144 Everglade Avenue



LANDMARK DESIGNATION REPORT March 16, 2022 Landmark Preservation Commission Palm Beach, Florida

DESIGNATION REPORT

144 Everglade Avenue

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Report produced by Murphy Stillings, LLC

I. General Information

Location: 144 Everglade Avenue

Palm Beach, Florida

Date of Construction: 1919

First Owner: Henry S. Moody

Historic Name: Mokema

Present Owner: Leslie B. Johnston

Present Use: Residential

Present Zoning: R-B

Palm Beach County

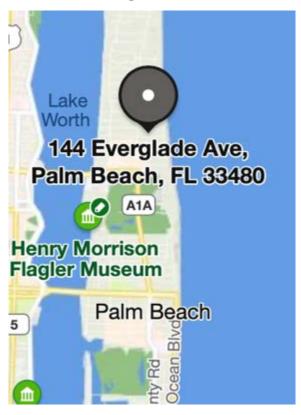
Tax Folio Number: 50-43-43-14-10-002-0080

Current Legal Description: Ocean Park, H W Robbins Addition Lots 8-

11 INC Block 2

II. Location Map

144 Everglade Avenue





III. Architectural Information

The residence located at 144 Everglade Avenue is a two-story wood frame structure covered with smooth stucco constructed in 1919 in the Colonial Revival style. The house faces east toward the Atlantic Ocean and is sited perpendicular to Everglade Avenue. In addition to the main house, there is a detached two-story garage apartment on the southeast portion of the property and a rear accessory building serving as a guesthouse and pool cabana on the northwest corner of the property.



The Colonial Revival style of architecture was popular throughout the United States from the 1880s to the 1950s. The 1876 Philadelphia Centennial sparked a new interest in the colonial past, and the Colonial Revival style was based on Georgian and Federal styles of the 18th century, with the modern revivals taking elements from the original colonial forms and incorporating them into contemporary structures. Domestic construction during the first half of the 20th century was dominated by Colonial Revival examples in a multitude of various sub-types. Typical features of the Colonial Revival style include symmetrical front facades with a center entry often with a fanlight and sidelights, aligned double-hung sash windows with multi-light glazing often in pairs or ribbons, and hip or gable roofs frequently with dormers Wide

overhanging eaves are not typically found on colonial houses but some earlier Colonial Revival examples like this dwelling have Craftsman style influence with wide overhanging eaves.¹

The residence at 144 Everglade Avenue features a number of Colonial Revival elements. The front façade has a prominent center entry flanked by a ribbon of three twelve-over-one double-hung sash windows to the north and one twelve-over-one double-hung sash window to the south. The symmetrical second story has a centered pair of eight-light casement windows above the first story entry flanked by ribbons of three twelve-over-one double-hung sash windows. The center entry features a paneled and multi-light glazed door with sidelights and an attractive fanlight. This entry is covered by a gable roof portico with narrow over-hanging eaves and exposed rafter tails supported by Doric columns on low masonry walls. Between the masonry walls is a flight of steps leading to the entry landing. The house is covered with multiple hipped roof sections with wide, overhanging eaves and exposed rafter tails and there is a small dormer vent on the east facing roof slope. The roof covering is a shallow "S" clay tile, and the dwelling also has two stucco-covered rectangular chimneys.



Main Entrance

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¹ Some pre-1920 hipped roof Colonial Revival houses featured broad overhanging eaves and grouped windows on the front façade.

² Some of the windows are flanked by louvered impact shutters added in 2003.

The east façade is the only elevation that can be seen from the public right-of-way. However, some earlier drawings and published photographs of the dwelling indicate that the north elevation features three Craftsman style asymmetric divided light French doors with multi-light transoms along the first story. Above these doors on the second story are ribbons of divided-light windows and doors with balustraded balconies and a circular window between the balconies. In addition, the northwest corner appears to have a recessed porch with Doric columns and sliding glass doors with fenestration similar to the Craftsman style French doors and a ribbon of three twelve-over-one multi-light double-hung sash windows above. Adjacent to the porch on the west elevation appears to be a large projecting multi-light bay window with a copper roof.



