

1699

United States Department of the Interior  
National Park Service

NOV 16 1992

National Register of Historic Places  
Registration Form

NATIONAL  
REGISTER

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 an 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 South Atlantic Investment Corporation Building

other names/site number 8DU5591

2. Location

street & number 35-39 West Monroe Street n/a  not for publication

city or town Jacksonville n/a  vicinity

state Florida code FL county Duval code 031 zip code 32202

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.)

Suzanne P. Walker/Deputy SHPO 11/12/92  
Signature of certifying official/Title Date

Florida Division of Historical Resources, Bureau of Historic Preservation  
State of 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.
- removed from the National Register.
- other, (explain:)

Signature of the Keeper

Suzanne P. Walker Entered in the National Register - 11/30/92 Date of Action

**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply)

**Category of Property**  
 (Check only one box)

**Number of Resources within Property**  
 (Do not include previously listed resources in the count.)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

**Name of related multiple property listing**  
 (Enter "N/A" if property is not part of a multiple property listing.)

Historic Buildings of Downtown  
 Jacksonville, Florida

**Number of contributing resources previously listed  
 in the National Register**

0

**6. Function or Use**

**Historic Functions**  
 (Enter categories from instructions)

commerce/Trade: Business

**Current Functions**  
 (Enter categories from instructions)

Vacant: Not in use

**7. Description**

**Architectural Classification**  
 (Enter categories from instructions)

Late 19th & 20th Century Revivals:

Italian Renaissance

**Materials**  
 (Enter categories from instructions)

foundation Concrete

walls Brick

roof Asphalt

other Ceramic Tile

Other: Polychromatic Tile

**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

Period of Significance

1925

Significant Dates

1925

Significant Person

(Complete if Criterion B is marked above)

n/a

Cultural Affiliation

n/a

Architect/Builder

Marsh & Saxelbye, architects
Davis, Charles J., Jr., builder

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 67) has been requested
previously listed in the National Register
previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey
recorded by Historic American Engineering Record

Primary location of additional data:

- State Historic Preservation Office
Other State agency
Federal agency
Local government
University
Other

Name of repository:

Name of Property

**10. Geographical Data**

Acreage of Property Less than 1 acre

**UTM References**

(Place additional UTM references on a continuation sheet.)

C	1	1 7	4 3 7 2 9 0	3 3 5 5 1 9 0	3			
		Zone	Easting	Northing	Zone	Easting	Northing	
	2				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 Stephen Olausen/Barbara E. Mattick, Historic Sites Specialist

organization Bureau of Historic Preservation date November 1992

street & number R.A. Gray Blg., 500 S. Bronough Street telephone (904) 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 Joseph Larose

street & number 33 W. Monroe Street telephone \_\_\_\_\_

city or town Jacksonville state FL zip code 32202

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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**National Register of Historic Places  
Continuation Sheet**

Section number 7 Page 1 South Atlantic Investment Corporation Building,  
Jacksonville, Duval Co., FL

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**SUMMARY**

The South Atlantic Investment Corporation Building is a 1925 two-story, masonry, commercial edifice located at 35-39 West Monroe Street in downtown Jacksonville, Florida. The edifice is a noteworthy Italian Renaissance commercial building in downtown Jacksonville. It contributes to the Historic Buildings of Downtown Jacksonville multiple property group under associated property type F.1, Historic Commercial Buildings of Downtown Jacksonville, 1901-1927.

**PRESENT AND ORIGINAL APPEARANCE**

**Setting**

The South Atlantic Investment Building is located on West Monroe Street and occupies the west sixty feet of lot 2 of block 34H of the Jax Hart's Map subdivision. Two-story masonry commercial buildings abut it on either side. Neighboring to the east is the Buckman and Ulmer Building, one of the four Italian Renaissance commercial buildings in Jacksonville, designed by Marsh & Saxelbye.

**Present Appearance**

**Exterior**

Rising two-stories to a pent roof, the south (main) elevation of the South Atlantic Investment Corporation Building consists of a lower storefront and upstairs office space (Photo 1). Possessing overall symmetry, the two storefronts are divided by a central bay which is accentuated with a cast stone arch. The arch is detailed with stylized dolphin motifs (Photo 2). The two storefronts consist of fixed plate glass show windows and recessed center entrances. An overhanging cornice divides the first and second levels. The second level has a series window openings finished with paired or single 6/6 double-hung sash. The two center single windows have arched surrounds (Photo 3). Other features include oculi, a heavily ornamented pent roof with elaborate cast stone work, a polychromatic tile frieze, dentils, cornice molding, and a pantile surface (Photo 4).

