

**HISTORIC SURVEY UPDATE REPORT
FOR THE
SURFSIDE HISTORIC DISTRICT
THE CITY OF DAYTONA BEACH, FLORIDA**



Prepared for
THE CITY OF DAYTONA BEACH
301 S. Ridgewood Avenue
Daytona Beach, FL
32115

By
Paul L. Weaver, MA
Historic Property Associates, Inc.

February 9, 2011

TABLE OF CONTENTS

INTRODUCTION	3
EXECUTIVE SUMMARY.....	6
Summary	6
RECOMMENDATIONS	9
HISTORIC BACKGROUND OF THE STUDY AREA.....	13
HISTORIC RESOURCES IN THE STUDY AREA.....	17
Main Street Commercial District.....	17
Two-part Commercial Blocks.....	19
One-part Commercial Blocks.....	21
Temple-front Commercial Blocks.....	23
Additional Commercial Buildings.....	245
Main Street Pier and Casino/Main Street Coquina Arch Bridge.....	28
Demolished Buildings.....	30
Residential Architecture, Surfside Historic District.....	31
Daytona Beach Bandshell and Oceanfront Park.....	47
CONCLUSIONS.....	48
Update Of Historic Resources In Study Area.....	48
PROTECTIVE MEASURES FOR HISTORIC RESOURCES	52
Local district and landmarks:	52
Surfside District.....	53
BIBLIOGRAPHY.....	55
APPENDIX I - METHODOLOGY	58
APPENDIX II.....	60
Historic Preservation and Comprehensive Planning.....	60
Preservation Element.....	60
Main Street Community Redevelopment Area Plan.....	62
APPENDIX III, INVENTORY OF BUILDINGS, STUDY AREA, SURFSIDE HISTORIC DISTRICT.....	63
APPENDIX IV, INVENTORY OF BUILDINGS, POTENTIAL SURFSIDE HISTORIC DISTRICT.....	81
APPENDIX V, SURFSIDE DISTRICT-PROPERTIES OF HISTORICAL OR ARCHITECTURAL SIGNIFICANCE, STUDY AREA	92
APPENDIX VI, MISCELLANEOUS BUILDINGS.....	94
APPENDIX VII, STATE-FEDERAL BENEFITS AND PROTECTIONS FOR HISTORIC RESOURCES	95
APPENDIX VIII,- MISCELLANEOUS PROGRAMS	98

ILLUSTRATIONS

Figure 1: Ezone and Surfside National Register Historic District	4
Figure 2: 1996 Map of Surfside National Register Historic District	5
Figure 3: Potential Surfside Local Historic District	11
Figure 4: Surfside Potential Local Historic District Aerial Map	12
Figure 5: Historic View of Main St., Facing East	17
Figure 6: Main Street Historic Structures	18
Figure 7: The Bagget and Wetherby Co. Building, 403-405 Main St.	19
Figure 8: Hoyle Drug Co. Building, 514-516 Main Street	20
Figure 9: 510 Main Street	21
Figure 10: 736 Main Street	22
Figure 11: 744-746 Main Street.....	22
Figure 12: Atlantic Bank and Trust Building, 701 Main Street.....	23
Figure 13: East Coast Bank & Trust, 800 Main Street	24
Figure 14: Brick-Front Garage, 14 Coates Street	25
Figure 15: 820-822 Main Street.....	25
Figure 16: Historic Photo of Bill France Amoco Station, 316 Main Street.....	26
Figure 17: Modern Photo of 316 Main Street.....	26
Figure 18: Arched Bridge, Main Street Pier and Casino (Historic Photo)	28
Figure 19: 905-909 Main Street, modern building at site of Davis Building	30
Figure 20: Historic Photo of Fernwood Hotel at 615 Main Street.....	30
Figure 21: 21 South Peninsula Drive.....	33
Figure 22: 25 South Peninsula Drive.....	33
Figure 23: 13 South Peninsula Drive.....	34
Figure 24: 29 South Grandview Avenue	35
Figure 25: 38 South Grandview Avenue	35
Figure 26: 21 North Halifax Avenue.....	36
Figure 27: Simon J. Peabody, Philanthropist.....	37
Figure 28: 123 South Oleander Avenue.....	38
Figure 29: 104 South Oleander Avenue.....	39
Figure 30: 27 North Halifax Avenue.....	40
Figure 31: 105A North Halifax Avenue.....	41
Figure 32: 111A-B North Halifax Avenue.....	41
Figure 33: 100 South Grandview Avenue	42
Figure 34: 507 Fifth Avenue.....	43
Figure 35: 512 Harvey Avenue.....	44
Figure 36: 411 Main Street, Noncontributing Building.....	45
Figure 37: 508 Main Street (Altered) Noncontributing Building	45
Figure 38: 27 Hollywood Avenue (Altered) Noncontributing Building	456
Figure 39: Historic Photo of Bandshell and Oceanfront Park	47

INTRODUCTION

The Study Area includes the Surfside Historic District and the Daytona Beach Bandshell and Oceanfront Park Complex. The Surfside District, listed in the National Register in 1996, includes an authentic Main Street, anchored by the historic Main Street Pier and Casino. The Daytona Beach Bandshell and Oceanfront Complex were individually listed in the National Register in 1999. The principal cultural attraction is the Peabody Auditorium, the winter home of the London Symphony Orchestra. The Peabody Auditorium, constructed in 1949, is now 60 years old and, because of its cultural and historical associations and architectural design, is worthy of consideration as a historic site.

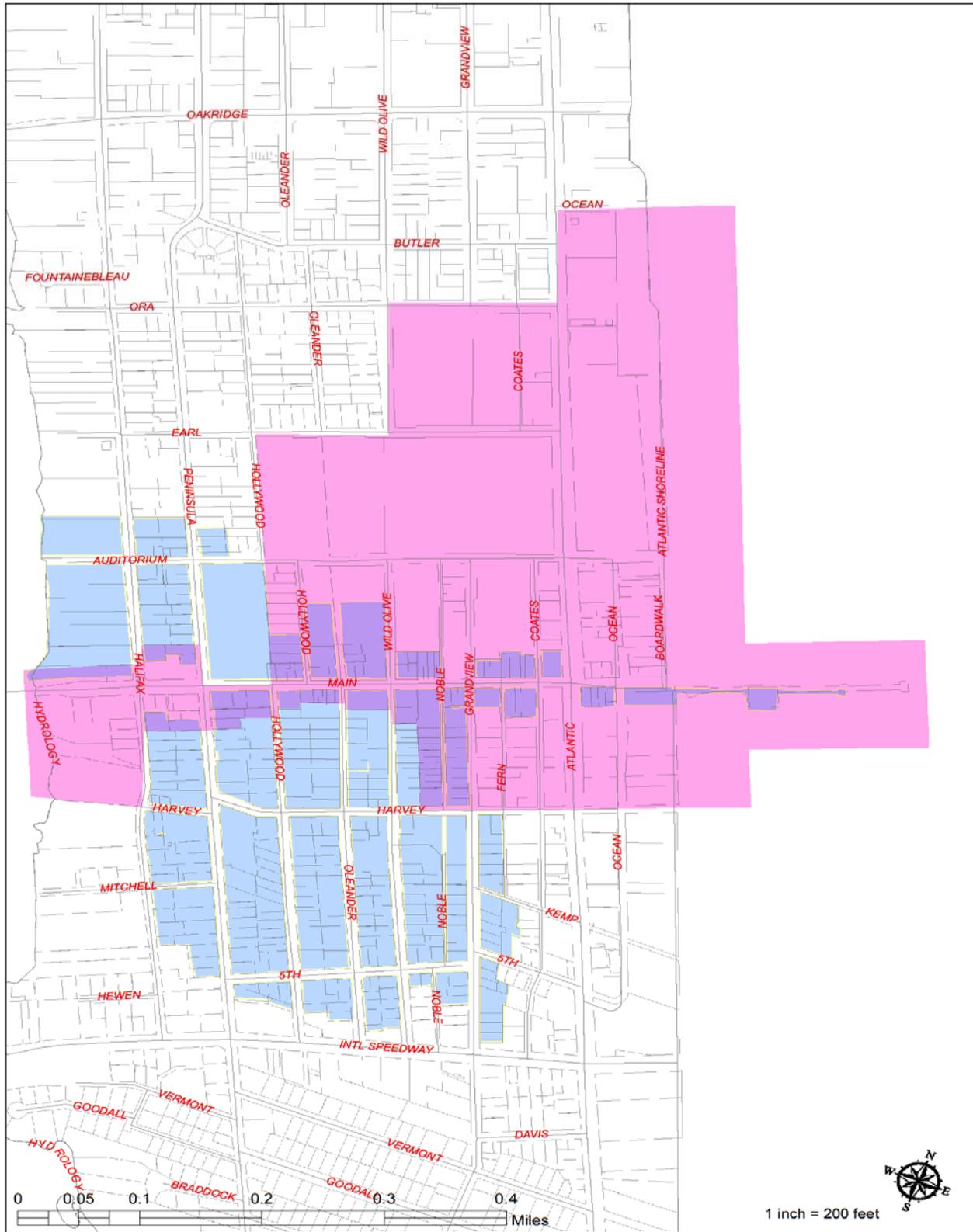
The Daytona Beach Peninsula, including the aforementioned historic district, the Bandshell and the entire Study Area, was the focus of a historic study entitled “Historic Property Survey, Daytona Beach, Peninsula Area” in November, 1987. Obviously, much time has passed and physical change has occurred in the area over the last twenty years. Thus, the current study is needed in order to establish a contemporary factual basis to assist in planning and coordinating redevelopment and preservation efforts within the Study Area.

The 1987 “Historic Property Survey” recommended incorporation of historic preservation into the comprehensive planning process. Based on this and other studies and designations, The City of Daytona Beach has recognized the importance of historic resources as community assets and addressed them through the Historic and Cultural Facilities Element of the City’s Comprehensive Plan. Historic preservation is also discussed in the Main Street Redevelopment Plan. Pertinent sections of these documents that concern the Study Area are addressed in the Conclusions and Recommendations section and the Appendices of this study.

In addition to historic preservation as public policy and a significant civic and cultural activity, the Study Area presents other opportunities. One of these is to incorporate cultural heritage tourism into the Master Plan for the area. As defined by the National Trust for Historic Preservation, cultural heritage tourism is “traveling to experience the places and activities that authentically represent the stories and people of the past and present, including historic, cultural and natural attractions.”¹ All of these elements are present in the Study Area.

Finally, the “World’s Most Famous Beach” is an outstanding natural resource with important historical associations, particularly automobile racing. Linking cultural heritage tourism with other aspects of the tourist economy in the Study Area can add an educational, family-friendly element to the visitor experience, help to protect the city’s natural and cultural resources and improve the quality of life for residents and visitors alike.

¹ National Trust for Historic Preservation (www.culturalheritagetourism.org)



- Centerline
- Parcels
- e-zone
- Nat. Reg. Surfside District

**The City of Daytona Beach
Surfside Historic District
Local Historic Dist. & E-Zone**



Daytona Beach Map Disclaimer:
These maps were developed and
produced by the City of Daytona Beach GIS.
They are provided for reference only
and are not intended to show map scale
accuracy or all inclusive map features.
As indicated, the accuracy of the map
has not been verified and it should be
used for informational purposes only.
Any possible discrepancy should be
contacted to the Division of Engineering
and Construction Services.
Projection: GCS, North American 1983.
Map Produced by James A. Besterson, GIS Planner

Figure 1, Ezone and Surfside National Register Historic District

EXECUTIVE SUMMARY

Summary

The Study Area includes a number of actual and potential historic resources, among them the Surfside Historic District, the Daytona Beach Bandshell and Oceanfront Park Complex, and the former Bill France, Sr. Gas Station at 316 Main Street.

Surfside Historic District

The Study Area includes all of the Surfside Historic District, where many physical changes have occurred over the last twenty-four years since the first historic building survey of the Daytona Beach Peninsula occurred. In 1996 when the Surfside District was listed in the National Register, the portion of the district within the Ezone contained 79 contributing and 18 noncontributing properties, the overwhelming number of these being buildings. Contributing buildings were constructed within the period of the significance of the district (1900-1946) and maintained the majority of their physical features associated with the historic period. Non-historic buildings postdated the period of significance or dated from the historic period but had lost the majority of their historic features.

When the Surfside District was listed in the National Register, the percentage of contributing properties in the portion of the district within the Ezone was 81%. Since that time 30 buildings have been demolished and another 13 have been altered to the point that they have lost their historic appearance and no longer contribute to the district. There are presently 40 contributing and 31 noncontributing properties in this portion of the Surfside National Register District. The current overall percentage of contributing to noncontributing is 56% in the Surfside District portion of the Ezone.

Moreover, when the Surfside District was listed in the National Register, four clearly defined areas of land use existed. These were the Main Street commercial area, a residential area north of Main Street, a second residential area south of Main Street, and a third residential area west of the Pinewood Cemetery along North Halifax and North Peninsula drives.

All contributing commercial buildings in the Surfside District Area fronted on or were immediately adjacent to Main Street. There has been significant change to the Main Street portion of the Surfside District. Of the 42 contributing buildings listed in the 1996 nomination, 24 remain and retain sufficient integrity to contribute to the district, seven buildings have been demolished, and 13 altered to the point that they are no longer contributing structures. 29 noncontributing buildings recognized in the 1996 study remain. The demolition of contributing buildings and the resulting presence of multiple vacant lots has changed the setting of Main Street from an intact streetscape represented by a series of contiguous commercial buildings to its present condition.

All 21 contributing buildings within the Surfside National Register District in the residential area north of Main Street and east of North Peninsula Drive have been removed from the Surfside District since 1996. This area has lost its architectural and historical integrity and no longer contributes to the Surfside National Register District.

The area of the Surfside National Register District south of Main Street features an intermixed collection of single-family residences, many converted to multi-family use, and apartment houses. Demolition and alteration have occurred less frequently in this area than the two areas to the north. South Hollywood Avenue, South Oleander Avenue, South Wild Olive Avenue and South Peninsula Drive retain significant concentrations of historic buildings and are relatively unchanged since the listing of the Surfside District. Demolitions have been concentrated near Main Street and along South Grandview Avenue. This area includes individually significant buildings such as the Community United Methodist Church at 100 South Grandview, the former First Presbyterian Church at 507 Fifth Avenue, and the former Daytona Beach Fire Station Number 2 (now the Daytona Beach Police Station) at 512 Harvey Avenue, the sole government building in the District.

A final section of the Surfside District is located west of the Pinewood Cemetery along North Halifax Avenue and North Peninsula Drive. At the time the Surfside District was listed in the National Register this area contained eight prominent residences along North Halifax Avenue, but since that time 43 North Halifax Avenue has been demolished. Known as Industrialist's Row, these buildings include the Simon J. Peabody Residence at 21 North Halifax Drive. Peabody made numerous philanthropic contributions to Daytona Beach, including funding for the original Peabody Auditorium located on nearby Auditorium Boulevard. Two small clusters of historic buildings have been demolished along North Peninsula Drive since the Surfside District was listed in the National Register.

Beyond their historical and architectural significance, condition and physical integrity are also factors in evaluating historic buildings. South Grandview Avenue in the area south of Main Street contains concentrations of demolished buildings, several distressed buildings, buildings which have been substantially altered since originally constructed and buildings which are generally not as well maintained as those on nearby residential streets. Specifically, 14 and 16 Grandview Avenue and an adjacent building at 13 South Noble Street are boarded up and in distressed condition. An entire block of buildings along the east side of South Grandview Avenue between Kemp Street and Fifth Avenue has been demolished.

Two contributing structures in the district are the Main Street Pier and Casino and the Main Street Coquina Arch Bridge, both located at the foot of Main Street on the beach. These properties are city-owned. Both structures retain their overall integrity and are among the more important historic properties in the Study Area. Pinewood Cemetery, which lies between Auditorium Boulevard, North Peninsula Drive, and Main Street, is the sole contributing site in the district.

Also present within the Study Area are the Daytona Beach Bandshell and Oceanfront Park and the Bill France Amoco Gas Station at 316 Main Street. The Daytona Beach Bandshell and Oceanfront Park was constructed as the result of a long-term local effort to upgrade Daytona Beach's oceanfront. In 1937 the complex was built as a public works project by the Works Progress Administration (WPA), one of Franklin Delano Roosevelt's New Deal programs. The Daytona Beach Bandshell and Oceanfront Park was listed in the National Register of Historic Places in March, 1999.

A building not previously considered contributing to the Surfside National Register District because of its age was the Bill France Amoco Station located at 316 Main Street. Bill France, Sr. was one of the leading 20th century figures in American motor sports and the founder of NASCAR and the Daytona International Speedway. In 1937 France opened his own business, the City Service Gas Station at the corner of Main Street and Halifax. After World War II, he operated Bill France Amoco Gas Station at the Main Street location. In 1947, he founded the National Association for Stock Car Auto Racing (NASCAR), a family-owned and operated business venture that sanctions and governs multiple auto racing sports events. Bill France Amoco was his principal business at the time NASCAR was founded at a meeting at the nearby Streamline Hotel.

RECOMMENDATIONS

The 1987 “Historic Property Survey, Daytona Beach Peninsula Area” recommended incorporation of historic preservation into the local comprehensive planning process. Based on this and other studies and designations, The City of Daytona Beach has recognized the importance of historic resources as community assets and addressed them through the Historic and Cultural Facilities Element to the City’s Comprehensive Plan. Historic Preservation is also referenced in the Main Street Redevelopment Plan. Pertinent sections of these documents that concern the Study Area are addressed in the Conclusions and Recommendations section of this study and summed up below.

Since 1996 the Surfside Historic District, in particular, has been subjected to developmental pressures. Approximately fifty historic buildings have been demolished and a substantial number have been altered to the point that they no longer contribute to the district. All contributing buildings in the portion of the district within the Study Area north of Main Street have been removed and Main Street itself has been substantively impacted by demolition and alteration.

