

United States Department of the Interior  
National Park Service

RECEIVED  
FEB 22 1990

Y86

National Register of Historic Places  
Registration Form

DIVISION OF  
NATIONAL REGISTER PROGRAMS  
NATIONAL PARK SERVICE

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 Avon Park Historic District  
other names/site number n/a

2. Location

street & number Main St. from S. Delaney Ave. to U.S. 27  not for publication  
city, town Avon Park  vicinity  
state Florida code FL county Highlands code 055 zip code 33825

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	<u>13</u>	<u>4</u> buildings
<input checked="" type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>1</u>	<u>0</u> sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u>1</u>	<u>0</u> structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u>1</u>	<u>0</u> objects
	<input type="checkbox"/> object	<u>16</u>	<u>4</u> Total

Name of related multiple property listing:  
n/a

Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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.  See continuation sheet.

Signature of certifying official [Signature] Date 2/19/90  
Florida State Historic Preservation Officer  
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: Entered in the National Register

entered in the National Register. 3/22/90  
 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] Signature of the Keeper  
Date of Action

**6. Function or Use**

Historic Functions (enter categories from instructions)  
Commerce/ Specialty Store  
Landscape/ Plaza  
Domestic/ Hotel  
Government/ City Hall  
Transportation/ Rail-related

Current Functions (enter categories from instructions)  
Commerce/ Specialty Store  
Landscape/ Plaza  
Domestic/ Hotel  
Government/ City Hall  
Culture/ Museum

**7. Description**

Architectural Classification  
(enter categories from instructions)

Masonry Vernacular  
Neoclassical  
Art Deco

Materials (enter categories from instructions)

foundation Brick  
walls Brick  
Stucco  
roof Other/ Tar  
other Glass  
Wood

Describe present and historic physical appearance.

PLEASE SEE CONTINUATION SHEETS

**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)

Community Planning

Landscape Architecture

Commerce

Architecture

Government

Transportation

\_\_\_\_\_

\_\_\_\_\_

Period of Significance

1912-1935

Cultural Affiliation

n/a

Significant Dates

1920-1927

Significant Person

n/a

Architect/Builder

Heim, William J./ Various

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

PLEASE SEE CONTINUATION SHEETS

See continuation sheet

**9. Major Bibliographical References**

PLEASE SEE CONTINUATION SHEETS

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: \_\_\_\_\_

**10. Geographical Data**

Acreage of property Approximately 25 acres

UTM References

A 

1	7
---	---

4	4	9	2	3	0
---	---	---	---	---	---

3	0	5	2	3	4	0
---	---	---	---	---	---	---

Zone Easting Northing

B 

1	7
---	---

4	5	0	7	6	0
---	---	---	---	---	---

3	0	5	2	3	5	0
---	---	---	---	---	---	---

Zone Easting Northing

C 

1	7
---	---

4	5	0	8	0	0
---	---	---	---	---	---

3	0	5	2	3	0	0
---	---	---	---	---	---	---

D 

1	7
---	---

4	4	9	2	3	0
---	---	---	---	---	---

3	0	5	2	3	0	0
---	---	---	---	---	---	---

See continuation sheet

Verbal Boundary Description

PLEASE SEE CONTINUATION SHEET

See continuation sheet

Boundary Justification

The boundary encompasses the Main Street Mall and the historic properties closely associated with it. This is the most significant concentration of historic resources in Avon Park.

See continuation sheet

**11. Form Prepared By**

name/title Stephen A. Olausen/ Barbara E. Mattick, Historic Sites Specialist

organization Bureau of Historic Preservation date February 1990

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

city or town Tallahassee state Florida zip code 32399-0250

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 1 Avon Park Historic District, Avon Park, FL**SUMMARY**

The Avon Park Historic District encompasses the significant properties in the commercial, governmental, and transportation core of the City of Avon Park, Highlands County, Florida. All of the resources are located along or adjacent to Avon Park's Main Street Mall, a designed landscape feature. Contributing resources, which date from 1912-1935, include the mall itself (a site), an object, a structure, and thirteen buildings. The ratio of contributing to noncontributing resources is 16:4 (80%). Most of the buildings are masonry vernacular, but there are also a few examples of higher styles. There is no evidence of any archaeological sites within the district.

**SETTING**

The City of Avon Park is located in Highlands County in the Central Highlands region of Florida. The city is eighty miles southwest of Orlando, ninety miles east of Tampa, and ten miles north of Sebring, the county seat. The corporate limits of the city embrace nearly ten square miles of low-rolling hills and water in the form of four small lakes. The city is served by two highways, U.S. 27 and State Road 60, and the CSX Railroad, a conglomerate formed in 1980 from several rail lines, including the old Atlantic Coast Line and the Seaboard Air Line. Avon Park is the second largest city in Highlands County, with a population of 8,500. The climate is semitropical. Agriculture, most notably citrus growing, processing, and shipping, has historically formed the economic base for the community. The district is located primarily on the Main Street Mall, which runs through the center of the city.

**PRESENT PHYSICAL APPEARANCE****Historic Site**

The most significant feature of the historic district is the Main Street Mall. As originally platted in 1892, Main Street was a narrow, one lane road in the center of Avon Park. The Mall was laid out in phases between 1920 and 1927. It is comprised of sixteen rectangular greenspaces

**United States Department of the Interior  
National Park Service****National Register of Historic Places  
Continuation Sheet**Section number 7 Page 2 Avon Park Historic District, Avon Park, FL

bounded by the east/west lanes of Main Street and its north/south intersecting avenues and railroad rights of way. Approximately one mile long, the mall runs west from Lake Verona to U.S. Highway 27. Numerous trees and monuments dot the Mall and provide a formal park atmosphere. Vegetation includes shrubs, palms, live oaks, and flowering jacaranda trees (photos 1-4, 8 & 20).

**Historic Object and Structure**

One object and one structure located within the greenspaces of the Mall are considered contributing resources. The object, the Davidson Flagpole, is located between Butler and Forest Avenues (photo 5). The 110 foot flagpole has a concrete base and is topped with an eagle ornament. A plaque on the base commemorates its placement in the Mall on Armistice Day, 1922.

The structure, the Main Street Bandstand, is located in the center of the greenspace between Forest and Lake Avenues (photo 6). It is a one story, wood frame structure with an octagonal design and conical roof. Other notable architectural features include its wood shingle roof, planked deck with wood benches, and weatherboard siding. When built in 1897, the bandstand was located on the banks of Lake Verona. About 1912, it was moved to the northwest corner of Main Street and Lake Avenue. At that time, the original character of the bandstand was lost with the removal of windows and a door which had provided light and access to the bottom section of the structure. Also, the original drop siding exterior wall fabric was replaced with weatherboard. When the Mall was extended in 1922, the bandstand was moved to its present location. By the 1970s the bandstand had suffered from neglect, and its restoration to its 1922 appearance was Avon Park's official Bicentennial Project in 1976.

**Historic Buildings**

The original commercial buildings along Main Street were small frame vernacular structures. In 1912, the first brick building, the Old First National Bank (photo 7), was added to the south side of Main Street. Concern for

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 3 Avon Park Historic District, Avon Park, FL

protecting the commercial area against fire, prompted the construction of other brick buildings during the following decade. All but one of the buildings within the district front on Main Street, and are located between the east end of the Mall, near Lake Verona, and the CSX Railroad tracks (photo 8). The old Seaboard Air Line Station occupies its original location approximately one hundred yards north of the mall, on Museum Avenue.

