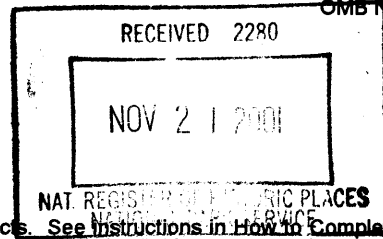


United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



1414

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name DOWNTOWN WINTER HAVEN HISTORIC DISTRICT

other names/site number N/A

2. Location

street & number Roughly Avenue A NW, Avenue A SW, 3rd and 5th Streets N/A not for publication

city or town Winter Haven N/A vicinity

state FLORIDA code FL county Polk code 105 zip code 33833

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Janet Virginia Matthews 11/15/2001
Signature of certifying official/Title Date

State Historic Preservation Officer, Division of Historical Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register See continuation sheet
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register See continuation sheet.
- removed from the National Register.
- other, (explain) _____

Signature of the Keeper

Date of Action

Sarah D. Pope 02/04/02

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
26	9	buildings
0	0	sites
0	0	structures
0	0	objects
26	9	total

Name of related multiple property listings

(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

Historic Architectural Resources of Winter Haven

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

- COMMERCE/Business
- COMMERCE/Professional
- COMMERCE/Financial Institution
- COMMERCE/Specialty Store
- RECREATION AND CULTURE/Theater
- GOVERNMENT/Post Office

Current Functions

(Enter categories from instructions)

- COMMERCE/Business
- COMMERCE/Professional
- COMMERCE/Financial Institution
- COMMERCE/Specialty Store
- RECREATION AND CULTURE/Theater
- GOVERNMENT/U.S. Agriculture Department

7. Description

Architectural Classification

(Enter categories from instructions)

- NO STYLE/Masonry Vernacular
- LATE 19TH & 20TH CENTURY REVIVALS/Colonial Revival; Mediterranean Revival

Materials

(Enter categories from instructions)

- foundation Brick
- walls Brick
- Stucco
- roof Tar and Gravel
- other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

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

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

COMMERCE

Period of Significance

C. 1911-1948

Significant Dates

c. 1911

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Arch: Unknown

Blder: Unknown

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- Documentation checkboxes: preliminary determination, previously listed, designated landmark, recorded by Historic American Buildings Survey, recorded by Historic American Engineering Record.

Primary location of additional data:

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

Name of Repository

#

10. Geographical Data

Acreeage of Property 15 apprx.

UTM References

(Place additional references on a continuation sheet.)

1	1	7	4	2	7	9	0	0	3	0	9	9	8	4	0
	Zone		Easting			Northing									
2	1	7	4	2	8	5	2	0	3	0	9	9	8	4	0

3	1	7	4	2	8	5	2	0	3	0	9	9	4	6	0
	Zone		Easting			Northing									
4	1	7	4	2	7	9	0	0	3	0	9	9	4	6	0

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Sidney Johnston, Historic Consultant/Carl Shiver Historic Sites Specialist

organization Bureau of Historic Preservation date November 2001

street & number R.A. Gray Building, 500 South Bronough Street telephone (850) 245-6333

city or town Tallahassee state Florida zip code 32399-0250

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and amend listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1

DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
DESCRIPTION

SUMMARY

The Downtown Winter Haven Historic District comprises an approximately fifteen acre section of the historic commercial center of the City of Winter Haven and contains thirty-five buildings, twenty-six of which (72 percent) contribute to the historic character of the district and nine of which (28 percent) are noncontributing. The majority of the contributing and noncontributing buildings are more than fifty years old, but the contributing buildings largely retain their original architectural character, whereas the noncontributing ones no longer exhibit their original architectural features. Buildings in the district range in height from one to six stories and exhibit a variety of stylistic influences. The two major styles, however, are Masonry Vernacular and Mediterranean Revival, the latter of which exhibits features derived mainly from the Mission style. All the buildings in the district are of masonry construction. Many buildings have stuccoed exterior walls, and the majority of the structures have flat tar and gravel roofs surrounded by a parapet. In many cases the first story storefronts of the buildings have been altered, although the upper stories largely retain their original stylistic features. Some of the buildings have had their original fenestration replaced by nonconforming window types, but the window openings themselves have not been changed. Some of the buildings no longer have their suspended street canopies, but the original metal bosses to which the chains or cables supporting the canopies were attached are still in place. Generally, the contributing buildings retain their sense of location, design, materials, workmanship, feeling, and association.

