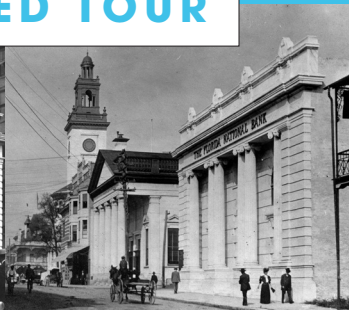




DOWNTOWN
JACKSONVILLE
HISTORIC BUILDING

SELF-GUIDED TOUR





INTRODUCTION

Welcome to Jacksonville's Downtown Historical Building Tour. The architectural history of Jacksonville's Downtown area is very unique due to a 1901 cataclysmic fire that burnt down the majority of the Downtown area and sparked an architectural renaissance which changed the face of the city.

Within this Downtown tour are four tour loops, we hope you will choose to explore them all, but if you have time for only one, that's great too! The first three loops are very manageable as walking tours, but we suggest that Loop #4 is done as a driving tour since they pull together several buildings located on the outskirts of the Downtown area. We have chosen many historical buildings to include in this tour, but we couldn't include them all, so we welcome ideas to those you feel should be added.

This Downtown Historic Building Tour would not have been possible without the support and effort from Councilwoman Lori Boyer, the City of Jacksonville and the Jacksonville Historical Society. Much of the information gathered for this tour would not have been possible without the book Jacksonville's Architectural Heritage: Landmarks for the Future which was created by the Jacksonville Historic Preservation Commission and Written and Designed by Wayne W. Wood.

These tours are also featured in Visit Jacksonville's free App which can be downloaded through the Apple store or the Google Play store. Within the app an audio tour accompanies each tour stop.

Now get out and explore these historic buildings!

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TOUR LOOP

1 | Dyal-Upchurch Building

ARCHITECTURAL STYLE: Renaissance Revival

6 E. Bay St.

BUILT: 1901-1902 **ARCHITECT:** H.J. Klutho

NATIONAL REGISTER OF HISTORIC PLACES: 1980

- The city's first high-rise construction after the 1901 fire.
- Was constructed on 426 wood pilings driven into the riverbed.
- Henry Klutho designed the six-story Dyal-Upchurch Building for a newly established lumber and investment company.
- Note: the stylish arched entrance on Bay Street flanked by double pilasters. An estimated one million bricks were used in the building's construction.

2 | Lion Column

ARCHITECTURAL STYLE: Cast Stone Ornaments

Corner of West Bay and Main St.

BUILT: 1902 **ARCHITECT:** J.H.W. Hawkins

- The McConihe Building was designed by J. H. W. Hawkins and was constructed in the middle of this block on Bay Street one year after the Great Fire of 1901.
- It was a landmark of which a city emerging from destruction could be proud of.
- In 1971, when this building was demolished to make way for Florida's tallest skyscraper, Independent Life president Jacob F. Bryan III, rescued the two cast-stone ornaments featuring lions' heads and the monogram "M" (for McConihe).
- These eight-foot-tall ornaments were made into a freestanding column that was assembled beside the new building.

3 | Old Bisbee Building

ARCHITECTURAL STYLE: Masonry Vernacular

51 W. Bay St

BUILT: 1901- 1902 **ARCHITECT:** Gottfried L. Norman - Atlanta

- The Old Bisbee Building reflects the eclectic nature of architectural design following the Great Fire of 1901.
- The first floor originally featured large show windows for retail operations.
- The upper story retains most of its original design.
- While the address is listed as Bay Street, most of the structure faces Laura Street.

4 | Old Florida National Bank

ARCHITECTURAL STYLE: Neoclassical Revival

51 W. Forsyth St.

BUILT: 1902 with addition in 1905-06 and remodeling in 1916.

ARCHITECT: Edward H. Glidden

- What began as a modest Neo-Classical Style bank in 1902, quickly grew into a substantially larger structure during its addition in 1905 and 1906.
- The building features beautiful marble sheathing and six massive marble columns flanking the entrance.
- In 1916, the interior was remodeled to provide for a central banking room with a dramatic skylight and coffered ceiling.

5 | Bisbee Building

ARCHITECTURAL STYLE: Chicago

47 W. Forsyth St.

BUILT: 1908-1909 **ARCHITECT:** H.J. Klutho

- Florida's first skyscraper!
- When Henry Klutho was commissioned to design the 10-story building, it was only supposed to be 26 feet wide, half its current width.
- Demand for office space resulted in the owner, William Bisbee, having the building doubled in size by removing its east wall from the design and adding another column of offices.
- The Bisbee Building, Florida's first reinforced concrete frame high-rise is another example of the Chicago or Commercial Style that Klutho pioneered in Florida.
- The building boasts polished limestone, terra cotta ornamentation, copper spandrels and cornice, as well as broad plate glass windows.

6 | Kress Building and Woolworth Building

ARCHITECTURAL STYLE: Commercial

10 W. Adams St.

BUILT: 1912 and 1917 **ARCHITECT:** Seymour Burrell - New York

- The Kress Building, billed as the nation's largest Kress store at the time of its construction, contained a lunch counter, tea room and aisles of merchandise.
- Both buildings were renovated in the 1980s before falling victim to the draw of suburban shopping malls.
- Recent rehabilitations of both buildings have involved sensitive interpretations of the original designs of the first-floor storefronts, which are compatible in design and materials to the unaltered appearance of the upper floor facades.

7 | Lynch Building

ARCHITECTURAL STYLE: Commercial

11 E. Forsyth St.

BUILT: 1926 **ARCHITECT:** Pringle & Smith - Atlanta

- One of downtown Jacksonville's most creative housing complexes, 11 Forsyth totals 117 apartment units and opened in early 2003, after a massive restoration.
- Built in 1926 by Atlanta businessman S.A. Lynch for use as an office building, the 17-story building was only eclipsed in height at its completion by the 1926 Barnett Bank Building.
- The building's "L" shape promoted ventilation in the city's pre-air conditioning days.
- For decades, the building housed the American Heritage Life Insurance Co.

