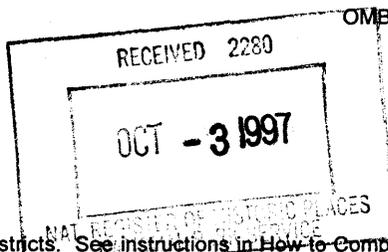


United States Department of the Interior
National Park Service

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 SEYBOLD BAKING COMPANY FACTORY

other names/site number Columbia Baking Company; Southern Bakeries Factory

2. Location

street & number 800 Orange Avenue

N/A not for publication

city or town Daytona Beach

N/A vicinity

state FLORIDA code FL county Volusia code 127 zip code 32115

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] 9/23/97
Signature of certifying official/Title Date

Florida 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] 10/30/97
Signature of the Keeper Date of Action
Edson H. Beall

Seybold Baking Company Factory
Name of Property

Volusia Co., FL
County and State

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	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Name of related multiple property listings

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

Historic Architectural Resources of Daytona Beach

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY: manufacturing facility

Current Functions

(Enter categories from instructions)

VACANT

7. Description

Architectural Classification

(Enter categories from instructions)

Mediterranean Revival

Materials

(Enter categories from instructions)

foundation STUCCO

walls STUCCO

roof ASPHALT

other TERRA-COTTA

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
- # _____

Areas of Significance

(Enter categories from instructions)

INDUSTRY

ARCHITECTURE

Period of Significance

1927-1947

Significant Dates

1927

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Hopkins, Edwin J. / Equity Construction Co.

Primary location of additional data:

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

Name of Repository

recorded by Historic American Engineering Record

Seybold Baking Company Factory
Name of Property

Volusia Co., FL
County and State

10. Geographical Data

Acree of Property approx. one acre

UTM References

(Place additional references on a continuation sheet.)

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

3			
	Zone	Easting	Northing
4			

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 Stephen Olausen/Robert O. Jones, Historic Sites Specialist

organization Bureau of Historic Preservation date September 1997

street & number R.A. Gray Building, 500 S. Bronough Street telephone (904) 487-2333

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 Marty Shuster

street & number 2 Tropical Lane telephone 904-788-2554

city or town Daytona Beach state FL zip code 32118

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 1 Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

SUMMARY

The Seybold Baking Company Factory is located at 800 Orange Avenue, Daytona Beach, Volusia County, Florida. The building is nominated to the National Register under the *Historic Architectural Resources of Daytona Beach* multiple property cover, and contributes to property type F.6 - Historic Industrial Buildings of Daytona Beach, 1901-1948. The two-story, stucco, Mediterranean Revival style, industrial building features elaborate terra-cotta ornamentation. The building has a continuous foundation with a brick and steel I-beam structural system. The flat roof is surrounded by low parapets and pent roofs with barrel tiles. The main (south) facade fronts on Orange Avenue and has Spanish Renaissance styled terra-cotta surrounds on the doors and windows of the center bay. The interior, while no longer retaining the machinery associated with its original function as a bakery, retains most of its historic spaces, flooring, trim, and appointments.

Setting

The Seybold Baking Company Factory is located at the northwest corner of the intersection of Orange Avenue and Lockhart Streets, seven blocks west of the historic downtown area of Daytona Beach (Photos #1&2). The area surrounding the bakery is primarily single family residential, but several light industrial buildings are located in the vicinity along the south side of Orange Avenue. The property on which the building is located consists of seven lots within the Daytona Gardens Subdivision. The building, measures 190 by 170 feet, and takes up most of the space on the lot. A few pine and palm trees provide the only landscape features on the property.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 2 Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

PHYSICAL DESCRIPTION

Exterior

The building is an unusually ornate example of a Mediterranean Revival style factory. It has an irregular plan consisting of a two-story rectangular main block and a rear one-story extension. The structural system consists of brick load bearing walls and steel I-beam post and beams, which support the roofs and upper floor of the central portion of the building. The brick walls are three courses deep and are finished on the exterior with textured stucco. The roof is flat and covered with rolled composition surfacing. A low parapet rises above the roof line and is interrupted by a series of overhanging pent roofs that are covered with ceramic pantile and have decorative carved rafter ends.

