

**Land Mark
Recommendation:
LM-20-04 (404
North Julia
Street);
Downtown
National Register**

**THE CENTRAL NATIONAL BANK OF JACKSONVILLE
404 N. JULIA STREET
JACKSONVILLE, FLORIDA
LM-20-02
LANDMARK DESIGNATION**



Historic Property Associates, Inc.

July 22, 2020

AXIS 404 JULIA LLC

St. Augustine, Florida

I.

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

TABLE OF CONTENTS

- I. Planning and Development Department - Findings, Conclusions and Recommendations.
- II. Designation Application for the property at 404 North Julia Street
- III. Legal Description and Map.
- IV. Proof of Publication of Public Notice.
- V. List of Property Owners Located within Three Hundred and Fifty (350) Feet of the Proposed Landmark.

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

LM-20-04

**Central National Bank Building
404 North Julia Street**

GENERAL LOCATION: Northwest corner of North Julia Street and West Duval 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-20-04**, sponsored by Axis 404 Julia, LLC., 215 Anastasia Boulevard, St. Augustine, Florida 32084.

FINDINGS AND CONCLUSIONS

- (A) Consistent with the JACKSONVILLE ORDINANCE CODE, SECTION 307.104, the Jacksonville Planning and Development Department received a completed designation application with attachments from the agent of the property owner for 404 North Julia Street.
- (B) The Planning and Development Department determined that the application for designation of the property at 404 North Julia Street as a Landmark was complete. 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 404 North Julia Street as a Landmark was published in the *Financial News and Daily Report*. Proof of publication is attached to this report.
- (C) If designated, any activity affecting the exterior of the building and site of the proposed landmark will require a Certificate of Appropriateness (COA) from the Jacksonville Historic Preservation Commission. Before issuing the Certificate of Appropriateness, the Commission will review the proposed activity 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* can be pre-approved by the Jacksonville Planning and Development Department. However, the following activities will require a review by the Jacksonville Historic

Preservation Commission.

1. New construction and additions visible from the public right-of-way.
2. Replacement of original windows and doors or major changes to or addition of door and window openings.
3. Demolition of all or part of the original building and any early additions.
4. Enclosure of porch, porte-cochere, or garage.
5. Porch replacement unless removing incompatible modifications and replicating the original in design and materials.
6. Relocation of historic buildings.
7. Roof replacement with material different from the existing, unless going back to the original material or using an acceptable alternative product.
8. Storefront restoration or replacement unless replicating the original in design and material.
9. Mothballing the building per Chapter 307.303
10. Other work the Planning and Development Department has determined to be in conflict or potentially in conflict with the *Secretary's Standards*.

(D) In preparing the application, the Planning and Development Department has found the application to meet five of the seven criteria. The five criteria include the following;

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

The Central National Bank Building of Jacksonville is significant for its association with the dynamic growth of the City of Jacksonville during the 1950s and 1960s. It was the first modern bank building constructed in Downtown Jacksonville following World War II. It embodies a Mid-Century Modern design and was the first bank in the downtown area with features such as drive in tellers.¹ Its modern design symbolized Jacksonville's image as "The Bold New City of the South." More broadly it was one of the more important commercial buildings constructed in Jacksonville during the 1950s.

Following World War II, downtown Jacksonville served as the financial, commercial, and social heart of the city. The Central National Bank, along with the Barnett National Bank at 118 West Forsyth Street, Atlantic National Bank at 121 West Forsyth Street and Florida National Bank at

¹ Florida Times-Union, March 23, 1957; May 19, 1957; March 14, 1958.

51 West Forsyth Street, serve as a tribute to Jacksonville's status as the financial center of the state from Reconstruction through the second half of the twentieth century. When constructed in 1957 the Central National Bank Building was headed by Charles M. Gay, Chairman of the Board and Lester Sanders, President.² Through a series of mergers and acquisitions Central National Bank grew into one of Jacksonville's most important financial institutions in the decades following its founding.

In 1968 the Marine National Bank of Jacksonville acquired the Central National Bank including the building at 404 N. Julia Street. Marine National Bank operated until 2004. That year a group of investors acquired Marine National Bank and changed the name to EverBank. EverBank dates to 1994 when Chairman Robert Clements led an investor group in acquiring Jacksonville based Alliance Mortgage Company. In 1998, Alliance Mortgage Company formed First Alliance Bank in Jacksonville, Florida, and shortly thereafter acquired Marine National Bank and founded EverBank as a national direct-to-consumer bank. In 2017 EverBank changed its name to TIAA Bank.³

EverBank is perhaps best known for its association with the Jacksonville Jaguar National Football League team. On July 26, 2010, the Florida Times-Union reported that EverBank purchased the naming rights to Jacksonville Municipal Stadium. The stadium had not had a sponsor since the end of the 2006 National Football League season when the prior contract with Alltel expired. The stadium became known as EverBank Field in the 2010 season.^[17] On June 4, 2018, EverBank became TIAA Bank and the stadium was renamed to TIAA Bank Field.⁴

B 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 404 North Julia Street, Central National Bank Building, does not meet this landmark criterion.

C 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 404 North Julia Street, Central National Bank Building, does not meet this landmark criterion.

D. 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 architect of the Central National Bank was Edwin T. Reeder. Edwin T. Reeder, FAIA was one of the leading architects in Florida at the time the Central National Bank was constructed.⁵ Reeder was a native of Michigan and a 1931 graduate of the University Of Illinois School Of Architecture. During World War II, Reeder served as both a civilian contractor and Captain in

² See Jacksonville City Directories, 1958, p. 31, 181

³ www.usbanklocations.com , "Marine National Bank of Jacksonville".

⁴ Mitchell, Tia: "Jacksonville sweetens deal – by \$4 million – for Jaguars' stadium agreement" Florida Times-Union, July 26, 2010; EverBank, Jaguars extend stadium naming rights agreement Archived 2017-10-16 at the Wayback Machine The Jaguars, 25 July 2014

⁵ COJ, Building Permit Archive, 404 N. Julia Street.

the United State Navy in the development of the Seabees and specific construction projects undertaken by them while based in Miami, Florida. Following the war he formed Edwin T. Reeder and Associates, Architects and Engineers along with his partner Everett M. Eignus. Reeder and Associates produced an impressive list of designs for civic buildings, financial institutions, military facilities, hospitals, commercial buildings, and private residences. Reeder was responsible for the design of the Metropolitan Dade County Justice Building and Jail. In addition to the Shalimar Motel, Reeder designed iconic buildings such as The Miami Beach Federal Building, 407 Lincoln Road and the Beach Theatre, 420 Lincoln Road. Reeder died prematurely in 1963 at the age of 57 but left a legacy of visionary architecture that extended to North Florida and the Central National Bank Building.⁶ According to the City of Jacksonville Historic Preservation Division, The Central National Bank Building is the only documented example of his work in Jacksonville and North Florida.

