

THE CITY OF NEW SMYRNA BEACH - PLANNING DEPARTMENT

ORDINANCE NO. 45-24: CONDUCT THE FIRST READING OF AN ORDINANCE, WHICH IF ADOPTED UPON THE SECOND READING AND PUBLIC HEARING, WOULD REZONE A PROPERTY BY ADDING THE HISTORIC BUILDING OVERLAY DISTRICT, (HBOD) TO A PROPERTY LOCATED AT 403 MAGNOLIA STREET KNOWN AS THE WOMAN'S CLUB.

June 25, 2024

Background:

Applicant: Curtis Hodges for the Karter Presley Lynaugh Trust, 620 South Riverside Drive, New Smyrna Beach, Florida 32168.

Property Owner: City of New Smyrna Beach, Khalid Resheidat, City Manager 210 Sams Avenue, New Smyrna Beach, Florida 32168.

Request: Approval of a rezoning to add the Historic Building Overlay District, (HBOD), in order to continue a non-conforming use of Venue, without the required onsite parking at 403 Magnolia Street.

Subject Area: The subject building was constructed in 1924. The subject property consists of approximately 0.26 ± acres, is zoned R-5, Multi-Family, and is generally located on the east side of Magnolia Street, south of the Lytle Avenue overpass, on property addressed as 403 Magnolia Street. This building is known as the Woman's Club. (see location and aerial map attached as **Exhibits A and B**).

Tax ID #: 7441-38-04-0610.

Exhibits Used in this Report:

Exhibit A: Location Map

Exhibit B: Aerial Map

Exhibit C: HBOD Regulations

Exhibit D: R-5 Zoning Regulations

Exhibit E: Past Photos

Exhibit F: Current Photos

Exhibit G: 1986 Florida Master Site File

Exhibit H: 1989 National Register of Historic Places Application

Exhibit I: Plan for Development

Exhibit J: City Comprehensive Plan Review

Exhibit K: Legal Description

Findings:

In 2000, the City amended the *Land Development Regulations*, (LDR) to establish a Historic Building Overlay District (HBOD) zoning classification. The HBOD is specifically intended to assist in the reuse of historic structures that may be threatened as a result of zoning or other development restrictions. The overlay is also intended to promote the preservation, restoration, and reuse of historic structures by exempting underlying zoning districts use and district regulations. See **Exhibit C** for a copy of the HBOD regulations. The underling zoning of R-5, Multi-Family Residential is attached as **Exhibit D**. The current R-5, Multi-Family zoning district does not include venue as a permitted , conditional, or special exception use. The HBOD allows a historic property to be reused for any purpose the City and owner agree upon. Past and historic photos of the subject building are attached as **Exhibit E** with current photos of the subject building attached as **Exhibit F**.

The 1983 Florida Master Site File number 8V0437 listed the architecture as of Mediterranean Revival/Spanish Mission Style. The New Smyrna Beach Woman's Club was organized in 1911. The following year the club was federated, and in 1917 became incorporated.

In the early years, the club held its meetings Saturday afternoons at Gabriel Gomez's store at 409 ½ Magnolia. To raise money for a clubhouse building, teas were organized for the Saturday afternoon meetings and the ladies of the neighboring Rio Vista resort hotel were invited. Under the club leadership of Mrs. Jim Marshall, the teas, often complete with violin and piano concerts by Mary Conner, the school music teacher, were successful. By 1918 the sum of \$1,200.00 was attained, enough to buy portions of lots 61 and 62 at the intersection of Lytle Avenue and Magnolia Street. This property was purchased from W. P. Shryock, owner of the general merchandise store adjacent to this property on the east.

In February of 1922 the members of the New Smyrna Woman's Club were invited to the opening of the New Daytona Beach Woman's Club building (since destroyed). This led to increase interest in a permanent clubhouse for New Smyrna. On February 5, 1923, a building committee was formed at the regular meeting of the New Smyrna Beach Woman's Club to select plans for the new clubhouse. In early May of 1923, plans were accepted for the new building. The total was to be \$10,000. Eight local businessmen in the community donated \$100.00 each, bringing the total to \$3,000. By December, the lot was cleared, and Mr. E. M. Webster of Fidelity Bank made an offer of a loan to the club for the remaining construction money.