8 | Carling Hotel (The Carling)

ARCHITECTURAL STYLE: Renaissance Revival

31 W. Adams St.

BUILT: 1925-1926

ARCHITECT: Thompson, Holmes & Converse - New York

NATIONAL REGISTER OF HISTORIC PLACES: 1991

- Part of the city's 1920s building boom, the Carling Hotel was owned by Atlanta's Dinkler Hotel Co.
- It was named for Carling Dinkler, who was touted at the time as the youngest hotel executive in the nation.
- The structure is built in the middle of the block, which is unusual for major hotels of the era.
- In 1936, the hotel's name was changed to The Roosevelt. Twenty-two guests died here in a December 1963 fire when the city was packed with visitors for the annual Gator Bowl game. The hotel closed the next year.
- It is now a luxury condominium.

9 | Elks Club Building

ARCHITECTURAL STYLE: Renaissance Revival/Masonry Vernacular

201-213 N. Laura St.

BUILT: 1925-1926 **ARCHITECT:** Roy A. Benjamin

4 JACKSONVILLE HISTORIC BUILDINGS

NATIONAL REGISTER OF HISTORIC PLACES: 2000

- Until recently, the Elks Club met at this location since its completion in 1926.
- Three Elk's Clubs have occupied this site.
- The Mediterranean Revival style popular in the pre-depression building the boom years.
- Designed by architect Roy Benjamin for mixed use.
- An arcade gallery on the upper front facade creates an interesting streetscape.

10 | Greenleaf and Crosby Building and Clock

ARCHITECTURAL STYLE: Commercial

208 N. Laura St.

BUILT: 1927

ARCHITECT: Marsh & Saxelbye, Seth Thomas Clock Company

- The Greenleaf and Crosby Company owned one of Jacksonville's earliest and finest jewelry stores, dating back to their first location on Bay Street in 1880.
- In the mid-1920s, the company engaged Marsh & Saxelbye to design a new building at the northwest corner of North Laura and West Adams streets.
- The clock on the northwest corner of Laura and Adams streets has a fascinating past. Originally located in front of Greenleaf and Crosby's Bay Street store, the 15-foot timepiece was moved to the site of the new store in 1927 where it has stood ever since.

11 | Snyder Memorial Methodist Church

ARCHITECTURAL STYLE: Gothic Revival

226 N Laura St.

BUILT: 1902-1903 **ARCHITECT:** J.H.W. Hawkins

- Another fine example of Gothic Revival style, the former Snyder Memorial Methodist Church was one of the first churches to be rebuilt following the 1901 Fire.
- The first services after the fire were held in 1903.
- Detailed carved stone is abundant, the building remains virtually unchanged from its original construction.

12 | Florida Life Building

ARCHITECTURAL STYLE: Prairie School Style

117 N. Laura St.

BUILT: 1911-1912 **ARCHITECT:** H.J. Klutho

- Although this 11-story building had the title of "Jacksonville's Tallest" for less than a year, it remains one of the best examples of Jacksonville's early skyscrapers.
- It was designed by Henry Klutho, and constructed with reinforced concrete.
- Its narrow design gives the appearance of a tower, which exaggerates its height.
- In 1914, a penthouse, complete with grass and shrubs, was added as a residence for a corporate executive.

13 | Barnett National Bank Building

ARCHITECTURAL STYLE: Chicago

112 W. Adams St.

BUILT: 1926 **ARCHITECT:** Mowbray & Uffinger - New York

- Jacksonville experienced a building boom during the 1920s, typified by the 18-story Barnett National Bank Building, one of seven skyscrapers under construction at the time.
- The building remained the tallest structure in Jacksonville until the Prudential Building went up in 1954.
- NOTE the arched arcade opening in the two-story street-level facade, the series of lion's heads between the third and fourth floor and the arched 18th story windows topped by a parapet with obelisks.

14 | Atlantic National Bank Building Annex

ARCHITECTURAL STYLE: Chicago

118/120 W. Adams St.

BUILT: 1925-1926 ARCHITECT: Marsh & Saxelbye

NATIONAL REGISTER OF HISTORIC PLACES: 1997

- The 10-story annex, located immediately behind the Atlantic National Bank Building, was built less than 20 years after the original bank building's completion.
- It reflects the rapid growth of Jacksonville as a major financial center during the first quarter of the 20th century.
- Both striking buildings are similar in style, featuring white facades and dentilled cornice.
- The lower façade has been altered, but the upper floors remain largely as they were when originally built.

15 | Levy/Saxelbye Building

ARCHITECTURAL STYLE: Commercial

135 W. Adams St.

BUILT: 1927 ARCHITECT: Marsh & Saxelbye

- Originally designed as Levy's Department Store, this imposing four-story building is remarkable for its terracotta façade featuring foliage and griffins.
- The Levy/Saxelbye building, like many downtown shopping emporiums, suffered with the exodus of shoppers to the suburbs.
- The building was rescued and converted to office space in 1985.

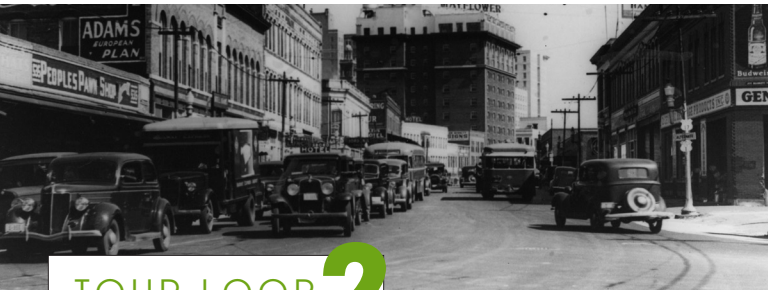
16 | Atlantic National Bank Building

ARCHITECTURAL STYLE: Commercial

121 W. Forsyth St.

BUILT: 1908-1909 ARCHITECT: Mowbray & Uffinger - New York

- One of three skyscrapers constructed at the same time in 1908.
- White marble covers the façade of the first two floors of this steel-frame building.
- A pair of two-story columns flank the entrance.
- The remaining floors in this classically inspired landmark are sheathed in white terra cotta.