The contractor for the Central National Bank Building was H.J. High Construction Company of Orlando, an important builder in Florida during the post-World War II era. Born in Lafayette, Indiana, Harlem John High, “H.J. High,” owner of the company, began his construction career in New York City as a brick mason working on the Waldorf Astoria Hotel. After visiting Orlando several times, he felt the area had great promise for growth and moved there in 1935. He worked for several building contractors as a brick mason and in 1936 decided to begin his own business of masonry and concrete-sales contracting. He developed an excellent reputation and worked on many large construction projects in Central Florida.⁷

In 1955 High established H. J. High Construction Company at 1015 West Amelia Street, Orlando. During the early years he participated in many competitively bid projects, including numerous schools for the Orange County School Board, church facilities for the Catholic Diocese of St. Augustine, hospitals, and other associated buildings. In 1961 the company began work at Cape Kennedy in preparation for the Apollo moon-landing program. For seven years H. J. High Construction Company participated in a hectic work program at the Cape and was awarded one of the only two Awards of Merit issued by the Corps of Engineers for work excellence.⁸

In 1968 Johnny High died of a sudden heart attack. His son, 24-year-old Steven W. High, then assumed the presidency of the company. During this period the company continued to grow and develop from a hard dollar-bidding contractor to a construction-industry giant executing multi-million dollar projects through varied delivery methods. In 1972 H. J. High was selected to build the \$60 million main campus for Florida Hospital in Orlando. The federal Department of Health, Education, and Welfare wanted to try a new delivery technique on the job: construction management. Thus H. J. High became the first construction company to use construction management in Central Florida. In 1980 H. J. High recognized the desire on the part of sophisticated owners for design/build services, particularly in the warehousing, food services and high-tech industries which were a growing part of Central Florida’s economy. The Central

⁶ ufdc.ufl.edu/UF00073793/00105/3j

⁷ www.hjhigh.com/our-story/

⁸ www.hjhigh.com/our-story/

National Bank Building is an early example of the company's work and represents their importance in central and north Florida.⁹

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

The architecture of the Central National Bank Building is a significant part of the post-World War II development of Downtown Jacksonville. During the 1930s, only a few major new buildings were added to the downtown area. The two most significant being the United States Post Office and Courthouse (now owned by the City of Jacksonville) at 310 West Duval Street (1932 – 1933), and the Western Union Company Building at 333 North Laura Street (1930 – 1931). The Great Depression followed by World War II resulted in the built environment of Downtown Jacksonville remaining much as it was at the end of the Florida Land Boom in 1926. As a result, Downtown buildings reflecting styles from the 1930s are limited both in number and size. During the post-war period, the design of downtown buildings reflected many of the same trends, materials, and technologies used and promoted by nationally significant architects such as Frank Lloyd Wright, LeCorbusier, Paul Randolph, Eero Saarinen, and Mies van der Rohe.

The most common design influence was the “Miesian Box”, which refers to the influential work of Mies van der Rohe (Seagram Building, 1958) who perfected the use of large glass curtain walls and right-angled geometry in the design of modern buildings. The influence of Mies van der Rohe and his followers was so extensive that, “the glass-and-steel-box has become the single most used form in modern architecture and it signifies throughout the world “office building”. The Miesian model was also widely used in Jacksonville during the Modern period as evident by buildings constructed with limited exterior finishes, predominately glass panels and masonry, and very little ornamentation. Along with buildings such as the Haydon Burn Library by architect Taylor Hardwick, the Central Bank Building with its structural tile, Carrara glass panels, aluminum windows, geometric patterns and simple square tile detailing is a textbook example of the architecture of the period. Furthermore, it retains its exterior integrity to a remarkable degree.

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

The Central National Banks is one of the earliest and best examples of Mid-Century Modern architecture in downtown Jacksonville, pre-dating the iconic Haydon Burns Public Library by seven years. The designs of downtown buildings in the 1950s and 1960s varied and did not reflect any distinctive style or brand such as the “Sarasota School” or Miami Modern (MiMo). Some of the architects and firms noted for downtown designs include Taylor Hardwick (Hardwick & Mayberry), Kemp, Bunch & Jackson (KBJ), William Morgan and Reynolds Smith and Hills. Interestingly, the architect of the Central Bank Building, Edwin T. Reeder, practiced in Miami and was part of the Miami Modern Movement including his design of the Shalimar Motel (1950) – 6200 Biscayne Boulevard.

⁹ Ibid.

The Central National Bank Building was a complete break from the revival styles and the Prairie School designs of the pre-World War II era. Thoroughly modern in design, it rises three stories in height from a reinforced concrete foundation. It has a boxy, cube like form, and an ell shaped ground plan. Its structural system is steel reinforced concrete with brick and concrete exterior curtain walls. It has a flat, built-up roof with parapet, and is finished on the exterior with black structural tile, Carrara glass panels, brick, aluminum panels and stucco. The overall design and individual features of the building provide a fine example of Mid-Century Modern architecture with little applied ornament or detailing. Largely austere, the only significant detailing is located on the North Julia Street and West Duval Street elevations. The detailing consists of structural black tile and Carrara glass panels. Moreover, the original design and materials of the building are remarkably intact and continue to convey its period of construction.

G. 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 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. The Central National Bank Building at 404 N. Julia Street appears to be structurally sound with few exterior alterations.

Augustine Development Group and associated companies have purchased the former Central National Bank Building along with the Independent Life Building 233 W. Duval Street and plan to redevelop the property into apartment units. The newly-purchased building is near the historic Ambassador Hotel building, which is also being redeveloped by the company. Work on the building could begin as soon as the first half of 2020. This plan is a highly appropriate adaptive use of the building and will provide downtown Jacksonville with a much needed residential component.

RECOMMENDATION

Based on the findings of this report, the Jacksonville Planning and Development Department recommends that the Jacksonville Historic Preservation Commission **APPROVE** the designation of the Central National Bank Building, 404 North Julia Street (**LM-20-04**) as a City of Jacksonville Landmark.

II.

DESIGNATION APPLICATION

**City of Jacksonville Landmark, Landmark Site,
or Historic District Nomination Form**



Grayed Areas for Use by Staff

1. Name of Property

historic name CENTRAL NATIONAL BANK OF JACKSONVILLE BUILDING Designation Number
 other names Marine National Bank Building FMSF Number DU2256

2. Location

street & number 404 NORTH JULIA STREET
 city or town JACKSONVILLE
 state FLORIDA Code FL countv DUVAL code zip code 32202

Real estate assessment number(s) 073802-0000
 (Attach continuation sheet if necessary)

3. Sponsorship Statement

As the owner, or official representative of the owner, I am aware of the proposal for designation of the subject property or properties listed above as a city of Jacksonville landmark, landmark site, or historic district. I have been advised of the procedures for review of the proposal by the Jacksonville Historic Preservation Commission and the Jacksonville City Council. I understand that I will be notified of the date and place of any public meetings at which the proposal will be considered by the Jacksonville Historic Preservation Commission, and the City Council. I also agree to sponsor the application and pay for all notification costs. I am also aware that if designated, any construction activities affecting the subject properties including alterations, new construction, demolition and relocation, will require a review for consistency with the appropriate standards.

Signature of property owner or representative	Date
---	------

Representatives need to provide a signed and notarized letter from the property owner(s) identifying them as their official agent.

Sponsorship other than owner or official representative

Signature of sponsor	Title	Date
----------------------	-------	------

4. Legal Description of Property (according to county property appraiser's office)

JAX HARTS MAP, Block 50, PT LOTS 2,3 RECD O/R 19044-483

Attach continuation sheet if necessary

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
1	
	buildings
	Sites
	structures
	Objects
1	total

Name of related multiple property listings

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

0

Number of contributing resources previously designated

0

6. Function or Use

Historic Function

COMMERCE/TRADE:financial institution, business

Current Functions

Vacant

7. Description

Architectural Classification

Mid-Century Modern

Materials

foundation Slab

walls Carrara Glass

Tile

roof Concrete/Built-up

other Glazed brick

Narrative Description

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

PLEASE SEE ATTACHED CONTINUATION SHEETS

8. Statement of Significance

Applicable Landmark Designation Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for Landmark Designation.)

- X A Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the City, state or nation.
B Its location is the site of a significant local, state or national event.
C It is identified with a person or persons who significantly contributed to the development of the City, state or nation.
X D 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.
X E Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.
X F It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.
X G Its suitability for preservation or restoration

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.)

