

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received **MAR 25 1985**
date entered **APR 10 1985**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic San Jose Thematic Group

and/or common San Jose Estates

2. Location

street & number Various - See Individual Inventory Forms N/A not for publication

city, town Jacksonville N/A vicinity of

state Florida code 012 county Duval code 031

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input checked="" type="checkbox"/> educational	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input checked="" type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
<input checked="" type="checkbox"/> Thematic	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
<u>Group</u>	<u>N/A</u>	<input type="checkbox"/> no	<input type="checkbox"/> military	<input checked="" type="checkbox"/> other: Recreation

4. Owner of Property

name Various - See Individual Inventory Forms

street & number Various - See Individual Inventory Forms

city, town Jacksonville N/A vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Duval County Courthouse

street & number 330 East Bay Street

city, town Jacksonville state Florida

6. Representation in Existing Surveys

title Thematic Survey; San Jose Estates has this property been determined eligible? yes no
Subdivision

date 1983 federal state county local

depository for survey records San Jose Estates Preservation

city, town Jacksonville state Florida

7. Description

See Individual Inventory Forms

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The San Jose Estates Thematic Group consists of 24 individual structures associated with the 1925-6 development of San Jose, a suburb of Jacksonville, Florida. It represents an early Florida example of a planned, suburban development, laid out by the noted city planner John Nolen in 1925, for the developers, San Jose Estates. Nolan's plan is characterized by a combination of formal and informal elements, with the development's major public buildings forming a series of focal points throughout the subdivision. All of the structures included in the development bear reference to the Spanish Colonial or Mediterranean Revival style of architecture executed for the development by the Jacksonville architectural firm of Marsh and Saxelbye. Typical architectural elements present in most of the structures include clay barrel tile roofs, stucco walls, wrought iron grillwork and classically derived door and window surrounds.

The site of the San Jose development began as a Spanish Land grant to Frances Xavier Sanchez from the King of Spain circa 1784. A portion of this property was called San Jose Plantation. Located four miles south of Cowford (which became Jacksonville in 1821), it lay between the Old Kings Road and the east bank of the St. Johns River with its north boundary at approximately the area of Christopher Creek and its south boundary along the section 44/45 line and approximately two miles along the St. Johns River. Sanchez's grant was broken up upon his death in 1817 and was acquired by various notable early settlers of northeast Florida.

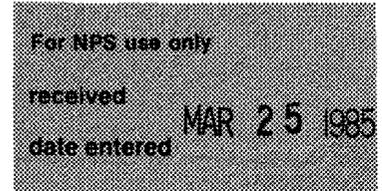
In 1925, the San Jose Estates Company purchased approximately 1,000 acres of the original plantation and engaged the services of city planner John Nolen to lay out a plan for a self-contained, suburban community. The development was to include a hotel, country club, schools, churches and shopping. Its focal point, located on a low bluff overlooking the St. Johns River, was to be the San Jose Hotel. On axis with the hotel a boulevard flanked by shops was envisioned. The boulevard was to terminate in an open plaza containing the administration building of the development company. To the northeast, in a triangular parcel of land between San Jose Boulevard and Via de la Reina, was to be located the development's country club and golf course. The northwest section of the development was to be laid out in a series of concentric circles, the center of which was to be set aside for a school and a plaza of shops. This pattern was to be broken by a landscaped parkway extending along both sides of Christopher Lake to Old Kings Road. The streets in this area were to be named for Spanish cities. A large tract on the St. Johns River, south of Christopher Lake and west of San Jose Boulevard was designated for a hotel, yacht club, boat harbor and open recreational space. A landscaped parkway running parallel to the St. Johns River would serve to connect these facilities.

Most of Nolan's plan for the subdivision was carried out and is clearly discernible today in the overall layout of the locality. In the northwest section of the development, Nolan's radial street pattern survives, centered on, as proposed in the original plan, the Alfred E. DuPont Junior High School. The San Jose Country Club occupies the triangular portion of land formed by the intersection of San Jose Boulevard and the Via de la Reina as proposed in the plan, with the apex of the triangle containing the development's former administration building. The axial boulevard connecting this facility with the former San Jose Hotel also survives. Portions of Nolan's plan not carried

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out include the harbor and yacht club envisioned for the St. Johns River, a winding parkway running east to west across the center of the development and most of the northeast section of the subdivision.