SETTING

Winter Haven is a city of approximately 28,000 residents located on the Highlands Ridge in central Polk County about forty miles southwest of Orlando. The city is widely recognized for its "Chain of Lakes," a series of 14 lakes connected by navigable canals. Winter Haven lies 146 feet above sea level. Its city limits touch or surround 23 lakes. The primary north-south thoroughfare servicing the city is U.S. Highway 17, which jogs through the central business district on its way south to Bartow. State Road 547, also known as Central Avenue, serves as a primary east-west corridor. Cypress Gardens, billed as "Florida's First Theme Park," lies a few miles south of the central business district.

DESCRIPTION

The historic district occupies portions of ten blocks and includes most of the central core of the 1883 town plan of Winter Haven. Central Avenue (State Road 547), the city's primary east/west traffic artery, runs through the center of the district. Commercial buildings of relatively recent construction and undeveloped real estate interrupt the pattern of development on all sides of the district. The district has an irregular shape, the result of the historic pattern of development and the demolition of older buildings that once stood near the district boundaries. City Park (Photos 1-2), a historic greenspace found in the western part of the district, once featured railroad tracks and a passenger depot. The rails were removed and the depot demolished several

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DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
DESCRIPTION

decades ago. The southernmost section of the original city park was converted into a municipal parking lot within the last fifty years and is not included in the historic district.

Architectural Styles

Masonry Vernacular

An example of one-part masonry vernacular architecture stands at 39-41 5th Street NW (Photo 3). The building has a rectangular plan protected by a built-up roof obscured by a straight parapet. Decorative brick pilasters accent the upper facade. Texture red brick serves as the exterior wall fabric and fenestration consists of fixed storefront windows and paneled wood doors with lights.

An early example of two-part masonry vernacular architecture is located at 56 4th Street NW (Photo 4). An unadorned straight parapet yields to a corbelled dropped cornice. A decorative brick bond pattern, similar to classical dentils, extends across the facade under the base of the cornice and is continued along the wall junctions and base of the second story facade. Squared and arched castcrete hoods continued with dentil surrounds under the imposts accent the second story windows. A name plate identifies the building as the "Baker Building." Brick serves as the exterior wall fabric and fenestration consists of fixed windows and a storefront with kick panels and fixed windows.

A 1920s example of two-part masonry vernacular architecture stands at 521 Central Avenue W (Photo 5). A stepped parapet is embellished with molded brackets and a blind oculus. A dropped entablature extends across the facade and brick serves as the exterior wall fabric. Fixed windows set in arched surrounds open along the second story and fixed storefront windows with stucco stem walls open on the first. A large double-hung sash window is located at the southwest corner.

The three-story two-part vernacular building at 280 Central Avenue W (Photo 6) has a rectangular plan with a built-up roof obscured by stepped parapets. A dropped cornice highlights the parapet, which is adorned with cast medallions. Brick serves as the exterior wall fabric. An iron lintel above the first story is adorned with cast medallions. Square brick columns mark the storefronts along the first story and ribbon arrangements of windows provide natural interior lighting along the top floors.

The six-story commercial building at 316 Central Avenue W (Photo 7) is an example of three-part masonry vernacular architecture. The appearance of the building conveys an impression of the base, shaft, and capital elements from classical architecture. The design features applied to the large cornice that encircles the roof are continued in smaller relief between the fifth and sixth stories, and between the mezzanine and third stories. Brick serves as the exterior wall fabric and fenestration consists of 8-light metal-framed pivot windows with fixed transoms and several replacement fixed windows. Fenestration is largely symmetrical. A shaft of

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CONTINUATION SHEET**

Section number 7 Page 3

DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
DESCRIPTION

narrow window openings rises up the center of the facade, bracketed by two banks of windows set in wider openings.

Mediterranean Revival

A three-story example of the Mediterranean Revival style stands at 141 5th Street NW (Photo 8). The building has a rectangular plan protected by a flat roof obscured by parapets. A central shaped parapet displays a medallion and minaret finial. The straight parapets are interrupted by pent roofs surfaced with ceramic barrel tiles and supported with brackets. Stucco serves as the exterior wall fabric and fenestration consists of fixed windows. Cast entablatures adorn some of the windows on the third story.

