

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Florence Apartments

and/or common Florence Apartments

2. Location

street & number 643 Adams Avenue

N/A not for publication

city, town Scranton

N/A vicinity of

state Pennsylvania

code 042

county Lackawanna

code 069

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input checked="" type="checkbox"/> other:

4. Owner of Property

Redevelopment Authority of Scranton, which has designated Scranton Neighbors, Inc.
name the developer of property

street & number 670 Adams Avenue

city, town Scranton

N/A vicinity of

state Pennsylvania 18510

5. Location of Legal Description

courthouse, registry of deeds, etc. Lackawanna County Courthouse, Recorder's Office

street & number Courthouse Square

city, town Scranton

state PA 18503

6. Representation in Existing Surveys

title None

has this property been determined eligible? yes no

date federal state county local

depository for survey records

city, town

state

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		date <u>N/A</u>

Describe the present and original (if known) physical appearance

Built in 1908 the Florence Apartment Building is a six-story building constructed with a U-shaped plan. The building is located on a redevelopment tract which was acquired by Scranton's Redevelopment Authority in the 1960's and, except for the Florence Apartments, was cleared of all previous construction. The building now sits isolated in a low-scaled garden apartment project. The redevelopment project also resulted in closing and re-routing Adams Avenue for several blocks in the section of the city.

The Florence Apartments is a steel and concrete structure with exterior brick and stone walls. Its entrance facade reflects Georgian Revival with Adamesque details while the remaining elevations are functional and unadorned. The first and second stories of the entrance facade are limestone - faced while the upper stories are brick laid in common bond with limestone quoining and beltcourses. The facade has two three-story rectangular bays clad in pressed metal and detailed with pi-lasters and entablatures on each story. The three story bays appear to rest on limestone consoles. The first story fenestration has tall semi-circular arched openings with solid lunettes having an urn and swag motif in low relief. Each molded window architrave is interrupted by an elongated keystone concole which supports a wrought iron balcony at the second story level. Second story windows are rectangular with keystone ornamentation. Windows of the third through fifth stories are rectangular with limestone sills and flat brick arches. The sixth floor window lintels are incorporated into the building's limestone friese which in turn is topped with a projecting pressed metal cornice.

The main entrance is marked with a projecting limestone frontispiece. Two Tuscan order columns support an entablature with "Florence" inscribed in the frieze. The frontispiece carries a wrought iron railing which matches the design of adjacent window balconies. An ornate wrought iron gate and two cast iron lamp posts with ball shades complete the entrance's appointments.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input checked="" type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates Built 1908

Builder/Architect Edwin Kaufman

Statement of Significance (in one paragraph)

Built by a successful local businessman, the Florence Apartment Building was the first multi-story apartment building in Scranton. William Kelly, who had the apartment built, envisioned the Florence as an example of New York City cosmopolitanism in Scranton. Providing fashionable living quarters during the city's most prosperous years, the Florence Apartments continue to reflect the wealth and culture of Scranton during the early twentieth century.

The son of an Irish immigrant, William Kelly came to Scranton in the 1870's. In 1887 Kelly joined brothers Patrick and Andrew Casey in establishing the Casey and Kelly Brewing Company. By 1895 the brewery was producing over 100,000 barrels of beer annually. A few years later the trio sold out to the Pennsylvania Central Brewing Company, though Kelly remained a company vice-president. With their share of the almost three million dollars that was realized from the sale, the Casey's built the Casey Hotel at the intersection of Lackawanna Avenue and Adams Avenue, one of the busiest intersections in Scranton. The Casey soon became known as one of the city's finest hotels. Instead of a hotel, Kelly used his money to build the first high rise apartment building in Scranton, the Florence Apartments Building.

Scranton in the early twentieth century was a city with a booming economy and an ever expanding population. This growth was often reflected in the size, scale and architectural stylings of the city's modern buildings. William Kelly's apartment building was no exception. Realizing the constant housing shortage in the city and aware that in cities like Philadelphia and New York stylish high rise apartment building had begun to answer to need for comfortable urban residences, Kelly contracted to have a similar building constructed in Scranton.

Kelly envisioned his building as the epitome of the urban living combining the conveniences of downtown Scranton with the community of a residential neighbor. Despite some early doubts and ridicule, the project proved successful. The apartment building named the Florence Apartment Building in honor of Kelly's daughter, proved to be all its owners had hoped. Within walking distance of the central business district, the apartments were also served by the street car system. Occupied by as many as twenty families as well as coal and railroad executives whose stays in Scranton were limited to a few months, Florence Apartments became a landmark in Scranton during the 1910's and 1920's. The building also proved to be an anchor around which a neighborhood of smaller dwellings was built.

Beginning with the onset of the depression much of the prosperity that had once been part of Scranton evaporated. The Florence Apartments, like many other buildings in the city, suffered as a result. The structures that had been constructed around the Florence were allowed to deteriorate and were eventually demolished in urban renewal. However, despite some deterioration and a transient clientele, the Florence Apartments remained. Today the structure awaits rehabilitation, but is still a visual landmark in the area and continues to reflect its earlier prominence.

