

The Market



Envisioned by Holly Hill resident and councilman Caspian Hale. Since the mid-1920s, Holly Hill's farmers and residents had weekly visited an open-air farmer's market on Second Street and Riverside Drive.

Initially known as Holly Hill State Market, the site was built about the time frame of the municipal building. The building has been known as the Holly Hill State Market, Holly Hill State Curb Market, and Holly Hill Farmer's Market. The market was originally set up as a group of sheds held together with poles and crimp metal panels, the open-air market had become a dilapidated eyesore by the mid-1930s. Elected to the Florida Legislature in 1935 and 1937, Hale envisioned developing a permanent building, using a similar style and materials as employed on the municipal building. He guided the project through the town's government and worked closely with L. M. Rhodes and William I. Wilson of the Florida State Marketing Bureau and WPA officials in Tallahassee, but died in 1938 before it was completed.

Built with a U-plan and executed with a coquina structural and exterior wall system, open bays, and arched entrances the building was dedicated in March 1941 to the memory of Caspian Hale. Following the imprint of the municipal building, it is believed that McDonough served as architect and Somers supervised the construction of the state market.