A smaller example of the Mediterranean Revival genre is located at 254 Central Avenue W (Photo 9). A shaped parapet obscures the built-up roof and a dropped pent roof is supported by carved brackets and surfaced with ceramic barrel tiles. The pent roof shades windows on the second story facade. A central arrangement of ribbon windows is bracketed by pairs of windows divided by spiral columns and set in arched surrounds. Tile hoods embellish the second story windows. The primary entrance is contained within an arched opening embellished with decorative tiles. Stucco serves as the exterior wall fabric.

Another two-story model stands at 234 Central Avenue W (Photo 10). A central shaped parapet embellished with a medallion is bracketed by pent roofs surfaced with ceramic barrel tiles. A slender cornice extends across the facade beneath the parapet. Brick and stucco serve as the exterior wall fabrics. The windows have been boarded over with plywood.

Noncontributing Buildings

Noncontributing resources are relatively small buildings constructed during the historic period, but altered to the extent that they no longer display their original features. An example stands at 279 Central Avenue W (Photo 11). The one-story building displays a straight parapet, stuccoed facade, and replacement storefronts. The canopy appears to be the only visible original feature of the building.

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**NATIONAL REGISTER OF HISTORIC PLACES
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Section number 7 Page 4 DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
RESOURCE LIST

Contributing Resources

<u>Address</u>	<u>Use</u>	<u>Style</u>	<u>Date</u>	<u>Site File #</u>
<u>Avenue A NW</u>				
505	Commercial	Masonry Vernacular	c. 1924	N/A
<u>Central Avenue W</u>				
234	Commercial	Mediterranean Revival	c. 1925	PO5535
254	Commercial	Mediterranean Revival	c. 1926	PO5533
263-267	Theater	Mediterranean Revival	c. 1925	PO5531
270	Commercial	Masonry Vernacular	c. 1925	PO5532
280	Commercial	Masonry Vernacular	c. 1923	PO5501
301-323	Commercial	Masonry Vernacular	c. 1915	PO5543
316	Commercial	Masonry Vernacular	c. 1926	PO5542
346	Commercial	Masonry Vernacular	c. 1911/1948	PO5541
501-515	Commercial	Masonry Vernacular	c. 1913	PO5518
521	Commercial	Masonry Vernacular	c. 1927	PO5519
<u>Magnolia Avenue SW</u>				
335	Office	Masonry Vernacular	c. 1935	PO3790
<u>Pope Avenue NW</u>				
525	Office	Mediterranean Revival	c. 1926	PO5520
<u>3rd Street NW</u>				
50	Commercial	Mediterranean Revival	c. 1925	PO5508
<u>3rd Street SW</u>				
98	Office	Mediterranean Revival	c. 1935	PO0106
100-126	Commercial	Mediterranean Revival	c. 1926	PO3792

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DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
RESOURCE LIST

4th Street NW

56	Commercial	Masonry Vernacular	c. 1915	PO5536
58	Commercial	Masonry Vernacular	c. 1913	PO5537
60	Commercial	Masonry Vernacular	c. 1913	PO5538
68-70	Commercial	Masonry Vernacular	c. 1923	PO5539

4th Street SW

46	Commercial	Masonry Vernacular	c. 1924	PO3788
54-64	Commercial	Mediterranean Revival	c. 1922	PO3789

5th Street NW

15	Commercial	Masonry Vernacular	c. 1915	PO5517
25	Commercial	Masonry Vernacular	c. 1915	PO5516
39-41	Commercial	Masonry Vernacular	c. 1913	PO5513
141	Commercial	Mediterranean Revival	c. 1925	PO5592

Noncontributing Resources

Central Avenue W

242
300

3rd Street NW

16-48

3rd Street SW

39-41

4th Street NW

10-28

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DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
RESOURCE LIST

4th Street SW

20-24
30-36

5th Street NW

29
31

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**NATIONAL REGISTER OF HISTORIC PLACES
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Section number 8 Page 1 DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
SIGNIFICANCE

Summary Significance Paragraph

The Downtown Winter Haven Historic District is significant at the local level under Criteria A and C in the areas of Architecture, Commerce, and Community Planning and Development. Under Criterion A, the district possesses significance as the historic commercial center of Winter Haven. The period of significance extends from c. 1911 to 1948. The district contains buildings that housed commercial enterprises, offices, hotels, and a theater. The historic district also has significance under Criterion C for its architectural character. The majority of the buildings are Masonry Vernacular structures typical of those erected in small towns in the United States during the first half of the twentieth century. Several buildings exhibit influences of the Mediterranean Revival style. Development of the commercial center of Winter Haven was guided by a town plan platted in 1883. A central park historically served as a transportation and social center. The district contributes to the *Historic Architectural Resources of Winter Haven, Florida* Multiple Property Submission under the following historic contexts: **II. Progressive Era Through World I, 1896-1919; III. Florida Land Boom, 1920-1928, and IV. Great Depression to Post-World War II, 1929-1949** and property types **F.2, Commercial Buildings and F.3, Public Buildings.**

