



# The CITY OF DAYTONA BEACH

“THE WORLD'S MOST FAMOUS BEACH”

## MEMORANDUM

DATE: October 9, 2017  
TO: James V. Chisholm, City Manager  
FROM: Doug Gutierrez, AICP, Senior Planner  
SUBJECT: Historic Preservation Award

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The goals, policy, procedure and criteria that the Historic Preservation Board follows for nomination for the Historic Preservation Award is attached as *Attachment A*. The Nomination Form outlines the history of the property along with pictures (*Attachment B*).

The Streamline Hotel was built in 1940 in the Art Deco Architectural Style and has recently been renovated and reopened in May of this year. The property is located at 140 South Atlantic Avenue.

At the September 19, 2017 Historic Preservation Board meeting, the Board approved (4-to-0) the nomination of the Streamline Hotel for a Historic Preservation Award.

## **City of Daytona Beach Preservation Awards Program**

This serves as the Board's contribution to Historic Preservation recognizing and celebrating preservation efforts and cultural resources that promote Daytona Beach's history. .

### **GOALS**

- To recognize outstanding local achievements in the field of historic preservation
- To stimulate greater public awareness and understanding of historic preservation efforts and their benefits to the City of Daytona Beach
- To encourage excellence in the design and planning of projects affecting the City's historic resources and heritage.

### **Policy:**

The City of Daytona Beach Historic Preservation Board may give recognition to individuals, organizations, design professionals and stewards who have demonstrated considerable effort and/or financial commitment toward the preservation of history in Daytona Beach. Awards may be awarded in the following categories:

#### ***Individuals***

Residents who have contributed in a significant manner to the preservation or protection of local historic resources.

#### ***Organization***

A business, non-profit, church or other entity that has demonstrated support for or advanced historic preservation in a significant way

#### ***Contractor/Design Professional***

A design professional or contractor who has contributed in a significant manner to the preservation or protection of local resources

#### ***Stewardship***

To formally recognize & thank property owners who have done a great job of taking care of their properties

### **Procedure:**

Anyone can submit a Historic Preservation Award Nomination Form to a Board member or staff person throughout the year.

Staff will present the nomination(s) at the next scheduled Historic Preservation Board meeting. Once a nomination has been approved for an award, the Mayor will present the award to the nominee at the next available City Commission meeting.

### **Project criteria:**

The preservation or restoration of structures important nationally, regionally or locally is eligible for an award. Nominations are city wide and not limited to local historic district or national register districts.

## ATTACHMENT A

A project must:

- Represent the architectural and historical character of the property or the area
- Demonstrate protection and preservation of the historic character of the building, site, or district, and compatibility with surrounding properties and the neighborhood
- Exhibit contribution of the individual(s)/organization/contractor/design professional to the historic preservation efforts in the community
- Promote understanding of local history and preservation efforts

**Nomination documents must include:**

A completed nomination form.

## City of Daytona Beach Historic Preservation Award Nomination Form

Residential

Non-Residential

*Building Address:* **140 South Atlantic Avenue, Daytona Beach, FL 32118**

*Year Built:* **1940**

*Architectural Style:* **Art Deco**

*Description of the history of the building or site and why it is significant (attach additional sheets, if necessary):*

The Streamline Hotel was listed individually on the Local Register of Historic Places by the City Commission on March 17, 1999 (Ordinance 99-110). The building has not been listed on the National Register of Historic Places.

The Streamline Hotel is a four-story commercial building built in 1940 with an Art Deco Streamline Moderne style of architecture. The Streamline Hotel is considered to be one of the best examples of the Streamline Moderne architectural style in the greater Daytona area. Streamline Moderne, was a late type of the Art Deco architecture and design that emerged in the 1930s. Its architectural style emphasized curving forms, long horizontal lines, and sometimes nautical elements. Buildings with Streamline Moderne styling have flat roofs, smooth exterior surfaces, glass blocks, horizontal grooves, cantilevered overhangs and rounded corners to emphasize a streamline effect. The Streamline Hotel contains many of these features.

The Streamline Hotel was designed by Alan J. MacDonough, a prominent architect from Eustis, Florida, who designed a number of architecturally important public buildings on behalf of the Works Progress Administration (WPA) including the Daytona Beach Bandshell, the Ormond Fire Station, the Holly Hill City Hall, the Daytona Beach Armory, and the Peabody Auditorium. It was the first fireproof hotel in Daytona Beach and was used as an air raid shelter during World War II. The Streamline Hotel also is the oldest standing hotel in Daytona Beach.

