NA. HERVAL

United States Department of the Interior National Park Service

National Register of Historic Piaces 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 Builetin 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.

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s (enter categories from instructions)
ceramic tile

Describe present and historic physical appearance.

Please see continuation sheet.

8. Statement of Significance	
Certifying official has considered the significance of this properties and an actionally	perty in relation to other properties: statewide locally
Applicable National Register Criteria XA B XC	□D
Criteria Considerations (Exceptions)	□D □E □F □G
Areas of Significance (enter categories from instructions) Community Planning and Development Architecture	Period of Significance 1926–1941 1926
	Cultural Affiliation N/A
Significant Person N/A	Architect/Builder Martin, Thomas Reed (architect)
State significance of property, and justify criteria, criteria con	nsiderations, and areas and periods of significance noted above.

Please see continuation sheet.

9. Major Bibliographical References	
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Please see continuation sheet.	
	See continuation about
Previous documentation on file (NPS):	See continuation sheet
preliminary determination of individual listing (36 CFR 67)	Primary location of additional data:
has been requested previously listed in the National Register	State historic preservation office Other State agency
previously determined eligible by the National Register	Federal agency
designated a National Historic Landmark	Local government
recorded by Historic American Buildings Survey #	University Other
recorded by Historic American Engineering	Specify repository:
Record #	Bureau of Historic Preservation
10. Geographical Data	
Acreage of property 1 acre (approximately)	
UTM References	
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LOTS 1, 2, and W 50 FT OF LOT 3, BLK H, AVO	NDALE
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Boundary Justification	
The boundary includes the property that has	historically been associated with the
Bacheller-Brewer Model Home and the Bachelle	r-Brewer Pier, including the portion of
Yale Avenue north of Lincoln Drive that allo	wed public access to the pier.
	See continuation sheet
11. Form Prepared By	
name/title Tulie W. Taylor, Historic Sites Spec	ialist Whit Rylee, Consultant
organization Bureau of Historic Preservation (F	lorida) date October 22, 1991
street & number 500 S. Bronough Street	telephone (904) 487-2333

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DESCRIPTION

The Bacheller-Brewer Model Home Estate, 1903 Lincoln Drive, is a one acre piece of property on Hudson Bayou near downtown Sarasota, Florida. It is located in the Avondale Subdivision, which was platted in 1913 and developed during the Florida Land Boom (c. 1924-1926). The property contains four contributing resources: the main house, the servants quarters, a fish pond, and seawall and boat landing. The main residence, constructed in 1926, is a two story, irregular shaped Mediterranean Revival style building. It was built by the Bacheller-Brewer Corporation to promote the Avondale Subdivision as a residential area for the wealthy.

Two non-contributing structures include a swimming pool and a stuccoed security wall.

SETTING

The Bacheller-Brewer Model Home Estate, 1903 Lincoln Drive, is located in the Avondale Subdivision on a one acre parcel near downtown Sarasota, Florida. The property is bordered on the south by Lincoln Drive and on the north by Hudson Bayou, which flows into Sarasota Bay. It is flanked on the east and west by additional homes. The Avondale Subdivision was platted in 1913 although it was not extensively developed until the Florida Land Boom (c. 1924-1926). 1925, most of the lots in Avondale had been sold except for the larger ones along Hudson Bayou. In 1926, the Bacheller-Brewer Model Home (photo 1) was built on a lot next to the bayou to attract wealthy residents to the subdivision. Unfortunately, the Land Boom and its prosperity ended the same year, and real estate sales came to a virtual halt throughout Florida. The Bacheller-Brewer Model Home Estate stood vacant until its sale in 1929 to a wealthy Chicago Today, the Avondale Subdivision remains an politician. affluent section of Sarasota and is completely developed except for a small number of lots. Most of the infill appears to date from the 1950s or 1960s, though there are some Colonial Revival style homes from the 1930s.

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CONTRIBUTING STRUCTURAL RESOURCES Main House

The Bacheller-Brewer Model Home was designed by Martin and Hosmer Studios, Inc. of Sarasota as a model home to promote the Avondale Subdivision. This Mediterranean Revival style building is irregular in plan with a two story, L-shaped, hip roofed central core and one story wings on the northwest and southwest sides. It is built of hollow clay tile and covered in rough cast stucco. The primary hip roof and the secondary hip and gable roof projections are clad in red clay barrel tiles. A massive stuccoed chimney appears at the approximate center of the building, adding to the visual complexity of the roof line. A second chimney, partially exposed, is located on the northeast side facing Hudson Bayou. Original windows are intact and are wood and steel casement in a six-pane configuration.

