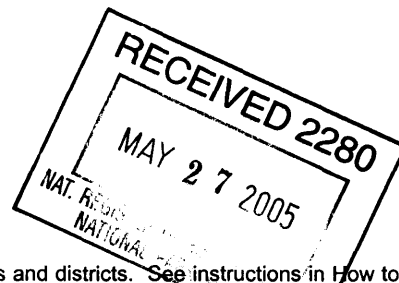


654

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**



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

**1. Name of Property**

historic name EUSTIS COMMERCIAL HISTORIC DISTRICT

other names/site number \_\_\_\_\_

**2. Location**

street & number roughly Lake Eustis, McDonald Avenue, Grove Street, Orange Avenue N/A  not for publication

city or town Eustis N/A  vicinity

state Florida code FL county Lake code 069 zip code 32727

**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.)

Barbara C. Mattick / Deputy SHPO for Survey & Registration 5/16/05  
Signature of certifying official/Title Date

Division of Historical Resources, Bureau of Historic Preservation  
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) \_\_\_\_\_

Edson H. Beall Signature of the Keeper Date of Action 7/6/05

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 |            |
|--------------|-----------------|------------|
| 19           | 10              | buildings  |
| 0            | 0               | sites      |
| 1            | 0               | structures |
| 0            | 0               | objects    |
| 20           | 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

3

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE: business, professional, specialty store, financial institution, department store

GOVERNMENT: city hall

RECREATION/CULTURE: park, music facility

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE: buisness, professional, specialty store, financial institution, department store

GOVERNMENT: city hall

RECREATION/CULTURE: park, music facility

7. Description

Architectural Classification

(Enter categories from instructions)

COMMERCIAL One & Two-Part Block; Neo-Classical;

Mediterranean Revival; Renaissance Revival; Italianate

Materials

(Enter categories from instructions)

foundation CONCRETE

walls BRICK

STUCCO

roof COMPOSITION, TILE

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)

COMMUNITY PLANNING & DEVELOPMENT

ARCHITECTURE

Period of Significance

1881-1955

Significant Dates

1881

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

McDonough, Alan

Primary location of additional data:

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

Name of Repository

#

Eustis Commercial Historic District  
Name of Property

Lake Co., FL  
County and State

10. Geographical Data

Acreege of Property 16 approx.

UTM References

(Place additional references on a continuation sheet.)

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

3 | 1 | 7 | 4 | 3 | 3 | 3 | 6 | 0 | 3 | 1 | 9 | 1 | 6 | 6 | 0 |
Zone Easting Northing
4 | 1 | 7 | 4 | 3 | 3 | 3 | 4 | 0 | 3 | 1 | 9 | 1 | 8 | 4 | 0 |

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Taylor, Nicola/Robert O. Jones, Historic Preservationist

organization Bureau of Historic Preservation date May 2005

street & number 500 South Brounough Street telephone 850-245-6333

city or town Tallahassee state FL 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 City of Eustis, attn: Barbara Denlinger

street & number P.O Drawer 68 telephone 352-483-5430

city or town Eustis state FL zip code 32727-0068

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.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 1 **EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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**SUMMARY**

The Eustis Commercial Historic District includes portions of six city blocks and a public park in downtown Eustis, Lake County, Florida. The district contains the greatest concentration of the historic commercial historic structures built in downtown Eustis between 1881 and 1955. There are twenty contributing buildings, two contributing structures, one contributing site, and ten noncontributing buildings within the district. All of the contributing buildings are primary buildings. While most of the buildings are of a commercial form, there are also examples of the Italianate, Renaissance Revival, Mediterranean Revival, Neo-Classical, and Moderne Styles in the district. All buildings are of masonry construction. Most have brick exteriors and some have stucco. The individually listed Ferran Park with McClelland Memorial Bandshell (NR 1994) lies within the district boundary.

**SETTING**

The City of Eustis and the commercial downtown is located at the eastern shore of Lake Eustis in northeast Lake County, Florida, in an area known as the Lake Region of Central Florida. The terrain is flat with a slight slope to Lake Eustis. Lake Eustis is five miles wide and seven mile long, one of the largest bodies of water in the Lake Region. Lake Eustis is connected with Lake Griffin, Lake Harris and Lake Dora. These inland waterways formed crucial historical transportation corridors. The city has an east/west and north/south grid of streets that was first platted in 1870. The city's commercial area is located between Bay Street, the major north/south transportation corridor, and North Grove Street, that formed the eastern boundary of the commercial area, with residential neighborhoods extending to the north, east and south. Many historic buildings have been demolished, largely to create parking lots for the Waterman Medical Complex that was itself demolished in 2004. Several buildings near the downtown are individually listed in the National Register of Historic Places, including the Woman's Club of Eustis (NR 1991), Pendleton House (NR 1983), and Clifford House (NR 1975).

