OMB No. 10024-0018

RECEIVED

United States Department of the Interior National Park Service

AUG 04 1993

National Register of Historic Places Registration Form

NATIONAL REGISTER

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 an 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.

| . Name of Property | | | | · · · · · · · · · · · · · · · · · · · |
|--|--|---|-----------------|---|
| storic name | Casa Marina Hotel | | | And the second second |
| ther names/site number | Casa Marina/8DU81 | 13 | - | |
| . Location | | | | · · · · · · · · · · · · · · · · · · · |
| reet & number | 12 Sixth Avenue, N | North | <u>n/a</u> □ r | not for publication |
| ty or town | Jacksonville Beach | h | n/a | ☐ vicinity |
| ate Florida | codeFL coun | ntyDuval | code z | ip code |
| State/Federal Agency C | Certification | | | |
| nationally 2 statewide | - W Alm | n sheet for additional comments 7/26/93 | | |
| Signature of certifying offici Florida State His State of Federal agency an | Is locally. (See equitinuation of the storic Preservation of the storic Pr | n sheet for additional comments | of Historical F | <u>Res</u> ources |
| Signature of certifying offici Florida State His State of Federal agency an In my opinion, the property comments.) Signature of certifying offici | Iocally. (See entinuation Augustical Augustical Section Section Augustical Augu | 7/26/93 Date Officer, Division | of Historical F | <u>Res</u> ources |
| Signature of certifying offici Florida State His State of Federal agency an In my opinion, the property comments.) | Iocally. (See entinuation Augustical Augustical Section Section Augustical Augu | 7/26/93 Date Officer, Division ne National Register criteria. (| of Historical F | <u>Res</u> ources |
| Signature of certifying offici Florida State His State of Federal agency an In my opinion, the property comments.) Signature of certifying offici State or Federal agency an | Isologally. (See entinuation All July all/Title all/Title d bureau Certification | 7/26/93 Date Officer, Division ne National Register criteria. (Date | of Historical E | Resources for additional |
| Signature of certifying offici Florida State His State of Federal agency an In my opinion, the property comments.) Signature of certifying offici State or Federal agency an National Park Service Cereby certify that the property is entered in the National Re | Iocally. (See entinuation Image: A continuation | 7/26/93 Date Officer, Division Ne National Register criteria. (Date Date | of Historical F | Resources for additional Date of Activ |
| Signature of certifying offici Florida State His State of Federal agency an In my opinion, the property comments.) Signature of certifying offici State or Federal agency an National Park Service Cereby certify that the property is | Iocally. (See entinuation Image: A continuation | 7/26/93 Date Officer, Division Ne National Register criteria. (Date Date | of Historical I | Resources for additional Date of Actional |
| In my opinion, the property comments.) Signature of certifying offici Florida State Historia State of Federal agency an In my opinion, the property comments.) Signature of certifying offici State or Federal agency an Interest in the National Response of Cereby certify that the property is lentered in the National Response of Cereby certify that the property is lentered in the National Response of Cereby Certify that the property is lentered in the National Response of Cereby Cer | Iocally. (See entinuation Iocally. (See entinuation Iocally. (See entinuation Iocally. (See entinuation Iocally. (Iocally. | 7/26/93 Date Officer, Division Ne National Register criteria. (Date Date | of Historical I | Resources for additional Date of Activ |
| Signature of certifying offici Florida State Hi: State of Federal agency an In my opinion, the property comments.) Signature of certifying offici State or Federal agency an National Park Service Comments in the National Register See continuation in the National Register | | 7/26/93 Date Officer, Division Ne National Register criteria. (Date Date | of Historical I | Resources for additional Date of Actic |

| Casa Marina Hotel | | Duval Co., FL | | |
|--|--|---|--|-----------------------|
| Name of Property | | County and | State | |
| 5. Classification | | | | |
| Ownership of Property (Check as many boxes as apply) | Category of Property (Check only one box) | Number of Res (Do not include pre | sources within Property viously listed resources in the | y e count.) |
| ☑ private | ⊠ building(s) | Contributing | Noncontributing | |
| ☐ public-local☐ public-State | ☐ district ☐ site | 1 | 0 | buildings |
| □ public-State □ public-Federal | ☐ structure | 0 | 0 | sites |
| | □ object | 1 | 0 | structures |
| | | 0 | 0 | objects |
| | | 2 | 0 | Total |
| Name of related multiple p (Enter "N/A" if property is not part | roperty listing of a multiple property listing.) | Number of con in the National | tributing resources pro Register | eviously listed |
| n/a | | 0 | | |
| 6. Function or Use | | | | |
| Historic Functions (Enter categories from instructions) | | Current Functions (Enter categories from | | |
| Domestic: Hotel | | Work in pro | gress | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| The state of the s | | | | |
| | | | | . wrent |
| | | | | |
| 7. Description | | | | |
| Architectural Classification (Enter categories from instructions) | | Materials (Enter categories from | instructions) | |
| Late 19th & 20th Centu | ry Reviyals: | foundationStuc | co | · |
| Mission | | wallsStuc | co | |
| Spanish Colonial | Revival | | | |
| | | roofCera | mic Tile | 17-41-7-1 |
| | | otherWood | | |

