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United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Tarragona Tower

other names/site number Tarragona Arch/VO00431

2. Location

street & number Tarragona Way and International Speedway Boulevard N/A  not for publication

city or town Daytona Beach N/A  vicinity

state Florida code FL county Volusia code 127 zip code 32115

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Barbara C. Mattick, DSHPO for Survey & Registration 3/23/05  
Signature of certifying official/Title Date

Florida, Division of Historical Resources  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register
  - See continuation sheet
- determined eligible for the National Register
  - See continuation sheet.
- determined not eligible for the National Register
  - See continuation sheet.
- removed from the National Register.
- other, (explain) \_\_\_\_\_

John  
Signature of the Keeper  
Edson H. Beall Date of Action  
5/6/05

Tarragona Tower  
Name of Property

Volusia, Florida  
County and State

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**  
(Check only one box)

- buildings
- district
- site
- structure
- object

**Number of Resources within Property**  
(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
0	0	buildings
0	0	sites
1	0	structures
0	0	objects
1	0	total

**Name of related multiple property listings**  
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

RECREATION AND CULTURE/monument/marker  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**  
(Enter categories from instructions)

RECREATION AND CULTURE/monument/marker  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

LATE 19<sup>th</sup> AND 20<sup>th</sup> CENTURY REVIVALS/  
Mission/Spanish Colonial Revival  
\_\_\_\_\_

**Materials**  
(Enter categories from instructions)

foundation CONCRETE  
walls STONE/coquina  
\_\_\_\_\_  
roof CERAMIC TILE  
other METAL/iron  
WOOD  
\_\_\_\_\_

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References**

**Bibliography**

Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 36) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record

**Areas of Significance**

(Enter categories from instructions)

ARCHITECTURE

COMMUNITY PLANNING & DEVELOPMENT

**Period of Significance**

1925-1955

**Significant Dates**

1925

1942

**Significant Person**

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Ballough, Charles

**Primary location of additional data:**

- State Historic Preservation Office
- Other State Agency
- Federal agency
- Local government
- University
- Other

Name of Repository

# \_\_\_\_\_

Tarragona Tower  
Name of Property

Volusia, Florida  
County and State

10. Geographical Data

Acreeage of Property Approximately 1 acre

UTM References

(Place additional references on a continuation sheet.)

1	1	7	4	9	5	4	4	0	3	2	2	9	9	8	0
	Zone		Easting						Northing						
2															

3															
	Zone		Easting						Northing						
4															

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title William Adams, Consultant; Gary V. Goodwin, Histroic Preservation Planner

organization Bureau of Historic Preservation, Florida Department of State date March, 2005

street & number R.A. Gary Building, 500 South Bronough Street telephone (850) 245-6333

city or town Tallahassee state Florida zip code 32399-0250

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name City of Daytona Beach

street & number Post Office Box 2451 telephone (904) 258-3117

city or town Dayton Beach state Florida zip code 32115

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and amend listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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**NATIONAL REGISTER OF HISTORIC PLACES  
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Section number 7 Page 1

**TARRAGONA TOWER  
Daytona Beach, Volusia County**

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**SUMMARY**

The Tarragona Tower is a large masonry subdivision monument, completed in 1925, that for three-quarters of a century has represented the western gateway to Daytona Beach, standing beside U.S. Highway 92, the primary access to the city and its famous Atlantic Ocean beaches. Designed to call attention to a proposed 1920s development, the Tarragona Tower epitomizes the over-sized ambitions of the Great Florida Boom, one of the state's most exuberant periods of growth. Elias De La Haye, a local architect prepared the plans for the three-story structure, whose Mediterranean Revival style represents the architecture of the era. It was constructed by Charles Ballough, the city's most prominent early builder, who specialized in the use of native coquina stone with which the Tarragona Arch was fashioned.

**SETTING**

The Tarragona Tower is located on the south side of U.S. Highway 92 (International Speedway Boulevard) in the City of Daytona Beach, Volusia County, Florida. The location is 1 and  $\frac{3}{4}$  miles east of Interstate 95 and slightly less than 1 mile west of the Halifax River and the heart of mainland Daytona Beach. The campus of Daytona Beach Community College is situated on the north side of Highway 92, across from the Tarragona Tower. The monument rests at the entrance to a residential neighborhood that occupies the surrounding area on the south side of the highway. Homes in that neighborhood, begun in the mid-1920s but mainly built in the post-war period, are situated on spacious lots beneath a generous canopy of trees. Beside the stretch of six-lane divided highway that leads eastward from Interstate 95 to the Tarragona Tower are, to the west, the gigantic International Speedway complex, the entrance to the Daytona Beach International Airport, and the Mainland Senior High School campus. Gas stations, restaurants, and the Volusia Mall line the north side of the highway before the commercial development runs onto the college campus. The Tarragona Tower originally spanned a two-lane roadway that grew into the present-day International Speedway Boulevard. At the insistence of the War Department, the roadway was widened in 1943 and the arch over the roadway removed. Upon further widening of the highway in 1994, the Tarragona Tower was moved approximately seventy-five feet southward to accommodate the additional lanes of road.

**PHYSICAL DESCRIPTION**

The Tarragona Tower is a masonry structure built almost entirely of coquina stone. It consists of an approximately four-story tall hexagonal tower attached to a slightly lower and lengthy, narrow extension containing a vast two-story arch that once spanned a roadway (Photo#1). The extension tails off with a connecting, sloped wall that leads to a second small, one-story hexagonal tower (Photo#2).

The irregularly-shaped coquina stones that make up the wall construction, Spanish tile roofs, and Moorish stylistic elements provide the signature features of this highly distinctive subdivision monument

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(Photo#3). The main tower is pierced by a small arched doorway and several narrow window openings scattered at various levels (Photo#4). A series of eighteen openings ring the top of the tower. Below them is a decorative arched surround motif (Photo#5). The whole of those features conveys the appearance of a battlement. A slightly sloped pent roof with a small, false chimney, caps the tower (Photo#6).

The north extension has two parts. Connected to the main tower is the three-story segment that contains the roadway arch (Photo#7). A long, tile-covered gable roof covers the extension, whose walls are pierced only by a small arched opening on the north gable end. A strongly accented stringcourse of rectangular stones runs the length of the three sides of the extension between the bottom of the roof line and the peak of the roadway arch (Photo#8). The arch occupies perhaps one-half of the extension's entire space.