One of the major questions associated with this study is, assuming the City adopts historic districts in the Study Area, should they be consistent with the boundaries of the existing boundaries of the Surfside National Register District. Based on the substantial demolition and alteration of buildings in the Surfside District, the city should consider the current distribution of historic resources rather than the boundaries of the National Register district. Given the current distribution of historic resources we recommend the following:

**Since no historic resources remain north of Main Street and East of North Hollywood Avenue eliminate this area from any potential local districts and historic preservation regulation. This will reduce conflict between preservation and redevelopment policies and programs.*

**Main Street has lost much of its integrity through demolition and alteration of historic buildings. Given the current distribution of historic buildings, it is debatable if Main Street is eligible for inclusion in a local historic district. Nonetheless, the area contains a number of individually significant commercial buildings. Rather than incorporating Main Street into a local historic district, we recommend that Main Street become a separate district or corridor with its own architectural standards and policies. We recommend these standards and policies include retention and recognition of the existing historic buildings and that new buildings be compatible with existing buildings on Main Street. These recommendations have been incorporated into plans for the Ezone now being formulated. Financial incentives such as the federal investment tax credit for historic buildings and grants from the City of Daytona Beach Development Office are also available for individual property owners.*

**Demolition and alteration has had less of an impact on the residential areas south of Main Street and west of North Peninsula Drive than the other two areas to the north and east. South Hollywood Avenue, South Oleander Avenue, South Wild Olive Avenue, North and South*

Peninsula Drive and North and South Halifax Drive retain significant concentrations of historic buildings and are relatively unchanged since the listing of the Surfside District. South Grandview Avenue contains several distressed buildings and is generally not as well maintained as the other residential streets. The east side of South Grandview Avenue just south of Main Street is not included in the Surfside National Register District. The east side of South Grandview south of Harvey Avenue has lost five buildings to demolition since 1996. Deteriorated condition and poor maintenance are also issues with the buildings on South Grandview Avenue, particularly in the block between Harvey Avenue and Kemp Street.

If a local historic district is adopted, given the condition of these buildings, we recommend all of South Grandview Avenue north of Harvey Avenue and the east side of South Grandview Avenue to International Speedway Boulevard be excluded. We also recommend that portions of several blocks along North and South Peninsula Drive on the margins of the original National Register District be eliminated from the local district. A map with recommended boundaries for the proposed Surfside Historic District is included as part of this report. Finally, we recommend that, where feasible, historic buildings from South Grandview Avenue be relocated to appropriate sites in the Surfside Historic District, if they are threatened with demolition.

**Consider an overlay zone for the local historic district which includes not only historic preservation but financial incentives and zoning and land use measures that reflect the historic uses, infrastructure, and overall character of the area and will help revitalize the Surfside Historic District.*

**The Bill France Amoco Gas Station at 316 Main Street was not recognized in previous studies because of its age. Constructed c. 1946, the building is now more than fifty years old and worthy of consideration as a local historic site.*



The City of Daytona Beach Surfside Historic District



Daytona Beach Map Disclaimer:
These maps were developed and produced by the City of Daytona Beach GIS. They are provided for reference only and are not intended to show map scale accuracy or all inclusive map features. As indicated, the accuracy of the map has not been verified and it should be used for informational purposes only. Any possible discrepancies should be brought to the attention of city engineering and/or Development Services. Projection: GCS_North_American_1983. Map Produced by James R. Anderson, GIS Planner

-  Potential Local District
-  Surfside National Register District

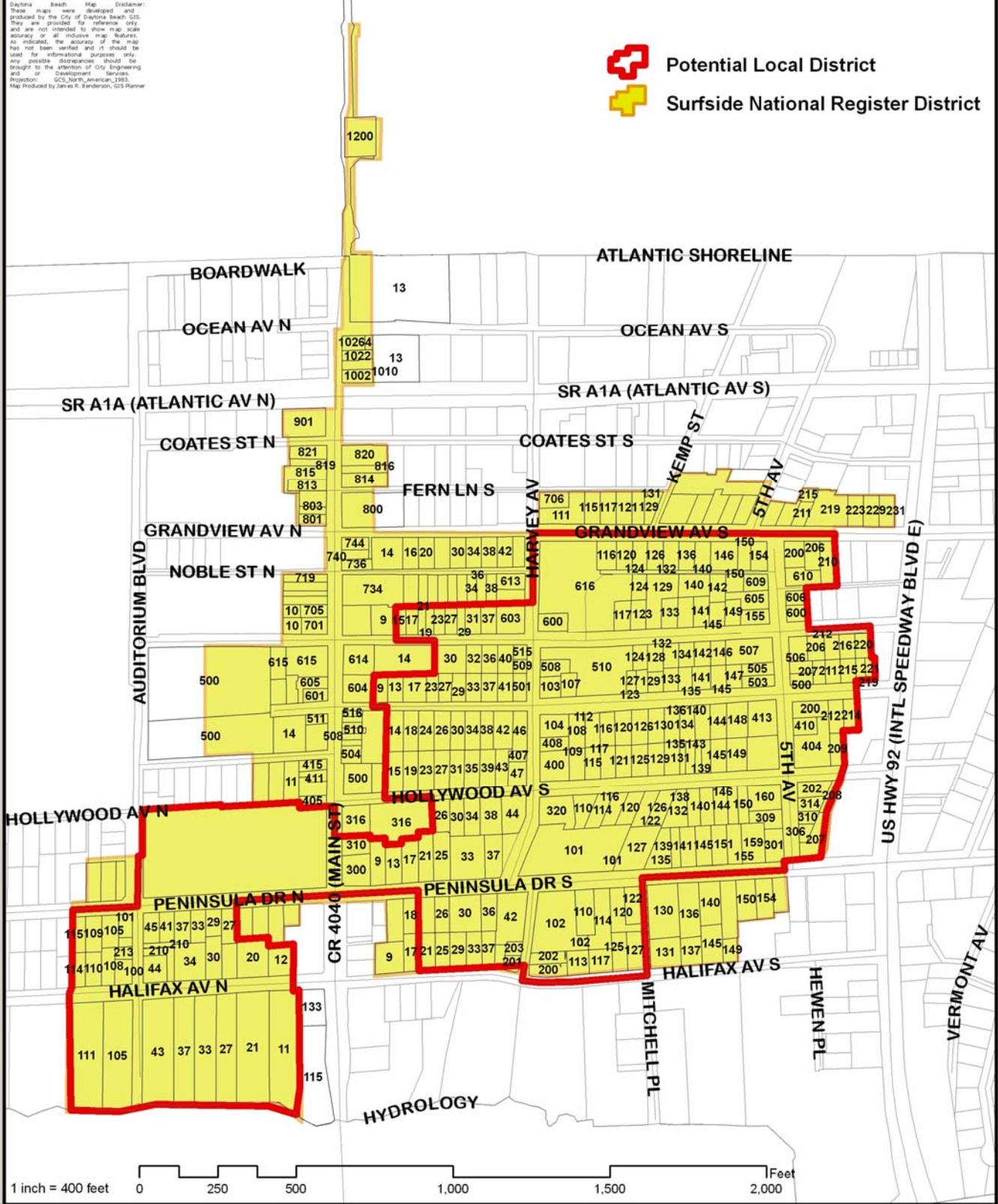


Figure 3, Potential Surfside Local Historic District



The City of Daytona Beach Surfside Historic District



February 8, 2011

Daytona Beach Map Disclaimer
These maps were developed and
produced by the City of Daytona Beach, FL.
They are provided for reference only
and are not intended to show legal, state,
accuracy or to indicate map features.
As indicated, the accuracy of the map
has not been verified and it should be
used for informational purposes only.
Any possible discrepancies should be
brought to the attention of City Engineering
and/or Department Services
Projection: GCS for the Americas, 1983
Map Produced by James B. Buchanan, GIS Planner

-  Structures
-  Potential Local District
-  Surfside National Register District



Figure 4, Surfside Potential Local Historic District Aerial Map

HISTORIC BACKGROUND OF THE STUDY AREA

The Surfside District is located in an area that was historically the center of the Town of Daytona Beach, one of three communities that ultimately combined to form The City of Daytona Beach.

The Daytona Beach Peninsula experienced its first significant development in the late nineteenth century when it became one of the state's premier tourist attractions. The two largest clusters of settlement on the Peninsula grew into the communities of Daytona Beach and Seabreeze during the early 1900s. The pace of development quickened during the 1920s with the onset of the Great Florida Land Boom and culminated with the incorporation of the towns of Daytona Beach, Seabreeze, and Daytona into the City of Daytona Beach in 1926. Development slowed during the first few years of the Great Depression. Economic growth resumed at a moderate pace in the late 1930s due to the construction of the Bandshell and other public works projects undertaken by the Works Progress Administration and tourism, which brought a new class of visitors to Daytona Beach. The construction of the Peabody Auditorium in 1949 completed historic period development within the Study Area.

The coming of the railroad sparked Daytona Beach's first period of significant development and ultimately had a great impact on the settlement of the Peninsula. David D. Rogers was among the first to purchase land on the Peninsula for the purpose of subdividing it for resale. In 1884 he bought a 47 acre tract fronting on the Atlantic Ocean and bounded by present-day Auditorium Boulevard and Harvey Avenue on the north and south. He subdivided his tract on the Peninsula in 1886 and named it Seabreeze after a town by that name on Delaware Bay. The Rogers and Smith tracts ultimately formed the core of the community of Daytona Beach.

By 1886 the population on the Peninsula had increased enough to warrant establishment of a post office. The post office was located in the home of William Kitchell along what is now Main Street. In 1890 the post office was moved and the name changed to "Seabreeze" after David Rogers' subdivision. In 1892 Charles Ballough formed a partnership with Charles C. Post, a Michigan native and former magazine editor. Together the partners had the land subdivided and named it East Daytona. The streets they had laid out were later extended and formed the major north-south running avenues on the Peninsula. They included Grandview, Atlantic, and Wild Olive Avenues, and Peninsula and Halifax Drives.

Charles Brush settled on a 60-acre oceanfront tract bounded by Ballough's property on the north, Horace Stewart's tract to the west, and what is now Main Street on the south. In 1888, Brush sold a one-half interest in his property to Stewart who constructed the twenty-room Seaside Inn, the Peninsula's first hotel, at the foot of Main Street in 1890. The most significant feature of the subdivision the two men platted was a five acre park on the ocean, which later became the site of the Main Street Pier and Bandshell complex.

Fueled by a burgeoning tourist industry, settlement of the Peninsula began in earnest in the mid-1890s. A number of tourist-related facilities were erected during the years immediately before the turn of the century, including the 50-room Clarendon Hotel and the El Borden Hotel in 1896, and the most impressive of the early hotels, the Colonnades, in 1899. The Colonnades featured 125 rooms and was located at the corner of present-day Seabreeze Boulevard and North Halifax

Drive. The Casino Hotel and original Main Street Pier were constructed by Palatka native Thomas Keating in 1902 and became the hub of early Daytona Beach social life.

By the mid-1890s two clusters of settlement had emerged on the Peninsula. The southern group was based in the Memento and Seabreeze subdivisions along present-day Main Street. The northern cluster was located in East Daytona in the vicinity of what is now Seabreeze Boulevard. In 1897 the settlers of East Daytona, who at the time outnumbered those of the settlement to the south, successfully petitioned to have the Peninsula's post office moved to their area. Settlers in East Daytona petitioned for incorporation early in 1901. On May 24, after approval of the town's charter, the citizens of the new Town of Seabreeze held their first election at the Pavilion on what is now Seabreeze Boulevard. The southern settlement followed Seabreeze's lead by incorporating in March, 1905 and officially changing the name of the town to Daytona Beach.

As the century turned, the Peninsula was on the verge of an exuberant era of development. Featuring a wide expanse of excellent beach front property, the towns of Seabreeze and Daytona Beach redoubled their efforts to capitalize on their advantageous positions. Providing the hostelries, services, and amenities necessary to support great numbers of tourists became the preeminent industry on the Peninsula.

The hard-packed sand that made up the beach of the Daytona Beach Peninsula was found to be an ideal proving ground for automobile racing enthusiasts beginning in 1902. The establishment of world speed records became commonplace over the next several years. Beginning in 1905 foreign drivers were encouraged to compete, making the races an international event.

Confidence in the prospects for Daytona Beach ran high among its inhabitants during the early 1920s as the first signs of a speculative land boom that was to radically change the character of the communities began to appear. The pace of subdivision development on the Peninsula quickened as real estate investors descended on the area to purchase the remaining land in the area. The dominant buildings constructed on the Peninsula were hotels. The most impressive was the Hotel Clarendon, which was periodically enlarged after its initial construction in 1899 to 400 guest rooms, two garages with a capacity of 400 cars, a steam laundry, servants quarters, and a series of ancillary guest cottages. Other hotels of note included the Barbe, Breakers, and Daytona Beach on Ocean Avenue; the Seaside Inn on Main Street; and the Seminole and Geneva hotels on Seabreeze Boulevard.

By the mid-1920s, at the height of the Great Florida Land Boom, Main Street had evolved into the primary commercial sector of the Peninsula. Brick stores and office buildings lined both sides of the street from Halifax Drive to the Atlantic Ocean. Between one and three stories in height, those buildings reflected designs consistent with those found in small towns throughout the country. Many of those constructed during the land boom were designed in the Mediterranean Revival style. Two and three-story buildings typically contained hotel rooms in their upper floors.

Residential construction kept pace with commercial development. Hundreds of winter and full-time residents constructed homes on the Peninsula during the 1910s and 1920s. The most intensive development occurred between University Boulevard in Seabreeze and Ocean Dunes Boulevard in Daytona Beach. Frame vernacular construction dominated, but many of the homes featured architectural styles, including the Craftsman Bungalow and the Mediterranean Revival, that were popular during the period.

In 1925, after several years of debate, the three municipalities of Daytona, Daytona Beach, and Seabreeze voted to consolidate. On January 1, 1926 The City of Daytona Beach was officially incorporated. The new city counted some 30,000 inhabitants living in a combined area of thirty-eight square miles. The prospects for the new City of Daytona Beach seemed limitless to its boosters during the summer of 1926. There were signs elsewhere, however, that the speculative bubble that fueled the boom was beginning to deflate. In late-summer 1925, the Florida East Coast Railway declared an embargo of building materials to the already overloaded freight yards of South Florida. Northern newspapers began to run articles about corrupt speculative practices and cautioned their readers to be leery of promises of easy fortunes to be made through investment in Florida real estate. A final blow to the land boom came as a devastating hurricane hit South Florida in September, 1926, bringing an abrupt halt to development there.

The collapse of the Florida Land Boom was soon followed by the onset of the Great Depression in 1929. Initially, the experience of Daytona Beach during the Great Depression differed little from other communities in Florida. The economy was hard hit by a dramatic drop in tourism during the late 1920s. Several of the city's banks failed, never to reopen. Real estate sales and building activity dropped precipitously as the number of tourists entering the community slowed to a trickle. Many local citizens were forced to seek relief from federally sponsored programs. Ultimately, Daytona Beach's position as one of the state's premier tourist attractions helped the city avoid the most serious consequences of the Depression. Beginning in the mid-1930s tourism picked up substantially due, in large part, to America's ever-increasing reliance on the automobile for long distance travel. On the Peninsula, the road that was destined to form part of U.S. Highway A1A was completed from Flagler Beach to Daytona Beach in 1927. The completion in the 1930s of U.S. Highway 1 created a much easier route to the city than was previously available.

Florida tourism patterns were altered dramatically during the decade of the 1930s. Federal laws governing working hours generated more vacation time for middle class Americans. Once strictly seasonal in nature and restricted solely to the wealthy, Florida tourism changed to reflect the availability of vacation time allotted at various times of the year to middle class workers. Fueled by the recovery of the tourist industry, development in Daytona Beach resumed at a moderate pace during the latter years of the Great Depression. In 1936 construction began on a boardwalk complex along the beachfront. Built with federal funds under the Works Progress Administration, the complex featured a large coquina bandshell, clock tower and amusement and retail shop gallery. The project provided jobs for many local craftsmen and laborers and gave the city a unique centerpiece that added to its reputation as the "World's Most Famous Beach."

The immediate post-World War II development of the Study Area included construction of the Bill France Amoco Gas Station at 316 Main Street in the mid-1940s and the Peabody Auditorium in 1948-1949. In the post-World War II years the experience of Daytona Beach is similar to that of virtually every Florida city. Condominiums, high-rise hotels, apartment houses, and modern tourist-related business blocks replaced many of the historic hotels and residences that once lined Atlantic Boulevard and Ocean Avenue. Pressure for new development continues to threaten the Peninsula's remaining historic resources, including those within the Surfside District.

HISTORIC RESOURCES IN THE SURFSIDE DISTRICT

The Study Area consists of historic Main Street (including the Main Street Pier and Arch Bridge), the residential portions of the Surfside National Register District, and the Daytona Beach Bandshell and Oceanfront Park. Main Street itself includes distinct contributing building type of two-part commercial blocks, one-part commercial blocks, temple-front commercial blocks, and masonry vernacular building types. Residential areas are characterized by frame vernacular building types, Craftsman Bungalow style structures and outbuildings.

Main Street Commercial District

Originally called Seabreeze Avenue, Main Street was established as the center of the Town of Daytona Beach by 1900. By 1906, one year after the incorporation of the town, the street contained a significant collection of commercial enterprises, including five stores, a post office, barber shop, five boarding houses, two restaurants, a casino, and the Seaside Inn, as well as 19 residences. By the 1920s most of the residences and wood frame commercial buildings that originally lined Main Street were removed in favor of masonry commercial block buildings.

