

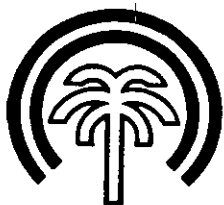
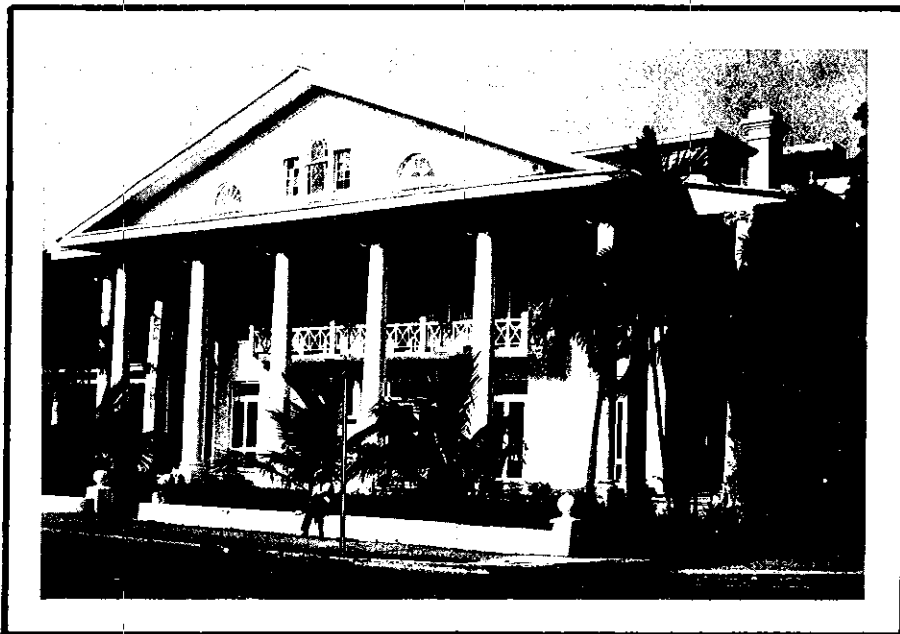
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# J. W. WARNER HOUSE

111 S. W. 5 AVENUE

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## Designation Report



City of Miami

REPORT OF THE CITY OF MIAMI PLANNING DEPARTMENT  
TO THE HERITAGE CONSERVATION BOARD  
ON THE POTENTIAL DESIGNATION OF  
THE J. W. WARNER HOUSE  
111 S.W. 5 AVENUE  
AS A HERITAGE CONSERVATION ZONING DISTRICT

Amendment:

Prepared by Sarah E. Eaton 10-5-84  
Historic Preservation Date  
Consultant

Prepared by Sarah E. Eaton 12-6-82  
Historic Preservation Date  
Consultant

Accepted by [Signature] 10-25-84  
Chairman, Heritage Date  
Conservation Board

Accepted by [Signature] 12-14-82  
Chairman, Heritage Date  
Conservation Board

Designated by the Miami City Commission  
Ordinance No. 9951  
Date JAN 24 1985

Designated by the Miami City Commission  
Ordinance No. 9604  
Date April 28, 1983

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I. GENERAL INFORMATION

Historic Name:

J.W. Warner House  
Miami Floral Company

Current Name:

J.W. Warner House

Location:

111 S.W. 5th Avenue  
Miami, Florida 33130

Present Owner:

Magic City Restoration Company  
111 S.W. 5th Avenue  
Miami, Florida 33130

Present Occupant:

Various Commercial Tenants

Present Use:

Commercial

Present Zoning District:

HC Zoning Overlay District:

HC-3

Tax Folio Number:

01-0201-1100

01-0201-1120

Boundary Description of HC Zoning District:

Lots 8 and 9, less the northerly 5 feet, and the northerly 50 feet of lots 10 and 11, of Block 18 in the plat of MIAMI (A.L Knowlton) SOUTH, as recorded in Plat Book b at Page 41, of the Public Records of Dade County, Florida.

HC Zoning Classification:

Historic Site

Dade County Historic Survey Rating:

Architectural Significance - 1

Historical Significance - 1

Contextural Significance - 2



## II. SIGNIFICANCE

### Statement of Significance:

The J. W. Warner House is significant for its association with the founder of South Florida's first floral company. The house is also an outstanding example of Neo-Classical style architecture, a style relatively uncommon in Miami, and is significant for the excellence of its craftsmanship and detailing.

J. W. Warner, who came to Miami at the turn of the century, established the Miami Floral Company in 1906. When Warner built his house in 1912, he located his family business on the first floor and his residence upstairs. The Warner family occupied the house and ran the floral company until the late 1970's.

