

# 310-316 South County Road



## DESIGNATION REPORT

**January 18, 2023**

**Landmark Preservation Commission**

**Palm Beach, Florida**

# **DESIGNATION REPORT**

## **310-316 South County Road**

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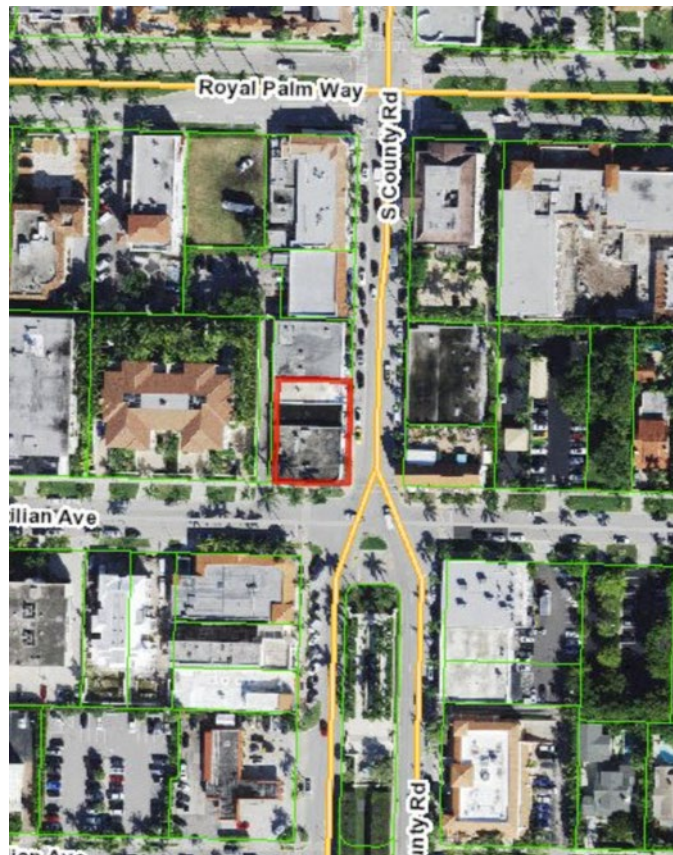
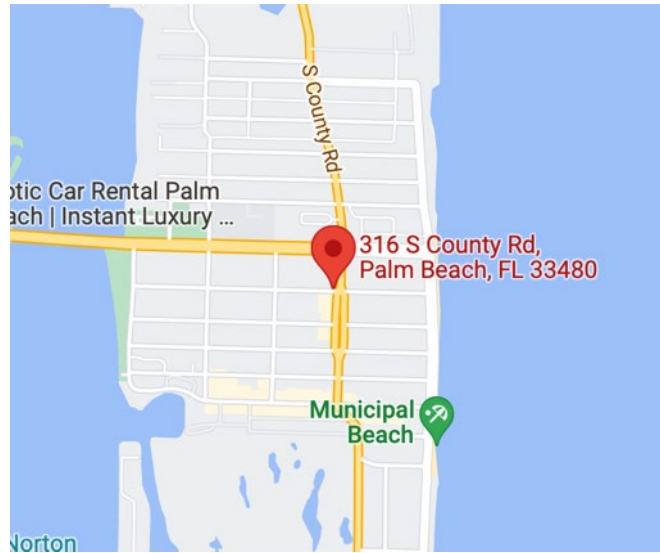
Report produced by Murphy Stillings, LLC

## **I. General Information**

Location:	310-316 South County Road (316 South County Road according to Palm Beach County Property Appraiser) Palm Beach, Florida
Date of Construction:	310 S. County Road – 1946 312 S. County Road – 1947 314-316 S. County Road – 1951
First Owner:	Dr. Harry Moses
Architect:	310-312 S. County Road - Draper Babcock 314-316 S. County Road – Caler & Plockelman
Builder/Contractor:	310 S. County Road – Del Plockelman 312 S. County Road – Smith & Yetter 314-316 S. County Road – Del Plockelman
Present Owner:	Thirty Sixty South Ocean Inc.
Original Use:	Commercial
Present Use:	Commercial
Present Zoning:	CTS
Palm Beach County Tax Folio Number:	50-43-43-23-05-025-0072
Current Legal Description:	Royal Park Add S 112.5 Ft of Lot 7, less W 7 Ft, Block E