PLEASE SEE ATTACHED CONTINUATION SHEETS

Areas of Significance

- Agriculture
X Architecture
Archaeology
Community Planning
X Commerce
Education
Early Settlement
Health/Medicine
Industry
Maritime History
Military
Politics/Government
Recreation
Social History
Transportation
Other:

Period of Significance

1957 - 1970

Significant Dates

1957=1958

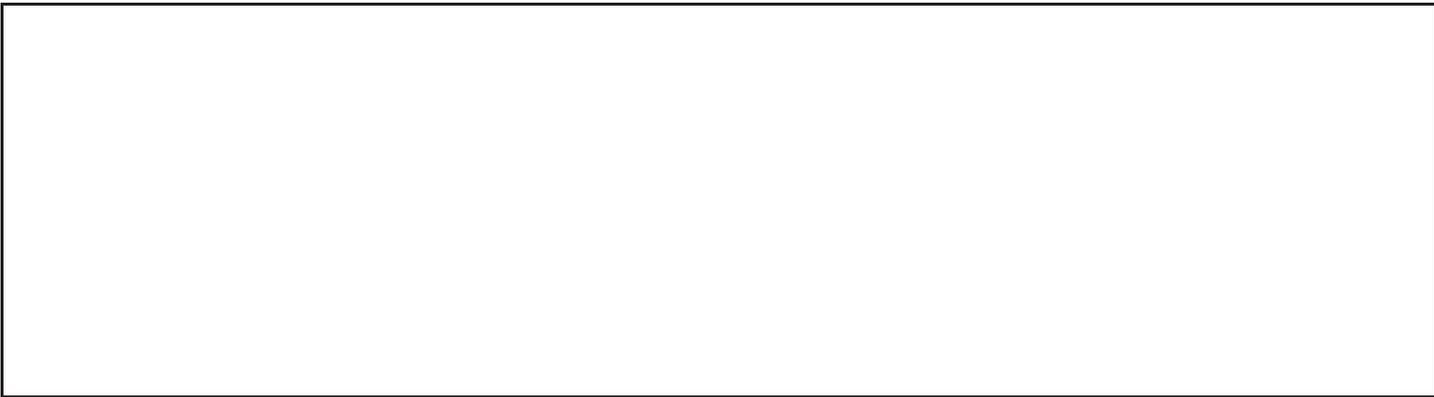
Significant Person

N/A

Cultural Affiliation

Architect/Builder

Edwin T. Reeder: Architects/ H.J. High Construction Company - Builder -



9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheet

PLEASE SEE ATTACHED CONTINUATION SHEETS

10. Geographical Data

Acreege of Property LT1

UTM References

(Place additional references on a continuation sheet.)

UTM grid with 4 rows (Zone, Easting, Northing) and a checkbox for 'See continuation sheet'

Verbal Boundary Description

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

JAX HARTS MAP, Block 50, PT LOTS 2, 3 RECD O/R 19044-483

Boundary Justification

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

Entire parcel historically associated with the property at 404 North Julia Street

11. Form Prepared By

Form fields for name/title (Paul L. Weaver, President), organization (Historic Property Associates, Inc.), date (March 24, 2020), street & number (P.O. Box 1002), telephone ((904) 824-5178), city or town (St. Augustine), state (Florida), zip code (32085)

12. Property Owner

Form fields for name (AXIS 404 JULIA LLC), street & number (215 Anastasia Blvd.), telephone (904 347-8331), city or town (St. Augustine), state (Florida), zip code (32080-0000)

13. Additional Documentation

Submit the following items with the completed form:

Continuation Sheets (All information on continuation sheets must be typed. Sheets should have the name and address of property at top, be labeled with the appropriate application heading, and be numbered)

Maps

General Location Map

Drawings (If available)

Photographs

Representative photographs of the property.

(Do not write upon or attach permanent labels to the photographs.)

List all property owners within 350' of the proposed landmark or landmark site.

List all contributing and non-contributing properties in the proposed historic district.

Attach proof of publication for the JHPC public hearing.

**City of Jacksonville Landmark, Landmark Site,
or Historic District Nomination Form**



Grayed Areas for Use by Staff

1. Name of Property

historic name CENTRAL NATIONAL BANK BUILDING Designation Number

other names Marine National Bank Building FMSF Number DU2256

2. Location

street & number 404 NORTH JULIA STREET

city or town JACKSONVILLE

state FLORIDA Code FL county DUVAL code zip code 32202

Real estate assessment number(s) 073802-0000
(Attach continuation sheet if necessary)

3. Sponsorship Statement

As the owner, or official representative of the owner, I am aware of the proposal for designation of the subject property or properties listed above as a city of Jacksonville landmark, landmark site, or historic district. I have been advised of the procedures for review of the proposal by the Jacksonville Historic Preservation Commission and the Jacksonville City Council. I understand that I will be notified of the date and place of any public meetings at which the proposal will be considered by the Jacksonville Historic Preservation Commission, and the City Council. I also agree to sponsor the application and pay for all notification costs. I am also aware that if designated, any construction activities affecting the subject properties including alterations, new construction, demolition and relocation, will require a review for consistency with the appropriate standards.

[Signature] 3/26/2020
Signature of property owner or representative Date

Representatives need to provide a signed and notarized letter from the property owner(s) identifying them as their official agent.

Sponsorship other than owner or official representative

Sponsored by the Jacksonville Historic Preservation Commission per action at the September 26, 2012 meeting.

Signature of sponsor Title Date

4. Legal Description of Property (according to county property appraiser's office)

JAX HARTS MAP, Block 50, PT LOTS 2,3 RECD O/R 19044-483

Attach continuation sheet if necessary

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

7-1 PHYSICAL DESCRIPTION- The Central National Bank Building

SUMMARY

The Central National Bank Building, later the Marine National Bank Building, is located at 404 N. Julia Street in the historic commercial core of the City of Jacksonville, Florida. The north and east structural walls date to 1927 and were part of the Jacksonville Chamber of Commerce Building. In 1957 and 1958 the Chamber of Commerce Building, then known as the Ribault Building, was reduced to its skeletal frame and the building was reconstructed as the Central National Bank.¹ The reconstruction of the building is documented through City of Jacksonville building permit records, historic photographs, architectural plans and Sanborn Fire Insurance Maps (see attached documents). Building permit records document that the two main elevations (east and south) were demolished in 1957 and the current facades, including concrete foundations, were built. During this period the interior first floor of the Chamber of Commerce Building consisting of storefronts and offices was removed and a bank lobby with elevators and escalators were added. The third floor was also remodeled. Thus, the building was re-built in a mid-Century Modern style consistent with the commercial design trends of the downtown Jacksonville during the post-World War II period.

PRESENT AND ORIGINAL APPEARANCE

Setting:

The Central National Bank Building is in an area of downtown Jacksonville which, since the 1920s, has been the setting for most of the city's major buildings. The major elevations (south and east) face W. Duval and N. Julia Streets respectively. The lot is irregular in form and, reflective of the dense development of the area, lot coverage is nearly 100%. The building is located at the heart of Jacksonville's commercial core. It is in close proximity to many of the city's major commercial and office buildings. These include more recently constructed structures such as the Wells-Fargo Tower, Bank of America Tower, the United States Courthouse and the Duval County Courthouse. It is also in close proximity to most of the historic buildings in the central commercial core such as the nineteen story Independent Life Building, 233 W. Duval Street, the fifteen story Carling Hotel at 33 West Adams Street, the ten-story Atlantic National Bank Annex at 118 West Adams Street, the St. Johns Apartments 311 West Ashley Street and the seven-story Ambassador Hotel at 424 North Julia Street.

¹ See [Florida Times-Union](#), May 19, 1957.

