

Gainesville Mid-century Survey (1930-1975) Phase 2
(Gainesville Mid-twentieth Century Cultural Resource Survey, Phase 2)

Final Survey Report

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Fig. 1-1 Project Logo for Phase 2 Survey (graphic by C.Carr)

EXECUTIVE SUMMARY

The Gainesville Midcentury Survey (1930-1975) Part 2, (*Gainesville-Twentieth Century Cultural Resource Survey Part 2*) is the second phase of a cultural resource survey that focuses on the midcentury period in the City of Gainesville. Building upon the findings of the 2018 *City of Gainesville Midcentury Survey (1930-1975)* project, which identified a wealth of midcentury architectural resources within the City of Gainesville and established historical themes for further research, this survey project continues the exploration of the midcentury resources and expands the knowledge of the historical context of the period.

This survey project explores the multi-valent nature of Midcentury design within the City and examines a variety of building types, architectural styles, and places these resources the historical context using the themes identified in the earlier study. These themes include; explosive postwar growth, redevelopment of the urban core, expansion of suburban development, impacts of racial segregation in housing, and the influence of Modern architecture in the design of the built environment. Modern design themes of adaptation, experimentation, structural expression, new modes of living, and environmentally responsive design were applied to a wide variety of building types that are examined in this study, including; residential, commercial, educational, recreational and spiritual buildings and sites.

Expanding on the awareness of the role played by racial segregation and the impact of integration during the 1960s on the community, this project examines the importance of the Civil Rights movement, through extensive research on a pivotal site at the Old Mount Carmel Baptist Church (AL07302). This structure, and one of its principal pastors of this period, played a pivotal role in the struggle for Civil Rights for African-Americans, not only within the community, but state-wide. This research resulted in preparation of a National Register nomination for the property.

This project also examines the role of the early historic preservation movement within the City of Gainesville. While the redevelopment of the urban core of the City promoted the construction of new civic buildings in a Modernist architectural vocabulary, the plans also envisioned demolition of several prominent older building within the adjacent residential district. At the same time, several community leaders, including University of Florida faculty, were examining the role of historic preservation as a means for economic redevelopment. The

threatened loss of important landmarks galvanized the community, and Historic Gainesville Inc., a nonprofit preservation advocacy group, was born.

Summary details of the current project

- Project title - Gainesville Mid-twentieth Century Cultural Resource Survey Phase 2
- Completion date – June 30,2020
- Total site recorded: 360 new FMSF forms for structures, Including 2 new resource group forms) and 5 updated FMSF forms,

The current project survey work includes:

- The Suburban Heights neighborhood, previously identified in the Phase 1 grant project as having resource potential, was surveyed, resulting in 329 new Florida Master Site File forms
- 29 individual commercial, educational and recreational properties were surveyed, resulting in 24 new Florida Master Site File forms, 1 new resource group form, and 4 updated FMSF forms
- 3 important spiritual structures were surveyed, producing 2 new FMSF forms, 1 updated FMSF form and 1 new Resource Group form
- Addition to a geo-spatial database compiling the results of two survey projects
- Creation of a story map and project web page hosted by the University of Florida Historic Preservation Program
- Interview with local informants on the history of the City of Gainesville’s historic preservation movement, the Civil Rights movement and on the City’s midcentury architecture
- Two National Register nominations
 - The University Evangelical Lutheran Church Complex represents the design excellence of the City of Gainesville’s midcentury architecture
 - The Old Mount Carmel Baptist Church is significant for its association with the Civil Rights movement, at the state and local levels
- Additional research in these areas established in the Phase 1 survey project
 - Study of home builders/ developers related to the survey area
 - Identification and research on the biographies of architects whose projects are featured in this phase of survey work
 - Study of Styled Ranch houses found throughout the City, which feature prominently in Suburban Heights
- New paths for research in these areas
 - Local sites and key figures significant to the Civil Rights movement in Gainesville

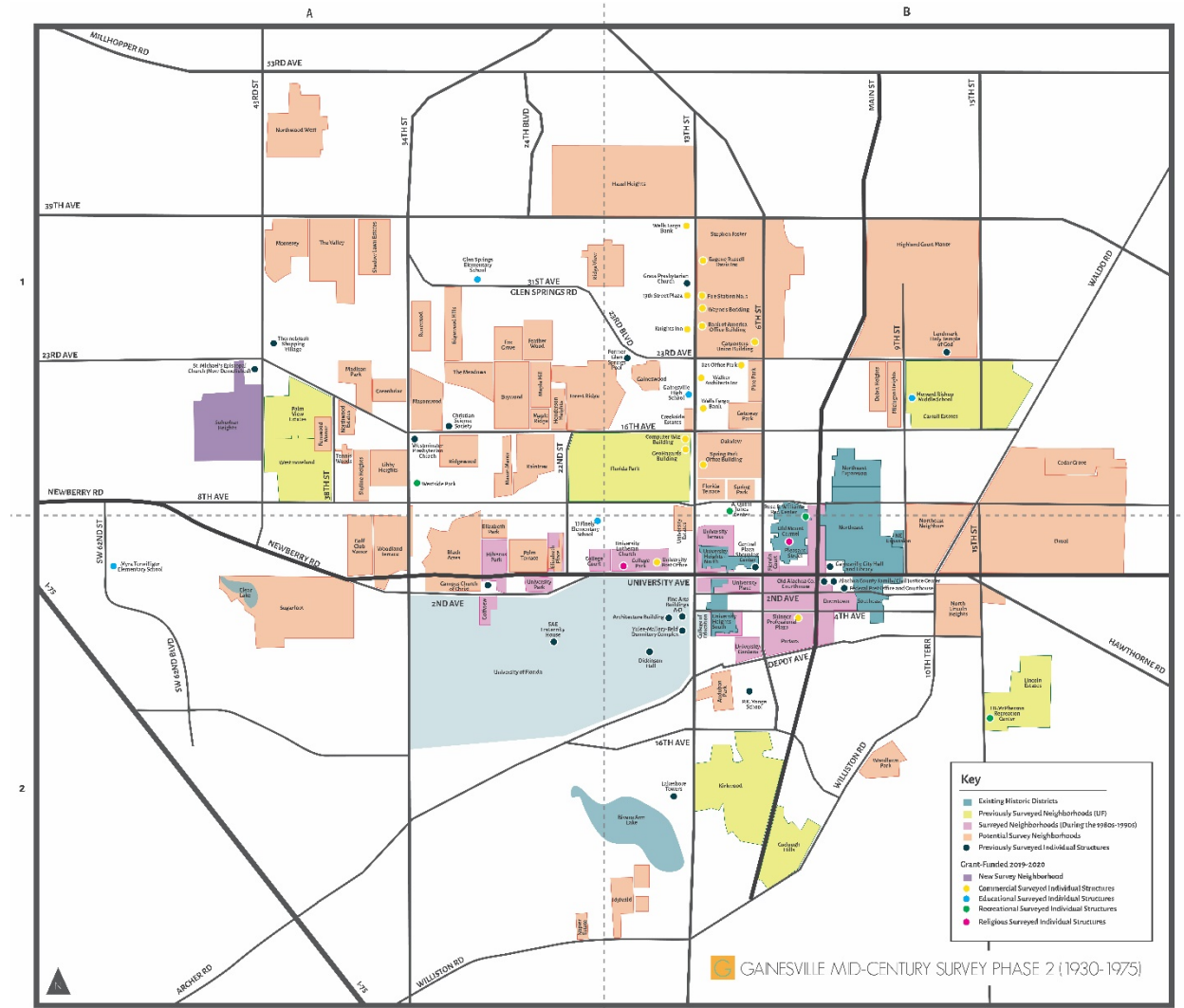


Figure 1-2 Gainesville Midcentury survey Phases 1 and 2 Combined Maps

1- INTRODUCTION

Description of Project

The Gainesville Midcentury Survey (1930-1975) Part 2 (*Gainesville-Twentieth Century Cultural Resource Survey Part 2*), is an architectural survey project funded in part by the Florida Division of Historical Resources. The project grant provided \$50,000 for the project period of July 1, 2019 to June 30, 2020. The project is designed as a collaboration between the City of Gainesville Planning Division, the University of Florida Historic Preservation program, and the non-profit advocacy group, Gainesville Modern Inc.

The project funding was granted to the City of Gainesville, a Certified Local Government, who used the funding to hire the UF Historic Preservation program as a consultant for the work. Funding supported three UF graduate assistants and two professors in leading surveys, completing Florida Master Site File (FMSF) forms, research and writing for National Register nominations and reports, creation and compilation of data for the geospatial database, and design and implementation of a project webpage. The City's representative was the Preservation Planner, whose role was mainly administrative. Gainesville Modern donated time and services in providing a volunteer coordinator for field survey days.

The goals of the project built upon the earlier success of the City of Gainesville Midcentury Survey (1930-1975) project, completed in 2018, which researched and identified a wealth of midcentury architectural resources within the City of Gainesville, including a list of mid-century neighborhoods and individual buildings which qualified for further research and documentation. The current project scope encompasses the survey of a midcentury suburban neighborhood that was previously identified for its potential historic resources, related archival research, preparation of two National Register nominations, creation of a geospatial database and accompanying webpage, and a final grant report. The work products include:

- Survey and documentation of the post-war neighborhood of Suburban Heights in northwest Gainesville, resulting in 329 new Florida Master Site Files (FMSF), research narratives for the historical development of, and key figures in, the creation of the community. Refer to Fig. 1-2 for USGS map of the survey area
- Identification, research and documentation for 29 individual buildings, including 17 commercial properties, 5 educational sites and 6 recreational sites, resulting in 24 new and 4 updated FMSF forms, and 1 Resource Group FMSF form. Refer to Fig. 1-3 for USGS maps of the survey areas.¹
- Refer to the Appendix for the Survey Log list
- A National Register nomination for the University Evangelical Lutheran Church Complex, a striking example of Mid-century modern design with Organic style influences. Other

¹ Full size PDFs have been submitted separately under Deliverable #3 for DHR use. Refer to Survey Log sheets, excel chart and matrix for specific addresses of surveyed properties (See Appendix: Accompanying documents, submitted under Deliverable #3).

work products include an updated FMSF for the church (AL06918), a new FMSF form for the Lutheran (Kaiser) Center (AL07307) and the creation of a new Resource Group FMSF form for the University Evangelical Lutheran Church Complex (AL07308)

- A National Register nomination for the Mount Carmel Baptist Church, important for its association with the Civil Rights movement at the state and local levels, and the completion of a new FMSF form (AL07302)
- Creation of a “Story Map project from the updated geo-spatial database
- Creation of a webpage hosted by UF

Origin and purpose of project²

The City’s historic preservation program began in the 1970s, and completed multiple surveys beginning in 1978, with a focus on downtown and the Northeast neighborhood (the “Duck Pond.”) The 1980 survey included the Northeast, Pleasant Street, Southeast (Bed and Breakfast District) areas, all three of which were eventually designated as Local and National Register historic districts. The survey also covered Porter’s neighborhood, 5th Avenue, University Heights, College Park, Florida Court and Downtown including buildings on South Main and some near the Depot. A 1994 survey re-evaluated University Heights North and South, leading to their designation as local historic districts. The survey also covered other University-related thematic areas, neighborhoods connected with the growth of the University from the 1920s-1950s. These neighborhoods included Hibiscus Park, Palm Terrace, Golfview, and College Park.

The previous surveys focused on buildings that were fifty years or older at the time, as fifty years is a national benchmark for when a structure or site is considered old enough to be historic. This means that the previous surveys only evaluated buildings through the 1930s. The existing historic district buildings considered “significant” or “contributing to the significance of the historic district” were typically built between the 1880s through the 1920s, with very few in the 1930s and 1940s.

The City of Gainesville Mid-century Survey 1930-1975 (Phase 1)

The City of Gainesville underwent an extraordinary period of expansion and growth after the Second World War, creating the need for historical/ archival research and architectural surveys to identify and assess significant architectural resources from this period. To address this need, the City of Gainesville conducted an architectural survey and research project in 2017-18, funded in part by a Small Matching Grant from the Division of Historical Resources. This project was a collaboration between the City of Gainesville Planning Division, the University of Florida Historic Preservation program, and the non-profit historic preservation advocacy group, Gainesville Modern Inc.

² Excerpt from the report for the Phase 1 survey project, “City of Gainesville Mid-century Survey (1930-1975).” prepared by M. Hylton, C. Larkin and L. Stevenson, 2018.

With a focus on resources from the late 1930s to 1975, this project included some properties that were slightly younger than fifty years, as there is often a large gap of time between survey projects. Work products included the identification of 57 residential suburban neighborhoods that were constructed during the post-war period, and the field survey of 10 residential suburban neighborhoods. This survey project produced 654 new, and 45 updated Florida Master Site File forms, which were prepared for the predominately residential communities. Other surveyed sites included 20 individual buildings designed for commercial, institutional or educational uses, including notable structures on the University of Florida campus. Other work products included 16 biographical sketches of notable architects working during this period in Gainesville, and identification of 120+ home builders/ developers involved in constructing post-war suburban neighborhoods, which ring the City's historic core.

Local historic preservation program³

The City of Gainesville has five local historic districts, protecting more than 1,500 historic structures.

Pleasant Street Historic District contains the oldest predominantly African-American residential area in Gainesville and the State's first designated as a historic district. Buildings include wood frame vernacular houses, Bungalows, Queen Anne, Colonial and Eastlake Victorian residences and two Romanesque churches. The Pleasant Street Historic District was listed on the Local and National Registers in 1991. This community has suffered a loss of fabric, and 12 of the previously recorded structures were replaced by contemporary construction on these lots during the first decade of the 21st century. These sites were reevaluated as part of the 2018 survey project.

The earlier surveys of this district did not include the Old Mount Carmel Baptist Church (AL07302), which because of its construction date of 1944, did not meet the age criterion for evaluation of being at least 50 years old at the time of the surveys. In the current survey project, this site now meets the age criterion and is recognized and documented for its important role in the Civil Rights movement, and its significance for the City of Gainesville and for the State of Florida.

Northeast Residential Historic District is one of the oldest residential areas in Gainesville. The original section was platted in 1854. The buildings in this 80-block area reflect architectural styles prevalent in Florida from the 1880s through the 1950s. The District includes the historic Duck Pond and Sweetwater Branch. The Northeast Residential Historic District was listed on the Local and National Registers in 1985, and expanded in 1997. This district contained 55 non-contributing sites that either did not meet the age criteria, or had suffered loss of integrity. The non-contributing structures from the post-war period were reevaluated in the 2018 survey, as they had attained enough age by that point, and additional sites were recommended for inclusion in the Historic District.