The main (south) facade of the factory is divided into three bays (Photos #3&4). The center bay contains a substantial amount of terra-cotta ornament (Photo #5). The dominant features of the center bay are its three sets of triple arch, multi-light windows, and two entrances. Each window grouping has three arched windows in the second story and three rectangular windows in the first story (Photo #6). The windows are recessed in a terra-cotta surround that consists of repeating arches with rosette medallion appliques, spiral pilasters with composite capitals and octagonal bases, and terra-cotta tiles with rectangular recessed panels that divide the upper and lower story windows. Flanking the three window groupings in the second story are single arched windows with terra-cotta hoods and sills. Below the single arched windows are the two main entrances to the building. Single doors are recessed in an elaborate terra-cotta surrounds that consist of a segmental arch that is supported by narrow spiral pilasters with octagonal caps and leaf designs (Photo #7). The interior of the arch is ornamented with a scrolling foliate pattern, which surround a panel that contains a oval medallion with a bas relief of a woman. The outer surround of the doorway has an elaborate coronet with a center cartouche,

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7

Page 3

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

obelisk finials, and carved foliated and scroll designs. The coronet is flanked by segmented pilasters with double composite capitals and carved medallion and foliated designs.

Two symmetrical bays flank the center bay. With the exception of a loading bay door in the eastern bay, the two bays are identical in design. They feature arched windows, set singly and in groups of three, in the second story and matching groupings of rectangular windows in the first (Photo #8).

The west elevation presents a long, unbroken expanse of textured stucco (Photo #9).

The north (rear) elevation, has a one-story flat roof extension projecting from the western portion of the rear elevation. Other significant features include rectangular windows set alone and in groups of three and two large loading bays with aluminum doors (Photos #10&11). At the northwest corner of the rear extension is a prominent round chimney stack that is constructed of hollow clay tile and rises well above the roof line of the building (Photo #12). It has a corbeled cap and a metal arched door at its base, which reads, "M.W. Kellogg Company, Chimney Builders, New York" (Photo #13).

The east elevation consists of essentially two parts--a two story unit located at the southeast corner and a long one-story unit to the north (Photo #14). The two-story portion contains arched and rectangular windows in groupings that match those found on the outer bays of the facade (Photo #15). The one-story unit features two large loading bays and several rectangular windows.

Interior

The interior of the Seybold Baking Company Factory retains most of its original spaces, wood and brick work, and flooring. The first floor has three large rooms that originally contained the ovens and other machinery used by the bakery. All of that machinery has been removed and now the rooms are large open spaces. The eastern bay was used for loading and unloading products (Photo #16). It features a long raised concrete

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7

Page 4

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

platform that runs the length of the building and a small brick office and vault in the northeast corner. The buildings structural system is apparent in the visible massive I-beams that terminate at common bond brick walls and carry the load of the roof.

The southern quarter of the central bay is divided into several rooms. They are accessed by a hall that is lined with glazed buff brick (Photo #17). The floors in this area of the building are crushed pebble, glued and sanded into smooth, square tiles. The rooms north of the hall consists of men's and women's restrooms and an employee lunch room. The restrooms contain some of their original fixtures, including large porcelain rinse basins (Photo #18). A doorway on the north wall of the hall opens into a large room that contains a series of steel I-beam posts with poured concrete bases, which support the I-beam joists of the second floor (Photo #19). An original freight elevator and stairway leading to the second floor are located in the northeast corner of the room and a spiral staircase and office are located in the southeast corner.

The west bay consists of a large open area that is broken only by two I-beam posts (Photo #20). In the southeast corner is a spiral metal staircase to the second floor (Photo #21).

The main access to the second floor is a staircase located at the southeast corner of the central bay (Photo #22). The stairs are metal and lined with a balustrade with square metal balusters and newel posts. The stairwell is lit by a single arched window.

The east bay of the second floor contained the offices for the plant (Photo #23). All of the partition walls in the area are original to the structure. They are finished with pine woodwork in the form of baseboards, window and door casings, and chair rails. The floors in this portion of the building are oak.

The center and west bays of the second floor are open work areas with pine flooring laid in a diagonal pattern (Photo #24).

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

**National Register of Historic Places
Continuation Sheet**

Section number 7

Page 5

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

Alterations

The most significant alteration to the original appearance of the building is the removal of all of the plant's original ovens and machinery. Most of the original windows have been replaced and several window and door openings have been enclosed with concrete block. These changes, however, do not significantly diminish the architectural integrity of the building.