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

Description of the Exterior

North Julia Street (East) Elevation

The Julia Street elevation is five bays wide. On the first floor the 1957 architectural drawings show aluminum grilles on the northern most bay, opaque glass in the second bay, an entrance with commercial steel doors in the third bay, a glass storefront in the fourth bay, and carrara glass panels in the fifth bay. Currently, the first floor consists of commercial steel doors leading to the main lobby in the fourth bay and carrara glass panels still in the fifth bay. The northern most three bays have been paneled over obscuring existing detailing. An aluminum canopy, which has been removed, extended above the northern three bays (Photos 1-2).

The upper two stories of the Julia Street elevation are largely unaltered since 1958. They are integrated through vertically oriented steel reinforced concrete piers. The piers are faced with structural black tile with black mortar joints. A cornice faced with black structural tile forms the border of the upper zone. Between the structural piers are brick curtain walls with colored mortar joints. According to the historic plans, the brick was manufactured by Champlain Brick Company, Mechanicsville, New York. The remaining infill consists of aluminum spandrels and 2/2 aluminum double hung sash windows with horizontal muntins (Photo 1).

West Duval Street (South) Elevation

The Duval Street elevation is eight bays wide. On the first floor the 1957 drawings carrara glass panels are located in the first two bays and opaque glass storefront with aluminum frames in the third and fourth bays. The fifth bays featured an entrance into the lobby with commercial steel doors. Bays six through eight contained open bays for drive through banking (Photos 3-10).

Similar to the Julia Street elevation, the eastern five bays of the upper two stories zones are unaltered and integrated through vertically oriented steel reinforced piers. The piers are faced with structural black tile with black mortar joints. A cornice faced with black structural tile forms the border of the upper zone. Between the structural piers are brick curtain walls with colored mortar joints. As was the case with the east elevation, the brick was manufactured by Champlain Brick Company, Mechanicsville, New York. The remaining infill consists of aluminum spandrels and 2/2 aluminum double hung sash windows with horizontal muntins. The west end of the upper zone of the Duval Street Elevation contains an unrelieved brick wall which once contained the bank signage but today contains a mural. The western three bays housed drive-in tellers but are presently are filled in (Photos 3-4).

West and North Elevation

The west and north elevations are part of the original 1927 structure. The west wall was stuccoed in 1958 and the north elevation had all of its openings filled at that time. They are largely unaltered since 1958 (Photos 11-12).

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

Interior

The interior consists of a lobby, offices and teller stations on the first floor. Floors are linoleum tile in poor condition stucco walls and dropped acoustical ceilings. The third floor consists of office spaces. The interior is currently in deteriorated condition with water damage and mold and mildew clearly evident (Photos 13-24).

Alterations.

The Central National Bank Building is largely unaltered since it was re-built during the years 1957-1958. Its integrity is excellent and it retains the overall character of its 1957 design and individual architectural features.

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

8-1: NARRATIVE STATEMENT OF SIGNIFICANCE – The Independent Life Insurance Building

SUMMARY:

The Central National Bank Building is being considered for local landmark designation under criteria A, D, E, F, & G.

The Central National Bank Building of Jacksonville is significant for its association with the dynamic growth of the City of Jacksonville during the 1950s and 1960s. It was the first modern bank building constructed in Downtown Jacksonville following World War II. It embodies a Mid-Century Modern design and was the first bank in the downtown area with features such as drive in tellers. Its modern design symbolized Jacksonville's image as "The Bold New City of the South." More broadly it was one of the more important commercial buildings constructed in Jacksonville during the 1950s. It was designed by prominent Miami architect Edwin J. Reeder and built by the H.J. High Construction Company, an important state wide contractor. It is part of a planned redevelopment project which includes the Ambassador Hotel, 424 N. Julia Street and the Old Independent Life Insurance Building, 233 W. Duval Street and therefor suitable for preservation..

HISTORIC CONTEXT – DOWNTOWN JACKSONVILLE

Summary:

Downtown Jacksonville is defined on the north side of the St. Johns River to include not only the central business district, but also the older neighborhoods of East Jacksonville, LaVilla, and Brooklyn that did not collectively become part of the City until 1887. However this historic context is focused on the development of that part of Downtown Jacksonville that constituted the city limits before the 1887 expansion. Including the original 1822 plat as well as most of the expansions of 1832 and 1842, this area is generally defined by Hogans Creek to the east, State Street to the north, Clay Street to the west, and the St. Johns River to the south. This overview on the historical context of Downtown Jacksonville is focused on major periods that include the First Half of the Twentieth Century and the Post World War II Era.

First Half of the Twentieth Century

(1901 Fire, Jacksonville Renaissance, Florida Land Boom, Depression & World War II)

By 1900, Jacksonville, with a population of 28, 40 residents, was the largest city in Florida. The signature event in the history of Downtown Jacksonville was the "Great Fire of 1901". Starting in the LaVilla area west of Downtown at noon on May 3, 1901, the fire destroyed over 2,300 buildings located on 148 city blocks and caused an estimated \$15 million in property damage. Although only seven people lost their lives, 8,677 people were left homeless. Destroying the oldest and most densely populated area of the city, the fire consumed twenty-three churches, ten

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

hotels including the grand St James and Windsor, as well as almost all public buildings including the courthouse and city hall.²

The destruction caused by the 1901 fire ushered in a new era of growth in Downtown Jacksonville referred to as the Jacksonville Renaissance (1901 – 1920). The business opportunities caused by the fire attracted numerous architects, builders, and investors from throughout the United States. New construction in downtown began to embody a variety of architectural styles such as the traditional Colonial, Neoclassical, and Gothic Revivals interspersed with the more modernistic designs of the Prairie School and the Chicago school of commercial architecture. These latter styles were particularly evident in the work of noted architect, Henry John Klutho (1873 – 1964) who came to Jacksonville after reading about the 1901 fire in the *New York Times*.³

The buildings constructed in Downtown Jacksonville during the Jacksonville Renaissance also reflected new construction techniques and materials such as steel or reinforced concrete structural systems that accommodated the first true skyscrapers in Florida. Some of these pioneer high rise buildings, all constructed along West Forsyth Street during the Jacksonville Renaissance, included the Bisbee Building (1908 – 1909), the Atlantic National Bank Building (1908 – 1909), and the Heard National Bank Building (1911 – 1913) demolished in 1981. In addition, many of the major churches built new sanctuaries in Downtown Jacksonville during this period immediately following the 1901 fire including Mount Zion A.M.E. Church (1901 – 1905), First Baptist Church (1903), Immaculate Conception Catholic Church (1907 – 1910), St. Johns Episcopal Cathedral (1903 – 1906), Bethel Baptist Institutional Church (1904), Snyder Memorial Methodist Church (1902 – 1903), and First Presbyterian Church (1901 – 1902). Other noted downtown buildings from this period include the Dyal-Upchurch Building (1901 – 1902), the St. James Building (1911 – 1912), the Old Florida National Bank (1902 & 1906), the Florida Life Building (1911 – 1912), the Old Y.M.C.A. Building (1908 – 1909), Rhodes-Futch-Collins Building (1913 – 1914), and the Morocco Temple (1910 – 1911).⁴

The second period of significant new construction in Downtown Jacksonville following the 1901 fire coincided with the Great Florida Land Boom; a period of frenzied speculative development during the 1920's that forever changed the landscape of Florida. Although South Florida received the lion's share of development, virtually every section of the state experienced significant growth during the Boom. Jacksonville became a primary departure point for visitors

² For more on the 1901 fire see: Bill Foley and Wayne W. Wood, *The Great Fire of 1901*. (Jacksonville Historical Society, 2001). Davis, pp. 219-228. Historic Property Associates, pp. 11-13 Ward, pp. 175-186.