³ Hylton, Larkin & Stevenson, Final Survey Report, 2018

Southeast Residential Historic District has its origins in post-Civil War development. It includes Queen Anne style and Colonial Revival homes, as well as a French Second Empire home, all of which served as residences for downtown merchants and professionals at the turn of the century. The Southeast Residential Historic District was listed on the Local and National Registers in 1989.

University Heights Historic District- North reflects architectural styles prevalent in Florida from the 1920s to the early 1950s. The district and its significant concentration of historic buildings include the University Terrace and Florida Court subdivisions. The University Heights Historic District- North was listed on the Local Register in 2002.

University Heights Historic District - South reflects typical suburban residential growth patterns of Florida cities in the mid-twentieth century. It is located between the University of Florida and downtown. The University Heights Historic District - South was listed on the Local Register in 2002.

The city also has twelve buildings listed individually on the Local Register of Historic Places. The Local Register was created as a means of identifying and classifying various sites, buildings, structures, objects and districts as historic and/or architecturally significant. The twelve buildings were constructed in the 1930s or earlier. Gainesville has four National Register Historic Districts and 34 buildings listed individually on the National Register of Historic Places. Two of individually listed buildings, the Dan Branch House and the Weil- Cassisi house, are mid-century residences, added to the Register in 2015. In summary, there is a lack of designated structures from the period of significance of this survey project (1940-1975).

The University of Florida has a Campus Historic District, created in 1989, and expanded in 2008 with 8 post-war structures. Several other structures have reached the age threshold for inclusion in the District and also retain sufficient integrity. These buildings were evaluated and recorded on the Florida Master Site File in the 2018 survey and include Dickinson Hall, the Fine Arts Complex, and the Architecture building, among others. The City of Gainesville does not have purview over any historic buildings on the UF campus.

The importance of Florida Master Site Files to Gainesville

Gainesville has a demolition delay ordinance, “Sec. 6-6 d “Waiting period for certain demolition permits,” which allows a ninety-day demolition delay for structures which have a Florida Master Site File and/or are 45 years of age or older.⁴ The demolition delay allows time for further documentation of the structure before demolition, or, in many previous cases of houses, the time to advertise for a “free house” and an opportunity to relocate the structure. Sec. 30-4.28(C)2(a) of the Code of Ordinances requires owner consent or a super-majority vote of the

https://library.municode.com/fl/gainesville/codes/code_of_ordinances?nodId=PTIICOOR_CH6BUBURE_ARTIBUC_O_S6-6DEST

City Commission and Historic Preservation Board for designation.⁵ As such, gaining designation against owner's wishes is incredibly difficult, and often FMSF demo-delay documentation is the only form of "preservation."

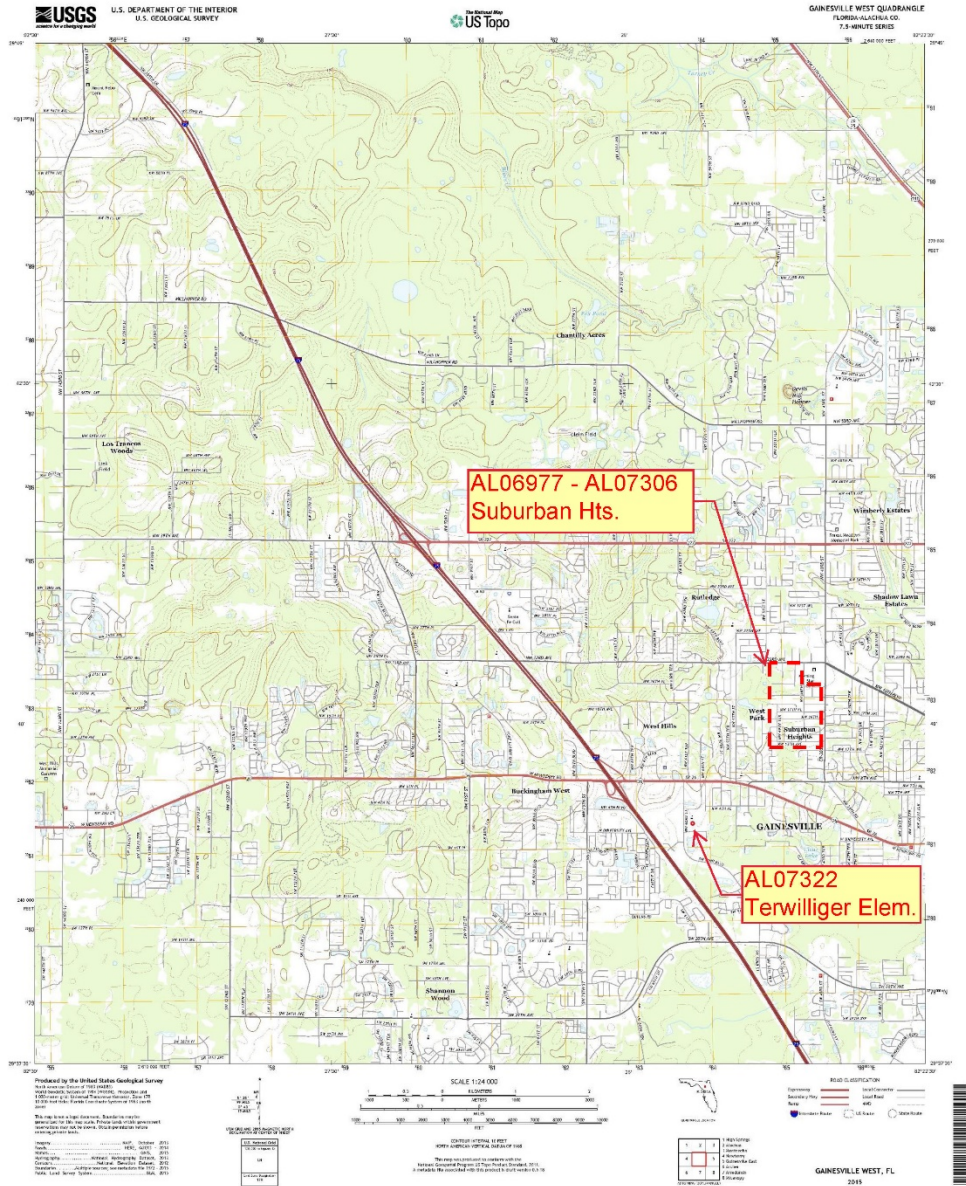


Fig. 1-3 USGS Map: Gainesville West - Project Boundaries

⁵https://library.municode.com/fl/gainesville/codes/code_of_ordinances?nodeId=PTIICOOR_CH30LADECO_ARTIVZ_O_DIV5SPDI_S30-4.28HIPRCOOV

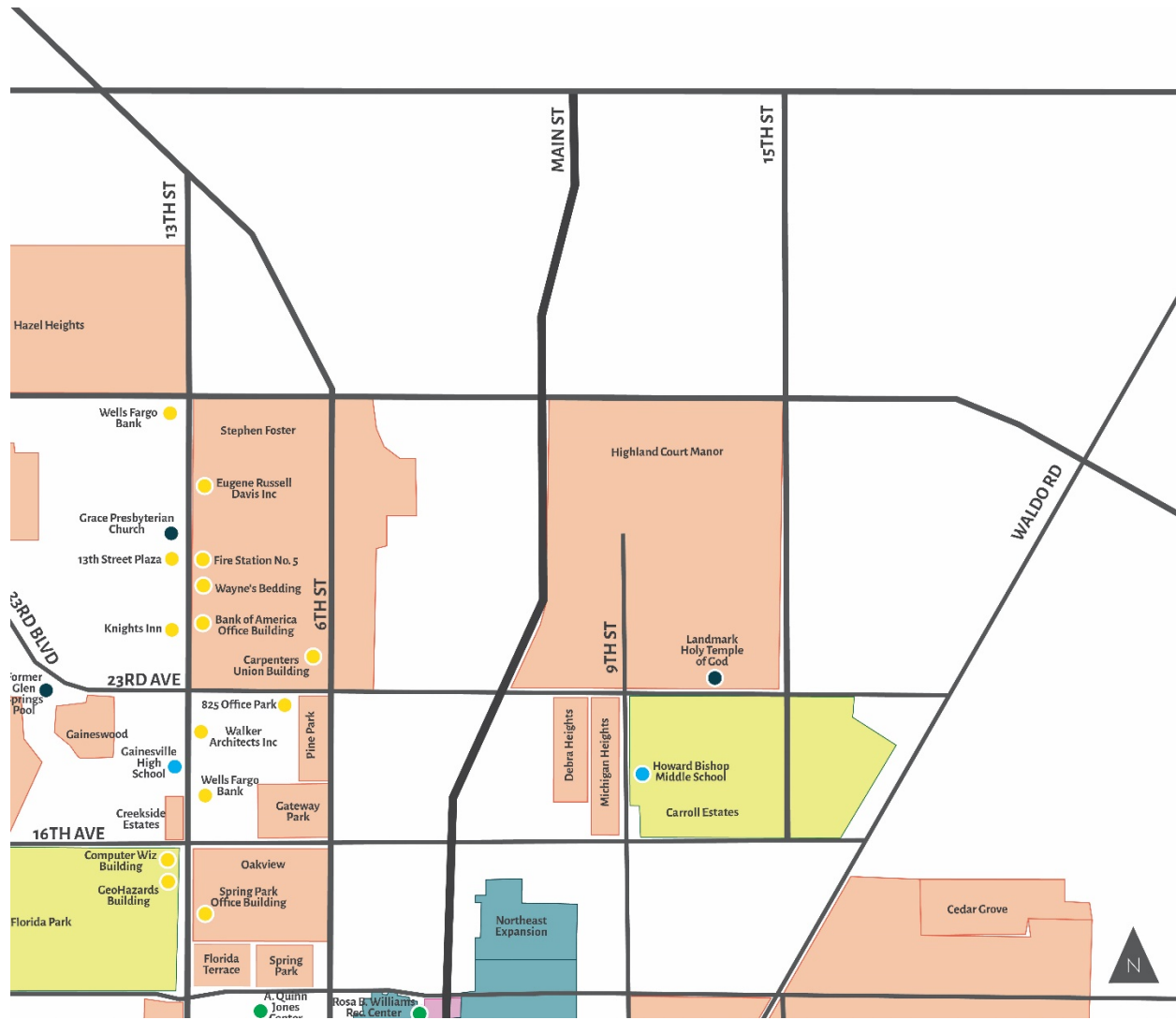


Fig. 1-4 Map for individual sites along NW 13th Street corridor (Graphic by C. Carr)

2- SUMMARY OF BACKGROUND RESEARCH

Previous Neighborhood Surveys- City of Gainesville

Before the 2018 Phase 1 project began, Florida DHR provided a list of FMSF structures and districts in the City of Gainesville. At that time there were 2222 structures listed. Many of those were surveyed as part of the following previous historic district/ thematic neighborhood surveys undertaken by the City of Gainesville and their consultants (Fig. 2-1). Table 2-1 is based on the DHR database, with the addition of updated neighborhood surveys completed in the 2018 grant project.

Site ID	Site Name	Date of Survey
AL00543	NE Gainesville Residential District	1978-1980
AL02313	Downtown Gainesville Historic District	1980
AL02314	University Related Residential Thematic	1980/1994
AL02316	Porter's Quarters Historic District	1980
AL02317	SE Gainesville Residential District	1980/1994
AL02552	University of Florida Campus Historic District	1989/2008
AL02557	Pleasant Street Historic District	1980/1994
AL04956	Hibiscus Park / Golf View Estates	1994
AL05396	NW 5th Avenue	1980/1995
AL05632	University Heights Historic Dist. North	1980
AL05633	University Heights Historic Dist. South	1980
AL05634	Expansion of NE Residential Hist. Dist.	1997
2018 survey project – Gainesville Midcentury Survey (1930-1975)		
AL05643	Update to NE Gainesville Residential District	2018
AL04956	Update to Golf View - 16 additional sites	2018

Table 2-1: Previous Neighborhood Surveys

Previous Surveys- University of Florida Historic Preservation Program

As part of the coursework for several academic years, graduate students conducted preliminary assessments for several dozen individual buildings and for nine mid-century neighborhoods. For the individual buildings, research was gathered and a general description written; in some cases, a HABS-style report was written. This documentation formed the basis for identifying individual building sites for inclusion in future survey projects. At this time, a total of 45 properties have recorded on the FMSF from this list, including 20 sites in phase 1 and 25 sites in phase 2.

The following neighborhoods were surveyed by the UFHP program from 2016-2019.

Spring 2016 Florida Park: This collection of twentieth- century resources is interlaced with the dynamic topography, creating a distinctive architectural response to the local environment. The neighborhood has many architect-designed residences set into the landscape, steep grades at

lots near creek drainage basins, and a heavy tree canopy cover. The project area is bounded by NW 16th Avenue on the north, NW 8th Avenue on the south, NW 13th Street on the east and NW 23rd Street on the west, and is located within the city limits of Gainesville, just to the north of the University of Florida campus. The neighborhood was included in the 2018 survey project resulting in 420 new FMSF forms.

Fall 2016 Kirkwood & Coclough Hills: Both areas are located to the southeast of the University of Florida. Both of these neighborhood embody the physical characteristics of a post-WWII suburban neighborhood by reflecting an array of Florida style, Mid-Century Modern ranch houses, such as Linear, Courtyard, Half Courtyard, Alphabet, and Bungalow.

Both Kirkwood & Coclough Hills have well preserved cultural and natural Floridian landscapes which is enhanced by their lack of sidewalks/hardscape; and possessing a medium to high level of integrity. Both neighborhoods began with the first homes constructed in 1938. The neighborhoods do not hold a consistent architectural significance for proposal of a historic district designation, yet there are properties that maintain their original integrity of Florida Mid-Century Modern Ranch Style Homes, exemplifying the neighborhood. Preliminary recommendations from the students for both Kirkwood and Coclough Hills include: conduct further research on the architect-designed residences; prepare National Register nominations for some of the individual houses ; develop educational program for realtors; raise interest for preservation through neighborhood associations; explore potential Conservation Overlay District.