## II. Location Map

### 310-316 South County Road





### III. Architectural Information

The property at the northwest corner of South County Road and Brazilian Avenue includes the commercial spaces from 310-316 South County Road. Constructed during the post-World War II Era building boom along one of the Palm Beach's main commercial corridors, the property has been the home to some of the Town's most notable legacy businesses. Located on a prominent corner in the heart of Palm Beach, 310-316 South County Road were built between 1946 and 1951 as three commercial one-part block buildings.



310-316 South County Road

The two buildings at 310 and 312 South County Road were commissioned to be designed by architect Draper Babcock by the property owner Dr. Harry Moses in 1946 and 1947. 310 South County Road was built to house S. Ginocchio's Market and shortly after its construction, 312 South County Road was designed to match its appearance.

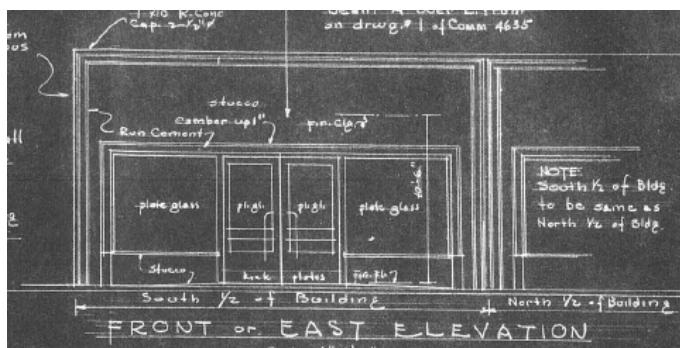


310-312 South County Road

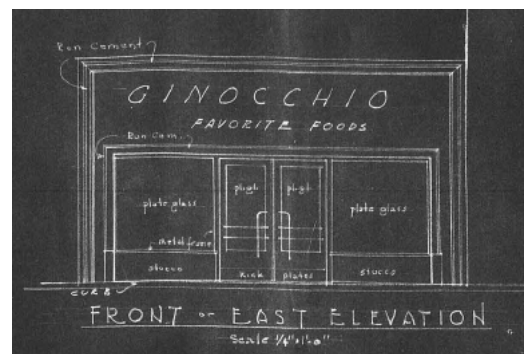
(310 South County Road is on the right and 312 South County Road is on the left in the photo)

310 and 312 South County Road were constructed of concrete block finished with stucco, the buildings have flat roofs with parapets. The buildings feature Moderne influences in the design of the storefronts in the smooth stucco facades and the streamlined cement surrounds which frame each building as well as the storefronts. The Art Moderne style flourished from the 1930s to the mid 1940s. It was influenced by the technology that followed WWI and followed the “less is more” standard of design. The Art Moderne style, with its simple geometric forms and simplicity in decorative details was becoming popular as the more decorative Art Deco style was falling out of favor. Art Moderne architecture often features flat roofs, smooth surface finishes, curvilinear features, horizontal elements, and eyebrows.

Storefronts are often the most prominent architectural feature of a historic commercial building and are designed to attract customers, provide display space, invite pedestrian activity, and enhance the character of the street. Storefronts act as the front porch of a retail building, and the angled recessed storefronts at 310 and 312 South County Road provide areas for displays while providing a welcoming sheltered exterior lobby for pedestrians and customers. Storefronts from the late 19<sup>th</sup> century to the mid-20<sup>th</sup> century traditionally featured large plate glass windows resting on lower panels known as bulkheads as seen in the buildings at 310-316 South County Road.



Original Drawings by Draper Babcock  
312 South County Road – 1947



310 South County Road - 1946

Originally the storefronts of 310 and 312 South County Road both featured a pair of centrally located glass doors flanked by large, angled plate glass display windows on stucco surfaced bulkheads. The storefront of 312 South County Road continues to retain this design. In 1977, when the Classic Bookshop moved into 310 South County Road, the pair of doors were replaced with a single glass door with glass sidelights in the original opening. Awnings shelter the storefronts of

each building and the signage, which is unique to each merchant, is located on the fascia of the buildings.

