

United States Department of the Interior
National Park Service

National Register of Historic Places Inventory—Nomination Form

For NPS use only
received JUN 9 1983
date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic S.H. Kress & Co. Building
and/or common N/A

2. Location

street & number 140 South Beach Street N/A — not for publication
city, town Daytona Beach N/A vicinity of
state Florida code 12 county Volusia code 127

3. Classification

| Category | Ownership | Status | Present Use | |
|---|---|--|--|---|
| <input type="checkbox"/> district | <input type="checkbox"/> public | <input type="checkbox"/> occupied | <input type="checkbox"/> agriculture | <input type="checkbox"/> museum |
| <input checked="" type="checkbox"/> building(s) | <input checked="" type="checkbox"/> private | <input checked="" type="checkbox"/> unoccupied | <input 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 | Public Acquisition | Accessible | <input type="checkbox"/> entertainment | <input type="checkbox"/> religious |
| <input type="checkbox"/> object | <input type="checkbox"/> in process | <input type="checkbox"/> yes: restricted | <input type="checkbox"/> government | <input type="checkbox"/> scientific |
| | <input type="checkbox"/> being considered | <input type="checkbox"/> yes: unrestricted | <input type="checkbox"/> industrial | <input type="checkbox"/> transportation |
| | N/A | <input checked="" type="checkbox"/> no | <input type="checkbox"/> military | <input checked="" type="checkbox"/> other: Vacant |

4. Owner of Property

name Gale Enterprises, General Partnership
street & number 110 East Atlantic Avenue
city, town Delray Beach N/A vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Volusia County Courthouse, Clerk of the Circuit Court
street & number 120 West Indiana Street
city, town DeLand state Florida

6. Representation in Existing Surveys

Preliminary Historical & Architectural
title Survey, Downtown Daytona Beach has this property been determined eligible? yes no
date November, 1982 federal state county local
depository for survey records City of Daytona Beach, Planning and Redevelopment Department
Post Office Box 531
city, town Daytona Beach state Florida

7. Description

| | | | |
|--|---------------------------------------|---|---|
| Condition | | Check one | Check one |
| <input type="checkbox"/> excellent | <input type="checkbox"/> deteriorated | <input type="checkbox"/> unaltered | <input checked="" type="checkbox"/> original site |
| <input checked="" type="checkbox"/> good | <input type="checkbox"/> ruins | <input checked="" type="checkbox"/> altered | <input type="checkbox"/> moved date _____ |
| <input type="checkbox"/> fair | <input type="checkbox"/> unexposed | | |

Describe the present and original (if known) physical appearance

The S.H. Kress & Co. Building is an Art Deco style, three-story commercial structure fronting on Beach Street in Daytona Beach. Rectangular in plan, the building was built using steel frame construction with brick curtain walls, concrete slab floors and a flat built-up roof behind parapet walls with terra-cotta coping. Six bays wide on the main facade and fourteen bays long, the building is sheathed in buff-colored brick and polychromed terra-cotta ornamentation on the Beach Street and Myrtle Lane facades. An ornamented bronze canopy overhangs a ground floor storefront on the Beach Street facade.

The building is attached to a two-story structure on the south side and faces Myrtle Lane on the north. The rear elevation faces an alley and small parking lot. The brick and terra-cotta ornamentation wraps around one bay on each of the south and rear elevations.

The storefront consists of large plate glass windows in steel frames with black and green marble kick panels. There are two recessed entrances in the second and fifth bays, each of which is flanked by two sheets of curved glass. At the north end of the storefront, a section of the original storefront was removed and a new recessed entrance introduced. (This feature probably dates from the 1979 conversion of the building to restaurant use.) Both this door and its surround were constructed in rough-sawn wood. The upper floor windows are steel sash in various configurations, ranging from 2/2 and 4/4 double-hung to 2/2 double inverted hoppers.

The ornamentation on the Beach Street and Myrtle Lane facades is dominated by vertical terra-cotta piers placed between each window bay and by slightly projecting corner pavilions framed with terra-cotta quoins and capped with terra-cotta curvilinear Art Deco patterns and stylized urns in relief. Both facade parapet walls are comprised of ornamental brickwork in a diagonal fret pattern flanked by vertical extensions of the corner pavilions ornamented with stylized, attenuated terra-cotta acanthus leaves. Capping the central portions of the facade parapet walls are two bands of polychromed terra-cotta ornamented cresting in stylized seashell patterns.