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The east elevation is visible through an extremely small air space between it and the neighboring building to the east. The west elevation is completely obscured from view, as it abuts the neighboring building for its entire length. The north (rear) elevation is asymmetrical. It is surfaced with a brick exterior and has rectangular window openings finished with 2/2 double-hung sash (Photos 5 & 6). An offset entrance is located at the west corner of the facade.

## Interior

Patrons enter the ground level through the recessed storefront doors (Photo 7). The showrooms open into each other behind the enclosed center stair to the second story. Square piers, which support the second story, form a grid across the entire showroom area. The remainder of the ground level consists of storerooms, baths, and a dressing room which are located at the rear of the building (Photo 8). Stairs, located in each storeroom ascend to more storage space on the second story (Photo 9). The second story office space, now serves as a stockroom for the shoe store in the adjoining building.

## ALTERATIONS

### Exterior

Changes to the south elevation are limited to the modern fixed plate glass show windows with metal frames. There are no detectable changes to any of the other facades.

### Interior

The ground level was initially two retail spaces. The two spaces are now adjoined, as the center partition was removed. The storage spaces in the rear of the ground level are intact for the most part.

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### SUMMARY

The South Atlantic Investment Corporation Building is significant at the local level under National Register Criterion C as an excellent example of the Italian Renaissance style used for a commercial purpose. Constructed in 1925, it is one of two adjoining Italian Renaissance buildings on West Monroe Street designed by the locally prominent architecture firm of Marsh and Saxelbye. The twostory commercial building with cast stone, polychromatic tile, and cornice detailing was constructed by contractor Charles J. Davis, Jr. The South Atlantic Investment Corporation Building contributes to the Historic Buildings of Downtown Jacksonville multiple property group under historic context, Jacksonville During the Great Florida Land Boom, 1921-1927 and associated property type F.1, Historic Commercial Buildings of Downtown Jacksonville, 1901- 1927.

### HISTORICAL CONTEXT

The South Atlantic Investment Corporation Building is significant as an example of the type of small commercial buildings constructed in Downtown Jacksonville during the Florida Land Boom period of the mid 1920s. The building was designed for the South Atlantic Investment Corporation by Marsh & Saxelbye, one of Jacksonville's most prominent architectural firms during the Florida Land Boom years.

### ARCHITECTURAL SIGNIFICANCE

Italian Renaissance buildings are based on earlier Italian revival designs, most recently the Italianate, popular in the U.S. before the Civil War. The Italian Renaissance style got its start in the Villard Houses designed by McKim, Mead, and White in New York in 1883. The style remained popular until the Great Depression.

Although Florida has a number of fine examples of the style, it was not as popular as the contemporary eclectic Spanish styles. Most of the state's Italian Renaissance style buildings were built in the decade preceding the collapse of the Florida land boom. Identifying features of the style include decorative brackets and cornice treatment, curvilinear parapets, facade symmetry, and use of cast stone detailing.

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The firm Marsh & Saxelbye was a dominant force in progressive architectural design for residential and commercial buildings in Jacksonville during the 1920s. Among the numerous commercial designs produced by the firm are another abutting pair of two-story Italian Renaissance commercial buildings. The 1923 Slappy Building and the 1925 Hamby Building, located at 317 and 325 West Forsyth Street respectively, employ variations of the distinctive cast stone window and door surrounds applied to the main facade of the South Atlantic Investment Corporation Building. These cast stone decorative details and overall facade symmetry, constitute the character defining features of the two-story Italian Renaissance style commercial buildings in Jacksonville designed by the firm of Marsh & Saxelbye.



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## National Register of Historic Places Continuation Sheet

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### BIBLIOGRAPHY

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Sanborn Company Maps. Fire Insurance Maps of Jacksonville,  
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Jacksonville, Duval Co., FL

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### VERBAL BOUNDARY DESCRIPTION

West 60' of lot 2, block 34H of Jax Hart's Map subdivision,  
Jacksonville, Florida.

### BOUNDARY JUSTIFICATION

The boundary includes the part of the city lot has been  
historically associated with the property.

