Form No. 10-300 REV. (9/77)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

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

FOR NPS USE ONLY

RECEIVED AUG 1 3 1980 NOV 2 4 1980

DATE ENTERED

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS **TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS 1 NAME**

HISTORIC	nd Hotel			
AND/OR COMMON				
Flag	ler Hotel			
LOCATION	l l			
STREET & NUMBER				
15 East Granad	a Blud.		NOT FOR PUBLICATION	
CITY, TOWN			CONGRESSIONAL DISTRI	CT
Ormond Beach	·	VICINITY OF	4	
STATE		CODE	COUNTY	CODE
<u>Florida</u>	فاستعتقا المتقاة المتقاعات وتقاعت والمنابعة فتعاد والمتكاف المتكافي والمتكر فالتكاف	12	Volusia	127
CLASSIFIC	ATION			
CATEGORY	OWNERSHIP	STATUS	PRESI	ENTUSE
DISTRICT	PUBLIC		AGRICULTURE	MUSEUM
BUILDING(S)			XCOMMERCIAL	PARK
STRUCTURE	ВОТН	WORK IN PROGRESS	EDUCATIONAL	PRIVATE RESIDENCE
X_SITE	PUBLIC ACQUISITION	ACCESSIBLE	ENTERTAINMENT	RELIGIOUS
OBJECT	IN PROCESS	YES: RESTRICTED	GOVERNMENT	SCIENTIFIC
	BEING CONSIDERED	X_YES: UNRESTRICTED	INDUSTRIAL	TRANSPORTATION
		NO	MILITARY	OTHER:
NAME <u>Paul and Peter</u> STREET & NUMBER	Francis			
15 East Granada	a			
CITY, TOWN		· · · · · · · · · · · · · · · · · · ·	STATE	
Ormond Beach		VICINITY OF	Florida	······································
LOCATION	OF LEGAL DESCR	RIPTION		
COURTHOUSE. REGISTRY OF DEEDS, I	TC. Volusia County (Courthouse		
STREET & NUMBER				
CITY, TOWN			STATE	
	Ormond Beach		Florida	
6 REPRESEN	TATION IN EXIST	ING SURVEYS		
ŤĨTLE				
DATE				
DEPOSITORY FOR		FEDERALS	STATECOUNTYLOCAL	
SURVEY RECORDS				
CITY TOWN			STATE	

CITY, TOWN

7' DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE	
EXCELLENT	DETERIORATED	UNALTERED	X_ORIGINAL SITE	
X_GOOD	RUINS	X_ALTERED	MOVED DATE	
FAIR	UNEXPOSED			

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Ormond Hotel is a massive, white, frame vernacular structure. It sits on a thin peninsula and overlooks the Halifax River to the west and the Atlantic Ocean to the east. Irregular in plan, the building expanded from a four-story ell-shaped central block, built in 1888, to its present size with the addition of three wings, built in 1902 (north wing), 1904 (south wing), and 1905 (west wing).

Presently, the central core resembles a U-shape which opens to the east. At the two corners of the U, stand round towers. The northernmost tower, approximately thirteen feet in diameter, extends above the fourth story of the block, and is topped with a belvedere with a conical roof. The south tower, although equal in diameter to the north tower, is not as tall and is surrounded by a two story veranda. This tower has a low-pitched conical roof. A balcony runs the length of the fourth floor of the west facade and a veranda follows along the first story. Until 1905, this veranda also skirted the north tower. Square columns with decorative bracketing delineate each bay of the nine-bay west facade on both the fourth floor balcony and the first floor veranda. A two-story ambulatory in the plan of a T, extends from the center of the east side of the central block. A belvedere is centrally located on the roof.

The north wing, or Flagler wing, is five story and T in plan. The intersecting gable roof has regularly spaced hipped dormers. The building is of utilitarian design and void of exterior ornamentation. Although window spacing is regular, windows are spaced closely lending the appearance of a continuous band.

