

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property

County and State

Section number _____ Page _____

Name of multiple property listing (if applicable)

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 14001085

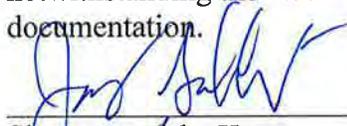
Date Listed: 4/27/2016

Property Name: Palofax Historic District

County: Escambia

State: FL

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.



Signature of the Keeper

4-27-2016

Date of Action

Amended Items in Nomination:

Section 5: Resource Count

The number of contributing buildings and the total number of contributing resources is hereby changed to 94.

The six previously listed buildings located in the district were mistakenly added to the resource count.

The Florida State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)

RECEIVED 2280

MAR 25 2016

United States Department of the Interior
National Park Service

Nat. Register of Historic Places
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Palafox Historic Business District

other names/site number FMSF#ES1595

2. Location

street & number Palafox St between Main & Chase extending to Spring and not for publication

city or town Pensacola vicinity

state Florida code FL county Escambia code _____ zip code 32502

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Alissa Latham 3/11/16
Signature of certifying official/Title Date

Florida Department of State, Division of Historical Resources, Bureau of Historic Preservation
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register See continuation sheet
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register See continuation sheet.
- removed from the National Register.
- other, (explain) _____

Signature of the Keeper

Date of Action

[Signature]

4-27-2016

5. Classification

Ownership of Property

(Check as many boxes as apply)

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

Category of Property

(Check only one box)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any previously listed resources in the count)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 100 | 28 | buildings |
| 0 | 1 | sites |
| 0 | 0 | structures |
| 0 | 0 | objects |
| 100 | 29 | total |

Name of related multiple property listings

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

"N/A"

Number of contributing resources previously listed in the National Register

6

6. Function or Use

Historic Functions

(Enter categories from instructions)

- DOMESTIC/Multiple Dwelling
- COMMERCE/TRADE/Business
- COMMERCE/TRADE/Organizational
- COMMERCE/TRADE/Financial Institution
- COMMERCE/TRADE/Specialty Store
- COMMERCE/TRADE/Department Store
- COMMERCE/TRADE/Restaurant
- see continuation sheet

Current Functions

(Enter categories from instructions)

- DOMESTIC/Multiple Dwelling
- COMMERCE/TRADE/Business
- COMMERCE/TRADE/Financial Institution
- COMMERCE/TRADE/Specialty Store
- COMMERCE/TRADE/Restaurant
- SOCIAL/Civic
- GOVERNMENT/Municipal Building
- see continuation sheet

7. Description

Architectural Classification

(Enter categories from instructions)

- LATE VICTORIAN/Romanesque Revival
- LATE VICTORIAN/Renaissance Revival
- see continuation sheet

Materials

(Enter categories from instructions)

- foundation
- walls
- roof
- other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

- Commerce
- Community Planning and Development
-
-
-

Period of Significance

1880-1965

Significant Dates

1880
1914
1941-1945

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

James E.R. Carpenter
Emile Weil

Criteria Considerations

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

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 36) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record

Primary location of additional data:

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

Name of Repository

10. Geographical Data

Acreage of Property +/- 176 acres

UTM References

(Place additional references on a continuation sheet.)

| | | | | | | | | | | | | | | | |
|---|------|---------|---|---|---|---|---|----------|---|---|---|---|---|---|---|
| 1 | 1 | 6 | 4 | 7 | 9 | 3 | 7 | 0 | 3 | 3 | 6 | 5 | 0 | 0 | 1 |
| | Zone | Easting | | | | | | Northing | | | | | | | |
| 2 | 1 | 6 | 4 | 7 | 8 | 9 | 5 | 4 | 3 | 3 | 6 | 5 | 0 | 1 | 6 |

| | | | | | | | | | | | | | | | |
|---|------|---------|---|---|---|---|---|----------|---|---|---|---|---|---|---|
| 3 | 1 | 6 | 4 | 7 | 9 | 0 | 4 | 2 | 3 | 3 | 6 | 4 | 2 | 1 | 6 |
| | Zone | Easting | | | | | | Northing | | | | | | | |
| 4 | 1 | 6 | 4 | 7 | 9 | 0 | 4 | 2 | 3 | 3 | 6 | 4 | 1 | 8 | 5 |

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Cynthia Catellier/UWF Historian; Desiree Estabrook/SHPO Historic Preservationist

organization Pensacola Community Development Department/University of West Florid date January 2016

street & number 222 West Main Street/11000 University Parkway telephone 850-288-0189

city or town Pensacola state FL zip code 32502/32514

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name various

street & number telephone

city or town Pensacola state Florida zip code 32502

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 amend listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

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

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1

PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

SUMMARY

The Palafox Historic Business District is roughly bounded on the north by West Wright Street, on the west by Spring Street, on the south by Zarragossa Street, and on the east by Tarragona Street. The district consists of 128 buildings, 100 of which are contributing and 28 of which are noncontributing. The period of significance for this district spans three distinct periods, beginning in 1880 and ending in 1965. About 53% of the resources in the district date from 1880 to 1914, when Pensacola was a thriving seaport made prosperous by the lumber and fishing industries. Thirty-two buildings were built between 1915 and 1945, mainly to support the U.S. military services stationed around Pensacola between World War I and World War II. Another 19 were constructed during the period of 1946-1965, and reflect the post-war growth and urban renewal patterns that affected cities nationally. Seven of the 28 non-contributing buildings were built after 1965; the rest reflect non-historic alterations or additions. There is one noncontributing site, the Martin Luther King, Jr. Plaza (Photo 1). The Palafox Historic Business district contains six buildings previously listed on the National Register of Historic Places.

SETTING

The Palafox Historic Business District is located within the city of Pensacola, in Escambia County, which is the westernmost county in the State of Florida. Escambia County is bordered by the state of Alabama on the west and north, Pensacola Bay on the south, and Santa Rosa County, Florida on the northeast. The city of Pensacola has approximately 54,000 residents, making it the largest city in the Florida Panhandle. The Palafox Historic Business District is the business and commercial core of the city, adjacent to Pensacola Bay and less than five miles from the Gulf of Mexico. The Palafox Historic Business District is south of the North Hill Preservation District (NR 1983) and west of the Pensacola Historic District (NR 1970). The North Hill Preservation District is primarily residential as is the Pensacola Historic District. The buildings to the west of the Palafox Historic Business District are part of the Governmental Center District, and to the south of the Palafox Historic Business District is the Waterfront Redevelopment District, both locally zoned for economic development potential.

PHYSICAL DESCRIPTION

The Palafox Historic Business District contains 129 total resources, with 100 contributing buildings, 28 noncontributing buildings and one noncontributing site. Masonry vernacular construction represents many of the buildings within the district; formal styles include Greek Revival, Renaissance Revival, Chicago School and Beaux Arts. Buildings are typically two stories in height with first-floor storefronts and upper story residential or office spaces. Early Sanborn maps and historical images reflect iron awnings and balconies sheltering the

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PALAFX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
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sidewalks in the Palafox Historic Business District.¹ Many of the buildings within the district retain these features (Photos 2, 3). Some of the awning projections, supported by wrought-iron columns, were improved to create second-story balconies for residential use. Although this modification does not have a historic precedent, its application is minimal and it does not diminish the significance of the historic district for its associations with community planning/development and commerce. The district retains much of its historic integrity, with the most common modifications made to the first-story commercial spaces. Other changes occurred internally to the buildings, such as the removal of barrier walls and adding doorways to create larger spaces by combining small adjacent buildings. Most storefronts along Palafox Street are owned by subsequent generations of family businesses and retain their original use.

The oldest concentration of commercial buildings in the Palafox Historic Business District front Palafox Street. There are mainly late 19th century brick buildings on South Baylen Street and 19th century and early 20th century residential buildings on West Gregory Street, North Spring Street, and West Romana Street. Buildings on the streets of Palafox Street are larger commercial buildings that once served the port and railroad facilities. Most of the buildings in the Palafox Historic Business District are in good condition and retain integrity that reflects their significance as components of a late nineteenth to mid-twentieth century central business district.

Pensacola retains the same street grid originally platted by Elias Durnford,² a British military officer and civil engineer known for surveying the town and laying out a city plan around two public squares (now Plaza Ferdinand VII and Seville Square). Durnford laid out the plan in 1764, shortly after the British took control of West Florida. Streets are straight, in regular blocks, running east to west and north to south. Garden Street divides the downtown area: streets north of Garden are designated north, and streets below are designated south. Palafox Street separates the downtown avenues east and west. Wide sidewalks front the commercial buildings along Palafox Street, Garden Street, and South Baylen Street. Crepe myrtle trees are set into iron grates within the sidewalk along Palafox Street (Photo 4). The Martin Luther King, Jr. Plaza is within the median along the first three blocks of North Palafox Street.

Most of the street level storefronts have fixed display windows with recessed entryways (Photo 5). Other features observed in the district include cast iron columns, precast metal facades, and ornate brickwork and woodwork (Photo 6). Many of the buildings have decorative roof cornices. Windows tend to be generous in size, reflecting adaptations to the warm Pensacola climate before air conditioning was available.

¹ Sanborn Map Pensacola, Escambia County Florida 1907. Page 4 shows the covered walkways along the 200 block of South Palafox as well as the 100 Block of South Palafox were iron. Earlier Sanborn maps do not detail the balcony material, however, early photographs show iron balconies along the 300 block of South Palafox as well as the 400 block of South Palafox, which is part of the Pensacola Historic District (NR 1970). See Florida Memory images. Primarily the balconies accompanied the two-story masonry vernacular buildings. The larger, monumental structures were devoid of the iron balconies.

² Elias Durnford, http://www.pensapedia.com/wiki/Elias_Durnford.

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

Palafox Street, which once had a wharf at its southernmost end extending into the Pensacola Bay, was the main business artery for Pensacola since the city's beginnings. Prior to the late 19th century, local builders harvested the plentiful lumber found in the countryside and constructed buildings of wood. Numerous fires destroyed these older buildings and business owners rebuilt the burned areas using masonry and other fire resistant materials. Local ordinances reinforced this practice by requiring buildings to utilize new technologies such as iron and steel, as well as the abundant locally produced brick, to create "fire proof" (resistant) construction.

During the military buildup for World War II in Pensacola, residents built simple, practical masonry vernacular buildings to accommodate the increase of industry and population. Commercial buildings, retail buildings, and entertainment venues sprang up along the outer perimeter of the Palafox Historic Business District, especially along South Baylen Street.

Utilities in the Palafox Historic Business District are buried underground and the streetlights are reproduction gas lamps from the early 20th century.

ARCHITECTURAL STYLES

Masonry Vernacular

Seventy-six buildings, amounting to 60% of the total resources in the Palafox Historic Business District, are masonry vernacular. The styles differ somewhat by era of construction. Vernacular architecture is traditionally associated with the minimally adorned commercial structures and dwellings built by lay persons. The design of vernacular architecture reflects buildings made with locally available materials, often without the use of an architect, and varies by region.

In Pensacola, vernacular architecture has several variations. The late 19th and early 20th century Masonry Vernacular buildings in the district are typically two stories with projecting cornices, a flat roof, and built up parapets. Buildings of this kind erected in the mid-20th century are often one story in height and are of rectangular cinderblock construction. These utilitarian buildings are simple, relatively free of ornamentation, and reflect an emphasis on functionality for the businesses they housed.

A fine example of early 20th century masonry vernacular architecture is 115 East Garden Street (ES01093) (Photo 7) built by Swift and Company in 1912 as a meatpacking house. The two-story brick building features 3/1-light windows, stepped parapet roof, and stamped masonry panels between the first and second floor windows. Positioned along the railroad tracks that once ran from the state's interior to the Pensacola wharf, the Swift Company maintained ownership until 1970 when the building transitioned into a restaurant.

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The two-story Masonry Vernacular building at 314 South Baylen Street (ES01077) was built in 1884 (Photo 8) in what was once part of the city's "Red Light" district. The 1898 city directory listed brothel business proprietors as "Madame", and Madame Lucey Farley occupied this building. The building has a rectangular footprint, with a tar and gravel covered flat roof and corbelled brick along the parapet. There is a rectangular addition to the rear. Decorative metal columns support the second floor balcony. The segmental arch window frames are original but the windows contain modern glass. The narrow arched entranceway is also original, but the wood door and the transom above are replacements.

There is also one masonry vernacular house in the district located at 109 West Intendencia Street (ES03678) (Photo 9). Built in 1937, the addition placed on front of the house in 1945 served as a rental unit to accommodate the influx of workers in the area from military and port activities during World War II.

Frame Vernacular

Twelve frame vernacular buildings contribute to the district. Most of the residential dwellings in the Palafox Historic Business District are frame vernacular, raised on brick piers, and have characteristic deep roof overhangs, apron porches, and large windows often extending from floor to ceiling. The development of the lumber industry nationwide fueled economic expansion in the city of Pensacola and provided quality old growth, termite-resistant timber excellent for building frame homes. Four of the houses currently serve as commercial or retail establishments.

The ca. 1883 residence at 226 North Spring Street (ES01228) is a large two-story frame vernacular building with Italianate influences (Photo 10). The foundation is covered with cemented stone on the main (west) facade, and a painted brick continuous foundation wraps around the sides and rear. This home has upper and lower porches spanning the entire width of the main facade with jigsaw cut balustrades supported by square columns with fan detailing at top. Ornamental brackets support the cornice under the roofline, running across the front flat roof porch extension and under the side gabled roof. First floor fenestration consists of floor-to-ceiling 2/4-light double-hung wood sash windows flanked by operable shutters. Designed to capitalize on coastal breezes, the floor to ceiling windows are a distinctive feature of this home. The second story windows are arranged in 1/1-light double-hung wood sash configurations flanked by shutters. An internally placed chimney faced in concrete pierces the north elevation. The rear (east) elevation of the building has a substantial two-story addition that may have accommodated apartment spaces. The window and door openings on the addition are not original. This addition does not diminish the overall scale and integrity of this building.

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Italianate Style

The Italianate style was popularized in the United States as an alternative to Gothic or Greek Revival styles. It was initially referred to as the "Italian Villa" or "Tuscan Villa" style. Originally applied to larger residences in the middle of the 19th century, its details were copied on commercial buildings in the design of the window cornices, roof modillions, and as part of the stepped parapet.

The building at 101 South Palafox Street (ES01029), constructed c.1880, is a late example of the Italianate Style (Photo 11). It is a two-story painted brick building with a flat roof and castellated parapet. Just below the parapet, the front facade features a projecting bracketed cornice supported by two large consoles on each end. Keystone shaped crowns top the second floor two-over-two single-hung sash wood windows, set in paired arrangements along the front facade. Typical of late 19th century commercial buildings, street level fenestration comprises of large fixed pane windows and a recessed entry on the northeast corner. Historically, this building operated as a grocery and dry goods store and now houses the city post office.