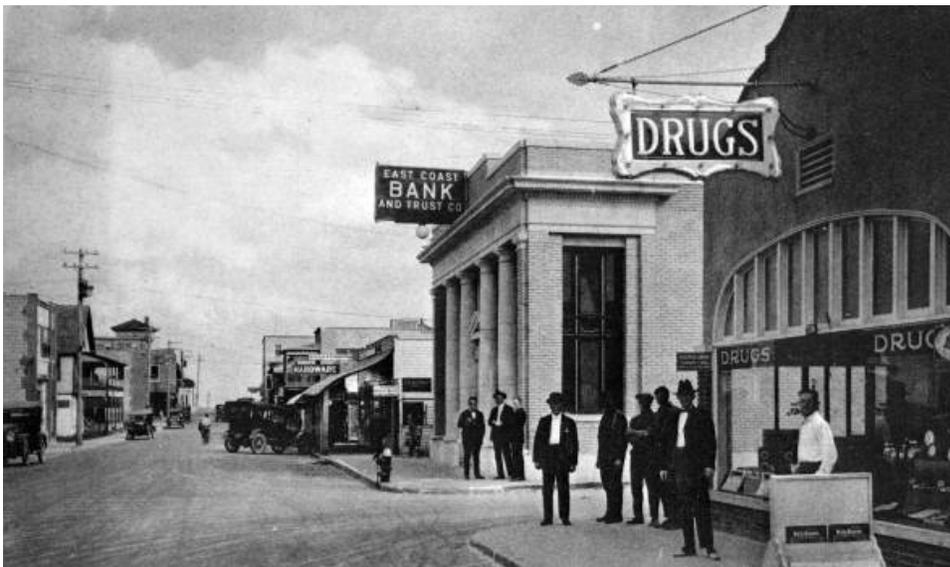


Figure 5, *Historic View of Main St., Facing East*

Historic buildings in the commercial area along and adjacent Main Street ranged in height from one to three stories. All were constructed with masonry materials, including brick, ceramic hollow tile, and concrete block. Most of the roofs were flat built-up types with raised parapets. Decorative elements were generally restricted to the facade, except in cases where buildings were located on corner lots. The facades of two and three-story buildings were divided into two distinct zones. The lower levels contain storefronts that consist of large plate glass display windows, at least one entrance, and kick panels. Upper stories had rectangular openings that originally contained double-hung sash windows.

MAIN STREET HISTORIC STRUCTURES

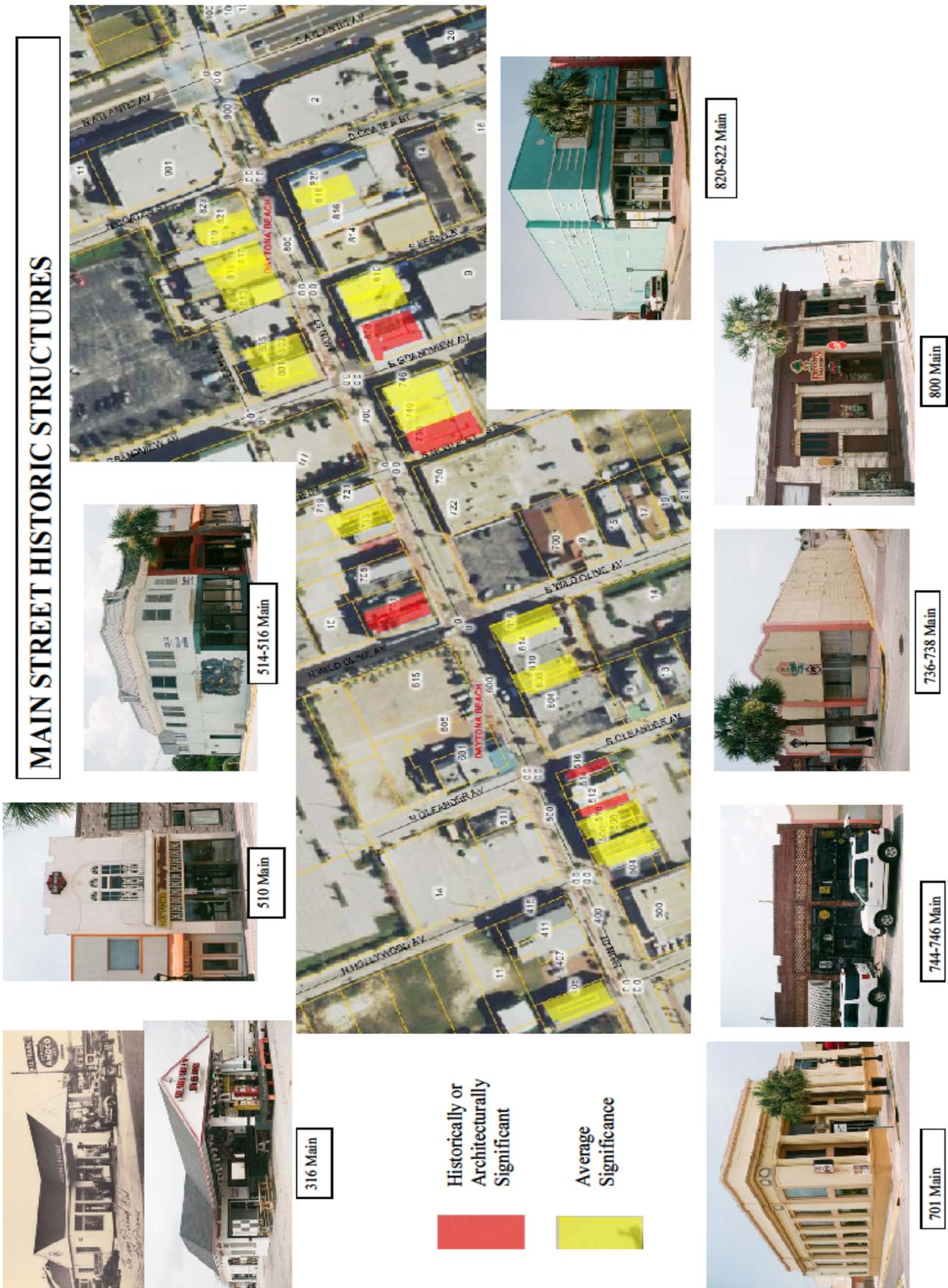


Figure 6, Main Street Historic Structures

In many cases, upper story windows have been replaced with modern metal sash or fixed windows. In addition to window replacement, many of the historic commercial buildings have been altered through the removal of storefronts, replacement of historic entrances covering of historic materials with stucco or permastone, changes to roof form and type such as the introduction of non-historic roof types, and even changes to the mass of buildings.

Two-part Commercial Blocks

The Baggett & Wetherby Company Building at 403-405 Main Street is an example of the two-part block building pattern. This building was originally constructed as a one-story brick building in 1916 by Billie B. Baggett. Baggett, who owned a funeral parlor on the mainland at Magnolia Avenue and South Beach Street, later served as the third mayor of Daytona Beach after the communities of Seabreeze, Daytona Beach, and Daytona were consolidated in 1926. The building was sold to the Pond Furniture Company in the mid-1920s, and subsequently housed the Hoover and H.L. Green furniture companies in the 1930s and 1940s. A concrete block second story was added to the building around 1940 and a wood frame gable roof with a dentil cornice was constructed in 1989. The second story of the facade contains a terra-cotta crest that was flanked by pairs of fixed rectangular windows. The windows have been replaced by a French door. The first floor has a two-bay storefront with plate glass display windows and recessed entrances.



Figure 7, The Baggett and Wetherby Co. Building, 403-405 Main St.



Figure 8, *Hoyle Drug Co. Building, 514-516 Main Street*

Constructed in 1924, the Hoyle Drug Company Building at 514-516 Main Street is an unusual example of a two-part commercial block with Second Empire architectural style elements. Hallmarks of the style include a mansard roof with two shed dormers and three second story canted bays. A sharks-tooth cornice runs around the facade and east side of the building. The building originally had double-hung sash windows in the angled bays are set in rectangular openings, while those of the rest of the second story have arched openings with masonry sills. The ground floor consisted of a two-bay store front. The storefront bay at 514 Main Street has been substantially altered since the district was listed in 1996 and this portion of the building no longer can be considered to be contributing to the Surfside Historic District.

Another building that was significant to the commercial development of Main Street is the Florida Theater. The theater, located at 510 Main Street, featured an ornate lobby that led to a two-story theater in the rear. The theater portion of the building has been removed and the lobby converted for retail purposes. The two-part commercial block facade of the building is typical of the Mediterranean Revival influences that dominated architecture in Daytona Beach during the Florida Land Boom. The roof is flat and has a shaped parapet. The second story contains a group of three arched double-hung sash windows encased by a large blind arch. Decorative ceramic lions adorn the façade.



Figure 9, 510 Main Street

One-part Commercial Blocks

The one-part commercial block was another common commercial building type in the United States from the 1850s until the 1950s. The one-part commercial block is defined by a single, horizontal zone. The one-story zone typically housed public areas such as retail space, offices, banking rooms and lobbies.

Arthur's Co-operative Grocery, 736 Main Street, is a good example of a Mission Style, one-part commercial block. 736 Main Street is constructed with rough-faced concrete block, a material common to many buildings in the district that date from the 1910s and early 1920s. The primary feature of the building is its curvilinear parapet with masonry coping along the top of the parapet. The stuccoed, two-bay facade is framed by corner pilasters. Entrances are centered on the storefronts, which also contain plate glass display windows set on angled knee walls.

Another one-part commercial block is the A.H. Abernethy Drugstore at 740-746 Main Street. The building's vernacular design is highlighted by a brick facade with a simple castellated parapet. Decorative recessed panels with polychromatic brickwork are located above a two-bay storefront. The northeast corner of the building is cutaway and features a single door entrance with a two-light transom.



Figure 10, 736 Main Street



Figure 11, 744-746 Main Street

Temple-front Commercial Blocks

Main Street also served as the financial center for the Daytona Beach Peninsula. The East Coast Bank & Trust at 800 Main Street and Atlantic Bank & Trust at 701 Main Street are among the most historically and architecturally significant buildings in the Surfside District. The Atlantic Bank & Trust Building was constructed in 1921 but fell victim to the economic downturn of the Great Depression in 1931. In the mid-1930s it housed the offices of the local architectural firm of Fuquay and Gheen. In 1940 the First Federal Savings & Loan Association of Daytona Beach occupied the building and was continuously operated as a bank until 1984.

The Atlantic Bank & Trust and East Coast Bank & Trust exhibit temple-front facades with Classical Revival architectural style elements. The Atlantic Bank & Trust is a two-story building with a flat roof and a parapet with masonry coping and a frieze with rectangular panels. A simple cornice runs around the facade and west side of the building at the roofline. The recessed facade is framed by massive square columns, which are adorned with garland festoons. The bays of the main (south) facade are divided by free-standing fluted Tuscan columns. The main entrance is centered on the façade. It has a door with sidelights and decorative terra-cotta crest pediment above the door. A two-story office addition extends from the east side of the bank.



Figure 12, *Atlantic Bank and Trust Building, 701 Main Street*

The East Coast Bank & Trust building is similar to the Atlantic Bank & Trust Building in design, but lacks the applied ornamentation. It has a flat roof with a stepped parapet. The exterior is finished with buff brick. A simple cornice and entablature is supported at the corners by square brick columns. The facade is located behind four large Tuscan columns. A central entrance is flanked by three part windows that are separated between stories with recessed panels. Three arched windows are located on the west side of the building.

Constructed in 1913, the East Coast State Bank & Trust at 800 Main Street was the first financial institution constructed on the Daytona Beach Peninsula and the oldest trust company in Volusia County. It remained in operation until the bank failed in 1931 due to the Great Depression. During the latter years of the historic period the bank was converted to office space by Ray Selden, a Daytona Beach lawyer. Presently, the building houses Froggy's Saloon.



Figure 13, *East Coast Bank and Trust Building, 800 Main Street*

Additional Commercial Buildings

The oldest existing commercial building in the district is the Brick Front Garage at 14 South Coates Street. It was originally constructed as a livery stable about 1906. The rough-faced concrete block used in constructing the building was probably produced locally at one of several concrete block manufactories located in Daytona. When the automobile took over from the horse and buggy as the primary mode of transportation in the 1910s the building was converted to a garage. It served in that capacity until the late 1930s when it was converted to the Coates Street Bowling Center. The building has been substantially altered since originally constructed.



Figure 14, Brick-Front Garage, 14 Coates Street

The last building added to the commercial area during the historic period is located at 820-822 Main Street. It was constructed about 1940 with an Art Moderne design. The building originally housed Lynn's Milk Bar and the Ole Kentucky Bar in its ground floor store rooms and contained two professional offices and five apartments on the second floor. The building's Art Moderne design is unique in the district. Identifying features of the style present include horizontal stringcourses, smooth stucco siding, a band of three windows with cantilevered overhangs, and an angled corner entrance.



Figure 15, 820-822 Main Street

A building not recorded in the 1987 historic buildings survey because of its age is the Bill France Amoco Station located at 316 Main Street. Bill France, Sr. was one of the leading 20th century figures in American motor sports and the founder of NASCAR and the Daytona International Speedway. Born in Washington, D.C. on September 26, 1909, Bill France and his wife, Annie, moved to Daytona Beach in 1934, attracted by the beach and warm weather. France, a mechanically inclined car buff, initially worked at Daytona Motors. In 1937 he opened his own business, the City Service Gas Station at the corner of Main Street and Halifax. After World War II, he operated Bill France Amoco Gas Station at the Main Street location. In 1947, he founded the National Association for Stock Car Auto Racing (NASCAR), a family-owned and operated business venture that sanctions and governs multiple auto racing sports events. Bill France Amoco was his principal business at the time NASCAR was founded at a meeting at the nearby Streamline Hotel.



Figure16, *Historic Photo, Bill France Amoco Gas Station at 316 Main Street*



Figure 17, *Modern Photo of 316 Main Street*

Bill France, Sr. became involved in automobile racing in the mid-1930s following his move to Daytona Beach. Racing at Daytona Beach during the early 1930s focused on the World Record Speed Trials featuring Sir Malcolm Campbell and Sir Henry Seagrave. Campbell hoped to exceed 300 mile per hour but after 1935 decided Daytona Beach was not long enough. Thereafter, the Speed Trials moved to the Bonneville Salt Flats in Utah. On May 8, 1936 the City of Daytona Beach sponsored the first stock car race. Promoted by Sig Houghdal, the race was poorly managed and resulted in a substantial financial loss to the City. Bill France was a driver in the first race, finishing fifth. The local Elks Club sponsored a race the next year, but it again was a financial loss. In 1938 Bill France partnered with Charlie Reese, owner of the High Hat Club on Seabreeze Boulevard, and together they promoted the races until 1940, when Reese died unexpectedly. France continued driving in races during this period.

World War II interrupted racing at Daytona Beach. During the war Bill France, Sr. operated the first filling station and Bill France Automotive Marine Company at 18-28 North Grandview Avenue. After the war, France retired from driving to focus on promotion. Racing returned permanently in 1946 and became the principal tourist attraction of the winter season. On December 14, 1947 France, seeing the need for a formal organization, that would protect promoters and drivers, directed a meeting of drivers, mechanics, and car owners at the Ebony Bar at the Streamline Hotel. Participants discussed uniform rules, insurance coverage and guaranteed purses. The meeting resulted in the formation of NASCAR on February 21, 1948.

Given the growth in popularity and the limitations of the beach site, France recognized the need for a large, permanent facility. These efforts resulted in the Florida State legislature creating the Daytona Racing and Recreational District. Through the efforts of France and the racing authority a site was acquired and work began on the Daytona Beach Speedway in 1956. The Daytona 500, the premier event of the NASCAR circuit, began at the Speedway in 1959. Thereafter, France served as Chairman and CEO of NASCAR, and saw the organization grow into one of the most popular and financially successful in motor sports. The former Bill France Amoco Station at 316 Main Street is significant for its association with the history of auto racing in Daytona Beach during its formative years and Bill France, Sr., a national leader in motor sports.²

² Biographical information taken from the Bill France, Sr. biographical file at the Halifax Historical Society.

Main Street Pier and Casino/Main Street Coquina Arch Bridge

The Main Street Pier and Casino and the Main Street Coquina Arch Bridge are significant structures in the Surfside Historic District. The pier, historically one of the major tourist draws in Daytona Beach, was the second such structure erected at the foot of Main Street. The original pier was constructed by W.B. Cockran Keating, who brought his family from Palatka to live in Daytona Beach in 1902. Keating's palmetto log pier extended 500 feet and featured at the western end a pavilion complete with a bath house. A fire in 1919 destroyed the pavilion and part of the pier. Keating replaced the pavilion with a smaller building and repaired the pier.



Figure 18, *Arched Bridge, Main Street Pier and Casino (Historic Photo)*

In 1924 Jeter D. McMillan purchased the Keating pier and pavilion for \$27,000. McMillan, who came to Daytona Beach from Winter Park, Florida, ultimately became one of the area's biggest boosters and served several terms on the Daytona City Commission. He believed the beachfront was under-utilized and lobbied hard for improvements. Soon after purchasing Keating Pier he, along with partner T.J. Wright, formed the McMillan and Wright Corporation to construct a new pier in its place. Prominent local architect Dana F. Fuquay was hired to design the new structure. Fuquay's plans called for the erection of sixteen feet wide pier that extended 850 feet into the ocean, making it the largest of its kind in Florida. A casino building was to be erected on creosote pilings about two-thirds of the way out over the ocean.

Construction on the \$250,000 project began in the fall of 1924 and the pier and casino were officially opened June 11, 1925. The casino featured an ornate ballroom that measured 90 by 117 feet, enough room to accommodate up to 2,000 dancers. A vaulted steel truss roof accentuated the openness of the room. Walls were painted with murals and finished with white stucco with sparkling black flakes. Large arched windows afforded panoramic views of the ocean and beach. An outside stairway provided patrons access to the roof to escape the noise of the ballroom and catch a breath of fresh air. The casino also contained a restaurant and several specialty shops. The outside of the building was lit by thousands of colored lights.

The Main Street Pier Casino soon became a center for entertainment and social activities in Daytona Beach. Over the years, it hosted a variety of functions, including ballroom dances, wedding ceremonies, graduation commencement exercises, school proms, civic meetings, charity balls, and the Daytona Beach Summer Frolics. The end of the pier offered fishermen the opportunity to go, in the words of a contemporary advertisement, "deep sea fishing without a boat."

