

**HISTORIC RESOURCE SURVEY UPDATE
of the
ORIGINAL TOWN AND OSCEOLA PARK AREA NEIGHBORHOODS**



**Prepared for
The City of Vero Beach, Florida
By
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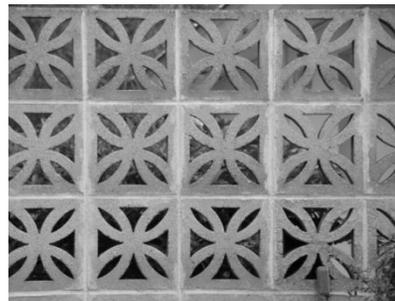
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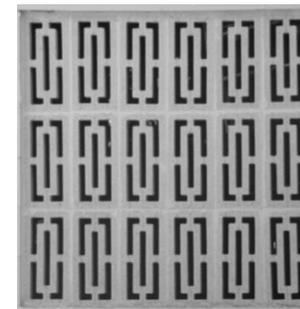
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1950's era screen blocks



I. INTRODUCTION

PROJECT DESCRIPTION

An inventory of historic resources is a community's official record of those buildings or sites that may have historical or cultural significance. The information in this report illustrates the results of a Historic Resource Survey Update conducted in the Original Town of Vero and the Osceola Park Area neighborhoods located in Vero Beach, Florida.

The City of Vero Beach initiated the Survey Update in order to 1) begin updating its existing out-of-date 18 year old building inventory; 2) facilitate neighborhood planning efforts as a result of a joint neighborhood workshop held on June 23rd, 2007; and 3) carry out the goals of the Vision Plan adopted by the Vero Beach City Council on February 24th, 2005. This survey is a useful tool for City Planners and citizens and is designed to guide future development and further preservation and revitalization efforts in these historic neighborhoods.



Figure 1. Vero City Hall (c.1920) Photo from the Indian River County Historical Society Collection.

The Survey Update was conducted between December 2007 and July 2008. It consisted of both reconnaissance and intensive level survey. Documentation was carried out in accordance with the guidelines established by the Florida Master Site File Division of the State of Florida using the electronic Smart Forms database. Smart Forms were created for those buildings built prior to 1958, including those properties currently listed in the existing building inventory list. A separate database with specific property data from the Smart Forms was created in Microsoft Access for the creation of maps executed by the City's GIS department. As a result of the Survey Update, possible landmarks and districts were identified that may qualify for listing in the National Register of Historic Places. Today, the City of Vero Beach is holding public hearings on a proposed Historic Preservation Ordinance. This survey also identified possible resources that would qualify for historic designation at the local level if a local ordinance to create historic landmarks and historic districts were approved.

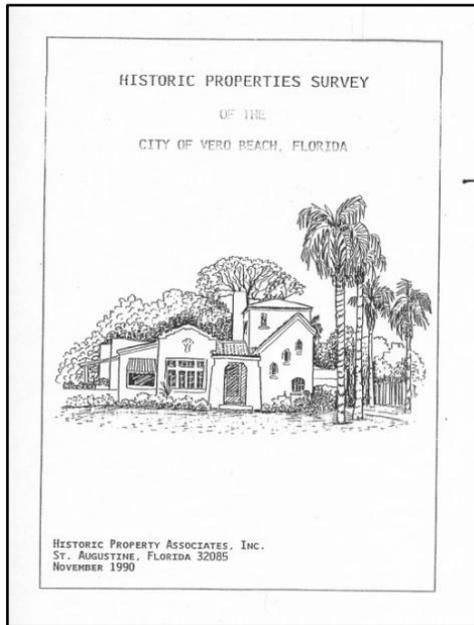


Figure 2. Cover Page from the 1990 Citywide survey report.u

PREVIOUS SURVEY

Historic Properties Associates, Inc. of St. Augustine, Florida conducted the first historic resource survey in the City of Vero Beach in 1990. The citywide survey resulted in the identification of 370 buildings that were constructed primarily before World War II. Each building was documented, photographed and assigned a Master Site File number. Many of the properties listed on the inventory are located in the Original Town and the Osceola Park Area neighborhoods. The 1990 building inventory was submitted to the Florida Bureau of Historic Preservation and was included in the State inventory kept by the Florida Master Site File Division. The survey report provided a detailed summary and thorough timeline of Vero's historical development. It was the first major study of the historic architectural resources in the City of Vero Beach and provided several recommendations to help guide the preservation of the City's historic resources, including the Certified Local Government program and the adoption of a Historic Preservation Ordinance (HPO). The report also outlined an array of available public and private funding sources to preserve Vero's architectural heritage.

Less than a year after the survey was completed, local preservationists fought to save the Community Center in Downtown from being turned into a city parking lot. As a result, plans to demolish the building were reversed. The community-wide effort produced numerous signatures and support in favor of preserving this landmark. Known today as the Vero Heritage Center and Citrus museum, this WPA building, built c. 1935, is listed in the National Register of Historic Places. The success of the Heritage Center and Vero Heritage, Inc. serves as a testament to the vision of early preservationists and citizens who knew the important social, aesthetic, cultural and economic value that historic preservation brings to a community. Additionally, it illustrates the essential private and public partnerships necessary to preserve the City's architectural heritage.

Since the 1990 survey, a majority of the Historic Preservation efforts conducted in Vero Beach have continued to be "grass-roots" oriented, carried out primarily by the Indian River County Historical Society, Vero Heritage Inc. as well as individual citizens and business owners. Other organizations that continue to promote the City's historic landmarks include the Indian River County Chamber of Commerce, the Heritage Coalition, Main Street Vero Beach and the Cultural Council of Indian River County. Today, the City still struggles to implement a comprehensive Historic Preservation Program. In an effort to fulfill comprehensive plan elements and Vision plan objectives, the City is proposing the adoption of a local historic preservation ordinance.

Although the proposed ordinance is entirely voluntary, if adopted, it would be the first time the city staff would be required by local law to consider historic buildings in its planning and development policies. Additionally, it will provide the framework to empower Vero's citizens to protect and celebrate their historic properties. As of the date of this report, the proposed historic preservation ordinance has not been adopted.

PROJECT LOCATION

The City of Vero Beach is located on the Atlantic coast of Florida, midway down the peninsula in Indian River County. It consists of approximately 13.1 square miles and serves as the County seat¹. Indian River County is bordered by the following counties: Osceola and Okeechobee County to the west; Brevard County to the north; and St. Lucie County to the south. With a population currently estimated at 18,160, the City of Vero Beach is the largest incorporated municipality in the county². Situated south of Sebastian and north of Oslo, Vero Beach is a popular resort area that boasts beautiful beaches, recreation areas, fine dining and shopping, historic sites and an active arts and business community.

This Survey Update was conducted in the Original Town neighborhood and the Osceola Park Area Neighborhoods. These areas are located in the Vero Beach Historic Downtown west of the Indian River Lagoon, U.S. 1 and 14th Avenue. The original town neighborhood is the area of the first town site of Vero. Collectively, the neighborhoods represent some of the oldest platted subdivisions currently located within the City of Vero Beach (See Figures 4 and 5).

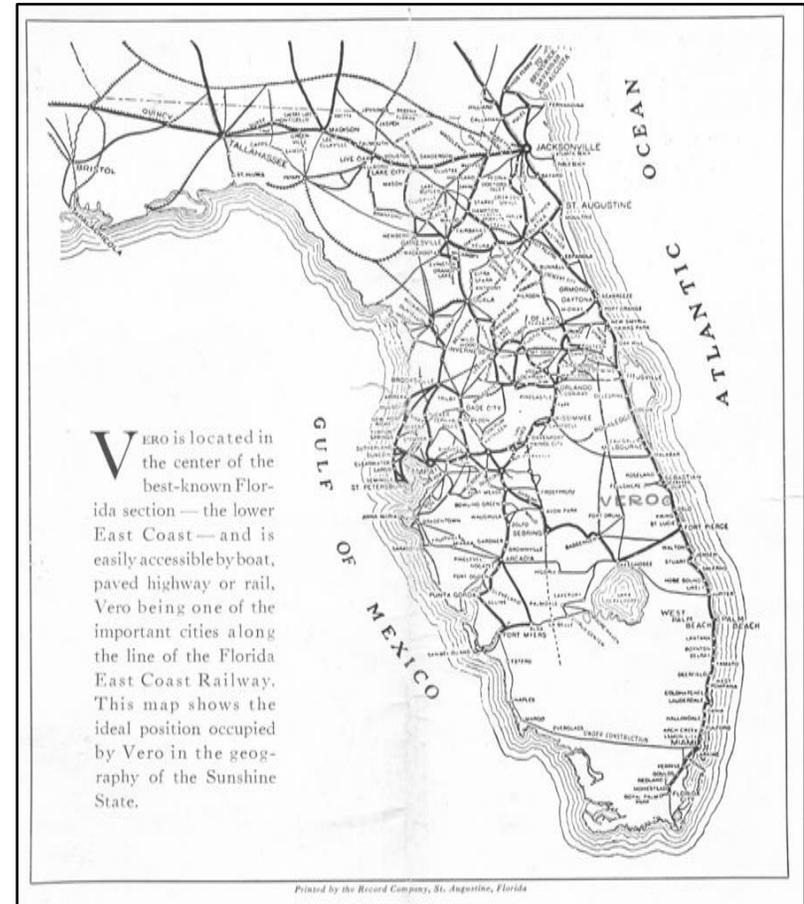


Figure 3. Location Map of the City of Vero. Promotion brochure (c. 1920's). Indian River County Historical Society Collection.

¹ City of Vero Beach website, www.covb.org.

² Indian River County Chamber of Commerce website, www.indianriverchamber.com.

Figure 4. Location Map of City Limits and Survey Area.

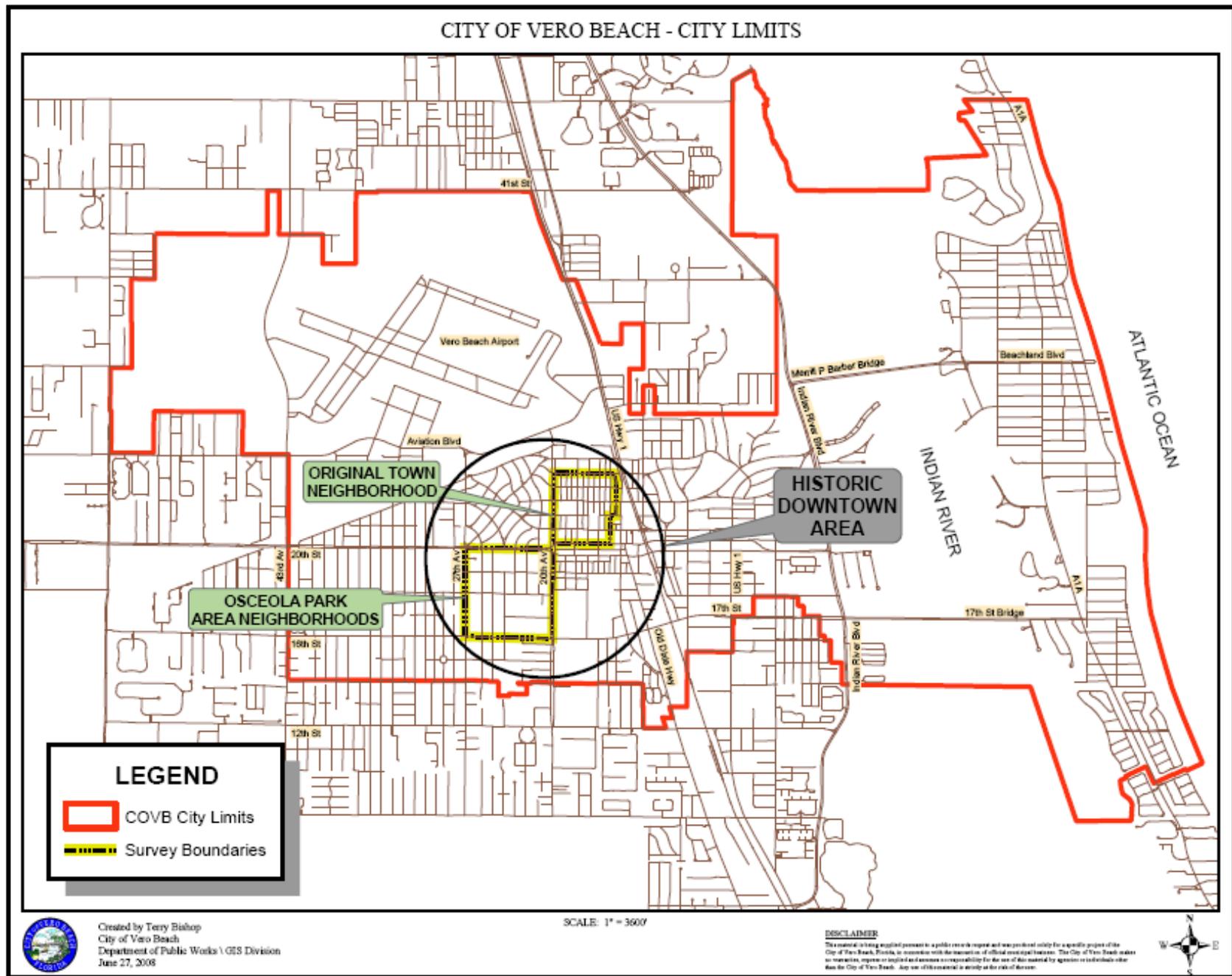
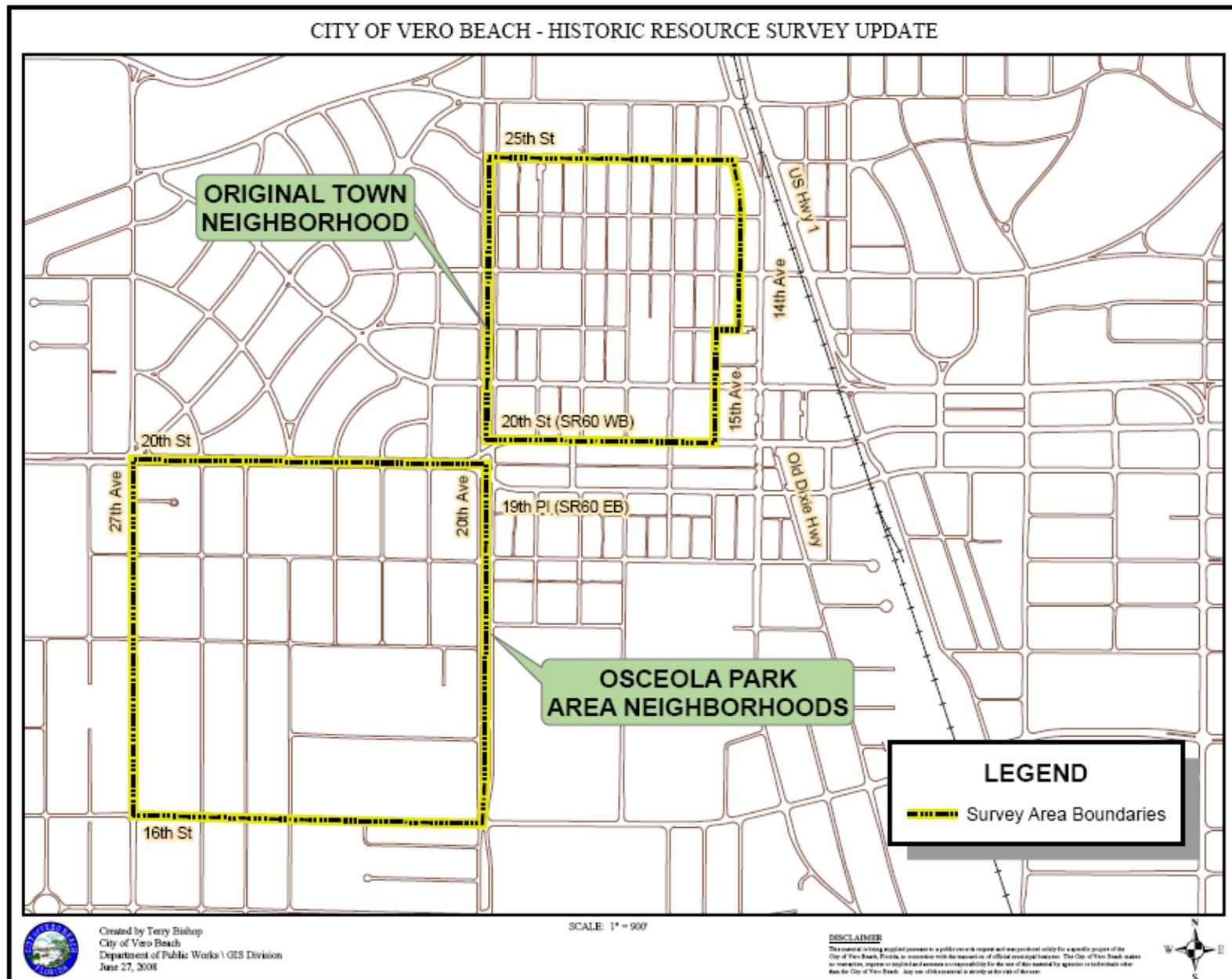


Figure 5. Boundary Map of Survey Area.



II. METHODOLOGY

SURVEY TYPES

The Survey Update was carried out according to the procedures for reconnaissance and intensive level survey outlined in *National Register Bulletin 24: Guidelines for Local Surveys: A Basis for Preservation Planning* and according to the guidelines and policies set forth by the State of Florida, Florida Division of Historical Resources, Master Site File Division. The process as outlined in the *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation* was used to evaluate the historic significance of resources. The Survey Update was further enhanced to meet the objectives of the City of Vero Beach and their adopted Vision Plan.

A Historic Resource Survey is typically the first-step in developing a preservation plan for a neighborhood or a community. Through field research and documentation efforts, the survey provides a basis for understanding the neighborhood's historic characteristics and significance. As a result, an inventory of buildings is created that documents dates of construction, defining architectural features, materials, significant persons and architectural styles. Property owners who seek designation of their historic buildings or simply want to raise awareness and protect the character of their historic neighborhood can use this information. Generally, there are two types of surveys commonly used by historic preservation professionals to document historic resources: the Reconnaissance Survey and the Intensive Survey. Both methods were used to complete this Survey Update.

According to National Register Bulletin 24, the Secretary of Interior's Guidelines for Identification of historic resources indicates that reconnaissance and intensive level survey are often used in sequence and that the type of data that should be collected by each survey is the following³:

A reconnaissance level survey should document:

- ❖ The kind of properties looked for;
- ❖ The boundaries of the area surveyed;

³Patricia L. Parker, *National Register Bulletin 24. Guidelines for Local Surveys: A Basis for Preservation Planning*, rev. (Washington, DC: National Park Service, Department of the Interior, 1985) 12-14.

- ❖ The method of survey, including the extent of survey coverage;
- ❖ The kinds of historic properties present in the survey area;
- ❖ Specific properties that were identified and the categories of information collected; and
- ❖ Places examined that did not contain historic properties.

In addition to the above an intensive level survey should document the following:

- ❖ A record of the precise location of all properties identified; and
- ❖ Information on the appearance, significance, integrity and boundaries of each property sufficient to permit an evaluation of significance.

SURVEY OBJECTIVES

In an effort to move forward with neighborhood plans and Vision Implementation goals, the Survey Update was designed to answer the following important questions about historical resources located within the survey boundaries:

- 1) What is the historic development of the neighborhoods?
- 2) How many buildings have been demolished or moved since the previous survey was completed in 1990?
- 3) Which buildings have not been evaluated or documented since the previous survey?
- 4) Is there a large enough concentration of potential contributing buildings that may qualify the survey area or a portion of the survey area as a possible National Register District and/or Local Historic District?
- 5) Are there any properties that on an individual basis may be potentially eligible for listing in the National Register of Historic Places and/or as a local historic landmark?