The plans for the building were completed by Phillip H. Reed, a local carpenter and builder. Mr. Reed also worked on several other commercial buildings and private residences, including an addition to the home of Mrs. Mary (Conner) Vaughn at 209 Lytle Avenue. Mr. William H. Berger, husband of the secretary of the club, and Colonel Joseph Bird, both offered their services to supervise the construction of the building.

The New Smyrna Beach Woman's Club was built in the Mediterranean Revival/ Mission style. Other buildings in the area were constructed in the similar styles but the New Smyrna Beach Woman's Club is unusual in that the west and north exterior walls extend out from the roof line. An arcaded porch extends from the west side of the building. The building lacks the extensive decorations as often seen on other Mediterranean Revival buildings.

In early February 1924, the first event was a bazaar, which was held in the nearly completed Woman's Club building. A newspaper account of the event described the new building as being attractive with a green and white color scheme throughout. The unfinished interior walls were decorated with bamboo, palms, and moss. The furniture was on loan from Sumner Furniture Company. The bazaar was a success, with \$940.00 received from receipts. The club also raised money to pay for the building by such events as May Day festivals. A suite of furniture was donated by the winner of a raffle at the Victoria Theater in New Smyrna to help furnish the building.

The New Smyrna Beach Woman's Club was active in several functions of the community. In the 1920's the club participated in a city beautification program in conjunction with the Exchange Club and the Chamber of Commerce. The purpose of this program was to make New Smyrna a more attractive town, especially to incoming northern visitors.

The members also donated the use of their clubhouse for the honor society and senior banquets. The clubhouse served as the community's primary facility for social and cultural events. Musicals, flower shows, art exhibits and lectures were held at this location. Such organizations as the Girls Reserve also used the clubhouse for meetings in the 1930's. Political gatherings were held in the building, such as receptions for gubernatorial aspirant Fred O. (Bud) Dickerson, Jr., former Comptroller of Florida. In more recent years, the New Smyrna Beach Woman's Club has remained an integral part of the community through its use not only for club meetings and receptions but for church services and recreational classes as well.

On January 23, 1934, a fire broke out in the Kitchen, the result of a kerosene stove accidentally left burning by the girl reserves. The building was saved but the roof, interior, and furnishings were damaged. The club hired Harry M. Griffin, a Daytona Beach architect to perform the renovations. He was one of the most important architects in Florida from 1925 to the late 1950's. Mr. Griffin was the architect for the following projects in the Daytona Beach area: Daytona Beach Post Office, Junior and Senior high schools, the Tides apartments, a YMCA building, college buildings, the News-Journal building, the Peninsula Woman's Club, Cornelia Young Library, New Smyrna Yacht Club, and the Florida State Hospital in Chattahoochee Florida. After the renovations, the clubhouse continued to serve as a social center for New Smyrna.

In its heyday the New Smyrna Beach Woman's Club had up to 300 members. The New Smyrna Beach Woman's Club is one of the earliest clubs of its type in the area. The City purchased the Woman's Club in 1990 and use the facility as a venue to be leased out for meetings, weddings, and non-profit funding events like the Lions Club, Cheeseburgers in Paradise.

Per information from the 1986 Florida Master Site File, **Exhibit G**, and the 1989 United State Department of the Interior, National Park Service, National Register of Historic Places application, **Exhibit H**, the building at 403 Magnolia Street was constructed in

1924 with an architecture style of Spanish Mission. The building in the past, has received many designations and awards. The building was placed on the United States Department of the Interior, National Park Service's National Register of Historic Places in 1989. The building is also a contributing structure within the New Smyrna Beach National Registered Historic District. This National Registered Historic District was established on April 26, 1990. The Building was awarded the Donnadine Miller Preservation award in 2010 and was designated as a Local Landmark by the City of New Smyrna Beach in 2018.