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

**National Register of Historic Places
Continuation Sheet**

Section number 8

Page 1

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

SUMMARY

The Seybold Baking Company Factory is nominated to the National Register under the *Historic Architectural Resources of Daytona Beach* multiple property cover. The building contributes to property type F.6 - Historic Industrial Buildings of Daytona Beach, 1901-1948. The building is significant under criteria A and C at the local level in the areas of Industry and Architecture. The Associated Historic Contexts are *The Great Florida Land Boom, 1920-1926*, and *The Great Depression and World War II, 1927-1948*. The period of historical significance for the Seybold Factory extends from 1927 to 1946. Under criterion A, the building is significant as one of the largest and most important industrial buildings constructed in Daytona Beach during the historic period. Completed in 1927, the building was part of an expansion of baking facilities undertaken by the Southern Baking Company. It was part of a regional chain of bakeries that supplied bread products to the South during the Great Depression and World War II. Under criterion C, the building is significant as the most architecturally elaborate historic industrial building in the city. It has a Mediterranean-Revival style and features intricate terra-cotta work. It was designed by J. Edwin Hopkins, an engineer and architect from Pittsburgh, who also drew plans for several of the company's other buildings, which were erected in Tampa, Jacksonville, and Miami.

HISTORIC CONTEXT

The Southern Baking Company was incorporated in 1924 in Delaware and had its headquarters in New York City. The formation of the company coincided with a general period of economic prosperity in the South, which contained vast and underutilized resources for industrial development. In 1926, under the leadership of its president, Henry D. Tipton, the Southern Baking Company embarked on an impressive \$10,000,000 program to

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8

Page 2

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

establish a series of bakeries throughout the Southeast. To ensure the company's success, Tipton took over a number of small competing baking companies, including the Carolina, Lee, Piedmont, and Stone baking companies, making them subsidiaries of the parent company but retaining their names for local marketing purposes.

The company's decision to move into Florida was followed by the purchase of the Miami-based Seybold Baking Company, which was one of the largest baking concerns in Florida and produced the "O Boy" brand of white bread. The Seybold Company's name recognition was such that the Southern Baking Company decided to use it for other bakeries it established in the state during the 1920s. Factories at West Palm Beach and Orlando were started in early 1926. In May the company announced plans to build an additional four plants in the state at Jacksonville, Miami, Tampa, and Daytona Beach. Construction of each was to cost approximately \$500,000, and they would be devoted solely to the production of bread. Combined with the company's other bakeries in the Carolinas and Georgia, the new bakeries would boost the total production of the Southern Baking Company to 12,000,000 loaves annually.

The choice of Daytona Beach, which was the smallest of the cities to receive one of the baking plants, was urged by a Tipton associate, Richard Edmonds, who was at the time editor of the *Manufacturer's Record*, a trade journal that covered the development of major construction projects throughout the United States. A resident of Baltimore, Edmonds had been spending his winters in Daytona Beach for several years when he heard of Tipton's plans to expand his chain of baking factories. He told Tipton that the area, which was experiencing significant development as a result of the Florida land boom and represented a solid potential market, was an excellent place to locate one of the plants. The Daytona Beach Chamber of Commerce, which was eager to establish a manufacturing base in the community, also lobbied Tipton and provided extensive information about the advantages of the community.

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

**National Register of Historic Places
Continuation Sheet**

Section number 8

Page 3

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

HISTORIC SIGNIFICANCE

In June of 1926, the company purchased four lots in the Daytona Gardens Subdivision. In late July, Tipton, C.J. Bramlett, the Southern Baking Company's general manager, and J. Edwin Hopkins, an engineer and architect from Pittsburgh, Pennsylvania, visited the site and announced that construction would be forthcoming and that the bakery would begin production in November. Hopkins' design for the plant called for the erection of a large two-story edifice with a Mediterranean-Revival style design that featured elaborate terra-cotta ornament. It was to be constructed with a brick and steel I-beam structural system. The bake oven was to measure eighty-two feet in length and be capable of producing 108,000 pounds of bread daily.

