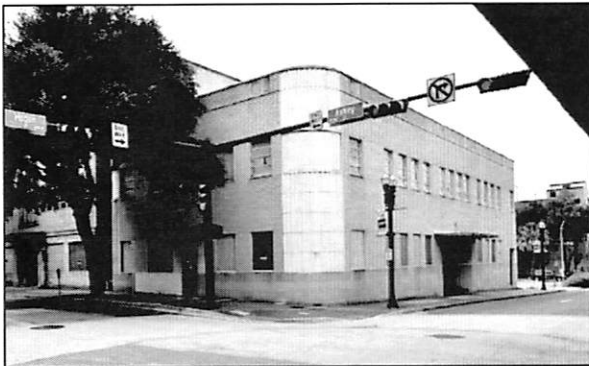


**GL Building
(First Baptist Church International Ministry Building)
604 North Hogan Street
LM-22-01
City of Jacksonville Landmark Designation**

January 26, 2022



Application Prepared By:

Rachel Consolloy, Rosin Preservation
1712 Holmes Street
Kansas City, MO 64108

Property Owner:

EJPC LLC
Kansas City, MO

TABLE OF CONTENTS

- I. Planning and Development Department – Findings, Conclusions, and Recommendations
- II. Designation Application
- III. Legal Description and Map
- IV. Proof of Public Notice
- V. List of Property Owners Located within 350 Feet of the Proposed Landmark

I.

**PLANNING AND DEVELOPMENT
DEPARTMENT - FINDINGS,
CONCLUSIONS AND RECOMMENDATIONS**

**REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT
APPLICATION FOR DESIGNATION
AS A CITY OF JACKSONVILLE LANDMARK**

**LM-22-01
GL Building
(First Baptist Church International Ministry Building)
604 North Hogan Street**

GENERAL LOCATION: The northwest corner of North Hogan Street and West Ashley Street in Downtown Jacksonville.

Prepared in accordance with the JACKSONVILLE ORDINANCE CODE, SECTION 307.104, the Jacksonville Planning and Development Department hereby forwards to the Jacksonville Historic Preservation Commission, its "Findings, Conclusions and Recommendations" on the Landmark Designation, LM-22-1, sponsored by Rosin Preservation, 1712 Holmes Street, Kansas City, MO, 64108, agent for the property owner, EJPC LLC, P.O. BOX 10750, Kansas City, MO, 64188.

FINDINGS AND CONCLUSIONS

- (A) Consistent with the JACKSONVILLE ORDINANCE CODE, SECTION 307.104, the landmark designation application for 604 North Hogan Street, was found to be complete by the Jacksonville Planning and Development Department.
- (B) As required, the Planning and Development Department had signs posted in front of the property being considered for designation, as well as sent notices by U.S. Mail to each owner of real property within three hundred and fifty (350) feet of the proposed site. Notice of the public hearing on the designation of the property at 604 North Hogan Street as a Landmark was published in the *Financial News and Daily Record*. Proof of publication is attached to this report.
- (C) Once designated, any activity affecting the exterior of the building and site of the proposed landmark at 604 North Hogan Street will require a Certificate of Appropriateness (COA). All proposed work will be reviewed for consistency with the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*. The review of most routine work scopes including repairs, maintenance, alterations of previously altered features, small additions and size-limited new construction that would not impact significant historic elements or would not be readily street visible can be processed by the Historic Preservation Section (HPS) of the Jacksonville Planning and Development Department, but certain activities like alterations, additions, new construction, relocation and demolition that would be visible from the public right-of way, as well as any work the HPS determines to be potentially in conflict with the *Secretary of the Interior Standards*, will require review by the Jacksonville Historic Preservation Commission.

The purpose of the historic designation of this site is to provide protection to the GL Building at 604 North Hogan Street, not to discourage or prohibit the future development of the site. The review of work through the COA process is to preserve the historic character, architectural features and materials of this significant structure, as well as, to ensure any future development of the site is compatible with and sensitive to this primary historic resource.

(D) Utilizing the landmark designation application submitted by the applicant and additional staff research, the Jacksonville Planning and Development Department has found the application to meet four of the seven criteria. The four criteria include the following.

1. Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the city, state or nation.

A contributing property in the Downtown Jacksonville Historic District, the GL Building is significant as one of the commercial buildings constructed in Downtown in the 1940s, a period when new buildings in Jacksonville's business center generally were reduced in number, size scale, and exterior embellishments. This reduced number of buildings is attributed to the continued economic readjustments from military back to the private and public sectors, as well as the release of construction materials from restricted access required for war production. The decade also was a major transitional period in architecture connecting more traditional designs of the revival and commercial styles of the pre-war period with the Mid-Modern style of the 1950s and 1960s. After World War II, Downtown continued to serve as the financial, commercial, and social heart of the city. Although residential uses had become less a component of Downtown, a variety of offices and businesses continued to thrive well into the 1950s. With no high-rise buildings constructed from 1930 to 1950, the skyline of Downtown remained unchanged during those two decades.

The 1950s ushered in a new period of high-rise construction that included the old Independent Life Building at 233 West Duval Street (1953), the Prudential Building at 841 Prudential Drive on the south side of the St. Johns River (1955), and Atlantic Coast Line Headquarters (CSX Railroad) at 500 Water Street (1960). Another significant building constructed during the 1950s is the old Federal Reserve Bank at 515 North Julia Street (1952). Construction of these buildings coincided with a new period in downtown development. Between 1955 and 1965, Jacksonville's Downtown entered its greatest period of growth and redevelopment since the building renaissance following the Great Fire of 1901.¹ Under the leadership of Haydon Burns, a five-term mayor and later Governor of Florida, the City launched perhaps its most extensive civic improvement program in the 1950s entitled "Jacksonville's Decade of Progress".

In 1953, the Florida Legislature passed the Regional Home Office Law that provided attractive tax benefits to out-of-state insurance companies that relocated to Florida. As a result of this legislation, Jacksonville soon became the "Insurance Center of the Southeast" becoming home for the central office of seventeen companies, five regional offices, and headquarters for twenty

¹ James B. Crooks, Jacksonville, *The Consolidation Story, From Civil Rights to the Jaguars*. (Gainesville: University Presses of Florida, 2004), pp. 1-2.

major general insurance agencies.² Decades before the Regional Home Office Law, the Gulf Life & Accident Insurance Company, founded in 1911 in Pensacola Florida, moved to Jacksonville in 1916. Claims from the 1918 influenza epidemic wiped out one half of the company's resources which was only kept afloat by company founder, Thomas Tyre Phillips who pawned personal items.³ In 1923, the company began selling ordinary insurance (Whole Life policies). Merging with the Victory National Life Insurance Co. in Tampa in 1928, the company acquired additional branches and began sales of larger policies and group insurance. By 1928, the company had one million in assets that reached two million four years later. The Gulf Life Insurance Company quickly expanded selling policies in most Florida cities, as well as being licensed in Georgia (1930), Alabama (1937) and South Carolina (1948).⁴ In 1950, the company employed 1,700 people working in the home office and in fifty-three branch offices. In addition to the home office in Jacksonville, a Jacksonville Agencies office moved into a new building at 604 North Hogan Street. Usually operating out of a branch office, most insurance salesman at that time traveled a circuit to sell policies, pick-up premium payments, change beneficiaries and arrange loans.

2. *Its location is the site of a significant local, state, or national event.*

It is the determination of the Planning and Development Department that the subject property at 604 West Hogan Street does not meet this landmark criterion.

3. *It is identified with a person or persons who significantly contributed to the development of the City, state or nation.*

It is the determination of the Planning and Development Department that the subject property at 604 West Hogan Street does not meet this landmark criterion.

4. *It is identified as the work of a master builder, designer, or architect whose individual work has influenced the development of the City, state or nation.*

The GL Building was designed by architect, Albert Eugene Cellar, who had a long and respected career in Jacksonville. Born in 1899 in Sandusky, Ohio, Cellar moved with his family to Jacksonville in 1912. After graduating from old Duval High School, he attended Davidson College for two years after which he completed an architectural course from the International Correspondence Schools. Before receiving his architectural license in 1926, Cellars worked as a draftsman with numerous firms including those of two noted Florida architects, Roy A. Benjamin from Jacksonville and Tampa architect, Francis Kennard.⁵

² *Florida Times Union*, January 4, 1959, p. 64.

³ "Growing Up with the South, Gulf Life Insurance Co., 75th Anniversary, 1911 – 1986". *Florida Times Union*, Advertising Supplement, June 15, 1986, p. 2.
Junius Elmore Dovell, *Florida, Historic-Dramatic-Contemporary, Family and Personal History, Volume III*. (New York: Lewis Historical Publishing Company, Inc., 1952), p. 260.

⁴ Gulf Life Insurance Co., 75th, pp. 3 & 4.
Dovell, p. 260.

⁵ *Ibid.*,
American Institute of Architects, Questionnaire for Architect's Roster, A. Eugene Cellar, 1947 and 1953.

Starting his own practice in 1932, Cellar designed a variety of building types including schools, hospitals, churches, dormitories, stores, offices and residences. He was very active in residential designs with his work found in many Jacksonville neighborhoods that developed predominately during the 1930's and into the 40's such as Brookwood Terrace, South Shores, St. Nicholas, North Shore, and Fairfax Manor. His largest residential project was the design of the 81-unit development called Crabtree Corners. Cellar was very prolific and had nearly 300 commissions by 1949.⁶

Some examples of his institutional designs include the First Baptist Church of Jacksonville Beach, North Jacksonville Baptist Church, Murray Hill Presbyterian Church, Trinity Baptist Church, Lake Forest Elementary School, Dunbar High School (Green Cove Springs), Methodist Student House (Tallahassee), Brewster Hospital and several school dormitories. In addition to the GL Building, commercial designs by Cellar include the Laney-Duke warehouse, Commander Community Stores, Lakeshore Theatre, Cactus Inn, Massey Motor Company, Roy Animal Hospital, Abbitor Packing House and the Philips Tourist Court. Cellar was associated with local architect, George Fisher, in the design of the Jacksonville Coliseum.⁷

Licensed to practice in Georgia and South Carolina, Cellar also served as treasurer of the Florida North Chapter of the AIA (American Institute of Architects), as well as director of the Florida Association of Architects. A veteran of World War I, he was also involved in the Jacksonville Chamber of Commerce, the Civitan Club, and the Free and Accepted Masons. Cellar died on March 29, 1963.⁸

5. Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.

It is the determination of the Planning and Development Department that the subject property at 604 West Hogan Street does not meet this landmark criterion.

(6) It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.

The GL Building at 604 North Hogan Street is one of the best examples of the Art Moderne style in Downtown Jacksonville. Since downtown construction had significantly slowed during the 1930s and 1940s, examples of Art Deco and Art Moderne building is not common. *The Downtown Jacksonville Historic District application (2016) for listing on the National Register of Historic Places*, only identified ten buildings out of 176 contributing properties as reflecting the Art Deco or Art Moderne style. The application identified fifteen properties as reflecting the Mid-Modern Style with an additional four in the International Style and two Brutalism. *A Historic Building Resurvey of Downtown Jacksonville, May 2005* identified only eight building that had Art Deco or Art Moderne influences. The survey was over a much larger area than the National Register district and documented 230

⁶ Ibid.

⁷ Ibid.

Florida Times Union, March 30, 1963, Sec. 2, p. 23.

⁸ Ibid.

properties. Two buildings built much earlier, 1901 and 1912, were remodeled in the 1940s in the Art Modern style

In Florida the Art Deco and Art Moderne styles are more common in those cities, such as Miami Beach, that continued to grow after the collapse of the Florida Land Boom in 1926. The presence of the Art Deco and Art Moderne styles in Jacksonville are not as common and tended to be in those areas that were developed or continued to grow during the 1930's such as the San Marco and Avondale shopping areas, as well as along North Main Street past Twelfth Street where traits of the style are present on more simple masonry commercial buildings. Other noted Art Deco and Art Moderne style buildings in Jacksonville included the Little Theatre (2032 San Marco Boulevard), the San Marco Theatre (1996 San Marco Boulevard), Fire Station #4 (4242 Herschel Street), the Kahler Apartments (3225 St. Johns Avenue), the Downtown Chevrolet Building (1100 North Main Street), the Old Central Fire Station (39 East Adams Street), the Old First Federal Savings & Loan Building (331 West Forsyth Street), The Old United States Post Office and Court House (311 West Monroe Street), Orange State Oil Company Service State (2753 Park Street), Lane Drug Store (2665 Park Street), Old Fire Department Drill Tower (625 Stockton Street), Red Cross Life Saving Corps Station (2 North Ocean Front), 1961 River Road (International style), Assembly & Repair Shop (Jacksonville Naval Air Station), and the A.L. Lewis Mausoleum (Memorial Cemetery).

Some style books identified Art Deco and Art Moderne more as a single style under the title of Art Deco or the Modern Movement, that developed in two phases from 1925 to 1950. This concept probably resulted from the two styles being influenced by European modernism during the period between World War I and II. The Art Deco style was more evident during the 1920s into the 1930s with the Art Moderne following in the 1930s and 1940s. In some cases, buildings were designed to incorporate elements of both styles. Both Art Deco and Art Moderne represented a movement away from the earlier revival styles and traditional commercial designs and a transition into the modern period carried forward by the International style and later Mid-Modern designs. The Art Deco style was a modernistic movement inspired by the Exposition des Decoratifs in Paris in 1925. Characteristics of the Art Deco style include a smooth concrete finish enhanced with rectangular panels featuring geometric and stylized motifs such as zigzags and floral designs. The rectilinear geometric forms of the Art Deco style are broken vertically by full height pilasters placed at regular intervals, many times projecting above the roof parapet.⁹

Unlike Art Deco, Art Moderne has a more streamlined design void of elaborate embellishments. With its streamlined appearance the Art Moderne style was influenced by the design of contemporary trains, cars and ships. The style is characterized by having a flat roof with narrow parapet wall, smooth wall surface, rounded corners, the use of glass block, window bands and circular windows. In some cases, windows will continue into the rounded corners. The Art Moderne style has a more horizontal visual presence created with the use of

⁹ Richard Longstreth, *The Buildings of Main Street, A Guide to American Commercial Architecture*. (New York: Alta-Mira Press, R & Littlefield Publishing Inc., 1984), pp. 46 – 51.
Virginia & Lee McAlester, *A Field Guide to American Homes*. (New York: Borzoi Book, Alfred A. Knopf, Inc., 1984), pp. 465 – 467.
Wayne W. Wood, *Jacksonville's Architectural Heritage, Landmarks for the Future*. (Jacksonville, Florida: University of North Florida Press, 1989), p.21
Pennsylvania Historical & Museum Commission, *Pennsylvania Architectural Field Guide*. <http://www.phmc.state.pa.us/portal/communities/architectural/styles/modern-movement.htm>

window groupings and decorative bands usually a horizontal groove or line incorporated within the exterior walls. Often signage is also part of the design with many enhanced by stylized neon lighting.¹⁰

The two-story building at 604 North Hogan Street has many distinctive elements of the Art Moderne style. The most prominent is the rounded corners on both ends of the east elevation and one on the west corner of the south elevation. The corners are further highlighted with full height fluted cast stone panels. The distinctive glass block windows were once located on the second floor of each corner but have been enclosed. The building has a strong horizontal presence reinforced by a scored cast stone base and a narrow brick band defining the bottom of the parapet wall. Between the coping of the roof parapet and the band are evenly placed rounded decorative details. The metallic windows groupings on the first story lines up vertically with those on the second. The recessed entryway which is centered on the east elevation is defined by curved walls filled with glass blocks. Both the primary entryway on the east elevation that fronts North Hogan Street and the secondary one on the south elevation along West Ashley Street are protected by a rounded cantilevered canopy. The building has a flat roof and is sheathed on the exterior with tan brick which is less common on Art Moderne designs

(7.) *Its suitability for preservation or restoration.*

In utilizing this criterion, it has been the practice of the Planning and Development Department to evaluate proposed landmarks based on evidence of significant exterior alterations that have negatively impacted character-defining features, as well as represent alterations difficult, costly, or impossible to reverse. Further, the degree and nature of any exterior deterioration, as well as the evidence of long term and potentially on-going neglect are also a factor in evaluating potential landmarks for their suitability for preservation or restoration. Quoting from the landmark application for 604 North Hogan Street (LM-22-01),

The Gulf Life Building is well suited for preservation and rehabilitation. Despite the compromised roof and extensive water infiltration, the structure and masonry portion of the building envelop remain sound. The damaged and deteriorated materials are non-historic, so their removal would not compromise the integrity of the building. The size of the building and the interior configuration provide the opportunity for adaptive reuse with a variety of potential programming options. The building is already listed as a contributing building to the Downtown Jacksonville Historic District, so the property owner has proposed to rehabilitate the building through the federal historic rehabilitation tax credit program, which requires review at the state and federal level to ensure that the scope of work meets the Secretary of the Interior's Standards for rehabilitation.

