

307 Brazilian Avenue



DESIGNATION REPORT

November 16, 2018

Landmark Preservation Commission

Palm Beach, Florida

DESIGNATION REPORT

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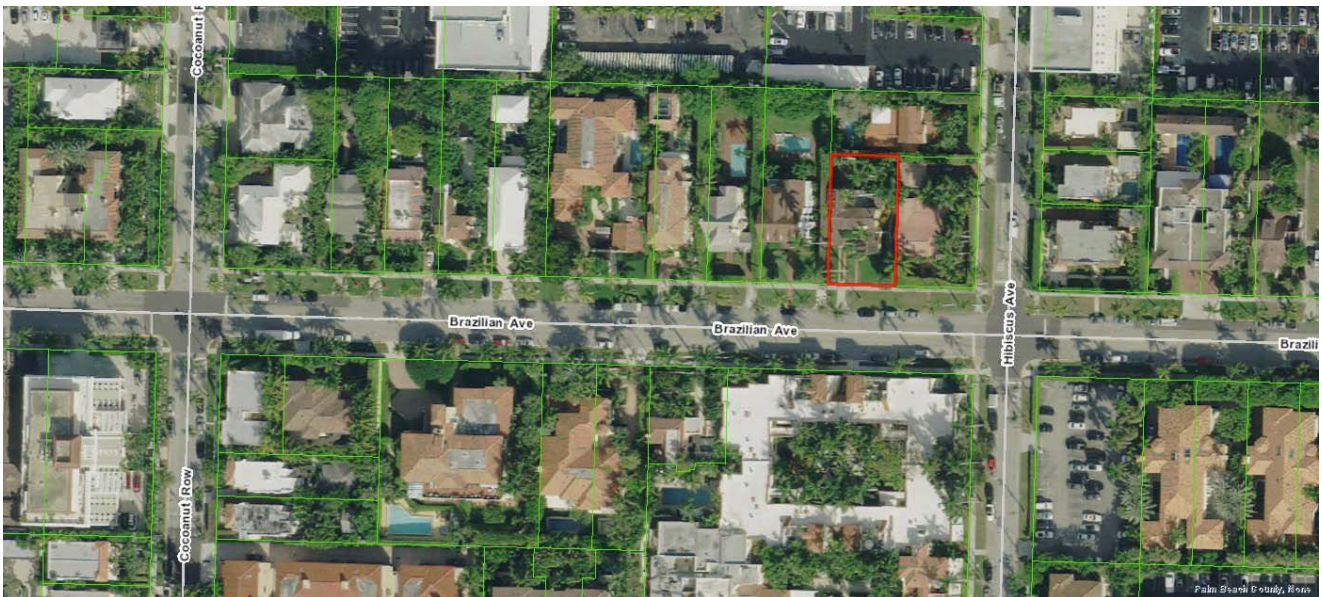
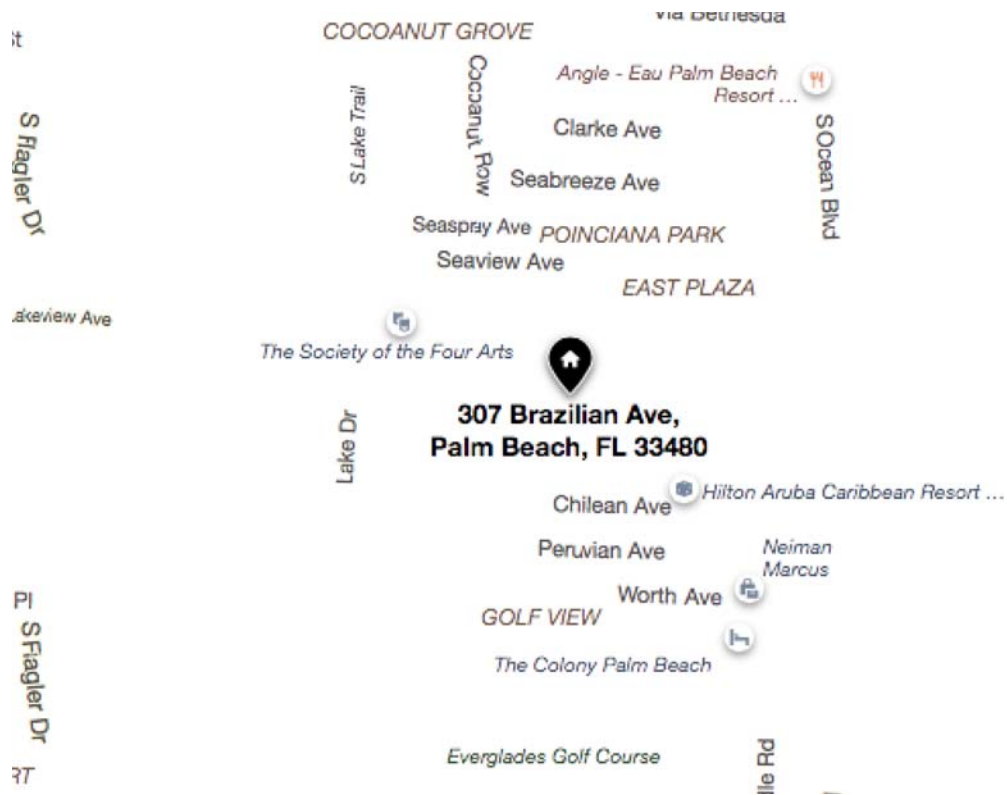
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I. General Information

