

United States Department of the Interior
National Park Service

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MAR 8 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.

1. Name of Property

historic name Marion S. Whaley Citrus Packing House

other names/site number Sullivan Brothers Victory Groves Citrus Packing House

2. Location

street & number 2275 U.S. Highway 1 n/a not for publication

city or town Rockledge n/a vicinity

state Florida code FL county Brevard code FL009 zip code 32956

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.)

Suzanne P. Walker / Deputy SHPO 3/4/93
Signature of certifying official/Title Date

Florida Division of Historic Resources, Bureau of Historic Preservation
State of 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.
- removed from the National Register.
- other, (explain:)

Signature of the Keeper

Belore Byler
Entered in the National Register

Date of Action

4/8/93

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)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include 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 listing
(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

n/a

6. Function or Use

Historic Functions
(Enter categories from instructions)

AGRICULTURAL/processing

Current Functions
(Enter categories from instructions)

AGRICULTURAL/processing

7. Description

Architectural Classification
(Enter categories from instructions)

OTHER/frame vernacular

Materials
(Enter categories from instructions)

foundation concrete piers
walls Wood

roof Metal
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.)

- Criteria A, B, C, D with checkboxes and descriptions.

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions.

Areas of Significance

(Enter categories from instructions)

INDUSTRY

ARCHITECTURE

Period of Significance

1930-1941

Significant Dates

1930

Significant Person

(Complete if Criterion B is marked above)

n/a

Cultural Affiliation

n/a

Architect/Builder

n/a

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):

- Documentation checkboxes: preliminary determination, previously listed, landmark, survey, engineering.

Primary location of additional data:

- Location checkboxes: State Historic Preservation Office, Other State agency, Federal agency, Local government, University, Other.

Name of repository:

Whaley Citrus Packing House
Name of Property

Brevard Co., Fl.
County and State

10. Geographical Data

Acreage of Property Approximately 1.5 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1	17	528400	3131720
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 Stephen A. Gussen/Sherry Piland, Historic Sites Specialist

organization Bureau of Historic Preservation date Feb. 1993

street & number R.A. Gray Bldg., 500 S. Bronough telephone (904) 487-2333

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 _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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.*).

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
Continuation Sheet

Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.

Section number 7 Page 1

SUMMARY:

The Marion S. Whaley Citrus Packing House is a complex consisting of a contributing, one and one-half story wood frame packing house and of a small non-contributing, one story office building. The contributing building has an irregular plan and consists of a number of intersecting units. The roof has both gable and shed segments and is clad with corrugated sheet metal.

SETTING:

The complex is located on a polygonal-shaped, one acre parcel of commercially-zoned land between the Florida East Coast Railway tracks and U.S. Highway 1 in Rockledge, Florida. A parking area for customers is located in front of the building and truck loading and unloading areas are located at the rear of the building.

EXTERIOR:

The Whaley Citrus Packing House is a wood frame vernacular industrial building constructed of heart of pine lumber known locally as "Merritt Island mahogany." The main block of the structure is rectangular in shape and features a moderately pitched side gable roof with exposed rafter ends (photo 1). A shed roof platform extends along the main (east) facade of the building. The metal roof is supported by wood posts with Y-brackets. The first floor is pierced by three large bay openings. The second floor is fenestrated with 1/1 metal pivot windows. Clapboard covers the exterior of the building.

The rear (west) elevation of the main block features a shed roof extension from the main gable roof (photo 2). This, in turn, connects to a rectangular, one-story corrugated sheet metal shed which was constructed in 1960 (photos 3 and 4). The shed has a metal gable roof. It sits on a concrete block pier foundation and has several large loading bay openings.

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Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.

Section number 7 Page 2

Connected to the south end of the main block is a one-story, cross-gable roof extension (photo 5). This roof is also clad with sheet metal. This portion of the building has clapboard wall fabric. A hip roof porch extends across the north portion of the east facade of this portion of the building. The porch was glassed-in in 1960. Fenestration is provided by the use of 6/6 sash windows, placed singularly or in groups of three. A rectangular shed roof extension projects at the rear of this portion of the building and is connected also to the main block (photo 2).