**PHYSICAL DESCRIPTION**

The majority of the buildings in the district are of Two-Part Block Commercial Style. A few examples of Neo-Classical and Mediterranean Revival, Italianate and Moderne Styles are also represented within the district. Buildings are built to the edge of the paved sidewalks. Commercial signage is small and applied to the buildings. The commercial buildings in downtown Eustis were designed to maximize commercial space either by designing for a number of small businesses on the ground floor with offices on the second floor, or by providing rental apartments upstairs over the shops. Historic photos also reveal that on-street parking was available from the earliest days of automobile use in Eustis (Photo #1). At the rear of the stores, wide alleyways provided service access. There is a mix of one, two, and three-story buildings, and many share party walls.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 2

**EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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**Renaissance Revival Style**

The Renaissance Revival Style was popular in the United States from the 1890s into the 1930s. Most of Florida's examples of the Renaissance Style were built in the decade preceding the collapse of the Florida Land Boom of 1926. Identifying features of the style include symmetrical facades; masonry and stucco exteriors; low-pitched hip roofs, usually covered with ceramic tiles; and wide overhanging boxed eaves, commonly containing decorative brackets underneath. Quoins are frequently used, and a recessed central entrance usually with an arched opening, sometimes accentuated by small classical columns or pilasters, is common. Residential versions have second story windows that are generally smaller and less elaborate than the ones on the first story. Public-use and municipal buildings had few and small windows on the first story. Each story has a different window type. The first story is usually of rusticated, coursed stone. The oldest building in the district, the Iron Block Building, 113-119 North Bay, built in 1881, is an example of this style (Photo #2). The first story is of brick, and contains three intact historic store-fronts with transoms, and an arched entrance to access stairs to second and third floors. The second and third stories are stucco finished with prominent pedimented windows on the second story, and cornices above the third story windows. A belt course just above the windows spans the elevation, and above it is a large cornice at the roof line.

**Italianate Style**

The Italianate Style architecture was popular from the 1840s into the 1880s, and was a romantic, eclectic form of building. It incorporated numerous elements found in Italian farm houses and Renaissance buildings, modified to suit American construction practices. The style was characterized by the use of decorative brackets within eaves; and tall, narrow, frequently arched windows, usually with 1/1, or 2/2 muntin divisions within the sash, and usually with hooded or pedimented tops. Porches, cornices and windows were subject to ornamental treatments. Columns, when used, whether classic or chamfered square, were slender. The Aborio/Magnolia Inn at 108 North Bay Street, is a landmark adaptation of this style to a three story commercial building (Photo #3). It is located at the highly visible Bay and Magnolia Street. Built of yellow brick in 1913, the first story is storefronts with plate windows, and a recessed, canted corner main entrance. The corner has a Tuscan column, and pilasters with capitals run the height of the elevations. The hip roof has barrel tiles and broad eaves with exposed truss ends and large sculpted brackets. Arched, narrow windows are on the second and third stories at the southeast corner. The building has housed various businesses, including a Waterman Pen factory.

**Commercial Style**

The Commercial Style includes a building type known as the Two-Part Commercial Block that was common with small-scale masonry commercial buildings in the United States between 1850 and 1950. The building's façades, whether of two or three stories are clearly delineated into two zones of use: the store-fronts for retail on the first story, and banks of sash-filled windows at the second and third stories, indicative of office or domestic use. The first story included expanses of plate glass display store fronts, with transoms often included. The buildings typically rely on an eclectic selection of historic stylistic references rather than a unified historic style

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 3 **EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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to provide architectural distinction. Ornamental elements are provided with distinctive brick work, parapets often sculpted or stepped, and windows with groupings of sashes, or the use of artistic sashes.

The most elaborate example of such a commercial building is the 1924 two-story Bay State Theater building at 107 North Bay Street (Photo #4). The building features three bays flanked by four prominent pilasters, and sculpted parapets. The second story is filled with banks of 4/1 wooden sashes, with 4-light transoms. The central bay has four sashes and transoms that form an arch. The arched lentil is sculpted cast-stone. The two storefronts and theater entrance on the first floor have been altered with plate glass and metal frame doors, stucco surfacing and two concrete awnings. The character of the façade is Eclectic in its styling.