Location:	307 Brazilian Avenue Palm Beach, Florida
Date of Construction:	1935
First Owner:	Harvey Mack
Architect:	Carlos B. Schoeppl & Arnold Southwell, Architects
Builder/Contractor:	Burnup & Sims, Inc. Russell J. Burnup and Riley V. Sims
Present Owner:	Peter Heydon
Present Use:	Residential
Present Zoning:	R-C
Palm Beach County Tax Folio Number:	50-43-43-23-05-002-0231
Current Legal Description:	Royal Park Addition South 120 Feet of East ½ of Lot 23 and South 120 Feet of Lots 24 and 25 of Block 2.

II. Location Map

307 Brazilian Avenue



III. Architectural Information

307 Brazilian Avenue is a Mediterranean Revival style house designed by architect Carlos B. Schoeppl and built by Burnip & Sims in 1935. The two-story dwelling is located on the north side of Brazilian Avenue one house east of Hibiscus Street in the Royal Park subdivision.

The Mediterranean Revival style of architecture was popularized in Palm Beach during the Land Boom of the 1920s and is still considered the signature style of the Island. The style is eclectic, incorporating architectural elements derived from the area around the Mediterranean Sea, especially Italy and Spain. In Palm Beach, the style was first popularized in 1919 by Addison Mizner's design for the Everglades Club. The popularity of the style soared in the 1920s for both commercial and residential buildings, and though its popularity dropped off after the late 1920s Land Bust and the Great Depression, it remained a fashionable style in South Florida. In Palm Beach there are highly ornate and grand examples of the Mediterranean Revival style as well as more restrained versions on the smaller lots.



307 Brazilian Avenue is a multi-level residence constructed of concrete block surfaced with smooth stucco. The house has an asymmetrical plan with intersecting gable and shed roofs surfaced with clay barrel tiles and highlighted with exposed rafters. The main façade of the residence faces south and is comprised of one and two-story elements. The tall one-story element on the east side is one-bay wide with a front-facing gable and a large window

comprised of four five-light casement windows recessed within the wall and scored stucco resembling wood detailing above.¹ The front entry to the dwelling is on the west side of this one-story wing, approached by a brick path but hidden behind the landscaping and a wood trellis which is comprised of heavy wood beams, brackets and logs. To the west of the trellis is a one-story, one-bay wide garage, with a wooden garage door and a shed roof covered with clay barrel tiles.