SCOPE OF WORK

The previous citywide survey evaluated buildings that were constructed prior to 1940, leaving a gap of information. Therefore, the Survey Update was designed to evaluate those buildings within the survey boundaries that were built from 1941 to 1957 and to re-evaluate buildings that were already identified in the previous survey. Buildings that were re-evaluated were assigned their existing Master Site File Number and new Master Site File numbers were assigned to those properties evaluated for the first time. An assessment was assigned to each building that was 50 years or older based on National Register Criteria. The final list of buildings surveyed contains both historic properties and non-historic properties. The Survey Update consists of five distinct parts that will allow the City of Vero Beach to achieve its historic preservation goals as indicated in the City's adopted Vision Plan.

Historical Research

Prior to fieldwork, investigative research was conducted on the history of the Original Town and Osceola Park area neighborhoods. A variety of primary and secondary resources were used including: historic maps; tax records; building permits; plat maps; Sanborn Fire Insurance maps; local library archives; census records; city directories; historic aerials; photographs; the previous survey; newspaper articles; interviews with local residents; and online research. Sanborn Fire Insurance maps of the City of Vero were produced in 1923 and 1929. These maps were updated in circa 1940 and circa 1960 and copies are available at the Indian River County Main library. Sanborn maps are a useful resource because they depict a building's footprint, note construction materials, indicate the building's use and also the number of stories. Sanborn maps were used extensively throughout the Survey Update to help determine the age of building's surveyed. In certain cases, newspaper articles were used to confirm dates of construction. A majority of the historical research for the Survey Update was obtained from published and non-published materials located at the Indian River County Main Library Florida History Archives Center located in the Original Town neighborhood.

Field Survey Work

A comprehensive field survey of above-ground resources fifty years and older was conducted in both Original Town and the Osceola Park Area Neighborhoods. Data from the previous survey was compiled. Properties on the existing building inventory list were re-evaluated and buildings built between 1941 and 1957 were evaluated for the first time. Prior to beginning the fieldwork, a list of buildings 50 years and older was created for each neighborhood using information provided by the Indian River County Property Appraiser's office. This list was used as the basis for the fieldwork and was amended based on further field research. If a

building on the original list provided by the property appraiser was observed and it was determined to have been altered such that no trace of the original design was evident, it was omitted. Once the list was refined, each building was photographed digitally in color and a digital recorder was used to record an architectural description and comments about the building's architectural features and historic significance. Properties were documented using the Florida Master Site File electronic Smart Forms (FMSF). The digital photographs and digital recordings were downloaded to a computer. A preliminary determination of significance was documented for each building.

Data Compilation

Data is being submitted to the City of Vero Beach on FMSF Smart Forms and a Microsoft Access Database. The Access database reflected the same data that was entered onto the Smart Forms, however it only included fields for the following: Field ID, Parcel Number, Master Site File Number, Street Address, Subdivision Name, Year Built, Architectural Style and Building Name. YES/NO Columns were created to record whether the building was Demolished or Moved and to record preliminary evaluations pertaining to whether a building was: Potentially National Register Eligible on an individual basis; a potential contributor to a National Register District; potentially Local Register Eligible on an individual basis; and a potential contributor to a Local Register District. Once all of the data was entered completely, queries were created to sort and analyze the data. Additionally, the database was submitted to the City of Vero Beach GIS Division who created maps that reflect specific survey results. Maps were designed to illustrate the concentrations of potential historic buildings located within the survey area and were used to help draw conclusions about the survey in order to provide final recommendations.

Analysis

The analysis of the compiled data combined with the historical research resulted in the identification of a series of patterns in each survey area including: architectural style, period of construction and historic integrity. The data analysis also illustrated the historical development pattern of each subdivision/neighborhood located within the survey boundaries and its relationship with the City's broad patterns of development. As a result, a historic context statement was developed and preliminary evaluations for all inventoried properties were conducted based upon the Secretary of Interior's Standards and Guidelines for Evaluation. The preliminary assessments are simply recommendations to help guide the City's future historic preservation, planning, and management efforts within the survey boundaries.

Survey Criteria

The Federal Government and State historic preservation programs use the following National Register criteria as the national standard for evaluating historic resources:

“The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or*
- B. That are associated with the lives of persons significant in our past; or*
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or*
- D. That have yielded or may be likely to yield, information important in prehistory or history.*

Criteria Considerations

Ordinarily cemeteries, birthplaces, graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

- a. A religious property deriving primary significance from architectural or artistic distinction or historical importance; or*
- b. A building or structure removed from its original location but which is primarily significant for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or*

- c. A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his or her productive life; or
- d. A cemetery which derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or
- e. A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or
- f. A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or
- g. A property achieving significance within the past 50 years if it is of exceptional importance.”⁴

Final Evaluation

A final evaluation was completed for each identified building and recorded on a Florida Master Site File Form. A location map, digital color photograph and a historic context statement is attached to each FMSF form. Where a property lacked any significance, an attached contextual statement was omitted. Completed documents are being submitted to the City of Vero Beach with this report. The report will include maps and an inventory list of buildings surveyed. City staff will have a copy of the Microsoft Access database to create queries and sort and analyze survey data as needed for future neighborhood planning efforts.

⁴The criteria were taken from the following publication: Patricia L. Parker, *National Register Bulletin 24. Guidelines for Local Surveys: A Basis for Preservation Planning*, rev. (Washington, DC: National Park Service, Department of the Interior, 1985) 54-55 and are available from National Park Service Website, <http://www.nps.gov/history/nr/listing.htm>.

III. HISTORIC OVERVIEW

INTRODUCTION

The Survey Update is a detailed study of the architectural and cultural resources located within specific boundaries of two of Vero's earliest neighborhoods situated in historic downtown Vero Beach. In an effort to evaluate the significance of these properties, it is important to assess a building's integrity, and it is essential to understand the context in which these properties and neighborhoods developed. As specified in National Register Bulletin 24, "*a **historic context** is a broad pattern of historical development in a community or its region, that may be represented by historic resources...Historic contexts are developed on the basis of background data on the community's history and pre-history, or on such data from the surrounding area....Historic Contexts may be unique to a community, but often are reflected in, or related to, the surrounding region or to other communities.*"⁵ This historic overview is a context statement that provides general information about events that impacted the city's development. By placing properties in historic contexts, it will establish a better understanding of the Original Town and Osceola Park Area neighborhoods within the greater context of the City of Vero Beach. The overview is organized in chronological order and presents the general patterns and themes of the area's development.

A comprehensive historic context statement for the city's historical development was developed by Sidney Johnston of Historic Properties Associates, Inc. for the 1990 historic resource survey of the City of Vero Beach.⁶ Sidney P. Johnston is also the author of the book, *A History of Indian River County "A Sense of Place"* published in 2000. Johnston's historical research and context statement should be considered in conjunction with the following Historic Overview in assessing the historic significance and integrity of individual properties in the Original Town Neighborhood and Osceola Park Area Neighborhoods. The overview is designed to summarize and supplement the context statement already provided in the 1990 survey with new detailed research specific to the survey areas. The information used to develop the Historic Overview was collected from primary and secondary

⁵Patricia L. Parker, *National Register Bulletin 24. Guidelines for Local Surveys: A Basis for Preservation Planning*, (Washington, DC: National Park Service, U.S. Department of the Interior, 1985), 14-15.

⁶Sidney Johnston, Historic Properties Associates, *Historic Properties Survey of the City of Vero Beach*, 1990. The 1990 survey report is located in the City of Vero Beach's Planning and Development department and is available to the public.

sources including, the Indian River County Historical Society Photographic archives, the Indian River County Library Florida History and Archive Center collections, published local histories, Indian River County Courthouse records, City of Vero Beach Records, Sanborn Fire Insurance Maps, City Building records, field work, Vero Beach Press Journal archives and interviews with long-time residents.

NATIVE AMERICAN INHABITANTS & EUROPEAN EXPLORATION

It is estimated that the first humans settled in Florida in approximately 15,000 B.C.⁷ They were largely nomadic people until 9,000 B.C. when climate change created a more habitable environment.⁸ The Ais Indians whose tribes once dominated Florida's east coast found the land along the Indian River Lagoon to be an oasis for their survival that was dependent upon hunting, fishing and gathering. In 1513, Spanish exploration brought some of the first Europeans to Florida. In 1565, the Spanish made a permanent settlement in St. Augustine.⁹ One of the earliest written records pertaining to the area of Indian River County dates to a map recorded in 1605 by Spanish soldier Captain Alvera Mexia. He was sent by the Spanish governor of St. Augustine to improve relations with the Ais Indians.¹⁰ Throughout the following centuries, Florida remained largely dominated by Spanish rule, until Florida became a territory in 1821. As for the Native Americans, many of them died from diseases the Europeans introduced to the Continent.

EARLY SETTLEMENT

Migration to Florida did not begin until after it was established as a territory of the United States in 1821. Living conditions were crude and settlements in the area remained sparse. As Seminole aggressions flared, Florida remained a large wilderness for the most part until after the passage of the Armed Occupation Act in 1842. In 1844, there were approximately 1200 settlers living in the Indian River region.¹¹ The Civil War and Native American aggressions continued to deter many persons from permanently settling in the region until the late 1800's. Vero was settled by early pioneers in the 1880's. Travel was mostly by boat along the Indian River Lagoon and agriculture was a means of survival for those living in the area. One of Vero's most notable early settlers was

⁷ Sidney P. Johnston, *A History of Indian River County: A Sense of Place* (Vero Beach: Indian River County Historical Society, 2000), 4.

⁸ *Ibid.*, 5.

⁹ *Ibid.*, 6.

¹⁰ *Tales of Sebastian* (Sebastian River Area Historical Society, Inc., 1990), 4.

¹¹ *A History of Indian River County: A Sense of Place* (Vero Beach: Indian River County Historical Society, 2000), 18.

Henry T. Gifford. In 1887, he built a house located not far from Vero's present-day Historic Downtown. The story of how "Vero" got its name is often attributed to his wife Sarah who suggested the settlement be named for its Latin meaning, "to speak the truth".¹² In addition to his other duties, Henry Gifford operated citrus groves and established Vero's first mercantile store that also served as a post office, express office and railroad ticket office.¹³

In 1893, the Jacksonville, St. Augustine and Indian River Railroad tracks reached the Vero settlement and Henry Flagler's dream of building a railway through to Key West was coming closer to fruition.¹⁴ The Florida East Coast Railway, as named in 1895, had a big influence on Vero's development and the growth of other nearby towns located along the east coast of Florida.¹⁵ The population in Vero grew with the advent of the railroad. Trains not only provided much needed farming, building and cooking supplies, helping to make Florida's wilderness more habitable, but also facilitated the transport of agricultural goods for local farmers who were eager to sell their products and develop their businesses. Additionally, towards the turn of the century, train travel made it much easier for northern tourists, speculators and future landowners to explore the area.

In 1905, counties in Florida were reconfigured and today's City of Vero Beach was located in the newly created St. Lucie County with the County seat in Ft. Pierce. Agriculture became increasingly important to the local economy as a commercial industry. Pineapples and citrus were the primary cash crops. Settlement grew slowly during the first decade of the twentieth century. According to the 1911-1912 directory, there were less than 1,000 people living in present-day Indian River County, and Vero's population was 150.¹⁶

¹² Ibid. Vero Board of Trade, "Vero: The Translation of the Word from the Latin is to speak the truth," (Vero, 1915), 1-3. This booklet printed by the Vero Board of Trade is part of the Indian River County Historical Society Collection located at the Indian River County Library.

¹³ His son F. Charles Gifford closed the business in 1915 to focus on the development of the family's citrus groves and his position as the general manager of the Vero's Citrus Growers Association packing house. "Mr. Gifford Retires from Mercantile Business", *Indian River Farmer*, Vol. 3, No. 7 (Davenport: Indian River Farms Company, 1915), 10. Copies of the *Indian River Farmer* are available at the Indian River County Main Library Collection.

¹⁴ Sidney Johnston, Historic Properties Associates, *Historic Properties Survey of the City of Vero Beach*, 1990, p. 7.

¹⁵ Ibid., 7-8.

¹⁶ R.L. Polk, *Florida State Gazetteer and Business Directory, 1911-1912*. Information located on the following website:
<http://files.usgegarchives.org/fl/indianriver/history/dirindaj.txt>



Figure 7. Herman Zeuch “Father of Vero”. (Photo from the Indian River County Historical Society Collection.)

CREATION OF THE ORIGINAL TOWN OF VERO

In 1912, a group of lowan and Illinois businessmen decided to invest in an extensive land reclamation project in Florida in present-day Indian River County. With 1,000,000 in capital stock, they formed the Indian River Farms Company, purchased 44,000 acres of land and began executing a substantial drainage plan that consisted of a series of canals. Led by Herman Zeuch, of Davenport, Iowa, the company began their plan to drain the land making it more suitable for agriculture and development. Indian River Farms attracted people from all over the country and from all types of professional backgrounds. They purchased acreage with the hope of creating their own fortune in agriculture. Although citrus and pineapple were the primary cash crops, those who settled here also grew a variety of fruits and vegetables including potatoes, beans, oats and tomatoes. Other types of ventures included raising livestock such as poultry, cattle and pigs. The Indian River Farms development attracted beginners, experienced farmers, and agricultural experts mostly from the Midwestern states, such as Illinois, Missouri, Nebraska and Iowa. The company established a demonstration farm to entice visitors to invest in the area and to illustrate proper techniques and growing methods particular to Florida. Mr. A.E. Conway, a local agricultural expert, managed the demonstration farm. In 1914, the Indian River Farms Company found the need for additional outreach. They created a new position for Mr. Conway as Agricultural Advisor and that allowed him more time to visit individual farms and instruct new settlers on Florida’s farming methods. Mr. Fred Mueller took over the position as demonstration farm manager. He was the former head gardener of Washington University in St. Louis Missouri and at one time was also in charge of the Shaw gardens¹⁷.

¹⁷ “Indian River Farms Company Demonstration Farm in Charge of Mr. Fred Mueller,” *Indian River Farmer*, Vol. 3, No. 7, (Davenport: Indian River Farms Company, 1914), 10. Copies of the *Indian River Farmer* are available at the Indian River County Main Library. The Shaw Gardens and historical home of Henry Shaw is today located on the grounds of the Missouri Botanical Garden.

**Indian River Farms
Company**

Colonizing
Indian River Farms
Vero, Florida

Building the Town of
Vero, Florida

OFFICERS AND DIRECTORS

HERMAN J. ZEUCH,
President & Treasurer
President Mprton L. Marks Co.
Davenport, Iowa

F. W. MUELLER, Vice-President
Pres. Mueller Lumber Co.
Sec'y Christian Mueller Timber and
Land Co.
Davenport, Iowa

CHAS. DUNCAN, Secretary
Secretary Crossett Timber Co.
Davenport, Iowa

CHARLES GRILK, Counselor
Wilson, Grilk & Wilson, Attys.
Davenport, Iowa

JOHN LEROY HUTCHISON,
General Sales Manager

A. M. HILL, Superintendent of Agents
A. W. YOUNG, Florida Manager
J. E. ANDREWS, Pres. Farmers Bank
Vero, Florida.
E. W. THOMPSON, Capitalist
Thompson & Jackson
Toulon, Ill.

General Offices: Vero, Florida

General Sales Offices:
Putnam Bldg., Davenport, Iowa

REFERENCES:

Scott County Savings Bank
Davenport, Iowa
Iowa National Bank, Davenport, Iowa
St. Lucie Co. Bank, Ft. Pierce, Florida
Bank of Ft. Pierce, Ft. Pierce, Florida
Farmers Bank, Vero, Florida
Colorado Springs National Bank
Colorado Springs, Colo.

Address All Communications to the
GENERAL SALES OFFICE:
Putnam Bldg., Davenport, Iowa

Figure 6. This Board list appeared in the *Indian River Farmer*, (Vol3. No7., 1915)

In addition to sprawling acres of farms, the company envisioned the creation of one of the finest towns in Florida. They named the town site 'Vero' and located it just west of the Florida East Coast Railway, in present-day Original Town. R.P. Hayes was the company's resident engineer who signed the plat for the town. Platted in 1913, the Town of Vero was laid out in a traditional grid pattern of streets with large boulevards, narrow city lots, alleyways, sidewalks and a park located adjacent to the railroad. Separate areas were designated for business and residential. Some mixed uses (apartments & hotels) were located in single-family neighborhoods and a few apartments were located above storefronts in the business district. The company donated parcels, in residential areas, to newly formed congregations for future churches. Herman J. Zeuch, the company Treasurer and General Manager, played an important role in the town's design. At his suggestion the streets were given Native American names: Seminole Avenue (14th Ave.); Cherokee Avenue (15th Ave.); Mohawk Avenue (16th Ave.); Kickapoo Lane (17th Ave.); Shawnee Trail (18th Ave.); and Apache Road (19th Ave.). Osceola Boulevard, the grand boulevard running east to west (20th St/ State Road 60 Westbound), was named for the warrior chief of the Seminole tribe.

The Indian River Farms company operated a sales office in the Putnam Building in Davenport, Iowa and one in Vero. They actively promoted their new development with picture post cards, brochures and the *Indian River Farmer* publication, coordinated from their Iowa office. The *Indian River Farmer* was a promotional publication that published stories and advertisements related to the progress of the Indian River Farms development and the creation of the Town of Vero. Annual subscriptions were a \$1.00, and articles consisted of: agricultural advice; bungalow house plans; letters from settlers about living or visiting Vero; the hotel register of the Sleepy Eye Lodge; and photographs of buildings, landscapes and daily life. As described in the "Farmer" in 1914, much of town life was centered on a few wood-frame business buildings and the Sleepy Eye Lodge located on 14th Avenue. The lodge was a handsome looking, two-story, wood-frame building with wide porches and housed most of the people visiting Vero. They served daily meals and residents and visitors would gather in the dining room for special occasions like Christmas dinner. Other forms of entertainment included recreational activities such as hunting and sports. In 1914, a group of Vero residents established the first tennis club and built a court on the Indian River Farms Company land next to the lodge. In addition to tennis, Vero also had its own baseball team. During the first few years of development, the company continued to make improvements to the Town of Vero, such as installing a sewer system for the lodge and the start of the town's first telephone line.¹⁸

¹⁸ "The Goings-on at Vero, Florida" *Indian River Farmer*, (Davenport: Indian River Farms Company, May 1914), 6-7. Copies of the *Indian River Farmer* are available at the Indian River County Main Library.

A Home Beautiful in Vero

Did you ever stop to think what happens to the stone at the end of your roof drain pipe or the ground when you have no stone there? Little by little the water wears that stone or cuts a hole in the ground. It isn't the one drop that counts; it's the number of them all at the same spot that makes the impression.

Now have you ever stopped to consider what a beautiful town we could have here in Vero if each one would just set out a few flowers, three or four trees, some rose bushes, plant some grass seed and keep the weeds down on his own property? Can't you just imagine this splendid little city with trees in front of each lot, with the lots divided by evergreen shrubs, with neat beds of flowers and the whole shaded with handsome trees?

Why, in this country of 365 growing days in each year you could have flowers in bloom the year around, green grass, and the trees would spring up like magic.

If you can't set out a half dozen trees, set out one; if you can't plant all your yard to grass and flowers, plant part of it. If you can't get all your ground spaded up in one day, take two or three days at it. Spade a little today, a little tomorrow and the next day and then put in a tree or two or three trees, a few flowers, scatter a little grass seed, urge your neighbors to do the same thing and then you watch results. With everybody in Vero working for the beautification of our city, Vero will bloom like a rose and bloom the year around in this climate.