Historic Photo, Unknown Date (Post 1990) Courtesy of the Preservation Foundation of Palm Beach

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³ The east façade is only partially visible from the public right-of-way and when the driveway gate is closed it is very difficult to see. Furthermore, there were no original drawings of the dwelling and no post-1922 drawings or photographs were located of the south façade. The west façade projecting bay window and the swimming pool and the rear accessory building serving as a pool cabana can be partially seen on Google Earth, but the south façade cannot be seen.

The two-story garage apartment on the southeast corner of the property was built in 1919 at the same time as the main dwelling. The structure is two bays wide with a paneled overhead garage door on the first floor and two eightlight casement windows with flanking louvered shutters on the second floor which houses the apartment. The roof is hipped with wide overhanging eaves and exposed rafter tails and covered with shallow "S" tiles matching the roof on the main house.



Garage Apartment

Over the one hundred years since the construction of 144 Everglade Avenue, there have been additions and alterations to the dwelling. In 1922, just three years after the dwelling was constructed, the second owner, Loring Q. White, commissioned Marion Sims Wyeth to do additions and alterations to both the dwelling and the garage apartment.⁴ On the exterior of the dwelling, Wyeth designed a rear porch at the northwest corner that included Doric columns and recessed large glass windows and doors with a simple metal balcony rail on the second story. On the south elevation he designed an addition that included

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⁴ The proposed garage apartment addition was for the original two-story two-bay wide hipped roof structure to become an L-shaped building with the proposed design of a sitting room with a formal entrance on the first story and a bedroom on the second story. It does not appear that this addition was constructed. Just in reference to Wyeth's career, in 1922, when Wyeth produced the drawings for this house, he was working tirelessly on the Golf View Road development project being financed by E. F. Hutton.

a new den, bathroom, kitchen, pantry, and enclosed porch all covered by hipped roofs.⁵ Brown & Wilcox were the builders on this project. In 1937, Loring Q. White hired Howard Major to do further additions and alterations to the dwelling. Many of the alterations were interior, however it appears that on the exterior the porch that wrapped the first story north and east facades as seen on the 1919 Sanborn Insurance Company map was removed, the balconies on the second story north façade were replaced, triple hung windows were added between two double hung-sash windows at both balconies, a bay window was added to the west façade, the front entry door and fanlight were replaced and a covered entry portico was added. 6 Charles J. Trevail was the builder for this project. In 1990 the swimming pool and surrounding patio were constructed, and a year later a separate building labeled as a pool loggia was constructed along with a masonry wall along the north property line. A driveway gate and adjacent pedestrian gate were also installed in 1991. Sometime after the 1990, the roof on the entry portico was extended and the balcony rails on the north façade were replaced with what today are classical balusters that closely match those on the ground floor patio below. 8 The majority of these exterior changes to the main dwelling were done over eighty years ago and were mostly in keeping in the Colonial Revival style, thus, as the dwelling exists today it retains historic architectural integrity.9

IV. Historical Information

The residence at 144 Everglade Avenue is located in the Ocean Park subdivision, one of the oldest platted residential areas in the Town of Palm Beach. From 1910 to 1920 Palm Beach was a lively area for both commercial and residential development. Floral Park, Royal Park and Poinciana Park were

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⁵ There are no elevation drawings for this south addition, only a floor plan.

⁶ There are only two recorded drawings for this 1937 addition and alteration and unfortunately no elevations. The 1919 Sanborn insurance Company map shows a wraparound porch that no longer exists. The 1924 Sanborn Insurance Company map updated to 1952 indicates that the wraparound porch was removed by that time.

 $^{^{7}}$ In 2000, the loggia was extended and today the building serves as a guesthouse and cabana.

⁸ An undated photo shows the balcony rails as simple metal posts, though 1990 drawings show them as the crisscrossed design in Major's 1937 drawing. Therefore, the balcony rails have been changed twice since 1990.

⁹ The entry porch extension was not done in an appropriate scale and no permit has been found to determine when it was constructed. However, this extension could be removed and should not preclude the Landmark Designation of this dwelling. In addition, in 1990 there was a proposal for a large two-story addition to the garage, but it does not appear to have been constructed.

the three main platted areas flanking Flagler's Royal Poinciana and Breakers hotels prior to World War I to have a significant number of dwellings.