SIGNIFICANCE

Progressive Era

The Snell National Bank building at 346 Central Avenue W (Photo 12) is one of the oldest buildings in the district. The Masonry Vernacular edifice was completed in November 1911, with the bank occupying the first floor and the second floor providing rental office spaces. A notable original feature of the building is the large clock attached to one corner of the structure. The bank was constructed for W.H. Snell & Company. Snell, a native of Georgia, arrived in Winter Haven in 1892 and opened a general merchandise store. His business efforts prospered and he began to invest in real estate. He organized the bank in 1909 and managed it until 1932. The architect of the building is unknown, but construction of the structure was supervised by contractor William B. Craig of Seymour-Craig Company of Winter Haven. It was one of the construction company's first projects in the town. Originally two stories in height, the building was enlarged several times. In 1916, an extension was added at the east end to accommodate more retail businesses, and another small addition was built in the early 1920s. A third story was added in 1926.

The Snell National Bank became the Exchange National Bank of Winter Haven in 1932, and the building was again enlarged in 1948 to provide space for the trust department and president's office.¹ Tenants occupying office spaces on the upper floors during the mid 1920s included civil engineer Arthur Newkirk; the

¹ Winter Haven Chief, January 21, 1925; M.F. Hetherington, History of Polk County, Florida (Lakeland: M.F. Hetherington, 1928), 330; Cutler, Florida, 2: 221-222; Burr, Winter Haven, 105.

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CONTINUATION SHEET**

Section number 8 Page 2 DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
SIGNIFICANCE

Scott Morris Mausoleum Company; Peninsular Telephone Company; and chiropractor Robert Brunskill. Various real estate companies also maintained office space in the building, including those of Cole & McConnell, A.B. Coker, C. Blayne Reeves, William Slusser, John Stallings, Powell & Whiteside, Lester Windsor, and W.J. Willingham. Tenant leasing decreased during the 1930s and 1940s. Those recorded during the early 1940s included Irene Bass, Carl Belton, and citrus grove owners Archer and Victor Hodnett.²

The Masonry Vernacular building at 301-323 Central Avenue W (Photo 13) was completed in 1915, having been constructed for the Winter Haven Investment Company, which leased the building for income purposes. Early occupants included an undertaker's business, the U.S. Post Office, and the Winter Haven Mercantile Company. J.G. McCrory Company acquired the building in the 1930s, altering it to give the building its present appearance. By the early 1940s the building housed, in addition to McCrory's, a Western Auto store, Carroll Smith Hardware, Guy's Bootery Shoe Shop, and the Style Shoppe Clothing Store. Edenfield Jewelry Company occupied a small storefront along Central Avenue elevation.³

Several of the early historic buildings also appeared around Central Park. The Baker Building at 56 4th Street NW (Photo 4) the Baker was constructed 1913 for J.H. Martin. Cecil Baker operated a meat market in the building during the early 1920s, and the Baker family continued to operate commercial enterprises in the building until the early 1940s. A portion of the second floor was used as a meeting hall by the First Church of Christ until 1928, when the congregation's new church on Avenue L NW was completed.⁴

The building at 58 4th Street NW (Photo 14) was also constructed about 1913. During the 1920s, the B & W Hardware Company occupied the storefront and Louis E. Ball resided upstairs. The Piggly-Wiggly Company opened a grocery store in the building during the late 1920s. In the early 1940s the building housed John Jacobson's Department Store on the first floor and the office of W. Luther Partain on the second floor.⁵

Another building constructed around 1913 is the one at 62 4th Street NW (Photo 15). The building was constructed for George Ripley, a local developer and investor. The building is notable for its association with George Jenkins, the founder of Publix Supermarkets. Jenkins, a native of Georgia, moved to Tampa in 1925,

²Polk, Winter Haven City Directory (Jacksonville: R.L. Polk Company, 1925), 101; R.L. Polk, Winter Haven City Directory (Jacksonville: R.L. Polk Company, 1941), 287.

³Corporation Book B, p. 456, 1920-1940 tax rolls, Polk County Courthouse, Bartow, Florida; Polk, 1941 Winter Haven City Directory, 287, 305.

