Added to AR 2-15-77

#### STATE OF ALABAMA



#### ALABAMA HISTORICAL COMMISSION 725 MONROE STREET MONTGOMERY, ALABAMA 36130 PHONE: 832-6621



#### ALABAMA INVENTORY AND WORKSHEET FOR LANDMARKS

	COUNTY Lauderdale					
	ME <u>East Florence Historic</u> HISTORIC NAME					
TOWN (Give	e directions if rural) _Florence					
PRESENT US	SE <u>Commercial</u> HISTORIC USE <u>Commercial</u>					
OWNERSHIP:	: Public ( ) Private ( x) Public acquisition being considered ( )					
	OWNER'S NAMEMultiple ownership					
	MAILING ADDRESS					
CONDITION:	Execllent ( x) Good ( ) Fair ( ) Ruins ( )					
INTEGRITY:	Original Site (x) Moved ( ) When?					
	From where? Give details in significance.					
THREATS:	No (x) Yes ( ) By What?					
RESTORATIO	ON WORK: Being considered ( ) Underway ( ) Completed ( ) Not planned ( x					
SURROUNDIN	WG ENVIRONMENT: Open land ( ) Woodland ( ) Scattered buildings ( ) High building density (x ) Commercial ( x) Industrial ( ) Residential ( ) Rural ( )					
If th	nere are numerous buildings in the area, could this structure be part of a pric District? Yes					
SIGNIFICAN	VCE: Why is this important (X) associated with events, persons, or movements  Local (X) State () National ()  (X) a good example of a type or style of structure  () other					
Explain:	(Expand on the significance of the building. If architecturally significant, give details being very specific. Additional data on what aspects of the community's development the building represents, or a specific event, trend or person related to the building's importance.)					

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

STATE Alabama COUNTY

Lauderdale

FOR	NPS USE	ONLY	
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(Type all entries - complete applicable sections)

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AND/OR HISTORIC:	Luine Duulines	O DIGUES	.8.6				
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Florence							
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PRESENT USE (Check One or	More as Appropriate)						
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THE EAST FLORENCE HISTORIC DISTRICT 1880 - 1930

The East Florence Business District contains 12 buildings of historic and architectural significance. These buildings were constructed during the period from 1880 to 1930.

The East Florence Business District is characterized by small, locally owned businesses. Many of the businesses are in the third generation of ownership. The district is, in many ways, reminiscent of a main street in a small residential town not only because of the physical appearance of the district, but also because of the pride the shopkeepers share in the history of their district.

The Phillips House (1) was built in 1886 by Mr. Tom Phillips. The house is a 2 1/2 Victorian with a brick foundation. The house is covered by white wooden weatherboarding on the first story and red shingle siding on the second story. The house has a wood frame structural system. The roof of the house is combination hipped and gabled. The roof is covered by asphalt shingles. A finial piece trims the center of the roof. There is one brick chimney on the northwest side of the house. There is a J-shaped porch on the southwest side of the house. The roof of the porch is supported by ten turned posts. The roof of the porch also features rafters which give the ceiling of the porch an appearance similar to that of the underside of a mushroom. The roof of the porch is also trimmed by a spindled trim that runs from post to post. There is another very small entrance porch on the northwest side of the house which is very similar to the J-shaped porch. There are small, diamond-shaped windows featured in the center of the second story of the house. There are four gabled dormers with 1/1 sash windows in the top half story. The other windows are basically 1/1 sash windows. gables on the south side of the house are trimmed by bargeboards with cutouts. The house sits atop a hill overlooking The East Florence Business District. Steps on the southwest side of the lawn lead up the hill from Georgia Avenue to the house.

The Charles A. Sullivan Drug Store, the Piggly Wiggly Grocery, and the Bank of East Florence are on the north side of Huntsville Road at the bottom of the hill on which the Phillips House is situated.

The Charles A. Sullivan Drugstore was built in 1894. The building is a two-story brick with an ironfront on the first story on the southeast side of the building. The roof of the building is flat.

### UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

# NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

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Description
The East Florence Historic District

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The roof is trimmed by six ornamental iron air vents just below the edge of the roof. The southwest side of the roof features a stepped gable. There are no chimneys visible from the street. At one time there was a two story porch with an awning on the southeast side of the building. This porch and awning are said to have been blown away by a toronado in the thirties. The front entrance doors to the building teel framed double doors which are commonly found on commercial buildings. On the southeast side of the building are unused wooden double doors with six panels in each door. The doors have a wooden arch above them. There is an approximately 50-panel grid patterned wooden area above the arch. There are metal awnings above the store display windows on the first story of the building. There are seven 2/2 pane windows on the southeast side of the building on the second story. There is also a wooden door on the second story of the building which at one time led onto the two story porch. There is a two pane casement window above this door. There are five 6/6 pane windows on the second story of the building on the southwest side. All the windows on the second story are trimmed by a segmental arch. The ironfront was cast by the Castil (the name is difficult to read because of many coats of paint) Ironworks in Chattanooga, Tennessee. The base on which the ironfront rests was made by the Florence Stove and Manufacturing Company.

The Piggly Wiggly Grocery (3) is on the northeast side of the Charles A. Sullivan Drug Store. This building was built in the late 1920's. It is a two story brick building with a flat roof. The front edge of the roof feature a form of battlements. The sides of the building feature stepped gables trim with terra cotta tile. The building has three pairs of brick chimneys — one pair on each side and one pair in the rear. The building has two store front with metal awnings above each store front. There are unused wooden double do with a brick arch on the front of the building. The arch features stone quoi There is an arched transom above the doors. The second floor of the building features three pairs of 1/1 pane windows and one pair of 3 pane casement windows are situated over the unused arched doorway.

The Bank of East Florence (4) is on the northeast side of the Piggly Wiggly Grocery. This building is a two story red brick building with a flat roof. The front edge of the roof features a form of battlements. The word BANK is found in large stone letters just below the edge of the roof on the front of the building. There are four brick chimneys on the building. The store front display windows on the first story have a metal awning above them. There are two pairs of 1/1 windows on the front of the building on the second story.

The L. D. Staggs Grocery, M. B. Wallace's Cafe, the Walter Rickard Buildings, the Brown Brick Buildings, and the Ironfront Store are on the south side of Huntsville Road.

### UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

### NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

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The L. D. Staggs Grocery (5) is a single story building constructed of rock faced brick. The roof of the building is flat and trimmed with terra cotta tile. The northeast side of the building features stepped gables. The store front display windows on the building have a metal awning above them. The entrance door to the building is a wooden door featuring one pane over two panels. The L. D. Staggs Grocery is a typical small grocery selling everything from moon pies to wash tubs.

M. B. Wallace's Cafe (6) was built in the 1920's by Walter Rickard and at one time housed M. B. Wallace's Cafe. The building is 1 1/2 stories and constructed mostly of rock faced brick with some smooth brick featured under the display windows on the first story of the building. The roof of the building is flat. A three part entablature is featured on the front with a cornice, a freize, and an architrave. This entablature is approximately twelve to eighteen inches wide. Quoins are featured at each end of the entablature. The wooden entrance door features one pane over three panels and is recessed from the front of the store. The store display windows are the only windows on the front of the building. These windows have a metal awning above them.

The Walter Rickard Buildings (7) are two buildings which were constructed about 1926 by Walter Rickard. These buildings are two story buildings constructed of rock faced bricks. Rickard designed the buildings and also made the bricks. The roofs of the buildings are flat. The roof of the east building is trimmed by a concrete cornice. The roof of the west building is trimmed by terra cotta tile. The west building possibly had a second story porch at one time because there is a wooden screen door on the second level. The entrance doors to the east building are wooden double doors with a single pane of glass in each door. The entrance door to the west building is a steel door with a single glass pane. The entrance door of the west building is recessed from the front of the store. There are three 3/1 windows on the second level of the west building. There are two 4/1 windows on the second level of the west building.

The Brown Brick Buildings (8) were built in the 1920's. These buildings are one story and constructed of brown brick. The roofs of the buildings are trimmed by two inch thick concrete cornices. There is a metal awning over the store front display window on the east building. The entrance door to the east building features a steel frame door with a single pane of glass. The entrance door to the west building features wooden double doors with two panes over two panels. The store display windows are the only windows on the fronts of the buildings.