The building's Neo-Classical styling, particularly its temple front, is unusual in an area where revival styles in residential buildings tended to be Spanish or Mediterranean, not Greek or Roman. The fine craftsmanship of the building is especially evident in its massive columns, Palladian window, decorated chimney caps, and porte-cochere. The building's distinctive styling, its impressive scale, its age, and its location near the river in downtown Miami have made the Warner House a landmark in the City.

### Relationship to Criteria for Designation:

The J. W. Warner House is eligible for designation under the following criteria:

1. Is associated in a significant way with the life of a person important in the past.

The J. W. Warner House was the home of J. W. Warner and his family from the time of its construction in 1912 until the late 1970's. Warner was the founder of South Florida's first floral company, a business which he conducted from the downstairs of the house.

5. Embodies those distinguishing characteristics of an architectural style, or period, or method of construction.

The J. W. Warner House is an outstanding example of Neo-Classical style architecture and is particularly noteworthy for its temple front with massive columns.

7. Contains elements of design, detail, materials, or craftsmanship of outstanding quality or which represent a significant innovation or adaption to the South Florida environment.

The J. W. Warner House is particularly noteworthy for the excellence of its craftsmanship and detailing, embodied in such features as its massive columns, Palladian window, decorated chimney caps, and porte-cochere.



### III. HISTORICAL INFORMATION

Date of Erection:

1912

Architect:

The architect of the J.W. Warner House is reputed to be George Pfeiffer.

Builder/Contractor:

Unknown

Historical Context:

The J.W. Warner House was built in 1912 at a cost of \$25,000. Warner, who operated the Miami Floral Company here, supplied such customers as the Royal Palm Hotel and most of the early families of Miami. Although Warner raised his own native plants on garden land in Allapattah and in greenhouses directly south of the house, he imported cut flowers from Philadelphia. The Warner family occupied the house until the late 1970's. The property was sold in 1981 and has recently been rehabilitated. The house is now used for professional offices.

#### IV. ARCHITECTURAL INFORMATION

##### Description of Building:

The J.W. Warner House is a two-and-one-half story structure featuring a temple front. This rectangular building, with five bays across the west (front) facade, is topped with a pedimented gable roof with wide overhanging eaves. The building is of poured concrete construction, and its exterior walls are covered with smooth stucco.

The full portico on the building's west facade is supported by six concrete columns in the Ionic order. These columns terminate in an attic base and rest on pedestals. A flat roof projects outward from the first two bays on both the north and south facades, creating two story porticos. The north portico is supported by three Ionic columns, while the south portico is supported by five. Smaller one story porches, topped with balustrades, are located to the rear of each of these porticos. A one story porte-cochere extends outward from the southern portico. Although balustrades originally topped both side porticos and the porte-cochere, they no longer remain.

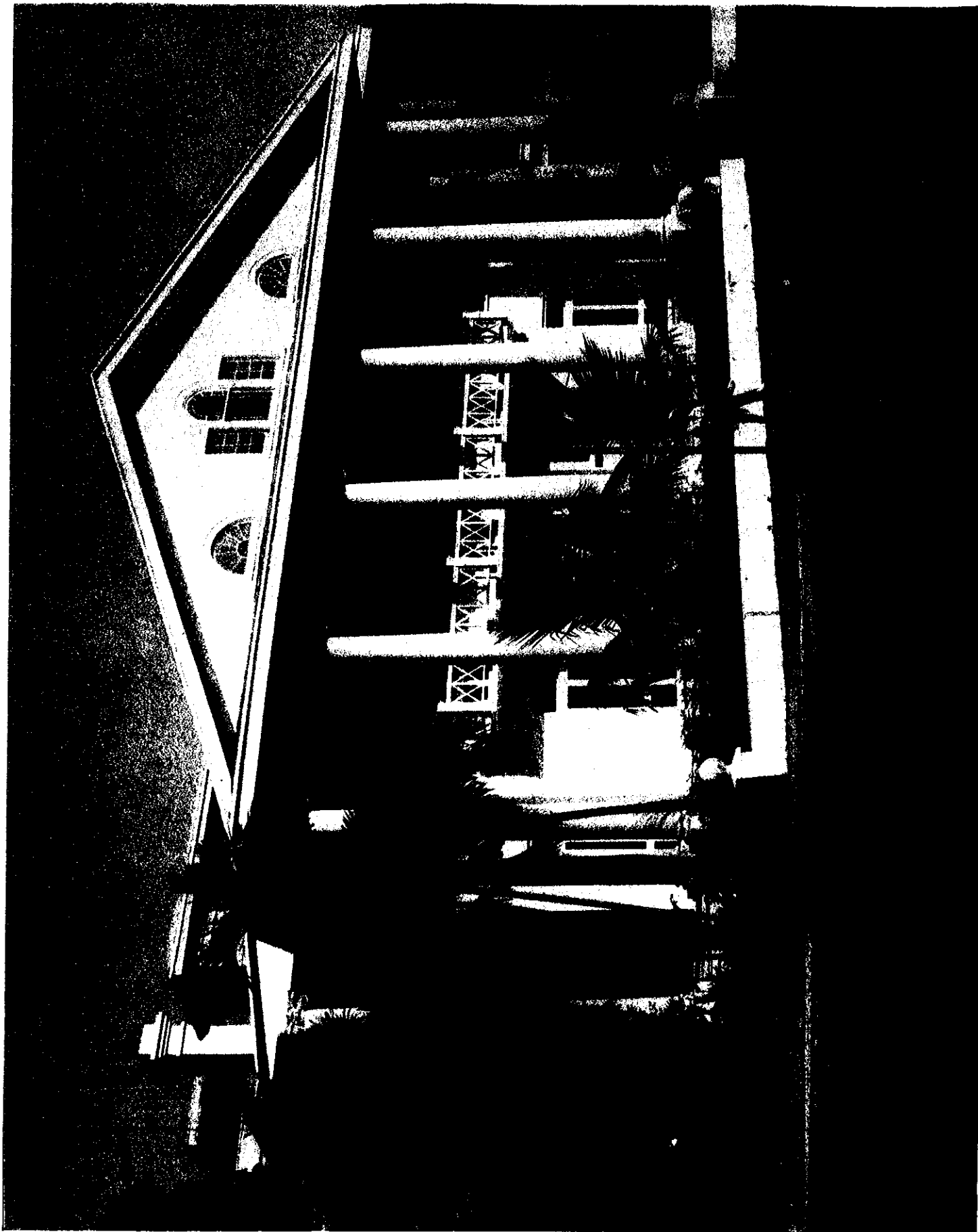
The main entrance, located in the center bay of the west facade, features a double door flanked by sidelights and topped with a transom. The main doorway is deeply recessed behind screen doors. In each bay on either side of the main entrance are double doors, also topped with transoms. A second story balcony, supported by five decorative consoles, extends outward over the center three bays of the main entrance. Three French doors open onto the balcony.

