CASA MARINA HOTEL: 1924-2014

By Don Mabry

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What a survivor, this icon of the Jacksonville Beaches! She’s endured a lot in her eighty-nine years, the Casa Marina Hotel. Hurricane Dora in 1964 and numerous northeasters over the years battered her. She’s been remodeled, repainted, rearranged, and expanded. Restaurants and shops have come and gone. Most guests loved the Casa Marina. The hotel enjoyed financial success, bankruptcy, closure, and financial success again. The little jewel, the Casa Marina Hotel, persisted. She lived up to her most important promise; unlike many other hotels, she didn’t burn to the ground. Fire was a constant threat to wooden buildings; too many times, flames ate everything flammable and then jumped to another building in search of more.
In the late nineteenth and first third of the Twentieth century, the threat of fire was not an idle one; fire destroyed many hotels, businesses and homes. On Burnside Beach on the south side of the mouth of the St. Johns River, the San Diego Hotel, the pavilion, the pre-Civil War Burnside House, and the new 4-story Palmetto Hotel, all at Burnside Beach, were destroyed by fire on November 28, 1889.¹ Burnside Beach (now part of Naval Station Mayport) ceased being a tourist destination. Mayport suffered the ravages of fire as well.

The development of the City of Mayport may have come to a tragic end as result of a disastrous fire on May 14, 1917 that destroyed over fourteen buildings. Properties destroyed included the St. Johns Hotel owned by A. J. Floyd, the Mayport Hotel owned by John Gavagan, the office of Dr. Neil Alford, the post office and store managed by J. D. and Katy McCormick, a restaurant and saloon owned by W. M. Floyd, as well as four houses owned by bar pilot, Captain John Daniels, and three houses owned by John Gavagan.²

Perhaps neither Burnside Beach nor Mayport would have grown into tourist destinations because the Jacksonville and Atlantic Railroad provided the fastest route to the beach and Pablo [now Jacksonville] Beach by 1885³.
The Jacksonville & Atlantic Railroad not only created the town of Pablo Beach, its directors persuaded the wealthy Jacksonville merchant, John G. Christopher, to build a luxury hotel, the Murray Hall Hotel. Christopher started building the magnificent Murray Hall Hotel in 1884 where the now Beach Boulevard meets the ocean. The luxurious Murray Hall Hotel was occupied even before it opened in 1887. During July 5-10, 1885 it was used for the encampment of state troops, not long enough to make a difference. The hotel cost $150,000 and had 192 rooms (a 350-guest capacity). Steam heated the hotel but it also had 58 open fireplaces, a danger in a wooden building in a town without fire protection. The Hotel generated electricity for itself and the rest of Pablo Beach. Its artesian well supplied the city until 1918. For entertainment, it had a children’s playroom, a billiard room, bar, and an orchestra for its ballroom. Christopher dreamed of attracting the wealthy in both summer and winter. One could telephone Jacksonville from the hotel.
On August 7, 1890, the magnificent hotel was destroyed by fire as well as some neighboring buildings. The Christophers decided not to rebuild; the hotel was losing money.⁴

Jacksonville burned on May 3, 1901. Seven people died and about nine thousand were rendered homeless as fires swept through 146 city blocks destroying over two thousand buildings. Fire was common in Jacksonville but not on this scale. It was one of the largest fires in US urban history.⁵ Timber was a main product of the Jacksonville area at the time so people continued to erect wooden structures.

Fires continued on the coast. The Pablo Hotel in Pablo Beach, located a few short blocks southwest of the Murray Hall site, burned down on April 9, 1914, taking with it eleven houses in the heart of town. On October 31, 1915, ten dwellings were destroyed by fire.⁶
Henry M. Flagler, one of the three founders of Standard Oil, came to Florida to spend his very considerable fortune on railroads and hotels. He bought the Jacksonville & Atlantic and the remnants of the defunct Jacksonville, Mayport and Pablo Beach Railroad and Navigation Company, converted the J&A to standard gauge, and extended the line from Pablo Beach to Mayport passing through East Mayport along the way. He created Atlantic Beach when he ran a rail line through it and built the luxurious Continental Hotel between the tracks and the ocean.

Flagler opened his Continental Hotel in Atlantic Beach on June 1, 1901. Painted the yellow and green colors of his railroad, the main building was 47 feet by 447 feet with a six-story rotunda and five-story wings. The dining room could seat 350. There were 186 sleeping apartments (later 200) and 56 baths. It had numerous outbuildings including a bowling alley. The railroad terminal building was a substantial and commodious structure. On the ocean side, it
featured pleasant verandas and covered walkways. Its covered pier thrust into the ocean. It was spectacular as these images show.
A grand hotel in the wilderness was a money loser. The Florida East Coast Railway sold it to the Atlantic Beach Corporation, which renamed it the Atlantic Beach Hotel. Its ownership changed hands again in 1917. On September 20, 1919, the main building burned creating a loss of $300,000. The manager, W. H. Adams, bought the property and created a small hotel, the Atlantic Beach Inn in what was the bowling alley. In 1925, he had a fifty-room stucco hotel, the Atlantic Beach Hotel. In 1929, he installed a large swimming pool.

The downtown area of Pablo Beach was very small. Pablo Avenue, which ran west from the ocean, was the core street and divided the resort village into North and South Pablo Beach. Most of the people lived in South Pablo Beach, away from the Florida East Coast Railway tracks, which ran west to South Jacksonville and north to Mayport along what is now Second Street. Settlement in North Pablo Beach was mostly on First Street. What is now Sixth Avenue North (where the Casa Marina was built) was not the northern edge of downtown, as it later became, but close enough in the Twenties for guests of the Casa Marina to walk the few short blocks to the shops, eateries, bars, amusements and the pier built in 1922.