The north end of the main building block has a one-story extension with a side gable, metal roof on two levels. A shed roof extension on the main (east) facade connects with the covered platform of the main block (photo 1). This extension, in turn, is connected on the north to a rectangular concrete block storage addition with a flat roof (photo 6). This concrete block addition was constructed in 1972. An open bay between the concrete block walls and the shed roof extension is used as a truck entrance.

INTERIOR:

The various segments of the building serve specific functions. The gable roof extension at the south end is used as a gift shop (photo 12). An office is to the rear of this extension. A loading bay to the rear of the office is used to market wholesale fruit (photos 2 and 7). The main block is used to sort, grade and pack fruit. It is connected by a conveyer to a two-story crib at the rear of the building (photo 8). The rear extension of the main block is used for storage, while the north extension is also used for storage and has a truck bay.

The center of activity of the packing house is the main block. The interior walls of this portion of the building are unfinished with exposed studs and ceiling rafters. The flooring is unfinished pine. The sorting, grading and packing of fruit takes place in this portion of the complex. Fruit is transported from area groves by truck to the packing plant, where it is unloaded and stored in large crates. From there, the fruit is loaded onto a conveyer

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Rockledge, Brevard Co., Fl.Section number 7 Page 3

(photo 8), which leads to a stripping machine that eliminates all extraneous branches and other foreign matter. The fruit then travels through a series of machines where it is washed, dried, buffed and waxed (photo 9). Next it goes through a separation process (photo 10). Here workers cull rotten fruit and sort the remaining into two categories: Number 1 grade, which is sold loose at a higher price in the gift shop or transported for sale at supermarkets, and Number 2 grade, which is sold at a lesser price to juice plants, canneries, and food chains. After separation the fruit is stamped and sized according to industry specifications. Finally it is boxed in cardboard cartons for shipment (photo 11). Much of the machinery used in this process is original.

ALTERATIONS AND ADDITIONS:

A number of additions have been made to the original structure as the packing plant has expanded over time, primarily in the World War II era. These include the extensions on both the north and south elevations. Later additions consist of the sheet metal shed at the rear of the complex (constructed in 1960) and the concrete block storage addition at the north end of the complex (constructed in 1972). The sheet metal shed is not visible from the front of the property. The concrete block addition is clearly separated from the historic portion of the building by a truck bay. Alterations include the replacement of double-hung sash windows on the main facade and the addition of glass windows to the porch of the display area of the south extension.

A non-contributing building is located northwest of the packing house, set at a forty-five degree angle to U.S. Highway 1 (photo 13). This was constructed as an office in the late 1930s and has undergone major alterations, including the enclosure of the front porch, aluminum siding, and an addition to the north side of the building. It has a front-facing gable roof. Fenestration consists of double-hung sash windows with 3/1 and 1/1 lights.

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Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.

SUMMARY:

The Marion Whaley Citrus Packing House is significant under National Register criteria A and C at the local level in the areas of Industry and Architecture. It is the oldest continually operating citrus packing plant in the Indian River region and has important associations to the growth of the citrus industry in the area around Cocoa, Rockledge, and Titusville during the 1930s and 1940s.

The Whaley Packing House is a rare example of vernacular packing house architecture in Florida. Its utilitarian, simple, yet logical design is characteristic of a once prevalent Florida industrial building. Before World War II there was relatively little heavy industry in the state. Florida's economy was primarily based on the tourism, citrus, lumber, fishing, cattle, and mining industries. None of those industries required substantial buildings like those constructed in the northeastern states. Many of the buildings constructed to house Florida's early commercial base have been razed in favor of new development.

HISTORIC CONTEXT:

The Indian River region of the Florida east coast is internationally known for its citrus products. The history of the citrus industry there dates to before the Civil War, when Douglas Dummett arrived and planted the region's first orange grove. Dummett later acquired property on the Indian River, across from present-day Titusville. The warmer climate and rich soil of the Indian River area proved to be exceptionally well suited to orange cultivation. Dummett continually expanded his orange groves and also contributed to the area's citrus development by selling budwood to other local growers.