At the ground floor level of the north facade a raised basement effect has been achieved by the placement of an intermediate terra-cotta cornice which carries the horizontal line of the storefront canopy along Myrtle Lane. The horizontality of the raised basement is further accentuated by several indented horizontal bands in the brickwork below the intermediate cornice. The first-story windows on the north facade are secured on the exterior by ornamented wrought iron grilles.

The interior two-story ground floor sales area has been stripped of its original stained birch, marble and bronze sales counters. The sole remaining significant original features in the sales area are six sets of steel columns and plaster pilasters with plaster stylized acanthus leaf capitals running the length of the building, and an ornamented plaster ceiling. Sometime prior to 1980, all interior walls at the ground floor level were stripped of their plaster, with the red brick left exposed. There are a variety of non-original rough-sawn wood partition walls, raised platforms and mezzanine-level seating areas on the ground floor which comprised part of the 1979 conversion of the building to a restaurant.

The second and third floors of the building originally were used for the storage of back stock. Currently at the second floor level are a combination of non-original partitioned spaces and unornamented, open-plan storage space. The third floor remains entirely unornamented open space. The ceiling and roof structures at the second and third floors are carried by steel columns cased in unornamented plaster.

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/ |
| <input type="checkbox"/> 1700-1799 | <input type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> music | <input type="checkbox"/> humanitarian |
| <input type="checkbox"/> 1800-1899 | <input type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> theater |
| <input checked="" type="checkbox"/> 1900- | <input type="checkbox"/> communications | <input type="checkbox"/> industry | <input type="checkbox"/> politics/government | <input type="checkbox"/> transportation |
| | | <input type="checkbox"/> invention | | <input type="checkbox"/> other (specify) |

Specific dates +1932 **Builder/Architect** Edward F. Sibbert, Architect

Statement of Significance (in one paragraph)

The S.H. Kress & Co. Building meets National Register Criterion C as the outstanding example of commercial Art Deco architecture in Daytona Beach and as one of the finest high-style buildings of any description in the city.

At the time of its opening in October, 1932, the Daytona Beach store of S.H. Kress and Co. was described in the local newspaper as "one of the finest of its kind in all the south."¹ Designed by the Kress Company's in-house architect, Edward F. Sibbert, the store was constructed by G.A. Miller, Inc., a Tampa contractor. As one of more than 200 stores that the Kress chain operated nationwide by 1935, the Daytona Beach store illustrates the company's belief in presenting an up-to-date public image as well as modern, efficient service to its customers.

As the Buildings Vice President of S.H. Kress and Co. from 1929-1954, Sibbert participated in the design and construction of approximately fifty of the company's retail stores throughout the country during that period. In addition to the Daytona Beach store, Sibbert is known to have been the principal architect for the Kress stores on Third Avenue in Birmingham, Alabama (1936-37) and Fifth Avenue in New York City (1935). Marking the apex of his career, Sibbert's Fifth Avenue store won a Gold Medal Award at the 1940 Pan American Exposition² and, when completed, was described in The Architectural Forum as "perhaps the most interesting building of its kind ever erected."³

Influenced by designs for the Chrysler Building, the Irving Trust Company Building, Rockefeller Center and others in New York City, Sibbert departed from other chain stores of the period by designing his stores in the modern style of the 1930s.⁴ Growing less out of local or statewide architectural trends than from national forces, therefore, Sibbert's designs for the Daytona Beach store and others throughout the chain were apparently part of a carefully considered corporate image which the company found useful in its merchandising approach.

The Kress Company's most rapid growth occurred during the first three decades of the century when an average of 6.7 stores per year were opened. Growth slowed dramatically during the Depression and war years, but the company still managed to open an average of 2.4 stores per year from 1930 through 1949.⁵ The addition of the Daytona Beach store to the chain in 1932 was part of the company's modest but steady growth nationwide during this economically troubled period, growth which may be attributed to Kress' successful implementation of a high-volume, low-price retailing philosophy.