The final north part of the extension is a small, one-story hexagonal tower. A sloping wall reaches in an arc from the tower to the main part of the north extension, meeting it below the stringcourse. A doorway flanked by two window openings appears on the east side of the wall and tower and one window opening is on the smaller tower's north portion.

**ALTERATIONS**

The main tower originally formed the central part of the structure. Two wings extended from it at approximately forty-five degree angles. The wings were identical in size, shape, and appearance, each of them structurally containing a large round arch able to accommodate a roadway. One of those wings was removed in 1943. The tower originally contained office space for the real estate firm that developed Daytona Highlands, the subdivision for which the Tarragona Arch served as a visible symbol. Following failure of the firm, shortly after construction of the tower, the offices were abandoned and the interior spaces deteriorated. The main tower for a short time held a searchlight whose beacon advertised the subdivision on a nightly basis.

The interior floor spaces have deteriorated to the degree that they are no longer functional. The ground floor is an open cavity. A small fireplace, paired doors and a partially blocked-up window provide its apertures. A masonry stairwell leads from the second floor to the walkway above the arch. The second and third floors retain only the cross members (Photo#9). The top floor is an uncovered, open space set quite deep, perhaps nine feet, below the surrounding rim of the pent roof (Photo#10). Within that area a searchlight once beckoned customers to the subdivision development.

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Daytona Beach, Volusia County**

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**SUMMARY**

The Tarragona Tower is eligible for listing in the National Register of Historic Places under Criteria A and C at the local level in the areas of Community Planning & Development, and Architecture. The tower possesses significance for its association with Charles Ballough, its builder, who was the most prominent builder and developer in Daytona Beach during the late nineteenth and early twentieth century period. Furthermore, the structure is significant for the native coquina stone that was used to construct its walls. The Tarragona Tower is also significant in the area of Community Planning & Development. Completed in 1925, the tower is associated with the development of the Daytona Highlands Subdivision. An enterprise prototypical to the Great Florida Boom of the 1920s, Daytona Highlands wrapped a highly speculative development within a Mediterranean architectural theme. The tower, built to attract real estate buyers, bears continuing testimony to the era's failed hopes. Although it was moved a short distance to make way for a highway widening project in 1995, the structure qualifies for listing in the National Register under Criteria Consideration B because it derives its primary significance from its architectural detail and use of coquina, both of which were closely associated with the development of Daytona Beach during the Florida Land Boom. It retains its architectural value as a unique building type and is a distinctive landmark within the community.

**HISTORIC CONTEXT**

Daytona Beach, settled in the 1870s, became a popular seaside resort during the late nineteenth century. In 1876, the settlement was incorporated as Daytona and grew briskly, with the population rising from about fifty in 1880 to 771 in 1890. Considerable development occurred along the Halifax River, both on the mainland and on the peninsula, the latter of which then was named "Seabreeze."<sup>1</sup> By 1895, Daytona was the seventeenth largest city in Florida, ranking slightly behind Sanford and DeLand. The extension of railroad tracks through the community in 1892 sparked significant growth, which resulted in the formation of a commercial district, residential neighborhoods, and several large hotels. Seasonal tourism became an important part of the economy.<sup>2</sup>

During the early twentieth century, beach racing became a popular local sport, attracting wealthy seasonal residents to the area and contributing significantly to the economy. Tourism prompted additional development, including the construction of several large hotels along the beaches and near the commercial center. A substantial collection of residential and commercial buildings rose along Beach Street, which ran parallel to the west bank of the Halifax River. The bristling growth led to a local newspaper in 1905 to observe that "there was hardly a street in the city that did not show from one to a dozen in the course of construction."<sup>3</sup>

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<sup>1</sup> Junius Dovell, *History of Florida*, 4 vols. (New York, 1952), 2:610.

<sup>2</sup> Michael Schene, *Hopes, Dreams, and Promises: A History of Volusia County, Florida* (Daytona Beach: News Journal Corporation, 1976), 99-104.

<sup>3</sup> *Daytona Gazette News*, June 19, 1905.

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Daytona Beach, Volusia County**

In 1910 the population reached 3,572. Population growth and building construction continued unabated until 1916, when events associated with World War I temporarily slowed development.<sup>4</sup>

Daytona, like many Florida communities, experienced significant development during the 1920s. The population soared from 6,270 to 16,598 between 1920 and 1930. Modern concrete bridges spanned the Halifax River, leading eastward to the burgeoning peninsula and the three cities of Daytona, Daytona Beach, and Seabreeze. In 1924 they were consolidated into one municipality called Daytona Beach. The combined area measured some thirty-eight square miles and contained nearly 30,000 inhabitants. In 1926, the land boom began to collapse, and as it did, several banks closed, land values plummeted, and many land speculators and developers filed for bankruptcy.<sup>5</sup>

Daytona Beach's attraction as a popular winter tourist location helped buoy the local economy during the Great Depression of the 1930s. The changing patterns of tourism also played an important role in promoting the area. During the 1930s automobiles became more available to the average American, who in increasing numbers drove along the country's expanding highway system. U.S. 1, the nation's premier east coast roadway, was completed in the 1930s. Daytona Beach, once a winter playground for the wealthy, began drawing more of its visitors from the middle class, who traveled by automobile and arrived in the summer months. Some building construction and infrastructural improvements that occurred during the period were financed in part with federal funds. One of the most important projects undertaken then was the Ocean Park bandshell and clock tower (National Register 1999) on the peninsula, completed by the Works Progress Administration (WPA) in 1937 and built with coquina.<sup>6</sup>

**HISTORIC SIGNIFICANCE**

The Tarragona Tower is historically associated with the Daytona Highlands Subdivision, a prototypical Florida residential development of the 1920s. The subdivision, organized in 1924 by the Tri-City Investment Company, was first called "Coquina Highlands: Daytona's Picturesque Suburb." Wayne Gilman, a local businessman, headed the company. The subdivision was among the most ambitious developments undertaken in Daytona Beach during the Great 1920s Land Boom. It included features often associated with the City Beautiful movement of the early twentieth century. In addition to curvilinear roads, divided boulevards, and irregular building lots, Coquina Highlands featured seven small lakes, parks, street lights, a playground, and a golf course. An arboretum was built to cultivate plants, trees, and ornamental shrubs for landscaping. Although

<sup>4</sup> Sanborn Map Company, *Fire Insurance Map of Daytona, Volusia County, Florida* (New York, 1901, 1906, 1912, 1916); Charlton Tebeau, *A History of Florida* (Coral Gables: University of Miami Press, 1971), 308.