The two-story portion of the house is recessed from the front plane of the dwelling in two sections, each with side-gabled roofs. Multi-light casement windows provide light to the second-floor bedrooms and there is a large brick chimney covered with stucco and topped with two distinctive chimney-cap exhaust fans.



Throughout the history of 307 Brazilian Avenue there have been additions, alterations and repairs to the property. In 1936, shortly after the house was completed, architect Belford Shoumate designed additions to the garage, the kitchen and the den. In 1956, Architects Paul Kohler and David Shriver designed a porch that enclosed part of the rear patio and substantially expanded the interior rear of the house. In 1979, eight steel casement windows were replaced with aluminum casement windows. These changes

¹ The interior of this one-story element has a very high cathedral ceiling with wood beams.

[illegible]

IV. Historical Information

Cap E. N. Dimick, the first mayor of Palm Beach, and Harvey Geer, an early Palm Beach pioneer, formed the Palm Beach Improvement Company in 1908. Their Royal Park subdivision included 160 acres of land that contained jungle, sand and muck. The area included present-day land from approximately Royal Palm Way south to Worth Avenue, and from the Atlantic Ocean to Lake Worth. In 1912, it was decided that the area was to be developed in its entirety at one time. A sea wall was built, areas of the land were filled in and graded, and the streets constructed. Lighting, water mains, electricity and telephone

lines were installed and a bridge was constructed to connect Royal Park to West Palm Beach at Royal Palm Way.

Like much of Palm Beach, Royal Park was booming in the 1920s with both residential and commercial construction. In 1925, a new multi-million dollar resort opened on the west side of Hibiscus Street between Australian Avenue and Brazilian Avenue.² The new resort designed by well-known architect Rosario Candela was the Brazilian Court Hotel. The hotel became an instant hit, attracting many celebrities as regular clients.³ However, during the lean years of the Great Depression, hotel business was bleak and the Brazilian Court was sold in a foreclosure auction.⁴ But not all was lost, as the new owners were able to turn the hotel around by 1936, including adding a Treanor and Fatio addition that year.

The residence at 307 Brazilian Avenue was designed by Carlos Schoeppl and developed and built by Burnup & Sims, contractors, in 1935 as a speculative venture for approximately \$11,000.⁵ In December of 1934, Burnup & Sims bought a large tract at the northwest corner of Brazilian Avenue and Hibiscus Street with plans to build several “new and up-to-date houses within a conservative price range.”⁶ 307 Brazilian Avenue was the first house to be built starting in January of 1935, followed by 306 Hibiscus Street in March of 1935 and later 301 Brazilian Avenue in June of 1936.⁷

During the Great Depression and shortly thereafter, commercial and residential development in Palm Beach was slow. A February 1, 1935 Palm Beach Post newspaper article titled “Resort Construction Figures at Low Point,” stated that the totals for the month of January 1935 amounted to only \$19,500 with the only large permit being the Burnup & Sims investment house at 307 Brazilian Avenue for \$11,000. Burnup & Sims took a risk developing new housing in the post Depression era but the location of their lots was

² The Brazilian Court Hotel is directly across the street from 307 Brazilian Avenue.

³ Town of Palm Beach Historic Designation Report, The Brazilian Court, 401 Australian Avenue, 16 February 1994.

⁴ The Royal Poinciana Hotel closed its doors in 1932.

⁵ Town of Palm Beach building permit #2035 dated January 7, 1935.

⁶ “Resort Properties Bring in \$50,000: Contractors Purchase Large Tract for New Homes.” Palm Beach Post, 9 December 1934, page 9.

