

United States Department of the Interior National Park Service

NOV 28 1989

2164

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Titusville Commercial District
other names/site number Downtown Titusville Historic District
8 BR 560

2. Location

street & number 219-349 S. Washington Ave., 102-214 Julie & 13-106 Main N/A not for publication
city, town Titusville Streets N/A vicinity
state Florida code FL county Brevard code FL 09 zip code 32796

3. Classification

Ownership of Property: [X] private, [ ] public-local, [ ] public-State, [ ] public-Federal
Category of Property: [ ] building(s), [X] district, [ ] site, [ ] structure, [ ] object
Number of Resources within Property: Contributing 21, Noncontributing 3 buildings, sites, structures, objects, Total 24
Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing: Titusville Multiple Property Group

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this [X] 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 [X] meets [ ] does not meet the National Register criteria. [ ] See continuation sheet.
Signature of certifying official: [Signature] State Historic Preservation Officer, Florida Department of State-Bureau of Historic Preservation
Date: 11/21/89
State or Federal agency and bureau

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria. [ ] See continuation sheet.
Signature of commenting or other official
Date
State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:
[A] 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: Amy Federman
Date of Action: 1/10/90

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**6. Function or Use**

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Historic Functions (enter categories from instructions)

COMMERCE/TRADE/business  
COMMERCE/TRADE/professional  
COMMERCE/TRADE/financial institution  
RECREATION AND CULTURE/theater

Current Functions (enter categories from instructions)

COMMERCE/TRADE/business  
COMMERCE/TRADE/professional  
COMMERCE/TRADE/financial institution  
\_\_\_\_\_

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**7. Description**

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Architectural Classification

(enter categories from instructions)

OTHER/MASONRY VERNACULAR  
CLASSICAL REVIVAL  
MISSION/SPANISH COLONIAL REVIVAL

Materials (enter categories from instructions)

foundation CONCRETE  
walls BRICK  
STUCCO  
roof ASPHALT  
other \_\_\_\_\_  
\_\_\_\_\_

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Describe present and historic physical appearance.

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties:

nationally     statewide     locally

Applicable National Register Criteria     A     B     C     D

Criteria Considerations (Exceptions)     A     B     C     D     E     F     G

Areas of Significance (enter categories from instructions)

COMMERCE

ARCHITECTURE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Period of Significance

1890-1930

\_\_\_\_\_

\_\_\_\_\_

Significant Dates

1895, 1925

1926

\_\_\_\_\_

Cultural Affiliation

N/A

\_\_\_\_\_

\_\_\_\_\_

Significant Person

\_\_\_\_\_

Architect/Builder

Hampton, Martin L.

Ewing, C. S.

Guinnane, J. J.

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

See continuation sheet

**9. Major Bibliographical References**

Please See Cover Nomination

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) 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 # \_\_\_\_\_

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository:

Bureau of Historic Preservation

**10. Geographical Data**

Acreage of property approximately 6 acres

UTM References

A 

1	7
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5	1	8	7	1	0
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3	1	6	4	9	4	0
---	---	---	---	---	---	---

Zone Easting Northing

C 

1	7
---	---

5	1	8	7	1	0
---	---	---	---	---	---

3	1	6	4	7	3	0
---	---	---	---	---	---	---

B 

1	7
---	---

5	1	8	9	6	0
---	---	---	---	---	---

3	1	6	4	9	4	0
---	---	---	---	---	---	---

Zone Easting Northing

D 

1	7
---	---

5	1	8	9	6	0
---	---	---	---	---	---

3	1	6	4	7	3	0
---	---	---	---	---	---	---

See continuation sheet

Verbal Boundary Description

The boundary of the Titusville Commercial District is shown as the dotted line on the accompanying map entitled "Titusville Multiple Property Group."

See continuation sheet

Boundary Justification

The boundary includes the buildings historically associated with the commercial development of downtown Titusville. The eastern boundary line is drawn to include only the lots historically associated with the historic buildings. All boundary lines conform as closely as possible to the legal description for the included properties.

