

218 Seaspray Avenue



DESIGNATION REPORT

November 16, 2018

Landmark Preservation Commission

Palm Beach, Florida

DESIGNATION REPORT

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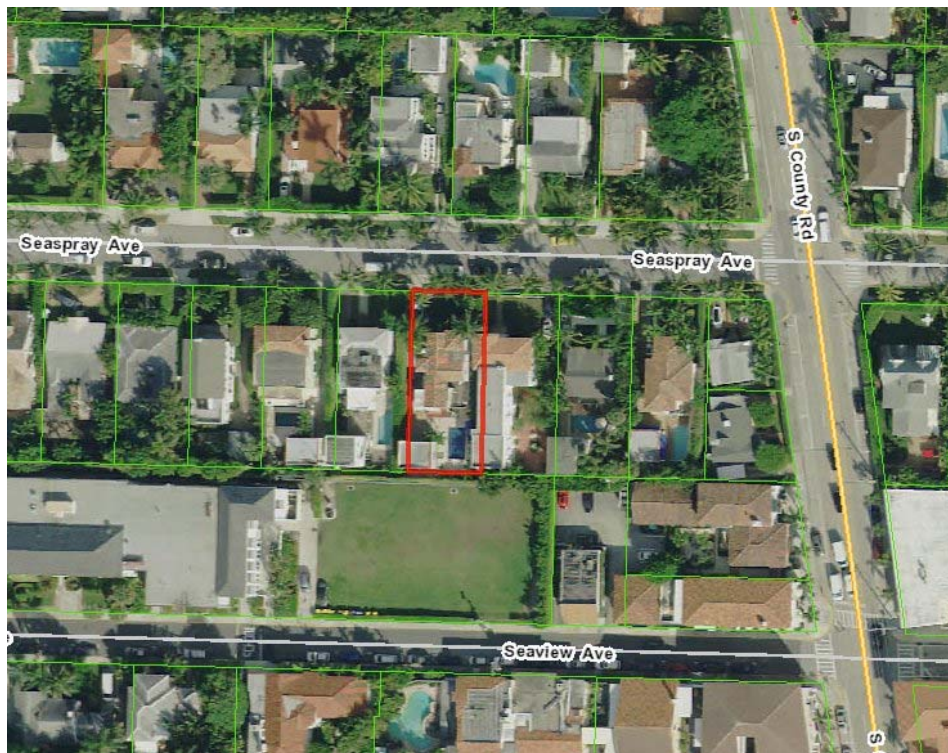
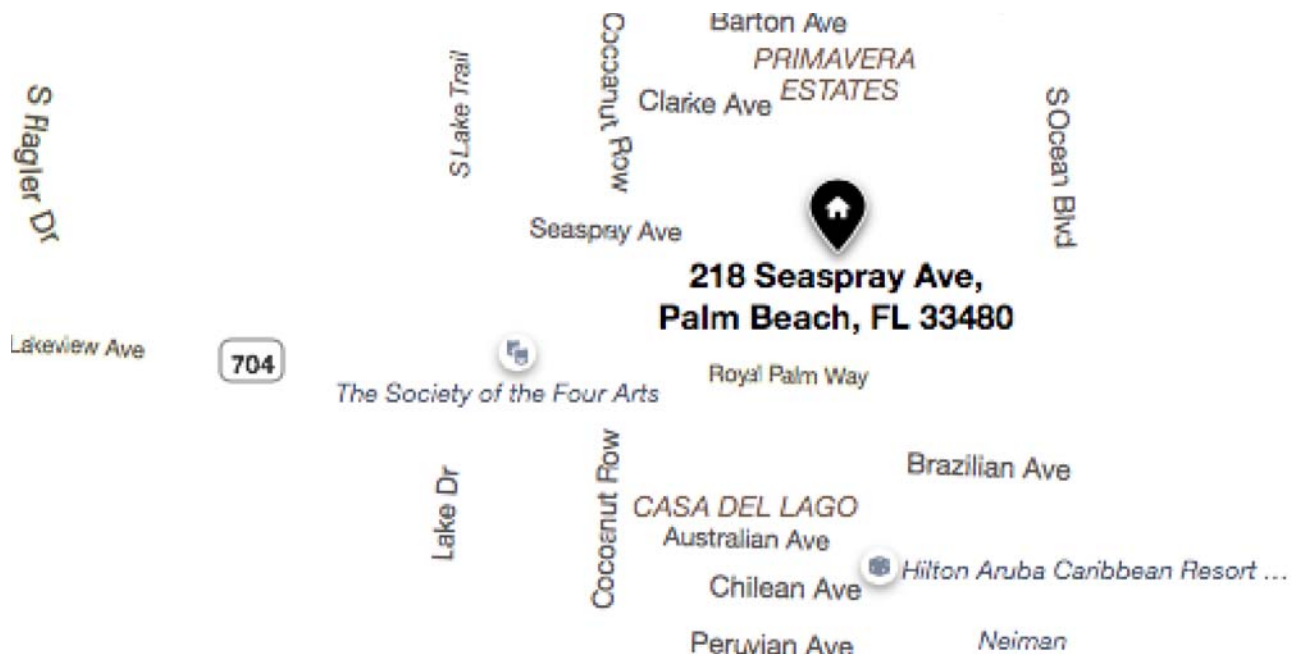
Report produced by Murphy Stillings, LLC