Spring 2017 Westmoreland & Palm View Estates: The Westmoreland and Palm View Estates neighborhoods were developed in multiple phases by S. Clark Butler, from the 1950s through the 1970s. Both neighborhoods in terms of integrity, plan types, and construction dates, are very heterogeneous, possessing a medium to high level of integrity. They embody the physical characteristics of a post-WWII suburban neighborhood by reflecting an array of Florida style, Mid-Century Modern ranch houses. The Westmoreland neighborhood is bounded by NW 1th Blvd on the north, NW 38th Street on the east, NW 8th Avenue on the south, and NW 43rd Street on the west. Palm View Estates is bounded by NW 43rd Drive, NW 16th Boulevard, NW 15 Place, and NW 39th Terrace.

Spring 2018 Palm View Estates retains much of its integrity and features Florida Mid-Century Modern Ranch Style Homes. Preliminary recommendations from the students include: consider making Palm View Estates a historic district. The neighborhood holds together the strongest as a historic district, embodying the physical characteristics of post-WWII suburban neighborhood by a developer. The 83 properties were recorded on the Florida Master Site File in the 2018 survey.

Westmoreland does not hold a consistent architectural significance for proposal of a historic district designation, yet there are properties that maintain their original integrity of Florida Mid-Century Modern Ranch Style Homes, exemplifying the neighborhood. Preliminary

recommendations from the students include: add the homes of Westmoreland to the Master Site File and consider a Multiple Property listing.

Spring 2018 Carol Estates was one of the earliest suburban residential developments annexed into the City. Located on land that was possibly used for growing pine trees and harvesting turpentine, the neighborhood’s original plat was 1955 with a second plat in 1965. The neighborhood was designed and built as a whole and was intended to be a community with services including commercial area and new schools (Metcalf Elementary and Howard Bishop Junior High). Original owners were offered a choice of residential types and plans that included linear ranch homes (the most prevalent) and a mid-century modern house option. The developer, Hugh Edwards, Inc. would become one of the leading builders in North Central Florida.

Spring 2019 Lincoln Estates

Named after President Abraham Lincoln, Lincoln Estates was conceived by Emmer Development Corp. as a neighborhood where Blacks could enter the housing market, during the era of the Civil Rights movement. The community was built in 5 sections between 1960 and 1978, and contains about 600 homes. Phil Emmer was a successful housing developer and assisted minority homebuyers who might not qualify for conventional loans to buy . The community drew national attention as Gainesville’s earliest predominantly Black subdivision and a model of low-income housing.

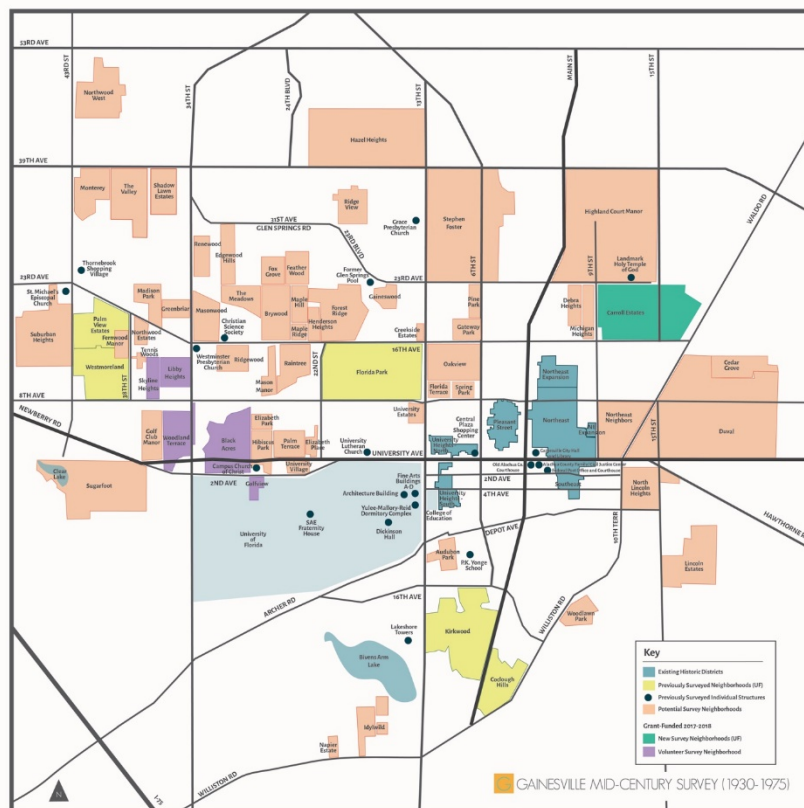


Figure 2-1 Summary map of historic survey sites at end of Phase 1 survey (2018)

Relevance of major findings of previous surveys to the area currently under study

The current survey project continues research into two significant themes that were identified in the findings of the previous survey projects within the City. These are; the significance of African -American heritage to the City of Gainesville, and the design aesthetic of post-war architecture and suburban development, especially during the midcentury period.

The early City surveys reflect the importance of the neighborhoods around downtown and the University. Pleasant Street is the first historic district in Florida to be designated for its significance in early- African American history. Unfortunately, many of the neighborhoods that were surveyed and proposed for historic district listing were not designated due to owner objection. Of these, Porter's and Fifth Avenue, both predominantly African-American neighborhoods, are seeing massive physical neighborhood change and gentrification. Neighborhoods near the university that aren't designated, such as College Park, Hibiscus Park, and Golfview are seeing many single-family residential buildings demolished for multi-family student housing, as well as a growth in rental conversions of those previously single-family homes. Porter's and Fifth Avenue do not contain as many mid-century resources as the neighborhoods around the university, but all of these neighborhoods are being affected by Gainesville's rapid growth.

The UF surveys conducted within the last four years show a prevalence of builder ranch-style neighborhoods as well as some architect-designed houses within neighborhoods, the importance of existing landscape and topography, trees and vegetation to the City's physical character. Individual buildings studied represent the mid-century downtown redevelopment into a civic center, often connecting the City government with UF professors through design and planning projects; institutional buildings, such as those on UF's campus, and spiritual buildings that were reflective of the 1950s and 1960s population boom and a time of cultural cohesion through religious community.

The previously surveyed neighborhoods and buildings reveal the significance of the twentieth-century to Gainesville's growth, and continuing development that may not reflect the importance of this heritage. The Gainesville Mid-twentieth Century Survey, Part 2 continues the research into the post-war built environment as a character-defining feature of Gainesville, and provides a basis of understanding of this significance for future stewardship.

3- NARRATIVE HISTORY

The Built Resources of Gainesville at Mid-century (1945-1975) (With excerpts from Context Statement)

Early History and Built Environment⁶

Originally part of the land granted to Don Fernando de la Maz Arredondo by the Spanish in 1817, Gainesville, Florida was officially incorporated on April 14, 1869. The city was located along the first railroad to connect the East and Gulf Coasts of Florida. The local economy in the late nineteenth century was based primarily on agriculture, including cotton. By 1900, Gainesville was the fifth largest city in the state of Florida. The population further increased when the University of Florida opened in 1906 west of downtown on land donated by the city.⁷

By the Great Depression, Gainesville's population surpassed 10,000. The city's center at this time consisted of approximately ten square blocks of government, commercial, and retail buildings dating from the late nineteenth and early twentieth centuries. Government buildings like the 1911 Federal Building (now the Hippodrome Theater at 25 SE 2nd Place) were designed in the Beaux-Arts style with classically inspired ornament.

During this period, most of Gainesville's residents lived in neighborhoods located within an approximate two-mile radius of downtown. The "Duck Pond" community in the northeast quadrant of the City was comprised of a mix of architectural styles, ranging from Neoclassical to Colonial Revival to Arts and Crafts Bungalows. In the northwest quadrant, the Pleasant Street neighborhood became home to many of the city's African-American residents who occupied vernacular wood frame houses, including "Shotgun" types, and later, Bungalows.

The early buildings of the University of Florida were designed in a Collegiate Gothic style made of mostly red brick with limestone, terra cotta, and cast-stone details. The original campus plan was developed by architect William August Edwards of Columbia, South Carolina, with later buildings and alterations made by Rudolph Weaver, the first Dean of the School of Architecture when it opened in 1925. Weaver oversaw the growth of the campus in the postwar period and the transition from Collegiate Gothic to modern architecture as the University rapidly expanded following the Second World War.

Postwar Growth

Mirroring the situation across Florida and the country, Gainesville experienced significant growth during the decades that followed World War II. The increase in population can be attributed to a number of factors. Florida, for example, became a significant training ground for the military. Bases like Camp Blanding – located some 35 miles from Gainesville – trained tens

⁶ Much of this History text was written by Cleary Larsen, *Gainesville Midcentury Survey 1930-1975*. (2018).

⁷ Steve Rajatar. *A Guide to Gainesville* (2007).

of thousands of soldiers, some of which, upon returning from deployment, chose to relocate to the state.⁸ As described by historians Nick Wynne and Richard Moorhead,

Many of those who came to the state looking for work or who were stationed here in the military stayed or returned, and in 1950, the permanent population of the state was recorded at 2.8 million, up from the 1.9 million recorded in 1940.⁹

Known as the ‘Baby Boom,’ the marked increase in the postwar birth rate also contributed to the period’s growth. Between 1940 and 1980, the population in Gainesville increased by more than 67,000 residents. The increase in school-age children led to the need for more classroom space and public schools. In 1948, the Alachua County School Board predicted that the situation would become a “dire emergency” in Alachua County over the next two and half years. Gainesville architect Sanford Goin offered a plan for constructing 30 by 35-foot individual wooden class rooms on school campuses, as a temporary form of housing until permanent school facilities could be designed and constructed.¹⁰

Perhaps the greatest reason for Gainesville’s dramatic growth was the expansion of the University of Florida. With the introduction of the GI Bill and full integration as a co-educational institution, the University’s enrollment dramatically increased from 587 to some 8,000 in the year that followed the end of the war (1945-1946). African American students added to these numbers following desegregation of the campus in 1958. By 1960, there were some 20,000 students and faculty. The dramatic increase in students, particularly married students, and faculty and staff that were year-round residents, created a demand for housing and helped fuel the city’s suburban growth.

In 1950, a quadrant street system was proposed to assist in planning the city’s growth. University Avenue became the east-west axis and Main Street was made the north-south axis forming the quadrants: northeast, northwest, southeast, and southwest. With the exception of University Avenue, Main Street, Waldo Road, and Depot Street, existing streets names were converted to a grid of numbered streets, avenues, places, roads, and lanes.¹¹

During the 1960s and 1970s, the City of Gainesville conducted an aggressive campaign of annexations including large areas of the surrounding suburbs on all sides of the urban core. The plats of the Suburban Heights neighborhood, dating from 1964 to 1973, were included in this acquisition.

⁸ *Florida in World War II: Floating Fortress* (2010). Nick Wynne and Richard Moorhead. Charleston, SC: History Press.

⁹ *Ibid*, 14.

¹⁰ “Alachua Said Facing School Housing Crisis,” *The Tampa Tribune*, December 15, 1948, Page 2.

¹¹ Rajatar.

Redevelopment of Urban Core

The urban core of Gainesville also transformed during this period. The approach to the redevelopment of the City reflected what was happening nationally with the federal Urban Renewal Program.

The major period of urban renovation in the United States began with Title I of the 1949 Housing Act: the Urban Renewal Program, which provided for wholesale demolition of slums and the construction of some eight-hundred thousand housing units throughout the nation. The program's goals included eliminating substandard housing, constructing adequate housing, reducing de facto segregation, and revitalizing city economies. Participating local governments received federal subsidies totaling about \$13 billion and were required to supply matching funds.¹²

In Gainesville, five new government buildings were constructed between 1958 and 1978. Housing city, county, and federal functions, these buildings were designed in modern styles and were surrounded by public plazas and open space. Collectively, these buildings and the open space that connected them established a new civic center. The re-envisioning of the City's civic center with modern buildings and spaces aligned with the optimism and progress that has come to define the period.

Order through a modernist approach to architecture and urban design was a focus of a "downtown renewal" study commissioned by the City of Gainesville the same year the Federal Building opened. Published in 1965, the final report included an assessment of existing buildings and proposed a master plan for the redevelopment of the City's core. One of the principal goals was to make the urban center more accessible by car. Design objectives included: circulation and parking, public transportation, land use, civic center, retail centers, and design. The proposed land use changes suggested replacing existing, prewar residential

The greatest amount of change in postwar Gainesville, however, occurred with the expansion of the suburbs including residential neighborhoods and civic and commercial development along primary transportation corridors.

Housing Demand and Suburban Development

Across the United States, the return of World War II veterans and increase in birth rates spurred a demand for middle-class housing. New mortgage opportunities and the use of industrialized, prefabricated materials and standardization of construction methods helped provide housing quickly and alleviate some of the need. In 1950, some 1.7 million single-family houses were constructed up from only 114,000 new units in 1944. Working through UF's Bureau of Economic and Business Research, Assistant Professor Carter C. Osterbind found that Florida had a 50% housing increase between 1940 and 1950.¹³ With the proliferation of

¹² <https://www.encyclopedia.com/history/united-states-and-canada/us-history/urban-renewal>

¹³ "Home Construction Gains 50 Percent," *The Tampa Tribune*, September 8, 1952, 24.

automobile ownership and use, most of these homes were built in the burgeoning postwar suburbs. By 1955, suburban residences accounted for more than 75% of the U.S. housing market.

The postwar housing shortage was particularly pronounced in Gainesville as the University of Florida rapidly expanded its faculty and enrolled more students, many of whom were supported by student loans authorized through the federal “GI Bill” (Serviceman’s Readjustment Act of 1944). Forecasting the need to house married students, then UF President John J. Tigert told the state board of control in October 1945 that “everything indicates there is going to be an abnormal concentrated [sic] of these married veterans in Florida and California. This thing is going to hit us hard.”¹⁴ Up from approximately 800 during the Second World War, by 1948, UF was housing nearly 4,832 students including 3,784 single men, 240 single women, and 80 couples. That year, the University appealed to admitted students “to delay their entrance until February, when more accommodations will be available.”¹⁵ Faculty housing was also a challenge.¹⁶ That same year, the University leased rooms at a local hotel to house 28 faculty members and their families for an extended period of time.¹⁷

In meeting the housing shortage, Gainesville began to physically expand as new homes were added to vacant lots in existing neighborhoods and new parcels were created on annexed land. Early expansion was particularly concentrated in areas within close proximity of the University. Some of these suburban neighborhoods were initially platted and developed prior to the war. North of campus, for example, new residences were constructed in suburban neighborhoods like University Park and Florida Park. Located between campus and the growing northern suburbs, College Park began to develop as a mixed-use area with commercial structures, churches and small-scale apartment complexes, among other buildings.