Base on the application for LM-22-01 including photographs, the Planning and Development Department has found the property to meet this criterion.

¹⁰ Ibid

RECOMMENDATIONS

Based on the findings of this report, the Planning and Development Department recommends that the Jacksonville Historic Preservation Commission **APPROVE** the designation of the GL Building at 604 North Hogan Street, **(LM-22-01)** as a City of Jacksonville Landmark. The Commission's action is in the form of a recommendation to the Jacksonville City Council for final action.

II.

DESIGNATION APPLICATION

REQUEST FOR LOCAL DESIGNATION OF LANDMARK OR LANDMARK SITE

1. Name of Proposed Landmark (physical name on building, historic association):
Gulf Life Building
2. Address of Proposed Landmark:
604 N. Hogan St., Jacksonville, FL
3. Legal Description and Real Estate Number(s):
39-2S-26E Jacksonville Harts Map East 50.85 Ft Lot 3 Block 69
Real Estate #:073948
4. Name and Contact Information of Owner (including address, phone and email):
EJPC LLC, James R. Wiss
5738 N. Broadway, Kansas City, MO 64118
jamesrwiss@aol.com
303-521-6333
5. Name and Contact Information of Applicant (including address, phone and email):
Rosin Preservation, Rachel Consolloy
1712 Holmes St., Kansas City, MO 64108
rachel@rosinpreservation.com
816-472-4950
6. Type of Property (residential, commercial, public, institutional, industrial, archaeological, cemetery, other):
Commercial
7. Date of Construction and Major Alterations/Additions to Building:
1947
8. Original Use and Present Use:
Original Use: Commercial Office
Present Use: Vacant
9. Physical Description (basic design, type of construction, materials and condition):
The two-story rectangular corner building has a long elevation that faces east towards North Hogan Avenue and a short elevation that faces south toward West Ashley Street at the northern edge of the Downtown Jacksonville Historic District. The building is identified as a contributing resource. The building was constructed as an office building for the Gulf Life Insurance Company, a prominent commercial business in downtown Jacksonville. Although the interior has been substantially renovated, the building has retained this historic use until it was vacated several years ago.

The reinforced concrete building has brick and cast stone cladding. Along the two primary elevations, light colored cast stone forms the water table up to the bottom of the first-story windows while the rest of the wall is buff brick, a material commonly found on buildings throughout downtown Jacksonville. The front (east) and south elevations are symmetrical around their respective center entrances. The east entrance has walls that curve inward to the recessed entry doors at the top of a short flight of steps while the south entrance has flat cast stone panels that flank the slightly recessed entrance. Flat canopies with rounded corners extend over the entrances. Fluted cast stone panels form the curved northeast, southeast, and southwest corners of the building. The stucco panels that align with the second-story windows replaced the glass block that originally filled those areas at the curved corners. Single windows with cast stone sills and operable metal frames form a regular fenestration pattern on both the primary elevations, at both stories. The rear (north) elevation is painted brick between the concrete structural members and have minimal fenestration. The flat roof has short parapet walls.

The interior is organized around the stair at the center of the east side of the building. Other than the historic stair, which retains its ornate metal railing and, presumably, the original terrazzo beneath the non-historic carpet, the building does not retain any historic finishes or spaces. The non-historic spaces on the first and second floor have non-historic drywall partitions, dropped ceilings, and carpet. All the non-historic finishes are in poor condition due to the extensive damage caused by water infiltration from the compromised roof. The extant historic materials are intact and relatively unharmed by the water infiltration.

10. Description of the Cultural, Historical, Architectural, or Archaeological Significance with reference to all applicable local designation criteria outlined in Section 307.104(f), Jacksonville Ordinance Code cited below :

(1) *Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the City, state or nation.*

The Gulf Life Building at 604 N. Hogan St. was built by the Gulf Life Insurance Company as an office building for their expanding operations. It is a contributing structure to the Downtown Jacksonville National Register Historic District. The Gulf Life Company, which had first relocated to Jacksonville from Pensacola in 1916, grew substantially in the post-war era, like many other companies in Jacksonville. When the company constructed the nominated building in 1947, it was contributing to the commercial growth of Jacksonville. When the Gulf Life Company moved out of the building in the late 1950s, the Jacksonville Chamber of Commerce moved in, along with its subsidiaries: the Jacksonville Junior Chamber of Commerce, the Area Chamber of Commerce Library, the Better Business Division of the Chamber, and the Retail Merchants Division of the Chamber. The Jacksonville Chamber of Commerce renovated the building. In the process, historic material was removed to reconfigure the space as needed for their offices. Despite the interior alterations, the building continues to communicate its historic commercial function and its association with the areas of significance for the historic district.

From the 2018 Landmark Designation Request: Following World War II, Downtown continued to serve as the financial, commercial, and social heart of the city. Although residential use declined in Downtown, a variety of offices and businesses continued to thrive well into the 1950s. At the same time, competition from suburban shopping centers and commercial strips grew. Between 1955 and 1965, Jacksonville's Downtown entered its greatest period of growth and redevelopment since the building renaissance following the Great Fire of 1901.¹ Under the leadership of Haydon Burns, a five-term mayor and later Governor of Florida, the City launched its most extensive civic improvement program. This initiative to improve downtown started in 1955 when Mayor Burns used four million dollars in Parking Lot Certified Bonds to clean up the north bank by acquiring and removing old docks and warehouses in order to accommodate a new bulkhead. During that same year, the Jacksonville Expressway Authority was organized for the purpose of designing and funding a new highway system that would enhance traffic flow between downtown and the growing suburbs.

"Jacksonville's Decade of Progress" continued with the passage in 1958 of a thirty million-bond issue, financed through revenue certificates that funded the construction of a new city hall, courthouse, coliseum, and civic auditorium, as well as the Buckman Sewage Treatment Plant.² These new public amenities, along with the new Wolfson Baseball Park, expanded Gator Bowl, and new correctional facilities, were capped by the 1962 bond issue that funded the new main library, the south bank park and marina, as well as the parking lot and riverfront boulevard behind the new city hall and courthouse. However, the other half of the "Jacksonville Story" was the significant amount of private development stimulated by these major municipal investments in Downtown Jacksonville.

In 1953, the Florida Legislature passed the Regional Home Office Law that provided attractive tax benefits to out-of-state insurance companies that relocated to Florida. As a result of this legislation, Jacksonville soon became the "Insurance Center of the Southeast," becoming the home for the central office of seventeen companies, five regional offices, and headquarters for twenty major

¹ James B. Crooks, Jacksonville, *The Consolidation Story, From Civil Rights to the Jaguars*. Gainesville, University Presses of Florida, 2004, p. 1-2.

² Ibid.

insurance agencies. Starting with the Southeast regional office of Prudential Insurance Company in 1954, other major companies making a presence in the city included Independent Life, Peninsular Life, Gulf Life, Florida Blue Cross & Blue Shield, and the Afro-American Life Insurance Company. Most of these companies constructed new office buildings in Downtown Jacksonville during the 1950s and 60s. Other major private developments that changed the skyline of Jacksonville included the national headquarters of the Atlantic Coast Line Railroad (CSX), housed in a new fifteen-story office building, a new four-story Sears Roebuck retail store that covered two city blocks, and the 550-room Robert Meyer Hotel.³

However, this period was also a very troubling time for the city. Issues related to race relations, discredited local schools, political corruption, as well as concerns about air and water quality did much to tarnish the legacy of "Jacksonville's Decade of Progress."⁴ Changes in Downtown Jacksonville during the last forty years have erased much of the architectural legacy of this significant period in the City's history. The municipal baseball field, stadium, coliseum, and jail have been replaced by new facilities. The Jacksonville Civic Auditorium, as well as the south bank park and marina (Friendship Park) have been significantly remodeled from their original design. Currently, only the City Hall Annex, Duval County Courthouse, and Haydon Burns Public Library still have most of their architectural integrity.

(2) *Its location is the site of a significant local, state or national event.*

The subject property, the Gulf Life Building at 604 N. Hogan Street, does not meet this criterion.

(3) *It is identified with a person or persons who significantly contributed to the development of the City, state or nation.*

The subject property, the Gulf Life Building at 604 N. Hogan Street, does not meet this criterion.

(4) *It is identified as the work of a master builder, designer, or architect whose individual work has influenced the development of the City, state or nation.*

The Gulf Life Building at 604 N. Hogan Street was designed by Jacksonville architect A. Eugene Cellar in 1947. During Cellar's tenure in Jacksonville, he is responsible for designing a variety of buildings and styles. Those buildings include residential houses throughout the city, large tracts of post-war housing, churches, and several schools. He was a registered architect in Florida, South Carolina, and Georgia. Cellar was the Jacksonville Director for the Florida Association of Architects (AIA) and one of eleven contributors to the *Jacksonville Architecturally* booklet, published in 1940 to highlight contemporary modern design trends in Jacksonville. Even though Cellar was a registered architect, he is mostly known as a draftsman for larger architectural firms like Roy Benjamin and other smaller firms throughout Florida. Cellar embraced contemporary popular architectural trends and incorporated these features into his designs, as exemplified through the Gulf Life Building at 604 N. Hogan Street.

(5) *Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.*

The Gulf Life Building at 604 N. Hogan Street retains the features and materials that clearly communicate the distinct Streamlined Moderne style of the building. The building has exaggerated curved corners, ornamented with fluted cast stone panels. As is the case with many historic resources, this building has experienced a loss of original fabric. Stucco panels have replaced the glass block windows at the curved corners. The original metal windows are extant, but in fair condition with missing or broken glazing and rusted frames. However, the original fenestration pattern is intact on both street-facing elevations. The cast stone fluted columns and horizontal banding are intact and communicate the Streamlined Moderne style. Additional intact features include the curved glass block entrance, curved awning, metal doors, and the parapet blocks inscribed with the date of construction and the initials of the original occupant, "GL." The decorative scroll ironwork protecting

³ Ibid, p. 6-7. *Florida Times Union*, January 4, 1959, p. 64.

⁴ Crooks, p. 11-12.

the door on the south elevation appears to be original. The original blonde brick has never been painted.

The flat roof has been compromised, which has resulted in substantial deterioration of interior materials due to water infiltration. However, most of the interior materials are not historic, having been replaced during a previous renovation. The non-historic drywall partitions, carpet, and dropped ceilings are significantly deteriorated and are not salvageable. The historic entrance lobby and stair, with terrazzo floors and metal stair railing are the only historic materials extant within the building.

(6) *It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.*


The Gulf Life Building is an excellent example of the Streamlined Moderne style, with its curved, fluted corners and glass block windows, as well as the curved primary entrance on North Hogan Street. The steel structured building has buff brick cladding and cast stone details that reflect the influence of the Streamlined Moderne style and the Modern Movement. There are relatively few buildings in downtown Jacksonville that exhibit this early Modern aesthetic, thus this building illustrates the transition in architectural trends away from the historical revival styles and simple commercial styles of the early twentieth century. These early styles dominated the commercial core of Jacksonville as it rebuilt following the Great Fire of 1901. Many of the buildings constructed at that time used the same buff brick used at the Gulf Life Building. The Gulf Life Building is similar in size and massing to the buildings that comprise the historic commercial core of Jacksonville and thus contributes to the architectural significance of the historic district.

(7) *Its suitability for preservation or restoration.*

The Gulf Life Building is well suited for preservation and rehabilitation. Despite the compromised roof and extensive water infiltration, the structure and the masonry portion of the building envelop remain sound. The damaged and deteriorated materials are non-historic, so their removal would not compromise the integrity of the building. The size of the building and the interior configuration provide the opportunity for adaptive reuse with a variety of potential programming options. The building is already listed as a contributing building to the Downtown Jacksonville Historic District, so the property owner has proposed to rehabilitate the building through the federal historic rehabilitation tax credit program, which requires review at the state and federal level to ensure that the scope of work meets the Secretary of the Interior's Standards for Rehabilitation.

11. A minimum of ten (10) labeled photographs of the building and site, which includes one of each side of all primary structures, any accessory buildings and significant rooms or features of the interior spaces (attach with submittal)
Attached with Photo Maps
12. Area map showing location (attach with submittal):
Attached
13. Any available historic and/or existing drawings such elevations, floor plans, etc. (attach with submittal)
Attached
14. Any additional historical documentation related to the structures or site (historic photographs, newspaper references, personal papers, etc)
Attached
15. **Person Submitting Request contact information** (Consideration by the Commission of the designation of a landmark or landmark site shall be initiated by the filing of an application for designation by the property owner, or his authorized agent, the Jacksonville Historic Preservation Commission, the Mayor, the Jacksonville City Council, or any member of the Jacksonville City Council, with the Commission. If the person making the request is not one of these listed parties, an applicant/landmark sponsor will need to be identified prior to an application moving forward.

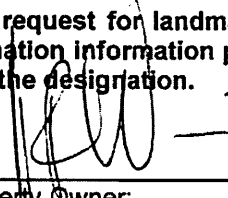
Name: Rachel Consolloy, Rosin Preservation, LLC
Address: 1712 Holmes St., Kansas City, MO 64108
Phone: 816-472-4950
Email: rachel@rosinpreservation.com


Signature of Person Submitting Request: _____ Date: 11/10/21

16. Owner of property proposed for local designation contact information (required):

Name: James R. Wiss; EJPC, LLC
Address: 5738 N. Broadway, Kansas City, MO 64118
Phone: 303-521-6333
Email: jameswiss@aol.com

By signing this request for landmark designation you have read and understand the impact of landmark designation information provided below* and are willing to pay all notification expenses associated with the designation.


Signature of Property Owner: _____ Date: 11/10/21

*If designated, any activity affecting the exterior of the landmark will require a Certificate of Appropriateness (COA) that may require review by the Jacksonville Historic Preservation Commission. Before issuance of a Certificate of Appropriateness, the proposed activity will be reviewed for consistency with the Secretary of the *Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*. Routine repairs and maintenance, alterations, and new construction not seen from the public right-of-way and other projects consistent with the Secretary's Standards may be approved by the Jacksonville Planning and Development Department.

If designated, the owner of local landmarks may qualify for historic incentives if undergoing a substantial rehabilitation project. Please note that incentives require separate application review and approval processes before any work is initiated. For more information, please contact the Historic Preservation Section of the Planning and Development Department.