I. General Information

Location:	218 Seaspray Avenue Palm Beach, Florida
Date of Construction:	1925
First Owner:	City Builders Realty Company
Current Owner:	Richard Pollack
Architect/Builder:	City Builders Realty Company
Present Use:	Residential
Present Zoning:	RB
Palm Beach County Tax Folio Number:	50-43-43-22-07-000-4450
Current Legal Description:	Lots 445 and 447, of Poinciana Park 2 nd Addition, according to the map or plat thereof as recorded in Plat Book 6, Page 86, Public Records of Palm Beach County, Florida

II. Location Map

218 Seaspray Avenue



III. Architectural Information

The single-family residence located at 218 Seaspray Avenue is an attractive example of the Mediterranean Revival style of architecture designed and built by City Builder's Realty Company. The house and accessory garage structure were constructed in 1925 during the height of Palm Beach's housing boom and sit on a lot on the south side of Seaspray Avenue in the heart of the Poinciana Park subdivision.

Mediterranean Revival style architecture is an eclectic design style that was inspired by the architecture of countries bordering the Mediterranean Sea, particularly Spain, Italy, France and North Africa. Buildings of this style often have asymmetrical massing and fenestration, balconies, arched openings, ornate cast-stone elements, decorative ironwork and clay barrel tile roofs. The style was extremely popular throughout South Florida during the 1920's building boom.



218 Seaspray Avenue's Mediterranean Revival design, while modest compared to other more elaborate variations of the style, is compatible and in scale with the other residences on Seaspray Avenue and the "Sea Streets" helping to maintain the historic fabric of the area. The residence is an asymmetrical two-story dwelling constructed of wood framing surfaced with rough stucco. The roof is comprised of a combination of gable and hip roofs surfaced with barrel tiles and flat roofs.



The main façade faces north and has a two bay design. The western bay features a front facing gable roof with a round louvered gable end vent covered with a metal grille. The eastern bay has a hip roof that covers a projecting open balcony that is highlighted with a stucco band and supported by stucco and wood brackets. The openings of the balcony feature wood beams and a centered wood column on the main façade. The first floor of the main façade has two pairs of tall multi-light casement windows with transoms.



Beyond the front façade the home projects to the west, and at this junction is a chimney topped with a triangular chimney cap. A round multi-light window is located on the first floor of this façade, facing the street. The main entrance to the residence is located on the west façade just south of the exterior chimney. The driveway, also located on the west side of the property, leads to the entrance. Two wide stone steps lead to a decorative metal screen door with a glass door to enter the residence. A stucco door surround and a decorative copper canopy, supported by scrolled metal brackets, accentuate the home's entrance.