See continuation sheet

**11. Form Prepared By**

name/title Vicki L. Welcher - Historic Sites Specialist  
 organization Bureau of Historic Preservation date November 7, 1989  
 street & number 500 South Bronough Street telephone (904) 487-2333  
 city or town Tallahassee state Florida zip code 32399-0250

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Titusville Commercial District

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#### SUMMARY

The Titusville Commercial District is located in the historic downtown section of Titusville, Florida. The district centers on the 300 block of South Washington Avenue and contains a small number of structures on Main Street, Julia Street and the 200 block of South Washington Avenue. The majority of structures reflect the 1920s Florida Land Boom and its significant architectural styles, with a small number of structures reflecting turn of the century architecture. The buildings have a period of significance from 1890 to 1930. The district contains twenty-four structures of which twenty-one contribute to the district.

#### SETTING

The Titusville Commercial District is located along the northern artery of U. S. Highway 1, known as South Washington Avenue. The one way street corresponds to the street to the east, Hopkins Avenue, which provides the southern artery of U. S. 1. The streets surrounding the district contain detached commercial structures that date from the 1910s through the 1980s with numerous vacant lots. Vegetation is limited to mature pine, oak and palm trees.

#### DESCRIPTION

The Titusville Commercial District contains the last remaining concentration of late-nineteenth and early twentieth century buildings in Titusville, Florida. All buildings are one and two story masonry structures, with the exception of the three story Walker Apartment Building. The majority of structures are designed in the Spanish Colonial Revival style of the 1920s; however, the structures often date from the mid-1890s.

The majority of structures are constructed of brick or hollow clay tile with stucco finishing. The roof lines are most often flat with mission styled or stepped parapets. Second story fenestration is generally single and paired, 1/1 double hung wood sash windows. As the buildings were constructed for commercial use, the first story fenestration generally contains the standard storefront configuration of large plate glass windows flanking a

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central recessed main entrance. Wood kick panels are located below the storefront windows.

The brick structures are vernacular in style with brick corbelling, dog tooth designs and decorative brick work at the cornice line. The buildings which contain Spanish Colonial Revival detailing display stuccoed finishing, decorative parapets and little other ornamentation.

Among the more striking buildings in the downtown commercial area is the Bank of Titusville and Trust Company Building at 300 South Washington Avenue, completed in 1925. The design breaks with the masonry vernacular architecture of the district and embodies the Neo-Classical Revival style. The styling of the bank is expressed through the classical features such as pilasters with Ionic capitals, simple entablature, and decorative elements. The building forms a significant component of the architectural legacy of downtown Titusville.

Another striking building, at 322 Washington Avenue, is the Walker Apartment Building. Completed in 1925, the building is a good example of the Spanish Colonial Revival style. The building, designed by Martin L. Hampton of the Miami based firm of Hampton-Ehman, is three stories with a one story arcade running the length of the facade. The central main entrance is flanked by arched fenestration and secondary entrances.

Sited diagonally across the street from the Titusville Bank and Trust is the Garage/Grocery building at 219 South Washington Avenue. Constructed in 1926, the one story stuccoed structure contains elements of the Mission Revival style in the arched service bays and the curvilinear parapets at the main facade. The plan of the building incorporates several different areas along a single axis in a utilitarian plan often used in service stations constructed during that decade. Two exterior doors provide entrances to rest rooms to the left (north) of the canopy. The building is in good shape with only minor alterations made at one service bay at the northern end of the main facade. The majority of the 1/1 double hung wood sash windows are intact.

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**HISTORIC ALTERATIONS**

During the 1890s, the historic commercial buildings of Titusville were well integrated to the period and each other through their design, size, setting, materials, workmanship, proportions and architectural features. Alterations during the Florida Land Boom period changed a number of these features. Many buildings which were originally brick were stuccoed during the 1920s. Original window and door surrounds and ornamental brick work of the original style were obscured.

**RECENT ALTERATIONS AND NON-CONTRIBUTING STRUCTURES**

During the past fifteen years, efforts to upgrade the district have altered the storefronts of several buildings. Original double hung wood sash windows have been replaced with aluminum awning or jalousie windows. Panelling and Permastone have been added to the storefronts of several buildings. While panelling is a reversible alteration and does not permanently affect the integrity of the building, Permastone on such buildings as 330-332 South Washington Avenue has substantially altered the integrity of the building. The storefront at 313-315 South Washington Avenue has been completely remodeled and no longer retains site integrity. 324 South Washington Avenue is the only post-historic period building in the district, and dates from the mid-1940s.