Those who have visited Florida know what an eye sore many towns are; when you pass them on the train you are profoundly grateful that your destination is not there. Vero is different, is going to be still more different than the average town; it is going to be a town of beauty as well as utility. It is going to be the home of thriving industries, but it is going to be a charming residential city as well. A start toward this has been made by many of the residents; the grounds near the railway station are reserved for a park; the grounds around Sleepy Eye Lodge have been laid out with an eye to beauty. The bungalows which have gone up at Vero have not been thrown together any which way—they have been designed with an idea of adding to the beauty of Vero not only for the sake of beauty but for the sake of added value. The new \$25,000 school house which is proposed for Vero is to be planned along the handsomest and most modern architectural lines and in conformity with the general design of Vero's beauty and Vero's new proposed business block, which is going to be a reality soon.

Put together a block of neat houses with attractive yards and another block of houses with any style of architecture or none at all, no trees, flowers or grass and you know where the value will be; the property in the block of well built houses with attractive grounds will be saleable at good prices, while those in the other block will be hard to give away.

The Indian River Farms Company, which owns the townsite of Vero, has ever had in mind the thought of a city beautiful, not only modern and up-to-date, but beautiful, and has inaugurated a City Beautiful Campaign. To encourage its purchasers not only to build handsome bungalows but to add to the general attractiveness of the town, the Indian River Farms Company is giving an order on one of the best nurseries in all Florida for trees, shrubs and other foliage plants. This order is given by the Farms Company free to each purchaser of Vero lots who buys during the months of May, June and July.

So, here is your chance—if you want a Home Beautiful, to get it started now in the best climate on earth, mild in winter, pleasant in summer, in a busy growing town with opportunities for YOU, buy your Vero lot during the next three months—May, June and July—and get an order for trees, shrubs and foliage plants as shown on the lengthy list given in the Farms Company's ad on page 2 in this issue.

For your Future Home Beautiful in Vero, act quickly. Vero is growing rapidly and the lots are selling fast. Don't wait until July to get your Home Beautiful—the Other Fellow may have a House on it by that time.

City Beautiful Campaign

In 1915, Herman Zeuch became company President, and the company communicated through the *Indian River Farmer* publication to launch a “City Beautiful Campaign”. The movement had roots in the ideals inspired by landscape architect Frederick Law Olmstead. During the early 20th century, it was a popular reformist philosophy in America that sought to beautify urban areas with the planned creation of plentiful green spaces, promenades, parks, boulevards and classically designed public buildings. Supporters believed the efforts would instill civic pride, improve quality of life and help American cities achieve “cultural parity” with cities in Europe.¹⁹

The ideals supported by this philosophy inspired the design of many new towns in Florida at the turn of the century. In Vero, the Movement primarily influenced the Town Plan, plans for adjacent residential subdivisions, quality architecture and subsequent beautification, and landscaping efforts. (See Figure 8) Residents were urged to beautify their properties by clearing their lots of brush and planting grass, trees, shrubs and flowers. The company hoped that by inspiring everyone to do their part, they would continue selling properties and make the area one of the most attractive towns in Florida.

Figure 8. This article describes the launch of Vero's “City Beautiful” campaign. It was featured in the *Indian River Farmer* in 1915 (Vol 3, No. 6.). Publication located at the IRC Main Library.

¹⁹ Julie K. Rose. *The City Beautiful: The 1901 Plan for Washington, D.C.*, (American Studies at The University of Virginia, 1996.)



Figure 9. Vero Woman's Club, c. 1920

The Woman's Club

Wives of the company's directors and other local women residents played a major role in the town's development and beautification success. In 1915, the Woman's Unity Club organized with the goal of establishing Vero's first public library. Other discussion items on the agenda were the beautification of Pocahontas Park and the Florida East Coast railway grounds. There were twenty-seven women in attendance at the first club meeting held at the home of Mrs. A.W. Young.²⁰ In 1916, the group organized formally as the Vero Woman's Club and began building their clubhouse building on land donated by the Indian River Farms Company. The building housed Vero's first public library that began with a

number of books donated by Mrs. Myron E. Hard. The book collection belonged to her husband, Professor Hard, who was known throughout the country as an expert on mushrooms and who had died only a month after moving to Vero. The Vero (Beach) Woman's Club was dedicated to the beautification of the town and made significant contributions towards its social and economic welfare. The building, located in Original Town, was enlarged in the 1920's. Soon after construction, the Women's Club building became a popular venue. It served as the club meeting hall and local library. In the 1920's, the building was used by many of Vero's first church and civic groups until they could afford to build a building of their own. Today, the Vero Beach Woman's Club remains an active and essential community organization and the building is listed in the National Register of Historic Places.

Osceola Park

While improvements to the Original Town of Vero progressed, the Indian River Farms Company began plans to establish adjacent residential neighborhoods such as Little Acre Farms (est. 1915), and Osceola Park Homesites Addition to Vero (est.1917).



Figure 10. Plat of Osceola Park, 1917.

²⁰ "Woman's Club organized at Vero," *Indian River Farmer*, Vol. 3, No. 5, (Davenport: Indian River Farms Company, 1915), 11. Copies of the *Indian River Farmer* are available at the Indian River County Main Library.

Little Acre Farms was located west of present-day 20th Avenue. Platted in 1915 by the company's chief engineer W.H. Kimball, it was designed as a rural residential subdivision providing acre parcels with enough land for a home, a truck garden and some livestock. In 1917, the Indian River Farms Company established one of its last subdivisions near town called Osceola Park Homesites Addition to Vero. It was located west of 20th Avenue (Ute Pass), north of Little Acre Farms subdivision and south of Osceola Boulevard. Platted by William H. Kimball as well, it was designed as a premier residential subdivision that offered generously sized lots measuring 100' by 150'. The neighborhood was laid out in a traditional grid pattern of streets with sidewalks. Business lots were located along the northern border of the subdivision facing Osceola Boulevard (State Road 60). The Indian River Farms Company set a large parcel aside on the southwest corner of Osceola Boulevard and present-day 20th Avenue. Early known residents of the Osceola Park neighborhood became many of the town's first leaders that had a major impact on the City's development. They also served the community as physicians, dentists, attorneys, accountants, and public administrators. They and their families were active in local church, civic groups and business activities throughout the 1950's.



Figure 11. This house is currently located on the northwest corner of 19th Street and 20th Avenue. Built in the Craftsman style, circa 1910, it is an excellent example of Vero's historic residential buildings. (Photo is from the Indian River County Historical Society Collection).

THE FLORIDA BOOM & BUST

The Town of Vero was incorporated in 1919. A.W. Young, a director of the Indian River Farms Company who in 1921 was elected as a State Representative, was Vero's first mayor (1919-1921). Citrus and cattle were two of the main industries. Although that year a fire damaged part of the downtown south of Osceola Boulevard, it did not hinder growth. It was the beginning of the Florida Boom era and Vero was becoming a popular tourist destination. During the 1920's, Original Town and the Osceola Park Area Neighborhoods experienced significant growth. Both residential and commercial construction were strong throughout the city. People began arriving from all over the country to see land they had purchased a few years before, in some instances, sight unseen. Visitors would often stay in rental cottages, if they could find one available. People soon discovered that the

construction of both winter and permanent homes could not keep up with the growing demand. Solutions included the construction of some temporary homes and campsites within the Original Town area. In other cases, town residents became developers themselves. They found it lucrative to lease rooms and build additional homes and apartments on their lots. In Osceola Park, Fred King, Vero's second mayor (1921-1923), constructed a group of five Mission style bungalows on a lot he owned located directly behind his house. A road, known as King's Court, was constructed from his property on 21st Avenue to the adjacent lot on 22nd Avenue. The cottages were built facing 22nd Avenue and King's Court and were often used by seasonal residents, newlyweds, and those waiting for their house to be constructed.

During the early 1920's, high-end Spanish themed residential subdivisions featuring Mission style homes emerged both on the mainland and the barrier island. This style also dominated the construction of new commercial buildings in downtown and residences in Original Town, Osceola Park and the Jacoby subdivisions.



Figure 12. Aerial of Original Town, c. 1920's. (Photo from the Indian River County Historical Society Collection.)

BIG LOT SALE

Beginning Saturday, October 11th, 1919,
And continuing until 25 of Vero's Choicest Lots are Sold

In order to stimulate building and care for the House Needs of Vero, we offer to the first 25 Lot Buyers their choice of lots at a reduction of 40 per cent from the Price List; with the understanding that within 90 days from date of purchase the buyer will begin building a House to conform with the restrictions of the City of Vero and complying with lot restrictions.

This is your opportunity to cut down the cost of your Home by cutting the cost of your Lot. Take advantage of this

40% Off Sale

Prices on Application

This is your Opportunity. Select your Lot Now.

THE INDIAN RIVER FARMS COMPANY, Vero, Florida.

Figure 13. The above advertisement appeared in the "The Vero Press" in 1919. It is from the searchable archives located at the Indian River County Library, Florida History & Archives Center.

Many of Vero's most beautiful and prominent buildings built in the Downtown area in the 1920's were designed in Spanish Eclectic styles and have now been demolished. (Examples include; the Community Church, Vero Del Mar Hotel, Osceola Apartments, Gilman Hotel, and the 1st City Hall & Fire Station). The photos below illustrate the character and density of the Original Town Neighborhood and Downtown Vero in the first half of the twentieth century.



Figure 14. (Photo, left) (circa, 1925) Depicts the current location of the Indian River County Courthouse and parking garage in the Original Town Survey area. Osceola Apartments (a 3-story Mission style building facing 20th Street) is located to the right of the photo. 17th Avenue is at the bottom and Royal Park is at the top in the distance. Additionally, this photo indicates the location of street lighting along 20th Street. (Aerial photo is from the Indian River County Historical Society Collection)



Figure 15, (Photo, right) By the 1930's and 1940's the Spanish Mission style of architecture dominated the architectural character of Vero's Original Town, especially the commercial area. (Aerial Photo is from the Indian River County Historical Society Collection.)

Jacoby Addition

Several new subdivisions west of Osceola Park were created during this decade. One notable subdivision was created by C.J. Jacoby of Alton, Illinois. In 1920, Mr. Jacoby, a businessman, travelled to Florida and purchased 20 acres of land west of the Town of Vero along Osceola Boulevard. There he established a subdivision with 50 lots and a boulevard through the center. Street Names in the subdivision were named for his deceased sons Oscar & Wilbur Jacoby. Improvements consisted of clearing the land and planting shade trees on the front of the lots and fruit trees in back. A large pergola was constructed at the entrance to Jacoby Addition on Osceola Boulevard. In addition to this subdivision, he also planted 10 acres of groves east of the addition with the profits going to Central Wesleyan's theological students. C.J. Jacoby and his wife travelled extensively. In 1924, they decided to build a winter home in Vero. Mr. Jacoby hired building contractor J.H. Baker to build a new two-story Mission style bungalow on Osceola Boulevard in Jacoby Addition subdivision. Upon its completion in 1925, the Jacoby's hosted nearly fifty neighbors to a party at their home. Mr. Jacoby encouraged homeowners to continue beautification and street improvements in the neighborhood. He also emphasized the need to develop a plan to upkeep and preserve the small park that he donated to the property owners.

City of Vero "Beach"

The year 1925 was a significant time in the City's history. A number of Vero's prominent citizens successfully lobbied in Tallahassee for the creation of a new county that they named "Indian River". Vero was designated the county seat, and town leaders added the word "Beach" to Vero's name in an effort to promote continued growth and tourism.

This decade was a prosperous time for the development of the City of Vero Beach. The Redstone Lumber and Supply Company, the Farmer's Bank of Vero, and the Maher Department Store were only a few of the major businesses in town. Local organizations supporting business in the community consisted of the Vero Beach Board of Trade, the Chamber of Commerce, the Indian River Grower's Association, and the Florida Citrus Exchange. With the growing population, a new high school was built south of downtown and several new church buildings were erected.

The 1920's also brought significant improvements to the City's roads and infrastructure. In 1925, the City hired contractors to begin installing sewers and paving streets and sidewalks in Osceola Park and parts of Original Town.

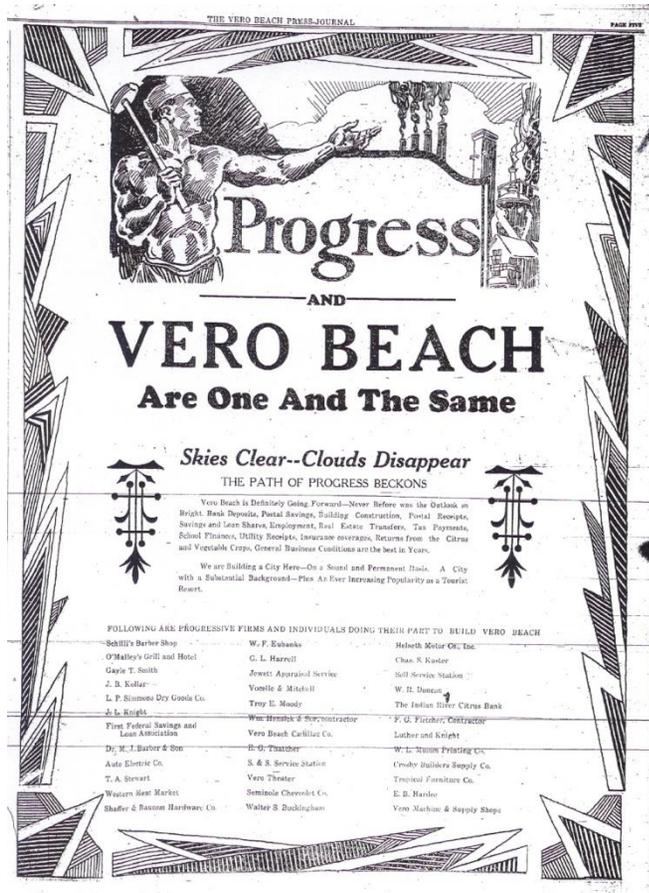


Figure 16. Advertisement in the Vero Beach Press Journal, July 3rd, 1936. (page 5)

1930's VERO BEACH

Vero Beach was not spared the effects of the Great Depression. Banks were hit hard and new housing developments went bankrupt. A few property owners in Osceola Park and Original Town were forced to sell their lots or subdivide their properties to survive.

Although many struggled and new construction declined early in the decade, agriculture remained steady and the City continued to expand.²¹ Publicly funded projects in the county consisted of improvements to roads and waterways. The City of Vero Beach witnessed federally funded building projects, such as the construction of the Community Center (Vero Heritage) and the Indian River County Courthouse along 14th Avenue in downtown. Few homes were built in Original Town and Osceola Park area neighborhoods during the 1930's. Although Vero's population increased, it was not until the following decade that construction began to rebound significantly.

WORLD WAR II ERA

In 1940, the Vero Beach Press Journal devoted an entire section in their newspaper to advertisements featuring affordable home plans, low-interest government loans and the latest in building products and appliances. In August 1941, building permits passed the \$200,000 dollar mark, nearly surpassing the permit total from the previous year.²² It appeared that the residential construction industry was improving rapidly. The Original Town Neighborhood still features a nice collection of homes built in the years leading up to the United States entering World War II. In one case, an entire block of these traditional

²¹ Sidney P. Johnston. *A History of Indian River County: A Sense of Place* (Vero Beach: Indian River County Historical Society, 2000), 92.

²² "Building Permits in City for 1941 Rise to \$205,299," *Vero Beach Press Journal*, 22 August 1941, [Vol. 25, No. 5], 1.

Minimal Style homes were built by early pioneer F.G. Fletcher. These cottages are in excellent condition and are located across from what is today the Indian River County library along 17th and 18th Avenue and between 22nd and 23rd Street.

World War II brought economic and social change to the City of Vero Beach. The Federal government established a naval air base at the Vero Beach Airport and naval training missions were conducted on the barrier islands. During the war, the construction of single-family houses slowed and citizens were affected by rations and shortages.

POST WORLD WAR II ERA

After World War II, Vero Beach, like the rest of the nation, experienced an enormous building boom. Citrus, cattle and especially tourism drove the local economy. The popularity and affordability of the automobile made Florida more accessible to tourists, and the warm climate and beaches attracted people from all over the nation.

In 1947, the Brooklyn Dodgers selected the former Vero Beach Naval Air Station as their permanent Spring Training facility that came to be known as “Dodgertown”. The Dodgers played their first exhibition game in Vero Beach in the spring of 1948, an annual tradition that would last 60 years.²³ City of Vero Beach building permits continued to surge well into the 1950’s. Many people who came to Vero Beach as a result of their military service chose to stay in or return to Vero and raise their families. The GI Bill and FHA loans made it affordable for many American veterans to finance and build new homes.

The improvements in Mosquito control and the increasing popularity of the automobile, contributed to the development of Vero’s barrier island in the 1950’s and 1960’s. The City’s population grew rapidly during the era of Modernity. New technologies that developed during and after World War II changed the look of homes. Tract-home subdivisions, large and small, sprang up

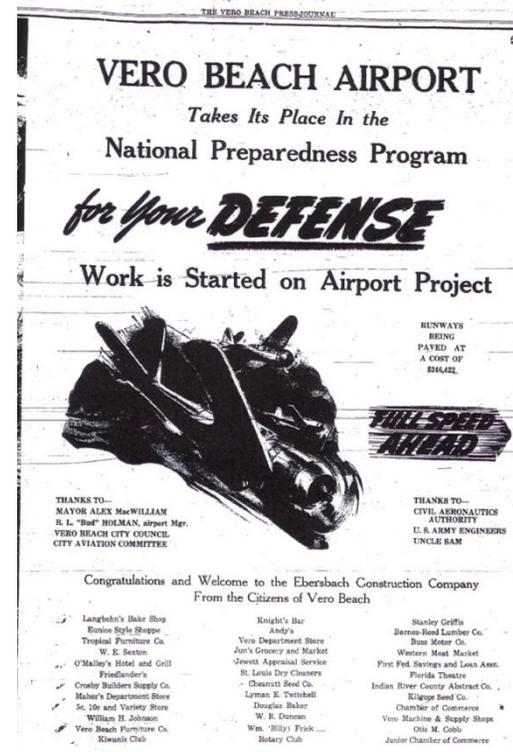


Figure 17. Advertisement in the Vero Beach Press Journal, June 26th, 1941. (From the searchable archives located at the Indian River County Main Library, Florida History & Archives Center.)

²³ Rody Johnson. *The Rise and Fall of Dodgertown*. (Gainseville : University Press of Florida, 2008), 3-21.

throughout the city and the landscape was forever altered by the mass-produced homes constructed by amateur developers, local builders and out of town developers, like the Mackle Company from south Florida. Indian River Farms Addition, located west of Osceola Park along 24th avenue, is one example of a 1950's era modern tract-home development. The subdivision was established in 1955 by a local builder. The homes were simple masonry structures that featured large fireplaces and followed the same general building plan with little variation. Each home included a single carport and brick planters were located in the front yard for ornamentation.

Vero Beach and Indian River County continued to grow steadily in the latter half of the twentieth century. The citrus industry thrived, yet tourism became the dominant industry for the economy. During the 1970's, new suburban developments promised a better way of life. New sprawling homes and lots were much larger than the previous decade. They often featured a two-car garage and modern amenities, like central air conditioning. In the 1980's, as more families moved to Vero permanently, the small cottage homes were no longer fashionable. As growth moved towards the suburbs and the barrier island, the downtown commercial area suffered and as a result, the neighborhoods around downtown began to decline.

