTING
1 E Silver Springs Blvd.	Tavern	Classical Revival	1911	C
14 S Magnolia Ave.	Retail	Art Moderne	c.1904	C
18 S Magnolia Ave.	Office	Art Moderne	c.1895	C
22 S Magnolia Ave.	Retail	Vernacular	1923	NC
24 S Magnolia Ave.	Restaurant	Vernacular	1946	NC
26 S Magnolia Ave.	Vacant	Art Moderne	1939	C
36 S Magnolia Ave.	Vacant	Vernacular	1885	C
40 S Magnolia Ave.	Retail	Vernacular	1886	C
42 S Magnolia Ave.	Retail	Vernacular	1886	NC
48 S Magnolia Ave.	Retail	Art Moderne	c.1888	C
50 S Magnolia Ave.	Museum	Art Moderne	1941	C
112 S Magnolia Ave.	Retail	Vernacular	c.1924	C
114 S Magnolia Ave.	Retail	Vernacular	c.1924	C
116 S Magnolia Ave.	Office	Vernacular	c.1920	C
2 SW Fort King Street	Retail	Vernacular	1891	C
6 SW Fort King Street	Retail	Vernacular	c.1910	C
9 SE Fort King Street	Multiple	Vernacular	1886	C

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50 SE First Avenue	Office	Vernacular	1893	C
56 SE First Avenue	Office	Vernacular	c.1886	C
4 SE Broadway Street	Office	Vernacular	1884	NC
14 SE Broadway Street	Retail	Vernacular	1884	NC
18 SE Broadway Street	Retail	Art Moderne	1939	C
20 SE Broadway Street	Retail	Art Moderne	1888	C
26 SE Broadway Street	Multiple	Vernacular	1884	C
16 SW Broadway Street	Office	Vernacular	1891	C
Public Square/park			1846	C
Gazebo		Vernacular	1987	NC
Planter				NC

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VERBAL BOUNDARY DESCRIPTION

The Downtown Ocala Historic District is irregularly shaped, composed of six city blocks in whole or part, roughly extending along Magnolia Avenue from N First Street to S Second Street. (See district map) Within the district are, from north to south, blocks 46, 46 and 47, located west of S Magnolia Avenue between W Silver Springs Boulevard and SW Second Street, and blocks 57, 56 and 55, located east of both N and S Magnolia Avenues between NE First Street and SE Fort King Street. The precise boundaries include the following parcels:

Block 45

1). 2854-045-004 26 S Magnolia Avenue
2). 2854-045-005 24 S Magnolia Avenue
3). 2854-045-006 22 S Magnolia Avenue
4). 2854-045-007 12 S Magnolia Avenue
5). 2854-045-008 14 S Magnolia Avenue
6). 2854-045-009 10 S Magnolia Avenue

Block 46

7). 2853-046-001 36 S Magnolia Avenue
8). 2853-046-002 40 S Magnolia Avenue
9). 2853-046-003 42 S Magnolia Avenue
10). 2853-046-004 16 SW Broadway Street
11). 2853-046-005 18 SW Broadway Street

12). 2853-046-006 20 SW Broadway Street
13). 2853-046-008 50 S Magnolia Avenue
14). 2853-046-009 48 S. Magnolia Avenue

Block 47

15). 2853-047-001 2 SW Fort King Street
16). 2853-047-002 6 SW Ft. King Avenue
17). 2853-047-004 116 S Magnolia Avenue
18). 2853-047-005 114 S Magnolia Avenue
19). 2853-047-006 112 S Magnolia Avenue

Block 57

20). 2823-057-005 1 E Silver Springs Boulevard

VERBAL BOUNDARY JUSTIFICATION

The nominated boundary includes the parcels historically associated with historic downtown Ocala and contain resources that retain their architectural integrity.