All of the buildings constructed by San Jose Estates during the period 1925-26 shared the vocabulary of the Mediterranean Revival style executed for the developer by the architectural firm of Marsh and Saxelbye. These characteristics are present in all of the surviving buildings. Structures are typically one or two-story masonry buildings of hollow tile and stucco construction. Exterior walls are generally stucco, usually painted white or beige, although most were originally painted in a variety of pastel colors. The clay barrel tile roof, the hallmark of the Mediterranean Revival style, is present in most of the structures, usually as a low-pitched gable. The majority of the structures are asymmetrical in composition, with doors frequently placed off center and fenestration randomly distributed. Fenestration is typically casement or double hung sash set into both square and round-arched openings. Main entry doors are usually pecky cypress with a single lite opening. Ornamentation, usually concentrated around window and door openings, consists of classically-derived columns, entablatures and surrounds, wrought iron window grills and rejas, quatrefoil openings in gable ends and cartouches, urns, consoles and other classically derived ornamentation. Common alterations made to the residential structures include the enclosure of porches, replacement of original fenestration with contemporary double hung sash or jalousie windows and the replacement of the barrel tile roofs with asphalt shingles.

The major public buildings associated with the development include the San Jose Hotel, presently the Bolles School (SJT #4); the San Jose Estates Administration Building, presently the San Jose Episcopal Church (SJT #16) and the San Jose County Club (SJT #22). Architecturally, these structures are the development's most sophisticated buildings, especially the former hotel building, which features an imposing three-story facade flanked by a pair of hip-roofed towers. The residential buildings vary in size and in their reference to the Mediterranean Revival style. The larger residences, such as 3500 Via de la Reina (SJT #19) and 3609 Via de la Reina (SJT #20) display a greater vareity in plan, ornamentation and materials than do most of the San Jose dwellings. Three buildings, 7144 Madrid Avenue (SJT #5), 7288 San Jose Boulevard (SJT #7) and 7217 Ventura Avenue (SJT #14) are modest examples of the Mediterranean Revival style, which is displayed primarily in their ornamentation.

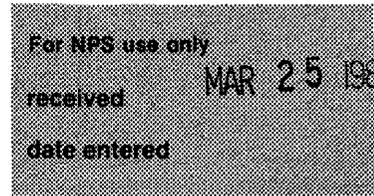
Methodology

Pursuant to the preparation of the National Register nomination, a systematic survey of the San Jose development was undertaken by San Jose Estates Preservation, Inc., a private, non-profit preservation organization. The purpose of the survey was to identify and document the structures surviving from the original 1920s development effort. The survey identified the development's major associative significance in the areas of architecture and community planning, qualities usually not present in combination in most Boom-time Florida developments. The strong thematic relationship of the development's

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resources, in contrast to the extensive post-World War II development within the community, dictated a thematic rather than a district approach in the nomination of the resources.

In statistical terms, the survey revealed that the development had originally comprised a total of thirty-seven structures: thirty private residences, three public buildings and four gatehouses. Of this number, nine dwellings and three gatehouses have been lost. The surviving gatehouse is not included in this nomination, as it will be moved from its present site upon the selection of a new location. Although this move is imminent, no specific date has been set because of unresolved questions regarding its relocation site. Efforts are presently underway by San Jose Estates Preservation, Inc. to secure a suitable new location for the gatehouse in order to ensure its eligibility for National Register listing and its preservation. If efforts to relocate and preserve the structure on an appropriate site are successful, the gatehouse will be nominated at that time.