The majority of windows in the building are wooden double hung sash with six over one lights. Windows are recessed and feature plain concrete sills. Two dormer windows punctuate the roof on both the north and south facades. Each dormer contains a set of paired windows and is topped with a low-pitched hipped roof with wide overhanging eaves. Three decorative windows embellish the tympanum on the building's west facade. These include a Palladian window in the center with a lunette on either side.

Additional architectural features of the building are chimney on the north and east sides topped with decorated caps.

##### Description of Site:

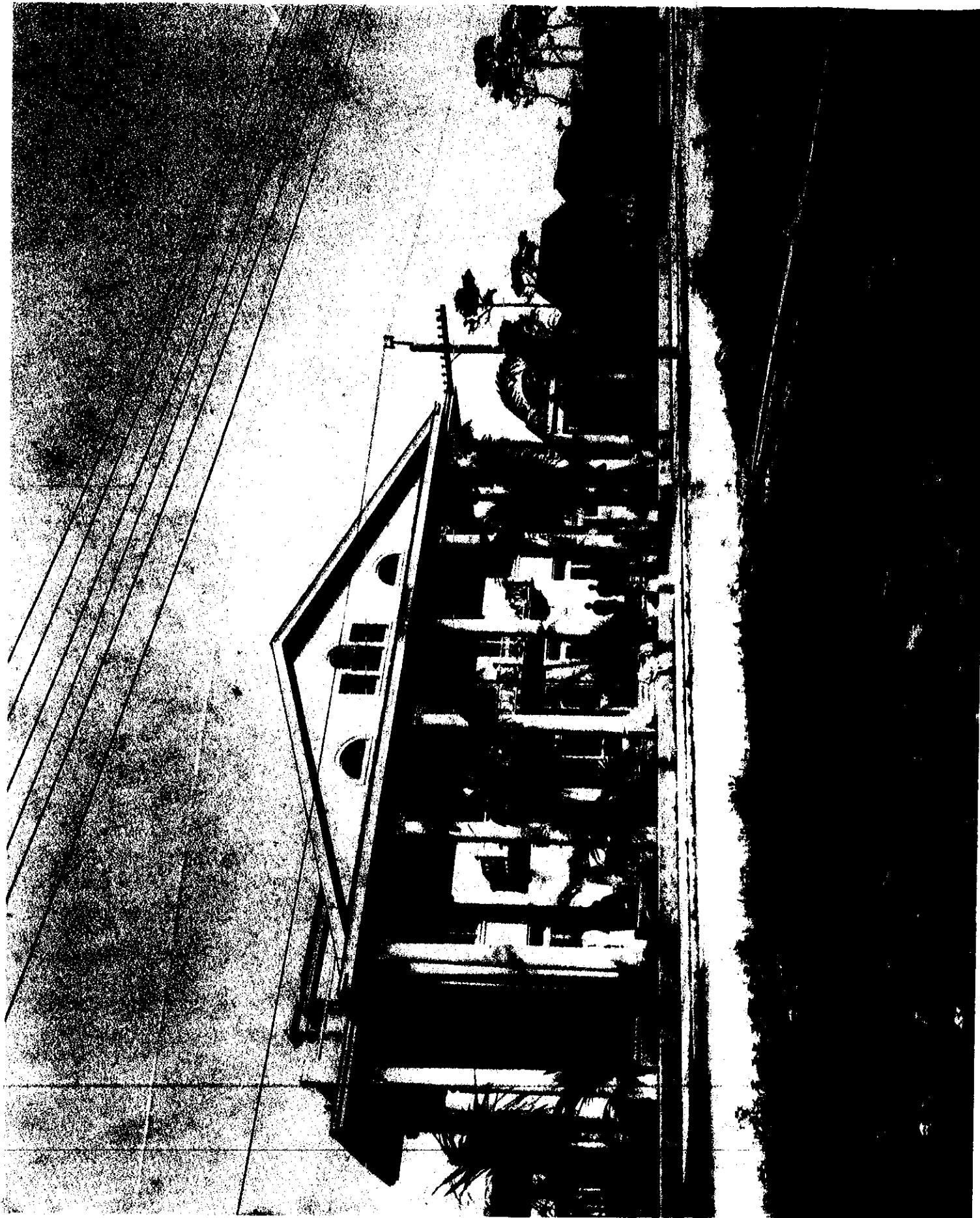
The J. W. Warner House faces west and is located on the southwest corner of S.W. 5 Avenue and S.W. 1 Street. A one story, two car garage is located south of the house at the rear of the lot. This concrete structure, topped with a gable roof, is attached to a two story apartment, topped with a hipped roof. Also on the southern portion of the lot is a garden area with major trees, a concrete pond, and a parking lot.