Over time, persistent growth brought change that included the demolition of many historic buildings and the replacement of vacant land and citrus groves for housing. Vero residents increasingly relied on the automobile, and did not mind driving great distances for shopping and other forms of entertainment. In addition to the demolitions of historic buildings, commerce in Vero's older downtown was further weakened by; new strip malls and commercial centers along U.S. 1; new theatres; and the creation of the (old) Vero mall.

The City's rapid growth in the second half of the twentieth century took its toll on the appearance of the Original Town of Vero and adjacent residential

Vets - LOOK!
 These Beautiful 3-Bedroom
HOMES For
 DOWN \$150 DOWN
 Includes All Closing Costs
 (Small Deposit On Down Payment Will Hold)
 Also Includes . . .
 A New Full Range and 9-cu. ft. Refrigerator
 Terrazo Floors — Cement Roof — Tile Bath
 30,000 BTU Gas Wall Heater
 Colored Plumbing Fixtures
 CITY WATER
Monthly Payments
 Principal and Interest
\$64.50 PLUS TAXES
 and INSURANCE
 A Few Lots Left in
ISLE OF PINES
 25th Ave. at 36th Street
 And 12 Lots in
WESTWOOD TERRACE
 28th and 29th Avenues at 16th Street
 ALL LOTS ON PAVED STREETS
BURKS-HOWDER
CONSTRUCTION CO.
 1502 - 25th Ave. - Vero Beach
 PHONE 3702

Figure 18. Advertisements geared towards veterans and showing modern Ranch Style homes appeared in the Vero Beach Press Journal April 15th, 1954.

neighborhoods. As a result, many older buildings were demolished, misused or neglected and the older downtown fell into decline. This pattern became increasingly familiar in towns and cities across the nation. In the 1990's, there were a number of community led efforts to save the older downtown commercial area from decline. Private not-for profits and local businesspersons made grass roots efforts to save and rehabilitate historic landmarks in the commercial area, but during this time, a number of historic residential buildings in Original Town were demolished. The traditional character of Original Town was further eroded that same decade by the new construction of large institutional buildings. Without the adoption of a local historic preservation ordinance, residents and city officials had few tools or incentives to protect and revitalize the area's historic character, promote high quality, compatible new construction and boost economic growth.

At the turn of the 21st century, Indian River County experienced another period of exponential growth. A number of new subdivisions were created outside Vero's City limits and urban sprawl increased westward along State Road 60 in Indian River County. As city roads became increasingly congested, people's general focus on moving faster through downtown took precedent over enhancing the downtown's pedestrian qualities and its ability to succeed as a commercial center.

In the first decade of the 21st century, the community placed emphasis on creating a Vision Plan. This plan was adopted by the City of Vero Beach in 2005 and includes elements for the preservation and revitalization of the City's historic neighborhoods. Today, the Vero Beach community is witnessing a growing interest in the Historic Downtown commercial area and an increase in the number of people who want to live in and revitalize the adjacent historic neighborhoods. Residents are attracted to the neighborhoods' affordability, central location, unique character, livability, sustainability, connection to the past and the potential to offer a high quality of life. They recognize and appreciate the traditional design that was envisioned for the City when the first town plat was created in 1913. The preservation and revitalization of the City's architectural heritage is not only essential to them, but also to the economic, cultural and social success of the historic downtown and the Vero Beach community.

IV. HISTORIC ARCHITECTURAL STYLES



1737 25th Avenue



2155 17th Avenue

FRAME VERNACULAR (c. 1880 – Present)

Frame Vernacular is a common method of construction that has a distinctive character influenced by the local climate, culture, builder's experience and the availability of building materials at the time of construction. The term typically refers to a building tradition rather than a particular style. In Vero, most frame vernacular structures are closely associated with the early pioneers who settled in the area in the late 1800's and early 1900's. Frame Vernacular buildings are typically one or two-story structures, built of simple wood frame balloon construction with rectangular, L-shaped or I-shaped plans. Typically, they feature overhanging eaves and a front porch. These buildings were usually built above ground on piers made of brick, concrete or wood. Early buildings were typically clad with wood clapboard siding. After 1930, drop siding was more prevalent. Windows were predominately wood, double hung in 1/1 and 2/2 configurations. Wood shakes, metal 5-v crimp and stamped metal shingles were typical roof coverings. Other identifying features characterizing this style include exposed rafter tails, gable end vents and simple porch railings.



2456 16th Avenue



1609 26th Avenue

MASONRY VERNACULAR (c. 1880 - Present)

Masonry Vernacular is similar to Frame Vernacular, however these buildings are generally built of stone, brick, hollow clay tile or concrete block. It is a common method of construction that has a distinctive character influenced by the local climate, culture, builder's experience and the availability of building materials at the time of construction. The term typically refers to a building tradition rather than a particular style. The plan shape is typically rectangular or square and exterior decoration remains simple. A number of these structures, featuring metal casement windows, were built in Vero during and immediately after World War II.

Masonry Vernacular W.W. II Era

There are a number of Masonry Vernacular cottages that are associated with the World War II era. These buildings exhibit Modern details that were brought about by improved building technologies both before and after World War II. In Vero Beach, those buildings that were built prior to World War II tend to feature concrete block walls, raised masonry foundations with pierced openings to allow for ventilation, low-pitched roofs and metal casement windows. Post World War II era Masonry Vernacular cottages are closely associated with Early Ranch style homes. Their form is more compact than the elongated "rambling" Ranch style form. Architectural features that characterize this post-war style include low pitched roofs with side gables or hip roofs, gable ends with tongue and groove siding or cast concrete medallions (attic vents), small simple porch entrances, cantilever arch supports, perforated screen block walls, built-in planters, glass block and decorative cast concrete details.



1534 21st Street, Vero Beach Woman's Club

NEOCLASSICAL (c. 1895-1950)

The Neoclassical style was inspired by the World's Fair Columbian Exposition held in Chicago in 1893. Most of the buildings at the fair were based on Classical styles. The Neoclassical recalls earlier classical styles of architecture and often combines elements of Greek, Roman and Italian Renaissance architecture. This style was popular during the early half of the twentieth century and was often selected for use in public buildings. Exteriors are usually symmetrical and feature a prominent front entrance porch dominated by columns. Other architectural elements that characterize this style are cornices, classical motifs on doors and entryways and multi-pane windows of 6, 9 or 12 lights.



1844 22nd Avenue



2525 20th Street



1831 21st Avenue

MISSION (c. 1890-1930)

Mission is a revival style inspired by the original Spanish Missions in the Southwestern United States and Latin America. In 1893, it was featured in the design of the California building at the World's Fair Columbia Exposition in Chicago. In 1915, buildings of this style were also exhibited at the Panama – California Exposition in San Diego, inspiring many of California's Mission Style residences. The style became popular in Florida during the 1920's Boom era for both residential and commercial buildings. It suited the subtropical climate and recalled Florida's Hispanic heritage. Buildings were typically one to two stories high, built in frame or masonry (concrete block or hollow clay tile). The curvilinear parapets distinguish this style from its counterpart the Mediterranean Revival style, also popular during the 1920's. Additional features include low-pitched terra cotta barrel tile roofs, flat roofs drained by canales (drain spouts), arched porch entrances, recessed windows, casement and double-hung wood windows, and traditional stucco exteriors. In Vero Beach, during the 1920's, the Mission was a widely used style in commercial downtown architecture. It was also prominently featured in Vero Beach's 1920's residential subdivisions such as Jacoby Addition and Royal Park.



MEDITERRANEAN REVIVAL (c. 1915-1955)

The Mediterranean Revival Style was a highly fashionable architectural style in Florida in the 1920's, especially among the wealthy. Popularized by the Panama-California Exposition in 1915, buildings of this style typically reflected Italian, Spanish or Moorish architectural traditions. During the 1920's Florida Boom era, architects embraced the Mediterranean Revival Style in the construction of new hotels, fine residences, apartment buildings, churches and retail/office buildings. Addison Mizner, founder of Mizner Industries, is largely credited for popularizing this style in Florida. His many contributions to the Florida landscape included the design of hotels and elaborate homes for the wealthy. In the mid-1920's Mizner Industries began importing as well as manufacturing some of the architectural building products used in this style, therefore increasing its popularity. In Florida, there were many kinds of products used in this style of architecture that were imported or manufactured by Mizner Industries, such as Cuban roof tiles, sculpture, cast iron, cast stone, and hand-painted tiles. The Mediterranean Revival style was also a common theme used by Florida Developers in their plans for new subdivisions. In some cases, this style was a requirement for the construction of new homes. Streets and buildings were often given Spanish names to evoke the artisanship and romantic allure of the Old World. Defining characteristics of this style include towers, formal door openings, barrel tile roofs, casement windows, smooth white plastered walls, traditional stucco exteriors and extensive decoration including plaster or cast concrete columns, pilasters, urns, and decorative ironwork.



2027 19th Street



2315 18th Avenue



2015 16th Avenue

CRAFTSMAN STYLE (1905-1930)

The Craftsman Style was fashionable throughout the United States during the early 1900's. The inspiration for this style originated in England with the Arts and Crafts movement. Their supporters valued simplicity, craftsmanship and natural building materials in response to the era of industrialization. Brothers Charles Sumner Greene and Henry Mather Greene are credited for developing the Craftsman style in America. Their architectural firm, Greene & Greene, was based in California. As their designs gained popularity among the wealthy, they were featured in magazines making this style more visible throughout the country. It was Gustav Stickley, however, who is known for bringing the style to middle class America. Stickley, originally a furniture designer, was a staunch participant in the American Arts and Crafts Movement and made his house plans available for use to the public through his magazine the *Craftsman*. He emphasized simple elegance and believed that a house should be in harmony with its environment. As the Craftsman style gained popularity, houses designed in this style appeared in pattern books. Pre-fabricated models, like the Sears Kit and Aladdin Homes, were also available for purchase through catalogues and shipped to people all over the United States. In Vero, Craftsman Style houses consist mostly of one and one and one half story bungalows. Typical details include front porches supported by tapered columns, knee braces and decorative wood shingles in the gable ends, dormers, exposed rafter tails and wide eave overhangs. The Indian River Farms company featured Craftsman house plans in their publication, *The Indian River Farmer* in 1914 and 1915. These featured designs were developed by the Bungalow Craft Company of Los Angeles, California.



MINIMAL TRADITIONAL (c. 1935-1950)

The Minimal Traditional style emerged in the 1930's and was a dominant housing style in the years immediately before and after World War II. Many homes of this style represent the transition from traditional architecture to the modern era that rejected historical precedent. Although based on traditional forms, Minimal Traditional style homes were simple. They lacked the extensive exterior ornamentation of earlier styles and were more affordable to build. Typically, they were small, one story cottages that featured hip or front-facing gables, shallow porches or stoops, boxed eaves with little to no overhang, and a brick chimney. They were built on concrete stem walls and the exterior cladding was typically wide beveled, lapped or channel siding. In early examples, windows were wood, double-hung sash with 6/6 lights. Floors were usually oak, pine or mix of both. In Florida, the bathrooms featured colorful tile schemes such as black and green, black and white, maroon and pink, and gray and pink. The interiors also featured plaster walls, cased openings and wood base. It was not uncommon to find interior wood and plaster detailing, as well as custom wood cabinetry in the closets. Minimal Traditional style homes were designed by local architects and also made available to the masses through home catalogs and newspapers. In the late 1930's and 1940's, low interest FHA loans made it possible for average families to build. With the increasing demand for housing after World War II, these cottages made "perfect starter" homes for returning GI's and their families. Sears and Aladdin catalogs offered pre-fabricated versions that included instructions that made it possible for people to build the home themselves. These "kit" homes promised the quality of a custom home, yet could be built within a month meeting the demand of the era. The Minimal Traditional style was later replaced by the Ranch style in the 1950's as a result of technology and the growth of suburbia and tract housing.



1934 23rd Avenue



2336 15th Avenue

CONTEMPORARY (c. 1940-1980)

Contemporary is a mid-century modern style of architecture that falls into two categories: Flat Roof and Gable type. The Flat roof type tends to resemble architectural elements of the International style of the 1920's and 30's. Contemporary style homes incorporate a mixture of wall materials such as wood, brick, stone, and glass block. Windows are usually tall and take up a large part of the wall. They generally have broad and extended overhanging flat or low-pitched roofs. Additional details include exposed roof supports, clerestory windows and large walls of glass divided by thick mullions.



2340 16th Avenue



1705 24th Avenue



1834 25th Avenue

RANCH (c. 1945 – 1975)

The Ranch Style was a prevalent housing type after World War II until the 1970's. Its style embraced Modernism by rejecting the traditional architecture of past decades and its expensive finishes and ornamentation. At the end of World War II, there was an increasing demand for affordable single-family housing. After 1945, in response to the nation's housing shortage, the United States government created incentive packages that made it possible for returning GI's to build homes for themselves and their families. To help meet this growing demand, modern technology made it possible to build homes faster than previous decades. Building components were mass-produced and pre-fabricated, and as a result, complete subdivisions of Ranch style homes were created. These planned subdivisions often promised Americans a new and better future, however it altered this country's cultural landscape forever.

Ranch style homes were also built as infill in urban centers in traditional neighborhoods. Early Ranch style homes are more compact than their predecessors and feature wood double-hung windows and raised concrete foundations with wood floors. Post-war Ranch styles, however, are usually identifiable by their long form and horizontal emphasis, often taking up two standard city lots. They feature modern details such as aluminum awning, jalousie, metal casement and large plate glass picture windows. In Vero Beach, typical flooring consisted of terrazzo and/or red ceramic tile on a floating slab foundation. As popularity for the automobile grew, Ranch style homes incorporated carports and then garages into their floor plans. Additional features of the Ranch style include open plans, corner windows, horizontal ribbon of windows, low pitched roofs, asphalt and concrete barrel tile roof coverings, wide, overhanging eaves, picture windows, glass block, stone or brick veneer, cast concrete attic vents, cast concrete sculpture, geometric designs on doors and shutters, decorative iron porch supports and patterned screen block.

V. SIGNIFICANT PERSONS

Below is a list of individuals who are known to have played a major role in the historical development of the City of Vero Beach (Town of Vero) and/or are associated with one of the buildings surveyed at some point during the period of significance (c. 1913 - 1957). This list is preliminary and should be expanded as part of an ongoing preservation effort in each survey area. A (*) symbol indicates this person was nominated by the State of Florida as part of the Great Floridians program in 2000.

'Town of Vero'

Herman Julius Zeuch*
 A.W. Young
 Charles Duncan
 John Leroy Hutchison
 A.M. Hill
 J.E. Andrews
 E.W. Thompson
 Ralph P. Hayes
 E.E. Carter
 William Kimball
 Dr. W.H. Humiston
 B.T Redstone
 George T. Tippen
 Waldo E. Sexton*
 Alex Mac William, Sr.*

Known Residents of Original Town

William Atkins
 Philip H. Cobb
 Eli P. Ellington

Perry D. Prevatt

Leo Ingalls

Howard W. Guthrie

Known Residents of Osceola Park

Subdivision

J.T. Vocelle

Fred E. King

Leo Schlitt

Miss Carrie Clark

J.S Richey

W.L. Hammill (daughter, Billie Hammill)

W.T. Double

Dr. J.M Cody

Troy Moody

Dr. M. J. Barber Family (son, **Merrill P. Barber ***)

William C. Wodtke Family

O.V Gammon

W.H. Mills (daughter, Wilma Mills)

Charles Jewett

Known Residents of McCurdy's Subdivision

Ellen (Ella) McCurdy

John & Jean Gould

Known residents of Jacoby's Addition Subdivision

C.J. Jacoby

Bud Holman

William & Katherine Maher

Lawrence & Gertrude Maher

Walter & Mary Anne (Maher) Skiscim

Edward and Martha Netto

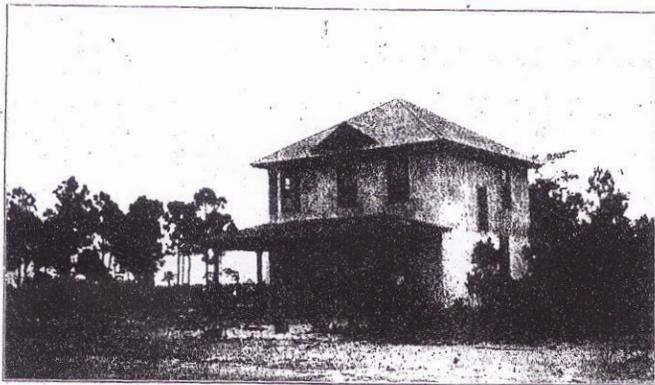
Dan & Marge Richardson

Robert "Bob" & JoAnn Schlitt

Ed & Jean Siedler

The following is a list of known **Architects** who designed buildings constructed in the Original Town and Osceola Park Area Neighborhoods.

William H. Garns
Trimble, Frederick H.
William Wesley Hatcher
Lawrence Funke
John. N Sherwood
Harold Wagoner
William G. Taylor



Mr. Baker's New Residence in Vero in Course of Completion.

Figure 20. Jack H. Baker, one of Vero's first builders, built this house in Vero in 1914. It stands today on the southwest corner of Route 60 (eastbound) and 15th Avenue. In addition to this home, he built the Sleepy Eye Lodge, the Vero Theatre building and several residences in the Town of Vero. (Photo is from the "Indian River Farmer", dated 1914. This collection is located at the Indian River County Main Library, Florida History & Archives Center.)

The following is a list of **Builders** known to have constructed buildings in the Original Town and Osceola Park Area Neighborhoods.

James "Jack" Hudson Baker *
Edward Joy
G.N. Woodward
L.M. Newman
George Chewning
F.G. Fletcher
Edward M. Netto
Even & Brunen (Masons)

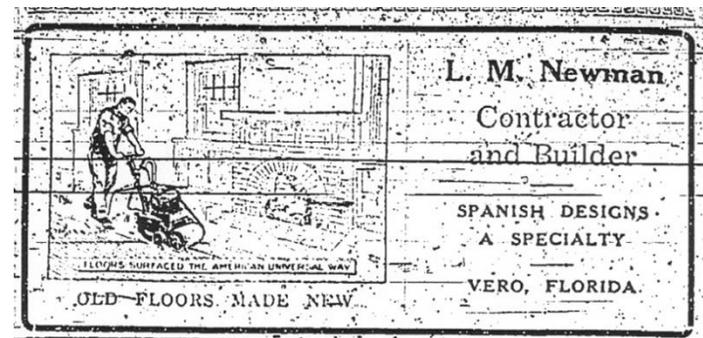


Figure 19. This advertisement appeared in the Vero Press January 8th, 1925. L.M. Newman built several of the Mission style buildings located in Vero Beach. From the searchable archives located at the Indian River County Main Library, Florida History & Archives Center.

VI. SURVEY RESULTS

ORIGINAL TOWN NEIGHBORHOOD

The boundaries for the Original Town Survey Update were determined by the City of Vero Beach Planning Department. The survey area consists of a portion of the Original Town subdivision platted in 1913. The survey update began with a list of approximately 210 buildings located within the area of Original Town. The preliminary information used to develop the list was provided by the Indian River County Property appraiser's office. After comparing this base list with research and actual field results, the list was refined to 108 primary buildings (referred to as "buildings surveyed") located within the Original Town Survey Boundaries.

The refined list consists of both historic and non-historic properties and reflects the number of primary buildings located in the survey area that are estimated to have been built prior to 1958. The buildings surveyed were examined closely, photographed, mapped, evaluated and recorded on Florida Master Site File Forms.