In 1951, Dr. Harry Moses commissioned the Palm Beach architectural firm of Caler and Plockelman to design a commercial building for the southern portion of the property at the corner of Brazilian Avenue and South County Road. The commercial structure was designed to house two tenants with a brokerage office in space on the corner. The building engages the prominent intersection with a curved corner.

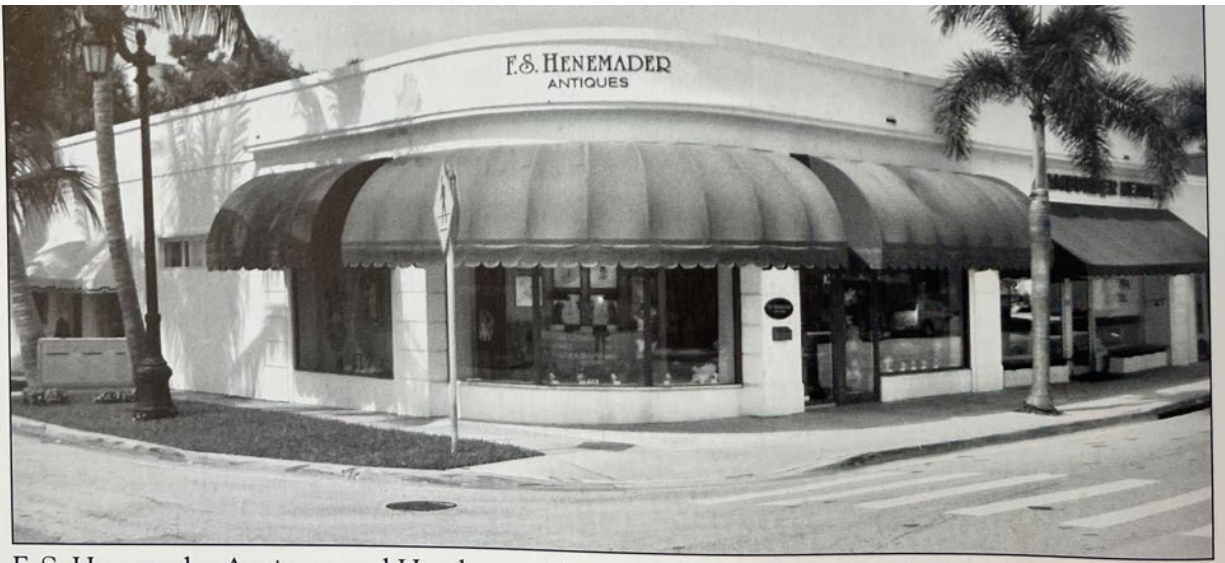


314-316 South County Road  
(314 South County Road is on the right and 316 South County is on the left in the photo)

The one-story structure is constructed of concrete block surfaced with smooth stucco and has a flat roof with a parapet. The building features both Moderne and classical influences which are appropriate for its location and the original use as a brokerage office. The Moderne style is featured in the curved massing at the corner and the decorative projecting cornice. The introduction of glass windows on a curved stucco base at the building's curve in 1986 further added to the Moderne style of the building.

The use of classical elements is common for businesses that want to project a sense of strength and stability such as banks and government buildings, or as in this case a brokerage office. The building's stucco pilasters that are reminiscent of stone are a classical element of the design. The original entrance also included classical features, but this entrance was removed when the curved glass wall was installed. Alterations to commercial storefronts are common to meet business identities and needs. Alterations to 316 South County Road were due to changing tenant types from brokerage offices to interior design/antique businesses to provide more glazing for displays and views of merchandise.





F. S. Henemader Antiques and Hamburger Heaven, at 316 and 314 South County Road, share a Streamline Moderne building. The rounded corner wraps around to Brazilian Avenue just east of the historic Plaza Inn. The aerodynamic structure emphasizes speed and travel as cars stream by on the commercial street. F. S. Henemader sells French and English antiques. Hamburger Heaven has been serving the “world’s best burgers” and desserts since 1945.