The northwest elevation exhibits a one story gabled wing which contains the living room and has an arcade of five French doors under arched transom windows and a walled patio leading to the main entrance. (Photo 2) The three French doors on the end of the living room wing are accented by a wrought iron balcony. Centered in the peak of the gable is a large cast concrete decorative medallion. (Photo 3) Patios flank the gabled projection on the north and south The south patio features the building's formal entrance, a ten panel door with applied quatrefoils inset in the panels. Originally there was a decorative fountain located in the center of this patio, but it is no longer present. The north patio is less formal and enjoys a primary vista of Hudson Bayou. Entry into the house from this patio is through the living room or the dining room, which is accessed through a French door set in the center of The flanking archways exhibit false block a triple archway. infill with small wooden casement windows in the center. The windows are leaded glass executed in a lattice pattern. The northwest elevation also contains the main entrance doors to the two car garage, created by the extension of the original porte-cochere. (See section on alterations below.)

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The southwest elevation features three adjoining sections of the house that are distinguished by their rooflines. The garage extends from the southwest corner of the central core. The two story middle section of this elevation, which has a hip roof, features triple arches set apart by columns at the first floor level. Two of the arches have been filled in with block while the third contains a door leading into the house. (Photo 7) The third portion of the southwest elevation is a "Florida room," or sun porch. It has a flat roof and is one story high.

The southeast and northeast elevations feature little ornamentation other than six and eight light casement windows. The southeast elevation has a second floor wrought iron balcony and a curvilinear staircase. (Photos 8 and 9) The northeast elevation has a chimney. (Photo 10)

Interior

The interior of the Bacheller-Brewer Model Home has been meticulously maintained. Floors are of oak plank throughout most of the house. The front entryway exhibits hexagonal tile flooring. (Photo 12) Interior walls are finished in smooth plaster. Entry to the dining room is through arches framed by twisted, detached corinthian columns. (Photo 13) Original hand painted outdoor scenes by the artist Mr. W.S. Bucklin, which covered the living and dining room walls, have been painted over.

The house has two bathrooms on the second floor which maintain original tile work and fixtures. It also boasts two exquisite, original fire places and mantels. The living room fireplace, designed by Jacobson and Company, has a classically detailed, carved limestone mantel. (Photos 14 and 15) The upstairs fireplace is located in the master bedroom and features a less elaborate lightly glazed terra cotta mantel. Named the "Batchelder Mantel" it was produced by the Sarasota Tile Co., Sarasota Florida. (Photos 16 and 17) Both fireplaces are fully functional, unaltered, and well maintained.

The interior of the building, like its exterior, is in excellent condition and represents the high quality in home

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construction that the Bacheller-Brewer Co. was trying to promote in the Avondale subdivision.

Alterations

The Bacheller-Brewer Model Home has been well maintained although it has undergone some alterations. Using the original corinthian columns, the porte-cochere was expanded and converted into a two bay car port sometime before 1954. In 1990, the back and side openings were enclosed with stucco over concrete so that the original openings are apparent and the columns remained intact. (Photos 4, 5, 6, and 23) In 1980, the original garage projection, which was added in the late 1930s, was converted into a Florida room and the garage doors were replaced with modern aluminum sliding glass doors. Also in 1980, the east elevation received a small, second floor cantilevered addition which opens on to a wrought iron balcony and curved outdoor stairway leading to the newly installed swimming pool. Despite these changes, the main house retains its integrity of design, materials, and workmanship, which reflect its historic feeling, setting, and association.

Servants Quarters

Located at the northeast corner of the property is a one story, rectangular shaped building with a rough cast stucco exterior. (Photos 18 and 19) Constructed during the early 1930s, it has a hip roof clad in barrel tile and six light, metal casement windows. The building is otherwise devoid of significant features. The interior, now an apartment, was divided into several rooms for servants quarters. It is now used as a rental unit. Most of the building is concealed from public view by vegetation and is set back from the road. It is significant as a reminder of the staffing required to operate an estate of this size.

Fish Pond

Located between the main house and servants quarters is an artisan fed fish pond. (Photo 20) This man-made rustic pond is lined in native limestone. The overflow winds through the palms in a limestone lined waterway until it

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makes its way to the seawall where it trickles into Hudson Bayou. This rustic pond, constructed in the 1930s, is a significant manmade feature using native materials.