TOUR LOOP

2

17 | Palmer Building

ARCHITECTURAL STYLE: Commercial

317 W. Forsyth St.

BUILT: 1923 ARCHITECT: Marsh & Saxelbye

- The mid-1920s saw a number of handsome small-scale commercial buildings constructed in the downtown area, many of which were designed by local architects Marsh & Saxelbye.
- It was designed as multi-tenant rental facilities and decorated with cast-concrete ornamentation to accentuate its appearance and to establish its own identity.
- The Palmer Building features an arched entranceway topped by a cartouche and swag motifs.
- Originally built for the Palmer & Palmer Insurance Company.

18 | Old First Federal Savings and Loan Bank

ARCHITECTURAL STYLE: Art Deco

331 W. Forsyth St.

BUILT: 1940-1941 **ARCHITECT:** Jefferson D. Powell

- Constructed for First Federal Savings & Loan, which was founded in 1934.
- Architect Jefferson Powell designed the building, using the Art Deco style and featuring the “ultra-modern” advantages of air-conditioning, acoustical tile ceilings and aluminum windows.
- The insignia of the Federal Savings & Loan institution is featured in a stone shield above the central window, with the seal of the Federal Home Loan Bank System above the flanking windows.
- These same designs can be seen on the Hildebrandt Building, where First Federal Savings & Loan moved its banking facility in 1955.

19 | Hamby

ARCHITECTURAL STYLE: Commercial

325 W. Forsyth St.

BUILT: 1925 **ARCHITECT:** Marsh & Saxelbye

- The Hamby Building, along with the Palmer Building and the old First Federal Savings Building on either side of it, form an interesting architectural grouping.
- The three buildings are similar in scale, massing and symmetry, and they each have fine exterior details.
- The building was constructed for T.B. Hamby, a real estate investor.

20 | Hildebrandt Building

ARCHITECTURAL STYLE: Commercial

300 W. Adams St.

BUILT: 1926 **ARCHITECT:** Marsh & Saxelbye

- The Hildebrandt building, named after its investor, W.J. Hildebrandt, is a six-story brick and steel office and retail building constructed in 1926 for more than \$500,000.
- Hildebrandt strategically placed the building across the street from the George Washington Hotel which was being built by his brother in law, Robert F. Kloeppel.
- Although the lower façade has been extensively altered, the building is significant as an example of Marsh’s and Saxelbye’s commercial architecture at the peak of their careers.

21 | U.S. Post Office and Courthouse

ARCHITECTURAL STYLE: Art Deco

311 W. Monroe St.

BUILT: Completed in 1932

ARCHITECT: Marsh & Saxelbye, Paul P. Cret (associate architect) - Philadelphia, James A. Wetmore (supervising architect) - Washington D.C.

- Constructed during the great depression.
- Its style combines Renaissance Revival with the then-vogue Art Deco design.
- Its exterior consists of limestone, granite and pink marble.
- Its interior still shows off much of the original art deco styling.
- NOTE the detailed door surrounds at the entrance that depict the four modes of postal transportation – airplane, train, ship and stagecoach.

22 | West Adams Church Street Apartments (Ambassador Hotel)

ARCHITECTURAL STYLE: Georgian Revival

310 W. Church St.

BUILT: 1923 **ARCHITECT:** Hentz, Reid & Adler - Atlanta

- Part of the Jacksonville Renaissance that followed the Great Fire of 1901.
- At the time, it was recognized as a state-of-the-art apartment-hotel with 310 apartments, built in response to demand for small apartments with hotel service.
- Features were comparable to the most exclusive apartment houses in large Eastern cities complete with café, elevators, switchboard

connections, servers to allow grocery deliveries and special back entrance to accommodate motorists.

- The overall design and majority of these elements remain.
- The building is a good example of the Beaux arts style applied to a traditional commercial building.

23 | Thomas V. Porter Residence

ARCHITECTURAL STYLE: Neoclassical Revival

510 N. Julia St.

BUILT: 1902 **ARCHITECT:** H.J. Klutho

NATIONAL REGISTER OF HISTORIC PLACES: 1976

- Built a year after the Great fire of 1901, the Thomas V. Porter Residence is one of the few historic homes that remain today in Downtown.
- Designed by Henry Klutho for a prominent Jacksonville businessman, the house originally faced Church Street at the corner of Julia.
- The First Christian Church, which purchased the building, moved it to its present location in 1925 facing Julia Street.

24 | Jones Brothers Furniture Company

ARCHITECTURAL STYLE: Chicago Style

520 N. Hogan St.

BUILT: 1926 **ARCHITECT:** Jefferson D. Powell

- The building reflects the importance of the Jacksonville Renaissance that followed the Great Fire of 1901, and the subsequent Florida Boom of the 1920s.
- Built in the midst of the boom, the Standard Furniture building is one of the major buildings associated with an era of the city's development that ended with economic collapse of the late 1920s and the onset of the Great Depression.
- The building is a Chicago commercial-style structure with Spanish Revival detailing, it rises seven stories in height.

25 | First Baptist Church

ARCHITECTURAL STYLE: Richardsonian

133 W. Church St.

BUILT: 1903 **ARCHITECT:** H.J. Klutho

- First Baptist Church has origins in the oldest Baptist congregation in Jacksonville, Bethel Baptist Church, established in 1838.
- When their church burned, they built this one under the direction of Rev. W.A. Hobson and architect H.J. Klutho for \$35,000.
- The church was built in Romanesque style influenced by architect Henry H. Richardson, who emphasized horizontal rows of rock, round arches, arched entryways and short columns.
- NOTE the arcade on the Church Street side with foliated designs on the columns.
- The church is a Romanesque Revival style; complete with arched windows and doors and a bell tower.