The 2014 outline map of part of Jacksonville Beach shows the eastern area from Beach Boulevard (at the bottom) to Eighth Avenue North (at the top). The Casa Marina (in blue) is north of the Jacksonville Beach Pier with its large parking lot.
2014 Casa Marina and Redevelopment Area

Source: OpenStreetMap.org
The investors in the Casa Marina Hotel decided to build a fireproof hotel in 1924-25, locating it on the oceanfront at today’s Sixth Avenue North. They understood that even the best run wooden hotel was vulnerable so they avoided that risk by using concrete, hollow tile and a steel framework as building material. Its automatic sprinkler system would quickly extinguish any fire. The hotel had 60 rooms, each with a clothes press [closet], telephone, steam heat, hot and cold water, and a connecting bath with tub or shower. The stucco exterior was painted a dull, putty-color. They spent $150,000 for the building and furnishings for the two-story structure. It was exquisite.
Five men invested in this venture, men of stature and clout. Each merits a few words.
Leonard A. Usina was president of the First State Bank of Pablo and vice president of the Bank of South Jacksonville. The First State Bank of Pablo opened in 1921 in a concrete building at the corner of First Street North and Dickerson Avenue [now First Avenue North]. Also in the Fuqua Building was Sharp’s Drug Store. Bill Foley saw Usina as the lead dog:

L.A. Usina announced plans for the place in mid-May 1924, the same day William Jennings Bryan came to Jacksonville to excoriate Treasury Secretary Andrew Mellon in particular and Republicans as a breed. Usina was president of the Bank of Pablo and vice president of the Bank of South Jacksonville. Neither was in the Mellon league, but together they were hefty enough to back up the announcement a four-story Beaches hotel would be built that would not burn down.  

Usina’s power waned when the First State Bank of Pablo closed with the Stock Market Crash of 1929 and the subsequent Great Depression.

Felix Clabon Sharp owned the drug store in Pablo Beach and the Forsyth Bowling Alley at 14 West Forsyth Street in Jacksonville. He and his family lived at 2211 Park Street in Jacksonville. R. Walter Bennett was the pharmacist at the Pablo Beach pharmacy at times in the 1920s. His grandson, Fland, would serve two terms (2004-2012) as Mayor of Jacksonville Beach.
Henry Bethune Phillips, a Vanderbilt University trained lawyer was a former county judge and, since 1921, the chairman of the Florida State Road Board.
Joseph A. Bussey was Mayor of Pablo Beach multiple times. He was first elected in 1919 and then reelected each year for most of the Twenties. In 1923, he won 183 to 174 over E. E. Branch. Bussey owned the Pablo Motel in 202 block of Mundy Drive (now Beach Boulevard). This motel was a center of the town’s politics. In 1914, it was the Bussey Motel. As mayor, he actively promoted his town; on May 6, 1923, he tried to entice 50 bathing beauties to be part of a movie made by the Rolle-Shanks Studio but only 20 showed up. Jacksonville was still important in the movie industry. The next year on June 6th, he staged a swimsuit competition that drew twenty-five contestant wearing suits borrowed from the Mack Sennet Studio. Mary Gonzalez, a local woman, won. Thousands, perhaps 7,000 people descended on the tiny burg to watch and enjoy the other pleasures of the resort village.
Promoting tourism with beauty contests was important but more so was getting the city government in 1922 to vote to issue $38,000 in bonds to build an electric power line from South Jacksonville to Pablo Beach. Prior to that, residents and businesses were dependent upon the power plant of the Ocean View Hotel; the reach of its lines was limited.\textsuperscript{10}

Bussey presided over the referendum that changed the town’s name to Jacksonville Beach, a move supported by town council chair Neal Finklestein and Board of Trade chairman Gene Zapf. Some 75% of the voters supported the change. Of course, Jacksonville Beach, Florida contained only 744 people of whom 544 were whites, 187 were blacks, and 13 were of “other races[,] and the blacks and children could not vote.” February 9, 1925 was the big day, the one that would improve the beach resort’s destiny by hitching it to Jacksonville.\textsuperscript{11}

Gene Zapf, proprietor of the Zapf Palm Garden, was the most important partner because he supplied much of the capital and would manage it for years. Although his name doesn’t come to mind as often as some other Jacksonville Beach luminaries, Zapf had been head of the Board of Trade (Chamber of Commerce) for ten years, vice president of the bank, a town councilman, and a political ally of Bussey. Elsewhere, I have written more about
him; see “Gene Zapf: Jacksonville Beach Hospitality Man,” by clicking on his name at the beginning of this paragraph.

The official opening of the Casa Marina was Saturday June 6, 1925, the same day that Pablo Beach became Jacksonville Beach, and a month after the opening of the “season,” the time when merchants earned most of their income. Zapf threw a big party, limiting the guest list to 200, hiring the Maxine Freeman Orchestra to play from 9 PM until 1 AM. The dining room hosted 125 diners and the lobby was set up to handle the remainder of the guests. Wisteria was used in abundance to give this Mediterranean/Spanish style hotel an air of romance. One could enter the highly decorated hotel via Mier Avenue (Sixth Street North) or First Street North or the boardwalk, which was two feet above the beach. Zapf’s assistant manager, R. J. McSoley of Boston, worked in fine hotels, including the Mount Washington Hotel in Bretton Woods, NH.\(^{12}\)

Mount Washington Hotel, 2012  Photo by Don Mabry

The “Roaring Twenties” were a good decade for upscale hotels, restaurants, and bars; people spent, whether they had the money or not. Zapf understood this and promoted the Casa Marina as au courant, as a modern, chic establishment. His closest rival was the Ocean View Hotel about half a mile south, but not for long. The two and one-half story, 60 room structure with many amenities sat at the foot of Pablo Avenue. On July 29, 1926, the hotel and surrounding buildings in the center of town went up in flames as well as King Tut’s Restaurant, Adam’s bathhouse, and various concessions.\(^{13}\)

His other rival was the Atlantic Beach Hotel owned by W. H. Adams, Sr. and opened also in June, 1925. It was slightly smaller as a 50-room hotel, but it, too, was made of stucco. The swimming pool originally contained seawater but
was eventually converted to a fresh water pool. The hotel was served by the FEC Railway, which ran along the western edge of the property (East Coast Drive), and by the highway from Jacksonville (now named Atlantic Boulevard) and Beach Avenue. In a time when Jacksonville Beach had few roads, and many were unpaved, the three-plus miles from the Casa Marina to Atlantic Beach deterred automobile traffic.

In 1925, great plans were being made for Jacksonville Beach. On July 7, 1925, E. M. Elliott, president of the Jacksonville Beach Corporation, proposed the creation of a 24-foot boardwalk stretching five miles from Atlantic Beach to south Jacksonville Beach. It would straddle Florida Boulevard. Elliott met with a group on Trotter’s pier and gained the support of Neal Finkelstein, chair of the Jacksonville Beach city commission and of Zapf. That year, the Jacksonville Beach Development Company was formed to build a $2 million amusement park, but nothing was built.