Carol Estates was one of the earliest suburban residential developments annexed into the City. Located to the east of the downtown core, on land that was possibly used for growing pine trees and harvesting turpentine, the neighborhood’s original plat was 1955 with a second plat in 1965. The neighborhood was designed and built as a whole and was intended to be a community with services including commercial area and new schools (Metcalf Elementary and Howard Bishop Junior High). Original owners were offered a choice of residential types and plans that included linear ranch homes (the most prevalent) and a mid-century modern house option. The developer, Hugh Edwards, Inc. would become one of the leading builders in North Central Florida.

¹⁴ “Married Students Give U. of F. Housing Headache,” *Tampa Bay Times*, October 14, 1945, 49.

¹⁵ “Florida U. Asks Student To Wait Until February,” *The Tampa Tribune*, August 20, 1946.

¹⁶ “Space for Students Available at U. of F.,” *Tampa Bay Times*, August 22, 1948.

¹⁷ “State Leases Gainesville Hotel to House Professors,” *The Tampa Tribune*, September 19, 1946, Page 12

There are approximately 57 residential, suburban neighborhoods that were developed in Gainesville from 1927 to 1977. Ten of these neighborhoods were platted during the 1920s and 1930s with many of the houses being constructed in a suburban ranch or mid-century modern style in the two decades that followed the end of World War II. During this period, the population of Gainesville shifted west and the majority of these suburban residential communities were constructed in the City's northwest quadrant. The move west was prompted in part by the opening of Interstate 75 from Lake City to Tampa in 1964.

Commercial businesses began to appear along the major transportation corridors that connected downtown Gainesville with the emerging suburbs, in particular, NW 13th Street. Forming the eastern boundary of the University of Florida campus, NW 13th Street between NW 16th and NW 39th Avenues experienced significant development. This development was spurred in part by the construction of the Gainesville Mall, "the first regional shopping center" and the "largest center between Orlando and Jacksonville."¹⁸ The mall provided a controlled environment of 284,000 square feet, supported 35 stores and offered 2,000 parking spaces. The mall was developed by Asa G. Candler V, great grandson of the founder of Coca Cola Company, in partnership with Robert S. Griffith of Atlanta.¹⁹ The area also included a movie theater (south) and Howard Johnson Motel (north).

Although much of the new suburban development occurred west of downtown and the University of Florida, residential neighborhoods and commercial enterprises also appeared east of the City during this period. The distinction between these zones of developments was largely based on race.²⁰

Racial Divide in the Community

The Civil Rights movement significantly changed the social and cultural context of post-World War II Florida. The U.S. Supreme Court's ruling on *Brown v. Board of Education of Topeka* in 1954 helped move Florida toward integration of public schools. Federal legislation, however, would take another decade: leading to passage of the Civil Rights Act (1964) and Voting Rights Act (1965).

Since the end of the Civil War and the Reconstruction that followed, a racial divide occurred in Gainesville that continued through the era of Jim Crow and into the post-war period.²¹ Caucasians made up the residents of the suburbs that expanded westward. Even in Carol Estates on the east side of town, the community was originally constructed for, and occupied by, Caucasian families well into the 1970s. The residents of the older neighborhoods east of the

¹⁸ "Air-Conditioned Mall Center for Gainesville," *The Tampa Bay Tribune*, March 26, 1967.

¹⁹ Ibid.

²⁰ Cleary Larsen, *Gainesville Midcentury Survey 1930-1975*. (2018).

²¹ Define Jim Crow Laws: <https://www.britannica.com/event/Jim-Crow-law>

City became predominantly African-American. Some eastside neighborhoods were developed specifically for families of color at a time when they could not secure loans. Lincoln Estates, developed by Phillip Emmer for example, drew national attention for its quality and forward-looking vision for racial equity.

Starting in Miami, Florida, Philip (Phil) I. Emmer moved to Gainesville, Florida where he became “one of the largest developers” of “turnkey public housing projects” sponsored through the U.S. Department of Housing and Urban Development. Some 600 residential units were built in Lincoln Estates between 1960 and 1969. Home prices started at \$9,000.00 with a down payment of \$250.00. Lincoln Estates became a national model and Emmer began to advise federal officials and builders who were interested in affordable housing communities.²² In 1966, the National Home Builders Association in Washington, DC made Emmer, Chairman of the Low Income Housing Committee.²³ Emmer worked closely with the prospective buyers of the houses, helping them with down payments, utility payments and with the transition to home ownership. Most significantly, Emmer was influential in revising financial criteria to be considered for determining mortgage and loan eligibility for prospective buyers, in recognition of the realities of the economic lives of many in the African-American community.

The Civil Rights Movement in Gainesville

Progress toward equality was slow in Florida and the south. *Florida Memory* describes the resistance of integration:

On May 17, 1954, the modern Civil Rights Movement had its first major victory on the federal level with the Brown v. Board of Education decision that found the segregation of public schools unconstitutional. But public opinion in the nation was far from unanimous on the issue of segregation. U.S. Representative John Bell Williams (D-Miss) called the day the decision was made "Black Monday." Organizations of white pro-segregationists called White Citizens' Councils formed across the South to organize opposition, sometimes violent. Governors and state legislators were slow to enact integration.²⁴

African-American churches, through the work of congregation members and pastors, played pivotal roles as the organizational hubs for Civil Rights activities across the nation. In Gainesville, a key locus for meetings and workshops was the Old Mount Carmel Baptist Church, on NW 4th Street in the Pleasant Street Historic District. Under the guidance of pastor Rev. Thomas A. Wright, pastor of the Mount Carmel congregation, whose influential work as a voice of the Florida Civil Rights movement galvanized the congregation, the Church building with its

²² Gainesville’s Greatest Leaders, Gainesville Biz Report (December 14, 2010) <https://gainesvillebizreport.com/gainesvilles-greatest-leaders/>

²³ “Lincoln Estates—Dreams Now a Reality” *Tampa Bay Times*, May 8, 1966.

²⁴ https://www.floridamemory.com/photographiccollection/photo_exhibits/civil-rights/civil-rights2.php

two-level of public meeting rooms, and central location, fulfilled this role in the community. In a 1986 interview with Rev. Wright, he recalled the conditions for African-Americans in the City.

I saw a need for public housing as soon as I got here. I saw a need for daycare centers, and I had it in the back of my mind to do something about black business, and there was a great need for civil rights in Gainesville. I felt that eventually there would be a need for more than a church, and I saw all of these things that needed attending. [...] I saw the opportunity to pastor a community as such, and that is what I had in mind, not just four walls of a particular church but, to do things that would benefit not just 4,000 people but maybe 20,000 people, you think in terms of Gainesville and the black community and others.²⁵

Ten years after *Brown v. Board of Education of Topeka*, the integration of Alachua County Schools began. Beginning in 1965, there was a voluntary program for school choice, called the freedom-of-choice desegregation plan approved by US District Court. Rev. Wright led the NAACP's effort to file a lawsuit against the Alachua County school board and was the driving force encouraging more African-American students to enroll in formerly all-white schools. His daughter LaVon Wright, became one of the first three students to attend Gainesville High School. The process was at times challenging, including a riot that broke out at Gainesville High School. Full integration took place in February 1970 with the closing of the formerly African-American educational institution, Lincoln High School.²⁶

In 1965 Wright became the first African American city commission candidate in Gainesville's history since Reconstruction. In his program, he called for increased cooperation between the city and the University of Florida, new ways to attract industry and the creation of additional employment, development of anti-poverty programs, expansion and improvement for recreational facilities, and the use of capital improvement funds to develop new safety programs for children.²⁷

Town and Gown Modernism

A significant number of the new buildings that were constructed in Gainesville at mid-century were designed by faculty and graduates of the University of Florida – the first architecture program in the state public university system. In 1957, Turpin Chambers Bannister was appointed Dean of the renamed College of Architecture and Fine Arts. Bannister was responsible for two important trends in architectural design and the built environment. By working with F. Blair Reeves, FAIA, an influential figure in local state and national historic preservation movement from the late 1960s on, the University of Florida fostered the academic study of historic preservation through research and coursework. Bannister's other stroke of

²⁵ "Interview with Reverend Thomas Alexander Wright, January 23, 1986," 8.

²⁶ Matheson Museum exhibition "Integration of Alachua County Schools."

²⁷ "Second Gainesville Negro Seeks Post," 20.

genius was in recruiting leading modernist architects, such as Harry C. Merritt and Dan Branch, to teach in the architecture program.

These faculty members were among the first generation of American-born architects to be trained to design in a modern style. Learning from Walter Gropius and other modernist designers who immigrated to the United States prior to the Second World War, professors and practicing professionals applied and adapted the tenets of International Style modernism to the climate, geography, and socio-cultural context of Gainesville and north-central Florida.

Gainesville provided a ready market to showcase the talents of local designers such as Harry Merritt, David Reaves, Dan Branch, and Jack Moore. Moore, a graduate of the UF Architecture program was an influential figure in the Gainesville design community and designed a number of educational facilities with his partner, architect Sanford Goin. The successor firm, Moore, May and Harrington, designed a large portfolio of institutional, commercial, educational and spiritual structures, including the Lutheran Student Center (AL07307) at the University Evangelical Lutheran Church complex (AL07308) in 1971.

Gainesville presented an interesting palette for regional practicing architects in the 1950s and 1960s, such as Albert Wynn Howell, AIA of Lakeland, Florida (1912-1989). Howell had attended the University of Florida architecture program from 1931-1932. Howell's body of work displayed a range of architectural and aesthetic styles that can be classified as mid-century modern. Strongly influenced by the principles of Organic Architecture, Wynn's design for the University Evangelical Lutheran Church building (AL06918) found an expression in a Midcentury modern aesthetic, coupled with vocabulary that recalled the work of Frank Lloyd Wright and Prairie-style influences.

Though varied in design aesthetics, there were certain concepts and principles that many of these architects explored and that resulted in various built characteristics that can be associated with Midcentury modern architecture seen in Gainesville.

ADAPTATION: The regional adaptation of modernist, often international design principles. This includes the visual and physical connection to the distinct natural setting of Gainesville and north-central Florida. Walls of glass – both moveable and fixed – often open interiors to exteriors. In the absence of air conditioning, many of the buildings were designed to promote air flow and alleviate heat.

EXPERIMENTATION: An overall spirit of experimentation and progress pervaded the designs of UF architecture professors and graduates working in Gainesville. These architects explored emerging technologies and new materials, many of which had been developed as part of the war effort. Some of the prominent materials and features that were used during the 1950s and 1960s include breeze block, hopper windows (wood and aluminum jalousie), glass sliding doors and walls, terrazzo floors, laminated wood structural members, and concrete block masonry. The use of Ocala block, a limestone aggregate-based concrete masonry unit that was produced

in plants located throughout the region, is a characteristic wall material in many midcentury buildings in Gainesville.

STRUCTURAL EXPRESSION: Rather than concealed with finished ceilings and walls, many of Gainesville's mid-century buildings, particularly residences, had exposed roof and walls structures. Lacking air conditioning and insulation and vapor barriers, the load bearing block walls were frequently exposed on the interior, often through the use of single-wythe construction.

Dynamic roof forms made possible by innovative expression of structure are a character-defining feature of the period. Innovative roof shapes were made possible through the use of materials such as reinforced concrete and glu-lam beams. Examples recorded in this survey project include the University Evangelical Lutheran Church building (AL06918), the companion Kaiser Center (AL07397) and the ULC Complex Resource Group (AL07308.)

MODES OF LIVING, WORKING, AND WORSHIPING: Open floor plans are prevalent among the architect-designed, mid-century modern residences of Gainesville as postwar families developed a more informal way of life and interaction. Local mid-century modern architects also used commissions for civic, spiritual, commercial, recreational and educational buildings to explore new approaches to creating space.

The historic preservation movement in Gainesville

It took the loss of several important historical resources by the early 1970s, and the threat of urban redevelopment in and around the "Duck Pond", to galvanize a citizens' movement towards protection of the Old Northeast neighborhood's architectural and historical character. Many of the large, ornate houses of the late 19th and early 20th century had been subdivided for rental apartments since the post-war years, with little regard to their architectural integrity. A key 19th century building within the center of the neighborhood, the Thomas Hotel, was threatened with demolition and redevelopment of the site.

Historic Gainesville Inc. (HGI) was formed in March 1972 as a non-profit organization dedicated to the cause of historic preservation. One of their first projects was to find a successful adaptive use for the Thomas Hotel. As a result of a dedicated group composed of preservation activists, who were also leading professionals in the community, the building was successfully preserved, and the Thomas Center today houses the City of Gainesville's Planning and Building Departments as well as numerous cultural events within the building and the grounds.

Even in the midst of redevelopment plans for the urban core, administrators within the City of Gainesville understood the potential for historic preservation as a redevelopment tool in the downtown area, and had formed a subcommittee to investigate the feasibility of implementing a program. Key figures included prominent figures in the blossoming national historic preservation movement. University of Florida professor and architect F. Blair Reeves had been training his students in HABS documentation and had conducted architectural and historical

inventories around the City for several years. Dr. Carl Feiss, a professor of urban planning, had inventoried the historic structures of Charleston in 1932, and served as executive director for the US Conference of Mayors Special Committee on Historic Preservation. Feiss was the editor of that committee's report document "With Heritage So Rich,"²⁸ which ultimately lent the framework to the creation of the 1966 National Historic Preservation Act.²⁹

The City subcommittee developed public educational programs on the benefits of historic preservation and worked on strategies for funding projects. Volunteers were recruited to conduct inventories, research the history of local buildings and neighborhoods, and develop case studies for local preservation ordinances in effect in other parts of the county. As the HGI webpage noted,

*Eventually, hundreds of people contributed to write the 1978 federal nomination for the Northeast Residential Historic District, as well as a county-wide historic structure inventory. HGI sponsored out-of-town speakers to lecture on historic preservation experiences, both good and bad, in other cities and turned this information over to the city and county planning staffs. Out of the research effort the residents became more than a feisty crowd; they became contributors to a city and county effort that enjoyed broad community support.*³⁰

In an interview, local Gainesville architect, realtor and board member of Historic Gainesville Inc., William (Bill) Warinner AIA, recalls the evolution of the HGI committee for historic preservation.