Image and description from the book  
Images of America: Art Deco of the Palm Beaches by Sharon Koskoff

The east façade of the building features metal and glass storefronts in each of the bays. The northern bay, 314 South County Road, features a storefront with a pair of centrally located glass doors with transoms above and plate glass windows on each side with stucco bulkheads. This storefront was renovated in 2012 when the current tenant took over the space.



314 South County Road



To the south is 316 South County Road and the entrance to this space features a pair of glazed metal doors at the southern end and plate glass windows and transoms on a stucco bulkhead. Rounding the corner to Brazilian Avenue, both the curved corner and the next bay feature plate glass display windows with stucco bulkheads. The decorative cornice and pilasters end at this bay and each bay is sheltered by a rounded awning between the pilasters.



316 South County Road

The western end of the south façade is more restrained in design and features a recessed entrance with a pair of metal and glass doors, display windows within the recess and windows on each side of the recessed entrance.<sup>1</sup> Three awnings shelter this entrance and windows. The rear façade is utilitarian in nature.

### III. Historical Information

The property comprising 310-316 South County Avenue has been a successful multi-tenant commercial property since its construction began in 1946 during the post-World War II building boom. Located in the commercial and governmental center of Town, in what was part of Captain E.N. Dimick and Harvey Geer's early Palm Beach subdivision, Royal Park, the structures are important buildings to the character and heart of Palm Beach.

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<sup>1</sup> It is unclear based on building permit records if this entrance design has changed over the years or if it was constructed differently than shown on the original drawings, but it appears that this was the existing design at the time of the 1986 alterations.

The Royal Park subdivision was originally 160 acres of land that contained jungle, sand and muck. The area included land north of Royal Palm Way to south of Worth Avenue, from the Atlantic Ocean to Lake Worth. Developed to include both residential and commercial uses, South County Road was the business district in Royal Park. Following the construction of Town Hall and Addison Mizner's Memorial Fountain on an island in the middle of South County Road, the area saw increased building activity.<sup>2</sup> The structures along South County Road reflect Palm Beach's small town, pedestrian oriented character that began in the 1920s and continues today.

Following World War II, Florida had explosive economic and demographic growth as America began to recover and reconvert to a peacetime economy. Thousands of people came to Florida during the War and decided to live and visit afterwards. While the nation's overall population grew 15% after the war, Florida's population rose an astonishing 46%.<sup>3</sup> Furthermore, the lifting of wartime restrictions and an increasing supply of materials accelerated Florida's Post-War economy with new construction.<sup>4</sup> Despite high costs of building supplies, Palm Beach building permits in 1946 outrivaled those of 1925, previously the town's greatest construction period.<sup>5</sup> It was the start of the second big building boom in Palm Beach and the commercial buildings at 310-316 South County Road are very good examples of the commercial development and life in Palm Beach during the post-WWII Era.

The structures at 310-316 South County Road are located at the prominent corner of Brazilian Avenue and South County Road just across from Addison Mizner's Memorial Fountain. In 1946, Dr. Harry Moses, a distinguished physician in town who for many years was the in-house physician for the Breakers Hotel, commissioned architect Draper Babcock to design the first commercial building on the north end of the vacant lot at 310 South County Road.

310 South County Road was designed as a market for Selina Ginocchio who had operated a market at various locations in Palm Beach since 1927. In September 1946, Selina Ginocchio was granted \$9,000 by the Civilian Production Administration for the construction of the market at the site, and the market was

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<sup>2</sup> Town Hall was designed by the architectural firm of Harvey and Clarke, in the Mediterranean Revival style as two buildings with a walled courtyard between. The south building housed town hall and the police station and the north building housed the fire department.

<sup>3</sup> The 1940 pre-war population of Palm Beach County, nearly 80,000, would grow to almost 115,000 by 1950 and escalate quickly from there.

<sup>4</sup> Augustus Mayhew. Palm Beach: A Greater Grandeur.