Of the 108 buildings surveyed, 38 were "re-evaluations" of buildings that were surveyed previously in the 1990 survey. Of those 38 buildings re-evaluated, one (1) was moved to another location within the survey boundary. A majority of the buildings retained their architectural integrity since the 1990 survey, however, few have gone without alterations that in some way have negatively impacted their historic authenticity.

In one example, the building's original design and historic integrity was severely altered. Well-known architect Frederick Trimble designed the former "Virginia Apartments" building in the 1920's. Recent renovations resulted in the alteration of many of the building's key defining architectural features, including the destruction of the original stucco columns on the front façade.



Figure 21. 2365 16th Avenue – "Virginia Apts. c. 1960's



Figure 22. Photo of same building being renovated in 2007.

The Survey Update also determined that in addition to the 38 re-evaluated properties, there were fourteen (14) additional buildings that have been demolished since the 1990 survey, as a result of neglect, church expansions, new construction of government buildings and the creation of parking lots.

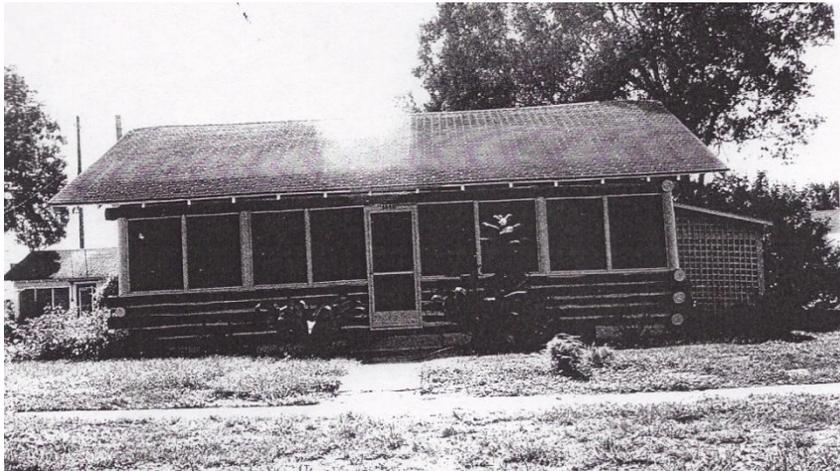


Figure 26. (Photo, above) This Log style house, surveyed in 1990, was located at 2045 19th Avenue in Original Town. It was the last remaining house of its kind in the City of Vero and has been demolished since the 1990 survey. It is likely this is the same house featured in the *Indian River Farmer* in 1914. (Photo taken by Historic Properties Associates for the 1990's historic resources survey.)



Figure 25. This photo appeared in the 1914 edition of the *“Indian River Farmer”*. The article featured the new homes built in Vero.



Figure 24. 2045 16th Avenue. Built circa 1920. Photo taken for the 1990 survey. Building later demolished.



Figure 23. 2025 16th Avenue. Built c. 1920. Photo taken for the 1990 survey. Building later demolished.

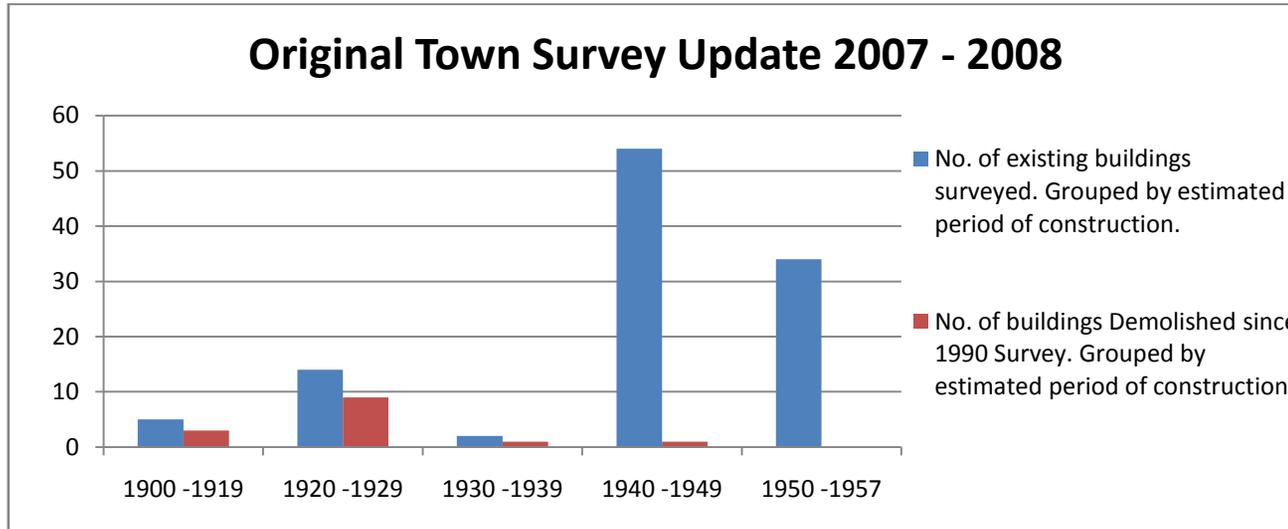


Figure 27. Chart illustrating the number of Original Town Buildings Surveyed in 2007-2008 and Buildings Demolished since the 1990 Survey.

Original Town Survey Update - List of Buildings Demolished since 1990 survey

<u>MSF No.</u>	<u>STREET ADDRESS</u>	<u>YR .BUILT</u>	<u>HISTORIC STYLE</u>
IR00673	2236	15th AV 1915	Craftsman
IR00672	2256	15th AV 1920	Frame Vernacular
IR00616	2125	15th AV 1915	Frame Vernacular
IR00608	2025	16th AV 1920	Craftsman
IR00609	2045	16th AV 1923	Mission
IR00665	2343	16th AV 1920	Frame Vernacular
IR00666	2353	16th AV 1920	Frame Vernacular
IR00664	2345	16th AV 1920	Frame Vernacular
IR00657	2219 (2214)	17th AV 1940	Minimal Traditional
IR00660	2236	17th AV 1920	Minimal Traditional
IR00629	2025	18th AV 1915	Craftsman
IR00633	2045	19th AV 1920	Log
IR00632	2035	19th AV 1923	Frame Vernacular
IR00619	1549	22nd ST 1937	Neoclassical

Historic Aerials and Sanborn Fire Insurance maps of the city further illustrate the dramatic changes in the neighborhoods' character as a result of demolitions and new construction that took place primarily in the latter half of the 20th century. The most severe changes were located in the southern blocks of the Original Town Survey Area north of State Road 60 (westbound), between 15th and 20th Avenue. As commercial development encroached into the residential areas and churches were permitted to physically expand, it has resulted in the erosion of the survey area's overall residential character, as well as the destruction of several building's that reflect the City's earliest period of development (1913 -1930).



Property Types & Uses

The Original Town survey area is characterized by 20th century development. Prior to 1958, single-family residential property types dominated the survey area. Other property types consisted of Institutional (churches) and multi-family. Commercial, (mostly retail, office & mixed-use) was limited primarily to lots facing 20th Street (State Road 60 Westbound) and along 15th Avenue bordering the Downtown Commercial area.

Today, commercial, religious, government, education (daycare), and multi-family development along with parking lots and garages dominate the survey area in the first three blocks north of 20th Street (State Road 60 Westbound). Residential development (mostly historic property types consisting of single-family, duplex and multi-family) dominates the northern portion of the survey area. Lots in the survey boundary vary in size and are situated on a grid system of streets with alleyways. A majority of the single- family homes follow a traditional



Figure 28. (Bottom, right)Sanborn Map (Updated c. 1960's) depicting the southeast portion of the Survey area in the Original Town neighborhood. It shows a dramatic shift from today's appearance. (Top, right) Today's appearance, same city blocks. (IRC Courthouse & Library). (Sanborn Map located at the Indian River County Main Library, Florida History Room.)

pattern that features deep lots with accessory buildings such as garages and storage sheds located in the rear adjacent to the alley. Of the 108 buildings surveyed, a majority are single-family. Although many are being used as individual homes, a number of them have been transformed and are being used for multi-family, daycare and professional office purposes. Of those buildings surveyed, additional building types and uses include institutional (churches), duplex, and apartments.

For the purpose of the survey, the original use of each building surveyed was recorded on the Florida Master Site File Form as well as the current use if it varied from the original.

Historic Architectural Styles

Architectural styles and vernacular building forms help create an understanding for the design and building trends that impacted the City's historical development. Architectural styles identified in the Survey Update were based upon the standards use by the National Register of Historic Places. The following sources provided guidance in the identification and classification of the historic architectural styles: *Historic Styles in American Architecture Since 1780: A Guide to Architectural Styles* by Marcus Whiffen; *What Style Is It?* by John Poppeliers, and *A Field Guide to American Houses* by Virginia and Lee McAlester.

The historic architectural styles and forms identified in the Original Town Survey Update consisted of: Contemporary, Craftsman, Frame Vernacular, Masonry Vernacular, Mediterranean Revival, Minimal Traditional, Mission, Neoclassical and Ranch. The largest concentrations of historic styles found were from the pre- and post World War II era: Minimal Traditional; Ranch; and Masonry Vernacular. (See *Figure 29*. on page 48)

Dates of Construction

Estimated dates of construction were assigned to each building using information attained from the Indian River County Property Appraiser. This information was cross-referenced with observations in the field and compared with Sanborn maps where possible to provide further accuracy. In a few instances, the Press Journal archives were consulted, as they often published a photograph, sketch or story of a building the year it was constructed.

Survey data indicates the Original Town Survey area is predominantly characterized by the residential architecture of the 1940's and 1950's. The Survey update determined that very few of Vero's first houses, built between 1900 and 1930, still exist in the Original Town Survey area. (See *Figure 30*. on page 49).

Figure 29. Chart of Historic Styles Original Town Neighborhood Survey Update

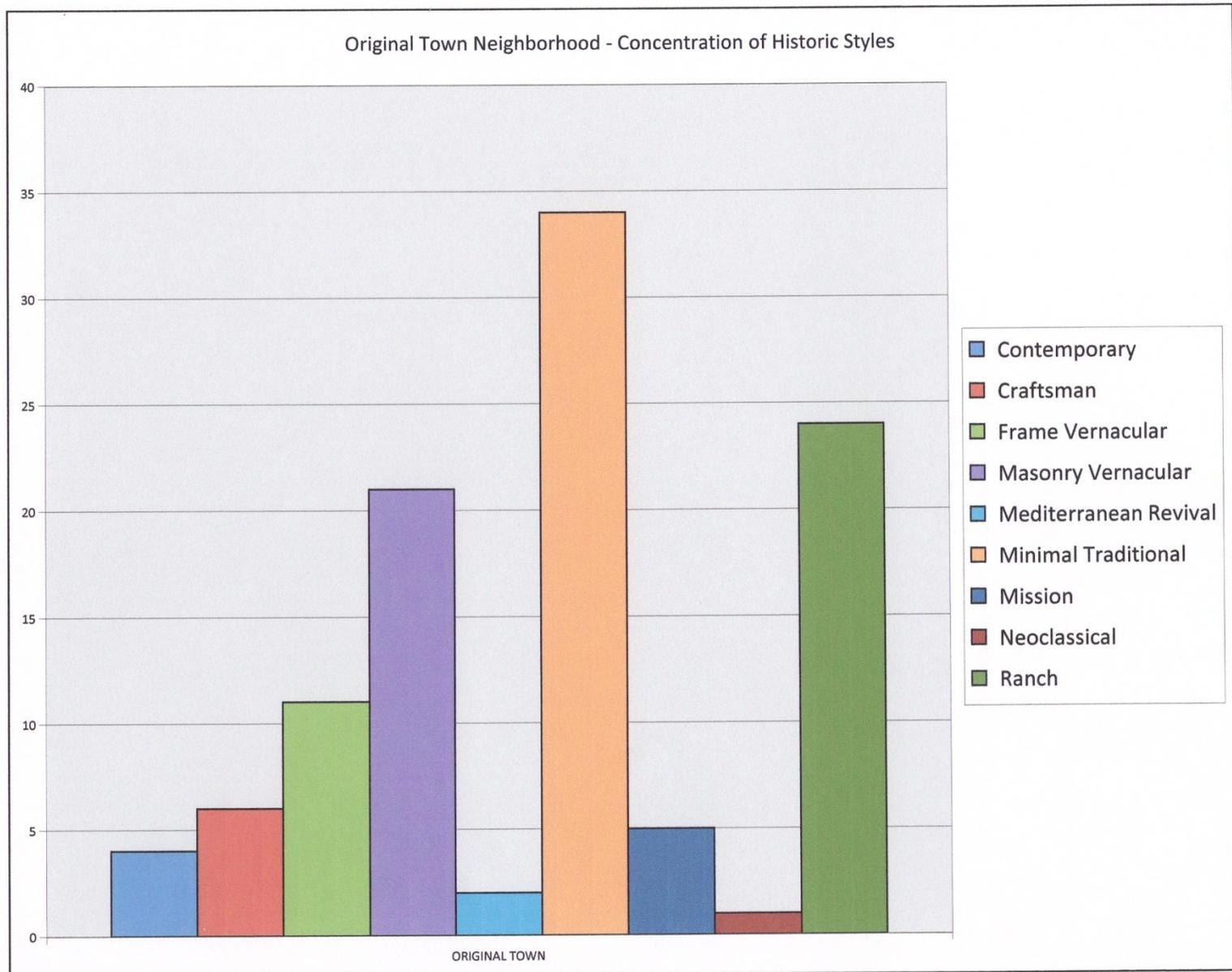
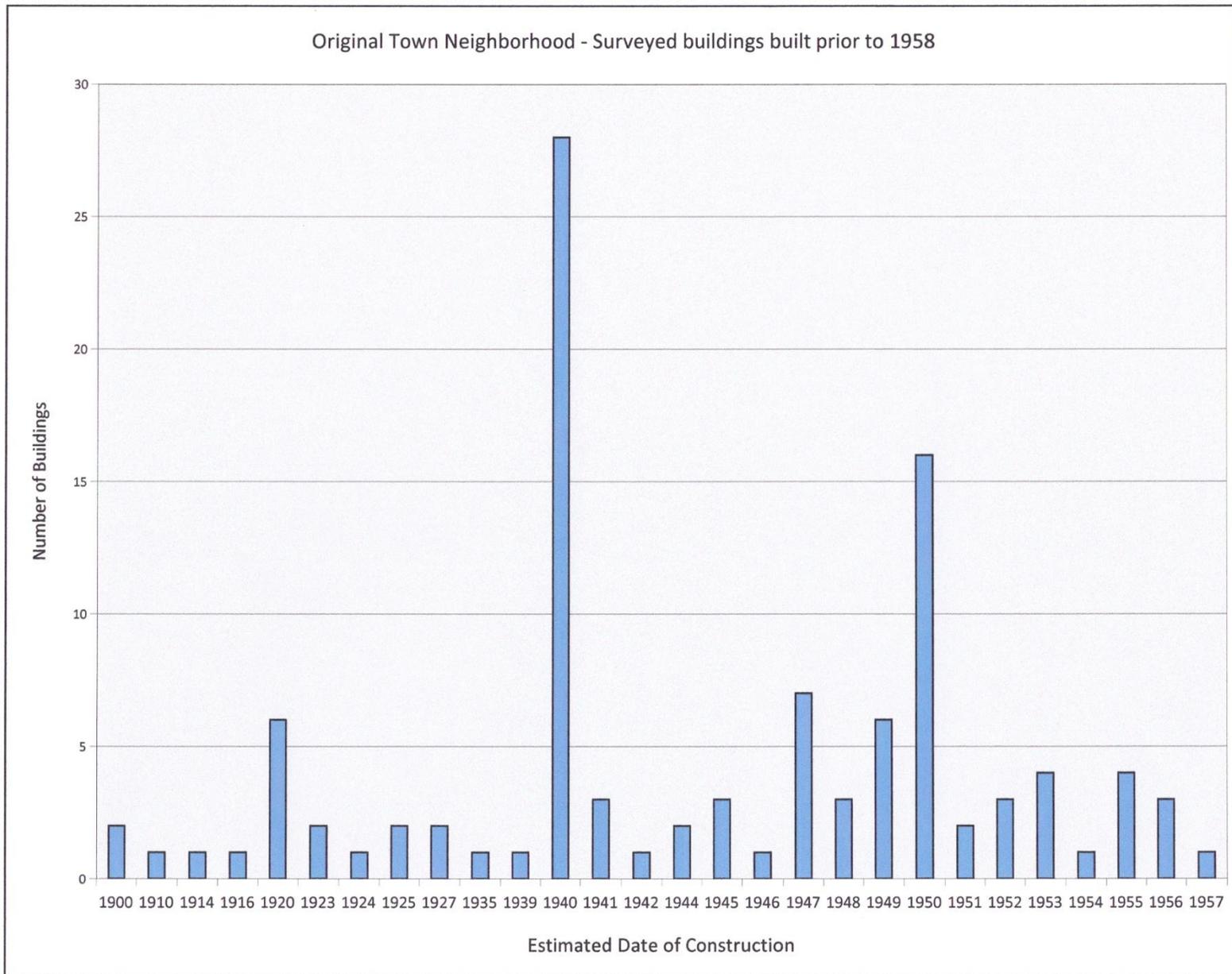


Figure 30. Chart illustrating dates of construction of surveyed buildings located in Original Town Survey Boundary.



Periods of Significance

The following is the National Park Service definition of historic significance:

“Historic significance is the importance of a property to the history, architecture, archaeology, engineering, or culture of a community, State or the nation: It is achieved in several ways: 1) Association with events, activities, or patterns; 2) Association with important persons; 3) Distinctive physical characteristics of design, construction, or form; 4) Potential to yield important information. In addition, significance is defined by the area of history in which the property made important contributions and by the period of time when these contributions were made.”²⁴

As a result of the Survey Update, two distinct periods of significance were identified.

- 1) Creation of the “Town of Vero” (1913 -1935). This period covers the neighborhoods early development as part of the Land Reclamation project carried out by the Indian River Farms Company, the creation of the Town of Vero, the Florida Boom era, and the Great Depression.
- 2) Progress and the City of Vero Beach (1936 -1957). This period reflects the period when the neighborhood started to witness a recovery from the “Great Depression” and an increase in construction as result of growth before and after World War II.

Potential Landmarks & Historic Districts

Based on survey data, final evaluations were made that included recommendations for a building’s potential to be listed in the National Register of Historic Places on an individual basis and/or as a contributor to a possible National Register district. These recommendations were based on criteria established by the National Park Service for listing in the National Register of Historic Places. Since the City of Vero Beach is proposing to adopt a local historic preservation ordinance, the Survey Update also provided recommendations for a building’s potential to be listed in a Local Historic Register as a local landmark and/or as a contributor to a local historic district pending the adoption of a local ordinance. These recommendations are meant to be used as a guide for future neighborhood planning efforts.

²⁴National Park Service. *Bulletin 16A: How to Complete the National Register Form.* (Washington D.C.: U.S. Department of the Interior, 1997) , 3.

Properties Listed in the National Register of Historic Places

The Woman's Club of Vero, built in 1916, is the only building in the survey area listed in the National Register of Historic Places. It was placed in the list in 1995.

