

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY  
RECEIVED **SEP 27 1982**  
DATE ENTERED

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC  
Veillard House  
AND/OR COMMON  
N/A

**LOCATION**

STREET & NUMBER  
262 4th Avenue North N/A NOT FOR PUBLICATION  
CITY, TOWN St. Petersburg VICINITY OF N/A CONGRESSIONAL DISTRICT  
STATE Florida CODE 12 COUNTY Pinellas CODE 103

**CLASSIFICATION**

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<b>PUBLIC ACQUISITION</b>	<b>ACCESSIBLE</b>	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input checked="" type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
	N/A	<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

**OWNER OF PROPERTY**

NAME  
J. Crayton and Francis Pruitt  
STREET & NUMBER  
360 Coffee Pot Riviera NE  
CITY, TOWN St. Petersburg VICINITY OF N/A STATE Florida

**LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE, REGISTRY OF DEEDS, ETC.  
Pinellas County Courthouse  
STREET & NUMBER  
315 Court Street  
CITY, TOWN Clearwater STATE Florida

**6 REPRESENTATION IN EXISTING SURVEYS**

This property has not been determined eligible.

TITLE  
Florida Master Site File  
DATE  
1977  FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR SURVEY RECORDS  
Division of Archives, History and Records Management  
CITY, TOWN Tallahassee, STATE Florida

# 7 DESCRIPTION

## CONDITION

EXCELLENT  
 GOOD  
 FAIR

DETERIORATED  
 RUINS  
 UNEXPOSED

## CHECK ONE

UNALTERED  
 ALTERED

## CHECK ONE

ORIGINAL SITE  
 MOVED DATE 1979

### DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Veillard House is a large, two-story masonry and balloon frame structure. Stylistically, the house combines elements of the chalet-like bungalow style with those of the picturesque Queen Anne, producing a unique architectural statement. As was typical of the bungalow style, the house includes a large, open-front porch and bellcast gable roof punctuated by two oversized dormers. Mock half-timbering set in a stucco field details the buildings gable ends and dormers. The waning Queen Anne style is in turn reflected by a distinctive hexagonal tower capped by a graceful multifaceted bellcast roof set at the building's northwest corner. The tower's original cedar shake roof, as well as that of the gable and dormers, was reconstructed during the building's restoration, replacing a earlier asbestos shingle roof added during the 1950s.

Perhaps the structure's most distinctive feature is its construction. The building's first story, porch and tower are of rusticated concrete block so rendered as to suggest stonework. The blocks were custom made by Farmer and Company and were tinted with a soft venetian red oxide pigment sealed with a silicone water-proofing.<sup>1</sup> The mortar was also tinted to match the fresco-like pigmentation of the rusticated blocks. Raised quoins of the same material detail the building's and tower's corners.

Fenestration on the north (entrance) and western elevations is set with handsome art-glass transoms and upper sashes, as are those of the second tower. An hexagonal attic vent details the buildings eastern and western gable ends. Entrance doors are of double-beveled glass with a stained glass transom. The floors of the entrance porch, the kitchen and an adjoining enclosed rear porch are laid in ceramic tile consisting of a geometric pattern set in a white field. The front porch's tiles were damaged during the building's relocation and have been replaced with an identical pattern manufactured by Olean of New York.

While not as distinctive as the exterior, the interior of the Veillard House is none-the-less representative of the period. The large living room or parlor includes a fine Colonial Revival mantel with a full entablature, fluted columns and a mirrored overmantel. Fenestration is detailed by Eastlake-style architraves with rectangular corner blocks. A later partition to the room to the east of the fireplace was removed during the restoration. The tower's original hinged window seats were also re-installed at this time. The original flooring survives.

Wallpaper is the common finish throughout the house, although a handsome stenciled frieze embellishes the western stairhall. The stairway includes turned balusters and newel posts. The original baluster has been replaced. Second story rooms include the Eastlake door and window treatment found in the downstairs rooms.

The architectural integrity of the Veillard House does not suffer from the fact that the house has been relocated. The building's present location, as was its original site, is a corner lot which provides the house with approximately the same orientation did the previous location. Nearby structures are also historically compatible with the house. They include a recently restored c1905 Queen Anne residence; a c1910 frame vernacular structure with a 1930s facade; the 1905 William Straub House and several apartment buildings dating from the period 1900-1920.