The west wing, or Rockefeller wing, projects from and eliminates the original 1888 entrance. A covered passageway between the two sections eliminated a gabled entrance pavilion. The rectangular five-story hipped roof section has regularly spaced windows and dormers. A pavilion stands on the southeast roof corner of the wing. The wing is surrounded by a free standing, two-story ambulatory. The ends of the ambulatory extend from the round towers of the original block. The present main entrance is located in the ambulatory as it projects from the south round tower. A brick stairway with wrought iron railings leads to the second floor of the ambulatory. The entrance is marked with a sign reading "Ormond Hotel".

The four-story south wing is the simplest element of the structure. This addition has regularly spaced windows and is topped by a centrally located belvedere. At one time, two square towers were located at the southern corners of the wing, but were removed to allow for the widening of the adjacent Granada Boulevard.

The Ormond Hotel also has several connected and separate support facilities

(See Continuation Sheet)



PERIOD	AF	REAS OF SIGNIFICANCE C	HECK AND JUSTIFY BELOW	
PREHISTORIC 1400-1499 1500-1599 1600-1699 1700-1799 23 800-1899 33 900-	ARCHEOLOGY-PREHISTORIC ARCHEOLOGY-HISTORIC AGRICULTURE AGRICULTURE ART COMMERCE COMMUNICATIONS	COMMUNITY PLANNING CONSERVATION ECONOMICS EDUCATION ENGINEERING EXPLORATION/SETTLEMENT INDUSTRY INVENTION	LANDSCAPE ARCHITECTURE LAW LITERATURE MILITARY MUSIC PHILOSOPHY POLITICS/GOVERNMENT	RELIGION SCIENCE SCULPTURE SOCIAL/HUMANITARIAN THEATER TRANSPORTATION OTHER (SPECIFY)
SPECIFIC DAT	ES +1887	BUILDER/ARC	HITECT George Penfiel	d. Architect

STATEMENT OF SIGNIFICANCE

The Ormond Hotel, constructed in 1887, is significant for its architectural merit and its historical relationship with Henry Flagler and the growth of tourism and autoracing in Florida. Situated on a thin peninsula between the Halifax River and the Atlantic Ocean, the hotel is a huge, sprawling frame structure, the last remaining frame hotel once a part of Flagler's chain of great luxury hotels.

The impetus to build a hotel at Ormond came only after the construction of a railroad from East Palatka to the banks of the Halifax River in 1886. A wooden bridge was then constructed across the river in 1887 making access between the mainland and the peninsula permanent.¹ The narrow gauge railroad had been constructed with financing from Wall Street millionaire Stephen Van Cullen White, who had been staying at Ormond with his sister-in-law recuperating from an illness.² White quickly recognized the financial opportunities created by the completion of the railroad, as did John Anderson and Joseph Price. Anderson and Price approached White with their plans to construct a hotel on the peninsula. Against the judgement of many people who looked skeptically upon the chances for success of a hotel in the wilderness, White agreed to finance the hotel. Thought to have been designed by a fourteen year-old boy, George P**en**field, construction of what was to become one of the most famous hotels on the east coast of Florida soon began.³

The Ormond Hotel opened its doors on a seasonal basis on January 1, 1888, with each of its 75 rooms renting for \$4.00 a night.⁴ The season usually ran from the first week in January to the first week in April. However, the resort was so remotely located that it was financially unsuccessful the first two seasons it was open. Henry Flagler had watched the building of the Ormond Hotel closely, fearing it as a competitor to his newly constructed Ponce de Leon Hotel in St. Augustine. In 1890, he purchased the fledgling Ormond Hotel and railroad for \$112,000, forging the second link in his East Coast Hotel Company.⁵ Allowing Anderson and Price to remain as managers, Flagler increased the hotel's size from 75 to 150 rooms in 1890, and to 300 in 1899.⁶ By 1905, Flagler had expanded the hotel to its largest size, adding three wings, to the north, south, and west,

(See Continuation Sheet)

9 MAJOR BIBLIOGRAPHICAL REFERENCES

(See Continuation Sheet)