<sup>5</sup> Pleasant Daniel Gold, *History of Volusia County, Florida* (DeLand: E.O. Painter, 1927), 156.

<sup>6</sup> Florida Department of State, Division of Historical Resources, National Register Nomination on file. "Daytona Beach Bandshell," (1999).



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**TARRAGONA TOWER  
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few of the subdivision's roads and parks were in place in 1924, local newspaper accounts indicate that it was to be a very large development.<sup>7</sup>

By April 1924 the company boasted sales of \$340,000. Several houses had been built. Gilman became concerned, however, when sales began to lag. The subdivision, located immediately west of what then was the city limits, may have been too distant from the center of town. Gilman initially contracted with W.B. and A.T. Traylor, local sales agents, to promote the development and manage the sales office. A fleet of buses brought people from the commercial area to the subdivision. Still unsatisfied, Gilman hired Donald Emery, a local artist and advertising specialist, to promote lot sales within the development. Emery was born in 1888. He attended Boston's School of Fine Arts and the Fenway School of Illustration, before migrating to Daytona. By 1927, Emery's clients included the City of Daytona Beach, the Daytona Beach Chamber of Commerce, and the Peoples Building and Loan Company.<sup>8</sup>

To promote Coquina Highlands, Emery suggested an advertising campaign that included half-page broadsides in local and regional newspapers. He also suggested that Gilman construct a large tower and arch near the entrance to the subdivision. Emery, like many promoters during the 1920s, was familiar with elaborate structures that developers used to identify the entrance to an exclusive subdivision. He believed the structure would lure sightseers and attract buyers, as well as serve as a convenient, exclusive sales office for Daytona Highlands. Emery provided Gilman with rough sketches of the design that were inspired by an existing tower and arch in Tarragon, Spain.<sup>9</sup>

In June, Gilman commissioned Elias De La Haye, a prominent local architect, to work with Emery on the design of the structure, complete the construction drawings, and supervise its construction. Born in 1887, "Del," as he became known to his friends, immigrated with his family to the United States in 1892. In 1912, he graduated from the Rensselaer Polytechnic Institute in Troy, New York, and in 1913 moved to Cambridge, Massachusetts, where he designed buildings and supervised construction projects for a prominent building firm. In 1923, De La Haye moved to Daytona, where he obtained licenses to practice as both an architect and engineer. For seventeen years, he served as treasurer and secretary of the Florida Association of Architects and, for nearly three decades, as supervising architect for the Florida Hotel Commission. Buildings designed in Volusia County by De La Haye include the Issena Hotel in Daytona Beach, the Samsula and Emporia schools, numerous residences, and several restaurants.<sup>10</sup>

Gilman hired Charles Ballough, a local builder, to construct the Tarragona Tower, as it was originally called. Born in 1856, Ballough was among the earliest settlers of Daytona. Arriving there in 1876, he

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<sup>7</sup> *Daytona Daily News*, April 2, 6 and May 16, 1924.

<sup>8</sup> Gold, *Volusia County History*, 353.

<sup>9</sup> *Daytona Daily News*, April 2, 6, 17; May 16; and June 6 and 22, 1924.

<sup>10</sup> *Daytona Beach News Journal*, February 6, 1949.

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TARRAGONA TOWER  
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established a construction firm and opened the first coquina quarry in Volusia County. Foundations of numerous houses came from his quarry at nearby Tomoka and, in 1898, Ballough completed several buildings built exclusively with the native stone, including his own home. Ballough also built several bridges that connected the mainland and peninsula, and served on the Board of Volusia County Commissioners in 1895 and 1896.<sup>11</sup>

Construction of the Tarragona Tower began in June 1924. Newspaper accounts indicate that its construction required 4,000 cubic yards of coquina, 1,000 sacks of cement, and 1,800 square feet of imported roof tile. The tower and its arches, measuring nearly 150 feet in length and rising forty feet, was to display twenty hand-wrought iron lanterns and contain eight separate rooms. Walls consisted of solid coquina and varied in thickness between 18 inches and four feet. Large arches measuring some twenty-four feet extended across Volusia Avenue and Tarragona Way. Cost of construction was estimated at \$40,000.<sup>12</sup>

Lagging sales and costs associated with developing the subdivision and constructing the tower nearly bankrupted Gilman. To lure local investors and capital investment, he incorporated the Coquina Highlands Company in October 1924. Largely unsuccessful in his effort, Gilman apparently sold his interest in the corporation to W.R. Lynch, a Jacksonville businessman, who renamed the company Daytona Highlands.<sup>13</sup> In January 1925, when the Daytona Highlands subdivision was officially recorded, a number of new features were added to the plan of development. Restrictions provided for the exclusive use of hollow tile, stone, concrete, or brick in building construction. A board of architects was created to review house plans. The company adopted a variety of architectural styles for its houses at different prices. Although most of the subdivision was reserved for houses displaying Mediterranean Revival influences, small areas were designated for homes built in the Colonial and Tudor Revival and Bungalow styles. More houses arose in late 1924 and early 1925.<sup>14</sup>

The tower and accompanying arches required nearly one year to complete. Ballough quarried the coquina used for construction from his Tomoka quarry. By March 1925, the structure was complete and a searchlight installed on the fourth story. Illuminated each night to advertise the development, the light was described as the largest searchlight ever made, reportedly throwing "a beam of light visible on a clear night for 100 miles." A sales office, complete with electricity, fireplace, and furniture, was established on the first floor. Stairs led across the arches spanning Volusia Avenue and Tarragona Way and to the fourth floor, where prospective buyers could view the subdivision and much of Daytona Beach.<sup>15</sup>

<sup>11</sup> Gold, *Volusia County History*, 376-77.

<sup>12</sup> *Daytona Beach Daily News*, June 22, 1924.

<sup>13</sup> R.L. Polk, *DeLand and Volusia County Directory* (Jacksonville, 1924), 148; R.L. Polk, *Daytona City Directory* (Jacksonville, 1926), 200.