Gothic Revival

Gothic architecture emerged in Western Europe during the late Middle Ages, and gave rise to many monumental cathedrals characterized by the pointed arch, rib vaults, and flying buttresses for exterior support. The resurgence of the Gothic Style was part of the Picturesque movement in the 19th century, characterized by irregularity, variety, and dramatic appearance. Common elements of Gothic Revival architecture include asymmetrical styling, steeply pitched roofs, and doors and windows with pointed arches.

St. Michael's Catholic Basilica at 21 North Palafox Street, (ES01177) (Photo 12) is an example of Gothic Revival architecture constructed in 1886. The three story-height masonry church is faced with smooth stucco over brick and features Gothic-style ornament. Gothic features include pointed arched windows and doorways, and spire topped towers of differing heights on the northeast and southeast corners. The church has been a prominent landmark within the district since its construction. With a cross-shaped plan, this church features pointed arch windows set along the first floor on the north and south sides, singular windows along the front (east) facade, and paired windows in upper stories of the northeast and tallest tower. The window arrangement along the first floor is punctuated by stepped buttresses, which are also found on the building corners. The current church doors are mahogany with carved religious symbols, although historic photographs suggest it originally had traditional wood doors with three rows of recessed panels (Figure 1). The gabled east front of the church has a recessed entryway protected by an arched silhouette, with a wheel window directly above and flanked by two arched windows. A statue of St. Michael is affixed under the gable apex in a protected niche. Decorative horizontal banding visually separates the heights of both towers, varying between raised cross shapes, blind arcades, dentil courses and reeding. The northeast tower, which presumably holds the church bell heard through the louvered arched openings, features an architrave with crenulated reeding detail set below

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miniature spires at the four corners. Three of the spires, on both towers and the front gable peak, are topped with a cross-shaped finial. The roofing material is copper metal sheeting that has developed a striking green patina, although early historic photographs suggest it had a patterned shingle roof as popular during the Victorian-era.

The northeast corner and south facade reflect alterations since initial construction. The southeast corner is modified from a two-door arched entryway into a single window set in the north side. Two arched windows that flank the main entrance became square entryways, and the modification of the front entrance allows ADA-access via a ramp to the north. Most windows appear to have protective glazing over the original stained glass installations, which comprise of twenty-three original figural painted windows attributed to the Emil Frei Art Glass Company of St. Louis.³

The Gothic Revival St. Joseph's Catholic Church (ES00131) at 140 West Government Street (NR 7/10/79) was erected by local mechanics in 1894 and specifically formed to serve the minority populations (Photo 13). Rectangular in form, this church features asymmetrical steeples approximately 42 feet and 72 feet in height set at the front facade, each with three bands of brick corbelling that cross under the front gable. A modern standing seam metal roof covers the main church building and tower pyramidal steeples. Under the main gable, a statue of St. Joseph is set within a protected niche. Two-part buttresses separate windows on the east and west side elevations, and comprise most the architectural distinction on the corners of the two towers on the south elevation. Originally constructed of brick with brick buttresses, stucco was added to the exterior between 1897 and 1905. The arched windows are different sizes and set with stained glass. Described in the Florida Inventory of Stained Glass, these fourteen figural painted windows have ornamental opalescent borders⁴.

Romanesque Revival

Developed before the Civil War, the Romanesque Revival Style draws inspiration from the earlier Medieval European Romanesque style. Two phases would introduce this style in America. The first is from James Renwick (1818-1895), as the architect of the Smithsonian Institution (1847-1855) in Washington, D.C. During this period, civic buildings would adopt this form in lieu of the Gothic Revival Style. Victorian Romanesque evolved between 1870-1890 to become visually heavier and more ornate than Romanesque Revival. This second period is attributed to the work of Henry Hobson Richardson (1838-1886), who in turn took inspiration from the 11th and 12th century revival of earlier classical Roman forms. Key characteristic features include heavy masonry construction, rounded arches for doorways or windows, and asymmetrical massing. Other examples would use polychromatic and textured masonry finishes, belt courses, quoins as well as various sized and shaped windows.

³ St. Michael's website; Florida Stained Glass Survey 1995

⁴ Florida Stained Glass Survey 1995

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Local contractor Charles Hill Turner (1868- 1945) constructed the three-story building at 2 South Palafox Street (ES01159) in 1899 as a Masonic Meeting hall with revenue-generating commercial space on the first floor. Romanesque Revival in style, this building stands as a striking visual landmark at the corner of Garden and Palafox streets (Photo 14). After attending Southwestern Presbyterian University in Tennessee, Charles Hill Turner returned to Pensacola and entered the family business. Turner inherited the family construction business from his father, R.H. Turner, in 1891 and made it the city's most prestigious contracting firm. His success would continue and Turner constructed many of the architecturally significant buildings in the district.

Originally constructed of brick and faced with stucco, this symmetrically arranged three-part commercial building retains many historic elements. The ground floor retains most of the original fenestration, with multi-light fixed glass windows set above doorways and single-pane fixed commercial windows. A secondary entrance framed by a stucco arch is extant on the north elevation. Corbelled brick horizontal banding, now painted, visually separates the ground floor from the second floor. Second-story windows are grouped in paired arrangements and topped by a flat arch. Stepped banding wraps around the entire building and visually separates the three-part building. Third-story windows are original paired, single-light fixed glass, with a three-part fanlight set above. Brickwork above the arches has been painted a contrasting color to accentuate the arched patterning. A dentil course wraps around the building under the roof eave. The hipped roof is sheathed in asphalt shingle, with two projecting arched dormers piercing the north side, and one wider arched dormer on the west elevation over the main entrance. All dormers carry the Freemason symbol set under a masonry arch, and the front pediment reflects the historic use exhibiting "Masonic Temple" in raised lettering.

All of the third and second story arrangements of windows are intact, as well as most of the original window arrangements on the ground floor. Historic photographs show the presence of five tall, ribbed brick chimneys, with two chimneys flanking each projecting dormer, and one chimney centrally placed between the two dormers (Figure 2). Sometime after 1935, the chimneys were removed.

Georgian Revival

Georgian Revival architecture is directly tied to the work of British architect Sir Christopher Wren (1632-1723), who studied Italian architects from the 16th century, especially Palladio. In the United States, Georgian Revival architecture had its earliest manifestations in Williamsburg, Virginia at the College of William and Mary's Wren Building, the Governor's Palace, and the Capital. Hallmarks of Georgian design include rigid symmetry, axial entrances, geometrical proportions, hipped roofs, and sash windows. Although this style appeared early in United States history, it continually experiences resurgences in use due to the popularity of the classical form.

Built c.1912, the two-story Georgian-Revival style St. Michael's Rectory at 19 North Palafox Street (ES01176) has been in continuous use as the rectory for St. Michael's Catholic Church since its construction (Photo 15). The building, with noted Italianate influence, has a low-pitch hip roof with an exaggerated overhang supported

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by brackets. Elongated consoles support the overhang at corners. A narrow brick chimney pierces the south roofline. A gable-topped front portico supported by brick columns protects the front door, flanked by three-quarter height sidelights and a full width transom. Quoins line the sides of the masonry building and a belt course lies just below the second story windows and wraps around the side elevations. The first story windows are topped with keystone arches, painted to match the exterior brick. Historic images show the building to be unpainted brick, with one-over-one double-hung wood sash windows. The building currently reflects three-over-one replacement vinyl windows.

Neoclassical Revival

Despite the popularity of the neoclassical style in Europe, it was in the United States where Neoclassical architecture found its true home. Early American architects who used neoclassical designs included Thomas Jefferson (1743-1826), who designed the Virginia State Capitol and Monticello; William Thornton (1759-1828) who, along with Benjamin Latrobe (1764-1820) and Charles Bulfinch (1863-1844), who designed the US Capitol Building (1793-1829) in Washington D.C. It was during the 19th century, that the newly formed United States started the construction of civic buildings, including universities, and in the process began to define the aesthetics of the nation.

The New York Architectural firm Mowbray and Uffinger designed the Neoclassical Revival Citizen's and People's Bank Building at 213 South Palafox Street (ES00518) following a Greek temple form (Photo 16). Mowbray and Uffinger comprised an architectural partnership in New York City formed in 1895. Known for designing bank buildings and as vault engineers they designed over 400 banks in the pre-World War II era throughout the country. The contractor for this building was Charles Hill Turner (1868-1945), who constructed several of the buildings in the historic district. This narrow rectangular-plan building is faced with white marble stonework and detailed architectural elements. In the Beaux-Arts tradition, cartouches, garland and swag, anthemion reliefs, elaborate moldings and dentil courses adorn primarily the front (east) facade, with entablatures wrapping around towards the rear (west). A full-height portico frames the front entrance, and is support by paired, fluted columns with ornamented Doric capitols. The lettering of the original bank has been removed from the entablature, but other modillions and recessed brackets remain. The side (south) elevation expresses similar architectural detailing, although more restrained. Doric-styled columns are evenly placed along this elevation, with windows set between. Painted iron grilles protect the first floor windows. The north elevation is compromised by a non-historic addition of squared masonry block and tall fixed commercial windows.

Founded by lumber millionaire Daniel F. Sullivan and constructed in 1908, this bank was the city's first national bank. Originally called the First National Bank, local contractor C.H. Turner faced the building with white Georgia marble on a foundation of Maine granite. Citizens & Peoples National Bank acquired the

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building in 1918 and operated from this location until the mid-1990s. The County Tax Collector's Office currently occupies in the building.

Commercial Style

As private enterprise fueled the economic growth of the nation, commercial architecture played a pivotal role in defining the character of the town or city.⁵ Although many have stylistic influence from the contemporary architectural trends, commercial buildings from the late 19th and early 20th centuries have commonality in form. Most were designed to occupy the maximum buildable space of their respective lot, so setbacks are up against road frontages and sidewalks. If limited by lot dimensions, then the alternative was to build higher to accommodate more tenants. Commercial buildings can be distinguished by their design, which includes ornament and more importantly, massing. In the Palafox Historic Business District, the one and two-part commercial block forms and the stacked vertical block form dominate the representative building stock. The one-story commercial block has an emphasis on horizontality, with examples often spanning entire blocks to accommodate a single store (ex. Woolworths) or several distinct stores without much stylistic differentiation between them. Particularly with retail establishments, this configuration generally permits detailing along the roofline or parapet. Two-part commercial blocks have a first floor subject to change, while the upper floors reflect a unified design meant to draw the eye of the observer. The difference between two and three-part blocks relates to the levels of separation, with three-part blocks reflecting a solid base, a unified middle, and generally a more ornate crown or attic. The stacked vertical block is a variant on the other forms, with the primary difference in the repetitive layering of sections, which ultimately de-emphasized height.

There are seven Commercial Style contributing buildings in the Palafox Historic Business District.

A prominent example of a two-part Commercial Style architecture is the Brent Building (ES00980A) (Photo 17, Figure 4) designed by architect Albert Gutheim Bear (1886-1966) at 5 South Palafox Street. A devastating fire in 1905 destroyed most of the buildings on the western block Palafox Street, north of Romana and south of Chase, leading the builders to choose reinforced concrete, steel and iron for its construction in 1906. The three-story Brent Building covers a half block in the historic district, and features a two-part horizontal division of space. The ground floor is comprised of individual storefronts with fixed glass windows that are banded by rectangular panels along the top and bottom. Entryways are recessed into the building, often drawing the visitor past projecting store window displays. A large concrete awning with a crenulated underside, added during the 1950s, protects the walkway. The second story has window groupings arranged in sets of five topped by a rusticated block arch and flat keystone detailing. The upper portion of these windows curve within the arch, giving a semicircular form. The fenestration of the third story consists of sets of five 1/1-light rectangular windows topped by a bracketed cornice that spans the length of the building. This pattern only differs in the

⁵ Longstreth, Richard. The Buildings of Main Street. AltaMira Press, CA. 1987, 2000 update

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center of the building with groupings of three windows. The exaggerated metal cornice features a dentil course punctuated with console brackets.

Frederick M. (Bedo) Blount designed the Blount Building (ES00980B) at 1 West Garden Street (Photo 18, Figure 5) in 1906. Blount, one of the first council members of the Provisional Municipality of Pensacola, studied at Yale, and was the son of William A. Blount, a prominent local attorney and businessman. F.M. Blount also served as Pensacola's first administrator of the Civil Works Administration.⁶ The seven-story Blount building is constructed with iron and steel girders, steel columns and cement floors, thought to be fireproof as a response to the 1905 Halloween fire that destroyed the west block of South Palafox Street. The light fixtures flanking the Garden Street doorway are original to the building. Although two glass doors replaced the original revolving door, this building looks very much as it did when completed in 1907. The upper six floors still reflect their original architectural detailing. The first floor originally accommodates four stores, which changed during modernization efforts in the 1960s, and again in 1976 when the "Big T" restaurant opened in the corner location. The main entrance on the north side has simple Doric columns and pilasters flanking the entry.

As a three-part Commercial Style building, the seven floors are distinctly separated into a ground floor, a second floor faced in granite with a smooth ashlar finish, and the upper five floors unified by the verticality of design. Second-floor windows are paired 1/1-light arched windows surmounted by flat arches with simple single keystones. Just above the main entrance on the north facade is a five-light arched window with a modified Corinthian keystone. A granite belt course separates the second floor from the unified upper floors, which include the third through sixth stories. These stories are finished in buff brick and have windows grouped in threes. The pilaster strips between the windows imitate columns with granite bases and terra-cotta capitals. The capitals resemble tessellated draperies folded over laurel swags. Ornamental terra-cotta spandrels with cartouches and decorative garlands separate the fifth and sixth stories on the north and east elevations. Another granite belt course runs between the sixth and seventh stories. The seventh story has paired windows that are outlined with terracotta and terra-cotta keystone consoles. The bracketed cornice has a simple dentil molding at its base. The south and west elevations of the building have no ornamentation and are painted white. Adjoined to its northwest corner is the Moulton Building (ES01054) at 15 East Garden Street (Photo 19), constructed around 1900. In the 1950s, it joined the Blount building via their interior spaces to accommodate a Woolworth's store.

The Thiesen Building (ES00133), at 40 South Palafox Street (NR 1979), is an example of early Commercial Style architecture in the district (Photo 20, Figure 6). Constructed in 1902 by the architectural firm of Morgan & Dillon of Atlanta, and built by local Pensacola contractors Wills and Broughton, this building represents the

⁶ Armstrong, History of Escambia County, 184-186.

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city's first high-rise development complete with an elevator and steam heat.⁷ Financed by Danish immigrant Christen Thiesen, it earned the nickname "Thiesen's Folly" as community members doubted its success. However, like its financier Christen Thiesen, who was stranded in Pensacola during the 1882 yellow fever epidemic, recovered from the illness and emerged as a businessman. The Thiesen Building triumphed with steady tenants, including the department stores of Kress and Bon Marché, and later professional offices.

