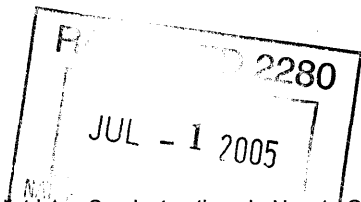


United States Department of the Interior
National Park Service

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 JORDAN, RUFUS P. HOUSE

other names/site number Mar Vista; FMSF #MA01076

2. Location

street & number 760 Broadway Street N/A not for publication

city or town Longboat Key N/A vicinity

state Florida code FL county Manatee code 081 zip code 43228-1067

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 6/30/05
Signature of certifying official/Title Date

Division of Historical Resources, Bureau of Historic Preservation
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) _____

for
Edsa W. Beall Signature of the Keeper 8/12/05 Date of Action

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	
1	1	buildings
0	0	sites
0	0	structures
0	0	objects
1	1	total

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

Number of contributing resources previously listed in the National Register

"N/A"

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC: Single Dwelling

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: Professional Office

7. Description

Architectural Classification
(Enter categories from instructions)

OTHER: Masonry Vernacular

Materials
(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE/ASBESTOS SHINGLE

roof ASPHALT

other _____

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

Areas of Significance

(Enter categories from instructions)

COMMUNITY PLANNING & DEVELOPMENT

Period of Significance

1920-1924

Significant Dates

1920

Significant Person

Jordan, Rufus P.

Cultural Affiliation

N/A

Architect/Builder

unknown

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

Primary location of additional data:

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

Name of Repository

Jordan, Rufus P. House
Name of Property

Manatee Co., FL
County and State

10. Geographical Data

Acreage of Property 1.10 acres

UTM References

(Place additional references on a continuation sheet.)

1	1	7	3	3	3	7	6	0	3	0	3	5	8	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 Mikki Hartig/Carl Shiver/Robert O. Jones, Historic Preservationist

organization Bureau of Historic Preservation date July 2005

street & number 500 South Brounough Street telephone 850-245-6333

city or town Tallahassee state FL 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 Edward Chiles, Mar Vista, Inc.

street & number 760 Broadway Street telephone 941-778-0444

city or town Longboat Key state FL zip code 34228-1067

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 JORDAN, RUFUS P. HOUSE
MANATEE COUNTY, FLORIDA

SUMMARY PARAGRAPH

The Rufus P. Jordan House (also known as “Mar Vista”) is a two-story Masonry Vernacular former residence that was completed c. 1920. The building is located at 760 Broadway Street in the town of Longboat Key on the island of Longboat Key in Manatee County. The first floor is now used for professional offices and a storage area for a noncontributing restaurant and lounge located at the rear of the property, while the second floor serves as a residential apartment. The first story of the Jordan House is constructed of rusticated concrete block and has a simple rectangular plan. The second story is wood frame with asbestos shingle exterior siding. It rests on a continuous concrete block foundation and has a hipped main roof that is surfaced with asphalt shingles. The non-contributing restaurant and lounge building is a one-story concrete block building, erected c. 1947 that has undergone numerous alterations over the years. The exterior walls of the restaurant have been covered with wood siding. The noncontributing building has an irregular ground plan, and metal surfaced gable roof.

SETTING

The town of Longboat Key, which was incorporated in 1955, encompasses the entire island of Longboat Key and its immediately surrounding waters, extending from Longboat Pass inlet to Sarasota Bay on the north to New Pass inlet on the south. Lying just off the west coast of Florida, the island of Longboat Key is 10.8 miles long, one mile wide at its widest place, and rises an average of 5 feet above mean high water. The island is divided between Sarasota and Manatee Counties. Until 1921, when Sarasota County was formed, the entire island was within Manatee County. The barrier island is located sixty miles south of Tampa and 225 miles northwest of Miami, running roughly north to south and defining part of the western boundary of Sarasota Bay in southwest Florida. The island’s eastern shoreline has dense mangroves, except where canals have been dredged and marinas built. The western shoreline consists of a white sand beach on the Gulf of Mexico. On both the north and south ends of the island, Longboat Key is separated from neighboring islands by deep water passes connecting the Gulf of Mexico with Sarasota Bay.

The island’s primary transportation artery is Gulf of Mexico Drive (State Road 789), which runs along the center of the island, north to south. Longboat Key’s major economic base is tied to tourism and leisure activities, with many wealthy northern residents maintaining upscale winter homes or part-time condominium homes on the island. A large number of its nearly 6,000 residents are retirees who enjoy the island’s championship golf course, tennis club, and fine dining and shopping facilities.