Another fine 1915 example of a two-story commercial block is at 25 East Magnolia, (Photo #5). The first story consists of two large display windows and a central, recessed main pair of doors. The second story is divided into five bays separated by decorated pilasters, and filled with fourteen windows of 2/1 wooden sash. An ornamental brick belt course in a dentil pattern spans the elevation above the windows. Sculpted parapets of differing character, aligned with the two display windows, give the appearance of two distinct buildings.

The least ornamented example of a two-part commercial block building is at 15 - 17 Magnolia Avenue (Photos #6&7). The single-bay, three-story brick building has a first story storefront and recessed entry door. The second and third stories each has a window with a group of 1/1 double-hung wooden sashes. The east, alley side of the building has windows and first story doors.

### **Mediterranean Revival Style**

The Mediterranean Revival Style is an eclectic style containing elements from Spanish or Middle-Eastern traditions. The style is found in the states that have a Colonial Spanish history, and was popular in Florida from the late 1910s into the 1930s. A Florida building "boom" in the 1920s proved the popularity of the style as applied to buildings of all functions, from cottages to grand hotels. Mission and Spanish styles are a variant encompassed by the style. The style is characterized by shaped roof parapets, red tile roofs, and an asymmetrical facade attached to a simple rectangular plan. Openings are often arched; support columns are enlarged and square; walls are usually stucco. Ornamentation is commonly used to accent doors and windows and is usually accomplished with decorated tile, terra cotta, carved stone or wrought iron.

The most elaborate example of the Mediterranean Revival Style within the district is the previously National Register listed, 1926 McClelland Bandshell in Ferran Park (Photo #8). The two-story building with stucco exterior incorporates arches, pent roofs with barrel tiles, and sculpted parapets. Wrought iron gates are at the side of the stage. Renaissance ornamentation is used to decorate the south elevation and incorporates musical lyres to symbolize the function of the facility.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 4 **EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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The 1924 service station at 201 Orange Avenue is a less ornate example of the style (Photo #9). The building has a stucco exterior, and pent roofs with barrel tiles within a parapet that is sculpted along the south elevation. The porte-cochere on the south elevation has scrolling brackets at the support columns.

**Neo-Classical Style**

The Neo-Classical Style was based on the Greek and Roman architectural precedents, and was in great favor from 1900 through the 1950s. Prompted by the great popularity of the Neo-Classical exposition buildings at the Chicago World's Fair in 1893, public buildings in this style were built in all parts of the country by the end of that decade. The style is characterized by symmetrical facades with central entrances, balanced used of windows, and full-height porticos with pediments. Portico columns are represented by Ionic or Corinthian orders. Roof lines often contain balustrades. Door surrounds are often elaborate; eaves are boxed and frequently elaborated with dentils; windows are usually filled with double-hung sashes with multi-panes in the upper half, and a single light in the lower. The style exhibited an eclectic borrowing from Greek and Roman precedents, and non-classical forms. Rather than an accurate revival, the approach is termed "neo."

The Eustis Library and City Hall at 4 - 10 Grove Street, built in 1923 and 1927, are good examples of the Neo-Classical Style (Photo #10). The buildings have piano nobile construction where a main staircase accesses an elevated main floor. Both facades have three bays with central recessed porches and Ionic columns. The double doors are flanked by single-sash windows. The other bays have single windows with pedimented hoods. Large cornices define the roof line, and parapets with balustrades surround flat roofs. The 1927 City Hall has an "L" footprint that wrapped around the west and north sides of the library, and has three bays with fire engine doors fronting south onto Orange Avenue (Photo #11). The alley way between the two buildings is gated at either end for security.

The Citizens Bank at 26 Magnolia Avenue, built in 1913, now serves as a law office (Photo #12). The narrow, two-story building has symmetrical façade and central entrance. Its full height portico has Tuscan columns, and the roof parapet contains balustrades. Its narrow windows, sculpted central portion of parapet, and large entry transom defines this as a casually eclectic variant of the style. The Citizen's Bank failed during the Depression, served the Chamber of Commerce, and was radio station WEUS.

**Modern Movement**

The Modern Movement, post World War I, was a reaction against all historic stylistic precedents, and placed an emphasis on functionalism. All non-functional ornamentation was eliminated and an honesty of structure and materials was stressed. The Modern trend remained popular in the United States through the 1960s, influenced by various trends in building materials and art styles. The Medical Arts building, 201 E. Magnolia (Photo #13), built in 1951, is a variant of the Moderne Style known as "streamline" which emphasized the horizontal. The Medical Arts building includes a flat roof with a band of contrasting color and clean, streamlined window and



United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 5

**EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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façade design. Its clean geometric lines are typical of the Moderne Style of architecture found in Florida from the 1930s to 1950s.