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RESOURCES OF THE TITUSVILLE COMMERCIAL DISTRICT

NAME	ADDRESS	DATE	CONTR
	102-112 JULIA STREET	C. 1925	C
DUREN BUILDING	214 JULIA STREET	1925	C
OLD TITUSVILLE POST OFFICE	13 MAIN STREET	1926	C
VAN CROIX THEATER	21 MAIN STREET	1926	C
	106 MAIN STREET	1913	C
GARAGE/GROCERY STORE	219 S. WASHINGTON AVE	1926	C
BANK OF TITUSVILLE AND TRUST	300 S. WASHINGTON AVE	1924	C
	301-303 S. WASHINGTON AVE	C. 1910	C
TITUSVILLE HARDWARE STORE	305 S. WASHINGTON AVE	C. 1910	C
	307-311 S. WASHINGTON AVE	C. 1910	C
	313-315 S. WASHINGTON AVE	C. 1910	NC
SPELL BUILDING	317-319 S. WASHINGTON AVE	1912	C
WALKER APARTMENT BUILDING	322 S. WASHINGTON AVE	1924	C
	324 S. WASHINGTON AVE	C. 1945	NC
FLORIDA POWER AND LIGHT CO	326 S. WASHINGTON AVE	C. 1910	C
PRITCHARD BUILDING	327 S. WASHINGTON AVE	1926*	C
	329-331 S. WASHINGTON AVE	1925*	C
	330-332 S. WASHINGTON AVE	C. 1910	NC
	336 S. WASHINGTON AVE	1925	C
	337 S. WASHINGTON AVE	1925*	C
	338-340 S. WASHINGTON AVE	C. 1895	C
	342 S. WASHINGTON AVE	C. 1910	C
	345-349 S. WASHINGTON AVE	C. 1926	C
	346 S. WASHINGTON AVE	C. 1895	C

	TOTAL	
	CONTRIBUTING RESOURCES	21
	NON-CONTRIBUTING RESOURCES	3
	TOTAL RESOURCES	24
	PERCENTAGE OF CONTRIBUTING RESOURCES	87.5%

\* BUILDING WAS CONSTRUCTED IN 1890 AND REMODELED IN 1925, 1926



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The Downtown Titusville Historic District is significant at the local level under Criteria A and C for its association with the commercial development of Titusville during the years 1890-1930. It has further significance in the area of commerce for its association with a number of leading businessmen. The district has architectural significance for its examples of Neo-Classical Revival, masonry vernacular and Spanish Colonial Revival styles. The district contributes to the Titusville Multiple Property Group under Associated Historic Context: Exploration and Settlement of Titusville, Florida 1867-1930 and Associated Property Type: Buildings of Titusville 1867-1930.

Among the significant buildings in the proposed district is the Pritchard Building located at 327 South Washington Avenue. Built c. 1890 for Captain James Pritchard, one of Titusville's early settlers, it is one of the oldest buildings in the district. Pritchard used the building to house his hardware store. In 1926 the original brick exterior was stuccoed and the curvilinear parapet was added to give the building its Spanish design.

The Spell Building, located at 317-319 South Washington Avenue, was erected for Dr. J. C. Spell, the first licensed pharmacist to operate in Titusville, in 1912. Spell, who lived at 1200 Riverside Drive, operated the Banner Drug Store out of the corner store room of the building. Other rooms and second floor offices were leased. In 1926, businesses occupying the other spaces included Brevard Realty; dentist, E.P. Lichtenberger, physician, R.F. McCleod; and the office of one of Titusville's most prominent businessmen, Jesse J. Parrish. Parrish was at that time, president of Titusville Securities Company, Incorporated, Vice President of the Indian River State Bank and Secretary-Treasurer of the Nevins Fruit Company, one of the largest citrus producing firms in Brevard County.