The Jordan House is located in the historic village of Longbeach, which is located at the north end of the island. The house is located on the south side of Broadway Street near its eastern end. Broadway has historically served as the main street in the village. Longbeach retains the only significant grouping of historic buildings (older than 50 years) on the island; however, the concentration of historic structures retaining their historic architectural

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integrity is not sufficient to consider nominating the area as a National Register historic district. The Jordan House is located near the site of the island's original waterfront landing dock where, before the first bridge connecting the island to the mainland was constructed in 1927, supplies, early residents and visitors arrived at the island by steamship.

Wide side yards on the southeast and southwest of the Jordan House are presently in use as parking space for patrons of a restaurant occupying a non-contributing one-story frame building located southeast of the former residence.

DESCRIPTION

Exterior

The asymmetrical facade of the former residence is oriented to the northwest (Photo #1). The two-story building has a square plan and is constructed of rusticated hand made concrete block on the first story and wood framing covered in asbestos siding on the second story. The first story block exterior walls are approximately ten feet from the second story frame core of the building. The entire building rests on a continuous rusticated concrete block foundation. A low pitched pyramidal roof covers the second story core of the building, and hip roofs extend from the second story wall to cover the first story area. Both roof structures have asphalt shingle surfaces. Milled S-shaped exposed rafter tails extend under the eaves on both the first and second levels, providing a decorative element. Wooden 1/1 sashes are used to fill most windows. Narrow wooden sashes with four lights are sometimes used on the northeast and southwest elevations.

The northwest façade faces Broadway, and at the second story has an enclosed sleeping porch covered by a shed roof that extends from the second story roof (Photo #2). The main entrance is placed south of center with a single 1/1 sash window to the south of the door, and a pair of sashes in a window to the north of the door. A single sash window is at the north corner. The second story has single sash windows on either corner flanking the sleeping porch.

On the southeast (rear) elevation, the entrance is placed south of center with a single window to the south of the door, and three windows with paired sashes to the north of the door (Photo #3). The second story contains three evenly spaced single 1/1 single sash windows. The southeast entrance now serves as the primary entrance to the building, which is now used as offices for the restaurant.

The northeast and southwest elevations have two windows with single sashes on the second story, and the first stories have non-symmetrical window arrangements. The northeast first story has five windows of various sizes, and the southwest first story has four windows of various sizes.

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Interior

The roughly 1800 square foot interior floor plan was modified in late 1942 when the former single family residence was converted into apartments.¹ The building retains the original central hall plan with entrances on either end, but most rooms in the house were subdivided. Enclosed stairs leading to the second floor are located on the east side of the hall near the front entrance. All of the original solid wood paneled doors serve as apartment entrances, and align on the central hall. Both the original interior walls and the 1942 wall partitions are plaster over wood lath, as are all of the ceilings, although most ceiling heights have been dropped with acoustic tile. The building retains its original pine flooring.

Alterations

In 1942 the interior was divided into apartments. Exterior alterations to the Jordan House were the enclosure of the first story porch on the southeast (rear), and northeast elevations. In c.1951, the 1/1 sash windows of the enclosed northeast first story were replaced with three light wood awning units² which resulted in the reduction in the size for four of the windows. In the 1970s, two of these awning units were replaced with aluminum ones.

NONCONTRIBUTING OUTBUILDING

A c.1947 noncontributing, one-story, rectangular-shaped, concrete block and frame structure is located southeast of the Jordan House (Photo #4). Used as a restaurant, the building was constructed of concrete block but was significantly modified with several additions in the 1970s and the application of natural wood siding on all of the exterior walls in c.1990. The customer parking lot is on the southwest side of the building. The building has a solid concrete slab foundation and has both cross-gable and shed metal roofs (Photo #5).

¹ Whitney, Lora Colvin, Hail This Feisty Village, Rainbow Press, Torrington, CT, 1984 and 1992, p. 55.

² Hewitt, Charlotte Sibole, daughter of Siboles, property owners from 1951 until 1972, in an interview with Mikki Hartig on July 27, 1995.