Terra Cotta

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

| Casa Marina Hotel | Duval Co., FL |
|---|--|
| Name of Property | County and State |
| 8. Statement of Significance | |
| Applicable National Register Criteria | Areas of Significance |
| (Mark "x" in one or more boxes for the criteria qualifying the property | (Enter categories from instructions) |
| for National Register listing.) | Architecture |
| ▲ A Property is associated with events that have made | Commerce |
| 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 | Period of Significance |
| individual distinction. | 1925-1930 |
| | |
| D Property has yielded, or is likely to yield, | |
| information important in prehistory.or.history | 1 |
| Criteria Considerations | Significant Dates |
| (Mark "x" in all the boxes that apply.) | 1925 |
| Property is: | |
| roperty is. | |
| \square A owned by a religious institution or used for | |
| religious purposes. | 2. |
| □ P removed from its original location | Significant Person (Complete if Criterion B is marked above) |
| ☐ B removed from its original location. | n/a |
| ☐ C a birthplace or grave. | |
| | Cultural Affiliation |
| ☐ D a cemetery. | n/a |
| ☐ E a reconstructed building, object, or structure. | |
| a toosharasta sanang, osjeet, or or or or or | |
| ☐ F a commemorative property. | |
| C less than 50 years of age or achieved significance | Architect/Builder |
| ☐ G less than 50 years of age or achieved significance within the past 50 years. | Marsh & Saxelbye/ |
| within the past of yours. | Hessler, G.W. Inc. |
| | nessier, G.w. inc. |
| Narrative Statement of Significance | |
| (Explain the significance of the property on one or more continuation sheets. |) |
| 9. Major Bibliographical References | |
| Bibilography (Cite the books, articles, and other sources used in preparing this form on or | ne or more continuation sheets.) |
| Previous documentation on file (NPS): | Primary location of additional data: |
| ☐ preliminary determination of individual listing (36 | State Historic Preservation Office |
| CFR 67) has been requested | ☐ Other State agency |
| previously listed in the National Register | ☐ Federal agency |
| previously determined eligible by the National | ☐ Local government |
| Register designated a National Historic Landmark | ☐ University ☐ Other |
| ☐ recorded by Historic American Buildings Survey | Name of repository: |
| # | |
| ☐ recorded by Historic American Engineering Record # | |

| Casa Marina Hotel Duval Co., FL Name of Property County and State | |
|--|-----------------|
| | |
| 10. Geographical Data | |
| Acreage of PropertyLess than 1 acre | |
| UTM References (Place additional UTM references on a continuation sheet.) | |
| 1 1 7 4 6 2 4 3 0 3 3 5 1 3 1 1 0 3 Zone Easting Northing 2 1 See continuation | Northing 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 Paul Weaver/Consultant & Barbara E. Mattick/Historic Sites | Specialist |
| organization Bureau of Historic Preservation date July 1 | L993 |
| street & number R.A. Gray Blg., 500 S. Bronough Street telephone (904) 4 | 187-2333 |
| city or town state <u>Florida</u> zip co | 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.) | |

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 to amend existing 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.).

(904) 270-0025

zip code

32233

telephone

state

Allan G & Mary Lou Brown

Atlantic Beach

647 Beach Avenue

name

street & number

city or town.

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.

National Register of Historic Places Continuation Sheet

| Section number | 7 | Page | 1 | Beac |
|----------------|---|-------|---|------|
| occion number | | I auc | | |

Casa Marina Hotel, Jacksonville Beach, Duval Co., FL

SUMMARY

The Casa Marina Hotel is located at 12 Sixth Avenue in the City of Jacksonville Beach, Duval County, Florida. Constructed in 1925 as a hotel and restaurant, the Mediterranean Revival building rises two stories and has a roof-top penthouse. It has a basically U-shaped ground plan, a flat roof with parapet, and a textured stucco exterior. It features a courtyard, arched windows, a loggia, exposed rafter tails, niches, curvilinear parapets, and other decorative detailing drawn from Mission and Spanish Colonial Revival Styles. The interior contains a lobby and other public spaces in the north wings on the first floor, and guest rooms in the remainder of the building. In spite of vandalism, the loss of many original windows, and water damage to some interior plaster finishes, the building still reflects its original setting, design, materials, workmanship, feeling, and association.