The design of the building is based on the first high-rise commercial buildings constructed in Chicago beginning in the late 19th century. The exterior is buff and stuccoed brick with sand painted terra cotta ornament. A central entrance on the west side allows access to the ground floor, and is flanked by full-height fixed pane commercial glass windows that are recessed from the sidewalk. The north side adjoins another building, and the south side fronting Romana Street has a series of 1/1 double-hung sash windows with transoms. Squared columns support the entablature and dentil course that divides the first and second floors, and continues northeast around the building. Second floor windows are outlined with rusticated brick corbelling with consoles centered over each window. Major and minor brick pilasters with terra cotta capitals and arches outline the third through fifth floor windows. Terra cotta bas-relief cartouches, styled in swag and garland motif, visually separate the windows between the third and fifth floors. Window arrangements are consistent with paired 1/1 double-hung sash with transom light above on the second floor, and paired 1/1 double-hung sash on the third and fourth floors. The fifth floor windows are more distinctive with paired 1/1 topped by fixed semi-circular panes, all encapsulated within a rounded arch with centered lunette window. The building rises above most buildings on Palafox Street and provides a visual landmark for the historic district.

Chicago School Style

The Chicago School Style is a variant of the Commercial Style based on the work of active architects in Chicago at the turn of the 20th century. They were among the first to promote the new technologies of steel-frame construction in commercial buildings, and developed a spatial aesthetic that co-evolved with, and then came to influence, parallel developments in European Modernism. Some of the distinguishing features of the Chicago School are the use of steel-frame buildings with masonry cladding (usually terra cotta), allowing large plate-glass window areas and limiting the amount of exterior ornamentation. Architectural detail came from neoclassical and geometric influence. Many Chicago School skyscrapers contain the three parts of a classical column. The lowest floors function as the base, the middle stories, usually with little ornamental detail, act as the shaft of the column, and the last floor or two, often capped with a cornice, represent the capital.

James Edwin Ruthven Carpenter (1867-1932) was the architect of the Seville Tower, also known as the American National Bank (NR 1978), located at 226 South Palafox Street (ES00105). Built in 1909, the ten-story skyscraper is fashioned in the Chicago Style (Photo 21, Figure 7). Carpenter also designed the Old

⁷ *Thiesen Building National Register nomination*. 1979. Terence Nolan, Florida Division of Archives, History & Records

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American National Bank, which helped to popularize the work of the Chicago School. This style used almost exclusively in high-rise construction at the turn of the 20th century. It had interior metal framing and exterior masonry piers. Decoration was usually limited to the base and cornice areas, with the long vertical columns of the intermediate stories receiving uniform and subordinate ornament. An 1884 graduate of the Massachusetts Institute of Technology, Carpenter also studied at the University of Tennessee and later at the famed *École des Beaux-Arts* in Paris. In the early 1900s, he was the leading architect of luxury high-rise buildings in New York City. This building, along with the Blount Building (1906), City Hall (1907), the Citizen's and People's National Bank Building (1908), and the San Carlos Hotel (1910, demolished 1993), reflected the growth of the economy during that time and the hopes of community leaders for the city to become the Gateway to the Panama Canal.⁸ It housed the bank on the first two floors and a variety of professional offices on the third through tenth floors. The Old American National Bank held the title as the tallest building in Pensacola until the construction of the Charter National Bank Building in 1974.⁹

The steel frame of the bank building is clad in what appears to be ashlar block at the base, and painted brick from the fourth story upwards. The front entrance is located on the northwest corner of the building, protected by a flat arch pediment supported by two consoles with acanthus detail. Three distinct sections are present, as articulated by decorative horizontal banding between the third and fourth, and ninth and tenth floors. Long, continuous bands of descending curled acanthus leaf motifs frame all windows running from the tenth floor to the ground level, emphasizing its verticality. The acanthus leaves are repeated at the third story in the form of curved arches over the paired, fixed windows. A cherubic head set in sprays of garland is set above each arch. Decorative banding wraps around the west and south sides of this building at the third story, in the form of inset carved rectangular panels of Vitruvian waves set between floral-themed moldings. The decorative banding that separates the ninth and tenth floors is less florid with a large dentil course. At the roofline, a corbelled arcade defines the entablature. Alterations to this building are few, but most obvious are the two non-historic elevator shafts affixed to the north and east elevations.

Renaissance Revival

Buildings in the Renaissance Revival Style mimic the formalism of the 16th-century Italian Renaissance. The building structure is a tightly contained symmetrical cube. Characteristics include hewn or squared stones often accentuated with rusticated quoins, a belt or string course that divides the ground floor from the upper floors, architrave framed windows, and entablatures or pedimented entrances.

⁸ McGovern, James R. *The Emergence of a City in the Modern South: Pensacola, 1900-1945*. 1976.

⁹ *Old American National Bank Building National Register nomination*. 1978. Elizabeth Monroe, Florida Division of Archives, History & Records

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Mifflin E. Bell (1846 - 1904) was the architect of the Customs House and Post Office completed in 1887 at 223 South Palafox Street (ES02514) (NR 1997). The three-and-one-half story Renaissance Revival building served as the U.S. Customs House & Post Office until 1937, when it became the county courthouse. This symmetrical three-part classical building, constructed of load-bearing brick with reinforced steel, is faced with granite (Photo 22, Figure 3). A one-story projecting flat portico is supported by four paired sets of Tuscan columns. The elevated entryway is accessed via marble steps. Common classical detailing includes symmetry of window and entry placement, quoins at building corners, square windows topped by flat pediments, and narrow half-round and ovolo horizontal molding that visually separates each floor level. A continuous band of brackets supports the roof cornice. Dormer windows pierce the roof and are topped by either semi-circular or triangular pediments. Several chimneys pierce the roofline, which also features a centrally-placed metal balustrade, indicative of Beaux-Arts influence. The south elevation is nearly identical to the main facade, with a smaller width Tuscan order portico entry and small projecting gable centrally placed at the roofline. The north elevation is interrupted at the rear (southwest corner) with a hyphen addition that connects this building to the neighboring ca. 1908 Chamber of Commerce building. Green striped awnings cover most of the window openings.

The northwest corner of Palafox and Government Streets has historically served as the center of governmental activity in the city since 1858. Federal offices were housed in a three-story brick structure (the Dimmick Building) until the devastating fire of 1880 that leveled Palafox Street. Struggling through several setbacks, plans for the replacement customs house took hold in 1884 with the hiring of M.E. Bell as architect. With \$200,000 in appropriations, the building opened in 1887 and featured the customs house, the post office, the circuit and district courts, the federal marshal's office, the district attorney's office, the office of the internal revenue collector, and the office of the surgeon in charge of the marine hospital that was located in Pensacola.¹⁰

Mediterranean Revival and Spanish Colonial Style

Spanish and other Mediterranean-influenced styles of architecture reflecting a tradition of Spanish colonial occupation were prevalent in states like California, Arizona, Texas and Florida. Principally, Mediterranean Revival style incorporated elements from the Italian Renaissance, Spanish Mission forms, and the colonial buildings during Spanish occupation. These forms were popularized at the 1915 Panama-California International Exposition at San Diego. Identifying features of Mediterranean-influenced architecture include clay tile roofs, stucco exterior walls, straight or arched windows, arcades, ceramic tile decoration and ornate low-relief carvings highlighting arches, columns window surrounds, cornices and often parapets. Plans were usually irregular. The style of Spanish Colonial differed slightly in using more austere forms with minimal

¹⁰ *United States Customs House and Post Office National Register nomination*. 1997. Robert Jones, Florida Division of Historical Resources

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ornamental flourish. There are four examples of Mediterranean and Spanish Revival architecture in the Palafox Historic Business District.

Built as part of the New Deal Program by the Public Works Administration in 1938, this example of Mediterranean Revival architecture at 100 North Palafox Street (ES00129) originally served as a Post Office (Photos 23, 24). Designed by architect Rudolph Stanley-Brown, the first through third levels of the front (west) façade are faced with Oolitic limestone. The building reflects classically styled proportions, with evenly spaced 8/8-light windows separated by square columns that span the entire height of the building. The recessed window planes are smooth stucco. Two bands of limestone moldings circle the building, one at the water table, and one belt course below the second floor windows. A Beaux Arts-influenced wrought-iron railing adorns the east façade above the ground floor. The low pitch roof is covered with barrel tiles, including the two square roof projections at the north and south ends. Dedicated by the United States Postmaster General James A. Farley in 1940, the city renovated this building from 2000 to 2010 and renamed it the Winston E. Arnow Federal Building. This building was individually listed on the National Register on July 11, 2014.

Stanley-Brown was the grandson of President James A. Garfield. He studied at Columbia University School of Architecture and the École des Beaux-Arts in Paris. Stanley-Brown was a member of the firm of Abram Garfield in Cleveland, Ohio, which also had an office in Washington, D. C. and he designed federal post offices throughout the country.

The architect of the Saenger Theatre was Emile Weil (1878-1945) with contractor C.H. Turner. Built in 1925 to replace the Pensacola Opera House severely damaged by hurricanes, the Saenger Theatre at 118 South Palafox Street (ES00123) is listed on the National Register (NR 7/19/1976) (Photo 25, Figure 8). Weil established his own architectural practice in New Orleans in 1899 and designed many of New Orleans' landmarks, including the first Saenger Theatre envisioned by brothers Julian and Abe Saenger. Only a handful of Saenger movie palaces remain today. By the 1920s, Weil had established himself as one of the premier architects practicing in the Southern United States. Weil recycled materials from the former Opera House, including its bricks imported from England and ornamental iron railings. This two-story building has an asymmetrically arranged front (west) facade, with a tile roof cantilevered from the wall on the southern portion with a small capped parapet, and a three-story height Mission-influenced projecting parapet on the northern elevation. The parapet reflects most of the Baroque-styled ornament along the top, with elaborate stepped scrollwork that supports three cast concrete orbs and frames a cartouche beneath the apex. Situated at the 2nd-story level, an expansive window rises above the curvilinear marque. Spiraled columns with Corinthian capitals flank this 64-light square window with a 21-pane fanlight above, all topped by a smooth stucco arch. The window arrangements and projecting marque at the first floor level is not original, but the other architectural elements convey its style. The Saenger Theatre underwent a sensitive remodel in 2008- 2009 to accommodate ADA access and expand amenities.

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The fire station at 107 East Garden Street, constructed c. 1900, (ES01092) (Photo 26) was constructed by Alexander Vice Clubbs (1844-1915) who moved to Pensacola from Rochester, New York, shortly after the Civil War and opened his construction business in 1872.¹¹ The fire station is the only extant building in the district built by Clubbs. This late example of a Mediterranean Revival style building features arched vehicle entrances, now modified by recessed entryways to maintain the profile of the arches. Square pilasters support the arches over the vehicular entrance and central front entry, now filled with a window. Four oculus windows also mark the bay separations. The second story has six arched 1/1-light double-hung wood sash windows with transom lights that are united by a wide continuous band that extends across the width of the building.

Bungalow

The word “bungalow” may originate from the 19th century British houses built in India that were typically one story with large encircling porches. In the United States, California adapted the bungalow form and added elements of Stick and Craftsman style. Bungalows often display a high level of wood workmanship, where the building materials are left as close as possible to their natural state, and walls were stained a natural shade of brown. Roofs typically are low pitch with wide overhangs and exposed rafter tails. Porches are the dominant architectural feature of the bungalow form, and typically span the entire width of the property.

The Craftsman-influenced bungalow at 216 North Spring Street (ES01225), built in 1921, is the only of its kind in the district (Photo 27). The rectangular one-story residence exemplifies the wide, low porch profile. Set on a brick pier foundation, this stucco-clad bungalow has four support columns on the west (front) facade that support the shed porch roof that extends from the main side gabled roof. A squared brick base serves as the foundation for each of the four columns, with square posts connecting the brick base to the porch roof. The middle columns have paired squared posts, while the end posts are grouped in sets of three. Window arrangements are 6/1 double hung wood sash flanked by 10-light fixed sidelights. Two of these window groupings are on the front, with a multi-light wood door placed off-center in between. Wood knee braces support the side gabled roof and projecting front dormer that pierces the west roofline. Rather than vents, multi-light fixed glass windows are set in the gable ends. A one-story rear addition extends towards the east, and maintains windows of similar scale and dimension, in 6/1-light, or 6/6-light configurations.

Modernist or Mid-Century Modern

Architecture of the Midcentury Modern style utilized new technologies of concrete, glass, and steel to create a design language devoid of historical precedent. Often quoted, Ludwig Mies van der Rohe’s (1886-1969) “less is more” and Louis Sullivan’s (1856-1924) “form follows function” typify the modern style. While lacking elaborate trim, modern architecture generated style using building materials to imitate movement in the

¹¹ Pensacola Daily Journal, Autumnal Edition, 1900.

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structures. Simplified form and lack of ornamentation are the main elements of Modern Style. There are seven Modern Buildings in the Palafox Historic Business District.

The one-story commercial building at 200 South Palafox Street (ES03701) (Photo 28) was constructed in 1950 with a curved built up parapet roof that wraps around the corner entrance of the building. Covered in stucco and glazed stone panels, the building is a striking example of the Midcentury Modern style with Moderne influences. The front parapet roof has a crenulated form, and is topped with a smaller vertical banding that continues down the entire roofline of the building. A cantilevered concrete awning echoes this profile and protects the front canted entrance. Although the fenestration pattern has changed with replacement windows, the openness that is characteristic of mid-century style remains. Further south, the rear building retains a cast concrete geometric awning that outlines the entry profile. A new opening pierces the wall just north of the concrete awning for a service window. These changes are consistent with the minimalist styling of the building.

Another Mid-Century Modern building is the Solé Inn at 200 North Palafox Street (ES03705) (Photo 29). Built in 1965 as a chain motel by Travel Lodge, the three-story “L” shaped building features cast concrete block exterior walls and precast decorative screen blocks, which mostly surround stairwells. Windows and doors are symmetrical and uniform on all levels.

Eclectic examples

The one-story masonry vernacular building at 214 S. Palafox (ES4117) (Photo 30) historically housed Child’s Restaurant since 1917. Although the neon marquee advertising ‘Sea Shore Dinner’ is no longer extant, the building reflects the unusual application of tile work to the front façade. The multi-colored tiles, ranging from blue-green to yellow hues, adorn the wall space between the two large fixed-glass commercial windows, and within a parapet silhouette design above where the awning would have rested. Although the awning is no longer present and the glass block transom above is covered in stucco, the façade retains enough integrity to convey its historic use as Childs’ Restaurant, which remained in operation during the district’s period of significance. Preserved in the walkway flanking both sides of the entrance are inset tile mosaic signs that read “Hungry?” that served to draw visitors inside the establishment (Figure 9).