³ For more on the development of Jacksonville during the two decades after the 1901 fire see: James B. Crooks. *Jacksonville After the Fire, 1901-1919: A New South City*. (Jacksonville, Florida: University of North Florida Presses, 1991). For more on the life and works of Henry John Klutho see: Robert C. Broward, *The Architecture of Henry John Klutho: The Prairie School in Jacksonville*. (Jacksonville, Florida: University of North Florida Presses, 1983). Historic Property Associates, pp. 13-17; Foley & Wood, pp. 212-219.

⁴ Wayne W. Wood, *Jacksonville 's Architectural Heritage: Landmarks for the Future*. (Jacksonville, Florida: University of North Florida Press, 1989), pp. 28, 30-85. Historic Property Associates, pp. 13-17.

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

entering Florida. In early 1925 some 20-25 trains were arriving at the city each day. The Chamber of Commerce reported that over 150,000 automobiles had passed over the St. Johns River Bridge (Acosta Bridge) during the spring of 1925. In July of that year alone, building permits issued totaled \$1,177,383, ranking Jacksonville sixth in the state in new construction behind the major cities of the southern peninsula. Construction of numerous new high rise buildings such as the Carling Hotel (1925 - 1926), the Barnett National Bank Building (1926), the Atlantic National Bank Annex (1925 - 1926), the Greenleaf & Crosby Building (1927), and the Hildebrandt Building (1926 - 1927) reflected a shift in Jacksonville's financial center from West Forsyth Street to West Adams Street. Stimulated by the Florida Land Boom, construction of these buildings further reflected Jacksonville's role as Florida's dominant commercial and financial center during the first quarter of the century.⁵

The collapse of the Florida Land Boom and the onset of the Great Depression during the 1930's did slow the growth and development of Jacksonville. For example, during the height of the Florida Land Boom in 1926, building permits were valued at \$13,051,074. By 1931, building permit value had fallen to a low in Jacksonville of \$1,728,200, with most of it attributed to alterations and expansion, or from residential construction in the newer suburbs outside downtown and adjacent urban neighborhoods. Building permit activity did significantly increase following the annexation of growing South Jacksonville to the city in 1932. During the 1930's, only a few significant new buildings were added to the downtown area. The two most significant being the United States Post Office and Courthouse at 310 West Duval Street (1932 - 1933), and the Western Union Company Building at 333 North Laura Street (1930 - 1931). The Great Depression followed by World War II resulted in the built environment of Downtown Jacksonville remaining much as it was at the end of the Florida Land Boom in 1929.⁶

The Post World War II Era

Following 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, financial institutions and businesses continued to thrive well into the 1950s. At the same time, the core city began having more competition from suburban shopping centers and commercial strips. However, between 1955 and 1965, Jacksonville's Downtown entered its greatest period of growth and redevelopment since the building renaissance following the Great Fire of 1901.⁷ 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. 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

⁵ Wood, pp. 28, 33. Historic Property Associates, pp. 17-19.

⁶ Wood, pp. 28, 71, & 81. Historic Property Associates, pp. 20-21.

⁷ James B. Crooks, Jacksonville, The Consolidation Story, From Civil Rights to the Jaguars. Gainesville, University Presses of Florida, 2004, pp. 1-2.

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

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.⁸ 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.

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. The Haydon Burns Public Library, along with the Central National Bank Building, are one of the few mid-century buildings which still have most of its architectural integrity. The continued loss of downtown residents and the establishment of shopping centers, malls and other retail options in the outlying communities have resulted in the closing of many stores including several large department stores and theaters. Most of the remaining retail uses were restaurants and other small businesses catering to downtown workers. Another casualty of downtown decline was the closing and later demolition of several large hotels including the Seminole, the George Washington, the Mason, the Floridian, and the Robert Myers. Three historical schools and some of historic churches also closed or relocated to the suburbs. Because of their history and prestige, several churches associated with mainline denominations remained in downtown including First Baptist Church, First Methodist church, First Presbyterian Church, Immaculate Conception Catholic Church (Basilica), Mount Zion A.M.E. Church and St. John’s Episcopal Church.

Created in 1968, the Community Planning Council joined with the Jacksonville Chamber of Commerce to sponsor a three-day Community Planning Conference in 1974 that resulted in the formulation of goals and priorities for the city. Number one priority was downtown development. A new Downtown Development Authority was created to take the leadership in efforts to revitalize downtown. In office from 1968 to 1979, Mayor Hans Tanzler’s administration took the initiative to clean up the polluted St. Johns River and to clear out the Hansontown slums immediately north of Downtown. After clearing the area, a new community college, public health facility, and senior-citizen housing complex were constructed. During this

⁸ Ibid

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

same period, the signature Independent Life Tower was constructed, along with a new Atlantic National Bank and the 3,600 seat First Baptist Church.⁹

The downtown revitalization efforts of the 1970s continued into the 1980s under the leadership of Mayor Jake Godbold who served from 1979 – 1987. During this “billion dollar” decade, major projects completed during his administration included the rehabilitation of the old Jacksonville Terminal into a convention center; restoration of the Florida Theatre as a performing arts center; the opening of the Jacksonville Landing, a James Rouse designed festival marketplace; a new Florida National Bank Building and Omni Hotel; Metropolitan Park, a public park and outdoor venue east of downtown; and the first leg of the Automated Skyway Express.¹⁰ During the mayoral administration of Tommy Hazouri, the city constructed a jail, city hall annex and parking garage in downtown. Private projects included a new American Heritage Building across from the Jacksonville Landing and the Barnett Center. As part of Mayor Ed Austin’s River City Renaissance, the old St. James Building (Cohen Department Store) was rehabilitated as a new city hall, and the construction of the Florida Times-Union Performing Arts Center, and the I.M. Sulzebacher Homeless Shelter. Residential options were also increased by the rehabilitation of the Carling Hotel and the Lynch Building into apartments, as well as the townhouses built as part of the Cathedral Project.

⁹ Crooks, pp. 117 - 123

¹⁰ Ibid, pp. 126 – 132.

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

SIGNIFICANCE OF PROPOSED LANDMARK AS RELATED TO DESIGNATION CRITERIA:

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

The Central National Bank Building of Jacksonville is significant for its association with the dynamic growth of the City of Jacksonville during the 1950s and 1960s. It was the first modern bank building constructed in Downtown Jacksonville following World War II. It embodies a Mid-Century Modern design and was the first bank in the downtown area with features such as drive in tellers.¹¹ Its modern design symbolized Jacksonville's image as "The Bold New City of the South." More broadly it was one of the more important commercial buildings constructed in Jacksonville during the 1950s.

Following World War II, downtown Jacksonville served as the financial, commercial, and social heart of the city. The Central National Bank, along with the Barnett National Bank, Atlantic National Bank at 121 West Forsyth Street and Florida National Bank at 51 West Forsyth Street serve as a tribute to Jacksonville's status as the financial center of the state from Reconstruction through the second half of the twentieth century. When constructed in 1957 the Central National Bank Building was headed by Charles M. Gay, Chairman of the Board and Lester Sanders, President.¹² Through a series of mergers and acquisitions Central National Bank grew into one of Jacksonville's most important financial institutions in the decades following its founding.

In 1968 the Marine National Bank of Jacksonville acquired the Central National Bank including the building at 404 N. Julia Street. Marine National Bank operated until 2004. That year a group of investors acquired Marine National Bank and changed the name to EverBank. EverBank dates to 1994 when Chairman Robert Clements led an investor group in acquiring Jacksonville based Alliance Mortgage Company. In 1998, Alliance Mortgage Company formed First Alliance Bank in Jacksonville, Florida, and shortly thereafter acquired Marine National Bank and founded EverBank as a national direct-to-consumer bank. In 2017 EverBank changed its name to TIAA Bank.¹³

EverBank is perhaps best known for its association with the Jacksonville Jaguar National Football League team. On July 26, 2010, the Florida Times-Union reported that EverBank purchased the naming rights to Jacksonville Municipal Stadium. The stadium had not had a sponsor since the end of the 2006 National Football League season when the prior contract with Alltel expired. The stadium became known as EverBank Field in the 2010 season.^[17] On June 4,

¹¹ Florida Times-Union, March 23, 1957; May 19, 1957; March 14, 1958.