PRESENT AND ORIGINAL PHYSICAL APPEARANCE

Setting

The Casa Marina Hotel occupies a prominent corner lot of approximately two-thirds of an acre at the intersection of Sixth Avenue North and First Street North, one of the principal commercial arteries in Jacksonville Beach. The hotel faces the Atlantic Ocean and Sixth Avenue North on its major elevations (Photos 1-4). A garden wall is an historic landscape feature of the Casa Marina, that defines the perimeter of the property. It reflects the Mediterranean styling of the hotel, particularly on the west side of the lot, where curvilinear walls and a Mission style parapet are located (Photo 4).

Exterior

The Casa Marina Hotel is two stories in height, with the exception of a one-story penthouse on the north wing and a one-story kitchen wing that extends west from the northwest corner of the building (Photo 2). The building rests on a continuous, concrete slab foundation. The load bearing walls are constructed of structural tile and steel I-beams.

NPS Form 10-900-a (8-86) OMB Approval No. 1024-0018

United States Department of the InteriorNational Park Service

National Register of Historic Places Continuation Sheet

| | | Casa Marina Hotel, Jacksonville |
|-----------------|-------|---------------------------------|
| Section number7 | Page2 | Beach, Duval Co., FL |

The massing of the Casa Marina is generally regular. It has a U-shaped main block that surrounds a courtyard enclosed by a loggia on the east side. The loggia defines the east side of a central courtyard that opens on the ocean side of the building. The loggia consists of paired, round columns, stylized brackets, and a side gabled roof finished with barrel tile (Photo 5). The courtyard is constructed of concrete and brick pavers. A small wing extends west from the northwest corner of the main block (See Site Plan, Photos 1 & 2).

The roof is a flat, built-up type with parapet. The parapet is straight with tile coping on most of the building, but curvilinear parapets, typical of the Mission Style, are located at the east ends of the north and south wings and over major entrances on the north and east elevations (Photos 1, 2, & 5). The exterior wall finish is textured stucco. Other decorative features include wooden balconettes, niches, and terra cotta cartouches (Photos 3 & 6).

The fenestration of the building is regular, composed primarily of 6/6 and 8/8, double-hung, wooden sash windows. The north and south elevations of the north wing (dining room) have 14 single windows with fanlights (Photos 6 & 7). These are the most detailed and historically significant windows in the building. Many of the other windows have been removed by vandals or previous owners, or are in extremely deteriorated condition, particularly on the north, south, and east elevations which are continually exposed to high winds and moist salt air.

The rear (west) elevation of the Casa Marina faces First Street North. It and the south elevation are the most austere sides of the building (Photo 8 & 1). Other than niches above the second story windows and tile coping atop the parapet, no significant historic detailing is present.

<u>Interior</u>

The main entrance on the north side of the building opens into the lobby (Photo 7). A dining room is located to the west. The far west end of the north wing has a service area consisting primarily of a kitchen. The south wing and the entire second floor are devoted to guest rooms or suites. A

National Register of Historic Places Continuation Sheet

| | | | Casa Marina | Hotel, | Jacksonville |
|---------------|---|-------|--------------|--------|--------------|
| | 7 | _ 2 | Beach, Duval | l Co., | FL |
| ection number | | Page3 | | _ | |

small penthouse is located at the third floor level. Other than a small addition to the penthouse, the original floor plan is unchanged.

The dining room and lobby are the major public spaces in the building. Tile floors in these rooms are in fair to poor condition (Photo 7). Original interior wall finishes are plaster on lath in deteriorated condition in many places due to severe water damage. The ceiling is finished with pecky cypress panelling and false beams (Photo 9). The pecky cypress has been damaged in several areas by water or has been removed. The lobby contains brackets and some decorative woodwork. The main stair to the second floor is located at the west end of the lobby (Photo 10), and stairs at the north and south ends of the main block provide additional access to the second floor.

The quest accommodations are divided equally by central corridors which run the length of the south wing, through the remainder of the main block, and in the upstairs areas (Photo Transom lights and simple door trim are the only detailing in the corridors (Photo 12), for virtually all historic doors have been removed by vandals. The floors in the corridors and rooms are tongue-in-groove pine boards which have been carpeted or previously covered by linoleum or vinyl. The original plaster over lath walls and ceilings are generally in extremely deteriorated condition due to water damage caused by leaks in the sprinkler system. Ceiling and wall finishes at present have been removed throughout the second floor (Photo 13). The interior detailing of the rooms is simple, consisting of base boards and window and door trim generally connected by butt joints (Photo 12). The original plumbing system was badly damaged during the severe freezes of the mid-1980s, and although the original supply and drain lines remain, most of the original plumbing fixtures have been removed.