ALTERATIONS

As with any large collection of commercial and residential buildings within an urban core, buildings evolved over time based on the needs of their occupants. Common changes include brick faced over with stucco, or window replacement to modernize or improve the efficiency of a structure. The most common alteration within the Historic Palafox Business District is evident in some of the smaller one-story masonry buildings, specifically along the west side of the 100 block of North Palafox (Photo 31, Figure 10). Both buildings at 111

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and 113 North Palafox feature vertical aluminum siding that covers the wall above the storefronts and obscures historic detailing. The adjacent buildings retain the masonry vernacular storefront styling that dates to their original period of significance. Listing this district on the National Register of Historic Places may incentivize owners to return noncontributing properties to a condition where prior renovations are removed and their original architectural detail is restored. Overall, the district reflects few ‘modernized’ buildings from the period of urban renewal during the 1960s, where property owners installed flashy aluminum storefronts to attract suburbanites back downtown.

The numerous masonry buildings within the district show the changing stylistic trends in architecture and commercial taste. The block along North Palafox Street above West Garden Street contains both the Rex and Isis Theaters, and reflects the diversity of historic ornament applied to vernacular buildings (Photos 32, 33; Figures 11, 12).

Most wrought iron balconies present within the district support second floor usage, and were restored or improved in an effort to encourage mixed use (Photos 2, 34, 35; Figure 13). Historic photographs and Sanborn maps demonstrate a precedent for awning-covered pedestrian walkways that front a majority of the buildings within the district. These awnings typically had flat roofs supported by ornate cast-metal columns. In transitioning these features into balconies accessed from the second floor, this modification sustains the continued use of the historic properties and does not detract from the district’s ability to convey its significance as Pensacola’s center for commerce and development.

NONCONTRIBUTING RESOURCES

There are 28 noncontributing buildings and one site (a plaza) in the Palafox Historic Business District. The Martin Luther King, Jr. Plaza, created in 1993, lies in the median of North Palafox Street between Garden Street and Wright Street (Photo 1). Noncontributing resources were either constructed after the period of significance or are older than 50 years of age but have lost their character-defining features due to alterations.

The building at 211 North Palafox Street is considering a noncontributing resource to the district (Photo 36). Built in 1923, the single story, rectangular, masonry vernacular building originally housed the Scarrit Motor Company and later a furniture store. The modest masonry building was renovated with a “cheese grater” metal facade on the front sometime in the 1970s, and combined with changes in fenestration and exterior fabric, the original appearance of the building is drastically altered. This building no longer retains historic integrity as it relates to the period of significance within this district.

The Federal Courthouse at 1 North Palafox is a modern and noncontributing building to the district. Constructed in 1998, the five-story municipal building was built on the site of the 1909 San Carlos Hotel (NR-listed 1980), which was demolished in 1993.

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CONTRIBUTING RESOURCES

| <u>Address</u> | <u>Year Built</u> | <u>Style</u> | <u>Site File No.</u> |
|----------------------------|-------------------|-----------------------|----------------------|
| <u>North Baylen Street</u> | | | |
| 111 | 1950 | Masonry Vernacular | ES03698 |
| 201 | 1943 | Modern | ES03683 |
| 301 | 1961 | Modern | ES03693 |
| <u>South Baylen Street</u> | | | |
| 118 | 1946 | Masonry Vernacular | ES03699 |
| 120 | 1946 | Masonry Vernacular | ES03681 |
| 201-203 | 1898 | Masonry Vernacular | ESO1074 |
| 205 | 1920 | Masonry Vernacular | ESO1075 |
| 209-211 | 1910 (1956) | Masonry Vernacular | ESO1076 |
| 211-213 | 1956 | Masonry Vernacular | ES03685 |
| 221 | 1958 | Masonry Vernacular | ES03688 |
| 314 | 1884 | Masonry Vernacular | ES01077 |
| <u>East Garden Street</u> | | | |
| 15 | c.1900 | Masonry Vernacular | ES01054 |
| 21 | c. 1964 | Modern | ESO3667 |
| 36 | c.1918 | Masonry Vernacular | ES01089 |
| 42 | c.1922 | Masonry Vernacular | ES01090 |
| 50 | c.1944 | Masonry Vernacular | ES03696 |
| 90-100 | c.1947 | Masonry Vernacular | ES03675 |
| 107-111 | c.1900 | Mediterranean Revival | ES01092 |
| 115 | c.1912 | Masonry Vernacular | ES01093 |
| <u>East Gregory Street</u> | | | |
| 15-15 ½ | c.1948 | Masonry Vernacular | ES03671 |
| 51 | c.1959 | Masonry Vernacular | ES03673 |
| 20 | c.1948 | Masonry Vernacular | ESO3671 |
| 59 | c.1918 | Masonry Vernacular | ES01106 |

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PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

East Intendencia Street

| | | | |
|----|------|--------------------|---------|
| 15 | 1903 | Masonry Vernacular | ES01140 |
|----|------|--------------------|---------|

East Wright Street

| | | | |
|----|--------|--------------------|---------|
| 27 | c.1890 | Masonry Vernacular | ES01239 |
| 29 | c.1925 | Masonry Vernacular | ES01240 |
| 31 | c.1927 | Masonry Vernacular | ES01241 |

North Palafox Street

| | | | |
|---------|--------|-----------------------|---------|
| 2 | c.1914 | Commercial | ES00983 |
| 14 | c.1915 | Masonry Vernacular | ES01059 |
| 16 | c.1915 | Masonry Vernacular | ES01173 |
| 18 | c.1910 | Masonry Vernacular | ES01175 |
| 19 | c.1912 | Georgian Revival | ES01176 |
| 30-34 | c.1921 | Masonry Vernacular | ES01061 |
| 21 | c.1886 | Gothic Revival | ES01177 |
| 40 | c.1935 | Modern | ES01178 |
| 100 | c.1938 | Mediterranean Revival | ES00129 |
| 184-188 | c.1934 | Masonry Vernacular | ES01183 |
| 192-198 | c.1912 | Commercial | ES01184 |
| 200 | c.1965 | Modern | ES03705 |
| 270 | c.1940 | Masonry Vernacular | ES03692 |
| 284 | c.1925 | Masonry Vernacular | ES01189 |
| 286 | c.1925 | Masonry Vernacular | ES01190 |

North Spring Street

| | | | |
|-----|--------|------------------|---------|
| 216 | c.1921 | Bungalow | ES01225 |
| 218 | c.1883 | Frame Vernacular | ES01226 |
| 222 | c.1905 | Frame Vernacular | ES01227 |
| 226 | c.1883 | Frame Vernacular | ES01228 |

South Palafox Street

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PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

| | | | |
|---------|--------|---------------------|---------|
| 2-4 | c.1899 | Romanesque Revival | ES01159 |
| 4 ½ | c.1930 | Masonry Vernacular | ES01160 |
| 5 | c.1906 | Commercial | ES0980A |
| 6-8 | c.1910 | Masonry Vernacular | ES01161 |
| 10-12 | c.1912 | Masonry Vernacular | ES01162 |
| 14 | c.1910 | Masonry Vernacular | ES01163 |
| 16-18 | c.1912 | Masonry Vernacular | ES01164 |
| 24-28 | c.1912 | Masonry Vernacular | ES01166 |
| 28½-38 | c.1890 | Masonry Vernacular | ES01167 |
| 29-31 | c.1907 | Masonry Vernacular | ES01168 |
| 33-35 | c.1905 | Masonry Vernacular | ES01055 |
| 43 | c.1880 | Masonry Vernacular | ES01056 |
| 40 | c.1902 | Commercial | ES0133 |
| 100 | c.1890 | Italianate | ES01169 |
| 101 | c.1880 | Italianate | ES01029 |
| 106 | c.1890 | Masonry Vernacular | ES01191 |
| 112-114 | c.1880 | Masonry Vernacular | ES01170 |
| 113 | c.1890 | Masonry Vernacular | ES01065 |
| 116 | c.1880 | Masonry Vernacular | ES01171 |
| 118 | c.1925 | Spanish Colonial | ES00123 |
| 123-127 | c.1881 | Masonry Vernacular | ES01174 |
| 120-130 | c.1870 | Masonry Vernacular | ES00532 |
| 200 | c.1950 | Modern | ES03701 |
| 201-205 | c.1880 | Masonry Vernacular | ES01057 |
| 207 | c.1880 | Masonry Vernacular | ES01172 |
| 214 | c.1880 | Masonry Vernacular | ES04117 |
| 213 | c.1908 | Neoclassical | ES00518 |
| 216-220 | c.1940 | Masonry Vernacular | ES03686 |
| 215 | c.1908 | Neoclassical | ES00518 |
| 223 | c.1887 | Renaissance Revival | ES02514 |
| 226 | c.1909 | Chicago Style | ES00105 |
| 307-309 | c.1889 | Masonry Vernacular | ES01066 |
| 313-315 | c.1880 | Masonry Vernacular | ES01192 |
| 321-325 | c.1882 | Masonry Vernacular | ES01193 |

West Garden Street

| | | | |
|---|--------|------------|---------|
| 1 | c.1906 | Commercial | ES0980B |
|---|--------|------------|---------|

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PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

| | | | |
|-------|--------|--------------------|---------|
| 19-23 | c.1910 | Commercial | ES01097 |
| 31-35 | c.1935 | Commercial | ES01099 |
| 101 | c.1938 | Spanish Revival | ES03697 |
| 117 | c.1959 | Masonry Vernacular | ES03680 |

West Government Street

| | | | |
|-------|---------|--------------------|---------|
| 17-19 | c.1880 | Masonry Vernacular | ES01136 |
| 134 | c. 1901 | Frame Vernacular | ES01139 |
| 140 | c.1894 | Gothic Revival | ES0131 |

West Gregory Street

| | | | |
|-----|--------|------------------|---------|
| 112 | c.1885 | Frame Vernacular | ES01109 |
| 124 | c.1937 | Spanish Revival | ES01110 |

West Intendencia Street

| | | | |
|-----|------------|--------------------|---------|
| 109 | 1937(1945) | Masonry Vernacular | ES03678 |
| 119 | 1947 | Masonry Vernacular | ES03700 |
| 127 | 1913 | Frame Vernacular | ES01146 |
| 131 | 1869 | Frame Vernacular | ES01147 |
| 133 | c.1910 | Frame Vernacular | ES01148 |
| 141 | c.1874 | Frame Vernacular | ES01149 |

West Wright Street

| | | | |
|-----|--------|------------------|---------|
| 106 | c.1870 | Frame Vernacular | ES01251 |
| 114 | c.1910 | Frame Vernacular | ES01245 |
| 115 | c.1905 | Frame Vernacular | ES01252 |
| 117 | c.1930 | Frame Vernacular | ES01246 |

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

NONCONTRIBUTING RESOURCES

| <u>Address</u> | <u>Year Built</u> | <u>Style</u> | <u>Site File No.</u> |
|--------------------------------|-------------------|---------------------|--------------------------|
| <u>North Baylen Street</u> | | | |
| 111 | 1950 | Masonry Vernacular. | ES03698 (Altered c.1980) |
| 221 | 1999 | Commercial | N/A |
| 222 | 1971 | Commercial | N/A |
| <u>South Baylen Street</u> | | | |
| 100 | 1940 | Masonry Vernacular | ES03675 (Altered c.1980) |
| 229 | 1955 | Masonry Vernacular | ES03690 (Altered c.2005) |
| 316 | 1986 | Commercial | N/A |
| <u>West Chase Street</u> | | | |
| 24 | 1911 | Masonry Vernacular | ES01087 (Altered c.1990) |
| <u>East Garden Street</u> | | | |
| 101-105 | c.1902 | Masonry Vernacular | ES01091 (Altered c.1985) |
| <u>West Government Street</u> | | | |
| 25 | 2007 | Commercial | N/A |
| <u>West Gregory Street</u> | | | |
| 10 | 1976 | Metal Frame. | N/A |
| <u>South Jefferson Street</u> | | | |
| 101 | c.1946 | Masonry Vernacular | ES03676 (Altered c.1980) |
| 201 | c.1895 | Masonry Vernacular. | ES01151 (Altered c.1999) |
| <u>West Intendencia Street</u> | | | |

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PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

119 1947 Masonry Vernacular ES03700 (Altered c.1990)

North Palafox Street

1 1998 Government N/A
28 c.1915 Masonry Vernacular ES01060 (Altered c.2004)
101-105 c.1909 Masonry Vernacular ES01180
107-111 c.1910 Masonry Vernacular ES01062
113-119 c.1912 Masonry Vernacular ES01063
180 c.1934 Masonry Vernacular ES01064 (Altered c.1998)
201 1982 Commercial N/A
211 c.1923 Masonry Vernacular ES01185 (Altered c.1970)
223 c.1921 Masonry Vernacular ES01187 (Altered c.1985)

South Palafox Street

22 c.1912 Masonry Vernacular ES01165 (Altered c.2008)
108 c.1898 Masonry Vernacular ES01181 (Altered c.2000)
121 c.1959 Modern ES03704 (Altered c.1970)
210-212 c.1880 Masonry Vernacular ES01058 (Altered c.1985)

West Romana Street

21 c.1908 Masonry Vernacular ES01215 (Altered c.1985)
25 c.1932 Masonry Vernacular ES0121 (Altered c.2000)

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
DESCRIPTION

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PALAFX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
SIGNIFICANCE

SUMMARY

The Palafox Historic Business District is locally significant under Criterion A for its association with Commerce and Community Planning and Development. The existing street grid pattern was established in 1764 during the British colonial period (1763-1781), with Palafox Street serving as the commercial hub of Pensacola. No Spanish or British Colonial-period buildings are extant in the district. The commercial corridor along Palafox Street and the adjacent side streets in downtown Pensacola, Florida comprise a cohesive district of commercial buildings that were built starting in the 1880s, after railroads connected Pensacola to the interior of the continent. While most of the district is comprised of frame and masonry vernacular buildings, the historic district also features a number of revival and American architectural styles. Styles represented in this district include Spanish and Colonial Revival, Gothic Revival, Romanesque Revival, Neoclassical Revival, and Chicago Style commercial buildings.

HISTORICAL CONTEXT

First Spanish Period 1559-1763

In 1559, Spaniard Don Tristan de Luna y Arellano arrived in the sheltered natural harbor of Pensacola Bay with a fleet of ships and 1,500 potential settlers. Unfortunately, a hurricane struck before supplies were offloaded from the vessels and the group's provisions were destroyed. With no food or support from local indigenous people, the first European settlers abandoned Pensacola by 1561.¹² After several failed settlement attempts, Spain established a permanent settlement in Pensacola in 1752 near present day Seville Square.¹³ The Spanish garrison's western edge bordered what is now South Palafox Street. On December 23, 1757, King Ferdinand VI issued royal orders naming the settlement Panzacola.

British Period 1763-1781

The Treaty of Paris awarded Spanish Florida to Great Britain in 1763, and Pensacola became the capital of newly established West Florida. The settlement the British assumed from the Spanish consisted of a dilapidated stockade and meager huts.¹⁴ In 1767, British Colonial Governor, George Johnstone (1730-1787) appointed engineer and mapmaker Elias Durnford (1739-1794) as Surveyor of the Province.¹⁵ Durnford platted Pensacola

¹² John J. Clune and Margo S. Stringfield, *Historic Pensacola*, (Gainesville: University Press of Florida, 2009).