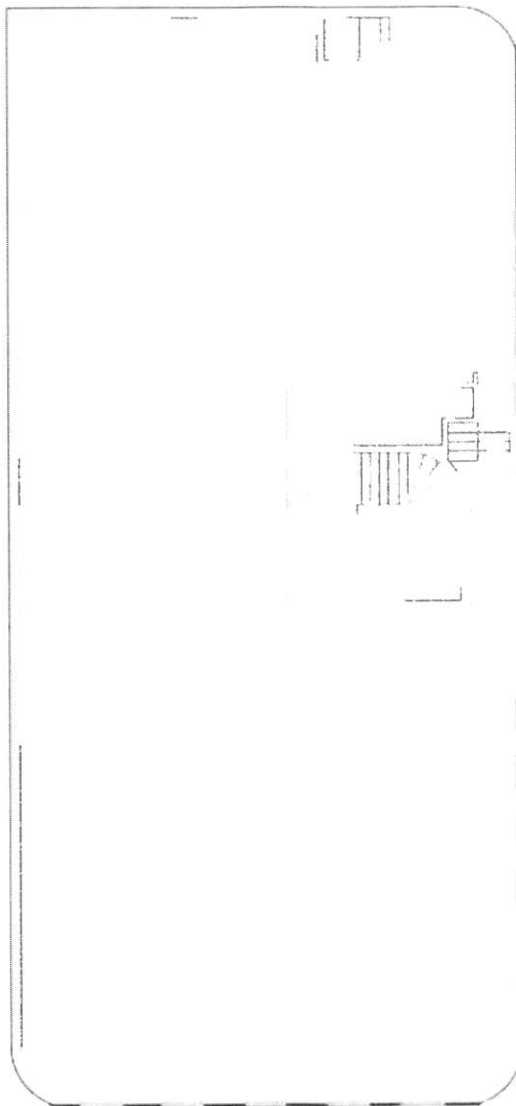
THE COMPLETED REQUEST WITH ATTACHMENTS SHOULD BE PROVIDED TO:

**JACKSONVILLE PLANNING AND DEVELOPMENT DEPARTMENT
HISTORIC PRESERVATION SECTION
3RD FLOOR, ED BALL BUILDING
214 NORTH HOGAN STREET
JACKSONVILLE, FLORIDA 32202
HISTORICPRESERVATION@COJ.NET**

For questions related to this form or the local designation process, please call (904) 255-7859 or email historicpreservation@coj.net

5

4



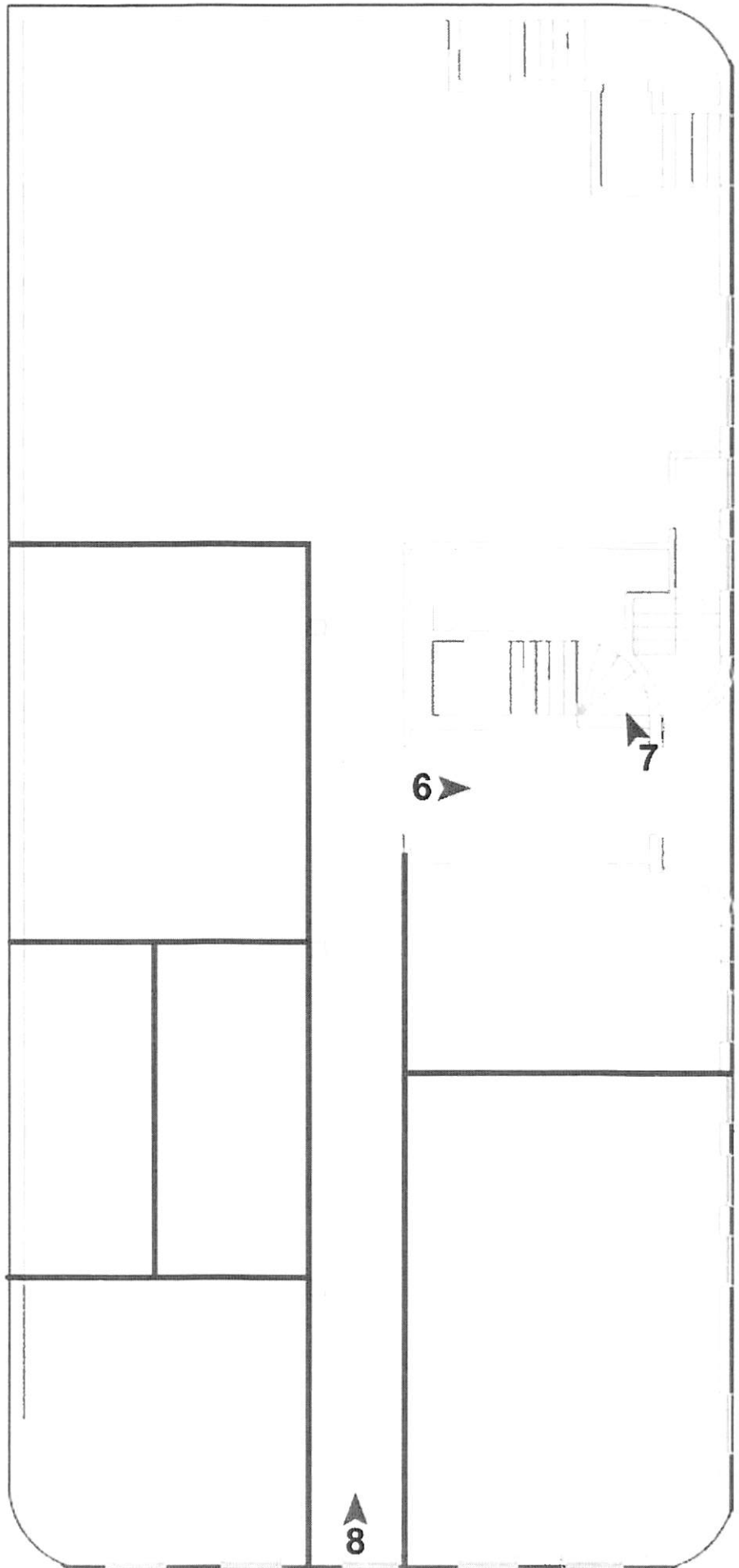
3

2

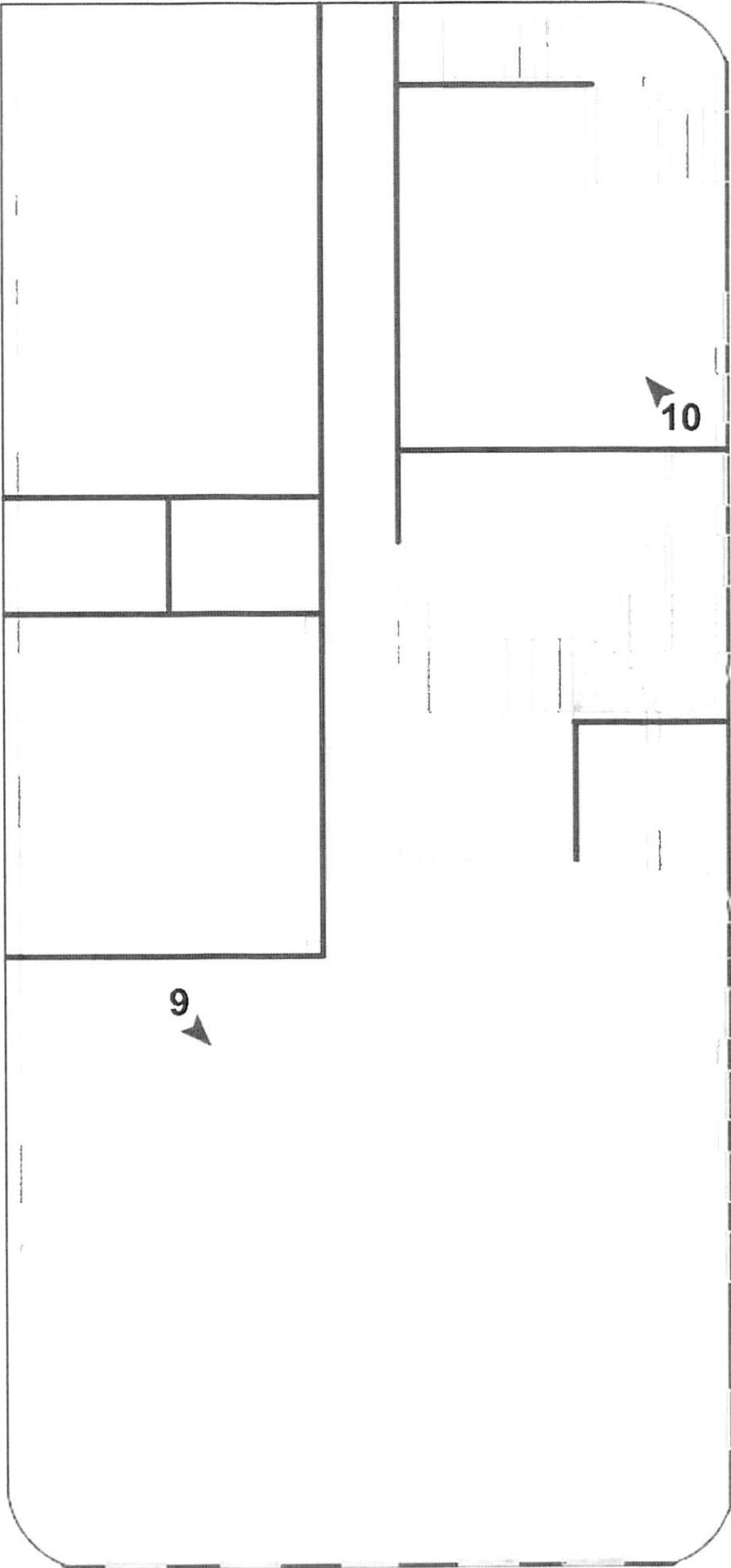
1



Gulf Life Insurance Building
 604 N. Hogan Street, Jacksonville, FL
 Local Landmark Designation Photos
 Exterior
 June 2021



Gulf Life Building
604 N. Hogan Street, Jacksonville, FL
Local Landmark Designation Photos
1st Floor
June 2021
Not to scale



9

10




Gulf Life Insurance Building
604 N. Hogan Street, Jacksonville, FL
Local Landmark Designation Photos
2nd Floor
June 2021
Not to scale

Downtown Jacksonville Historic District

Jacksonville, Duval Co., FL

 District Boundary

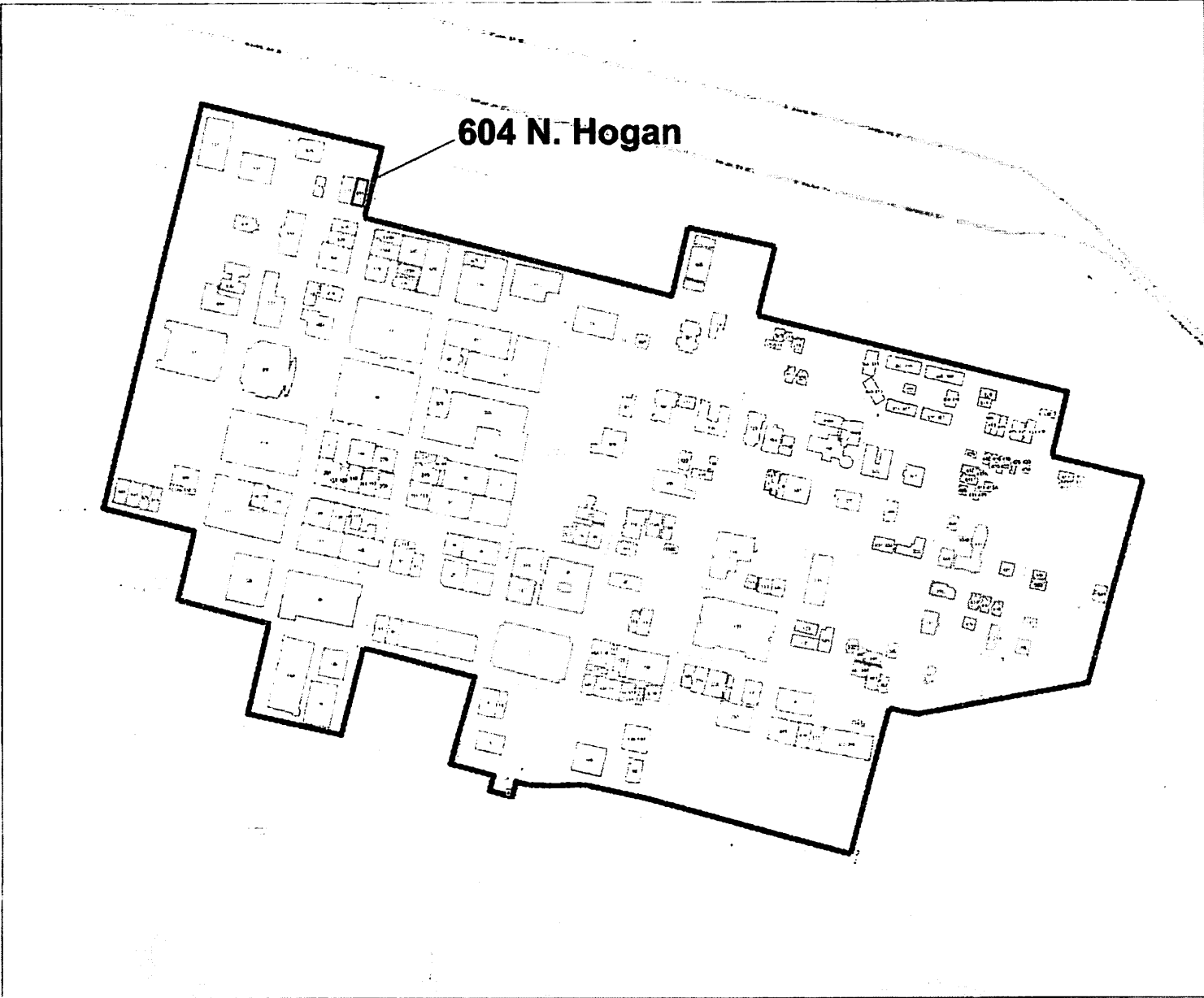
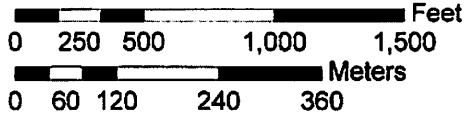
 Contributing