ALTERATIONS

The exterior of the Casa Marina stands today basically as it appeared when completed in 1925. The balconettes on the east elevation are in poor condition due to extreme weathering and lack of maintenance (Photo 1). The penthouse received a minor addition during the 1970s. A small boiler room, added to the kitchen wing during the 1950s, was recently removed due to

National Register of Historic Places Continuation Sheet

| Section number Pag | Beach Di | ina Hotel, Jacksonville uval Co., FL | |
|--------------------|----------|---|--|
| | | | |

structural deterioration and functional obsolescence. In spite of the loss of interior finishes due to water damage and vandalism, the interior of the building is largely intact. The floor plan, major public spaces, stairs, and individual rooms are little changed.

National Register of Historic Places Continuation Sheet

Casa Marina Hotel, Jacksonville Beach, Duval Co., FL

Section number ____8 Page ___1

SUMMARY

The Casa Marina Hotel, built in Jacksonville Beach, Duval County, Florida, in 1925, is locally significant under Criterion A in the area of Commerce because of its association with the development of Jacksonville Beach as a recreation and tourist destination primarily for residents of Jacksonville and nearby Georgia. It is one of the few historic hotels in Duval county and the last historic hotel remaining at the Jacksonville Beaches. The building is also locally significant under Criterion C for its Mediterranean Revival style as designed by the firm of Marsh and Saxelbye, the area's most important architects during the 1920s. The Casa Marina retains the integrity of its overall design and individual features. With the exception of a compatible addition to its third story penthouse, it has little altered since originally constructed.

HISTORIC CONTEXT

Development of the Jacksonville beaches--Jacksonville Beach, Atlantic Beach, and Neptune Beach--followed a pattern similar to that of other areas of the east coast of Florida during the late nineteenth century. Railroad construction preceded speculative real estate development and efforts to promote coastal areas as tourist destinations. The concentrated development of the Jacksonville beaches began in 1882 when a group of Jacksonville businessmen financed construction of 16.5 mile narrow-gauge railroad from South Jacksonville to what today is Jacksonville Beach. The investment group also acquired land which was subdivided and sold as small lots during the period when the railroad was under construction.

After the railroad was completed, real estate development commenced at Jacksonville Beach. The first major commercial project was construction of the Murray Hall Hotel, a massive sixstory wooden structure with rooms for 350 guests. Built at a cost of \$150,000, it opened in July 1886 and was the first large tourist hotel on the east coast of Florida. Other commercial hotels soon followed. These included the Adams House, the Perkins House, the Ocean View, and the Palmetto Lodge. All of these hotels eventually burned, as did the Murray Hall on August 7, 1890.

In addition to tourists, the railroad brought permanent residents to the beach. The original settlement of Jacksonville

National Register of Historic Places Continuation Sheet

| | | Casa Marina Hotel, Jacksonville |
|-----------------|-------|---------------------------------|
| Section number8 | Page2 | Beach, Duval Co., FL |

Beach was known as Ruby, named for the daughter of one of the original residents. In 1886 the owners of the railroad changed the name to "Pablo Beach," after nearby Pablo Creek, an estuary of the St. Johns River. Pablo Beach was incorporated in May 1907. The first paved road reached the beaches in 1910, when Atlantic Boulevard was completed. In 1925, in an attempt to capitalize on the proximity of Florida's largest city, the name Pablo Beach was changed to Jacksonville Beach.

Development of Atlantic Beach paralleled that of Jacksonville Beach, its neighbor to the south. Development of Atlantic Beach was spearheaded by Henry Flagler through two of his companies, the Florida East Coast (F.E.C.) Railroad and the Florida East Coast Hotel Company. In 1899 the F.E.C. purchased the Jacksonville and Atlantic Railway and extended it from Pablo (Jacksonville) Beach to Mayport. Following completion of the railroad, the Florida East Coast Hotel Company began construction of the Continental Hotel, another massive hotel which opened in June 1901. The Continental Hotel was one of the largest wooden hotels in the South, measuring 447 feet in width and up to six stories in height.

In 1913, the Florida East Coast Hotel Company sold the Continental to a New York investment group which renamed it the Atlantic Beach Hotel. On September 19, 1919, the Atlantic Beach Hotel was destroyed by fire, but six years later, a smaller, fifty-room hotel, also named the Atlantic Beach Hotel, was built to replace it. This hotel was the major commercial property in Atlantic Beach until it was demolished because of extensive damage caused by Hurricane Dora in 1964. With its destruction, Atlantic Beach became an almost exclusively residential community.

Neptune Beach, situated between Jacksonville and Atlantic Beaches, is the newest of the three beach communities. Originally, part of Jacksonville Beach, it was isolated and sparsely populated during the late nineteenth and early twentieth centuries. In August 1931, they voted to secede from Jacksonville Beach, and have remained a separate municipality. Neptune Beach, because of its early isolation, never attracted hotel developers and has been largely a residential community from its initial development.