Building Inventory

<u>Number</u>	<u>Location</u>	<u>Historic Name</u>
SJT 1	7227 San Pedro Road	
SJT 2	7246 San Carlos	
SJT 3	7249 San Pedro Road	
SJT 4	7400 San Jose Boulevard	San Jose Hotel
SJT 5	7144 Madrid Avenue	
SJT 6	7245 San Jose Boulevard	
SJT 7	7288 San Jose Boulevard	
SJT 8	7317 San Jose Boulevard	
SJT 9	7400 San Jose Boulevard	
SJT 10	7356 San Jose Boulevard	
SJT 11	3325 Via de la Reina	
SJT 12	3335 Via de la Reina	
SJT 13	7207 Ventura Avenue	
SJT 14	7217 Ventura Avenue	
SJT 15	7330 Ventura Avenue	
SJT 16	7423 San Jose Boulevard	San Jose Administration Building
SJT 17	7246 St. Augustine Road	
SJT 18	7306 St. Augustine Road	
SJT 19	3500 Via de la Reina	
SJT 20	3609 Via de la Reina	
SJT 21	3685 Via de la Reina	
SJT 22	7529 San Jose Boulevard	San Jose Country Club
SJT 23	3703 Via de la Reina	
SJT 24	3764 Ponce de Leon Avenue	

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1925-26 **Builder/Architect** O.P. Woodcock/Marsh and Saxelby

Statement of Significance (in one paragraph)

The San Jose Thematic Group consists of 24 individual buildings significant historically as the surviving structures of a major Florida Boom Period suburban development in the Jacksonville area, and architecturally as examples of the Mediterranean Revival style predominant in Florida during this period. The San Jose Estates development is also significant for its association with John Nolen, an internationally recognized city planner and pioneer in the field of urban design, and for associations with persons of state and local importance, including the architectural firm of Marsh and Saxelby, prominent in the Jacksonville area; Claude Nolan, a prominent promoter of automobile transportation in Florida; Charles Strickland, head of the San Jose Estates Company; and Alfred and Jessie Ball DuPont. All of the buildings included in the nomination possess sufficient architectural integrity and historic association with the San Jose Estates development to be considered individually for nomination to the National Register as part of the San Jose Thematic Group.

The area in which the subject structures are located has been known as San Jose since c. 1800, when Francis Xavier Sanchez was granted a 1,135 acre tract which he called the San Jose Plantation.¹ The boundaries of this tract closely approximate those of the San Jose Estates development. By 1817, the plantation had been divided between the two Sanchez heirs and was further subdivided in succeeding years.

About 1914, the San Jose Company was formed and began to purchase tracts of land in the area. The largest of these tracts was 972 acres.² First president of the company was Claude Nolan, founder of the oldest automobile agency in Jacksonville and a prominent advocate of improved transportation facilities in Florida. Nolan was instrumental in exhibiting the first airplane in Florida and in the establishment of an installment plan for automobile purchase. He also campaigned for better roads in Florida and was the first person to drive a car from Miami to Key West, fifty-four miles of the journey being made over the Florida East Coast Railway's trestles.³ Although no direct connection has been established between the San Jose Company and the San Jose Estates organization which would eventually develop the property, the purchase of the largely suburban property by a visionary such as Nolan who had so early on recognized the rising importance of the automobile suggests the future character the development would acquire: an automobile-oriented suburban community.

The San Jose Estates company was formed in 1925. Headed by Charles W. Strickland, the San Jose Estates Board of Directors included many men prominent in local business and civic affairs of the time. Charles Strickland was president and treasurer of Strickland and Hardin, Inc., a state-wide insurance firm. His obituary described him as "a firm believer in the future of Jacksonville and the original owner and developer of San Jose."⁴ Other company directors included George Hull Baldwin, a past president of the Jacksonville Chamber of Commerce, Vice President of the Florida State Chamber of Commerce, a director of Florida National Bank and the Believers of Jacksonville, and Vice President and General Manager of the Commodores Point Terminal Company; Morgan V. Gress, a local

9. Major Bibliographical References

(See Continuation Sheet)

10. Geographical Data

Acreeage of nominated property See Individual Inventory Forms

Quadrangle name Bayard and Orange Park

Quadrangle scale 1:24,000

UTM References

See Individual Inventory Forms

A

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Zone Easting Northing

B

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Zone Easting Northing

C

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D

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E

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F

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G

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H

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Verbal boundary description and justification