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Section number 8 Page 1 JORDAN, RUFUS P. HOUSE
MANATEE COUNTY, FLORIDA

SUMMARY

The Rufus P. Jordan House, also known as “Mar Vista,” is nominated to the National Register under Criterion B for local significance for its association with Rufus Jordan. Jordan was the original developer of the Village of Longbeach on the island of Longboat Key in Manatee County, Florida. The house was constructed in one of the subdivisions platted by Jordan between 1911 and 1914 and was his primary residence on the island from c.1920-1924. Jordan is credited with establishing the first planned settlement on the island. Although Jordan and his family originally lived in another Longbeach Key house, the earlier home has not survived and “Mar Vista” remains the only standing structure on the island or elsewhere in Florida directly associated with Rufus Jordan, who was significant in the development of Longboat, Florida.

HISTORIC CONTEXT

Timucan Indians maintained fishing camps on the island of Longboat Key before the coming of Spanish explorers. Hernando De Soto is thought to have visited the island with his scout, Juan Anasco, in 1539, using the ship’s “longboat” to navigate the shallow waters along the coast of Florida and gave the island the name Longboat Key.³ During the following centuries, Spanish and Cuban fisherman set up their own seasonal fishing camps on Longboat Key. They established a fishing camp and Indian trading post near the site of what would later become Longbeach, today’s Longboat Village, near the northern end of the key. Early charts of the area denote the camp as “Saraxola” and “Zarazote.”⁴ Around 1842, William Whitaker, who would become the first white settler in what is now the City of Sarasota, just south of Longboat Key, set up fishing operations on Longboat Key. He moved from the island after it was struck by a tremendous hurricane on September 25, 1848, that denuded Long Key of its vegetation and wiped out all signs of settlement. Fort Brooke, site of the present-day city of Tampa, was nearly destroyed by the same hurricane.

Little is known of activity on the island following the 1848 hurricane. One of nearby Sarasota’s earliest white settlers and its first postmaster, Charles Abbe, and his son-in-law, the aforementioned William Whitaker, raised citrus crops and started a pineapple plantation somewhere on the island during that period.⁵ Subsequently, the first noticeable settlement of Longboat Key did not begin until 1882 when several homesteaders obtained land grants for parcels of property on the island. In the following years, Longboat Key became established as an early fishing and truck farming community.

³Whitney, pp. 13 & 14.

⁴Matthews, Janet Snyder, Journey to Centennial, Sarasota, Revised edition, design and publication layout by Coastal Printing, Inc., Sarasota, FL, Revised Edition Copyright 1997, First Published in 1985 by Continental Heritage Press within the American Portrait Series, p. 32, and Bickel, Karl A., The Mangrove Coast: The Story of the West Coast of Florida, 1942, by Howard McCann, Inc., 3rd Edition 1972, Paschal-Sawyer Publishers, p.161.

⁵Matthews, p. 50.

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Homesteader Thomas Mann arrived on the island in 1888, and was patented and became the first settler on government land on the island. In 1891, he was granted Homestead Certificate #8942, signed by President Benjamin Harrison.⁶ The island had already been identified by several names in deeds, on plats, maps, and old letters, as Long Beach, Long Boat Beach, Longbeach, Long Boat Key, and Longboat Key. It was on Mann's homestead that Rufus Jordan's Longbeach Subdivision would later be platted and developed, and is the only section of the island where a number of early or historic buildings would survive into modern times.

Thomas Mann was a native of Indiana and a carpenter by trade. He came to Florida in the early 1880s, first settling with his wife and family before fleeing to Longboat Key to escape a yellow fever epidemic. He acquired a homestead on the island in 1888, built a home, and began farming the property.⁷ On April 6, 1898, Thomas Mann sold his land holdings for \$500 to May E. Pointevant. Mrs. Pointevant and her husband were noted on the deed as residents of Ocean Springs, Jackson County, Mississippi. The Pointevants had started buying land in Florida in the 1880s.⁸

Access to the island in those days was by watercraft only. Nearly every early Long Beach settler whose homestead fronted the water owned a sailboat or boat to travel to the nearby mainland communities of Cortez and Sarasota. In 1895, a water channel was cut southeast of Longboat Pass in Sarasota Bay. Subsequently, steamers could ply the inland waterway unimpeded from Tampa Bay to Sarasota. Mail for Longboat residents was delivered to Bradenton from Tampa by schooners and later by steamship. The mail was then taken to Cortez by horseback or buggy, and delivered to the island by boat.