The City hired the architecture firm of Bentley Architects & Engineers Inc, to design the rehabilitation of the Woman's Club building at 403 Magnolia Street. A contractor was selected via a bid process and the renovation was started. During the renovation, the contractor discovered additional damage to the structure that would cause an additional estimated cost in the millions to restore the building. The City Commission decided to halt the construction and reevaluate the building to determine the future direction of this building.

The City Commission decided to end the contract with the contractor and place the property for sale with conditions. Proposals for the purchase were received by the City under RFP 06-24-CRA and Karter, Presley, Lynaugh, Trust was selected as the purchaser. The proposed purchaser has submitted a plan for development and site plan, attached as **Exhibit I**, with a proposed timeline for the renovation of the Woman's Club.

The Planning Department reviewed the City Comprehensive Plan for consistency with this application. Under Element XIII, Historical and Archaeological Preservation, and Element XV Economic Development and have found that this application meets the following goals, objectives, and policies. See **Exhibit J**.

Element XIII Historical and Archaeological Preservation Element

- Objective 5, Policies b, c, d, and f.
- Objective 7, Policies c and e.

Element XV Economic Development Element

- Objective 4, Policies a and b.

The application is required to be placed for multiple public hearing with the Historic New Smyrna Beach Preservation Commission, Planning and Zoning Board, and City Commission. The Planning and Zoning Board shall provide recommendations on the physical development of the site and the expected impact on adjacent properties and the neighborhood. The Historic New Smyrna Beach Preservation Commission shall provide its recommendation as to the historic and architectural significance of the building and site. The city commission shall approve the ordinance establishing the historic overlay

district and plan for the development of the property if both the district and plan are consistent with the city's comprehensive plan, compatible with the surrounding neighborhood, and are reasonably necessary to preserve the historic resource.

Properties that have been approved through the Historic Building Overlay District application process are as follows:

- South Riverside Drive Indian River Lodge (Medical Office and Assisted Living Facility) Sunset 2004
- 532 North Riverside Drive (Assisted Living Facility Use)
- 223 Crawford Road (Bed and Breakfast Use)
- 801 North Atlantic Avenue (5 Unit Short-Term Rental Building Use)

See **Exhibit K** for a location map for current HBOD properties.

Recommendations:

The Planning Department reviewed the City Comprehensive Plan and land Development Regulations for consistency with this application. The Planning Department has found that the application is consistent with Element XIII, Historical and Archaeological Preservation, and Element XV Economic Development. Staff would suggest a State of Florida marker be placed along Magnolia Street acknowledging the Woman's Club, similar to the marker for the Gabordy Canal on Riverside Drive and Turnbull Grand Canal on State Road 44.

At its regular scheduled meeting on June 3, 2024 the Planning and Zoning Board voted, 6-0, to give the City Commission a positive recommendation that the application meets physical development of the site and the acceptable expected impact on adjacent properties and the neighborhood.

At its regular meeting on June 12, 2024 the Historic New Smyrna Beach Preservation Commission voted, 5-0, to give the City Commission a positive recommendation that the building and site does have historic and architectural significance.

Fiscal Analysis:

The estimated property tax that would be collected based on the 2023 tax role:

General Fund - \$2,550.29

New Smyrna Beach I&S 2005 - \$109.75

New Smyrna Beach I&S 2018 - \$57.18

Strategic Plan Item:

No

Staff Report Created By: Robert Mathen - Senior Planner

Attachments:

[Exhibit A Location Map.pdf](#)

[Exhibit B Aerial Map.pdf](#)

[Exhibit C HBOD Zoning Regulation.pdf](#)

[Exhibit D City R-5 Zoning.pdf](#)

[Exhibit E Woman's Club Past Photos.pdf](#)

[Exhibit F 2024 Woman's Club Photos.pdf](#)

[Exhibit G 1986 Florida Master Site File.pdf](#)

[Exhibit H National Registered Application 1989.pdf](#)

[Exhibit I Plan for Development.pdf](#)

[Exhibit J Comprehensive Plan Review.pdf](#)

[Exhibit K HBOD Location Map.pdf](#)

[Exhibit L Legal Description.pdf](#)

[Ord 45-24 Rezoning HBOD - 403 Magnolia St \(Women's Club\).pdf](#)