¹³ Lucius and Linda Ellsworth, *Pensacola, The Deep Water City*, (Tulsa, OK: Continental Heritage Press, 1982), 16-23.

¹⁴ Cecil Johnson, "Pensacola in the British Period: Summary and Significance," *Florida Historical Quarterly*, Vol. 37, No. 3/4, Pensacola Quadricentennial Issue (Jan. - Apr., 1959), pp. 263-280.

¹⁵ "Governor Johnstone's Appointments to the Provincial Council" [P.R.O., C.O. 5/574] 19 February 1765, in Clinton Newton Howard, *The British Development of West Florida, 1763-1769*, (Los Angeles, University of California Press, 1947), 107.

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Section number 8 Page 2 PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
SIGNIFICANCE

into a grid pattern of lots and streets (Figure 14), forming the basis of the city's current street pattern.¹⁶ Blocks comprised of 400 feet by 250 feet sections, further divided into twelve lots each, and bordered by 90-foot wide north-south streets and 60-foot wide east-west streets. Durnford reserved the center section of the town for military purposes, with residences on the streets flanking the fort. Garden plots for were laid out beyond the residential areas.¹⁷ The organized system delineated boundaries between properties. The symmetry provided a clear distinction between public and private areas and allowed for a smooth transfer of land ownership.

Bordered on the south by the Gulf of Mexico, on the east by the Apalachicola River, and running west to the Mississippi River, British West Florida extended into present day southern Alabama and Mississippi. West Florida became a haven for British loyalists escaping from the conflicts of the American Revolution. New settlers needed to pass through Pensacola to obtain land titles and conduct official business in the territory.¹⁸ In 1766, Pensacola officials applied to Britain to erect "Public Offices at Pensacola, Governors House, Courts of Justice, Council, Assembly, and Goal."¹⁹ The British also conducted commercial activity in Pensacola and constructed a dock. At its height, Pensacola's harbor generated revenue of nearly \$500,000 per year in naval stores, lumber, indigo, and skins for the British Empire.²⁰

Second Spanish Period 1781-1820

Taking advantage of reduced British military presence in West Florida during the Revolutionary War, in 1781 Spanish General Bernardo de Galvez captured the town in the Battle of Pensacola and returned it to Spanish rule.²¹ When the Spaniards returned, the inhabited area of the town ran east and west along the Pensacola Bay for about one mile and inland to the north for about a quarter of a mile. There were about 200 houses and 300 residents in Pensacola.²² The settlement's topography consisted of two small streams bordering the inhabited area on the east and west with a swamp on the north. However, the encroachment of Anglo-American settlers during the Second Spanish Period threatened Spanish dominion over West Florida.

¹⁶ Library of Congress, American Memory Project Map Division, "Durnford Map" http://lcweb2.loc.gov/cgi-bin/query/f?gmd:0:/temp/~ammem_jVXX: (Accessed March 12, 2012).

¹⁷ Historic Pensacola Preservation Board and Historic Pensacola, Inc. "An Architectural Survey of the Pensacola Historical District and North Hill Preservation District Pensacola, Florida 1994-1995."

¹⁸ Cecil Johnson, "Pensacola in the British Period: Summary and Significance," *Florida Historical Quarterly*, Vol. 37, No. 3/4, Pensacola Quadricentennial Issue (Jan. - Apr., 1959), 263-280.

¹⁹ James Bruce, Senior Councilor and Frank Poussett, Speaker, By Order of Assembly 22 November 1766, "The Humble Representation of the Council, and Assembly for the Province of West Florida: sent to The Right Honorable the [sic] Lords Commissioners of Trade and Plantations." In Howard, *The British Development of West Florida*, p 116.

²⁰ L.N. McAlister, "Pensacola During the Second Spanish Period," *Florida Historical Quarterly*, Pensacola Quadricentennial Issue, Volume XXXVII, Numbers 3 and 4 (1959), 290.

²¹ Explore Southern History "Battle of Pensacola" <http://www.exploresouthernhistory.com/pensacolabattle.html>

²² McAlister, "Pensacola During the Second Spanish Period," 290.

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
SIGNIFICANCE

Initially, various European nations desired Pensacola as a port of defense for its deep water bay and isolated position. Inland terrain comprised of pine barrens, sandy soil, swamps, and dense vegetation made overland travel extremely difficult. Unlike neighboring Gulf of Mexico cities such as Mobile or New Orleans, there was no river access from Pensacola to the continental interior. Inland rivers that run into Pensacola Bay are too shallow for navigation by large craft. Primitive frontier paths provided the only land routes out of town.

With limited access to other cities over land and rivers too shallow to navigate, Pensacola conducted travel and trade almost exclusively from the port. The fledgling town faced south towards its neighbors accessible by water such as Mobile and New Orleans. Despite incentives offered by the Spanish to attract residents, Pensacola's population grew slowly. Instead of moving to remote Pensacola, most potential settlers chose the more fertile soil of Baton Rouge, Louisiana, or Montgomery, Alabama, and the livelier atmosphere of bigger cities such as New Orleans or Mobile.

The newly formed American government's desire to expand to its "natural" boundaries was a threat to Spain's continued control of Florida.²³ Believing increased population would offset American encroachment, Spain encouraged immigration into Florida. The government offered free land grants and religious toleration for settlers willing to swear a loyalty oath to the Spanish Crown.²⁴

In 1785, the Panton, Leslie and Company Trading post set up headquarters in the southwestern vicinity of the Palafox business district near the present day intersection of South Baylen Street and West Main Street. The merchants, William Panton, John Leslie, Thomas Forbes, William Alexander, and Charles McLatchy, were Scots loyal to the British Empire. The Panton and Leslie firm relocated its headquarters to Spanish Pensacola after American Patriots confiscated their property in Georgia. Panton, Leslie, and Company began commerce with local Indian tribes, trading European manufactured goods, such as salt, blankets, and guns, for hides and furs; the business flourished. At the height of its trade, the company's Pensacola location shipped over 250,000 deer hides to London for the manufacture of leather goods.²⁵

After reacquiring Florida, the Spanish retained much of the British town plan, but renamed the streets. Due to the Louisiana Purchase, Spain moved the capital of Spanish West Florida from New Orleans to Pensacola in 1803.²⁶ Vicente Folch (1754-1829), Pensacola's Spanish Colonial Governor, hired Vicente Sebastián Pintado (1774 – 1829), Captain of Infantry and Surveyor General for His Majesty, to conduct a survey of the new

²³ Ibid., 293.

²⁴ Sylvia L. Hilton, "Loyalty and Patriotism on North American Frontiers: Being and Becoming Spanish in the Mississippi Valley, 1776-1803," from *Nexus of Empire: Negotiating Loyalty and Identity in the Revolutionary Borderlands, 1760s-1820s*, Gene Allen Smith and Sylvia L. Hilton, (University Press of Florida: Gainesville, 2010), Chapter 1.

²⁵ Encyclopedia of Alabama, "Panton, Leslie and Company" <http://www.encyclopediaofalabama.org/face/Article.jsp?id=h-3049>

²⁶ Louisiana State Museum, The Cabildo Two Centuries of Louisiana History, "The Louisiana Purchase" http://www.crt.state.la.us/museum/online_exhibits/Cabildo/4.aspx

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SIGNIFICANCE

Spanish capital.²⁷ The British plan drawn by Durnford called for buildings and streets to usurp the open areas surrounding the fort as Pensacola grew.²⁸ Spanish planner, Pintado had different ideas and viewed Durnford's gridiron plan as primitive.²⁹ Pintado, well versed in Spanish town planning concepts, envisioned the open space east of Palafox Street as a spectacular plaza.³⁰ Whereas Durnford's plan had mostly ignored the land north of Garden Street, Pintado labeled those parcel as Arpents reserved for agriculture and farming.³¹

As West Florida's capital, Pensacola began to grow and by 1813, the population numbered over 3,000.³² Preoccupied with domestic problems and independence movements in the empire's southern colonies, little of the Spanish government's time and resources was devoted to improving the infrastructure of Pensacola. The town's center of action shifted during this time from the military stockade to commercial activity along Palafox Street, which became Pensacola's central business area. Most of Pensacola's buildings consisted of wood structures except for the three-story brick mansion owned by trader William Panton. An 1816 map drawn by surveyor Pintado titled "Porte de la Bahia de Pansacola" shows Palafox Street as the settlement's central artery leading up to the fortification of San Miguel, just north of town.³³ A map drawn by Brosnaham in 1819 titled "Pensacola" shows Palafox as the main artery leading from the center of settlement to the territories to the north.³⁴

In 1814, during the War of 1812, the neutral Spanish allowed two British warships to enter Pensacola Bay. The British ship commanders then came ashore, recruited and armed local Indians. The newly equipped Indian soldiers practiced drills on Pensacola's streets.³⁵ In November 1814, American General Andrew Jackson (1767-1845) invaded the town of Pensacola and attacked the British troops fighting directly in the town, destroying buildings and fortifications. While the Spanish Commandant, Mateo Gonzalez Manrique, was surrendering to General Jackson, the British ships managed to flee from the Pensacola Bay into the Gulf of Mexico. Civilians

²⁷ Vicente Pintado "A Plan of the town of Pensacola and its contiguous suburb of Gardens, according to the general arrangement, corrections and addition made in the Years 1807, 1808, and 1809 and other alterations made up to the date" from Pintado Papers, Pensacola Historical Society, (hereafter cited as PHS).

²⁸ Robert B. Lloyd, Jr., "Development of the Plan of Pensacola During the Colonial Era, 1559-1821," *Florida Historical Quarterly*, Vol. 64, No. 3 (Jan. 1986), pp. 253-272. <http://www.jstor.org/stable/30140519> p. 261.

²⁹ Lloyd, "Development of the Plan of Pensacola," p.270.

³⁰ Vicente Pintado letter to Honorable Governor and Sub delegate of the Royal Treasury, 22 September 1816. From Pintado Papers Notebook U W No. 16 No. 5 Pensacola Historical Society (PHS).

³¹ Vicente Pintado "A Plan of the town of Pensacola and its contiguous suburb of Gardens, according to the general arrangement, corrections and addition made in the Years 1807, 1808, and 1809 and other alterations made up to the date" from Pintado Papers, PHS.

³² L. N. McAlister, "Pensacola During the Second Spanish Period," 310.

³³ Pintado, "Porte de la Bahia de Pansacola," 1813 Spain, Archaeology Institute of University of West Florida Digital Historic Map Collection.

³⁴ Brosnaham, "Pensacola" 1819, Unspecified, Archaeology Institute of University of West Florida Digital Historic Map Collection.

³⁵ L. N. McAlister, "Pensacola During the Second Spanish Period," 316.

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
SIGNIFICANCE

also fled the city, and the population dropped to fewer than 400 individuals.³⁶ Manrique's successor, Governor Jose Masot, pleaded with Havana to help defend the nearly abandoned town from raids by pirates.³⁷

The end of the Second Spanish Period in Pensacola came in 1818, during the first Seminole War. General Andrew Jackson returned to Pensacola after learning that Pensacola's Governor José Masot was hiding Indians hostile to Americans. Outnumbered four to one, Governor Masot surrendered the town to Jackson who demanded officials relinquish Pensacola and the rest of West Florida until Spain could control the Indian population and guarantee a peaceful frontier.³⁸ Despite the strain these events placed on United States' Spanish relations, an American delegation, led by Secretary of State John Quincy Adams, negotiated a peaceful handover of Florida with the Spanish. Ratified for the first time in 1819, and for the second time in 1821, the Adams-Onís Treaty made the transfer of Florida to the United States official. Andrew Jackson became the first American territorial Governor of Florida.

United States Territory 1820-1845

The United States government invested in infrastructure for its new territory and built the Pensacola to St. Augustine Road in 1824. The narrow sandy road was an improvement over the dearth of overland access, but was a long way from being major transportation artery capable of conducting large-scale trade and transport. The government also invested in military fortifications around Pensacola using slave labor and millions of bricks to construct the Navy Yard (1826), a lighthouse (1826), Fort Pickens (1829-34), Fort Barrancas (1839-44), and Fort McRee (1834-37). The military did not see any reason to construct defense fortifications along Pensacola's interior and built the forts to guard the maritime entrance to Pensacola Bay. Local entrepreneurs began mining Pensacola's shoreline for clay to fulfill the demand for bricks to build the forts. Overseen by Colonel William Henry Chase (1798-1870) of the Corps of Army Engineers, the largest of the group, Fort Pickens, used over 22 million bricks, many from local manufacturers.

An 1827 map shows the American territorial government continued using Palafox Street, along with Alcaniz Street to the east, as the primary land routes in and out of Pensacola.³⁹ Although Pensacola served as the capital of both British and Spanish West Florida, it was a small frontier town. In the Palafox Historic Business District, the area north of Garden Street was mostly farm plots and the land north of Wright Street was undeveloped.

³⁶ Stanley Faye "British and Spanish Fortifications of Pensacola, 1781-1821," *Florida Historical Quarterly*, Vol. 20, No. 3 (Jan., 1942), 289.

³⁷ L. N. McAlister, "Pensacola During the Second Spanish Period," 320.

³⁸ John and Mary Lou Missall, *The Seminole Wars: America's Longest Indian Conflict*, (University Press of Florida: Gainesville, 2004), 42-43.

³⁹ Unknown, "Plan of Pensacola" 1827, Archaeology Institute of University of West Florida Digital Historic Map Collection.

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
SIGNIFICANCE

State of Florida 1845-1861

Florida became a state in 1845. By 1850, Pensacola's population numbered 2,160. Part of Pensacola's diverse population consisted of 350 free blacks and 139 foreign inhabitants from 18 different countries. While the port continued to service Pensacola, local business leaders worked to gain transportation access to the continental interior. In 1859, fort builder Colonel William H. Chase purchased one of the Arpent lots on Palafox Street north of Garden Street and built a fine home out in the country. The Chase home, which later became the Escambia Hotel, encompassed the entire western block of North Palafox Street between West Gregory and West Wright Streets. Across Palafox Street to the east was the home of U.S. Senator Stephen Russell Mallory (1812-1873). The Mallory homestead occupied the entire eastern block of North Palafox Street between East Gregory and East Wright Streets.

All developmental activities stopped when Florida seceded from the Union on January 10, 1861. Businessmen in the city had finally succeeded in acquiring a rail connection to Montgomery, Alabama in 1861; however, it was almost immediately destroyed due to the Confederate Army's "scorched earth" policy. Confederate forces confiscated the rolling stock and destroyed all facilities, factories, and businesses that might be of use to Union forces.⁴⁰ Stephen R. Mallory resigned his U.S. Senate seat and became the Secretary of the Navy of the Confederate States of America.