Citrus cultivation in Rockledge, approximately twenty miles south of Titusville began shortly after the Civil War when the first settlers moved into the area. In 1889 local growers helped to form the Florida Fruit Growers Association, which set prices and standards for orange shipments and promoted better citrus agricultural practices. Shipping to northern markets was greatly facilitated when steamboats and railroads reached the area in the 1880s and 1890s. The Indian River orange became famous nationwide and brought from fifty

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Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.

cents to one dollar more per box than any other Florida brand. Rockledge became one of the leading citrus producing communities in the state. Of the 60,000 boxes of citrus produced in the Indian River region in 1890, 50,000 came from groves in and around Rockledge.

The extension of the Florida East Coast Railroad, with its direct rail connections to the northeast, to Rockledge in 1893 promised to spark an even greater period of expansion in the local citrus industry. However, the "Great Freeze" of 1894-1895 devastated local orange groves and other crops that were the economic life blood of the community. Most of the grooves in North Florida were completely destroyed. Although the Indian River region suffered less than communities further north, nevertheless, citrus production in the area was severedly damaged. Because of the lack of fruit, thousands who worked for railroads and shippers also lost their jobs. While the large growers, with ample capital to weather the lean years that followed, were able to recover much of what they had lost by the turn of the century, many smaller grove owners were ruined and forced to leave the area.

Although the Great Freeze had been disastrous in the short term, as citrus growers recovered, the Indian River soon regained its reputation as the best citrus producing region in Florida. With the commercial citrus industry in North Florida decimated, a number of growers from that region moved to the Indian River area. By 1900, Brevard had once again become one of the leading citrus producing counties in Florida. During the early decades of the twentieth century several large citrus packing plants were constructed in the Cocoa-Rockledge area. Among them were the E.P. Porcher Citrus Packing House, the Rockledge-Cocoa Packing House, and the Cocoa Merritt Island Citrus Association Packing House (none of these are extant).

The success of the citrus industry throughout the 1920s proved to be an added incentive for those seeking property in the area during the Florida land boom. The collapse of the land boom in 1926, however, seriously dampened the industry's prospects. The ensuing depression in the Florida economy hampered investment in the industry. During that period of economic instability many of the local packing houses went bankrupt and were forced to close. To make matters worse, a serious fruit fly infestation occurred in

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1929, affecting nearly three quarters of the state's citrus trees and destroying much of the local crop. An embargo was placed on fruit infested areas and all trees that showed evidence of the fruit fly were burned. Production levels fell sharply and the number of citrus farms fell from a boom time high of 24,500 to 19,800 in 1930. State and federal agricultural agencies spent millions of dollars to eradicate the pest and the quarantine on Florida fruit was finally lifted in November 1930.

The reputation of fruit from the Indian River region was such that orange crates from all parts of Florida carried the words "Indian River." To stop this deceitful practice, a cease and desist order was issued by the Federal Trade Commission in 1930. To further protect the name and reputation of true Indian River region products, a grower's organization called the Indian River Citrus League was formed in 1931.

The citrus industry was able to rebound from the Depression years and from the fruit fly infestation through the aid of New Deal agricultural programs. An aggressive marketing and advertising campaign was undertaken by the state government in 1935 to further enhance the reputation of Florida fruit in northern cities. The greatest boost to the citrus industry came after the United States entered the World War II. Between 1942 and 1945 the federal government encouraged greater production and requisitioned all canned and processed fruits for military and lend-lease purposes. The military's needs also spurred the development of a frozen concentrate process that proved to be a major boost for the citrus industry.

The Whaley Citrus Packing House was constructed on the heels of the fruit fly infestation that plagued the state in 1929-1930. Marion S. Whaley was a prominent local fruit grower. In his groves near Rockledge he had developed a unique Red Tangelo. In order to facilitate shipping his product to northern markets, Whaley selected a site between U.S. Highway 1 and the Florida East Coast Railway to process and pack his fruit. From this location the fruit could be transported by truck or train and could also be marketed to passing tourists. The fruit originally carried the "M.S. Whaley" label. The packing house was enlarged several times and new machinery was added to meet the federal government's

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**Whaley Citrus Packing House
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demand for fruit during World War II. The name of the packing house was changed to "Victory Groves" to reflect the patriotic part the plant played in the war effort. The packing house was owned by Whaley until 1960 when it was purchased by the present owners, the Sullivan Brothers. They have retained the "Victory Groves" name.