 Non-Contributing



1:2,000

Date: 8/23/2021

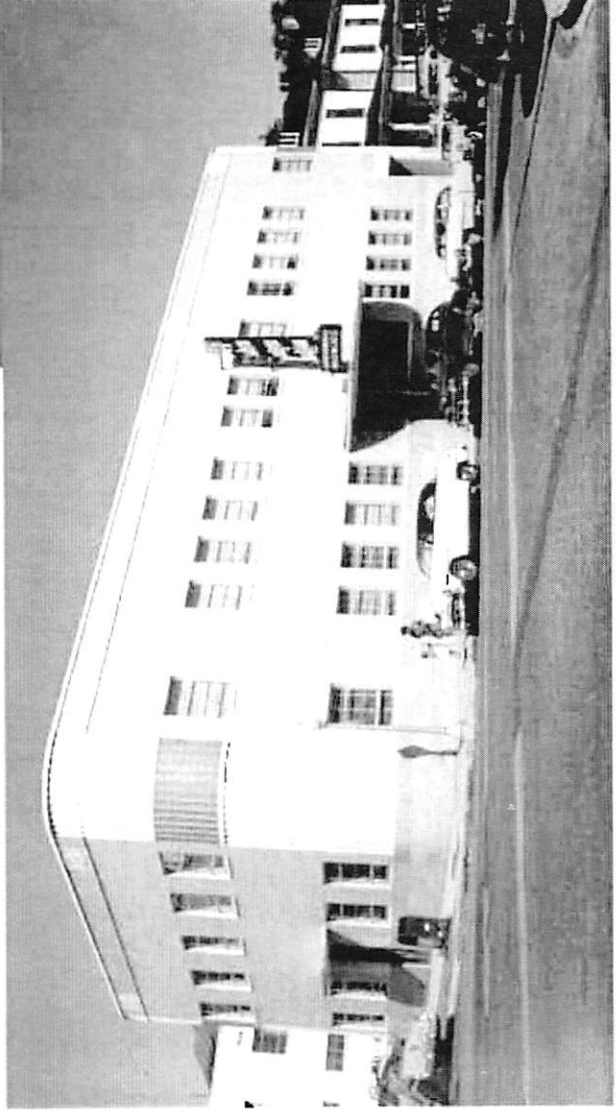




GULF LIFE BUILDING

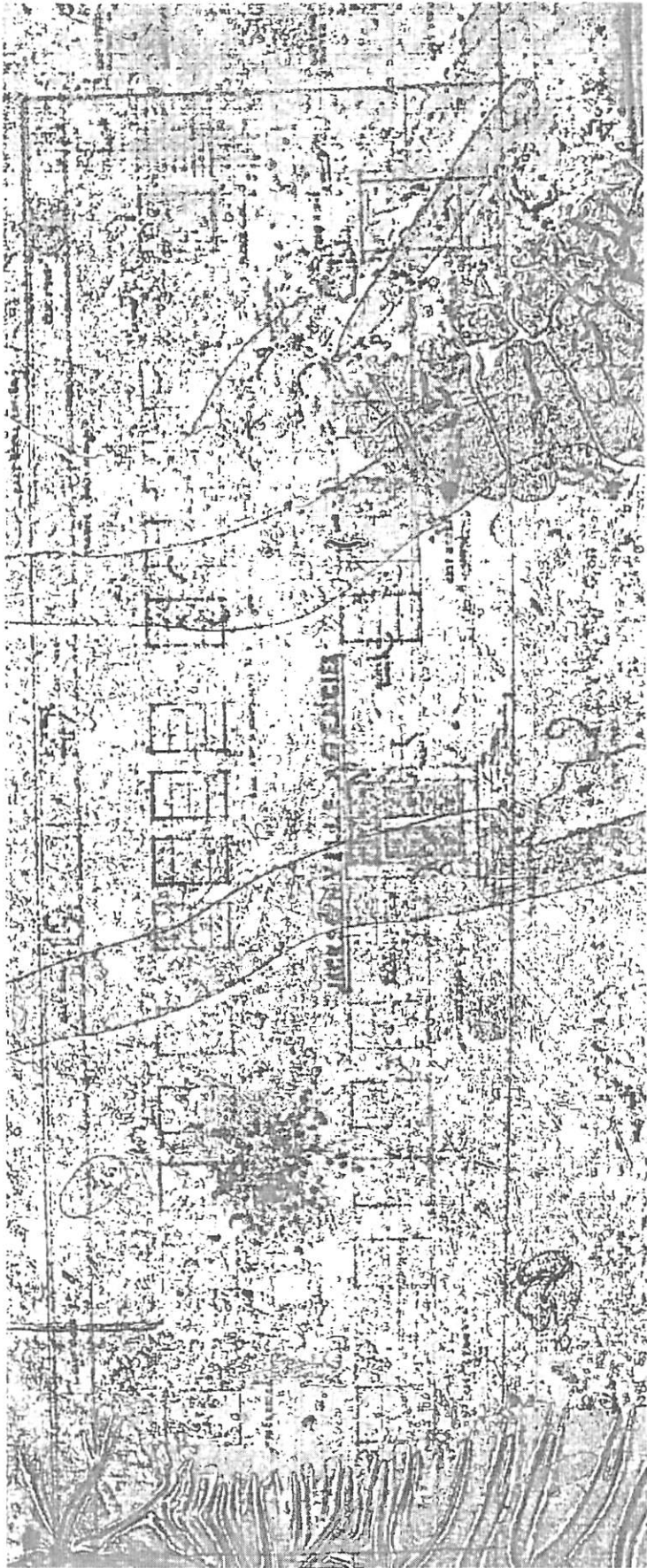
604 N. HOGAN ST

Built in 1947
Designed by
A. Eugene C'ellar

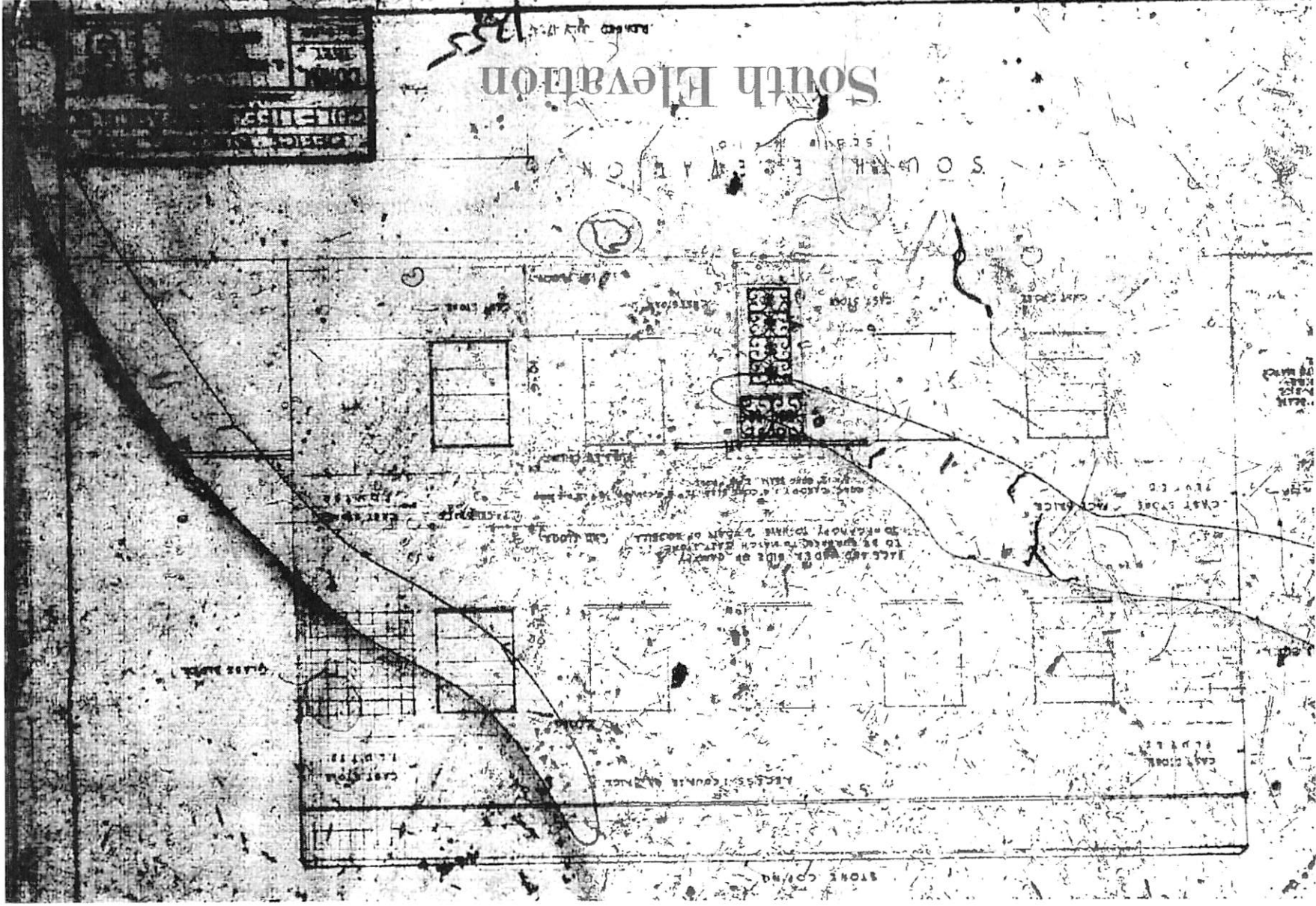


GULF LIFE BUILDING

604 N. HOGAN ST



Original Plans from 1947
Front Elevation
Designed by A. Eugene Cellular



604 N. HOGAN ST

GULF LIFE BUILDING

NOTE: The American Institute of Architects in compiling, keeping and servicing this Architects' Roster, does so purely as a service to the profession. The A.I.A. has checked this questionnaire for accuracy and assumes no responsibility as to the statements made herein.

CITY Jacksonville COUNTY Duval

STATE Florida

DATE December 19, 1947

QUESTIONNAIRE FOR ARCHITECTS' ROSTER

TYPING IS MANDATORY. PARTNERSHIPS SHOULD MAKE A JOINT RETURN ONLY.

Green copy to be retained by the author; original and other copy to be mailed to the Director of Public and Professional Relations, The American Institute of Architects, 1741 New York Avenue, N. W., Washington 6, D. C.

1. (a) FIRM (individual or partnership) A. EUGENE CELLAR

(b) FORMER FIRM, if any _____

2. BUSINESS ADDRESS 1212 Graham Building

3. YEAR ESTABLISHED 1932

4. PERSONAL HISTORIES OF PRINCIPALS	Name of Principal	Name of Principal
	<u>A. Eugene Callar</u>	

Furnish data complete, but keep to essentials. Describe each member of firm individually; if more than two, append extra sheets.

(a) Date of Birth February 20, 1899

(b) Education Public Schools - Jacksonville, Florida
Davidson College, Davidson, North Carolina - 2 years
Complete Architectural Course U.C.S.

(c) Experience Prior to Own Practice

(Give architect or architectural firm affiliations, positions held, and approximate dates of employment.)

Roy A. Benjamin, Architect, Jacksonville, Florida, Jr. Draftsman - 1916-2

Francis J. Kennard, Architect, Tampa, Fla. - Draftsman - 1920-22

H. M. Reynolds, Architect, Orlando, Fla. - Chief Draftsman - 1922-23

J. H. Johnson, Architect, Bradenton, Fla. - Chief Draftsman - 1923-27

David S. Castle Co., Architects and Engineers, Abilene, Texas - Head of Architectural Department - 1927-28

Eric G. Flannagan - Architect, Henderson, North Carolina - Chief Draftmtr 1928-31

F. H. Deitrick, Architect, Raleigh, N. C. - Chief Draftsman - 1931-32

Rural Resettlement Project, Madison County, Fla. - Project Architect, 1935-36

(d) Commenced Practice 1932

(e) Number of Years a Principal 15 20

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

(f) Architectural Licenses
(Give State, Number and Year Issued.)

Florida - No. 826 - June 1926
South Carolina - No. 354 - 1947

(g) Professional Societies and Offices Held
Director, Florida Association of Architects
Treasurer, Florida North Chapter, American Institute of Architects

(h) Service in World Wars I and II. (Append data if desired.)
Private, U. S. A. - World War I

(i) Civic Activities
Jacksonville Chamber of Commerce

5. CONSULTANTS USUALLY EMPLOYED:
(If a member of your staff, so state)

(a) STRUCTURAL ENGINEERS

Name of Firm or Individual W. R. Stults
Business Address 503 Rogers Building, Jacksonville, Florida

(b) HEATING & VENTILATING ENGINEERS

Name of Firm or Individual W. L. Tribble
Business Address 612 Hildebrandt Building, Jacksonville, Florida

(c) ELECTRICAL ENGINEERS

Name of Firm or Individual W. R. Stults
Business Address 503 Rogers Building, Jacksonville, Florida

(d) PLUMBING OR SANITARY ENGINEERS

Name of Firm or Individual W. R. Stults
Business Address 503 Rogers Building, Jacksonville, Florida

(e) LANDSCAPE ARCHITECTS

Name of Firm or Individual
Business Address

6. OTHER REMARKS RE QUALIFICATIONS:

(Append extra sheet if necessary)

Several Hospital Buildings
 Numerous Ecclesiastical Buildings
 Store and Office Buildings
 Residential *in various municipalities*
Public Schools
School Structures

200
12

64
20
24/28

7. REPRESENTATIVE WORK FOR WHICH YOU WERE OR ARE ARCHITECTS; OR WERE OR ARE ASSOCIATED WITH OTHERS:

Name of Project	Location	Date	Cost	Architect or Associate Architect
1st Baptist Church	Jax Ech., Fla.	1940	\$60,000.00	✓
Dan Davenport - Res.	Ponte Vedra, Fla	1941	\$25,000.00	✓
Super Market, ^{Riverside} Manor	Jax, Fla.	1941	\$40,000.00	
Crabtree Corners-81 Units	Jax, Fla.	1943	\$200,000.00	
Adm. Bldg. Bapt. Home	Jax, Fla.	1944	\$50,000.00	
Boy's Dorm. Bapt. Home	Jax, Fla.	1944	\$30,000.00	
N. Jax Bapt. Church	Jax, Fla.	1944	\$35,000.00	
Abbitor Packing House	Palatka, Fla	1945	\$90,000.00	
Lake Shore Theatre	Jax, Fla. P.	1945	\$30,000.00	
Cactus Inn	Jax, Fla.	1945	\$20,000.00	✓
Massey Motor Co.	Jax, Fla.	1946	\$100,000.00	
Brewster Hospital	Jax, Fla.	1946	\$100,000.00	
R. H. Tucker - Res.	Jax, Fla.	1946	\$20,000.00	✓
Gulf Life Office Bldg.	Jax, Fla.	1947	\$115,000.00	
Roy Animal Hospital	Jax, Fla.	1947	\$30,000.00	
Commander Community Stores	Jax, Fla.	1947	\$110,000.00	
Kiwanis House of Friendship	Jax, Fla.	1947	\$35,000.00	
Philips Tourist Court	Jax, Fla.	1947	\$135,000.00	
Police Fraternity	Jax, Fla.	1947	\$150,000.00	
Wurn Apartments	Jax, Fla.	1947	\$80,000.00	

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only Not to be reprinted, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

8. PHOTOGRAPHS/PHOTOSTATS (Not Mandatory):

The author submits herewith photographs or photostats (size 8" x 10") of several buildings for which he has been the Architect, as follows: (N.C.A.R.B. presentation acceptable.)

- Crabbree Corners - SF Unit Housing, Jacksonville, Florida
- First Baptist Church, Jacksonville Beach, Florida.
- Commander Community Stores, Jacksonville, Florida
- Brewster Hospital, Jacksonville, Florida ✓
- Gulf Life Office Building, Jacksonville, Florida ✓

9. COLLABORATION WITH OTHER ARCHITECTS:

- (a) As an established individual or firm, are you willing to collaborate with other firms or individuals?
.....
- (b) Are you and/or your firm agreeable to accepting supervision of work where designs are produced by others—
or vice versa?
.....
- (c) List firms (or individuals) with which you are associated at present or have an associate or working agreement:
(Please furnish a letter from the other party verifying the association.)
.....
.....
.....
.....
.....
.....
.....

10. I/WE DO (DO NOT) DESIRE TO HAVE ~~OUR~~ (THIS) QUESTIONNAIRE MADE AVAILABLE TO GOVERNMENTAL AGENCIES.

I/We hereby certify that the above is a true statement of facts.

Name of Firm or Individual _____

Signed by all Principals: *[Signature]*



STATE Florida

CITY Jacksonville COUNTY Duval

DATE April 20, 1953

ARCHITECTS' ROSTER QUESTIONNAIRE

TO EVERY ARCHITECT IN THE UNITED STATES AND ITS POSSESSIONS:

The Architects' Roster is maintained by The American Institute of Architects as a service to the profession as a whole and to agencies of the United States Government. Every registered architect, whether or not a member of The Institute, is eligible for inclusion in the Roster. The Institute maintains custody of the Roster, keeps it up to date and in good order for use. The Roster is available to any representative of the Government and to representatives of foreign governments in Washington. Reference may be made to The Architects' Roster in negotiations with government agencies and other interested parties. Experience with the Roster since its establishment in 1946 has shown its usefulness. Growing out of an earlier Register of architects qualified for public works, The Roster provides at The Octagon an accurate, current record of the qualifications and achievements of members of the profession. It allows a positive and helpful response to requests for factual information on architects, and in that way constitutes a service to the profession.

The American Institute of Architects assumes no responsibility for the accuracy of statements made in this Questionnaire. The obligation to maintain this record as a current description of an architectural firm rests with the firm, and supplementary record forms are available for this purpose.

PARTNERSHIPS SHOULD MAKE A JOINT RETURN ONLY.

Original and one copy to be mailed to THE ARCHITECTS' ROSTER, The American Institute of Architects, 1735 New York Avenue, N. W., Washington 6, D. C. One copy to be retained by the author.

1 a FIRM (Indicate whether individual, partnership or corporation.)

A. Eugene Cellar - (Individual)

b FORMER FIRM, Name if any.....

2 STREET ADDRESS 502 Riverside Avenue Phone 7-4811

3 YEAR ESTABLISHED 1932

4 PERSONAL HISTORIES OF PRINCIPALS

Furnish data complete, but keep to essentials. Describe each member of firm individually; if more than four, append extra sheets.

A. Eugene Callar
NAME OF PRINCIPAL NAME OF PRINCIPAL

a Date of Birth February 20, 1899

b Place of Birth

c Education Public Schools - Jacksonville, Florida
Davidson College - Davidson, North Carolina - 2 years
Complete I.C.S. Architectural Course

d Experience Prior to Own Practice

(Give architect or architectural firm affiliations, positions held, and approximate dates of employment.)

Roy A. Benjamin, Architect, Jacksonville, Fla., Jr. Draftsman-1916-20
Francis J. Kennard, Architect, Tampa, Fla., Draftsman, 1920-22
H. M. Reynolds, Architect, Orlando, Florida, Chief Draftsman -1922-23
J. H. Johnson, Architect, Bradenton, Fla., Chief Draftsman -1923-27
David S. Castle Co., Architects & Engrs., Abilene, Texas - Head of
Architectural Department - 1927-28
Eric C. Flanagan, Architect, Henderson, N. C. Chief Draftsman-1928-31
F. H. Dietrick, Architect, Raleigh, N. C. Chief Draftsman - 1931-32
Rural Resettlement Project, Madison Court, Fla., Project Architect-
1935-36

e Commenced Practice 1932

f Number of Years a Principal 21 years

g Architectural Licenses (Give State, Number and Year issued.)