**Vernacular Architecture**

Vernacular Architecture is a mode of construction based on regional forms and materials. Rather than relying on trained architects, the construction relies on lay and self taught builders. The one-story masonry Chamber of Commerce Building at 1 Orange Avenue built in 1952 (Photo #14) is one such building.

The non-historic application of stucco to some brick buildings has been done so as to retain the character and brick detailing original to the buildings. These are considered contributing resources to the National Register district. The 1918 store at 42 Bay Street is a good example of such a property (Photo #15). The storefronts and windows are original to the building and the cornice and ornamental brick detailing on the façade is defined. The leaded glass transoms and interior molded metal ceiling are retained (Photo #16).

**NON-CONTRIBUTING BUILDINGS**

Non-contributing buildings include those that are historic, but have been altered to such a degree that they no longer reflect their historic character. There are also those that are not yet fifty years of age. An example of the first type of non-contributing buildings is 42 Magnolia Avenue (Photo #17). Built as a bank in 1900, the current store front display windows are a non-historic configuration, and stucco has obscured historic details and character. Several less than fifty-years old buildings have been constructed within the district such as the store at 20 Magnolia Avenue (Photo #18).

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 6

**EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

**Buildings List for the Eustis Commercial Historic District**

| <b>Address</b>        | <b>Date</b> | <b>C/NC</b> | <b>Style</b>       |
|-----------------------|-------------|-------------|--------------------|
| <b>Bay St.</b>        |             |             |                    |
| 107-111               | 1924        | C           | Comm               |
| 108                   | 1913        | C           | Italianate         |
| 113-117               | 1881        | C           | Ren Rev            |
| 120-122               | 1918        | C           | Comm               |
| 121-125               | 1920        | C           | Comm               |
| <b>Ferran Park Dr</b> |             |             |                    |
| 200 bandshell         | 1926        | C           | Med Rev (NR 1994)  |
| 250 poolhouse         | 1992        | NC          |                    |
| Park/site             | 1918        | C           | no style (NR 1994) |
| Pool/structure        | 1951        | C           |                    |
| Seawall/structure     | 1918        | C           | no style (NR 1994) |
| <b>Grove St</b>       |             |             |                    |
| 4                     | 1923        | C           | Classical          |
| 10                    | 1926        | C           | Classical          |
| 11                    | 1940        | C           | Comm               |
| 21                    | 1990s       | NC          |                    |
| <b>Magnolia Ave</b>   |             |             |                    |
| 2                     | 1890, alt   | NC          |                    |
| 12                    | 1929        | C           | Comm               |
| 15-17                 | 1925        | C           | Comm               |
| 20                    | non-hist    | NC          |                    |
| 23                    | 1915        | C           | Comm               |
| 24                    | non-hist    | NC          |                    |
| 25                    | 1915        | C           | Comm               |
| 26                    | 1913        | C           | Classical          |
| 29-31                 | 1912        | C           | Comm               |
| 30-32                 | 1929, alt   | NC          |                    |
| 42                    | 1925, alt   | NC          |                    |
| 100-102               | 1900        | C           | Comm               |

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 7

**EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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|                   |           |    |         |
|-------------------|-----------|----|---------|
| 106-108           | 1940, alt | NC |         |
| 114               | 1940, alt | NC |         |
| 120               | 1957      | NC |         |
| 128-132           | 1927      | C  | Comm    |
| 201               | 1951      | C  | Mod     |
| <b>Orange Ave</b> |           |    |         |
| 1                 | 1952      | C  | Vernac  |
| 201               | 1924      | C  | Med Rev |

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 8 Page 1 **EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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**SUMMARY**

The Eustis Commercial Historic District is nominated to the National Register for local significance under criteria A and C in the areas of Community Planning and Development and Architecture. The period of significance is 1881-1955. The district is located within the original town plat, and was the commercial center for the early community and through the historic period. The district reflects the early platted town plan, and development of Eustis' downtown growth and commercial construction. The buildings provide good examples of Commercial and Revival building styles.