¹² See Jacksonville City Directories, 1958, p. 31, 181

¹³ www.usbanklocations.com, "Marine National Bank of Jacksonville".

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

2018, EverBank became TIAA Bank and the stadium was renamed to TIAA Bank Field.¹⁴

D. 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 architect of the Central National Bank was Edwin T. Reeder. Edwin T. Reeder,¹⁵ FAIA was one of the leading architects in Florida at the time the Central National Bank was constructed. Reeder was a native of Michigan and a 1931 graduate of the University Of Illinois School Of Architecture. During World War II Reeder served as both a civilian contractor and Captain in the United State Navy in the development of the Seabees and specific construction projects undertaken by them while based in Miami, Florida. Following the war he formed Edwin T. Reeder and Associates, Architects and Engineers along with his partner Everett M. Eignus. Reeder and Associates produced an impressive list of designs for civic buildings, financial institutions, military facilities, hospitals, commercial buildings and private residences. Reeder was responsible for the design of the Metropolitan Dade County Justice Building and Jail. In addition to the Shalimar Motel, Reeder designed iconic buildings such as The Miami Beach Federal Building, 407 Lincoln Road and the Beach Theatre, 420 Lincoln Road. Reeder died prematurely in 1963 at the age of 57 but left a legacy of visionary architecture that extended to North Florida and the Central National Bank Building.¹⁶ According to the City of Jacksonville Historic Preservation Division, The Central National Bank Building is the only documented example of his work in Jacksonville and North Florida.

The contractor for the Central National Bank Building was H.J. High Construction Company of Orlando, an important builder in Florida during the post-World War II era. Born in Lafayette, Indiana, Harlem John High, "H.J. High," owner of the company, began his construction career in New York City as a brick mason working on the Waldorf Astoria Hotel. After visiting Orlando several times, he felt the area had great promise for growth and moved there in 1935. He worked for several building contractors as a brick mason and in 1936 decided to begin his own business of masonry and concrete-sales contracting. He developed an excellent reputation and worked on many large construction projects in Central Florida.¹⁷

In 1955 High established H. J. High Construction Company at 1015 West Amelia St., Orlando. During the early years he participated in many competitively bid projects, including numerous schools for the Orange County School Board, church facilities for the Catholic Diocese of St. Augustine, hospitals and other associated buildings. In 1961 the company began work at Cape Kennedy in preparation for the Apollo moon-landing program. For seven years H. J. High

¹⁴ Mitchell, Tia:"Jacksonville sweetens deal – by \$4 million – for Jaguars' stadium agreement" Florida Times-Union, July 26, 2010; [EverBank, Jaguars extend stadium naming rights agreement Archived 2017-10-16 at the Wayback Machine](#) The Jaguars, 25 July 2014

¹⁵ COJ, Building Permit Archive, 404 N. Julia Street.

¹⁶ ufdc.ufl.edu/UF00073793/00105/3j

¹⁷ www.hjhigh.com/our-story/

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

Construction Company participated in a hectic work program at the Cape and was awarded one of the only two Awards of Merit issued by the Corps of Engineers for work excellence.¹⁸

In 1968 Johnny High died of a sudden heart attack. His son, 24-year-old Steven W. High, then assumed the presidency of the company. During this period the company continued to grow and develop from a hard dollar-bidding contractor to a construction-industry giant executing multi-million dollar projects through varied delivery methods. In 1972 H. J. High was selected to build the \$60 million main campus for Florida Hospital in Orlando. The federal Department of Health, Education, and Welfare wanted to try a new delivery technique on the job: construction management. Thus H. J. High became the first construction company to use construction management in Central Florida. In 1980 H. J. High recognized the desire on the part of sophisticated owners for design/build services, particularly in the warehousing, food services and high-tech industries which were a growing part of Central Florida's economy. The Central National Bank Building is an early example of the company's work and represents their importance in central and north Florida.¹⁹

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

The architecture of the Central National Bank Building is a significant part of the post-World War II development of downtown Jacksonville. During the 1930s, only a few major new buildings were added to the downtown area. The two most significant being the United States Post Office and Courthouse (now owned by the City of Jacksonville) at 310 West Duval Street (1932 – 1933), and the Western Union Company Building at 333 North Laura Street (1930 – 1931). The Great Depression followed by World War II resulted in the built environment of Downtown Jacksonville remaining much as it was at the end of the Florida Land Boom in 1926. As a result, Downtown buildings reflecting these styles are limited both in number and size. During the post-war period, the design of downtown buildings reflected many of the same trends, materials, and technologies used and promoted by nationally significant architects such as Frank Lloyd Wright, LeCorbusier, Paul Randolph, Eero Saarinen, and Mies van der Rohe. The most common design influence was the “Miesian Box”, which refers to the influential work of Mies van der Rohe (Seagram Building, 1958) who perfected the use of large glass curtain walls and right-angled geometry in the design of Modern buildings. The influence of Mies van der Rohe and his followers was so extensive that, “the glass-and-steel-box has become the single most used form in modern architecture and it signifies throughout the world “office building”. The Miesian model was also widely used in Jacksonville during the Modern period as evident by buildings constructed with limited exterior finishes, predominately glass panels and masonry, and very little ornamentation. Along with buildings such as the Haydon Burn Library by architect Taylor Hardwick, the Central Bank Building with its structural tile, carrara glass panels,

¹⁸www.hjhigh.com/our-story/

¹⁹ Ibid.

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

aluminum windows, geometric patterns and simple square tile detailing is a textbook example of the architecture of the period. Furthermore, it retains its exterior integrity to a remarkable degree.

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

The Central National Banks is one of the earliest and best examples of Mid-Century Modern architecture in downtown Jacksonville, pre-dating the iconic Haydon Burns Public Library by seven years. The designs of downtown buildings in the 1950s and 1960s varied and did not reflect any distinctive style or brand such as the “Sarasota School” or Miami Modern (MiMo). Some of the architects and firms noted for downtown designs include Taylor Hardwick (Hardwick & Mayberry), Kemp, Bunch & Jackson (KBJ), William Morgan and Reynolds Smith and Hills. Interestingly, the architect of the Central Bank Building, Edwin T. Reeder, practiced in Miami and was part of the Miami Modern Movement including his design of the Shalimar Motel (1950) – 6200 Biscayne Boulevard.

The Central National Bank Building Life Building was a complete break from the revival styles and even the Prairie School designs of the pre-World War II era. Thoroughly modern in design, it rises three stories in height from a reinforced concrete foundation. It has a boxy, cube like form, and an ell shaped ground plan. Its structural system is steel reinforced concrete with brick and concrete exterior curtain walls. It has a flat, built-up roof with parapet, and is finished on the exterior with black structural tile, carrara glass panels, brick, aluminum panels and stucco. The overall design and individual features of the building provide a fine example of Mid-Century Modern architecture with little applied ornament or detailing. Largely austere, the only significant detailing is located on the North Julia Street and West Duval Street elevations. The detailing consists of structural black tile and carrara glass panels. Moreover, the original design and materials of the building are remarkably intact and continue to convey its period of construction.

G. 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 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. Therefore, it is the opinion of the applicant that the Central National Bank Building at 404 N. Julia Street appears to be structurally sound with few exterior alterations.