The Jacksonville beaches, along with the rest of Florida, experienced great expansion in the 1920s as people came to

National Register of Historic Places Continuation Sheet

| | Casa | Marina | Hotel, | , Jacksonville |
|---|-------|----------|--------|----------------|
| 2 | Beach | ı, Duval | L Co., | FL |

Section number ___8 Page ___3

Florida in droves to buy real estate. This Florida Land Boom led to a flurry of construction, particularly in South Florida, but also in Duval County. The development of Avondale Estates (NR 1989) and San Jose Estates (NR 1985) are two examples of Boomtime growth in Jacksonville. The citizens of Jacksonville Beach and Atlantic Beach strove to experience the Boom as well, with particular attention focussed on attracting tourists to the beaches along North Florida's Atlantic coast.

HISTORIC SIGNIFICANCE

The Casa Marina Hotel was constructed at Jacksonville Beach in 1925 at the height of the Florida Land Boom to attract and accommodate tourists. Because of the destruction of the Murray Hall, Burnside, and Atlantic Beach hotels, all of which were wooden structures, fire safety was an important consideration in the construction of the Casa Marina. The hotel, promoted as being fire-proof, was built of hollow structural tile and steel, and contained a sprinkler system, an innovative feature during the 1920s. Gene Zapf, a prominent businessman at Pablo (Jacksonville) Beach, and Francis E. Spinner were major stockholders in the hotel. Zapf, experienced in hotel operations, also served as manager. The Casa Marina officially opened on May 23, 1925 in time for the summer season.

The Boom collapsed in 1926, only one year after the completion of the Casa Marina. During the Great Depression which followed in the 1930s, business slowed significantly, and there was a long series of owners in the following years. During World War II, Florida became a major training center for military personnel, and many hotels were turned into barracks. Like the Ponce de Leon in St. Augustine, the Casa Marina served as a barracks for Navy personnel stationed at nearby Mayport. After the war the Casa Marina returned to use as a hotel-restaurant. During this period one of the shareholders was Jacksonville Mayor and Florida Governor Haydon Burns.

In the early 1980s the Casa Marina was operated as a restaurant only. In 1987 the Ocean State Bank of nearby Neptune Beach foreclosed on the property. It remained vacant and boarded-up until the current owners began to rehabilitate the building in order to operate it as a hotel and restaurant once again. The rehabilitation has been performed according to the Secretary of the Interior's Standards for Historic Rehabilitation and in consultation with preservation architects at the Florida

National Register of Historic Places Continuation Sheet

| | | Casa Marina Hotel, Jacksonville |
|-----------------|--------|---------------------------------|
| ection number 8 | Page 4 | Beach, Duval Co., FL |

Bureau of Historic Preservation. The National Park Service has granted certification for Parts 1 and 2 of the owners' Historic Preservation Certification Application.

The Casa Marina Hotel was significantly associated with the development of commercial real estate at the Jacksonville beaches during the 1920s. It embodies the "Florida Boom" when the Jacksonville beaches were an important tourist destination for residents of Northeast Florida, and is one of the few historic hotels remaining in Duval County, and the only one remaining in the Jacksonville beach area.

ARCHITECTURAL CONTEXT

Marsh & Saxelbye, Architects

William Mulford Marsh was born in DeLand in 1889 and moved to Jacksonville during his youth. Marsh had no formal training in architecture, but acquired his knowledge through first hand experience, principally with the firm of Talley and Sumer. Harold Saxelbye was born in England and educated at the Royal Institute of Architects, in the Beaux-Arts tradition. He arrived in New York in 1904 and practiced there with the firm of Jacobs and Davies and later as a partner in the firm of Thompson and Frohling. In 1914, Saxelbye came to Jacksonville to supervise construction of the Mason Hotel. He met Marsh at this time and formed a partnership with him in 1919.

Marsh and Saxelbye were Jacksonville's most successful architects during the 1920s. Most of Marsh and Saxelbye's commissions were for private residences, but they also designed major commercial, educational, and institutional buildings. Their residential designs were drawn primarily from the popular period revival styles, especially Beaux-Arts Classical, Colonial, Tudor, and Spanish.

Marsh and Saxelbye designed numerous additional buildings in Duval County, many of which are listed in the National Register of Historic Places. The Casa Marina is the only extant building at the Jacksonville beaches designed by Marsh and Saxelbye.

Mediterranean Revival Style

The Mediterranean Revival Style generally refers to a style derived from a combination of architectural elements borrowed

National Register of Historic Places Continuation Sheet

| | | Casa Marina Hotel, Jacksonville |
|----------------|--------|---------------------------------|
| ection number8 | Page 5 | Beach, Duval Co., FL |

from countries and cultures surrounding the Mediterranean Sea, primarily Spain and Italy. This practice became popular in the late 1910s as part of the increased national interest in historical architecture. Interest in such styles was especially fostered by the Panama-California Exposition in San Diego in 1915. The style, so suitable for Florida's Mediterranean-like climate and Spanish history, became extremely popular in Florida and is closely associated with the Florida Land Boom of the 1920s. General design characteristics include features taken from the Mission and Spanish Colonial Revival styles.