Many significant buildings in the proposed district were constructed during the Florida Land Boom of the 1920. One is the Walker Apartment Building. Construction of the building began in June, 1924, for the owner, George Walker. Walker was a prominent figure in commercial activities in Miami. He was a senior partner in the Walker-Skagsetch Grocery Company, Miami's largest retail grocery in the 1920s. Walker became interested in

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Titusville through his brother, John Randall Walker, who served as mayor of Titusville.

George Walker's architect was Martin L. Hampton of the Miami-based firm of Hampton and Ehman. That firm was responsible for a number of impressive buildings in the 1920s including the Pan Coast Hotel, the Granada Apartments, and the Security Building, all located in Miami. Contractor C.S. Ewing was responsible for executing the plans for the three-story building. It contained thirteen apartments and twelve hotel rooms on the second and third floors with the first story devoted to retail stores and office space. The building was completed in 1925. In 1926 the first floor spaces were occupied by the Ford Office Equipment Company, the Postal Telegraph Cable Company, the Clermont Cafeteria, the real estate office of J.D. Fulton, and W.H. Servant's Dry Goods Store.

Another significant building constructed during the 1920s is the Bank of Titusville and Trust Company building. Construction of the bank began in April, 1924, on a lot owned by Hester E. Walker, wife of former Mayor and Chairman of the Board of County Commissioners, John Randall Walker. The bank was completed and in operation in February, 1925.

A third significant buildings dating from the 1920s is the Van Croix Theater at 21 Main Street. The Van Croix Theater was built in 1926 by contractor J.J. Guinnane for Arthur Van Croix. Van Croix, who had previously built a theater in Melbourne, Florida, together with E.A. Donelson and J.J. Guinnane, formed Indian River City Enterprises, Inc. in 1925 to bring the theater to Titusville. Complications resulting from an embargo on the transportation of building materials by the Florida East Coast Railroad late in 1925 delayed completion of the building until March, 1926. In addition to the 1,000 seat theater, the building contained three retail stores on the first floor and seven offices and 18 hotel rooms on the second floor. Cost of the construction was \$200,000.

Another building making a singular impression in the district is the c. 1926 Garage/Grocery building at 219 South Washington Avenue. Constructed during the height of the Florida Land Boom, the masonry structure contains elements of the Mission Revival style of architecture. The building takes on added

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significance as an example of a new type of building commonly referred to as a service station. The building reflects the growth and change of Titusville in the incorporation of this building type in the downtown area. In addition, its close proximity to the commercial and governmental cores reflects the growing importance the automobile had on the county seat.

The Titusville Commercial District is significant for its collection of late nineteenth and early twentieth century structures that reflect the continuous growth of Titusville from 1890 to the faltering of the Florida economy in late 1929 and early 1930. No known commercial structures pre-date the district.

The original wood framed structures of the Titusville Downtown were destroyed by fire in December, 1895. The fire destroyed the entire collection of wood framed buildings located within the three block district. Some masonry structures, such as the Pritchard Building (1890) survived without substantial damage and were rebuilt. Other masonry buildings soon replaced the lost wood ones, and the commercial area of Titusville quickly rebounded.

The date of the fire coincidentally corresponds to the freeze of 1895 which devastated the citrus crop. The reconstruction of the downtown took on an added significance as it reflects the determination of the residents of Titusville to remain in the area and rebuild.

The town experienced slow and steady growth until the early and mid-1920s. At that time, the Florida Land Boom began to affect the real estate and property values of almost every town in Florida, including Titusville. As the town was the county seat, it began to upgrade the downtown area in the image of a prosperous and thriving community. Owners remodeled their buildings to reflect the Spanish Colonial Revival and Mission styles popular in Florida at that time. In doing so, they provided an architectural record of the next phase of growth of the town.

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When the Florida Land Boom ended, in conjunction with the fall of the stock market and the U. S. economy, construction and remodeling in the town of Titusville slowed, and finally stopped completely, ending a continuous period of settlement and growth that lasted over sixty years.