Growth continued slowly through the early part of the twentieth century. In September 1907, the first post office was established on Longboat Key and Byron W. Corey, a homesteader and farmer on the south end of the island, became the first postmaster. The excellent fishing on Longboat Key drew visitors from Tampa. John Savarese was a prominent citizen of that city who would also become a prominent early Longboat Key landowner and resident. Savarese owned the steamer "Mistletoe" that regularly traveled between Tampa and the island. Beginning about 1897, his ship made the run from Tampa to the Long Beach Pier on the north end of the key at what is now the east end of Broadway Street. The arriving streamers transported fruit and fish from the island and brought tourists and sportsmen to Longboat Key. In 1911, the "Mistletoe" sank, but Savarese salvaged the wreck, had the ship repaired, and put it back in service re-christened as the "City of Sarasota."⁹

⁶Homesteaders List, copy on file at Longboat Key Historical Society, and Whitney, p. 18.

⁷Longboat Yesterday, Today & Tomorrow, Including St. Armands & Lido, First Edition, Lindsay Curtis Publishing Company, Sarasota, FL, p.10.

⁸Whitney, p. 19.

⁹Whitney, p. 23.

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By 1911 there were about eighteen families living on the island. Artesian wells¹⁰ dug in the early years of the 20th century supplied fresh water for approximately four hundred acres of land that were being used as marketable vegetable farms.¹¹ Life on the island was hard during the early years. Fish were plentiful, but other food staples and supplies had to be brought in by boat. Into the 1920s, the residents of Longboat Key were mainly employed in vegetable farming and the raising of citrus. The island's location, however, made it a prime candidate for future development as a resort community. The early development of what is now the incorporated Town of Longboat Key was largely owed to the efforts of Rufus P. Jordan and a handful of other developers, who constructed a substantial number of residences and made other improvements between 1911 and 1920.

A hurricane struck the Gulf Coast of Florida in 1921, devastating the settlement and bringing further development of Longboat Key to an end until the end of the decade. Bridges were constructed to both ends of the island in 1927 and 1929, prompting renewed construction to promote Longboat Key as a resort destination. Still, development remained modest until after the end of World War II. The late 1940s and early 1950s saw the construction of an increasing number of waterfront homes and vacation resort facilities. In the 1960s and 1970s, the island underwent a major building boom. The value of waterfront properties escalated greatly, and the construction of numerous multi-unit and highrise condominiums began and continues till the present day.

HISTORICAL SIGNIFICANCE

Rufus Jordan and Further Development of Longboat Key

The Thomas Mann homestead on the north end of Longboat Key, which was acquired by May Pointevant in 1898, was sold to Rufus Perry Jordan, a resident of St. Petersburg, Florida, on May 24, 1911.¹² Rufus P. Jordan was the son of John and Catherine Jordan of South Carolina, who had moved with his family to Eufaula, Alabama, in 1859, when Rufus was four years old.¹³ He had four brothers and two sisters, ranging in age from one to fifteen.¹⁴ Nothing is recorded about the family's activities in Eufaula until about 1885 when a history of the county mentioned that Rufus' brother James was running a general merchandise store in downtown Eufaula.¹⁵ In 1896, Rufus married a second wife, Annie, a resident of the village of Georgetown, Georgia, located just across the Chatahoochee River from Eufaula.¹⁶ They had two children, daughter Jennie (b. 1897) and son Dennis (b. 1901).¹⁷

¹⁰ Artesian wells are made by boring into the earth till the instrument reaches water, which, from internal pressure, flows spontaneously like a fountain. They are usually of small diameter and often of great depth.

¹¹ Sarasota Times, August 17, 1911.

¹² Whitney, pp. 18-19.

¹³ 1860 census of Barbour County, Alabama. as compiled in 1976 by Helen Foley of Eufaula; U.S. Census, 13th Census, Population, 1910.

¹⁴ 1860 Census of Barbour County, Alabama.

¹⁵ Anne Kendrick Walker, Backtracking in Barbour County, A Narrative of the Last Alabama Frontier (Richmond, VA: Dietz Press, 1941), p. 307.

¹⁶ U.S. Census, 13th Census, Population, 1910; The name of the first wife is not recorded, nor is the maiden surname of the second

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Jordan moved with his family to St. Petersburg sometime between 1900 and 1910¹⁸ and began business as a real estate agent and property developer. He worked out of his residence, a two-story, wood frame building located at 14 Seventh Street North.¹⁹ Jordan continued to divide his business activities between St. Petersburg and Longboat Key from 1911, when he purchased his Longboat Key property, until 1924, the year that he died. Jordan filed a plat for his R.P. Jordan's Subdivision at the Manatee County Courthouse on November 16, 1911.²⁰ Jordan's original plan consisted of four rows of lots south of Main (now Broadway) Street and the location of a proposed dock for steamboats at the east end of Main Street.²¹ Soon after filing his plat, he began selling residential lots in the subdivision. A number of winter homes were constructed in short order, some of which were built by Jordan for would-be buyers.²²