<sup>14</sup> DeLand, Florida, Volusia County Courthouse, Record of Incorporations, Book 4, p. 488, 517, Map Book 6, p. 247, Mortgage Book 54, pp. 423-26.

<sup>15</sup> *DeLand Daily News*, February 9 and March 11, 1925.

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Property transactions rose following the completion of the arch, but the land bubble began to collapse later that year. In 1926, as activity declined, the developers of Daytona Highlands encountered financial difficulties, not the least of which included satisfying a \$400,000 mortgage that became due in early 1927. In late 1926, land sales ground to a halt and a few additional houses were built. During the late 1920s, as the economy continued to unravel, taxes on many unsold parcels within the subdivision went unpaid. Changes in trusteeship and management had little effect on the development. By 1937, the developers went bankrupt and much of the undeveloped land foreclosed.<sup>16</sup>

Like many exclusive subdivisions of the 1920s, Daytona Highlands never experienced the level of development anticipated by its developers. Approximately fifteen houses were constructed in the subdivision during the period. Most embody Mediterranean Revival or Colonial Revival influences and several display coquina exterior wall fabric. Although a number of locally significant houses are located in the subdivision, its most important legacy remains the Tarragona Tower and Arch, which became a community landmark. A symbol of the wealth and excesses of a significant period of development, the structure became known as the western entrance or "gate" to the City of Daytona Beach.

Efforts by the War Department in 1941 to remove a portion of the structure were met by opposition from residents, who lobbied for the preservation of the landmark. The federal government eventually prevailed. In March 1942, the northern arch was removed to widen Volusia Avenue and facilitate traffic generated by the establishment of a military compound near the present site of Daytona Beach Community College.<sup>17</sup>

Nearly a half century later, the coquina structure faced still another threat resulting from Daytona Beach's continuing growth. Highway planners began in the 1980s to consider expansion of U.S. Highway 92 (Volusia Avenue) from four lanes to eight.<sup>18</sup> The tower and its lone remaining arch stood directly in the path of the projected two southernmost lanes of a widened highway. In November 1993, the 800-ton structure was placed upon a rail system and moved just seventy-five feet south of its original location, a project that cost approximately \$500,000.<sup>19</sup> In the wake of the move, city and state officials considered the future of the structure and the responsibility for its renovation, use, and maintenance.<sup>20</sup>

<sup>16</sup> DeLand, Florida, Volusia County Courthouse, Deed Book 148:343-348; Mortgage Book 80:533; Mortgage Book 90:539-542.

<sup>17</sup> *Daytona Beach News Journal*, June 24, July 3, 8, 1941; November 25, 1956; December 9, 1981; and January 24, 1991.

<sup>18</sup> *Daytona Beach News Journal*, November 15, 1984.

<sup>19</sup> *Daytona Beach News Journal*, November 9, 1994.

<sup>20</sup> *Daytona Beach News Journal*, January 26, 1995.

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**TARRAGONA TOWER  
Daytona Beach, Volusia County**

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**ARCHITECTURAL CONTEXT**

The Tarragona Tower is a fine example of the Mediterranean Revival style, which reached the peak of its popularity in Florida during the land boom of the 1920s. Mediterranean Revival is an eclectic style containing architectural elements that invoke Spanish, Italian, Mid-Eastern, and North African precedents. Found in those states that have a Spanish colonial heritage, Mediterranean Revival broadly defines the Mission, Moorish, Turkish, Byzantine, and Spanish revival styles that became popular in the Southwest and in Florida during the twentieth century.

The precedent for use of Mediterranean themes in American architecture was established in St. Augustine during the decade of the 1880s, with construction, first, of the Zorayda Castle, followed by completion of Henry Flagler's three great hotels. Buildings containing elements of Mediterranean architecture identified the towns created astride the tracks of Flagler's Florida railroad as it inched its way southward along the Florida east coast, reaching Palm Beach and Miami in 1896.

A 1915 exposition in San Diego celebrating the opening of the Panama Canal focused national attention upon the rich Spanish architectural variety of South America. Encouraged by the publicity afforded the exposition, architects began to look directly to Spain and elsewhere throughout the Mediterranean basin for inspiration.

Mediterranean Revival buildings in Florida display considerable Spanish influence. The style dominated Florida architectural development in the 1920s and remained popular to the eve of World War II. It was adapted for a variety building types, ranging from great tourist hotels to two-room residences. Many commercial and residential buildings underwent renovation in the 1920s to reflect Mediterranean influences.

**ARCHITECTURAL SIGNIFICANCE**

**Coquina Construction in Florida: 1672-1965**

The Tarragona Tower displays a coquina structural system and exterior wall fabric. Between the Colonial Period, which ended in 1821, and the twentieth century, coquina provided an easily accessible building material for residential and public buildings in cities along Florida's northeast Atlantic coast. Coquina stone is quarried from a natural geological formation composed of crushed shells that occurs in coastal deposits stretching from about Beaufort, South Carolina, to Daytona Beach. Coquina formed into a "stone" over millions of years as a result of compression and the chemical binding of calcium carbonate contained within the shells. Brittle to the touch, coquina is easily formed into blocks and possesses tremendous compressive strength. Because of its poor tensile strength, however, coquina was generally avoided for use in buildings rising over two stories.

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St. Augustine's Castillo San Marcos, completed in 1695, survives as America's oldest and largest structure employing a solid coquina structural system. Numerous smaller buildings built in St. Augustine during the Colonial Period and the early nineteenth century also displays coquina as a structural wall system, exterior fabric, and foundation piers. Between 1900 and 1925, coquina was employed in many of Daytona's residences and commercial buildings, especially those designed and built by Daytona Beach builder Charles Ballough and architect S.H. Gove. Later, during the 1930s, because of its unique beauty and availability, coquina was used for a variety of Works Progress Administration (WPA) projects in northeast Florida, including the Civic Center and Ogelthorpe Monument in St. Augustine, the Daytona Beach Bandshell, and the Holly Hill City Hall. One recent building project in Florida employing quarried coquina blocks was the Prince of Peace Church in St. Augustine, constructed in 1965, for the St. Augustine Quadricentennial celebration.

