

On a quick drive just outside the bounds of a “comfortable walk” you’ll find more of Flagler Beach’s historical treasures.

Historic Walk Tour City of Flagler Beach

The Jewel of Florida’s East Coast—A Tour of Historic Flagler Beach

North Side

McGraney House (801 N. SR A1A) - This home was originally built on the outskirts of Flagler Beach in Flagler County but was moved to the beachside in the 1940s. It still has one of the two original cement cisterns used to collect rainwater to supply the house.

Walter Green House (101 N. Daytona Avenue) - Constructed in the early 1920s, the Green family named it “Ocean View.” The Green family owned and managed the Flagler Beach Hotel from 1946 to 1975.

South Side

Fuquay House/Topaz Motel (1224 S. SR A1A) - Dana F. Fuquay, the 13th architect to be licensed in Florida, was a successful contractor in the Daytona Beach area, having built over 100 homes, hotels, a casino, and two churches. He purchased property in Flagler Beach in the 1915 and built the Flagler Beach Hotel, where he lived with his family until his new home was completed. His grand new home ran from SR A1A west to Central Avenue. The foot posts can still be seen. The house was completed in 1926 at a cost of \$50,000, a very large amount for that time. There was a shuffleboard court on the north side, a pool on the west side, a circular drive around the whole property, and porte cochères front and back. It also had one of the few basements on the coast, large enough for dressing rooms, additional living quarters for servants and staff, a 30-foot boiler plus parking for ten cars.



**Welcome to the Flagler Beach Historical
Museum & Flagler County Visitor’s Center**
Open daily 10am-4pm

Enjoy a self-guided stroll around friendly Flagler Beach with this walking tour brochure. Stop by the Museum for more brochures and advice about the many great attractions of Flagler County.

The Flagler Beach Historical Museum and the Flagler County Tourist Development Council have created this tour of Flagler Beach to help introduce you to the community and its proud and unique heritage. So take a moment to walk the same roads as the founding fathers and appreciate the historical resources that surround you as you travel back in time along Moody Boulevard (SR100), Central Avenue, and SR A1A (Ocean Shore Boulevard).



Flagler Beach Historical Museum
207 S. Central Ave
386-517-2025
email@flaglerbeachmuseum.org
<https://flaglerbeachmuseum.org/>

Flagler County Tourism
Development Council
386-313-4230
<https://www.visitflagler.com/>



The history of Flagler Beach is synonymous with Florida folklore. Small towns born in the late 1800s and early 1900s are full of stories of hurricanes damaging waterfront communities, only to be rebuilt due to the prevailing pioneering spirit of the residents. The City of Flagler Beach is familiar with such setbacks but has managed to survive, along with many of the descendants of the founding families: Moody, Upson, Wickline, Fuquay, and Holden. These are just some of the families that were among those instrumental in the development of the area.

Today as visitors travel eastward on Moody Boulevard, they can’t help but catch their breath as they look out on the Atlantic Ocean, the beach, and the small seaside community that was founded just over 100 years ago. As you arrive, you immediately have a sense of stepping back in time. One resident of the community described it clearly, “...when I was looking for a place to relocate and came to Flagler Beach, it was as if it was the 1950s all over again and reminded me of my childhood vacations in Florida.”

The history of this area, now named Flagler Beach, began in 1909 when Isaac I. Moody Jr. and Major Frank Lambert formed the Bunnell Development Company and started selling parcels of land, often through the mail, to families seeking a new beginning. Some of those land parcels were located on the mainland just west of and adjacent to today’s Intracoastal Waterway in an area they named Ocean City.

In 1913, Austin V. Wickline and his family settled in Ocean City. They built a house and a general store, which also housed both the first post office and a library. The family helped operate the ferry that crossed to the barrier island. They later moved to the island and opened another general store.

Also in 1913, George Moody (Isaac’s brother) applied to homestead 169 acres on the barrier island, east of today’s Intracoastal Waterway. He had a vision of a beach resort, so he subdivided his “Ocean City Beach” property and energetically pursued his dream. Mr. Moody built the first house on the beach in 1914 and built the Casino, a beachfront community center, in 1916. The County constructed a one-lane turnstile bridge across the waterway in 1920, connecting Ocean City Beach to the mainland.

When a post office was requested in 1923, the U. S. Post Office Department informed Ocean City Beach that it would have to be renamed due to numerous other towns of same name. Ocean City Beach became Flagler Beach in 1923, in honor of Henry Flagler. In 1925, Flagler Beach was incorporated as a town and George Moody became the first mayor.

To this day, as visitors come to this community to enjoy one of its many restaurants or just spend some time fishing or enjoying the beach, they are surrounded by the history of this quaint community. Descendants of many of the original founding families still reside in the community or have been memorialized by the community through its parks and public facilities. The long, uninterrupted shoreline and breathtaking vistas at Flagler Beach have drawn visitors to this area for more than 100 years.

Grand Hotel on the Beach

Dana F. Fuquay and George Moody began construction on the Flagler Beach Hotel, located at Central Avenue and Moody



Boulevard, in 1923. The Grand Opening was held on July 4, 1925. It was a grand hotel for its time, having three floors of guest rooms, a lobby with a large coquina rock fireplace, a long-screened porch complete with rocking chairs, a basement arcade, yellow pine floors, and a formal ballroom.