J.W. Warner House  
111 S.W. 5 Avenue  
West (front) facade  
1984



111 S.W. 5 Avenue  
c. 1912  
(Courtesy of Dolly McIntyre)



J. W. Warner House  
111 S.W. 5 Avenue  
c. 1912 (note greenhouse on right)  
(Courtesy of Dolly McIntyre)

## V. PLANNING CONTEXT

### Present Trends and Conditions:

The J.W. Warner House was designated as a historic site in April 1983 when the building was being rehabilitated to house professional offices. This new use for the property was made possible in April 1982 when an SPD-5 overlay district was applied to the site. SPD-5 allowed a change in use from residential to professional office and permitted certain modifications to off-street parking requirements.

This change in zoning was proposed because it was no longer economically feasible to retain the house for residential use. Zoning incentives were needed to prevent demolition of the house for townhouses or apartments, and a change in land use became the key incentive to promote a privately-funded preservation project.

Since April 1983, the rehabilitation of the J.W. Warner House has been completed, and office space has been leased. Current parking, however, is inadequate to meet the needs of the office tenants. Therefore, the owners have acquired the lot adjacent to the house with the intention of providing additional off-street parking.

### Conservation Objectives:

The historic site designation of the J.W. Warner House should be amended to encompass the lot to the south of the property. It is the policy of the Heritage Conservation Board to include within a designation all property under a single ownership. Therefore, this parcel would have been included originally had it been owned by the current owners. Furthermore, the lot was a part of the larger tract owned by the J.W. Warner family in the 1910's and contained his greenhouses.

The J.W. Warner House is an exemplary private, historic preservation project in the City of Miami, and its continued success should be encouraged by the City. An amendment to the historic site designation would enable the owners to provide needed parking and would assure review of these and any future plans by the Heritage Conservation Board.

These conservation objectives can best be achieved by amending the present HC-3: Residential-Office Heritage Conservation Overlay District designation, to include the southern lot adjacent to the property. The zoning incentives allowed in HC-3 would thus be extended to this lot.

## VI. HC ZONING ELEMENTS

### Boundaries:

The boundaries of the HC zoning district have been drawn to include the entire tract of land owned by the Magic City Restoration Co.

### Major Exterior Surfaces Subject to Review:

All four facades of the J. W. Warner House and all four facades of the garage/apartment behind the house shall be considered major exterior surfaces subject to review.

### Major Landscape Features Subject to Review:

The major landscape features subject to review shall include all features which are subject to requirements for tree removal permits, as set forth in Chapter 17 of the City Code.

VII. BIBLIOGRAPHY

Dade County, Florida. Community and Economic Development,  
Historic Preservation Division. Dade County Historic  
Survey, Site Inventory File for 111 S.W. 5 Avenue, Miami,  
Florida.