See Individual Inventory Forms

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Carol Turman, Sally Austin/Michael F. Zimny, Historic Sites Specialist

organization Florida Division of Archives

date March 18, 1985

street & number The Capitol

telephone (904) 487-2333

city or town Tallahassee

state Florida

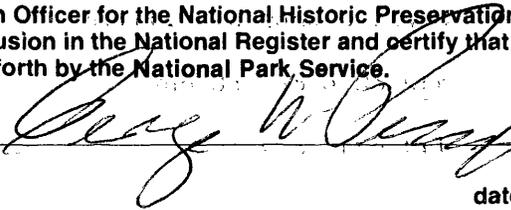
12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature



title

date

3/19/85

For NPS use only

I hereby certify that this property is included in the National Register

See Continuation Sheets for listing
Keeper of the National Register date

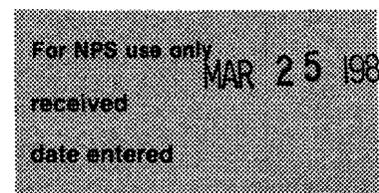
Attest:

date

Chief of Registration

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lumberman who served as chairman of many local charity drives and who was on the board at St. Luke's Hospital; Henry Plant Osborne, an attorney and insurance man active in charity and church activities and a member of the board of St. Luke's Hospital.

The San Jose Estates development, which was described in contemporary newspaper accounts as the "City's Master Development"⁵ was planned as a community of extraordinary proportions. Encompassing a tract of approximately 1,000 acres located four-and-one-half miles south of Jacksonville, the development was to have had hundreds of homes, stores, a country club and golf course, an administration building and a hotel. Marking the north and south entrances of the development were a pair of "quaint old Spanish gate towers." The noted landscape architect and city planner John Nolen and his associate Phillip W. Foster were engaged to lay out the development. Nolen was an internationally known pioneer in the field of city and regional planning. He was a graduate of the University of Pennsylvania and Harvard University. During his career he was involved in more than 400 public planning and landscape architecture projects, including the re-planning of fifty cities in twenty states and the planning of an equal number of new towns and suburbs. In Florida he developed plans for the new communities of Venice and Clewiston. Nolen was also the author of several books and belonged to a large number of national and international professional organizations. He served as President of the American City Planning Institute, the National Conference of City Planning, and the International Federation for Housing and Town Planning.

In his plan for San Jose, Nolen proposed the incorporation of parks, playgrounds, homes, shops, a hotel, church and school within the development. The community was to consist of a network of streets laid out in a pattern of concentric circles centered on the proposed San Jose hotel and the central Plaza del Sanchez. Nolen proposed taking advantage of the riverfront and the adjacent lakes and creeks by planning a yacht club, fishing pier, beach areas and an esplanade along the top of river bluff in the front of the hotel. Other recreational facilities were to include tennis courts and a swimming casino. A total of 1,911 lots were platted, including five estate-sized lots, which were to be served by six miles of water mains, six miles of lateral sewers plus two outlet sewers. Each lot was to be fronted with paved sidewalks and streets. A water plant was planned and electrical service was to be provided by the City of Jacksonville.

The Jacksonville architectural firm of Marsh and Saxelbye was commissioned to provide the architectural design for the development. Harold F. Saxelbye (1880-1964) was born in Hull, England. He received his architectural training in England at the Royal Institute of Architects and through his five-year apprenticeship to B.S. Jacobs, a noted English architect. He immigrated to the United States in 1904 and settled in New York. Here he worked for the firm of Jacobs and Davies and then as a partner in the firm of Thompson and Frohling.⁶

Saxelbye came to Jacksonville in 1914 to supervise the construction of the Mason Hotel. Here he met William Mulford Marsh, a local architect. Unlike Saxelbye, Marsh (1889-1946) received no formal training in architecture but had acquired his knowledge of the profession through first-hand experience and through his work with the firm of Talley and Sumer. In 1919, the two architects formed the partnership of Marsh and Saxelbye.

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The firm of Marsh and Saxelbye was one of the most prolific architectural partnerships in Jacksonville. During the boom years of the 1920s, the firm worked primarily in many of the popular period revival styles, especially the Colonial, Mediterranean and Tudor Revivals. Some of their more notable commissions dating from this period include Epping Forest (1927), the Lane-Towers House (1928), the Levy-Wolf Building (1929) and the Jacksonville Police Headquarters (1926). These buildings illustrate the full range of architectural styles the firm was capable of working in. Epping Forest, built for Alfred and Jessie Ball DuPont, is a particularly noteworthy example of the Mediterranean Revival style, while the Lane House reflects the Jacobethan or Tudor Revival. The downtown Jacksonville Levy-Wolf Building exemplifies the Chicago Commercial style while the Police Headquarters reflects the influence of the Georgian Revival. Other significant Jacksonville area buildings designed by Marsh and Saxelbye include the Mayflower (Mason) and George Washington Hotels, the Hildebrant Building, the Western Union Building, Landon High School and Hope Haven Hospital, in addition to numerous period revival residences. The firm continues in active practice today under the name Saxelbye, Powell, Roberts and Ponder, Incorporated.