Boat Landing and Seawall

Located at the northwest corner of the property is an elaborate boat landing. Designed by the firm of Clas, Shepard and Clas Architects, it was constructed in 1926 and consists of a twenty foot long concrete walkway flanked on either side by concrete rails supported by heavy turned concrete balusters. (Photos 21 and 22) Concrete steps lead to a simple wood platform which is accessible to small craft.

A concrete seawall extending from the boat landing spans the northern, waterfront boundary of the property. (Photo 11) It is possible that the boat landing and seawall were part of a more extensive construction intended to accommodate large pleasure boats. Plans to construct a 600 foot concrete pier in the Avondale Subdivision were announced in the Sarasota Herald on November 17, 1925. A little more than a year later, the December 15, 1926 edition of the Herald noted the "beautiful pier that has just been completed" in Avondale. However, the article did not mention the size of the structure. It is possible that because of the crash of the real estate boom in 1926 the pier was scaled down or that it was built as planned but later destroyed in a storm.

Since its construction, the boat landing and the Yale Avenue right-of-way north of Lincoln Drive have been abandoned and incorporated into the Bacheller-Brewer Model Home Estate. (See site plan.) The landing is significant as evidence of the Bacheller-Brewer Corporation's effort to promote the Avondale Subdivision. These same efforts lead to the construction of the Bacheller-Brewer Model Home.

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NON-CONTRIBUTING RESOURCES

Pool

Nestled in the "L" of the northeast elevation and the Florida room projection is an irregularly shaped contemporary swimming pool. Built in 1980, it was designed by local architect Ed Siebert, A.I.A. Because of the orientation of the structure, these changes are not visible from the public right of way. (Photo 8)

Stucco Wall

The property was surrounded by a wall in 1988. (Photo 23) Covered in stucco, it is approximately three feet high and serves to make the property more secure. The main house is still visible from the public right of way along Lincoln Drive.

Conclusion

The historic resources of the Bacheller-Brewer Model Home Estate reflect its use as a seasonal home in the years between the crash of the Florida Land Boom and World War II. Despite some alterations, the property maintains its integrity of design, workmanship, feeling, and association.

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SIGNIFICANCE

SUMMARY

The Bacheller-Brewer Model Home Estate is significant under Criterion A as the type of home built by real estate developers to attract wealthy northerners to the Sarasota area during the Florida Land Boom (c. 1924-1926). It is also significant under Criterion A as a good local example of a winter estate owned and occupied by a wealthy northerner between the end of the Florida Land Boom and the beginning of World War II. The property is eligible under Criterion C as a fine local example of Mediterranean Revival architecture.

HISTORIC CONTEXT

Other than cattlemen, there were few permanent residents in present-day Sarasota County in the decades immediately following the Civil War. During the 1880s, the Florida legislature sold large tracts of land to holding and improvement companies with timber, railroad, and other interests. Owners of such parcels in the Sarasota Bay region included entrepreneur Hamilton Disston, the Jacksonville, Tampa, and Key West Railroad, the Florida Southern Railway, British developer Edward J. Freed, and timberman John K. Russell.

A steady trickle of settlers began to move to the land along Sarasota Bay in the 1890s. In 1892, the Manatee & Sarasota Railway and Drainage Co. started railway service between Bradenton and the settlement of Sarasota. Unreliable and plagued by financial troubles, the railroad went out of business in 1895, by which time the population of Sarasota had increased to 600 people. The Seaboard Air Line Railroad established service between the two cities in 1903. Promotional ventures arranged by land development companies brought trains filled with people to the area, some from as far away as Minnesota, to purchase land. Most of these new settlers farmed, fished, or worked in the timber industry. With the railroad, local products could be shipped to northern markets. This expanded the economy and made the railroad an integral part of daily life. The first paved

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road between Bradenton and Sarasota opened in 1912, furthering the development of the area.

It was during this time that Sarasota acquired some of its most influential residents. In 1910, Mrs. Potter Palmer, a wealthy Chicagoan, purchased huge tracts of land in the area. One of every four acres in modern Sarasota County was acquired by Mrs. Palmer with her brother, her two sons, and their corporation partners. She set up the Sarasota-Venice Company whose interests included real estate development, citrus production and experimental vegetable growing in the interior as well as an experimental ranching program in the Miakka area. In 1912, she persuaded the Seaboard Air Line Railroad to extend service to some of her property on Roberts Bay, where she initiated the development of the town of Venice.