**HISTORIC CONTEXT**

In 1875 a group of seven men, interested in speculative development in central Florida, had John A. MacDonald, a land agent from Jacksonville, guide them into the region. They were attracted to the area by advertisements for affordable (\$1.25 an acre) and fertile land, and good climate. Transportation was by a river route of the St. Johns and a chain of lakes. A few of the men left or chose land in other areas, but G. D. Clifford, C. T. Smith, and Phillip Morin, settled to become the founders of the city located beside Lake Eustis. By 1876, A.S. Pendry joined them and opened the first hotel/post office, the Oklawaha Hotel, and a dock at the foot of Pendry Avenue, now named Magnolia Avenue. In the late 1870's Mr. MacDonald surveyed and platted the new town, first named Pendryville (see attachment). By 1879 a steamboat visited once a week bringing tourists and new settlers. Clifford and Smith built a dock at the foot of McDonald Avenue, and opened the first store. Mrs. Pendry opened a school. A rail connection in 1880 linked Eustis to Astor, a small shipping town located on the St. Johns River and Lake George, and complemented the steamship service already in place. The Eustis train depot was on the southwest corner of Bay and Magnolia Avenue. In 1881 Mr. Clifford erected a larger store with a hall upstairs used as a community center, theater, and skating rink. A sawmill, blacksmith shop, two hotels and a newspaper office were established. The town was renamed Lake Eustis.<sup>i</sup> Frank W. Savage, an early settler and citrus grower, recalled that everyone planted oranges trees as soon as their land was cleared. Citrus cultivation was the mainstay of the economy. Savage also related that the business district extended from Citrus Avenue and Grove Street to the railroad station. This is still the core of the Eustis downtown.<sup>ii</sup> With boat and railroad transportation systems in place, Eustis expanded and prospered. More stores were built, and wood mills were worked to fill the demand for building supplies. Eustis was incorporated in 1884. The affluent winter residents and tourists soon organized clubs devoted to boating, golfing, theatricals, trap-shooting, and other sports and entertainment. In 1901 a chorus club was established, and in 1902, the Eustis Woman's Club was founded (NR 1991).

The Cliffords prospered, and in 1910 built a Classical Revival mansion, now a city-owned museum known as the Clifford House, 536 N. Bay Street (NR 1975).<sup>iii</sup> The house is located two blocks north of the district, but was the location of the original store built with C.T. Smith. The affluent winter visitors patronized the shops along Bay Street and Magnolia Avenue. City Directories from the 1880s reveal the range of goods and

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 8 Page 2

**EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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services included a newspaper, a jewelry store, a bakery, grocery stores and a meat market, a carriage and wagon works,<sup>iv</sup> lawyers, doctors, masons, realtors, druggists, tailors, music teachers, photographers, plumbers, and a steam laundry.<sup>v</sup>

The boom years of the 1920s also saw an expansion of the citrus industry and the packing houses that processed the fruit. In 1923, the Mediterranean Revival Style Fountain Inn, built by fountain pen magnate Frank Waterman, opened in the heart of downtown Eustis. The four-story brick building, which took up an entire city block between Magnolia Avenue and Clifford Avenue, was built in the shape of an "E." It had 164 rooms and featured elegantly landscaped gardens opening to the north. Retail shops and a bank were on the ground floor fronting on Magnolia Avenue and Eustis Street. The Waterman Hotel closed in 1936, and Mr. Waterman leased the top floor to the Lake County Hospital. The facility was later renamed the Waterman Memorial Hospital, and subsequently took over the entire building. The hospital made a series of expansions to the building that radically changed its historic appearance. The entire building was demolished in 2004. The Waterman Hotel/Hospital was an economic mainstay of the downtown for decades.

**HISTORIC SIGNIFICANCE**

The oldest commercial building in downtown Eustis is the Iron Block on North Bay Street (113-119 North Bay Street) built in 1881 (Photo #2). According to the September 19, 1885 issue of the Semi-Tropical newspaper, one of the businesses occupying the ground floor was W.E. Terrill's grocery store. The merchant had moved from Connecticut, and dealt in hay and grain, as well as other specialty items such as fine coffee and tea, butter, flour, and canned goods. Another tenant of the Iron Block was Benjamin F. Adams, a real estate agent who brokered home sites and orange groves, and sold insurance. Steamship and railroad tickets could be purchased from a Mr. Adams. Ferran, Moore and Brothers established clothing and tailoring businesses, which evolved into Ferran's Department Store, in a building that still stands at 12 Magnolia Avenue. Other wooden buildings of that time no longer exist.

In February of 1903, Eustis held its first Washington Day Celebration, a patriotic festival that grew each year, featuring parades, pageants, speeches, concerts, and costumed participants. Since boating on Lake Eustis was a popular pastime, the event also featured boat parades and regattas.<sup>vi</sup> This popular annual event, one of the oldest in the state, is still held annually in downtown beside Lake Eustis. The dock at the foot of Magnolia Avenue was a popular gathering spot that was owned by the city by the beginning of the twentieth century. In 1904 the city roofed the dock and installed benches. In 1912 this pavilion was rebuilt as a community recreation building.