Following the development's commitment to quality in design and construction, O.P. Woodcock, founder and president of the O.P. Woodcock Company, was engaged as the general contractor for the project. The Woodcock firm was the oldest contracting firm in the state and was responsible for projects such as The Florida National Bank Building, the Church of the Immaculate Conception, the concrete portion of the Old Gator Bowl, the Marine Hospital in Key West, the Coquina Hotel at Ormond Beach, the Lyceum and Convent at St. Augustine and others. Woodcock was also active in civic affairs such as the Chamber of Commerce, and the Boy Scouts.⁸ Donald Ross, designer of the golf course, was also an important designer of the time. Seven of his works were included in a list of the top fifty courses in America, as selected by a Golf Digest panel in 1982. Among these designs were Pinehurst Number Two at Pinehurst, North Carolina; the Oakland Hills Country Club South at Birmingham, Michigan, for which he collaborated with Robert Trent Jones; and the Seminole Golf Club of Palm Beach, Florida.⁹

The San Jose development was designed in the favored architectural style of boom-time Florida: the Mediterranean Revival. To many developers of boom-time Florida, the Mediterranean Revival was more than an architectural style; it was a marketing tool to be used in the promotion of their venture as an American slice of the Spanish or Italian Mediterranean. Saxelbye himself envisioned San Jose as a "bit of Old Spain in the New World," which would "present the solution of a unique problem, that of adapting modern living conveniences and necessities to dwellings ancient in atmosphere."¹⁰

Although Mediterranean Revival style is closely associated with boom-time architecture in Florida, the style is actually Californian in origin, tracing its roots to the so-called Mission style which originated in California in the 1890s. Bertram Grosvenor Goodhue's design for the 1915 Panama-California Exposition is generally credited with infusing the more elaborate decorative elements of Spanish architecture into the Mission style. In his design for the San Diego exposition, Goodhue went beyond the then prevalent Mission interpretations of Spanish architecture to emphasize the richness and diversity present in historic Spanish architecture. The wide publicity given the exposition greatly increased interest in historic Spanish architecture, resulting in a second revival of Spanish prototypes: the Mediterranean Revival.

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The Mediterranean Revival style differs from the earlier Mission style chiefly in its extensive use of decorative elements which were borrowed from both Spanish and Italian architecture. Generally these elements were handled in a very individual manner, resulting in compositions which suggest rather than literally copy their historic prototypes. In Florida, the Mediterranean Revival designs of architects such as Dwight James Baum, Phineas Paist and Addison Mizner enjoyed widespread popularity, providing as they did what was believed to be an appropriate image for those localities promoting themselves as an American Riviera.

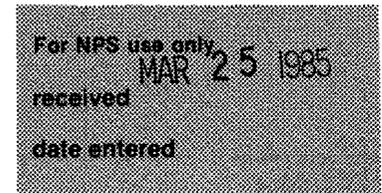
The San Jose development was a direct reflection of the use of the Mediterranean Revival style as a marketing tool. All of the development's public buildings, residences and gatehouses were to be designed in the Mediterranean Revival style, which would provide the development with an easily recognizable image. The public buildings, particularly the San Jose Hotel, the Administration Building and Country Club were key buildings in the promotion of the development. Among the first buildings to be completed, they provided the potential investor with a strong image of the stylistic direction of the remainder of the development would take. Consequently, they were the largest and most architecturally sophisticated of the development's buildings. These and two residential buildings, 3500 Via de la Reina and 3609 Via de la Reina, are individually significant examples of Mediterranean Revival architecture in Jacksonville. They and the remaining eighteen residences reflect the full range of the diversity and versatility of the Mediterranean Revival style.