The streets of Jordan's new settlement remained unpaved and were little more than footpaths when the announcement of the construction of the island's first hotel, named the Jordan Hotel, was announced in the Sarasota Times in August of 1913.²³ The hotel accommodated visitors and prospective land buyers. By this time, Rufus and Annie Jordan were living with their son and daughter in a house that stood on the site now occupied by the Mar Vista Pub.²⁴ A second plat, the Longbeach Subdivision of Jordan's original plat was recorded on January 23, 1914. "Longbeach" became the name of the small village that began to materialize as new houses were constructed. The new plat shows residential lots, canals, a yacht basin, a park, and a hotel site located on the Gulf of Mexico. Many of the improvements represented on the plat were never realized, and most of the streets remained unpaved.²⁵ The plats for the land owned by Jordan would be revised again in 1915 and 1921 under the auspices of his own company, the Longbeach Company of Sarasota, and later by the parties who eventually acquired most of Jordan's Longboat Key holdings.²⁶

Many of the buildings erected in Jordan's development area were constructed of rusticated concrete block. Such buildings could be quickly and cheaply built, since the machines used to make the blocks were simple, hand operated presses. Manatee County deed records indicate that Jordan sold the largest number of lots on which the

wife.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ Polk's City Directory of St. Petersburg, Florida, (Richmond, VA: R.L. Polk Company, 1914-1935); Sanborn Fire Insurance Maps of St. Petersburg, (New York: Sanborn Map Company, 1913-1953).

²⁰ Plat Book 1, Page 174, Manatee County Public Records.

²¹ Whitney, p. 20.

²² Ibid., pp-2021; Longboat Observer, November 28, 1925.

²³ Whitney, pp. 19-20.

²⁴ Mikki Hartig, telephone interview with Carl Shiver, October 7, 2003.

²⁵ Ibid., p. 31; This was not unusual for beachfront developments. Streets remained unpaved in many such communities until the later 1920s and early 1930s.

²⁶ Copies of various Longbeach plats in possession of the Longboat Key Historical Society.

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rusticated concrete block houses were built between 1912 and 1915. It is believed that Jordan was responsible for the construction of nearly all of the concrete block houses in his Longbeach Subdivision. Although Jordan continued to erect houses on Longboat Key until 1920, most were completed before 1915. The 1914 revision of Jordan's Longbeach Plat indicates that 16 residences had been completed by that time. Eleven rusticated block homes survive today, including Jordan's home at 760 Broadway Street and another house constructed by John Walters, a competitor of Jordan in the development of Longboat Key.²⁷

By 1919, the construction of buildings had become one of the main industries on the island of Longboat Key, supplementing—and then replacing—truck farming and citrus production as the main source of income for the island's residents. In 1920, Rufus Jordan built the rusticated concrete block house at 760 Broadway Street that would become their second and final family residence on the island.²⁸ In the same year, Rufus Jordan had the family home in St. Petersburg demolished and the "Jordan Apartments" erected on the site. The apartments consisting of two, two-story frame buildings contained four apartments each, and a large one-story garage at the rear for residents' automobiles.²⁹

In July 1921, Sarasota County was formed from part of Manatee County. Henceforth, Longboat Key would lie in two counties, Sarasota and Manatee. Growth of the community on the north end of the island, where Jordan's development was located, continued slowly until the island was struck by a powerful hurricane on October 22, 1921. It destroyed the city dock, the hotel, and a number of other buildings in the village, but Jordan's family residence and about a dozen other houses in Longbeach survived the storm. The hurricane wiped out the vegetable farms and citrus groves on Longboat Key, and further development on the island came to an abrupt halt. Most of the island's residents moved away, and even the post office closed in 1922.³⁰

Following the heavy financial losses caused by the 1921 hurricane, discouraged by the departure of many of the island's residents, and in declining health, Jordan, transferred a large part of his property in Longbeach to a Lorenz Willig on May 17, 1923. Early in 1924, Rufus and Annie moved back to St. Petersburg and took up residence in the Jordan Apartments.³¹ In February of 1924, Rufus Jordan assigned the mortgage he held for Willig to his wife. She held the mortgage on the property until December, 1924, when Willig received a Satisfaction of Mortgage from Jordan, noted to be a widow by that time,³² indicating that Rufus Jordan had died sometime between the time he assigned the mortgage to his wife in February of 1924 and December of 1924, when she executed the Satisfaction to Willig.