The historic standing structures within the district range in date from 1912 to 1935. There are a total of seventeen buildings within the district, four of which are considered non-contributing. Buildings contributing to the district are drawn from several styles and types of architecture. There are nine masonry vernacular buildings and one frame vernacular building within the district's boundaries. High styles represented in the district include Spanish Eclectic, Neoclassical, and Art Deco. Buildings designed for commercial retail uses were the first ones constructed within the district. Built between 1912 and 1926, these buildings are associated with the second significant period of development in Avon Park. Additional types of buildings were added to the Main Street area during the Florida Land Boom years of the mid-1920s, including the City Hall and old Seaboard Air Line Station. The construction of the Park Theater in 1935 marks the end of historic development within the district.

## COMMERCIAL ARCHITECTURE

Nine of the thirteen historic commercial buildings in Avon Park embody one-part or two-part Masonry Vernacular designs commonly found in the United States during the early twentieth century. The commercial buildings in Avon Park were originally red or buff brick or stucco and had flat roofs with parapets. In several instances, the original brick finish has been obscured through the application of paint or stucco. In virtually every instance the buildings have a boxy form and a rectangular plan. Unless they are detached or sited on a corner, they exhibit a single, primary facade where all entrances, windows, and decorative elements are placed. They generally contain fixed display windows on the first floor and double-hung sash windows on

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 4 Avon Park Historic District, Avon Park, FL

the second, usually in a 1/1 light pattern. Other noteworthy features of these buildings are corbelling and dentil and dog's tooth string courses. (See photos 9 & 10). The Avon Park Book Exchange is the only frame vernacular, commercial building in the district (photo 11). It was built c1915 and is one of the oldest wooden buildings on Main Street.

An example of a two-part commercial building in Avon Park is the Brickell Building at 2-12 East Main Street (photo 12). Designed by Avon Park's leading architect, William J. Heim, and completed in 1921, the Brickell Building is unusual in its design, featuring a broken swan's neck pediment and polychromatic exterior brick work. The second story of the main facade is made up of seven bays divided by brick pilasters. Looking east to west, the first, third, fifth, and seventh bays feature oriel bay-window projections. The second and sixth bays have triple casement windows with transoms and splayed arch lintels. The central, or fourth bay, has paired casement windows with transoms crowned with a round arch of red brick. The first story is made up of large plate glass display windows and a central round arch, recessed entrance. Other notable features include two large flat awnings that run above the shop windows, and buff brick arrowhead decorations on the pilasters. The storefronts have been altered with the application of modern ceramic tile along the kick panels and the enclosure of what were originally transom windows above the shop bays.

The Jacaranda Hotel at 7-23 East Main Street is the most grandiose of all the structures in Avon Park (photo 13). Another example of Heim's work, the Jacaranda was completed in early 1926. Although it is not a true two-part structure it does exhibit certain characteristics of that classification. The Jacaranda features an irregular plan which consists of a central block with polygonal wings extending from each of its corners. The roof is flat with a central curvilinear parapet and corner pilasters with Moorish arch caps that rise above the roof line. The exterior has decorative polychromatic brick work and rectangular cut block inlays framed by the roof line and a string course which gives the building a visual cap.



United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 5 Avon Park Historic District, Avon Park, FL

---

The ground floor contains an arcade that features retail space for small shops. Large, fixed glass display windows and recessed entrances make up the facade of the ground floor. The first and second story windows are paired double-hung sash with 1/1 lights. There are two third story balconies over a second story terrace on the front facade. The building retains much of its original appearance and is presently undergoing restoration.

The best example of a one-part, Masonry Vernacular design is the Coen Building at 15-21 West Main Street (photo 14). This simple 1921 rectangular, one-story structure features a flat roof and corbelled brick cornice. Alterations to the building include fixed plate glass windows with recessed entrance bays. Another typical one-part commercial block, the Ridge Chevrolet and Oldsmobile Building, is located at 309 West Main Street (photo 15). It has a flat roof with parapet and a corbelled brick cornice. The building maintains its original 1923 architectural integrity to a large degree.

The Park Theater (now Hope Tabernacle) at 36 East Main Street is another of Heim's designs (photo 16). The building was constructed in 1935, and is the only example of Art Deco architecture in Avon Park. The theater features a smooth stucco exterior with three horizontal bands encircling the flat roof line. The main facade features decorative vertical and rounded forms. The central bay in the main facade has vertical ridged decorations flanked by two oculus openings. A triangular marquee juts out over two recessed double-door entrances. At ground level are a series of fixed, rectangular window openings and rounded corners leading to the recessed entrances.

## GOVERNMENTAL BUILDING

The Avon Park City Hall at 110 East Main Street (photo 17) was also designed by William J. Heim. It was completed in 1927. The two-story with basement building has Neoclassical styling expressed by a flat roof and temple-like facade. A decorative cornice with modillions at the base of the parapet surrounds the building. The central bay

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 6 Avon Park Historic District, Avon Park, FL

---

of the main facade contains a stepped parapet, a pair of double-hung sash windows flanking a central door in the second story, and a recessed entrance with an entablature decorated with circular sunburst designs. The entrance is flanked by Tuscan columns. The sunburst crests are repeated in various groupings under the roofline cornice. The bays that flank the main entrance bay consist of triple windows in each story. The exterior fabric is polychromatic brick, laid in Flemish bond, and decorative art stone. The building has been altered by the use of metal awning replacement windows.

## TRANSPORTATION BUILDING

The old Seaboard Air Line Station, now the Avon Park Museum on Museum Avenue is a one story masonry building with a hip roofed main entrance block, and a long, parapeted flat roof extension. It has Spanish Eclectic styling expressed by hollow tile construction and rough stucco exterior wall fabric. The main (east) facade features a round arch entrance and a group of round arch window openings with spiral column dividers. There are also two sets of triple double-hung sash windows (photo 18). The west elevation, which fronts on the railroad tracks, has features similar to those of the main facade, and carries a flat roof awning attached with decorative brackets (photo 19). Other significant architectural features include an offset chimney with a corbelled brick cap and a poured concrete foundation. The 1925 building has been altered with the replacement of the original round arch windows on the east facade, the replacement of the original barrel tile roof surfacing with composition shingles, and the boarding over of numerous rectangular window openings.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 7 Avon Park Historic District, Avon Park, FL

AVON PARK HISTORIC DISTRICT

INVENTORY OF CONTRIBUTING RESOURCES

Key: MV=Masonry Vernacular, FV= Frame Vernacular,  
SE=Spanish Eclectic, AD=Art Deco, NC=Neoclassical

West Main Street

1-9	First National Bank	MV	1912
15-21	Coen Building	MV	1921
101-111	Max Wild Building	MV	1921
115	Second Whidden Building	MV	1921
117-123	First Whidden Building	MV	1913
309	Ridge Chevrolet and Oldsmobile Building	MV	1923
--	Bandstand	FV	1897/1922
--	Davidson Flagpole	--	1922