26 | Florida Baptist Convention Building

ARCHITECTURAL STYLE: Commercial

218 W. Church St.

BUILT: 1924-1925 **ARCHITECT:** H.J. Klutho

- The first statewide Baptist organization in the nation to build and operate its own office building – it was considered unusual and controversial to build an office building for this group.
- The last office building in Downtown Jacksonville designed by noted architect Henry Klutho.
- Part of a second generation of high-rise office buildings built in Downtown Jacksonville following the Great Fire of 1901.
- The building has value for its balanced but subdued Chicago or Commercial Style design, along with its well-built reinforced concrete construction.
- The building housed the offices and its publishing company.



- Originally Western Union’s local headquarters.
- Now serves as the Jacksonville Museum of Contemporary Art (MOCA).
- During WWII, young women skated messages to and from stations inside the building to speed processing.
- The symbol of Western Union, including the Roman “messenger god” Mercury is a notable feature of the top northwest corner of the building.

32 | Hemming Park

ARCHITECT: Unknown

Block bordered by Duval, Laura, Hogan and Monroe streets.

- This is Jacksonville’s first public park once owned by city founder Isaiah Hart.
- After Hart died in the Civil War, the family deeded the land to the city for \$10 in 1866.
- The park has changed dramatically through the years, having been known by four names: City Park, St. James Park, Hemming Plaza and today, Hemming Park.



TOUR LOOP 3

33 | Guaranty Trust and Savings Bank (Cowford Chophouse)

ARCHITECTURAL STYLE: Renaissance Revival

101 E. Bay St.

BUILT: 1902

ARCHITECT: J.H.W. Hawkins (original), Holmes & Ehmann (addition)

- Dating to 1902, the Florida Guaranty Trust and Savings Bank is one of the early structures built during the period of the Jacksonville Renaissance.
- The design reflects Traditional Bank architecture which produced an image of stability, dignity, and security.
- It was designed by Jacksonville’s JHW Hawkins and reflects the Renaissance revival-style.
- It was completely refurbished from 2015-2017 and reopened as The Cowford Chophouse, Jacksonville’s signature steak house.

34 | The Herkimer Block

ARCHITECTURAL STYLE: Dutch Cottage

136 E. Bay St.

BUILT: 1902 ARCHITECT: J.H.W. Hawkins

After the Great Fire of 1901, many new buildings were designed that were not simply “quick-fix” frame structures.

- This building, known as a block because it was a group or block of stores, was used for both retail and office space.
- Described as representing “the architecture of the Hanseatic Lowlands,” this Germanic style features stepped gables.
- Numerous dormer roofs were removed, and reflective plate glass replaced the original upper-story sash windows; but otherwise the building has been restored to its original appearance.

35 | Florida Theatre Building

ARCHITECTURAL STYLE: Mediterranean Revival

128-134 E. Forsyth St.

BUILT: 1926-1927

ARCHITECT: R.E. Hall & Co. - New York, Roy A. Benjamin

NATIONAL REGISTER OF HISTORIC PLACES: 1982

27 | Old Federal Reserve Bank Building

ARCHITECTURAL STYLE: Renaissance Revival

424 N. Hogan St.

BUILT: 1923-1924

ARCHITECT: A. Ten Eyck Brown - Atlanta, Henrietta C. Dozier (associate & supervising architect)

- Another great example of the Neo-Classical style that dominated government buildings in the early decades of the 20th century.
- One of the best examples of the work of Jacksonville’s first woman architect, Henrietta C. Dozier, who assisted in its design.
- NOTE the balustrade and copper caves.
- Today, it is occupied by professional offices.

28 | The Seminole Club

ARCHITECTURAL STYLE: Prairie School Style

400 N. Hogan St.

BUILT: 1902-1903, 1907 (addition)

ARCHITECT: Rutledge Holmes & Arthur Gilkes (Original & Addition)

- Most American cities in the late 19th and early 20th centuries boasted social clubs where men could conduct business over lunch and secure deals with brandy and a cigar.
- Jacksonville was no exception with The Seminole Club that was established in 1887 (women were admitted to membership after 101 years of men-only policy).
- Theodore Roosevelt once gave a campaign speech from the upper balcony.
- Originally built as a two-story structure, the members added a third story in 1907, providing 15 rooms for bachelor residents.

29 | St. James Building (City Hall)

ARCHITECTURAL STYLE: Prairie

117 W. Duval St.

BUILT: 1911-1912 ARCHITECT: H.J. Klutho

NATIONAL REGISTER OF HISTORIC PLACES: 1976

- Originally the site of the St. James Hotel, but destroyed in the Great Fire of 1901.
- Re-opened in 1912 and designed by famed architect Henry Klutho.
- It housed the Cohen Bros. Department Store for more than 60 years.
- In 1997, the St. James was refurbished and restored to serve as Jacksonville’s City Hall.

30 | Old YMCA Building (City Hall Annex)

ARCHITECTURAL STYLE: Commercial

407 N. Laura St.

BUILT: 1908 ARCHITECT: H.J. Klutho

- Designed by H. J. Klutho, this seven-story structure marked the beginning of his commitment to an American style architectural movement, later known as “The Prairie School”, pioneered in the mid-western United States by such architects as Louis Sullivan and Frank Lloyd Wright.
- The building was Florida’s first large reinforced-concrete frame structure and an engineering feat for the times.
- It featured a running track suspended over the gymnasium by cantilevered concrete beams and swimming pool in the basement.
- In 1929, the Y.M.C.A. shared in the nation’s financial calamity; unable to meet mortgage, the building was sold and remodeled for use as retail space.
- Despite this alteration, it is significant as the first Jacksonville building that fully embodied the Prairie style and as a major landmark framing Hemming Park.