*We formed and I initially chaired the preservation review, or preservation committee, that morphed ultimately into what became known as the urban conservation advisory board. And that was a standing committee. Now [called] the urban conservation advisory board. Then that morphed into the city's historic review board, historic preservation review board. So all of that came together.*³¹

From the inception of the preservation movement in Gainesville in the early 1970s into the 21st century, the City of Gainesville remains committed to the benefits of historic preservation and continues to promote historic preservation as a tool for sustainable community revitalization. Recent issues addressed by the City include the use of innovative regulatory tools such as the creation of heritage overlay districts (areas that and preserve distinct identities of neighborhoods, where the area may not meet the traditional criteria for a designated historic district, and expansion of the historic tax credit to these designated areas.

²⁸ "With Heritage So Rich", Random House, 1966.

²⁹ <http://www.afn.org/~hgi/> Web page link for Historic Gainesville Inc.

³⁰ <http://www.afn.org/~hgi/> Web page link for Historic Gainesville Inc.

³¹ Interview with architect Bill Warinner AIA, February 2020.

4- RESEARCH DESIGN

Introduction & Objectives

The City of Gainesville is a Florida Certified Local Government,³² a designation denoting that historic preservation is a matter of public policy, and requires the integration of historic preservation planning within the comprehensive planning decisions.

The City possesses a rich and diverse architectural heritage, and interest in preserving the heritage of Gainesville began as a community initiative in the 1970s in the neighborhood around the “duck pond,” now called the Northeast Residential Historic District. The first comprehensive survey of the City was conducted in 1980 and resulted in listing over 1,773 properties on the Florida Master Site files [ii], the inventory system used by the State of Florida. This early survey work recognized the historical and architectural significance for many of the City’s historical and architectural resources that predated World War II. Subsequent survey projects have resulted in a total listing of over 6,900 properties in Alachua County prior to the start of this survey project.

Gainesville experienced explosive growth after World War II, driven by national cultural trends and by the expansion of the University of Florida. Returning servicemen were encouraged to attend college through the GI Bill. Increased job opportunities spurred the construction of new commercial and institutional centers to provide services for the burgeoning population. New housing developments, financed by government backed entities that dictated specific design features, were built on both the east and west sides of the historic urban core of the city.

Many of these structures embraced a new style of architecture. These structures incorporated principles of Modern design with a distinctive regional style. This unique architectural character was promulgated and celebrated by the faculty and students of the School of Architecture at the University of Florida, which had become a renowned center for avant-garde design. Through their local commissions this innovative group of architects explored the relationship between buildings, topography, landscape and the semi-tropical natural environment, using a modern architectural vocabulary and a palette of local and regional materials. Some notable faculty members included Dean Bryant Vollendorf, who had studied under Frank Lloyd Wright. Other notable local architects who practiced in the region include Harry Merritt, Jack Moore, David Reaves, Dan Branch, and Gene Leedy.

Unfortunately, many potentially significant examples from this period of architecture have already been demolished or are under severe threat from development pressures. Recent notable losses include St Michael’s Episcopal Church, an example of Organic design principles applied to a modernist structure, designed by Nils M. Schweizer, a disciple of Frank Lloyd Wright, and demolished in 2019. Another recent loss is the Florida Motel, and early 1940s chert stone-village motel with a sign exemplary of roadside architect, lost in 2018.

³² <http://dos.myflorida.com/historical/preservation/certified-local-governments/> (accessed 04/22/18)

In response to earlier losses and continuing threats to the City's post World War II heritage, concerned citizens formed Gainesville Modern Inc., a non-profit group dedicated to increasing awareness of, and advocating for, the study and preservation of the built environment. Through a preliminary windshield survey, the group identified hundreds of potential sites for inclusion in an inventory of historical and architectural resources of the period.

The Historic Preservation Program at the University of Florida built upon this interest in post-war heritage to incorporate these studies in the curriculum. The program's graduate students inventory and assess both individual buildings and contributing structures in neighborhoods, with the aim of identifying those resources for inclusion on the Florida Master Site File and for potential eligibility for the National Register of Historic Places. In the last five years, students have conducted preliminary assessments for several dozen individual buildings and the neighborhoods of Florida Park, Kirkwood, Colclough Hills, Palm View Estates, Westmoreland, Carol Estates and Lincoln Estates.

With a successful historic survey project completed in 2018, the UF Historic Preservation Program, the City of Gainesville Planning Department (Dept. of Doing), and Gainesville Modern Inc. have again partnered for the current 2020 Small Matching Grant project funded in part by the Florida Division of Historical Resources. The scope of work includes; a survey of eligible resources, preparation of new and updated Florida Master Site File Forms, archival research for various contexts and themes, dissemination of research findings, development of a Story Map based on the updated geospatial database, and creation of a project webpage.

Objectives of the current grant project include:

- Continuing to Increase awareness of the mid-century era as the single-most important era for defining Gainesville's current built environment.
- Continuing to Increase awareness of Gainesville's mid-century structures and neighborhoods, as well as the role of local builders, developers, and architects, especially those connected with University of Florida.
- Surveying and creating FMSF for a minimum of 300 new structures.
- Preparing two nominations to the National Register of Historic Places.
- Making recommendations for significance of these structures.
- Advocating for means of their future preservation.
- Document and curate Gainesville's mid-century history through collection of archival material and placement in. historic repository.
- Promoting distribution of the project research to the general public and to the city government through presentations, digital platforms, and future exhibits.
- Educating future professionals in historic preservation in survey and research methodologies, and in the importance of preservation of the recent past.

Survey criteria- Federal and State Standards

The Florida Master Site File (FMSF) is the State of Florida's official inventory of historical, cultural resources. Criteria for assessing a site's potential for inclusion on the inventory are based on the National Register of Historic Places (NRHP). The Florida Division of Historical Resources (FDHR) uses this same criteria, but in a less restrictive manner for assessing which properties to record in the Florida Master Site File. Properties that are significant on a local level, and which may not be eligible for inclusion in the NRHP, could potentially be included on the FMSF. The Florida Master Site file documents create a permanent database of the state's historical resources.

Factors to be considered include the *age of the resource*, its *integrity*, and *significance*. The NRHP recognizes those resources that are usually at least 50 years of age. The FMSF uses 45 years of age as a guide. However, if the resource is of exceptional importance, more recent resources can be included in the listings.

Integrity is the ability of the property to convey its significance and relates to one or more of these seven aspects; location, design, setting, materials, workmanship, feeling and association. Extensive alterations can affect integrity, such as the use of incompatible replacement materials which alter the character-defining features, or out-scaled additions to the structure.

Significance asks the question: Is the property associated with events, activities, or developments that were important in the past? The resource must be associated with one or more of the following criteria:

- a) events that have made a significant contribution to broad patterns of our history;
- b) lives of persons significant in the past;
- c) embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction;
- d) yield or may be likely to yield information important to pre-history or history.

Certain properties are not ordinarily considered for inclusion in the NRHP. They include cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past fifty years. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

- A religious property deriving primary significance from architectural or artistic distinction or historical importance;

- A building or structure moved from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event;
- A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his productive life;
- A cemetery that derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events;
- A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived;
- A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own historical significance; or
- A property achieving significance within the past fifty years if it is of exceptional importance.

City of Gainesville additional criteria

Our criteria for the survey generally follow State and Federal standards, however, the project team established additional selection criteria for determining which sites to include in this grant-funded scope of work. By assessing and identifying a variety of development scenarios, examples were selected from each of the following conditions.

1. Previously established historic districts with resources that postdate the original period of significance and were deemed non-contributing at the time, and/or with later resources that were not included for assessment.
2. Neighborhoods dating from the post-war period that were built at one time or in discrete phases, and whose buildings embody the modernist design aesthetic of the post-war period.
3. Individual buildings that date from the post-war period that may be significant historically and architecturally.
4. Individual buildings that post-date the period of significance but are potentially eligible for listing on the NRHP due to their exceptional character.

Period of significance: While the survey focuses on post-war resources, the team decided to also include a resource built just before 1945, as this resource was not previously assessed in the 1980 survey project for the Pleasant Street Historic District because it was not yet 50 years old. We have also at times included buildings with construction dates up to 1980, if they are part of a larger neighborhood context, as a future survey for re-assessing these neighborhoods will likely not happen in the next decade during which time those 1980 resources will attain at least 45 years of age.

Survey Methodology

After establishing the criteria for assessing potential historical resources, a survey is the next step in managing cultural and historical resources. A survey is defined as a systematic investigation of properties. There are several different types of surveys. Thematic surveys identify structures of a distinct type or set of criteria. Geographic surveys examine all structures within a defined geographic area to determine eligibility for further study, based on age and integrity, for potential inclusion in an inventory. Both types of surveys were used in this study, thematic for individual buildings, and geographic for the Suburban Heights neighborhoods. Based on available funds, a target for the minimum number of surveyed properties was established in this grant proposal of at least 300 forms.

Documentary research

The first phase consisted of gathering information on the City's history, architecture and neighborhood development patterns. A variety of primary and secondary sources were consulted for identifying individual structures and neighborhoods for potential examination. These include previously conducted historical/ architectural surveys, especially the 2018 survey project, which was instrumental in identifying a large pool of important resources of the midcentury period. Other sources include the previous City of Gainesville reports,³³ interviews with local informants, archival research at the Matheson History Museum, University of Florida Libraries and online collections, and the Public Library, articles from newspapers, architectural journals and other publications from the period of significance, and previous research projects completed by the UF Historic Preservation Program.

The changing design aesthetic of mid-century architecture was examined on a broad scale, both for institutional/ commercial/ recreational and educational structures, and for residential buildings. By studying scholarly and popular sources on the evolution of ranch house design and mid-century modern design, the team distilled and disseminated this information to the survey team participants, which provided a rational basis for assessing the potential for including a resource in the survey and for its significance. One of the sites selected for a National Register nomination within this project, the University Evangelical Lutheran Church, was featured as one of 50 Flagship Structures, in the 2018 publication *Florida's Midcentury Modern Architecture(1945-1975)*.³⁴

The Florida Master Site File database of previously recorded sites and districts within the City limits of Gainesville was also obtained from the Florida Division of Historical Resources. We confirmed that the Suburban Heights community had no previously recorded structures within the area boundaries. The community contained a few non-contributing resources, as 5 of the 329 properties were constructed after the period of significance, and several others had been extensively modified. A handful of the individual commercial, educational, recreational and

³³ "City of Gainesville Report Inventory & Documentation" and "City of Gainesville Timeline of Documents."

³⁴ University of Florida, *Florida's Midcentury Modern Architecture(1945-1975)*. Morris Hylton III Morris and Christine Madrid French, 2018.

institutional sites were previously recorded and these sites were reviewed with an eye to updating the FMSF forms.

Site Selection: Individual properties

The 2020 survey project focuses on recreational, commercial and educational buildings, as these use categories were not addressed in the previous survey project. A list of individual buildings³⁵ was created from a windshield survey performed by the team leader Hylton and a graduate research assistant, using previous research conducted in the 2018 survey and supplemented by Gainesville Modern's *Moderns That Matter* list.³⁶

The Alachua County Property Appraiser's database³⁷ and Map Genius application³⁸ were used to determine information on individual parcels, including the listed construction dates, the location data and building materials. Final selection of properties was based on the distinctive architectural characteristics of the subject properties.

Individual building surveys: These buildings focused on recreational, commercial and educational uses, as these are highly visible and recognizable mid-century structures in Gainesville. The methodology was similar to the neighborhood-wide survey. Grant-funded graduate assistants conducted research on the selected properties, recorded the site data with a team leader, and created FMSF forms, photos and maps.

Site Selection: Neighborhood Survey

The mid-century neighborhood chosen for this project was identified from the 2018 grant project inventory of communities. The Gainesville Midcentury Survey (1930-1975) identified 57 residential suburban neighborhoods as potential mid-century resource areas, which were mapped, and described in short narratives to capture the essential architectural character of each area. From the resulting GIS map with the dates of every building extant in the city, grouped by decades 1940-1980 (Fig. 4-1), neighborhoods that fell within the date range were highlighted for a windshield survey by team leaders.

Criteria for new neighborhood surveys also include the resources' location within the city limits of Gainesville. The existing five historic districts and previous surveys prioritized the oldest neighborhoods adjacent to downtown ("original Gainesville") and neighborhoods adjacent to the University of Florida. The 2018 grant-funded and volunteer day surveys mostly continued this trend, as the neighborhoods nearest the University (Florida Park, Black Acres, Libby Heights/ Skyline Heights, Woodland Terrace) are being and will continue to be affected by the

³⁵ See Table 1-1

³⁶ <http://gainesvillemodern.org/moderns-that-matter/>

³⁷ <http://www.acpafl.org/searchaddr.asp>

³⁸ <http://mapgenius.alachuacounty.us/>

rapid growth of UF. There was also consideration for continuing work in East Gainesville, as two previous historic preservation classes had documented Carol Estates and Lincoln Estates.