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Photographs

1

South Atlantic Investment Corporation Building,  
Jacksonville, Duval Co., FL

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**INVENTORY OF PHOTOGRAPHS**

1. SOUTH ATLANTIC INVESTMENT CORPORATION BUILDING
2. JACKSONVILLE, FLORIDA
3. ROBERT BENNETT
4. 1991
5. HISTORIC PROPERTY ASSOCIATES
6. LOOKING NORTH AT SOUTH ELEVATION
7. PHOTO NO. 1 OF 9

**Numbers 1-5 are the same for the remaining photographs.**

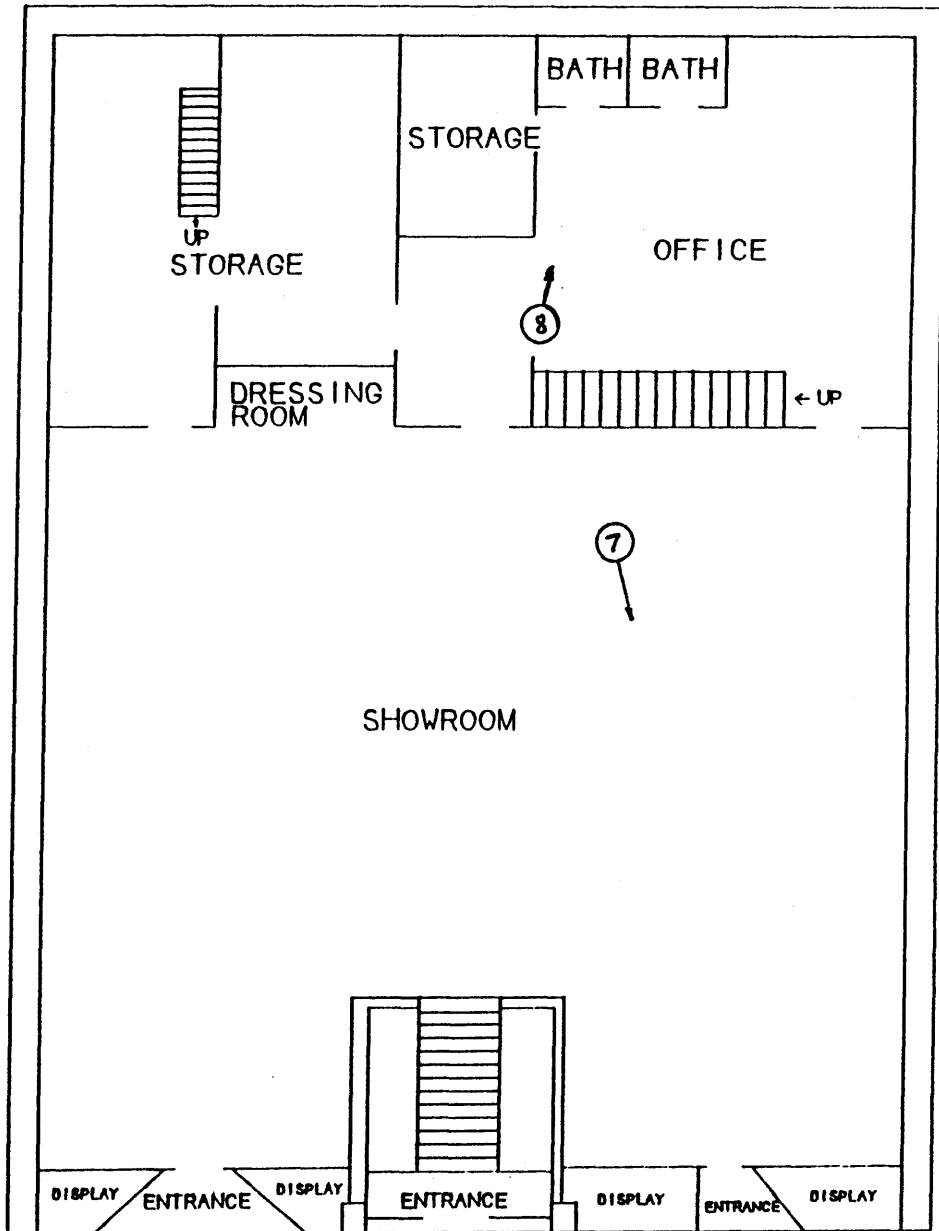
6. LOOKING NORTH AT CAST STONE ARCH
7. PHOTO NO. 2 OF 9
  
6. LOOKING NORTH AT SECOND LEVEL ARCHED WINDOW HOODS
7. PHOTO NO. 3 OF 9
  
6. LOOKING NORTH AT PENT ROOF DETAIL
7. PHOTO NO. 4 OF 9
  
6. LOOKING SOUTHEAST AT NORTH ELEVATION
7. PHOTO NO. 5 OF 9
  
6. LOOKING SOUTHWEST AT NORTH ELEVATION
7. PHOTO NO. 6 OF 9
  
6. LOOKING SOUTH AT EAST SHOWROOM INTERIOR
7. PHOTO NO. 7 OF 9
  
6. LOOKING NORTH AT GROUND LEVEL STORAGE SPACE
7. PHOTO NO. 8 OF 9
  
6. LOOKING SOUTH AT SECOND STORY STORAGE SPACE
7. PHOTO NO. 9 OF 9

PHOTOGRAPH KEY

1st Floor

# South Atlantic Investment Company Building

scale: 1" = 12'

