

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property

County and State

Section number _____ Page _____

Name of multiple property listing (if applicable)

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 15000588

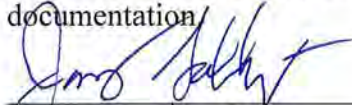
Date Listed: 9/17/2015

Property Name: Royal Poinciana Way Historic District

County: Palm Beach

State: FL

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation



Signature of the Keeper

9-17-2015

Date of Action

Amended Items in Nomination:

Section 5: Ownership of Property

“Public-Federal” is hereby deleted. The Post Office (previously listed) was taken out of Federal ownership and is now privately owned.

Section 5: Resource Count

The number of contributing buildings is hereby changed to 25; the previously listed US Post Office was inadvertently counted as contributing.

The nomination is hereby amended to include 1 contributing site to the resource count. The boulevard/median of Royal Poinciana Way is considered a contributing designed landscape. Its creation as a new Deal project was a conscious effort to create a “gateway” to the town. It retains high integrity of design and therefore contributes.

The total number of contributing resources remains 26.

The Florida State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)

588

United States Department of the Interior
National Park Service

RECEIVED 2280

AUG - 7 2015

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

Nat. Register of Historic Places
National Park Service

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions on 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 ROYAL POINCIANA WAY HISTORIC DISTRICT

other names/site number 8PB13572

2. Location

street & number Bounded by 207-283 Royal Poinciana Way, 95-118 N. CR, 184-280 N/A not for publication

city or town Palm Beach N/A vicinity

state FLORIDA code FL county Palm Beach code 099 zip code 33480

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.)

[Signature]
Signature of certifying official/Title

7/31/15
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

[Signature]

9-17-2015

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	10	buildings
0	0	sites
0	0	structures
0	0	objects
26	10	total

Name of related multiple property listings

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

N/A

Number of contributing resources previously listed in the National Register

1

6. Function or Use

Historic Functions

(Enter categories from instructions)

- COMMERCE/TRADE/Specialty Store
- COMMERCE/TRADE/Restaurant
- COMMERCE/TRADE/Business
- DOMESTIC/Single Dwelling
- DOMESTIC/Multiple Dwelling
- DOMESTIC/Hotel
- GOVERNMENT/Post Office
- RECREATION/CULTURE/Theater

Current Functions

(Enter categories from instructions)

- COMMERCE/TRADE/Specialty Store
- COMMERCE/TRADE/Restaurant
- COMMERCE/TRADE/Business
- DOMESTIC/Single Dwelling
- DOMESTIC/Multiple Dwelling
- DOMESTIC/Hotel
- GOVERNMENT/Post Office
- RECREATION/CULTURE/Theater

7. Description

Architectural Classification

(Enter categories from instructions)

- FRAME VERNACULAR
- MASONRY VERNACULAR
- See Section 7

Materials

(Enter categories from instructions)

- foundation Concrete
- walls Stucco
- Brick
- roof Asphalt Shingle, Terra Cotto
- 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.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
B Property is associated with the lives of persons significant in our past.
C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations

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

Property is:

- A owned by a religious institution or used for religious purposes.
B removed from its original location.
C a birthplace or grave.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property.
G less than 50 years of age or achieved significance within the past 50 years

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):

- preliminary determination of individual listing (36 CFR 36) 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

Areas of Significance

(Enter categories from instructions)

- ARCHITECTURE
COMMERCE
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

1915-1954

Significant Dates

1915

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Arch: Babcock, Lucius

Blder: Unknown

Primary location of additional data:

- State Historic Preservation Office
Other State Agency
Federal agency
Local government
University
Other

Name of Repository

#

10. Geographical Data

Acreage of Property 2 acres

UTM References

(Place additional references on a continuation sheet.)

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

3															
	Zone		Easting						Northing						
4					3										
	Zone		Easting						Northing						

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 Janet Murphy and Emily Stillings/Carl Shiver

organization Florida Bureau of Historic Preservation date July 2015

street & number 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

ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
DESCRIPTION

ARCHITECTURAL STYLES

Art Moderne
Mediterranean Revival
Mid-Century Modern
Mission Revival
Neoclassical Revival

SUMMARY

The Royal Poinciana Way Historic District represents the historic commercial center of the Town of Palm Beach, Florida. The district includes a collection of commercial and residential buildings built between 1915 and 1954. The district is generally located along Royal Poinciana Way, North County Road and Sunset Avenue. The historic district contains 36 buildings; of which 26 are contributing (72 percent) and 10 are noncontributing (27 percent). The Palm Beach Post Office, located at 95 North County Road, is individually listed in the National Register of Historic Places (NR 7/21/1983). The contributing buildings in the district include Mediterranean Revival, Mission Revival, Neoclassical Revival, Art Moderne, Mid-Century Modern, Frame Vernacular, and Masonry Vernacular architecture. The noncontributing buildings in the district were either built after 1954 or are earlier buildings that have undergone alterations that have negatively impacted their architectural integrity. The Royal Poinciana Way Historic District and its historic buildings convey the history and architecture of the early years of the Town of Palm Beach.

SETTING

The Royal Poinciana Way Historic District is located in the Town of Palm Beach, Palm Beach County, Florida. The Town of Palm Beach is a barrier island located between the Atlantic Ocean and the Intracoastal Waterway in Palm Beach County. The boundaries of the district encompass the south side of Royal Poinciana Way, the buildings along the east side of North County Road, the south side of Sunset Avenue and the east side of Bradley Place. The boundary line also moves southeast to include the building at 95 North County Road. The Royal Poinciana Way Historic District was the first historic commercial shopping area in Palm Beach consisting of historic buildings dating from as early as 1915 through the early 1950s. Many of the buildings are mixed use with retail on the first floor and residential above. Royal Poinciana Way is a two-part commercial block with a horizontal orientation.

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CONTINUATION SHEET**

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
DESCRIPTION

ARCHITECTURAL DESCRIPTION

The Royal Poinciana Way Historic District is comprised of commercial and residential buildings. Most of the buildings in the district are in good to excellent condition. Many of the buildings have commercial uses on the first floor and residential units above. Most of the buildings have a rectangular plan and fill the entire lot, abutting the sidewalk and neighboring buildings. The building heights are primarily one and two-stories with a small number being three or four-stories. The predominant roofing type is a flat roof with parapet. A few of the buildings have pitched roofs surfaced with barrel tile. Other common elements include storefront windows, knee walls, and canvas awnings.

VERNACULAR

The Masonry and Frame Vernacular buildings in the Royal Poinciana Way Historic District are one and two-stories in height. Masonry Vernacular buildings comprise approximately 50% of the buildings in the district. Vernacular architecture represents the most typical method of construction used by South Florida's early developers. This form of architecture does not adhere to a particular school of design and generally utilizes locally available materials and building traditions to create the buildings. Wood framing was the common construction material used in South Florida until the early 1920s when the railroad lines were expanded to South Florida providing the ability to move construction materials more easily. In the 1920s, the use of hollow clay tiles and concrete blocks became the preferred structural building material for commercial buildings in Palm Beach. Masonry Vernacular commercial buildings were typically rectangular in plan with one or two stories, flat roofs with parapets, storefront windows, and minimal architectural detailing. Ornamentation included stucco banding or cast stone detailing. Frame Vernacular buildings often had overhanging eaves, shingles, rafter tails and vents in the gable ends.

The building at 221 Royal Poinciana Way (Photo 1) is a two-story Masonry Vernacular building constructed in 1947. It was designed by architect Draper Babcock for Testa's Restaurant. The rectangular building was constructed of concrete block surfaced with stucco. It has a poured concrete slab foundation and a flat roof surfaced with tar and gravel. Horizontal stucco molding is located at the roofline. The fenestration consists of metal single-hung sash windows with a 2/2-light configuration. There is a patio located the first floor and a veranda on the second floor of the south facade. The first floor patio is covered with a canvas awning supported by double cast iron columns. Wood French doors are located on the second floor leading to the veranda covered by a canvas awning. The building's neon signage is representative of the 1940s and 1950s.

To the east of Testa's Restaurant is 221-A and 221-B Royal Poinciana, also known as Via Testa (Photo 2). Via Testa consists of a Frame Vernacular building and a Masonry Vernacular building. The Frame Vernacular building is a one story commercial building constructed circa 1915. The building is located on the 1919 Sanborn map and noted as town property. It served as the town jail. The Frame Vernacular building is

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
DESCRIPTION

constructed of wood framing on a concrete slab foundation. It is surfaced with wood shingles and has a Spanish tile gable roof with carved wood brackets. A small Masonry Vernacular building, located to the east of the frame building (221-228), was constructed circa 1925. It has a stucco exterior with a Spanish tile gable roof. The buildings are located within a courtyard marked along Royal Poinciana Way by a Mediterranean Revival style arched entryway with the name "Via Testa". The archway was constructed in 1986. The courtyard extends from Royal Poinciana Way north to the buildings fronting on Sunset Avenue. The courtyard is concrete with brick accents and has a fountain and seating areas.

The two-story Masonry Vernacular commercial building at 233-235 Royal Poinciana Way (Photo 3) designed by architect Gustav Maass and constructed in 1945. The building is rectangular in form and was constructed of concrete blocks on a concrete slab foundation. The building's exterior walls are surfaced with stucco. The flat roof has a low parapet and is surfaced with tar and gravel. The main (south) facade contains two storefronts with canted entrances and a central entranceway that provides access to the second floor. The fenestration consists of plate glass show windows on the street level, while the second story has triple sets of windows with a center fixed window flanked by narrower casement windows and awning windows. Exterior details consist of horizontal bands along the parapet. There is also a frieze beneath the second story windows that bears the signage of the business occupants of the storefronts.

The one-story Masonry Vernacular commercial building at 249 Royal Poinciana Way (Photo 4) was constructed in 1949 and designed by architect John Pearson. The building has a rectangular form and was constructed of stucco surfaced concrete blocks set on a concrete slab foundation. The tar and gravel surfaced flat roof has a plain parapet. There are two single light wood and glass doors at found at each end of the main (south) facade with two fixed glass storefront widows between. Exterior details of the building include applied fluted panels and clerestory windows.

The two-story Masonry Vernacular commercial building at 253 Royal Poinciana Way (Photo 5) was constructed in 1921. The building has a rectangular form and was constructed of hollow clay tile on a concrete slab foundation surfaced with stucco. The flat roof has a stepped parapet and is surfaced with tar and gravel roofing. The fenestration consists of one metal casement windows with a ten-light configuration flanked by metal shutters. The first floor has two storefronts that are comprised of a single metal door flanked by fixed windows. Sometime before 1970, two windows on the second floor of the south facade were removed and the openings filled in.

The one-story Masonry Vernacular commercial building 251 Royal Poinciana Way (Photo 6), constructed circa 1923, has concrete block walls surfaced with smooth stucco. The building has a rectangular form and rests on a concrete slab foundation. The main (south) facade is mostly clad with brick and stucco. The flat roof has a parapet and is surfaced with tar and gravel. The main entrance features a pair of centrally located single-light

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
DESCRIPTION

double doors. Storefront windows are located on each side of the entrance. Exterior details include brick sills beneath the storefront windows, common bond brick exterior wall, and stacked brick at the corners.

AMERICAN FOURSQUARE

The American Foursquare was a popular housing type throughout the country during the first quarter of the 20th century. This common vernacular form was first described in an article in an Old House Journal published in 1982. American Foursquare homes are characterized by their two-story cubic shape with four rooms on each floor, with the second floor accessed by a central or side stairway. Typical architectural features include low-hipped roofs often pierced with dormers, wide eaves, and exposed rafter tails. A wide front porch with boxed posts or simple columns, generally extend across the width of the main façade. The exteriors of American Foursquare homes are usually surfaced with clapboard, wood shingles, or stucco. This style is not common in Palm Beach County.

The two-story American Foursquare building at 62 Sunset Avenue (Photo 7) was originally constructed as a residence in 1920. The building is constructed of wood framing and surfaced with stucco on a concrete block continuous foundation. It has a low-pitched hip roof with wide overhanging eaves and surfaced with asphalt shingles. An open porch on the main (north) facade was enclosed with a ribbon of metal, multi-light sash windows. The main entrance has been relocated to the west facade. The porch enclosure represents a major inappropriate, but reversible, alteration. An accessory building, originally built as a garage in 1925, is located at the rear of the property.

NEOCLASSICAL REVIVAL

Neoclassical Revival style architecture refers to a style based on forms following classical principles of design from Greek and Roman architecture and later developed by Andrea Palladio during the Italian Renaissance. The interest in the classical past was in a large part due to significant archeological discoveries. From approximately 1890 to 1930 many banks, courthouses and commercial buildings were designed in the Neoclassical Revival style. The style generally has a symmetrical design and is often characterized by the use of a colossal pedimented portico supported by columns or pilasters and geometric forms, such dentils or modillions at the cornice line, and smooth entablature surfaces.

The Neoclassical Revival building at 209-215 Royal Poinciana Way, aka 211 Royal Poinciana Way (Photo 8) was constructed in 1921 as a movie theater called The Garden Theater and was owned by J.T. Havens (see Figure 1). Located inside of The Garden Theater building was the origins of Testa's Restaurant. The Garden Theater Fountain sold cigars and drinks with Michele Testa as the proprietor. The rectangular building is constructed of wood framing with a smooth stucco exterior and concrete slab foundation. The roof consists of a front facing pediment, surfaced with composition shingles and flat roofs. The symmetrical design has a three

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
DESCRIPTION

bay central temple block flanked on each side by another bay. Exterior ornamentation includes four two-story Corinthian fluted pilasters, a stucco cornice with corbel supports, and a parapet with cast stone balustrade on either side. Three storefronts are located on the main (south) facade. The fenestration consists of fixed rectangular and arched windows. Alterations to the building included the removal of the marquee prior to 1946, the removal of two small balconies on the main (south) facade at an unknown date, and window alterations in 1976.

The Campbell Building at 277-283 Royal Poinciana Way (Photo 9) is a Neoclassical Revival building built circa 1918. It is located on the northeast corner of Royal Poinciana Way and Bradley Place. The building has a rectangular plan with a concrete structural system on a concrete slab foundation. The exterior is finished with stucco and the flat roof is surfaced with tar and gravel. The main entrance is located at the chamfered corner on the southwest corner of the building. Storefronts are located along the south facade. The fenestration consists of metal awning windows set in pairs and bands of three. Exterior details include quoins at the building corners and between the windows, a dentil molding cornice at the parapet, stucco banding, concrete windowsills, and a cast stone balustrade at the top of the parapet. Windows opening on the first floor of the west facade were in-filled around 1980 and their quoins were removed at that time.