Although the San Jose Estates development was one of several boom-time developments in Jacksonville, it was distinctive in two important respects. First, none was as extensively planned as San Jose. The San Jose development was planned to include a hotel, country club, administration building, schools, churches and other recreational facilities. While several other Jacksonville developments such as San Marco, Granada and Ortega were laid out following an organized street pattern, none could rival the extensive public amenities that San Jose proposed to offer.¹¹

San Jose was also distinct from other boom-time Jacksonville developments by reason of its suburban character. Other Jacksonville developments contemporary with San Jose can be described as either direct physical expansions of the city, such as the Riverside and Avondale subdivisions, or as detached but close-in developments, primarily residential, such as San Marco or Granada. For example, San Marco was a 250-lot development located less than two miles from downtown Jacksonville.¹² In contrast, the San Jose development was located over four miles from city proper. Further, the presence of such facilities as a hotel, country club and so on meant that San Jose could function as an independent suburban community, although it would remain economically dependent on the industry and commerce of the "parent" city of Jacksonville. In this respect it differed markedly from contemporary developments, such as Opa-locka and others in the Miami area as well as the subdivision developments in Jacksonville.

Two important factors which made the development of San Jose as a suburban community a practical reality were the increasing availability of the automobile, coupled with the improved highway access to its parent city. In 1921, the St. Johns River Bridge, the first span across the St. Johns River, was completed.¹³ Three years later, San Jose

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Boulevard was paved, which in turn provided improved automobile access to the sparsely populated south side of Jacksonville.¹⁴ The provision for a filling station in the plan of San Jose (now incorporated in the school building of the San Jose Episcopal Church) provides further evidence of the development's strong reliance on automotive transportation. Promotional information for the development also indicates that public transportation to Jacksonville was to be provided in the form of a fleet of twenty private passenger buses.¹⁵

Lots for San Jose went on sale July 25, 1925 and sales totaling \$732,000 were recorded for the first week. By August 10 the first section was completely sold out with sales figures of over \$800,000. Prices ranged from \$2,500 to \$4,900 for average sized lots to \$40,000 to \$60,000 for estate-sized lots. By comparison, similar sized lots in South Florida ranged from \$8,000 to \$20,000 for interior parcels, \$15,000 to \$25,000 for waterfront lots and from \$20,000 to \$75,000 for oceanfront properties.¹⁶

The promotion of San Jose was similar to that of other boom-time communities: the gaily decorated tour busses; the streams of salesmen; the grandiose prose and the glittering Grand Opening. However, by the time of the opening of the San Jose Hotel in January 1926, the Boom began to slow. One of the first indications that all was not well was the failure of the San Jose Estates company to complete its first projected 100 homes by the end of 1925. In fact, no residences directly associated with the San Jose Estates company were constructed after 1926. It is also apparent from contemporary photographs that the extensive landscaping intended for the community was never carried out. As the Boom began to slow further, San Jose's sales in turn began to decline and some buyers defaulted on their payments. Plans for the construction of the development's second hotel, the Vanderbilt were cancelled and San Jose Estates' promisory notes to the San Jose company went unpaid.

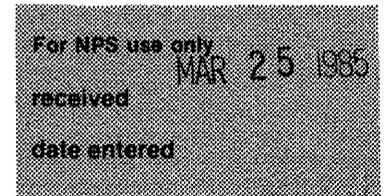
The economic decline of the San Jose Estates company is recorded in contemporary newspaper accounts and in the company records. The Jacksonville Journal reported on January 22, 1927 that "the Claude Nolan syndicate was proceeding in their drive to purchase the San Jose Complex."¹⁷ But in October of 1927, Claude Nolan's organization signed over to the Florida National Bank the notes that they held on San Jose Estates. Sometime in 1928 the San Jose Hotel was closed and in November it was sold for \$200,000 to the estate of Richard Bolles. Most of the thirty houses, either completed or in some stage of construction, were never sold to individuals. Liens for construction materials were placed on some of the buildings and they were acquired by their builder, O.P. Woodcock. In 1932, under the influence of the Depression, the Florida National Bank signed over its interests in San Jose Estates to a new company, the Christopher Point Corporation. A suit~~s~~ was filed in an attempt to clear all of the titles against the company. The San Jose Estates Company was accused of insolvency and the market value of the property was described as "less than the balance due on the mortgage. . . San Jose Estates and all others have abandoned the property and in the last three years have made no payments and paid no taxes. The property is deteriorating."¹⁸