#### FOOTNOTE

<sup>1</sup> Personal interview with Harold Anderson, son of the general contractor of the Veillard House, September, 1979.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1901

BUILDER/ARCHITECT Theodore Anderson/Henry DuPont

## STATEMENT OF SIGNIFICANCE

Constructed in 1901, the Veillard House is significant both architecturally and historically to the City of St. Petersburg. The house was built by and for many years served as the residence of Ralph Veillard, a prominent early St. Petersburg merchant, politician and civic advocate. The structure is one of the city's earliest surviving masonry buildings in the bungaloid style. Additionally, in an area of St. Petersburg where most large homes have been either subdivided into apartments or torn down to make way for tourist accommodations, the Veillard House has survived for at least half a century as a single family residence in a remarkably unaltered state.

The Veillard House dates from St. Petersburg's first major period of growth. The land now occupied by the house was originally under the ownership of John C. Williams, an important figure in the early development of St. Petersburg.<sup>1</sup> Shortly following the arrival of the Orange Belt Railway in 1888, a town plat (revised in 1890) provided lot and subdivisions. The original Veillard House location (Lot 6, Block 9 of the revised plat) was bounded on the west by Fifth Street North, known locally as Lake Drive in the city's early years, and on the north by Second Avenue North, later re-named Fourth Avenue North.<sup>2</sup>

During 1900 and 1901, a building boom occurred, followed by another period of growth in 1905.<sup>3</sup> By the latter date, the community enjoyed such amenities as telephone, electric and trolley service.<sup>4</sup> This early period of development focused on the area north of the railroad (currently Central Avenue) including the former and present locations of the Veillard House. One of the community's early newcomers was Ralph Veillard, who came to St. Petersburg about 1900. Born in 1864 in Laval, France, Veillard immigrated to Canada with his sister in 1879. He settled first in Maryland where he worked as a railroad draughtsman before setting up business as a sawmill operator. His wife Minnie, whom he married in 1886, was from Baltimore. The couple had two daughters, one of whom died in childhood. The Veillards moved to Marion County, Florida, in 1886, apparently settling in the community of Martel, where he operated a sawmill and general store.<sup>5</sup>

While still living in Marion County, Veillard purchased on June 10, 1901, from the St. Petersburg Land and Development Company<sup>6</sup>, the lot where the Veillard House originally stood. Construction on the house itself began in the summer of 1901. The St. Petersburg Times of September 11, 1901, recorded:

*"Work is well along on Mr. R. Veillard's new residence on the corner of Second Avenue (later renamed Fourth Avenue North) and Lake Drive (Fifth Street North). It will be a 10-room residence of modern design and finish and a creditable addition to the elegant homes of St. Petersburg."*<sup>7</sup>

(See Continuation Sheet)

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Anderson, Harold. Personal communication to Howard Hansen, September 18, 1979, St. Petersburg. Notes on this conversation located in file: Pinellas-Veillard House, Historic Preservation Section, Bureau of Historic Sites and Properties, Division of Archives, History and Records Management, Department of State, R.A. Gray Building, Tallahassee. (Son of Theodore Anderson, St. Petersburg contractor, active c. 1910-20+). (See Continuation Sheet)

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than 1 acre

UTM REFERENCES

A 

1	7
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3	3	8	4	0	0
---	---	---	---	---	---

3	0	7	3	3	0	0
---	---	---	---	---	---	---

ZONE EASTING NORTHING

B 

--	--	--	--	--	--

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--	--	--	--	--	--

ZONE EASTING NORTHING

VERBAL BOUNDARY DESCRIPTION

North 81.0 feet of Lot 8, block 11, revised map of St. Petersburg, as recorded in Plat Book 1, page 49, Records of Hillsborough County, Florida

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
N/A	N/A	N/A	N/A
STATE	CODE	COUNTY	CODE
N/A	N/A	N/A	N/A

# 11 FORM PREPARED BY

NAME / TITLE

Mildred Fryman / Michael Zimny, Historic Sites Specialist

ORGANIZATION

Division of Archives, History and Records Management

DATE

STREET & NUMBER

Department of State, The Capitol

TELEPHONE

(904) 487-2333

CITY OR TOWN

Tallahassee

STATE

Florida

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

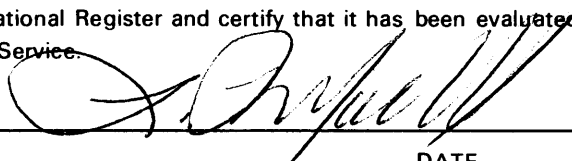
NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE



TITLE

L. Ross Morrell, State Historic Preservation Officer

DATE

August 13, 1982

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER



Entered in the  
National Register

DATE

10/29/82

ALLEG

DATE

KEEPER OF THE NATIONAL REGISTER

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STATEMENT OF SIGNIFICANCE

At some time before mid-1906, Veillard also acquired a second piece of property immediately adjacent to his newly-completed house. A tax re-evaluation at that time raised the value of the Veillard's house and lots from \$2,000 to \$2,400, which was one of the highest listing given in that source.<sup>8</sup>

Veillard seems to have settled permanently in St. Petersburg by the fall of 1902; a newspaper dated November 22 of that year announced that he had become the local agent for a large fertilizer firm.<sup>9</sup> He apparently opened a store of some sort; his enterprise later expanding to include grain and electrical supplies, an orange packing house and general store. In 1908, he operated what was termed the largest general store in the city.<sup>10</sup> Veillard also acquired other real estate holdings including a farm which he cleared and planted with sixty acres of fruit trees.<sup>11</sup>

About 1908, Veillard began a three year term on the St. Petersburg Board of Trade. He also served as director of the St. Petersburg Building and Loan Association, of which he became president in 1910. In 1908, he was elected to the first of several terms as city councilman.<sup>12</sup> In this capacity he supported a waterfront beautification campaign for Tampa Bay and worked to obtain a Carnegie Library for the city.<sup>13</sup>

In 1911, Veillard sold his fertilizer business. Available sources suggest that he concentrated his activities around the St. Petersburg Building and Loan Association.<sup>14</sup> He continued to remain active in local politics however and served intermittently on the city council until his death in 1931. His widow remained in the family home until the 1950s.

On October 10, 1979, the Veillard House was moved from its original location at 450 Fourth Avenue North to a new site two blocks east at 250 Fourth Avenue North. Relocation was the only alternative to the building's destruction; its site having been purchased by a non-profit church affiliated organization which wished to erect a fifteen-story congregate living facility for the elderly on that location. Appropriate efforts to prevent the destruction of the house failed to yield positive results. As a determination of eligibility of the house for inclusion in the National Register of Historic Places could not be obtained in time to prevent demolition on its original site, a new and compatible site was obtained to which the house could be moved and saved from demolition. A complete restoration of the house was executed shortly following its relocation. It now serves as offices and laboratories for Bionomy, Incorporated.

FOOTNOTES

<sup>1</sup>Florida Department of Natural Resources, Tract Books, n.d., Vol. 15:60.

<sup>2</sup>G.A. Miller and A.L. Hunt, "A Map of the Town of St. Petersburg, Florida", 1888, 1890.

<sup>3</sup>St. Petersburg Times, July 6, 1901, p. 1, col. 3-4.

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STATEMENT OF SIGNIFICANCE

FOOTNOTES (continued)

<sup>4</sup> Karl Grismer, The Story of St. Petersburg: The History of Lower Pinellas Peninsula and the Sunshine City, (St. Petersburg: P.K. Smith and Company, 1948), pp. 74, 94-95, 104, 190.

<sup>5</sup> St. Petersburg Times, April 26, 1931, p. 1, col. 3, Grismer, pp. 204-209; William Straub, History of Pinellas County, Florida: Narrative and Bibliographical (St. Augustine: The Record Co., 1929), pp. 126-129.

<sup>6</sup> Hillsborough County Deed Records, 1901, Deed Book S-2, pp. 443-45.

<sup>7</sup> St. Petersburg Times, September 11, 1901, p. 5, col. 2.

<sup>8</sup> St. Petersburg Times, July 28, 1906, p. 7, col. 1-3.

<sup>9</sup> St. Petersburg Times, November 22, 1902, p. 4, col. 4.

<sup>10</sup> St. Petersburg Times, May 30, 1908, p. 1, col. 2; July 11, 1908, p. 1, col. 1; George M. Chapin, Florida: 1513-1913. Past, Present and Future. Vol. 2 (Chicago: S.J. Clarke Publishing Co., 1914), pp. 100-1.

<sup>11</sup> Hillsborough County Deed Records, Deed Indices, Platted Lands. Inverse Indices Book 4, p. 834; Chapin, pp. 100-1.

<sup>12</sup> St. Petersburg Times, February 18, 1903, p. 1, col. 4; February 25, p. 1, col. 2; October 28, p. 1, col. 1.

<sup>13</sup> Chapin, pp. 100-1; R.L. Polk and Company, Polk Gazetteer and Business Directory: 1911-12 (Jacksonville: R.L. Polk and Co., 1911, 1918), pp. 391-92; R.L. Polk and Company, St. Petersburg, Florida . . . City Directory (Jacksonville: R.L. Polk and Co., 1915), p. 261.

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MAJOR BIBLIOGRAPHICAL REFERENCE

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