East Main Street

2-12	Brickell Building	MV	1921
7-23	Jacaranda Hotel	MV	1926
20	No name	SE	c1930
22	Avon Park Book Exchange	FV	c1915
36	Park Theater	AD	1935
110	Avon Park City Hall	NC	1928

Main Street from South Delaney-U.S. 27

--	Main Street Mall	--	1920-1927
----	------------------	----	-----------

North Museum Avenue

--	Seaboard Airline Railroad Station	SE	1925
----	--------------------------------------	----	------

**United States Department of the Interior  
National Park Service**

# **National Register of Historic Places Continuation Sheet**

**Section number**   7   **Page**   8   Avon Park Historic District, Avon Park, FL

---

## **INVENTORY OF NONCONTRIBUTING RESOURCES**

### **East Main Street**

16  
18  
28  
30-34

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 1 Avon Park Historic District  
Avon Park, FL

---

**SUMMARY**

The Avon Park Historic District is locally significant under Criteria A and C in the areas of community planning, landscape architecture, commerce, transportation, government, and architecture. The district contains a site, an object, a structure, and thirteen contributing buildings constructed between 1912 and 1935. The most significant feature of the district is the mile-long Main Street Mall, a designed historic landscape, which defines the city's commercial area. The buildings included in the district are significant for their associations with the development of Avon Park's commercial core, transportation and governmental facilities, and tourist accommodations. The buildings have further significance as good examples of nationwide trends in commercial architecture. Among the historic buildings within the district are four designs by William J. Heim, the Central Highland's most active and innovative architect during the years within the period of significance.

**HISTORICAL CONTEXT****Early Development of Avon Park 1886-1911**

Avon Park was founded by Oliver M. Crosby in 1886. The community's early development centered on the production of citrus products. Despite Crosby's concerted attempts at promoting his settlement, actual growth proceeded slowly. With no railroad access and only a few sand trails to service the community, Avon Park remained relatively isolated throughout the remainder of the nineteenth century and first decade of the twentieth century. Crosby's association with Avon Park ended after a hard freeze in 1895 devastated the area's citrus trees and brought Avon Park's development to a virtual halt. The community's population dropped from a pre-freeze level of nearly 500 to 128 by the turn of the century. Mired in debt and unable to meet his financial obligations, Crosby lost his interest in the company he had created to develop Avon Park. The economy of Avon Park remained depressed until the Atlantic Coast Line Railroad extended tracks through the area in 1912.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 2 Avon Park Historic District, Avon Park, FL

---

**Incorporation and Pre-Boom Development 1912-1923**

Avon Park suffered a financial depression for nearly fifteen years before the introduction of a rail line through the community spurred a second period of economic growth. In early 1895, Henry Plant had been approached about an extension of his Atlantic Coast Line Railway to Avon Park, but had rejected the proposal due to the economic downturn brought on by the freeze. Railroads, however, were constructed deep into South Florida between 1910 and 1925. Throughout the area cattle ranching, citrus production, naval stores, and truck crops were developing industries that took advantage of this transportation network. Branching south from Haines City, the Atlantic Coast Line extended its rails through Lake Wales in 1911 and to Avon Park in 1912. Several community founders encouraged the A.C.L. to lay its rails through the community. This line made its way through Sebring, and eventually to Immokalee in the 1920s. Avon Park benefitted from this extension, by which citrus, produce, and naval stores were delivered to markets. In addition, the railroad provided easier access for visitors to the community. Between 1900 and 1910, before the coming of the railroad in 1912, the population of Avon Park increased from 225 to only 285. The revitalizing effects of the railroad were reflected in the fact that from 1910 to 1920, Avon Park's population had more than tripled to 890, and that in 1913, the Town of Avon Park was incorporated.

During the second decade of the twentieth century, citrus again became an important industry in the community. The Avon Park Citrus Growers Association merged with the larger Florida Citrus Exchange and constructed a large packing house north of Main Street. In 1915, C. Parke Anderson and his brother organized the Pittsburgh-Florida Citrus Growers Association and the Lake Byrd Packing Company. By 1922, they had planted 4,000 acres in citrus and had constructed the Pittsburgh-Florida Packing House. Later, they constructed an orange and grapefruit juice canning plant at Avon Park. W.F. Ward moved to the community in 1917 and developed a citrus nursery that eventually covered some 500 acres.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 3 Avon Park Historic District, Avon Park, FL

---

Ultimately, real estate developers, along with the railroad and citrus industries, reinvigorated the community. William Reck, who had moved his family from Illinois to Avon Park about 1913, was one of the primary agents. Active in local politics, he promoted the creation of the Mall, and later lobbied for the formation of a new county. Subdivisions platted in Avon Park during this time included King and Langston's filed in 1912, and Van Luven's filed in 1915. Commercial development also took place along Main Street.

Prior to 1921, Highlands County, together with Charlotte, Glades, and Hardee Counties, was part of DeSoto County, a sprawling jurisdiction of 3,750 square miles that covered much of southwest Florida. The DeSoto County seat was Arcadia, some fifty miles southwest of Avon Park. In 1921, the state legislature approved the subdivision of DeSoto County into five separate counties. A bitter contest ensued between the communities of Sebring and Avon Park to become the seat of the newly created Highlands County. Although the population of each community was roughly equal, 890 to 812 in favor of Avon Park, George Sebring and the Sebring Board of Trade prevailed in the campaign, and Sebring became the county seat. The loss of the county seat temporarily dampened Avon Park's prospects for rapid and sustained development. Unforeseen at the time, however, were the events of the mid-1920s that brought unprecedented settlement and economic change to the community.

**Boom and Bust 1924-1935**

It is difficult to exaggerate the speculative proportions of the Florida Land Boom that erupted in the early 1920s. Miami and Palm Beach are generally regarded as the scenes of most fervent activity, but few communities in the state failed to experience a fever for land and property. Twenty thousand people were thought to be arriving in Florida daily in December 1924. That fall, the Florida legislature issued an open invitation to wealthy investors approving a constitutional amendment which prohibited both income and inheritance taxes. The resulting

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 4 Avon Park Historic District, Avon Park, FL

influx of capital accelerated an already well-developed surge of land purchasing.

Avon Park offers a small-scale example of the excesses of the boom. Between September 1921 and February 1926, forty-one subdivisions were established in the community. Activity reached its height in 1925, when twenty-one subdivisions were created. In one case, the area known as Lakeside Heights was subdivided and then re-platted in less than one year. One lot on the west end of the business section sold for \$75,000. Later, the buyer defaulted on the payment, and during the Depression the same lot sold for \$400. Between 1920 and 1926, in one twelve block area of town, approximately forty structures were built, including a large high school complex, a Coca-Cola bottling plant, the Avon Park Sash and Door Company building, and approximately twenty-five residences.

By 1925, many tourists arrived at the new Seaboard Air Line Station located on what is now Museum Avenue (photo 18). Augmenting the previous Atlantic Coast Line service, the Seaboard Air Line's Orange Blossom Special connected Avon Park with numerous points between New York City and West Palm Beach. To meet the influx of tourists, a tourist tent camp, located one block north of Main Street between DeSoto and Glenwood Avenues, and hotels were built. The Jacaranda Hotel, Avon Park's most grandiose building, was finished in time for the 1926 spring tourist season (photo 13). That same year, Avon Park changed its corporate status from a town to a city.