A four-block-long stretch of Beach Street in which the Kress building is located on Daytona Beach's major commercial thoroughfare. It is a one-sided street from a development standpoint in that all of the buildings on its west side face a city park and the Halifax River on the opposite side. Thus, wide vistas of the buildings up and down the west side of the street exist for several blocks from the eastern perspective. In terms of its height, massing and ornamental expression, the Kress Building is the most visually striking and architecturally significant building on the entire strip. An entrance constructed at the north end of the storefront (probably in 1979) has been the only substantive exterior alteration made to the building over the years. Thus, its architectural integrity and ability to convey high-style Art Deco design has been remarkably well-maintained.

9. Major Bibliographical References

(See Continuation Sheet)

10. Geographical Data

Acree of nominated property Less than 1 acre

Quadrangle name Daytona Beach quad.

Quadrangle scale 1:24,000

UTM References

A

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| Zone | | Easting | | | | Northing | | | | | | | | |

Verbal boundary description and justification

The nominated property occupies Lots 8, 9, 10 of Block 1, Assessor's Hodgman's Daytona Map and is approximately 55' x 130'. The boundary includes all the significant features of the property.

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title William G. MacRostie/Paul L. Weaver, Historic Sites Specialist

organization Florida Division of Archives, History and Records Management date May 17, 1983

street & number Dept. of State, The Capitol telephone (904) 487-2333

city or town Tallahassee state Florida

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

(see incoming letter)

title L. Ross Morrell, State Historic Preservation Officer

date 5-24-83

For NPS use only

I hereby certify that this property is included in the National Register
Entered in the
National Register

Keeper of the National Register

date 7/7/83

Attest:

date

Chief of Registration

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

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Continuation sheet One

Item number 8

Page 1

In 1982, the City of Daytona Beach and the Daytona Beach Downtown Development Authority contracted with a local planning and architecture firm to conduct a preliminary historical and architectural survey of downtown. The purpose of the survey was to determine the feasibility of establishing an historic district in this section of the city. The survey report, published in November, 1982, concluded that an insufficient concentration of historically or architecturally significant buildings existed downtown to warrant the establishment of a district. The report did, however, identify and strongly recommend the nomination of twelve buildings within the survey study area believed to be eligible for individual listing in the National Register. In a list prioritized in order of architectural importance, the Kress Building was placed number one.

FOOTNOTES

¹Daytona Beach News Journal, October 23, 1932, p. 4.

²George A. Koyle, editor; American Architects Directory; R.R. Bowker Co.; New York; 1955; p. 505.

³"Building for S.H. Kress and Co., New York City, Edward F. Sibbert, Architect," The Architectural Forum; February, 1936; p. 88.

⁴Telephone interview with Frederick C. Wood; Greenwich, Connecticut; April 12, 1983; conducted by William G. MacRostie. Wood and Sibbert were lifelong friends and worked for competing companies during the 1930s and 1940s, Wood for W.T. Grant and Sibbert for Kress. From 1957 until 1960 they were partners in the construction consulting firm of Wood, Sibbert and Tower, Cos Cob, CT.

⁵Godfrey M. Lebhar; Chain Stores in America; Chain Store Publishing Corporation; New York; 1952; pp. 55, 257.

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Continuation sheet Two

Item number 9

Page 1

The Architectural Forum. "Building for S.H. Kress and Co., New York City, Edward F. Sibbert, Architect." February, 1936.

Daytona Beach News-Journal: July 31, 1932; October 16, 1932; October 23, 1932; November 18, 1979.

Koyle, George A., editor. American Architects Directory. New York: R.R. Bowker, Co., 1955.

Lebhar, Godfrey M. Chain Stores in America. New York: Chain Store Publishing Corporation, 1952.

MacRostie, W.G. Telephone interview with Robert G. Bishop, December 20, 1982.

MacRostie, W.G. Telephone interview with Frederic G. Wood, Greenwich, Connecticut, April 12, 1983.

Russell and Axon, Inc. "Preliminary Historical and Architectural Survey, Downtown Daytona Beach, Florida." Daytona Beach, 1982.