MISSION REVIVAL

The Mission Revival Style is a subtype of the Spanish Colonial Revival style and derived its name from the California masonry tradition in architecture established by Franciscan missionaries. The style became popular when it was used for the California Building at the Columbian Exposition in Chicago in 1893. By 1915, its use was widespread, especially in states with a Spanish Colonial heritage, such as Florida. The style is characterized by its simplicity in the use of arched openings, unadorned stucco facades, stepped or curvilinear parapets, and minimal decorative details.

The two-story Mission Revival style building at 255 Royal Poinciana Way (Photo 10) was constructed circa 1915. Originally built as a one-story commercial building, a second floor designed by Frederick Seelman was added in 1947 and in 1964 the building was renovated to its current design with alterations designed by Belford Shoumate. The building has a rectangular form and is constructed of concrete block framing on a concrete slab foundation and is surfaced with stucco. The flat roof of the building is surfaced with tar and gravel and has an asymmetrical Mission-inspired parapet. The main entrance is covered by a balcony supported by brick posts. A brick staircase is located on the east facade of the building. Exterior details include brick banding along the parapet, a cast stone medallion, stucco pilasters, an octagonal window with brick surround, metal railings and awning supports. The addition of the second story and major alterations made to the building in 1964 have made this building a noncontributing resource, as it post-dates the period of significance for the district.

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ROYAL POINCIANA WAY HISTORIC DISTRICT
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DESCRIPTION

The property at 214 Sunset Avenue (Photo 11) consists of two buildings that have been connected. The two-story eastern building was constructed as a hotel circa 1920 in the Mission Revival style. The building is constructed of wood framing on a continuous concrete block foundation and surfaced with stucco. The flat roof has a curvilinear parapet with stucco banding. In 1932, architect Julius Jacobs designed 214A Sunset Avenue. As a Masonry Vernacular one-story building, it served as a dining room annex to the hotel with six-bay veranda connecting the two buildings and a court in between. The space between these buildings forms the northern terminus of Via Testa. At this time Jacobs also designed an arched belfry on the Mission Revival building to help visually connect the two buildings.

MEDITERRANEAN REVIVAL

Mediterranean Revival style architecture is an eclectic style incorporating architectural elements derived from the area around the Mediterranean Sea, especially Italy and Spain, but buildings may also have North African and Moorish influences. Like the Mission Revival, Mediterranean Revival style buildings are found most frequently in states like Florida that have a Spanish Colonial heritage. Its use gained national popularity after the Pan-American Exhibition held in San Diego in 1915. In Palm Beach, the style was first popularized in 1919 by Addison Mizner's design for the Everglades Club followed by his residential design of the Stotesbury's estate "El Mirasol". Other architects followed on this style and transformed it with variations of their own. The popularity of the style soared in the 1920s and remained a pervasive influence on building design in Palm Beach until World War II. Buildings of this style are often decorated with ornate cast-stone columns, pilasters and window surrounds. Arched openings, balconies, asymmetrical massing and windows of varying sizes and shapes are also common features. In addition, stone or stucco facades, decorative wrought ironwork, tile floors, pecky cypress ceilings and clay barrel tile roofs are typical features of Mediterranean Revival style buildings.

The Palm Beach Post Office at 95 North County Road (Photo 12) is the only building in the Royal Poinciana Way Historic District that is individually listed in the National Register of Historic Places. It is also a Town of Palm Beach Landmark. This 1½-story Mediterranean Revival style building was constructed in 1937 at the visual terminus of Royal Poinciana Way. It was designed by Louis A. Simon, the supervising architect for the Public Works Branch of the United States Treasury Department. The building is rectangular in form and constructed of clay tile on a continuous concrete foundation. It is surfaced with stucco and has a central gabled roof and shed roofs that extend to the east and west that are surfaced with clay barrel tiles. The raised main entrance is accessed by granite stairs and a ramp. The ramp was installed in 1980. The entrance is recessed and has a pair of paneled glass doors with transoms above. Simple pilasters adorn the exterior. The building has double-hung wood sash windows with a 4/4-light configuration and fixed clerestory windows with four lights.

The Mediterranean Revival style building at 105 North County Road (Photo 13) is a two-story commercial and residential building constructed in 1915. The building has a rectangular form and is constructed of concrete block on a concrete slab foundation and finished with stucco. The flat roof is surfaced with tar and gravel, and

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ROYAL POINCIANA WAY HISTORIC DISTRICT
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DESCRIPTION

a shed pent roof is surfaced with clay barrel tiles. The building is divided into three bays with a triple arch loggia. A single door and side lights is centered in the loggia. The first floor's fenestration consists of large fixed windows, and the second floor has arched four-light casement windows and arched French doors. Exterior details of the building include a cornice molding at the roofline, metal balconettes at the second floor. The first story features French doors, a belt course, and keystones atop the loggia arches.

The Biltmore Apartments, located at 184 Sunset Avenue, also known as Mizner Court, is listed as a Town of Palm Beach Landmark (Photo 14). The three-story Mediterranean Revival style building is located on the southeast corner of North County Road and Sunset Avenue. It was designed by architect Bruce Kitchell in 1924 as a commercial and residential building. It is constructed of hollow clay tile and surfaced with stucco in a U-shape around a narrow courtyard. The roof is comprised of flat, hip and gabled sections. The pitched roofs are surfaced with barrel tiles. A decorative cornice is located below the roofline. Commercial storefronts are located on the ground floor with apartments above. An arcade runs the length of the west facade. The arcade's arches contain slender columns and square pilasters. The three center arches are wider and have an ogee arch detail. The arcade's ceiling is cypress with decorative brackets. A decorative cornice runs across the exterior of the arcade framing the arches. The apartments open onto an irregular shaped courtyard. The open staircases and balconies have cypress detailing, wood columns, plaster covered Corinthian columns with acanthus leaf capitals, cast-iron balustrades and arched openings.

The Bradley House, located at 280 Sunset Avenue, is listed as a Town of Palm Beach Landmark (Photos 15-16). The building was built in 1924 and designed by Martin Luther Hampton. It was constructed adjacent to Bradley's famous Beach Club and Casino. Originally the Rosa Mae Apartment Building and later the Algomac Hotel, it is located on the northeast corner of Sunset Avenue and Bradley Place. The building is U-shaped with the center being four-stories in height and the wings being three-stories. A belvedere is located on the northwest wing. It was constructed of masonry and surfaced with stucco. There are flat roofs with barrel tile aprons and barrel tile hip roofs. The fenestration consists of 1/1-light and 6/6-light sash windows, multi-light casement windows and French doors. Exterior details include pecky cypress exposed rafters, columns, cast stone, solid balustrades and balustrades created with barrel tiles set between piers and wrought iron railings. The courtyard is surfaced with brick, concrete and terra cotta pavers.

The Mediterranean Revival style building at 207 Royal Poinciana Way (Photo 17) was built circa 1927, and designed by prominent architect William Manly King. The rectangular building has a smooth stucco exterior. The flat roof is surfaced with built up roofing. A pent roof, surfaced with barrel tile, extends from the roofline of the main (south) facade of the building. A barrel tile shed roof is also located on the main facade. It is supported by decorative roof brackets and cypress brackets. A canvas awning is located between the two barrel tile roof elements to provide additional shade for a patio. The south facade of the building has a colonnade with decorative column capitals and pointed arched windows with vertically divided lights.

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Section number 7 Page 8

ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
DESCRIPTION

ART MODERNE

The Art Moderne style flourished between 1930 and 1945, and was highlighted at the 1933 World's Fair in Chicago. It was influenced by the technology that followed World War I and followed the "less is more" standard of design. It drew from the streamlined aerodynamic shapes of planes and cars and used materials such as glass block and stainless steel. The Art Moderne style, with its simple geometric forms and simplicity in decorative details was becoming popular as the more decorative Art Deco style fell out of favor. Art Moderne architecture features flat roofs, asymmetric shapes, smooth surface finishes, curvilinear features, horizontal elements, metal screen doors with stylized decorations, eyebrows, stainless steel and glass block accents.

The Art Moderne style building at 101 North County Road (Photo 18) was designed by architect Gustav Maass and constructed in 1936. The building has a rectangular form with a concrete block structural system with a concrete slab foundation. The roof is flat and has a parapet. The roof is surfaced with tar and gravel and the exterior of the building is surfaced with stucco. The main entrance to the building is located at the curved southwest corner of the building. Exterior details include fluted window surrounds, concrete windowsills and recessed bands at the roofline. The building's fenestration consists of metal fixed windows.

In 1924, the northwest corner of Royal Poinciana Way and North County Road was developed as the Exchange Building. It was originally a two-story, Mediterranean Revival style commercial building designed by Bruce Kitchell with an arcade of the first floor. From 1924 to 1928, the remainder of the block was developed with one and two story buildings. In 1941, the facades of the buildings along the block were redesigned by architect John Volk due to the widening of North County Road (Figure 2, elevation sketches). The two corner buildings, 100 North County Road (Photo 20) and 118 North County Road (Photo 19), are of the same design achieving a unified block. These buildings are two-story and designed in the Art Moderne style. They are rectangular in form with concrete block structural systems, concrete slab foundations and surfaced with stucco. The flat roofs have parapets and are finished with built-up roofing. The main corners are curved and contain curved storefront displays. Other storefronts have angled entrances. The fenestration of the storefronts consists of fixed metal windows. Exterior details include two-story concrete fluted pilasters with capitals inspired by the Art Deco style and a stucco cornice at the top of the parapet.

There are four additional buildings located between 100 North County Road and 118 North County Road that were also redesigned by Volk as a part of the same commission. The one-story concrete block commercial building at 106 North County Road (Photo 21) has a barrel tile shed roof with a cornice below. A recessed ridged sign panel is located above the glazed storefront. The two-story commercial building at 108-110 North

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County Road (Photo 22) has a gabled pediment and pilasters with capitals of the same design as the corner buildings. The second floor has large fixed windows located above a fluted band with scalloped trim. The south end of the first floor has a passageway leading to the west and the north end has an angled storefront. To the north is a stairway leading to the second floor with a small arched window above. The one-story commercial building at 112 North County Road (Photo 23) is constructed of concrete block with a flat roof and a parapet. The glazed storefront reaches to the parapet and has a center entry door. The one-story commercial building at 114 North County Road (Photo 24) is constructed of concrete block with a flat roof and parapet. The glazed storefront has a recessed center entrance.

MID-CENTURY MODERN

Mid-Century Modern architecture, built from the mid-1940s to the 1970s, was more about attitude than aesthetic. It was a by-product of the Post-World War II optimism and the nation's dedication to building a new future. With the desire to forget the pains of the Great Depression and World War II, architects and designers were breaking away from the past. This new architecture used modern materials and building techniques and was defined by clean lines, simple shapes and unornamented facades. It was a further development of Frank Lloyd Wright's principles of organic architecture combined with many elements reflected in the International Style and Bauhaus movements. Mid-Century Modern architecture features reinforced concrete post and beam construction, which allowed for walls seemingly made of glass, concrete eyebrows or cantilevers running the length of the building and minimal ornamentation.

The two-story Mid-Century Modern apartment building at 244 Sunset Avenue (Photos 25-26) was constructed from 1952-1954. The building was originally built in 1952 as a one-story apartment building. Two additions on the second floor were added in 1953 and 1954. The original building and the first second floor addition were designed by John Stetson. The second addition was designed by David B. Scoville. It was constructed of concrete block and surfaced with stucco and brick detailing. The flat roof is surfaced with tar and gravel and has exposed rafter tails. The fenestration consists of jalousie and awning windows. Many of the windows are in ribbons and wrap the corners of the building. A second floor terrace is located at the southeast corner of the building. Brick planters are located on the north facade meeting the sidewalk.

NONCONTRIBUTING BUILDINGS

The one-story Masonry Vernacular commercial building at 217 Royal Poinciana Way (Photo 27) was constructed circa 1925. The rectangular building has a concrete slab foundation and was constructed of concrete block surfaced with stucco. It has a flat roof with a shed pent roof surfaced with flat tiles. The pent roof is supported by pecky cypress brackets at each end. The storefront was replaced in the 1970s and the building no longer retains its historic appearance.

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The building at 231 Royal Poinciana Way (Photo 28) is a one-story gas station constructed in 1958. The building has a concrete slab foundation with brick exterior. Three garage bays are located on the east end of the building with a large centrally located overhang where gas pumps used to be located. The building is currently not in use. Although it is unclear what additions may have occurred, the building post-dates the period of significance for this district.

The non-historic building at 245 Royal Poinciana Way (Photo 29) is a one-story bank constructed in 1972. The building has a slab foundation, stucco exterior and a gable roof surfaced with barrel tiles. A drive-through is located on the west end of the building.

The one-story Masonry Vernacular commercial building at 257-259 Royal Poinciana Way (Photo 30) was built in 1950. The rectangular building has a concrete slab foundation and is built of concrete block surfaced with stucco. The roof is flat with a shed pent roof surfaced with clay barrel tile. An entrance at the east end of the building is arched with a brick surround. The western end of the building has accordion folding glass doors. The building's storefront has been altered and it no longer retains its historic appearance.

The one-story Masonry Vernacular building at 261 Royal Poinciana Way (Photo 31) was constructed in 1924. The masonry frame building has a concrete slab foundation. The rectangular building has a flat roof with a straight parapet that has a stucco cap. The main facade is clad in brick and the remaining facades are surfaced with stucco. The building's historic appearance was altered with the addition of the brick cladding to the main facade and replacement of the original storefront.

The two-story Masonry Vernacular building at 265 Royal Poinciana way (Photo 23) was constructed circa 1923. The building has a concrete slab foundation and was constructed of hollow clay tiles surfaced with stucco. The irregular shaped building has various roof types including gable, hip, and flat. The pitched roofs are surfaced with barrel tiles. Metal shutters flank the 1/1-light sash windows. The building has been significantly altered over the years. In the 1940s the building was Joe Ridsen's Restaurant. The restaurant was known for its stone crabs and had a gambling room on the second floor. At this time the building had a flat roof, the main facade was brick and the second floor had five jalousie windows set in a stucco surround with stucco between the windows. In the 1960s the building became Marshall Grant's a nightclub with the ambiance of a private club. A one-story addition was constructed to the west of the building, the roof was changed from a flat roof to a hip roof the storefronts were altered, the entrance was relocated from the center of the building to the west end, stucco replaced the brick on the main facade, the stucco around the second floor windows was removed and stucco soffits were added greatly altering the building's appearance.