The Survey Update identified buildings located in the survey area that were recommended for possible listing in the National Register of Historic Places. Before applying for designation, further research may be necessary to establish the buildings association with an historic event or person. Anyone applying for National Register designation should first get the property owner's consent and then submit a **Preliminary Site Information Questionnaire** to the Florida Division of Historic Resources, Bureau of Historic Preservation. Below are two examples of buildings surveyed that may qualify for listing in the National Register of Historic Places:



2365 15th Avenue



2216 17th Avenue

Potential Historic Districts

As outlined by the National Park Service in Bulletin 16A, a historic district contains both contributing and non-contributing resources. As defined by the National Park Service in Bulletin 16A ,

“a district possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development. District applies to properties having 1) a number of resources that are relatively equal in importance, such as a neighborhood.”²⁵

“ A Contributing building, site, structure or object adds to the historic associations, historic architectural qualities, or archaeological values for which a property is significant because:

- ❖ It was present during the period of significance, relates to the documented significance of the property, and possesses historic integrity or is capable of yielding important information about the period, or;*
- ❖ It independently meets the National Register criteria.*

And a Non-Contributing building, site, structure, or object does not add to, historic architectural qualities, the historic associations or archaeological values for which a property is significant because:

- ❖ It was not present during the period of significance or does not relate to the documented significance of the property;*
- ❖ Due to alterations, disturbances, additions, or other changes, it no longer possesses historic integrity or is capable of yielding important information about the period; or*
- ❖ it does not independently meet the National Register criteria.”²⁶*

²⁵Ibid., 15.

²⁶Ibid., 16.

Based on survey data, a series of maps were created to illustrate the location of potential contributors to a National Register District or a local historic district. (See *Figure 31* and *Figure 32* on the following pages.) A third map highlights the area with the greatest concentration of contributing resources and the most likely area to qualify as a historic district. (See *Figure 33*.)

In the Original Town survey area, it was determined that the most likely area to qualify as a historic district is the north half of the survey area. This part of the survey area also contains the highest concentration of residential buildings built between 1913 and 1957. As with potential landmarks, anyone applying for National Register district designation should meet with property owners, get their consent, and submit a **Preliminary Site Information Questionnaire** to the Florida Division of Historic Resources, Bureau of Historic Preservation.

Conservation Districts

Conservation districts have been around since 1975 and are typically used to protect neighborhood character, retain affordable housing and promote compatible new construction.²⁷ They are often used by towns and cities to protect historic areas that do not qualify as historic districts because they have lost some of their historic integrity due to inappropriate development.²⁸ Additionally, the regulations are usually more relaxed than those for historic districts.

In Original Town, conservation districts should be considered for those areas immediately surrounding any potential historic district to help create a buffer between the historic areas and new development. By designating these areas as conservation districts, it would encourage more appropriate scales and forms, prevent further deterioration of the neighborhoods traditional characteristics and bring stability that would enhance the downtown area's economic vitality and quality of life.

²⁷ Marya Morris. *Innovative Tools for Historic Preservation*. (Washington D.C.: American Planning Association, 1992), 13.

²⁸ *Ibid.*,13.

Figure 31. Map of the Original Town Survey area showing potential contributors to a National Register Historic District.

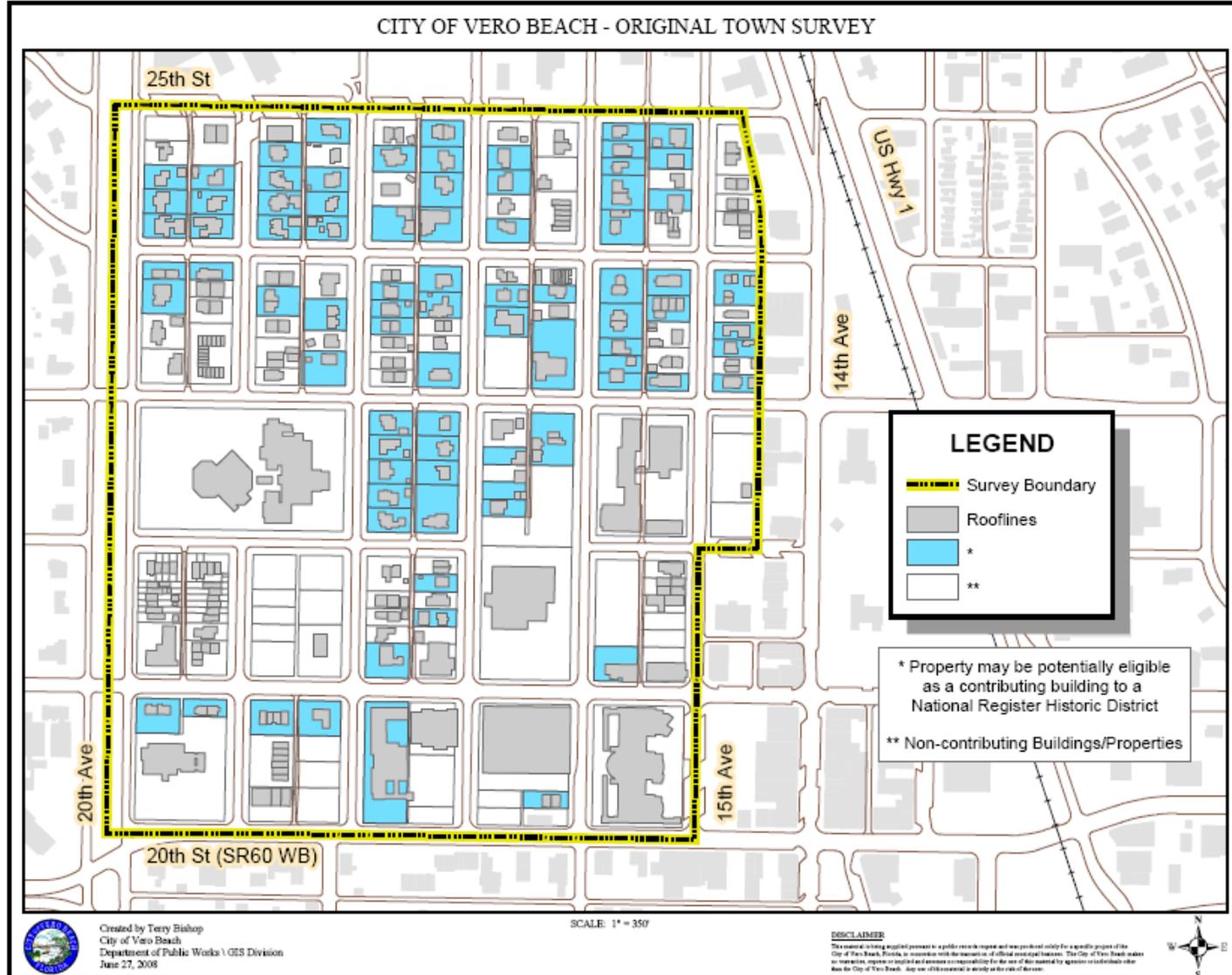


Figure 32. Map of the Original Town Survey area showing potential contributors to a Local Historic District.

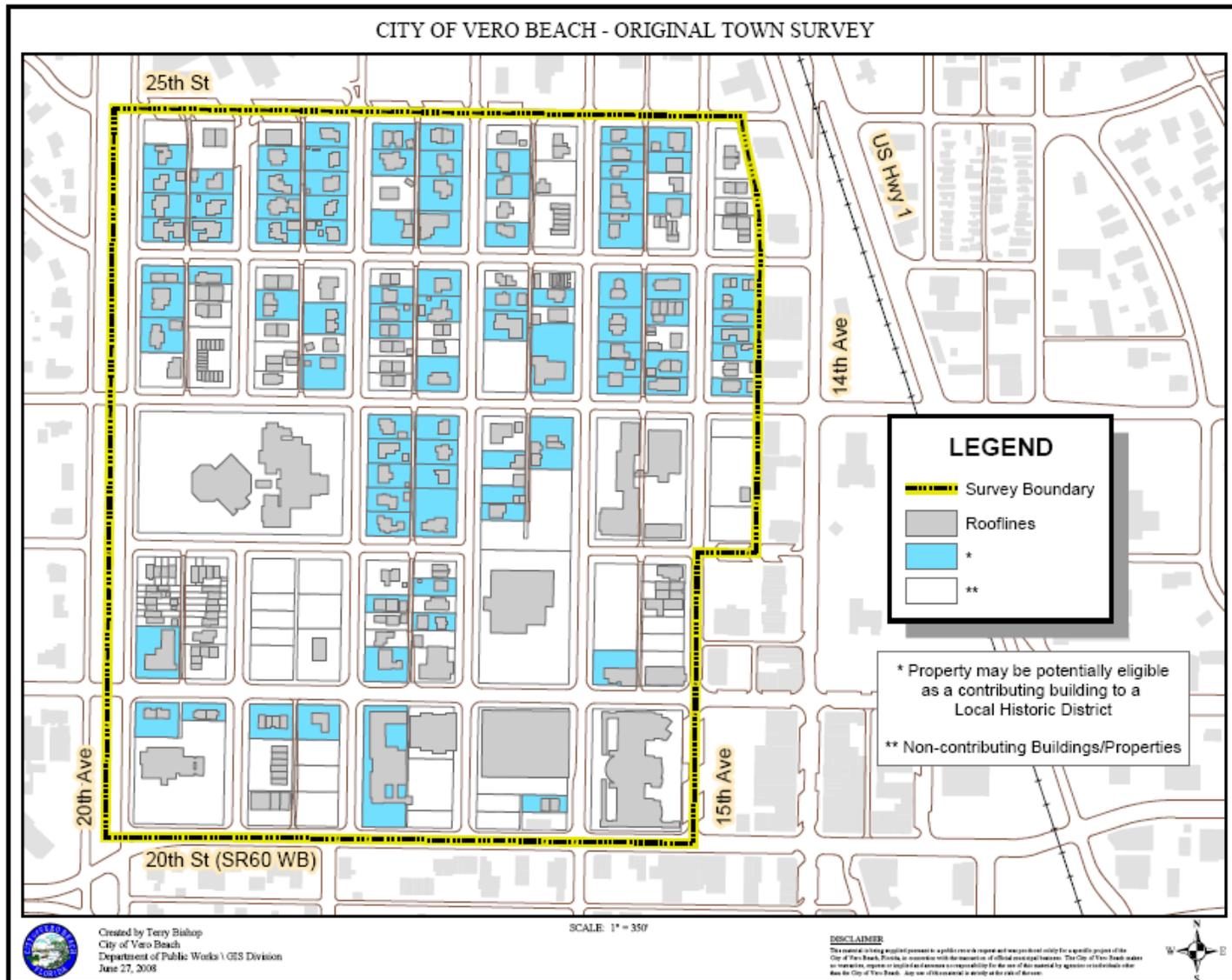
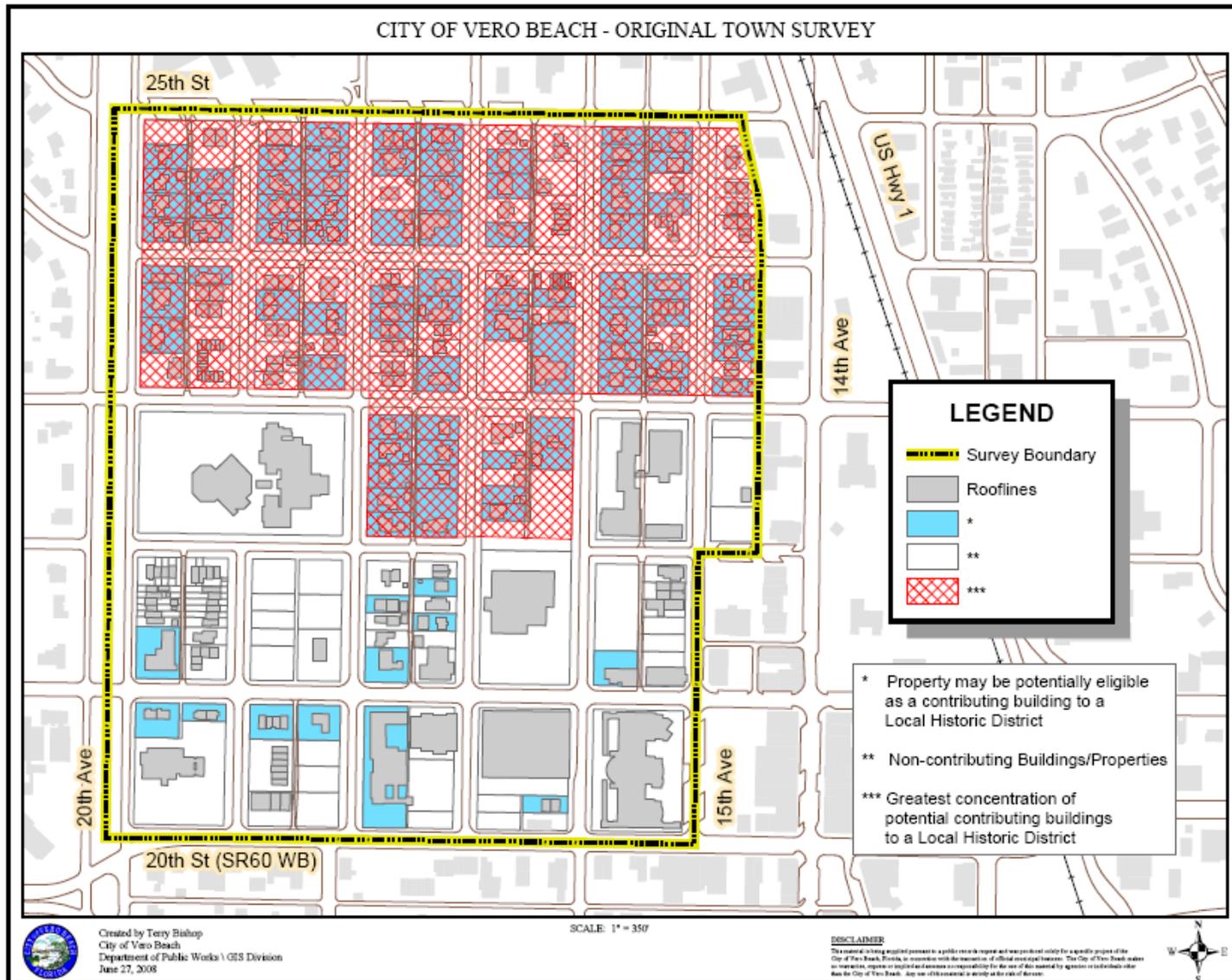


Figure 33. Map of the Original Town Survey area showing concentrations of potential contributors to a historic district.



OSCEOLA PARK AREA NEIGHBORHOODS

The boundaries for the Osceola Park Area Neighborhood Survey Update were determined by the City of Vero Beach Planning & Development Department. The survey area consists of several subdivisions, with most of them platted before 1925: Little Acre Farms (1915), Osceola Park Homesites (1917), Jacoby's Addition (1923), McCurdy's (1925), Rose Park (1925), , J.S. Evans & Sons (1920,replat 1923), Longmire (1947), Little Acre Farms Addition (1954), Weaver & Young (1955) and Villa Marcella.

The survey update began with a list of approximately 231 buildings located within the Osceola Park Area survey boundaries. The preliminary information used to develop the list was provided by the Indian River County Property appraiser's office. After comparing this base list with actual results in the field, the list was refined to 209 primary buildings (referred to from now on as "buildings surveyed") in the Osceola Park Area Neighborhood Survey Area. The refined list consists of both historic and non-historic properties. It reflects the number of primary buildings located in the survey area that are estimated to have been built prior to 1958. The buildings surveyed were examined closely, photographed, mapped, evaluated and recorded on Florida Master Site File Forms.

Of the 209 buildings surveyed, 63 were "re-evaluations" of buildings that were surveyed in the 1990 City of Vero Beach historic resource survey conducted by Historic Properties Associates of St. Augustine, Florida. Of those 63 properties re-evaluated, a majority have retained their architectural integrity. However, since 1990, few have gone without alterations that in some way have negatively impacted their historic authenticity. In addition to the 63 buildings re-evaluated, one building was demolished in the Little Acre Farms subdivision (2301 18th Street) and one building in the Osceola Park Homesites subdivision was moved outside of the survey area. (1948 22nd Avenue, the Schlitt House).

Property Types & Uses

The Osceola Park Area Neighborhoods survey area is characterized by 20th century development. Today, regardless of zoning, single-family residential is the dominant property type and use located within the survey boundaries. Other types and uses observed within the survey area are: commercial (professional office); Healthcare (Retirement/Nursing home); Religious (church); Education (Daycare) and multi-family (duplex; apartments 4-6 units). A majority of these uses occur on the roads bordering the survey area.

The following is a detailed description of property types and uses observed while conducting the survey update:

Commercial development is limited primarily to professional office use and is located primarily on lots facing Osceola Boulevard (State Road 60). Since 1958, this type of development has begun to extend further south into the residential neighborhoods of the Osceola Park and Jacoby subdivisions. The commercial development is being used in both: 1) buildings built for office purposes and 2) single-family residences that have been adapted for office use. Parking is typically situated behind the building, but varies by property.

Healthcare consists mostly of retirement and nursing homes. Since 1958, this use has caused the most dramatic change to the predominantly single –family residential character of the survey area. Excluding Merrill Gardens, this use is limited to one-story buildings on scattered lots within the first block south of State Road 60 in the Osceola Park subdivision. Merrill Gardens Retirement Home is a large three-story health care facility sandwiched in between Osceola Park and Jacoby subdivisions. It is located adjacent to State Road 60 and consists of a large complex of buildings and villas encompassing an entire block that extends from State Road 60 to 19th Street.

Religious structures consist of three churches, located within the survey boundaries. Two are located along 27th Avenue (Longmire and J.S. Evans & Sons Subdivisions) and the third church built in the 1940's is located in Osceola Park along State Road 60.

Educational types and uses are limited to a daycare facility that is located at the corner of 20th Avenue and 16th Street in the Little Acre Farms subdivision.

Multi-family types and uses occur for the most part in the Osceola Park Homesites subdivision. Duplex is the most common. In addition to scattered one-story four unit apartment buildings built since 1958, there is also a one two-story apartment building and a cluster of town houses located in the Osceola Park subdivision. Furthermore, in recent years, an increasing number of the single-family homes in Osceola Park, built prior to 1958, have been transformed and cut into units for multi-family housing.

Single –family residential types and uses dominate every subdivision located in the Osceola Park Area Neighborhoods survey area.

Prior to 1958, single-family residential development characterized the survey area. There was little multi-family development and it occurred primarily in the Osceola Park Homesites subdivision in the form of duplexes. Commercial development (professional office) was also sparse. It began in the 1950's and was limited to lots facing Osceola Boulevard (State Road 60). In the 1940's, a church was built in the Osceola Park Homesites subdivision on lots that had been reserved by the Indian River Farms company. This was the only religious structure built prior to 1958 in the survey area and it is located on the corner of State Road 60 and 20th Avenue.

Of the 209 buildings surveyed, a majority are single-family residential types. Other types and uses of buildings surveyed include religious (church), commercial (professional office) and multi-family (duplex). A majority of the single-family homes built prior to 1950, follow a traditional pattern that features compact forms on deep lots with accessory buildings such as garages and storage sheds located in the rear. Those built after 1950 typically have an elongated horizontal form and feature a garage or carport that is located on the front façade of the building. Development patterns and individual lots located within the survey area vary by subdivision. For the most part, lots are situated on a grid system of streets.

The following are approximate Lot Sizes for certain subdivisions within the survey area according to the original plats. Some individual parcels have been subdivided.

Little Acre Farms (est., 1915 by the Indian River Farms Company) – Residential lots 141' X 308' (Acre lots designed for a home and truck garden within walking distance to town.)

Osceola Park Homesites (est. 1917 by the Indian River Farms Company) – Mostly residential lots 100' x 150'. Commercial lots were located along Osceola Blvd 76' x 155'.