The Mission Style was developed in California in the 1890s to emulate the Franciscan missions of the Spanish colonial period. This style incorporates stuccoed walls, tiled roofs, round arches, Spanish details, and open, spreading plans. Buildings are simple in form with little sculptural ornamentation. Curvilinear parapets, its most distinctive feature, are pronounced. The Spanish Colonial Revival Style, popularized by the Panama-California Exposition in 1915, is more elaborate than the Mission Style. Distinguishing features include clay tile roofs, a stucco finish, terra cotta cartouches, arched doors and walkways or loggias, and round or square towers. Casements and fanlight windows are common, along with the more common double hung sash. Ornamental ironwork is often used for window grilles and balconettes. Exterior colors are most often white, yellow-brown, and rose.

ARCHITECTURAL SIGNIFICANCE

The Casa Marina Hotel is an excellent example of the detailed designs executed by William Marsh and Harold Saxelbye, two of Jacksonville's most outstanding twentieth century architects. It is the only example of their work in the Jacksonville Beach area. The Casa Marina is also a good representation of the Mediterranean Revival style in Jacksonville. It incorporates a number of features of the style, including a U-shaped plan and loggia enclosing a courtyard, stuccoed walls with niches and terra cotta cartouches, balconettes, a flat roof with a pronounced curvilinear parapet, and secondary roofs covered with barrel tile. The fenestration, generally double hung sash, some with fanlights, is also typical of the style. The interior also displays Mediterranean Revival features, such as a pecky cypress ceiling and tile floors.

NPS Form 10-900-a (8-86)

United States Department of the InteriorNational Park Service

National Register of Historic Places Continuation Sheet

Casa Marina Hotel, Jacksonville Beach, Duval Co., FL

Section number _____ Page _____

BIBLIOGRAPHY

Newspapers

Jacksonville Journal, 23 May 1925; 19 May 1977.

Florida Times-Union, 14 December 1924; 6 June 1925; 4 May 1983.

Pablo News, 7 June 1924; 24 January 1925; 14 May 1925.

Sun Times, 23 February 1983.

Books and Articles

- Brown, Paul S. <u>The Book of Jacksonville, A History</u>. Poughkeepsie, NY: A. V. Haight, 1895.
- Davis, T. Frederick. <u>History of Jacksonville and Vicinity, 1513</u> to 1924. St. Augustine, FL: The Record Company, 1925.
- Gebhard, David, "The Spanish Colonial Revival of Southern California (1895-1930)," <u>Journal of Architectural Historians</u> (1967).
- Gold, Pleasant Daniel. <u>History of Duval County</u>. St. Augustine: The Record Company, 1928.
- Martin, Richard. <u>The City Makers</u>. Jacksonville: Convention Press, 1972.
- Ward, James Robertson. <u>Old Hickory's Town: An Illustrated</u>
 <u>History of Jacksonville</u>. Jacksonville, FL: Florida
 Publishing Company, 1982.
- Wood, Wayne. <u>Jacksonville's Architectural Heritage: Landmarks</u>
 <u>for the Future</u>. Jacksonville: University of North Florida
 Press, 1989.

National Register of Historic Places Continuation Sheet

| Section number10 Page1 | Beach, Duval Co., FL |
|------------------------|----------------------|
|------------------------|----------------------|

VERBAL BOUNDARY DESCRIPTION

The boundary coincides with the boundary of lots 1 and 2 except of the south 2.0 feet of the east 24.70 feet, Block 61, Pablo Beach North Subdivision as recorded in Plat Book 3, Page 28 of current public records of Duval County, Florida.

BOUNDARY JUSTIFICATION

The boundary encompasses the city lots which have been historically associated with the Casa Marina Hotel.