In 1928, however, the Miller & Rose Amusement Company built a large wooden roller coaster on the oceanfront. The Coaster Block, as it was known, was located on the oceanfront with Pablo Avenue on its south end and First Avenue North on its north end.

Also that year, Gabe Lippman purchased half a mile of ocean front between Jacksonville Beach and Atlantic Beach. He also had 2,500 acres west of the two beach towns with frontage on the Intracoastal Waterway. He planned to build a town with golf course, hotel, pier, and yacht basin. He built Florida Boulevard with the intersection of the Boulevard and Atlantic Boulevard (at Mayport Road) but he had to fill much of the land so he constructed a miniature railroad to haul it. He staged a celebration on July 2, 1925 at the oceanfront but little had been done. In October, he sold it to Majestic Homes Corporation of St Louis. It planned to create a 25,000 person city. Florida Beach was never developed.¹⁴ Majestic Homes defaulted in June, 1926. Only a few homes had been built.

In the Twenties, many dreamed big for the Florida land bubble encouraged people to think money would come quickly and easily, that there was a never-ending supply of investor and buyers. The bubble burst in 1926 or so.

Zapf had obtainable dreams for the Casa Marina—to build a customer base of people who could afford to eat and drink and spend the night in style. He sought to make it the place to go. Patrons danced on Saturday nights. With the Zapf as hosts, prominent locals played ate dinner and played bridge on Wednesday night.¹⁵ He ran newspaper ads, including Casa Marina Guest Notes,
to demonstrate the geographical appeal of the hotel. The hotel used the “American Plan,” which was three meals and lodging a day.

Jacksonville Beach News, December 17, 1929.

Jacksonville Beach News, April 1, 1929
Boardwalk Gazette, August 31, 1931
By 1931, a miniature golf course had been built on the north side of the hotel.
The Florida economy began collapsing several years before the Stock Market Crash of 1929 and the Great Depression of the Thirties. Land prices collapsed in 1926; the speculative bubble had burst. The hurricane that hit Miami in September, 1926 destroyed property but, more important, it removed the glowing appeal of land speculation in Dade County. Another hurricane hit Florida in August, 1928. Rural people migrated to urban areas seeking work. Jacksonville Beach more than doubled its population in the Thirties. In 1930, about twelve hundred people lived in the city and its surrounding area (Precinct 31 of Duval County in the US Census). It stretched from the ocean to the San Pablo River and from Atlantic Boulevard south to the St. Johns County line; most of the land was uninhabited. In 1940, Jacksonville Beach held 3,566 people even with the loss of 1,363 people in what became Neptune Beach in 1931.

There are a number of reasons why the population increased. Federal government spending at the beach increased because of the New Deal. When much of the wooden boardwalk was destroyed on October 30, 1933, the Works Progress Administration funded the building of a concrete boardwalk. Concrete bulkheads were built there and in other beach communities.
Senator Duncan U. Fletcher also obtained federal money to build the junior-senior high school named after him. Fletcher opened in the fall of 1937. The federal government also spent Civilian Conservation Corps and other monies in the state.
The tourist industry grew as people visited Jacksonville Beach to frolic and forget their troubles. The ocean and the beach were free recreation, of course. Jacksonville Beach was more tolerant of people seeking pleasure be they day trippers or longer term guests; family income was at stake. Although this was the age of alcohol prohibition, 1919-1933, people could find it at the beach just as they could gamble or engage in other vices. With the end of Prohibition, bars and restaurants serving alcohol quickly appeared. Government control of personal behavior declined in the Thirties at the beach. That facilitated the expansion of the tourist industry, which, in turn, required more workers.
Land prices dropped when the land boom busted; beach land barons had to lower prices or, in some cases, barter land for food and other supplies. In addition, the bankruptcy of the Florida East Coast Railway freed up land along Second Street North when the train tracks were removed. The right of way was then developed as lots for houses and apartment buildings. B. B. McCormick and Sons would build numerous apartments on this land.
The Forties were quite different for the Casa Marina. Zapf stopped being the manager by 1939 when the Casa Marina Hotel Company, Inc. took ownership. W. Homer and Louise Avery and James P. Hill formed the corporation; the Averys, who lived in the hotel, managed it. The Casa Marina Hotel was sold by its owners in 1944 to the Hillyer and Lovan Company of Jacksonville. Rooms were consolidated to create apartments. The US Navy created the Mayport Naval Section Base in 1942, and, then, in April 1944, the Naval Auxiliary Air Station. The US government leased the property in 1944 for seven years to house war workers and naval officers’ families. Even though both are rental property, apartments have a different aura than hotel rooms. The conversion marked the end of the Roaring 20s and its heritage of frivolity.
There were 39 apartments in total but fourteen were empty in 1950, that is, almost 36. Why the high vacancy rate? In 1944, the Navy started using it to house some of its officers and some “war workers” (probably managers/supervisors) but the end of the war in 1945 made the Mayport base redundant. The decision of the United States to send troops and ships to counter the invasion of South Korea by North Korea on June 25, 1950 prompted the enlargement of the Mayport Naval Station and, over the years, increased the population of the Beaches area.

The Casa Marina changed little in the Fifties and Sixties; tenants came and went, of course. It was owned and operated by Otto Fleming from 1959 to 1971. Fleming was Flemish, having been born in Flanders, Belgium in February 1904. He and his family lived in apartment 11. He was a charter member of the Beaches Area Historical Society in 1978. Adjacent to the south was the Sandpiper Hotel with its swimming pool open to the white public as well as to hotel guests. The Sandpiper Hotel also had a public bathhouse where one could change into swimming gear, renting a suit, if necessary, and towels. Usually an employee sat outside selling sun tan lotion and renting liferafts.

Source: Postcard in Bachman Collection
Jacksonville Beach was in trouble long before most people realized it. Quick, easy access to downtown Jacksonville and its stores reduced the importance of beach commerce. Beach and Atlantic Boulevards enabled people to live at the beach and commute to “town.” The two new bridges (Matthews Bridge in 1953 and Fuller Warren in 1954) did not suffer from the rush hour congestion in the Acosta and Main Street bridges and, more importantly, were integral parts of the Jacksonville Expressway system, which connected to Interstates 10 and 95 as well as local expressways. Potential customers could easily bypass the beach and head south on I-95 to Daytona Beach down to Miami.