In 1928 The City of Daytona Beach began construction of a concrete "boardwalk" along the beachfront. The first 600 feet of the boardwalk south of the pier was constructed by city workers during the summer and fall of 1928. A contract for the remaining northern portion, which was to extend 1,832 between Main and Ora Streets, was given to Southern Paving Company of Chattanooga Tennessee. In order to take advantage of traffic on the boardwalk, McMillan offered to construct a bridge over Main Street to connect the two sections to his pier.

Throughout the 1930s McMillan continued to promote the announced plans to extend the pier and construct a harbor within a 300 feet-long cross section at the end. Soon after construction began, however, the project was beset by a series of unfortunate events. Several workers were killed installing the pilings for the extension. A sudden storm in the fall destroyed much of the progress that had been made. Although McMillan finally abandoned the project, the pier had been extended to 1,008 feet, making it the largest such structure south of Atlantic City, New Jersey. In 1941, however, a hurricane removed 150 feet from the pier to give it its present configuration. A portion of the pier was destroyed by hurricanes after the Surfside District was listed in the National Register. A lessee of the pier has had the pier designated as a "certified historic structure" by the National Park Service, a formal recognition of its significance as a contributing element to the Surfside Historic District.

The Main Street Coquina Arch Bridge connects the Main Street Pier with Daytona Beach's oceanfront boardwalk. The bridge, which was completed in the spring of 1929, was constructed of random coursed coquina stone and features a large arch, which allows automobile traffic on Main Street to access the beach. Four coquina turrets adorn the bridge at the corners. A decorative masonry fountain with seahorse detailing is located in an irregular arch at the bottom of the north staircase.

Demolished Buildings

In 1996 when the Surfside District was listed in the National Register, the portion of the district within the Study Area contained 79 contributing properties and 18 noncontributing buildings. The percentage of contributing buildings was 81%. Since that time 30 buildings in the Surfside District portion of the Study Area have been demolished. One of the major buildings demolished was the Davis Building, located at 905-909 Main Street. The Davis Building has been replaced by a contemporary commercial building.



Figure 19, 905-909 Main Street, modern building at site of Davis Building

Several buildings in the commercial area were constructed to house retail shops on the first floor and had hotels in their upper stories. The Fernwood Hotel at 615 Main Street was constructed about 1922 for owner Bessie Safriet Crews. The hotel was operated out of the second and third



Figure 20, Historic Photo of Fernwood Hotel at 615 Main Street

stories of the building throughout the historic period. The three bay storefront on the ground floor was used for a variety of purposes, including retail shops, office space, and restaurants. A rear one-story extension was originally occupied Lyons-Coxwell Autos, an automobile sales and service concern. The Fernwood Hotel has been demolished since the Surfside District was listed in the National Register in 1996.

Residential Architecture, Surfside Historic District

The historic residential buildings of the Daytona Beach Surfside Historic District are associated with the development of the neighborhoods in the district and reflect a variety of architectural styles that are consistent with designs found in cities throughout Florida. Contributing buildings are mainly single-family homes, apartments, boarding houses, and outbuildings built before 1946. Many of these buildings were constructed by people who played important roles in the development of the community during the historic period.

The most pervasive theme in the developmental history of the district's residential areas is tourism. During the historic period hundreds of winter vacation homes were constructed on the Daytona Beach Peninsula. The first to come to the area were wealthy northerners who built large homes along the riverfront or on the sand dunes overlooking the ocean. Beginning in the 1910s, less affluent tourists began to impact development by erecting modest homes along interior streets. Numerous hotels and boarding houses were built to cater to short-term visitors. That trend reached its apogee during the Florida Land Boom years of the mid-1920s when changes wrought by the automobile, rising wages, and increasing vacation time put Florida within reach of the middle class.

Residential buildings within the Surfside District in the Study Area south of Main Street include single family homes, many of which have been converted to multi-family uses, apartments and outbuildings, such as garage apartments, auto sheds, or storage buildings. The buildings range in size from three and one-half-story apartment houses to small three-room bungalows. A wide variety of materials, including wood, rough-faced and interlocking concrete block, hollow tile, stucco, and glass were used in their construction. The buildings reflect designs that were popular during the first half of the twentieth century. Frame Vernacular architecture predominates, but there are also examples of the Craftsman Bungalow.

Examples of historic residential architecture in the Surfside District are located south of Main Street on South Grandview, South Wild Olive, South Oleander and South Hollywood Avenues and South Peninsula Drive. In general, the residential areas south of Main Street have not been subjected to the level of alteration and demolition of Main Street and the former residential area to the north. Significant concentrations of residential buildings remain on these streets. Residential buildings along South Grandview Avenue and adjacent Noble Street are less well maintained than those on the aforementioned streets and in several instances in substandard condition. This area also includes other building types and individually significant buildings such as the Community United Methodist Church at 100 South Grandview, the former First Presbyterian Church at 507 Fifth Avenue, and the former Daytona Beach Fire Station Number 2 (now the Daytona Beach Police Station) at 512 Harvey Avenue, the sole government building in the District.

A final residential section of the Surfside District is located west of the Pinewood Cemetery along North Halifax Avenue and North Peninsula Drive. At the time the Surfside District was listed in the National Register this area contained eight prominent residences along North Halifax Avenue, but since that time 43 North Halifax Avenue has been demolished. Known as Industrialist's Row, these buildings include the Simon J. Peabody Residence at 21 North Halifax Drive. Peabody made numerous philanthropic contributions to Daytona Beach, including funding for the original Peabody Auditorium located on nearby Auditorium Boulevard. The Peabody House and others along "Industrialist's Row" are the best examples of residential architecture in the Surfside District. They embody architectural styles such as the Mediterranean Revival, Prairie and Colonial Revival, were constructed of quality materials such as coquina, were erected by skilled builders and were likely designed by professional architects. Since the Surfside District was listed in the National Register, two small clusters of historic buildings have been demolished along North Peninsula Drive. Examples of residential architecture in the Surfside District are illustrated on the following pages

Frame Vernacular Residential Buildings

Two of the older vernacular residences in the Surfside District are located at 21 and 25 South Peninsula Drive. These buildings embody the turn-of-the-century period of the Daytona Beach development and retain their historic settings. Both buildings sit high on a dune that runs along South Peninsula Drive, feature a tree canopy consisting of cedar trees and scrub oaks, and retain their historic landscape features. Both buildings rest on pier foundations and rise two stories in height. 21 South Peninsula Drive has a front facing gable roof with decorative truss work. 25 South Peninsula Drive also has a wrap-around porch and a decorative shingle exterior finish.



Figure 21, 21 South Peninsula Drive



Figure 22, 25 South Peninsula Drive

Craftsman Style Residences

An example of a house constructed by a winter visitor in the southern portion of the district is the Richard Niven House at 13 South Peninsula Drive. Niven and his wife, Ella, first came to Daytona from Thornton, Indiana about 1915 and constructed their Craftsman style home there shortly after. Niven was soon involved in promoting the economic interests of Daytona. He was named vice president of the Triple Cities Chamber of Commerce in 1920 and later served the same position for the East Coast Bank & Trust Company. In 1925 he helped found and served as president of the First National Bank of Seabreeze, located at the corner of Seabreeze Boulevard and North Grandview Avenue.

The Richard Niven House is an excellent example of the Craftsman Style. It has a front-facing gable roof with exposed rafter ends and triangular brackets. A side cross-gable extends from the south side of the house. The exterior fabric is staggered wood shingles and windows are double-hung sash with 9/1 lights. A gable overhang on curved brackets projects to cover the main entrance. The entrance is flanked by sidelights. A corbelled brick chimney rises from the ridge of the cross-gable extension.



Figure 23, Richard Niven House, 13 South Peninsula Drive

29 South Grandview Avenue is another example of the Craftsman Bungalow Style. It has a front-facing gable main roof over a front-facing main roof with exposed rafter ends and triangular brackets. The exterior fabric includes wood shingles in the main roof gable and windows are double-hung sash with 1/1 lights. The porch features tapered columns resting on pedestals. The pedestals and continuous foundations are constructed of rock faced cast concrete block. Although in distressed condition, 38 South Grandview Avenue is another example of a Craftsman Bungalow in the Study Area.



Figure 24, *29 South Grandview Avenue*



Figure 25, *38 South Grandview Avenue*

Mediterranean Revival Style Residences

Like most communities that experienced significant development during the 1920s, Daytona Beach has a rich collection of Mediterranean Revival style residences. The best example of the style within the district is the Simon J. Peabody House at 21 North Halifax Drive. The building has a two-story main block with a hip roof and a three-story hip roof extension. The exterior walls of the wood frame building are covered with smooth stucco. A flat roof entrance porch with a porte-cochere extension is offset on the façade. The porch features Moorish arch openings, masonry piers and a balustrade. Two arched windows pierce the third story of the hip extension. Other windows are rectangular double-hung sash with 1/1 lights. The main entrance is centered on the façade and has sidelight and transom surrounds.



Figure 26, *Simon J. Peabody House, 21 Halifax Avenue*

The Simon J. Peabody House is one of a group of seven homes on the east side of North Halifax Drive, known locally as "Industrialist's Row" for the prominent businessmen who lived there. "Industrialist Row" is the most significant collection of residential buildings in the district. The Simon J. Peabody Residence is the most important of these residences. Peabody was born in Noble County, Indiana in 1851. His father, John L. Peabody was a prominent lumberman and a manufacturer of mathematical and surveyor's tools. At the age of eighteen, Simon purchased a used steam wood cutter and began his own shingle mill. Two years later he bought a sawmill at Taylor Station on the Eel River. He developed a reputation for filling orders promptly and was soon supplying lumber to a variety of railroad companies. In addition to his lumber interests, Peabody invested heavily in a number of successful businesses and real estate ventures, building a considerable fortune by the turn of the twentieth century.



S. J. Peabody

Figure 27, *Simon J. Peabody, Philanthropist*

Peabody began visiting various places in Florida about 1905 and ultimately chose Daytona as his favorite. He constructed the house at 21 North Halifax Drive in 1915. Peabody and his second wife, Mary, spent winters at the house until 1921 when they became full-time residents of Daytona Beach. While living in the community Peabody undertook several philanthropic projects. In 1920 he purchased the land and donated half the cost of construction for the original Peabody Auditorium, which became a regional center for cultural events. He also supplied land and money for the erection of Peabody Playground, which was located on South Wild Olive Avenue between Main Street and Auditorium Boulevard. Peabody continued to live in Daytona Beach until the early 1930s.

Mission Style Residences

The Mission style was also a popular design during the Florida Land Boom years of the 1920s. In the district, the style was applied to commercial, residential, and religious buildings. An example of a typical residential example is the house located at 123 South Oleander Avenue. It features a gable roof with a curvilinear parapet. A gable extension projects from the northwest corner. The main entrance is accessed through a porch with arched openings.



Figure 28, *123 South Oleander Avenue*

Colonial Revival Style Residences

There are relatively few examples of the Colonial Revival Style in the Surfside District. One is the Lyle C. Ramsey House at 104 South Oleander Avenue. It has a low-pitched side gable roof with boxed eaves. The façade is symmetrical and is clad with wood shingles. A shed roof porch with wrought iron posts is centered on the façade and covers the main entrance. Double hung windows are singly placed and paired.



Figure 29, *104 South Oleander Avenue*

Prairie Style Residences

The Prairie Style is relatively rare in Florida. Only three examples are found in the Surfside District. One is the Henry T. M. Tregtown House at 27 North Halifax Drive. It is two-stories in height and has a low-pitch hip roof with boxed eaves. A hip dormer pierces the front slope of the roof. The façade is dominated by hip roofed end porch with truncated brick columns, coquina piers, and a balustrade with square members. Coquina is a prominent material and is used in the construction of a chimney that rises from the left side of the building.



Figure 30, *27 North Halifax Drive*

Outbuildings

The Surfside District contains a number of contributing outbuildings. Most are located to the rear of contributing single family residences. The outbuildings were used for a variety of purposes, including garages, garage apartments, and storage. An unusual outbuilding was located at 104A North Peninsula Drive . It was a single bay garage that was dug into an embankment. The walls were constructed with random coquina stone and rough-faced concrete block. This building was demolished after the Surfside District was listed in the National Register. Several important outbuildings remain and likely housed guests or servants. They are located at 105A and 111A North Halifax Drive.



Figure 31, 105A North Halifax Drive **Figure 32, 111A-B North Halifax Drive**

Religious Buildings

There are two churches in the Surfside District—the Community United Methodist Church at 100 South Grandview Avenue and the former First Presbyterian Church at 507 Fifth Avenue. Both were built in the mid-1920s and have Mission style features. Community United Methodist is a large, rambling hollow tile building with a smooth stucco exterior. The church sanctuary is located in a three-story unit that has a gable roof with a gable parapet end. A five-story hip roof bell tower rises from the northeast corner of the church. The belfry of the tower has arched openings. The second story of the façade features a group of three arched, stain glass windows. The entrances of the church are recessed and accessed through three arched openings with composite columns. On the south side, a one-story flat roof extension with an arcaded façade connects the church to a two-story Sunday school.



Figure 33, Community United Methodist Church, 100 South Grandview Avenue

The former First Presbyterian Church has an irregular plan consisting of a gable roof main block with a curvilinear parapet end, a cross-gable extension, and a two-story gable tower. The parapets of the church have masonry coping and are crowned with acorn finials. Quatrefoil openings adorn the parapet ends. The tower has triple-arch openings with column supports. A gable overhang covers an arched entrance an arched entrance at the base of the tower. The entrance is flanked by two masonry buttresses. A group of three arched windows pierce the east side of the building. The façade contains one large arched window.



Figure 34, Former First Presbyterian Church, 507 Fifth Avenue

Government Building

The former Daytona Beach Fire Station Number 2, now a Daytona Beach Police Station, is the only government building in the district. Located at 512 Harvey Avenue, it is an example of the Classical Revival architecture. The building is rectangular in plan and has a flat roof. The exterior wall fabric is brick and fenestration consists of double-hung sash windows with 6/6 lights. The façade is symmetrical and radiates axially around the main entrance with a classical entablature.



Figure 35, former Daytona Beach Fire Station Number 2, 512 Harvey Avenue

Noncontributing Buildings

Noncontributing buildings in the district fall into two categories. The first category are those that were constructed during the historic period, but that have been radically altered to the point where they no longer exhibit their original materials and/or have large additions that seriously compromise the historic appearance of the original building. The second category includes those that were constructed after the district's period of historic significance.

411 Main Street is an example of a noncontributing commercial building. The building is devoid of architectural ornament and is a simple rectangular planned building with a flat roof and concrete block structural system. 508 Main Street is a pre-1940 building that has been substantially altered and no longer contributes to the district. All original storefronts, entrances and windows on this building have been removed and replaced with modern units. The original finish has been covered with permastone.



Figure 36, *411 Main Street, Noncontributing Building*



Figure 37, *508 Main Street (Altered) Noncontributing Building*

Typical of the type of a non-contributing buildings in the residential areas of the district is 27 South Hollywood Avenue. The building is constructed with modern concrete block and metal sash windows. 411 Main Street is an example of a non-contributing commercial building. The building is devoid of architectural ornament and is a simple rectangular planned building with a flat roof and concrete block structural system. 508 Main Street is a pre-1940 building that has been substantially altered and no longer contributes to the district. All original storefronts, entrances and windows have been removed and replaced with modern substitute. The original finish has been covered with permastone.



Figure 38 , 27 Hollywood Drive, non-contributing building

Daytona Beach Bandshell and Oceanfront Park

The Daytona Beach Bandshell and Oceanfront Park was constructed as the result of a long-term local effort to upgrade Daytona Beach's oceanfront. The complex was built as a public works project by the Works Progress Administration (WPA), one of Franklin Delano Roosevelt's New Deal programs. It was conceived to stimulate the economy during the Depression. The first facility constructed was the 48 foot by 114 foot natural coquina rock bandshell which seats 4,500. Architect Alan McDonough, who headed the local WPA program, designed the bandshell and was responsible for designing other prominent buildings in Volusia County during the 1920s and 1930s. The bandshell was begun in September, 1936, and was completed in time for the first program to be presented on July 4, 1937. Open-air concerts, as well as other programs, are still presented in the bandshell. The other structures in the boardwalk area were a clock tower, kiosk, concession facilities, restrooms, tunnel, and an elevated walk from Earl to Ora Streets. The Daytona Beach Bandshell and Oceanfront Park was listed in the National Register of Historic Places in March, 1999.



Figure 39, *Historic Photo of Bandshell and Oceanfront Park*

CONCLUSIONS

Update Of Historic Resources In Study Area

The first survey of the Daytona Beach Peninsula in 1987 resulted in the listing of the Surfside Historic Districts in the National Register of Historic Places in 1996 respectively and the Daytona Beach Bandshell and Park in 1999. The Surfside District and the Daytona Beach Bandshell are located within the Study Area. The present study is intended to update the previous survey and other historic resources within the Study Area and provide an authoritative basis for local preservation planning. Historic preservation is a key element of The City of Daytona Beach Comprehensive Plan. As outlined in the plan, historic preservation needs to be coordinated with development activities in the Study Area in order to maintain and protect historic resources.

National Register designation provides recognition for the city's historic resources and limited protection from state and federal activities which could impact them. This protection is particularly important since major state and federal highways crisscross the area and are one of the principal threats to historic buildings. The National Register designation also provides an authoritative source for local recognition of the town's historic resources.

A goal of the survey update is a review of the existing Surfside National Register Historic District within the Study Area. The review of the National Register District includes an assessment of altered and demolished buildings and an updating of the inventory to include buildings constructed outside of the period of significance, which ended in 1940. Updated photography of the setting, boundaries, representative building types and styles and significant materials have been undertaken. An updated map of the Surfside District showing boundaries, contributing and noncontributing buildings, and other relevant features is included with this report.