The center of Florida's citrus industry remains in the central and south portion of the state. Since the 1940s the industry has evolved from small family farms to large corporate operations. Today, over three-quarters of Florida's orange crop is made into frozen concentrate. The cultivation, processing and sale of citrus products continues to play a major role in the state's economy.

ARCHITECTURAL CONTEXT:

Vernacular architecture encompasses a wide range of architectural resources crafted without the assistance of a trained architect. Vernacular buildings utilize the construction techniques of lay or self-taught builders and are often amalgams of various traditions and styles, varying greatly in scale, shape and material. Such simply-designed buildings are often over-looked by the focus on structures that conform to specific stylistic categories. During the early stages of the industrial revolution in the United States, vernacular industrial buildings were usually constructed of wood frame or of brick. Steel framing became more widely used in the late nineteenth century, especially as the need to support heavy equipment grew.

Simple wood frame structures were commonly used in Florida's citrus industry and the Whaley Packing House is characteristic of this once prevalent vernacular type. The wood frame building is logically arranged to accommodate the various steps involved in processing fruit. This packing house, operating since 1930, retains much of the original machinery used to process and pack citrus fruit. The additions to the building do not obscure the historic character of the packing house.

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Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.

Section number 9 Page 1

BIBLIOGRAPHY

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- Caron, Eric. C. One Hundred Years of Rockledge, the Centennial History of Brevard County's Oldest City. Rockledge, Fl., 1986.
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Continuation Sheet

Section number Photo Page 1

Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.

1. Whaley Citrus Packing House
2. Rockledge, Brevard Co., Fl.
3. Stephen A. Olausen
4. February, 1991
5. H.P.A., Inc., P.O. Box 1002, St. Augustine, Fl. 32085
6. Oblique view facing southwest of main (east) facade and north side.
7. Photo 1 of 13

Numbers 1-5 are the same for the remaining photos

6. View of south side facing northeast
7. Photo 2 of 13

6. View of corrugated metal storage addition to the rear (west) elevation, facing north
7. Photo 3 of 13

6. View of corrugated metal storage addition to the rear (west) elevation, facing northwest
7. Photo 4 of 13

6. Oblique view facing northwest of main facade and south side
7. Photo 5 of 13

6. View of concrete block addition to the north side, facing southeast
7. Photo 6 of 13

6. Interior view of wholesale fruit market, facing east
7. Photo 7 of 13

6. Fruit conveyor, rear (west) elevation, facing northeast
7. Photo 8 of 13

6. Interior view of conveyor leading through washing, waxing and drying machines, facing west
7. Photo 9 of 13

6. Interior view of sorting area, facing northwest
7. Photo 10 of 13

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Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.

