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National Park Service

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National Register of Historic Places Multiple Property Documentation Form

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This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

New Submission Amended Submission

A. Name of Multiple Property Listing

Historic Buildings of Downtown Jacksonville, Florida

B. Associated Historic Contexts

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

I. Jacksonville Renaissance, 1901-1919

II. Jacksonville During the Great Florida Land Boom, 1920-1927

C. Form Prepared by

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (See continuation sheet for additional comments.)

Suzanne P. Walker Deputy SHPO Date 11/12/92
Signature and title of certifying official
Florida Division of Historical Resources, Bureau of Historic Preservation
State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

M. W. [Signature] Date of Action 12/30/92
for Signature of the Keeper

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Provide the following information on continuation sheets. Cite the letter and the title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Fill in page numbers for each section in the space below.

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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 the 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 Project (1024-0018), Washington, DC 20503.

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SECTION E

SUMMARY

The historic properties of Downtown Jacksonville are significant under National Register Criterion A at the local level in the areas of architecture, commerce, religion, politics/government, community development and planning, social history, and industry; and under Criterion C for architecture. The buildings eligible for listing under this cover were constructed between 1901 and 1928. During that span Jacksonville experienced two distinct periods of development. The first period began in May 1901 when a devastating fire destroyed most of the downtown area. During the rebuilding process, which became known as the Jacksonville Renaissance (1901-1919), the city's skyline changed dramatically. Relatively new construction methods and building materials were employed in erecting the first true skyscrapers built in Florida, as well as a number of distinctive religious, commercial, and government related buildings. The Jacksonville Renaissance ended with World War I, which disrupted Jacksonville's extensive trade with Europe and resulted in a general economic depression.

The second period of development occurred during the Great Florida Land Boom (1920-1928). Construction was characterized by the addition of a number of impressive structures that enhanced Jacksonville's reputation as Northeast Florida's financial, commercial, and industrial center. The general economic depression that visited Florida as a result of the collapse of the land boom in 1926 did not immediately affect Jacksonville, as a number of important buildings were added to the downtown area during 1927 and 1928. Near the end of 1928, however, development slowed significantly and then was brought to a virtual halt with the onset of the Great Depression in 1929.

HISTORIC CONTEXTS

I. THE JACKSONVILLE RENAISSANCE, 1901-1919

During the last two decades of the nineteenth century Jacksonville grew faster than any other Florida municipality, and by 1900 had taken its place as the largest city in the state. That growth was fostered by the city's extensive rail and shipping facilities, which gained Jacksonville the nickname of the "Gateway to Florida". Lumber, naval stores, tourism, cigar

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manufacturing, and citrus production were the dominant local industries during the period. The expanding residential suburbs of the city were connected with the downtown commercial area by an impressive network of electric streetcar lines. Beginning in 1893 a sweeping public improvement program instituted by Mayor Duncan Fletcher greatly augmented the amenities the city provided its citizens. Streets were paved, a municipally owned power plant and new City Hall were constructed, and the public park system was enlarged. At the dawn of the new century nearly all available lots in the downtown area had been developed.

The building stock of Downtown Jacksonville, however, did not reflect the tremendous strides the city had made toward becoming Florida's preeminent commercial center. Instead, many of the buildings were small-scale wood frame or brick vernacular structures. Residential buildings were intermixed with the commercial structures creating a land use pattern more reminiscent of a small town than a flourishing city of the New South. The largest building downtown was the four-story St. James Hotel, which was suffering from a depression in the local tourist trade as a result of the development of more popular resorts in South Florida. The significant drop in tourism and the complete devastation of the local citrus industry during the Great Freeze of the winter of 1894-95 were important losses to the city's limited economic base. If Jacksonville was to mature into an important southern city, new industries with modern buildings to house them would have to be developed.

That process, which under normal circumstances would have taken years to complete, was hastened by the Great Fire of 1901. The fire began when sparks from a house chimney started a small blaze in some dried Spanish moss stored at the neighboring Cleveland Fibre Company on the corner of Davis and Beaver streets. Workmen there tried to extinguish the blaze, but a strong easterly breeze carried sparks to nearby wood shanties, which, dried by several weeks of drought, burned quickly. The fire continued to spread through the residential areas north of the downtown commercial core until the wind shifted and started blowing it to the south. Ultimately, the fire engulfed the entire downtown area between Jefferson Street and the marsh where Hogans Creek runs into the St. Johns River. All or pieces of 148 blocks in the area were burned, resulting in the loss of over 2,300 buildings. The estimated property damage amounted to \$15,000,000, of which only \$5,000,000 was insured.

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Although the fire caused immediate hardship, it also provided the impetus for the reconstruction of Jacksonville into a modern city. The rebirth of the commercial core began the day after the fire, as cleanup crews were organized to remove the charred debris. Municipalities throughout the South sent money, food, and supplies to aid the rebuilding effort. Many local businessmen set up shop in tents and soon began construction on wood frame buildings that would serve until permanent structures were completed. The city council passed an ordinance requiring that all permanent buildings in the downtown area be of fireproof construction. Sensing opportunity, architects and builders from the North flocked to Jacksonville, bringing plans for new buildings made with steel or reinforced concrete structural systems. They also brought their stylistic prejudices, which led to the construction of traditional Colonial, Classical, and Gothic revivals interspersed among the bold new designs of the Prairie and Chicago schools. The idea of developing a "Jacksonville Skyline" with distinctive high-rise buildings began to take shape.