12

6) Typical guest room

7) 12 of 13

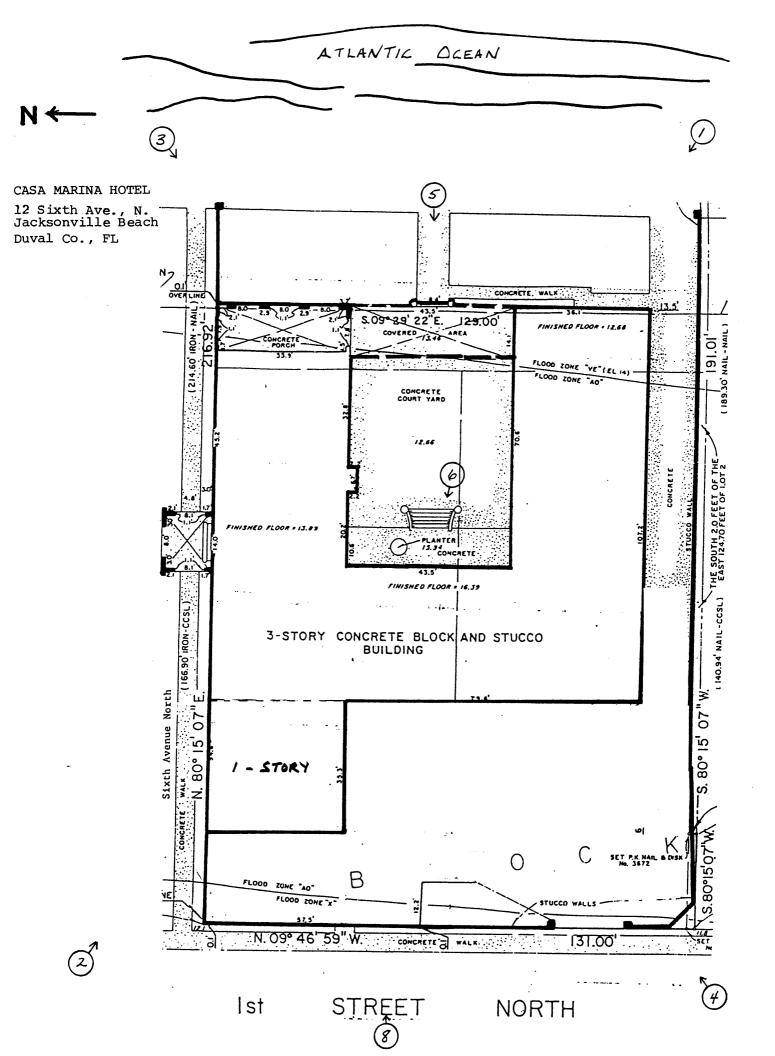
National Register of Historic Places Continuation Sheet

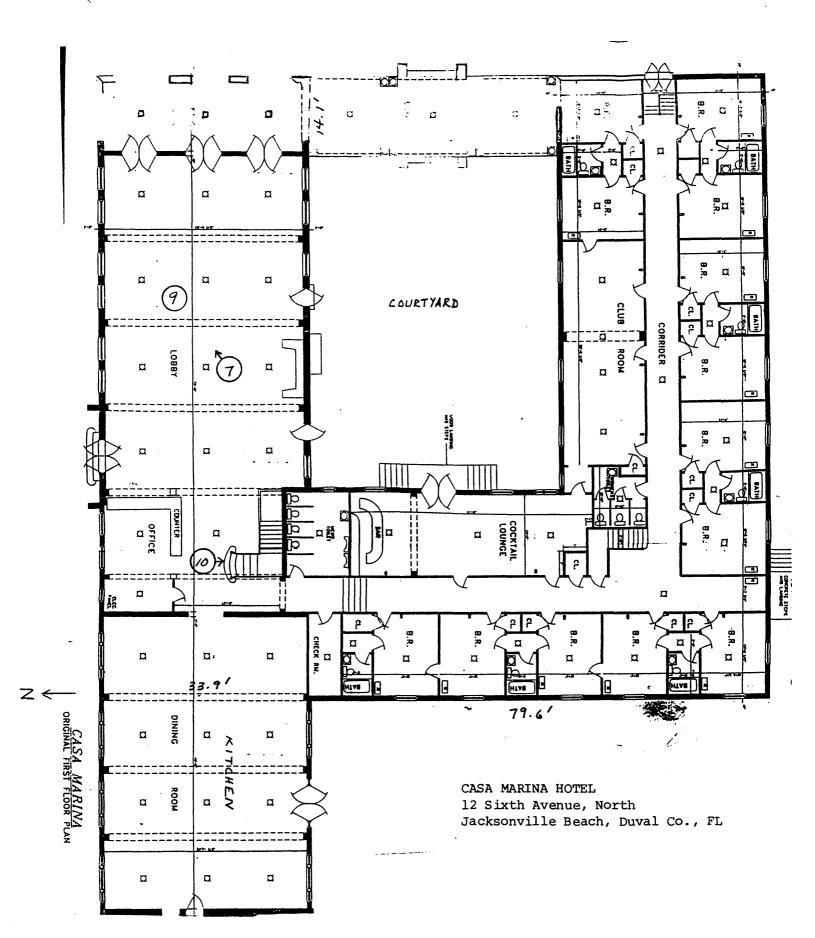
Photographs 1 Casa Marina Hotel, Jacksonville Section number _____ Page ____ Beach, Duval Co., FL 1 1) Casa Marina Hotel 2) Jacksonville Beach, Duval Co., FL 3) Paul Weaver 4) August 1992 5) Historic Property Associates, St. Augustine, FL 6) E & S elevations, camera facing NW 7) 1 of 13 The information for items 1-5 is the same for the remaining photographs. 6) N & W elevations, camera facing SE 2 7) 2 of 13 6) E elevation, camera facing SW 3 7) 3 of 13 4 6) W elevation, camera facing NE 7) 4 of 13 6) Loggia & courtyard on E elevation, camera facing W 5 7) 5 of 13 6) Courtyard entrance, E elevation, camera facing W 6 7) 6 of 13 6) Lobby, N wing, camera facing N 7 7) 7 of 13 6) W elevation, camera facing E 8 7) 8 of 13 6) Pecky cypress ceiling & beams in lobby 7) 9 of 3 6) Main stairway to 2nd floor, camera facing S 10 7) 10 of 13 6) 2nd floor stairway and corridor, camera facing E 11 7) 11 of 13