The fenestration of the residence is comprised of pairs of multi-light aluminum-clad wood French doors and casement windows, some with transoms. The windows openings feature stucco sills. Beyond the home's entrance, the driveway continues to the rear yard and an accessory garage structure that is located at the northwest corner of the property. An arched metal gate encloses the rear yard. The two-story accessory structure has a rectangular plan with a flat roof accented with barrel tile coping. A pool is located to the east of the accessory structure.



Since its construction in 1925, there have been alterations and additions to the residence. Alterations to the exterior include the replacement of the roof, windows and doors. The site wall along Seaspray Avenue was constructed in 1987 and the swimming pool was installed in 2002. Over the years several small additions were constructed. These additions were towards the rear of the structure and did not affect the structure's historic integrity.¹ In 2002, a flat roofed second floor porch was partially enclosed to create a bathroom and the projecting balcony on the main façade of the residence. While located on the main façade, the design of the addition with projecting balcony is compatible with the architectural character of the residence and is differentiated from the original structure helping to preserve its historic integrity.²

¹ Additions to the residence include: a 10' x 10' addition constructed to the living room (1935), a 5' x 8' porch addition (1952), a small addition on the second floor at the rear (1954), a porch at the rear (1957), and a 12' x 6' addition to the dining room and 10' x 13' bedroom addition on the second floor at the rear (2016).

² The Secretary of the Interior's Standards for Rehabilitation Standard Number 9 states, "New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the historic integrity of the property and its environment."

IV. Historical Information

The house at 218 Seaspray Avenue is located in the Poinciana Park Subdivision. Poinciana Park was platted and largely developed by Oscar A. Jose and his City Builders Realty Company. Jose created Poinciana Park by purchasing tracts of land south of the Breakers and the Royal Poinciana Hotel from Lake Worth to the Atlantic Ocean. This area became the “Sea” streets with Sea Breeze platted in 1914 followed by Sea Spray in 1917 and the north side of Sea View in 1923.³ A brochure designed and distributed by City Builders Realty Company titled “Poinciana Park, The Preferred Location,” goes into great detail about the many advantages of wintering in Palm Beach and the benefits of owning a house in centrally located Poinciana Park, close to all of the town’s amenities but removed from the “rush and bustle of the hotel center.”⁴ Oscar Jose was one of the early developers to recognize the potential in Palm Beach for building something other than a grand estate or spending the season at a hotel. Poinciana Park was an attempt to make Palm Beach more family oriented and the Palm Beach life-style more accessible to the “upper-middle class.”⁵

As early as 1919, City Builder’s had difficulty keeping up with the housing demand. Houses were selling quickly and there were not enough rental properties to keep up with all of the seasonal requests. Despite this demand, City Builders did not construct cookie-cutter houses. Each house was unique and of high quality. An August 4, 1919 Palm Beach Post article stated,

“With six houses underway now, the City Builders Realty Company will at once start seven more houses in Poinciana Park. Each of the houses will vary in style of construction in order to

³ Sea Breeze, Sea Spray and Sea View were the original spellings of the Poinciana Park Avenues. A January 28, 1917 City Builders Realty Company advertisement in the Palm Beach Post stated, “We have platted a new addition to Poinciana Park and we are advertising for a name for the new street. \$10.00 for an acceptable name.” The street was named Sea Spray Avenue.

⁴ “Poinciana Park, The Preferred Location,” Brochure distributed by City Builders Realty. No Date. Located in the Poinciana Park file at the Preservation Foundation of Palm Beach. Ownership or seasonal rental of a house in Poinciana Park included a membership in the Sea Spray Beach Club. Located on the ocean side of South Ocean Boulevard and Seaspray Avenue, the fashionable club provided members with an Olympic-sized salt water pool, tennis courts, changing rooms, a solarium, and popular dining facilities. They had sports programs for children and Oscar Jose’s son, who had been a boxing champion, taught John F. Kennedy to box at the Sea Spray Beach Club. Beginning in 1929, Oscar Jose recognized that many residents of Poinciana Park were becoming year round residents rather than just seasonal occupants so they opened the Sea Spray Beach Club as the “Summer Bath Club” for their members who stayed in town during the summer months.