⁷ Carlos B. Schoeppl designed 307 Brazilian Avenue and 306 Hibiscus Street as speculative houses for Burnup & Sims. Riley Sims lived at 306 Hibiscus Street when it was completed. Edgar Wortman designed 301 Brazilian Avenue for property owner R.H. Lee who purchased the lots from Burnup & Sims.

superb and the beauty and climate of the Island enticed many to spend the winter season there, so their venture was successful. Housing and entertaining was on a smaller scale in the 1930s than during the boom times of the 1920s and Carlos Schoeppl designed the house to reflect that change.

The first owner of 307 Brazilian Avenue was Harvey Mack who purchased the house from Burnip & Sims in 1937 for \$20,000.⁸ Harvey Mack was a prominent printer from Easton, Pennsylvania and he and his wife Florence were part of the Palm Beach golfing community during their seasonal residency. In 1943, Mr. & Mrs. Joseph J. Weed purchased the house from the Mack's and wintered there for the next forty years. Joseph "JJ" Weed of Larchmont, New York, built one of the top radio-advertising firms in the country. While spending the season in Palm Beach, the Weeds were avid sailors and were often noted in the newspaper's society pages. The current and only third owner of the house, Peter Heydon, is a historic preservation advocate who purchased the house from the Weeds in 1983. Peter Heydon and his late wife Rita were awarded the Ann Arbor Historic District Commission's Preservationist of the Year award in 2008 and in 2016 the Preservation Network gave them a Lifetime Achievement Award. Michigan's governor and legislators also recognized the Heydon's "for their extensive community involvement and unwavering dedication to protecting Ann Arbor's unique heritage for generations to come." In Palm Beach, Peter Heydon serves on the board of the trustees of the Preservation Foundation of Palm Beach and has been an excellent steward of his residence at 307 Brazilian Avenue.

V. Architect's Biography⁹

Carlos B. Schoeppl, a highly respected architect, born in 1898, studied architecture at UCLA, and worked in San Antonio and Houston, Texas before moving to Jacksonville in 1926 at the height of the Florida land boom.¹⁰ He established an architectural practice in both Jacksonville and St. Augustine from 1927-1929. While in Jacksonville, Schoeppl designed some of the

⁸ Burnip & Sims showcased 307 Brazilian Avenue in their 1937 Palm Beach Post newspaper advertisement.

⁹ This Biography is a combination of biographies provided by the Boca Raton Historical Society, the Miami Beach Preservation League and the Preservation Foundation of Palm Beach.

¹⁰ One of his most prestigious early houses is the Johnelle Bryan house, a 1925 Italian Renaissance style house at 15 Courtland Place in the Houston Courtland Place National Register Historic District.

earliest Art Deco buildings in the city.¹¹ Already a well-established architect, in 1929, Schoeppl left Jacksonville for Miami where “Shep” became well known for his luxurious mansions, many in the Mediterranean Revival style and built for wealthy clients along the “Gold Coast.” The story goes that he had a grand outgoing personality, a great interest in aviation and was friends with Howard Hughes and Eddie Rickenbacker. In 1932, he partnered with Arnold Southwell and during their partnership, Schoeppl and Southwell produced “A Florida Brochure” highlighting their numerous commissions in the South Florida area.¹²

During World War II, Schoeppl did his part for the war effort by designing military hospitals for North Africa and the Pacific Theater. In the 1940s he also established the Craftsmen’s Village, an artisans’ commune located in the Brownsville community near Miami International Airport. There he engaged wood carvers and old world craftsmen to produce beautiful custom made furniture and ironwork.

After the war, Schoeppl created the “American Plan Service,” to mass-market “modern” homes employing the latest technologies and design theories--many of these were constructed in Miami and Fort Lauderdale. He did a booming business in South Florida constructing commercial buildings in the then popular Art Moderne style. By 1955, Schoeppl and Associates had offices in Miami, New York, Dallas, and Los Angeles. The firm became known for its hotel and “motor lodge” designs throughout the United States. Schoeppl also became associated with the style now termed “Post War Modern” or “Mid Century Modern.”