Other wealthy northerners began to establish winter estates in Sarasota. Some, such as Sara and Stanley Field of the Marshall Field family, Edson and Mabel Keith of Keith Brothers Hat and Glove Company, and circus magnate John Ringling, were also from Chicago. Members of the "Chicago Colony" were instrumental in the development of many of Sarasota's civic and cultural establishments. Many, like Ringling, also invested in land development projects. His interests included subdivisions, luxury hotels, cattle, and forest products.

Like the rest of the state, Sarasota and the surrounding area developed rapidly during the Florida Land Boom (c. 1924-1926). From 1920 to 1926, Sarasota's population increased from 3,000 to 15,000 people. Over the same six year period, Sarasota underwent an intense period of construction which changed the city from an agricultural center to a coastal resort. Subdivisions were platted and developed, and tourist hotels and apartments were built.

The Land Boom ended in 1926, setting off an economic depression in Florida, three years earlier than the crash of the stock market. The economy of Sarasota did not recover until the 1940s. In the post World War II era, Sarasota experienced a surge of new residents and winter visitors. Today, the city has a population of approximately 50,000

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people. It continues to be a winter retreat for wealthy northerners. Its economy is based on light industry and agriculture.

HISTORIC SIGNIFICANCE

Platted in 1913, the Avondale Subdivision was originally developed by the Sarasota Improvement Company for families of average means. In the January 7, 1915 edition of the Sarasota Times, seventy-five lots were advertised for sale in Avondale at a cost of \$250 each with fifty dollars down and ten dollars due per month. Plans for the addition of sidewalks and the grading of streets were also announced. To boost interest in the subdivision, a \$1,500 bungalow was to be given away.

Despite these promotions, Avondale developed slowly. In 1923, the subdivision was purchased by a new real estate firm, the Bacheller-Brewer Corporation. Formed by Irving Bacheller and Edward Brewer, the company replatted Avondale and purchased additional acreage. Individual lots were enlarged and the streets widened, making the area more upscale and exclusive. In addition, a new water system was installed and a sea wall was constructed along Hudson Bayou. Several homes were built for promotional purposes. The sales of lots increased, in part due to the new management and in part due to the frenzy of the Florida Land Boom (c. 1924-1926).

In 1925, the Avondale Subdivision experienced tremendous land sales and gained recognition as one of the finest subdivisions in the Sarasota area. The November 17, 1925 edition of the Sarasota Herald reported "that all lots, except those facing on the bayous in Avondale" were sold. It also announced that the Bacheller-Brewer Corporation had hired local architects Clas, Sheperd, and Clas to construct a 600 foot concrete pier on Hudson Bayou, which had already been dredged for power boats and sailboats. To promote the remaining twenty lots along the bayou, the article stated that the Bacheller-Brewer Corporation had plans to build a "magnificent residence near the pier" for approximately \$30,000. The strategy was to market the remaining estatesize lots with a Spanish style model home.

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In 1926, the Mediterranean Revival style house, designed by architect Thomas Reed Martin, was built on a lot at the end of Yale Avenue. On December 15 of that year, the <u>Sarasota</u> Herald described the new house:

"Driving up a winding driveway to the most unusually beautiful porte cochere, typically Spanish, one enters a remarkable stair hall, with tile floor, stone wall and many arches, leading off into a great living room."

The article also mentioned "the beautiful pier that has just been completed" but did not describe how it looked or its length. All that remains of the pier complex is its formal entrance and the concrete seawall.

Due to the economic crisis brought on by the crash of the Florida Land Boom, the Bacheller-Brewer Model Home remained vacant for three years. In 1929, Homer Galpin, an attorney, purchased the property. A resident of Chicago and former Illinois state senator, Galpin had recently resigned as chairman of the Cook County (Illinois) Republican Party. He and his wife Hilda began wintering at their new home in Sarasota. In 1932, Galpin was appointed Illinois State Tax Commissioner. His Florida residence allowed him to stay in touch with many of the wealthy and powerful members of Chicago society who wintered in Sarasota.

The Galpins made several changes to the Bacheller-Brewer Model Home Estate. In the early 1930s, they built servants quarters on the northeast corner of the lot. They also added a one car garage onto the southeast corner of the house and constructed the fish pond. These changes reflect the use of the property as a winter estate between 1929 and 1941 and are considered historically important. The Galpins both died in 1941 and the property was sold by their heirs.

The Bacheller-Brewer Model Home Estate is significant as the type of house real estate companies built during the Florida Boom to attract wealthy northerners to the Sarasota area. It is also significant as an example of a winter estate used by a member of Sarasota's Chicago colony from 1929 to 1941. The Yale Drive right-of-way north of Lincoln Avenue and the

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formal entrance to the Bacheller-Brewer Pier have since been adjoined to the estate. All that remains of the Pier is its entrance and a small wood dock. The historic resources of the Bacheller-Brewer Model Home Estate reflect an important period in the development of Sarasota as a winter residence for the wealthy.