Civil War 1861-1865

Pensacola's geographic location and the forts that protected the city were important for both sides during the Civil War especially to prevent smuggling through the myriad waterways. Before the official start of the war, Lieutenant Adam J. Slemmer (1828-1868), who was in charge of United States Union forces at Fort Barrancas, abandoned that mainland garrison after a group of armed men attempted to take control of the facility on January 8, 1861. Shortly after the attempt, Lt. Slemmer destroyed over 20,000 pounds of powder at Fort McRee on Perdido Key, spiked the guns at Fort Barrancas, and along with about eighty troops evacuated across Pensacola Bay to Fort Pickens at the tip of Santa Rosa Island. Fort Pickens remained in Union hands throughout the Civil War.

Union forces successfully blockaded the port of Pensacola. Confederate forces abandoned Pensacola in 1862 and most civilians fled to Greenville, Alabama. The majority of the Union troops left the sandy encampment of Fort Pickens and set up camp in Pensacola's newly vacated buildings. Union General Lewis Golding Arnold (1817-1871) occupied the home of William H. Chase, located on North Palafox Street at West Wright Street.⁴¹

⁴⁰ Colonel Thomas M. Jones Mobile 14 May 1862 "Official Records of the Union and Confederate Armies," Ser. 1 vol. 6 Chapter XVI-Reports.

⁴¹ *New York Times*, 6 June 1862 "From Pensacola"

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Colonel William Wilson of the 6th New York and later the Union Army Hospital Corps occupied the home of Stephen Mallory.⁴² During the duration of the Civil War, population estimates show as few as 100 civilians remained in the city.

Post-Civil War 1865-1881

The United States readmitted Florida to the Union in 1868. Under martial law, Pensacola was a relatively lawless place. Portions of land in the business district were swamps, uneven planks covered walkways, and the streets were made of packed sand with open drainage ditches running along the sides. Rain created havoc along the city streets. However, as a sign of progress Pensacola gained its first public school building on East Wright Street between Guillemard and Tarragona streets in 1875 during Reconstruction.

During Reconstruction, Salvator Pons (1835-1890), a man of mixed African descent, served as the city's mayor in 1874 and represented Pensacola in other governmental capacities including Florida State Representative, City Councilman, and City Clerk.⁴³ His brother, Jon Pons (1837-1912), a barber, also served as Escambia County Commissioner and Tax Collector.⁴⁴ After Jon's death, his descendants continued the barber profession, operating in several locations along Palafox Street. John Sunday (1838-1925) returned to Pensacola after fighting for the Union in the United States Colored Infantry. Sunday, the son of a slave, served in the Florida House of Representatives from 1878 to 1885 and as a city councilman in 1874.⁴⁵

Reconstruction ended in Florida with the Compromise of 1877. By the 1880s, Pensacola acquired railroad connections to cities in the interior.⁴⁶ The railroad along with flourishing fishing and lumber industries helped the city experience increased economic activity and participate in the worldwide industrial boom.⁴⁷ Numerous business related to the shipping industry filled the Palafox business district. Baylen Street and Palafox Street became wharves and jutted into the Pensacola Bay. Ship chandleries, warehouses, saloons, brothels, restaurants, boarding houses, and hotels served the ships and longshoremen during this period.

The Palafox Historic Business District contains only four buildings that precede the 1880 rail connections: the 1870 two-story masonry vernacular Johnson Building at 130 South Palafox Street (ES00532), and three frame

⁴² Brian Mabelitini, "Union Defenses of the City of Pensacola 1862-1865" Paper on Academia.edu https://www.academia.edu/2420366/Union_Defenses_of_the_City_of_Pensacola_Florida_1862-1865 (accessed on 8/22/2014)

⁴³ Canter Brown, *Florida's Black Public Officials: 1867-1924*, (Tuscaloosa: University of Alabama Press, 1998) 116.

⁴⁴ *Ibid.*, 116.

⁴⁵ *Ibid.*, 130; St. Joseph's information from; Amy Ferrara Smith "St Joseph's a Church of Firsts" Florida Catholic: Exploring Parish Churches, <http://www.lpca.us/St%20Joseph%20a%20parish%20of%20firsts.pdf> (accessed 12/18/2013).

⁴⁶ Benjamin Robinson, *An Historical Sketch of Pensacola Florida: Embracing a Brief Retrospect of the Past and a View of the Present*, (Pensacola: Printed at the Advance-Gazette Book and Job Office, 1882), pp. 45-59.

⁴⁷ Virginia Parks, *Pensacola: Spaniards to Space Age*, (Pensacola Historical Society, 1986), 80.

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vernacular dwellings, 106 West Wright Street (ES01251), 131 West Intendencia Street (ES01147), and 141 West Intendencia Street (ES01149). In 1880, the Palafox Historic Business District suffered two devastating fires. One fire occurred on July 5, 1880, which burned much of the 300 Block of South Palafox Street, across from Plaza Ferdinand.⁴⁸ The second fire on December 11, 1880, burned 100 buildings, which at that time represented 90 percent of the city's downtown core. Before the fires, Pensacola contained numerous wooden buildings. The destruction of the antebellum buildings coupled with recent attainment of railroad connections to the continental interior ushered in a new era of building and construction that necessitated better methods and materials. As Pensacola's resources were shipped worldwide via its harbor and rail connections, the Palafox Historic Business District emerged as the center for economic activity. Over 50 percent of the extant buildings in the district were constructed within 35 years after the 1880 fires.

HISTORICAL SIGNIFICANCE

The Palafox Historic Business District is locally significant under Criterion A for its association with Community Planning and Development of Pensacola as a city, and additionally for Commerce, since Palafox Street historically served as the center for business, trade, and transportation. The buildings extant within the district physically represent the timeline of Pensacola's progression from a small port town into a major transportation hub vital to the lumber and fishing industries and later, war efforts. The period of significance extends from 1880 to 1965 to reflect the continuum of events and representative architectural styles. This time span is further divided into three distinct periods: from 1880 until World War I, the time between both World War I and World War II to reflect the military presence in Pensacola, and from the mid-century onwards to account for post-war growth and the beginning of urban renewal policies that affected downtowns nationally. As the primary location for business and commerce since colonial occupation, this historic district reflects a distinct pattern of development that the neighboring National Register-listed districts do not address.

First Period of Significance 1880-1914

In 1881, the Pensacola and Atlantic Railroad, a subsidiary of the Louisville and Nashville Railroad (L&N RR), began construction of a rail line that first connected Pensacola with Jacksonville to the east, and later north to Alabama. The line ran north and south down the center of Tarragona Street and connected to the waterfront line at Main Street. The rail lines are still visible along portions of Main Street and are still in operation along Tarragona Street. The railroads facilitated a building boom in the late 19th century. Lumber could be moved more easily from inland forests to harbor and refrigerated rail cars sent freshly caught fish from Pensacola Bay and the Gulf of Mexico to cities as far away as Chicago, Illinois. Initially prized because of its protected deep-water port, enterprising citizens discovered the value of the area's vast virgin pine forests. Pensacola emerged

⁴⁸ *The Daily Dispatch*, 6 July 1880, Image 3 (Richmond, Va.) 1850-1884 "A \$75,000 fire in Pensacola"

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as an international shipping port for lumber, which along with the fishing industry provided the bulk of the wealth for the city.

Pensacola Bay remains shallow several hundred feet from the shoreline. At the height of the lumber boom in Pensacola, lumber was floated out on the water, where longshoremen waded out to the ships, cut holes in their hull, and loaded the cargo into the openings. Eventually the docks adapted a less destructive way to load ships, using lifts and rail lines. By 1884, Pensacola further expanded north of Garden Street into the areas previously considered the country.⁴⁹

By 1885, local Democrats, including Florida's newly elected governor Edward Aylsworth Perry (1831-1889), who was from Pensacola, wrested control of the local government from the hands of Reconstructionist Republicans and some of the community's black leaders. In March 1885, the newly formed Provisional Municipality of Pensacola started issuing ordinances.

Among the Provisional Municipality of Pensacola's newly appointed council members were railroad tycoon William Dudley Chipley (1840-1897) and Francis Celestino Brent (1848 - 1914), banker, and lumber magnate. The council set about establishing ordinances and codified measures to improve Pensacola. By 1884, Palafox Street had gas street lamps, which the city replaced with electric lights in 1889.⁵⁰ In 1884, Pensacola developed its first transit system, which utilized a mule drawn streetcar. By 1890, an electric streetcar system running down the middle of Palafox Street replaced the mule.

Like many cities at the time, Pensacola experienced problems with fire damage. In 1886, after a series of devastating fires, property owners sought to protect their investments, Pensacola contracted with Samuel R. Bullock and Company of New York to install a municipal water system complete with a 4 million gallon capacity pump, 11 miles of water mains, and hydrants.⁵¹ The Provisional Municipality of Pensacola raised taxes, hired a fire marshal, and called for fines on anyone who constructed a wooden building.⁵²

By 1886, Pensacola's city ordinances required all buildings in the business district to be constructed using specific building methods to ensure strength and fire resistance. With the exception of outhouses, city codes banned wooden buildings.⁵³ The codes required one foot of masonry structure for every four feet of wall or

⁴⁹ W. F. Lee, "Map of Pensacola 1884," Archaeology Institute of University of West Florida Digital Historic Map Collection.

⁵⁰ Maloney's 1898 City Directory

⁵¹ June 28, 1886 "An ordinance accepting the system of water works of the Pensacola water works company" and from "Statistical tables of American water works, compiled from special returns" by J.J. R. Croes for *Engineering News Publishing Company*, Tribune Building NY 1887 page 20, and from The Manual of American Water-works, Volume 1 (Google eBook) Moses Nelson Baker published by the Engineering News, 1888.

⁵² Provisional Municipality of Pensacola Ordinance "Fire resistance and Building codes" December 19, 1885, 69.

⁵³ Provisional Municipality of Pensacola, Ordinance 10 June 1886, 93.

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window opening. However, there were no size restrictions on iron support columns. The Pensacola business owners who used exterior iron support columns and lintels were able to install larger display windows to captivate shoppers.

Business owners in Pensacola recognized the benefits of rebuilding with fireproof masonry and materials such as iron. Cast iron's carbon off-gasses provide an imbedded resistance to corrosion, which is why Pensacola's 19th century cast iron buildings remain relatively unscathed by the volatile Gulf Coast climate.⁵⁴ New Yorker iron foundry owner James Bogardus is credited as the pioneer of cast-iron commercial facades. He combined utility with the ease of replication.⁵⁵ Pensacola capitalized on the ease and accessibility of the material to rebuild its commercial district.

Manufacturers used railroads to ship prefabricated iron pieces ordered from catalogs to cities across the United States. Local workers assembled the components at the building site using step-by-step instructions. The Palafox Historic Business District has two extant buildings from Mesker Brothers Iron Works in Evansville, Indiana. Built in 1896, the two-story Italianate Brosnaham Building at 100 South Palafox Street (ES01169) (Photo 6) has engaged upper story columns with a distinctive double rosette base design and pressed metal cornice and window hoods from the Mesker Brothers Iron Works. The fire station at 107-111 East Garden Street, (ES01092) built in 1901, has a George L. Mesker & Company cornice (Photo 26).⁵⁶

Pensacola's lumber industry was flourishing in the late 19th century. Pensacola became the port of departure for shipping lumber products around the world. In 1887, 518 vessels entered the Port of Pensacola, 361 of those were from foreign nations.⁵⁷ There were approximately 16 lumber mills operating around Pensacola in 1900, among them the Southern States Land and Lumber Company, Baars, Dunwoody and Company, and the W. S. Keyser Lumber Company. The lumber industry brought numerous workers to Pensacola.

When the tall masted sailing ships arrived in Pensacola's harbor, they carried ballast to maintain balance prior to loading up with cargo from Pensacola's wharves. The ballast made of mud, brick, and stone originated primarily from European ports. The ships' crew dumped the ballast along Pensacola's shoreline, which gradually crept into the Pensacola Bay, creating 60 acres of new land south of Main Street, which originally

⁵⁴ Scott J. Howell, "Architectural Cast Iron: Design and Restoration" APT Bulletin, Association for Preservation Technology International, Vol. 19, No. 3 (1987), 52 <http://www.jstor.org/stable/1494201>

⁵⁵ Columbia University Press "Cast-iron architecture." The Columbia Encyclopedia. New York: Columbia University Press, 2013. Credo Reference. Web. 20 June 2013.

⁵⁶ Darius Bryjka, "Got Mesker" Identification Guide to Sheet-Metal Facades and Building Components Manufactured by Mesker Brothers Iron Works & George L. Mesker and Company. The cornice can be found in George L. Mesker Catalog, 1905 page 24.

⁵⁷ Occie Clubbs, "Pensacola in Retrospect: 1870-1890" Florida Historical Quarterly, Pensacola Quadricentennial Issue, Volume XXXVII, Numbers 3 and 4 1959) 381.

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marked the shoreline.⁵⁸ By the turn of the century, Pensacola's waterfront industries moved south of Main Street. Businesses spread north from the Pensacola Bay extending east, and west from the central artery, Palafox Street. At their southern-most extension, Pensacola's waterfront streets turned into wharves that serviced the incoming vessels. Palafox Street stretched into the Pensacola Bay with the Warren Fish Company at its end. Tarragona Street with the railroad tracks down its center extended into the bay over 2,000 feet with a large grain elevator. The Commendencia Street Wharf had upper and lower platforms able to load multiple ships simultaneously. Baylen Street Wharf was home to E.E. Saunders Fish Company and Ice House.

In addition to lumber, other products embarked from the busy port of Pensacola including naval stores, cotton, and pig iron. Products imported into the port were ice, steel rails, and marble.⁵⁹ Fishing was a thriving industry in Pensacola primarily supported by the red snapper catch. By the mid-1890s, Pensacola was the nation's largest producer of commercial red snapper.⁶⁰ By the beginning of the 20th century, E.E. Saunders and Warren and Company were the largest commercial fishing businesses in Pensacola. In 1904, the two businesses shipped over \$600,000 worth of red snapper in refrigerated railroad cars from Pensacola to cities throughout the country.⁶¹

The 1905 Halloween Fire leveled the west side of South Palafox Street north of Romana Street extending across Garden Street. The buildings on the east side of Palafox, including the three-story Masonic lodge built in 1899 at 2 South Palafox Street (Photos 14) remained unscathed by the fire. A hurricane in 1906 also did considerable damage to the district. With these disasters, renewed interest focused on constructing new buildings that could withstand fire and wind damage. Community leaders rebuilt large buildings with fireproof iron and steel frames. By the early 20th century, Pensacola started taking on the appearance of a modern city.⁶²

Pensacola also prioritized infrastructure improvements at the end of the 19th and beginning of the 20th century. Participating in the national progressive ideas of civic improvement and the City Beautiful Movement, a representative from Pensacola attended the Convention of Improvement Associations in Springfield, Ohio, in 1900.⁶³ In 1908, Pensacola's Park Commissioner J.H. Sherrill contacted nationally renowned landscape Architect George Edward Kessler (1862- 1923) regarding plans for a park and boulevard system.⁶⁴

⁵⁸ Workers of the Writers Program, *Works Progress Administration in the State of Florida, Florida: A Guide to the Southernmost State* (State of Florida Department of Public Instruction, 1939), 240.