Architect Henry J. Klutho was the leading designer of the Jacksonville Renaissance. A native of Illinois, Klutho was heavily influenced by the work of Louis Sullivan and Frank Lloyd Wright. At the time of the fire, Klutho was practicing architecture in New York. Within a month after reading of the fire he was in Jacksonville and soon formed a partnership with local architect J.W. Golucke. The firm's first and only major commission was the Dyal-Upchurch Building at 2-10 East Bay Street (NR 1980). It was designed for the Dyal-Upchurch Company, a Georgia lumber and investment firm that also moved to Jacksonville immediately after the fire. The Dyal-Upchurch Building was the first high-rise structure erected in the burned-out Downtown area. It is not a true skyscraper, however, because its brick outer walls are load-bearing. Other important Klutho buildings constructed in the downtown area during the years immediately following the fire included the Thomas V. Porter House at 510 North Julia Street (NR 1976), the Jacksonville City Hall (demolished), and the Jacksonville Free Public Library at 101 East Adams Street (NR 1972).

Klutho was not the only significant architect working in the downtown area after the fire. J.H.W. Hawkins, who like Klutho came to Jacksonville from New York after reading of the fire, designed a number of interesting commercial and religious structures during his eighteen years of practice in the city.

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Two of his earliest commercial designs were the Herkimer Block and the Guaranty Trust and Savings Bank at 130-140 and 101 East Bay Street, respectively. The architectural firm of Alfred E. McClure and George O. Holmes also designed a number of small commercial buildings in the area, including the Holmes Block at 107-117 East Bay Street. Other significant extant commercial buildings constructed in the downtown area between 1901 and 1905 include the Old Bisbee Building (1902) at 51 West Bay Street, the Old Florida National Bank (1902) at 51 West Forsyth Street, the Knight Crockery Company Building (1902) at 12-14 East Bay Street, and the Old Rhodes-Futch-Collins Building (1904) at 314-316 North Main Street.

Some of the most distinctive buildings to rise from the ashes of the fire were constructed by Jacksonville's religious organizations. In the decade following 1901, seven large churches were constructed in or near the commercial core of the city. The churches, in the order of their completion, were: First Presbyterian (1902) at 215 North Ocean Street, Snyder Memorial Methodist (1903) at 230 North Laura Street, First Baptist (1903) at 501 North Hogan Street, Bethel Baptist Institutional (1904) at 1058 North Hogan Street, Mount Zion A.M.E. (1905) at 201 East Beaver Street (NR 1978), St. Johns Episcopal Cathedral (1906) at 251 East Duval Street, and Church of the Immaculate Conception (1910) at 101 East Duval Street. Most of these churches were designed using Gothic precedents, the most popular style applied to religious buildings throughout the United States during the late nineteenth and early twentieth centuries.

By the end of 1902, Jacksonville had rebuilt much of what had been destroyed by the fire. The Jacksonville Board of Trade reported that 2,593 buildings had been constructed in the city by January 1903. Construction continued at a feverish pace until the bank panic of 1907 brought development to a temporary halt. Although none of the Jacksonville banks failed, a general feeling of financial insecurity caused the deferment of new construction. When development picked up again the following year, local businessmen and outside capitalists placed new emphasis on making Jacksonville, which had weathered the financial panic so well, the greatest metropolis in Florida.

Between 1908 and 1914 the first true skyscrapers and other large commercial buildings were constructed in the Downtown area. A skyscraper is generally defined as being a building of at least

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ten stories, with a steel or reinforced concrete skeleton. The outer walls of the buildings are non-load bearing and are hung like curtains from the horizontal members of the interior skeleton. The earliest experimentation with skyscraper architecture was undertaken in the 1850s, when soaring land values in the nation's largest cities created a need to build vertically instead of horizontally. Early skyscraper architects wrestled with the problem of creating harmonious designs for structures that were totally out of scale with the surrounding built environment. There were also technological problems that needed to be resolved. Inventions such as the skeletal steel frame, elevator, and telephone made construction of high-rises feasible and convenient.

William LeBarron Jenney, an engineer who served on the staffs of Generals Grant and Sherman during the Civil War, is given credit for constructing the first skyscraper. His Home Insurance Building, constructed in Chicago in 1885, rose twelve stories and set the standard for a number of high-rises constructed in that city during the 1880s and 1890s. It was Louis Sullivan, however, who earned the title of "Father of the Skyscraper" for his innovative designs for tall buildings. Sullivan pioneered what became known as the Chicago Style, which dominated tall building construction throughout the United States until the 1920s.