Although construction reached its apogee in 1926, the Boom was already encountering difficulties. Overspeculation in real estate had created a financial house of cards. Land changed hands so fast that many purchasers found their properties heavily mortgaged and themselves with little cash. In the fall of 1925, the railroads, overloaded by the vast amount of building materials being shipped to South Florida, declared a freight embargo. The embargo weakened the foundations of the Boom. The final blow was struck when southeast Florida was hit by a devastating hurricane on September 18, 1926.



United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 5 Avon Park Historic District, Avon Park, FL

Florida bank deposits had risen from \$180,000,000 to \$875,000,000 between 1922 and 1925, but the collapse of the land boom led to failure of many Florida banks. One of these was the First National Bank of Avon Park, which left vacant the building it had occupied since 1916. Three years later, in February 1929, the Avon Park State Bank closed, nine months before the October crash of the stock market.

Even though Avon Park lost two of its banks because of the land bust, the community escaped the worst effects of the collapse. Its economy was based primarily on the citrus industry, the railroads, and its small commercial district. Some indicators showed the city government to be in sound financial health. In December 1927, the city expended \$45,000 on land for a park on Lake Verona. The following year, the city fire station (now the Police Station) was begun. Work was also begun in 1928 on the Avon Park City Hall (photo 17). A notable building constructed in Avon Park during the Depression was the 1935 Park Theater at 36 East Main Street (photo 16). Yet another of Heim's designs, the Art Deco style theater represents the end of historical development of Main Street.

**Economic Recovery 1936--present**

Although Avon Park's population decreased, the city maintained a relatively stable population during the Depression. According to 1930 census returns, the population was 3,528; by 1940, that figure had dropped to 3,125. There was some residential growth in the late 1930s as the economy began to recover and Federal Housing Administration programs began to take effect, permitting easier access to credit for prospective home owners. In 1939, Avon Park's Chamber of Commerce was revived. Interested in promoting the community as a tourist city, the chamber instituted a program called "Avon Park with the Mile Long Mall".

Avon Park, with the rest of the nation, emerged from the Depression due to a defense industry which grew in response to World War II. The flat terrain in the area was well suited for airfield construction. Arcadia had served as a military air training center during the First World

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 6 Avon Park Historic District, Avon Park, FL

War. In 1941, Sebring became host to newly constructed Hendricks Field. Avon Park Air Force Base and its accompanying bombing range, located approximately ten miles due east of Avon Park, were developed from late 1940 to April 1942.

The physical development of Florida cities, which came to a standstill during World War II, resumed with renewed vigor in the late 1940s. Many veterans who had served on the numerous military bases in Florida during the war returned at its close to seek permanent residence. Census returns show that between 1940 and 1960 the population of Avon Park doubled from 3,125 to 6,073. The city has continued to grow since the 1960s, and has a current population of approximately 8,500.

**HISTORICAL SIGNIFICANCE**

The Main Street Mall is significant for its association with national trends in community planning and landscape architecture in the early twentieth century. The Mall has become the single most identifying physical feature of Avon Park (photos 1-4, 8 & 20). From its beginning in the early 1920s, it has served as a communal meeting spot and a place where patriotic memorials to the City's heroes have been erected.

Avon Park shared with numerous other communities throughout the nation a desire to improve its unimaginative and inefficient town plan. The Mall was introduced to relieve the monotony of Avon Park's original grid street patterns, increase safety in the downtown commercial area, and provide a pleasing vista along Main Street that would draw tourists and prospective residents.

Early arguments for the creation of the Mall in Avon Park centered on safety. The then one-lane Main Street was narrow, and increased automobile traffic during the tourist season made travel hazardous. The addition of another street and greenspaces would require the moving or razing of the extant wooden buildings along the north side of Main Street. These buildings were considered fire hazards.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 7 Avon Park Historic District, Avon Park, FL

The original intent was to extend the Mall between the A.C.L. tracks on the west and Lake Verona on the east. In May 1920, the City Council voted its first bond issue expressly for the creation of a mall. At first, construction progressed slowly because several owners of property on the north side of Main Street were reluctant to give up their buildings to make room for the new road. The city was able to convince some to move their buildings, but others, like the owners of the Ford Motor Company presented stubborn opposition. Debates over the type of design and delays in obtaining the necessary property forestalled the beginning of construction until the following year.

The first area that was cleared for construction was between Lake and Butler Avenues. A group of local businessmen established a fund for the beautification of the Mall and called on the City Council to hire a landscape architect to devise an appropriate plan for laying out tropical shrubs and plants. In October, an additional \$20,000 in bonds was issued to extend the Mall and grade and pave Main Street. By the end of 1922, the bandstand was moved to its present position from the northwest corner of Lake Avenue and Main Street, and some of the curbs and gutters were laid.

In 1922, the Mall was extended west to the A.C.L. railroad tracks. The William P. McDonald Construction Company was awarded a contract to pave Main Street and all intersecting avenues between its two lanes. The first monument was also installed that year when Colonel and Mrs. R.P. Davidson donated a flagpole. It was erected between Butler and Forest Avenues (photo 5). The flagpole, a patriotic symbol in remembrance of those who served in World War I, was dedicated at the Armistice Day Carnival on November 11, 1922.

In 1923, the final obstacle to the completion of the first stage of the Mall's construction was removed when the Ford Motor Company building was razed. Landscape architect W.A. Cook was hired to draw the design for the beautification project. Cook's original plan called for the placement of exotic plants and shrubbery around a series of fountains and a large pool. In June, the City Council

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 8 Avon Park Historic District, Avon Park, FL

---

contracted with the Reasoner Brothers Nursery of Oneco, Florida, to supply the foliage. At the behest of Donaldson, jacaranda, palm, royal poinciana, and live oak trees were ordered for planting in the Mall.

Interest in extending and completing the Mall increased with the rise in tourism generated by the Great Florida Land Boom. Early in 1924, the City Council proposed its extension west of the railroad tracks, and in June negotiations were nearly complete for the final extension to the east. In October, the Council proposed a \$175,000 bond issue, of which \$55,000 was to go toward extending the Mall to Verona Avenue on the east and Central Avenue on the west. During the next three years, similar outlays were needed. The Mall was finally completed to its present length in 1927, just as Avon Park, along with the rest of Florida, was heading into a protracted economic depression.

The construction of the Main Street Mall represented a commitment by city officials and townspeople to the beautification of Avon Park. Since its creation, the Mall has served as a communal meeting place, a park, and place for the city's commemorative monuments. An example of community redevelopment on a large scale, the Mall has become the most significant identifying feature of Avon Park and is important to the understanding of local social history.

**Historic Buildings**

Historic buildings within the district have local significance in the areas of commerce, transportation, government, and architecture. The evolution of the commercial core began with the construction of the First National Bank Building at 1-9 West Main Street in 1912 (photo 7). Built by local contractor William L. Smith, it was the first brick structure erected in Avon Park. Smith served as contractor for a number of other structures in Avon Park and surrounding areas, including the Methodist Church, Coen Building, and the Whidden Building in Avon Park; and other brick buildings in Charlotte Harbor, Venus, Haines City, and Mountain Lake. The bank building has been remodeled several times including during 1920, when its

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 9 Avon Park Historic District, Avon Park, FL

original marble corner column was removed and large plate glass windows were replaced by smaller awning windows. The corner column has since been placed in the Mall in front of the building as a monument to its original construction (photo 20). The Avon Park Book Exchange (c1915), at 22 East Main Street, was built during the same period of development.