Bids for the construction of the plant were let in late July. The New York City-based Equity Construction Company, which specialized in baking plant construction, was awarded the contract. The contract for the erection of a special cylindrical hollow clay tile chimney to service the oven was given to the M.W. Kellogg Company, a chimney building firm from New York. Tipton announced in early August that 65 percent of the estimated \$600,000 to be expended on the project would be spent to employ local laborers or purchase materials from Daytona Beach area suppliers. That decision was welcomed by local civic associations, which were in the midst of a campaign to keep local construction workers employed as the rate of development in the city slowed due to the deflating Florida land bubble. The factory would also provide jobs for locals who would be employed to make the bread, and it was hoped that its success would attract other industries to the city.

Work on the Seybold Baking Company Factory was begun in late August 1926, and was completed early in 1927, just as Daytona Beach, along with the rest of the state, was beginning to experience the collapse of the speculative land boom. As a result of the worsening economic conditions in Florida and other areas of the South, the Southern Baking Company was unable to

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

**National Register of Historic Places
Continuation Sheet**

Section number 8

Page 4

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

meet the massive financial obligations it had amassed during the expansion of its facilities in the mid 1920s. In 1928, after deferring dividend payments to stockholders and earning marginal profits, the Southern Baking Company was acquired by the Columbia Baking Company, which maintained offices in Atlanta, Georgia, and Wilmington, Delaware. Organized in 1928, the Columbia Baking Company operated eighteen bakeries, twelve throughout the South, came with the Southern Baking Company acquisition.

The Columbia Baking Company experienced severe economic losses during the early years of the Great Depression. In 1930 the company lost a total of \$135,295 and the following year more than \$240,000. In an effort to consolidate its resources and remain solvent, in 1931 the company mortgaged the Daytona Beach factory for \$500,000, and several of its other properties. The company failed to show profits until the mid 1930s, when Federal subsidies under President Franklin Roosevelt's New Deal program were granted to bread manufactures throughout the country to help feed the unemployed. Between 1935 and 1940, Columbia Baking Company enjoyed solid profits from its regional system. During World War II, as the need for bread products at home and for Allied forces increased, the company's earnings increased dramatically.

The Daytona Beach facility remained in operation under the Seybold brand name until after World War II. In 1946 the name of the factory was changed to reflect its parent company and continued to be called the Columbia Baking Company Factory until 1958, when it was taken over by Southern Bakeries, Inc. The plant was closed in 1969 and left vacant until the present. The building is now in the process of being converted for use as a stainless steel filtration manufacturing facility.

ARCHITECTURAL SIGNIFICANCE

The factory is significant as an unusually ornate and relatively rare local example of an industrial building. Two-stories in height and measuring 190 by 170 feet, the building is an excellent example of the Mediterranean-Revival style as it was

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

**National Register of Historic Places
Continuation Sheet**

Section number 8

Page 5

Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

applied to large-scale buildings in Florida during the land boom period of the mid 1920s. Elements of the style present include arched window and door openings, elaborate terra-cotta work, stucco exterior wall fabric, and pantile pent roofs. The building represents a transition in the choice of materials in industrial structures in Florida from brick to steel frame construction. Both are used in the Seybold factory. Load bearing walls are constructed of brick, and in a few instances, structural clay tile. The walls are tied by massive steel I-beams that span the wide, open spaces of the interior bays and support the roof. The weight of the central two-story structure is supported by a series of steel I-beam posts with poured concrete bases. The building remains in excellent condition and retains a high degree of architectural integrity.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 1 Seybold Baking Company Factory
Daytona Beach, Volusia Co., FL

BIBLIOGRAPHY

Commercial and Financial Chronicle. Volume 145, part 2 (October-December 1937) 3342.

Daytona Beach Journal, July 15, 21, 24, August 7, 1926.

Historic Property Associates, Inc., "Survey of Daytona Beach Westside." Historic resources survey report, July 1994.

New York Times, June 23, 1932; February 27, and December 21, 1943; December 21, 1944.