²⁷ Florida Master Site File. Historical Structure Forms for properties on Longbeach Key, Manatee County, Florida, recorded 1999.

²⁸ Whitney, pp. 21, 30.

²⁹ Sanborn Maps of St. Petersburg, 1923; Polk's St. Petersburg Directory, 1924-1955.

³⁰ Ola Gladys Hylton Marsh, History of the United States Postal Service on Longboat Key, Florida, Delcraft Printing Company, 1962., p. 5.

³¹ Polk's St. Petersburg Directory, 1924.

³² Whitney, Table of Contents, and p. 31; Annie Jordan is recorded in the St. Petersburg City Directory as a widow managing the Jordan Apartments after 1924.

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Longtime island resident Lora Whitney wrote in her book "Hail This Feisty Village," that when she and her husband arrived in 1935 to begin construction of the Whitney Beach Cottage resort, the Jordan House, which Whitney referred to as "Mar Vista" was for sale, but the property was not sold by Annie until 1940 when it was purchased by Wayne Sipes, a relative of the Jordans.³³ Tax rolls and the Public Records of Manatee County indicate that Annie Jordan continued to own some property in Longbeach into the 1950s. She also continued to manage the Jordan Apartments until 1955, when she sold the property and the buildings were demolished.³⁴ Annie moved to 445 12th Street Northeast in St. Petersburg, where she lived until 1958.³⁵ Jordan's daughter, Jennie Jordan Williams, resided in Longbeach until her death in 1967.³⁶ Their son, Dennis, became a commercial fisherman and intermittently lived in the Jordan Apartments with his wife, Agnes, until his death around 1950.³⁷ He does not appear to have had any association with his father's property development efforts on Longboat Key and did not live in Longbeach once he came of age.

In 1942, Mr. and Mrs. Wayne Sipes, who two years earlier had purchased the "Mar Vista" property from Annie Jordan, converted the former Jordan home into five apartments, although there is an account that as early as 1928, rooms in the house had already been rented while it remained under the ownership of Annie Jordan.³⁸ In 1947, the Sipes sold "Mar Vista" to business partners Captain Don Nimmo and Ray Smith, who constructed the "Pub" cocktail lounge on the waterfront slightly southwest of the former Jordan home. It was to serve what was by then being identified as a fish camp on the waterfront.³⁹ Nimmo and Smith sold bait, tackle, and beer. The door was always open and customers could always help themselves on an honor system.⁴⁰ Captain Nimmo and Smith maintained ownership of the property from 1947-1951.⁴¹

In 1950, Charlotte and Edward Sibole, residents of Pennsylvania, purchased the property. The Siboles added a room to the "Pub" and moved the bait shop from that building to a nearby shed. They maintained the former Jordan home as an apartment house. Captain John Thomas leased the dock from the Siboles for a short time and ran a charter fishing boat business and built a small fleet of fishing prams which he rented to local and visiting fisherman.⁴² The establishment came to be one of the most popular restaurants, watering holes, and gathering

³³Ibid., pp. 42 and 55.

³⁴ Neither the Jordan Apartments nor the street address are listed in the city directory after 1955.

³⁵ Polk's St. Petersburg Directory, 1955-1958.

³⁶ Sarasota Herald-Tribune, October 28, 1967.

³⁷ Polk's City Directory of St. Petersburg, 1924-1951; the 1948 directory lists Dennis and his wife as living in the Jordan Apartments at 14 7th Street North, but the 1951 directory lists Agnes as widowed.

³⁸ Whitney, pp. 55, 70.

³⁹ Longboat Observer, October 30, 1980, and July 27, 1995.

⁴⁰ Longboat Observer, October 30, 1980.

⁴¹ Whitney, pp. 24 & 80.

⁴² Ibid.; A fishing pram is a small wooden rowboat or dinghy suitable for fishing in the calm waters of an inlet or bay.

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places on the island.⁴³ The former Jordan home remained in use as apartments until the 1980s. It now serves as offices and storage space for the present property owner, the Mar Vista Corporation, which manages the “Mar Vista Pub” as the restaurant is now known. The principal officer of the corporation and manager of the restaurant and lounge is Ed Chiles, son of former Florida governor Lawton Chiles.

⁴³Hewitt, and Longboat Observer, June 1, 1979, October 30, 1980, and July 27, 1995.

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LEGAL DESCRIPTION

The Southwest 1/2 of Lot 4, Lots 5, 6, 7 and 8, Block 1, Longbeach Subdivision, as recorded in Plat Book 1, Page 306 of the Public Records of Manatee County, Florida.