ARCHITECTURAL CONTEXT

The Mediterranean Revival 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.

Thomas Reed Martin

Born in Menasha, Wisconsin in 1866, Thomas Reed Martin opened his own architectural firm in Chicago around 1900. He moved to Florida after Mrs. Potter Palmer commissioned him to design her winter home at Spanish Point, south of Sarasota. In 1925, the Bacheller-Brewer Corporation

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commissioned him to design the model home on Hudson Bayou. Both Martin and his business partner, Clarence C. Hosmer, were prominent architects in Sarasota County. Martin is credited with the design of over 500 houses in the area between 1910 and his death in 1949. The J.G. Whitfield Estate and the H.B. Williams Residence, both his designs, are listed on the National Register of Historic Places. In addition, he designed a number of Sarasota's public buildings, most notably the City Fire Station and the Municipal Auditorium.

ARCHITECTURAL SIGNIFICANCE

The main house of the Bacheller-Brewer Model Home Estate exhibits many of the defining features of the Mediterranean Revival style, such as: stucco, varied rooflines, red clay tile roofs, archways, tiled floors, patios, ornamental ironwork. These original design elements and detailing are well-preserved. Modern alterations have been sensitive to the original design of the building. Built in 1926 at the end of the Florida Land Boom, the house is significant as a fine local example of 1920s Mediterranean Revival style architecture.

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PHOTOGRAPHS

- 1. Bacheller-Brewer Model Home, Avondale Subdivision, 1903 Lincoln Drive
- 2. Sarasota, Florida
- 3. J. Whitcomb Rylee
- 4. July, 1990
- 5. 1622 9th St., Sarasota, FL 34236
- Photograph from <u>Sarasota Herald</u>, December 15, 1926; main facade, camera facing northeast
- 7. Photo 1

Items 1-5 are the same for photos 1-5.

- 6. Main facade, camera looking northeast
- 7. Photo 2
- 6. Close-up of main facade, camera facing southeast
- 7. Photo 3
- 6. Close-up port cochere/garage, camera facing northeast
- 7. Photo 4
- 6. Port cochere/garage, camera facing northwest
- 7. Photo 5
- Bacheller-Brewer Model Home, Avondale Subdivision, 1903 Lincoln Drive
- 2. Sarasota, Florida
- 3. J. Whitcomb Rylee
- 4. June, 1990
- 5. 1622 9th St. Sarasota, FL 34236
- 6. Close-up of column in port cochere before enclosed as garage, camera facing northwest
- 7. Photo 6
- 1. Bacheller-Brewer Model Home, Avondale Subdivision, 1903 Lincoln Drive
- 2. Sarasota, Florida
- 3. J. Whitcomb Rylee
- 4. July, 1990
- 5. 1622 9th St. Sarasota, FL 34236

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- 6. Southwest elevation, camera facing north
- 7. Photo 7

Items 1-5 are the same for photos 7-23.

- 6. Back of main house, camera facing southwest
- 7. Photo 8
- 6. Back of main house, camera facing northwest
- 7. Photo 9
- 6. Northeast elevation (faces Hudson Bayou), camera facing southwest
- 7. Photo 10
- 6. Northeast elevation from across Hudson Bayou, camera facing southwest
- 7. Photo 11
- 6. Tile work in interior of main entry hall, camera looking down from stairwell
- 7. Photo 12
- 6. Entry into dining room, camera facing northeast
- 7. Photo 13
- 6. Living room fireplace, camera facing southeast
- 7. Photo 14
- Close-up of living room fireplace, camera facing southeast
- 7. Photo 15
- 6. Fireplace in master bedroom, camera facing southeast
- 7. Photo 16
- 6. Close-up of fireplace in master bedroom, camera facing southeast
- 7. Photo 17
- Front entrance to servants quarters, camera facing north
- 7. Photo 18

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- 6. Side elevation of servants quarters, camera facing northeast
- 7. Photo 19
- 6. Fish pond, camera facing northeast
- 7. Photo 20
- 6. Pier entrance, camera facing north
- 7. Photo 21
- 6. View of pier entrance from wood platform, camera facing southwest
- 7. Photo 22
- 6. View of main house and stucco fence from across Lincoln Drive
- 7. Photo 23

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