UTM NOT VERIFIED Acreage not verified

10GEOGRAPHICAI	L DATA			
	PPERTY Less than 10 acr			
	GS Ormond Beach, 1956	5 (PR 1970) QU	ADRANGLE SCALE	7,5
UTM REFERENCES A 17 4 9 5 4 0 ZONE EASTING C 6	10 31 2 31 9 8 8 0 NORTHING	B		
		FLI LLI		
		нцііц		
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LIST ALL STATES A	ND COUNTIES FOR PROPERT	IES OVERLAPPING STAT	E OR COUNTY BOUN	DARIES
STATE	CODE	COUNTY		CODE
STATE	CODE	COUNTY	<u> </u>	CODE
STREET & NUMBER The Capitol CITY OR TOWN	Archives, History ar	iu kecorus managen	TELEPHONE (904) 487–233 STATE	11, 1980 3
Tallahassee			Florida	•••••••
12 STATE HISTORI THE EV	, ALUATED SIGNIFICANCE OF			J The trace of the sec
As the designated State Histori hereby nominate this property criteria and procedures set forth STATE HISTORIC PRESERVATION	for inclusion in the National R h by the National Park Service.			
TITLE L. Ross Morre	11, State Historic Pr	reservation Office	DATE	•
FOR NPS USE ONLY	HIS PROPERTY IS INCLUDED			
(ull) Ray	Area		DATE // /	21/8
ATTEST KEEPER OF THE MATIO	NAL REGISTER			24/80
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and buildings. Projecting from the southeast corner of the original block is a two-story chapel, which once served as the hotel ballroom. This section is located on what was originally the hotel's salt water swimming pool (eliminated in 1930). A connected kitchen is located on the northeast side of the north wing. Other buildings included a power house, laundry, former casino and servants barracks, and at one time included the Ormond Garage (a former National Register property which was destroyed by fire in 1976) and horse stables.

The structure and complex maintains its basic 1905 appearance. The 1905 structure, except for the original section, was finished in clapboard siding and painted "Flagler" yellow." The 1888 section was sheathed in wood shingles. The entire structure is now finished in white asbestos shingling.

Functionally, the north, south, and west wings housed the majority of the hotel's guest rooms, with some spaces utilized for offices and storage. The ground floor of the southern round tower at one time was used as part of the bar and lounge area. A steam powered elevator operated in the original wing providing access to all floors. The first floor served the daily operating affairs of the hotel. The entire first floor of the north wing was utilized as a dining room while the original section was used as a lobby. The ballroom was located adjacent to the lobby area. The second floor and above floors were utilized as guest rooms.

The lobby appears to be the only room with any architectural distinction. The ceiling has large coffered areas which are defined by classically detailed partial entablatures (frieze and cornice). Square piers with pilasters on each face stand at the intersection of boxed ceiling beams. The main staircase ascends form a corner of the lobby. A molded wood chair rail around the lobby wall delineates a plain plaster dado.

Presently, the site is limited to the hotel with its wings, the powerhouse and approximately ten acres of land. Originally, the 80 acre complex included a golf course and the additional facilities previously mentioned. These (casino, laundry, stables, garage, grandstand, barracks) have either disappeared or are no longer associated with the hotel itself.

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and painting the hotel the traditional "Flagler Yellow". Flagler had also built a railroad bridge parallel to the wooden bridge which allowed trains to deliver the private cars of the Ormond Hotel's wealthy guests to the hotel door.⁷ The Ormond Hotel operated as a self-contained community, housing facilities for all of the resort's activities. The grounds and support facilities at this time included a separate kitchen, power house, laundry, lumber shed, green house and garden, rose garden, stables, two servants barracks, saltwater swimming pool, casino, putting green, croquet and tennis courts, stores, motion picture theatre, garage and grandstand. The hotel itself had over 400 rooms.⁸

After Flagler acquired the hotel, it became a very popular seasonal gathering place for the nation's wealthy and elite. As socialites seasonally migrated north and south, so did the staff of the hotel. The Ormond Hotel maintained working agreements with several northern hotels, bringing their entire staff south for the season. Advertising brochures proclaimed the cuisine at the Ormond "New England's best, with cooks, waitresses, maids, and all from the finest of New England Resorts".⁹ At various times the Ormond Hotel was associated with the O-te-sa-ga Hotel in Cooperstown, New York, the Mt. Washington Hotel in Bretonwoods, New Hampshire, and the Mt. Pleasant Hotel in New Hampshire.¹⁰