Florida - Certificate # 979 - 1926
Georgia - Certificate # 668 - 1949
South Carolina - Certificate # 354 - 1947
North Carolina - Certificate #711 - 1951
NCARB - Certificate #1411 - 1950

h Membership in Professional Societies and Offices Held

Director - Florida Association of Architects
Treasurer, Florida North Chapter, American Institute of Architects

i Service in World Wars I and II (Append data if desired.)

Private - United States Army - World War I

j Civic Activities

Civitan Club
Jacksonville Chamber of Commerce

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information of study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave NW Washington, DC 20006

5 REMARKS CONCERNING QUALIFICATIONS OF FIRM

(This space is best used to present qualifying information such as number of employees, amount of office space, financial information and other information presumed of interest to a prospective client. Append extra sheet or use back of this form, if necessary.)

Four regular employees - part time employees varies
1200 sq. ft. of office space
Net Worth (Financial Statement as of March, 1953) \$54,812.44

6 CONSULTANTS USUALLY EMPLOYED: (If a member of your staff, so state.)

a STRUCTURAL ENGINEERS

Name of Firm or Individual Mead and Smith, Hildebrandt Building, Jacksonville, Fla.
Business Address

b HEATING AND VENTILATING ENGINEERS

Name of Firm or Individual Tribble, Lee and Associates
Business Address Hildebrandt Building - Jacksonville, Florida

c ELECTRICAL ENGINEERS

Name of Firm or Individual Tribble, Lee and Associates
Business Address Hildebrandt Building - Jacksonville, Florida

d PLUMBING OR SANITARY ENGINEERS

Name of Firm or Individual Tribble, Lee and Associates
Business Address Hildebrandt Building - Jacksonville, Florida

e LANDSCAPE ARCHITECTS

Name of Firm or Individual
Business Address

f OTHER (Civil, Foundation or Mechanical Engineers, Appraiser, Equipment Designers, Valuers, Industrial Layout Engineers, etc.)

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

8 PHOTOGRAPHS/PHOTOSTATS

Not mandatory. Submit herewith photographs or photostats (size 8" x 10") of several buildings for which you have been the Architect, as follows: (N.C.A.R.B. presentation acceptable.)

- ...Gulf Life Insurance Company Bldg., Jacksonville, Florida.....(Interior & Exterior)
- ...Willowbranch Apartments, Jacksonville, Florida.....
- ...Allen High School Dormitory, Asheville, North Carolina.....
- ...Brewster Hospital, Jacksonville, Florida.....
- ...First Baptist Church, Jacksonville Beach, Florida.....(Interior and Exterior)
- ...Lake Forest School - (Three views)

9 COLLABORATION WITH OTHER ARCHITECTS:

- a As an established individual firm, are you willing to collaborate with other firms or individuals?
Yes.....
- b Are you and/or your firm agreeable to accepting supervision of work where designs are produced by others— or vice versa?
Yes.....
- c List firms (or individuals) with which you are associated at present or have an associate or working agreement (Please furnish a letter from the other party verifying the association.)
.....
.....
.....
.....
.....
.....
.....
.....

10 THIS QUESTIONNAIRE MAY BE MADE AVAILABLE TO GOVERNMENTAL AGENCIES **yes** **no**

The undersigned hereby certify that the above is a true statement of facts.

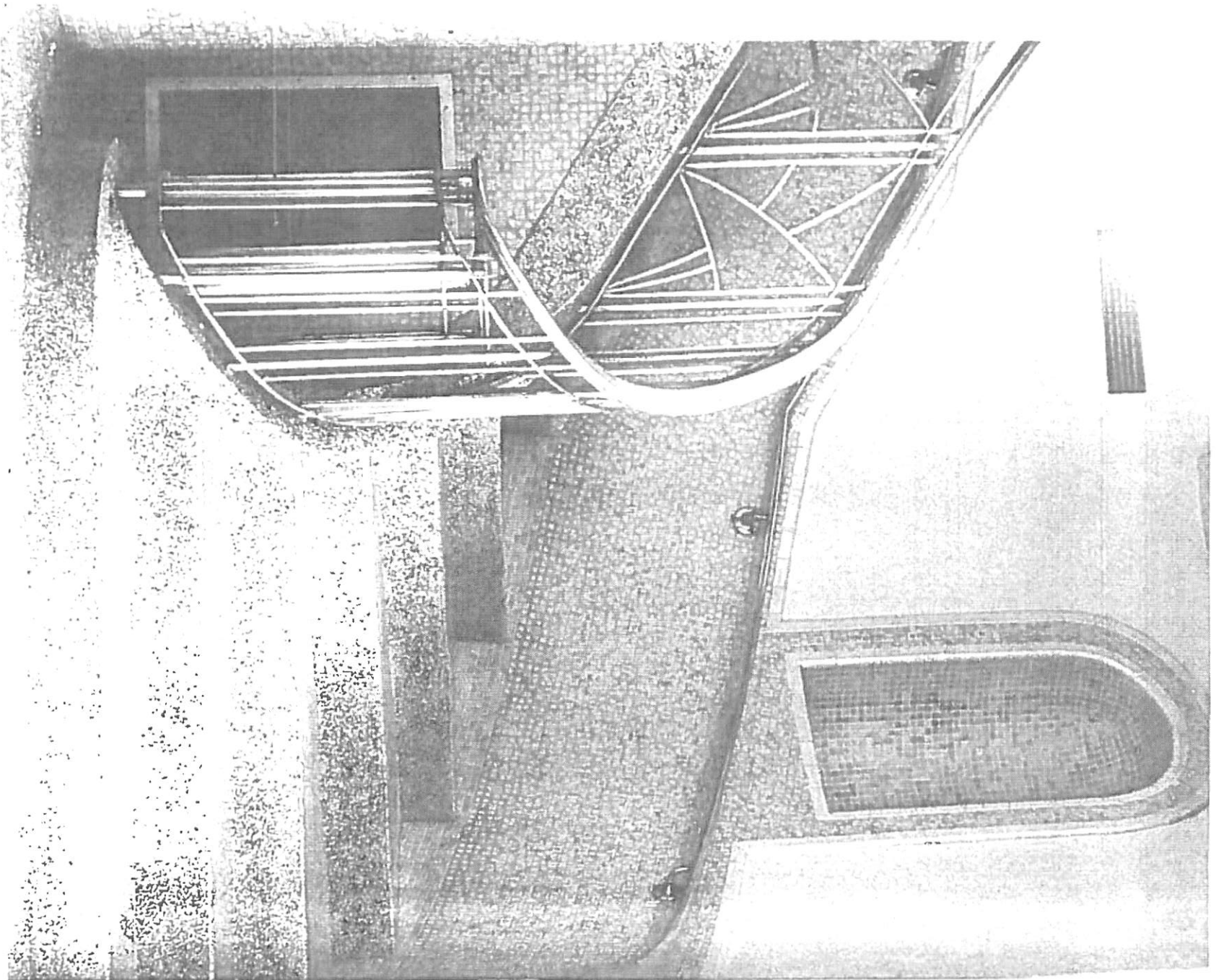
Name of Firm or Individual.....

Signed by all Principals..... *Raymond Bellan*.....

.....
.....
.....
.....

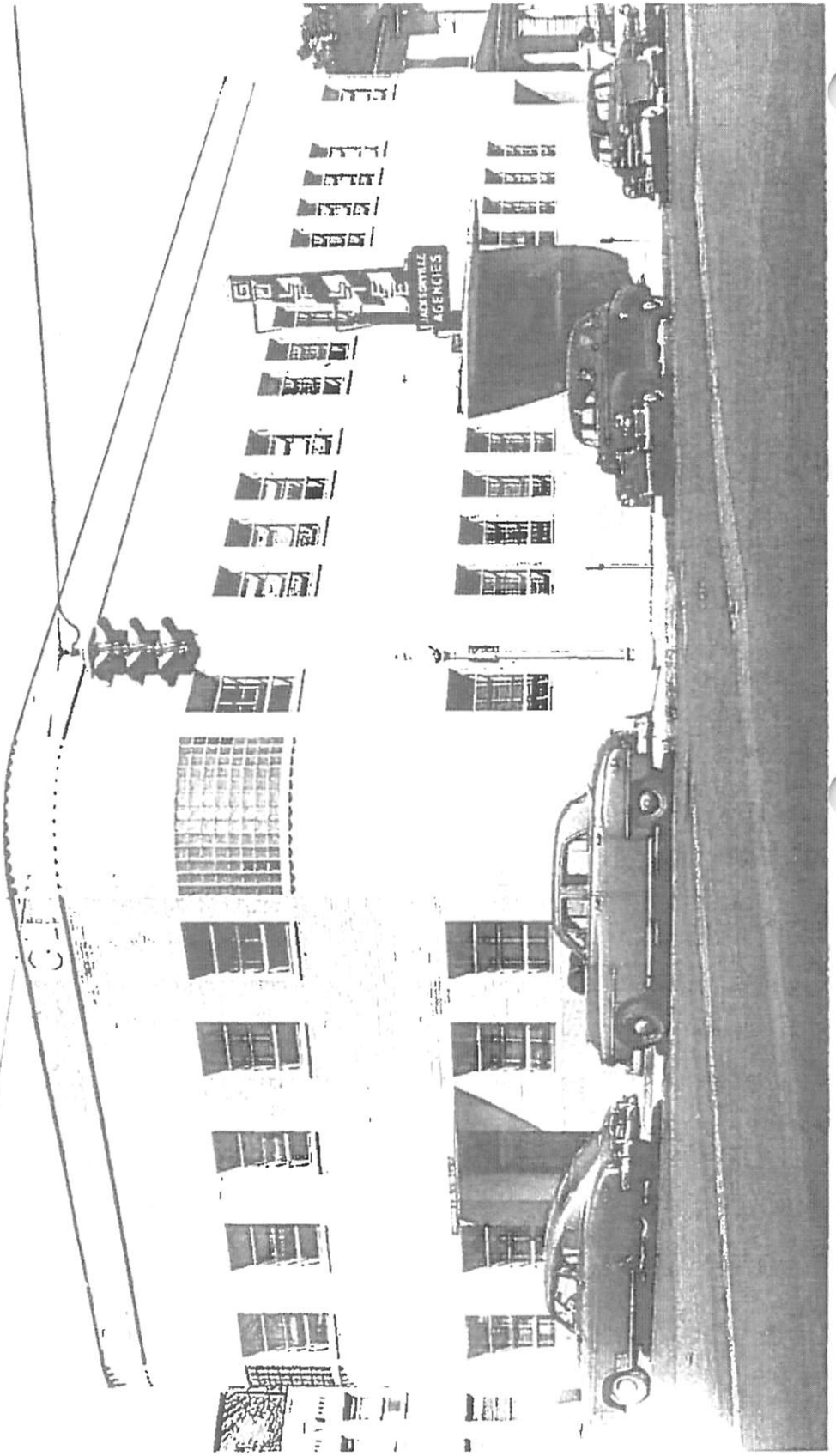
THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20005

Quilt
Life?



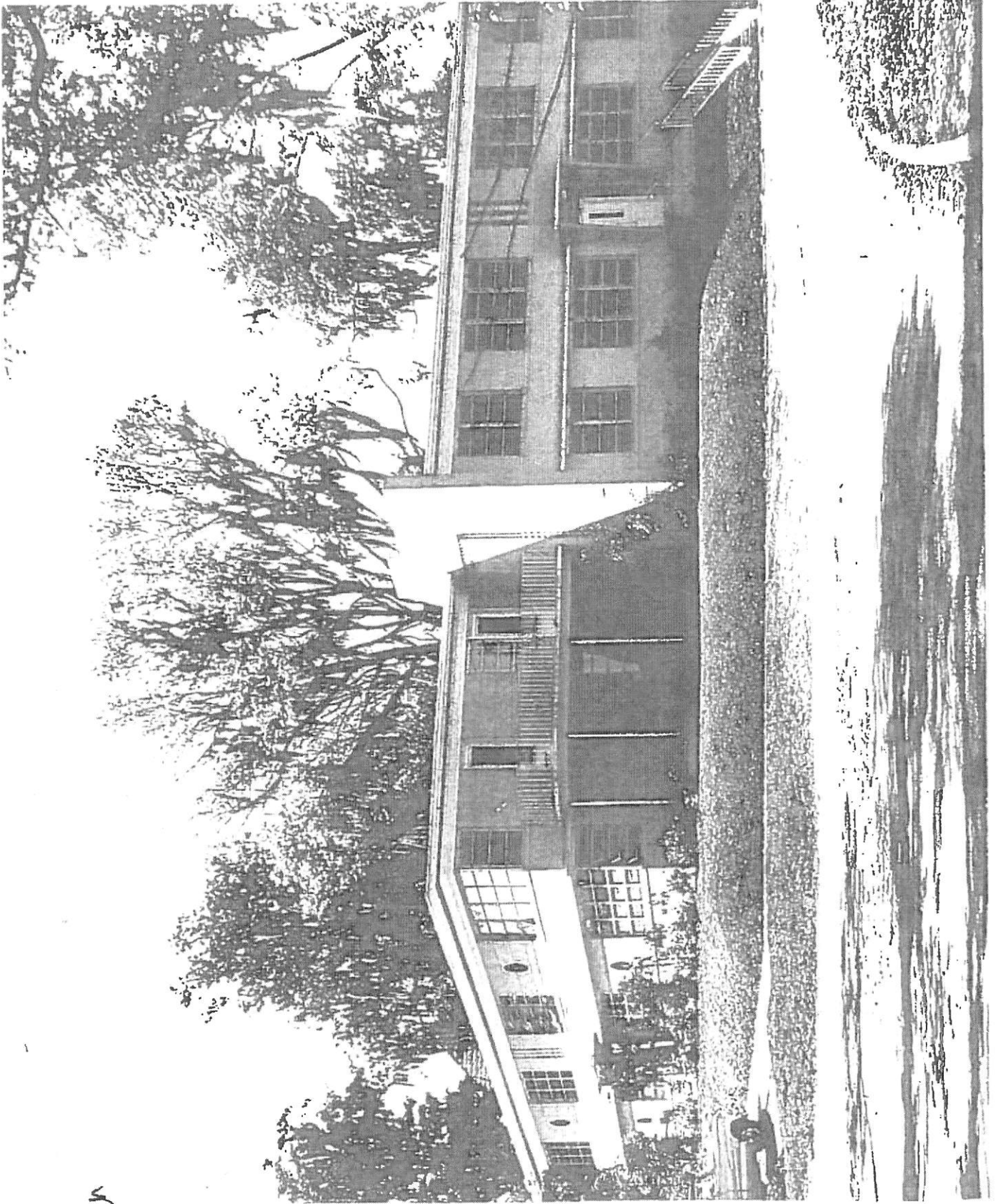
THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only Not to be recycled,
quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20005