One of the most significant commercial building constructed during this period was the Brickell Building at 2-12 East Main Street (photo 12). It was financed by E.M. Brickell, an investor from Pittsburg, Pennsylvania. The architect for the building was William J. Heim, then a Pittsburg architect. After completing the drawings, Heim moved to Avon Park and established his office in the Brickell Building. The second floor had a large auditorium that was used for Town Council meetings, lodge meetings, and dances.

The Jacaranda Hotel at 7-23 East Main Street was the crowning achievement of William J. Heim (photo 13). It was his largest commission, both architecturally and financially. John Raab, an associate of the prominent architect Daniel H. Burnham, and Harry Winter, a developer from Chicago, funded the construction of the Jacaranda. The foundations of the Jacaranda were laid in late 1923 during the preliminary stage of the Florida Land Boom. The hotel was completed in time for the spring tourist season of 1926. It attracted visitors from the central Florida area and became known for quality entertainment, food, and southern hospitality. Unfortunately, the Jacaranda was finished just as Avon Park began to feel the effects of the collapse of the land boom. Raab and Winter lost heavily during the economic depression and were forced to give up their interests in the Jacaranda.

The Jacaranda Hotel serves as one of the main focal points of the historic district. Although it never realized the profits its developers expected, it continues to serve its original function as a tourist oriented hotel. The building was recently purchased by Highlands County and is now used as a part of the Community College system as a

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 10 Avon Park Historic District, Avon Park, FL

---

hotel and restaurant training center. The building retains much of its original architectural integrity.

Besides the Brickell and Jacaranda buildings, Heim's other commercial building in the district was the Park Theater at 36 East Main Street (photo 16). Built in 1935, the Park Theater is the only example of Art Deco architecture in Avon Park. The completion date of the theater marks the end of historical development within the district.

The district is also associated with Avon Park's most prominent public building, the Avon Park City Hall (photo 17). Located at 110 East Main Street, the City Hall is yet another of Heim's designs. The construction of the City Hall was a direct result of the rapid expansion the city experienced during the Florida Land Boom. Until 1928, City offices had been located in various commercial structures, including the Jacaranda. That year it was determined that a permanent and discrete facility was necessary to meet the expanded needs of the community. The acute need for the new facility forced the city to float a \$30,000 bond issue despite its already large indebtedness as a result of infrastructural improvements made during the boom. The C.W. Pabor Construction Company was awarded the bid to construct the building for \$28,600. Progress on construction was slowed due to the depression. As originally designed, terra cotta was to have been used for the exterior wall fabric, but less expensive art stone was used instead. The building was completed by late 1928, and the city government took occupancy in March 1929.

The Seaboard Air Line Railway Passenger and Freight Station symbolized the importance of rail transportation to Avon Park during the land boom years (photos 18 & 19). It is located on Museum Avenue, on its original site about 100 yards north of Main Street. Built in 1925, the Seaboard augmented the Atlantic Coast Line Railroad, which had serviced Avon Park since 1912 (the A.C. L. station was razed in the early 1980s). Seaboard trains provided access to points between New York City and West Palm Beach. Nicknamed the Orange Blossom Special, the Seaboard train helped fuel the land boom in Avon Park.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section number 8 Page 11 Avon Park Historic District, Avon Park, FL

---

**ARCHITECTURAL CONTEXT**

**Town Squares**

The Main Street Mall is a descendent of the town square or park, which was brought to the colonies by the first settlers of the New World, and has remained a persistent theme in town planning to the present. Historically, the town square or greenspace has served a number of uses. Among these were its use as a fenced, open communal space for grazing and keeping cattle, an area for drilling the militia, a village "Green" around which public and religious buildings were constructed, a purely ornamental feature of a town plan, or a fire break. In many instances open squares were included in town plans with no assigned uses. They were simply blocks upon which no development was to take place.

**City Beautiful Movement**

The City Beautiful movement, which gained strong support nationwide during the Progressive Era, sought to mitigate the evils of overcrowding, unsanitary conditions, and general ugliness of American cities through the new science of city planning. Among other things, the movement was concerned over the extensive and unimaginative application of grid street patterns in the nation's urban centers. Land developers had long realized that rigid orthogonal grid street patterns and the rectangular blocks they created were ideal for quick and easy land transactions. Square and rectangular blocks and lots maximized the area where buildings could be placed. Little regard, however, was given to natural features of the land. This type of city layout, while convenient for the speculator, often resulted in crowded, unattractive, and boring urban landscapes.

During the second half of the nineteenth century, landscape architects, including Frederick Law Olmstead, took the lead in introducing greenspaces and original platting techniques to urban areas. Olmstead's Central Park in New York City and the Boston Park system won wide national

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 12 Avon Park Historic District, Avon Park, FL

acclaim for providing residents of those cities the opportunity to escape hectic city life without travelling to the country. The contribution of the landscape architects was significant in promoting active interest in the prospects of better urban management. It was not until the World's Columbian Exposition in 1893, however, that Americans on a large scale became cognizant of the possibilities of city planning. The Exposition, held in Chicago, featured a fully planned and unified collection of public and residential buildings. Designed with mostly classical precedents, the "White City," as it was dubbed, showed the hundreds of thousands of people who attended the Exposition that there were alternatives to their drab and overcrowded cities. The wide publicity that the Exposition received changed the architectural tastes of the nation and led to a new direction in city planning.

One of the most significant subjects of redesign was the nation's capital, Washington, D.C. In a revision of L'Enfant's original plan for the city, a group of architects led by D.H. Burnham introduced a number of innovative features including diagonal boulevards, greenspaces, circular intersections, and curvilinear streets in residential neighborhoods. The cohesive blending of these platting techniques combined to provide attractive vistas of the public buildings and monuments, and a seemingly peaceful and healthy environment within the city. After 1901, with the redesigned plan of Washington D.C., city planning became an accepted science on a wide scale. In the wake of acclaim afforded the Washington plan, local chapters of the City Beautiful movement sprang up throughout the country.

**Commercial Architecture**

The two-part block was the most common commercial design used in small cities and towns in the United States between 1850 and 1950. Generally used only for two- to four-story buildings, it is characterized by a horizontal division into two distinct zones. The two zones are defined by the use of the interior space of the building. The lower zone is usually reserved for retail space and often contains large plate glass display windows, while the upper part contains space for offices or apartments.



United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 13 Avon Park Historic District, Avon Park, FL

---

The exterior design of the building is usually homogeneous, but in some cases different building materials and exterior fabrics are used to visually divide the two zones. Decorative elements in vernacular commercial designs were mostly limited to brick, cast iron, or stonework incorporated into the main facade. Shop windows were flanked by pilasters which provided an inviting frame for displaying retail merchandise. Horizontal or kick panels, beginning at ground level and rising several feet, framed the bases of the display windows. Constructed of a variety of materials, most commonly wood, the panels were immune to breakage and weather damage.