**Subdivision monuments**

The Tarragona Tower is one of the largest historic subdivision monuments remaining in Florida. Subdivision monuments were a common feature of elaborate subdivisions developed in Florida during the land boom of the 1920s. Those subdivisions were typically designed to attract affluent clients, who often built landmark houses displaying a formal architectural style.

Subdivision monuments, generally located at the primary entrance to an exclusive development, often incorporated loggias, bell towers, or obelisks into their design, and some featured benches, pergolas, ponds, trellises, or small patios. Most were masonry structures that extended along both sides of a primary entrance to the development. In a few cases, some featured arches that spanned the road leading into the subdivision. Embellishment often included stucco or stone exterior walls, barrel tile cresting, arches, balustrades, columns, medallions, and sconces. Although many embody Mediterranean Revival styling, a popular architectural style of the 1920s, some monuments reveal Classical influences. Most, however, display simple masonry designs.

In addition to monuments, elaborate subdivisions also typically contained curvilinear streets, paved sidewalks, green spaces, and street lamps. Building lots were often irregularly shaped, which provided for an interesting arrangement of residences and parks upon completion of the subdivision. Although some new subdivisions throughout the state actually filled with buildings during the 1920s, others managed to attract only a few residences before the Boom collapsed. In some cases, for decades large monuments remained as lone sentinels at the entrance of empty subdivisions, providing mute testimony to the unfulfilled ambitions of the era and its promoters.

Subdivision monuments documented in Florida include those associated with La Placenda subdivision in Bartow, Forest Hills subdivision in DeLand, the San Jose suburb of Jacksonville, Coral Gables, Lancaster Park

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in Orlando, Rio Vista subdivision near Ormond Beach, Los Robles subdivision in Tallahassee, and Valencia subdivision in Rockledge.

Even though altered by the loss of one of its arches, the change came about in 1942, and the Tarragona Tower with its single arch and distinctive tower has remained a significant local architectural landmark for over fifty years. The relocation of the massive structure was undertaken in 1995 to preserve it from demolition. The new site is only seventy-five feet away from the original location, and retains its proximity to Volusia Avenue (now know as International Speedway Boulevard or U.S. 92) and to the subdivision it was built to promote.

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**VERBAL BOUNDARY DESCRIPTION**

Commence at the Northeast corner of Block 17, Daytona Highlands, as recorded in Map Book 6, Page 247, Public Records of Volusia County, Florida; thence North 25 16' 40" West 70.00 feet to the Southeast corner of Block 16, of said Daytona Highlands; thence continue North 25 16' 40" West along the East line of said Block 16, also being the Westerly right of way line of Tarragona Way, as shown on said plat, 275.57 feet to a point of intersection with the Northerly extension of the West line of said Block 16; thence South 12 40' 17" West along said Northerly extension 29.50 feet to the POINT OF BEGINNING; thence North 65 04' 01" East 89.42 feet; thence South 25 15' 57" East 21.66 feet; thence North 65 04' 01" East 199.62 feet to a point of intersection with the Southerly existing right of way for State Road 600 (U.S. 92) as shown on the Florida Department of Transportation Right of Way map section number 79060-2521 and the Easterly right of way line of 5<sup>th</sup> Street, as shown on said Right of Way map; thence South 26 14' 45" East along said Easterly right of way line 95.25 feet; thence South 64 59' 30" West 272.51 feet to a point on the Westerly right of way line of said Tarragona Way; thence North 25 16' 40" West along said Westerly right of way line 57.25 feet; thence North 65 42' 39" West to a point on the West line of said Block 16; thence North 12 40' 17" East along said West line 25.71 feet to the POINT OF BEGINNING.

**BOUNDARY JUSTIFICATION**

The boundary encompasses the entire lot onto which the Tarragona Tower was moved to in 1995 during the widening of U.S. Highway 92. The property was accepted by the City of Daytona Beach from the Florida Department of Transportation in 1996 in exchange for the City's agreement to maintain the Tarragona Tower.



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**TARRAGONA TOWER  
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**PHOTO INVENTORY**

1. Tarragona Tower
2. Volusia, Florida
3. Gary V. Goodwin
4. September, 2004
5. Bureau of Historic Preservation
6. North (front) elevation, camera facing southwest
7. Photo#1 of 10