Beginning in 1918 the city created a park on the lakefront, a feature that helped focus community gatherings on this natural resource and the commercial downtown. A concrete retention seawall was built, and then thousands of cubic yards of sand were pumped from the lake bottom to cover the lake edge.<sup>vii</sup> In 1923, the completed

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 8 Page 3 **EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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park was named for local businessman E. L. Ferran. Ferran donated a fountain to the park. The park was enhanced by an open-air band shell donated by Major W. S. McClelland, who also built the First State Bank at 108 North Bay Street. Built in 1926 in the Mediterranean Revival Style, the band shell was in memory of his wife Alice McClelland, an amateur musician (Photo #8).<sup>viii</sup>

The 1920s were a period of growth for Eustis and for much of Florida. A Greek Revival Style library, designed by architect Alan McDonough, was built on the corner of Grove Street and Orange Avenue (Photo #10). Its dedication in 1923 was a public occasion. McDonough also designed the Eustis City Hall, also in the Greek Revival Style. The building wrapped around the library and included a fire station with fire truck doors that opened on to Orange Avenue. It was completed in 1927. The city hall included meeting rooms for the Chamber of Commerce, Masonic Lodge, and the Eustis Motor Club. The 1920s witnessed a large increase of automobile ownership and use for tourism. A filling and service station from 1924, remains at 201 Orange Avenue (Photo #9). A car dealership, repair garage, and at least six filling stations were located in Eustis within the next decade.

The State Theatre at 107-111 North Bay Street was built in 1924, and had a metal marquee over the main entrance (Photo #4). Small shops occupied retail space on either side of the theater entrance and professional offices occupied the upstairs floor.

The end of the Florida boom and the stock market crash of 1929 had an adverse effect on tourism and commerce in Eustis. In the 1930s, fewer tourists visited or spent the winter and stimulated the local economy. During the Depression, WPA funds were used to relocate the McClelland Band Shell, which had been built on unstable sands, and to refurbish Ferran Park. When the band shell was moved, it was turned so that the audience faced north instead of west; sunsets during early evening concerts had been a distraction and had created a glare.

During World War II the city changed little. Economic growth following the war resulted in new commercial centers away from the historic city center, and the more popular use of modern architectural styles. The Medical Arts Building, built in 1951 at 201 Magnolia Avenue, with streamlined design, showed Modern design elements popular since the 1930s (Photo #13).

**Notes**

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1. Kennedy: 51-52; Mary F. Leeper. AA History of Eustis, Florida, 1961, pp. 17-18; Sime, pp. 73-77.
2. Lake County Then and Now, July 1958.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 8 Page 4

**EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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3. Kennedy, p. 54.
4. Kennedy, pp. 52-53.
5. Eustis Business Gazetteer and Directory, 1886-87.
6. Leeper, p. 71.
7. Leeper, p. 73.
8. Kennedy, p. 54

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 9 Page 1 **EUSTIS COMMERCIAL HISTORIC DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 10 Page 1