Gulf Life 60M N Hogan

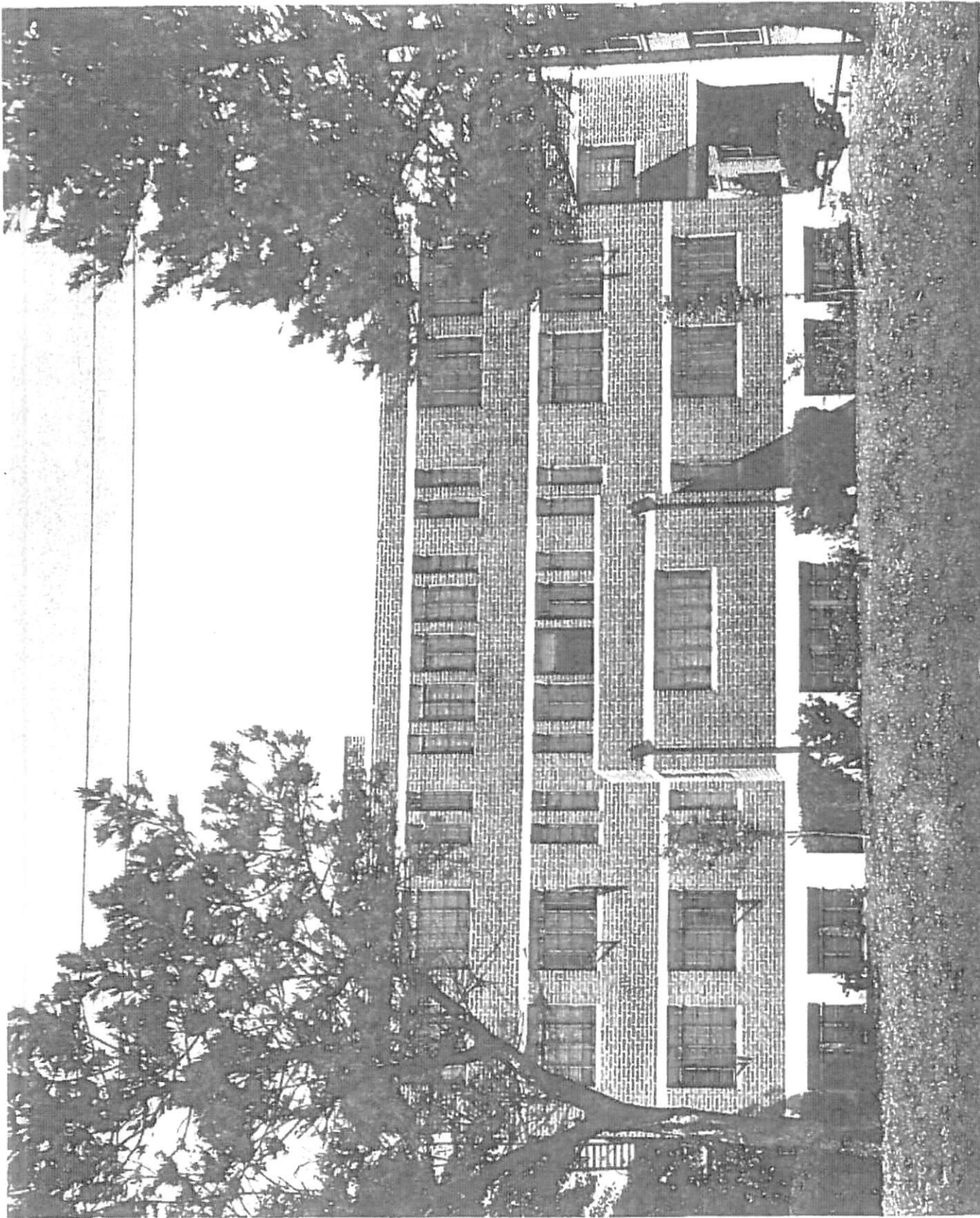


THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

W. L. Branch
Apts
1735

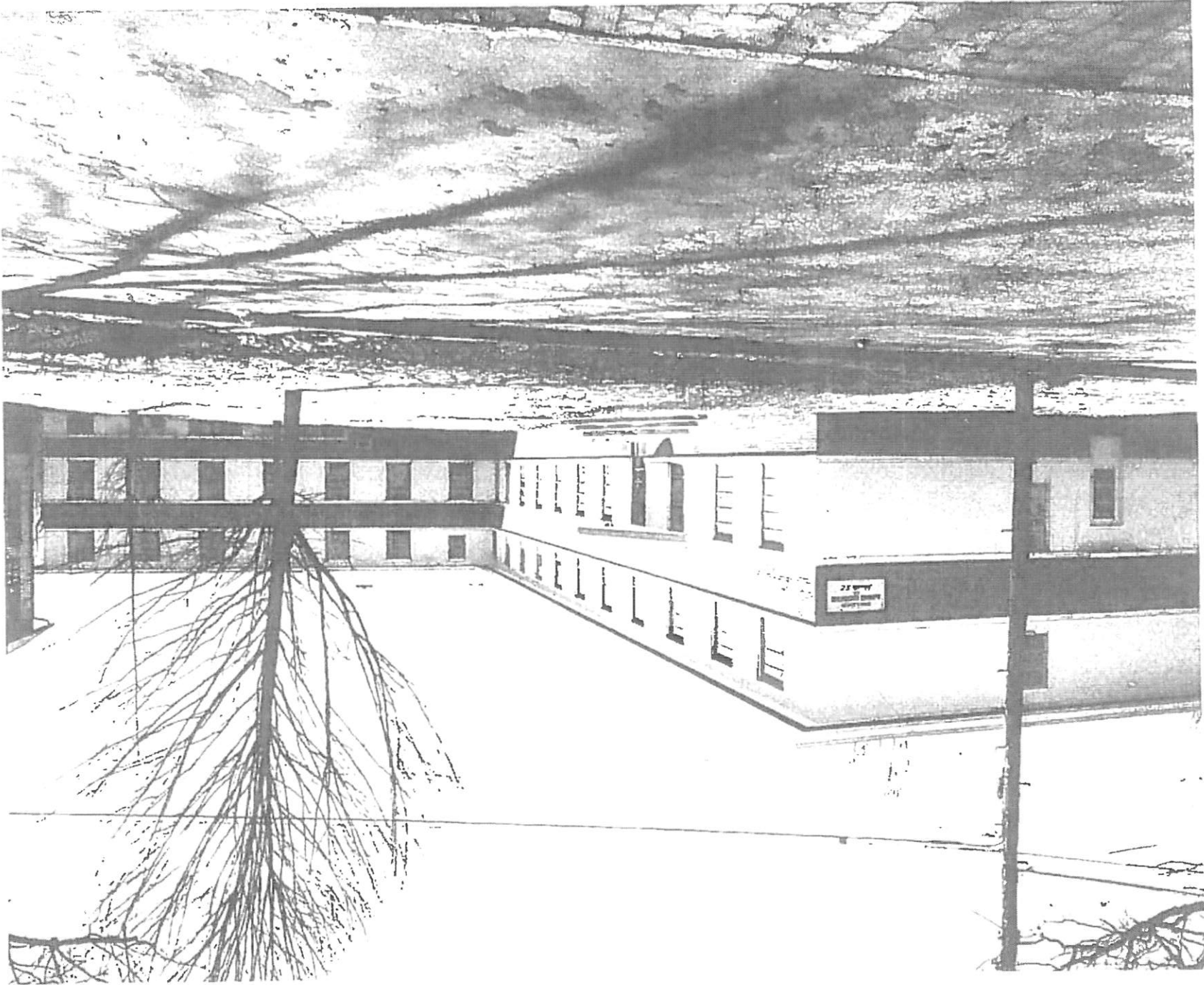


THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES. For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave NW Washington, DC 20006



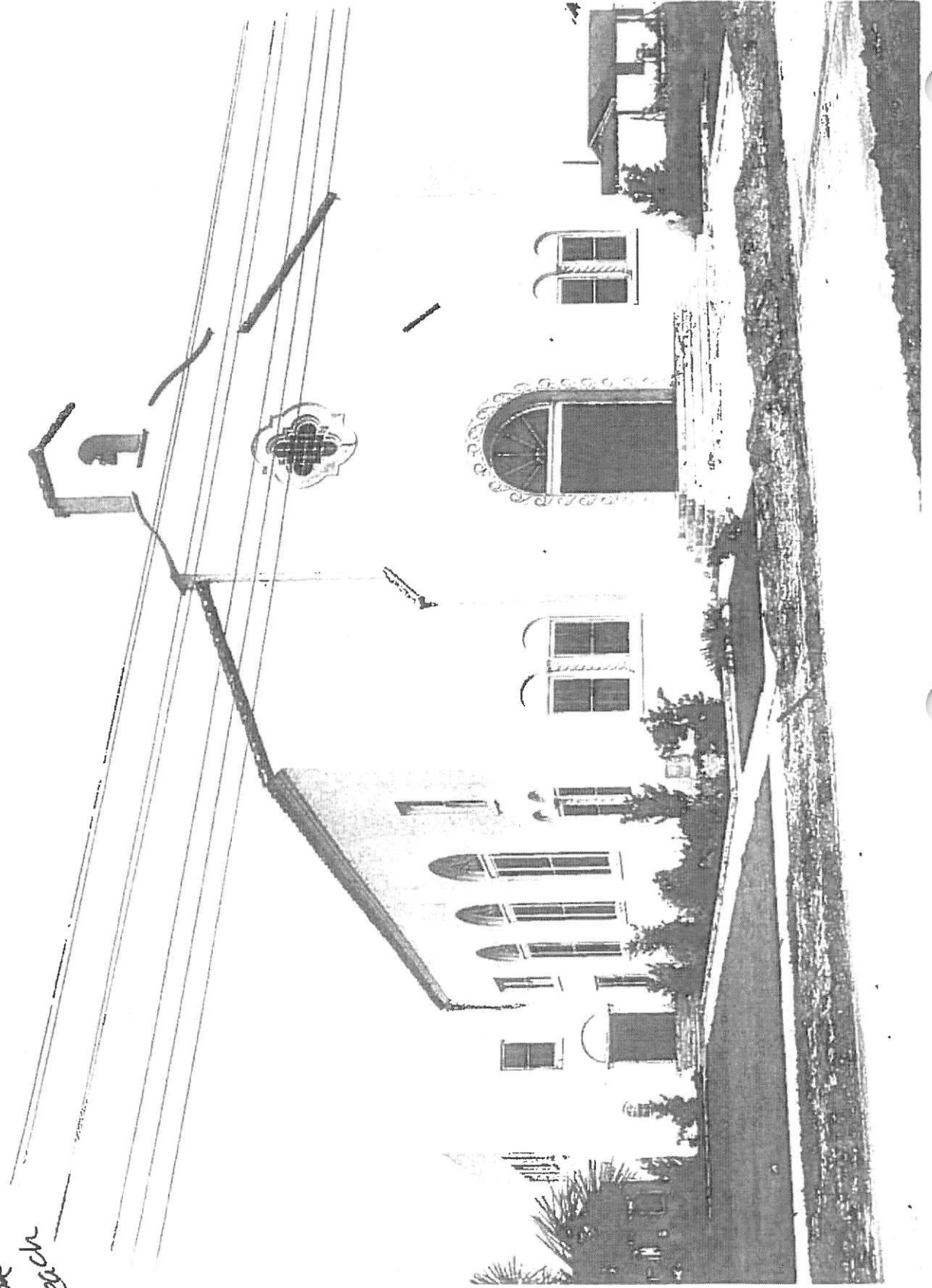
Brewster's
Hospital

Allen
H.S.
Ashcroft



THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

Bob
First Beach
June

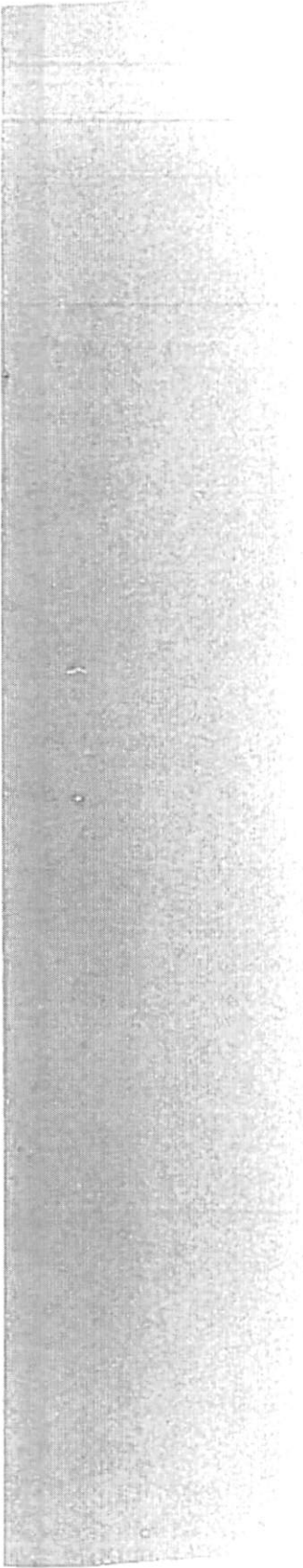


THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only Not to be recycled,
quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

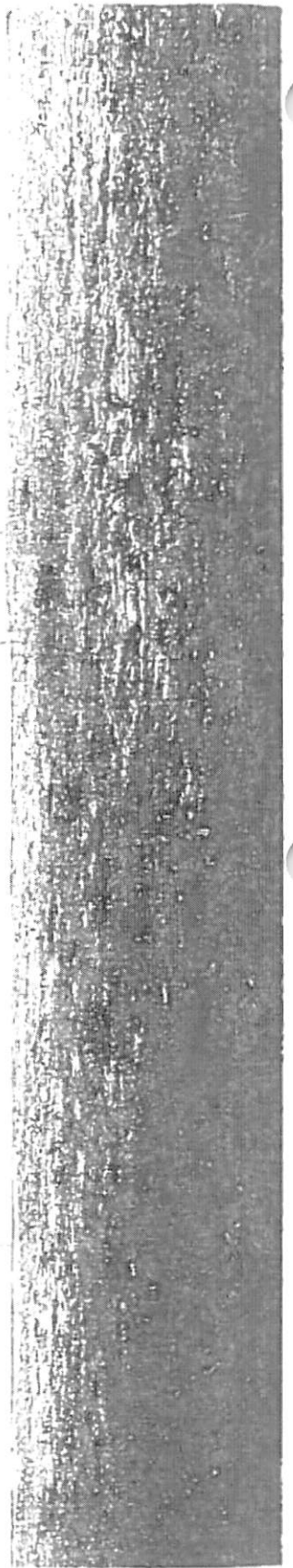
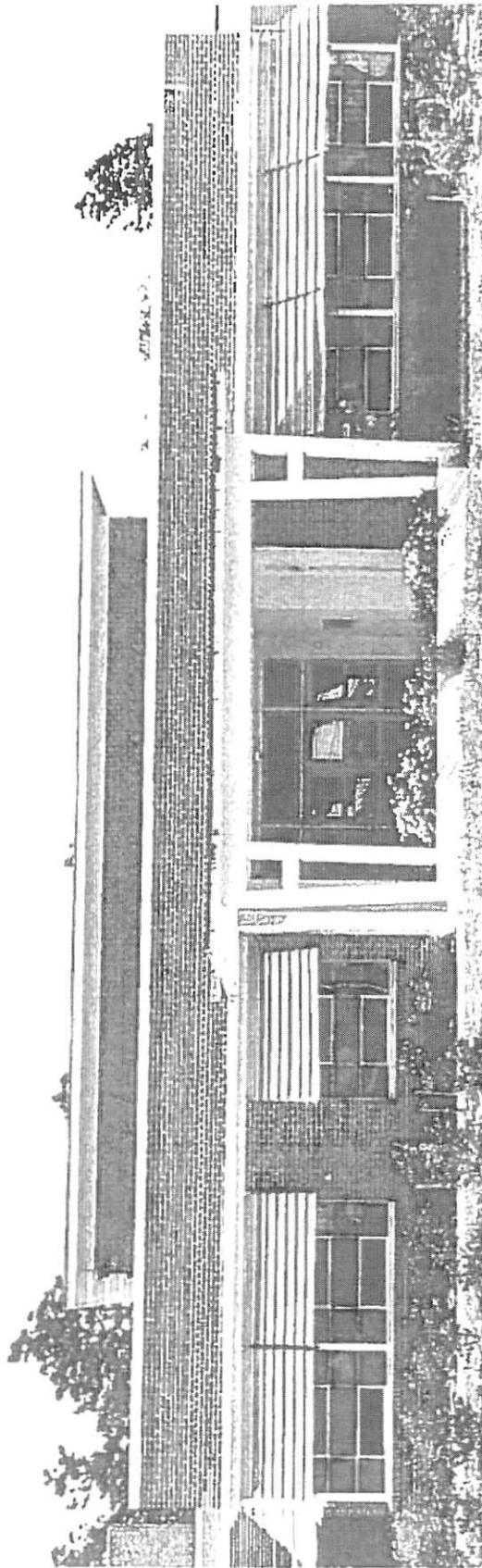