The majority of individual and collectively significant buildings in the Study Area are located within the Surfside District. The Daytona Beach Bandshell and Park are a complex of properties individually listed in the National Register. Moreover, the Peabody Auditorium appears eligible for National Register designation.

Current State of Surfside National Register District in The Study Area

In 1996 when the Surfside District was listed in the National Register, the portion of the district within the Ezone contained 79 contributing properties and 18 noncontributing buildings. The percentage of contributing buildings was 81%. Based on the current study, 30 buildings have been demolished since 1996 and another 13 have been altered to the point that they have lost their historic appearance and no longer contribute to the district. There are presently 40 contributing and 31 noncontributing in the portion of the Surfside District located in the Ezone. Since 1996 54% of the contributing buildings in this portion of the Surfside District have been lost either through substantial alteration or demolition. The current overall percentage of contributing to noncontributing is 56% in this portion of the Surfside District.

When the Surfside District was listed in the National Register in 1996, four clearly defined areas of land use existed within the district. These were a residential area north of Main Street, the Main Street commercial area and a second residential area south of Main Street, and a third residential area located to the northwest along North Peninsula Drive and North Halifax Avenue. All of the forty-one contributing commercial buildings fronted on, or were immediately adjacent to, Main Street. The northwest section, the smaller of the two remaining residential areas, contained a group of seven large residences located on the west side of North Halifax Drive and appears intact.

The residential area north of Main Street and east of North Peninsula Drive has been completely removed from the Surfside District since 1996. Specific streets include North Hollywood Avenue (five buildings demolished), North Oleander Avenue (seven buildings demolished), North Peninsula Drive (three buildings demolished) and North Wild Olive Avenue (seven buildings demolished). Of the twenty-two contributing buildings located in the district north of Main Street in 1996 none remain.

The Main Street portion of the Surfside District has also been substantially altered. Of the 42 contributing buildings listed in the 1996 nomination, 24 remain and retain sufficient integrity to continue contributing to the district. Seven buildings have been demolished and eleven have been altered to the point that they no longer retain their historic appearance and are considered noncontributing. In addition to the 24 contributing buildings there are 25 noncontributing buildings including pre-1940 buildings that have been substantially altered. The setting of Main Street has also been substantially altered. A significant number of vacant lots are now located where a series of contiguous commercial buildings once stood.

The section of the Surfside District south of Main Street features an intermixed collection of single-family residences, many converted to multi-family use, and apartment houses. Demolition and alteration has had less of an impact on the residential areas south of Main Street than the two areas to the north. South Grandview Avenue (six demolitions), South Hollywood Avenue (four demolitions) and South Peninsula Drive (four demolitions)--have been the most affected. However, with the exception of South Grandview Avenue, these demolitions have been concentrated near Main Street and the overall setting of these streets is largely intact. This section of the district includes individually significant buildings such as the Community United Methodist Church at 100 South Grandview, the former first First Presbyterian Church at 507 Fifth Avenue, and the former Daytona Beach Fire Station Number 2 (now the Daytona Beach Police Station) at 512 Harvey Avenue, the sole government building in the District.

A final section of the Surfside District is located on the west of North Peninsula Drive and the Pinewood Cemetery. At the time the Surfside District was listed in the National Register this area contained eight prominent residences along North Halifax Avenue, but since that time 43 North Halifax Avenue has been demolished. Known as Industrialist's Row, these buildings include the Simon J. Peabody Residence at 21 North Halifax Avenue. Peabody made numerous philanthropic contributions to Daytona Beach, including funding for the original Peabody

Auditorium located on nearby Auditorium Boulevard. Several small clusters of historic buildings along North Peninsula Drive in this area have been demolished since the Surfside District was listed in the National Register.

Beyond their historical and architectural significance, condition and physical integrity are also factors in evaluating historic buildings. South Grandview Avenue in the area south of Main Street contains concentrations of demolished buildings, several distressed buildings, buildings which have been substantially altered since originally constructed and buildings which are generally not as well maintained as those on nearby residential streets. Specifically, 14 and 16 Grandview Avenue and an adjacent building at 13 South Noble Street are boarded up and in distressed condition. An entire block of buildings along the east side of South Grandview Avenue between Kemp Street and Fifth Avenue has been demolished.

Two contributing structures in the district are the Main Street Pier and Casino and the Main Street Coquina Arch Bridge, both located at the foot of Main Street on the beach. These properties are city-owned. Both structures retain their overall integrity and are among the more important historic properties in the Study Area. Pinewood Cemetery, which lies between Auditorium Boulevard, North Peninsula Drive, and Main Street, is the sole contributing site in the district.

Also present within the Study Area are the Daytona Beach Bandshell and Oceanfront Park and the Bill France Amoco Gas Station at 316 Main Street. The Daytona Beach Bandshell and Oceanfront Park was constructed as the result of a long-term local effort to upgrade Daytona Beach's oceanfront. In 1937 the complex was built as a public works project by the Works Progress Administration (WPA), one of Franklin Delano Roosevelt's New Deal programs. The Daytona Beach Bandshell and Oceanfront Park was listed in the National Register of Historic Places in March, 1999.

A building not considered contributing to the Surfside National Register District because of its age was the Bill France Amoco Station located at 316 Main Street. Bill France, Sr. was one of the leading 20th century figures in American motor sports and the founder of NASCAR and the Daytona International Speedway. In 1937 France opened his own business, the City Service Gas Station at the corner of Main Street and Halifax. After World War II, he operated Bill France Amoco Gas Station at the Main Street location. In 1947, he founded the National Association for Stock Car Auto Racing (NASCAR), a family-owned and operated business venture that sanctions and governs multiple auto racing sports events. Bill France Amoco was his principal business at the time NASCAR was founded at a meeting at the nearby Streamline Hotel.

Since 1996 the Surfside Historic District has been subjected to developmental pressures. More than fifty buildings have been demolished and a substantial number have been altered to the point that they no longer contribute to the district. The portion of the district north of Main Street has been completely lost and Main Street itself has been heavily impacted by demolition and alteration. While the National Register does not routinely de-list districts, continuation of this

trend could seriously impact the benefits and protections for National Register properties in the Ezone portion of the Surfside District.

PROTECTIVE MEASURES FOR HISTORIC RESOURCES

Local district and landmarks:

One of the major questions associated with this study is, assuming the City adopts historic districts in the Study Area, should their boundaries be consistent with the boundaries of the existing boundaries of the Surfside District. Based on the substantial demolition and alteration of buildings in the Surfside District, the answer is no.

Since 1996 all historic buildings in the Surfside District north of Main Street on North Hollywood, North Oleander, and North Wild Olive avenues and North Peninsula Drive have been removed. If the National Register district were being defined today, this area would be excluded. Moreover, much of Main Street has been lost to demolition and alteration. For example, other than the Main Street Pier and Casino only one contributing building remains between Coates Avenue and the Atlantic Ocean.

Rather than strictly following the boundaries of the National Register districts for local designation, the city should consider the current distribution of historic resources. National Register Bulletin 16A, pages 56-57 provides guidelines for selecting boundaries. These include the following:

- Carefully select boundaries to encompass, but not to exceed, the full extent of the significant resources and land area making up the district;
- The area to be registered should be large enough to include all historic features of the property, but should not include “buffer zones” or acreage not directly contributing to the significance of the district;
- Leave out peripheral areas of a district that no longer retain integrity, due to subdivision, development, or other changes;
- Select boundaries to encompass the single area of land containing the significant concentration of historic properties making up the district. The district’s significance and historic integrity should help determine the boundaries. Specific factors to consider include:
 - ✓ Visual barriers that mark a change in character of the area or that break the continuity of the district, such as new construction, highways, or development of a different character
 - ✓ Visual changes in the character of area due to different architectural styles, types or periods, or to a decline in the concentration of contributing resources

Surfside District

Based on the substantial demolition and alteration of buildings in the Surfside District, the city should consider the current distribution of historic resources rather than the boundaries of the National Register district. Given the current distribution of historic resources we recommend the following:

**Since no historic resources remain north of Main Street and East of North Hollywood Avenue eliminate this area from any potential local districts and historic preservation regulation. This will reduce conflict between preservation and redevelopment policies and programs.*

**Main Street has lost much of its integrity through demolition and alteration of historic buildings. Given the current distribution of historic buildings, it is debatable if Main Street is eligible for inclusion in a local historic district. Nonetheless, the area contains a number of individually significant commercial buildings. Rather than incorporating Main Street into a local historic district, we recommend that Main Street become a separate district or corridor with its own architectural standards and policies. We recommend these standards and policies include retention and recognition of the existing historic buildings and that new buildings be compatible with existing buildings on Main Street. These recommendations have been incorporated into plans for the Ezone now being formulated. Financial incentives such as the federal investment tax credit for historic buildings and grants from the City of Daytona Beach Development Office are also available for individual property owners.*

**Demolition and alteration has had less of an impact on the residential areas south of Main Street and west of Peninsula Drive than the other two areas to the north and east. South Hollywood Avenue, South Oleander Avenue, South Wild Olive Avenue, North and South Peninsula Drive and North and South Halifax Drive retain significant concentrations of historic buildings and are relatively unchanged since the listing of the Surfside District. South Grandview Avenue contains several distressed buildings and is generally not as well maintained as the other residential streets. The east side of South Grandview Avenue, just south of Main Street is not included in the Surfside National Register District. The east side of South Grandview, south of Harvey Avenue has lost five buildings to demolition since 1996. Deteriorated condition and poor maintenance are also issues with the buildings on South Grandview Avenue, particularly in the block between Harvey Avenue and Kemp Street.*

If a local historic district is adopted, given the condition of these buildings, we recommend all of South Grandview Avenue north of Harvey Avenue and the east side of South Grandview Avenue to International Speedway Boulevard be excluded. We also recommend that portions of several blocks along North and South Peninsula Drive on the margins of the original National Register District be eliminated from the local district. A map with recommended boundaries for the proposed Surfside Historic District is included as part of this report. Finally, we recommend that, where feasible, historic buildings from South Grandview Avenue be relocated to appropriate sites in the Surfside Historic District, if they are threatened with demolition.

**Consider an overlay which includes not only historic preservation but financial incentives and zoning and land use measures that reflect the historic uses, infrastructure, and overall character of the area and will help revitalize the Surfside Historic District.*

**The Bill France Amoco Gas Station at 316 Main Street was not recognized in previous studies because of its age. Constructed c. 1946, the building is now more than fifty years old and worthy of consideration as a local historic site.*

BIBLIOGRAPHY

Public Records

City Hall, Daytona Beach, Florida. Minutes, Ordinances, Resolutions.

Florida Department of State. Division of Historical Resources. Florida Site File and National Register File. Tallahassee, Florida.

Volusia County Courthouse Annex. Daytona Beach, Florida.
Deed Records, Map Books, Property Appraiser Records, Newspapers.

Daytona Beach Public Library, Daytona Beach, Florida. Vertical Files.

Maps

Adams, George H. and Son. "Florida History of Cities, Towns, Villages, and Stations in the State of Florida," 1884.

Atlas of Florida Growers. Tampa, 1914.

Blake, J.E. "Map of the Seat of War in Florida." Washington, 1839.

Florida State Road Department. "General Highway and Transportation Map; Volusia County, Florida." Tallahassee, 1936.

Florida State Department of Agriculture. "Historical Map of Florida and Historical Data Concerning Florida." Tallahassee, 1931, 1934.

_____. "Sectional Map of Florida with the Location of Railroads and Post Offices." Tallahassee, 1925.

Rand McNally. "New Commercial Atlas Map of Florida." New York, 1920.

Sanborn Map Company. Fire Insurance Map of Daytona Beach, Volusia County, Florida. New York, 1895, 1901, 1906, 1912, 1920, 1924, 1951 (update).

Works Progress Administration. "Creation of Counties in Florida, 1820 to 1936." Tallahassee, 1936.

Books

- Dovell, Junious. *Florida: Historic, Dramatic, Contemporary*. New York, 1952.
- George, Paul, ed. *Bibliography of Florida History*. Westport, 1989.
- Gold, Daniel Pleasant. *History of Volusia County, Florida*. DeLand, 1927.
- Hebel, Ianthe Bond Hebel, ed. *Centennial History of Volusia County 1954-1954* (Daytona Beach, 1955).
- Kendrick, Baynard. *Florida Trails to Turnpikes, 1914-1964*. Gainesville, 1964.
- McAlester, Virginia, and Lee McAlester. *A Field Guide to American Houses*. New York, 1984.
- Milanich, Jerald T. and Charles H. Fairbanks. *Florida Archaeology*. New York, 1980.
- Nolan, David. *Fifty Feet in Paradise: The Booming of Florida*. New York, 1984.
- Schene, Michael. *Hopes, Dreams and Promises* (Daytona Beach, 1976).
- Tebeau, Charlton. *A History of Florida*. Coral Gables, 1971.
- U.S. Department of the Interior. *Guidelines for Local Surveys: A Basis for Preservation Planning*. Washington, 1971.
- Winsberg, Morton, comp. *Florida's History Through Its Places*. Tallahassee, 1988.

Articles

- Lempel, Leonard. "Origins of the Civil Rights Movement in Daytona Beach: Emerging Political Influence of Black Daytonans, 1944-1954." Paper presented at the annual meeting of the Association for the Study of Afro-American Life and History, Baltimore, 1993.
- Lempel, Leonard. "Politics and the African American in Daytona Beach, 1876-1937." Paper presented at the annual meeting of the Florida Historical Society, Fort Myers, 1994.
- Pettengill, George W., Jr. "The Story of the Florida Railroads, 1834-1903." *Railroad and Locomotive Historical Society*. 86 (July 1952): 7-130.

Miscellaneous Sources

Adams, William R., et al. "Historic Sites and Buildings Survey of St. Augustine, Florida." St. Augustine, 1980.

Booth, Fred. "Early Days in Daytona Beach, Florida: How a City was Founded" (Daytona Beach, 1951), Daytona Beach Public Library.

Bradbury, Alford and E. Story Hallock. A Chronology of Florida Post Offices. Pub. mss., Vero Beach, 1962.

Historic Property Associates, "Historic Properties Survey Daytona Beach Peninsula Area," November, 1987, copy at Florida Department of State, Division of Historical Resources, Bureau of Historic Preservation.

APPENDIX I - METHODOLOGY

This study is designed to produce a level of documentation, identification of resources, and assessment adequate to provide an update of historic resources within the Study Area. It is intended to assist in developing a Master Plan for the Study Area and overall preservation planning for the area. The report is supplemented with a building inventory, maps and photographs and a description of individual properties in a Powerpoint format.

The analysis and evaluation of historic resources in the Study Area is based on professional standards and criteria. Of particular importance are those standards and criteria associated with the National Register of Historic Places, the benchmark program for cultural resource evaluation. Of specific value to this study are the criteria for significance as defined by *National Register Bulletin 16A*, an authoritative technical manual providing information on comprehensive planning, survey of cultural resources, and registration in the National Register of Historic Places and *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*

In the Surfside National Register Historic District historic properties are described as contributing to the district. National Register Bulletin 15 provides a definition of what constitutes contributing and noncontributing buildings. A contributing building is significant because:

- it was present during the period of significance and possesses historic integrity reflecting its character at that time; or
- the building or structure independently meets the criteria for individual listing on the National Register of Historic Places.

Contributing buildings in the Study Area are further defined as follows:

Contributing buildings and structures are those built during the period of the significance of the district (1887-1948) that have not been substantially altered. Contributing properties also include secondary buildings such as garage apartments and outbuildings.

For purposes of this study, contributing properties are divided into two categories. The first category is a building, structure or site of outstanding historical or architectural significance. These types of historic properties have been recognized as being individually significant in past surveys, noted as such in the National Register District nomination for Surfside, or in the case of the Daytona Beach Bandshell, already listed in the National Register. These historic properties are potentially eligible for individual listing in the National Register or for local designation. Their removal or substantial alteration would be a significant loss to the district in which they are located. A list of these properties within the Study Area is included at the end of this report.

The second category of historic or contributing buildings includes those that were constructed within the period of significance of the district that retain their historic appearance but are not

individually of outstanding historic or architectural significance. Nonetheless, collectively they are part of an important group of buildings or form a significant streetscape. Their removal or substantial alteration would be a loss to a district, but not to the same degree as a building of individual significance. However, the removal of large numbers of contributing buildings, particularly where they are concentrated, will have a major negative effect on the district and may result in changes to boundaries or even loss of a district as an entity.

A significant issue in evaluating historic properties is their physical integrity. This is particularly true in the Study Area, where historic buildings have been subjected to alterations for many years. The criterion of integrity is very well developed in *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*.

Noncontributing buildings in the Surfside District fall into two categories: 1) those that were constructed after the district's period of historic significance; and 2) those that were constructed during the historic period, but that have been altered to the point where they no longer exhibit their original materials and features. For residential buildings significant alterations include radical alteration of original plan, enclosing of porches, additions to a façade, wholesale changes in windows, and replacement of exterior finishes with inappropriate or non-historic materials. For commercial buildings, such alterations include removal of storefronts, replacement of historic entrances, covering of historic materials with non-historical materials such as stucco or permastone, wholesale changes in windows and fenestration pattern, changes to roof form and type, and additions which overwhelm or radically change the mass of a historic building. Individual alterations may not render a building noncontributing. However, when alterations reach a point where the building no longer conveys its overall appearance during the period of significance of the district, the building no longer contributes.

A further issue of integrity is the *setting* of the buildings in questions. *Historic setting* is defined as follows:

“Setting is the physical environment of a historic property...and refers to the character of the place in which the property played its historical roles. It involves, however, not just where the building is situated but its relationship to surrounding features and open spaces.”³

The setting of historic areas and individual buildings in the Study Area has changed substantially in recent years. This change has come about primarily through the demolition of individual and groups of buildings, primarily along Main Street and in the residential areas to the north in the Surfside District. The change in setting is an important factor in establishing boundaries for any locally historic districts in the area and determining whether or not these boundaries should coincide with National Register District boundaries drawn in the 1990s.