The building at 208-210 Sunset Avenue (Photo 33) was constructed in 1957. Over the years the building's design has been significantly altered. It is constructed of concrete block surfaced with stucco. It has hip and

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gable roofs surfaced with barrel tiles and asphalt shingles. Arches, stucco banding and columns are located on the main facade.

The building 212 Sunset Avenue (Photo 34) was constructed in 1957. Originally designed by architect Arthur Weeks as a very basic rectangular building with exposed block as the exterior surface and a flat roof, the building was significantly altered in 1982 to a Mediterranean Revival design. A barrel tile hip roof was installed, the exterior was surfaced with stucco and the fenestration was altered to include the addition of arched windows and doors.

The building 254 sunset Avenue (Photo 35) was constructed in 1986 as a medical office facility. The two-story building has parking located under the building on the first floor. The building is constructed of concrete block surfaced with stucco. It has a hip roof surfaced with barrel tiles and exposed rafter tails.

CONCLUSION

The architecture of the Royal Poinciana Way Historic District represents a rich collection of architectural resources that convey a distinctive sense of place. The resources include commercial and residential buildings, some designed by prominent architects in Palm Beach and others constructed by local builders using popular designs of the period. The architecture of the Royal Poinciana Way Historic District is integral to the history of the Town of Palm Beach's historic main street.

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DESCRIPTION

CONTRIBUTING BUILDINGS

*Listed on the National Register of Historic Places

<u>Address</u>	<u>Present Use</u>	<u>Style</u>	<u>Date</u>	<u>FMSF#</u>
<u>North County Road</u>				
95	Commercial	Mediterranean Revival	1937	8PB209*
100	Commercial	Art Moderne	1941	8PB4153
101	Commercial	Art Moderne	1936	8PB4152
105	Mixed use	Mediterranean Revival	1925	8PB6440
106	Commercial	Masonry Vernacular	1941	8PB1670
108-110	Commercial	Masonry Vernacular	1941	8PB1671
112	Commercial	Masonry Vernacular	1941	8PB1672
114	Commercial	Masonry Vernacular	1941	8PB1673
118	Commercial	Masonry Vernacular	1941	8PB4153
<u>Royal Poinciana Way</u>				
207	Commercial	Mediterranean Revival	c. 1927	8PB6680
209-215 (211)	Commercial	Neoclassical Revival	1922	8PB4431
221	Commercial	Masonry Vernacular	1947	8PB12908
221A	Commercial	Frame Vernacular	c. 1915	8PB6682
221B	Commercial	Masonry Vernacular	c. 1925	8PB6682
233-235	Mixed use	Masonry Vernacular	1945	8PB4332
249	Commercial	Masonry Vernacular	1949	8PB9384
251	Commercial	Frame Vernacular	c. 1923	8PB13563
253	Mixed use	Masonry Vernacular	1921	8PB6683
277-283	Commercial	Neoclassical Revival	c. 1918	8PB4335
<u>Sunset Avenue</u>				
184	Mixed use	Mediterranean Revival	1924	8PB6822
214	Mixed use	Mission Revival	1921	8PB6823
214A	Commercial	Masonry Vernacular	1932	8PB6823
244	Residential	Mid-Century Modern	1952	8PB1674
262	Commercial	American Foursquare	1920	8PB6828
262A	Ancillary Bldg.	Masonry Vernacular	1925	8PB6828
280	Mixed use	Mediterranean Revival	1924	8PB6829

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NONCONTRIBUTING BUILDINGS

<u>Address</u>	<u>Present Use</u>	<u>Style</u>	<u>Date</u>	<u>FMSF#</u>
<u>Royal Poinciana Way</u>				
217	Commercial	Masonry Vernacular	1925	8PB13562
231	Commercial	Modern	1958	N/A
245	Commercial	Masonry Vernacular	1972	N/A
255	Mixed use	Mission Revival	c. 1915	8PB6684
257-259	Commercial	Masonry Vernacular	1950	8PB13564
261	Commercial	Masonry Vernacular	1924	8PB4333
265	Commercial	Masonry Vernacular	c.1923	8PB4334
<u>Sunset Avenue</u>				
208-210	Commercial	Masonry Vernacular	1957	N/A
212	Commercial	Masonry Vernacular	1957	N/A
254	Commercial	Masonry Vernacular	1987	N/A

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ROYAL POINCIANA WAY HISTORIC DISTRICT
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SIGNIFICANCE

ARCHITECT/BUILDER

Babcock, Lucius Draper
Hampton, Martin Luther
Harding, Henry Knowles
Jacobs, Julius
King, William Manly
Kitchell, Bruce P.
Maass, Gustav A. Jr.
Scoville, David Bradford
Shoumate, Belford Wren
Simon, Louis A.
Stetson, John
Volk, John L.

SUMMARY

The Royal Poinciana Way Historic District is locally significant under Criterion A through its association with, Community Planning/Development and Commerce through the development patterns of the Town of Palm Beach. Ultimately, the area evolved into a “gateway” leading into Palm Beach County. The district is also significant under Criterion C, in the area of Architecture. The contributing buildings located within the historic district are good representations of early to mid-twentieth century architecture in a variety of architectural styles including Mediterranean Revival, Mission Revival, Neoclassical Revival, Art Moderne, Mid-Century Modern Masonry Vernacular and Frame Vernacular. The district also contains several individually significant buildings, some of which were designed by prominent architects. The Royal Poinciana Way Historic District represents the historic main street commercial area of the Town of Palm Beach and is a collection of commercial and residential buildings constructed between 1915 and 1987. The district is generally centered in the vicinity of Royal Poinciana Way and Sunset Avenue between North County Road and Bradley Place. The historic district contains 36 buildings, 26 which are contributing and 10 that are noncontributing. The Palm Beach Post Office is the only property individually listed on the National Register of Historic Places. The Palm Beach Post Office, the Bradley House Hotel and the Biltmore Apartments are individually designated as local landmarks in the Town of Palm Beach.

HISTORIC CONTEXT

Prior to the sixteenth century discovery of Florida by Spanish explorers, Native Americans inhabited the area around the present-day Town of Palm Beach. Nomadic hunters roamed throughout Florida for 10,000 years

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before European settlement began. Although the specific Indian group that lived in the Palm Beach area is unknown it is believed that they were either the Jaega or Ais Indians.¹

Official credit for the discovery of Florida belongs to Juan Ponce de Leon, whose voyage in 1513 took him along the eastern coast of the Florida peninsula. He is believed to have sailed as far north as the mouth of the St. Johns River before turning south, stopping in the Cape Canaveral area and possibly at Biscayne Bay. It is likely that Ponce de Leon and his men briefly explored the Jupiter inlet area late in April 1513. Other Spanish explorers followed Juan Ponce de Leon and over the next 50 years the Spanish government and private individuals financed expeditions hoping to establish a colony in "La Florida." From the sixteenth to the eighteenth century, Spain also tried to establish missions throughout Florida but the large Native American population was mostly hostile to the missionary attempts to colonize the region so most of their efforts failed.

By the beginning of the eighteenth century, the Native American population of Florida had declined considerably as a result of disease, slave raids, intertribal warfare and attacks from English-aided Creek and other Indians. Throughout the early part of the century, the English and their Indian allies made frequent raids into southern Florida, killing many and carrying even more to Charleston where they were sold to the English as slaves.²

The relatively small population of Native Americans in Florida at the end of the eighteenth century increased dramatically as the result of the Creek Rebellion of 1813-1814. This rebellion was part of a larger Native American movement that swept through the Southeast in the first two decades of the nineteenth century. In this rebellion the great Shawnee leader, Tecumseh, organized many Creek and other Native American towns in the Southeast against the encroachment of white civilization and culture. He taught that the white invaders could be driven away through a combination of intertribal solidarity and a return to a native religion and culture. Creek adherents to this movement were known by Anglo-Americans as "Red Sticks."³

The Red Sticks rose up in rebellion against white settlements mostly in Georgia and Alabama, during 1813 and 1814. The rebellion was eventually crushed by a combination of U.S. troops and pro-U.S. Cherokee under the command of General Andrew Jackson at the Battle of Horseshoe Bend in 1814. More Native Americans died in this battle than any other in the history of the United States. This defeat and the harsh conditions Jackson forced on the Creeks led to a massive migration of Creek refugees into Florida.⁴

¹ Jane S. Day, Ph.D. Town of Palm Beach Historic Site Survey, 2004.

² Cultural Resource Assessment Survey (CRAS) of Flagler Memorial Bridge, Janus Research, 2007.

³ CRAS of Flagler Memorial Bridge, 2007.

⁴ CRAS of Flagler Memorial Bridge, 2007

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From the late 1500s through the early 1800s, ownership of Florida changed frequently with Spain, Great Britain and France wrestling for control of the peninsula. By 1814, the United States gained control of Florida and by the Adams-Onis Treaty of 1819, solidified the American position. Florida was formally organized as a U.S. Territory in 1821. The population of the territory at that time was still centered in the northern areas around Pensacola, St. Augustine and Tallahassee. However, as more European-American settlers moved into the region conflicts arose with Native Americans and in 1835 the Second Seminole War began. While on a military expedition from Fort Lauderdale in 1841, Captain Wade attacked several Seminole villages that were sited on the present-day towns of Palm Beach and Riviera Beach. During the same year, Lake Worth was named in honor of General William Jenkins Worth, a commander of the Federal forces during the Second Seminole War.

After seven years and many battles, Colonel Worth declared an end to the Second Seminole War in August of 1842. To encourage settlement in the middle and southern portion of the Florida Territory after the war, the Armed Occupation Act of 1842 offered settlers 160 acres of land at no cost, provided they build a house, clear five acres, plant crops, reside on the land for five years and be willing to bear arms. This act, plus the end of the Second Seminole War, created a small wave of immigration by Anglo-American pioneers to central and southern Florida, but the region still remained mostly uncivilized.

Little military or Seminole activity was reported in the boundaries of present-day Palm Beach during the Third Seminole War (1855-1853). While Palm Beach County was not exempt from hostilities, most of the action was centered in the Jupiter area as settlement around present-day Palm Beach remained limited to scattered farms.

During the 1800s, the area that now makes up Palm Beach County was part of a much larger Dade County, which encompassed the land from the St. Lucie River to Key West. The area from the Jupiter Lighthouse to Boynton Beach, including Palm Beach, was called Lake Worth. Because of Lake Worth's remote location and the difficulty of transportation, settlement of the area did not occur until the last half of the nineteenth century.

During this period in Florida's history (1860s-1870s), Henry Morrison Flagler, one of the most influential figures in the settlement and development of Palm Beach, was establishing his fortune in his new venture in the refining industry with partner John D. Rockefeller. This partnership eventually grew into the Standard Oil Company, the biggest most prosperous and foremost monopolizing oil empire of the nineteenth century.⁵

The first evidence of settlement in Palm Beach occurred under the Armed Occupation Act. As noted previously, this legislation offered 160 acres to settlers who would live and defend the area in response to

⁵ The Jupiter Inlet Lighthouse became Palm Beach County's first permanent settlement. Construction of the lighthouse began in 1853, but it was not completed until 1860. The civil war began a year later, and Confederate sympathizers extinguished the light in an attempt to thwart the union ships catching blockade runners. The light was reestablished in 1866 and a small settlement was established.

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threatening Indian-presence. Three men staked claims: James H. Russell, John S. Hutchinson and William Loring. Other early settlers who lived in the area and filed homesteads included William Lanehart, M.B. Lyman and H.F. Hammon.

The first families to move to today's Palm Beach arrived in 1876. Moore W. Dimick moved his family to Florida in hopes of improving his health. Dimick brought his wife, Pathenia, sons Franklin and Elisha Newton "Cap" with their spouses and daughter and son-in-law, Marion and Albert Geer. The David Brown family also accompanied the group. These early settlers purchased land for \$1.00 an acre in sections that went from Lake Worth to the Atlantic Ocean. The land was inexpensive, but the families endured many hardships while trying to establish homesteads. One of the fortunate improvements that enhanced the island was the planting of coconut palms. In 1878, the 175-ton brig Providencia on its way from Trinidad to Spain wrecked on a reef off Palm Beach with twenty thousand coconuts aboard. Will Lanehart and H.F. Hammon salvaged the coconuts from the wreck, and, with help from other settlers, planted the coconuts in and around their settlements. In 1880, the conditions on the shores of Lake Worth were still tenuous. Franklin Dimick became discouraged and sold his land to brothers Edmund and John Brelsford before moving to North Carolina. That same year, in an effort to bring in extra income, E.N. "Cap" Dimick and his wife Ella added eight rooms to their house and took in "first class boarders" in their newly formed Coconut Grove Hotel. This was the first hotel to open and offer rooms to winter tourists.⁶

Between 1880 and 1893, the shores of Lake Worth gradually grew more civilized. On May 30, 1880, the U.S. Post Office Department assigned a post office to the Lake Worth area. The Brelsford brothers built a house and began a number of businesses. Realizing the need for improved transportation, they built a thirty-ton schooner named the Bessie B that sailed between Jacksonville and Palm Beach. By 1884, the Brelsford had opened a store that was advertised as "Brelsford Brothers, Dealers in General Merchandise." It was in this store in 1887 that the first post office was established on the island and Palm Beach got its name. Although the name of Palm City was first requested, that name was already in use, so it was decided that Palm Beach would be used instead.⁷ In the winter of 1878, Henry and Mary Flagler took a trip to Jacksonville on advice from Mary's doctors that the warm climate would benefit her ailing health. Unfortunately, her health continued to deteriorate and she died in May of 1881. Now 53, Henry remarried a year later to Mary's former nurse, 35-year old Alice Shrouds. It was during the beginning of this marriage that Henry became enamored with Florida. In the winter of 1883, Henry and Alice took a trip to St. Augustine by means of a weeklong railroad and boat journey. They enjoyed their respite from the below zero temperatures that were freezing most of the northern cities, and stayed until March. The Flaglers returned to St. Augustine the next winter and stayed in a new upscale hotel that had

⁶ Edmund Munger Brelsford, Lake Worth Pioneers' Association, http://www.lwpa.org/pioneer_edmund_munger_brelsford.html.