Augustine Development Group and associated companies have purchased the former Central National Bank Building along with the Independent Life Building 233 W. Duval Street and plans to redevelop the property into apartment units. The newly-purchased building is near the historic

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

Ambassador Hotel building, which is also being redeveloped by the company. Work on the building could begin as soon as the first half of 2020. This plan is a highly appropriate adaptive use of the building and will provide downtown Jacksonville with a much needed residential component.

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

9-1 - Major Bibliographical References – The Central National Bank Building

Books and Articles

Broward, Robert C. *The Architecture of Henry John Klutho*. Jacksonville: University of North Florida Press, 1983.

Crooks, James B. *Jacksonville After the Fire, 1901-1919, A New South City*. Jacksonville, Florida, University of North Florida Press, 1991.

Davis, T. Frederick. *History of Early Jacksonville and Vicinity, 1513 - 1924*. St. Augustine: The Record Company, 1924.

Dovell, J.E. *Florida, Historic-Dramatic-Contemporary*. New York, the Lewis Historical Publishing Company, Volume III, 1952.

Martin, Richard A. *The City Makers*. Jacksonville, Florida, Convention Press, 1972.

Martin, Richard A. & Daniel L. Schafer. *Jacksonville's Ordeal by Fire, A Civil War History*. Jacksonville, Florida, Florida Publishing Company, 1984.

Nash, Eric P. and Randall C. Robinson Jr. *MIMO: Miami Modern Revealed*. Miami, Florida, Chronicle Books July 31, 2004.

Poppeliers, John C., Allen Chambers, Jr., Nancy B. Schwartz. *What Style Is It?, A Guide to American Architecture*. New York: Preservation Press, 1983.

Ward, James Robertson. *Old Hickory's Town, An Illustrated History of Jacksonville*. Jacksonville: Old Hickory's Town, Inc., 1985.

Wood, Wayne W. *Jacksonville's Architectural Heritage: Landmarks for the Future*. Jacksonville: University of North Florida Press, 1989.

Wood, Wayne W. & Bill Foley. *The Great Fire of 1901*. Jacksonville Historical Society, 2001.

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

Miscellaneous Sources:

Davenport, Patricia, Environmental Services, Inc. *Downtown Jacksonville National Register of Historic Places District*, Jacksonville: City of Jacksonville Planning Department, 2016.

Florida Times Union, March 23, 1957, May 19, 1958; March 14, 1958.

Historic Property Associates. *Historic Building Survey of Downtown Jacksonville*, Jacksonville: Downtown Development Authority, 1991.

Jacksonville Building Permit Records, 404 N. Julia Street
Jacksonville City Directories, 1957-1958.

Jacksonville Historic Preservation Commission, n.d. Vertical Files – The Independent Life Insurance Building, 233 W. Duval Street.

Mitchell, Tia: "Jacksonville sweetens deal – by \$4 million – for Jaguars' stadium agreement" Florida Times-Union, July 26, 2010; EverBank, Jaguars extend stadium naming rights agreement Archived 2017-10-16 at the Wayback Machine The Jaguars, 25 July 2014

Sanborn Maps of Jacksonville, 1013 update; 1969.

Web Sites

www.hjhigh.com/our-story/.

ufdc.ufl.edu/UF00073793/00105/3j

City of Jacksonville

**Landmark, Landmark Site, or Historic District Nomination
Form Continuation Sheet**

INVENTORY OF PHOTOGRAPHS: - Central National Bank Building

1. CENTRAL NATIONAL BANK BUILDING
2. JACKSONVILLE, FLORIDA
3. PAUL L.WEAVER
4. 2019
5. HISTORIC PROPERTY ASSOCIATES, INC.
6. LOOKING WEST AT THE EAST ELEVATION, JULIA STREET
7. PHOTO NO. 1 OF 24

Numbers 1-5 are the same for the remaining photographs

1. East elevation, facing west, Julia Street, main façade marble, tile detailing
- 2 Photo 2

1. South elevation, Duval Street, facing north
- 2 Photo 3

1. South elevation, facing northeast, showing mural, architectural detailing
- 2 Photo 4

1. South elevation, Duval Street, facing north, showing mural
- 2 Photo 6

1. South elevation, Duval Street, facing northeast, showing first floor bays
- 2 Photo 7

1. South elevation, Duval Street, facing north, detail of tile veneer on columns
- 2 Photo 8

1. South elevation, Duval Street, facing north, drive-in teller, entrance bay
- 2 Photo 9

1. South elevation, Duval Street, facing north, opaque glass panel
- 2 Photo 10

City of Jacksonville

Landmark, Landmark Site, or Historic District Nomination Form Continuation Sheet

1. West elevation, facing east, original 1927 structural wall, stuccoed c. 1957

2. Photo 11

1. North elevation, facing west, original 1927 structural wall, c. 1957

2. Photo 12

1. Interior, 1st floor, lobby facing west

2. Photo 13

1. Interior, 1st floor, lobby facing west

2. Photo 14

1. Interior, 1st floor, lobby facing east

2. Photo 15

1. Interior, 1st floor, lobby facing south

2. Photo 16

1. Interior, 1st floor, lobby facing northwest

2. Photo 17

1. Interior, 1st floor, corridor, facing south

2. Photo 18

1. Interior, 1st floor, elevator lobby facing west

2. Photo 19

1. Interior, 1st floor, corridor, facing north

2. Photo 20

1. Interior, 1st floor, drive in teller, facing west

2. Photo 21

1. Interior, 1st floor, drive in teller, facing west

2. Photo 22

1. Interior, 1st floor, drive in teller, facing east

2. Photo 23

1. Interior, 1st floor, drive in teller, facing west

2. Photo 24

City of Jacksonville

**Landmark, Landmark Site, or Historic District Nomination
Form Continuation Sheet**

404 N. JULIA STREET,, PHOTO NO. 1
2019 JULIA ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 2
2019 JULIA ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 3
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 4
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 5
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 6
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 7
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 8
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 9
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 10
2019 DUVAL ST ELEVATION



404 N. JULIA STREET, PHOTO NO. 11
2019 WEST ELEVATION



404 N. JULIA STREET, PHOTO NO. 12
2019 NORTH ELEVATION



404 N. JULIA STREET, PHOTO NO. 13
LOBBY FACING WEST



404 N. JULIA STREET, PHOTO NO. 14
LOBBY FACING WEST



404 N. JULIA STREET, PHOTO NO. 15
LOBBY FACING EAST



404 N. JULIA STREET, PHOTO NO. 16
LOBBY FACING SOUTH



404 N. JULIA STREET, PHOTO NO. 17
LOBBY FACING WEST



404 N. JULIA STREET, PHOTO NO. 18
DUVAL STREET ENTRANCE FACING SOUTH



404 N. JULIA STREET, PHOTO NO. 19
ELEVATOR ENTRANCE FACING WEST



404 N. JULIA STREET, PHOTO NO. 20
DUVAL STREET ENTRANCE FACING NORTH



404 N. JULIA STREET, PHOTO NO. 21
DRIVE-IN TELLAR FACING WEST



404 N. JULIA STREET, PHOTO NO. 22
DRIVE-IN TELLAR FACING WEST



404 N. JULIA STREET, PHOTO NO. 23
HALL FACING EA ST



404 N. JULIA STREET, PHOTO NO. 24
HALL FACING WE ST



III.

LEGAL DESCRIPTION AND MAP

**NOTICE OF PUBLIC HEARING ON
APPLICATION TO DESIGNATE
THE CENTRAL NATIONAL BANK BUILDING
404 NORTH JULIA STREET
AS A CITY OF JACKSONVILLE HISTORIC LANDMARK**

NOTICE IS HEREBY GIVEN that on the 22th day of July, 2020 A.D. at 3:00 P.M., the Jacksonville Historic Preservation Commission of the City of Jacksonville will hold a *Public Hearing* for the consideration of the Central National Bank Building, 404 North Julia Street, as a City of Jacksonville Historic Landmark, pursuant to *Jacksonville Ordinance Code 307.104*.