**Numbers 1-5 are the same for the remaining photographs:**

6. Extension, north elevation, camera facing southwest
7. Photo#2 of 10
  
6. South (rear) elevation, camera facing north
7. Photo#3 of 10
  
6. Northwest view of tower, camera facing southeast
7. Photo#4 of 10
  
6. Northeast view of tower, camera facing southwest
7. Photo#5
  
6. Tower showing pent roof with false chimney, camera facing southeast
7. Photo#6 of 10
  
6. Tower showing arch and extension, camera facing south
7. Photo#7 of 10
  
6. Extension showing arched opening, tile roof, and stringcourse, camera facing west
7. Photo#8 of 10
  
6. Interior showing window openings, doorway, and cross members, camera facing north
7. Photo#9 of 10
  
6. Interior showing top opening, camera facing northwest
7. Photo#10 of 10

DAYTONA BEACH  
COMMUNITY COLLEGE

WHITE ST

INTERNATIONAL SPEEDWAY BLVD

WAY

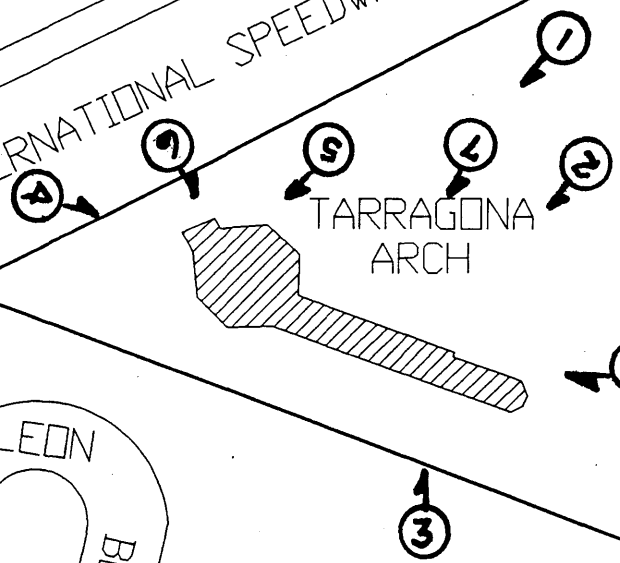
TARRAGONA  
ARCH

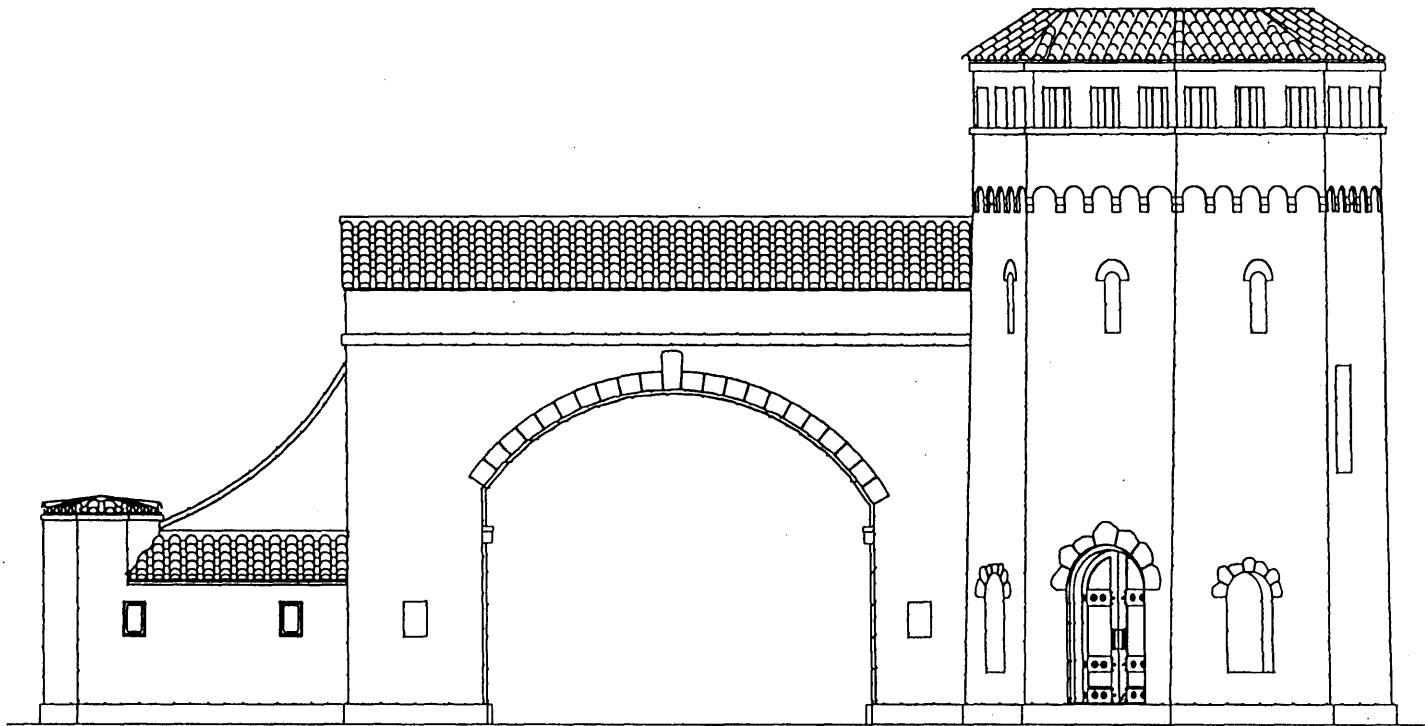
TARRAGONA

PONCE DE LEON  
BLVD



TARAGONA ARCH  
SITE PLAN  
PHOTO KEY





NORTH ELEVATION



DRAWN BY: DESIGNWORKS ARCHITECTS, P.A.