⁷ "Pioneer Reminiscences," Palm Beach Life. March 15, 1932, pp.22-23.

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been built since their last visit. There were many wealthy northerners staying there to escape the cold and this gave Henry Flagler an idea that would dramatically change the east coast of Florida.⁸

Before returning to New York in the spring of 1885, Henry decided to build a multi-million dollar luxury hotel in St. Augustine that would be the finest in the South. He immediately began to plan how to transport the future customers that were to fill this hotel. At the time, tourists had to travel by rail to Jacksonville, ferry across the St. John's River and resume travel by a local, narrow gauge railroad to St. Augustine. Realizing that transportation was the key to successfully promoting his new hotel, Henry proceeded to have a bridge built across the St. John's River and upgrade the remaining railroad tracks to standard gauge.⁹ Flagler's new hotel, the Ponce de Leon, opened on January 10, 1888, to great fanfare.¹⁰ Over the next two years Flagler opened two more luxury hotels in St. Augustine. These hotels quickly became huge successes and Flagler saw that there was money to be made by building future hotels and resorts southward along Florida's east coast. Flagler began to buy up existing local railroad companies to expand his FEC Railroad. Thousands of laborers surveyed and hacked their way through the wilderness at an amazing rate extending the FEC Railroad south.¹¹

The 1880s brought the beginnings of a continuous stream of winter visitors to Palm Beach and started what was to be the area's first real estate boom. Out-of-towners began to buy land and build houses on the lake. E.N. "Cap" Dimick added fifty rooms to the Coconut Grove House and when those were full, put up tents to accommodate more tourists. As the area began to develop, the pioneer families added the institutions that were needed to improve daily life in their growing community. The first public school was built in 1886, and in 1889, Bethesda-by-the-Sea became Palm Beach's first organized church.¹²

Despite its growth, Palm Beach, was still a small community when Henry Morrison Flagler first visited it in the early 1890s. Flagler had just received permission to extend his FEC Railroad all of the way to Miami and when visiting Palm Beach he became so captivated with the island that he purchased the McCormick Cottage plus ten surrounding acres and four hundred feet of lake frontage. Early in the summer of 1893, Flagler hired McGuire and MacDonald to construct a grand hotel along the banks of Lake Worth. Completed in February of 1894, the Royal Poinciana Hotel became the world's largest wooden hotel building and transformed Palm Beach from a small community to a tourist destination. The hotel had sleeping quarters for over 1,200 guests, a magnificent dining room and employed over 1,400 people. In April of 1894, Flagler's FEC Railroad reached West Palm

⁸ Henry Morrison Flagler, Henry Morrison Flagler Museum, <https://flaglermuseum.us/history/flagler-biography>.

⁹ Flagler's engineers were forced with a task that had never been accomplished before - to sink railroad piers in over ninety feet of water. The engineers made railroad history by constructing a bridge that finally linked Jacksonville to St. Augustine.

¹⁰ The hotel cost \$2.5 million dollars to construct, with over 1,000 laborers and artisans working for two years straight to complete the building that covered five acres.

¹¹ Ibid.

¹² Episcopal Church of Bethesda-By-the-Sea, Florida Historical Marker Program, <http://apps.flheritage.com/markers/markers.cfm?ID=palm%20beach>

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Beach and in 1895 the first railroad bridge was completed over Lake Worth linking the mainland to Palm Beach. This bridge, which had its eastern terminus just south of the Royal Poinciana Hotel, allowed scores of wealthy visitors to be transported directly to the island. Flagler had luxurious trains direct from New York, Chicago, Detroit and Kansas City, and a storage yard for private rail cars.

The Royal Poinciana Way Historic District initially developed in relationship to Flagler's FEC Railway extension into Palm Beach. The eastbound lanes of Royal Poinciana Way were once the location of the FEC Railway tracks that approached Palm Beach from the FEC Railway Bridge that originated in West Palm Beach. As noted previously, this first bridge was built in 1895 just south of Flagler's immense Royal Poinciana Hotel. This location was chosen so that visitors traveling by rail could arrive immediately at the hotel.

In 1896, shortly after the opening of the Royal Poinciana Hotel, Flagler built the oceanfront Palm Beach Inn. Believed to be the first Florida resort built directly on the beach, the Palm Beach Inn was quickly renamed The Breakers. In 1903, the building was completely destroyed by fire, but a larger hotel of the same name was constructed on the site the following year. The new Breakers Hotel quickly became one of Flagler's most popular resorts. Flagler's railroads and luxury hotels had changed the way many of the upper class vacationed, and Palm Beach was gaining a reputation as a popular vacation spot for wealthy travelers to spend the winter season. Flagler's railroad also attracted settlers by the thousands, many eager to begin agricultural endeavors, especially in the citrus and vegetable industries.

Another early institution that contributed to the growth and glamour of Palm Beach was Bradley's Beach Club. Opened in 1898 by Colonel Edward R and John Bradley on the present site of Bradley Park, the "Casino" flourished with high stakes for high society.¹³ At first there was strong opposition, but Bradley skirted complaints by running it as a private club and endearing himself to many with his integrity, political favors and generous charitable contributions. Despite the fact that gambling was illegal in Florida, Bradley's Beach Club remained open until 1946 and earned the reputation as the longest operating illegal gambling establishment in the county.

At the turn of the century, Palm Beach society was known as "the cottage colony." Yearly visitors to the island began to find hotel rooms too small and inadequate for their needs. Flagler responded by constructing a series of large shingled cottages on the ocean that could be rented for the season. Although social activities continued to revolve around the hotels, the hotel cottages became so popular that individuals began to erect their own cottages on town lots. Many large, shingled cottages lined Sunset Avenue and the surrounding streets. Almost

¹³ Bradley Park is bounded by Royal Poinciana way on the south, Bradley Place on the East Sunset Avenue on the north and the Intracoastal Waterway on the west.

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every cottage had a name and the city directories dedicated several pages to “Palm Beach Cottages,” listing them alphabetically by name followed by their address and owner.

In 1901, as a wedding gift to his wife, Mary Lily Keenan, Flagler commissioned Carrere & Hastings to design a private residence in Palm Beach for their own use. Whitehall, a palatial Beaux-Arts mansion, was completed in 1902 at a cost of \$2.5 million with an additional \$1.5 million spent on furnishings. Also in 1902, the original FEC railroad bridge was replaced with a new Flagler Railroad Bridge just north of the Royal Poinciana Hotel in order to reduce the noise from the trains at Whitehall.¹⁴

During the first decade of the twentieth century, improved transportation in the state opened the lines to export Florida’s agricultural products. As various products such as fruits and vegetables were leaving the state, many people were arriving in Florida. Some entered as new residents and others as tourists. Significant population growth along the east coast of South Florida prompted the Florida State Legislature to carve Palm Beach County out of Dade County in April of 1909, with West Palm Beach designated the county seat. By this time, Palm Beach had a daily newspaper, a number of small businesses and several churches.

Palm Beach formally incorporated as a town in 1911, with thirty-four of the thirty-five eligible voters voting in favor. E.N. “Cap” Dimick was elected mayor and the first town council included William Fremd, Dr. John W. Doe, Enoch Root and J.B. Donnelly. The year 1911 also saw the construction of the first motor vehicle bridge over Lake Worth, originating and terminating close to the site of the current Royal Park Bridge.

Early real estate development of Palm Beach consisted of subdividing “jungles” and agricultural property for the sale of lots and home sites to winter visitors. J.R. and E.R. Bradley’s “Floral Park” was the first platted subdivision that today encompasses the area of the Royal Poinciana Way Historic District. When platted in 1912, Floral Park consisted predominately of rectangular lots that were long and narrow with only twenty-five feet of frontage along the street. The Bradleys hired Lewis Henry Green, a realtor from California, to promote the project and auction of the lots. Green offered prizes to potential buyers and sold out the project within a few hours on February 19, 1912.

Over the next decade, the consolidation of some narrow lots allowed for the construction of larger buildings, but the scale of the streets in Floral Park remained small. Main Street had scattered mixed use, with dwellings, stores, offices, cottages and municipal buildings such as the town hall, the post office and the jail.¹⁵ Large and small picturesque “cottages” of seasonal residents lined the north and south sides of Sunset Avenue from the

¹⁴ This second bridge was in use from 1902-1937.

¹⁵ Jane S. Day, Ph.D., “Contributing Building Report: The Historic Character of Royal Poinciana Way.”

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lake to the ocean.¹⁶ Most of these original buildings were wood frame buildings, with the dwellings being mostly wood shingle and Bungalow style.¹⁷ Because the Flagler Railroad Bridge, which predates the other two bridges to Palm Beach, ran immediately south of Main Street, this was the only means of reaching the island, other than by boat during the town's early history.¹⁸ Main Street became the center of most civic and commercial activity, and a location of early residences.¹⁹ Henry Flagler passed away in 1913, but his vast railroad and hotel empire endured, and Palm Beach continued to grow and prosper.

Upon entering World War I, the U.S. Government took over all of America's railroads. Fortunately, the FEC Railroad did not suffer the government misuse that many other railroads experienced during the war years, and by the end of the war, the FEC Railroad was in better shape physically and economically than it had ever been. Palm Beach's housing development slowed during the war, but domestic tourism increased as a result of the war in Europe. By the end of the war, Palm Beach had become one of the most important places in America to spend the winter season.

With the continued growth of Palm Beach, additional businesses and public entities were needed to service and entertain the seasonal residents. Several new buildings were constructed along Main Street between 1915 and 1919. The east building in Via Testa at 221A Royal Poinciana Way was built in the frame vernacular style circa 1915. This building appears to have originally housed the town jail.²⁰ Also built circa 1915 was the first story of the building at 255 Royal Poinciana Way. Albert Guionnaud and his son operated the Parisian Photo Shop in this building for nearly 50 years.²¹ After the Mission Revival style second story was added to 255 Royal Poinciana Way in 1921, the Guionnauds moved into the apartment above the shop. The front of the building was demolished in 1964, due to excessive damage and rebuilt that same year in its current Mission Revival style from plans by noted architect Belford Shumate. S. Ross Campbell commissioned the construction of the Campbell Building on the northeast corner of Royal Poinciana Way and Bradley Place circa 1918.²² This Neoclassical Revival style building, now listed as 277-283 Royal Poinciana Way, originally housed the town's post office, a grocery and other retail shops on the first floor. The second floor contained popular uses, including the Campbell Hall Dance Floor, the Floral Park Casino, and A.J. Comeau's Palm Beach Restaurant.²³

¹⁶ By 1920, there were approximately forty "cottages" of seasonal residents located on Sunset Avenue. All of the early cottages built prior to 1920 have been demolished and replaced with new homes and large multi-family apartment and condominium buildings.

¹⁷ The 1919 Sanborn Insurance Map shows front porches on many of the wood frame buildings. There were also barracks for many of the hotel employees.

¹⁸ The Royal Park Bridge was completed in 1911 and the Southern Bridge was completed in 1950.

¹⁹ Jane S. Day, Ph.D., "Contributing Building Report: The Historic Character of Royal Poinciana Way."

²⁰ The building to the west was Frame Vernacular and the building to the east was Masonry Vernacular. The 1919 Sanborn Map shows the jail at the site and it appears to be in the Frame Vernacular building.

²¹ The photo shop had other names, but it remained a photo shop owned and run by the Guionnauds.

²² S. Ross Campbell and his wife Anna lived in "Vue deMer" cottage on the north side of Sunset Avenue on the lot adjacent to the Atlantic Ocean.

²³ "Comeau Palm Beach Restaurant Opens with Dinner Christmas Eve," Palm Beach Post, December 14, 1919.

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Newspaper articles from the late 1910s and early 1920s describe the restaurant and dancing floor as the “place to be” for New Year’s Eve.

After World War I, Palm Beach experienced rapid growth. Real estate activity increased steadily and drove up property values. Many subdivisions were platted and lots were selling quickly, creating a real estate boom. As the Florida Land Boom began to escalate; the FEC increased the number of trains traveling to south Florida and added more trains with opulent dining and lounge cars. In 1918, Addison Mizner, an established New York architect who traveled extensively and studied in Spain, came to Palm Beach at the invitation of sewing machine magnate Paris Singer. He designed what became the Everglades Club in a “Mediterranean Revival” style that quickly gained great popularity throughout Florida. For Palm Beach, the building of the Everglades Club was an important milestone. The club itself moved an exclusive element of the social scene away from the hotels and into a private realm. In addition, commissions to build private homes in the Mediterranean Revival style poured into Mizner’s office beginning in 1919 with the Stotesbury’s grand estate, “El Mirasol”. Other architects were also commissioned to design houses and commercial buildings in the Mediterranean Revival style, and the designs flourished throughout the island.

As new estates were built and subdivisions developed, Main Street grew and continued as the important center of town.²⁴ By the mid-1920s, it had become an area for congregating in restaurants, dining, dancing, banking and shopping for both locals and visitors. There were apartments above several of the Main Street businesses as well as many single-family residences along Sunset Avenue. In a 1924 article in the Palm Beach Post, Main Street was described as “the heart of Palm Beach from which all other activities radiate like veins and arteries, with the post office and bank and the purveyor and the stock broker and the tobacco merchant and the bookshop, all adding their bits to the composite street.” The area provided also much needed services for those who worked in Palm Beach and it became a gathering place for chauffeurs, bellhops and valets to meet and talk shop and munch hamburgers.”²⁵

In 1921, H. G. Mitchell constructed a two-story, Masonry Vernacular style building at 253 Royal Poinciana Way. The building originally housed the Moulin Rouge, the interior of which was designed to be a reproduction of the Paris cafe and dance hall for which it was named. That same year, a Mission Revival style building was constructed at 214 Sunset Avenue. The building was used for many years as the Clinton Hotel.²⁶ In 1932, Julius Jacobs designed a dining room annex for the hotel just to the west and connected the buildings in the space that forms the northern terminus of Via Testa. To meet the entertainment needs of the increasing population, Town Councilman John “J.T.” Havens built the Neoclassical Garden Theater for a cost of \$75,000.

²⁴ “Summer Saunterings in Main Street,” Palm Beach Post, May 31, 1925.

²⁵ “The Saunterer.” Palm Beach Post, February 1, 1924.

²⁶ The Hotel was later named the Orange Blossom Hotel, the St Charles Hotel and Testa’s Hotel.