By the late Fifties, enough citizens were critical of the honky-tonk and carnival atmosphere of downtown Jacksonville Beach that city officials began considering redevelopment, one that would rid it of the carnival on the boardwalk and the pier between Second Avenue North and Third Avenue North. Many new residents commuted to Jacksonville and cared little that Jacksonville Beach had been founded as a resort destination. Instead, they saw tawdriness, booze, swarms of sailors, bars and liquor stores, rock’n’roll music and dancing gyrations on the pier and elsewhere, prostitutes, carnival rides and games, and wooden buildings in need of repair or replacement. Some townsfolk of long standing agreed.

The Jacksonville Beach City Council and its Planning Board began discussing a new Master Plan for the downtown area, a plan that envisioned the end of the carnival atmosphere in the downtown area. They defined that area as stretching from Beach Boulevard on the south to Sixth Avenue North on the north and from the ocean on the east to Third Street North on the west. The City Council voted to buy the Beach Bank building on Pablo Avenue for $125,000 and approved plans for a new police station. It would acquire all the buildings on historic Pablo Avenue from the ocean to Third Street North. Downtown Jacksonville Beach was transformed in the Sixties by the city council. The southernmost section of the Boardwalk, the wooden Coaster Block, caught fire on March 9, 1961, wiping out most of its businesses. The few that remained were so damaged that the owners decided to close. The Planning Board advised the City to buy the burned-out Coaster Block, but nothing was decided as of April 14th, 1961. They wanted a nice hotel built on the Coaster Block, an establishment that would attract people with more money. This occurred in steps.²⁰

The Jacksonville Beach Advisory Planning Board unanimously urged the City Council to buy or lease the property owned by W. H. Adams, Jr. but leased to Adwolf Amusements Corporation. Adwolf was owned by the Sam W. Wolfson, a successful Jacksonville businessman and philanthropist. Wolfson had the ruins
cleared but noted that Adwolf had no plans to make improvements. The City Council persisted, however, encouraging Wolfson to build a modern, large motel on the site but Wolfson definitively said no in September, 1962. He could not get Bill Adams, Jr. to subordinate his ownership, that is, grant him the right of usufruct. Without it, Wolfson could not protect his ownership of any building he erected there.

The City government was determined to impose its will regarding the Coaster Block no matter what the cost. In June, 1961, it rejected an application for a walk-up lunch stand in the Coaster Block; it wanted that oceanfront parcel of land used the way it, the government, wanted. Adams dug in his feet and the city threatened to condemn the property and seize it. Adams sued. He won and received an out-of-court settlement from the City for $265,000, which included $15,000 in attorney fees and court costs, in October, 1963. Subsequently, the entire block was cleared.\textsuperscript{21}

Coaster Block and old pier

Courtesy: Beaches Museum
City fathers found another way to rid the city of the old pier between Second Avenue North and Third Avenue North. It needed repairs, after all its pilings were constantly subjected to ocean storms; the electrical, water, and sewage lines back to the shore needed attention. It was not particularly profitable. Long gone were the upscale dances held in the Thirties and Forties; now it was sailors, teenagers, and young adults rocking and rolling. They did not spend that much money. Financially, it was a poor proposition. The city bought it on May 1, 1961 and then debated the cheapest way to demolish it. Many arguments and plans and bids occurred as well as much anger. Somehow, on Friday, October 13, 1962, one day before the city council was going to condemn the pier to demolition, the dancing pavilion and much of the rest of the pier was consumed by fire. The fire was fortuitous. The City Council had been discussing the demolition of the pier since May, 1961; city firemen watched it burn.

The city government proceeded apace with buying property, using its governmental muscle when necessary, building new city buildings, and establishing public spaces. The City bought oceanfront land on July 13, 1962, for example. Hurricane Dora helped on September 9, 1964 by damaging buildings downtown as well as elsewhere on the beach. To mitigate damage to the concrete sea wall, the city used boulders as a protective barrier. In fact, they “graced” the sea wall in front of the Casa Marina, not an attractive addition to an historic building, especially when the boulders along the oceanfront became home to rats!

Courtesy: Beaches Museum
The center of the photograph above shows the Flag Pavilion (1966-1993). Along the oceanfront were the Lifeguard Station, the 90-by-the Sea Restaurant, the Perkins Bath House Building, the Williams Building, the Sandpiper Hotel, and the Casa Marina Motel Apartments. The City Hall, built on Third Street North, in the mid-Sixties, and, the Flag Pavilion, were demolished in 1993. The downtown had a much cleaner, modern look. The boardwalk still contained bath houses, hotels, eateries, games and some rides but without the rundown look of years past. Visitors had fewer choices. Of course, the beach and ocean were still there. Many whites avoided the area, however, when desegregation in the mid-1960s occurred.
Looking South towards downtown 1967. Second Ave. N. is in the foreground. The U-shaped building is the Seabreeze Hotel. The Sixth Ave. S. pier is in the background.
Boardwalk Looking South from Sixth Avenue North with the bus station on the right. ca. 1969  Courtesy: Beaches Museum

Mid-1970s, Sandpiper and the Casa Marina  Courtesy: Beaches Museum
These changes affected the Casa Marina Motel Apartments but little because it was on the northern edge of downtown. One might quibble about what constituted “downtown” or the “Boardwalk” but, by 1969, the above photo shows that it was part of neither but it would be part of the redevelopment effort. It was an historic solid masonry building that lent class to that section of town. Nothing tawdry about it originally but non-use invited the homeless.

Jacksonville Beach underwent fundamental change in the late Sixties. It became part of the City of Jacksonville (which became coterminous with Duval County) while also remaining an independent city. Although this seems contradictory, it is not. A federal system was created. Just as citizens were ruled by the United States government, they were also ruled by the Florida government. In other words, they had dual citizenship. As in all federal systems, arguments arose as to the boundaries between the two governments. Naturally, in such a system, each government wants as much power as possible. On October 1, 1968, all of Duval County merged into one entity called Jacksonville-Duval County, Atlantic, Neptune, and Jacksonville Beaches, and Baldwin became Urban Service Districts of Jacksonville. Each, however, remained a separate city. When it became clear that Jacksonville authorities fully intended to control the four, they went to court and won. On May 29, 1974, the Florida returned autonomy to the three beaches and Baldwin.