The business entry was frequently recessed to avoid visual competition with the display area. A common storefront configuration was a central entrance with two obliquely placed windows flanking the doorway, and a band of transom lights placed above it. Metal or wood canopies or canvas awnings were most extensively used over commercial storefronts. When signs were placed on them, they served as an advertising medium. They also provided shelter for shoppers and extended the display area of the building.

The one-part block is a one story, free standing building that was a popular commercial design in small cities and towns during the late nineteenth and early twentieth centuries. It was adapted from the lower part of the more common two-part commercial block during the Victorian period. The one-part block is a simple rectangular building, often with an ornate facade. It is most often utilized for retail or office space.

**Neoclassical Style**

The Neoclassical Style was popularized by the World's Columbian Exposition, held in Chicago in 1893. Buildings erected by each state at the Exposition were to have a classical theme. Wide publicity for the event and attendance by people from all over the country assured a popularity of the style which lasted for nearly fifty years.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number 8 Page 14 Avon Park Historic District, Avon Park, FL

---

Neoclassicism recalled the simple architectural features and techniques of the Greeks and Romans. Its most distinguishing characteristics include: use of the Ionic or Corinthian order for colossal pilasters and engaged columns, flat or low pitched roofs behind parapets, horizontality, symmetry, and balance. Doorways often have elaborate decorative surrounds based on Greek Revival, Adam, or Georgian precedents. Cornices often have dentils or modillions, and sometimes have a wide frieze band. Windows are usually double hung sash with various light configurations.

## Spanish Eclectic Style

The Spanish Eclectic Style generally refers to a style derived from a combination of architectural elements borrowed from countries and cultures surrounding the Mediterranean Sea, particularly Spain and Italy. This practice became popular in the 1910s as part of the increased national interest in historical styles and 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 the use of Moorish columns; low pitched, clay tile gable and hip roofs, or parapeted flat roofs; stucco exteriors with terra cotta decorative features; and multi-level plans. Loggias and arcades are common features with plans in a U or L-shape, enclosing a courtyard. The walls may be decorated with cartouches, tile, and terra cotta insets. Highly decorated arched door and window surrounds are common. Additional distinguishing features often include round or square towers; casements, fanlight windows, or double hung sash. Ornamental ironwork is often used for window grilles and balconets. Exterior colors are most often white, yellow-brown, and rose.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 15 Avon Park Historic District, Avon Park, FL

---

**Art Deco Style**

Art Deco was the first of the modernistic styles to become popular in America. It represented a complete break with traditional design, emphasizing futuristic concepts rather than invoking architectural antecedents. The style got its name from the Exposition Internationale des Arts Decoratifs et Industriels Modernes, held in Paris in 1925 as a showcase for new artistic designs. Like the European Art Nouveau movement of the 1890s and early twentieth century, Art Deco was an artistic movement that transcended all areas of the art world from painting to architecture. Its decorative geometric patterns were mimicked in a wide variety of products, including household appliances, clothing, furniture, and jewelry. Art Deco was most popular as a commercial building style during the 1920s and early 1930s because its decorative designs were especially suited to tall buildings. Few private residences can be considered true examples of high style Art Deco.

In Florida, Art Deco buildings are most often found in communities that continued to grow despite the collapse of the speculative land boom in 1926. Miami contains the best collection of Art Deco commercial buildings in the state. After 1930, the related Art Moderne style became the more popular of the modernistic styles. Characteristics of the Art Deco style include its flat roof, irregular plan, stucco exterior, and low relief, polychromatic ornamentation in straight line, zigzag, geometric floral, and chevron designs. In Europe the ornamentation was influenced by cubism, while in the United States the designs were often based on North and South American Indian art.

**William J. Heim**

During his lengthy career, William J. Heim was responsible for the design of many of the most prominent buildings in Highlands County. After designing the Brickell Building from his home in Pittsburg, Heim moved to Avon Park permanently, and established an office in the Brickell Building in 1920. His first commission in Avon Park was a design for the Lake Byrd Lodge for the Pittsburgh Fruit

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 16 Avon Park Historic District, Avon Park, FL

Growers Association. His major projects in the 1920s included the Jacaranda Hotel, the Pinelakes Clubhouse, and the City Hall, all in Avon Park, and the Sebring Fire Station. He subsequently designed a number of other private and public buildings in Highlands County. He was best known for his design of theaters, including the Park Theater in Avon Park, the Circle and Florida Theatres in Sebring, the Dade Theatre in Dade City, the Auburn Theatre in Auburndale, and the Florida Theatre in Wauchula.

In addition to indoor theaters, Heim designed a number of drive-in theaters, and was credited with inventing the triangular tower which became a common feature of drive-in theater construction. Among the many drive-in theaters attributed to Heim is the Sevon between Sebring and Avon Park.

In 1950 Heim's son, James, graduated from the University of Florida's School of Architecture and joined his father's practice. The firm of Heim and Heim was responsible, in particular, for the design of many of the schools in Highlands County. Their designs include the cafeteria and gymnasium at Avon Park High School; the Sebring and Lake Placid schools; the Woodlawn Elementary School, Sebring; and the Avon Park Elementary School; and additions to the E.O. Douglas High School, Sebring.

**ARCHITECTURAL SIGNIFICANCE**

Designed by Heim, the Jacaranda Hotel (photo 13) is one of Avon Park's most significant historic buildings. The three story building was constructed on a lot that is one half block long. Towers defined its four corners. A first story arcade is set back along the sidewalk and fronts Main Street and Lake Avenue. A number of small businesses were located in the arcade, including a drug store, beauty parlor, bakery, and hardware store. Later, in 1928, the city government located its offices in this arcade. Uprturned hearts embellished the parapet towers, a motif repeated throughout the building with castcrete heart designs located on the exterior. Constructed in multi-colored brick, the predominate color scheme was light

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 17 Avon Park Historic District, Avon Park, FL

yellow. Running water and modern heat and lighting systems made this hotel Avon Park's finest social and dining spot.

The most distinctive example of a two-part commercial building in Avon Park is the Brickell Building (photo 12). Designed by Avon Park's leading architect, William J. Heim, the Brickell Building is unusual in its design, featuring a broken swan's neck pediment and oriel bay window projections.

The most ornate example of a one part, masonry vernacular design is the Coen Building (photo 14). This rectangular, one story building features a flat roof, corbelled brick cornice, inset entrances and display windows, making it one of Avon Park's best examples of one-part block commercial design.

The Avon Park Book Exchange (c1915) is one of the oldest wooden buildings on Main Street, and is the only frame vernacular commercial building in the district (photo 11).

The Avon Park City Hall (photo 17), completed in 1927, was also designed by William J. Heim. The city hall is one of only three Neoclassical buildings in Avon Park, and is by far the best example of the style in the city. The building is distinguished by a flat roof with a stepped parapet and temple like facade, and decorative features such as sunburst crests, Tuscan columns, and a cornice.