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The 800-seat theater opened at 211 Royal Poinciana Way in 1922, with the classic Cecil B. DeMille silent era movie, *The Affairs of Anatol*, starring Gloria Swanson and Wallace Reid. Havens leased the theater to the Stanley Company, which operated all theaters in Palm Beach and offered first-run, star-studded attractions for the island's seasonal venues.²⁷ The lobby was decorated with original oil paintings depicting Hollywood stars and between reels, a seven-piece orchestra entertained the patrons.²⁸ Michele Testa, Sr., who had recently arrived from Chicago in 1921, opened a small soda fountain in the Garden Theater and operated it in this location until 1929.

Palm Beach continued to thrive in the mid-1920s and Main Street prospered. In circa 1923, the one-story Masonry Vernacular commercial building at 251 Royal Poinciana Way was constructed. This building originally housed an office for real estate agents, which was a fast growing profession in Palm Beach. J.T. Havens owned the lots on the northwest corner of Royal Poinciana Way and North County Road and in 1924 he hired architect Bruce Kitchell to design the Exchange Building, a two-story Mediterranean Revival style building with an arcade on the first floor and Mission-style parapets along Royal Poinciana Way and North County Road.²⁹ The Exchange Building housed mostly professional offices, including a number of offices occupied by real estate agents and stock brokers. Bruce Kitchell also designed the Biltmore Apartment building in 1924 on the southeast corner of Sunset Avenue and North County Road, now 184 Sunset Avenue.³⁰ This local landmark is a highly picturesque three-story Mediterranean Revival style building with four commercial storefronts on the west elevation facing North County Road and twenty-three one-bedroom apartments opening along a courtyard facing Sunset Avenue. The original owner of record was the Palm Beach Realty Company.³¹ Early advertisements hailed the apartment and commercial complex as having "the most up-to-date" conveniences in Palm Beach. The Biltmore Apartments were sold in May of 1925 for \$250,000. The new owners, H. Harding, Burrows McNeir, and George McNeir, continued to maintain the Biltmore as "luxurious, furnished apartments for select clientele from the north and east who wished to vacation in Palm Beach."³²

²⁷ Palm Beach resident Stanley C. Warrick owned the Stanley Company. By 1925, the Stanley Company operated all theaters in Palm Beach and West Palm Beach. In 1933, Warrick's Company went bankrupt and the Garden Theater and Paramount Theater became part of the Sparks chain of 120 theaters.

²⁸ "Unforgettable Palm Beach: Town's Movie History Dates Back Nearly 100 Years," Augustus Mayhew. Palm Beach Daily News, January 9, 2011. In 1935, shortly after the Sparks Theater chain took over, Havens was granted a nightclub license and opened Patio Marguery. Four years later, the Chambord Restaurant opened in the space, offering French cuisine and gypsy violinists. During the mid-1950s and for the following decade, Trosby Auction Galleries conducted estate sales in the one-time picture palace. Today the building houses the Palm Beach Book Store.

²⁹ Current address is 100 N. County Road and 203 Royal Poinciana Way.

³⁰ The Biltmore Apartment building is a Town of Palm Beach Landmark, Designation Report February 21, 1996, by Research Atlantica, Inc.

³¹ Town of Palm Beach Building Permit dated May 26, 1924.

³² Biltmore Apartments Designation Report February 21, 1996, by Research Atlantica, Inc.

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The Bradley House Hotel, originally the Rosa May Apartments, is another local landmark building that was constructed during the height of the 1920s Land Boom. Miami architect Martin Luther Hampton designed this Mediterranean Revival style apartment building in 1924 at the southwest corner of Bradley Place and Sunset Avenue, now listed as 280 Sunset Avenue. Martin L. Hampton was one of the six original architects who comprised George Merrick's original design team in the creation of Coral Gables, Florida. Hampton was an accomplished architect who made a significant impact in the interpretation of the Mediterranean Revival style, and the Bradley House Hotel with its series of galleries and interconnecting terraces around a central courtyard with a fountain and an arched arcade is a very good example of this style. In July of 1925, the Rosa May Apartment building and the Campbell Building were sold by the Campbell Building Company to a syndicate composed of George McNeir, Burrows McNeir and William Harding for "a consideration in excess of \$500,000."³³ The building was renamed the Algamac Hotel in 1926, and later became the Palm Beach Plaza Hotel.³⁴ In 1967, the building was sold and renamed Bradley House and the new bar was named the Algamac.

From the late 1920s through the mid-1930s, the Florida Land Boom began to decline steeply. Several factors contributed to the failure of the Florida real estate market. In the spring of 1925, many investors began to cancel Florida real estate transactions as they were panicked by the news of false real estate ventures. By August of 1925, the FEC Railway placed an embargo on freight shipments due to ports and terminals overflowing with unused building materials. They refused to ship anything but perishable goods, halting much of the building construction throughout South Florida. In September 1928, a hurricane swept through Palm Beach, damaging much property including the Royal Poinciana Hotel. This natural disaster was followed a year later by Black Tuesday and the stock market crash. Some of Palm Beach's wealthiest were unaffected by the crash, but many were forced to suspend taking winter holidays, which hurt the hotels and town merchants, including many along Main Street. The Royal Poinciana Hotel was gradually demolished starting in 1930.³⁵

In spite of these adverse circumstances, residential and commercial buildings continued to be constructed throughout Palm Beach. From approximately 1924 - 1928, the west side of North County Road, now listed as 106 - 118 North County Road, was developed with one and two story commercial buildings with retail storefronts facing North County Road.³⁶ Across the street at 105 North County Road, a two-story Mediterranean Revival style commercial and residential building was constructed in 1925. The building is divided into three bays with a triple arched loggia along North County Road. In the late 1920s, the building housed a gift shop, offices for architect Bruce Kitchell and general contractor's Chalker & Lund as well as

³³ Palm Beach Post, July 19, 1925. The owners comprising the Campbell Building Company were J.R. Anthony, J.H. Scott and A.H. Manly.

³⁴ Some building permits and newspaper articles have Algamac Hotel rather than Algamac Hotel.

³⁵ The demolition of the Royal Poinciana Hotel was completed in 1935.

³⁶ These buildings were all altered in 1941. 118 North County Road was for a number of years an automobile showroom.

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offices for a stockbroker and a real estate agency. In 1927, prominent architect William Manly King designed a restaurant at 207 Royal Poinciana Way. The first documented restaurant to occupy this space was Testa's Restaurant, which moved to this larger location from its thirteen-seat soda fountain in the Garden Theater. Michele Testa, Sr. ran this restaurant at 207 Royal Poinciana Way from 1929-1946.³⁷

Although Main Street served as the central shopping, dining and commercial area of town in Palm Beach's early years, it wasn't until the late 1930s that many of the notable resources that now comprise the area that encompasses the Royal Poinciana Way Historic District came together to transform the area into a "gateway" to Palm Beach. Most notable, in 1938, the Flagler Memorial Bridge was completed providing automobile traffic to and from West Palm Beach.³⁸ 35 Royal Poinciana Way's landscaped medians were also designed and constructed at this time and the name was changed from Main Street to Royal Poinciana Way in tribute to the old hotel and to the grounds where this tree is prevalent.³⁹ Both the bridge and the medians were developed and partially financed as part of a Public Works Administration (PWA) project. The Palm Beach Main Post Office was completed in 1937 as part of the Works Progress Administration (WPA) program, and today marks the eastern terminus of the historic district. Louis A. Simon, the supervising architect for the Public Works Branch of the United States Treasury Department designed the Mediterranean Revival style building, which is a local landmark and listed on the National Register of Historic Places. Much more elaborate plans were drawn up by Addison Mizner, the original architect for the project, but by the time the project went out to bid in 1932, the economic climate had declined and Mizner was told to revise his plan. In 1933, while working on the revised plans, Addison Mizner died and Louis A. Simon took over the project, bringing the project to completion in 1937 on a much reduced scale but still containing significant art and architectural elements. The lobby has an impressive ceiling of exposed and painted cypress beams and three large murals by noted landscape artist Charles Rosen depicting Seminole Indian scenes and landscapes of Palm Beach.⁴⁰

In order to build the now iconic Royal Poinciana Way median, buildings along the south side of the original narrow Main Street had to be demolished. These included several FEC warehouses and barracks, a water tower, and the original town hall. The median was built as a designed landscape with rows of mature Royal Palm trees planted down both sides as well as along the outer streetscape. Circular mounded planting areas were interspaced with shrubs regularly spaced down the center of the median. A double boulevard was then

³⁷ The first city directory listing for this building is Testa's. Some of the restaurants that later occupied this building include Peter Dinkel's The Grotto, Chuck and Harold's and the current occupant, Nick & Jonnies

³⁸ The 1902 railroad bridge was demolished in 1937. Prior to construction of the Flagler Memorial Bridge, the only bridge providing automobile traffic to Palm Beach was the Royal Park Bridge built in 1911.

³⁹ "What's in a Name" Palm Beach post-Times," May 27, 1938. "The most attractive suggestion in Palm Beach has been the one that the double Street be called Royal Poinciana Way in tribute to the old hotel and to the grounds where this tree is prevalent and as a balance to the other bridge street Royal Palm Way."

⁴⁰ Jan Tracy, 1982. National Register Nomination for Palm Beach Post Office, Site File 8PB209.

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constructed to flank the median. The landscape design remains largely intact today and serves as a focal point of the district.

After Main Street was widened and renamed Royal Poinciana Way in 1937, the Town decided that County Road should also be widened. In 1941, John Volk was hired to redesign the buildings along the west side of North County Road from Royal Poinciana Way to Sunset Avenue in order to accommodate the increased width of the road. At the Exchange Building, Volk stripped the exterior of its ornamentation, removed the arcade on the first floor, and redesigned the building into an Art Moderne style building by surfacing the building with smooth stucco sheathing punctuated with full height fluted pilasters with stylized capitals and adding a curved corner wall and heavy curved glass. Volk anchored the building at the north end of the block on the southwest corner of North County Road and Sunset Avenue with a similar Art Moderne style remodel and then redesigned the storefront facades of the remaining buildings along the west side of the 100 block of North County Road in a variety of vernacular styles. This work significantly modernized the buildings along west side of the 100 Block of North County Road.

With the beginning of World War II, tourism to Palm Beach slowed as a number of civilian facilities, such as hotels and private homes, were placed into wartime service. Several hotels in Palm Beach were requisitioned by the military including the Breakers Hotel, which became Ream General Army Hospital. Railroads began to profit again, as servicemen, military goods and materials needed to be transported for the war effort. The highway and roadway systems were also expanded significantly during the war years. The civilian airport in West Palm Beach, which had opened in 1936 for commercial service and private planes, was converted in 1940 by the U.S. Army Air Corps to Morrison Field. The army added barracks and other buildings, and a hangar for the 3,000 soldiers who would be stationed there during the coming war. During its operational use by the military, its major mission was air transport and as a training base. It is estimated that some 45,000 pilots either trained at Morrison Field or flew out of the base. It was closed in 1962.

At the conclusion of World War II, tourism quickly rebounded and became a major component of the town's economy. Housing development also increased dramatically as service men and women from around the country relocated to Palm Beach and surrounding South Florida communities. In 1945, Gustav Maass designed 233-235 Royal Poinciana Way as a commercial and residential building with two storefronts and eight apartments above. The 233 Royal Poinciana Way section originally housed an electrical appliance and building supply store while 235 Royal Poinciana Way was the longtime home of the Garner Indian River Fruit Company. Michele Testa, Sr., decided to move his Testa's restaurant a few lots to the west, so he bought property at 221 Royal Poinciana Way in 1947 hired architect Draper Babcock to design a building with a restaurant on the first floor and apartments above. The restaurant was designed with a large outdoor seating area and a front dining room with pine paneling, booths and a wooden bar, giving it "Old Florida" charm. Testa's continues to operate from this location on Royal Poinciana Way and has become a fifth generation Palm Beach institution.

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In 1946, one of Palm Beach's most prominent residents, Colonel E.R. Bradley, died. It was stipulated in his will that his Beach Club be torn down and a city park be established on the land. Bradley's last wish was carried out and Bradley Park was established at the casino site on the north side of Royal Poinciana Way between the Intracoastal Waterway and Bradley Place.

The 1950s brought increased commercial and residential development to Royal Poinciana Way and Sunset Avenue. In 1950, architect John Pearson designed a one-story, Masonry Vernacular commercial building at 249 Royal Poinciana Way. The building originally housed the James B. Trotter Gift Shop. On Sunset Avenue, many of the original cottages were demolished and replaced with multi-family apartments and condominiums. In 1952, the first floor of a Mid-Century Modern apartment building at 244 Sunset Avenue was constructed for owner Richard Witt, followed by two second floor additions in 1953 and 1954. John Stetson designed the first floor and the 1953 addition, while D.B. Scoville designed the 1954 addition. This Mid-Century Modern building reflects the goal of its architects to bring modernism into Palm Beach's post-war residential buildings.

Today, Palm Beach continues to be a town well-known for its important history, culture and architecture. The beautiful tree-lined, landscaped mall of Royal Poinciana Way is an important scenic vista that provides a beautiful Gateway to Palm Beach. Through the existing elements, the Royal Poinciana Way Historic District continues to convey its historic physical integrity and a distinctive sense of a small town main street.

ARCHITECTS

Lucius Draper Babcock

Lucius Draper Babcock was born in Raton, New Mexico on February 5, 1903. His family moved to Monmouth, Illinois, when he was quite young, and then moved to West Palm Beach circa 1918. Babcock graduated from Palm Beach High School in 1921. He received his architectural education at the University of Illinois, and was awarded a Bachelor of Science degree in architecture in 1926. He returned to West Palm Beach and went to work for Addison Mizner in Palm Beach. From the address at 916 South Poinsettia in West Palm Beach, he applied for a Florida architect license on June 12, 1929, and by June 15, 1929 at age 26, Babcock was granted license certificate No. AR000922. On April 14, 1933, Babcock married Sarah Ida Richards of Miami, and they had two children.

Babcock opened an office in West Palm Beach where he maintained his practice for most of his professional life. Babcock's brother, Allen S. Babcock came to work with him in 1936. His principal practice centered in Palm Beach Shores, on Singer Island, on the north side of the Lake Worth Inlet across from the Town of Palm Beach, which had been initiated by Addison Mizner's friend and financier, sewing machine heir, Paris Singer. Babcock helped to lay out the town, streets and districts, and designed many of its buildings, including the Colonnades Hotel in 1947. Babcock's life-long battle with diabetes affected his production in his later years,

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but not his great design talent. He scaled back his work, and retired circa 1978 to Jensen Beach, Florida. Draper Babcock died on October 20, 1983, at age 80.