The Community Redevelopment Act, passed by the state legislature in 1969, gave cities a powerful tool to reshape themselves by using tax monies to eliminate slums and blighted areas. They could use the new taxes raised when the value of the property increased (tax increment financing). A city could protect its tax base by funding projects that would increase the value of the property acquired, once it was sold back to private enterprise, or it could use the money to improve infrastructure that would increase property values. The CRA specified that the city government must encourage private enterprise. As the statute said:

Any county or municipality, to the greatest extent it determines to be feasible in carrying out the provisions of this part, shall afford maximum opportunity, consistent with the sound needs of the county or municipality as a whole, to the rehabilitation or redevelopment of the community redevelopment area by private enterprise.24

So the Jacksonville Beach city government created its Community Redevelopment Agency and empowered it to act on its behalf to rid the city of
blight and work with private enterprise to improve the look and the profitability of the selected real property. As a former councilman said, an area “had to be declared blighted so we could set up a taxing district and keep all taxes going to Duval County (Jacksonville) and set up a special fund called the Redevelopment fund and use those funds to help rebuild the downtown area.” The City would use this tool extensively but, as it affected the Casa Marina, that story comes later.

Mike Sharkey interviewed Fland Sharp, a former city councilman and two-term mayor of Jacksonville Beach (2004-2012), about the city’s efforts to revitalize the city, particularly downtown. Fland got elected to the city council in the 1980s along with like-minded people and began a 15-year program to solve the problem of urban blight.25

Private enterprise changed the hospitality industry dynamics at the beach when the first modern chain hotel, a Holiday Inn, opened in April, 1968 at 1615 First Street North. Its arrival harbingered the end of small, independently owned motels and the advent of tall buildings on the oceanfront. It was also the first high-rise, an architectural style that many beaches residents in the future would try to forbid. That a giant corporation chose non-commercial north Jacksonville Beach to erect a hotel was significant. Downtown was unappealing even though the Flag Pavilion, ample parking, the 90-by-the-Sea Restaurant, the remnants of the carnival, two oceanfront blocks of the Boardwalk north of Fourth Avenue North, and some vacant land were there. The economic development strategy for downtown needed work.26
Mom and pop small motels began disappearing as customers preferred such modern accommodations as the Holiday Inn and Joe Adeeb’s Sea Turtle and Restaurant. Adeeb remodeled his hotel into a high-rise by 1973. North Jacksonville Beach, not downtown, would be dotted with hotels in a few decades.
The Regency Square Mall was a boon to consumers but a blow to downtown Jacksonville Beach. Regency, the first mall in Duval County, hosted three department stores—Ivy’s, May-Cohen, and J. C. Penney—and enough other stores, food outlets, and a cinema all in an enclosed, climate-controlled space with free parking outside to satisfy customers. This $12 million dollar mall made huge profits from the day it opened in 1967 in Arlington. Beach residents easily drove the not many miles to it. Shopping centers had begun the process of downtown destruction; this and future malls finished the job. One for the consolidation movement in Duval County was the desire of the leaders of Jacksonville to recapture the city’s clout.

In a short time, the repercussions of these events changed the Casa Marina, first as a different kind of apartment house and then, finally being reinvented as a hotel.

Greg and Barbara J. Mattison bought the building in 1975 and sold it in early 1986. Greg had won an award in Kalamazoo, Michigan for renovating a building, so tackling the Casa Marina was a welcome challenge and costly. They repainted it from turquoise to a more neutral color. As they renovated the building, they had to deal with the powerful Community Redevelopment Agency formed in 1978. The Mattisons believed that they had to fight the City to do anything even though the City asserted that it wanted the downtown area improved because it was “blighted”. The Mattisons argued that they were improving the area. That the city asserted that the Casa Marina was in an “amusement area” and, therefore, could not serve alcohol puzzled Greg.
Mattison because the Crab Pot was allowed to serve alcohol seven days a week. He persevered in his efforts to get some latitude for the Casa Marina.

Greg Mattison tried to convert it into a European style building with apartments and stores. He opened a café, tea room, and clothing store in the building. Jo Dyer, an Englishwoman who came to the Beaches from South Africa in 1982, had always wanted to own and operate a tea room. The Mattisons decided that her desire matched their plans to make the Casa Marina a classy place so The Tea Room in the Casa Marina Hotel was created by converting two apartments, a process begun January 24th. Dyer served lunch and afternoon tea. The Casablanca Lounge, with its 1920s Flapper logo, was advertised as a “casual Cabaret and Café set in a breezy French Mediterranean courtyard.” It opened at 4 PM to catch the over-40 working crowd, that is, the Casablanca. Soft music provided by a violin and pianist Friday through Sunday with couples dancing in the courtyard created the romantic 1920s atmosphere desired by the Mattisons. On the other days, business in the lounge was good.

In 1985, the Casa Marina had thirty-eight numbered units. The Mattisons lived in Apartment #38; their daughter Renae had #31. Piece E. Green’s office was in #7; the Tea Room in #12; Harlow’s Restaurant and Tea Room in #13; and the Casa Blanca Lounge was in #’s 14, 15, and 16. The remaining 30 apartments were for tenants, usually month to month, but two were empty when the Polk city directory was compiled.

Then the Casa started tumbling down into bankruptcy. The Mattisons sold the Casa Marina for about $950,000 in January, 1986 to Casa Investments, Inc. Bruce Jarnigan represented a group of California investors who planned to refurbish and air condition it, about a half million dollar project. Jarnigan then
bought out the others in Casa Investment but had to file for Chapter 11 bankruptcy in August, 1986. The property was scheduled to be sold at public auction but this action was delayed pending the outcome of Jarnigan's potential sale to Chabre, Inc., a Sarasota investment group for $1.08 million. The sale would pay the creditors with money to spare. Chabre planned to spend $900,000 to renovate it. The property failed to make a profit, and foreclosure by Ocean State Bank ensued in September. In 1987. It was boarded up.31

Solving the problem of this defunct apartment house was imperative for the Redevelopment Agency if it was going to rid the downtown area of blight. The Agency voted on October 20, 1987 to negotiate the purchase of the property with Ocean State Bank. This might cost the city $900,000 but Ocean State said it would be willing to sell for $830,000, the amount it had invested. Bank officers were being public spirited but they also understood their ownership of the problem cost the bank money. It had to be insured and secured, taxes paid, and residents evicted as they were quick to explain to Arthur Milam, the Agency’s attorney. So, a proposed sale document was to be prepared by November 5th.