<sup>5</sup> Ibid. From 1945 to 1955, the annual totals for building permits increased from \$1 million to \$6 million.

open for the 1946-1947 season.<sup>6</sup> S. Ginocchio's Market was a longtime business in Palm Beach operating on the island for 45 years and at 310 South County Road for twenty-six of those years, until Selina Ginocchio's death in 1972.

Following the closing of Ginocchio's market, 310 South County Road was the location of a couple of ice cream stores before it became the home to one of Palm Beach's current longtime businesses, the Classic Bookshop in 1977. For the past 45 years the Classic Bookshop has been a feature along South County Road's retail corridor. Shortly after it opened, Virginia Jacobus became the manager of the store and continued in that role until 1992 when she and her husband Jeffrey Jacobus purchased the store from the Canadian bookstore company that owned it. After Virginia Jacobus' death in 2004, Jeffrey decided to keep her legacy going and the Classic Bookshop continues to serve the residents and visitors of Palm Beach today.

Shortly after 310 South County Road was built, in 1947 Dr. Moses commissioned Draper Babcock to design 312 South County Road to match his design of Ginocchio's Market. 312 South County Road's first tenant was the Harvey Martin Air Conditioning and Household Appliance store which remained in the location for approximately ten years. Over the years the building has had different tenants and the building currently is divided to provide space for two retailers.<sup>7</sup>

The remainder of Dr. Moses' property remained vacant until 1951 when he commissioned the architectural firm of Caler and Plockelman to design a building for two tenants at the corner of Brazilian Avenue and South County Road. The design was for the corner space, 316 South County Road, to be occupied by a brokerage office with a second space, 314 South County Road, facing South County Road.

314 South County Road's first tenant was Mirror Mart which occupied the retail space from 1951 to 1958 until the location became the longtime home of the Palm Beach dining landmark Hamburger Heaven. Hamburger Heaven began in 1945 and was originally located on the east side of South County Road. Wyatt and Theo Shultz purchased the restaurant in 1948 and moved it to 314 South County Road in 1959. The restaurant, which claimed to have "The World's Best Hamburger", with

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<sup>6</sup> The Civilian Production Administration (CPA) was created by President Harry S. Truman in 1945 by Executive Order 9638. This order ended the War Production Board and established the CPA to create a swift and orderly transition of the US economy from wartime production to a peacetime economy.

<sup>7</sup> 312 South County Road is currently occupied by Amanda Lindroth, a home design company, and Lori Jayne, a linen and monogramming business.

its horseshoe shaped counter was a popular location for the rich and famous, Palm Beach residents, and visitors. The restaurant was so popular that a February 13, 1976, article in the Palm Beach Post titled ‘Great “Foodmark”’ stated *“Hamburger Heaven is a “foodmark”. It is a landmark too, but the crowds come for the food so “foodmark” seemed more appropriate.”* It’s recognition in town was also evident in the numerous newspaper advertisements over the decades for other business in the area that would refer to their location in relationship to its location being next to, across the street from, or near Hamburger Heaven. While the ownership changed in 1981, a few years after Wyatt Shultz’s death, the popular restaurant continued in this location for 53 years until 2012. 314 South County Road is now home to another popular Palm Beach eatery, Surfside Diner, which was opened in 2013 by Dan Ponton.

316 South County, the southernmost portion of the property including the building’s curve, was originally occupied by the brokerage firm of Harris Upham and Company and was the home of subsequent brokerage firms until the early 1960s when it became a retail location for interior decorators and antique dealers. The current and longtime tenant is F.S. Henemader, a vintage furnishings and antiques business, has been in the location for thirty years.

Throughout their history the buildings at 310-316 South County Road have been home to several of Palm Beach’s legacy businesses. Legacy businesses have been defined as those that are long standing, independent businesses that make a strong contribution to a community’s character. They act as cultural anchors, are sources of community traditions and stories, and are a part of a community’s historic identity. The buildings at 310-316 South County Road, along with the legacy businesses that have occupied them, are a significant reminder of Palm Beach’s unique character and history.