Babcock's contribution to the Royal Poinciana Way National Register District includes designing Testa's Restaurant at 221 Royal Poinciana Way.

Martin Luther Hampton

Martin Luther Hampton was born August 3, 1890 in Laurens, South Carolina. He was educated at Columbia University in New York and travelled extensively in Spain becoming a master of the Mediterranean Revival style, which he adapted to Florida after settling in Miami in 1914. He designed numerous Florida buildings in Miami, Hollywood, Coral Gables, Coconut Grove and Palm Beach.

In 1915, at the age of 25, Hampton began working for architect August Geiger. Geiger had opened his first office that year, in Miami Beach, where he designed a home for Carl Fisher, developer of Miami Beach. Hampton worked on various projects for Geiger, including the "Beaux-Arts Shopping Center" in Palm Beach. In 1917, Hampton opened his own office in Miami, but left to serve in World War I from 1917-1918. Following World War I in 1919, Hampton was hired by Addison Mizner to design interiors and supervise details for many of the projects he was designing in Palm Beach.

Hampton was one of the six architects who comprised George Merrick's original design team in the creation of Coral Gables, Florida. In 1921, Merrick sent his design team to Europe to study the prototypical architecture that was chosen as the inspiration for the buildings in Coral Gables. Hampton reopened his own office in Miami and worked all over South Florida during the 1920s Land Boom, making significant contributions to the Mediterranean Revival style. Later in the 1930s and 1940s, Hampton went on to produce fine examples of Art Deco architecture.

Martin L. Hampton's contribution to the Royal Poinciana National Register District includes designing the Bradley House Hotel, originally the Rosa May Apartments, at 280 Sunset Avenue.

Henry Knowles Harding

Henry Knowles Harding was born December 20, 1904, in Dedham, Massachusetts. His family began wintering in Palm Beach during the roaring '20s in a home at 560 South Ocean Boulevard. In 1928 Harding earned a Bachelor of Science degree in Architecture from Princeton University. He then attained a postgraduate degree from the Fontainebleau School in Paris during the summer of 1928 and in 1930 was awarded a Bachelor of Arts in Architecture from the University of Pennsylvania. After studying at New York University, Harding moved to Palm Beach in 1935 where he apprenticed with the firm of Wyeth, King & Johnson, and also with Howard

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Major. In 1936, Harding opened his own architectural office, first in the Phipps Plaza Building. He later moved to the Royal Poinciana Plaza where he practiced for the remainder of his professional career.

Harding was a gifted aesthetic designer. His designs were mainly modified Neoclassical, with incorporated Bermuda and British Colonial themes. His style was described as “restrained formality”- simple, direct symmetrical facades with emphasis on balance, proportion and ornamental detail. The most notable Harding works include the St. Mary’s Hospital buildings in West Palm Beach and over 400 homes and villas in Palm Beach and Manalapan. Harding died in North Carolina at the age of 79.

The archives at the Preservation Foundation of Palm Beach contain over 150 commissions and nearly 300 photographs of Henry Knowles Harding’s work which were donated by his daughter in 1998.

Henry K. Harding’s contribution to the Royal Poinciana Way National Register Distinct includes an addition and alterations to the Biltmore Apartments at 184 Sunset Avenue.

William Manly King

William Manly King was born in Macon, Mississippi in 1886. He studied architecture and engineering at the Georgia School of Technology before beginning his professional practice in Birmingham, Alabama. Impressed with south Florida during a visit in 1920, King and his wife moved to West Palm Beach in 1921 and King established his architecture office in the Seward Building. He became the consulting architect for Northwood Construction Company, builders of the flourishing Northwood subdivision in West Palm Beach. He was appointed Palm Beach County School Board architect in 1922 and at one time was credited with 90% of the public schools in Palm Beach County. A few of these still standing include the original Palm Beach High School complex (1922-1924), the Old Palm Beach Junior College (1927), Palm Beach Junior High (1929) and Pahokee High School (1928). From the 1920s until World War II, King was awarded a number of commissions to design city halls, fire stations and other governmental buildings throughout Palm Beach County. Known to be flexible and creative with many architectural styles, William Manly King moved easily from the Mediterranean Revival style to the more modern Art Deco style. Many of his buildings showed his mastery of the Art Deco motif, including the National Guard Armory, now the Armory Art Center, in West Palm Beach (1939). The socially prominent King participated in numerous civic associations. He belonged to the Architects Club organized by Addison Mizner where local architects shared views and discussed problems and solutions. He was also affiliated with the Kiwanis Club, the Chamber of Commerce and was vice president of the Florida State Association of Architects.

William Manly King’s contribution to the Royal Poinciana Way National Register District includes designing 207 Royal Poinciana Way.

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Julius Jacobs

Julius Jacobs was born in Pittsburgh, Pennsylvania on March 11, 1901. Little is known about his early schooling, especially in architecture. He came to Florida in 1918 and went to work as a draftsman for G. Sherman Childs in Lake Worth. On April 21, 1920, at age 19, he applied for licensure as an architect from an address at 1313 Florida Avenue in West Palm Beach. His lack of formal, academic education took its toll, and he had to take the State Board exam three times before passing to receive license certificate #AR0000234 on June 15, 1923. He worked for Addison Mizner and other local architects before embarking on his own to practice. His most prestigious Palm Beach commission was that for the E.Z. Nutting residence on South Ocean Boulevard in 1928. It was his first endeavor in Palm Beach society, and his practice was substantially helped by the introduction. By self-study and foreign travel, he managed to master the European Renaissance philosophy and details that dominated this eclectic period. Julius was married to his wife, Muriel, in 1939. In ill health, he retired and surrendered his Florida license in 1950. He died in Miami at the age of 55. Julius Jacobs' contribution to the Royal Poinciana Way National Register District includes designing 214A Sunset Avenue.

Bruce P. Kitchell

Among local architects, few were as prolific as Bruce Kitchell. During the "Golden Age" of Palm Beach architecture, Kitchell was known for his fanciful compositions and his strong sense of composition. Born in Trenton, New Jersey in 1879, Kitchell studied architecture at Columbia University and the Newark Technical Institute. His design ideology however was forged during his seven-year tenure in the Newark, New Jersey office of Jeremiah O'Rourke. O'Rourke was born and formally trained in Ireland and was a specialist in Roman Catholic Church design. In July 1902, Bruce Kitchell received conditional certification #175-A and in August 1912, he received permanent New Jersey architectural registration #665-C. From 1906 to 1919, Kitchell practiced architecture in Newark under his own name.

Bruce Kitchell moved to Florida in 1919, and on November 28, 1919 from an address in West Palm Beach, he applied for Florida architectural licensure. He was granted Florida licensure #AR0000137 on September 20, 1920, one of the first to hold this professional certification.

Kitchell's architecture is typified by his desire to remain true to any style he worked in, his strong sense of proportion and an excellent eye for detailed ornamentation. Kitchell's Palm Beach commissions included the Exchange Building, the Biltmore Apartments and the commercial composition from 131-132 North County Road as well as residences for Amy Phipps, Otto Kahn, and Percy J. Williams. Kitchell's biggest projects were the Farmer's Bank and Trust Company on Clematis Street in West Palm Beach and Firth at Biltmore Forest, North Carolina, for Mary Stuart Webb Vanderbilt. Kitchell collaborated with Addison Mizner on Mizner's design for Riverside Baptist church in Jacksonville, Florida, and was selected as President Roosevelt's "New Deal" architect for West Palm Beach.

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
SIGNIFICANCE

In 1923, he met with architects William Manly King, W.B. Eckler, Henry Stephen Harvey, O.J. Williams and Agnes Ballard at Addison Mizner's Ocean Boulevard house to form a society of architects. He was later involved in the American Institute of Architects. Kitchell's first wife, Anna, died in 1944. He married his second wife, Mae, in 1945. Kitchell's own home was at the foot of the Southern Bridge in West Palm Beach and later served as the headquarters of the local United Daughters of the Confederacy. It was razed to provide additional parking for the Greek Orthodox Church. Bruce Kitchell died in West Palm Beach on April 6, 1949, at age 70.

Bruce Kitchell's contribution to the Royal Poinciana Way National Register District includes designing the Biltmore Apartments at 184 Sunset Avenue, as well designing the Exchange Building at 100 North County Road and several storefronts along North County Road in the 1920s before they were all redesigned by John Volk in 1941.

Gustav Adam Maass, Jr.

Gustav Adam Maass, Jr. was born in New Orleans, the third of eight children of German immigrants. His father was a mechanical engineer. Maass grew up in New Orleans and Birmingham, Alabama. He received a degree in architecture from the University of Pennsylvania in 1917, and worked during World War I in the U.S. Civil Service at League Island Navy Yard in Philadelphia. Returning to Birmingham after the war in 1919, Maass directed the architectural department of the Tennessee Coal and Iron Company, a subsidiary of United States Steel Corporation. Later Maass worked for the firm of Warren, Knight and Davis, where he designed a variety of buildings, including a masonic temple, schools, churches, and houses. There he met and married Helen Hensley.

In 1921 Maass joined the architectural firm of Harvey and Clarke in West Palm Beach, where he participated in the design of railroad stations on Florida's east and west coasts, including the Seaboard Railway Station in Delray Beach. Maass designed many buildings in Delray Beach in the 1920s; his Art Deco style was reflected in commercial buildings along Atlantic Avenue.

Perhaps Maass is most well-known for his association with John L. Volk. The two formed a partnership that lasted from 1927 to 1935 and was headquartered in Phipps Plaza. During this time the two famous architects designed homes for Jacob H. Mam, J.H. Behrens, Charles M. Hayes and Charles Hall among others. Following his partnership with John L. Volk, Maass started his own successful firm in Palm Beach. Over the course of his career, Maass designed projects in Palm Beach, Delray Beach, Boca Raton and West Palm Beach. Maass died on April 22, 1964.

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
SIGNIFICANCE

Gustav Maass's contribution to the Royal Poinciana Way National Register District include designing 233-235 Royal Poinciana Way and 101 North County Road.

David Bradford Scoville

David Bradford Scoville was born in Washington, D.C., on December 23, 1899. He attended the Armour Institute of Technology in Chicago, graduating with a MEA degree in 1925. He worked as a draftsman for Holabird & Root in 1925, and as an architect for Leonard Construction Company in Chicago from 1928-1945. He came to West Palm Beach in 1945, and from 1945-1950 he was associated with the firm of Clarke & Nevins as a partner. In 1950, he left Clarke, Nevins & Scoville to work for Linden, Bissett, Carlisle and Wolff in Texas, where he remained until 1954. He then returned to West Palm Beach to practice under his own name as D.B. Scoville, Architect. He considered his most notable commissions as the Church of Good Shepard in Corpus Christi, Texas, the City Hall and Exhibition Center in Fort Myers, Florida, and the WEAT-TV Station in West Palm Beach. Scoville served on the West Palm Beach Board of Appeals from 1954-1955 and was active in the Palm Beach chapter of the American Institute of Architects. Scoville retired circa 1960 and moved to Casselberry, Florida. He died in 1968 at age 69.

David B. Scoville's contribution to the Royal Poinciana Way National Register District includes designing the 1954 second floor addition of the apartment building at 244 Sunset Avenue.

Belford Wren Shoumate

Belford Wren Shoumate was born in 1903 in Mobile, Alabama in 1903. He received his architectural training from the University of Pennsylvania where he studied with Paul Philippe Cret. After graduating in 1930, Shoumate worked for architects in Mobile and Philadelphia. He also worked in New York City for Joseph Urban.

Shoumate arrived in West Palm Beach, Florida in 1936 and became licensed as an architect in 1937. He practiced his profession for 54 years from an office in his home, which was located in Phipps Plaza (known as Architects' Row). Shoumate's most celebrated designs included Bermuda, Colonial and Art Deco styles, which assisted in shaking Palm Beach from the very prevalent Mediterranean Revival standard. One of the first buildings he designed in South Florida was an art deco/art modern hybrid residence named "The House of the Future" at the 1939 World's Fair.

Shoumate became very interested and active in the preservation of Palm Beach's architectural heritage and presided over and contributed to the organizational efforts of preservation committees, including that of the Preservation Foundation of Palm Beach. By the time Belford Shoumate died in 1991 at the age of 88, he had worked on more than 1500 buildings.

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
SIGNIFICANCE

Shumate's contributions to the Royal Poinciana Way National Register Historic District include designing the two story, front addition to 255 Royal Poinciana Way in 1964.

Louis A. Simon

Born in Baltimore, Maryland, Louis A. Simon would dominate the Office of the Supervising Architect of the U.S. Treasury for forty-five years. Simon received his architectural education at the Massachusetts Institute of Technology, then launched the traditional tour of Europe, and finally opened an office in Baltimore in 1894. In 1896, Howard Crane hired Simon for the Supervising Architect's Office. He was Superintendent of Architects in the office from 1905-1933. From 1915-1933, during the tenure of Acting Supervisor Architect James A. Wetmore, a lawyer and political appointee, Simon was responsible for the direction of much of the design work. Simon served as Supervising Architect in the office of the Treasury from 1933 to 1939, when the office was moved to the Public Works Administration/Works Progress Administration. During his tenure, Simon designed and oversaw hundreds of projects, ranging from major projects to more minor buildings, but the majority of his designs were for post office buildings. "Simon was unwavering in his defense of what he considered a conservative-progressive approach to design in which he saw art, beauty, symmetry, harmony and rhythm."⁴¹

Louis A. Simon's contribution to the Royal Poinciana Way National Register District includes designing the Palm Beach Post Office at 95 North County Road.