9. Major Bibliographical References

Portrait and Biographical Record--Lackawanna County, Chapman Pub. Co., New York, 1897
Files of "Scranton Times" and "Scranton Tribune", clippings dated 9-6-43, 2-1-45, 2-25-78

10. Geographical Data

Acreage of nominated property .61

Quadrangle name Scranton

Quadrangle scale 1:24000

UTM References

A

1	8	4	4	5	1	2	0	4	5	8	4	5	8	0
Zone	Easting			Northing										

B

Zone	Easting			Northing										

C

D

E

F

G

H

Verbal boundary description and justification

Redevelopment Authority of Scranton Central-Tech Urban Renewal PA-R-292, Parcel 11-D, fronting 188 ft. on Pine Street and 154 ft. on former Adams Ave.

List all states and counties for properties overlapping state or county boundaries

state N/A code county code

state N/A code county code

11. Form Prepared By

name title Joseph H. Young, Architect / Paul E. Doutrich

organization / BHP

date September 6, 1983

street & number 345 Jefferson Ave. /PHMC

telephone (717) 346-6000 / 783-8947

city or town Scranton

state Pennsylvania 18510

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-565), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

Larry E. Tise, State Historic Preservation Officer

date

For NPS use only

I hereby certify that this property is included in the National Register

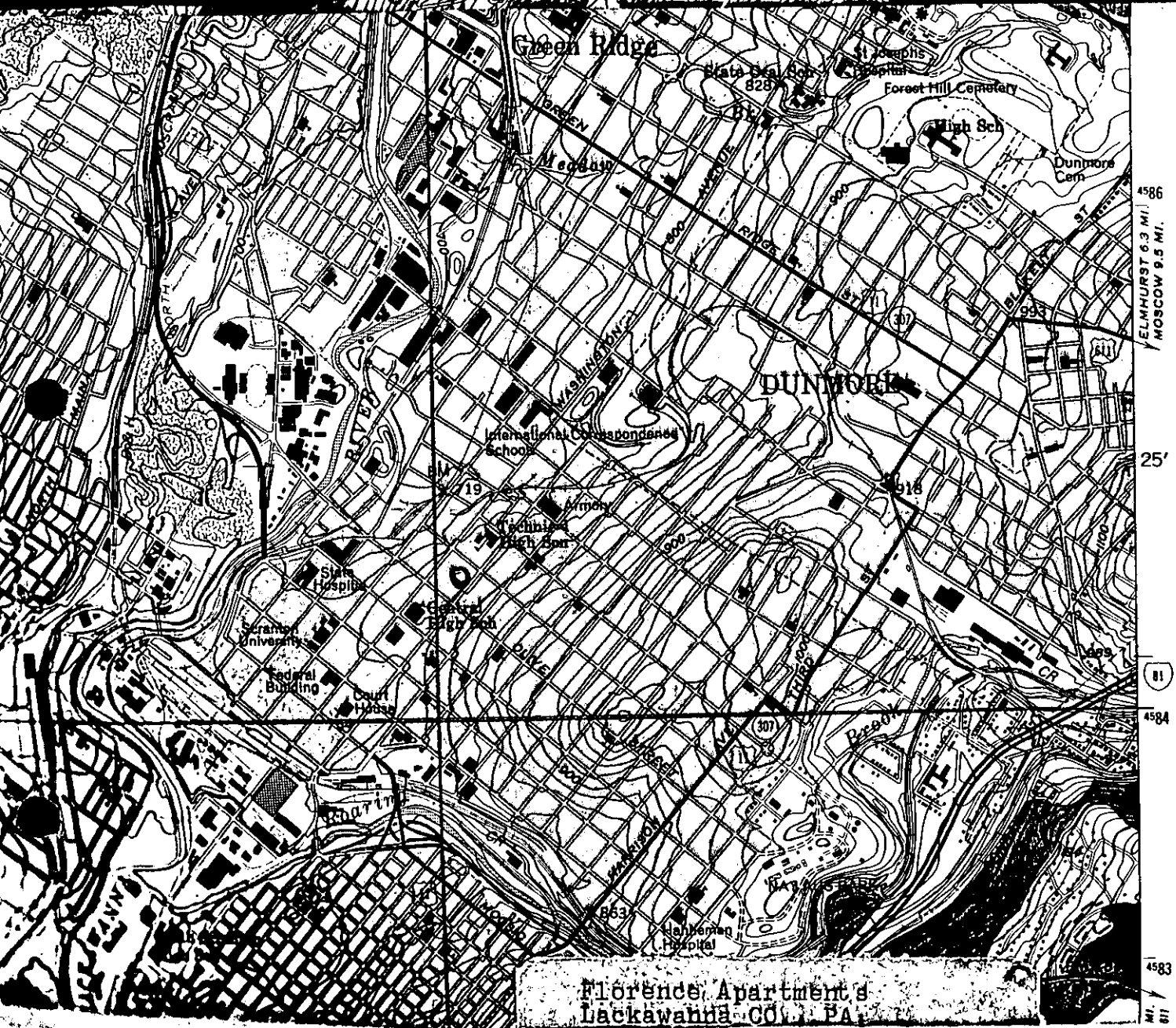
date

Keeper of the National Register

Attest:

Chief of Registration

date



Florence Apartments
Lackawanna CO., PA

4586
ELMHURST 6.3 MI.
MOSCOW 9.5 MI.
25'
4584
4583
MI.
611