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Description The East Florence Historic District page 4

The Ironfront Store (9) is a two story brick with an ironfront on the first story on the northwest side of the building. The name of the company which cast the ironfront is not stamped in the ironfront so as to be readily visible. The base on which the ironfront rests was made by the Florence Stove and Manufacturing Company. The roof of the building is flat. Just below the edge of the roof on the front of the building is decorative brick trim with three rectangular recesses in the brick. The three doors on the front of the building give the appearance of three separate store fronts. These doors are glass and wood. There is a metal awning over the door on the southwest end of the front of the building. There are store display windows on each side of the three doors on the first level. There are three pairs of segmental arch windows on the second level of the building. windows have now been boarded up because of vandals.

Fire Station No. 2 and the Southern Railway Depot face Royal Avenue.

Fire Station No. 2 (10) was built in 1944 by the City of Florence. It is a or story red brick building with a flat roof trimmed by a two in thick concrete cornice.

Southern Railway Depot (11) was built around the turn of the century. It is a 1 1/2 story building covered by weatherboarding. The roof of the building is hipped. The roof features very wide eaves supported by brackets. are two brick interior chimneys on the north end of the building. A U-shaped loading platform wraps around the south end of the building. A ramp extends from the loading platform on the south end of the building. The office area on the east side of the building has a bay window. At one time there may have been a tower like the ones often found on Victorian houses over the office area.

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Description
The East Florence Historic District

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#### Inventory of The East Florence Historic District

1. The Phillips House: c. 1886; Victorian; Mr. Tom Phillips, builder; 2 1/2 stories; brick foundation; wooden weatherboarding on first story; shingle siding on second story; combination hipped and gabled roof; finial piece in center of roof; one brick chimney; J-shaped porch with rafters, turned posts, and spindled trim; diamond-shaped windows in the second story; bargeboards with cutouts trim the gables; steps on southwest side of lawn. owner: Mr. J. B. Curtis

120 Georgia Avenue Florence, Alabama 35630

2. The Charles A. Sullivan Drug Store: c. 1894; Ironfront; two story brick; flat roof; six ornamental iron air vents; stepped gable; steel framed double doors; unused wooden double doors; wooden arch with grid pattern above unused wooden doors; metal awning above store display windows; seven 2/2 pane windows on southeast side; five 6/6 pane windows on the southwest side; windows trimmed by segmental arch.

owner: Mr. John S. Kernachan 43 Lake Forrest Lane, N. E. Atlanta, Georgia 30342

3. The Piggly Wiggly Grocery: c. 1920; two story brick; flat roof; front edge of roof has battlements; stepped gables trimmed with terra cotta tile; three pairs of brick chimneys; two store fronts; metal awnings; unused wooden double doors with brick arch; stone quoins in arch; arched transom above the doors; three pairs of 1/1 pane windows; one pair of 3 pane casement windows; casement windows situated over unused door;

owner: Mr. Clyde Tolliver 206 Normandy Drive Florence, Alabama 35630

4. The Bank of East Florence: c. 1920; two story red brick; flat roof; form of battlement on front edge of roof; word BANK in large stone letters; four brick chimneys; store display windows; metal awning; two pairs of 1/1 windows on front of building on second story.

owner: Mrs. Jewel Ware 1411 1/2 Huntsville Road Florence, Alabama 35630

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The East Florence Historic District

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5. The L. D. Staggs Grocery: c. ; one story; rock faced brick; flat roof; stepped gables; store front display windows; metal awning; wooden entrance door.

owner: Mrs. Howard Phillips 423 North Locust Florence, Alabama 35630

6. M. B. Wallace's Cafe: c. 1920; Walter Rickard, builder; 1 1/2 stories; rock faced brick and smooth brick; store display windows; flat roofs; three part entablature; metal awning; wooden entrance door.

owner: Mrs. Edna R. Golden 1420 1/2 Huntsville Road Florence, Alabama 35630

7. The Walter Rickard Buildings: c. 1926; Walter Rickard, builder; two stories; rock faced brick; flat roofs; three 3/1 windows on the second story of east building; two 4/1 windows on second level of west building.