Henry J. Klutho led the way in the design of Jacksonville's early skyscrapers. His first commission was for the William A. Bisbee Building at 47 West Forsyth Street. Klutho designed the original twenty-six foot wide, ten-story structure using the relatively new technology of reinforced concrete construction. While the Bisbee Building was being constructed, ground was broken for two other skyscrapers in the downtown area. In August 1908, construction began on the ten story Atlantic National Bank Building at 121 West Forsyth Street. Several months later, workers began clearing a lot at the southeast corner of Hogan and Forsyth Streets for the ten story Seminole Hotel (demolished), another Klutho design. The Atlantic National Bank was finished in October 1909 and the Seminole Hotel opened January 1, 1910. A brief hiatus in tall building construction followed the completion of those buildings. Then, in 1911 Klutho designed the narrow, eleven story Florida Life Building at 119-121 North Laura Street. The fifteen story Heard Building (demolished) was also begun that year. The last of the pre-World War I skyscrapers was

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the Rhodes-Futch-Collins Building at 230 North Laura Street. It was begun in 1913 and completed the following year.

Although they do not meet the requirements for height of true sky-scrapers, a number of other important commercial buildings were erected in the downtown area during the prosperous years between 1908 and 1914. The most impressive was Klutho's St. James Building at 117 West Duval Street (NR 1976). Finished in 1912, the St. James was Klutho's greatest achievement in Jacksonville. The four story building covers an entire city block. It was designed in the Prairie style, which Klutho had begun to experiment with several years earlier. The building was financed by Jacob and Morris Cohen, owners of Cohen Brother's Department Store. When it was completed, the St. James was the largest building in Jacksonville and the ninth largest department store in the United States. Other contemporary Klutho designs of note were the Y.M.C.A. Building at 49 West Duval Street and the Morocco Temple (NR 1979) at 219 North Newnan Street.

By the end of 1913, Jacksonville had fully recovered from the effects of the fire of 1901. Since the fire, \$38,872,000 in building permits had been issued. During that twelve year span Jacksonville's citizens enjoyed a period of general economic prosperity fostered by the availability of work in the building trades as well as new industries that located in the city after the fire.

In addition to commercial expansion, the years between 1910 and 1918 witnessed the construction of a number of important local government sponsored projects. These included the erection of the City Engineers Building (1912) at 904 North Main Street, the Old Duval County Armory (1916) at 851 North Market Street, the Old Stanton High School (1917) at 525 West Ashley Street (NR 1983), and the Old Duval County Courthouse Annex (1918) at 231 West Forsyth Street. The expansion of services in the city was made necessary by a rapidly increasing population which more than doubled during the first decade of the century to stand at 57,700 in 1910. By 1920 that total had increased to 91,560.

The outbreak of World War I in 1914 led to a general economic recession in the South as trade with Europe was cut off. During the war many Southerners left to seek employment in northern factories that had been re-tooled to produce war machinery. The recession in Jacksonville resulted in a slowdown in residential and commercial construction. The building hiatus

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was lengthened when the United States entered the fray in 1917, and local citizens turned their energies to the war effort. During the war, Duval County sent nearly 5,000 men to Europe. The Jacksonville shipyards were kept busy by federal contracts that resulted in the construction of twenty-three steamships in 1918 alone. That same year, a tragic influenza epidemic claimed the lives of 464 Jacksonville residents in four weeks.

A period of readjustment took place after the war. The high wages paid at the shipyards during the conflict were cut to peacetime levels, but the high cost of living did not deflate as quickly. General employee unrest caused a number of strikes and lengthened Jacksonville's recovery period, and the economy did not completely stabilize until 1921.

Even the tremendous expansion the city experienced during the previous twenty years could not have prepared local citizens for what was to follow in the 1920s. During a five year period, from 1921 to 1926, Jacksonville, like most other Florida communities, experienced an intensive period of speculation and development that forever changed the physical character of the city.

II. JACKSONVILLE DURING THE GREAT FLORIDA LAND BOOM (1920-1928)

Jacksonville's reputation as the "Gateway to Florida" was fully developed during the early years of the 1920s. The completion of the grandiose Jacksonville Union Terminal on Lee Street in 1919 was a sign of the importance of Jacksonville as a major rail center. Another significant development in the transportation infrastructure of the city occurred in 1921 when the first automobile bridge across the St. Johns River was opened to traffic. Prior to the completion of the Acosta Bridge, the primary obstacle to automobile travel south of Jacksonville was the continued reliance on the ferry system for transportation across the river. The 1910s proved to be the heyday for the ferry system as increasing numbers of automobiles required passage across the river. Travel between the growing suburbs of South Jacksonville and Downtown also put a strain on the system. Although the ferry companies tried to keep pace with the mounting traffic by building larger ferries and running them on tighter schedules, they had trouble meeting the demand. The bridge, together with the electric car system that was completed from South Jacksonville to downtown Jacksonville in 1923, eliminated

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the last barriers to the development of the Southside. During its first month of operation, building permit activity in that area jumped 100 percent over the previous month. Its construction coincided with the beginning of the Great Florida Land Boom.

Throughout its history Florida experienced cyclical periods of boom and bust. The boom periods were usually sparked by the exploitation of natural resources or the potential of raising agricultural products such as cotton, sugar or citrus. Invariably, the booms were countered with busts brought on by the depletion of the resource, hurricanes, epidemics, war, or financial panic. The mid-1920s boom, however, was a different experience for Florida, and ushered in a new era of speculative enterprise in the United States. At no other time prior to the event did the entire nation participate as wholeheartedly in the exploitation of a single state. A combination of post-World War I factors contributed to what became known, among other things, as "Florida Fever". Reforms in labor practices increased vacation time for a broad section of America's middle class. There was an increasing desire during the period to discover new perspectives and break away from the drab urban industrial sectors of the Northeast and Midwest. Those factors, coupled with the introduction of affordable automobiles and extensions of the nation's railroads, provided greater mobility to more people than ever before. Travellers were enticed to visit Florida by promotional literature which flooded Northern markets, extolling the virtue of Florida's healthful climate and cheap lands.