## **V. Architects Biography**

### **Lucius “Draper” Babcock**

Lucius “Draper” Babcock was born in Raton, New Mexico on February 5, 1903. His family moved to Monmouth, Illinois when he was quite young, and then moved to West Palm Beach circa 1918. Babcock graduated from Palm Beach High School in 1921. He received his architectural education at the University of Illinois and was awarded a Bachelor of Science degree in architecture in 1926. He returned to West Palm Beach and went to work for Addison Mizner in Palm Beach. From the address at 916 South Poinsettia in West Palm Beach, he applied



for Florida licensure as an architect on June 12, 1929. On June 15, 1929, at age 26, Babcock was granted license certificate No. AR000922. On April 14, 1933, Babcock married Sarah Ida Richards of Miami. They had two children.

Draper Babcock opened an office in West Palm Beach, where he maintained his practice for most of his professional life. Babcock's brother, Allen S. Babcock, came to work with him in 1936. His principal practice centered in Palm Beach Shores, on Singer Island, on the north side of the Lake Worth Inlet, across from the Town of Palm Beach, which had been initiated by Addison Mizner's friend and financier, sewing machine heir, Paris Singer. Babcock helped to lay out the Town, streets and districts, and designed many of its buildings, including The Colonnades Hotel in 1947. Also in 1947, Babcock designed Testa's Restaurant at 221 Royal Poinciana Way. Babcock's life-long battle with diabetes affected his production in his later years, but not his great design talent. He scaled back his work, and retired circa 1978 to Jensen Beach, Florida. Draper Babcock died on October 20, 1983, at age 80.

## **Caler & Plockelman**

### William Kemp Caler, Sr.

William Kemp Caler was born in Troy, New York on January 6, 1912. His family moved to Miami at an early age, where he went to school, graduating from high school there in 1930. He earned an architectural degree from Georgia Tech in Atlanta in 1935. After Georgia Tech he returned to Florida and settled in Palm Beach. In the late 1930s he designed houses in Palm Beach and Jupiter Island.

During World War II, Kemp served as a Naval officer in Jacksonville, Florida and in the South Pacific with the 101<sup>st</sup> SEABEES. After the war, Kemp returned to Palm Beach to work with John Volk and continued his successful career. He married his wife Sarah Seward Anthony in 1943 and they had two children: William Kemp Caler, Jr., born in 1944 and Rosa May Seward Caler born in 1946. In 1947, they moved into a house Kemp designed for the family at 250 Nightingale Trail. In 1950, Kemp formed a partnership with Raymond Plockelman as Caler & Plockelman Architects with an office in Palm Beach. In 1951, Kemp returned to Naval service as a Commander and the entire family moved to Trinidad for two years. Upon return in 1953 he resumed his partnership with Raymond Plockelman but later that year the partnership ended amicably, and Kemp Caler returned to practicing architecture in Palm Beach under his own name. Kemp kept his office in Palm Beach but in 1954 moved his family to Hobe Sound, Florida. He became

well connected in Martin County and designed many houses on Jupiter Island.<sup>8</sup> He remained active in Palm Beach's civic and professional activities, serving on the Town's Architectural Review Commission (ARCOM) in intermittent terms, whenever called upon, for 30 years. A few of Kemp Caler's distinctive Palm Beach commissions include the McLennan house at 576 Island Drive (1969) and the Frank Prior House at 1045 South Ocean Boulevard (1969). One of Kemp's last commissions was Lilly Pulitzer's house "Jungle" at 710 S. County Road where he spent over a year working with Lilly to design the house. Kemp Caler passed away on November 9, 1989, at the age of 77.<sup>9</sup>