**EUSTIS HISTORIC COMMERCIAL DISTRICT,  
EUSTIS, LAKE COUNTY, FLORIDA**

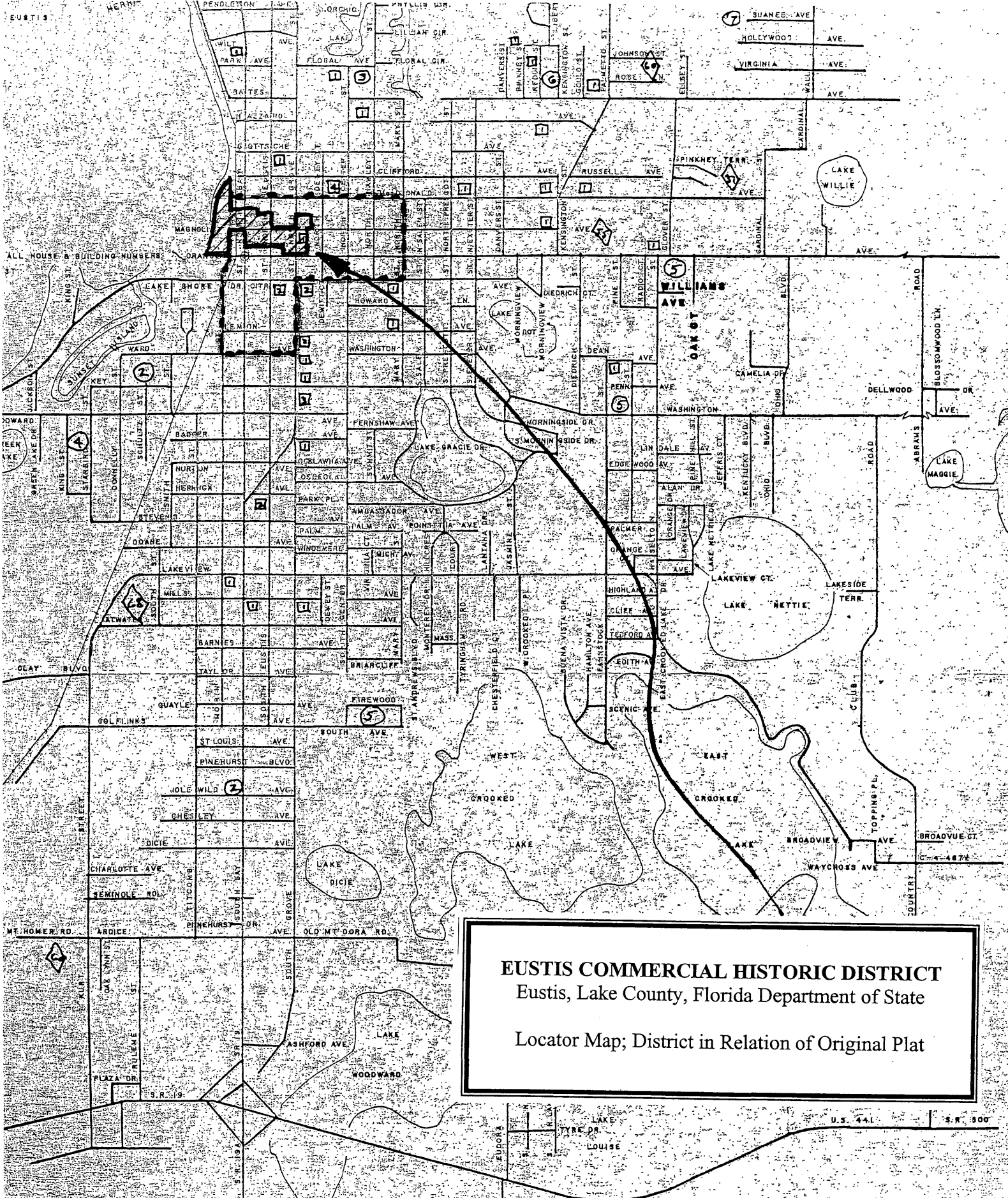
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**VERBAL BOUNDARY DESCRIPTION**

The boundary roughly extends on the west to Lake Eustis, on the north by McDonald Avenue, on the east by the lot lines of contributing resources fronting onto Grove Street, and south along Orange Avenue (see scaled district map).

**BOUNDARY JUSTIFICATION**

The boundary encompasses the greatest concentration of eligible resources that are historically associated with the earliest commercial activity in the City of Eustis.



**EUSTIS COMMERCIAL HISTORIC DISTRICT**  
 Eustis, Lake County, Florida Department of State  
 Locator Map; District in Relation of Original Plat

**PLAT**  
**PENDRYVILLE**  
ORANGE CO  
FLORIDA

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The Base Line on the north is the middle of Macdonald Avenue as agreed  
line between A.S. Peary and G.T. Clifford as shown South of the Section line and from  
let with it. The Base Line on the east is a continuation of the line agreed upon be-  
tween G.T. Clifford and M.A. Macdonald as shown West of the Section line and par-  
allel with the third Base Line is the center of the street called Citrus Street  
The Blocks are 50 links wide by 2 chains long, less the Alley ways  
half the street. 50 links taken off full around each Block for  
20 links wide.  
The Streets and Avenues were all 100 links wide and are hereby  
Granted to the Public as highways forever

State of Florida  
County of Orange  
I, J.M. Bradshaw Clerk of said County do hereby certify that  
this plat and map of said plat and map were duly filed for  
of record in the Office of the Clerk of said County on the 24th day  
of April 1883 and that the same are now on file in the  
Office of the Clerk of said County and that the same are  
correct and true copies of the original plat and map  
as shown to me by the Clerk of said County.