Although South Florida received the lion's share of the development that occurred during the boom, virtually no section of the state was left unaffected. Jacksonville became a primary arrival point for visitors entering Florida. In early 1925, some 20-25 trains arrived at the city each day. The Chamber of Commerce reported that during the spring season that year over 150,000 automobiles had passed over the Acosta Bridge. In July alone, building permits issued totaled \$1,177,383, ranking Jacksonville sixth in the state in new construction behind the major cities in the southern part of the state.

Just as Henry J. Klutho dominated building design during the Jacksonville Renaissance, the firm of Marsh & Saxelbye was the primary force in the architecture of the downtown area in the 1920s. William Mulford Marsh (1889-1946), who was raised in Jacksonville, began his career as a construction laborer for the

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O.P. Woodcock Company. After studying architecture through correspondence courses, Marsh established a practice in 1912 by designing several Prairie School Style buildings. Harold Frederick Saxelbye (1885-1964), a native of England and member of the Royal Institute of British Architects, moved to Jacksonville in 1913. His first major commission there was a design for the eleven-story Mason Hotel (demolished). In 1919, Marsh and Saxelbye formed a partnership, which lasted nearly four decades.

During the first years of the boom, Marsh & Saxelbye undertook a number of small commercial commissions in the downtown area. The use of applied terra-cotta ornament, especially around the entrances, distinguish these otherwise simple commercial blocks. An example of the early commercial work of Marsh & Saxelbye is the Palmer Building at 315-319 West Forsyth Street. It was designed by the firm in 1923 for the Palmer & Palmer Insurance Company. The adjoining Hamby Building at 325 West Forsyth Street is another Marsh & Saxelbye design. It was constructed in 1925 as a real estate office for T.B. Hamby.

Marsh and Saxelbye won its most eminent distinction through its designs for larger downtown structures. The Atlantic National Bank Annex at 118 West Adams Street was one of the firm's first skyscrapers. Erected between 1925 and 1926, the design of the annex compliments that of the main bank building, which was completed in 1909. Another of the firm's large projects was the Levy Building at 201 North Hogan Street. Constructed in 1927, the Levy Building originally served as a department store. The firm's greatest commercial commission during the boom was their 1927 design of the Greenleaf & Crosby Building at 200 North Laura Street, designed for the Greenleaf & Crosby Company, jewelers.

The year 1926 marked the zenith of the building boom in Jacksonville. Expenditures on new construction hit an all-time high of \$21,900,000 dollars, far exceeding the 1925 total of \$14,760,000. In the downtown area no less than five skyscrapers were under construction, including the Barnett National Bank at 112 West Adams Street, the Lynch Building at 9-13 East Forsyth Street, the George Washington Hotel (demolished), the Carling Hotel at 33 West Adams Street (NR 1991), and the Atlantic National Bank Annex. Of the surviving buildings, the eighteen story Barnett National Bank Building and the seventeen story Lynch Building were the tallest.

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Even as the foundations for the skyscrapers of the downtown area were being laid, there were signs that the boom, which many thought would last indefinitely, was in trouble. Over-speculation in real estate throughout Florida had created a financial house of cards. Land changed hands so rapidly that many investors found their properties heavily mortgaged and themselves with little cash. In the fall of 1925, the F.E.C. Railway, overloaded by the vast amount of building materials being shipped to South Florida, declared a freight embargo. Northern newspapers began to run articles about corrupt speculative practices and urged their customers not to be taken in by the promise of easy fortunes through Florida real estate. The final blow came when a devastating hurricane hit South Florida in September 1926, virtually halting development there.

Although the collapse of the land boom was not immediately felt in Jacksonville, there were definite signs by 1927 that the spectacular development experienced during the previous three years could not be sustained. Fewer tourists entered the city that season than any other year since World War I. Building, which reached its boomtime apogee in 1926, fell off to \$13,051,074 in 1927. The following year, building permits totaled only \$7,905,762, marking the continuation of a downward spiral that lasted until 1931 when the low figure of \$1,728,200 was recorded. In addition, whereas the building permit figures of 1926 and 1927 were bolstered by a significant amount of new building activity, those issued in the latter years were primarily for alterations and additions to existing structures.

Florida's financial misfortunes after the collapse of the boom were further exacerbated by the effects of the national Great Depression. Because of the economic instability of the times, few new buildings were added to the downtown area of Jacksonville during the 1930s. The most significant construction project in the area was funded by the federal government, which built the United States Post Office and Courthouse at 310 West Duval Street in 1931.

An event that added life to the ailing Jacksonville economy was the annexation of South Jacksonville in 1932. The addition of South Jacksonville had an immediate effect on the overall development of city, but did not significantly contribute to the development of the commercial downtown area. As events in Europe threatened to involve the United States in War once again, the

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built environment of Downtown Jacksonville remained much as it had appeared at the end of the 1920s land boom.