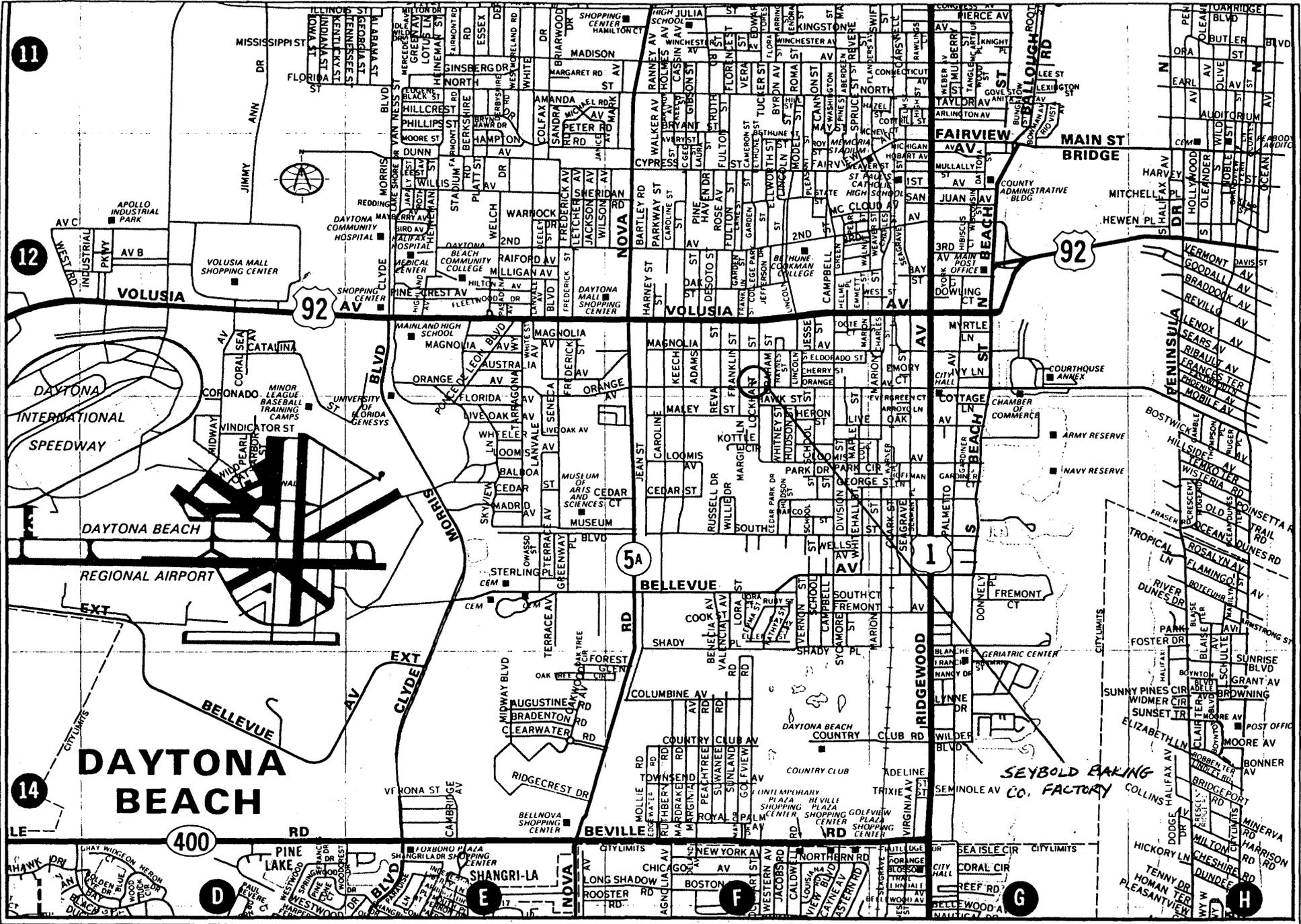
Polk's Daytona Beach City Directory. Jacksonville: R.L. Polk & Sons, 1946-47, 1958, 1969,.

Porter, John, ed. *Moody's Manual of Investments*. London: Moody's Investor's Service, LTD., 1950.

Sanborn Map Company. *Fire Insurance Map of Daytona Beach, Volusia County, Florida*. New York: Sanborn Map Company, 1951 (update).

Volusia County Deed Book 201, p. 85.

Volusia County Mortgage Book 97, p. 429.