Opened by Albert Y. Hutchinson in 1940, it's the recognized birthplace of the National Association for Stock Car Auto Racing (NASCAR). Bill France, Sr. met with several drivers, officials, and promoters of racing at the Ebony Club on the roof of the hotel on December 14, 1947 to discuss various issues such as drivers failing to get paid due to promoters leaving races with the gate receipts before they ended, along with the lack of consistent rules. The meetings were concluded on February 21, 1948 with the formation of NASCAR completed. Initially, NASCAR's first offices were located three blocks away from the hotel at the Selden Bank Building before moving six miles west to the present location of the International Speedway

*Nominator:* Douglas M. Gutierrez, AICP, Senior Planner/Historic Preservation Officer  
*Address:* 301 S. Orange Avenue, Daytona Beach, FL 32118  
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## **Evaluation Criteria**

Building Address: **140 S Atlantic Avenue, Daytona Beach, FL**

### **Historic Significance 30 \_\_\_\_\_**

- Promotes and reflects the historic nature of Daytona Beach
- Reflects the original architecture
- Use of appropriate materials/colors

### **Community Significance 20 \_\_\_\_\_**

- Maintains and/or enhances aesthetics of the city, thus helping create civic pride and the prosperity and welfare of the City
- Promotes sustainability and “green” design while preserving the historic character of the resource

### **Charm 10 \_\_\_\_\_**

- Aesthetic Value
- Use of native landscape material

2017

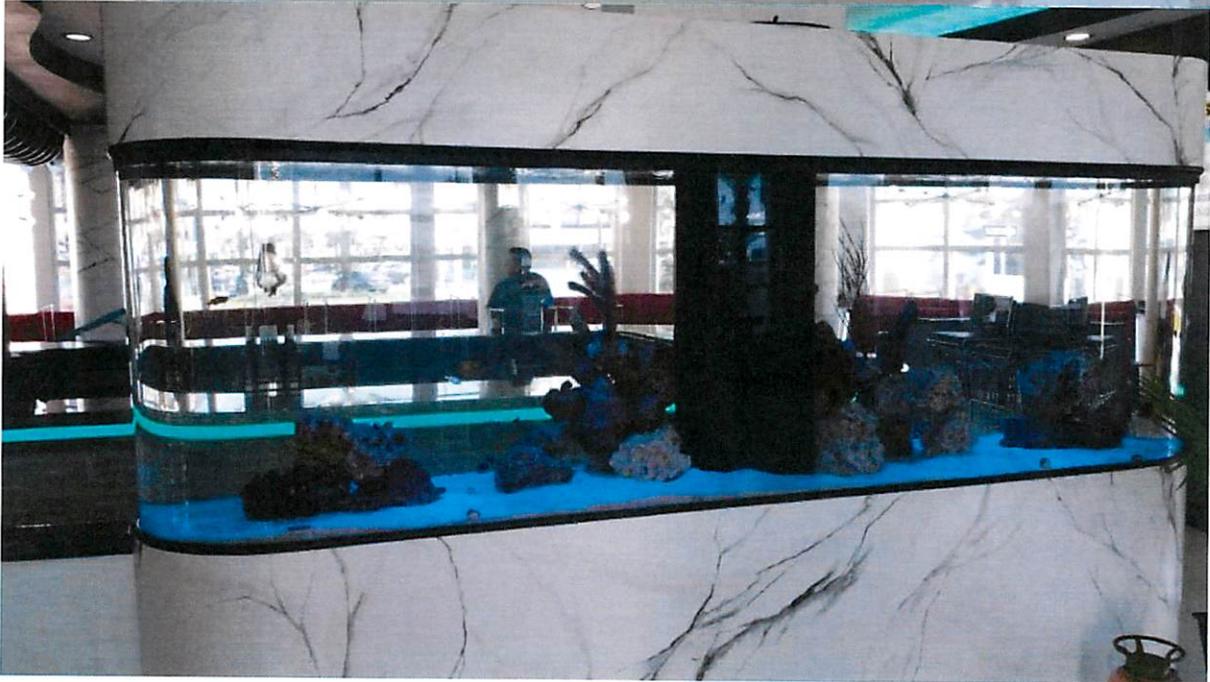


ATTACHMENT B





ATTACHMENT B



**1980's**



1940's