PUBLIC MEETING NOTICE FOR ZOOM MEETING

(**No physical location will be available for this public meeting**)

Notice is hereby given that the **Jacksonville Historic Preservation Commission (JHPC)** will meet on **Wednesday, July 22, 2020 at 3:00 pm. via Zoom** pursuant to State of Florida Executive Order 20-69 (Emergency Management-COVID-19-Local Government Public Meetings). The purpose of this meeting is for the JHPC to consider and take action on items on the JHPC agenda which can be found at the following location:

<https://www.coj.net/departments/planning-and-development/community-planning-division/default>

Interested persons desiring to attend this meeting can only do so via Zoom (including by computer or telephone) using the following meeting access information:

By Computer

Join Zoom Meeting

<https://zoom.us/j/99127920579?pwd=bJCTzZ1UWIWRnA4d2d2cDZlc2w5UT09>

Meeting ID: 991 2792 0579

Password: 222158

By Phone

One tap mobile

+13017158592,,99127920579#,,,0#,,222158# US (Germantown)

+13126266799,,99127920579#,,,0#,,222158# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 669 900 9128 US (San Jose)

Meeting ID: 991 2792 0579

Password: 222158

Find your local number: <https://zoom.us/j/99127920579>

Interested persons who cannot attend this JHPC Zoom meeting but who wish to submit public comments to be read during the public comment portion of the meeting regarding any matter on the agenda for consideration at the meeting may do so by emailing the Historic Preservation Section at: historicpreservation@coj.net until 2:00 p.m. on the day of the meeting. Public comments submitted by email must be received no later than 2:00 p.m. on the date of the meeting to be read during the public comment portion of the meeting. The meeting agenda and materials can be obtained electronically by emailing historicpreservation@coj.net

Please contact The Historic Preservation Section by telephone at (904) 255-7859 or by email at historicpreservation@coj.net if you have any questions regarding this notice or if you experience technical difficulties during the meeting. If you have a disability that requires accommodations to participate in the above Jacksonville Historic Preservation Commission: Pursuant to the Americans with Disabilities Act, accommodations for persons with disabilities are available upon request. Please allow 1-2 business days' notification to process; last minute requests will be accepted, but may not be possible to fulfill. Please contact Disabled Services Division at: V- 904-255-5466, TTY- 904-255-5476, or email your request to KaraT@coj.net.

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.

Exhibit A

Legal Description

39-2S-26E.41, HARTS MAP OF JACKSONVILLE, PT LOTS 2, 3 BLOCK 50 RECD O/R 19044-483, RE: 073155-0110

This application (LM-20-04) is being sponsored by the Axis Hotels, LLC. 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*.

DATED this 8th day of July, 2020 A.D.

IV.

PROOF OF PUBLICATION OF PUBLIC NOTICE

(Published daily except Saturday, Sunday and legal holidays)
Jacksonville, Duval County, Florida

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 JACKSONVILLE DAILY RECORD, a daily (except Saturday, Sunday and legal holidays) 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-20-04 The Central National Bank Building

in the Court of Duval County, Florida, was published in said newspaper in the issues of 7/8/20

Affiant further says that the said JACKSONVILLE DAILY RECORD is a newspaper at Jacksonville, in said Duval County, Florida, and that the said newspaper has heretofore been continuously published in said Duval County, Florida, each day (except Saturday, Sunday and legal holidays) and has been entered as periodicals matter at the post office in Jacksonville, in said Duval County, Florida, for a period of one year next preceding the first publication of the attached copy of advertisement; and affiant further says that she has neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in said newspaper.

*This notice was placed on the newspaper's website and floridapublicnotices.com on the same day the notice appeared in the newspaper.

Rhonda Fisher

Sworn to and subscribed before me this 8th day of July, 2020 A.D. by Rhonda Fisher who is personally known to me.

JANET MOHR
Notary Public, State of Florida
My Comm. Expires 12/18/2020
Commission No. GG55826

Seal

Notary Public, State of Florida

NOTICE OF PUBLIC HEARING ON APPLICATION TO DESIGNATE THE CENTRAL NATIONAL BANK BUILDING 404 NORTH JULIA STREET LM-20-04 AS A CITY OF JACKSONVILLE HISTORIC LANDMARK

NOTICE IS HEREBY GIVEN that on the 22th day of July, 2020 A.D. at 3:00 P.M., the Jacksonville Historic Preservation Commission of the City of Jacksonville will hold a **VIRTUAL PUBLIC MEETING** Via ZOOM for the consideration of the Central National Bank Building, 404 North Julia Street as a City of Jacksonville Historic Landmark, pursuant to *Jacksonville Ordinance Code 307.104*. For information on the Virtual Zoom meeting, please see:

<https://www.coj.net/departments/planning-and-development/community-planning-division/default>

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.

Exhibit A

Legal Description

39-2S-26E 41, HARTS MAP OF JACKSONVILLE, PT LOTS 2, 3 BLOCK 50 RECD O/R 19044-483, RE: 073892-0000

This application (LM-20-04) is being sponsored by the Axis Hotels, LLC. 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*.

DATED this 8th day of July, 2020 A.D.

Jack C. Demetree, III
Chairman

Jacksonville Historic Preservation Commission
City of Jacksonville

Jul 8 00:00:00(041D)

V.

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

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

073851 0050
PORTER HOUSE LLC
P.O. BOX 639
720 W BUSINESS HWY 60
DEXTER, MO 63841

073851 0010
LPS LAND HOLDINGS LLC
P O BOX 639
720 W BUSINESS HWY 60
DEXTER, MO 63841

073843 0000
U HAUL CO OF FLORIDA 22 LLC
PO BOX 29046
PHOENIX, AZ 85038-9046

073842 0000
METRO LOFTS LTD
421 W CHURCH ST
SUITE 100
JACKSONVILLE, FL 32202

073834 0500
AT&T COMMUNICATIONS OF THE
SOUTHERN STATES INC
PROPERTY TAX DEPARTMENT
PO BOX 7207
BEDMINSTER, NJ 07921-7207

073834 0000
SOUTHERN BELL TEL & TEL CO
C/O AT&T PROPERTY TAX
1010 PINE ST 9E L 01
ST LOUIS, MO 63101

073833 0500
SOUTHERN BELL TEL & TELL CO ET AL
C/O AT&T PROPERTY TAX
PO BOX 7207
BEDMINSTER, NJ 07921

073805 0000
AXIS HOTELS LLC
215 ANASTASIA BLVD
SAINT AUGUSTINE, FL 32084

073802 0000
AXIS 404 JULIA LLC
215 ANASTASIA BLVD
SAINT AUGUSTINE, FL 32084

073777 0000
TBSOP LLC
PO BOX 10750
KANSAS CITY, MO 64188

073776 0000
ATRIUM PROPERTIES 1 LLC
1205 BEACH BLVD STE 1
JACKSONVILLE, FL 32250

073773 0000
400 HOGAN LLC
7563 PHILIPS HWY STE 208
JACKSONVILLE, FL 32256

073772 0000
PEP10 LLC
605 PALENCIA CLUD DR
ST AUGUSTINE, FL 32095

073770 0000
UNITED STATES OF AMERICA
C/O GENERAL SERVICES ADM
401 W PEACHTREE ST
ATLANTA, GA 30308-3510

URBAN CORE KIM PRYOR
245 3RD ST
JACKSONVILLE, FL 32206