First-Isab
Jax Beach

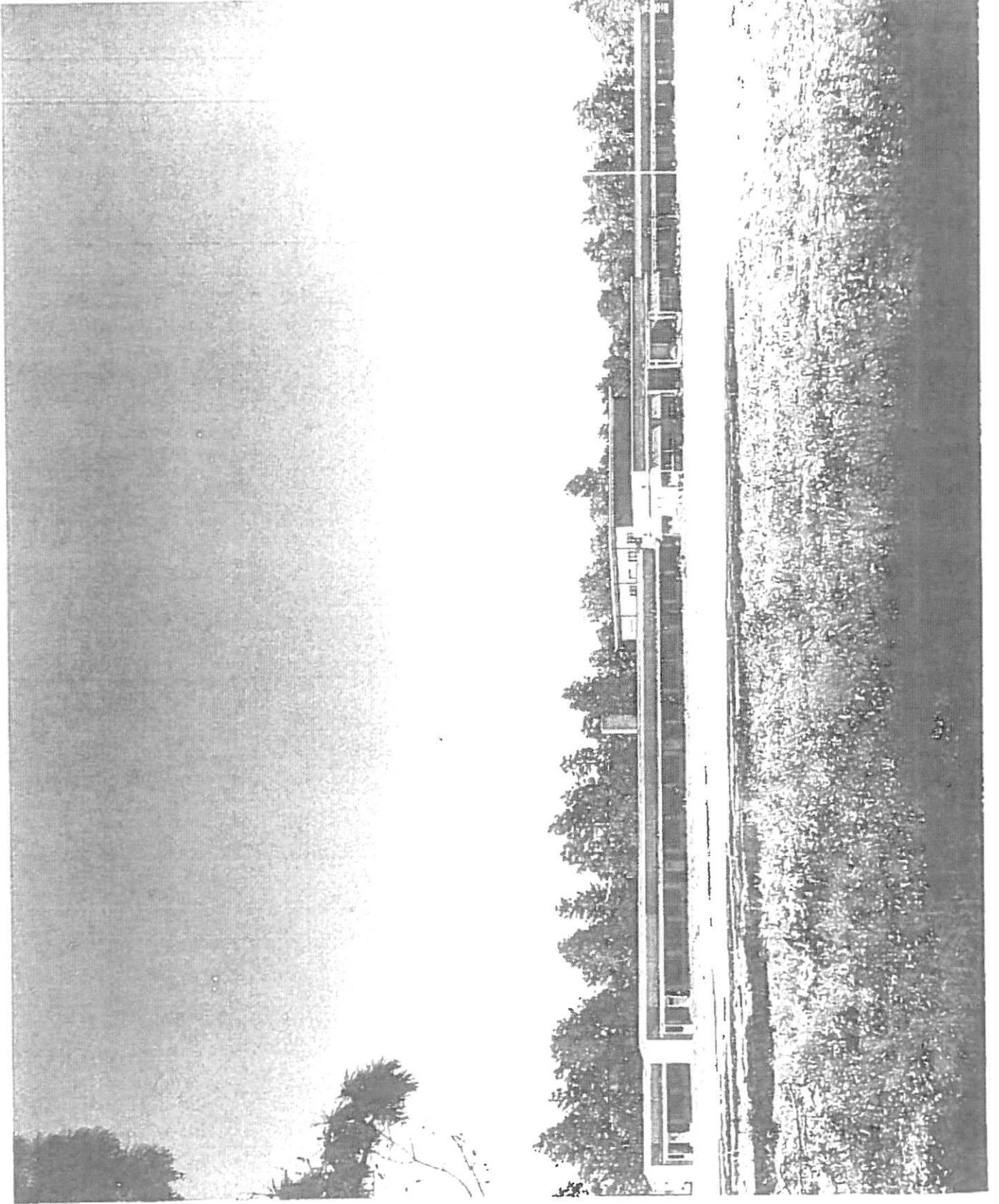
THE AMERICAN INSTITUTE OF ARCHITECTS' ARCHIVES: For information or study purposes only. Not to be reproduced, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006



Lake Forest
Forest
Park
School

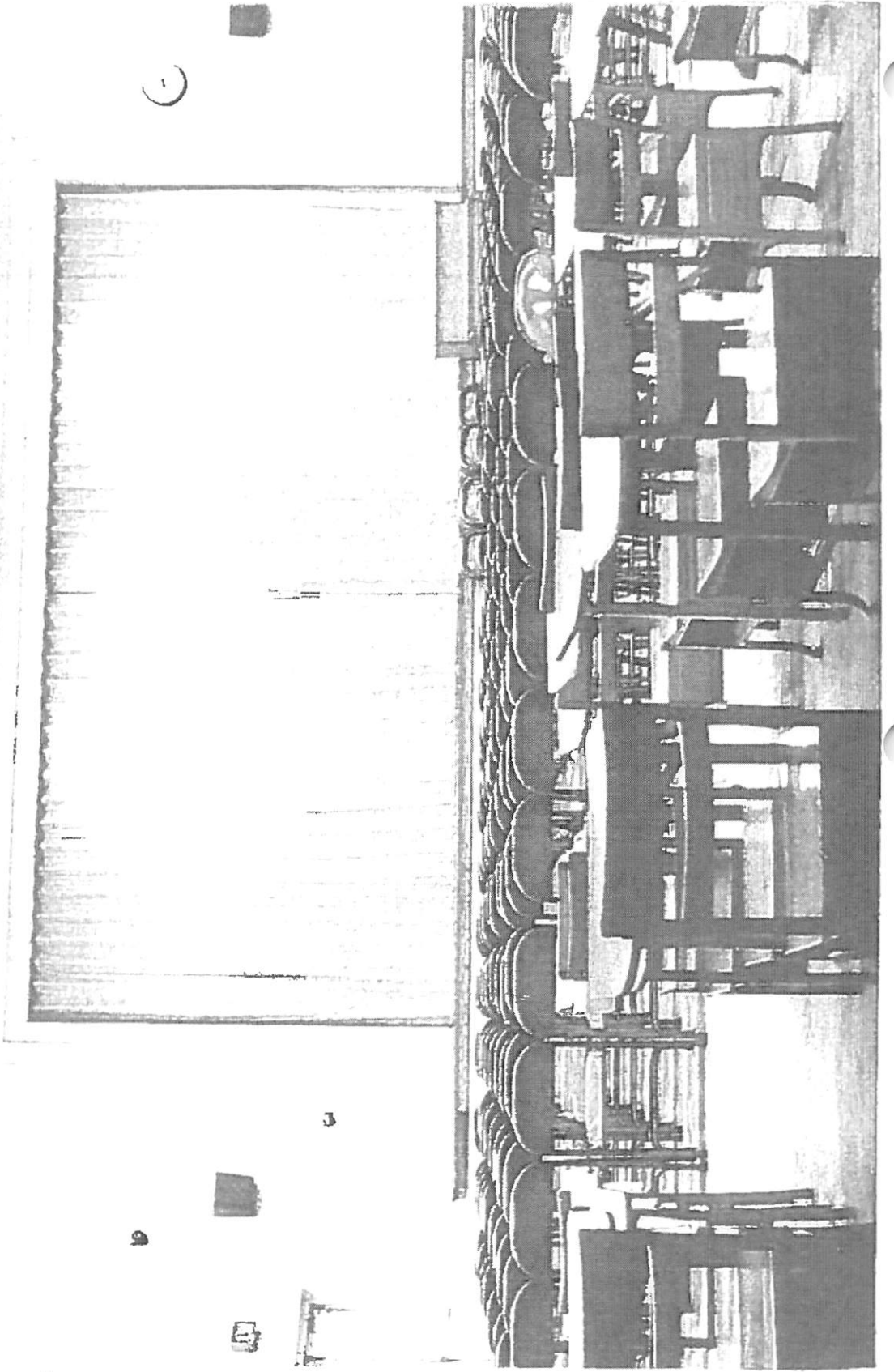


THE AMERICAN INSTITUTE OF ARCHITECTS' ARCHIVES For information or study purposes only. Not to be reproduced, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006



Lake Forest School

Lake
Forest



FLORIDA

HISTORIC · DRAMATIC · CONTEMPORARY

FAMILY AND PERSONAL HISTORY

VOLUME III

LEWIS HISTORICAL PUBLISHING COMPANY, INC.

NEW YORK

1952



Eugene Keller

men during World War II, J. Van Quillian, attending high school, who like his father is very active in athletics, having won three letters in his first year in high school.

A. EUGENE CELLAR—Since 1932, A. Eugene Cellar has headed his own architectural firm in Jacksonville. He has been a registered architect in the Peninsula State since 1926, and has held official positions in the local chapter of the American Institute of Architects and state associations of his profession.

Mr. Cellar is a native of Sandusky, Ohio, born February 28, 1899, and is a son of Oliver Gray and Lena Myrtle (Straub) Cellar. His father was a native of Liberty County, Ohio, who died in 1935 and is buried in Jacksonville. Prior to his death, Oliver G. Cellar was traveling grill inspector for the Atlantic Coast Line System. His wife, the former Lena Myrtle Straub, is a native of Waldo, Ohio, and now resides in Jacksonville, being in her seventy-fourth year at the time of writing. The family moved to Jacksonville in 1912, and it was there that A. Eugene Cellar completed his secondary schooling, graduating from Duval High School. For two years he attended Davidson College in North Carolina, and he completed his architectural courses through International Correspondence Schools.

Following is a summary of Mr. Cellar's career in architecture prior to his forming his own firm in Jacksonville: He was junior draftsman with Roy A. Benjamin, Architect, in Jacksonville, from 1916 to 1920; draftsman with Francis J. Kennard, Architect, Tampa, Florida, 1920-1922; chief draftsman with H. M. Reynolds, Architect, Orlando, 1922-1923; chief draftsman with J. H. Johnson, Architect, Bradenton, from 1923 to 1927; head of the architectural department of the David S. Castle Company, Architects and Engineers, in Abilene, Texas, during 1927 and 1928; chief draftsman with Eric G. Flannagan, Architect, of Henderson, North Carolina, from 1928 to 1931; and chief draftsman with F. H. Deitrick, Architect, of Raleigh, North Carolina, 1931-1932. In June, 1926, Mr. Cellar was admitted to practice architecture in the state of Florida by successfully passing the examination of the State Board of Architecture with high grades. He has since received his certificate to practice architecture in the states of South Carolina (1947) and Georgia (1949).

Among the types of construction to which Mr. Cellar has devoted his professional attention have been hospital buildings, ecclesiastical buildings, institutional dormitories, schools, stores, office buildings and numerous residences. Numbered among the significant structures in the Jacksonville area whose designs have come from his board have been the First Baptist Church, Jacksonville Beach; the administration building and two dormitories of the Baptist Home; the Lake Shore Theater; Brewster Hospital; the Gulf Life Agency Office Building; the Roy Animal Hospital; the Massey Motor Company; and the Super Market at Riverside Manor. The construction of the Crabtree Corners housing units was a two-hundred-thousand-dollar project planned by Mr. Cellar, and another large residential assignment was the Wren Apartments. More recent architectural work for which he was solely responsible (as he was for the preceding) has included a boys' dormitory in Camden, South Carolina, completed in 1949 at a cost of one hundred and fifty thousand dollars, and the two-hundred-and-twenty-thousand dollar Lake Forest Public School in Jacksonville. The year 1950 has already seen the completion of two more sizeable structures designed by Mr. Cellar: the Methodist Student Building at Tallahassee, and a girls' dormitory at Thomasville,

Georgia, whose construction costs were sixty and seventy thousand dollars, respectively. The year 1949 saw the completion of over three hundred of Mr. Cellar's projects: an indication of the extent to which the skills of this able professional man are being devoted to the physical up-building of his state.

Mr. Cellar is a member of the American Institute of Architects, and has served two terms as treasurer of its Florida North Chapter. He served several years as director of the Florida Association of Architects. In his own community, he is active in the Jacksonville Chamber of Commerce, having served that organization as chairman of several important committees, and he is a member of the Timuquana Country Club. Fraternally, he is identified with the Free and Accepted Masons, has attained the Thirty-second degree in the Ancient Accepted Scottish Rite, and is a member of Morocco Temple of the Ancient Arabic Order of Nobles of the Mystic Shrine. Mr. Cellar is also a member of the Albert J. Russell Lodge No. 126 of the Masons, of which he is a past master. He served as a private in the United States Army during World War I. A communicant of the Riverside Presbyterian Church, he serves that congregation as deacon.

In Tampa, August 8, 1921, A. Eugene Cellar married Katherine Elizabeth Winningham, who was born in Tampa in 1903, daughter of George W. and Letcher (Mitchell) Winningham. Mr. and Mrs. Cellar are the parents of two children: 1, William Eugene, born in Tampa, May 4, 1926. He is a graduate of St. Paul's High School in Jacksonville, and served during World War II in the United States Army Air Forces. William Eugene Cellar married Marion Joyce Shapiro of Jacksonville. 2, Elizabeth Winningham, born in Henderson, North Carolina, on June 21, 1930. She is a graduate of Robert E. Lee High School in Jacksonville and of Sullins College at Bristol, Virginia, and has also attended the University of Georgia.

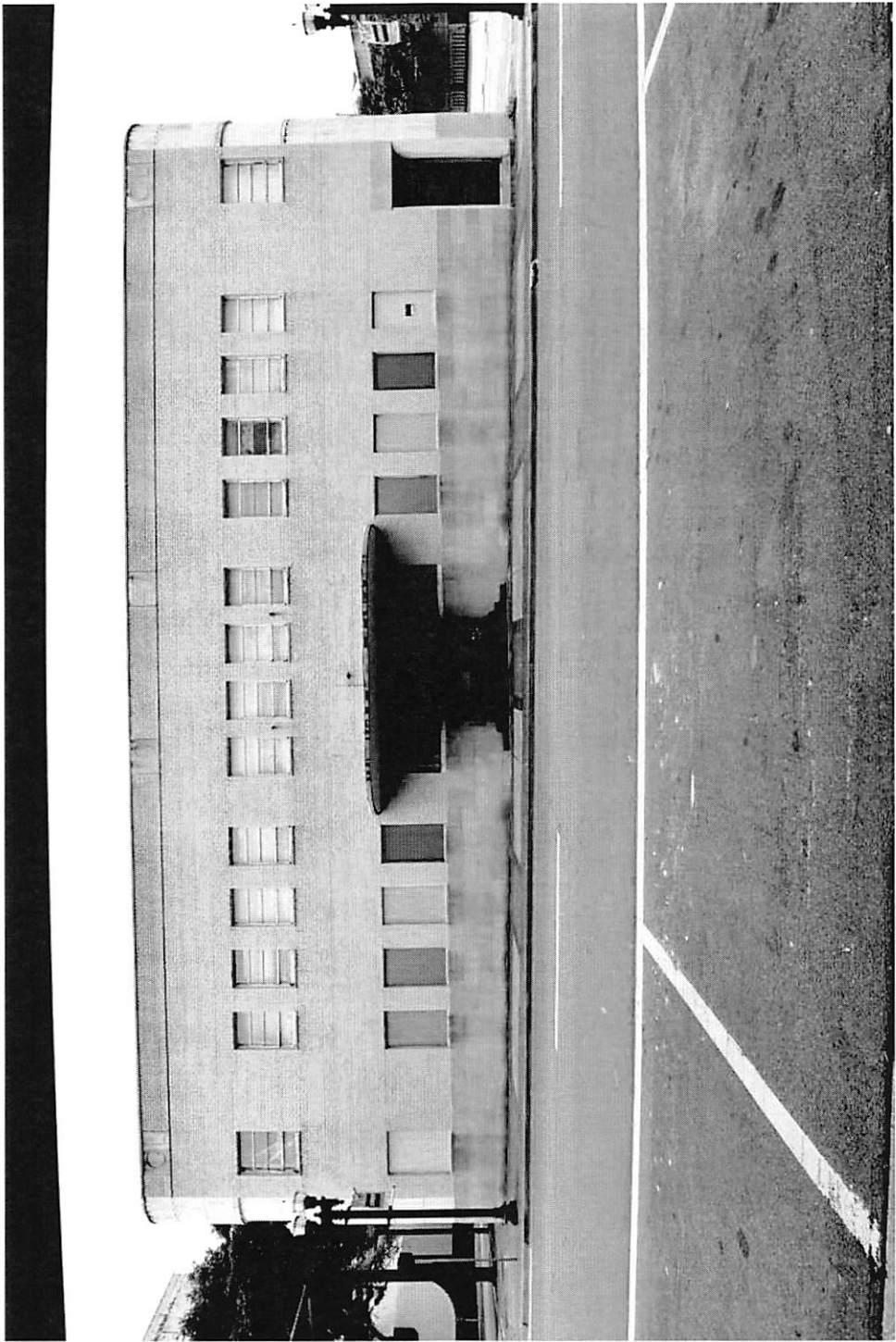
The family resides at 1404 Belvedere Avenue in Jacksonville, and Mr. Cellar's office address is 1212-13 Graham Building in that city.