⁵⁹ United States Army Corps of Engineers, *Annual Report of the Chief of Engineers, United States Army, Part 1*, (U.S. Government Printing Office, 1918), 851.

⁶⁰ Lucius and Linda Ellsworth, *Pensacola, The Deep Water City*, (Tulsa, OK: Continental Heritage Press, 1982) 70.

⁶¹ James R. McGovern, *The Emergence of a City in the Modern South: Pensacola 1900-1945*, (E.O. Painter Printing Company: DeLeon Springs, 1976) 25.

⁶² *Ibid.*, 16-17.

⁶³ Jon A. Peterson, "The City Beautiful Movement: Forgotten Origins and Lost Meanings," *Journal of Urban History*, Vol. 2 No. 4, August 1976, 421.

⁶⁴ Missouri History Museum, Kansas City, MO. Papers of George Edward Kessler (1862-1923), page 47

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Most of Pensacola's infrastructure improvements originated on Palafox Street. Palafox between Main and Garden Streets was the first paved street in Pensacola.⁶⁵ By 1902, 115 miles of paved sidewalks replaced the old planks. The city replaced the open drainage ditches lining the streets with 53 miles of underground sewer lines. Between 1907 and 1911, the city constructed 21 miles of paved roads.⁶⁶

During this period, west of Palafox Street, brothels lined West Zarragossa and South Baylen streets. The building at 314 South Baylen Street (Photo 8) once operated as a bordello. Recognizing the kind of market that catered to visiting sailors, Pensacola established a "red light district" where prostitution was unofficially sanctioned. Officials determined it was better to confine law-breaking activity to a particular area where they could police it more effectively.⁶⁷ In addition to containing crime, the city occasionally issued crackdowns for violations and collected revenue from the fines.⁶⁸ In response to the military's concern for the health and well-being of its personnel, Pensacola closed down its red light district in 1917. However, the red light district experienced a resurgence during World War II.⁶⁹

Pensacola shipped fish caught in the nearby Gulf of Mexico in refrigerated rail cars to inland American cities. Due to worldwide demand for lumber, and regional availability of old growth long leaf pine and other trees, dozens of mills surrounded Pensacola to take advantage of the deep-water port. Farms sprang up in the former woodlands where the cleared forests created agriculturally rich sandy loam soil.⁷⁰ Originally developed to export wood products, some of the mills adapted after local lumber output declined. After World War I, Pensacola began to import mahogany and other woods into its harbor to send to the local mills for planing.⁷¹

Pensacola's population increased as immigrants from around the world came to the city. An international atmosphere imbued the thriving port city of Pensacola. Greeks, Norwegians, Italians, Creoles, and African Americans all resided in the city. In 1913, the city boasted offices for foreign consuls of Cuba, Germany, Mexico, Columbia, Venezuela, vice consuls of Austria-Hungary, Belgium, Brazil, Colombia, Denmark, Great Britain, Guatemala, Netherlands, Norway, Portugal, Russia, Spain, Sweden, Uruguay, and consular agents from France and Italy.⁷²

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⁶⁵ Maloney's 1898 City Directory.

⁶⁶ Polk, City Directory 1913.

⁶⁷ James R. McGovern, The Emergence of a City in the Modern South, 72-80.

⁶⁸ Cynthia Catellier, *Next Exit History*™ "Red Light District" <http://nextexithistory.com/PublicContents/Details/35449>

⁶⁹ James R. McGovern, "Sporting Life on the Line: Prostitution in Progressive Era Pensacola" Florida Historical Quarterly, Volume LIV, Number 2 October (1975) 134-135.

⁷⁰ John C. Phillips, "The Water-Powered Industries of Northwest Florida, an Archaeological Reconnaissance," Report of Investigations Number 58, (Archaeology Institute of University of West Florida: Pensacola, 1996) 29.

⁷¹ West Florida Historic Trust, T.T. Wentworth, Jr. State Museum Exhibit

⁷² R.L. Polk & Company's Pensacola Directory 1913

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The first Greeks to remain in Pensacola were the brothers Constantine, George, and Nick Apostal, who were from the Island of Skopelos in the central Aegean. They established a restaurant, Nick's, at the corner of Palafox and Intendencia Street. By 1903, Pensacola's Greek citizens established the "Parthenon Society" with Nick Apostal as president. By 1910, around 120 of Pensacola's residents were of Greek origin.

Shortly after his arrival in 1876, Lewis Bear, a Jewish immigrant from Bavaria, began a small grocery business next to his home on the southwest corner of Barcelona and Intendencia Streets. In a two-wheeled cart, Bear delivered groceries and supplies out to Pensacola's bustling wharves. From modest beginnings, the business expanded to wholesale supplies delivered via steamers to small Gulf Coast towns. Once rail lines connected Pensacola to the interior of the continent, Bear managed to expand his market to inland cities.⁷³ The building located at 24 West Chase Street (ES01087) housed the Jewish Men's Progress Club. The purpose of the Progress Club was "Social Musical and Literary."⁷⁴

German and Austrian Jews erected Temple Beth El, the state's first Jewish Temple (demolished), at 37 East Chase Street in 1895.⁷⁵ Across the street from the synagogue stood the First Presbyterian Church and the Universalist Church.⁷⁶ Approximately twelve Jewish families established Pensacola's Temple Beth-El in 1878, and by 1920, the congregation numbered 101 members.⁷⁷

Charles Henry Bliss (1861-1907), mayor of Pensacola from 1905-1907 and publisher of *The Bliss Quarterly*, was a tireless promoter of the city. Born in Shelbyville, Indiana, Bliss traveled the west before settling in Pensacola. As mayor, Bliss vetoed the city's proposed Jim Crow ordinance in 1905. Prior to that time, Pensacola did not enforce segregation to the extent of other cities in Florida. African Americans, Jews, and other persons of foreign descent operated their establishments along an integrated Palafox Street. A unanimous city council overruled Mayor Bliss' veto and segregation ensued in the city after 1905. Previously integrated, Creoles were forced to move from the white business and residential areas of Pensacola and Palafox Street.⁷⁸ Toleration of differences notable in Pensacola at the turn of the century became less acceptable as more avenues of communication and more people from neighboring southern states reached the once relatively isolated community.⁷⁹

⁷³ Cynthia Catellier, "404 South Palafox-The Bear Penko Building" *Pensacola History Illustrated: A Journal of Pensacola and West Florida History*, Volume 2 Summer No. 1 (2012), 5-6.

⁷⁴ Henrietta Szold, *The American Jewish Year Book*, (Philadelphia: Jewish Publication Society of America, 1907)

⁷⁵ Pensacola Historical Society, "Temple Beth-El: Renovation for the Next Century" pamphlet, 1990.

⁷⁶ Sanborn Map Pensacola, 1903.

⁷⁷ Pensacola Historical Society, "Temple Beth-El: Renovation for the Next Century" pamphlet, 1990.

⁷⁸ Lucius and Linda Ellsworth, *Pensacola: The Deep Water City*, 74.

⁷⁹ James R. McGovern, *The Emergence of a City in the Modern South*, 96.

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By the beginning of the 20th century, business leaders believed Pensacola's excellent harbor would benefit from the proximity of the city to the new Panama Canal that opened in 1914. However, on January 8, 1914, the First National Bank closed its doors. Signaling the end of the lumber boom, English timber brokers Crow, Rudolf, and Company of Liverpool, were unable to repay \$500,000 in drafts to Keyser-Muldoon lumber company. The bankers, indicted but acquitted, repaid depositors almost all of their money. The bank's failure sapped local confidence in Pensacola's boom and bankrupted some of its officers.⁸⁰ Other setbacks befell Pensacola during this period. Two hurricanes that hit in 1906 and 1916 severely damaged the port facilities and shipping vessels. Overfishing of red snapper accompanied by national competition from other types of fish contributed to the decline in Pensacola's fishing industry.

The outbreak of World War I severely affected demand for lumber and naval stores from European cities. A worldwide decline in lumber prices discouraged mill owners from practicing the more expensive but more sustainable technique of selective cutting. Naval stores industries connected to the lumber trade, such as rosin and turpentine, suffered as well. The export value of naval stores dropped from \$4,077,000 in 1913 to \$1,220,000 in 1915.⁸¹ Competition from available timber in previously unexploited locations nationwide coupled with diminished lumber demand created a sharp decline in the local lumber industry by 1915.⁸²

While Pensacola experienced a surge in building accompanied by a boom in the lumber and fishing industries during this period, growth of the neighboring port of Mobile, Alabama, still outpaced Pensacola. The failure to develop a broad and diverse economic base was a problem for Pensacola. The city neglected to develop an infrastructure supporting a strong base of imports. Pensacola grew rich through its port's exports of fish and lumber, yet the port never realized its full potential as a transshipment center. The railroad connection that fueled Pensacola's prosperity was a monopoly owned by the L&N Company, which was reluctant to allow competition and refused use of its facilities to independent enterprises. Pensacola's rail connection extended north to Montgomery, Alabama, but the L&N Railroad was slow to connect east to other parts of Florida or west to Mobile or New Orleans. Locally, there was a lack of public financial support to expand port facilities or to make it independent of the L&N Railroad. Mobile, with an extensive navigable river system in addition to its railroad, was the more desirable and lucrative transshipment port facility. Pensacola's distance from the rapid infrastructure improvements taking place throughout Florida, especially along the east coast, served as another detriment to the city's hopes of remaining a major economic trade center.⁸³

⁸⁰ James R. McGovern, The Emergence of a City in the Modern South, 27.

⁸¹ *Ibid.*, 24.

⁸² *Ibid.*, 27.

⁸³ George F. Pearce, "Pensacola, the Deep-Water Harbor of the Gulf: Its Development, 1825-1930," Gulf Coast Historical Review, Vol.5, No.2 (Spring 1990), 128-140.

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Second Period of Significance 1915-1945

In 1914, the United States Navy decided to locate its nascent flight program in Pensacola after a visit from then Secretary of the Navy, Franklin D. Roosevelt. The arrival of the Navy brought thousands of new people to the city. By the end of World War I, over 1,000 pilots came through Pensacola. The original naval aviators came as officers from the United States Naval Academy. Although the naval facility is not located inside the Palafox Historic Business District, the Navy's presence in its inaugural year generated over \$600,000 for the local economy, which grew to over \$4,000,000 by 1931.⁸⁴ By 1920, Pensacola was the third largest city in the state of Florida with a population of 31,035 people.⁸⁵

Although Pensacola was home to naval aviation, it was still largely inaccessible by automobile. Traveling the Florida section of the Old Spanish Trail from Pensacola to Apalachicola by automobile, a distance of just over 150 miles, took ten hours. The only automobile access to nearby Alabama was a sandy road. Pensacola did not have a bridge connection to the Gulf Breeze Peninsula across the Pensacola Bay or to Pensacola Beach across the Santa Rosa Sound.⁸⁶ However, by the early 1920s, a road building program enacted by civic and government agencies added bridges and highways connecting the city to its neighboring communities.

Two sets of trolley tracks led down the center of Palafox Street from the mid-1880s until 1930. A covered trolley stop was located in the center of what is now Martin Luther King Jr. Plaza just south of the North Palafox and Gregory Street intersection. After 1915, the streets north of Garden gained buildings related to the new automobile. This new building trend occurring after the lumber and fishing boom years, with a few exceptions, tended towards simple one and two-story flat roofed masonry vernacular. The entire western side of North Palafox Street from Gregory to Wright Street, once the country home of Colonel William H. Chase, focused on automobile related businesses.⁸⁷

Pensacola was not immune to the effects of the Great Depression, and the city received some federal funding. As part of the National Recovery Act of 1933, the Public Works Administration built the United States Post Office and Court House Building at 100 North Palafox Street (ES00129) (Photo 23) in 1938. In 2003, Congressman Jeff Miller introduced legislation to name the building in memory of United States District Court Justice Winston Eugene Arnow (1911-1994) who presided over numerous civil rights cases. President Barack Obama signed the designation into law on in 2010.⁸⁸ The National Youth Agency, a Works Progress Administration agency, had its headquarters at 15-15½ East Intendencia Street.⁸⁹

⁸⁴ James R. McGovern, The Emergence of a City in the Modern South, 30, 116.

⁸⁵ 1920 Census

⁸⁶ James R. McGovern, The Emergence of a City in the Modern South, 91-92

⁸⁷ Interview Pensacola State College Professor and 4th generation Pensacola native, Randall Broxton and Cynthia Catellier on 3/1/14.

⁸⁸ 101st United States Congress 1st session, House Report 4387, the Winston E. Arnow Federal Building Designation Act.

⁸⁹ Richard Adams "The Jefferson Building" Next Exit History™ <http://nextexithistory.com/Search/Details/50363>

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In 1936, at the Naval Air Station, Pensacola began serving as the United States Officer Candidate Training School for aviators. Naval luminaries who received their training at NAS Pensacola include Neil Armstrong (attended 1949-1950), Alan Shepard (attended 1947), and John McCain (attended 1958-1960). Officer candidates from the base shopped, dined, and amused themselves in the Palafox Historic Business District. They purchased their uniforms at Abbot Military Tailors. First located in the San Carlos Hotel (demolished 1993) at 1 North Palafox in 1940, Abbot Military Tailors moved to 28 ½ - 38 South Palafox (ES01167) in 1960. Abbot's supplied custom uniforms for Naval and Marine Corps officers from the naval base.⁹⁰ Other local businesses provided uniforms and services for military personnel including Finchley Naval and Marine Uniforms at 16 North Palafox Street (ES01173).

Preparation for the Second World War brought over 100,000 people to Pensacola, many of whom were associated with the Naval Air Station. The arrival of these newcomers stimulated the local economy as the city met their needs in the businesses and entertainment venues in the downtown business district.⁹¹ Palafox Street boasted four movie theatres: the Saenger Theatre, 118 South Palafox Street (Photo 25), the Florida Theatre at 176-182 North Palafox Street (ES01064), the Isis Theatre at 2 North Palafox Street (ES00983) (Photo 32), and the Rex Theatre at 18 North Palafox Street (ES01175) (Photo 33).

One of the restaurants frequented by military personnel was Child's Restaurant at 210-214 South Palafox Place (ES04117) (Photo 30). As part of the local building surge after the 1880 fires, the masonry vernacular building first housed a saloon that served the maritime workers and later a men's clothing store. By 1917, Child's Restaurant occupied the building. The owners installed Art Nouveau tile work on both the inside and outside, and imbedded the word "Hungry" in black and white tile on the sidewalk in front of the building. Joseph Pedakis and Charles Prasses are listed in the 1931 Pensacola City Directory as the proprietors. Harry Pedakis and Jack Papador became the new owners by 1942.

