

**Historically Significant Building Designation Form
335 Cocoanut Row**



Historic Conservation District: Royal Park Conservation District
Address: 335 Cocoanut Row, Palm Beach, Florida
Date of Construction: 1925
Historic Name: St. Rachel Apartments
Current Owner: 335 Cocoanut Row Trust & Christine N. Fletcher Trust
Present Use: Residential
Present Zoning: R-C Medium Density Residential
Palm Beach County Tax Folio #: 50-43-43-23-05-003-0011
Legal Description: Royal Park Addition North 40 Feet of South 80 Feet of Lots 1 to 6 INC Block 3

Town of Palm Beach Historic Conservation District Ordinance No. 02-2020 outlines the criteria for designation of a historically significant building and states that the building must be at least 50 years old and meet at least one criterion to justify the designation. Listed below are criteria that relate to this property and the justification for designation:

(1) “Exemplifies or reflects the broad cultural, political, economic or social history of the nation, state, county or town.”

335 Cocoanut Row reflects the broad cultural, economic, and social history of the Town of Palm Beach. The building was constructed in 1925 as a two-unit apartment originally named The Saint Rachel in the Royal Park subdivision, one of Palm

Beach's earliest subdivisions. The development of Royal Park as a residential and commercial subdivision was a tremendous undertaking planned by the Palm Beach Improvement Company which was led by Palm Beach's future town council president Harvey Geer and Palm Beach's first mayor Cap Elisha N. Dimick. When started in 1908 the area was mostly jungle, sand, and muck, and included 160 acres of land from approximate present-day Royal Palm Way south to Worth Avenue, and from the Atlantic Ocean to Lake Worth. 335 Cocoanut Row was built in 1925 at the height of the Palm Beach building boom when there was an influx of northerners coming to Palm Beach to spend the winter season. This building's original address was 333-335 Cocoanut Row, with one apartment on each floor and a garage in the rear. There is also a sister apartment building to the south at 337-339 Cocoanut Row originally named The Saint Rosaline. In c.1939, Sam and Alice Kassatly purchased 335 Cocoanut Row and lived there with their family, likely converting it into a single family dwelling with the address 335 Cocoanut Row. In 1949, the garage was demolished, and a guest house was designed by architect Seymore B. Ralston and constructed by builder J.R. Warbruman in a masonry vernacular style unlike the Mediterranean Revival style main building. Sam and Alice Kassatly were well known and respected businesspeople in Palm Beach. In 1923 they opened their Venice Lace Shop in Palm Beach's Beaux Arts Building. A few years later they changed the name to Kassatly's and moved the shop to Worth Avenue. The shop is still owned by the Kassatly family and is the oldest retail establishment on Worth Avenue, celebrating its 100-year anniversary in 2023. The Kassatly family owned 335 Cocoanut Row for nearly 85 years, selling it to the current owner in 2023.

(3)“ Embodies distinguishing characteristics of an architectural type or is a specimen inherently valuable for the study of a period, style, method of construction or use of indigenous materials or craftsmanship.”

The residence at 335 Cocoanut Row is a good example of Mediterranean Revival style of architecture that had become very popular during Palm Beach's 1920s land and housing boom. It was constructed in the Royal Park subdivision where buildings took design inspiration from some of the grand Mediterranean Revival estates but were built on a smaller scale. The two-story frame building is covered with rough stucco and has a flat roof surrounded by a parapet. Distinctive features of the building include the wide arched porches on the first and second stories covered by a barrel tile roof with overhanging eaves and exposed rafter tails and the one-story entry vestibule with arched openings covered with a barrel tile shed roof. These features and the overall design reflect the builder's interpretation of the Mediterranean Revival style.