### Raymond Henry Plockelman

Raymond Henry Plockelman was born in Manitowac, Wisconsin on July 25, 1902. His parents, Mr. & Mrs. William Plockelman, moved to West Palm Beach from Duluth, Minnesota in 1915 and his father worked as a contractor and builder. Raymond attended architectural school at the University of Florida during 1923 and 1924 and attended the University of Pennsylvania during 1925, but he never received a college degree in architecture. He moved back to West Palm Beach and was married to Grace Elizabeth Holley in 1928. During his career, Raymond Plockelman was associated with many architectural firms. He was first associated with the architectural firm of Clark J. Lawrence in Palm Beach. Raymond was then employed as a draftsman/designer by Treanor & Fatio in their Palm Beach office from 1928–1941. After leaving Treanor & Fatio, Raymond was hired as chief draftsman for the L. Phillips Clarke architectural firm in West Palm Beach. Raymond enlisted in the U.S. Coast Guard Reserve, but he was never called to active duty in World War II. On May 3, 1945, he applied for his Florida architectural license, which was granted on June 13, 1947. During this time, he worked in Palm Beach as a designer for the Simonson & Holley architectural firm in 1946 and for the Henderson & Votaw firm in 1947. He practiced under his own name from 1947-1950. In 1950 he teamed up with Kemp Caler, forming Caler & Plockelman until 1953. He then went into partnership with Jefferson N. Powell as Plockelman & Powell in 1954. Raymond returned to practicing under his own name in 1955, where he continued until 1968. During his career he was active in

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<sup>8</sup> Nathaniel Pryor Reed, A Different Vision: The History of the Hobe Sound Company and the Jupiter Island Club. "In his years on Jupiter Island, Kemp Caler built an astonishing number of houses. His work was distinctive, traditional approach with unusual attention paid to unexpected custom features. The effort to which Mr. Caler was most proud was the Johnson Boathouse, his stunning recreation of the Old New York Yacht Club shore station. His last commission on Jupiter Island was the Marshall Field residence." In the 1940s he built homes for the Reed Family, Spindrift and Casuarina, and the Golf House for the Jupiter Island Club.

<sup>9</sup> Correspondence with William Kemp Caler, Jr. Most of Kemp Caler's work was in the Town of Palm Beach and Jupiter Island, but he also worked in Lost Tree Village, John's Island, Country Club of Florida and Port Royal Naples.

civic and professional activities. In 1951 he served as president of the Palm Beach Chapter of the A.I.A. He served several years as chairman of the West Palm Beach Zoning Commission and the Parks and Recreation Commission. He also served many years as a Board Member of the Salvation Army. He considered his most significant designs in West Palm Beach to be the First Baptist Church's Chapel-by-the-Lake and the West Palm Beach Municipal Stadium (since demolished), and in Palm Beach the A.M. Kidder Brokerage Office and the Edward Kelley and Harold Williams residences. Raymond Plockelman died on April 16, 1968, at the age of 65.

## **VI. Statement of Significance**

The commercial buildings at 310-316 South County Road, which have been home to several Palm Beach legacy businesses, are significant for their contribution to the commercial and social history of Palm Beach since their construction during the post-WWII Era. Developed to provide additional commercial space for the population growth of the post-war building boom by Dr. Harry Moses, the buildings with their proportions, sense of scale, and architectural design contribute to the character of one of the Town's main commercial corridors.

## **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:

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

The buildings at 310-316 South County Road were constructed during the post-World War II Era building boom in Palm Beach as commercial space to support the Town's growing population. Located along one of the Town's primary commercial corridors, in the heart of Palm Beach, the structures have been home to several of Palm Beach's most well-known legacy businesses and reflect the cultural, economic, and social history of the town. Longtime, town-serving businesses located at 310-316 South County Road including the Classic Bookshop, Hamburger Heaven, Ginocchio's Market, and F.S. Henemader antiques all represent the history of the Town from the post-World War II Era to today. The buildings at 310-316 South County Road, along with the legacy businesses that

have occupied them, are a significant reminder of Palm Beach's unique character and history.

**(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.”**

310-316 South County Road is comprised of three, one-story, multi-retail, commercial structures with Moderne and classical influences. Moderne features of the buildings include the smooth stucco facades, the curved massing at the corner, the decorative projecting cornice at 314-316 South County Road, the streamlined surrounds that frame the buildings and storefronts at 310 and 312 South County Road, and the simplicity in details. The stucco pilasters that are reminiscent of stone at 314-316 South County Road are a classical element of the design that projected a sense of stability for the building's original occupant, a brokerage firm. Constructed between 1946 and 1951 and designed by architect Draper Babcock and the architectural firm Caler and Plockelman, the buildings are valuable for the study of successful pedestrian oriented commercial development along one of the Town's most important thoroughfares.



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