⁵ “Preservationist’s Home Gets Landmarks’ OK,” Palm Beach Daily News, 22 January 1998.

avoid monotony. Some of the houses are for clients who have bought lots; others will be available for sale or rental.”

Many of the earlier houses were bungalows or a variation of the Colonial Revival style, including a number of Dutch Colonial Revival style houses. At the time, the houses were called “cottages” and residents were considered part of the “cottage colony.” In the 1920s, City Builders Realty Company began building more Mediterranean Revival style houses as the popularity of the style grew rapidly in Palm Beach. The residence at 218 Seaspray Avenue is an example of the changing of architectural styles during this time in the Town’s history.

Originally owned and constructed by City Builders Realty Company the residence has had several owners over the years. Early owners included J.W. Galloway, J.J. Kelly, and Alfred V. Leaman. The current owner Richard Pollack purchased the residence in 2002 and has been an excellent steward of the property.

V. Architect/Builders Biography

City Builders Realty Company

One of the earliest companies to successfully construct and promote real estate development in the Town of Palm Beach was the Indianapolis based City Builders Realty Company headed by Oscar A. Jose. In 1914, City Builders Realty Company became part of a growing number of successful Midwestern firms who opened offices in South Florida prior to the 1920s Boom Time Era. Indiana contemporaries of Jose included City of Hollywood developer Joseph Young and Miami Beach developer Carl Fisher. These astute businessmen were instrumental in promoting South Florida as a desirable place to reside.

Beginning in 1914, City Builders Realty Company purchased tracts of land from Palm Beach pioneers including William Lanehart, Elisha Dimick, Frederick Robert, Henry Maddock, H.F. Hammon, E.M. Brelsford and Harvey Geer.⁶ These combined parcels, renamed Poinciana Park by Jose, extended from Lake Worth to the Atlantic Ocean south of the Royal Poinciana Hotel and

⁶ Information found in the Poinciana Park file at the Preservation Foundation of Palm Beach. The paper lists land title searches of properties in Poinciana Park.

the Breakers Hotel. The streets were named Sea Breeze Avenue, Sea Spray Avenue and Sea View Avenue, and included 820 lots, though most properties encompassed three or four of the twenty-five foot wide lots. The Company provided water, electric and sewer connections, sidewalks and lush landscaping. In the 1910s, houses were marketed as complete packages for families, fully furnished for a seasonal residence, however, by the 1920s they were being marketed for both seasonal and permanent residence. Additional amenities included the private Sea Spray Beach Club, nearby public and private schools, dockage for private yachts and attractive term financing for those who desired to finance their house. Commercial buildings were prohibited from the Poinciana Park Subdivision.

City Builders Realty Company designed and constructed a number of the houses in Poinciana Park. The company also marketed lots to other Palm Beach builders and architects who maintained the size, scale and quality of residences as originally established within the subdivision. Designed to impress an upscale market of both the permanent homebuyers and those interested in leasing seasonal Palm Beach residences, City Builders Realty Company made a lasting impression on Palm Beach architecture and lifestyle.

VI. Statement of Significance

The residence located at 218 Seaspray Avenue was designed and constructed by City Builder's Realty Company at the height of the South Florida Land Boom. The home's simple Mediterranean Revival design is characteristic of the modest single-family residences being constructed in the Poinciana Park subdivision by one of the Town's early successful development companies.

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 criteria that relate to this property and justification for designation:

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

The house located at 218 Seaspray Avenue reflects the broad cultural and economic history of the Town of Palm Beach. Seaspray Avenue is part of the Poinciana Park subdivision that was one of the Island's first successful large residential developments. Poinciana Park was specifically aimed at the upper middle class family who desired either a Palm Beach winter residence or a permanent year round residence. While Palm Beach's reputation rested upon the individual grand estates and fashionable hotels, the success of Poinciana Park helped establish another dimension to the development of Palm Beach. The house is also important because it helps maintain the historic fabric of Seaspray Avenue, the Sea Streets, and the development of the town during the 1920's.