Some of the outstanding features found in Schoeppl’s designs are the fluidity of the homes floor plan and his excellent use of space. Many of his houses flow from room to room feeling much larger than they are because hallways were not incorporated into their floor plan, allotting the space to provide expansive rooms. His residences also featured colored designed tile patterns by fireplaces, coral floors, terraces, beamed ceilings, and decorative ironwork.

¹¹ Some of these buildings included the downtown Chevrolet Building at 1100 North Main Street (1928-1929), the Grace the Florist Building at 1612 Cherry Street in Riverside (1928) and the Thomas M. Palmer residence at 3790 Ortega Boulevard (1927).

¹² Many of Carlos Schoeppl designed homes were built along the ocean, though many have since been replaced by high-rise buildings. However throughout Miami Beach and along the bay front many of his homes still exist.

His well thought-out home designs remain undeniably stylish and classic to this day. Carlos Schoeppl continued his career into the 1980s and passed away in April of 1990. He was a prolific architect whose work helped shape the “look” of South Florida in the twentieth century.

Builders’ Biography

Russell J. Burnup and Riley V. Sims formed a construction and materials supplier business in 1929, which grew from a very modest start into one of West Palm Beach’s largest businesses by 1940. In 1929, they had little to invest other than knowledge of the building industry. They owned a single truck and their office was “carried in their pockets.” The partners experienced with the rest of the country the low industrial level of 1933, but they kept plugging away, expanding and developing. In the mid-1930s, they designed and built 14 houses in the Hillcrest Neighborhood in West Palm Beach under the direction of Belford Shoumate. In the mid to late 1930s their manufacturing and merchandising interests expanded to include a ready mix plant for cement, a lime putty plant for plaster, a concrete block plant, a brick plant, a tug and two barges as well as a fleet of trucks.¹³

VI. Statement of Significance

307 Brazilian Avenue is a good example of a Mediterranean Revival style residence constructed during the post Depression era of the mid-1930s. The residence exhibits many of the features that are characteristic of Mediterranean Revival style architecture as well as unique features by architect Carlos B. Schoeppl.

VII. Criteria For Designation

Section 54-161 of the Town of Palm Beach Landmarks Preservation Ordinance outlines the criteria for designation of a landmark or landmark site and suggests that at least one criterion must be met to justify the designation. Listed below are the criteria which relate to this property and justification for designation:

¹³ “Depression Born Business Grows: Burnup & Sims Example of Possibilities In This Section.” Palm Beach Post. 17 November 1940.

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

307 Brazilian Avenue reflects the broad cultural and economic spectrum of the post-Depression era of the mid-1930s in Palm Beach. Although the frenzy of development and the real estate boom of the 1920s slowed with the Great Depression, nothing stopped in Palm Beach as it did in other communities. Building activity picked up as the 1930s wore on with development mostly driven by architects and contractors building on speculation, with the general tendency towards smaller and simpler houses. 307 Brazilian Avenue was developed and built by contractors Burnup and Sims as a speculative house and they were successful in selling it at a profit. The dwelling has only had three owners in its eighty-three years of existence, attesting to its fine design and excellent location in the Town of Palm Beach.

- (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 307 Brazilian Avenue, designed and constructed in 1935, is a good example of the Mediterranean Revival style of architecture popularized in Palm Beach during the Land Boom of the 1920s but continued in Palm Beach until the present day in many variations from very large and ornate examples to smaller and simpler representatives. The residence at 307 Brazilian Avenue embodies distinctive Mediterranean Revival characteristics including asymmetrical massing, multi-leveled barrel tile covered roofs, divided-light casement windows and one and two-story elements on different planes.