⁴Winter Haven Chief, October 1, 1926; Hetherington, Polk County, 290-292; Sanborn Map Company, Fire Insurance Map of Winter Haven, Polk County, Florida (New York, 1914, 1919, 1924, 1928, 1950); Winter Haven Board of Trade, Winter Haven: The Venice of Florida (Winter Haven: Board of Trade, 1919), 15; Polk, 1941 Winter Haven City Directory, 293.

⁵1915-1920 tax rolls, Polk County Courthouse; Sanborn Map Company, Fire Insurance Map of Winter Haven, 1914, 1919; Polk, 1925 Winter Haven City Directory, 109; R.L. Polk, Winter Haven City Directory (Jacksonville: R.L. Polk Company, 1928), 71, 83; Polk, 1941 Winter Haven City Directory, 293.

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 3 DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
SIGNIFICANCE

where he worked for Piggly-Wiggly Grocery Company. In 1926, he was transferred to the Winter Haven Piggly-Wiggly. Dissatisfied with the management of the company, he opened his first grocery store, then known as Publix Food Store, in the building in 1930. The neighboring Piggly-Wiggly Grocery, located in the building to the south, closed within one year of Jenkins opening his 4th Street NW grocery. In 1940, Jenkins built a new store on Central Avenue east of the historic district and closed his store on 4th Street NW. By 1944, Jenkins had acquired a chain of nineteen groceries and in 1948 changed the name of his business to Publix Super Market.⁶ By 1941, the 4th Street NW building where Jenkins started his grocery business housed the Balfour Brothers Furniture Company. Lena Spring occupied the second story.⁷

Several early buildings were also constructed on 5th Street NW, including the two-story building at 25 5th Street NW (Photo 16). Constructed about 1915, the building is historically associated with Zembillas Brothers Company. Antonio and Nick Zembillas operated a confectionery store in the building during the 1910s and early 1920s. Nick resided in Winter Haven and Antonio in Bradenton. During the 1920s the Zembillas's operated the Winter Haven Fruit Store in the building. During the early 1940s the building contained a beer and billiards parlor of George Kalogridis.⁸

Florida Land Boom

One of the first buildings in the district constructed in the 1920s is the Wahrhausen Building at 54-64 4th Street SW (Photo 17) which was erected c. 1922 for investors Edwin J. and Frank Wahrhausen. The construction was supervised by Seymour-Craig Company of Winter Haven. Early occupants included the City Market and Wahrhausen's Sanitary Bakery, which was managed by Paul Schargus. During the early 1940s the building housed French's Dry Cleaners and the Palms Beer Hall on the first story. Stella Coker managed furnished apartments on the second.⁹

Seymour-Craig also supervised construction of the Cameron Building at 46 4th Street SW (Photo 18) in 1924. Tenants of the building included the restaurant of William A. Foster in the late 1920s, the Postal Telegraph Cable Company during the 1930s and Harvey Honeycutt's hardware store during the early 1940s.¹⁰

⁶Pat Watters, 50 Years of Pleasure: The Illustrated History of Publix Super Markets, Inc. (Lakeland: Publix Super Markets, Inc., 1980), 4, 39-40, 46-47; 1915-1925 tax rolls, Polk County Courthouse; Polk, 1923 Winter Haven City Directory, 586; Polk, 1928 Winter Haven City Directory, 71; Sanborn Map Company, Fire Insurance Map of Winter Haven, 1914, 1919.

⁷Polk, 1941 Winter Haven City Directory, 293.

⁸Polk, 1923 Winter Haven City Directory, 603; Polk, 1925 Winter Haven City Directory, 98, 100, 110; Polk, 1928 Winter Haven City Directory, 110; Polk, 1941 Winter Haven City Directory, 291; Sanborn Map Company, Fire Insurance Map of Winter Haven, 1914, 1919.

⁹Winter Haven Chief, January 2, 1925; Polk, 1923 Winter Haven City Directory, 597; Polk, 1925 Winter Haven City Directory, 110; Polk, 1928 Winter Haven City Directory, 87; Polk, 1941 Winter Haven City Directory, 293.