31 | Western Union Telegraph Company Building

ARCHITECTURAL STYLE: Art Deco

333 N. Laura St.

BUILT: 1930-1931 ARCHITECT: Marsh & Saxelbye



SEE OUR HIDDEN GEMS



STEP INTO OUR PAST



- The Florida Theatre is a marvel of one million bricks, laid in a record 21 days with the first ready-mixed mortar in the South.
- When the theater opened in 1927, the crowd was dazzled by the theme, a Moorish Courtyard complete with fountains and dramatic balconies.
- As suburban theaters became the popular movie venue in the 1960s, the Florida Theatre languished, but it was rescued in 1983 with a painstaking restoration.
- Today the theater serves as a performing arts center.

36 | Title & Trust Company of Florida

ARCHITECTURAL STYLE: Neoclassical Revival

200 E. Forsyth St.

BUILT: 1928-1929 **ARCHITECT:** Marsh & Saxelbye

NATIONAL REGISTER OF HISTORIC PLACES: 1990

- This Neo-Classical style building designed by Marsh & Saxelbye features stately columns and alternating colors in the piers and on the corners.
- During the 1901 fire, the Title & Trust Company saved its copies of land-ownership records by taking them to the middle of the St. Johns River in a small boat.
- Because the original documents burned along with the courthouse, these papers proved invaluable in ensuring property ownership rights for much of Duval County.

37 | McMurray Livery, Sale and Transfer Company

ARCHITECTURAL STYLE: Commercial

220 E. Forsyth St.

BUILT: 1906 **ARCHITECT:** Unknown

- The days of horse and buggy may be gone, but architectural reminders still remain visible of the old Thomas McMurray Livery Stable.
- As the livery business was replaced by the automobile boom, the building served as a plumber's shop, a printing company, a gas station and a garage.
- The east wall of this structure is approximately where Jacksonville founder Isaiah D. Hart built his log cabin when he came to Cowford in 1821.
- Today, the Vestcor company plans to create upscale apartments in the building and have renamed it The Carlington.

38 | Old Duval County Courthouse Annex (Yates Building)

ARCHITECTURAL STYLE: Renaissance Revival

231 E. Forsyth Street

BUILT: 1914 **ARCHITECT:** Talley & Summer

- A year after the 1901 Fire destroyed the old Duval County Courthouse, a new one had been built facing Market Street between Forsyth and Adams Streets.
- In 1914, the need for increased court space resulted in plans for this newer building, also designed in the Neo-Classical Revival style, as an annex to the 1902 building.
- In 1960 Jacksonville lost one of its most distinctive post-fire buildings when the old 1902 courthouse was demolished for a parking lot.
- At that time, the courthouse annex was converted into a bank.
- In 1988, the annex was remodeled for office space by the City of Jacksonville.

39 | Morocco Temple

ARCHITECTURAL STYLE: Egyptian Revival

219 N. Newnan St.

BUILT: 1902 **ARCHITECT:** H.J. Klutho

NATIONAL REGISTER OF HISTORIC PLACES: 1979

- For 74 years, the Ancient Arabic Order of Nobles of the Mystic Shrine (Shriners) conducted business in one of Jacksonville's most intriguing buildings.
- The exotic Morocco Temple, designed by Henry Klutho, combines Prairie Style elements with Mid-Eastern motifs to produce a unique design.
- The building has served as office space since 1984.

40 | Young Women's Christian Association (Formerly Community Connections, now empty awaiting renovation as a mixed income apartment building) (YWCA) Building

ARCHITECTURAL STYLE: Colonial Revival

325 E. Duval St.

BUILT: 1950 **ARCHITECT:** Jefferson Davis Powell

- The Young Women's Christian Association (YWCA) building was designed by Jefferson Davis Powell.
- The YWCA building exemplifies a variation of the colonial revival-style popular from 1880 to 1950.
- The goal was to provide housing education and other needs in a Christian environment.

41 | St. John's Episcopal Cathedral

ARCHITECTURAL STYLE: Gothic Revival

Northeast corner of East Duval Street and North Market Street

BUILT: 1903-1906 **ARCHITECT:** Snelling & Potter - New York

- Sitting on the highest point in the original Jacksonville city limits, St. John's Cathedral, like its Catholic neighbor, was burned to the ground by Union troops during the Civil War and then again by the 1901 fire.
- Originally built for \$90,000, the cathedral underwent a \$1.7 million restoration in the mid-1980s and is a stellar example of the importance of preserving the past.
- The church was elevated to the status of Cathedral of the Diocese of Florida in 1951.

42 | Elena Flats

ARCHITECTURAL STYLE: Neoclassical Revival

122 E. Duval St.

BUILT: 1909 **ARCHITECT:** Unknown

- The Elena Flats are one of only two historic apartment buildings remaining in the Downtown area.
- They are a rare example of Urban Flats built in the city during the period of rapid growth following the destruction of the Great Fire of 1901.
- The original floor plan for each suite is still basically intact, documenting traditional spatial arrangement of urban flats during the early 20th century.

43 | Immaculate Conception Catholic Church

ARCHITECTURAL STYLE: Gothic Revival

121. E. Duval St.

BUILT: 1907-1910 **ARCHITECT:** M.H. Hubbard - Utica, NY

NATIONAL REGISTER OF HISTORIC PLACES: 1992

- This is the third church occupied by the congregation.
- Federal troops burned the first church in 1863, and the 1901 Fire claimed the second.
- The current structure is considered one of the finest Late Gothic Revival churches in Florida.
- For three years after its completion, the gold-plated cross on top of the steeple was the highest point in the city at 178.5 feet.
- NOTE This landmark is filled with exquisite stained-glass windows and features a ceiling that inspires viewers to look heavenward.

44 | First Presbyterian Church

ARCHITECTURAL STYLE: Gothic Revival

118 E. Monroe St.

BUILT: 1901-1902 **ARCHITECT:** Wilson & Edwards - Columbia, SC

- One of the oldest continuous congregations in Jacksonville, First Presbyterian Church had its beginning in 1840.
- In 1927, the building was remodeled, changing the roofline of the main sanctuary from a six-sided conical shape to the steeply pitched ridge roof visible today.
- The First Presbyterian Church congregation has worshipped on this site since 1847 when the property was donated by Obadiah Conger, a founder of the church and later mayor of Jacksonville in 1844.