Section number Photo Page 2

- 6. Interior view of fruit boxing machine, facing west
- 7. Photo 11 of 13

- 6. Interior view of gift shop, facing east
- 7. Photo 12 of 13

- 6. View of office building, facing northwest
- 7. Photo 13 of 13

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Continuation Sheet**

**Whaley Citrus Packing House
Rockledge, Brevard Co., Fl.**

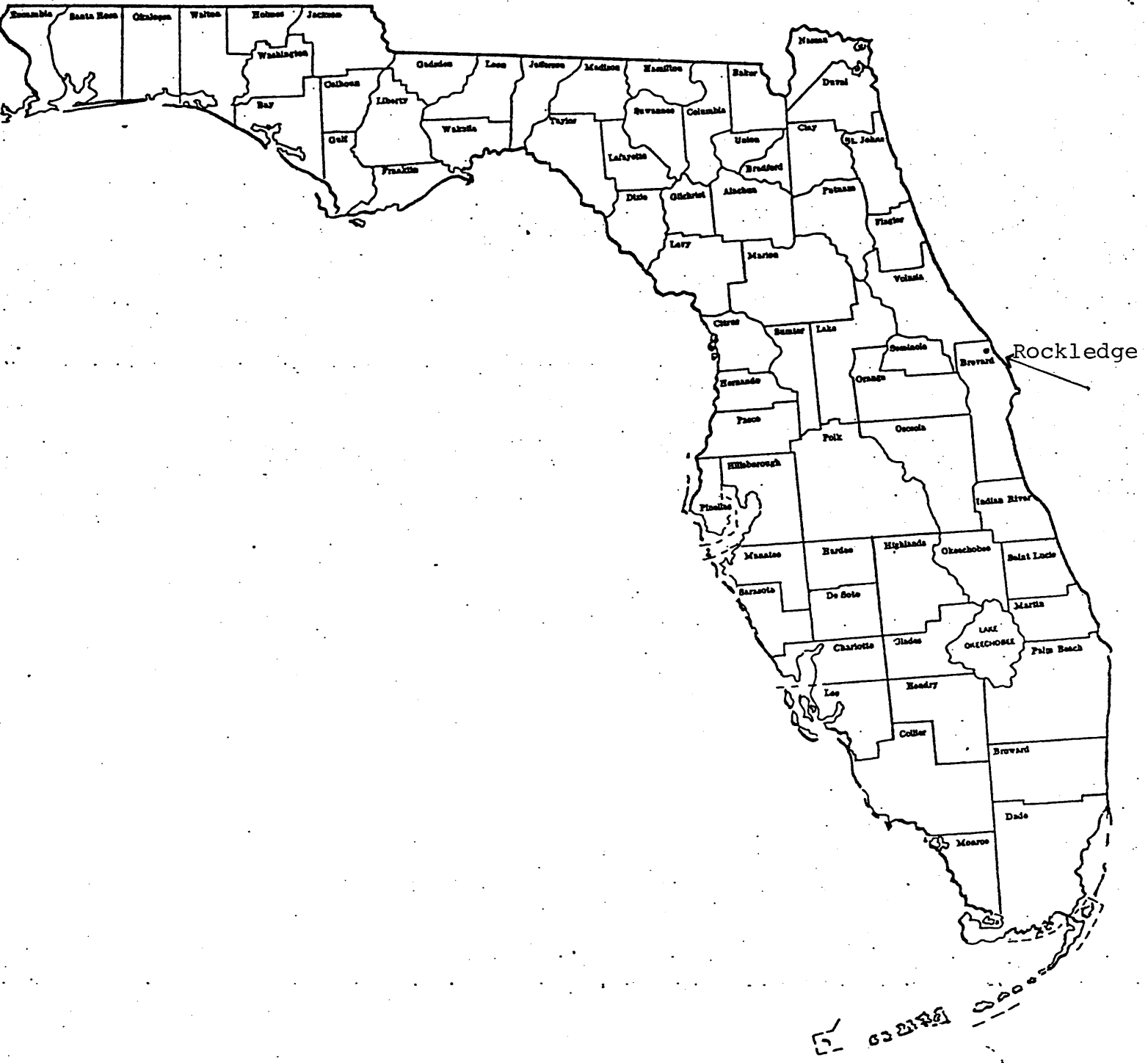
Section number 10 Page 1

VERBAL BOUNDARY DESCRIPTION:

Begin at a point on the southwest corner of the intersection of Magruder Avenue and U.S. Highway 1 South; then northwest along Magruder Avenue 300 feet to the right-of-way of the Florida East Coast Railway; then south along the right-of-way 480 feet; then southeast 270 feet to U.S. Highway 1; then north 430 feet along U.S. Highway 1 to the point of beginning.

BOUNDARY JUSTIFICATION


The boundary encompasses the property that has been historically associated with the Whaley Citrus Packing House. It includes the contributing packing house and the non-contributing office building.




63 2178

Marion S. Whaley
Citrus Pooking House
Rookledge
Brevard Co., Fl.

LEGEND

BOUNDARY 

CONTRIBUTING BLDG. 



NON-CONTRIBUTING BLDG. 