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Associated Property Type F.1

I. Name of Property Type: Historic Commercial Buildings of
Downtown Jacksonville 1901-1927

II. Description: Most historic commercial buildings in Downtown Jacksonville embody architectural designs commonly found in cities throughout the United States in the early twentieth century. They are found throughout the area defined in Section C of this cover, but there are several significant concentrations located in the central commercial core of the city. Jacksonville's historic commercial buildings were designed in a variety of styles, and range in height from one to seven stories. The buildings conform to a standard setback to allow for sidewalks and were generally constructed to completely fill the lots upon which they are situated.

In virtually every instance the buildings have a boxy, rectangular plan. Most have skeletal steel structural systems, but a significant percentage have masonry load bearing walls. Unless they are detached or sited on a corner, the buildings exhibit a single, primary facade where all entrances, windows, and decorative elements are placed. They generally display storefronts consisting of plate glass display windows on the first floor. The business entry is usually recessed. The most common form of upper story fenestration is double-hung sash windows set in rectangular or arched openings.

Applied ornamentation is apparent on nearly all of the historic commercial buildings in Downtown Jacksonville. Ornamental brickwork in the form of dentil and dog's tooth string courses and corbelled cornices is the most common form of decoration. Also prevalent are terra-cotta crests and window pediments, cut stone veneers, and concrete pilasters. Shop windows are often flanked by masonry pilasters, which provide an inviting frame for displaying merchandise. Horizontal kick panels begin at ground level and rise several feet to serve as a practical conclusion to the storefront display area. The panels are constructed of a variety of materials, including wood and masonry. Metal and wood canopies and canvas awnings are also a common feature on the commercial buildings.

III. Significance: The historic commercial buildings of Downtown Jacksonville are significant under National Register Criterion A in the area of Commerce for their association with the commercial

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development of downtown Jacksonville after the Great Fire of 1901. They have further significance under Criterion C as examples of national trends in commercial architecture during the early twentieth century. In addition, many have important associations with locally prominent architects and builders.

During the first three decades of the twentieth century, Jacksonville developed into Northeast Florida's most prominent financial, commercial, industrial, and transportation center. Buildings constructed between 1901 and 1927 that are associated with those enterprises are among Jacksonville's most important historic resources. They reflect the general affluence the community experienced during the period through their design, materials, and workmanship.

IV. Registration Requirements: To be eligible for listing under this property type a building or groups of buildings must be located in the area defined in Section C of this cover and meet the following criteria: Buildings must 1) have been designed to serve a commercial purpose, 2) have been constructed between 1901 and 1927, 3) have significant historical associations to the overall development of Downtown Jacksonville, and 4) retain much of their original architectural integrity. Groups of such buildings must collectively contribute to the historic fabric of the downtown commercial area during the period between 1901 and 1927. Buildings representing other property types outlined in this cover may be included in a predominantly commercial district.

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Associated Property Type F.2

I. Name of Property Type: Historic Skyscrapers of Downtown Jacksonville, 1901-1927

II. Description: The historic skyscrapers of Downtown Jacksonville are located in an area bounded by Duval, Main, Bay, and Pearl Streets. There are a total of nine historic skyscrapers in the downtown area. One, the Carling Hotel at 33 West Adams Street was listed in the National Register of Historic Places in 1991. The skyscrapers range in height from ten to eighteen stories. All have flat, built-up roofs with encircling parapets and steel or reinforced concrete structural systems. The outer walls are non-load bearing and are hung from the horizontal members of the structural system. The most common exterior fabric is brick, which is usually set in decorative polychromatic patterns. Other prevalent exterior sheathings include cut limestone, sandstone, and granite.

Generally, the buildings are divided into three visually distinct zones. The ground floors, or base, are devoted primarily to retail or lobby space. They have storefronts similar to smaller commercial buildings that feature plate glass display windows and recessed entrances. Often the entrances are emphasized by decorative terra-cotta or carved stone surrounds. The middle stories, or shaft, of the buildings contain office or living spaces. The most common type of window treatment is single and paired double-hung sash windows set in rectangular openings. Some of the older buildings exhibit triple windows, which were the popular choice of Chicago School architects who pioneered high-rise construction. The windows are almost always separated by vertical pilasters and horizontal spandrels. The upper story(ies), or capital, of the building is usually set off from the shaft by a projecting cornice or decorative string course. The cornices were often designed using classical motifs such as dentil moldings and modillions.

All of the skyscrapers exhibit some form of applied ornamentation in the form of terra-cotta, cut stone, wrought iron, or poured concrete. The decorative touches are most often found on window lintels, door surrounds, roof parapets, and the spandrels that separate the stories of the buildings.

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III. Significance: The skyscrapers of Downtown Jacksonville are significant at the local level under National Register Criterion A in the area of Commerce for their association with the redevelopment of the commercial core of the city after the Great Fire of 1901 and during the land boom period of the mid 1920s. They have further significance under Criterion C as an example of a rare building type in the context of Florida's history, and as examples of the work of some of Jacksonville's most prominent early architects.