BOUNDARY JUSTIFICATION

The above boundaries encompass all of the land associated with the house owned and inhabited by Rufus and Annie Jordan.

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LIST OF PHOTOGRAPHS

1. Rufus Jordan House
2. 760 Broadway Town of Longboat Key, (Manatee County) Florida
3. Carl Shiver
4. October 2004
5. Florida Bureau of Historic Preservation
6. Main (north) facade, looking southeast
7. Photo #1 of 5

Numbers 1-5 are the same for the remaining photographs.

6. Main (north) facade and east elevation, second story "sleeping porch," looking east
7. Photo #2 of 5

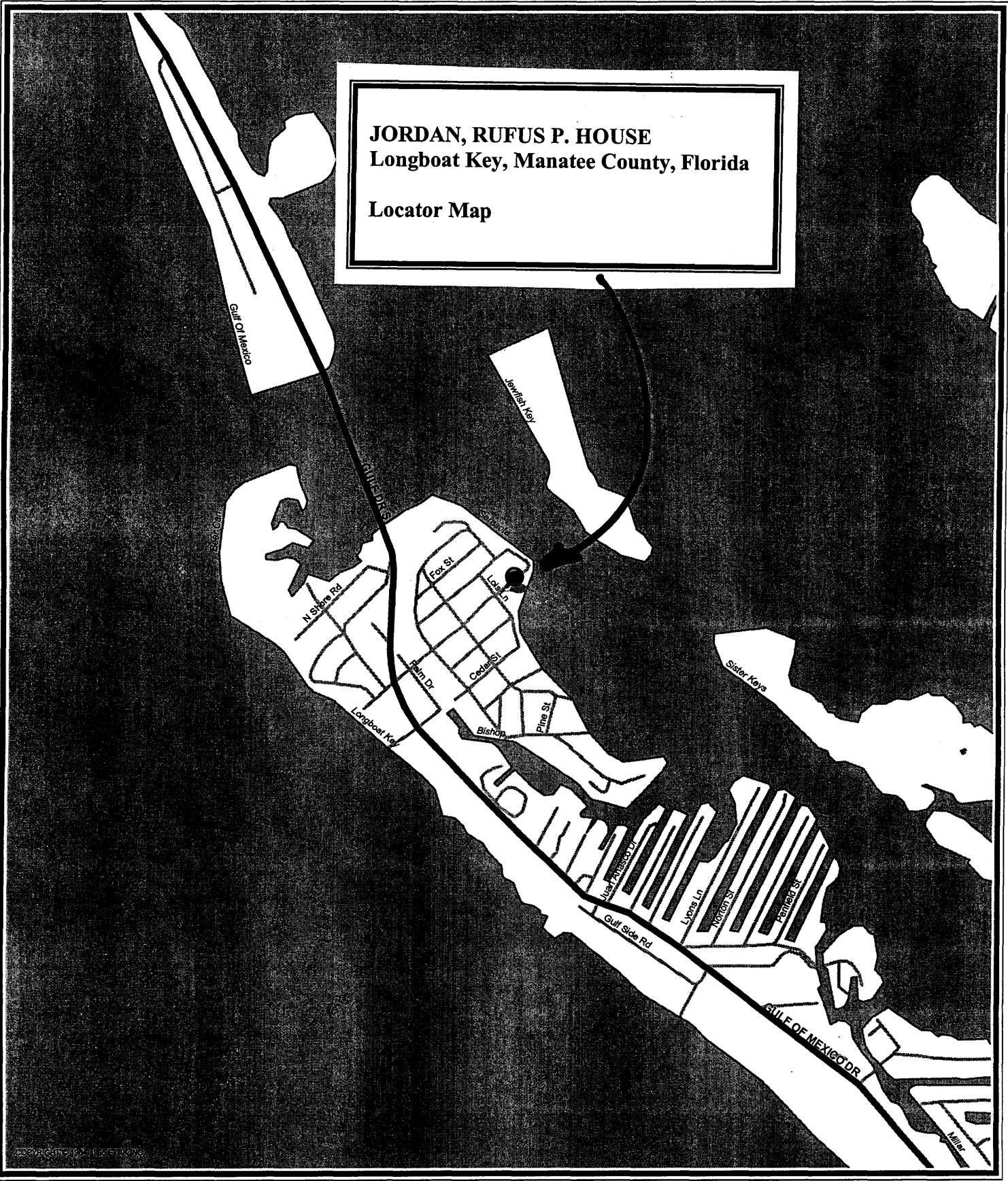
6. Rear (south) elevation, looking northwest
7. Photo #3 of 5