Jacoby's Addition (est. 1923 by C.J. Jacoby) – Residential lots 100' x 138'

McCurdy's (est. 1925 by Ella J. McCurdy) – Residential lots – 100' x 138' (blocks 1 and 2) & 50' x 138 (blocks 3 and 4)

Little Acre Farms Addition (est. 1954 by Dan and Dorothy Knoebel) Residential lots (width varies) 85' X 133'

Historic Architectural Styles

Architectural styles and vernacular building forms help create an understanding for the design and building trends that impacted the City's historical development. These styles were recorded for each building surveyed. Architectural styles identified in the Survey Update were based upon the standards used by the National Register of Historic Places. The following sources provided guidance in the identification and classification of the historic architectural styles: *Historic Styles American Architecture Since 1780: A Guide to Architectural Styles* by Marcus Whiffen; *What Style Is It?* by John Poppeliers, and *A Field Guide to American Houses* by Virginia and Lee McAlester.

The historic architectural styles identified in the Osceola Park Area Neighborhoods Survey Update consisted of: Contemporary, Craftsman, Frame Vernacular, Masonry Vernacular, Mediterranean Revival, Minimal Traditional, Mission, and Ranch. The data collected from the survey was grouped by subdivision (See Figure 34 on page 61). Of building's surveyed, the subdivisions that contained the widest array of historic styles were Jacoby's Addition, Little Acre Farms and Osceola Park Homesites. Of those three, the Osceola Park subdivision contained the largest mix of styles with good concentrations of the City's earliest residential buildings. Buildings surveyed in the Little Acres Farms Additon/Villa Marcella subdivisions contained only Ranch style buildings. This is consistent with it being one of Vero's first 1950's tract developments and the only one observed in the survey area.

Dates of Construction

Estimated dates of construction were assigned to each building surveyed using information attained from the Indian River County Property Appraiser. This information was cross-referenced with observations in the field and compared with Sanborn maps where possible to provide further accuracy. In a few instances, the Press Journal archives were consulted, as they often published a photograph, sketch or reference of a building the year it was constructed. Survey data indicates that the largest number of buildings surveyed in the Osceola Park Area Neighborhoods were built in the 1920's and after World War II in the 1950's. The data collected from the buildings surveyed was grouped by subdivision (See Figure 35 on page 62).

Figure 34. Chart of Osceola Park Area Neighborhoods illustrating Historic Styles by subdivision.

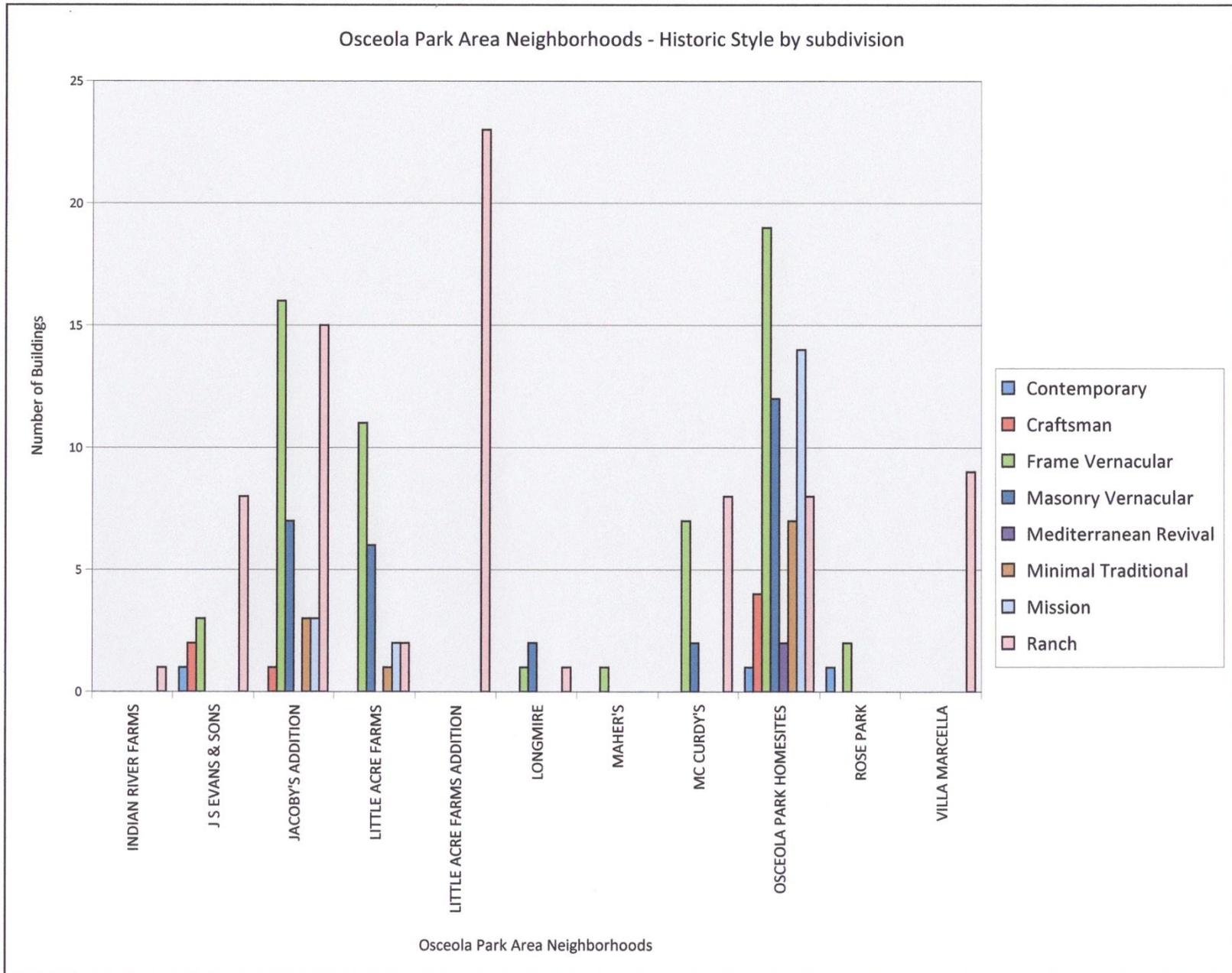
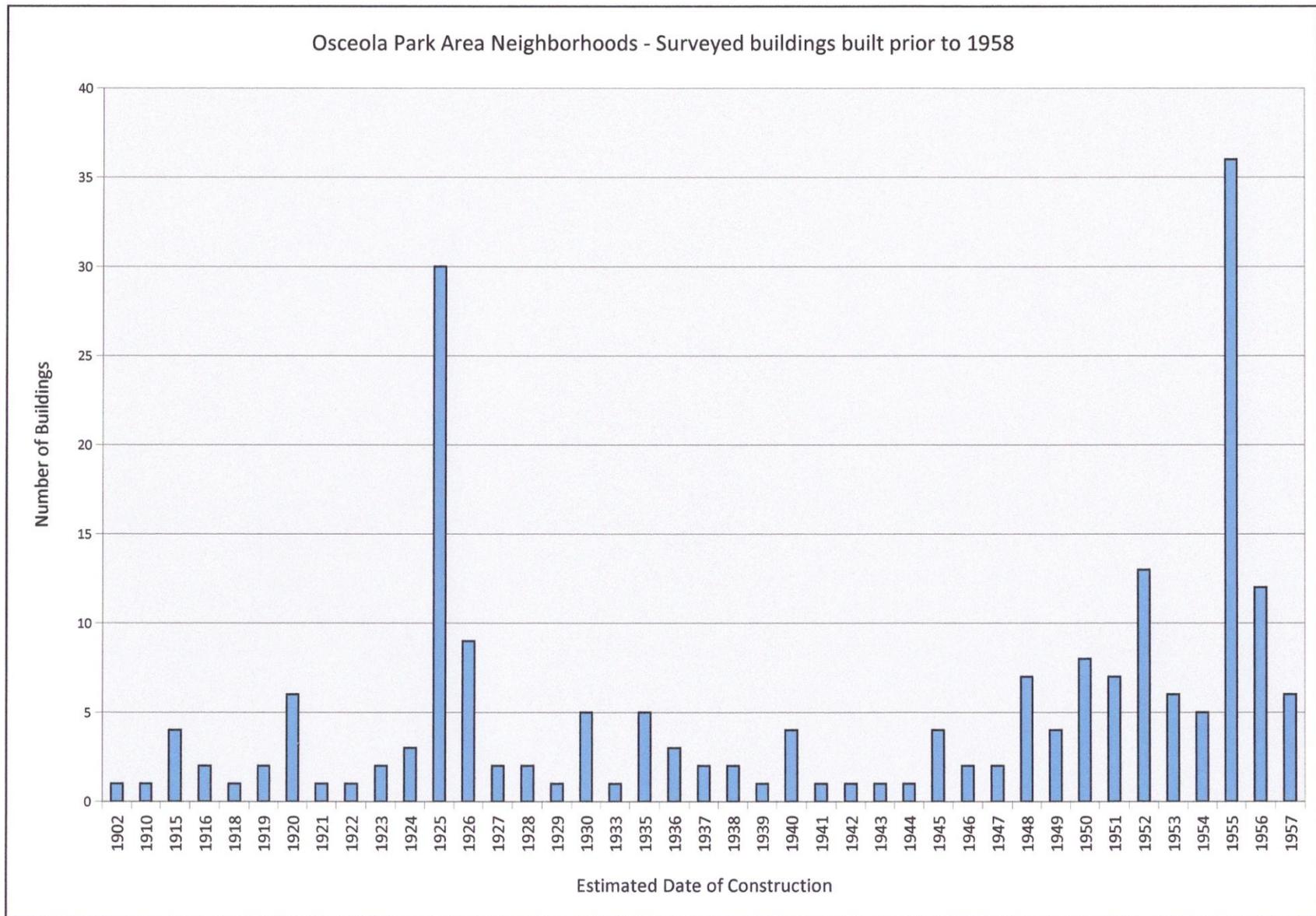


Figure 35. Chart illustrating dates of construction of surveyed buildings located in the Osceola Park Area Neighborhoods Survey Boundary.



Data results indicate that Osceola Park retains the largest number of Vero’s earliest dwellings built from 1900 – 1929 and also features examples from the following decades until 1957 (See Figure 36.). Jacoby’s Addition is the next subdivision in the survey area that contains a good mix of historic styles. The north portion of the subdivision is characterized by 1920’s architectural styles, while the southern portion consists of building constructed mostly in 1940’s and 1950’s (See Figure 37.).

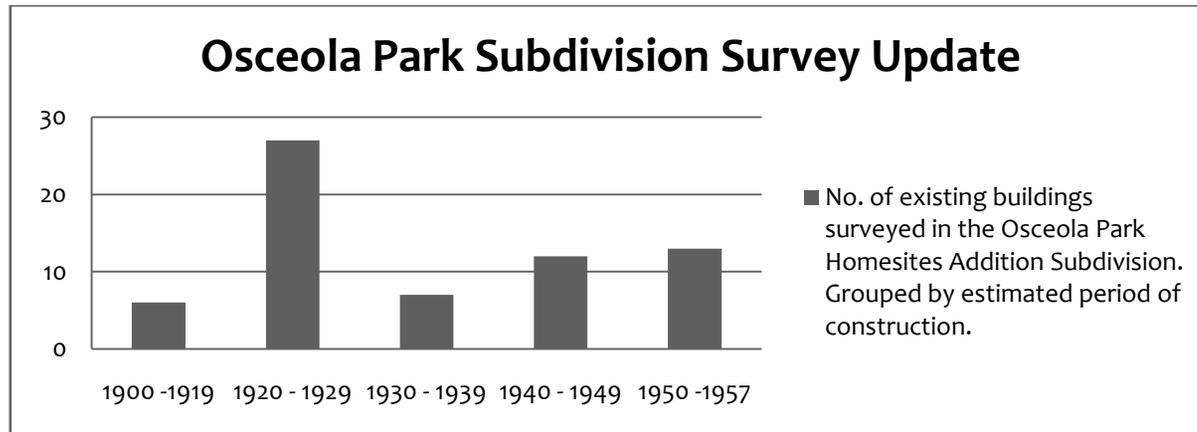


Figure 36. Chart of buildings surveyed in Osceola Park illustrating concentrations by date of construction.

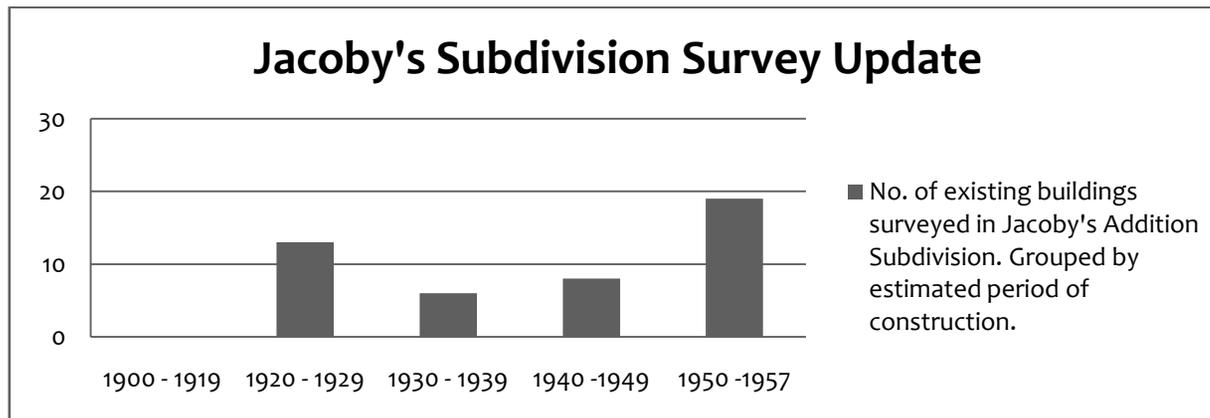


Figure 37. Chart of buildings surveyed in Jacoby’s Addition illustrating concentrations by date of construction.

Periods of Significance

As a result of the Survey Update, two distinct periods of significance were identified.

- 1) Creation of the “Town of Vero” (1913 -1935). This period covers the neighborhoods early development as part of the Land Reclamation and development scheme created and operated by the Indian River Farms Company and the development contributions of the Florida Boom era.
- 2) Progress and the City of Vero Beach (1936 -1957). This period reflects the period when the neighborhoods started to witness a recovery from the “Great Depression” and an increase in construction as result of growth before and after World War II.

Potential Landmarks and Historic Districts

Based on survey data, final evaluations were made that included recommendations for a building’s potential to be listed in the National Register of Historic Places on an individual basis and/or as a contributor to a possible National Register district. These recommendations were based on criteria established by the National Park Service for listing in the National Register of Historic Places. Since the City of Vero Beach is proposing to adopt a local historic preservation ordinance, the Survey Update also provided recommendations for a building’s potential to be listed in a Local Historic Register as a local landmark and/or as a contributor to a local historic district pending the adoption of a local ordinance. These recommendations are meant to be used as a guide for future neighborhood planning efforts.

Properties Listed in the National Register of Historic Places

There are no buildings located in the Osceola Area Neighborhoods Survey boundary that are currently listed in the National Register of Historic Places. The Survey Update identified buildings that may qualify for possible listing. A majority of these buildings are located in the Osceola Park Homesites subdivision. Before applying for designation, further research may be necessary to establish the buildings association with an historic event or person. Anyone applying for National Register designation should first get the property owner’s consent and also submit a **Preliminary Site Information Questionnaire** to the

Florida Division of Historic Resources, Bureau of Historic Preservation. Below are three buildings possibly eligible for listing:



"The Mills House" 1905 20th Avenue



"The Barber House" 1853 21st Avenue



"The Moody House" 1856 23rd Avenue

Potential Historic Districts

The Osceola Park Area Neighborhoods survey area is a unique representation of the City's historical development from 1913 -1957. The Survey Update identified a number of subdivisions with similar but distinct historic contexts. As a result of the Survey Update, data collected resulted in the identification of the following three areas of concentration that are most likely to have the potential to be designated as a National Register District or Local Historic District: Osceola Park Homesites, Jacoby and Villa Marcella/Little Acre Farms Addition. Based on survey data, a series of maps were created to illustrate buildings located within the Osceola Park Area Neighborhoods survey boundary that may contribute to a National Register or local Historic District (See *Figure 38 on page 67 and Figure 39 on page 68*). A third map highlights the areas with the greatest concentration of contributing resources that are the most likely areas to qualify for designation as historic districts (See *Figure 40 on page 69*).

Osceola Park Homesites subdivision not only has retained an excellent mix of historic styles that represent the City's historical development, but also likely retains the largest group of intact houses built before 1930 located within the City of Vero Beach. The Jacoby area indicated in *Figure 40* also features part of McCurdy's subdivision. Both subdivisions were platted in the 1920's and the area highlighted retains a good mix of historic styles that represents the city's historical development through 1957. The Little Acre Farms/Villa Marcella subdivision is an example of a planned tract home development of the post-war era. It illustrates a significant change in the pattern of development in American history and the dramatic shift in philosophy and technology in the housing

industry. The buildings remain largely intact with few changes. Although Vero experienced a huge building boom during the 1950's, after completing the survey update it is unclear how many homes or subdivisions from this period remain intact outside of Original Town and Osceola Park. An updated survey of post-war architecture in the City of Vero Beach would help guide decisions on the future preservation and designation of this type of development.

As with potential landmarks, anyone applying for National Register district designation should meet with property owners beforehand, get their consent and also submit a **Preliminary Site Information Questionnaire** to the Florida Division of Historic Resources, Bureau of Historic Preservation.

Conservation Districts

Conservation districts have been around since 1975 and are typically used to protect neighborhood character, retain affordable housing and promote compatible new construction.²⁹ They are often used by towns and cities to protect historic areas that do not qualify as historic districts, because they have lost some of their historic integrity due to inappropriate development.³⁰ Additionally, the regulations are usually more relaxed than those for historic districts.

In the Osceola Park Area Neighborhoods survey boundary, conservation districts should be considered for those areas immediately surrounding any potential historic district to help create a buffer between the historic areas and new development. By designating these areas as conservation districts, it would encourage more appropriate scales and forms of development, prevent further deterioration of the neighborhood's traditional characteristics and bring stability that would enhance the area's appearance, economic viability and improve quality of life.

²⁹ Marya Morris. *Innovative Tools for Historic Preservation*. (Washington D.C.: American Planning Association, 1992), 13.

³⁰ *Ibid.*,13.

Figure 38. Map of the Osceola Park Area Neighborhoods Survey showing potential contributors to a National Register Historic District.