Collectively, the skyscrapers of Jacksonville are among the most significant historic resources in the city. There were two distinct eras of skyscraper construction during Jacksonville's historic period. The first ranged from 1908 to 1914, when six buildings of ten stories or more were added to the Jacksonville skyline. The second occurred during the Florida land boom when, between 1925 and 1927, seven additional skyscrapers were constructed. Both of those spans witnessed intensive development in all phases of Jacksonville's built environment, but in no other building type was the general affluence of the community better reflected than in the skyscrapers. The tall buildings became the defining characteristic of the city's skyline, which became a source of civic pride. The historic period skyscrapers dominated the landscape of Downtown Jacksonville until 1954 when new and taller buildings began to be added to the area.

IV. Registration Requirements: For buildings to be eligible for listing under this property type they must meet the following criteria: Buildings must 1) be at least ten stories tall and have a steel or reinforced concrete skeleton structural system and non-load bearing exterior walls, 2) be located in the downtown area of Jacksonville defined in Section C of this cover, 3) have been constructed between 1908 and 1927, 4) have important historical associations with the commercial development of the Downtown Jacksonville area during its period of significance, 5) be the work of a noted local or other well known architect, and 6) retain a high degree of their architectural integrity. Due to the nature of commercial development in the post-World War II era, however, buildings that have altered storefronts which nevertheless retain much of their original appearance in the upper stories should be considered for nomination.

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Associated Property Type F.3

I. Name of Property Type: Historic Domestic Buildings of
Downtown Jacksonville 1901-1927

II. Description: The domestic buildings of Downtown Jacksonville are scattered throughout the area defined in Section C of this cover. They include small scale residential, apartment, and hotel buildings built during the early twentieth century. Buildings included in this property type are located in areas that were predominantly residential during the historic period. Their designs reflect contemporary national trends in vernacular and high-style architecture of the times in which they were constructed. Numerous buildings, especially those constructed immediately following the fire of 1901, exhibit elaborate woodwork and intricate architectural detailing.

In general, the buildings are similar in terms of scale, setting, and materials used in their construction. They are from one to three stories in height and have gable or hip roofs. Roof pitch was governed by prevailing architectural trends of the period in which the buildings were constructed. Buildings dating from the first decade of the twentieth century tend to have more steeply pitched roofs than those constructed during the 1910s and 1920s. Throughout the historic period, sheet and pressed metal shingles were the most common roof surfacing materials. In many instances, however, the original roof materials have been replaced by composition shingles.

Building footprints, for the most part, have varied, irregular shapes. Many of the buildings have main blocks from which extensions project to create an interplay of building units. Often those extensions have canted or polygonal walls. Most of the domestic buildings were constructed with wood frame structural systems, although the experience of the fire in 1901 caused many homeowners to use fireproof materials such as brick and rough-faced concrete block in constructing their new homes. The most prevalent exterior wall fabric used was beaded board siding. Other common sheathing includes drop, or novelty wood siding, clapboard, and stucco. Fenestration varies with the architectural style of the buildings. Those with designs based on classical precedents exhibit symmetrical window placement, while those of less formal styles have regular, but consciously

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asymmetrical facades. Casement and double-hung sash windows with multiple panes were the most common window types.

Porches are present on nearly all domestic buildings in Downtown Jacksonville. Variations in evidence include verandas, entrance, end, portico, and tiered porches. Most have gable, shed, or hipped roofs, which often reflect the roof line of the main block of the house. The roofs are supported by either square or round columns, which are often tapered and placed on brick piers. Decoration in the form of carved brackets and turned posts, balusters, and spindles is common on many early twentieth century buildings.

All of the domestic buildings were constructed on raised masonry foundations. Concrete block and brick piers and continuous brick were the most common types of foundations. One or more brick chimneys with corbelled caps can be seen on nearly every building in the area.

III. Significance: The domestic buildings of Downtown Jacksonville are significant at the local level under National Register Criterion A in the area of Community Planning and Development for their association with the development of the residential neighborhoods in the city during the historic period. Those resources have additional significance under Criterion C as examples of national trends in residential architecture during the early twentieth century. Once the most numerous type of building within the downtown area, domestic structures have been ravaged by redevelopment and demolition to the point where they are relatively rare. Only one significant concentration remains in the Downtown Jacksonville, located on the northeast fringe of the defined boundaries of the area. Other individual examples have survived in the core commercial area because they have been adapted for business or office functions.

IV. Registration Requirements: For buildings to be eligible for nomination under this property type they must have been constructed during one of the context periods defined in Section E, and they must be located within the boundaries of the downtown area outlined in Section C. In addition, they must meet at least one of the following criteria:

1) Individual buildings that are exceptional examples of a style or type of architecture: Buildings nominated under this area of significance must retain their original appearance to a high

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degree. A building that has been altered by significant additions, the application of materials inconsistent with the historic period in which they were constructed, or the removal of significant architectural details is excluded from eligibility for nomination under this criterion.

2) Individual buildings with historic associations to persons or events significant on the local level: Integrity requirements for buildings with important historic associations should be less stringent than for those nominated for their architectural significance alone. Buildings, however, that have been radically altered to the point where they exhibit little of their original design are excluded from nomination under this criterion.

3) Groups of buildings of a similar design or that have associations with important events within the periods of significance: Districts nominated under this criterion should possess a concentration of relatively well preserved resources. Contributing buildings must meet the basic criteria for integrity outlined in the National Register guidelines.