Acquiring the Casa Marina was the first step in the Agency’s vision of converting much of the downtown/boardwalk blighted area into residences. It hoped that other banks besides Southeast Bank would extend it a $4 million line of credit so it could buy unimproved or vacant lots in the downtown area, which would then be sold to developers in blocks for commercial or residential purposes. The city would earn no profit from these sales.32

Things got complicated. The city’s Community Redevelopment Agency spent six months trying to buy the Casa Marina property for $900,000 but the bank, which once had said it would sell for $830,000, had raised the price to $930,000. Of course, the Bank incurred expense during the six months. The Bank won; the Agency agreed to pay its price in April but had the right to back out by May 31st, 1988. The delay would cost the Agency $6,375 a month. The Agency was trying to do a much larger deal with the Schneider Group of Ann Arbor, Michigan. The Agency also bought a vacant lot next to the apartment building for $175,000.33
In 1987, the Jacksonville Beach City Redevelopment Agency chose the Casa Marina project as one of four redevelopment projects; the other three were on 118 acres off of Butler Boulevard. The $30 million downtown project, to be called The Casa Marina, would be anchored by the Casa Marina apartment complex. On December 17, 1987, the Redevelopment Agency permitted a committee to negotiate the purchase of the boarded-up Casa Marina. The Duval County Tax Appraiser said it was on the tax rolls as being worth $731,900.34

Refurbishing of the Casa Marina into 25 apartments and erection of 350 apartments, later to be condos, between the ocean and Second Street as the east-west axis and between Second Avenue North and Sixth Avenue North. The Schneider Group of Ann Arbor, Michigan was the only bidder for this downtown project of 350 apartments extending from Third Avenue North to Sixth Avenue North. It would be called The Casa Marina with the old apartment building anchoring it. Plans were for one bedroom apartments renting for $500 a month and two bedroom apartments for $750.

Jim Gilmore, Director of the Agency, worked hard to make the downtown redevelopment plan work. The Agency had voted to buy the oceanfront block between Fourth and Fifth Avenues North for $760,000 and west side of First Street North between Third and Fourth Avenues North for $329,500. The Agency had to buy the Casa Marina to make the plan work but the Bank insisted on its $930,000
price (probably deciding that the Agency could and would afford the price). If the Agency bought the Casa Marina even at a better price and the Schneider Group deal was not consummated, the Agency would be saddled with a white elephant. The Schneider Group finally balked.

In February, 1989, Gilmore and Mayor Bob O’Neill suggested that the Beaches Art Foundation buy the Casa Marina and convert it into an art center for Northeast Florida. Of course the city government was hoping this private organization and its supporters would spruce up that block by creating a mecca for the arts but it was not to be. The downtown condo project was proving too expensive. The mayor and Agency officials began taking the Casa Marina and a shopping center at Sixth Avenue out of the mixture to reduce the cost. While touring the building on April 6th with the idea of applying for a grant from the Bureau of Historic Preservation to assess the feasibility of converting it into an arts center, the mayor and his party found the penthouse occupied—by vagrants! The police escorted the duo out; their entrance was closed. Their presence and the graffiti inside the building certainly demonstrated that it was blight but it was too historic to destroy. It was also too expensive for the arts group. By June, Nick Nicholson, Chris Hionides, and Parker Smith contemplated buying it to create a fine restaurant, winery, penthouse restaurant, and office space. They spoke of restoring it to its mid-1920s splendor. They got anxious when the city postponed spending $4 million to buy the six blocks for the 189-unit condo project of the Schneider Group plus another $2 million for site preparation and infrastructure. Completion of the condo deal would make attracting investors easier.

The City Council rejected the Agency’s Schneider Group deal but Nicholson’s group was closing a deal with Ocean State Bank for an undisclosed sum. In September, Nicholson estimated that it would cost $700,000 to renovate the building to have a restaurant on the first floor and attorneys’ offices on the second. By November, the Nicholson group offered the building for the sale price of $1.5 million. They were a real estate agent from Jacksonville Beach, a lawyer from Ponte Vedra Beach, and a contractor from Seminole Beach who realized that renovation was more than they wanted to handle. Ocean State Bank, for whom Nicholson was the real estate agent, assumed control of the building again.

David Krest of Neptune Beach led a group of seventeen that considered buying the building and converting it into an art and nature center. As a naturopathic physician, he had a professional interest. Their idea was to install solar panels to generate electricity, and recycling waste to generate methane for cooking. Their plans are detailed in his memo.
In 1990, the Casa Marina Renaissance, Inc. sought to raise funds to buy and renovate the Casa Marina to serve as a health, naturalist and environment facility. It needed $3.8 million, $1.2 million for the purchase price and the remainder for the two-year renovation. The co-chairs of Casa Marina Renaissance, John Jorgensen of Ocean Life Natural Foods of Jacksonville Beach and David Krest put forth an ambitious plan for the 25,000 square feet building. They held a fund raiser in late May. All their efforts came to naught. The market for the idea was not healthy.39
Balloons floated in January but one seemed to be coming to earth. Casa Marina Renaissance, Inc. still wanted to acquire the hotel but investors were scarce. Nicholson reported that the more than 50% drop in the sale price from $1.5 million to $700,000 had attracted the attention of a developer, name not disclosed. The $143 million for the city downtown development project, SeaCentre, planned by the Sofran Group of Neptune Beach seemed to be the key. If Sofran could get the necessary financing and commercial establishments, then sale of the Casa Marina would be sold without hesitation. Convincing the unknown developer to buy regardless of what Sofran did would take real salesmanship.40

Google Maps. September 5, 2014

Upper Left: Casa Marina Hotel; Bottom: Beach Boulevard
Mary Lou Brown wanted the Casa Marina; she and her husband Allan negotiated the price down. The Citizens & Southern Bank finally got rid of the property after four years, receiving $450 thousand for the hotel property and a vacant lot on the west side of First Street North between Sixth Avenue North and Seventh Avenue North for a parking lot. The warranty deed was signed on March 7, 1991. The couple lived in Atlantic Beach but owned an Atlanta furniture store. They knew the historical background of the building and of the city’s efforts to develop downtown.41

She had visited the Casa Marina in the late Eighties, according to an interview with reporter Kevin Hogencamp, liked it and hoped to get renovations started in time to have the restaurant open for the Georgia-Florida game on October 31, 1992. It was slow going. Workers carted off tons of debris, finding some artifacts, most not worth much. Of course, the city had to issue the necessary building permits but the Fire Department demanded that the penthouse have another exit and that stair railings and other safety measures be done. Parking was an issue. The lot they had bought on the west side of First Street North might not work; at least some city officials doubted it would. The Browns expected to spend $1 million for renovations. By November, however, the renovations were only half complete, having been delayed since the July start by disagreements with the city over its regulations, including building codes. She thought the restaurant and seven suites might open in spring, 1993.42

It needed help and protection. As Mary Lou said early in the renovation process, it was a “monster.” She should have said it was a nightmare. The Browns would spend ten years of their lives trying to remodel the building into an attractive hotel and restaurant. The city was unhappy with the pace of renovations, which had begun May, 1991. It took workmen until June, 1993 to switch out old plasterboard for new. Then they had to replace the windows on the first floor, upgrade all the utilities, the plumbing, improve the air conditioning and the sprinkler system, tasks that had still not been finished by January, 1993. Mary Lou Brown struggled with contractors, zoning boards, and escalating costs.