¹⁰Winter Haven Chief, October 23, 1924; Polk, 1925 Winter Haven City Directory, 110; Polk, 1928 Winter Haven City Directory,

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 4 DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
POLK COUNTY, FLORIDA
SIGNIFICANCE

The building at 68-70 4th Street NW (Photo 19) was completed about 1923. Real estate developer George Ripley financed construction of the building and leased it to various enterprises. The Polk County Motor Car Company occupied the building during the early 1920s. By 1928, the Winter Haven Cash Grocery was operating out of the building. In early 1940s the Piggly-Wiggly Grocery Company was conducting business in the building.¹¹

The Ritz Theater at 263-267 Central Avenue W (Photo 20) opened in 1925. The Mann-Beymer Company had the building constructed, and F.E. Williamson managed the theater, which originally was named the Williamson Theater. The theater opened in January 1925, complete with a \$20,000 pipe organ to provide musical accompaniment to the silent films. The final cost of the construction and furnishings was \$100,000. In 1932, the name was changed to Ritz Theater.¹²

The Fraser Building at 270 Central Avenue W (Photo 21) was constructed in 1925. Henry W. Fraser, a furniture manufacturer from High Point, North Carolina, and father-in-law of Winter Haven merchant L.C. Sinclair, financed construction. Fraser served as president of the Sinclair Hardware and Furniture Company, which operated out of the building.¹³

The Linger and Nichols Arcade at 525 Pope Avenue NW (Photo 22) was constructed in 1926. The building was constructed for Russell Linger and William Nichols, local real estate developers, by the Taylor-Secord Corporation, local building contractors.¹⁴ The Mission style building is a notable local example of a commercial arcade, a type of structure designed to house a number of retail and professional businesses where the commercial storefronts flank an interior hallway. Arcade buildings, predecessors to today's retail mall complexes, were popular in Florida during the 1920s.

Several projects of Tampa architect B. Clayton Bonfoey stand in the district. The smallest of those is the business block at 234 Central Avenue W (Photo 10). Completed in 1925 for merchant Henry J. Levy, the Levy Building was constructed by the Seymour-Craig Company and initially contained Levy's Clothing Store and the studio of local architects Gibbs & Kramer.¹⁵

A larger Bonfoey project, the three-story Lake Region Hotel, stands at 141 5th Street NW (Photo 8).

111; Polk, 1941 Winter Haven City Directory, 293.

¹¹Polk, 1923 Winter Haven City Directory, 584; Polk, 1928 Winter Haven City Directory, 98; Polk, 1941 Winter Haven City Directory, 293, 1920-1925 tax rolls, Polk County Courthouse.

¹²Winter Haven Chief, December 30, 1924, January 21, 1925; Polk, 1925 Winter Haven City Directory, 97.

¹³Polk, 1925 Winter Haven City Directory, 54.

¹⁴Winter Haven Chief, November 30, 1926.

¹⁵Winter Haven Chief, January 24, 1925, November 30, 1926; Polk, 1928 Winter Haven City Directory, 74, 197.

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Completed in 1925, the building was constructed by the Seymour-Craig Company. H.B. Mabson, the manager of the hotel, arrived in Winter Haven after operating hotels in Cumberland, Maryland, and Wheeling, West Virginia. The hotel originally contained fifty rooms and thirty-five baths. It opened in January 1926. During the early 1940s the building also housed Boozer's Shoe Repair Shop, the Powder Puff Beauty Salon, the Florida Motor Line Bus Station, and the Lake Region Coffee Room. Each month the Winter Haven Kiwanis, Rotary, and Lions clubs held monthly meetings in the banquet hall of the hotel.¹⁶

The largest building constructed in the downtown business district during the real estate boom of the 1920s was the six-story DeWitt Taylor Building at 316 Central Avenue W (Photo 7). Completed in 1926, the building was constructed at a cost of \$250,000. Taylor, a native of Michigan, arrived in Winter Haven in 1923. In addition to having the office building constructed, Taylor was involved in citrus cultivation and developed the Kossuthville settlement, a Hungarian community established between Winter Haven and Lakeland. Tilden & McMichael, Winter Haven architects, prepared the plans for the building.¹⁷

Architect Henry Tilden set up his Winter Haven practice in 1919. He initially maintained an office in the Beymer Building in downtown Winter Haven. About 1925 he entered partnership with architect John McMichael and in 1927 was elected first vice president of the Florida Association of Architects. Until the mid-1930s, when the partners dissolved the practice, the firm operated out of the Central Arcade Building. In 1939 and 1940, Tilden worked closely with Publix Super Market founder George Jenkins to design Publix Super Market No. 1 at 195 Central Avenue W in Winter Haven, which became a model for other Publix Stores in Florida during the 1940s and 1950s.¹⁸