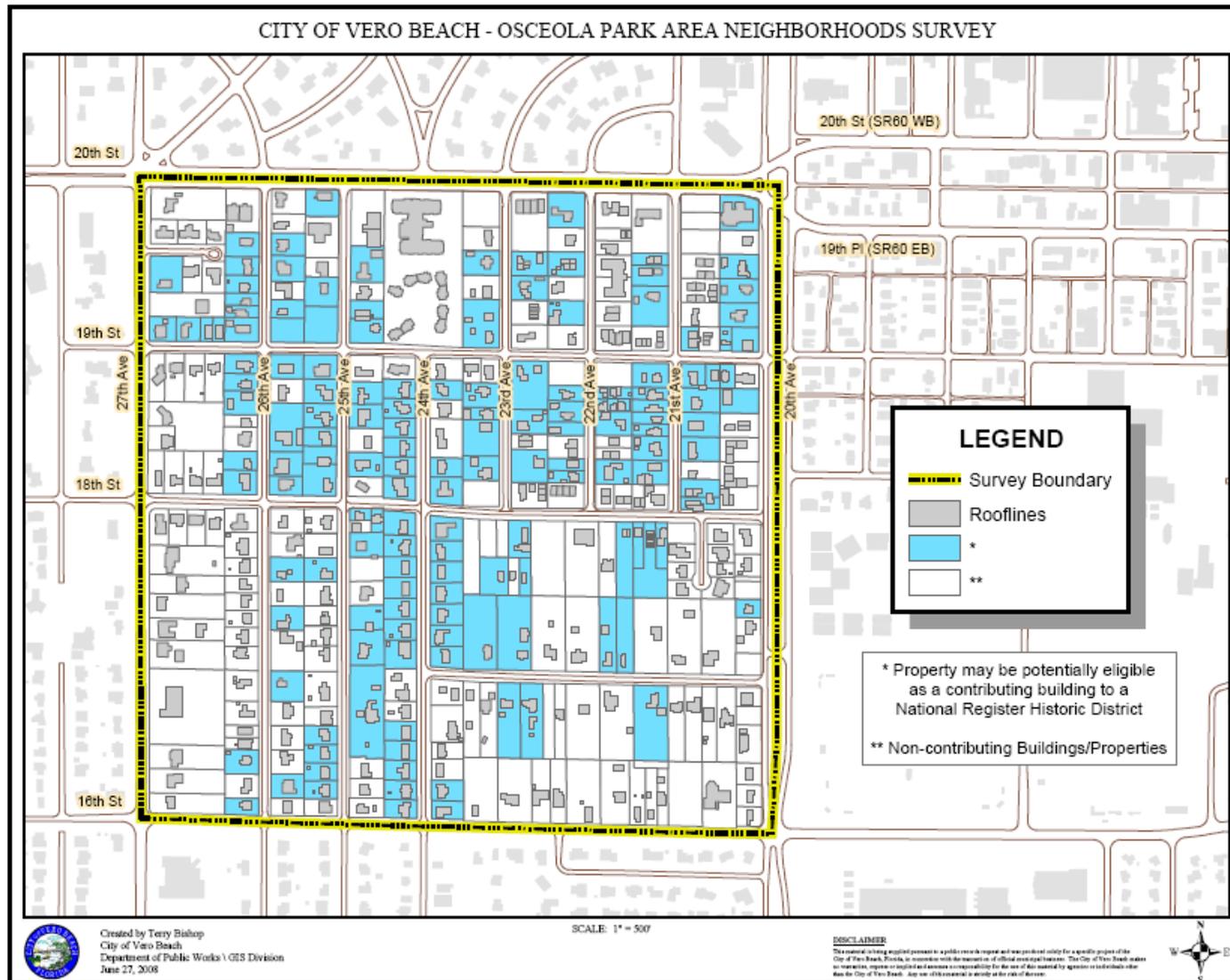


Figure 39. Map of the Osceola Park Area Neighborhoods Survey Boundary showing potential contributors to a Local Historic District.

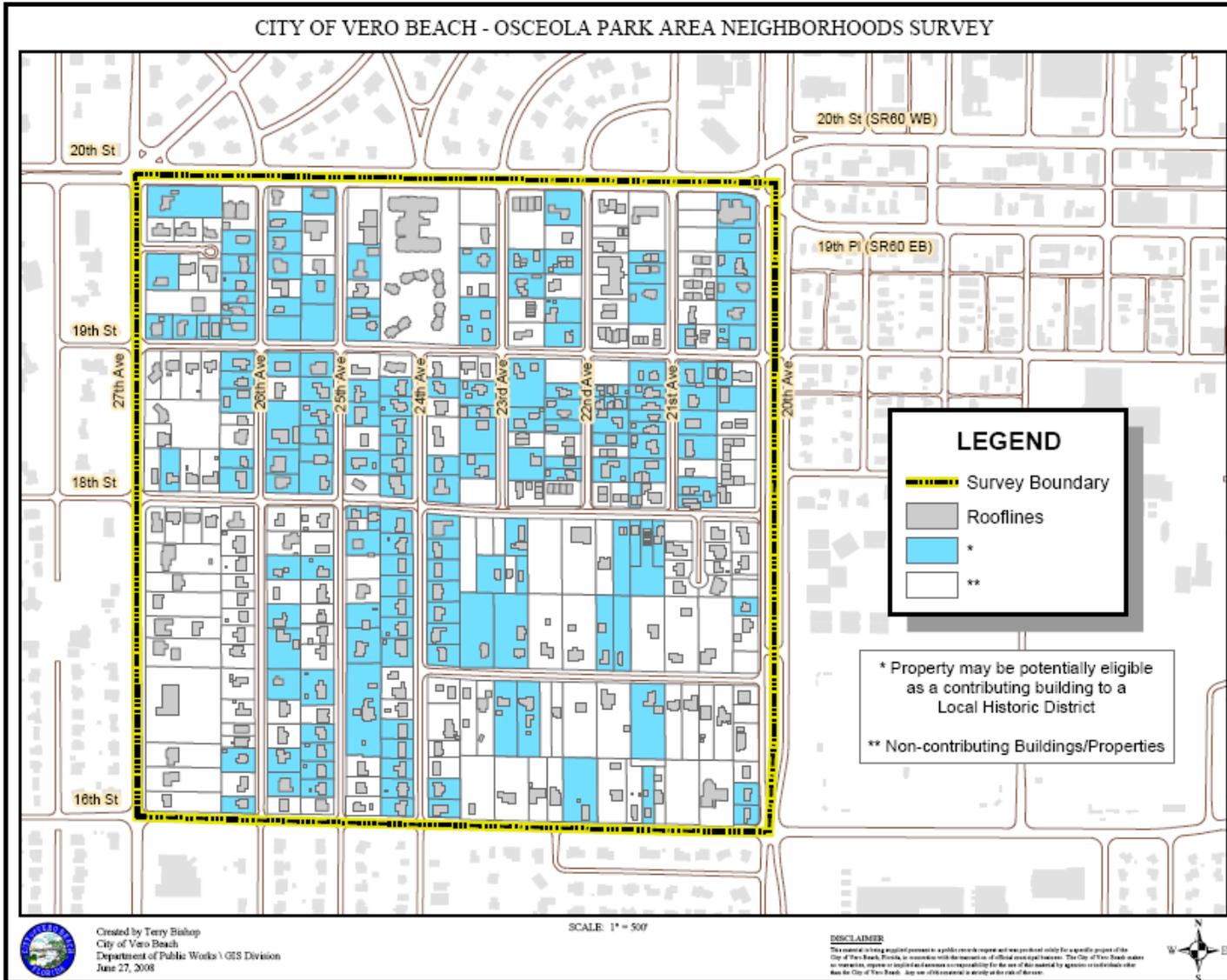
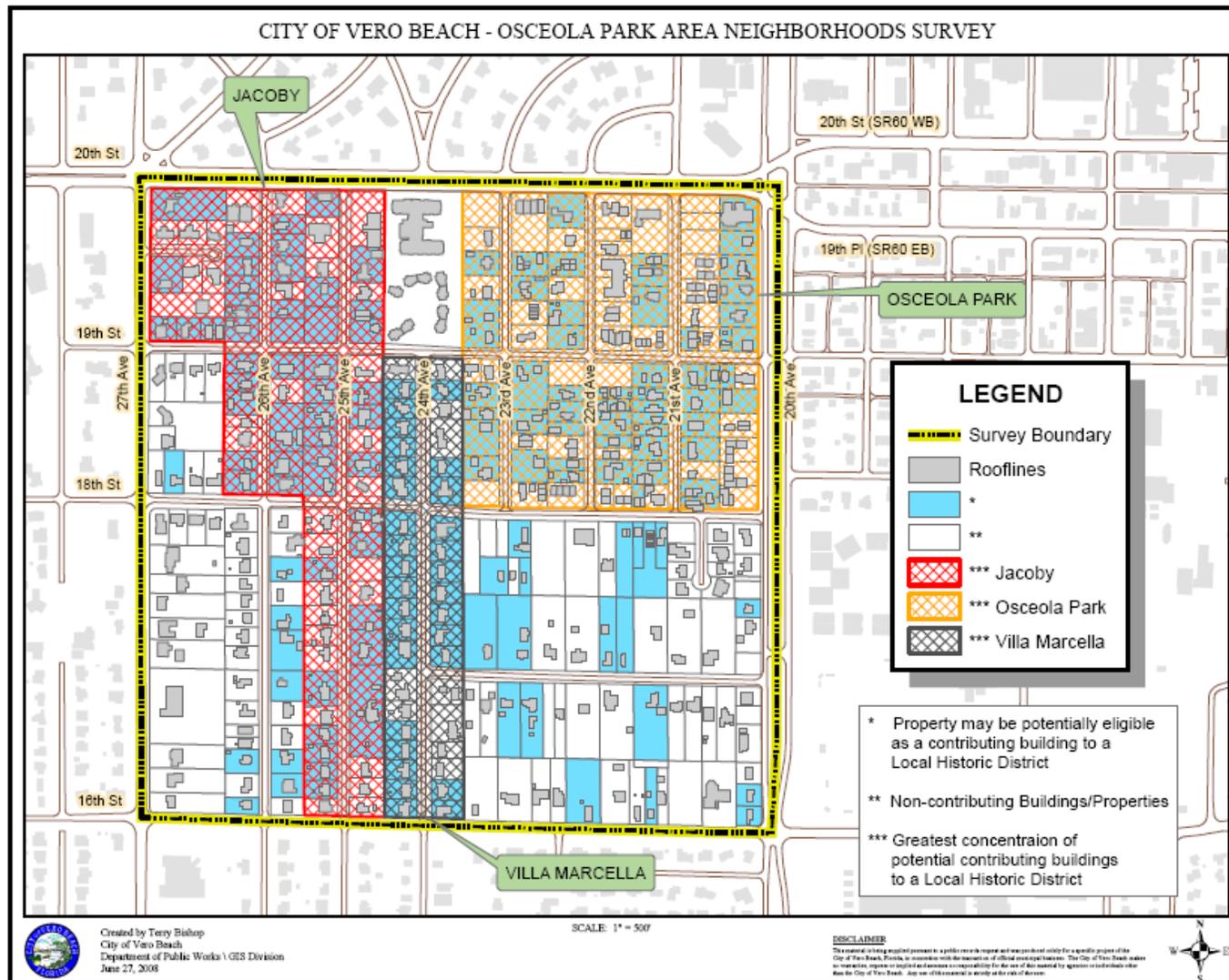


Figure 40. Map of the Osceola Park Area Neighborhoods Survey Boundary showing concentrations of potential contributors to a Historic District.

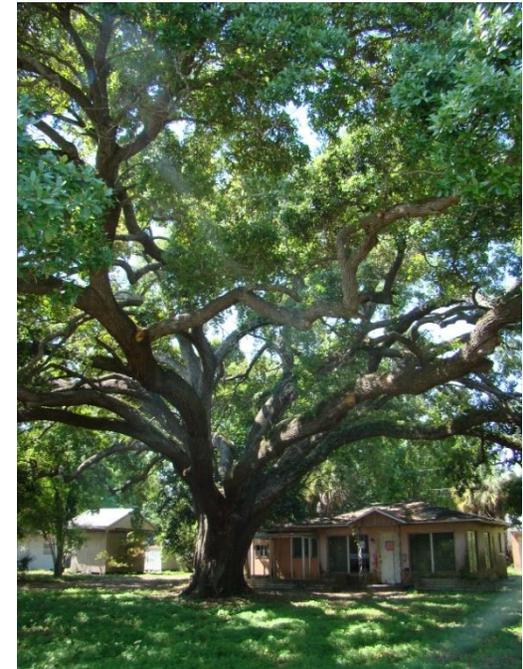


STREETSCAPES, OBJECTS AND THE CULTURAL LANDSCAPE

In addition to the architecture, a neighborhood has additional character defining features that contribute to its historic significance. These resources should be considered when developing a preservation plan as they help illustrate the neighborhoods urban design and historic context. Strategies for the preservation and treatment of these resources may be different since most are not associated with a building. The *Secretary of the Interior's Standards for the Treatment of Historic Properties + Guidelines for the Treatment of Cultural Landscapes* should be used as a reference when developing a plan for their preservation or undertaking work that will potentially impact these resources.³¹ This guide lists the following features that collectively contribute to the historic character of a cultural landscape : Topography, Circulation, Water Features, Structures, Site Furnishings and Objects.

The Survey Update recommends the inclusion of the following character-defining features that are a direct result of the neighborhoods development as a planned community:

Trees and other vegetation are an essential element that should be identified and researched further in order to develop an understanding for the neighborhoods historic cultural landscape. During the survey, various mature trees and vegetation were identified as being preserved or planted as part of the original landscape plan for the town. These included pine trees (existing before the town was established and not cleared from lots) as well as oaks, palms and ornamental trees and shrubs planted as the direct result of deed restrictions and/or the City Beautiful Movement. It should be noted that one of the deed requirements of lots purchased in the Osceola Park subdivision required purchasers to clear the lot and plant at least 5 ornamental trees, with three being located between the sidewalk and the curb. Flower Gardens also played a major role in the neighborhoods. Future neighborhood planning efforts should continue to promote and implement the identification, conservation and interpretation of these elements.



This large, majestic oak tree located at 1925 22nd Ave. in Osceola Park is located on a lot once owned by one of Vero's first physicians, Dr. J.M. Cody. His original 1920's house is located adjacent to this lot.

³¹ National Park Service Website, http://www.nps.gov/history/hps/hli/landscape_guidelines/index.htm

Original Town Neighborhood Survey Area

- ❖ Historic Street Names
- ❖ Roads, Alleyways, Sidewalks & Curbs
- ❖ Ribbon Driveways
- ❖ Manhole Cover (c. 1925)
- ❖ Fences
- ❖ Walkways



Osceola Park Area Neighborhoods Survey Area

- ❖ Historic Street Names
- ❖ Ribbon Driveways
- ❖ Roads, Sidewalks & Curbs
- ❖ Sidewalk Stamps
- ❖ Walkways
- ❖ Jacoby Park
- ❖ Drainage Ditches
- ❖ J.M. Cody Tree



VII. SUMMARY & RECOMMENDATIONS

SUMMARY

This Survey Update examined two areas located in the City of Vero Beach: the Original Town Neighborhood and the Osceola Park Area Neighborhoods. It was initiated to update the inventory of buildings built prior to 1958 that have largely retained their architectural integrity. More specifically, it was intended to update information on those resources previously surveyed (built prior to 1940) and to survey those buildings not previously identified (constructed after 1940 and before 1958). The purpose was to provide survey data and recommendations that would guide neighborhood plans; facilitate planning efforts for the preservation of historic resources within the two survey areas; and to fulfill the goals of the City's Vision Plan.

The Survey Update included a search of the Florida Master Site File (FMSF) for information on previously recorded historic resources located within the survey boundaries, historical research on the City of Vero Beach and the neighborhoods included in the survey and the development of a historical overview/context for the neighborhoods. Fieldwork consisted of updating 115 previously surveyed buildings (14 of those demolished), and surveying 216 additional buildings built prior to 1958. Documentation was carried out in accordance with the guidelines established by the Florida Master Site File, Division of Historical Resources of the State of Florida using the electronic Smart Forms database. Additionally, all of the buildings surveyed were either evaluated or re-evaluated for the following:

- 1) Potential as a Local Landmark;
- 2) Potential as a contributing structure to a local historic district;
- 3) Potential for individual listing in the National Register of Historic Places; and
- 4) Potential for listing as a contributing building to a National Register Historic District.

In addition to the final report, documentation being submitted to the City of Vero Beach includes printed Smart Forms, location maps, digital color photographs, and in some instances continuation sheets for buildings/resources surveyed. This same Survey Update information will also be submitted electronically to the Florida Master Site File Division. A separate Microsoft Access database of buildings surveyed is being submitted to the City of Vero Beach for the purpose of maintaining an inventory of

buildings surveyed; creating additional GIS maps based on data collected and analyzing the survey data as needed for future neighborhood planning efforts.

RECOMMENDATIONS

In 1990, Historic Properties Associates, Inc. carried out a citywide survey of historic resources in Vero Beach. Survey data indicated the City of Vero Beach had already lost a number of its historic buildings built prior to 1940. The consultants presented a comprehensive set of recommendations for the City to preserve, protect and enhance what remained of the City's architectural heritage, including : 1) Seek status as a Certified Local Government 2) Apply for Preservation Planning grants from the Community Development Block Grant Program and 3) Adopt a local Historic Preservation Ordinance.³²

The 2008 Survey Update of the Original Town and Osceola Park Area Neighborhoods identified a number of conditions, resources, and patterns of development as being unique to the city and to each survey area. Below is a list of recommendations for the City of Vero Beach that were developed as a result of this survey to guide efforts that will preserve the unique attributes, enhance the quality of life and promote the stabilization and revitalization of the surveyed areas. Partnerships with property owners, neighborhood groups, local historical organizations, individuals and local businesses are encouraged to fulfill the following tasks:

- 1) *The City should adopt a local Historic Preservation Ordinance for the designation of local landmarks and local Historic Districts to provide a legal mechanism that allows property owners in the survey areas to: prevent insensitive and unnecessary alterations and demolitions of historic buildings; to protect the architectural heritage of the community; and to provide a level of stability in the neighborhoods.*³³
- 2) *The City of Vero Beach should initiate and support individual property owners located within the survey areas with the process of nominating potentially eligible buildings and/or possible historic districts for listing in the National Register of Historic Places based on survey data provided.*
- 3) *The City of Vero Beach should initiate and support individual property owners within the survey areas with the process of nominating potentially eligible buildings and/or possible historic districts for listing in a local register of historic places, based on survey data provided and upon the adoption of a local historic preservation ordinance.*

³² Sidney Johnston, Historic Properties Associates, *Historic Properties Survey of the City of Vero Beach*, 1990, 40 - 54.

³³ *Ibid.*, 40 -54.

- 4) *The City should review the recommendations and funding strategies presented in the 1990 survey. The 1990 recommendations should be used along with the Survey Update Report findings to create and implement neighborhood plans for the surveyed areas that will support their revitalization and historic preservation goals.*
- 5) *The City of Vero Beach should create economic incentive programs for the rehabilitation of historic buildings and initiate, identify and apply for monies that will help fund programs, plans and workshops that support the preservation of historic neighborhoods. Workshops should be designed to provide technical assistance to property owners on the specialized crafts and skills required for the rehabilitation of historic buildings and additional topics as needed.*
- 6) *The City should consider Conservation districts within the survey areas that do not qualify, but are adjacent to a potential National Register or Local Historic District. The purpose of a Conservation district is to create a buffer between new development and historic resources thereby providing further stability for the entire survey area.*
- 7) *The City should use this Survey Update report and individual MSF forms as a tool to help individual property owners within the survey area understand their neighborhood's: character defining features; identity ; architecture; historic significance; historic context; cultural landscape and the important social and economic benefits of preserving the neighborhoods historic integrity.*
- 8) *The City of Vero Beach, Department of Planning should keep the database of buildings surveyed updated and develop a system to flag resources listed in the Florida Master Site File that are affected by future improvement projects/work including, but not limited to actions that are conducted by the following City Departments: Building, Code Enforcement, Public Works and Engineering. The purpose is to monitor the effects of these actions on potential historic resources and mitigate any unnecessary damage to them as possible.*
- 9) *The City should use this report and survey data to promote and raise awareness about the City's history and historic neighborhoods on: their website; with historic markers/signage; brochures; publications and by developing temporary historical exhibits at City Hall.*
- 10) *The City should establish a program to commemorate and interpret its historic places, with plaques and/or markers, including cultural resources like historic parks. Additionally, it should create an annual award for the "Best Historic Rehabilitation" to promote good preservation practice. The property should be listed in a local or national register and the criteria used to select the winner should be consistent with the Secretary of the Interiors Guideline's for the Rehabilitation of Historic Buildings.*

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APPENDIX A

APPENDIX B