owner: Mrs. Edna R. Golden 1420 1/2 Huntsville Road Florence, Alabama 35630

8. The Brown Brick Buildings: c. 1920; one story; brown brick; two inch thick concrete cornices; metal awning on east building; store display windows only windows on buildings.

owner: Mr. Ottis White 616 East Mobile Street Florence, Alabama 35630

9. The Ironfront Store: c. 1900; two story brick; Ironfront; flat roof; decorative brick trim with rectangular recesses in brick; appearance of three separate storefronts; store display windows on the first story; three pairs of segmental arch windows on the second level.

owner: Mr. Burt H. Killen 1408 Huntsville Road Florence, Alabama 35630

10. Firestation No. 2: c. 1944; one story; red brick; flat roof.

owner: City of Florence

City Hall

Florence, Alabama 35630

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The East Florence Historic District

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11. Southern Railway Depot: c. 1900; 1 1/2 story building; wooden weatherboarding; hipped roof; wide eaves supported by brackets; two brick interior chimneys; U-shaped loading ramp; bay window on east side of building; may have at one time had Victorian tower.

owner: Mr. L. Stanley Crane, President Southern Railway P. O. Box 1808 Washington, D. C. 20013

SIGNIFICANCE	atomic Sugar		
PERIOD (Check Une or More as	Appropriate)		
Pre-Columbian	☐ 16th Century	18th Century	20th Century
15th Century	☐ 17th Century	XX 19th Century	
SPECIFIC DATE(S) (If Applicable	le and Known)		
AREAS OF SIGNIFICANCE (Che	ock One or More as Appropri	(ate)	- (14000A) 420A
Abor iginal	☐ Education	Political	Urban Planning
☐ Prehistoric	<ul> <li>Engineering</li> </ul>	Religion/Phi-	Other (Specify)
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☐ Agriculture	☐ Invention	Science	
EX Architecture	☐ Landscape	Sculpture	
☐ Art	Architecture	Social/Human	
₹X Commerce	Literature	itarian	
Communications	Military	☐ Theater	
☐ Conservation	☐ Music	Transportation	

STATEMENT OF SIGNIFICANCE

THE EAST FLORENCE HISTORIC DISTRICT 1880 - 1930

The East Florence Business District is located at the intersection of Royal Avenue and Huntsville Road. This district evolved during the five decades from 1880 to 1930.

There were several factors that influenced the development of the East Florence Business District. Among these factors were the Industrial Revolution, the expansion of the railroads, and the development of East Florence as a "walking city".

The Industrial Revolution which influenced the development of East Florence began in the United States in the 1880's. Beginning in 1877, the United States experienced tremendous growth not only in the actual number of industries, but also in the output of existing industries. As a result of this growth, the economy of the United States had become more dependent on industry by 1892. As a measure of this growth, the total amount of industrial machinery and equipment in the United States had doubled in value between 1879 and 1892. From 1870 to 1892 the number of spindles in cotton mill doubled in value. The best measure of growth in American industry was perhaps the increase of persons employed in manufacturing. This figure had more than doubled during the period from 1870 to 1890. The Industrial Revolution and the spirit of the times in the South was described as "a commercial evolution unparalled in the annals of American progress."

During the Industrial Revolution there was increased industrial activity in the mining of the mineral wealth of Central Alabama around Birmingham. The production of pig iron in Alabama increased over ten times during the nine years from 1880 to 1889.

In Florence, the Industrial Revolution resulted in a period from 1887 to 1890 known as the "boom". During this time the population of Florence increased 500% from 1600 to 6000 people. Many new industries moved to Florence during the "boom". The following list indicates the industries that settled in East Florence from about 1887 thru 1910.

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Statement of Significance The East Florence Historic District page 2

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The Florence Wagon Works moved to Florence from Atlanta during the "boom" in 1889. According to one industrial promotion paper "the product of this mammoth institution has been so throughly distributed and well advertised until the expression 'Light Running Florence" has become a household expression". The company disbursed \$75,000 for wages and 2,000,000 feet of lumber per year. The lumber and labor were well used to produce 10,000 farm wagons annually. During the "boom" the Wagon Works was one of the largest industries in the area. This was a positive influence for encouraging new industry to locate in East Florence.