45 | Central Fire Station

ARCHITECTURAL STYLE: *Masonry Vernacular*

39 E. Adams Street

BUILT: 1901 **ARCHITECT:** McClure & Holmes

- Constructed in 1901 by George Olaf Holmes and Alfred E. McClure to replace the fire station destroyed by the Great Fire, this was Downtown's main fire station.
- In 1944, the fire station was remodeled to its current appearance which features a smooth stucco exterior finish and rounded corners and curved canopy.
- The Old Central Fire Station served as the primary firefighting center of Downtown Jacksonville for over nine decades.
- This building was utilized as the Jacksonville Fire Department technology evolved from horse powered firefighting into a modern motorized operation.

46 | Jacksonville Free Public Library

ARCHITECTURAL STYLE: *Greek Revival*

101 E. Adams St.

BUILT: 1903-1905 **ARCHITECT:** H.J. Klutho

NATIONAL REGISTER OF HISTORIC PLACES: 1987

- Built with funds from philanthropist Andrew Carnegie, this Neo-Classical Revival structure served as the main public library for 60 years.
- Architect Henry Klutho's design for the library was selected during a 1903 competition.
- The front elevation features a massive pediment portico (roofed porch with triangular gable). Likenesses of great men of knowledge, including Aristotle, Plato and Shakespeare, highlight the fluted columns.
- The building is now home to a law firm.

47 | United Cigar Store Building

ARCHITECTURAL STYLE: *Mediterranean Revival*

100 E. Adams St.

BUILT: 1926 **ARCHITECT:** Greer & Biggers

- In 1925, after proclaiming that Jacksonville was destined to become the major metropolis of the South, the United Cigar Stores Company purchased twenty-six corner lots throughout the city for \$1,500,000.
- Eight other structures similar to this one were built by Baeder Properties, a subsidiary of the cigar company, in 1926.
- Each building contained nine retail storefronts, with the corner space reserved for a United Cigar Store.
- Decorative features of the Mediterranean Revival style of architecture highlighted the exteriors including wrought-iron grilles in the arched windows, a clay-tile brow roof, and cast-stone ornaments.
- The unusual orientation of the façade toward the corner is the hallmark of the buildings. A wooden Indian was usually prominently displayed by the entrance.
- Of the nine original United Cigar buildings, most have been demolished or severely altered, leaving this as the best example of these old cigar shops.

48 | Haydon Burns Library

ARCHITECTURAL STYLE: *Mid-Century Modern*

40 E. Adams St.

BUILT: 1965 **ARCHITECT:** Taylor Hardwick

- The completion of the Hayden Burns public library in 1965 was one of the most significant events in the development of the Jacksonville Public Library System.
- Commonly it is recognized as the most significant work of Jacksonville architect, Taylor Hardwick.
- The combination of art and technology is particularly evident in the large colorful murals constructed of glazed brick that surround the four walls of the elevator shaft.
- The building is now home to the Jessie Ball duPont Center, a non-profit complex in Downtown.



TOUR LOOP

4

49 | El Modelo Cigar Factory

ARCHITECTURAL STYLE: Commercial

513 W. Bay St.

BUILT: 1886 ARCHITECT: Unknown

NATIONAL REGISTER OF HISTORIC PLACES: 1980

- One of the few “pre-1901 fire” buildings that did not burn down.
- Originally constructed in 1886 as offices and a grain company, sold to the El Modelo Cigar Manufacturing Company after just three years.
- During the end of the 19th century, cigar manufacturing was the second largest industry in Jacksonville.
- It’s the last remaining 19th century commercial structure in the city and is now occupied by a law firm.

50 | The Adams Building

ARCHITECTURAL STYLE: Commercial

521 W. Bay St.

BUILT: 1895 ARCHITECT: Unknown

- Another of the few remaining structures on Bay Street unscathed by the 1901 fire.
- The building was built as a hotel catering to transients using Jacksonville’s railroad terminal.
- The lower façade of the two-story building has been unsympathetically altered, while the upper floor remains virtually unchanged.
- Intricate arched window openings and a centrally located parapet inscribed with the building’s name and date of construction highlight the upper façade.

51 | Jacksonville Terminal

ARCHITECTURAL STYLE: Neo-Classical Revival

1000 W. Bay St.

BUILT: 1917-1919; REMODELED: 1984-1986

ARCHITECT: Kenneth M. Murchison - New York

NATIONAL REGISTER OF HISTORIC PLACES: 1976

- The first multi-line railroad opened on this site in 1897, and was replaced by the Jacksonville Terminal in 1919.
- In 1972, architect William Morgan restored the building to its original splendor.
- Until it ended operation in 1974, this Neo-Classical Revival terminal, the largest in the Southeast, served as a way station or transfer point for millions of visitors.
- The building remains the only southern railroad station in the nation that has been converted into a state-of-the-art convention center.
- Currently the building is home to the Prime F. Osborn III Convention Center.
- On November 17, 2019, we will observe the centennial of the Jacksonville Terminal building.

52 | Old Brewster Hospital

ARCHITECTURAL STYLE: Queen Anne Style

915 W. Monroe St.

BUILT: 1885 **ARCHITECT:** Unknown

- Old Brewster Hospital was one of the early important Community organizations developed for the African American community in Jacksonville.
- The purpose of this mission was to address the education and betterment of the recently emancipated slaves in the south.
- The basic design of the building which was constructed in 1885 reflects the Italianate Style, a Romantic Style popular between 1840 and 1885.
- The resulting Brewster Hospital in Nurse Training School became the first hospital for blacks in Jacksonville.