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Associated Property Type F.4

I. Name of Property Type: Historic Public Buildings of
Downtown Jacksonville, 1901-1927

II. Description: The public buildings of Downtown Jacksonville were built in a variety of architectural styles and forms. They include buildings constructed to serve local governmental functions. They are generally large in scale and occupy prominent lots throughout the downtown area. All exhibit architecturally distinctive designs that set them apart from surrounding commercial and residential development. They have reinforced concrete, steel frame, or masonry structural systems. The roofs are usually flat with an encircling parapet. Brick, cut limestone, and marble are the most common forms of exterior wall fabrics. The predominant window type is double-hung sash, though casement and awning windows are also prevalent. Entrances are usually recessed and often have sidelight and transom surrounds. All of the buildings exhibit some applied ornamentation in the form of terra-cotta crests, decorative brick work, or wrought iron.

III. Significance: Downtown Jacksonville's public buildings are significant at the local level under National Register under Criterion A in the areas of Politics/Government and Education for their association with the development of local government and education services during the period from 1901 through the mid 1920s. They have further significance under Criterion C as examples of national trends in public building construction and works of prominent local architects. The Great Fire of 1901 destroyed all of the downtown buildings associated with the city and county governments. During the ensuing two decades those buildings were rebuilt and several others were added to answer a need for the expansion of local governmental services. A number of important local architects received commissions for public buildings, including W.B. Talley, W.B. Camp, and the firms of McClure & Holmes, and Marsh and Saxelbye. Unfortunately, only a few of the public buildings constructed during that period survive. Three of the most prominent - the Duval County Courthouse, Jacksonville City Hall, and State Board of Health Building - were demolished to make way for new development, and several others have been radically altered from their original appearance. The few extant public buildings that remain are

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important links to the history of government during Jacksonville's historic period.

IV. Registration Requirements: For a building to be eligible for listing under this property type it must be located in the area defined in Section C of this cover and have been constructed with public funds to serve a governmental or educational purpose. In addition, the building must meet the following criteria:

The building must 1) have been constructed during one of the two periods of significance outlined in Section E of this cover, 2) have significant associations to events important to the history of Jacksonville during the historic period, 3) be an example of the work of a prominent local architect, and 4) retain a significant amount of its original architectural appearance.

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Associated Property Type F.5

I. Name of Property Type: Historic Social Meeting Places of
Downtown Jacksonville, 1901-1927

II. Description: The historic social meeting houses in Downtown Jacksonville are scattered throughout the area defined in Section C of this cover. Included in this property type are buildings constructed to serve as social clubs, fraternal lodges, and recreational facilities. There is no common identifying style or architectural type associated with these buildings; rather, their designs reflect the wants and needs of the groups for which they were constructed. They range in height from two to six stories and exhibit designs popular in commercial and residential architecture during the early twentieth century. They have either hipped or flat roofs and varied types of structural systems, including masonry and reinforced concrete skeletons. Exterior wall fabrics include brick, stucco, and limestone veneers. Double-hung sash and casement windows are the most common types of fenestration. The use of decorative brick, terra-cotta, or cut stone ornament is common.

III. Significance: The historic social meeting places of Downtown Jacksonville are significant at the local level under National Register Criteria A and C in the area of Social History for their association with the city's social history and as examples of the work of several important local architects. Fraternal and other social organizations were important in the lives of many people during the historic period. Besides providing opportunities for social discourse and relaxation, many organizations played significant roles in promoting civic improvement projects, encouraging the establishment of new commercial enterprises, and raising funds for worthy causes. Large in scale and distinctive in design, the buildings that those groups constructed are evidence of their collective pride and belief in the importance of their organizations.

IV. Registration Requirements: For buildings to be eligible for listing under this property type they must be located within the area described in Section C of this cover and meet the following requirements:

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The building must 1) have been constructed to serve a primarily social function, 2) have been constructed during one of the historic periods of significance outlined in Section E of this cover, 3) be the work of a noted local or nationally prominent architect, and 4) retain a high degree of its original architectural appearance.

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Associated Property Type F.6

I. Name of Property Type: Historic Religious Buildings of
Downtown Jacksonville, 1901-1927

II. Description: The historic religious buildings of Downtown Jacksonville are among the most distinctive architectural landmarks in the city. They were designed by architects who drew from Gothic or Romanesque architectural precedents for inspiration. All were constructed within a nine-year period following the Great Fire of 1901. Typically, the churches feature complex roofs, consisting of steeply-pitched gables with cross-gable and cross-hip extensions. The roofs were originally covered with slate shingles, but some now have composition shingle surfacing. Nearly all of the churches have parapeted gable ends, which extend above the roof line. The points of the parapets are generally adorned with cross finials. Bell, cupola, and steeple towers are present on all of the buildings. The towers have flat, conical, pyramidal, or polygonal roofs.

The churches are constructed with fireproof masonry material, but no two have the same type of exterior wall fabric; cut stone, random stone, cast stone, and brick are all in evidence. Fenestration consists of round or lancet arched stained glass windows. The most picturesque windows also have decorative tracery work. The entrances are often recessed in round or lancet archways. Decorative features include terracotta, wrought iron, and cast stone finials, classical cornices, polychromatic string courses, masonry gargoyles, and corner quoins. In general, all of the churches retain their architectural integrity, although some have had additions attached.