- (4) “Is representative of the notable work of a master builder, designer or architect whose individual ability has been recognized or who influenced his age.”**

307 Brazilian Avenue is a notable representation of the design work of distinguished architect Carlos B. Schoeppl. In 1935, Schoeppl was a notable architect based in Miami Beach with a flourishing career. His design of 307 Brazilian Avenue was an

inventive plan for a modestly priced speculative house to include a main room with a cathedral height beamed-ceiling, an appealing fireplace and well-proportioned rooms on the interior, and a distinctive exterior Mediterranean Revival style design.

VIII. Selected Bibliography

Boca Raton Historical Society. Biography of Carlos B. Schoeppl from a 2006 Exhibit of Carlos B. Schoeppl's Work.

Curl, Donald W. Palm Beach County: An Illustrated History. Northridge, California: Windsor Publications, Inc., 1987.

The Historical Society of Palm Beach County. Royal Park Information.

Marconi, Richard A. and Murray, Debi. Images of America: Palm Beach. Charleston, South Carolina: Arcadia Publishing, 2009.

McAlester, Virginia and Lee. A Field Guide to American Houses. New York: Alfred A. Knopf, Inc., 1984.

Miami Beach Preservation League. Carlos B. Schoeppl Biography.

The National Register of Historic Places. Courtland Place National Register Historic District. Houston, Texas. Designated 1980.

The Palm Beach Daily News and Palm Beach Post. Archived Articles.

Preservation Foundation of Palm Beach. 307 Brazilian Avenue file and 2005 Polly Earl Award of Carlos B. Schoeppl designed 257 Oleander Avenue, Palm Beach.

Research Atlantica, Inc. Brazilian Court Hotel Historic Designation Report. February 16, 1994.

Town of Palm Beach. Building Permits, 1935– 2018.

West Palm Beach City Directories. Asheville, NC: Florida-Piedmont Directory Company, 1935 -1989.

IX. Florida Master Site File Form



HISTORICAL STRUCTURE FORM

Electronic Version 1.1.0

Site # PB04122
 Recorder # Jane S. Day
 Field Date 3/25/2010
 Form Date 5/15/2010
 FormNo 201003
 FormNo = Field Date (YYYYMM)

First Site Form Recorded for this Site? NO

GENERAL INFORMATION

Site Name (address if none) Peter Heydon, House Multiple Listing (DHR only) _____
 Other Names _____ >> _____
 Survey or Project Name Palm Beach Historic Sites Survey, Phase V Survey# _____
 National Register Category Building(s)

LOCATION & IDENTIFICATION

Address

Street No.	Direction	Street Name	Street Type	Direction Suffix
<u>307</u>		<u>Brazilian</u>	<u>Avenue</u>	

Cross Streets (nearest/ between) Hibiscus and Coconut Row
 City / Town (within 3 miles) Town of Palm Beach In Current City Limits? YES
 County Palm Beach Tax Parcel #(s) 50-43-43-23-05-002-0231
 Subdivision Name Royal Park Addition Block 2 Lot 23-25
 Ownership Private Individual
 Name of Public Tract (e.g., park) _____
 Route to (especially if no street address) On the north side of Brazilian Avenue between Hibiscus and Coconut Row

MAPPING

USGS 7.5' Map Name _____ Publication Date _____ >> PAIM BEACH;1946
 Township: _____ Range: _____ Section: _____ 1/4 section: _____ >> 43S ;43E ;23;UNSP
 Irregular Section Name: _____
 Landgrant _____
 UTM: Zone _____ Easting _____ Northing _____
 Plat or Other Map (map's name, location) _____