53 | Masonic Temple

ARCHITECTURAL STYLE: Prairie School

410 Broad St.

BUILT: 1912 **ARCHITECT:** Mark & Sheftall

- The Masonic Temple Building was designed to house the Free and Accepted Masons of Florida.
- Black insurance agents, dentists, doctors, attorneys, and hairdressers at one time or another established their headquarters in the Masonic Temple Building.
- In 1921, the building housed the state YMCA, and in 1929 the Jacksonville Journal had offices in the building.
- At the time of the placement of the Masonic Temple on the National Register of Historic Places in 1980, the temple was the official headquarters of over 60,000 black Masons and Eastern stars in the state of Florida.

54 | Old Stanton High School

ARCHITECTURAL STYLE: Vernacular

521 W. Ashley St.

BUILT: 1917

ARCHITECT: Mellen C. Greeley & W.B. Ittner (supervising architect)

- Constructed in 1917 for the specific purpose of providing a modern and safe high school building for the city's African-American students.
- Old Stanton High School is the site most associated with the life of James Weldon Johnson in Jacksonville, where he attended as a student, teacher, and principal.
- The Old Stanton High School building is one of the most recognizable landmarks associated with the historic LaVilla neighborhood west of Downtown.
- The brick school replaced the rambling two-story wood-frame building destroyed in the 1901 fire.

55 | Bethel Baptist Institutional Church

ARCHITECTURAL STYLE: Greek Revival/Romanesque Revival

1058 N. Hogan St.

BUILT: 1904 **ARCHITECT:** M.H. Hubbard - Utica, NY

NATIONAL REGISTER OF HISTORIC PLACES: 1978

- Begun in 1838 by four white men and two slaves, Bethel Baptist Institutional Church built the first church building in Jacksonville.
- Following the Civil War, the congregation split into black and white congregations, with black members maintaining the Bethel Baptist name and white members establishing First Baptist Church.
- After the loss of the church in the 1901 fire, this building was erected and immediately became a landmark because of its beauty and eclectic style.

56 | Moulton and Kyle Funeral Home

ARCHITECTURAL STYLE: Prairie School

17 W. Union St.

BUILT: 1914 (original) 1926 (garage addition)

ARCHITECT: Mark & Sheftall (original & garage)

- The oldest business continuously operated in Jacksonville, tracing its heritage to 1856 when it was founded by Calvin Oak.
- The firm was known as Moulton & Kyle Funeral Home in 1913 when architects Mark and Sheftall were commissioned to design this structure, completed in 1914.
- Since no provision for parking was made when the 1914 building was constructed, a garage was added twelve years later.
- This garage was built with a roundtable, so that cars could drive into the building and then turn around to head back out toward the street.

57 | Duval High School

ARCHITECTURAL STYLE: Renaissance Revival

605 N. Ocean St.

BUILT: 1907-1908

ARCHITECT: W.B. Camp (original), Greeley & Benjamin (additions)

- Duval High School is considered the pioneer of Florida public high schools and was the model for other such schools around the state.
- After the original building was destroyed in the Great Fire of 1901, a new brick and stone school was built in 1907, designed by Wilbur Bacon Camp who was one of a number of out-of-town architects and builders attracted to Jacksonville by the construction opportunities created by the disastrous 1901 fire.
- Duval High School building reflects the influences of the Renaissance revival-style popular from approximately 1845 to 1920.

58 | Mount Zion A.M.E. Church

ARCHITECTURAL STYLE: Romanesque Revival

201 E. Beaver St.

BUILT: 1901-1905

ARCHITECT: J.B. Carr & Co. - Birmingham, Francis J. Norton - Jacksonville & Chicago

NATIONAL REGISTER OF HISTORIC PLACES: 1992

- Started in 1866 by a small group of Freedmen, this church grew rapidly.
- By the 1890s, up to 1,500 people could worship there. Four months after the 1901 fire destroyed the church, plans for the current building, at a cost of \$18,000, were presented.

59 | Duval County Armory

ARCHITECTURAL STYLE: Gothic Revival

851 N. Market St.

BUILT: 1915-1916 **ARCHITECT:** Talley & Summer

- The only military-related building remaining in Downtown Jacksonville, as well as one of the oldest such facilities in the county.
- For nearly 45 years, it served as the major venue in Jacksonville for hosting concerts, dances, and sporting events.
- Because of its strategic location, Jacksonville has played a major role in military operations associated with all the major conflicts since the Second Seminole War in 1835.

60 | Old Jacksonville Police Headquarters

ARCHITECTURAL STYLE: Renaissance Revival

711 North Liberty Street

BUILT: 1928 **ARCHITECT:** Marsh & Saxelbye

- Another of Marsh and Saxelbye's designs built in Downtown in 1926, a testimony to their skill at handling diverse architectural styles, as well as to their prolific output during the mid-1920s building boom.
- The building served as Jacksonville's central police station until mid-1970s.
- In 1984-1985 the building was gutted and rebuilt for the Florida Department of Law Enforcement's regional crime laboratory.





**Come Visit Our Downtown Visitors Center
for More Information.**

**208 North Laura Street, Suite 102
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Phone: (800) 733-2668 (U.S. & Canada)

Fax: (904) 798-9104

Hours of Operation: Monday - Friday: 9:00 a.m. - 5:30 p.m.

Saturday & Sunday: 11:00 a.m. - 4:00 p.m.