The current Veteran’s Park, part of the original hotel property, was donated to the City by Mr. Fuquay, with the condition that nothing would ever be built on the property that would block the view of the ocean from the hotel. American aviator Charles Lindbergh’s weekend stay in November 1931 was a major event for the hotel, along with the formal parties, weddings, senior high proms, and other community events held before the hotel closed its doors in the late 1930s. Sadly, the old hotel was torn down in 1972.

Tour Sites

1. Flagler Beach Historical Museum (207 S. Central Avenue) - This building was built for the Flagler Beach Volunteer Fire Department in 1965.



It housed three bays for fire trucks. When the Fire Department moved to its current location, the building was renovated for the Museum. All items, photographs and artifacts

have been donated by friends of the museum. The grand opening was in September 2001.

2. Upson House and Real Estate Office (200/202 S. Central Avenue and 205A S. 2nd Street) - Luther and Ida (Fuquay) Upson, early residents of Flagler Beach, were active contributors to the formation of the community. The small commercial building at the front of the property was built by Mrs. Upson in 1925 to house her real estate office and later was used for other businesses and as a meeting place for the City Commission. When the Town of Flagler Beach was incorporated in 1925, Luther Upson was elected as one of the first Commissioners. Their home was completed in 1926 and the adjoining building on S. 2nd Street, now commercial, was built as their garage.



3. Golden Sands Apartments (209 S. Second Street) - In 1947, Pal and Irma Parker, encouraged by her brother John Walter Green who then owned the Flagler Beach Hotel, moved from Atlanta to Flagler Beach. Their Golden Sands Apartments were intended for vacationers, and advertising touted the central location of Flagler Beach to "North Central and East Florida" attractions, as well as the 652-foot fishing pier and the beach.

4. Holden Pharmacy (301 S. Central Avenue) - Tom Holden and his wife Ethel (the former Ethel Bortree) lived in Bunnell, the Flagler County seat, but provided pharmacy services throughout the area. Completed in 1925, this building housed the pharmacy downstairs, and offices and apartments on the second floor. Mr. Holden later moved the pharmacy to the Moody Hotel, at which time, the building was sold to Dick and Mariel (Ranger) Mosby who ran a grocery store and lived upstairs.



5. Ranger Apartments (305 S. Central Avenue) - Charles Edward Ranger and family came to the area in 1926. Their apartments were joined to the old Holden Pharmacy



upstairs.

6. Babbitt House (211 S. 3rd Street) - Arthur Babbitt and his wife Luna (daughter of George Moody) moved from Georgia to Flagler Beach in 1944. Mr. Babbitt was a plumber. The original town water system and turn-off valve and gauges can still be seen in what was once the kitchen of their home. While waiting for their home to be completed, the Babbitt's lived on the first floor of the Flagler Beach Hotel.



7. Wickline Store (411 S. Central Avenue) - In 1925 the Wickline family moved to the east side of the Intracoastal Waterway and opened the first general store there. Austin V. Wickline and his son George bought a "block machine" from a catalog and made the concrete blocks for their new store. Mrs. Etta Wickline was appointed Ocean City postmaster in 1915 and then served as the Flagler Beach postmaster from 1924 until 1926. The post office was located in the store and the family lived in the apartment upstairs. After the Wickline family closed their business in Flagler Beach, the south side of the building was used for city business until the current City Hall was built in 1965.

8. Luther Price House (202 S. Daytona Avenue) - Currently a commercial property, the Luther Price House is one of the oldest existing structures in Flagler Beach, built in the early 1920s.

9. George Moody House (312 S. Central Avenue) - George Moody is from the prominent Moody family of Flagler County and the founder of what became today's Flagler Beach. Mr. Moody and his wife Bettie homesteaded 169 oceanfront acres in 1913, which he subdivided as "Ocean City Beach." After building his first house on the oceanfront in 1914 for homesteading purposes, he built and moved into this house in the early 1920s. At that time, there was no public utility company in the area and the Moody home featured a generator for the production of electricity. Mr. Moody was elected the first Mayor of Flagler Beach in 1925.

10. Flagler Beach School (800 S. Daytona Avenue) - The original one-room schoolhouse, built in 1916, was replaced in 1924. A new school was constructed on land provided by George Moody, using architectural and construction services donated by Dana F. Fuquay. The new school opened in the fall of 1924. It was closed for several years around the end of World War II, then reopened in the fall of 1946 for grades one to four. It would later serve as an elementary school for grades one through six in the 1950s and 1960s. The school was permanently closed in 1972. With the help of a State Historical Grant, the school property was acquired by the City of Flagler Beach to be developed as the Wickline Community Center. Today it is home to the City of Flagler Beach Building, Planning and Engineering Departments, the Flagler Beach Library, and Wickline Park. The Betty Steflik Memorial Preserve adjoins it on the west.

11. Flagler Beach Pier (S. 3rd Street) - The original Pier was built in 1928 by the Town of Flagler Beach and celebrated with a grand opening on July 4, 1928. Destroyed by storms and rebuilt several times, the Pier has been a great spot for fishing, birding, and whale watching. The Pier was heavily damaged by Hurricane Ian in September 2022 and is closed pending a rebuild over the next several years. However, the Funky Pelican Restaurant on the oceanfront next to the Pier remains open, as does the local Surf 97.3 FM beach radio station broadcasting from the iconic Pier A-frame entryway.



12. Z Wave Surf Shop (400 S. SR A1A) - The original house was built as a summer home in 1920 by Mr. and Mrs. Frank Owen. The house still has its original chimney and cypress shingles on the exterior. Mr. Owen also built the 2-story garage apartment and little side house in the back. All three buildings were sold after World War II. The house was converted into the Z Wave Shop in 1988.