Tennessee Valley Fertilizer Company was opened in 1897 with a capital stock of \$50,000. By 1903 the capital stock had increased to \$100,000. The company marketed nineteen different fertilizers and advertised that it would make any special order fertilizer needed. In 1903 the company had an output of 9000 tons of fertilizer. By 1904 production had increased to 15,000 tons per year.

Bellamy Planing Mill was incorporated on May 21, 1901. The business of this mill accounted for \$75,000 annually or 3,000,000 feet of lumber per year.  $^{10}$ 

The Florence Ice and Coal Company was organized in December, 1902 by combining the coal business of H. J. Moore and Chapin Ice and Coal Company. The F.I.& C. had a twenty ton ice capacity and was considered one of the most modern ice plants in the South during this period. The company's payroll was \$8000 annually. For every ton of coal sold, \$3.15 was spent by company employees in Florence. This put thousands of dollars into the economy of Florence.

The Ashcraft Cotton Mills was formed in 1899 from the Florence Cotton Oil Company that had operated at that site the previous year. At its formation the capital stock of the company was \$100,000. The capital stock increased to \$150,000 in 1900. In 1903 the company expanded and its capital stock increased to \$200,000. In 1903 the mills employed 250 people. 12

North Alabama Furnace was opened in October, 1889 on twenty-five acres of land bordering on the Tennessee River in East Florence. The furnace was 75' x 16' and was capable of producing 30,000 tons annually. Hematite ore was brought from Wayne County, Tennessee and coke was obtained from both Virginia and Alabama. The furnace was only operated for one year before it was sold to the Spathite Iron Company in 1893. The Spathite Iron Company rebuilt the furnace and started operating in 1894. The spathic iron produce by this company was of excellent quality. It was rated as much as \$.50 to \$1.00 higher per ton than pig iron. Even though the quality of the iron was excellent, the cost of production proved too expensive. The furnace only operated until the spring of 1895.

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Statement of Significance The East Florence Historic District page 4

was considered the most significant railroad achievement in the Tennessee Valley. 19

In 1887 the Nashville, Florence and Sheffield Railway Company was formed. The newly formed railroad company completed the tracks between Columbia, Tennessee and Florence, Alabama on July 1, 1888. The Union Depot was located between Huntsville Road and Commercial Street. 20 All of the industries in the East Florence Area had access to railroad facilities. This access promoted industry which in turn promoted the growth of business in the East Florence Area.

A third factor which influenced the growth of East Florence was the lack of an adequate transportation system. Lack of an adequate public transportation system was possibly an influence on the development of East Florence as a "walking city". Most of the people employed by the industries in the East Florence Area probably had to walk to their jobs. Because they had to walk, few people lived more than thirty or forty mintutes from their jobs. The tremendous growth in the industry of the East Florence Area caused a growth of population. As prosperity increased because of jobs provided by the industry, the East Florence Business District evolved to satisfy the needs and wants of the people living in the area. 21

#### FOOTNOTES

Ray, Ginger, The Age of Excess: The United States from 1877 to 1914 (New York: The McMillan Company, 1965) p. 36.

2<sub>Ibid., p. 39.</sub>

<sup>3</sup>C. Vann Woodward, <u>Origins of the New South 1877 - 1913</u> (Louisiana: Louisiana State University Press, 1951) p. 112.

4Ginger, p. 43.

<sup>5</sup>Interview with Oscar Lewis, author of paper on the industrial history of FLorence, Alabama 3 May, 1976.

<sup>6</sup>Florence As She Is (Florence, 1903) p. 22.

<sup>7</sup>Ibid., p. 23.

8Lewis, Interview, 3 May, 1976.

### UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

# NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

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Footnotes Statement of Significance The East Florence Historic District

9Florence As She Is, p. 19.

10<sub>Ibid.</sub>, p. 20.

11 Ibid.

12<sub>Ibid.</sub>, p. 21.