The Browns fired their first general contractor, Folke Jonsson, in July, 1993. Angry, he tried to get all the building permits in his name canceled. The work stopped. The building was listed on the National Register of Historic Places in September, 1993, giving it immunity from demolition. A Florida constitutional amendment gave municipalities to exempt improvements to such properties from taxation. The Browns returned to Atlanta to sell property to raise capital to finish the Casa Marina. They weren’t finishing fast enough to suit city officials. In
1995, four years after it was purchased, the property had not gained much 
value. The Browns quit renovations for two years. When they finally finished, they 
had converted it to 23 suites, five singles, restaurant and a bar. 43

On August 11, 1998, they deeded the property to Casa Marina Hotel, Inc. 
of 445 Hopkins Street, Neptune Beach, Florida, a corporation they owned. Mary 
Lou I. Brown was the only Director in the beginning. She signed the incorporation 
papers on July 23, 1998. Soon, Allan would be named Vice President and a 
Director while she was President. By making the corporation the owner, they 
limited their personal liability, a good idea given how much turmoil they had 
experienced since 1991.44

In late 1999, they were planning to open in February, 2000. There were a 
few more things to do. They wanted to finish their changes to the third floor. On 
the original two floors, there was further cosmetic work needed and the 
restaurant and its kitchen were not quite finished. The exterior was repainted, 
and a new driveway was being finished.45

The Browns quietly opened the restaurant in January, 2001 so they could 
work out any kinks; they planned to open the second floor hotel in March but it 
was on April 9, 2001. They had been at it for so long and with so many 
tribulations that they needed some peace and quiet. Mary Lou was not feeling 
well. Her hotel had twenty suites, three singles, and a penthouse in which the 
owners were likely to live. The amount of rental space had been reduced since 
1925 but people demanded more space and they were also bigger.46

All changed in 2002. Mary Lou Brown died on January 21 at the age of 72. 
This mother of four had always been an achiever. This Columbus, Georgia native 
had been a founding member of Kappa Kappa Gamma sorority at the 
University of Georgia; she was president of the Junior League of Chattanooga. 
Together, she and Allan had created a very successful furniture store in Atlanta, 
one that had enabled them to buy the hotel and renovate it. The Casa Marina 
project had always been hers. Now she was gone.47

Allan Brown sold the hotel and the extra lot to Chris Hionides for $4.2 
million. Hionides was the developer who was part of the trio who almost bought 
the hotel before the Browns came along. They backed out when they decided 
renovation wasn’t their “bag.” The Browns spent about a million dollars in ten 
years to renovate the Casa Marina, his wife’s dream. Hionides was a developer 
who owned the Atlantis Motel, Surface Technologies Corporation, Flagler’s 
Crossing Condominiums, The Foundation Academy, property on First Street 
North, and other properties. He liked what the Browns had done. The facility was
doing well and many weddings were being booked there. So his C & N Investment Trust bought it.\textsuperscript{48}

Downtown Jacksonville Beach, 2001

The City of Jacksonville Beach was also renovating, still. In the above photograph, the building on the oceanfront in the upper left is the Casa Marina. Next to the lifeguard station on the right is the beginning of a high-rise national chain hotel, something the city government desired for many years. Facing the park are the Seabreeze Hotel and the Fuqua Building on First Avenue North. Sharkey remarked in 2010 that “the results are a new pier, mixed-use developments, new hotels, a Seawalk Pavilion that draws several festivals and thousands of people a year and a downtown area full of bars and restaurants.”\textsuperscript{49}

In 2002, Hionides tried to build a three-story, 384-seat conference center on the First Street lot he had bought when he bought the Casa Marina. He appealed to the Board of Adjustment to make an exception to its rules about how many parking spaces would be required. Greg Kupperman, his property
agent, made the plea. Although the conference center would have only 75 of the required 128 spaces, Kupperman explained that 24 spaces would exist on the ground floor of the building and another 51 additional spaces would be available on the vacant lot next to the Dolphin Depot restaurant. In addition, he said, public and municipal parking lots could be used. The conference center, done in the same Mediterranean style, would be connected to the hotel by a breezeway. Because so many people wanted to hold weddings and receptions in the hotel, the conference center would relieve pressure on the hotel. The city government refused to budge. The City Manager, George Forbes, and the City Planner, Steve Lindorff, wrote the Board that exceptions should not be made for a new building, that developers of new buildings should not rely on government-owned parking lots. Forbes granted that the City made exceptions for existing businesses that had little or no parking. So the Board voted “No.” Hionides believed he was not being treated fairly. 50

Undaunted by this setback, Hionides and his team made the Casa Marina a fine boutique hotel with an excellent restaurant.

June, 2014  Photo by Don Mabry
June, 2014  Photo by Don Mabry

The views of central Jacksonville Beach and the ocean from the third floor are fascinating.
Looking west with First Street North in the middle of photo.
January, 2009  Photo by Don Mabry

Looking northeast with condominium at 807 First Street North
January, 2009  Photo by Don Mabry
The Casa Marina did appreciate over time, of course. The sales history from 1975 is available as well as the assessed valuation. The latter is the property appraiser’s opinion whereas the sales price is what the buyer was willing to pay; they can be very different. The table below presents sales data.