NORTH ELEVATION  
WPN 5119101

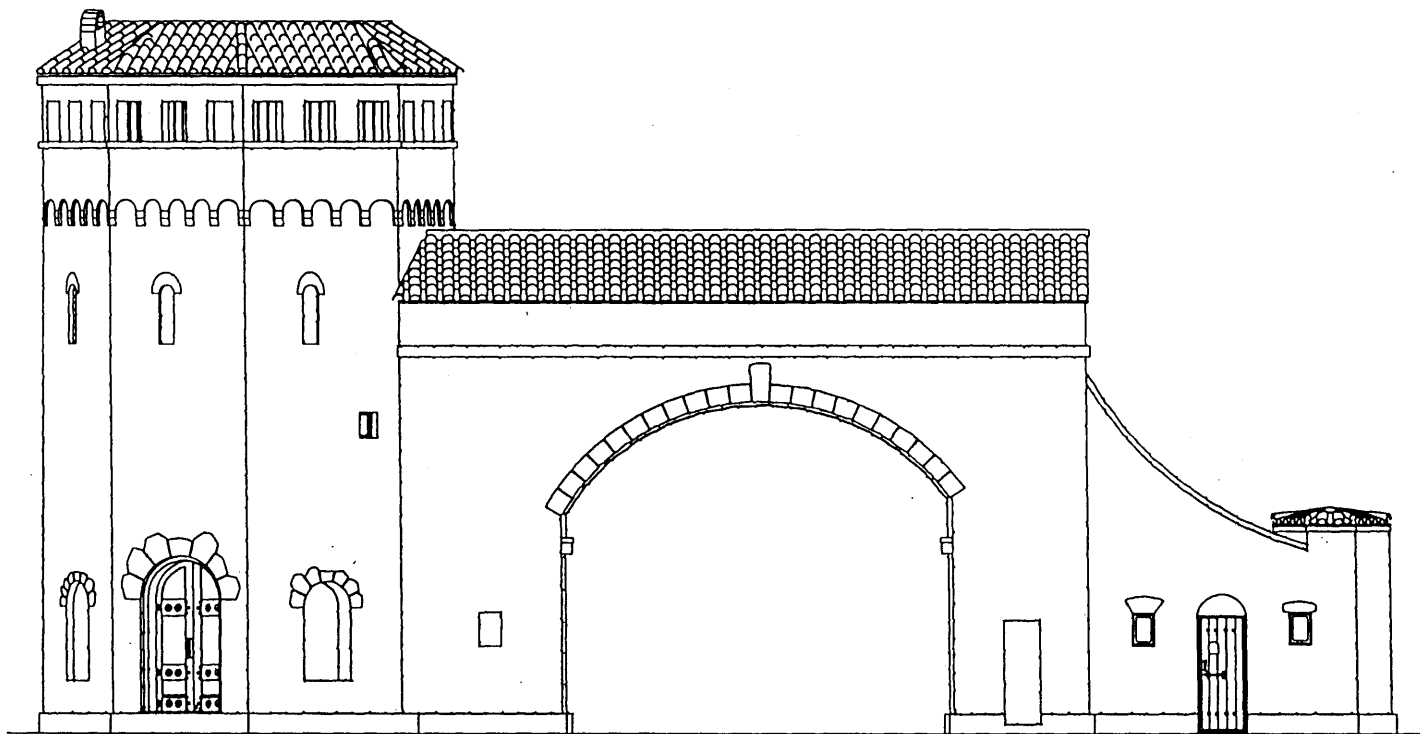
NAME AND LOCATION OF STRUCTURE

**TARRAGONA ARCH**  
SR 600 (US 92) VOLUSIA AVENUE, DAYTONA BEACH, FLORIDA

SURVEY NO.

HISTORIC AMERICAN  
BUILDINGS SURVEY

SHEET 8 OF 10 SHEETS



SOUTH ELEVATION



DRAWN BY: DESIGNWORKS ARCHITECTS, P.A.

SOUTH ELEVATION

WPN

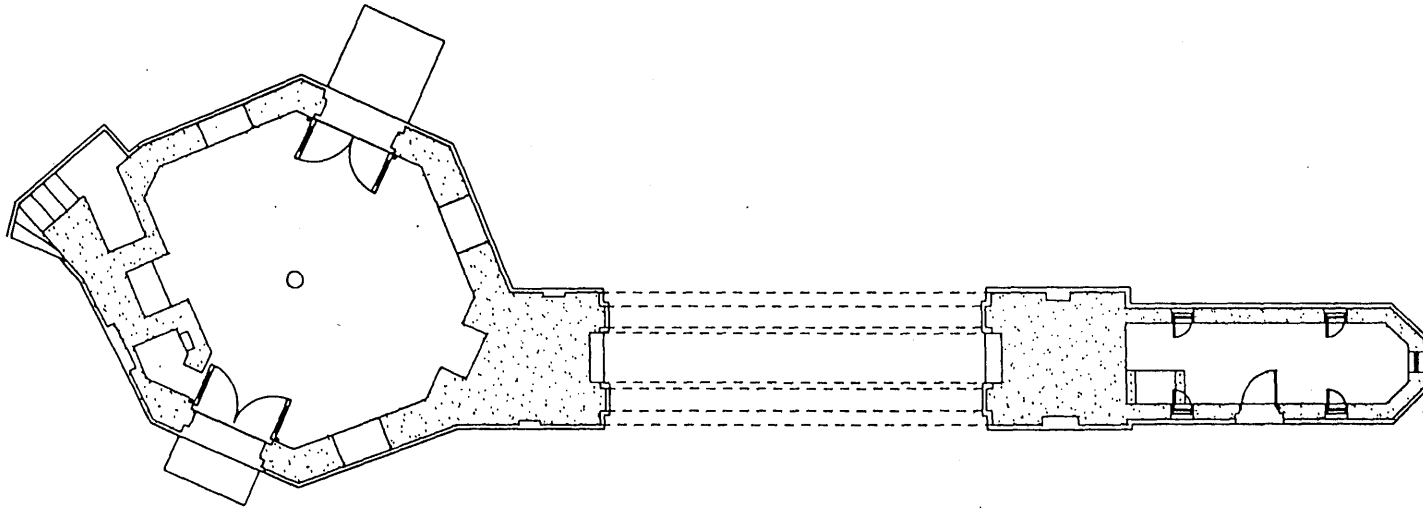
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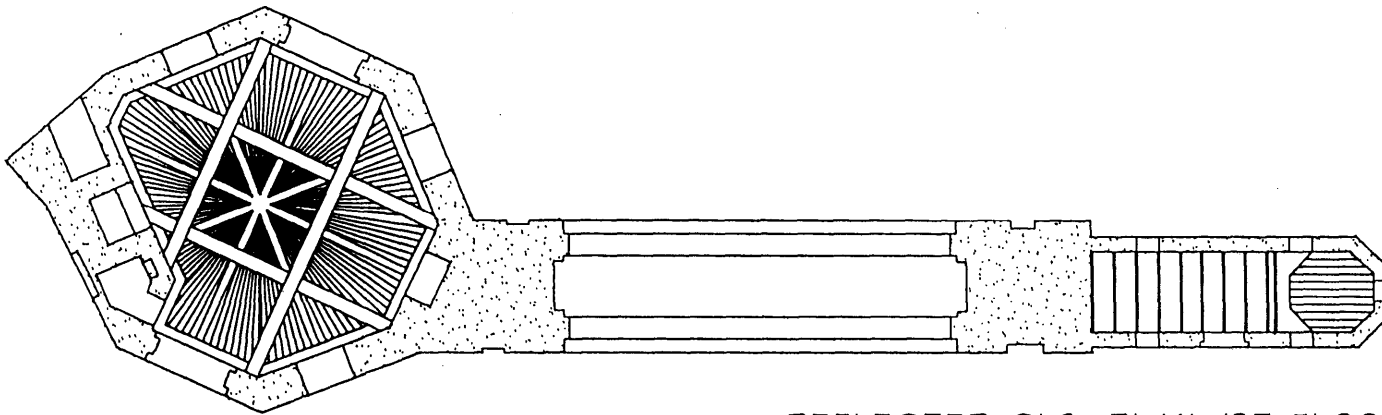
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 SR 600 (US 92) VOLUSIA AVENUE, DAYTONA BEACH, FLORIDA

SURVEY NO.