National Register of Historic Places Continuation Sheet

| Photographs | Page Casa Marina Hotel, Jac Beach, Duval Co., FL | Casa Marina Hotel, Jacksonville |
|----------------|---|---------------------------------|
| Section number | | |

6) Typical wall with plaster removed7) 13 of 13 13

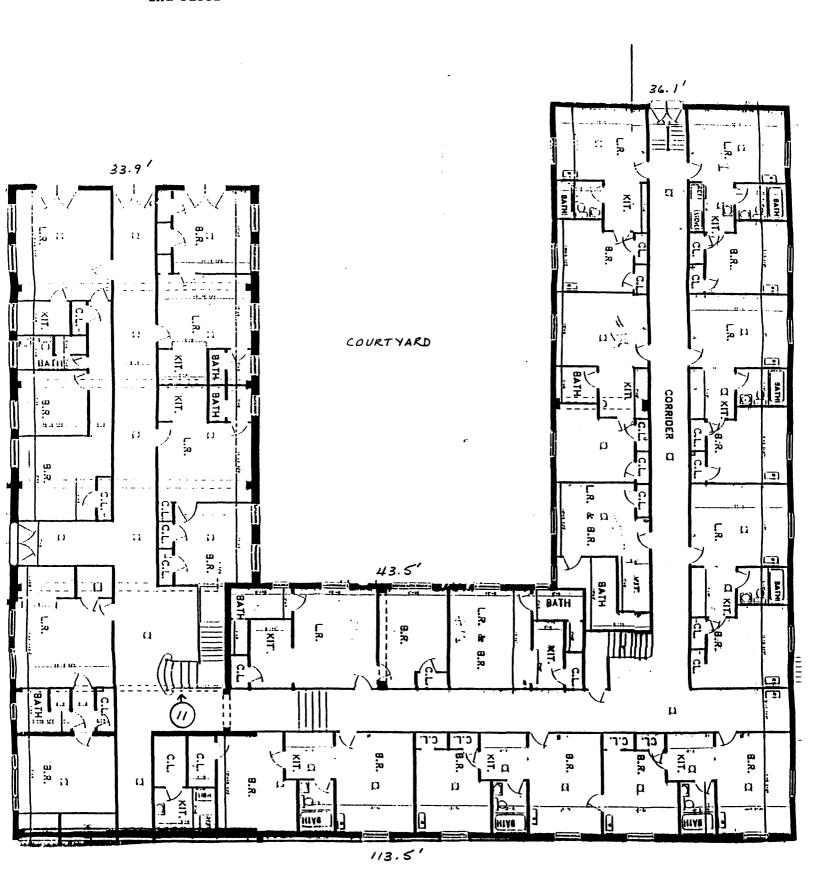


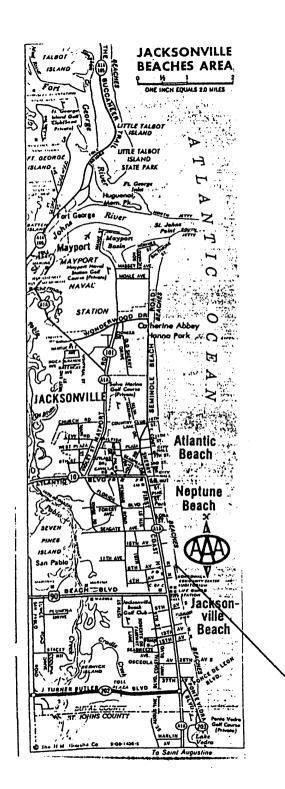


N <

CASA MARINA HOTEL
12 Sixth Avenue, North
Jacksonville Beach, Duval Co., FL

2nd Floor







CASA MARINA HOTEL
12 Sixth Avenue, North
Jacksonville Beach, Duval Co., FL