³*National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation, p. .*

APPENDIX II

Historic Preservation and Comprehensive Planning

The Preservation Element to The City of Daytona Beach Comprehensive Plan and the Main Street Community Redevelopment Area Plan both address historic resources within the Study Area. The greatest threat to historic buildings in the Surfside Historic District is demolition and inappropriate new construction. Currently, no local measures exist to regulate new construction, demolition and relocation of historic buildings in the Study Area. If the City decides to undertake such measures, they should be limited to existing concentrations of historic buildings. This will avoid conflict between redevelopment plans for the area and historic preservation goals, objectives and policies. Local protective measures typically include design guidelines. Design guidelines will provide a mechanism for review of modifications to historic buildings, new construction, demolition and relocation of buildings. The guidelines, if enacted, should be based on the Division of Historical Resources, Model Guidelines for Design Review.

Specific components of the Preservation Element and Main Street Redevelopment Plan are outlined and discussed below.

Preservation Element

Goal 2 To preserve and protect the City's historic resources.

Objective 2.1 The City shall maintain and expand when appropriate its Historic Districts and sites, and associated Historic Preservation Ordinance. The City shall continue to have a historic preservation board. The City shall maintain and expand when appropriate its local register of historic places. The City shall maintain the 6 existing National Register Historic Districts. By 2012, the City shall evaluate the potential for creation of additional districts.

Policy 2.1.1 The City shall continue to have a historic preservation board. The City shall by 2012 review properties in the City to determine its local register should be expanded. The City shall require a certificate of appropriateness or certificate of economic hardship before any designated historic property is altered, demolished or relocated. The City shall allow special uses of historic properties to encourage the preservation of programs available to restore such structures.

The greatest threat to historic buildings in the Surfside Historic District is demolition, inappropriate new construction and unregulated alteration of existing historic structures. No local protections currently exist to regulate any of these activities. Much of the Surfside Historic District in the Study Area has been lost because of no local protection. Unless the City adopts measures to protect the remaining historic buildings within the district this trend will likely continue. A local district incorporating the remaining historic portions of the Surfside District and architectural guidelines that regulate alteration, demolition, and relocation of historic properties would be consistent with this policy.

Policy 2.1.2 Maintain land use practices that are compatible with and protect historic resources, and to notify owners of historic structures if its local register should be expanded.

Significant concentrations of historic residences remain in the Surfside District south of Main Street and west of Peninsula Drive. As a result of this Study these residential areas, with the exception of South Grandview Avenue north of Harvey Avenue, have been excluded from the E-Zone. These areas appear eligible for inclusion in a local historic district. The City of Daytona Beach should consider an overlay which includes not only historic preservation but financial incentives and zoning and land use measures that reflect the historic uses, infrastructure, and overall character of the area and will help revitalize the Surfside Historic District. The Study recommends the relocation of significant residences on South Grandview Avenue to appropriate locations in the Surfside District.

Policy 2.2.4 The following principles contained in Housing Element Policy 1.2.7 shall guide the City's conservation, rehabilitation, and demolition programs, and the City shall continue historic area programs and investigate new areas for historic designation.

*Similar to **Policy 2.1.2.**, the Study Area includes a mix of designated future commercial and public land uses identified in the Comprehensive Plan and the Ezone does not include future residential land uses. Residential uses in the Ezone are currently being amortized and have resulted in the wholesale destruction of residential buildings north of Main Street. Significant concentrations of historic residences remain in the Surfside District south of Main Street and west of Peninsula Drive. As a result of this Study these residential areas, with the exception of South Grandview Avenue north of Harvey Avenue, have been excluded from the E-Zone. These remaining residential areas appear eligible for inclusion in a local historic district. The City of Daytona Beach should consider an overlay which includes not only historic preservation but financial incentives and zoning and land use measures that reflect the historic uses, infrastructure, and overall character of the area and will help revitalize the Surfside Historic District. The Study recommends relocation of any significant residences on South Grandview Avenue to appropriate locations in the Surfside District.*

Policy 2.2.5 Continue to assist the preservation of historically significant buildings and districts through national landmark, national register, local or individual historic district designations.

The City should prepare a local designation for the Surfside Historic District based on the current distribution of historic properties as documented in this report.

Policy 2.2.6 The City shall provide funding to place all significant publicly owned historical site on the National Register of Historic Places and pursue grant funding to assist in the preservation of the site and development of appropriated museum, recreational, entertainment or educational facilities to include but not limited to: the Jackie Robinson Ball Park, the Howard Thurman Home, the Oceanfront Bandshell and the Main Street Pier.

This policy should be amended to include the Peabody Auditorium.

Main Street Community Redevelopment Area Plan

Provide incentives to cause rehabilitation of historic and architecturally significant buildings within the redevelopment area. (page 9)

Several property owners (Main Street Pier, 14 South Grandview Avenue) have taken advantage of the federal tax incentives for historic preservation. The City should through its redevelopment office promote the financial incentives and benefits associated with the federal, state and local preservation programs.

Encourage new development while encouraging the preservation and rehabilitation of structures of historic, architectural or aesthetic value. (page 10)

The preparation of this study and the Master Plan for the Study Area address this goal.

Promote greater utilization of The Bandshell and Historic Oceanfront-Park for cultural and special events, creating a functional relationship to the Headquarters Hotel and modernizing the facility as financially feasible. (page 12)

The City in conjunction with Friends of the Bandshell, Inc. has done an excellent job of preserving and promoting the Bandshell. The Friends of the Bandshell, incorporated in 1996, was formed with the goal of restoring the Daytona Beach Bandshell and bringing back a repertoire of outstanding artists with free concerts for area residents and tourists. Preservation of the Bandshell and performances have been made possible by corporate and individual sponsors, annual members' donations, Volusia County and Florida State grants, volunteers, The City of Daytona Beach, corporations "in-kind" contributions, and audience donations. The preservation and use of the historic Bandshell and Oceanfront Park is a model for local preservation efforts and for other preservation projects and programs in Florida.

APPENDIX III, INVENTORY OF BUILDINGS, 1996
SURFSIDE NATIONAL REGISTER HISTORIC DISTRICT
Contributing Buildings-Current Status

***Buildings of Individual Architectural and/or Historical Significance**

AUDITORIUM BOULEVARD

213	Masonry Vern.	1941	Average Significance
215	Frame Vern.	1925	Average Significance

SOUTH COATES STREET

14	Masonry Vern.	1906	Historically Significant major alterations/no longer contributing
----	---------------	------	---

FIFTH AVENUE

306	Frame Vern.	1925	Average Significance
310	Frame Vern.	1924	Average Significance
314	Frame Vern.	1924	Average Significance
404	Frame Vern.	1925	Average Significance
404A	Frame Vern.	1925	Average Significance
410	Frame Vern.	1930	Average Significance
410A	Frame Vern.	1930	Average Significance
413	Craftsman	1924	Average Significance
500	Craftsman	1924	Average Significance
503	Frame Vern.	1924	Average Significance
505	Frame Vern.	1924	Average Significance
505A	Frame Vern.	1924	Average Significance
506	Craftsman	1924	Average Significance
507	Mission	1925	*Architectural Significance
600	Craftsman	1924	Average Significance
606	Craftsman	1923	Average Significance
610	Frame Vern.	1924	Average Significance

SOUTH GRANDVIEW AVENUE

6	Mission	1924	Average Significance
14	Frame Vern.	1910	Architecturally/Historically Significant/Dist. Condition
14A	Masonry Vern.	1935	Average Significance Distressed Condition
16	Frame Vern.	1916	Distressed condition

SOUTH GRANDVIEW AVENUE (continued)

20	Frame Vern.	1916	Average Significance
30	Frame Vern.	1916	Average Significance
34	Frame Vern.	1916	Average Significance
38	Craftsman Bung.	1916	Average Significance
42	Frame Vern.	1924	Average Significance
100	Mission	1925	*Architectural Significance
111	Frame Vern.	1925	Average Significance
111A	Masonry Vern.	1925	Average Significance
115	Craftsman	1924	Average Significance
116	Monterrey	1940	Average Significance
117	Frame Vern.	1924	Average Significance
117A	Frame Vern.	1940	Average Significance
120	Frame Vern.	1924	Average Significance
121	Frame Vern.	1924	Average Significance
124	Frame Vern.	1935	Average Significance
126	Frame Vern.	1924	Average Significance
129A	Frame Vern.	1935	Average Significance
131	Frame Vern.	1925	Average Significance
131A	Frame Vern.	1924	Average Significance
132	Frame Vern.	1916	Average Significance
136	Craftsman	1924	Average Significance
141	Mission	1935	Demolished
141A	Frame Vern.	1935	Demolished
144	Mission	1924	Demolished
147	Frame Vern.	1924	Demolished
148	Col. Rev.	1930	Average Significance
150	Mission	1924	Average Significance
154	Craftsman	1924	Average Significance
157	Craftsman	1924	Demolished
202	Craftsman	1924	Average Significance
207	Med. Rev.	1924	Demolished
208	Frame Vern.	1924	Average Significance
210	Craftsman	1924	Average Significance
211	Med. Rev.	1925	Average Significance
223	Craftsman	1924	Average Significance
229	Frame Vern.	1925	Average Significance
229A	Masonry Vern.	1925	Average Significance
231	Frame Vern.	1930	Average Significance

NORTH HALIFAX AVENUE

19	Med. Rev.	1923	*Architectural Significance
20	Med. Rev.	1925	Average Significance
20A	Med. Rev.	1925	Average Significance
21	Med. Rev.	1915	Architectural Significance
21A	Med. Rev.	1925	Average Significance
27	Prairie	1915	*Architectural Significance
33	Craftsman	1916	*Architectural Significance
34	Frame Vern.	1924	Average Significance
37	Craftsman	1913	*Architectural Significance
43	Frame Vern.	1921	Demolished
43A	Frame Vern.	1921	Demolished
44	Mission	1924	Average Significance
44A	Frame Vern.	1924	Average Significance
100-02	Med. Rev.	1941	Average Significance
105	Col. Rev.	1924	*Architectural Significance
105A	Masonry Vern.	1924	Average Significance
108	Frame Vern.	1925	Average Significance
108A	Frame Vern.	1925	Average Significance
110	Frame Vern.	1924	Average Significance
110A	Frame Vern.	1924	Average Significance
111	Frame Vern.	1910	*Architectural Significance
111A	Frame Vern.	1910	Average Significance
111B	Frame Vern.	1910	Average Significance
114	Craftsman	1916	Average Significance

SOUTH HALIFAX AVENUE

9	Frame Vern.	1912	Altered Non-contributing
9A	Masonry Vern.	1924	Altered Non-contributing
17	Col. Rev.	1935	Altered Non-contributing
21	Frame Vern.	1925	Average Significance
21A	Frame Vern.	1924	Average Significance
25	Frame Vern.	1916	Average Significance
25A	Frame Vern.	1916	Average Significance
29	Frame Vern.	1916	Average Significance
37	Frame Vern.	1924	Demolished
37A	Frame Vern.	1930	Demolished
41	Frame Vern.	1924	Demolished
113	Frame Vern.	1924	Average Significance
113A	Frame Vern.	1924	Average Significance
115	Frame Vern.	1924	Average Significance

SOUTH HALIFAX AVENUE (continued)

127	Frame Vern.	1924	Average Significance
137	Frame Vern.	1924	Average Significance
149	Frame Vern.	1924	Average Significance

HARVEY AVENUE

202	Frame Vern.	1924	Average Significance
202A	Frame Vern.	1924	Average Significance
407	Masonry Vern.	1916	Average Significance
408	Frame Vern.	1924	Average Significance
512	Class. Rev.	1925	Architecturally Significant
515	Frame Vern.	1927	Average Significance
603	Med. Rev.	1924	Average Significance
613	Frame Vern.	1916	Average Significance
613A	Masonry Vern.	1940	Average Significance
706	Masonry Vern.	1924	Average Significance
707	Masonry Vern.	1923	Average Significance
707A	Frame Vern.	1923	Average Significance

NORTH HOLLYWOOD AVENUE

11	Craftsmen Bung.	1912	Demolished
13	Frame Vern.	1916	Demolished
17	Frame Vern.	1916	Demolished
18	Frame Vern.	1924	Demolished
26	Frame Vern.	1925	Demolished

SOUTH HOLLYWOOD AVENUE

10	Craftsmen Bung.	1912	Demolished
14	Frame Vern.	1912	Demolished
14A	Frame Vern.	1924	Demolished
15A	Frame Vern.	1924	Demolished
18	Craftsmen Bung.	1912	Demolished
22	Craftsmen Bung.	1916	Demolished
15	Craftsmen Bung.	1916	Average Significance
19	Frame Vern.	1916	Average Significance
19A	Frame Vern.	1930	Average Significance
23	Frame Vern.	1916	Average Significance
26	Frame Vern.	1912	Average Significance
26A	Frame Vern.	1912	Average Significance

SOUTH HOLLYWOOD AVENUE (continued)

30	Craftsmen Bung.	1912	Average Significance
30A	Frame Vern.	1924	Average Significance
34	Craftsmen Bung.	1912	Average Significance
35	Frame Vern.	1910	Average Significance
38	Frame Vern.	1924	Average Significance
38A	Frame Vern.	1924	Average Significance
39	Craftsmen Bung.	1916	Average Significance
43	Craftsmen Bung.	1916	Average Significance
43A	Masonry Vern.	1916	Average Significance
44	Med. Rev.	1924	Average Significance
44A	Med. Rev.	1924	Average Significance
47	Craftsmen Bung.	1916	Average Significance
116	Frame Vern.	1925	Average Significance
120	Frame Vern.	1925	Average Significance
120A	Frame Vern.	1925	Average Significance
121	Frame Vern.	1925	Average Significance
140	Frame Vern.	1925	Average Significance
144	Craftsmen Bung.	1925	Average Significance
148	Frame Vern.	1924	Average Significance
149	Masonry Vern.	1930	Average Significance
150	Frame Vern.	1924	Average Significance
150A	Frame Vern.	1924	Average Significance
152	Mission	1930	Average Significance
160	Frame Vern.	1930	Average Significance
201	Frame Vern.	1925	Average Significance
202	Frame Vern.	1924	Average Significance
203	Frame Vern.	1925	Average Significance
205	Frame Vern.	1925	Average Significance
208	Craftsmen Bung.	1924	Average Significance

MAIN STREET

*316	Masonry Vern.	1948	*Historically Significant Bill France Amoco Gas Station
403-405	Masonry Vern.	1916	Average Significance
504-506	Masonry Vern.	1924	Average Significance
510	Med. Rev.	1924	*Historically Significant
516	Second Empire	1924	*Architecturally Significant
608-614	Masonry Vern.	1930	Average Significance
618	Masonry Vern.	1930	Average Significance
701	Classical Rev.	1921	*Architecturally Significant

MAIN STREET (continued)

713	Masonry Vern.	1924	Average Significance
736-738	Mission	1924	*Architecturally Significant
740-742	Masonry Vern.	1924	Average Significance
744-746	Masonry Vern.	1924	Average Significance
800	Classical Rev.	1913	*Architecturally Significant
801	Masonry Vern.	1925	Average Significance
803-805	Masonry Vern.	1924	Average Significance
808-810	Masonry Vern.	1924	Average Significance
813	Masonry Vern.	1924	Average Significance
815-817	Masonry Vern.	1912	Average Significance
818	Masonry Vern.	1916	Average Significance
819	Masonry Vern.	1924	Average Significance
820-822	Art Moderne	1940	*Architecturally Significant
821	Art Moderne .	1940	Average Significance
1010	Masonry Vern.	1924	Average Significance
Main Street-Pinewood Cemetery		1887	*Historically Significant
Main Street Pier Casino		1925	*Historically Significant
Main Street Coquina Arch Bridge		1929	*Architecturally Significant

SOUTH NOBLE STREET

13	Frame Vern.	1916	Average Significance Distressed Building
34	Frame Vern.	1916	Average Significance
36	Frame Vern.	1924	Average Significance
36A	Frame Vern.	1924	Average Significance
38	Frame Vern.	1924	Average Significance
134	Frame Vern.	1924	Average Significance
1341/2	Frame Vern.	1924	Average Significance
140	Frame Vern.	1924	Average Significance
1401/2	Frame Vern.	1924	Average Significance
150	Masonry Vern.	1930	Average Significance

NORTH OLEANDER AVENUE

10	Frame Vern.	1916	Demolished
10A	Frame Vern.	1916	Demolished
14	Frame Vern.	1924	Demolished
14A	Frame Vern.	1924	Demolished
17	Frame Vern.	1924	Demolished
18	Frame Vern.	1910	Demolished
18A	Frame Vern.	1924	Demolished

NORTH OLEANDER AVENUE (continued)

21	Craftsman	1916	Demolished
22	Prairie	1924	Demolished
22A	Frame Vern.	1924	Demolished
25	Craftsman	1916	Demolished
26	Frame Vern.	1910	Demolished

SOUTH OLEANDER AVENUE

9	Col. Revival.	1912	Average Significance
13	Frame Vern.	1912	Average Significance
17	Frame Vern.	1912	Average Significance
18	Craftsman	1916	Average Significance
23-25	Frame Vern.	1930	Average Significance
24	Frame Vern.	1930	Average Significance
26	Frame Vern.	1916	Average Significance
29	Frame Vern.	1916	Average Significance
30	Frame Vern.	1916	Average Significance
30A	Masonry Vern.	1924	Average Significance
33	Frame Vern.	1910	Average Significance
34	Frame Vern.	1925	Average Significance
34A	Frame Vern.	1930	Average Significance
37	Craftsmen Bung.	1910	Average Significance
37A	Frame Vern.	1925	Average Significance
37B	Frame Vern.	1925	Average Significance
38	Frame Vern.	1916	Average Significance
42	Frame Vern.	1916	Average Significance
42A	Frame Vern.	1920	Average Significance
104	Col. Revival.	1935	Average Significance
108	Mission	1924	Average Significance
112	Mission	1924	Average Significance
112A	Frame Vern.	1924	Average Significance
116	Craftsmen Bung.	1924	Average Significance
116A	Frame Vern.	1925	Average Significance
120	Craftsmen Bung.	1924	Average Significance
120A	Frame Vern.	1924	Average Significance
120B	Frame Vern.	1925	Average Significance
123	Mission	1924	Average Significance
126	Craftsmen Bung.	1916	Average Significance
126A	Frame Vern.	1930	Average Significance
129	Craftsmen Bung.	1924	Average Significance
130	Frame Vern.	1924	Average Significance
130A	Frame Vern.	1925	Average Significance