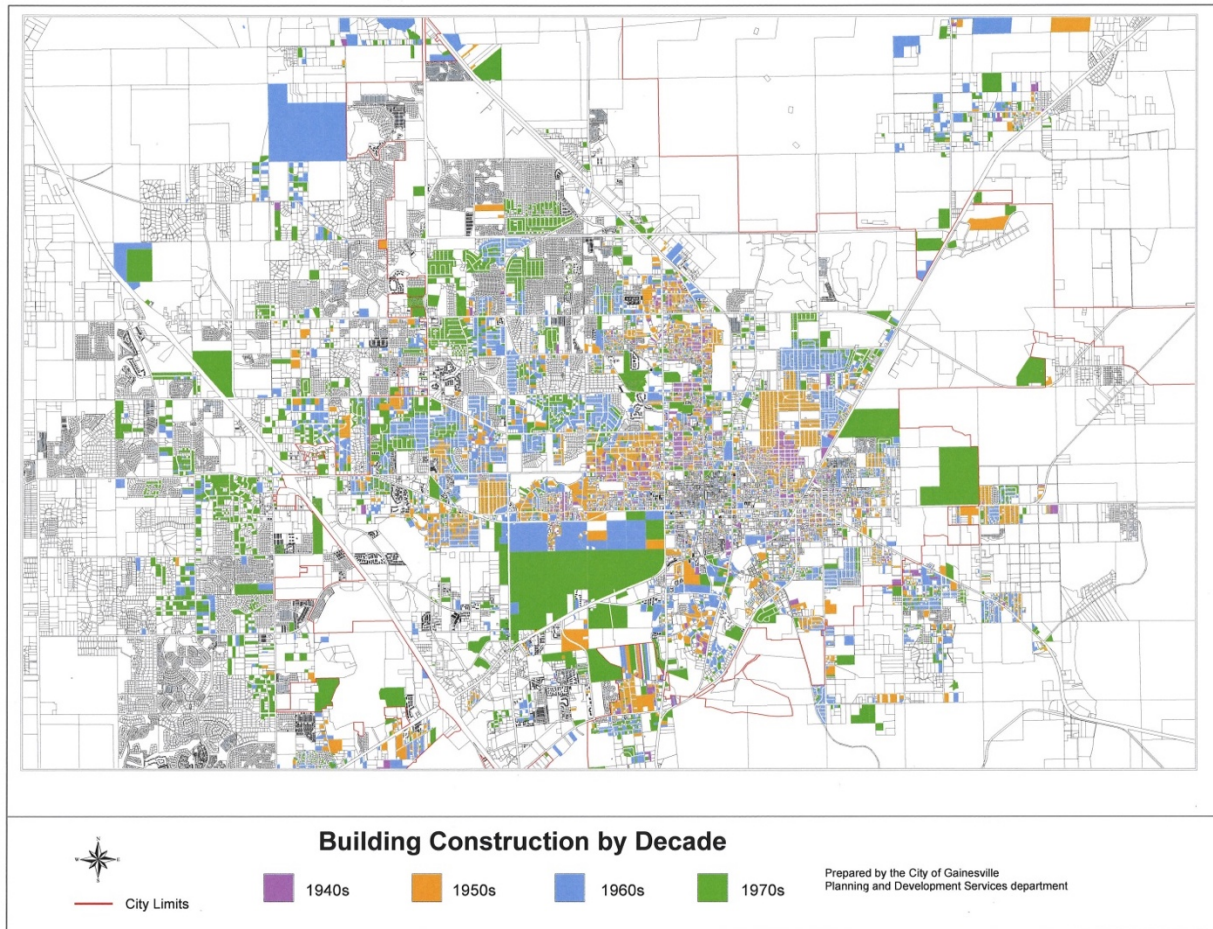


Figure 4-1: City of Gainesville, Building construction dates of extant structures, 1940-1970

After observing a number of neighborhoods that featured mid-century architecture with significant design integrity, the Suburban Heights neighborhood was selected for the 2020 grant project. Reasons for this selection include:

- Suburban Heights represents a distinctive west-side suburban development of the later midcentury period, with most structures built between 1964 and 1973
- The community was featured in the 1970 and 1971 Gainesville *Parade of Homes*
- The homes represent the work of prominent developers and builders from the post-war period
- The residential designs featured distinctive architectural characteristics, with a variety of Styled Ranch house designs representing a renewed interest in historically-referenced architectural ornament that enjoyed a resurgence in the mid-1960s

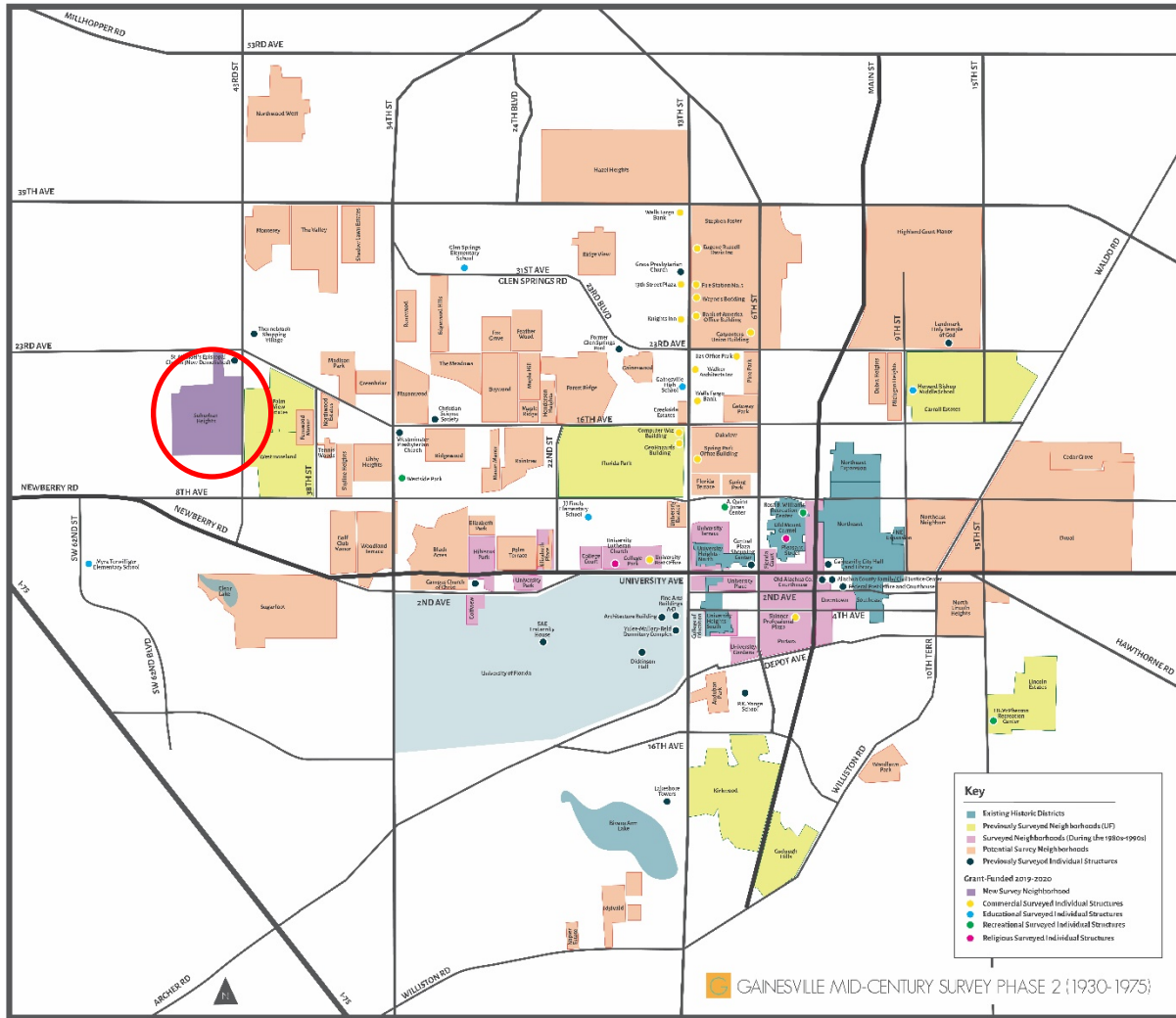


Figure 4-2: Map of previous and potential survey locations (May 2020)

Neighborhood Survey and Volunteer Survey Days:

Continuing the successful volunteer survey program established in the 2018 grant project, survey days were conducted in early February 2020, as a means of community involvement and education. After the December 5, 2019 public meeting, a number of citizens signed up for the survey. The Suburban Heights neighborhood was small enough to be surveyed over three weekend of February 1-2, 2020. The non-profit preservation advocacy group, Gainesville Modern Inc., sponsored the event and provided the infrastructure and the volunteer hosts who established the survey command post in their front yard.

Field Survey Work

The field work for this survey was conducted by two groups, graduate students from the UF Preservation Program, and volunteer teams aided by students and historic preservation professionals who were familiar with the FMSF process. The project team utilized the successful preliminary survey form for use in the field that was developed for the 2018 survey project,

updating and revising the content based on the FMSF form fields and capturing specific site location information and physical description.³⁹

From previous UF survey studies, the project team developed a scale for a preliminary ranking of integrity: 1 (most intact), 2 (sensitive or reversible modifications), and 3 (least intact). This scale was used to assist the survey teams in developing an evaluation of significance for meeting the criteria for listing on the NRHP.

Before each survey, a list of addresses in each neighborhood was developed from GIS mapping. For the volunteer survey, a grant-funded graduate assistant pre-labeled the survey forms with addresses, ACPA date, lot number, lot size and other preliminary information. The survey forms were divided by location into groups of ten, with a key map highlighting each group, and given to the volunteer teams. Once the volunteers finished a set of ten, they could return for more.

The graduate students also updated the visual field guide which identified key stylistic features of post-war architecture, and was tailored to the specific characteristics of the community.⁴⁰ (See Appendix) During volunteer survey days, an initial “training” was led by one of the team leaders. Using an existing house in the neighborhood as an example, the leader described the house per the elements on the survey form, referring to the visual field guide as a resource for selecting the right description. Novice volunteers were paired with team leaders, historic preservation students and professionals in order to assist with survey and answer any questions about the process or mid-century architecture. These teams completed the field survey form and photographed the structures with cameras or cell phones. The images were gathered at the end of the survey day onto a team laptop. The survey packets were gathered and stored for future use in preparing FMSF forms and packets.

After the survey, a graduate assistant created a preliminary survey log; each individual building was listed on an excel spreadsheet database. The fields capture the parcel identification, address, date of construction, and architectural data obtained from the ACPA database. As the FMSF forms are completed, the spreadsheet is populated with additional data, including architectural style, key architectural and material features, historical information, integrity ranking and the assessment of significance. Once the field survey work was completed, the number of parcels for inclusion in the survey was established, based on the site selection criteria and the integrity rankings. Upon receipt of the number range on the FDHR Number Assignment Request Form, each eligible parcel was assigned a FMSF number, which was recorded on the spreadsheet master database.

Field Survey Methods

The teams were cognizant of private property rights and recorded the majority of the resources from the right-of-way. In some cases, large setbacks and dense vegetation obscured the view of

³⁹ An example of the survey form is included in the Appendix.

⁴⁰ This visual aid is included in the Appendix.

the property. Where possible, team members spoke with local residents and were often invited onto the properties or into the houses for a closer look.

Production of FMSF forms, maps and supplemental information

Following the field survey work, FMSF forms were created by the graduate research assistants and students. Using the FMSF PDF template, the data entry included the parcel identification data obtained from the ACPA database, architectural data observed in the field, style selection based on the drop-down menu choices, and current and original uses. A short narrative describes the distinguishing architectural features, (including style variants or architectural styles not yet included in the FMSF drop-down menu). The condition assessment for each building is based on field observation of apparent structural integrity, roof condition, exterior wall materials, openings (windows/doors) porches, landscape features, and general appearance. The building description is summarized in the Narrative Description section of the form.

For completing the Research Methods section of the form, each site was researched through a FMSF record search request, property appraiser/tax records, plat maps and a permit search based on the ACPA database records for recent building permits. Many parcels were further investigated through library/archival records at the City of Gainesville and the University of Florida special collections and digital database, other photo collections, neighbor interviews and archival sources noted in the Documentary Research section of this report.

Each site was then assessed for an Opinion of the Resource Significance section of the form. Based on the integrity considerations and rankings, each site was assessed for its potential for listing on the NRHP individually or as part of a district.

Accompanying each FMSF form are the requisite maps, a location map (usually noted on the Quarter section map), and the USGS map. Each file contains at least one photograph, taken with a DSLR camera and complying with FDHR photographic standards. Some files include supplemental information, such as other reports and research papers and presentations, articles and list of references. A quality assessment of FMSF forms, maps and photos was completed by one of the team leaders.

Project completion requirements

At the completion of the project, a Survey Log Sheet was prepared, defining the project boundaries and describing the survey. This document was completed in conformance with FDHR document Guide to the Survey Log Sheet v.5.0.

The final survey report summarizes the results of the survey, key research findings and recommendations for future survey projects, in conformance with the requirements of State of Florida, Chapter 1A-46 F.A.C., Archaeological and Historical Report Standards and Guidelines.

Graphic Design and Logos

In order to put a recognizable face to the survey project, the project leaders decided it was important to have a graphic style for marketing and presentation materials, as well as the Design Guidelines. Created for the first phase of the project in 2018, graphic design for the project included development of a color palette, graphic logos that represented iconic Gainesville buildings and typical mid-century architectural types, and a header that could be used on letters, posters, flyers and handouts. This logo has been updated, using icons designs based on structures that are included in this phase of the project. (Figure 1-1.) The team used the previously created “Mod Squad” buttons for the volunteers to wear while surveying.⁴¹

Public presentations

Public presentations are an essential tool in disseminating information about this survey grant project. The first public presentation on December 5, 2019 covered the scope of the grant project and solicited for volunteer participants. Over 40 participants attended the meeting, which provided a tool for volunteer identification and community support for the project.⁴² While a second public presentation was part of the plan, due to unprecedented national crisis created by the Covid-19 pandemic, University of Florida policy required us to cancel the event planned for May 2020.⁴³ Instead, project findings will be made available to the public through several channels, including web pages and posts through the partner organizations websites and a story map created from the digital database and available on the City of Gainesville website.

Publicity

The publicity for the project comprised multiple media, including written press releases, website updates, social media and email notifications. The City’s Communications team worked with the Project Team to write press releases for media release and the City’s website.

In addition, we used social media coverage and website updates to publicize our survey days and the public meeting. These included the Facebook pages and websites of the City, the UF HP program, and Gainesville Modern.

Expected Results and New Paths for Additional Research

Residential community findings

The previous coursework surveys undertaken by the UF Historic Preservation program provided a good introduction to the different types of mid-century neighborhoods that are found in Gainesville. These include: pre-war historic neighborhoods (designated or not) with sporadic mid-century infill, neighborhoods like Florida Park, which strongly relate to the organic landscape and topography of the area and contain a mixture of builder houses and architect-designed houses; and mid-century neighborhoods conceived and built during the period of

⁴¹ Graphic Design examples were submitted during Reporting 1.

⁴² Public Meeting #1 sign-in sheets, handouts, and presentation are submitted as part of Deliverable #4.

⁴³

study. This project's survey community, Suburban Heights, exemplifies another type of neighborhood, the "pure" builder/ developer community, characterized by the use of architectural typologies and repetitive plan types as a selling point.⁴⁴

The Styled Ranch facade elements that characterize Suburban Heights and found in other developments within the City, reflect the public's desire for the comfort of these "traditional" features during this period of the mid- 1960s to mid-1970s.

As seen in previous studies, there are some standard modifications to these mid-century residential buildings, such as the replacement of some original cladding materials. The original roof coverings have cycled through their life spans and are typically replaced with fiberglass shingles or sheet metal roofs. Some of the original aluminum awning windows and jalousie windows remain, but many homes have replaced these features with vinyl or white aluminum windows, often in single-hung configurations, but generally maintain the size and location of the original wall openings.