The old Seaboard Air Line Station, now the Avon Park Museum (photos 18 & 19), is significant as a building type and as an example of Mediterranean Revival architecture. It was designed by the architectural firm of Henry Stephen Harvey and Louis Phillips Clarke of West Palm Beach. Harvey and Clark were responsible for most of the S.A.L. stations built in Florida during the boom. Many of these stations were built according to a standard "Type A" design, such as that employed for the stations located at Boynton Beach, Deerfield Beach, and West Palm Beach. All S.A.L. stations along the Highlands Ridge were to be constructed from the same design and with the same materials, indicating that the Avon Park S.A.L. station was a standard plan building. Its

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number 8 Page 18 Avon Park Historic District, Avon Park, FL

---

distinctive Mediterranean Revival style features include its parapeted flat roof, corkscrew engaged columns, and arched fenestration.

The Park Theater (now Hope Tabernacle) is another of Avon Park's distinctive commercial buildings (photo 16). Yet another of Heim's designs, the theater was constructed in 1935, and is significant as the only example of Art Deco architecture in Avon Park. The building features a smooth stucco facade with decorative vertical and rounded forms, and a flat roof.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number 9 Page 1 Avon Park Historic District  
Avon Park, FL

---

**BIBLIOGRAPHY**

**Books and Articles**

- Adams, Thomas D. **Outline of Town and City Planning.** New York, 1935.
- Avon Park Diamond Jubilee Committee. "The Avon Park Story: Seventy-fifth Anniversary of Avon Park." (March 1964).
- Cox, Merlin G., and J.E. Dovell. **Florida From Secession to the Space Age.** St. Petersburg, 1974.
- Cutler, Henry G. **History of Florida, Past and Present.** Chicago/New York, 1922.
- Drexler, Arthur ed. **The Architecture of the Ecole des Beaux-Arts.** New York, 1977.
- Dunster, David, ed. **The Beaux-Arts.** New York, 1979.
- Florida Editor's Association. **The Book of Florida.** n.p., 1925.
- Feiss, Carl, "Early American Public Squares," in Paul Zucker. **Town and Square from the Agora to the Village Green.** New York, 1959.
- Fenton, Horace J. **History of Avon Park, Florida, 1886-1956.** New York, 1956.
- Gelboon, Mara, "Old Storefronts, 1870-1920," **Old House Journal,** (March, 1978).
- Gebhard, "The Spanish Colonial Revival of Southern California (1895-1930)," **Journal of the Society of Architectural Historians** (1967).
- Hamlin, F. Talbott. **The American Spirit in Architecture.** New Haven, 1926.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section number   9   Page   2   Avon Park Historic District  
Avon Park, FL

---

- Hubbard, Freeman. **Encyclopedia of North American  
Railroading.** New York, 1981.
- Lewis, Harold Maclean. **Planning the Modern City.** New  
York, 1916.
- Longstreth, Richard. **The Buildings of Main Street, A  
Guide to American Commercial Architecture.**  
Washington, 1987.
- Maddex, Diane, ed. **Built in the U.S.A., American  
Buildings from Airports to Zoos.** Washington, D.C.,  
1985.
- Maxwell, Leoma Bradshaw. **The First Hundred Years of Avon  
Park, Florida.** Avon Park, Florida: Historical  
Society of Avon Park, 1986(?).
- McAlester, Virginia and Lee. **A Field Guide to American  
Architecture.** New York, 1984.
- Nolan, David. **Fifty Feet in Paradise: The Booming of  
Florida.** New York, 1984.
- North, Don. "Mainstreet at the Crossroads." **Floridian.**  
March 1, 1970.
- Official Program of Avon Park.
- Percy, Willard H. **Highlands County. Atlas and Business  
Directory.** Tampa, 1947.
- Polk's Highlands County Directory. 1928-1929.
- Reps, John W. **The Making of Urban America, A History of  
City Planning in the United States.** Princeton, 1965.
- Robinson, Charles M. **The Improvement of Towns and Cities.**  
New York, 1901.
- \_\_\_\_\_. **Modern Civic Art or, The City Made  
Beautiful.** New York, 1903.



United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number   9   Page   3   Avon Park Historic District  
Avon Park, FL

---

\_\_\_\_\_. "New Dreams for Cities," in  
Architectural Record. Vol. 17 (May, 1905).

Scott, Mel. American City Planning Since 1890. Berkeley,  
1969.

South Ridge Abstract and Title Co. Township Plats of  
Lands in Highlands County. Baltimore, 1921.

Tebeau, Charlton. History of Florida. Miami, 1981.

**City and County Records**

City of Avon Park. Minutes of the City Council.

DeSoto County Deed Records.

Highlands County Deed Records.

**Unpublished Manuscripts**

Altvater, Allan. "History of the Board of Trade of  
Sebring, Florida," unpublished manuscript, Sebring  
Historical Society, n.d.

Crosby, O. M. "Avon Park's History: 1885 to 1896"  
unpublished manuscript excerpted from issues of the  
Highlands Pilot, August 1919.

Lee, Samuel D. "Avon Park's Pioneer Days," unpublished  
manuscript excerpted from issues of the Highlands  
Pilot, August 1919.

Sebring Historical Society, Bulletin 34, April, 1978.

Writer's Program. "Avon Park Guide," prepared by Barbara  
Berry Darsey. July 1937.

Writer's Program. "Highlands County." 1936.

Writer's Program. "Life Histories, Highlands County."  
1936-1939.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number 9 Page 4

Avon Park Historic District  
Avon Park, FL

---

**Newspapers**

Arcadian.

Arcadia Enterprise.

Avon Park newspapers. PK Yonge has scattered issues  
between 1933-1939, but no other papers for Avon Park.

Highland County News.

Highlands Pilot, after 1921 Highlands County Pilot

Sebring Daily American.

Sebring Highlands America

Sebring News.

Sebring White Way.

Tampa Tribune.

**Promotional Tracts**

Highlands County. Board of County Commissioners.  
Highlands County Golden Jubilee. Sebring, 1971.

National Land Company. "The Prospect, the Famous Istopoga  
Prairie." 1913.

Pittsburgh-Florida Fruit Growers Association. "Pittsburg-  
Florida Orange and Grapefruit Groves, Avon Park,  
Florida." c1922.

Sebring Board of Trade. Sebring, the City of Health and  
Happiness. 1920.

Sebring Chamber of Commerce. "The Fifty Years of Sebring,  
1912-1962." Sebring, 1962.

"The Scenic Highlands of Florida."

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number 9 Page 5

Avon Park Historic District  
Avon Park, FL

---

**Maps**

Map of Avon Park, Manatee County, filed December 23, 1887,  
Manatee County Courthouse.

Map of Avon Park, DeSoto County, filed September 23, 1887,  
Arcadia, DeSoto County Courthouse.

Map of Avon Park, DeSoto County, filed January 1, 1892,  
Arcadia, DeSoto County Courthouse.

Sanborn Map Company. **Fire Insurance Map of Avon Park,  
Highlands County, Florida, New York, 1920, 1926.**

Surveyor General's Office. "Map of the State of Florida  
Showing Progress of Surveys, 1854-1859," in P.K.  
Yonge Library of Florida History, Gainesville.

**Federal Census Records**

United States Department of Commerce, Bureau of the  
Census. Thirteenth Census, 1910. **Population. 3**  
Vols. (Washington, D.C., 1911).

\_\_\_\_\_. Fourteenth Census, 1920. (Washington,  
D.C., 1921).