J.M. Bradshaw  
Clerk of County



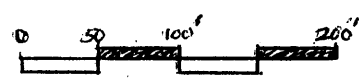
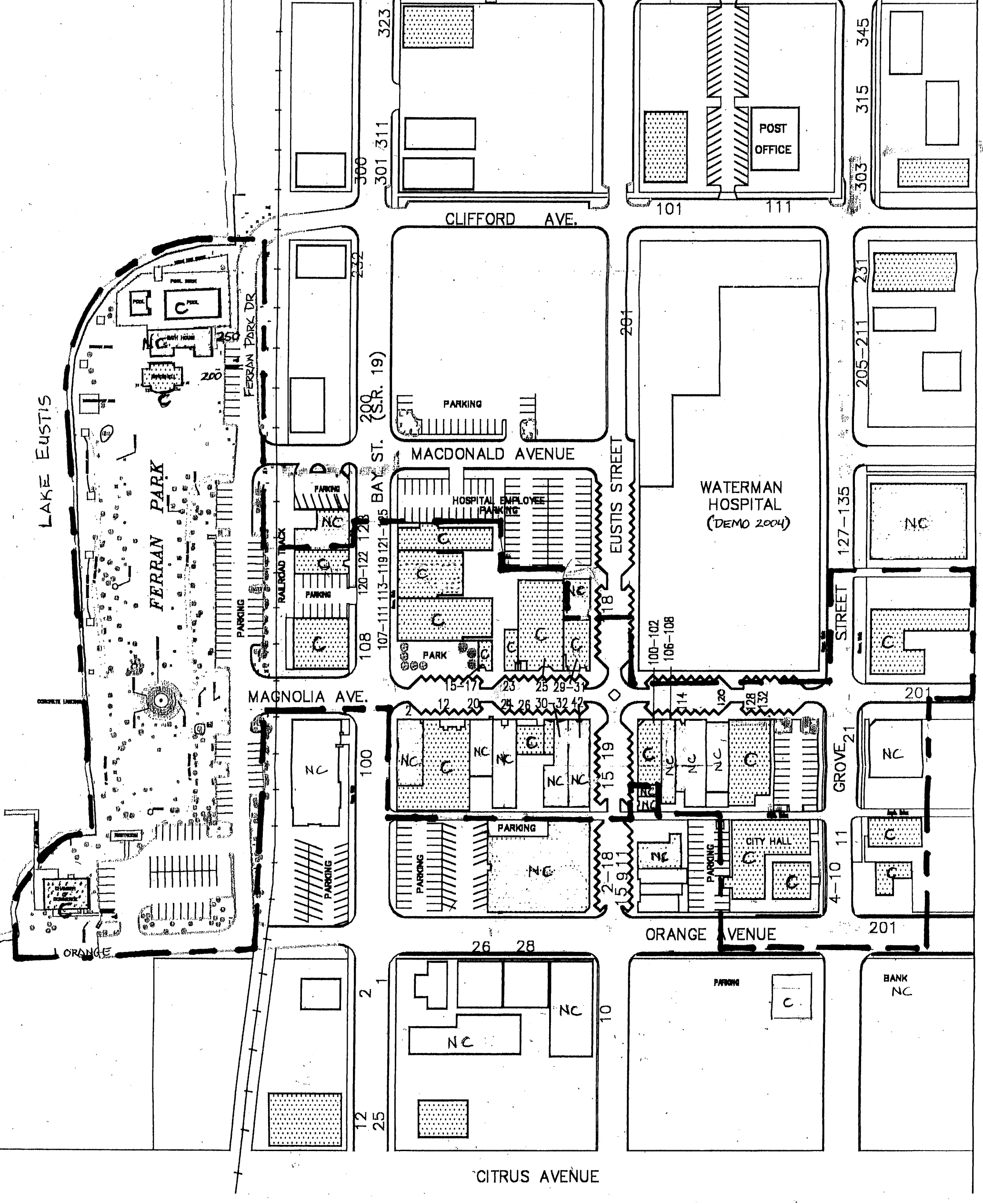
State of Florida  
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Office of the Clerk of said County and that the same are  
correct and true copies of the original plat and map  
as shown to me by the Clerk of said County.

J.M. Bradshaw  
Clerk of County

Filed in the Office of the Clerk of the Circuit Court  
for Orange County, Florida on this 24th day of April  
A.D. 1883 and Recorded in Book Op 3 of Misc. Records  
on pages 504 & 505

J. J. Stone Clerk Ct. Ct.  
By Charles H. Munnell  
Sols.

**EUSTIS COMMERCIAL HISTORIC DISTRICT**  
Eustis, Lake County Florida Department of State  
Original Plat of Pendryville/Eustis



**EUSTIS COMMERCIAL HISTORIC DISTRICT**  
 Eustis, Lake County, Florida

District Boundary and Contributing & Non-contributing Resources

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