Individual Buildings

The commercial, recreational, educational buildings selected for this study reflect the innovative architectural design of the period.

New Paths for Future Research

Research into the Civil Rights era in the City of Gainesville allowed the opportunity to reflect upon the extraordinary legacy of the Rev. Thomas A. Wright (1920-2014), one of the leaders of the Civil Rights Movement in Gainesville and St Augustine. Rev. Wright exerted a profound influence in the statewide movement for equal educational, social and economic opportunities for African-Americans and the full integration of public schools. As pastor of the Mount Carmel Baptist Church congregation from 1962 until 1984, Rev. Wright galvanized the community, and the Old Mount Carmel Baptist Church building played a significant role as a place where the local movement organized and strategized the campaign for social justice.

⁴⁴ "Lifestyle '70- Live a Dream" Parade of Homes, 1970. Brochure on microfilm, UF

5- DISCUSSION OF THE PROJECT WORK

Volunteer Survey Days and Neighborhood Survey

Suburban Heights (see Appendix for survey log)

- Plat Dates: 9 plats 1964- 1973
- Boundary Streets: NW 43rd Street, NW 23rd Ave., NW 13th Ave, Granada Estates and Kingswood neighborhoods to the south
- Survey Date: January 2020. Twenty volunteer hours during the survey day plus ten graduate student hours for prep and wrap-up. 329 properties were surveyed.
- Description: The neighborhood comprises a total of 329 buildings, of which 324 are considered contributing to the period of the survey, dating from the mid-1960s to early 1970s. Most of the contributing buildings retain a high level of their design and material integrity. Common alterations, such as replacement of windows usually are done with respect to the original design and opening size, and do not compromise integrity. Streetscape features include landscaped roundabouts at street intersections. (Fig. 5-1)
- Results: 329 new FMSF forms
- Recommendation: Assess neighborhood for potential historic district status. Consider creation of a historic district with significance based on Criterion A, patterns of mid-century suburban development in Gainesville, Consider significance under Criterion C, for the variety of Styled Ranch house types prevalent throughout the neighborhood, as representative of the later trends of mid-century resources (1960s-1970s). There is a potential risk that future development may threaten this significant but non-designated, neighborhood.



Figure 5-1 Streetscape feature in the Suburban Heights neighborhood

A brief history of Suburban Heights

Suburban Heights is a residential neighborhood located in the northwest quadrant of the City of Gainesville, Florida. The L-shaped neighborhood is bounded by NW 43rd Street on the east side, NW 23rd Avenue on the north side, the parcel owned by the Episcopal Church to the northeast, NW 13th Avenue on the south side. The western boundary is edged by several other neighborhoods, including Granada Estates and Kingswood. The neighborhood consists of nine sub-units, which were developed from 1964 until 1973. The neighborhood is distinguished mainly one-story, concrete block Traditional Ranch houses and Styled Ranch houses.⁴⁵

Most of the neighborhood was developed over four years from 1964-1968, by two prominent Gainesville land developers and builders. Units 1, 4, 5, and 8 were developed by the company Landmark of Gainesville, Inc.; its President was K.Q. McCoy, Jr., and Secretary W.P. Ridgway. Units 2, 3, 6, and 7 were developed by Littlewood Estates, Inc.; its President Thelma H. Fletcher and Secretary A.W. Fletcher. Unit 9 consists of twenty-three large lots, that extend along NW 19th Place, and was developed in 1973 by four private owners, J.A. Henderson, Amelia B. Henderson, Thelma H. Fletcher, and A.W. Fletcher.⁴⁶

Styled Ranch Houses

While the builders of ranch houses borrowed and combined ideas and tradition from a wide range of sources, in the late 1960s, 1970s and 1980s, a renewed taste for period styles based on earlier architectural traditions emerged.⁴⁷ Traditional Ranch houses frequently incorporate one or more common historic elements, such as shutters, wrought iron, paneled doors. According to Virginia McAlester, the historical details such as Classical columns, Tudor half-timbering, Georgian doorways, and Queen Anne spindle work porches, were applied to typical Ranch-house forms and produced the Styled Ranch.⁴⁸

In general, Styled Ranch houses lack the broad overhanging eaves found on many earlier Ranch houses and omit the earlier design features for windows, including corner windows and picture windows. The Styled Ranch more likely have a dominant entry and traditional multi-paned windows.⁴⁹ Five main styles are common: Spanish, French, Tudor, Colonial Revival, and Neoclassical. All of these styles were adapted to a wide, low, one-story Ranch form, or in the

⁴⁵ Ziedina, Kristine. 2020. Excerpt from Supplement 1 to the Florida Master Site File forms for AL06977 to AL07306.

⁴⁶ Ibid.

⁴⁷ Hubka, Thomas C. "The American Ranch House: Traditional Design Method in Modern Popular Culture," 34.). <http://iaste.berkeley.edu/pdfs/07.1e-Fall95Hubka-sml.pdf>.

⁴⁸ McAlester, *A Field Guide to American Houses*, 2015, pp. 695-704.

⁴⁹ Ibid.

case of Colonial Revival, there were occasional examples of two-story houses.⁵⁰ The presence of bi-level Styled Ranches is characteristic for early 1970s residential developments.⁵¹

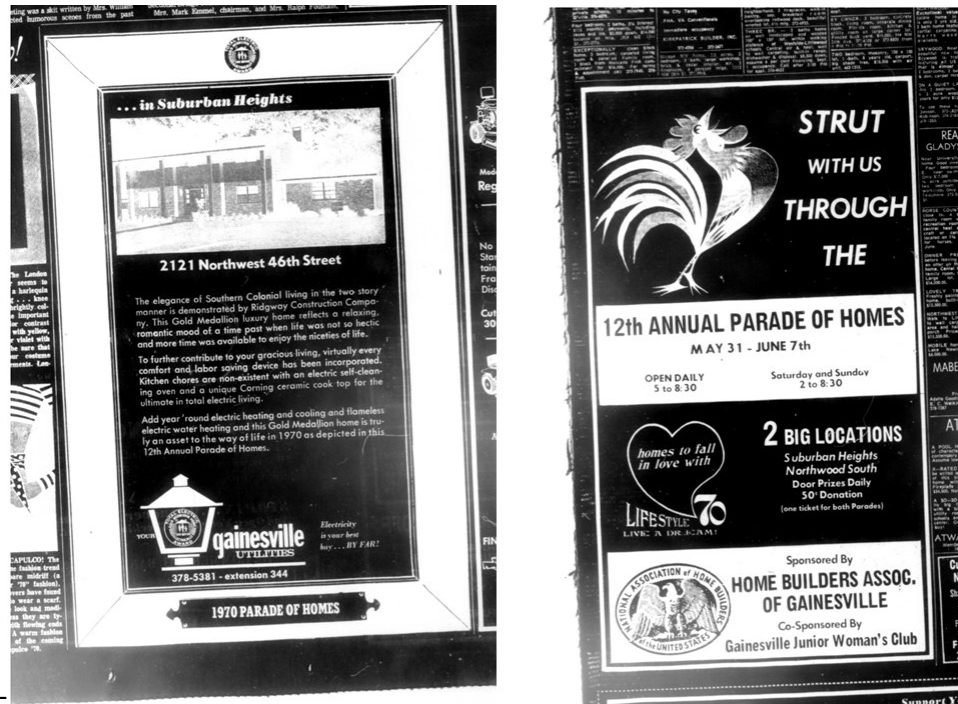


Figure 5-2 Ads for 1970 Parade of Homes featured in *Gainesville Sun* newspaper

Promoted as “Lifestyle 70, Live a Dream” the 1970 Parade of Homes, sponsored the Homebuilders Association of Gainesville and the Gainesville Junior Women’s Club, showcased the Styled Ranch designs of Suburban Heights. Seven properties received dedicated advertisements in the *Gainesville Sun* newspaper. Each ad featured a photograph of the home, the name of the builder and a description of the property, including notable interior features. (Fig. 5-2)

Two properties marketed the exterior style of the homes. The “Kingston” plan by McCoy Homes featured “Old World charm,” expressed through the use of the round arch at the entrance and the buff-colored brick façade. (Fig. 5-3) The house at 2121 NW 46th Street by Ridgway Construction was advertised as a “*Southern Colonial*” house that reflects “*a time past when life was not so hectic...*” Its design style is now considered a Colonial Revival Ranch.⁵² (Fig. 5-4)

⁵⁰ Several examples of the two-story version of Colonial Revival, with 2 story exterior columns can be found in Suburban Heights and in other parts of Gainesville.

⁵¹ Ziedina, Kristine. 2020. Excerpt from Supplement 2 to the Florida Master Site File forms for AL06977 to AL07306.

⁵² McAlester, Virginia. *A Field Guide to American Houses*, p. 696

Desirable features for the interior of the homes included spacious and efficient floor plans. Another area of emphasis was the use of courtyards and private gardens to foster a visual and physical connection between the interior and exterior of the homes. In the ad for a home by Henderson Construction, the ad describes how, “*sliding glass doors open each room to the...courtyard and terrace. The master suite further joins interior and exterior living with a garden bath...*”⁵³



Fig. 5-3 Styled Ranch – Spanish style (AL07917)

Typical features of the Styled Spanish Ranch include a centrally placed-round arched entrance opening, decorative ornamental ironwork, use of stucco or buff-colored brick as seen in this example. (Fig. 5-3)



Fig. 5-4 Styled Ranch - 2- story Colonial (AL07173)

The Colonial Revival Ranch style evolves from the Minimal Traditional Cape Cod cottages of the pre- and early post-war period, and are found on one- and two-story homes. The front door is

⁵³ Ad featured in *The Gainesville Sun*, 1970.

usually placed at the center of the main block in a symmetrical composition, flanked by sidelights and framed with a wood surround with traditional wood molding profile. (Fig. 5-4)

Neoclassical Ranch houses featured a one-story porch with Classical columns, applied to a clustered linear, half-courtyard or courtyard Ranch house form.(Fig. 5-5) In some examples, the columns support a projecting porch with gable facing the street, recalling a classical pediment front. (Fig. 5-6)



Fig. 5-5 Styled Ranch – Neoclassical (AL07155)



Fig. 5-6 Styled Ranch - Neoclassical (AL07917)

In addition to the Styled Ranch houses, Suburban Height also featured the more typical linear and rambling Ranch House plans, as seen in this hip-roofed example in Fig. 5-7. (AL07917) Stylistic features include mill-finish aluminum awning windows and an entrance way articulated by a change in materials. In this example, the garage is integrated into the house plan.



Fig. 5-7 Linear Ranch house (AL07917)

One unique home reflects a Midcentury modern design aesthetic, with a central recessed entrance block clad with horizontal wood siding, flanked by symmetrically-placed, stucco clad, projecting building masses with vertical projecting fins around the window openings that face into the entrance courtyard. The entire composition is capped with flat roofs edged with wide metal fascia that emphasize the horizontal lines of the building form. (Figure 5-8)



Fig. 5-8 Midcentury Modern (AL07218)

Survey of Individual Buildings: Commercial, Recreational and Educational

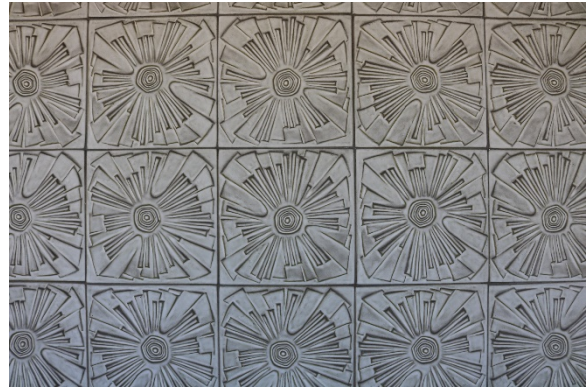
Twenty-eight individual buildings, representing a range of use types have been surveyed by graduate assistants for the Phase 2 project. The buildings represent a variety of uses and architectural styles from within the project period of significance. Examples include commercial, recreational and educational buildings. The levels of integrity and significance for these buildings are fairly high, and quite a few of the commercial, educational and religious structures were designed by notable architects. It is recommended that the buildings be thoroughly reviewed by the City's Historic Preservation Planner in order to develop a list of prioritized potential local or National Register landmarks.

Commercial buildings

Twelve of the commercial buildings surveyed are located along NW 13th Street, the City's post-war commercial core. The area's influence waned after the opening of the Oaks Mall at West University and I-75, but now the area is enjoying an economic resurgence, therefore threats will likely increase to the buildings from the post-war period.

NW 13th Street Plaza (AL07315)

Built in 1972, this L-shaped, single-story office building is capped with precast concrete fascia panels and grey concrete brick walls. The decorative precast wall panels feature an abstracted floral precast motif.



Figs. 5-9a and 5-9b - NW 13th Street Plaza façade materials and precast panel ornament details

825 Office Park (AL07309)

This complex contains three buildings clad with buff-colored brick and capped with asphalt shingle mansard roofs. The exterior walls have inset panels designed with Mesoamerican-inspired patterns; in this project, Aztec symbols are represented in precast tiles.



Fig. 5-10 825 Office Park (AL07309)



Fig. 5-11a and 5-11b 825 Office Park precast panel ornament details – Mesoamerican influence

The Skinner Plaza (AL07321) located in the Porter's area just south of downtown Gainesville contains similar precast ornament. Clad with Ocala block, the one-story complex features clerestory windows capped with a wide metal fascia bands. The exterior walls contain panels with Mesoamerican motives, featuring prominent Olmec head representations.



Fig. 5-12 Skinner Plaza façade (AL07321)



Fig.5-13 Precast panel ornament details – Mesoamerican influence

Many national companies used the innovative materials and structural expressions afforded by post-war modernism to create a brand identity. The Knights Inn (AL07313) occupies the old Howard Johnson motel site, identifiable by its iconic cross-gabled A-frame roof design, which was made possible by the glu-lam beams that form the structure. The clerestory glass in the top part of the A frame allows in natural light and celebrates the inventive spirit of the era. The architect of record for the project was the firm of Starnes & Rentscher, Winter Haven, Florida,



Fig. 5-14 Knights inn (AL07313)

Recreational Facilities

Utilizing a modern architectural vocabulary common to the period construction, the Albert Ray Massey Westside Park Recreation Center (AL07326) is clad with running bond red brick, with flat roofs and wide overhanging eaves. Vertical masses clad with Florida limestone punctuate the horizontality of the form. The taller central section of the building is covered with white stucco, matching the finish on the wide fascia panels. Full-height sections of vertical window walls are inserted between the brick walls. The building retains a high level of structural and physical integrity.