HISTORIC AMERICAN  
 BUILDINGS SURVEY  
 SHEET 6 OF 10 SHEETS



FLOOR PLAN: 1ST FLOOR



REFLECTED CLG. PLAN: 1ST FLOOR



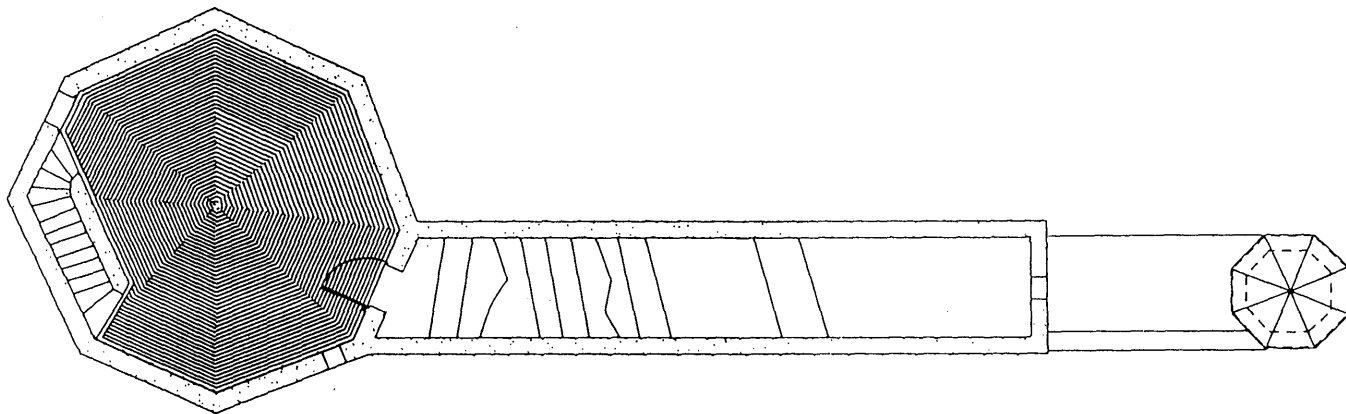
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NAME AND LOCATION OF STRUCTURE

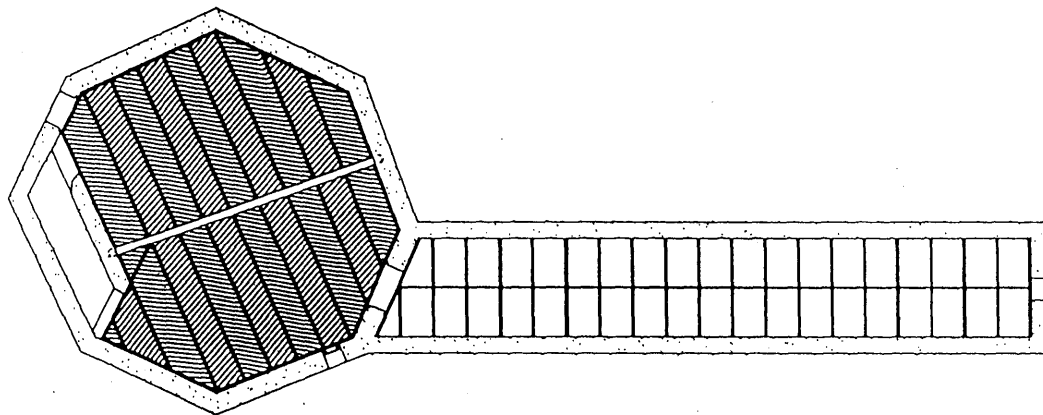
**TARRAGONA ARCH**  
 SR 600 (US 92) VOLUSIA AVENUE, DAYTONA BEACH, FLORIDA

SURVEY NO.

HISTORIC AMERICAN  
 BUILDINGS SURVEY  
 SHEET 2 OF 10 SHEETS



FLOOR PLAN: 2ND FLOOR



REFLECTED CLG. PLAN: 2ND FLOOR



DRAWN BY: DESIGNWORKS ARCHITECTS, P.A.

2ND FLOOR PLAN  
WPN 5119101

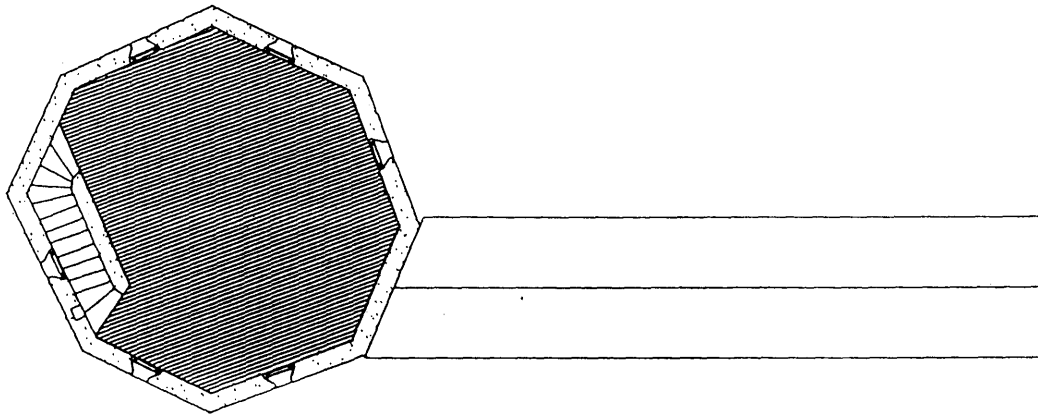
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SR 600 (US 92) VOLUSIA AVENUE, DAYTONA BEACH, FLORIDA

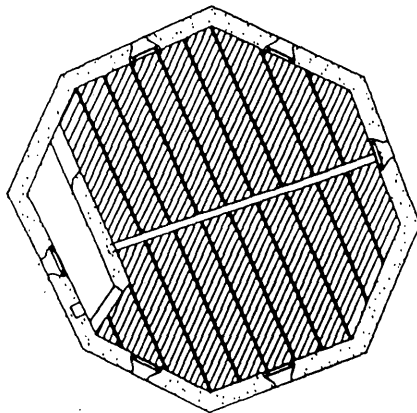
SURVEY NO.

HISTORIC AMERICAN  
BUILDINGS SURVEY

SHEET 3 OF 10 SHEETS



FLOOR PLAN: 3RD FLOOR



REFLECTED CLG. PLAN: 3RD FLOOR



DRAWN BY: DESIGNWORKS ARCHITECTS, P.A.

3RD FLOOR PLAN  
WPN 5119101

NAME AND LOCATION OF STRUCTURE

**TARRAGONA ARCH**  
SR 600 (US 92) VOLUSIA AVENUE, DAYTONA BEACH, FLORIDA

SURVEY NO.

HISTORIC AMERICAN  
BUILDINGS SURVEY  
SHEET 4 OF 10 SHEETS