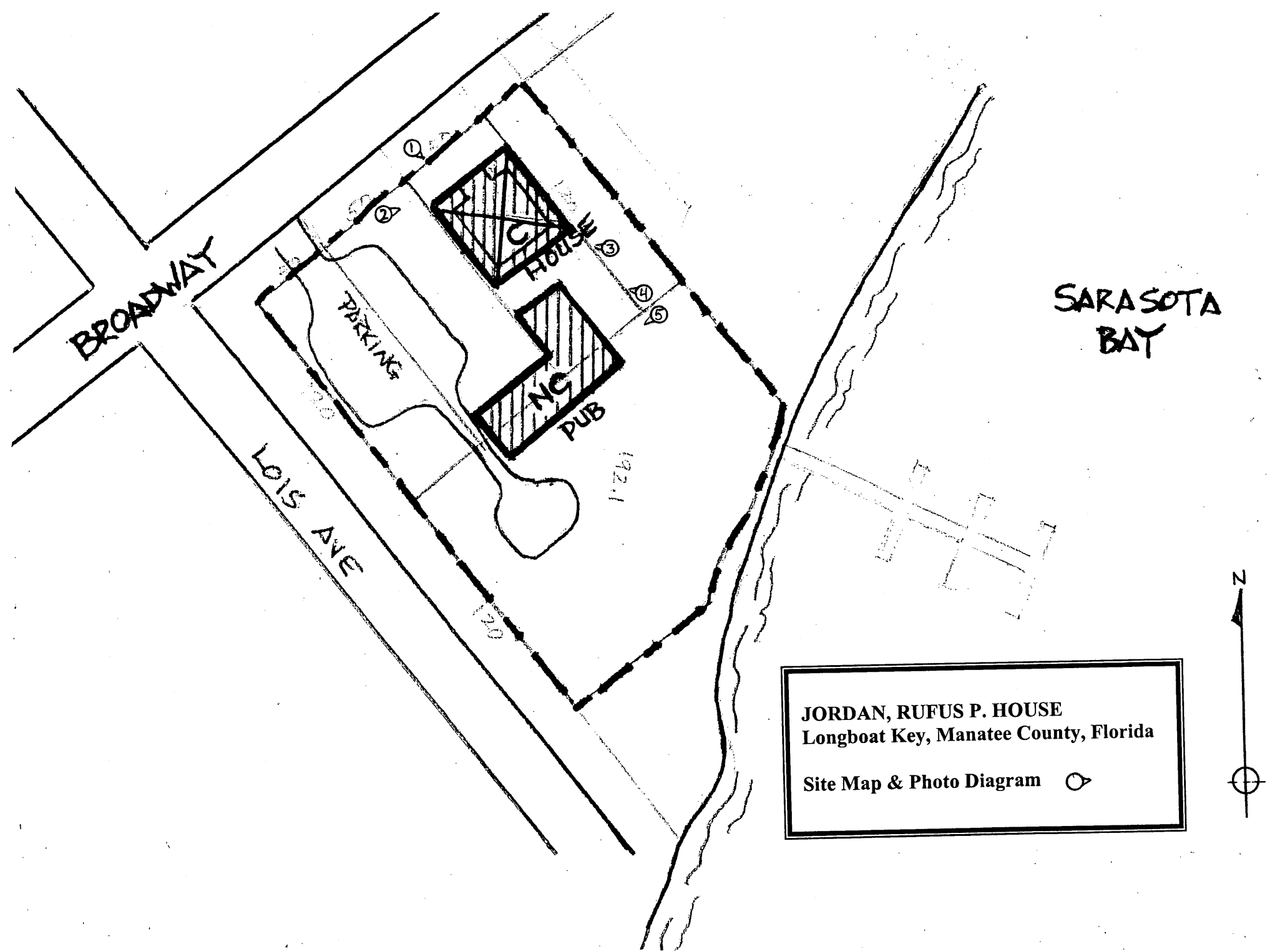
6. Northeast elevation of "Mar Vista" Pub, looking northwest
7. Photo #4 of 5

6. West elevation of "Mar Vista" Pub, looking west
7. Photo #5 of 5

JORDAN, RUFUS P. HOUSE
Longboat Key, Manatee County, Florida

Locator Map





JORDAN, RUFUS P. HOUSE
Longboat Key, Manatee County, Florida
Site Map & Photo Diagram