The DeWitt Taylor Building was among Tilden's largest projects. Parklap Construction Company of St. Petersburg supervised its construction. Commercial storefronts were placed on the ground floor with sixty offices, twelve per story, incorporated into the design of the upper stories. Following its completion in 1926 Balfour Brothers Hardware and Furniture Company occupied the storefronts; however, relatively few tenants leased the office spaces on the upper floors. The third story remained vacant in 1928, with the exception of the Kenilworth Park Real Estate Company. A.C. Newman, city manager and civil engineer, maintained an office on the fourth floor, along with dentist John Bacon, MacCall Construction Company, and Sumter County Rock Company. Eighteen offices on the fifth and top floors stood vacant.¹⁹ The building was later acquired by the real estate company of A.B. Coker & Sons, and by 1941 was commonly referred to as the A.B. Coker Building. The company leased office space to various tenants on the second through sixth floors during the early 1940s.

¹⁶Winter Haven Chief, March 24, May 8, June 3, 21, October 12, December 21, 1925, January 14, 1926; Burr, Winter Haven, 124; Polk, 1941 Winter Haven City Directory, 284, 291.

¹⁷Winter Haven Chief, November 3, December 4, 1925, November 30, 1926; Hetherington, Polk County, 348.

¹⁸Watters, Publix Super Markets, 3-6, 61-62; Winter Haven Chief, December 1, 1925, November 30, 1926, November 11, 1927; Burr, Winter Haven, 129, 197, 202.

¹⁹Winter Haven Chief, November 3, December 4, 1925, November 30, 1926; Polk, 1928 Winter Haven City Directory, 107-108.

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The Florida Agricultural Research Institute and Winter Haven Credit Bureau occupied offices on the fifth floor. The Society of Women in Democracy, and The Patriarch radio broadcasting station leased offices on the top floor.²⁰

One of the last buildings completed in Winter Haven during the 1920s was the American National Bank Building at 521 Central Avenue W (Photo 5). Completed in 1927, the building initially housed the American National Bank. Max Viertel, a native of Germany, arrived in Winter Haven in 1913 and helped organize the bank in 1921, establishing himself as president. The building also housed the offices of the Florida Southern Abstract and Title Company into the 1940s. William B. Craig of the Seymour-Craig Company is credited with being as the contractor.²¹ Plans for the building were prepared by Tampa architect Francis J. Kennard.²²

Great Depression, World War II, and Late 1940s

Relatively little construction occurred during the 1930s and 1940s. In the early 1930s, the city council contacted the Public Works Administration (PWA) about improving the local post office. To help promote the project, the Harriben Investment Company, operated by local businessmen Harry and Ben Marx, donated a site for construction of the building on 3rd Street SW.²³ Plans for the Winter Haven Post Office at 98 3rd Street SW (Photo 23) were completed in 1934. The James C. Miller Construction Company of Campbellsville, Kentucky, was awarded the contract and construction began in late 1934. The new post office was completed in June 1935 at a cost of \$65,000. Most of the funding was provided by the federal Public Works Administration (PWA).

²⁰Polk, 1941 Winter Haven City Directory, 287.

²¹Winter Haven Daily Chief, November 30, 1927; Polk, 1928 Winter Haven City Directory, 48; Polk, 1941 Winter Haven City Directory, 287; Hetherington, Polk County, 246, 357. A photograph of the building depicts the signs of Kennard and Mann as the architect and builder. Burr's Winter Haven indicates Craig was the builder.

²²Ernest Robinson, History of Hillsborough County: Narrative and Biographical (St. Augustine: Record Press, 1928), 291; Polk, 1928 Winter Haven City Directory, 207; Haines City Herald, June 21, 28, August 9, 1923, March 13, September 25, November 6, 1924; Winter Haven Chief, November 30, 1926; Hetherington, Polk County, 234-35.

²³Winter Haven Herald, March 9, September 8, October 23, 1934.

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Spessard Holland, then state senator of the local district and later governor of Florida (1941-1945) and U.S. Senator (1946-1971), delivered the dedication address.²⁴ The other building in the district built during the Great Depression stands at 335 4th Street SW (Photo 24). Completed as a service station about 1935, the building housed the T.L. Starnes & Sons Filling Station in the late 1930s and 1940s.