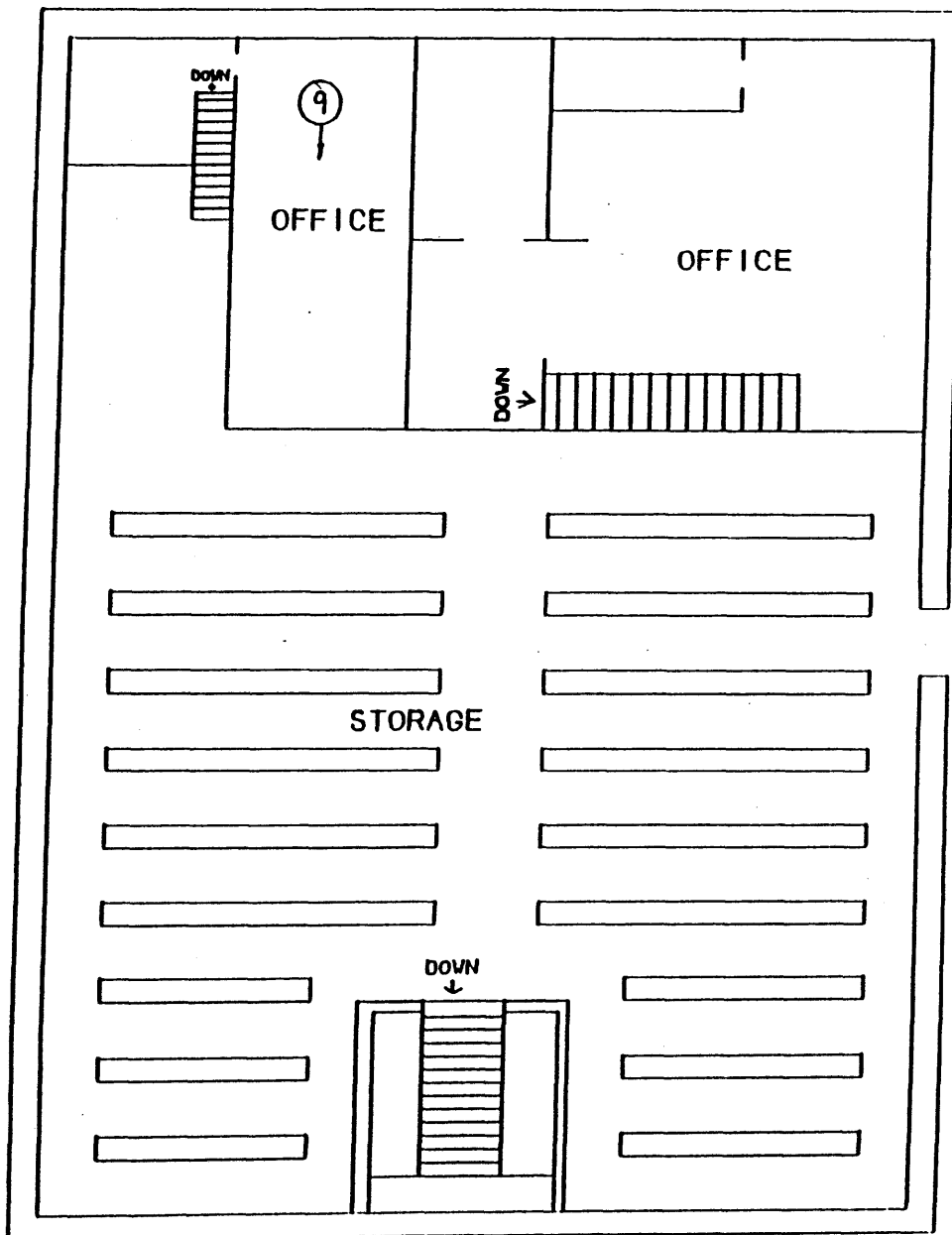


PHOTOGRAPH KEY

2nd Floor

# South Atlantic Investment Company Building

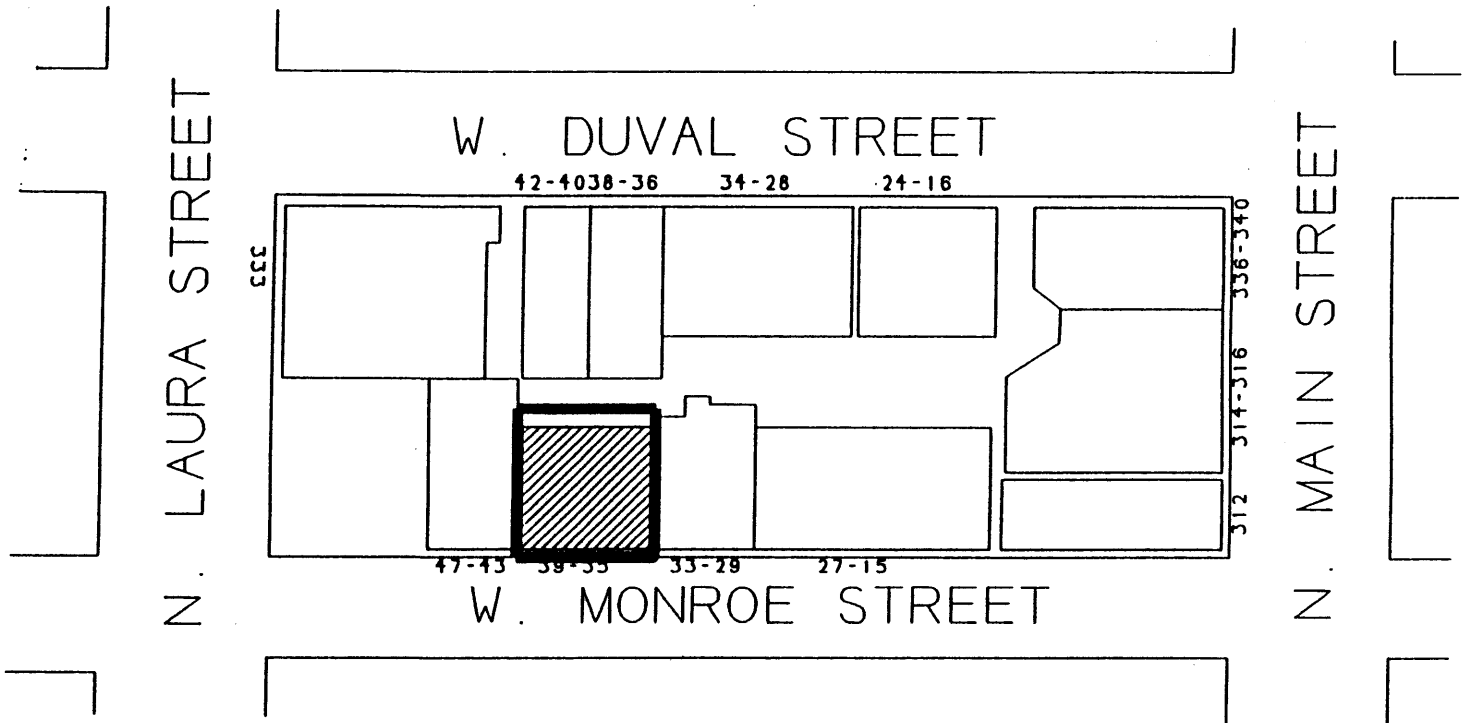
scale: 1" = 12'





# Site Plan

## South Atlantic Investment Company Building

35-39 West Monroe Street



**Key:**  
Boundary   
Contributing Building   
Scale: 1" = 125'