Prior to his purchase of the nearby "Casements" in 1918, John D. Rockefeller, Flagler's partner in the Standard Oil Company, for several seasons rented the entire second floor of the west wing, now known as the Rockefeller Wing.¹¹ Rockefeller played daily on the Ormond Hotel's golf course, presided over the annual charity ball at the hotel, and frequently gave automobile rides to young employees on the hotel staff.¹² Rockefeller's presence provided great publicity for the hotel.

The Ormond Hotel found itself at the center of excitement during the early days of autoracing, a situation providing national prominence to the hotel. James Hathaway, a wealthy Massachusetts manufacturer vactioning at the Ormond Hotel in 1902, observed that the long stretches of the firm sand surface of Ormond Beach would be suitable testing site for the newly invented automobile. He consulted with the hotel managers, John Anderson and Joseph Price, about the possibility of conducting races on the beach. Anderson and Price agreed, hoping to garner national publicity from the venture. Before the March event was realized however, Ransom E. Olds and Alexander Winton held their own race on the beach, setting a one mile speed record of 57 miles-per-hour.¹³ The news was flashed to the nation by journalists from the Ormond Hotel's telegraph office.

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Flagler sought to capture the momentum of this exciting new sport for the benefit of the hotel. In 1903, he constructed the Ormond garage, capable of housing 100 automobiles. It subsequently became known as "America's Original Gasoline Alley". Yearly races were held and new speed records were continually set on the Ormond Beach course, lending the title to Ormond Beach as the "Birth-place of Speed".¹⁴

After World War I, patronage of the hotel began to decline. Tourists were lured further south by newer hotels in Miami and Palm Beach. A new type of tourist developed, no longer able to afford seasonal or expensive vacations. The Ormond Hotel was slowly converted to convention use, and then expanded from seasonal to year round operation. By 1949, the hotel was operating at a loss, so the East Coast Hotel System sold the hotel to Robert Woodward who converted it into an unsuccessful hotel management school.¹⁵ Woodward in turn sold the hotel and golf course separately: the golf course to Ellinor Village and the hotel to Reverend C.A. Maddy for \$175,000. Maddy converted the hotel into a retirement home, selling lifetime care contracts to the elderly who found security in being cared for in their final years. However, the retirement home was managed poorly and placed into receivership. In 1955, management was undertaken by Edward Cook, a wealthy retired candy manufacturer and resident of the hotel, who modified the care contract instituted by Maddy, and began to put the hotel on a sound financial basis.¹⁶ The hotel has changed ownership twice since 1955. In 1965, Thomas Weatherall purchased the hotel, and under his ownership the south wing was shortened to allow for the widening of Granada Boulevard. The present owners, Paul and Peter Francis, purchased the hotel in 1978.

FOOTNOTES

¹Alice Strickland, <u>The Valiant Pioneers</u>. (Miami: Center Printing, 1963), p. 65. ²Ibid., p. 61.

³<u>Coast Gazette</u>, March 17, 1890; Michael G. Schene, <u>Hopes</u>, <u>Dreams and Promises</u>: <u>A History of Volusia County, Florida</u>. (Daytona Beach: <u>News Journal Corporation</u>, 1976), p. 99; Strickland, p. 65.

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⁴Schene, p. 99.

⁵Correspondence, Flagler to J.R. Parrot, November 16, 1903. Flagler Library 521.017, 03.

⁶Ibid.

⁷Strickland, p. 68.

⁸Plat Map of Ormond Hotel Complex by A. Boynton, 1930. '<u>The Observer</u> (Daytona Beach), January 2, 1930, Floor Plan of Ormond Hotel, 1947; Nixon Smiley, <u>Florida</u> Land of Images. (Miami: Seeman Publishing, 1972), p. 60.

⁹Brochure. "Hotel Ormond on Ormond Beach, Florida", (n.p.: n.d.), circa 1925.