DESCRIPTION

Style Mediterranean Revival Other Style _____
 Exterior Plan Irregular Other Exterior Plan _____
 Number of Stories 2
 Structural System(s) _____ >> Masonry - General
 Other Structural System(s) _____
 Foundation Type(s) _____ >> Continuous
 Other Foundation Types _____
 Foundation Material(s) _____ >> Concrete Block
 Other Foundation Material(s) _____
 Exterior Fabric(s) _____ >> Stucco
 Other Exterior Fabric(s) _____
 Roof Type(s) _____ >> Gable
 Other Roof Type(s) Shed
 Roof Material(s) _____ >> Spanish tile
 Other Roof Material(s) _____
 Roof Secondary Structure(s) (dormers etc) _____ >> _____
 Other Roof Secondary Structure(s) _____
 Number of Chimneys 1
 Chimney Material Brick
 Other Chimney Material(s) stucco on exterior
 Chimney Location(s) South exterior wall

Page 1 of 3

HISTORICAL STRUCTURE FORM

8PB04122

DESCRIPTION (continued)

Window Descriptions casement

Main Entrance Description (stylistic details) can not see

Porches: #open _____ #closed _____ #incised _____ Location(s) _____

Porch Roof Type(s) _____

Exterior Ornament exposed rafters, scuppers, belt course, wood trellise

Interior Plan Unknown

Other Interior Plan _____

Condition Good

Structure Surroundings

Commercial: NONE of this category

Residential: SOME of this category

Institutional: NONE of this category

Undeveloped: NONE of this category

Ancillary Features (Number / type of outbuildings, major landscape features) _____

Archaeological Remains (describe): none observed

If archaeological remains are present, was an Archaeological Site Form completed? _____

Narrative Description (optional) Landscaping prevents a clear view of the structure

HISTORY

Construction year 1935

Architect (last name first): Schoeffl, Carlso & Southwell

Builder (last name first): Burnap & Sims, Inc.

Changes in Locations or Conditions

Type of Change

Year of Change

Date Change Noted

Description of Changes

>>

Structure Use History

Use

Year Use Started

Year Use Ended

>>

Private residence; 1935;

Other Structure Uses

Ownership History (especially original owner, dates, profession, etc.) _____

RESEARCH METHODS

Research Methods

>> Examine local property records

Other research methods

SURVEYOR'S EVALUATION OF SITE

Potentially Eligible for a Local Register? NO

Name of Local Register if Eligible Town of Palm Beach Landmark

Individually Eligible for National Register? NO

Potential Contributor to NR District? NO

Area(s) of historical significance

>> Community planning & development

Other Historical Associations

Explanation of Evaluation (required) This is a typical Mediterranean Revival house from the 1930s. It has been altered over time.

HISTORICAL STRUCTURE FORM

8PB04122

DOCUMENTATION (Photos, Plans, etc.)

Photographic Negatives or Other Collections Not Filed with FMSF, including Field Notes, Plans, other Important Documents.

Document type: _____	Maintaining Organization: _____
File or Accession #: _____	Descriptive Information: _____
>> _____	

RECORDER INFORMATION

Recorder Name (Last, First) Day, Jane S.
 Recorder Address / Phone 728 Granada Drive, Boca Raton, Fl. 33432 561-362-4473
 Recorder Affiliation Research Atlantica Other Affiliation Town of Palm Beach
 Is a Text-Only Supplement File Attached (Surveyor Only)? _____

***** MASTER SITE FILE USE ONLY *****

Cultural Resource Type: <u>SS</u> Electronic Form Used: <u>SL10</u> Form Type Code: <u>WERR</u> Form Quality Ranking: <u>NEW</u> Form Status Code: <u>SCAF</u> Supplement Information Status: <u>NO SUPPLEMENT</u> Supplement File Status: <u>NO SUPPLEMENT FILE</u> Form Comments: _____ _____ _____	SHPO's Evaluation of Resource _____ Date _____ FMSF Staffer: _____ Computer Entry Date: <u>6/9/2004</u>
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REQUIRED PAPER ATTACHMENTS

- (1) USGS 7.5" MAP WITH STRUCTURE PINPOINTED IN RED
- (2) LARGE SCALE STREET OR PLAT MAP
- (3) PHOTO OF MAIN FACADE, B&W, AT LEAST 3"X5"