\_\_\_\_\_. Fifteenth Census, 1930. (Washington,  
D.C., 1931).

\_\_\_\_\_. Sixteenth Census, 1940. (Washington,  
D.C., 1941).

\_\_\_\_\_. Seventeenth Census, 1950. (Washington,  
D.C., 1951).

**Interviews**

James A. Heim, interviewed by Sid Johnston, January 25,  
1989.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 10 Page 1 Avon Park Historic District, Avon Park, FL

## VERBAL BOUNDARY DESCRIPTION

Begin at the southeast corner of the easternmost greenspace that lies just east of S. Delaney Avenue. Proceed west along the south side of E. Main Street until it reaches the northeast corner of the property of the Avon Park City Hall (110 E. Main Street). Then follow the east property line south to the southeast corner of the property, then west to the southwest corner of the property, and then north to the south side of E. Main Street. Proceed west to the northeast corner of the property of Hope Tabernacle (Old Park Theater, at 36 E. Main Street), then south, and proceed to the southeast corner of the property. From this point, proceed west, following the southern property lines from 30 E. Main Street to 123 W. Main Street. At this point, proceed north along the east side of S. Butler Avenue to the southeast corner of S. Butler Avenue and W. Main Street. Proceed west along the south side of W. Main Street to the northeast corner of the property of the Ridge Chevrolet & Oldsmobile Dealership (309 W. Main Street). Turn south and follow the eastern property line to the southeast corner of the property. Turn west and follow the southern line to the southwest corner of the property. Turn north and follow the western property line to the south side of W. Main Street. Proceed west along the south side of W. Main Street approximately 1/2 mile to the southeast corner of W. Main Street and U.S. 27. Proceed north along the east side of U.S. 27 to the northeast corner of U.S. 27 and W. Main Street. Proceed east along the north side of W. Main Street to the east side of the westernmost railroad right of way. Proceed north to the northwest corner of the property of the Avon Park Museum. Turn east and proceed to the northeast corner of the property. Turn south and proceed along the west side of N. Museum Avenue to the northwest corner of N. Museum Avenue and W. Main Street. Proceed east along the north side of W. Main Street to the northeast corner of N. Lake Avenue and E. Main Street. Proceed north along the western boundary of the Jacaranda Hotel (7-23 E. Main Street) to the northwest corner of the property. Proceed east across the northern boundary to the northeast corner of the property, and then proceed south to the southeast corner of the property. Proceed east along the north side of E. Main Street to the point of beginning.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Photographs 1 Avon Park Historic District  
Section number \_\_\_\_\_ Page \_\_\_\_\_ Avon Park, FL

---

- 1 1) Main Street Mall, Avon Park Historic District  
2) Avon Park, Highlands County, Florida  
3) Stephen Olausen  
4) 1989  
5) Historic Property Associates, St. Augustine, FL  
6) View of greenspaces on E end of mall from roof of  
the Jacaranda Hotel, facing SE  
7) 1 of 22

Items 2-5 are the same for the remaining photographs.

- 2 1) Main Street Mall, Avon Park Historic District  
6) View of greenspaces W of Lake Avenue to the Railroad  
tracks from the roof of the Jacaranda Hotel,  
facing SW  
7) 2 of 22
- 3 1) Main Street Mall, Avon Park Historic District  
6) View of greenspaces between Butler and Lake Avenues  
from Butler Avenue, facing E  
7) 3 of 22
- 4 1) Main Street Mall, Avon Park Historic District  
6) View of fountain and greenspace between Verona and  
Delaney Avenues from Verona Avenue, facing E  
7) 4 of 22
- 5 1) Main Street Mall, Avon Park Historic District  
6) View showing the Davidson Flagpole and other  
monuments in the greenspace between Forest and  
Butler Avenues from the SE corner of Forest Avenue  
and Main Street, facing NW  
7) 5 of 22
- 6 1) Main Street Bandstand, Avon Park Historic District  
6) View of W side, facing E  
7) 6 of 22
- 7 1) Old First National Bank Building, 1-9 W. Main  
Street, Avon Park Historic District  
6) Oblique view of the main (N) facade and E elevation  
from the roof of the Jacaranda Hotel, facing SW  
7) 7 of 22

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Photographs 2 Avon Park Historic District  
Section number \_\_\_\_\_ Page \_\_\_\_\_ Avon Park, FL

---

- 8 1) Main Street Mall, Avon Park Historic District  
6) View of greenspaces west of the railroad tracks from  
the tracks of the CSX Railroad, facing W  
7) 8 of 22
- 9 1) Max Wild Building, 101-111 W. Main Street, Avon Park  
Historic District  
6) Oblique view of main (N) facade and E elevation,  
facing SW  
7) 9 of 22
- 10 1) Second Whidden Building, 115 W. Main Street, Avon  
Park Historic District  
6) View of main (N) facade, facing S  
7) 10 of 22
- 11 1) Avon Park Book Exchange, 22 E. Main Street, Avon  
Park Historic District  
6) View of main (N) facade, facing S  
7) 11 of 22
- 12 1) Brickell Building, 2-12 E. Main Street, Avon Park  
Historic District  
6) View of main (N) facade, facing SE  
7) 12 of 22
- 13 1) Jacaranda Hotel, 7-23 E. Main Street, Avon Park  
Historic District  
6) View of the main (S) facade, facing NW  
7) 13 of 22
- 14 1) Coen Building, 15-21 W. Main Street, Avon Park  
Historic District  
6) View of main (N) facade, facing SE  
7) 14 of 22
- 15 1) Ridge Chevrolet and Oldsmobile Building, 309 W. Main  
Street, Avon Park Historic District  
6) Oblique view of main (N) facade and W elevation,  
facing SE  
7) 15 of 22

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Photographs 3 Avon Park Historic District  
Section number \_\_\_\_\_ Page \_\_\_\_\_ Avon Park, FL

---

- 16 1) Old Park Theater, 36 E. Main Street, Avon Park  
Historic District  
6) View of main (N) facade, facing S  
7) 16 of 22
- 17 1) Avon Park City Hall, 110 E. Main Street, Avon Park  
Historic District  
6) View of main (N) facade, facing S  
7) 17 of 22
- 18 1) Old Seaboard Air Line Station, Museum Avenue, Avon  
Park Historic District  
6) View of E elevation, facing W  
7) 18 of 22
- 19 1) Old Seaboard Air Line Station, Museum Avenue, Avon  
Park Historic District  
6) Oblique view of W elevation and S elevation, facing  
NE  
7) 19 of 22
- 20 1) Main Street Mall, Avon Park Historic District  
6) View of greenspace between Lake and Forest Avenues  
from the roof of the Jacaranda Hotel, facing SW,  
and showing the marble column from the First  
National Bank  
7) 20 of 22
- 21 1) Noncontributing Old Avon Park Post Office, 16-18 W.  
Main Street, Avon Park Historic District  
6) View of main (N) facade, facing S  
7) 21 of 22
- 22 1) Noncontributing buildings at 28 and 30-34 E. Main  
Street, Avon Park Historic District  
6) View of main (N) facades, facing SE  
7) 22 of 22

Photographs 1, 2, 7, & 20  
 were taken from the roof of  
 the Seaverns Hotel.