III. Significance: The historic churches of Downtown Jacksonville are significant under Criterion C for their associations with national trends in religious architecture during the early twentieth century and as examples of the work of several prominent locally and nationally known architects.

The extant religious buildings in Downtown Jacksonville were constructed in two distinct periods. The first period of development occurred after the Great Fire of 1901 destroyed nearly all of the churches in the downtown area. Several of the

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congregations began construction of new sanctuaries the following year. By 1910, all of the churches destroyed by the fire had been rebuilt. Those churches were designed either in the Late Gothic and Romanesque Revival style, two of the most important stylistic trends in religious building construction at the turn of the century. A second phase of religious building construction accompanied the general expansion the city experienced during the Florida land boom period. All of the buildings added during that era were ancillary buildings of the main churches.

The work of several locally and nationally known architects are represented by religious buildings in Downtown Jacksonville. Among them are the locally prominent Henry J. Klutho, J.H.W. Hawkins, and the firm of Marsh & Saxelbye. Celebrated nationally known architects who designed churches in Jacksonville included Edward Potter and M.H. Hubbard.

IV. Registration Requirements: For a building to be eligible for listing under this property type it must have been constructed to serve a religious function and built between the years 1901 and 1927. In addition they must meet the following criteria:

The building must 1) be designed in a style that utilizes Late Gothic or Romanesque Revival precedents, 2) be the work of a prominent architect, and 3) retain most of its original exterior and interior appearance. Additions constructed during the building's period of significance should be considered part of its historic evolution. Large additions or connected buildings built less than fifty years ago should be excluded from consideration for nomination. If, however, the addition's design is harmonious with the original building it should not detract from the overall significance of the property.

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Associated Property Type F.7

I. Name of Property Type: Historic Industrial Buildings of
Downtown Jacksonville, 1901-1927

II. Description: The historic industrial buildings of Downtown Jacksonville represent a diverse collection of architectural forms designed to house specific types of manufacturing, processing, and storage activities. Most of the remaining industrial activity in downtown Jacksonville is centered within two blocks of the St. Johns River, east of the central commercial area. The buildings are between one and three stories in height and exhibit no definitive architectural style. Steel and reinforced concrete frames are the most common structural systems, although several small examples have masonry load bearing walls. All have flat, built-up roofs and are clad with either brick or stucco exterior wall fabric. Fenestration consists of large sash, awning, or pivot windows with multiple lights. Decoration is sparse, generally limited to ornamental terra-cotta or masonry door and window surrounds. Interior spaces vary with the activity intended for the building. Industries that required heavy machinery to produce or process goods tend to have buildings with higher ceilings, thicker floors, and fewer wall partitions to allow for the free flow of materials. Large elevators and chutes are a common feature to all multi-story industrial buildings.

III. Significance: Jacksonville has served as Northeast Florida's main industrial center since the 1870s. During the historic period, numerous factories and warehouses, which provided employment for thousands of local residents, were constructed in the downtown area along the St. Johns River. In the last thirty years, however, many industries have abandoned their downtown locations in favor of less densely inhabited suburban areas. That trend has led to the deterioration and destruction of a significant number of historic industrial buildings, as well as a serious decline in downtown pedestrian traffic. The historic industrial buildings that remain are valuable and irreplaceable visual links to the history of industry in Jacksonville, and are, therefore significant at the local level under Criterion A in the area of Industry. Several were designed by prominent local architects, who utilized advanced structural materials to create functional designs, and are significant under Criterion C.

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IV. **Registration Requirements:** To be eligible for listing under this property type a building must be located in the area defined in Section C of this cover and meet the following criteria: Buildings must 1) have been designed to perform a specific industrial function, such as a warehouse, factory, transportation facility, or processing plant, 2) have been constructed between the years 1901 and 1927, 3) have significant associations to the development of the industrial base of Jacksonville, and 4) retain a high degree of their architectural integrity, especially in their interior spaces where the industrial activities took place.

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Geographical Data

The properties that are eligible for listing under this cover are located in Downtown Jacksonville, Duval County, Florida. The boundary of the area encompasses approximately 210 acres of land and is described as follows:

Begin at the intersection of State and Broad Streets; then east to the intersection of State and Pearl Streets; then north to the intersection of First and Pearl Streets; then east along First Street to its intersection with Hogans Creek; then follow the course of Hogans Creek in a southeasterly direction to its intersection with the St. Johns River; then west along the banks of the river to Broad Street; then north along Broad Street to the point of beginning (see attached maps).

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Summary of Evaluation Methods

This multiple property group is the result of a comprehensive survey of historic buildings performed in Downtown Jacksonville during the summer of 1991. The basic goal of the survey was to locate, identify, and document buildings that met the basic National Register criteria of being at least fifty years old and retained a significant amount of their original architectural appearance. Using those criteria, a total of 272 properties were recorded within the area defined in Section C of this cover.

A significant portion of the project consisted of preparing a history of the development of Downtown Jacksonville, which formed the basis for the historic contexts contained in Section E. Research was undertaken in historical literature to determine the periods, activities, and personalities significant to the development of the area. Concurrently, information on the history of individual buildings included in the survey was gathered to determine their significance to the overall history of Downtown Jacksonville. Buildings that have been documented as possessing exceptional historical or architectural significance and that retain the integrity of their original design are included for nomination under this cover.

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