11

12

14

5A

400

D

E

F

G

H

DAYTONA BEACH

SEYBOLD BAKING CO. FACTORY

VOLUSIA

BELLEVUE

BEVILLE

IRIDGWOOD

TRAPERS

BOSTWICK

VERMONT

HARVEY

FAIRVIEW

MISSISSIPPI

VOLUSIA MALL SHOPPING CENTER

DAYTONA BEACH COMMUNITY COLLEGE

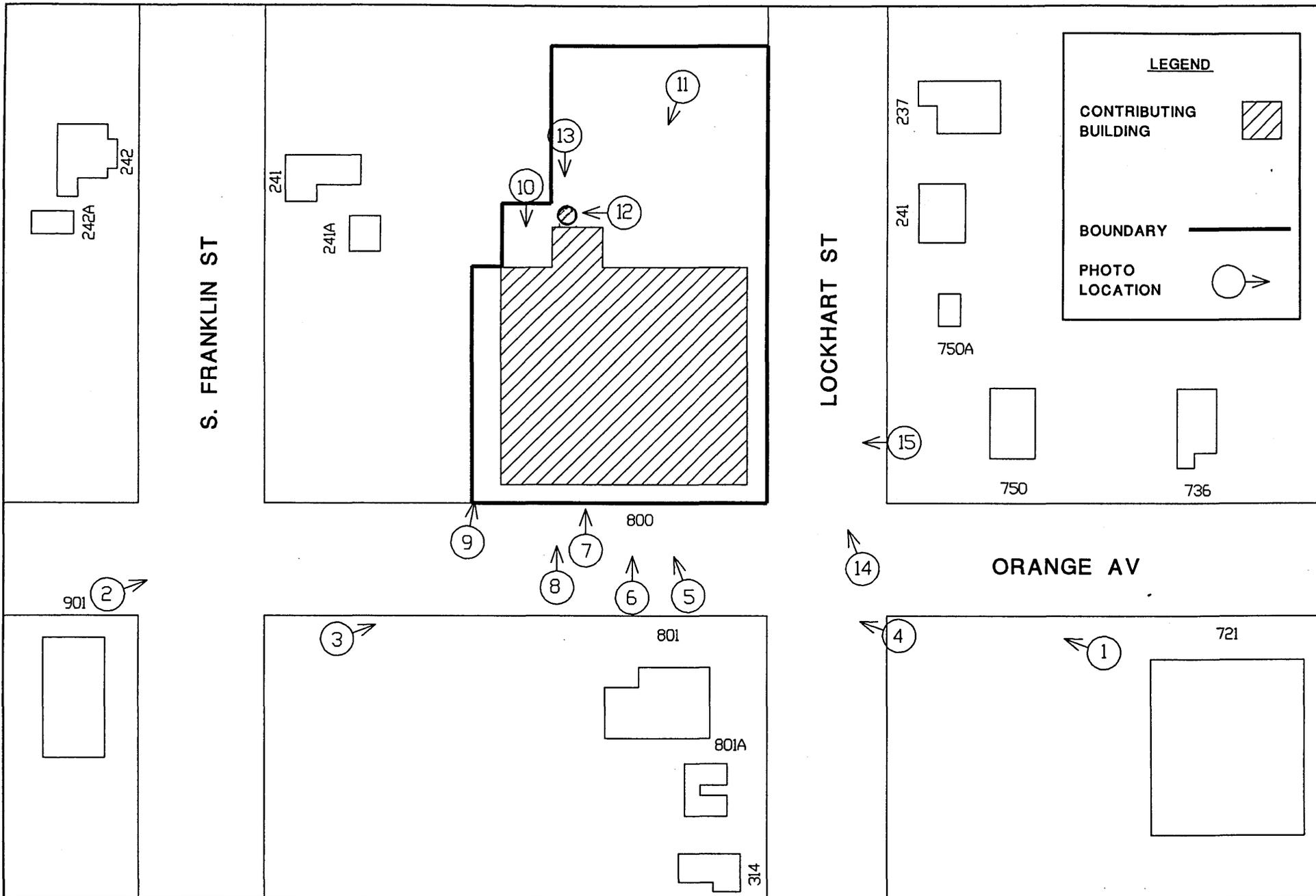
DAYTONA BEACH COMMUNITY HOSPITAL