Architectural Significance

The commercial and public buildings of the historic district embody a small range of types and styles. Masonry Vernacular buildings predominate, with examples of one-part, two-part, and three-part traditions scattered throughout the district. A few other buildings display influences from the Mediterranean Revival genre. Taken together, those resources form a distinctive and cohesive district. The buildings date from several periods of development and exhibit varying degrees of craftsmanship. Collectively, the buildings represent a variety of architectural types, forms, and sizes popular throughout the nation during the historic period.

²⁴Winter Haven Herald, March 9, September 8, October 23, 1934, March 12, 14, June 6, 10, 14, 1935; Winter Haven Chief, June 6, 1935.

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Winter Haven Chief, October 23, 1924; December 30, 1924.

Winter Haven Chief, January 2, 1925; January 21, 1925; January 24, 1925; March 24, 1925; May 8, 1925; June 21, 1925; June 3, 1925; October 12, 1925; November 3, 1925; December 1, 1925; December 4, 1925; December 21, 1925.

Winter Haven Chief, January 14, 1926; October 1, 1926.; November 30, 1926.

Winter Haven Chief, November 11, 1927

Winter Haven Chief, June 6, 1935.

Winter Haven Herald, March 9, 1934; September 8, 1934; October 23, 1934.

Winter Haven Herald, March 12, 1935; March 14, 1935; June 6, 1935; June 10, 1935; June 14, 1935.

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GEOGRAPHICAL DATA

Verbal Boundary Description

See the attached scaled map of the Downtown Winter Haven Historic District.

Boundary Justification

The boundary encloses the best concentration of contributing resources in Winter Haven's historic downtown.

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DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
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PHOTOGRAPHS

List of Photographs

1. Central Park, Downtown Winter Haven Historic District
2. Winter Haven (Polk County), Florida
3. Sidney Johnston
4. 1998
5. Historic Property Associates
6. Central Park, Looking South from North End
7. Photo 1 of 25

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

1. Central Park
6. Looking South from Avenue A NW
7. Photo 2 of 25

1. 39-41 5th Street NW
6. Main (East) Facade, Looking West
7. Photo 3 of 25

1. 56 4th Street NW
6. Main (West) Facade, Looking East
7. Photo 4 of 25

1. 521 Central Avenue W
6. Main (South) Facade, Looking North
7. Photo 5 of 25

1. 280 Central Avenue W
6. Landscape view also showing 234-270 Central Avenue W, Looking Southeast
7. Photo 6 of 25

1. 316 Central Avenue W
6. Main (North) Facade & West Elevation, Looking Southeast
7. Photo 7 of 25

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1. 141 5th Street NW
6. East Elevation, Looking Southwest
7. Photo 8 of 25

1. 254 Central Avenue W
6. Main (North) Facade, Looking South
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1. 234 Central Avenue W
6. Main (North) Facade, Looking South
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1. 279 Central Avenue W
6. Main (South) Facade & West Elevation, Looking Northeast
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1. 346 Central Avenue W
6. Main (North) Facade & West Elevation, Looking Southeast
7. Photo 12 of 25

1. 301-323 Central Avenue W
6. Main (South) Facade and East Elevation, Looking Northwest
7. Photo 13 of 25

1. 58 4th Street NW
6. Main (West) Facade, Looking East
7. Photo 14 of 25

1. 62 4th Street NW
6. Main (West) Facade, Looking East
7. Photo 15 of 25

1. 25 5th Street NW
6. Main (East) Facade, Looking West
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DOWNTOWN WINTER HAVEN HISTORIC DISTRICT
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PHOTOGRAPHS

1. 54-64 4th Street SW
6. Main (West) Facade, Looking East
7. Photo 17 of 25

1. 46 4th Street SW
6. Main (West) Facade, Looking East
7. Photo 18 of 25

1. 68-70 4th Street NW
6. Main (West) Facade, Looking East
7. Photo 19 of 25

1. 263-267 Central Avenue W
6. Main (South) Facade, Looking North
7. Photo 20 of 25

1. 270 Central Avenue W
6. Main (North) Facade, Looking South
7. Photo 21 of 25

1. 525 Pope Avenue NW
6. Main (Southwest) Facade, Looking Northeast
7. Photo 22 of 25

1. 98 3rd Street SW
6. Main (West) Facade, Looking Northeast
7. Photo 23 of 25

1. 335 Magnolia Avenue SW
6. Main (South) Facade, Looking West
7. Photo 24 of 25

1. 100-126 3rd Street SW
6. Main (West) Facade, Looking Northeast
7. Photo 25 of 25