SOUTH OLEANDER AVENUE (continued)

133	Frame Vern.	1924	Average Significance
134	Frame Vern.	1925	Average Significance
134A	Frame Vern.	1925	Average Significance
136	Frame Vern.	1925	Average Significance
140	Frame Vern.	1925	Average Significance
140A	Frame Vern.	1925	Average Significance
141	Craftsmen Bung.	1916	Average Significance
141A	Frame Vern.	1925	Average Significance
144	Frame Vern.	1925	Average Significance
145	Frame Vern.	1924	Average Significance
147	Frame Vern.	1925	Average Significance
147A	Frame Vern.	1925	Average Significance
148	Craftsmen Bung.	1924	Average Significance
149	Frame Vern.	1925	Average Significance
207	Craftsmen Bung.	1924	Average Significance
211	Craftsmen Bung.	1916	Average Significance
211A	Frame Vern.	1924	Average Significance
212	Col. Revival.	1924	Average Significance
214	Craftsmen Bung.	1924	Average Significance
215	Med. Rev.	1924	Average Significance
215A	Med. Rev.	1924	Average Significance
219	Frame Vern.	1924	Average Significance
221	Frame Vern.	1924	Average Significance

NORTH PENINSULA DRIVE

9	Frame Vern.	1924	Demolished
9A	Frame Vern.	1924	Demolished
11	Frame Vern.	1924	Demolished
17	Frame Vern.	1916	Demolished
21	Frame Vern.	1940	Demolished
29	Frame Vern.	1916	Average Significance
31	Frame Vern.	1925	Average Significance
33	Frame Vern.	1924	Average Significance
37	Frame Vern.	1924	Average Significance
371/2	Frame Vern.	1924	Average Significance
41	Frame Vern.	1916	Average Significance
45	Frame Vern.	1930	Average Significance
100	Frame Vern.	1930	Demolished

NORTH PENINSULA DRIVE (continued)

100A	Frame Vern.	1930	Demolished
101	Masonry Vern.	1945	Average Significance
101A	Masonry Vern.	1945	Average Significance
103	Frame Vern.	1925	Average Significance
103A	Mas. Vern.	1925	Average Significance
104	Med. Rev.	1924	Demolished
104A	Masonry Vern.	1924	Demolished
108	Frame Vern.	1916	Demolished
109	Frame Vern.	1930	Average Significance
109A	Frame Vern.	1930	Average Significance
115	Frame Vern.	1925	Average Significance

SOUTH PENINSULA DRIVE

9	Craftsman .	1912	Demolished
13	Craftsman .	1916	*Hist./Arch. Significant
17	Craftsman .	1916	Average Significance
18	Masonry Vern.	1924	Demolished
181/2	Frame Vern.	1924	Demolished
21	Frame Vern.	1912	*Architecturally Significant
25	Frame Vern.	1916	*Architecturally Significant
25A	Frame Vern.	1916	Average Significance
26	Craftsman	1916	Average Significance
26A	Frame Vern.	1916	Average Significance
30A-B	Med. Rev.	1924	Average Significance
30C	Med. Rev.	1924	Average Significance
30D	Med. Rev.	1924	Average Significance
32	Frame Vern.	1924	Average Significance
33	Craftsman .	1924	Average Significance
33A	Frame Vern.	1924	Average Significance
36	Med. Rev.	1924	Average Significance
37	Frame Vern.	1910	Average Significance
110	Craftsman .	1916	Average Significance
110A	Frame Vern.	1916	Average Significance
114	Frame Vern.	1916	Average Significance
114A	Frame Vern.	1916	Average Significance
118	Craftsman .	1924	Average Significance
122	Craftsman .	1924	Average Significance
127	Frame Vern.	1916	Average Significance
130	Frame Vern.	1916	Altered Non-contributing
130A	Frame Vern.	1916	Altered Non-contributing
135	Mission	1924	Average Significance

SOUTH PENINSULA DRIVE (continued)

135A	Mission	1924	Average Significance
136	Frame Vern.	1910	Average Significance
136A	Frame Vern.	1930	Average Significance
139	Craftsman	1924	Average Significance
139A	Frame Vern.	1934	Average Significance
145	Med. Rev.	1925	Average Significance
146	Frame Vern.	1916	Average Significance
151	Frame Vern.	1924	Average Significance
151A	Mas. Vern.	1924	Average Significance
158	Med. Rev.	1925	Demolished
159	Craftsman	1924	Average Significance
159A	Frame Vern.	1924	Average Significance
207	Frame Vern.	1916	Average Significance

NORTH WILD OLIVE AVENUE

11	Masonry Vern.	1925	Demolished
12	Masonry Vern.	1925	Demolished
13	Masonry Vern.	1925	Demolished
14	Masonry Vern.	1925	Demolished
15	Masonry Vern.	1925	Demolished
17	Frame Vern.	1925	Demolished
25	Prairie	1925	Demolished

SOUTH WILD OLIVE AVENUE

15	Med. Rev.	1925	Average Significance
17	Frame Vern.	1925	Average Significance
19	Frame Vern.	1925	Average Significance
21	Frame Vern.	1925	Average Significance
23	Frame Vern.	1925	Average Significance
29	Mas. Vern.	1930	Average Significance
30	Frame Vern.	1916	Average Significance
31	Frame Vern.	1925	Average Significance
36	Frame Vern.	1924	Average Significance
37	Frame Vern.	1916	Average Significance
37A	Frame Vern.	1925	Average Significance
38	Frame Vern.	1924	Average Significance
40	Frame Vern.	1930	Average Significance
40A	Frame Vern.	1930	Average Significance
41	Mas. Vern.	1930	Average Significance
101	Frame Vern.	1940	Average Significance

SOUTH WILD OLIVE AVENUE (continued)

101A	Frame Vern.	1940	Average Significance
105	Frame Vern.	1940	Average Significance
109	Craftsman	1925	Average Significance
109A	Frame Vern.	1925	Average Significance
115	Frame Vern.	1925	Average Significance
117	Frame Vern.	1925	Average Significance
123	Frame Vern.	1935	Average Significance
123A	Frame Vern.	1935	Average Significance
132	Frame Vern.	1924	Average Significance
132 A	Frame Vern.	1924	Average Significance
133	Frame Vern.	1916	Average Significance
133A	Frame Vern.	1924	Average Significance
137	Frame Vern.	1924	Average Significance
141	Frame Vern.	1924	Average Significance
141A	Frame Vern.	1924	Average Significance
142	Frame Vern.	1924	Average Significance
145	Frame Vern.	1924	Average Significance
145A	Frame Vern.	1924	Average Significance
146	Frame Vern.	1924	Average Significance
155	Mas. Vern.	1930	Average Significance
200	Frame Vern.	1916	Demolished
206	Frame Vern.	1924	Average Significance
206A	Frame Vern.	1924	Average Significance
210	Frame Vern.	1924	Average Significance
212	Craftsman	1924	Average Significance
216	Mission	1924	Average Significance
220	Frame Vern.	1924	Average Significance
220A	Frame Vern.	1924	Average Significance

SURFSIDE NATIONAL REGISTER DISTRICT -Noncontributing Buildings

SOUTH COATES STREET

12

FIFTH AVENUE

301

309

605

609

SOUTH GRANDVIEW AVENUE

129

140

151 Demolished

219

NORTH HALIFAX AVENUE

30

SOUTH HALIFAX AVENUE

9	Frame Vern.	1912	Altered Non-contributing
9A	Masonry Vern.	1924	Altered Non-contributing
17	Col. Rev.	1935	Altered Non-contributing
33			
33A			
117			
125			
127A			
131			
133			
139			
145			
149A			

HARVEY AVENUE

200
316
400
400A
501
501A
511

SOUTH HOLLYWOOD AVENUE

27
31
34A
44B
109
110
114
115
117
117A
122
125
126
129
131
135
138
139
141
143
145

MAIN STREET

312			
411			
413			
500			
508	Masonry Vern.	1924	Substantially Altered
511			
512	Masonry Vern.	1924	Substantially Altered
514	Second Empire	1924	Substantially Altered

MAIN STREET (continued)

601			
604			
705	Masonry Vern.	1940	Substantially Altered
709	Masonry Vern.	1940	Substantially Altered
715-21			
734			
777			
804	Masonry Vern.	1924	Substantially Altered
808	Masonry Vern.	1924	Substantially Altered
810	Masonry Vern.	1924	Substantially Altered
814	Masonry Vern.	1912	Substantially Altered
815	Masonry Vern.	1925	Substantially Altered
905-09			
1000	Masonry Vern.	1924	Substantially Altered
1004	Masonry Vern.	1924	Substantially Altered
1022			
1026			
1100	demolished		
1110	demolished		

SOUTH NOBLE STREET

124
142
144
150A

SOUTH OLEANDER AVENUE

26A
27
33A
38A
41
41A
46
103
103A
104A
107
107A

SOUTH OLEANDER AVENUE

127
135
145A
200-206
206A

NORTH PENINSULA DRIVE

27
29A
29B
45A

SOUTH PENINSULA DRIVE

7	demolished		
42			
101			
102			
130	Frame Vern.	1916	Substantially Altered
130A	Frame Vern.	1916	Substantially Altered
140			
140A			
141			
150			
154			
155			

SOUTH WILD OLIVE AVENUE

9
27
28
32
124
128
129
134
149

**SURFSIDE NATIONAL REGISTER DISTRICT
Contributing Buildings, Demolished since 1996**

SOUTH GRANDVIEW AVENUE

141	Mission	1935
141A	Frame Vern.	1935
147	Frame Vern.	1924
157	Craftsmen Bung.	1924
207	Mediterranean	1924

NORTH HALIFAX AVENUE

43	Frame Vern.	1921
----	-------------	------

SOUTH HALIFAX AVENUE

37	Frame Vern.	1924
41	Frame Vern.	1924

NORTH HOLLYWOOD AVENUE

11	Craftsmen Bung.	1912
13	Frame Vern.	1916
17	Frame Vern.	1916
18	Frame Vern.	1924
26	Frame Vern.	1925

SOUTH HOLLYWOOD AVENUE

10	Craftsmen Bung.	1912
14	Frame Vern.	1912
18	Craftsmen Bung.	1912
22	Craftsmen Bung.	1916

MAIN STREET

407	Masonry Vern.	1924
605	Masonry Vern.	1924
615	Masonry Vern.	1922
711	Masonry Vern.	1940
737	Mission	1924
807-811	Masonry Vern.	1924
905-909	Med. Rev.	1925

NORTH OLEANDER AVENUE

10	Frame Vern.	1916
14	Frame Vern.	1924
17	Frame Vern.	1924
18	Frame Vern.	1910
21	Craftsman	1916
22	Prairie	1924
25	Craftsman	1916
26	Frame Vern.	1910

NORTH PENINSULA DRIVE

9	Frame Vern.	1924
9A	Frame Vern.	1924
11	Frame Vern.	1924
17	Frame Vern.	1924
100	Frame Vern.	1930
104	Med. Rev.	1924
108	Frame Vern.	1916

SOUTH PENINSULA DRIVE

9	Craftsman .	1912
18	Frame Vern.	1924
18A	Frame Vern.	1924
158	Med. Rev.	1925

NORTH WILD OLIVE AVENUE

11	Masonry Vern.	1925
12	Masonry Vern.	1925
13	Masonry Vern.	1925
14	Masonry Vern.	1925
15	Masonry Vern.	1925
17	Frame Vern.	1925
25	Prairie	1925

SOUTH WILD OLIVE AVENUE

200	Frame Vern.	1916
-----	-------------	------

Total Demolished Buildings Since 1996: 49

Contributing Buildings, Substantially Altered Since 1996

SOUTH HALIFAX AVENUE

9	Frame Vern.	1912	Altered Non-contributing
9A	Masonry Vern.	1924	Altered Non-contributing
17	Col. Rev.	1935	Altered Non-contributing

MAIN STREET

508	Masonry Vern.	1924	Altered Non-contributing
512	Masonry Vern.	1924	Altered Non-contributing
514	Second Empire	1924	Altered Non-contributing
705	Masonry Vern.	1940	Altered Non-contributing
709	Masonry Vern.	1940	Altered Non-contributing
804	Masonry Vern.	1924	Altered Non-contributing
808	Masonry Vern.	1924	Altered Non-contributing
810	Masonry Vern.	1924	Altered Non-contributing
814	Masonry Vern.	1912	Altered Non-contributing
815	Masonry Vern.	1925	Altered Non-contributing
1000	Masonry Vern.	1924	Altered Non-contributing
1004	Masonry Vern.	1924	Altered Non-contributing

SOUTH PENINSULA DRIVE

130	Frame Vern.	1916	Altered Non-contributing
130A	Frame Vern.	1916	Altered Non-contributing

Substantially Altered Buildings: Since 1996: 17

**APPENDIX IV, INVENTORY OF BUILDINGS,
2011 SURFSIDE POTENTIAL LOCAL HISTORIC DISTRICT**

Contributing Buildings-Current Status

***Buildings of Individual Architectural and/or Historical Significance**

FIFTH AVENUE

306	Frame Vern.	1925	Average Significance
310	Frame Vern.	1924	Average Significance
314	Frame Vern.	1924	Average Significance
404	Frame Vern.	1925	Average Significance
404A	Frame Vern.	1925	Average Significance
410	Frame Vern.	1930	Average Significance
410A	Frame Vern.	1930	Average Significance
413	Craftsman	1924	Average Significance
500	Craftsman	1924	Average Significance
503	Frame Vern.	1924	Average Significance
503A	Frame Vern.	1925	Average Significance
505	Frame Vern.	1924	Average Significance
505A	Frame Vern.	1924	Average Significance
506	Craftsman	1924	Average Significance
507	Mission	1925	*Architectural Significance
600	Craftsman	1924	Average Significance
606	Craftsman	1923	Average Significance
610	Frame Vern.	1924	Average Significance

SOUTH GRANDVIEW AVENUE

100	Mission	1925	*Architectural Significance
116	Monterrey	1940	Average Significance
120	Frame Vern.	1924	Average Significance
124	Frame Vern.	1935	Average Significance
126	Frame Vern.	1924	Average Significance
132	Frame Vern.	1916	Average Significance
136	Craftsman	1924	Average Significance
148	Col. Rev.	1930	Average Significance
150	Mission	1924	Average Significance
154	Craftsman	1924	Average Significance
202	Craftsman	1924	Average Significance
208	Frame Vern.	1924	Average Significance
210	Craftsman	1924	Average Significance

NORTH HALIFAX AVENUE

19	Med. Rev.	1923	*Architectural Significance
20	Med. Rev.	1925	Average Significance
20A	Med. Rev.	1925	Average Significance
21	Med. Rev.	1915	*Architectural Significance
21A	Med. Rev.	1925	Average Significance
27	Prairie	1915	*Architectural Significance
33	Craftsman	1916	*Architectural Significance
34	Frame Vern.	1924	Average Significance
37	Craftsman	1913	*Architectural Significance
44	Mission	1924	Average Significance
44A	Frame Vern.	1924	Average Significance
100-02	Med. Rev.	1941	Average Significance
100-02A	Masonry Vern.	1941	Average Significance
105	Col. Rev.	1924	*Architectural Significance
105A	Masonry Vern.	1924	Average Significance
108	Frame Vern.	1925	Average Significance
108A	Frame Vern.	1925	Average Significance
110	Frame Vern.	1924	Average Significance
110A	Frame Vern.	1924	Average Significance
111	Frame Vern.	1910	*Architectural Significance
111A	Frame Vern.	1910	Average Significance
111B	Frame Vern.	1910	Average Significance
114	Craftsman	1916	Average Significance

SOUTH HALIFAX AVENUE

21	Frame Vern.	1925	Average Significance
21A	Frame Vern.	1924	Average Significance
25	Frame Vern.	1916	Average Significance
25A	Frame Vern.	1916	Average Significance
29	Frame Vern.	1916	Average Significance
113	Frame Vern.	1924	Average Significance
113A	Frame Vern.	1924	Average Significance
115	Frame Vern.	1924	Average Significance
127	Frame Vern.	1924	Average Significance

HARVEY AVENUE

202	Frame Vern.	1924	Average Significance
202A	Frame Vern.	1924	Average Significance
407	Masonry Vern.	1916	Average Significance
408	Frame Vern.	1924	Average Significance
512	Class. Rev.	1925	*Architecturally Significant
515	Frame Vern.	1927	Average Significance
603	Med. Rev.	1924	Average Significance
613	Frame Vern.	1916	Average Significance
613A	Masonry Vern.	1940	Average Significance