DAYTONA INTERNATIONAL SPEEDWAY

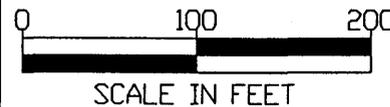
DAYTONA BEACH

REGIONAL AIRPORT

EXT



**SITE PLAN:
SEYBOLD BAKING COMPANY FACTORY**



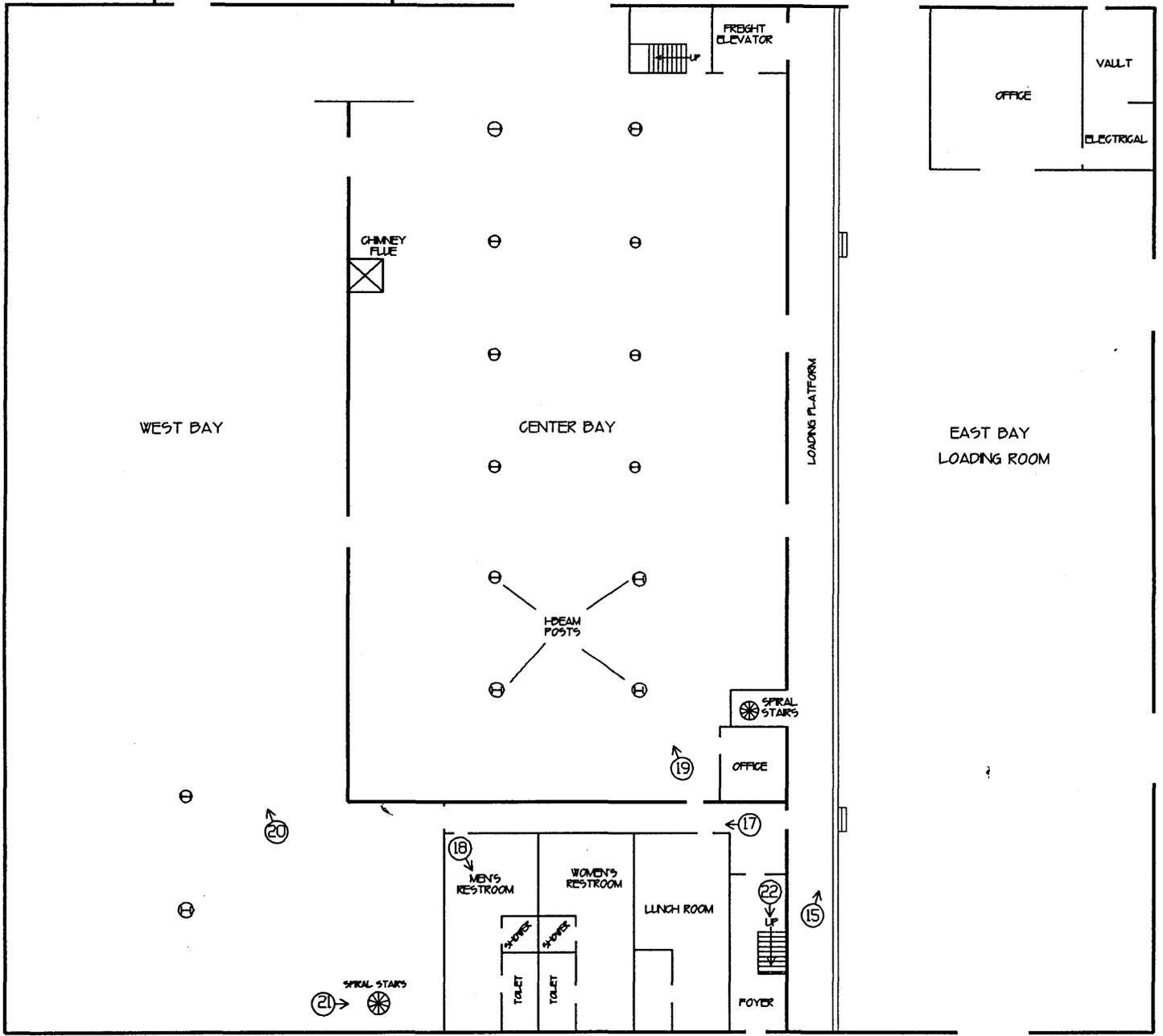
**PREPARED BY
HISTORIC PROPERTY ASSOCIATES
ST. AUGUSTINE, FLORIDA**

CHIMNEY

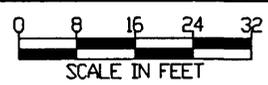


SHOP