The economic collapse in the San Jose Estates development coincided with the arrival of Alfred I. DuPont in Florida. DuPont's association with the San Jose development began with his purchase of land which had been set aside for the proposed Vanderbilt

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Hotel, the development's second hotel. On this property he constructed his winter home, Epping Forest, which he and his wife, Jessie Ball DuPont, made their Florida residence until his death in 1935. Jessie Ball DuPont continued to utilize the estate as a winter residence until the early 1960s. As a philanthropist, Mrs. DuPont was instrumental in the establishment of the Jessie Ball DuPont Religious, Charitable and Educational Fund. She also gave the San Jose Estates Administration Building to the Episcopal Church.

Ed Ball, Jessie Ball DuPont's brother and business associate of the DuPont family, assumed control of the DuPont Estate when Alfred DuPont died. Ball made Jacksonville the headquarters for his many enterprises. After the Boom, DuPont and Ball began to acquire properties in Florida, including the Florida National Bank, which they expanded, and vast tracts of land in west Florida for their St. Joe Paper Company. A number of San Jose Estates structures also came under their control of their various corporations including the Administration Building, the Country Club, the Golf Course and the Barbee House and eventually all of the undeveloped land.

In 1947, the remaining unsold property of the San Jose Estates was purchased by Stockton, Whatley and Davin. The area was re-platted but no important changes were made to the original Nolen plan. Construction of typical post-war styled buildings was begun on the undeveloped portions of the area. This contemporary in-fill, coupled with a strong relationship between the historic structures, dictated a thematic rather than a district approach in the nomination of the 1925-26 buildings to the National Register. The nomination was initiated by the San Jose Estates Preservation Incorporated, a private preservation organization which has been instrumental in promoting an awareness of the significance of the community's historic resources and also in encouraging their restoration.

The brief history of the San Jose Estates development is typical of that experienced throughout the state in the Florida Boom and Bust of the 1920s. Major real estate developments were initiated in several areas including South Florida and the Tampa Bay region, and many of the smaller communities throughout the state participated with equally optimistic, if somewhat more modest programs. But all were cut short by the sudden collapse of the speculative bubble. Because the San Jose development was started rather late in the Boom, its grand design remained largely unexecuted and its promise unfulfilled. Nevertheless, the surviving properties in the San Jose Estates Thematic Group reflect both the optimistic aspirations of the Boom with its effort to capitalize on Florida's Spanish heritage, and the trauma of the Bust which shattered the euphoria.

FOOTNOTES

¹Index to Spanish Land Grants, Vol. IV, pp. 26-28.

²Title and Trust Company of Florida, Deed Book 129, p. 132.

³Daniel Pleasant Gold, History of Duval County (St. Augustine, 1928), p. 446.

⁴Florida Times Union, January 9, 1948, p. 17.

⁵Sunday Times Union, San Jose Section, August 30, 1925, p. 11.

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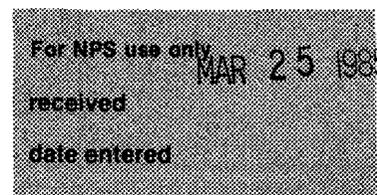
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- ⁶ Florida Historic Dramatic Contemporary (New York, 1952), Vol. III, p. 232.
- ⁷ Gold, p. 441.
- ⁸ Florida Times Union, January 4, 1953.
- ⁹ William H. Davis and Editors of Golf Digest, 100 Greatest Golf Courses.
- ¹⁰ Sunday Times Union, San Jose Section, August 30, 1925, p. 11.
- ¹¹ Sunday Times Union, March 4, 1925, p. 6; September 13, 1925, pp. 18, 19.
- ¹² Sunday Times Union, September 13, 1925, p. 18.
- ¹³ T. Frederick Davis, History of Jacksonville, Florida and Vicinity 1513-1924 (Jacksonville, 1925), p. 330.
- ¹⁴ Ibid., p. 284.
- ¹⁵ 159 Facts About San Jose, promotional brochure published by the San Jose Estates Company, Jacksonville.