<table>
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<tr>
<th>Sale Date</th>
<th>Sale Price</th>
<th>Book/Page</th>
<th>BUYER</th>
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<tr>
<td>1975, June 3</td>
<td>$300,000</td>
<td>03952-01121</td>
<td>Mattison</td>
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<tr>
<td>1986, January 8</td>
<td>$100,000</td>
<td>06069-006</td>
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<tr>
<td>1987, September 10</td>
<td>$174,400</td>
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<td>Ocean State Bank foreclosure</td>
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<tr>
<td>1987, September 10</td>
<td>$625,100</td>
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<td>Ocean State Bank foreclosure</td>
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<td>1991, March 7</td>
<td>$450,000</td>
<td>07078-00908</td>
<td>Brown</td>
</tr>
<tr>
<td>1998, August 11</td>
<td>$647,600</td>
<td>09042-01768</td>
<td>Casa Marina Hotel, Inc. (Mary Lou Brown)</td>
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<tr>
<td>2002, August 13</td>
<td>$4,180,600</td>
<td>10633-01496</td>
<td>C&amp;N Investment Trust, Inc. (Hionides)</td>
</tr>
</tbody>
</table>

In 2014, the Casa Marina had an assessed valuation of $3,688,300, of which the assessed land value was $1,824,150 whereas the hotel was $1,864,150. The million dollar renovation of the Browns paid off for them and for the city. The redevelopment of Jacksonville Beach from Beach Boulevard to Sixth Street North and from the ocean to Third Street North raised the value of
the hotel because its locale became attractive to modern businesses and to visitors.

Its uniqueness saved it into the 21st century. Unlike its wooden predecessors, fire was not a threat. The Mediterranean architectural style was so much more attractive than most beach houses and buildings that it was an identifiable landmark. The construction techniques made it durable but malleable. Most important, the hotel evoked nostalgia for the 1920s, a time that some considered to be a golden age.

ACKNOWLEDGEMENTS

The Beaches Museum and History Park made the research and writing of the history of the Casa Marina Hotel possible. Sound history is written only with original documents, that is, documents (including notes, newspaper articles, directories, and photographs) produced at the time. The Museum has a rich archive of original, often rare, documents until recently ably managed by Taryn Rodríguez-Boette and now by Sarah Jackson. Maarten van de Guchte was Director when I did research there in June and encouraged me to continue research and writing on the Beaches. Christine Hoffman, his successor, is similarly dedicated. Robert Sanders, the brilliant IT manager, provided a map but, more importantly, suggested revisions. The rest of the staff and the volunteers deserve praise for helping make the Museum the success that it is.

Thanks to Richard E. Draper for letting me use his image from the State Bank of Pablo. Rick Hale helped me understand Redevelopment Agency financing. David Kelly closely read the manuscript and made valuable suggestions. No doubt there are others I have forgotten to mention.

My wife Paula encourages me to continue to write history and is a boon companion. I thank her for all that she does.

My writings on the history of the Jacksonville Beaches are many. A list of them can be found at djmabry.org/vita. The History Press published World’s Finest Beach: A Brief History of the Jacksonville Beaches in 2010. Signed copies are available at the Beaches Museum and History Park to which I gave all the proceeds. It can also be purchased at Amazaon.com and barnesandnoble.com. My ebooks and articles can be found at djmabry.org/vita and on the Historical Text Archive (http://historicaltextarchive.com/) mostly in the United States/20th Century section.


3 See Donald J. Mabry, *I’ve Been Working on the Railroad* (HTA Press, 2012). The settlement was called Ruby Beach (1884-86), then Pablo Beach (1886-1925), and then Jacksonville Beach.


6 Davis, *History of Jacksonville, Florida*.


9 “Henry B. Phillips,” Florida State Department of Transportation, [http://www.dot.state.fl.us/PublicInformationOffice/moreDOT/secretaries.shtm](http://www.dot.state.fl.us/PublicInformationOffice/moreDOT/secretaries.shtm). Phillips Highway (US 1) is named after him.


12 “Casa Marina Hotel Opens With Dance Tonight,” *Pablo Beach News*, June 6, 1925.


Pablo Beach News, March 11, 1929. The bridge players were Anna Purcel of Perkin’s Bath House, Carl Smith, the F. O. Iwanowskis, the E. C. Iwanowskis, the Chalmers D. Hornes, the A. P. Millers, the H. Blairs, the W. L. Wilders, the F. B. Sheetz, Mrs. H. W. Dickerson, Mrs. Sue Childress, R. Cecil Brown, the Zapfs, and from New York, Mrs. Pearl Schulman.

Nick Wynne and Joseph Knetsch, Florida in the Great Depression: Desperation and Defiance (Charleston: The History Press, 2012) is a quick view.

Casa Marina Hotel Company, Inc., Florida Department of State, Division of Corporations, Document Number Number137493 FEI/EIN Number000000000. The filing date for the corporation was May 18, 1939, the dissolution date was May 16, 1946. Polk’s Jacksonville Beaches Directory. Polk Company, 1941. “Casa Marina Hotel Sold,” The Beaches Outlook, Summer. 1944.


In the 1980s, he moved to Toccoa, Georgia where he died March 15, 1988.


“City manager to recommend that Boardwalk block be condemned,” Beaches News, November 6, 1959; “Boardwalk Used to Have Carnival Flavor,” The Beaches Leader, September 3, 1993.

Locals did the beach bop, called the shag in the Carolinas.

My “Carnival on the Boardwalk” addresses these issue at more length.


In 2014, it was a Courtyard by Marriott.

Kathleen Feindt, “Taking Care of Business,” Beaches Leader, July 14, 1983. The demolition of the Sandpiper Hotel and its swimming pool in 1979 helped. The pool had closed since 1960, and the hotel was deteriorating.


Polk’s Jacksonville Beaches City Directory, 1985, p. 46.


Allan G. Brown, owner, property was worth $428,912 but the building was appraised at only $36,598. Caren Burmeister, "Grand opening again: Casa Marina eatery, hotel revived," Shorelines, February 3, 2001.


45 Paige G. Gnann, "Casa Marina Expected to Open in Feb." Beaches Leader, October 27, 1999.


48 Beau Halton, "Landmark Hotel to Undergo Little Change," Shorelines, February 2, 2002; Caren Burmeister, "Casa Marina to Add Reception Hall for Weddings," Shorelines, August 31, 2002; Caren Burmeister, "Developer May Buy Casa Marina Hotel," The Florida Times Union, February 2, 2002. The assessed value in 2002 according to the Duval County Property Appraiser was $1,808,911, a huge disparity from the newspaper account.

49 Sharkey, "Just a day at the Beach."


51 Duval County, Florida, Property Appraiser Office, Official Record Book/Page 03952-01121.