PHOTO LOCATION =

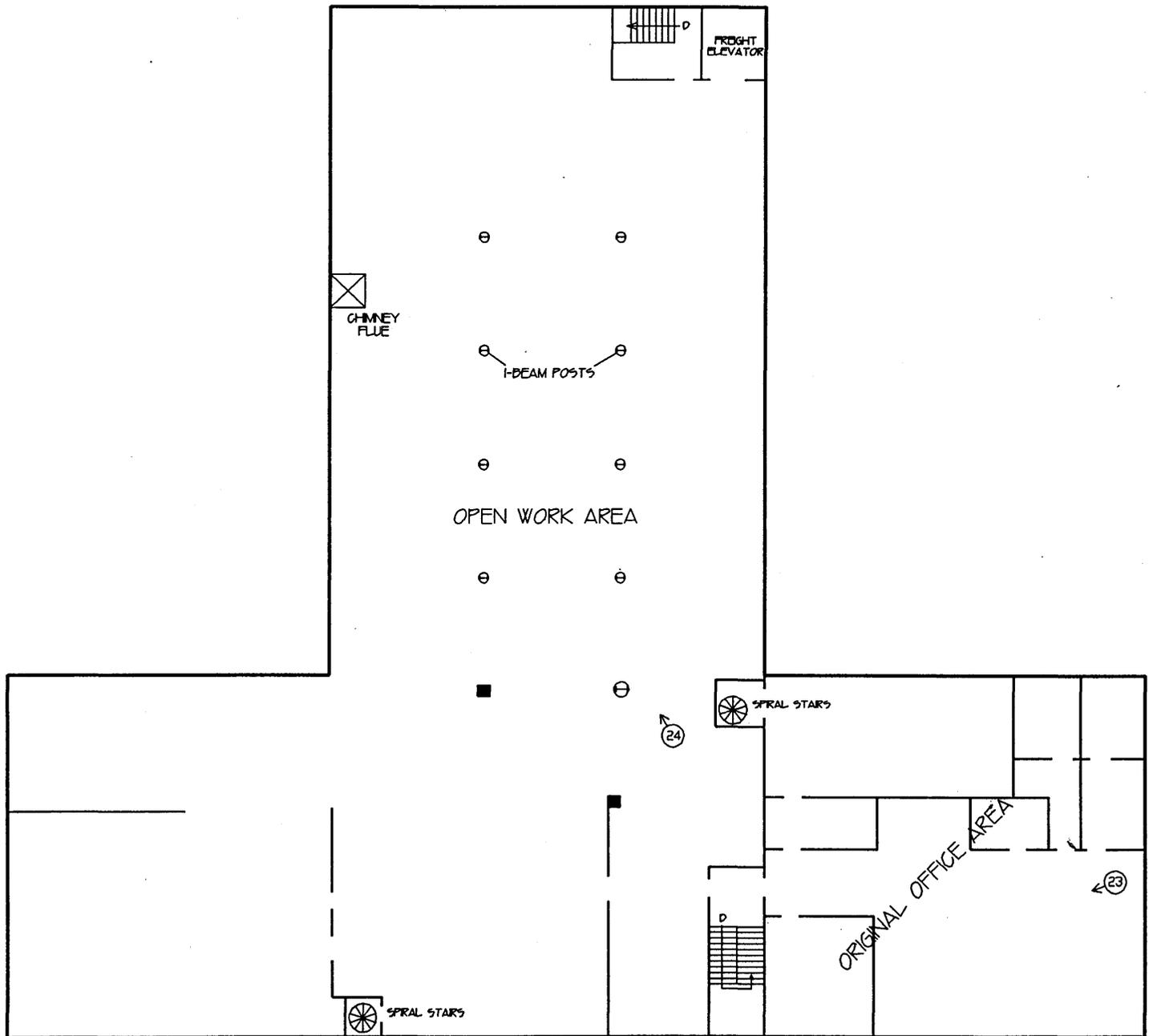


**FIRST FLOOR PLAN:
SEYBOLD BAKING COMPANY FACTORY**



PREPARED BY
HISTORIC PROPERTY ASSOCIATES
ST. AUGUSTINE, FLORIDA

PHOTO LOCATION = ○→



**SECOND FLOOR PLAN:
SEYBOLD BAKING COMPANY FACTORY**



PREPARED BY
HISTORIC PROPERTY ASSOCIATES
ST. AUGUSTINE, FLORIDA