Figure 5-15 Westside Park Recreation Center (AL07326)

The H. Spurgeon Cherry Swimming Pool building (AL07327) is built with similar architectural features and is located behind (east) of the center.



Figure 5-16 Westside Park Pool Building (AL07330)

Educational Buildings

In response to the post-war growth of Gainesville, local schools were expanded and new facilities were constructed in a wide range of modernist designs.

The J.J. Finley Elementary School (AL07325) site bridges the pre-war and post-war periods and is the oldest operating elementary school in Alachua County. Originally designed in 1938 by architects Sanford Goin and Forrest Kelley, the building was completed in 1939, and is built from red brick with a mix of Georgian and Art Deco.⁵⁴

Post-war construction includes the addition of the School Cafeteria, designed by architect Arthur Campbell in 1949. After the war, school buildings no longer were designed in a classical, Georgian or Gothic style, but adopted modernist design principles, usually one-story blocks with flat-roofs, that were enclosed in either glass and metal window wall systems, or brick and concrete wall systems.⁵⁵

⁵⁴ <https://livingnewdeal.org/projects/j-j-finley-elementary-school-gainesville-fl/>

⁵⁵ Tanner and Lackey, 2005, p.12



Figure 5-17 J.J. Finley Elementary School main building 1939 (AL07325)



Figure 5-18 J.J. Finley Cafeteria Building 1949

Gainesville High School, designed by Goin and Moore Architects in 1955, was one of the first schools in Alachua County construed with a “finger plan” layout. The finger-plan schools consisted of a series of linear walkways, often covered with flat roofs on slender metal columns that organized the classrooms along the spines or fingers.⁵⁶ Typical architectural features for finger-plan schools were; direct access to the individual classroom from outside, interiors with ample natural light from continuous full-height ribbon windows and clerestory windows, and roofs with broad eaves.⁵⁷

Sanford Goin was the architect for the Alachua County School Board when Jack Moore joined his firm in 1950. Moore designed many notable schools in the county, first with Goin and later with successor firms where he served as principal; including Santa Fe High School, Buchholz High School, Eastside High School, Howard Bishop Junior High Schools, and the Idylwild,

⁵⁶ Baker, “A History of School Design and Its Indoor Environmental Standards, 1900 to Today.”

⁵⁷ Ibid.

Terwilliger, Glen Springs, Rawlings, Prairie View, Wiles, Talbot, and Hidden Oak elementary schools.⁵⁸



Fig. 5-19 Gainesville High School (AL07324)

⁵⁸ "Jack Moore: Spirit of Gainesville Nominee." *Gainesville Sun*. Sept. 20, 2011.
<https://www.gainesville.com/news/20110920/jack-moore-spirit-of-gainesville-nominee>

National Register Nominations

The University Evangelical Lutheran Church complex



Fig. 5-20 University Evangelical Lutheran Church Complex (AL06918, AL07307, AL7308)

Reflecting a sub-genre of midcentury design that drew inspiration from Polynesian “tiki” architecture, the University Evangelical Lutheran Church (ULC) (AL06918) and ULC Complex (AL07308) is a distinctive landmark located across University Avenue from the UF campus historic district. The church building is noteworthy for the dynamic A frame roof, which dominates the area with its dual-pitched form and projecting copper pinnacles. The exterior walls are enlivened through the syncopated rhythm of alternating width bands and colors of single-wythe concrete block. The sanctuary’s interior space soars skyward through the trussed structure of glu-lam fir roof beams, which meet along the ridge under a copper and glass linear skylight. The Organic Style with Prairie influence is expressed in the wood box light fixtures and suspended wooden stair to the organ loft.

The ULC Complex derives significance in Criterion C as a work that embodies a distinctive architectural style, and excellent craftsmanship in construction. The two buildings that comprise the ULC Complex, the Church and the Kaiser Center (AL07307) were constructed a decade apart, from 1960 to 1970, and represent the work of two important architectural firms in the region. A Wynn Howell constructed a number of important civic buildings in north central Florida. Moore, May and Harrington, was one of Gainesville’s oldest firms and Jack Moore designed major civic commissions and schools in the area.

Old Mount Carmel Baptist Church

Located in the Pleasant Street historic district, the Old Mount Carmel Baptist Church (AL07302) was assessed in this survey as part of the preparation of the National Register. The building is significant under Criterion A for the pivotal role the building played in the Civil Rights

movement in Gainesville. Additionally, the building is associated with a significant person, the pastor Rev. Thomas A. Wright, who was an important figure in the statewide Civil Rights movement.



Fig.5-21 Historic Old Mount Carmel Baptist Church c. 1944



Fig. 5-22 Old Mount Carmel Baptist Church (AL07302)

From the National Register nomination narrative the architectural significance of the building is explained thusly.

The architectural significance of the Old Mount Carmel Baptist Church relates primarily to its style and method of construction. The church embodies several architectural trends that prevailed for spiritual buildings starting from the late 19th century and lasted until the Great Depression. The building is a good example of the application of

principles of the Late Gothic Revival Style to a small-scale urban church. The organization of the church's interior space into two levels, with assembly room on the ground level and nave and sanctuary on the second level, is building tradition that builders carried out from the earliest churches constructed and owned by free African Americans. The building's interior spaces reflect architectural trends that were typical for the 19th-century auditorium plan church, such as nave's sloped floor, sanctuary and choir area located on the elevated platform above the nave's floor, and proscenium type arch that emphasizes pulpit and altar table.

The organization of interior space of spiritual building on multiple levels is one of the oldest traditions, employed by African-American builders. Rather than long narrow buildings, auditorium plans had assembly areas with wider proportions.⁵⁹ The focus of the worship was on the minister and pulpit, usually with the choir providing a backdrop. Many auditorium plan churches featured floors that were sloped toward the pulpit, so members of the congregation in the rear could see well. Walls were plaster, and enclosed ceilings, rather than open rafters, reverberated sound better. In the late nineteenth century, larger churches incorporated curving rows of seats and aisles radiating out from the pulpit;⁶⁰ the smaller buildings combined sanctuary's sloped floor above the rectangular, raised basement. Between the last decade of the 19th century until the Great Depression, auditorium planning dominated church construction among the Protestant denominations. The auditorium plan with a sloped floor appears to be an architectural tradition of northern Florida, for example. St. Luke Baptist Church, Marianna, Jackson County, has a similar arrangement of nave and sanctuary.⁶¹

The Story Map project and Project Web Page

The ArcGIS StoryMap of the Gainesville Mid-20th Century Cultural Resource Survey is a digital engagement tool to showcase not only the results from the survey, but also the methodology and approach to identifying and documenting part of Gainesville's past. The StoryMap utilizes images, maps, and small blocks of text to make the topic accessible to all users either through computer, tablet, or smartphone. The most current version of the StoryMap can be found here, and has the ability to be continuously updated as the need arises: <https://arcg.is/0vW5i4>

⁵⁹ Pender and Jones, "St. Luke Baptist Church," 8–2.

⁶⁰ Bishir, *North Carolina Architecture*, 379.

⁶¹

6- CONCLUSION

The results of the survey not only provided 360 new FMSF form, 5 updated FMSF forms, 2 National Register nominations, a Story Map project based on the geo-spatial database produced from the survey work, and a project web page, but also revealed additional paths for future research. Most significantly, the role that the Civil Rights Movement played in the mid-20th century history of Gainesville is tied to the broader pattern of events in the state of Florida and across the nation. Preparation of a context statement for this event in Gainesville's history is an important next step in this research process.

In addition, the results of this project continue to support the significance for National Register Criterion C, for mid-century architecture and design in Gainesville, as well as significance for Criterion B, for the local significance of certain developers to Gainesville. Although the FMSF sites have been recorded and basic recommendations for next steps made, there is important work that should be continued by the City to evaluate the full significance of these neighborhoods and buildings, and make a determination of prioritized designations. Gainesville will continue to grow and without acknowledgement of the architectural significance of these resources, they may be lost.

The project has met stated objectives for survey and documentation, as well as continuing to promote awareness of mid-century design in the city. However, there is more to be done. The 2018 survey previously identified over 57 neighborhoods that meet the criteria for survey and additional research. The UF Historic Preservation Program and the City of Gainesville continue this line of investigation, using the template created within the 2018 project. The use of volunteer survey teams, supported by professionals and graduate students, is proving to be an effective data-gathering method. (Fig. 6-1) This approach will continue as additional neighborhood survey projects are completed. As seen in the map in Chapter 4 (Fig. 4-2), the majority of the city still needs to be surveyed, and promotion of the large amount of mid-century resources in the city should continue.

Additional promotion and education will occur through finalization of this report, to be made public on the UF Historic Preservation website, with links to the City of Gainesville and Gainesville Modern Inc resources, as well as launching of the Story Map project and the project web page.

Plans for future educational programs could include; public lectures and online publications, and additional public survey projects within neighborhoods. Planning for public educational programs and exhibitions (virtual or physical) documenting the Civil Rights movement, significant persons and places within the City is an important future goal.

The following list of project recommendations provides some ideas for future projects.

Summary of Project Recommendations

1. Continue collaborative efforts with partners, including City of Gainesville and Gainesville Modern, Inc. to;
 - a. Seek grants and funding resources for historic preservation work
 - b. Public educational programs, lectures, tours, online resources
 - c. Target neighborhoods and individual sites for inventory and designation (either National register of local historic designation)
 - d. Identify communities for historic or heritage overlay districts
 - e. Continue with neighborhood survey projects and preparation of Florida Master Site File forms for previously identified communities that date from the Midcentury period.
2. Continue with Volunteer Survey days as an effective strategy for raising public education and awareness of Gainesville's historical resources
3. Continue with thematic survey projects and develop context statements
 - a. Sites that represent specific building types
 - b. Sites associated with significant persons in the community. Such as significant local and regional architects
 - c. Sites associated with African-American history in Gainesville and Alachua County
 - d. Sites associated with the Civil Rights movement in Gainesville and Alachua County
 - e. Sites associated with the early historic preservation movement in Gainesville
4. Develop a National Register district nomination for neighborhoods
 - a. Florida Park, exemplary community of diverse mid-century resources and response to local environment
 - b. Lincoln Estates, associated with the African American community history of Gainesville
5. Consider individual sites for National Register nominations
6. Consider thematic National Register nominations, including one for sites related to the Civil Rights Movement in Gainesville and Alachua County.
7. Public and Educational events that focus on these themes from Gainesville's historical development
 - a. Midcentury resources
 - b. African -American history and the Civil Rights movement
 - c. History of the local historic preservation movement
8. Identify sites and locations for, and encourage placement of, historical markers
9. Update the StoryMap website with future research findings

The findings of the Gainesville Midcentury Survey (1930-1975), Phases 1 and 2, have revealed the extensive variety, quality and depth of historical resources that represent major social and cultural historical events, are associated with significant people, and embody works of architectural and historical significance. There exist many opportunities for future research and presentation of the extraordinary legacy of Gainesville's built environment.

Volunteer Survey Day

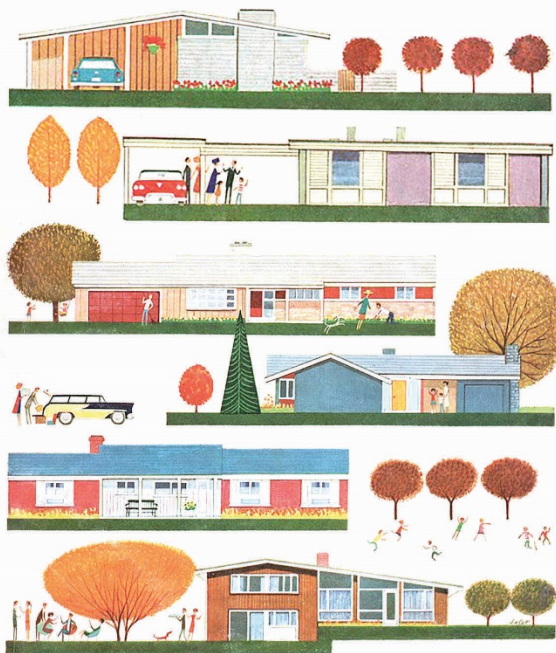
Saturday, February 1

in Suburban Heights Neighborhood

Meeting Time: Morning @ 9am / Afternoon @ 1pm

Meeting Place: 4330 NW 20th Place

No prior experience needed!



This survey day is phase 2 of the City of Gainesville Mid-Twentieth Century Cultural Resource Survey, 1930 - 1975. You need no prior experience... there is a small orientation, then a simple form to fill out from observation as you walk a street and document each house. There will be professional preservationists and historians, students and professors from UF, and community members interested in the architectural and cultural history of their neighborhood and city. It is a fun day and an opportunity to meet other like minded volunteers. You are welcome to bring a friend to do the survey with you. There will be water and snacks provided and an hour break for lunch. There is a restroom available at the home we are set up at. If you have the whole day or an hour or two please come by the tent and we will give you directions.

This survey is sponsored by a grant to the City of Gainesville, written by the University of Florida Historic Preservation Program and survey coordination facilitated by Gainesville Modern.

Questions? Contact Mary Lynn Jamison, Interim President, Gainesville Modern (352) 538-2070.

Gainesville.
 Citizen centered
 People empowered



UF College of Design,
 Construction & Planning
 Historic Preservation
 UNIVERSITY of FLORIDA

Fig. 6-1 Promotional Flyer for Volunteer Survey Day, 2020. (Graphic by C. Carr)

APPENDIX: ACCOMPANYING DOCUMENTS

Submitted online in Deliverable #3 & 4

Project boundaries USGS Maps, Gainesville East and Gainesville West
FMSF Survey Log Sheet, including Suburban Heights Logs and Individual Sites
Suburban Heights Neighborhood Description
Suburban Heights Neighborhood Chronology & Developer List
University Evangelical Lutheran Church Complex National Register Nomination
Mount Carmel Baptist Church National Register Nomination
Live link to completed UF Web page
Volunteer Day Survey Logs
 Suburban Heights

Submitted on Flash Drive

FMSF Forms, Photos and Maps

- Individual Buildings- new and updated forms, photos, maps
- Suburban Heights neighborhood- new forms and accompanying maps, images and supplemental information