The area north of Garden Street remained a transportation hub. To service the numerous arrivals and departures of local service personnel, the Pensacola city bus station was located in the 1920s era building at 211 North Palafox Street (ES01185, noncontributing). By 1943, the Greyhound bus terminal opened at 201 North Baylen Street (ES03683, noncontributing).

Third Period of Significance 1946-1965

After World War II, Pensacola's residents began to move away from downtown to the suburbs. Opened in 1951, St. Regis Paper Mill, attracted 3,000 workers to the north end of Escambia County. Also opening in 1951 was the Monsanto chemical plant, which was located twelve miles north of downtown. Growth in other parts of

⁹⁰ Telephone interview of Bill Warren owner Abbot Military Tailors with Cynthia Catellier (10/19/2012).

⁹¹ James R. McGovern, The Emergence of -a City in the Modern South, 154-155.

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
SIGNIFICANCE

Pensacola and Escambia County resulted in the construction of three large shopping complexes outside of the central business core beginning in 1957. Many stores and businesses relocated to the new shopping centers and as a result, downtown began a period of decline as the city's business hub. To appear more modern, many buildings applied aluminum slipcovers on their fronts, also known as "cheese grater" facades based on their appearance. Other buildings were boarded up and left to decay.⁹²

Construction accelerated during this period to match national trends in new suburban development and urban renewal practices within downtown areas to address the outward migration of population. Foreshadowing what would eventually lead to the abandonment of downtowns nationwide, in December 1945, the city zoning board called a meeting to discuss widening of the downtown streets.⁹³ The newly widened four lane Garden Street would accommodate larger modern buildings such as the four story modern office building at 21 East Garden Street (ESO3667) constructed in 1964 (Photo 37). Travel Lodge built a Modernist Style motor inn at 200 North Palafox Street (ES03705) in 1965 (Photo 38). Trailways constructed a Modernist Style bus station one block north at 301 North Baylen Street in 1961 (ES03693), which is now used by the Immanuel Lutheran Church.

In the 1960s and 1970s, the city created the Governmental Center Complex District and built large municipal buildings in and adjacent to the downtown district. Parking lots, new road arteries, and a freeway off-ramp skewed parts the original downtown grid (to the east of Palafox Street), thus removing many of the older buildings. Several new high-rise banks and office buildings with large modern footprints replaced the smaller older construction. However, most of these changes missed the core business district along Palafox Street and its adjacent arteries.⁹⁴

In 1983, the Downtown Improvement Board addressed the blight and began to enforce local city codes to bring the area into compliance with the historic age of the buildings. Removal of aluminum facades revealed the detailed brickwork, cornices, pilasters, and moldings of an earlier age. Code enforcement eliminated historically incongruent signage and encouraged business owners to restore and maintain buildings. Many of these trends coincided with the national historic preservation movement, which encouraged reinvestment in the older areas of town by recognizing their historic value and funding rehabilitation efforts from the 1977 Federal Historic Preservation Tax Program.

The Palafox Historic Business District retains sufficient integrity in the extant historic properties to convey its associations with the development of Pensacola as a center of commerce and trade since European occupation.

⁹² Pensacola Historic District Survey, 1982

⁹³ Pensacola Journal "Zoning Board for City Named at Meet" 12/22/1945.

⁹⁴ Pensacola Historic District Survey, 1982

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PALAFOX HISTORIC BUSINESS DISTRICT
PENSACOLA, ESCAMBIA COUNTY, FL
GEOGRAPHICAL DATA

VERBAL BOUNDARY DESCRIPTION

The rough boundaries of the Palafox Historic Business District are: -Wright Street on the north, Spring Street on the west, Zarragossa Street on the south, and ~~Paragona~~ ~~Tarragona~~ Street on the east. The specific boundaries are represented by a dashed line on the map of the district that accompanies this National Register nomination proposal.

BOUNDARY JUSTIFICATION

The Palafox Historic Business District's boundaries reflect the concentrated development of the district from 1880 to 1965. They are defined by usage, and historical and visual continuity. The historic district is bounded on all sides by buildings constructed at later periods, and by historic -buildings that have suffered inappropriate alterations. The Palafox Historic Business District is -bounded on the east by the primarily residential Pensacola Historic District (NR 09/29/1970) and on the northwest by the North Hill Preservation District (NR 05/09/1983). The area to the west of the proposed district is a locally zoned district called the Governmental Center District and the area to the south of the district is another locally zoned distinctly different district called the Waterfront Redevelopment District. The Palafox Historic Business District falls between these other districts and comprises a separate identity.

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1. Martin Luther King Jr. Plaza
2. Palafox Historic Business District, Pensacola (Escambia County), Florida
3. Cynthia Catellier
4. December 2011
5. Pensacola Community Redevelopment Agency, University of West Florida
6. Monument Bust of Martin Luther King, Jr. Looking North
7. Photo 1 of 36

Numbers 2 to 5 are the same for the remaining photographs unless otherwise noted.

1. 1-20 South Palafox Street
6. East Side of South Palafox Street between Romana and Garden Streets, Looking North
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1. South Palafox Street
6. Looking South from the Intersection of Palafox and Romana Streets
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1. North Palafox Street
6. Intersection of North Palafox and Gregory Street, Looking South
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6. At intersection of North Palafox and Chase Streets, Looking South
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1. 100-226 South Palafox Street
6. East Side of Palafox Street at Intersection of Palafox and Romana Street, Looking Northwest
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1. 115 East Garden Street
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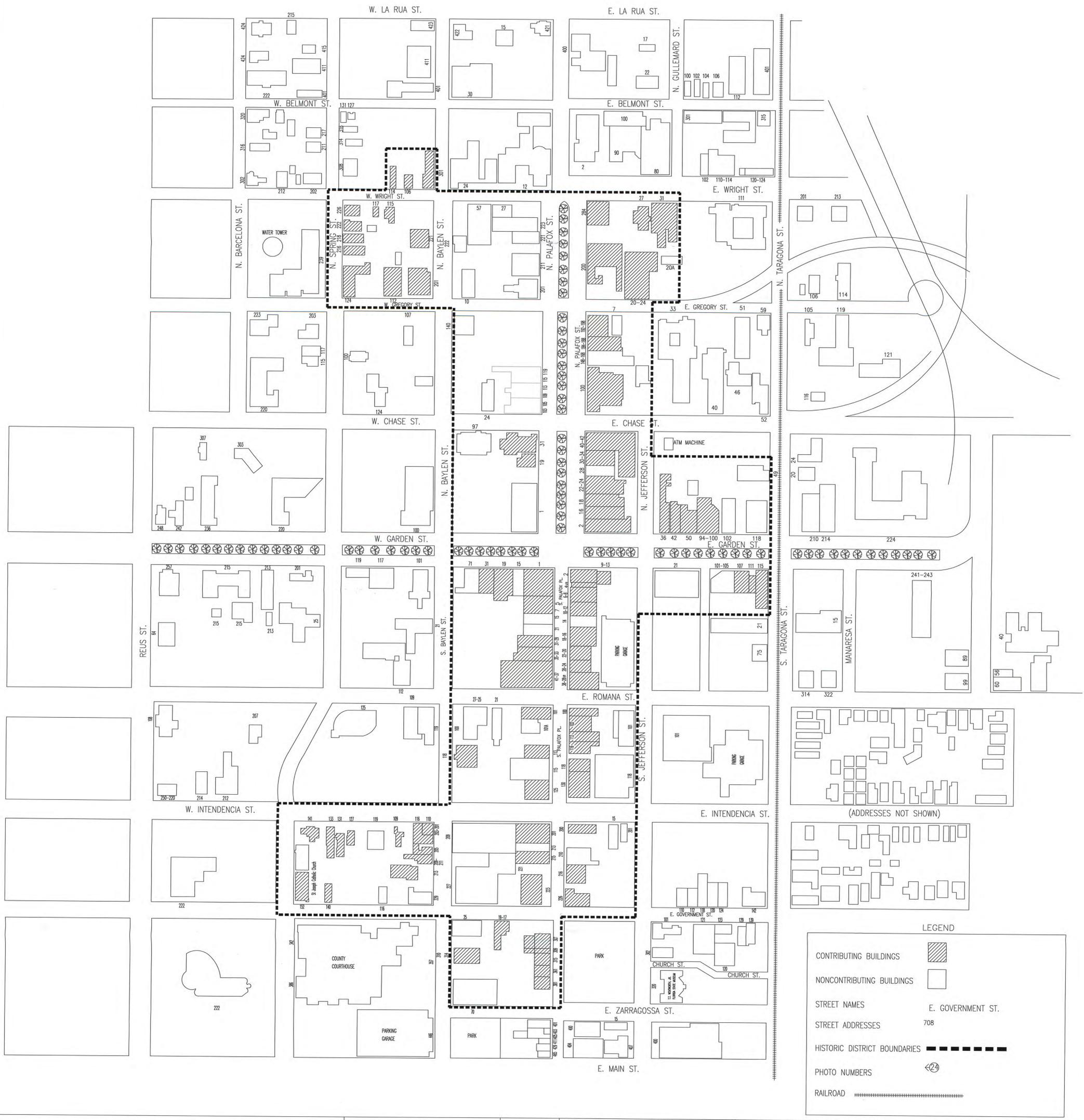
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LEGEND

CONTRIBUTING BUILDINGS

NONCONTRIBUTING BUILDINGS

STREET NAMES E. GOVERNMENT ST.

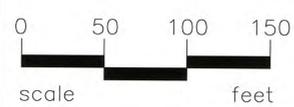
STREET ADDRESSES 708

HISTORIC DISTRICT BOUNDARIES

PHOTO NUMBERS

RAILROAD

PALAFIX HISTORIC BUSINESS DISTRICT
 PENSACOLA (ESCAMBIA COUNTY), FLORIDA



ORIGINAL MAP PREPARED BY:
 W. CARL SHIVER
 HISTORIC PRESERVATIONIST
 FLORIDA BUREAU OF HISTORIC PRESERVATION
 500 S. BRONOUGH STREET
 TALLAHASSEE, FLORIDA 32399-0250

DRAWN BY: W. CARL SHIVER
 DRAWING DATE: FEBRUARY 2016

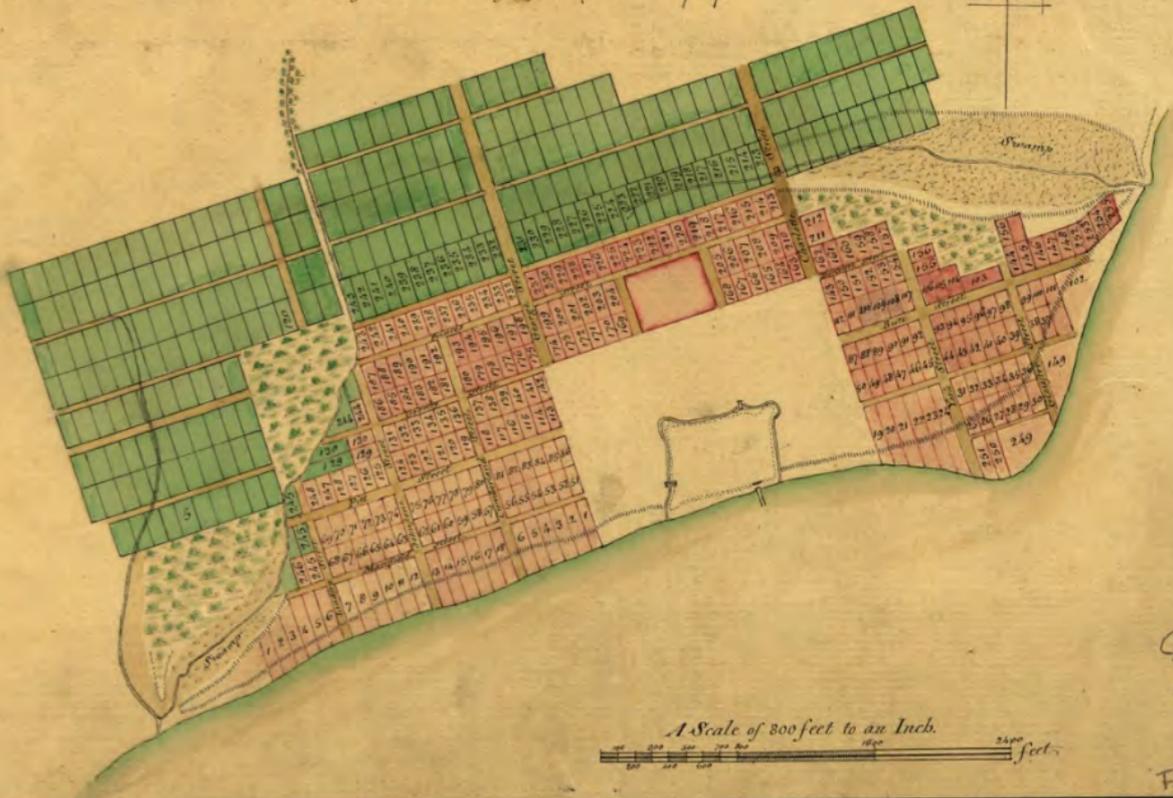
DRAWING NUMBER SHEET NO. 1 OF 1
 N/A

THE PALAFIX HISTORIC BUSINESS DISTRICT MAP WAS DRAWN IN AUTOCAD USING A VARIETY OF VISUAL RESOURCES INCLUDING PHOTOS AND BUILDING FOOTPRINTS DOWNLOADED FROM THE ESCAMBIA COUNTY PROPERTY APPRAISER, GIS AND SANBORN FIRE INSURANCE MAPS, GOOGLE STREET VIEW PHOTOS TAKEN ON SITE. THE MAP WAS DRAWN TO APPROXIMATE SCALE, BUT VARIATIONS WERE ALLOWED FOR THE PURPOSE OF CLARITY.

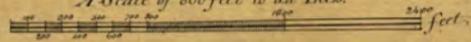
MAP REVIEWED BY: CARL SHIVER
 FLORIDA BUREAU OF HISTORIC PRESERVATION
 R.A. GRAY BUILDING
 500 SOUTH BRONOUGH STREET
 TALLAHASSEE, FLORIDA 32399-0250
 PHONE NUMBER (850) 245-6333
 TOLL FREE NUMBER 1-800-7278
 FAX NUMBER (850) 245-6439

Figures

A PLAN of the Town of Pensacola 1767.



A Scale of 800 feet to an Inch.



G3934
 .P4
 1767
 .P5
 Faden-44



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REX

DON A MEEH
THATS MY MAN
THIS IS AMERICA



HAMILTON RUSSELL

THE PALACE
THEATRE
Gold
COPES
FORNIPER



RUSSELL
Chill
PREPARED BY HAMILTON RUSSELL
TURKEY SERVICE



RUSSELL
Chill
POPULAR FRENCH-CHINESE
TURKEY SERVICE

PALACE
PENSACOLA
THIS OCT
17
THE GOLD
MUSICAL



SAGNER
THEATRE

WESTERN
UNION

FLORIST
FRESH FLOWERS

WE WIRE

LADY'S





















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