John Stetson

John Stetson was born in Fort Pierce, Florida on June 25, 1915. After graduating from Fort Pierce High School in 1933, he attended the University of Florida, School of Architecture until 1936 when, for financial reasons, he had to withdraw from college. He found intern employment immediately in the Palm Beach office of Lester W. Geisler (AR000705). He worked for Geisler until 1941. During World War II, Stetson worked for the U.S. Army Engineers as a designer in Trinidad. He later enlisted in the Army Air Corps in early 1945 and was stationed in Tampa. With the end of the war, John went to work as a designer for Norman Frank Six (AR000996) in Tampa. On June 13, 1947, he became licensed as an architect in Florida with certificate No. AR0001563. He then opened an office on Royal Palm Way in Palm Beach. Stetson then designed his own office at 249 Peruvian Avenue in Palm Beach where he practiced his profession for the rest of his life. Extremely active in civic and construction affairs, Stetson was designated a Fellow in the American Institute of Architects in 1963. A prolific designer, his practice not only included up-scale residences in Palm Beach and

⁴¹ Lu Donneily, "Architecture Around Us," Western Pennsylvania History (Winter 2002-2003), p. 8.

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
SIGNIFICANCE

Hobe Sound, but many public schools and commercial buildings as well. John Stetson died on November 22, 1986, at age 71.

John Stetson's contribution to the Royal Poinciana Way National Register District includes designing the original first floor and the 1953 second floor addition of the apartment building at 244 Sunset Avenue.

John L. Volk

John Volk has been called the last of the "original Palm Beach architects. He was one of an elite group of early 1920s architects which included Addison Mizner, Maurice Fatio, and Marion Sims Wyeth who developed the architectural styles of the island that came to be known as the "Palm Beach Style". His designs included the Royal Poinciana Playhouse, conversion of the Four Arts Gallery, the Florida Capital Building on Royal Palm Way and several shops on Worth Avenue including the Everglades Colonnade.

Volk was born in Graz, Austria in 1901. He came to the United States with his parents at the age of nine and grew up in New York. He attended Columbia University School of Architecture and the Ecole des Beaux Arts. Volk opened his office in Palm Beach in 1925.

Volk designed more than 1000 houses, theaters, clubs, shops, and other buildings and lived in Palm Beach from 1925 to his death in 1984. He designed homes for some of the wealthiest and most powerful people in America over his 58-year career in Palm Beach including Colonel Robert McCormack, William Paley, George Vanderbilt, Nicholas DuPont, Henry Ford II, Herbert Pulitzer, Matthew Mellon, George Storer, Horace Dodge II, and John S. Phipps.

Included in the designs of John Volk are some of the most prominent buildings in the Palm Beach area including the First National Bank, the Royal Poinciana Plaza, the center section of the town hall, the Beach Club, Good Samaritan Hospital, and the golf terrace and orange gardens of the Everglades Club. He also extensively modified and rebuilt the Bath and Tennis Club after a major hurricane.

Numerous other buildings were the result of Volk's labor and it must be noted that no particular style can be exclusively associated with Volk. Unlike other talented architects who developed or refined specific styles, John Volk understood and perfected many varying architectural styles from the popular Mediterranean Revival to Contemporary Design.

Volk was a member of the Palm Beach Landmarks Preservation Commission that works to save historic properties in Palm Beach. The John L. Volk Foundation was established in 1998 to preserve his legacy and support architectural scholarships.

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
SIGNIFICANCE

John L. Volk's contribution to the Royal Poinciana Way National Register District include redesigning the buildings from 100 - 118 North County Road, which is the entire west side of North County Road from Royal Poinciana Way to Sunset Avenue.

STATEMENT OF SIGNIFICANCE

The Royal Poinciana Way Historic District is locally significant under Criterion A, for Community Planning/Development and Commerce, through its association with the development patterns of the Town of Palm Beach.⁴² The district developed in connection with the Flagler Memorial Bridge, as well as with earlier Florida East Coast (FEC) railroad bridges, which resulted in the evolution of Royal Poinciana Way, including its street layout and creation of the signature medians. Royal Poinciana Way was the original Main Street of Palm Beach and the first Town Hall fire station, jail and post office were all located along this thoroughfare. In addition, important town retailers, services and residential buildings were located along Main Street' County Road and Sunset Avenue beginning in the early twentieth century.⁴³ Ultimately, the area evolved into a "gateway" leading into Palm Beach and remains that way today.⁴⁴

The Royal Poinciana Way Historic District is also significant under Criterion C, in the area of Architecture as the historic district maintains architectural significance as displayed by the designs of the contributing resources located within the district. The period of significance is from circa 1915, when the earliest remaining contributing building was built in what became Via Testa to 1954, when the last contributing building, 244 Sunset Avenue, was completed. The contributing buildings located within the historic district are architecturally significant as good representations of early to mid-twentieth century architecture in a variety of architectural styles including Mediterranean Revival, Mission Revival, Neoclassical Revival, Art Moderne, Mid-Century Modern Masonry Vernacular and Frame Vernacular. The district also contains several individually significant buildings, some of which were designed by prominent architects such as William Manly King, Gustav Maass, Martin Luther Hampton and John Volk.

⁴² The boundaries of the proposed district are the south side of Royal Poinciana way, the east side of North County Road the south side of Sunset Avenue and the east side of 'Bradley place. This historic district is "potentially eligible- for National Register of Historic Places designation.

⁴³ "Will Make Road on East Side: Dr. Munyon Gives a Forty Foot Right of way from Lake to Ocean." Tropical Sun. June 18, 1904.

⁴⁴ Janus Research, Flagler Memorial Bridge PD&E Study, Cultural Resource Assessment Survey.

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Section number 9 Page 1

ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
GEOGRAPHICAL DATA

VERBAL BOUNDARY DESCRIPTION

The boundary of the Royal Poinciana way Historic District reflects the development of the Town of Palm Beach's historic commercial main street between 1915 and 1954. The boundaries are defined by the historic and visual continuity of the historic district. The rough boundaries are Sunset Avenue on the north, Bradley Place on the west, Royal Poinciana Way on the south, and the rear property lines of the buildings along North County Road on the east. Although commercial usage extends to the north of the historic district along Sunset Avenue, the buildings outside of the Royal Poinciana Way Historic District boundaries represent a later period of development than the contributing buildings within the district boundaries.

BOUNDARY JUSTIFICATION

The boundary of the Royal Poinciana Historic District is shown as the solid line on the accompanying map titled Royal Poinciana Way Historic District

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
LIST OF PHOTOGRAPHS

LIST OF PHOTOGRAPHS

1. 221 Royal Poinciana Way
2. Royal Poinciana Way Historic District, Palm Beach (Palm Beach County), Florida
3. Janet G. Murphy
4. 2014
5. Murphy Stillings, LLC, West Palm Beach, Florida
6. Main (South) Facade, Looking North
7. Photo 1 of 35

Items 2 through 5 are the same for the following photographs.

1. 221A and B Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 2 of 35

1. 233-235 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 3 of 35

1. 249 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 4 of 35

1. 253 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 5 of 35

1. 251 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 6 of 35

1. 262 Sunset Avenue
6. Main (North) Facade, Looking South
7. Photo 7 of 35

1. 211 Royal Poinciana Way
6. Main (South) Facade, Looking North
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1. 277-283 Royal Poinciana Way
6. Main (South) Facade, Looking Northeast
7. Photo 9 of 35

1. 255 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 10 of 35

1. 214 Sunset Avenue
6. Main (North) Facade, Looking South
7. Photo 11 of 35

1. 95 N. County Road
6. Main (West) Facade, Looking Southeast
7. Photo 12 of 35

1. 105 N. County Road
6. Main (West) Facade, Looking East
7. Photo 13 of 35

1. 184 Sunset Avenue
6. Main (West) Facade, Looking Southeast
7. Photo 14 of 35

1. 280 Sunset Avenue
6. North Facade and West Elevation, Looking Southeast
7. Photo 15 of 35

1. 280 Sunset Avenue
6. Main (North) Facade, Looking South
7. Photo 16 of 35

1. 207 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 17 of 35

1. 101 N. County Road
6. Main (West) Facade, Looking Northeast
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PALM BEACH, PALM BEACH COUNTY, FLORIDA
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- 1. 100 N. County Road
- 6. Main (East) Facade, Looking Northwest
- 7. Photo 19 of 35

- 1. 118 N. County Road
- 6. Main (East) Facade, Looking Southwest
- 7. Photo 20 of 35

- 1. 106 N. County Road
- 6. Main (East) Facade, Looking West
- 7. Photo 21 of 35

- 1. 108-110 N. County Road
- 6. Main (East) Facade, Looking West
- 7. Photo 22 of 35

- 1. 112 N. County Road
- 6. Main (East) Facade, Looking West
- 7. Photo 23 of 35

- 1. 114 N. County Road
- 6. Main (East) Facade, Looking West
- 7. Photo 24 of 35

- 1. 244 Sunset Avenue
- 6. Main (North) Facade, Looking South
- 7. Photo 25 of 35

- 1. 244 Sunset Avenue
- 6. East Elevation, Looking Southwest
- 7. Photo 26 of 35

- 1. 217 Royal Poinciana Way
- 6. Main (South) Facade, Looking North
- 7. Photo 27 of 35

- 1. 231 Royal Poinciana Way
- 6. Main (South) Facade, Looking Northeast
- 7. Photo 28 of 35

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ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH, PALM BEACH COUNTY, FLORIDA
LIST OF PHOTOGRAPHS

1. 245 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 29 of 35

1. 257-259 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 30 of 35

1. 261 Royal Poinciana Way
6. Main (South) Facade, Looking Northwest
7. Photo 31 of 35

1. 265 Royal Poinciana Way
6. Main (South) Facade, Looking North
7. Photo 32 of 35

1. 208-210 Sunset Avenue
6. Main (North) Facade, Looking South
7. Photo 33 of 35

1. 212 Sunset Avenue
6. Main (North) Facade, Looking South
7. Photo 34 of 35

1. 254 Sunset Avenue
6. Main (North) Facade, Looking South
7. Photo 35 of 35



ROYAL POINCIANA WAY HISTORIC DISTRICT
PALM BEACH (PALM BEACH COUNTY), FLORIDA

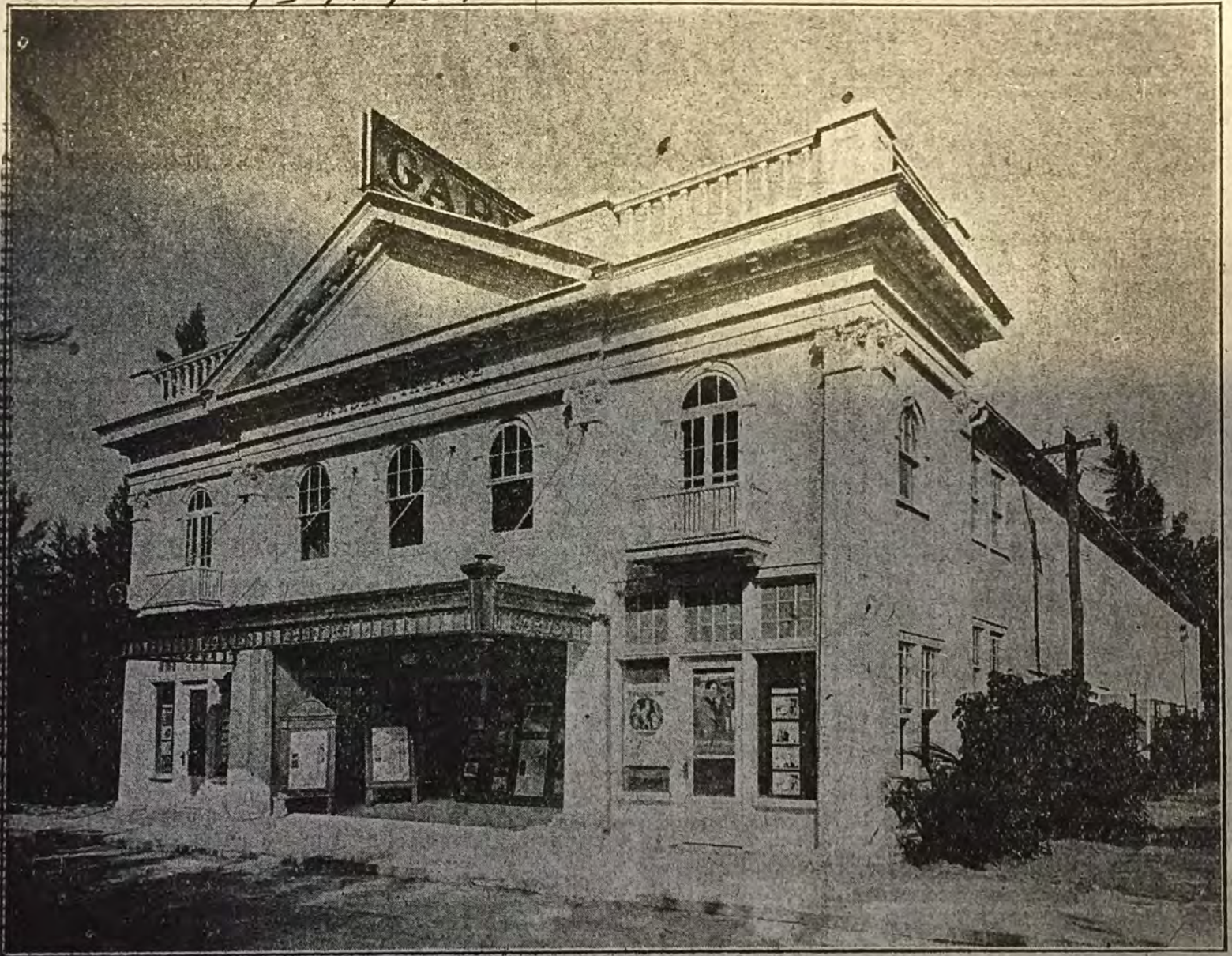
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Longitude:	-80.039631°	17	595523	2955648