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Public Records

Duval County Courthouse House:

Building Permits
Index to Spanish Land Grants
Property Appraisers Ownership Maps
Property Appraisers Tax Rolls
Probate Files

Title and Trust Company of Florida:

Deed Books
Grantee/Grantor Books
Mortgage Books
Plat Books

Private Records

Appraisal done for Woodcock Estate
Photographs
San Jose Corporation Sale Brochure with Photograph
(Owned by Peggy Fountain)

Brochure from Sales Department of San Jose Estates
Photographs
San Jose Hotel Brochure
(Owned by Carol Truman)

Maps

San Jose, 1925
San Jose, 1944
State of Florida Plat Map, 1849

Interviews

Mr. Davis by Carol Truman, April 1984.
Mr. Ira Koger by Gloria Roberts, September 1979.
Mr. Norman Young by Carol Truman, April 1984.

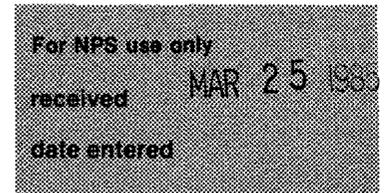
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(See Continuation Sheet)

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"Mizner Not the Only One to Use Spanish Colonial Revival Style", Florida Times Union, March 13, 1984, p. D1.

Parsons, Sydney, "San Jose Was to be a Northern Miami", Times Union-Journal, Jacksonville, Florida, May 24, 1981.

Ross, Lila, "San Jose Is a Bit of Old Spain", Florida Times Union, Jacksonville, Florida, February 11, 1980.

San Jose section, Florida Times Union, Jacksonville, Florida, August 30, 1925.

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Page

Multiple Resource Area
Thematic Group

dnr-11

Name San Jose Estates Thematic Resources
State Duval County, FLORIDA

Cover _____ 4/10/85

Nomination/Type of Review

Date/Signature

1. House at 3325 Via De La Reiva ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

2. House at 3335 Via De La Reina ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

3. House at 3500 Via De La Reina ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

4. House at 3609 Via De La Reina ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

5. House at 3685 Via De La Reina ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

6. House at 3703 Via De La Reina ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

7. House at 3764 Ponce De Leon Avenue ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

8. House at 7144 Madrid Avenue ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

9. House at 7207 Ventura Avenue ~~Substantive Review~~ Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

10. House at 7217 Ventura Avenue ~~Substantive Review~~ Keeper

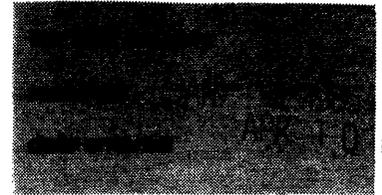
Beth Grosvenor 4/10/85

Attest

Amy Schlager

United States Department of the Interior
National Park Service

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1985

Continuation sheet

Item number

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Multiple Resource Area
Thematic Group

Name San Jose Estates Thematic Resources
State Duval County, FLORIDA

Nomination/Type of Review

Date/Signature

- | | | |
|--------------------------------------|--------------------------------------|------------------------------|
| 11. House at 7227 San Pedro | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 12. House at 7245 San Jose Boulevard | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 13. House at 7246 St. Augustine Road | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 14. House at 7246 San Carlos | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 15. House at 7249 San Pedro | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 16. House at 7288 San Jose Boulevard | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 17. House at 7306 St. Augustine Road | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 18. House at 7317 San Jose Boulevard | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 19. House at 7330 Ventura Avenue | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |
| 20. House at 7356 San Jose Boulevard | Substantive Review Keeper | <u>Beth Grovener 4/10/85</u> |
| | Attest | <u>Amy Schlager</u> |

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Item number

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Multiple Resource Area
Thematic Group

Name San Jose Estates Thematic Resources
State Duval County, FLORIDA

Nomination/Type of Review

Date/Signature

21. House at 7400 San Jose Boulevard

Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

22. San Jose Administration Building

Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

23. San Jose County Club

Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

24. San Jose Hotel

Keeper

Beth Grosvenor 4/10/85

Attest

Amy Schlager

25. San Jose Estates Gatehouse

Keeper

Amy Schlager 12/20/88

Attest

26.

Keeper

Attest

27.

Keeper

Attest

28.

Keeper

Attest

29.

Keeper

Attest

30.

Keeper

Attest