The Ocean Park subdivision was established in 1917. The 125 residential sites ran from the ocean to the lake and were conveniently located near Palm Beach's popular hotels, as well as between two of Palm Beach's main shopping areas – Main Street (now Royal Poinciana Way) and the Fashion Beaux Arts plaza. Main Street was the historic commercial street in Palm Beach, and had become an area for congregating in restaurants, dancing, shopping, and banking. The Fashion Beaux Arts plaza was constructed in 1916 with its opening in January 1917. Located on North Lake Trail between Seminole and Everglade Avenues, it was an innovative shopping center for its time housing exclusive shops and a movie theater. A newspaper advertisement in 1917 for Ocean Park stated,

"Ocean Park is the subdivision de luxe of Palm Beach...Desiring to make Ocean Park the most desirable section in which the man of means or those wishing a reasonably priced bungalow or house can build, suitable restrictions have been placed on each and every lot, as regards to cost of building, the distance from which the house can be built from the sidewalk, and the character of the house. These restrictions are such as will keep out the shack or shanty or small building, but low enough so that those wishing a beautiful home place can build and live in this tract, even if they are of moderate means." ¹²

Just a few months after Ocean Park was established in 1917, the United States entered World War I. From April 1917 through November 1918, nonessential construction in Palm Beach and around the country diminished due to the government's restriction on the use of building materials. After the Armistice was signed in November of 1918, building in Palm Beach resumed with fervor. ¹³

144 Everglade Avenue, originally named "Mokema" was constructed in 1919 at the beginning of this Palm Beach building boom for owner Henry S.

¹⁰ The H W Robbins addition was created from land H.W Robbins and his wife sold to Peter J. Mack in January 1917.

¹¹ "Fashion Beaux Arts Prepares for Another Season Opening." <u>Palm Beach Daily News.</u> 18 December 1927.

¹² "Absolute Auction Sale Ocean Park Addition" <u>Palm Beach Post</u>, 4 February 1917. Much of the Ocean Park history can be found in the 120 Everglades Avenue Landmark Designation Report, November 1998 by Research Atlantica as well as a subsequent Landmark Designation Report for 120 Everglade Avenue written by MurphyStillings, LLC in December 2018.

¹³ For more than a decade starting in 1919, Palm Beach's annual building permits rivaled those of the state's larger cities.

Moody. Though no original building permit exists for this house, the dwelling appears on the 1919 Sanborn Insurance Company map "labeled Mokema" and is substantiated by recorded deeds and information in early Palm Beach City Directories.

Henry S. Moody came to Palm Beach from Boston to spend the winter season by 1916 when he founded the corporation H. S. Moody Land Company, a real estate company that bought, sold, and developed real estate in South Florida with its original office in West Palm Beach. 14 The company was involved in many large real estate transactions in South Florida during the early years of the 1920s land and housing boom. Henry S. Moody purchased lots 8 & 9 in the Ocean Park subdivision from Peter Mack in January of 1919 and shortly after had the dwelling constructed. Henry S. Moody and his wife Mabel owned the property for two years before selling it to Loring Quincy White in 1921. At this same time in 1921, Loring Q. White bought the two adjacent lots to the west, lots 10 & 11, from George M. Osborne, substantially enlarging the property. Loring Q. White of Massachusetts was a Mayflower descendent and a member of the National Society of the Sons of the American Revolution. In 1931, he was one of the incorporators of Palm Beach Private School, which later was renamed Palm Beach Day School.¹⁵ The White's owned 144 Everglade Avenue for twenty-four years from 1921 to 1945. During this time the White's would have witnessed Palm Beach during the roaring twenties when there was tremendous commercial and residential growth as the Island continued to be the winter resort of America's most influential families as well as the home to families living in the booming residential subdivisions. They also would have witnessed Palm Beach during the Great Depression, the War years, and the beginning of the second building boom after WWII.

In 1945, Loring Q. White sold the house to Samuel B. Marks who owned the property until 1954 when their estate sold it to Sidney Nathan. ¹⁶ Just three years later, in 1957, Sidney Nathan sold the property to Joseph and Estee Lauder.

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¹⁴ It is possible that Henry S. Moody named the house "Mokema" after Mokema Avenue in Waltham, Massachusetts, a town outside of Boston.

¹⁵ Today it is the Palm Beach Day Academy.

 $^{^{16}}$ The Nathan's were world travelers who also had a country house in Shrub Oak, Northern Westchester, New York.