GARDEN THEATRE, PALM BEACH

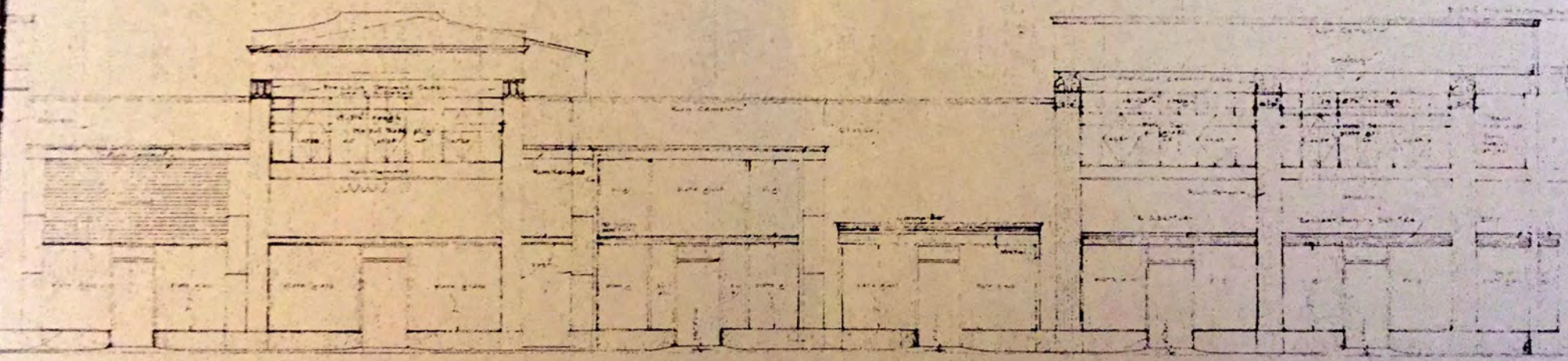
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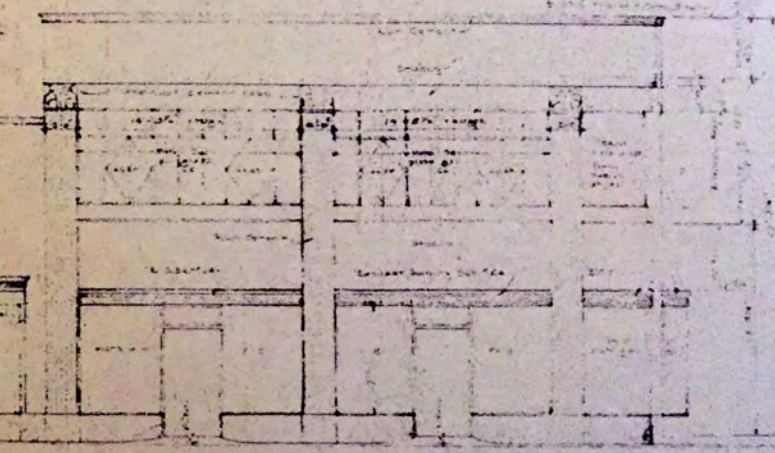
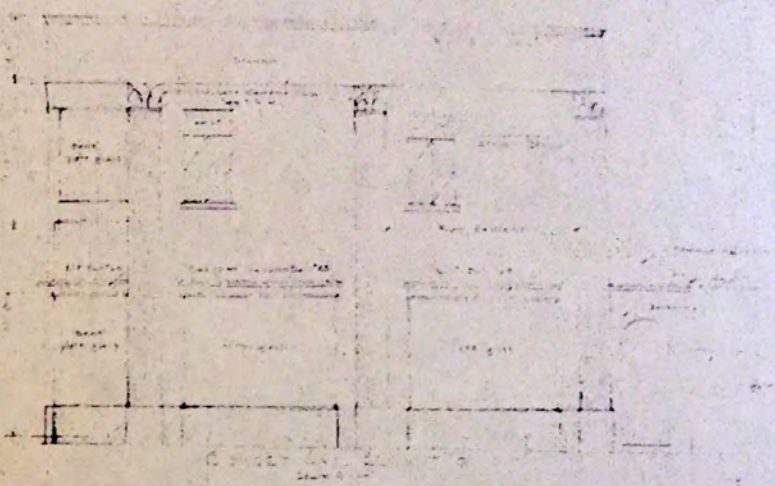
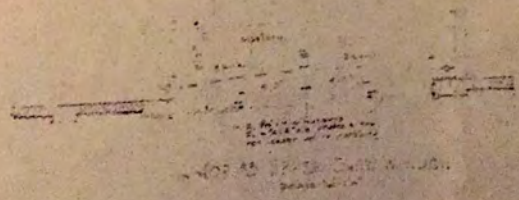


—Photo by Kirkton.

Formal opening of modern play house held Saturday evening; two capacity crowds attend.



COUNTY ROAD ELEVATION



SHOP 10 SHOP 11 SHOP 12 SHOP 13 SHOP 14

TESTA'S

TESTA'S RESTAURANT





GENTLEMEN'S CORNER

CARUSO DANCESPORT
PALM BEACH







Brooke

CHOCOLATIER

unzel's



ONE WAY

NOW OPEN



lil rapunzel's

253

lil rapunzel's

OPEN

OPEN

OPEN

OPEN





ISLAND
ANIMAL
HOSPITAL





SPA CÀRA

SPA CÀ...

PALM BEACH BEAUTY LOUNGE

SPRINKLE ICE CREAM

RSVP PACK & SHIP

DO NOT
ENTER



HAMPTON LIQUORS

MAIN STREET NEWS

Peterbrooke CHOCOLATIER





UNITED STATES POST OFFICE PALM BEACH FLORIDA







BRADLEY PL
SUNSET AVE



SUNN



ROAD
WORK
AHEAD

Sue & Jennie's
RESTAURANT



FITE SHAVELL
REAL ESTATE

SPEED LIMIT
30





EVELYN & ARTHUR

EVELYN & ARTHUR

Home Depot



CREASE LIBERTY



DANIELIAN JEWELERS



EVANIELLAN JEWELERS



Novelle





Nouvelle

devonshire

CREASE LIBERTY

CREASE LIBERTY





244





217

217



15 barre

Permanent Station

Permanent Station

ARUSSRA









Tropical Fruit Shop

BONDED SHIPPERS OF INDIAN RIVER COUNTY











IVE BONER, D.D.S. · ELI FRIEDMAN, D.M.D.
COSMETIC, IMPLANT & PROSTHETIC DENTISTRY

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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Royal Poinciana Way Historic District

MULTIPLE NAME:

STATE & COUNTY: FLORIDA, Palm Beach

DATE RECEIVED: 8/07/15 DATE OF PENDING LIST: 8/28/15
DATE OF 16TH DAY: 9/14/15 DATE OF 45TH DAY: 9/22/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000588

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 9-17-2015 DATE

ABSTRACT/SUMMARY COMMENTS:

*Served as gateway to Palm Beach & as the commercial hub of
the resort community. The Boulevard is an integral part
of this "Gateway" design.*

RECOM./CRITERIA Accept A+C

REVIEWER Jim Gabbard DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

Janet Murphy
MurphyStillings, LLC
218 Almeria Road
West Palm Beach, Florida 33405
561-758-8002

RECEIVED
BUREAU OF
HISTORIC PRESERVATION
2015 MAR -5 A 10: 07

Desiree Estabrook
Historic Preservation Supervisor, Survey & Registration
Division of Historical Resources,
Bureau of Historic Preservation
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

February 18, 2015

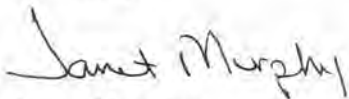
Dear Ms. Estabrook,

Thank you for your letter dated February 10, 2015 soliciting my review and recommendation for the Royal Poinciana Way Historic District in Palm Beach, Florida.

As one of the authors of the Royal Poinciana Way Historic District National Register nomination report, I am very knowledgeable about the historic district and I am very supportive of the district being placed on the National Register of Historic Places. It is the historic Main Street of Palm Beach and both the history and architecture are very important components of the Town.

Thank you again for soliciting my review and please feel free to contact me with any questions you may have.

Sincerely,



Janet Murphy



TOWN OF PALM BEACH

Planning, Zoning & Building Department

RECEIVED
BUREAU OF
HISTORIC PRESERVATION
2015 FEB 26 A 10:23

February 19, 2015

Desiree Estabrook
Historic Preservation Supervisor, Survey & Registration
Division of Historical Resources, Bureau of Historic Preservation
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

Dear Ms. Estabrook:

The Town of Palm Beach is desirous of having the "Royal Poinciana Way" commercial neighborhood designated as a historic district on the National Register of Historic Places. The 200 block of Royal Poinciana Way was formerly designated as this community's "Main Street." The Town's earliest commercial enterprises originated at this location, and the block continues to be one of the few commercial centers in Town.

The Town Council prompted the present request for national register designation in the spring of 2014, and voted affirmatively (December 10, 2014) to proceed forward seeking such designation after review of the historic record completed by preservation consultants Murphy Stillings, LLC. This community is a Certified Local Government with an independent Landmarks Preservation Commission. The Town Council referred this issue to the Commission following its action in December. On February 18, 2015, the Landmarks Preservation Commission concurred with the Council's decision to seek federal district designation. Commissioners voted unanimously to proceed forward.

In summary, the Town of Palm Beach supports and recommends that the National Register Review Board formally consider and approve the designation of the Royal Poinciana Way neighborhood (as mapped by Murphy Stillings and contained within the application) as a historic district on the National Register of Historic Places. Murphy Stillings will provide the complete Nomination Application to your office.

Please feel free to contact me with any questions or necessary follow-up. Thank you for your consideration.

Sincerely,

John Page, Director

cc: Murphy Stillings, LLC

The Law Offices of
BRETON, LYNCH, EUBANKS & SUAREZ-MURIAS, P.A.

Peter L. Breton
Francis X. J. Lynch
John R. Eubanks, Jr.
Marta M. Suarez-Murias
Robert J. Sniffen – Of Counsel

www.blesmlaw.com
Sender's Direct Line: (561) 721-4004
E-Mail: flynych@blesmlaw.com

605 North Olive Avenue, 2nd Floor
West Palm Beach, FL 33401
Phone: (561) 721-4000
Facsimile: (561) 721-4001

February 24, 2015

FEDERAL EXPRESS

Ms. Desiree Estabrook
Historic Preservation Supervisor, Survey & Registration
Bureau of Historic Preservation
R.A. Gray Building
500 South Bronough Street
Tallahassee, FL 32399

RECEIVED
BUREAU OF
HISTORIC PRESERVATION
2015 FEB 25 A 10:35

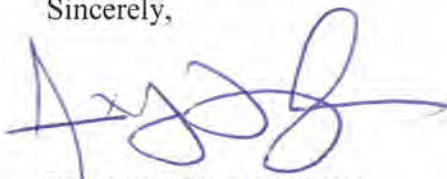
Re: Royal Poinciana Way Historic District, Palm Beach, Palm Beach County, Florida

Dear Ms. Estabrook:

With regard to the above, enclosed please find the original Affidavit, signed by the manager of T-3 Family Investments, LLC, a Florida limited liability company, objecting to the historic designation.

Should you have any questions or comments in this regard, please feel free to contact me.

Sincerely,



FRANCIS X. J. LYNCH

FXJL/kh
Enclosure

AFFIDAVIT

STATE OF FLORIDA
COUNTY OF PALM BEACH

BEFORE ME, the undersigned authority this 21st day of FEBRUARY, 2015,
appeared FRANCIS X. J. LYNCH, who, upon being duly sworn, was deposed and said:

1. He is over eighteen (18) years of age and is sui juris.
2. He is the manager of T-3 FAMILY INVESTMENTS, LLC, a Florida limited liability company (the "Company").
3. He is authorized and empowered to execute and deliver this Affidavit on behalf of the Company.
4. The Company is the owner of that real property lying, situate and being in Palm Beach County, Florida and more particularly described in Exhibit A attached hereto and incorporated herein by reference (the "Property").
5. The Property is within the proposed boundaries of the Royal Poinciana Way Historic District (the "District").
6. The District has been nominated for listing in the National Register of Historic Places.
7. The Property is privately owned.
8. The Company is the sole owner of the Property.
9. The Company objects to the inclusion of the Property in the listing in the National Register of Historic Places.
10. The Company is opposed to including the Property in the listing in the National Register of Historic Places.
11. The Company does not want the Property listed in the National Register of Historic Places.

FURTHER AFFIANT SAYETH NAUGHT.



FRANCIS X. J. LYNCH

STATE OF FLORIDA)
 :SS.
COUNTY OF PALM BEACH)

The foregoing instrument was acknowledged before me this 24th day of FEBRUARY, 2015, by FRANCIS X. J. LYNCH as Manager of T-3 FAMILY INVESTMENTS,, LLC, a Florida limited liability company, who is personally known to me or who has produced _____, as identification and who did take an oath.

Kim Hoffman
NOTARY PUBLIC

My Commission Expires:

AFFIX NOTARY SEAL

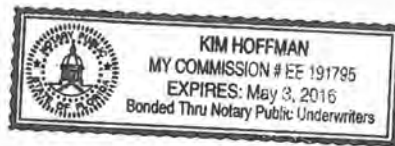


EXHIBIT A

LEGAL DESCRIPTION

Lots 52, 53, 54, 55, 56, 57, 58, 59, 60, 61 and 62, FLORAL PARK, according to the plat thereof recorded in Plat Book 2, Page 6, of the Public Records of Palm Beach County, Florida.

AND

Lots 23, 24, 25, 26, 27, 28, 29, 30, 31 and the West 7.1 feet of Lot 32, FLORAL PARK ADDITION NO. 1, according to the Plat thereof recorded in Plat Book 5, Page 28, of the Public Records of Palm Beach County, Florida.



TOWN OF PALM BEACH

Planning, Zoning & Building Department

February 19, 2015

Desiree Estabrook
Historic Preservation Supervisor, Survey & Registration
Division of Historical Resources, Bureau of Historic Preservation
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

Dear Ms. Estabrook:

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Please feel free to contact me with any questions or necessary follow-up. Thank you for your consideration.

Sincerely,

John Page, Director

cc: Murphy Stillings, LLC



RECEIVED 2280

AUG - 7 2015

Nat. Register of Historic Places
National Park Service

FLORIDA DEPARTMENT OF STATE

RICK SCOTT
Governor

KEN DETZNER
Secretary of State

July 31, 2015

J. Paul Loether, Deputy Keeper and Chief,
National Register and National Historic Landmark Programs
Department of the Interior
1201 Eye Street, N.W., 8th Floor
Washington, D.C. 20005

Dear Mr. Loether:

The enclosed disks contain the true and correct copy of the nomination for the **Royal Poinciana Way Historic District (FMSF #8PB13572), in Palm Beach County**, to the National Register of Historic Places. The related materials (digital images, maps, and site plan) are included.

Please do not hesitate to contact me at (850) 245-6333 if you have any questions or require any additional information.

Sincerely,

Desiree Estabrook
Historic Preservation Supervisor, Survey & Registration
Bureau of Historic Preservation

Division of Historical Resources

R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399
850.245.6300 • 850.245.6436 (Fax) flheritage.com

Promoting Florida's History and Culture VivaFlorida.org