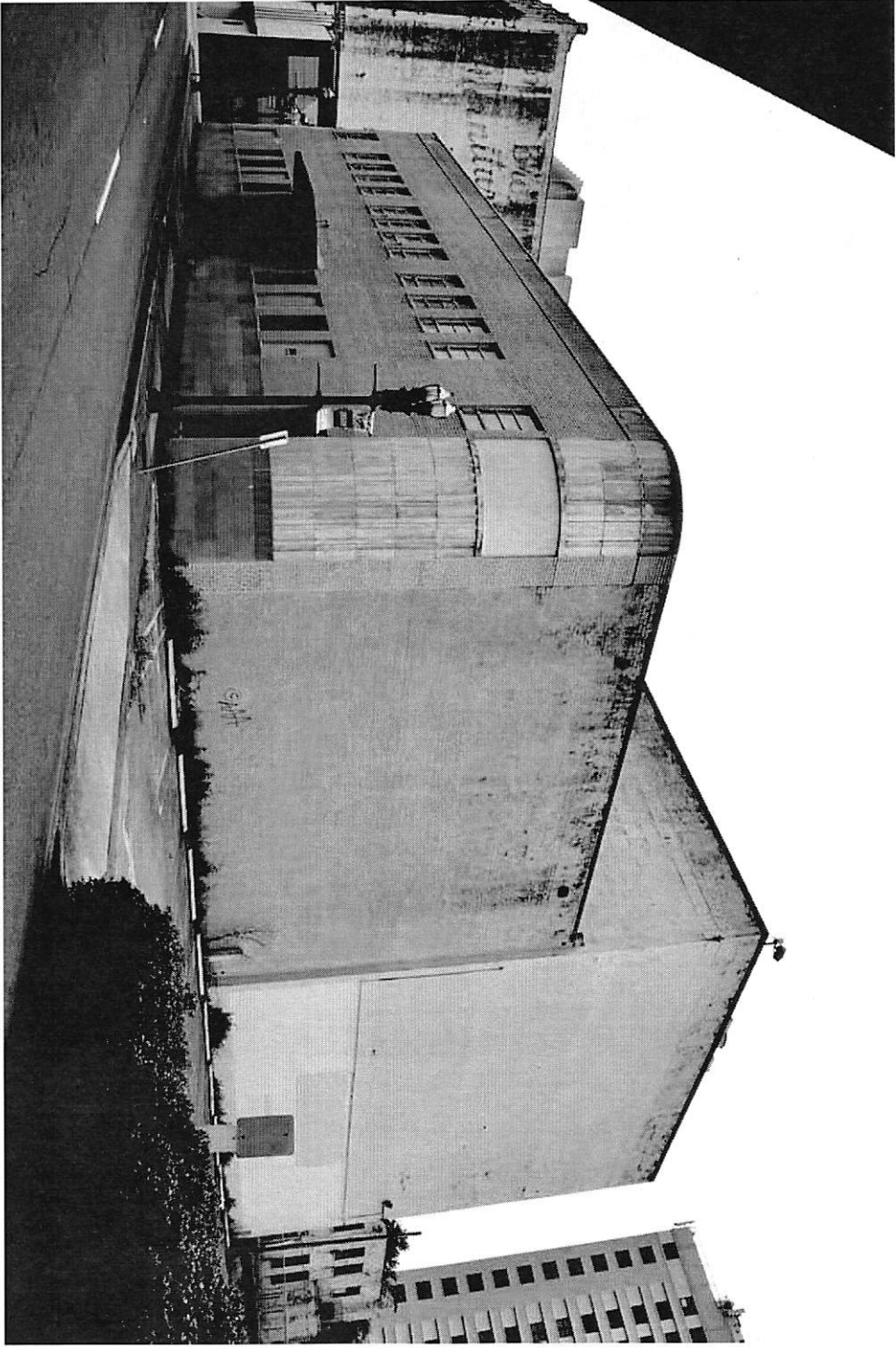
AGNES YOUNG THOMAS—The "elevation of Agnes Young Thomas to the position of superintendent of public instruction by voters in Hendry County is unique in two respects; first, she is one of two women in Florida to hold this office; second, her election to this position is a genuine expression of faith in the professional competence with which she has served this area (southern Florida) for twenty years." So the leading educational journal of the state wrote of Mrs. Thomas in 1949. Since assuming the chief administrative post in the Hendry County schools, Mrs. Thomas has further demonstrated the unusual abilities with which she is endowed, both as teacher and as executive.

Born in Jonesboro, Tennessee, on September 9, 1898, she is the daughter of Judge W. F. and Louise (Phifer) Young. Her father was circuit judge of an East Tennessee District. Her mother was a native of Newton, North Carolina. Mrs. Thomas is the youngest of three daughters, the others being Lula, who became Mrs. W. S. Cottrell and is now deceased, and Kate, who became Mrs. N. T. Taylor and is now also deceased. Mrs. Thomas was educated at the Jonesboro High School; the East Tennessee State College, Johnson City; Columbia University in New York, and the University of Florida, Gainesville, with further work at Florida Southern College, Lakeland, and postgraduate work at Gainesville and New York. She holds the degree of Bachelor of Science from Florida Southern College and has done much work toward a Master's

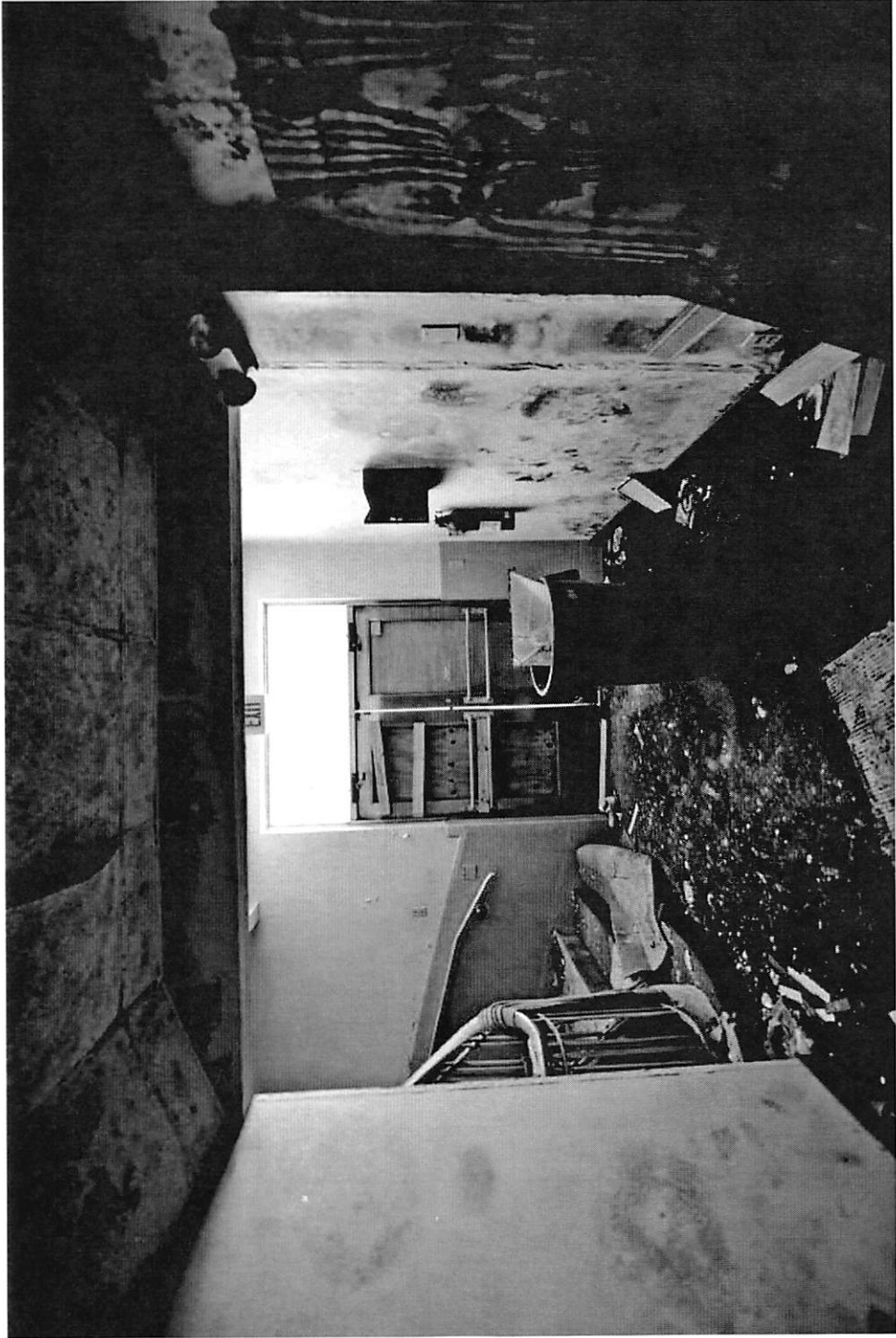




















First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
1. South elevation, view NW
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
2. East and north elevations, view SW
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
3. North elevation, view S
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
4. West elevation, view E
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
5. West elevation, window and parapet
detail, view N
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
6. 1st floor, corridor, south stairs, view S
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
7. 1st floor, corridor, view N
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
8. 2nd floor, view SE
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
9. 2nd floor, view SW
June 2021

First Baptist Youth Building
211 W. Ashley St., Jacksonville, FL
10. 4th floor, view SE
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
1. South and east elevations, view NW
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
2. South elevation, view NE
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
3. East elevation, view W
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
4. East and north elevations, view SW
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
5. North elevation, view S
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
6. 1st floor lobby, view W
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
7. 1st floor lobby, stairs to 2nd floor, view
NW
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
8. 1st floor corridor, view N
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
9. 2nd floor, view SE
June 2021

Gulf Life Building
604 N. Hogan Ave., Jacksonville, FL
10. 2nd floor, view NW
June 2021

III.

LEGAL DESCRIPTION AND MAP

PROPOSED DESIGNATION.

The Commission will make a recommendation as to whether the referenced property should or should not be designated as a Local Landmark. The recommendation will be forwarded to the Jacksonville City Council for final action.

If a person decides to appeal a decision of the Jacksonville Historic Preservation Commission with respect to any matter considered at such meeting, they will need a record of the proceedings, and that, for such purpose, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. § 286.0106, Florida Statutes

**Exhibit A
LEGAL DESCRIPTION**

39-2S-26E, JAX HARTS MAP
E. 50.8 FT, LOT 3 BLOCK 69
RE 073946-0000



IV.

PROOF OF PUBLICATION OF PUBLIC NOTICE

STATE OF FLORIDA,

S.S.

COUNTY OF DUVAL,

Before the undersigned authority personally appeared Rhonda Fisher, who on oath says that she is the Publisher's Representative of the JACKSONVILLE DAILY RECORD, a weekly newspaper published at Jacksonville, in Duval County, Florida; that the attached copy of advertisement, being a Notice of Public Hearing on Application to Designate a City of Jacksonville Historic Landmark

in the matter of LM-22-01 604 North Hogan Street

in the Court, was published in said newspaper by print in the issues of 1/6/22.

Affiant further says that the JACKSONVILLE DAILY RECORD complies with all legal requirements for publication in Chapter 50, Florida Statutes.

*This notice was published on both jaxdailyrecord.com and floridapublicnotices.com.



Rhonda Fisher

Sworn to and subscribed before me this 6th day of January, 2022 by Rhonda Fisher who is personally known to me.

NOTICE OF PUBLIC
HEARING ON APPLICATION
TO DESIGNATE
604 NORTH HOGAN STREET
LM-22-01
AS A CITY OF
JACKSONVILLE HISTORIC
LANDMARK

NOTICE IS HEREBY GIVEN that on January 26, 2022 at 3:00 P.M., the Jacksonville Historic Preservation Commission of the City of Jacksonville will hold a public hearing for the consideration of 604 North Hogan Street as a City of Jacksonville Historic Landmark, pursuant to *Jacksonville Ordinance Code 307.104*. The public hearing will be held in Conference Room 1002, 1st Floor of the Ed Ball Building, 214 North Hogan Street, Jacksonville, Florida.

Exhibit A

Legal Description

**39-2S-26E, JAX HARTS
MAP, E. 50.85 FT, LOT 3,
BLOCK 69**

RE # 073948-0000

This application (LM-22-01) is being sponsored by Rosin Preservation, 1712 Holmes Street, Kansas City, MO, 64108, agent for the property owner, EJPC LLC, P.O. BOX 10750, Kansas City, MO, 64188. A copy of the application may be examined in the Offices of the Planning and Development Department, 3rd Floor, Ed Ball Building, 214 North Hogan Street, Jacksonville, Florida (904) 255-7834. All interested parties are notified to be present and will be heard at the *Public Hearing*.

Please note: At this time all visits to the Planning and Development Department are by appointment only. To make an appointment, please contact the Historic Preservation Section at historicpreservation@coj.net or by phone at (904) 255-7800.

DATED this 6th day of January, 2022

Jack C. Demetree, III
Chairman

Jacksonville Historic
Preservation Commission
City of Jacksonville

Jan. 6 00 (22-00147D)

V.

**LIST OF PROPERTY OWNERS LOCATED
WITHIN THREE HUNDRED AND FIFTY FEET
OF THE PROPOSED LANDMARK SITE**

Meeting Notice Mailing List (LM-22-01) - 1/26/22 Public Hearing

073777 0000
218 W CHURCH LLC
7563 PHILIPS HWY BLDG 100 STE 208
JACKSONVILLE, FL 32256

073851 0050
510 N JULIA LLC
7563 PHILIPS HWY STE 208
JACKSONVILLE, FL 32256

073858 0000
ACE JAX LLC
2440 MAYPORT RD STE 3
ATLANTIC BEACH, FL 32233

073938 0050
AWP331 LLC
P O BOX 10750
KANSAS CITY, MO 64188

073903 0440
AYER BRYAN S ET AL
212 VALE DR
SAINT AUGUSTINE, FL 32095

073856 0000
CITY OF JACKSONVILLE
C/O CITY REAL ESTATE DIV
214 N HOGAN ST 10TH FL
JACKSONVILLE, FL 32202

073903 0442
CORPORATE HOUSING INVESTMENTS LLC
1508 LAKE BREEZE CT
FLEMING ISLAND, FL 32003

073945 0000
EJPC LLC
PO BOX 10750
KANSAS CITY, MO 64188

074025 0000
FIRST BAPTIST CHURCH
124 W ASHLEY ST
JACKSONVILLE, FL 32202

073949 0000
JOSEFA A DEL ROSARIO REVOCABLE TRUST
4880 EMPIRE AVE
JACKSONVILLE, FL 32207-2172

073855 0000
MANDADRIN EMPORIUM INC ET AL
2240 MAYPORT RD #7
JACKSONVILLE, FL 32233

073857 0000
O U R PROPERTIES INC
PO BOX 330108
ATLANTIC BEACH, FL 32233-0108

073950 0000
PHOENIX INDUSTRIES OF JACKSONVILLE, INC
5617 TIMUQUANA RD STE C
JACKSONVILLE, FL 32210

073903 0005
RESIDENCES AT CITY PLACE LLC
7400 BAYMEADOWS WAY SUITE 317
JACKSONVILLE, FL 32256

Meeting Notice Mailing List (LM-22-01) - 1/26/22 Public Hearing

URBAN CORE KIM PRYOR
245 5TH ST W
JACKSONVILLE, FL 32206

Council Member Reggie Gaffney - District 7
117 West Duval Street - 4th Floor
JACKSONVILLE, FL 32202