13"Blast Furnaces in Florence, Alabama", The Journal of Muscle Shoals History (III, 1975) p. 34.

14 Ibid., p. 48.

15 Florence As She Is, p. 34.

16<sub>Ibid.</sub>, p. 48.

<sup>17</sup>Sanborn Map Company, Maps of 1910, Map No. 13.

<sup>18</sup>Ginger, p. 43.

19Leroy McEntire, Jr., "The Development of Railroads in the Tennessee Valley of Alabama Since the Civil War", <u>Bulletin of North Alabama Historical Association</u>, 1961) p. 56.

<sup>20</sup>Sanborn Map Company, Maps of 1889.

21Howard P. Chudacoff, The Evolution of Urban Society (New Jersey: Prentice-Hall, Inc., 1975) p. 65.

#### UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

#### NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

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Bibliography Statement of Significance The East Florence Historic District

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The Philliaps House 1886, by Mr. Thom Phillips.

Charles a Sullivan Drug Store, 1894,

The Piggly Wiggly Grocery late 1920's

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The L.D. Staggs Grober 1896

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s Cafe and WAter Ricarh building, the brown brick building c. 1920

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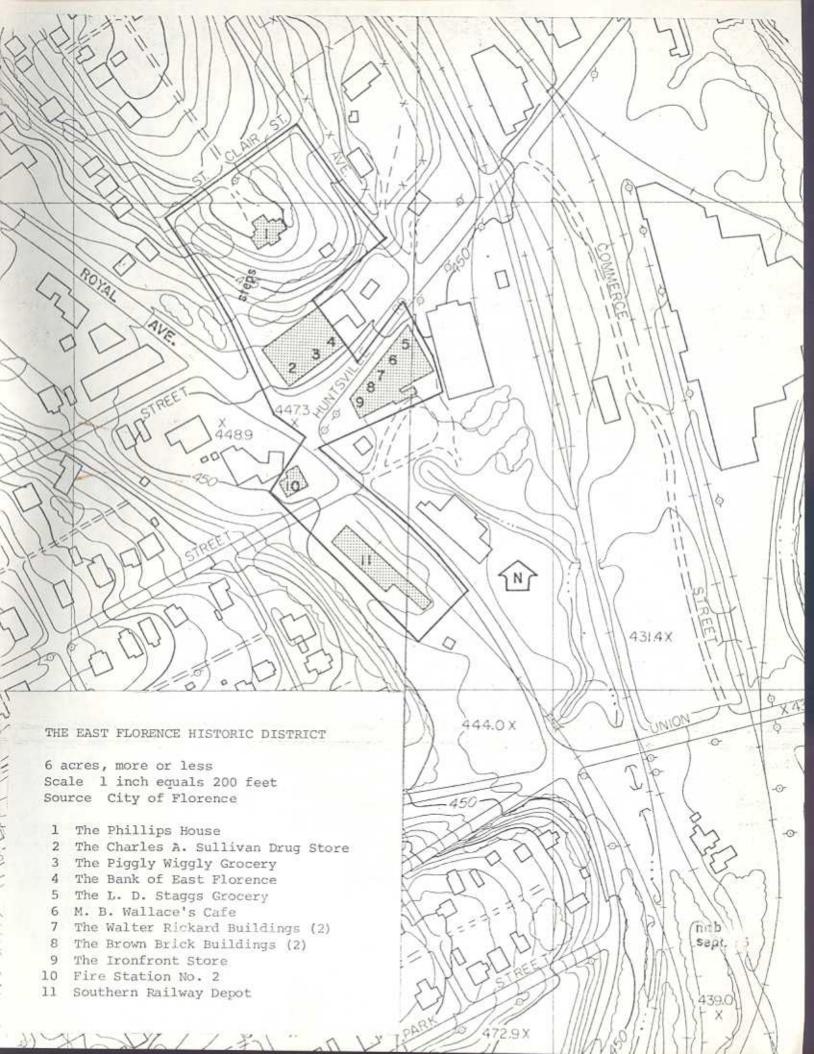
### UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

### NATIONAL REGISTER OF HISTORIC PLACES

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