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KEY



ARCHITECTURAL CATEGORIES:

- Art Deco
- Cast Stone Ornaments
- Chicago Style
- Colonial Revival
- Commercial
- Dutch Cottage
- Egyptian Revival
- Georgian Revival
- Gothic Revival
- Greek Revival
- Masonry Vernacular
- Mediterranean Revival
- Mid-Century Modern
- Neoclassical Revival
- Neo-Classical Revival
- Prairie
- Queen Anne style
- Renaissance Revival
- Richardsonian
- Romanesque Revival
- Vernacular

TOUR LOOPS

TOUR LOOP 1

- 1 Dyal-Upchurch Building
- 2 Lion Column
- 3 Old Bisbee Building
- 4 Old Florida National Bank
- 5 Bisbee Building
- 6 Kress Building and Woolworth Building
- 7 Lynch Building
- 8 Carling Hotel (The Carlington)
- 9 Elks Club Building
- 10 Greenleaf and Crosby Building and Clock
- 11 Snyder Memorial Methodist Church
- 12 Florida Life Building
- 13 Barnett National Bank Building
- 14 Atlantic National Bank Building Annex
- 15 Levy/Saxelbye Building
- 16 Atlantic National Bank Building

TOUR LOOP 2

- 17 Palmer Building
- 18 Old First Federal Savings and Loan Bank
- 19 Hamby
- 20 Hildebrandt Building
- 21 U.S. Post Office and Courthouse
- 22 Ambassador Hotel
- 23 Thomas V. Porter Residence
- 24 Jones Brothers Furniture Company
- 25 First Baptist Church
- 26 Florida Baptist Convention Building
- 27 Old Federal Reserve Bank Building
- 28 The Seminole Club
- 29 City Hall/St. James Building
- 30 Old YMCA Building (City Hall Annex)
- 31 Western Union Telegraph Company Building
- 32 Hemming Park

TOUR LOOP 3

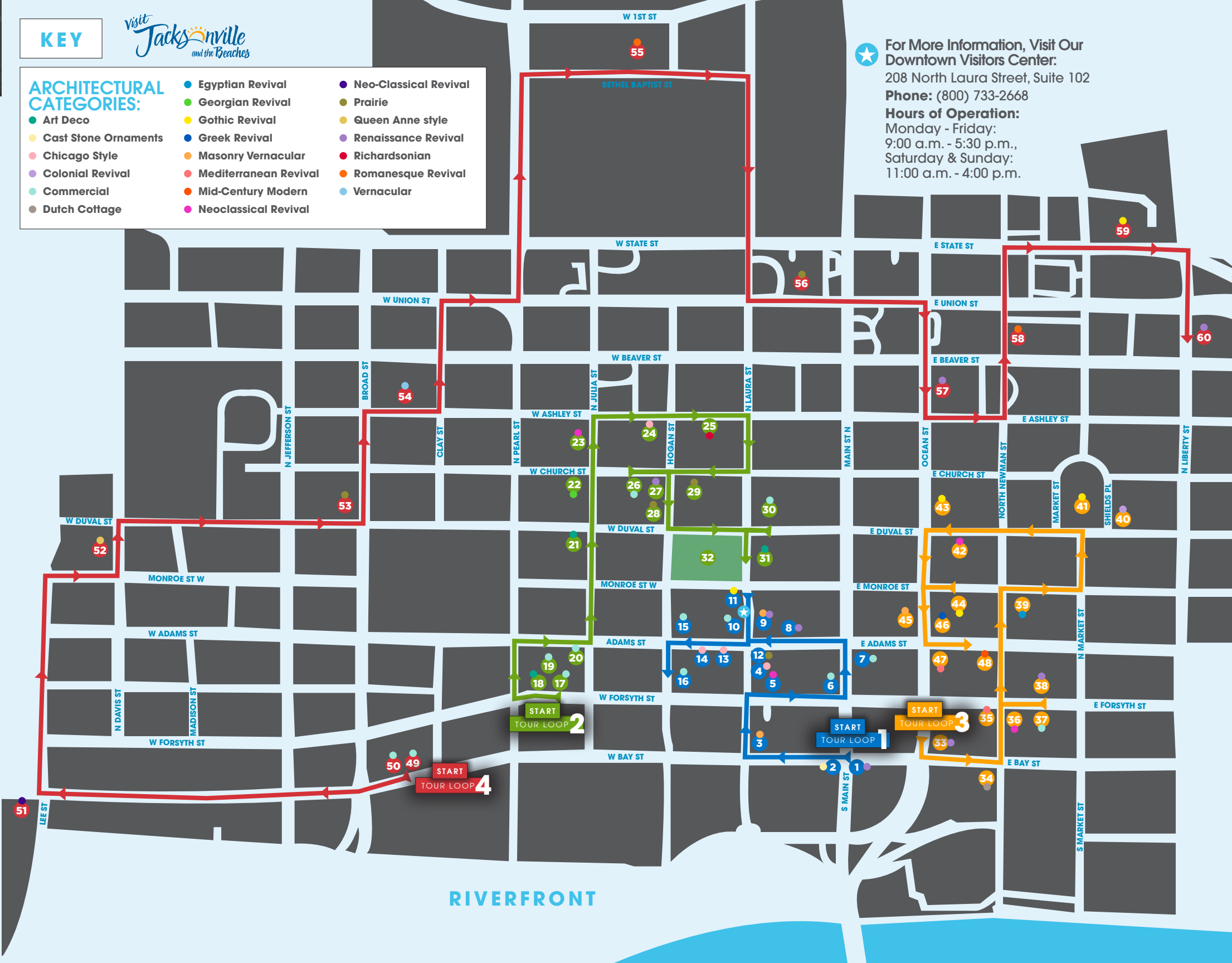
- 33 Guaranty Trust and Savings Bank (Cowford Chophouse)
- 34 The Herkimer Block
- 35 Florida Theatre Building
- 36 Title & Trust Company of Florida
- 37 McMurray Livery, Sale and Transfer Company
- 38 Old Duval County Courthouse Annex (Yates Building)
- 39 Morocco Temple
- 40 Young Women's Christian Association
- 41 St. John's Episcopal Cathedral
- 42 Elena Flats
- 43 Basilica of the Immaculate Conception
- 44 First Presbyterian Church
- 45 Central Fire Station
- 46 Jacksonville Free Public Library
- 47 United Cigar Store Building
- 48 Haydon Burns Library

TOUR LOOP 4

- 49 El Modelo Cigar Factory
- 50 The Adams Building
- 51 Jacksonville Terminal
- 52 Old Brewster Hospital
- 53 Masonic Temple
- 54 Old Stanton High School
- 55 Bethel Baptist Institutional Church
- 56 Moulton and Kyle Funeral Home
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