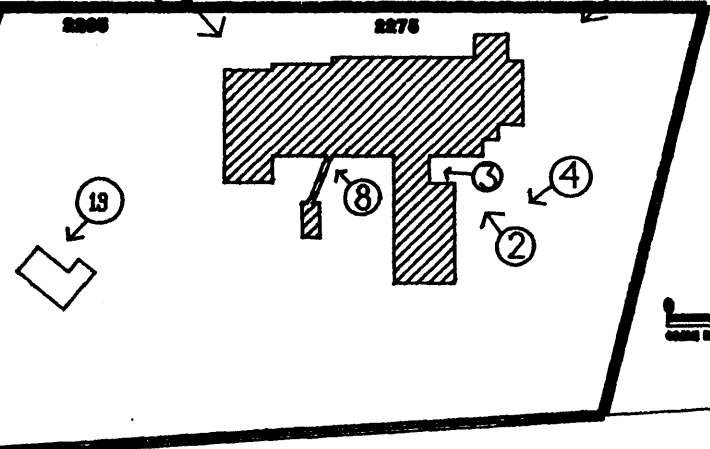
PHOTO DIRECTION 

MAGRUDER AVE.

FLORIDELPHIA AVE.

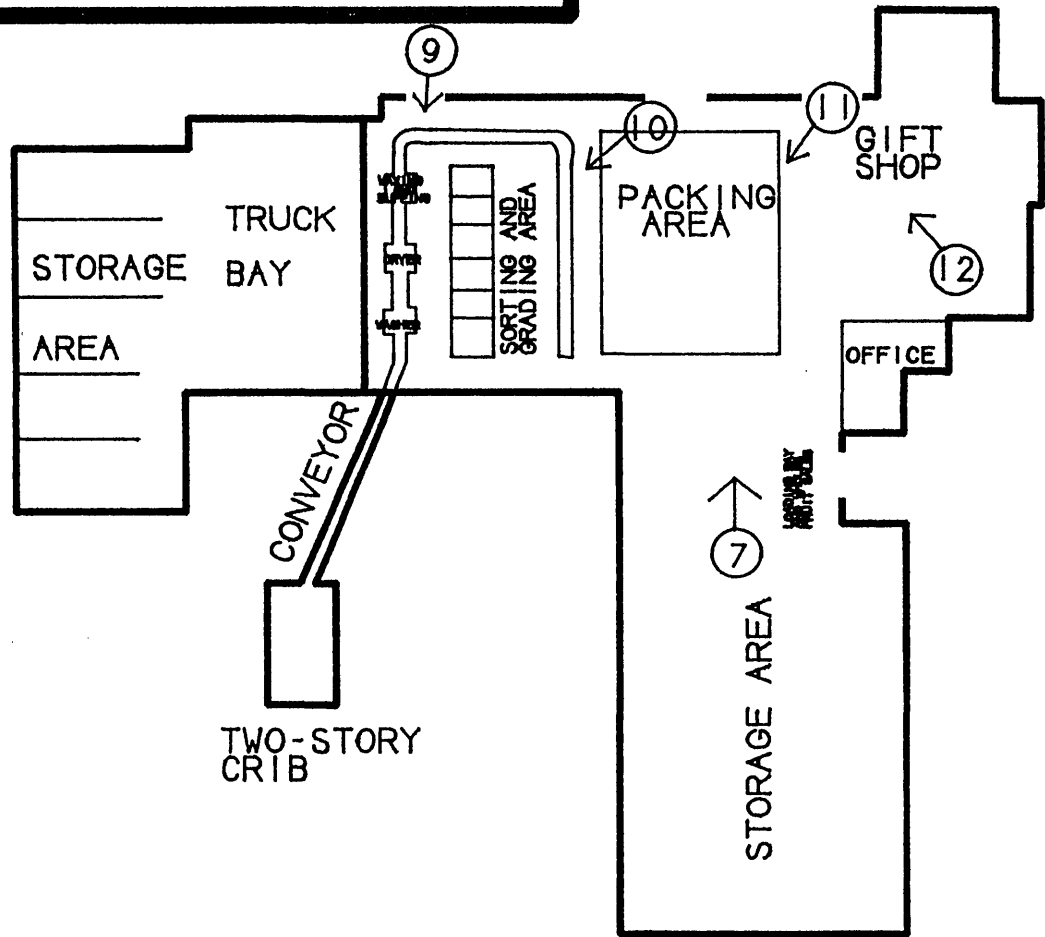
U. S. HIGHWAY 1

MAGRUDER AVE.



FLORIDA EAST COAST RAILWAY

Marion S. Whaley
Citrus Packing House
Rockledge, Brevard Co., Fl.
Photo Direction ○→



NOT TO SCALE