(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 located at 218 Seaspray Avenue is a good example of Mediterranean Revival style architecture, and in particular as an example of the smaller-scale Mediterranean Revival homes being constructed in the Poinciana Park subdivision by City Builders Realty Company during the Land Boom of the 1920s. The home features many design elements characteristic of the Mediterranean Revival style including an asymmetrical design, stucco facades, barrel tile roofing, decorative metal work, stucco door surrounds and window sills, and multi-light windows and doors.

VIII. Selected Bibliography

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

The Historical Society of Palm Beach County. Historical and Architectural Files; Palm Beach County History Online

The Palm Beach Daily News. Archived Articles Online

The Palm Beach Post. Archived Articles Online

The Preservation Foundation of Palm Beach. Files on Poinciana Park; 218 Seaspray Avenue file

Sanborn Insurance Map of Palm Beach. New York: Sanborn Map Co., 1919 and 1926. City of West Palm Beach Public Library, Florida Room.

Town of Palm Beach. Building Permits, 1925– 2018.

West Palm Beach City Directories. Asheville, NC: Florida-Piedmont Directory Company, 1916 -1986. These city directories included Town of Palm Beach directories and information on Palm Beach residents.

IX. Florida Master Site File Form



HISTORICAL STRUCTURE FORM

Electronic Version 1.1.0

Site # PB06749
 Recorder # Jane S. Day
 Field Date 10/6/2010
 Form Date 10/19/2010
 Form No 201010
 Form No = Field Date (YYYYMM)

First Site Form Recorded for this Site? NO

GENERAL INFORMATION

Site Name (address if none) Richard Pollock, 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>218</u>		<u>Seaspray</u>	<u>Avenue</u>	

Cross Streets (nearest/ between) Cocoanut Row & S. County Rd.
 City / Town (within 3 miles) Town of Palm Beach In Current City Limits? YES
 County Palm Beach Tax Parcel #(s) 50-43-43-22-07-000-4450
 Subdivision Name Poinciana park, 2nd Add Block _____ Lot 445, 447
 Ownership Private Individual
 Name of Public Tract (e.g., park) _____
 Route to (especially if no street address) On the south side of Seaspray Ave. between Cocoanut Row and S. County Rd.

MAPPING

USGS 7.5' Map Name _____ Publication Date _____ >> PAIM BEACH;1983
 Township: _____ Range: _____ Section: _____ 1/4 section: _____ >> 43S ;43E ;22;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) _____ >> Wood frame
 Other Structural System(s) hollow clay tile
 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) _____ >> Hip
 Other Roof Type(s) _____
 Roof Material(s) _____ >> Barrel tile
 Other Roof Material(s) _____
 Roof Secondary Structure(s) (dormers etc) _____ >> Shed extension
 Other Roof Secondary Structure(s) _____
 Number of Chimneys 1
 Chimney Material Brick
 Other Chimney Material(s) stucco on exterior
 Chimney Location(s) set in NW corner

Page 1 of 3

HISTORICAL STRUCTURE FORM

8PB06749

DESCRIPTION (continued)

Window Descriptions 6/6 DBS, fixed

Main Entrance Description (stylistic details) On the north facade

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

Porch Roof Types(s) _____

Exterior Ornament attic vent, wrought iron, cast stone

Interior Plan Irregular

Other Interior Plan _____

Condition Good

Structure Surroundings

Commercial: NONE of this category

Residential: ALL 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) _____

HISTORY

Construction year 1927

Architect (last name first): unknown

Builder (last name first): City Builders Realty Co.

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; 1925;

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? INSUFF. INFO

Name of Local Register if Eligible Palm Beach Landmarks

Individually Eligible for National Register? INSUFF. INFO

Potential Contributor to NR District? INSUFF. INFO

Area(s) of historical significance _____

>> Architecture

Other Historical Associations _____

Explanation of Evaluation (required) Built by a well know developer, this house from the Boom Times of the 1920s is worthy of further study.

HISTORICAL STRUCTURE FORM

8PB06749

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 Dr., 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>S110</u> Form Type Code: <u>NCRM</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>	SHPO's Evaluation of Resource _____ Date _____ FMSF Staffer: _____ Computer Entry Date: <u>11/15/2004</u>
Form Comments: _____	

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"