Joseph and Estee Lauder, both native New Yorkers, were married in 1930 and in 1946 they cofounded the cosmetic company Estee Lauder. 17 When the Lauders purchased 144 Everglade Avenue in 1957, the Estee Lauder company was a small cosmetics business grossing approximately \$800,000 in sales. In 1960, the company was incorporated and started its first international account at London's famous Harrod's department store. Estee was a visionary entrepreneur and during the 1970s the company launched a number of additional upscale brands and by 1983, the company had grown into one of the most successful cosmetic companies in the world with over 10,000 employees, hundreds of cosmetic products, offices in 80 countries, 10 manufacturing plants and annual sales estimated at more than \$1 billion. In 1985, Estee's autobiography, Estee: A Success Story, was published and by 1988, Estee Lauder, Inc. had captured a third of the prestige cosmetics market in the United States. 18 For many years, Joseph Lauder was in charge of financial matters and manufacturing operations while Estee handled sales and marketing of Estee Lauder's various lines of makeup, fragrances, and other beauty aids, and started the successful marketing stratagem of giving free samples with purchases. 19 The Lauder's eldest son, Leonard Lauder, joined the company full-time in 1958 after learning management and leadership skills at the University of Pennsylvania's Wharton School of Business, the Columbia University's Graduate Business School, and while serving as a lieutenant in the U.S. Navy. Leonard served as President of the company from 1972-1995 and was also Chief Executive Officer from 1982-1999. He increased profits by focusing on innovative sales, marketing programs and international expansion. Under his leadership the company launched many new brands and began expanding through acquisitions, and Leonard was recognized as the driving force to the tremendous growth and success of the family business. ²⁰ The Lauder family were very philanthropic in Palm Beach, New York and around the globe and Estee in particular participated in many of Palm Beaches social charity events, often donating Estee Lauder products

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¹⁷ Joseph and Estee Lauder divorced in 1939 but remarried in 1942. The Lauder's wintered in Palm Beach and also had dwellings in New York.

¹⁸ Estee Lauder Company History Timeline (www.zippia.com/estee-lauder-22782/history)

¹⁹ The Lauder's sons Leonard and Ronald Lauder also became executives involved in running the company. Estee Lauder passed away in 2004 at the age of 97. Her son Leonard had previously taken over at the helm and several grandchildren hold senior positions at the company including William Lauder, who became CEO in 2004 and Executive Chairman and Chairman of the Board of Directors in 2009, Aerin Lauder who founded the AERIN beauty line, and Jane Lauder the Executive Vice President, Enterprise Marketing and Chief Data Office. "A Family Business – The Estee Lauder Companies, Inc." (www.elcompanies.com/en/who-we-are-family/a-family-in-business#evelyn-lauder)

²⁰ Michelle Greenwald. "Master Strategist, Marketer, Innovator, Leader: Leonard Lauder, The Company I Keep, a Great Read." Forbes.com, April 14, 2021.

as party favors. In 1964, Joseph and Estee Lauder moved to the Neoclassical estate at 126 S. Ocean Boulevard and by 1966 Leonard Lauder is listed in Palm Beach City Directories as residing at 144 Everglade Avenue remaining there until at least 1989.²¹ After marrying Leonard in 1959, Evelyn Lauder worked in many capacities for Estee Lauder worldwide companies, however she is perhaps best known for her work in bringing global awareness to women's health. Her personal experience with early-stage breast cancer in 1987 led her to co-create the now ubiquitous Pink Ribbon, recognized as the worldwide symbol of breast health. The Lauder family's ownership and residency of 144 Everglades Avenue from 1957 – 1990 is significant as this was a period of tremendous growth and innovation in the Estee Lauder company as well significant philanthropy in Palm Beach and beyond.²²



Historic Photo of Joseph and Estee Lauder, unknown date

 ²¹ Starting in 1966 and lasting through 1989, Leonard Lauder is listed in Palm Beach City Directories as living at 144 Everglade Avenue. However, like his parents he also had dwellings in New York and likely just spent winter months with his wife Evelyn and children William and Gary in Palm Beach.
 ²² The Neoclassical estate was designed in 1938 by Wyeth and King for socialite Mrs. Francis Shaughnessy Swenson. Joseph Lauder passed away in 1983 but Estee Lauder continued to own 144 Everglade Avenue until 1990. The Lauder's also owned a yacht named Estee.