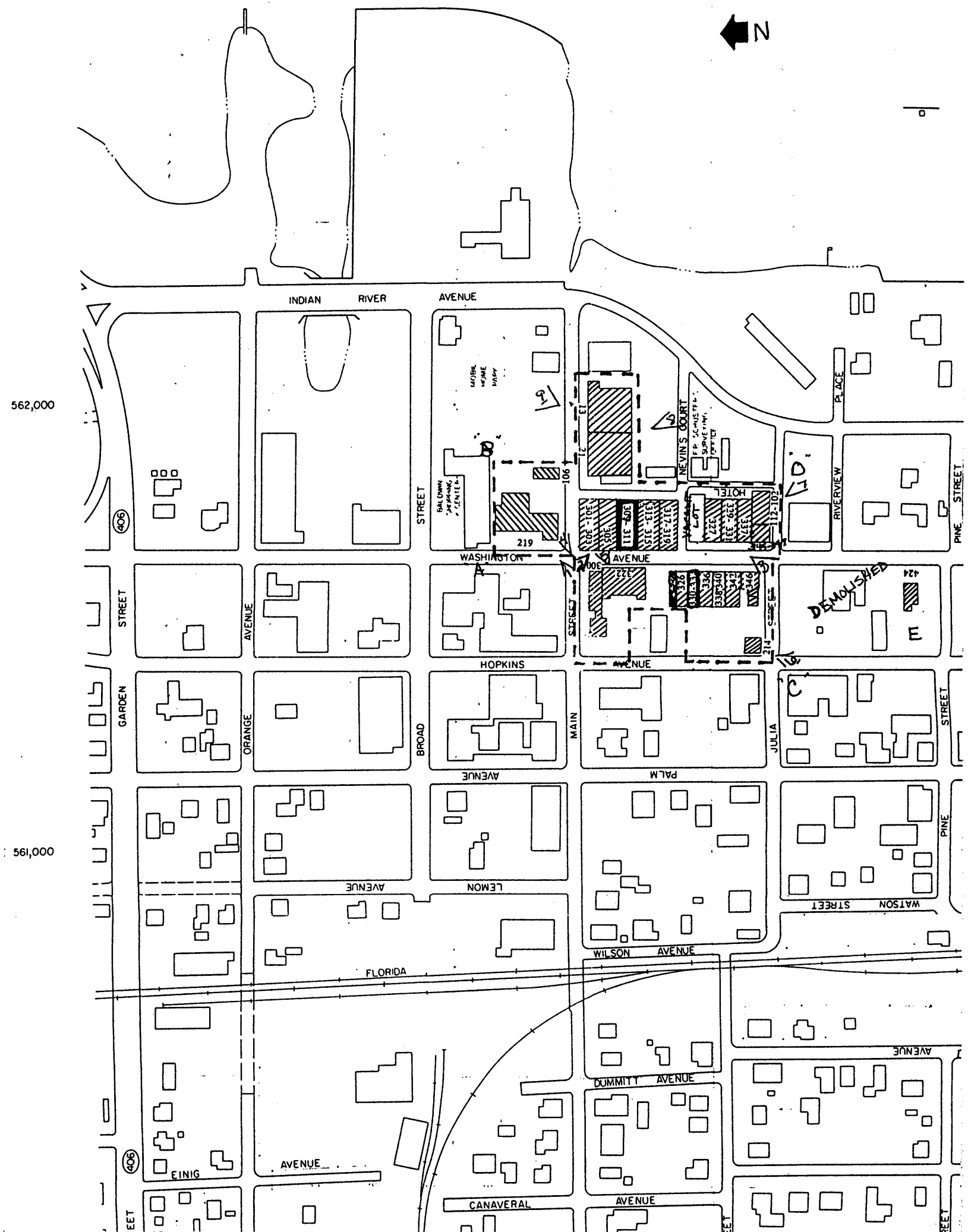
# TITUSVILLE MULTIPLE PROPERTY GROUP

INDIANA

- E = PRITCHARD HOUSE
- F = WAGER HOUSE
- G = Judge George Robbins House
- H = SPELL HOUSE
- B, C, D = Titusville Commercial District

- CONTRIBUTING  
 - NON-CONTRIBUTING  
 - BOUNDARY OF  
 Titusville COMMERCIAL  
 DISTRICT  
 1" = 20'

Titusville Commercial District  
Titusville, Florida - Brevard County



562,000

561,000