SOUTH HOLLYWOOD AVENUE

15	Craftsmen Bung.	1916	Average Significance
19	Frame Vern.	1916	Average Significance
19A	Frame Vern.	1930	Average Significance
23	Frame Vern.	1916	Average Significance
26	Frame Vern.	1912	Average Significance
26A	Frame Vern.	1912	Average Significance
30	Craftsmen Bung.	1912	Average Significance
30A	Frame Vern.	1924	Average Significance
34	Craftsmen Bung.	1912	Average Significance
35	Frame Vern.	1910	Average Significance
38	Frame Vern.	1924	Average Significance
38A	Frame Vern.	1924	Average Significance
39	Craftsmen Bung.	1916	Average Significance
43	Craftsmen Bung.	1916	Average Significance
43A	Masonry Vern.	1916	Average Significance
44	Med. Rev.	1924	Average Significance
44A	Med. Rev.	1924	Average Significance
47	Craftsmen Bung.	1916	Average Significance
116	Frame Vern.	1925	Average Significance
120	Frame Vern.	1925	Average Significance
120A	Frame Vern.	1925	Average Significance
121	Frame Vern.	1925	Average Significance
140	Frame Vern.	1925	Average Significance
144	Craftsmen Bung.	1925	Average Significance
148	Frame Vern.	1924	Average Significance
149	Masonry Vern.	1930	Average Significance
150	Frame Vern.	1924	Average Significance
150A	Frame Vern.	1924	Average Significance
152	Mission	1930	Average Significance
160	Frame Vern.	1930	Average Significance

SOUTH HOLLYWOOD AVENUE (Continued)

201	Frame Vern.	1925	Average Significance
202	Frame Vern.	1924	Average Significance
203	Frame Vern.	1925	Average Significance
205	Frame Vern.	1925	Average Significance
208	Craftsmen Bung.	1924	Average Significance

SOUTH OLEANDER AVENUE

9	Col. Revival.	1912	Average Significance
13	Frame Vern.	1912	Average Significance
17	Frame Vern.	1912	Average Significance
18	Craftsman	1916	Average Significance
23	Frame Vern.	1924	Average Significance
24	Frame Vern.	1930	Average Significance
23-25	Frame Vern.	1930	Average Significance
26	Frame Vern.	1916	Average Significance
29	Frame Vern.	1916	Average Significance
30	Frame Vern.	1916	Average Significance
30A	Masonry Vern.	1924	Average Significance
33	Frame Vern.	1910	Average Significance
34	Frame Vern.	1925	Average Significance
34A	Frame Vern.	1930	Average Significance
37	Craftsmen Bung.	1910	Average Significance
37A	Frame Vern.	1925	Average Significance
37B	Frame Vern.	1925	Average Significance
38	Frame Vern.	1916	Average Significance
42	Frame Vern.	1916	Average Significance
42A	Frame Vern.	1920	Average Significance
104	Col. Revival.	1935	Average Significance
108	Mission	1924	Average Significance
112	Mission	1924	Average Significance
112A	Frame Vern.	1924	Average Significance
116	Craftsmen Bung.	1924	Average Significance
116A	Frame Vern.	1925	Average Significance
120	Craftsmen Bung.	1924	Average Significance
120A	Frame Vern.	1924	Average Significance
120B	Frame Vern.	1925	Average Significance
123	Mission	1924	Average Significance
126	Craftsmen Bung.	1916	Average Significance
126A	Frame Vern.	1930	Average Significance
129	Craftsmen Bung.	1924	Average Significance
130	Frame Vern.	1924	Average Significance

SOUTH OLEANDER AVENUE (Continued)

130A	Frame Vern.	1925	Average Significance
133	Frame Vern.	1924	Average Significance
134	Frame Vern.	1925	Average Significance
134A	Frame Vern.	1925	Average Significance
136	Frame Vern.	1925	Average Significance
140	Frame Vern.	1925	Average Significance
140A	Frame Vern.	1925	Average Significance
141	Craftsmen Bung.	1916	Average Significance
141A	Frame Vern.	1925	Average Significance
144	Frame Vern.	1925	Average Significance
145	Frame Vern.	1924	Average Significance
147	Frame Vern.	1925	Average Significance
147A	Frame Vern.	1925	Average Significance
148	Craftsmen Bung.	1924	Average Significance
207	Craftsmen Bung.	1924	Average Significance
211	Craftsmen Bung.	1916	Average Significance
211A	Frame Vern.	1924	Average Significance
212	Col. Revival.	1924	Average Significance
214	Craftsmen Bung.	1924	Average Significance
215	Med. Rev.	1924	Average Significance
215A	Med. Rev.	1924	Average Significance
219	Frame Vern.	1924	Average Significance
221	Frame Vern.	1924	Average Significance

NORTH PENINSULA DRIVE

29	Frame Vern.	1916	Average Significance
31	Frame Vern.	1925	Average Significance
33	Frame Vern.	1924	Average Significance
37	Frame Vern.	1924	Average Significance
371/2	Frame Vern.	1924	Average Significance
41	Frame Vern.	1916	Average Significance
45	Frame Vern.	1930	Average Significance
101	Masonry Vern.	1945	Average Significance
101A	Masonry Vern.	1945	Average Significance
103	Frame Vern.	1925	Average Significance
103A	Mas. Vern.	1925	Average Significance
109	Frame Vern.	1930	Average Significance
109A	Frame Vern.	1930	Average Significance
115	Frame Vern.	1925	Average Significance

SOUTH PENINSULA DRIVE

13	Craftsman .	1916	*Hist./Arch. Significant
17	Craftsman .	1916	Average Significance
21	Frame Vern.	1912	*Architecturally Significant
25	Frame Vern.	1916	*Architecturally Significant
25A	Frame Vern.	1916	Average Significance
26	Craftsman	1916	Average Significance
26A	Frame Vern.	1916	Average Significance
30A-B	Med. Rev.	1924	Average Significance
30C	Med. Rev.	1924	Average Significance
30D	Med. Rev.	1924	Average Significance
32	Frame Vern.	1924	Average Significance
33	Craftsman .	1924	Average Significance
33A	Frame Vern.	1924	Average Significance
36	Med. Rev.	1924	Average Significance
37	Frame Vern.	1910	Average Significance
110	Craftsman .	1916	Average Significance
110A	Frame Vern.	1916	Average Significance
114	Frame Vern.	1916	Average Significance
114A	Frame Vern.	1916	Average Significance
118	Craftsman .	1924	Average Significance
122	Craftsman .	1924	Average Significance
127	Frame Vern.	1916	Average Significance
130	Frame Vern.	1916	Average Significance
130A	Frame Vern.	1916	Average Significance
135	Mission	1924	Average Significance
135A	Mission	1924	Average Significance
136	Frame Vern.	1910	Average Significance
136A	Frame Vern.	1930	Average Significance
139	Craftsman	1924	Average Significance
139A	Frame Vern.	1934	Average Significance
145	Med. Rev.	1925	Average Significance
146	Frame Vern.	1916	Average Significance
151	Frame Vern.	1924	Average Significance
151A	Mas. Vern.	1924	Average Significance
159	Craftsman	1924	Average Significance
159A	Frame Vern.	1924	Average Significance
207	Frame Vern.	1916	Average Significance

SOUTH WILD OLIVE AVENUE

15	Med. Rev.	1925	Average Significance
17	Frame Vern.	1925	Average Significance
19	Frame Vern.	1925	Average Significance
21	Frame Vern.	1925	Average Significance
23	Frame Vern.	1925	Average Significance
29	Mas. Vern.	1930	Average Significance
30	Frame Vern.	1916	Average Significance
31	Frame Vern.	1925	Average Significance
36	Frame Vern.	1924	Average Significance
37	Frame Vern.	1916	Average Significance
37A	Frame Vern.	1925	Average Significance
38	Frame Vern.	1924	Average Significance
40	Frame Vern.	1930	Average Significance
40A	Frame Vern.	1930	Average Significance
41	Mas. Vern.	1930	Average Significance
101	Frame Vern.	1940	Average Significance
101A	Frame Vern.	1940	Average Significance
105	Frame Vern.	1940	Average Significance
109	Craftsman	1925	Average Significance
109A	Frame Vern.	1925	Average Significance
115	Frame Vern.	1925	Average Significance
117	Frame Vern.	1925	Average Significance
123	Frame Vern.	1935	Average Significance
123A	Frame Vern.	1935	Average Significance
132	Frame Vern.	1924	Average Significance
132 A	Frame Vern.	1924	Average Significance
133	Frame Vern.	1916	Average Significance
133A	Frame Vern.	1924	Average Significance
137	Frame Vern.	1924	Average Significance
141	Frame Vern.	1924	Average Significance
141A	Frame Vern.	1924	Average Significance
142	Frame Vern.	1924	Average Significance
145	Frame Vern.	1924	Average Significance
145A	Frame Vern.	1924	Average Significance
146	Frame Vern.	1924	Average Significance
155	Mas. Vern.	1930	Average Significance
200	Frame Vern.	1916	Average Significance
206	Frame Vern.	1924	Average Significance
206A	Frame Vern.	1924	Average Significance
210	Frame Vern.	1924	Average Significance
212	Craftsman	1924	Average Significance
216	Mission	1924	Average Significance

SOUTH WILD OLIVE AVENUE (continued)

220	Frame Vern.	1924	Average Significance
220A	Frame Vern.	1924	Average Significance

SURFSIDE POTENTIAL LOCAL DISTRICT -Noncontributing Buildings

FIFTH AVENUE

301
309
605
609

SOUTH GRANDVIEW AVENUE

140

SOUTH HALIFAX AVENUE

33
33A
117
125
127A

HARVEY AVENUE

200
316
400
400A
501
501A
511

SOUTH HOLLYWOOD AVENUE

27
31
34A
44B
109
110
114
115
117
117A
122

SOUTH HOLLYWOOD AVENUE (continued)

125
126
129
131
135
138
139
141
143
145

SOUTH OLEANDER AVENUE

26A
27
33A
38A
41
41A
46
103
103A
104A
107
107A
127
135
145A
200-206
206A

NORTH PENINSULA DRIVE

27
29A
29B
45A

SOUTH PENINSULA DRIVE

42
101
102
141
155

SOUTH WILD OLIVE AVENUE

27
28
32
124
128
129
134
149

APPENDIX V, SURFSIDE DISTRICT-INDIVIDUAL PROPERTIES OF HISTORICAL AND/OR ARCHITECTURAL SIGNIFICANCE

SOUTH GRANDVIEW AVENUE

100 (Methodist Church)	Mission	1925	Architecturally Significant
------------------------	---------	------	-----------------------------

FIFTH AVENUE

507 (Presbyterian Church)	Mission	1925	Architecturally Significant
---------------------------	---------	------	-----------------------------

NORTH HALIFAX AVENUE (Industrialist's Row)

19	Med. Rev.	1923	Architectural Significance
21 (Peabody House)	Med. Rev.	1915	Hist./Arch. Significance
27	Prairie	1915	Architectural Significance
33	Craftsman	1916	Architectural Significance
37	Craftsman	1913	Architectural Significance
105	Col. Rev.	1924	Architectural Significance
111	Frame Vern.	1910	Architectural Significance

HARVEY AVENUE

512 (Daytona Beach Fire Station Number 2)	Classical Revival	1927	Architecturally/Historically Significant
---	-------------------	------	--

MAIN STREET

316	Masonry Vern.	1948	Historically Significant Bill France Gas Station
403-405	Masonry Vern.	1916	Historically Significant
516	Second Empire	1924	Architecturally Significant
701	Classical Rev.	1921	Architecturally Significant
736-738	Mission	1924	Architecturally Significant
740-746	Masonry Vern.	1924	Architecturally Significant
800	Classical Rev.	1913	Architecturally Significant
820 -822	Art Moderne	1940	Architecturally Significant
821	Art Moderne	1940	Architecturally Significant
Main Street-Pinewood Cemetery		1887	Historically Significant
Main Street Pier Casino		1925	Historically Significant
Main Street Coquina Arch Bridge		1929	Architecturally Significant

N. OCEAN AVENUE

Daytona Beach Bandshell and Oceanfront Park

Hist./Arch Significant

S. PENINSULA DRVIE

13	Craftsman .	1916	Hist./Arch. Significant
21	Frame Vern.	1912	Architecturally Significant
25	Frame Vern.	1916	Architecturally Significant

APPENDIX VI, MISCELLANEOUS BUILDINGS

Additional Pre-1950 Buildings, Study Area Previously Surveyed

AUDITORIUM BOULEVARD

402
412 Demolished
500 Demolished
516 Demolished

SOUTH COATES AVENUE

44
46

NORTH GRANDVIEW AVENUE

27 Demolished
31 Demolished
33 Demolished
37 Demolished

NORTH HOLLYWOOD AVENUE

21 Demolished
25 Demolished
29 Demolished
33
34 Demolished
37
45

NORTH OLEANDER AVENUE

34
38
41

APPENDIX VII - STATE-FEDERAL BENEFITS AND PROTECTIONS FOR HISTORIC RESOURCES

Historic Preservation Tax Advantages:

There are several notable tax incentives that property owners can take advantage of in rehabilitating historic buildings. This section describes the major incentives.

State of Florida Ad Valorem Exemptions for Rehabilitated Historic Buildings: Florida voters in 1992 approved a constitutional amendment authorizing ad valorem tax exemptions for the increased value assessed for improvements made to qualified historic buildings. Local communities must approve adoption of provisions through a local ordinance. The local government can exempt up to 100 percent of the assessed value of the improvements for a period up to ten years.

The provisions of the amendment apply to qualified historic buildings; that is, buildings listed individually on the National Register or as contributing elements in a district; or buildings designated under an approved local ordinance.

The exemption will apply to as much as 100 percent of the assessed value of the qualified improvements. The period of exemption can be ten years. Local ordinance will establish the specific percentage of exempted value as well as the duration and the location of qualifying buildings. The exemptions will pass on to the new owners of a property. At the end of the exemption period, the tax obligation will return to full assessed value, including improvements.

The exemption can be even greater for improvements to historic properties used for non-profit or governmental purposes and open to the public. Such properties may, upon local governmental authorization, receive up to 100 percent tax exemption for the full assessed value, not just the improvements. The value of improvements must equal or exceed at least 50 percent of the total assessed value of the property, as improved. Unlike the exemption for privately-owned buildings, however, the latter exemption will not pass on to new owners.

By covenant or agreement, the property owner must agree to maintain the qualifying improvements and the character of the property for the period of exemption. The Florida Department of State has adopted rules specifying property eligibility criteria, guidelines for determining if improvements qualify, application review criteria, procedures for cancellation of exemption in the event of covenant or agreement violation, and procedures and criteria for certification of local historic preservation offices.

Federal Rehabilitation Tax Credits: Federal tax credits upon the expenses incurred in the rehabilitation of an income-producing qualified historic structure have been available for well over two decades. A qualified historic building is one that is listed in the National register of Historic Places. The 1986 Tax Reform Act provides for a 20 percent credit for certified historic structures and a 10 percent credit for structures more than fifty years old. It is important to note,

however, that the federal tax credits apply only to income producing properties and not to owner-occupied residences.

Despite the severe restrictions placed upon the use of real estate and other forms of tax shelter in the 1986 law, the tax credit increases the attractiveness of old and historic building rehabilitation by virtually eliminating all forms of competing real estate investment, with the exception of the low-income housing tax credit.

The 1986 Act opens new opportunities for the nonprofit organization to become involved in real estate. The Act's extension of the depreciation period for real estate considerably reduces the penalties enacted in the Tax Reform Act of 1984 to discourage taxpayers from entering into long-term leases or partnerships with tax-exempt entities. Those penalties had the effect of hampering partnerships between nonprofit and government agencies and private developers.

In addition, an increasing emphasis on "economic" incentives, rather than tax-driven benefits, that is a result of the 1986 Act's limitations on the use of tax shelter and the 10 percent set-aside for nonprofit sponsors under the new low-income housing tax credit, ensure that tax-exempt organizations will participate increasingly in rehabilitation projects. That legal change has begun to open new and innovative ownership and tax structuring and financing opportunities for both the development community and nonprofit preservation organizations.

FEMA Variance for Historic Structures

Communities may exempt historic buildings from NFIP substantial improvement and substantial damage requirements in either of two ways. First, they can exempt them through their definition of substantial improvement. Second, they can issue variances for historic structures. However, the improvement must not preclude the structures continued designation as a historic structure and must be the minimum necessary to preserve its historic character.

Definition/Description

Any structure that is:

- (a) Listed individually in the National Register of Historic Places or preliminarily determined as meeting the requirements for individual listing on the National Register;
- (b) Certified or preliminarily determined as contributing to the historical significance of a registered historic district;
- (c) Individually listed on a state inventory of historic places; or
- (d) Individually listed on a local inventory of historic places.

State Preservation Program:

The State of Florida has become increasingly active in historic preservation. It currently spends more dollars on historic preservation than any other state in the nation. The Florida Department of State is responsible for disbursing state preservation dollars. It provides funding in the areas of acquisition and development, survey and registration, and preservation education.

The City of Daytona Beach should make certain that it is on the current mailing list of the Bureau of Historic Preservation and should consider applying for grants for appropriate projects in the future. Any public or private agency or group within the community that requires current information on available loans, grants, and funding sources or programs for historic preservation is advised to inquire with:

State Historic Preservation Officer
Department of State
Division of Historical Resources
R.A. Gray Building
Tallahassee, Florida 32399-0250

Florida Trust for Historic Preservation
P.O. Box 11206
Tallahassee, Florida 32302

Among the projects for which funding may be sought are survey, National Register nominations, historic preservation planning, community education, acquisition of culturally significant properties, and rehabilitation of historic structures. Eligible recipients of grants include local government and nonprofit organizations. There are two major types of grants distributed through the auspices of the state grant program.

APPENDIX VIII - MISCELLANEOUS PROGRAMS

Marker program: Markers usually appear in the form of bronze or wood signs that describe a historical event that occurred in the vicinity or that call attention to a building or other object of historical or architectural interest. The State of Florida has a marker program, as do several counties and cities throughout the state. A marker program must be carefully implemented and administered and the sites for placement of markers chosen with caution. Daytona Beach and several properties within the Study Area are prominently associated with automobile racing and the city as “The Birthplace of Speed.” Promotion of this history can draw tourists to the area and enhance their experience while there.

Information materials: Through its various offices and departments, the City can promote historic resources within the Study Area as heritage tourism destinations. The production of maps, brochures, websites and other informational material can add heritage tourism for marketing of the area. The marketing of the Daytona Beach Bandshell and Oceanfront Park is an excellent model for overall promotion of the Study Area. The City has also done a nice job of promoting the Surfside Historic District through signage.