Estee Lauder sold the dwelling to George H. Welch, Jr. in 1990 who subsequently sold it ten years later to Seth and Sheila Waugh. The Waugh's then sold it to Summerfield K. Johnston, III and Leslie B. Johnston in 2003. Summerfield K. Johnston III, a.k.a. Skeeter Johnston, was an American businessman and polo player. He joined his family's Coca-Cola Bottling Company enterprises and served in many capacities at Coca-Cola while also sitting on the Board of Directors of a number of prominent companies. ²³ Mr. Johnston was also well known for his ability on the polo field and was the player-sponsor for his team, Skeeterville. He was a co-founder of the North American Polo League, was a governor-at-large of the U.S. Polo Association and led his team to many prestigious polo titles. Mr. Johnston passed away in 2007 and is survived by his wife and owner of 144 Everglade Avenue, Leslie B. Johnson, who has been an excellent steward of the property for the past nineteen years.

V. Architect's Biography

The architect of 144 Everglade Avenue is unknown. Many early houses in Palm Beach were designed and constructed by experienced and skilled local or regional builders.

VI. Statement of Significance

The house located at 144 Everglades Avenue is significant as an early dwelling built just after World War I at the start of Palm Beach's Land and Building Boom. It was a sizeable dwelling for its time with an interesting orientation towards the ocean rather than the street. The 1921 purchase of the adjoining two lots on the west and Wyeth's 1922 addition to the dwelling substantially increased the property. In addition, being owned and lived in by the cosmetic magnate Lauder family for over thirty years adds significance to the history of the property.

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.

²³ <u>Palm Beach Post</u>, April 7, 2007. "Mr. Johnston's father owed the second largest amount of stock in the Coca-Cola Company, behind Coke itself." Mr. Johnston passed away in 2007 in a tragic polo accident.

Listed below are the criteria, which 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."

144 Everglade Avenue reflects the cultural, economic, and social history of the Town of Palm Beach. The dwelling was constructed in 1919, at the end of World War I and the beginning of the land and building boom in Palm Beach. The prime location near Main Street, the Fashion Beaux Arts plaza, the Flagler hotels, and the Atlantic Ocean would have been an important reason for choosing to purchase lots and build a sizeable house in the Ocean Park subdivision. The original owner, Henry S. Moody, came to Florida as a real estate agent and developer and likely had intentions to sell the property after developing it. The second owner, Loring Q. White, hired Marion Sims Wyeth and Howard Major, two of Palm Beach's important early architects, to do additions and alterations to expand and update the dwelling.

(2) "Is identified with historic personages or with important events in national, state or local history."

For thirty-three years from 1957-1990, world famous cosmetic industrialists Joseph and Estee Lauder owned 144 Everglade Avenue, living there from 1957 -1964, followed by their son Leonard Lauder and family living in the dwelling until at least 1989. During these years, the Estee Lauder cosmetics company went from a relatively small enterprise to a global empire with numerous companies and thousands of products, creating a family fortune. The family used this fortune to grow the business while also being very philanthropic, funding numerous art, cultural and medical institutions as well as social causes. Estee Lauder was on Time magazine's list of the 20 most influential business geniuses of the 20th century and she, Joseph, and Leonard were given many awards and honors for their business achievements as well as for their philanthropy and the voice for many social causes.

(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 dwelling at 144 Everglade Avenue embodies characteristic features of the Colonial Revival style along with some Craftsman style influences. The front

façade has a prominent center entry, ribbons of twelve-over-one double-hung sash windows, and a symmetrical second story. The center entry features a classic Colonial Revival style paneled and multi-light glazed door with sidelights and a decorative fanlight covered by a gable roof portico supported by Doric columns on low masonry walls. The bay window on the west elevation and the balconies on the north elevation add interest to the design. Craftsman style influence is seen in the wide, overhanging eaves and exposed rafter tails as well as the asymmetric divided light French doors on the north elevation.

VIII. Selected Bibliography

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IX. Florida Master Site File Form

Page 1		HISTORI	CAL STRU	CTURE FO	ORM	Site#8I	PB0652	6	
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Distinguishing Architectural Features (exterior or interior or mements) side facing porch entry, deep hip overhang									
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Florida Master Site File / Div. of Historical Resources / R. A. Cray Bidg / 500 S Bronough St., Tallahassee, FL 32399-025

HISTORICAL STRUCTURE FORM Site #8 PB06526

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