10_{Ibid}.

¹¹Allan Nevins, John D. Rockefeller. <u>The Heroic Age of American Enterprise</u>. Volume 11. (New York: Charles Scribner's Sons, 1941), p. 693; Smiley, p. 60.

12 Nevins, p. 694-695.

¹³Schene, p. 109; Alice Strickland, "Florida's Golden Age of Racing", in <u>Florida</u> Historical Quarterly. 45 (January, 1967), p. 245-255.

¹⁴Schene, p. 110; Strickland, "Florida's Golden Age", p. 256; <u>Daytona Beach</u> Sunday News Journal, February 15, 1951, p. 1-C.

¹⁵"The Story of the Ormond Hotel, Ormond Beach, Florida". advertising booklet, n.p., n.d., p. 8; Smiley, p. 61.

¹⁶Smiley, p. 63-64.

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Brochure. "Hotel Ormond or Ormond Beach, Florida". N.P.: N.D. circa 1925.

Coast Gazette, March 17, 1890.

Correspondence. Flagler to J.R. Parrot. November 16, 1903.

Floor Plan of Ormond Hotel Complex.

Nevins, Allan. John D. Rockefeller. The Heroic Age of American Enterprise. Volume 11. New York: Charles Scibner's Sons, 1941.

The Observer (Daytona Beach), January 2, 1937.

Plat Map of Ormond Hotel Complex by A. Boynton, 1930.

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Smiley, Nixon. Florida: Land of Images. Miami: Seeman Publishing, 1972.

"The Story of the Ormond Hotel," Ormond Beach, Florida. "advertising booklet, no publisher, no date".

Strickland, Alice. "Florida's Golden Age of Racing", in <u>Florida Historical</u> Quarterly. 45 (January, 1967).

Strickland, Alice. The Valiant Pioneers. Miami: Center Printing, 1963.

Sunday News Journal (Daytona Beach), February 15, 1951.

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Part of Government Lots 2 and 3, section 14, Township 14 South, Range 32 East, Volusia County, Florida being more particularly described as follows:

Begining at the southeast corner of Lot 16, Santa Lucia Plantation as recorded in Map Book 2, page 160, Public Records of Volusia County, Florida, run thence S24deg 59' 14" E along a southerly projection of the westerly line of Orchard Street, a 20 ft. street per said Santa Lucia Plantation, a distance of 12 ft. to a point; thence S65deg 56' 46" W parallel to and 12 ft. southerly of the south line of said lot 16 a distance of 273.85 ft. to a point on the easterly line of John Anderson Highway, a 60' street occupied and established, said point being on a curve concave westerly; thence southerly along said curve to the right, having a radius of 4804.65', a central angle of Odeg 32' 30", and an arclength of 45.42' to a point which is the point of beginning ; thence South 23deg 35' 50" E along said easterly line a distance of 353.33' to a point; thence continue along said easterly line S 55deg 01' 50" E a distance of 108.36' to the northerly line of Granada Ave., an 80' street as presently established; thence north 65deg 48' 04" E along said northerly line a distance of 443.63' to a point; thence north 24deg 59' 14" W 353.27' to a point; thence north 66deg 28' 52" E 212.88' to a point in the westerly right of way line of Halifax Drive as now laid out in the City of Ormond Beach; thence northerly along said right of way line 20.04' to a point; thence south 66deg 28' 52" W 102.35' to a point; thence north 24deg 59' 14" W 130.17' to a point; thence south 65deg 56' 46" W 47.20' to a permanent reference monument; thence north 24deg 59' 14" W 48.05'; thence south 65deg 56' 46" W 65'; thence south 24deg 59' 14" E 68.05'; thence south 65deg 56' 46" W 191.8' to an iron pipe; thence south 24deg 59' 14" E 3.5' to an iron pipe; thence south 65deg 56' 46" W 25' to an iron pipe; thence south 58deg 51' 02" W 274.22' to the POINT OF BEGINNING.



HOTEL ORMOND, ORMO

ND BEACH, FLORIDA



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