

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received SEP 30 1988
date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Miami Shores Thematic Group

and or common

2. Location

street & number Multiple-See Individual Inventory Forms N/A not for publication

city, town Miami Shores N/A vicinity of

state Florida code FL county Dade code 025

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> entertainment
<input checked="" type="checkbox"/> Thematic Group	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> government
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> industrial
			<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Multiple-See Individual Inventory Forms

street & number Multiple-See Individual Inventory Forms

city, town Multiple N/A vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Dade County Courthouse

street & number 73 West Flagler Street

city, town Miami state Florida 33130

6. Representation in Existing Surveys

title Miami Shores Survey has this property been determined eligible? yes no

date June, 1985 federal state county local

depository for survey records Division of Historical Resources

city, town Tallahassee state Florida

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		date <u>1925, 1926, 1927</u>

Describe the present and original (if known) physical appearance

SUMMARY

The Miami Shores Thematic Group consists of 25 residences constructed in the Mediterranean Revival style as part of the first development phase of Miami Shores by the Shoreland Company from 1925 to 1927. The structures are strong representatives of the style, designed by several of Miami's most prominent architects in the 1920s. They are of concrete block and rough textured stucco construction, with low pitched gable roofs covered in clay tiles. Some of their most salient features include wood and wrought iron balconies, arched openings, multi-paned wood casement windows and French doors.

ORIGINAL SETTING

The land where the present day Miami Shores Village is located was once marshy prairie, or lowlands. In the late 1880s, it was partially developed into a homestead where citrus and tomatoes were produced. In the early 1900s, the property was purchased with the intention of creating a suburb, or subdivision to the City of Miami to the south. In 1924-25, the property was purchased and laid out as a cohesive, 2800 acre subdivision.

The structures included in the Miami Shores Thematic Group reflect the strength of the Mediterranean Revival style architectural theme in shaping and promoting the development. All houses built during the first phase of development of Miami Shores were designed in this style. The style was a success in Coral Gables, a planned city south of the City of Miami. The Shoreland Company, a fierce competitor of the Coral Gables Development Corporation was determined to surpass the. Great plans for luxury hotels, a railroad terminal and other public amenities were not realized; however, wide curving boulevards and the later construction of the country club and a causeway were.

Within the planned subdivision, approximately fifteen percent of the lots were developed during the initial stage of development by the Shoreland Company during the 1920s. Of this percentage, the majority of the structures were constructed in close proximity to each other within the area encompassing the original downtown area.

PRESENT SETTING

Today, houses built by the Shoreland Company survive in almost every block of the City of Miami Shores. These houses show a strong and unified

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style as well as the variety and individuality of expression of talented architects. The dominance of the Mediterranean Revival style theme creates an easily identifiable, yet rich and varied, vocabulary within the modern city. Surrounding infill is of similar scale and setback in the Mediterranean Revival style with landscaping consistent with the early sites. Several houses constructed in the 1930s, however, were constructed in the popular Art Deco style. The majority of the City is residential with only the small historic commercial core intruding.

Properties are set along tree lined streets, with sidewalks set off the street by wide green easements. Service alleys for garbage collection and utilities run along the rear of the properties. Other styles represented in the area include Mission and Pueblo Revival style inspired constructions, frame vernacular and Colonial Revival style structures, all from the late 1920s and early 1930s. There are some Tudor Revival style and Art Deco style houses from the same period. The rest of the structures are of post World War II vintage.

The area is lushly landscaped, with live oaks, mangoes, avocados, royal poincianas, wild orchids, golden showers and jacarandas, among the trees represented. Miami Shores is also a bird sanctuary. Mockingbirds, blue jays, cardinals, egrets and orioles abound, and flocks of loud, colorful parrots are a common sight. Squirrels, possums and raccoons are also abundant.

ORIGIN OF MEDITERRANEAN REVIVAL STYLE

Mediterranean Revival architecture was popular in the decade of the twenties, particularly in Florida and Southern California. In vogue at the time, it was inspired by Spanish architecture. The Mission and Spanish Colonial Revival styles were also inspired by Spanish architecture in the United States from the earliest southern and southwestern settlements. They contain a great degree of native American influence, often resorting to an Indian and Mexican vocabulary. In Mediterranean Revival style architecture, the influence comes from countries along the Mediterranean coast. Thus the inspiration may come from Spanish, French, Italian, Moorish architecture, or may borrow freely from several. Likewise, the reference to one particular historical period is vague. There are towers and crenellated parapets inspired by medieval fortresses, Gothic rib vaulted ceilings, arcaded loggias of Italian Renaissance influence and theatrical ornamentation of the Spanish Baroque period. The style is eclectic in its representation of geographical or historical references. While other "revival" styles refer to an original

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style for inspiration, there is no Mediterranean style as a point of origin. The style refers, instead, more to the imitation of setting and feeling than to the reproduction of an existing, specific style. Because of this, the Mediterranean Revival style is well suited as a thematic style for a planned community or development.

LOCAL STYLISTIC FEATURES

All houses in this nomination proposal are designed in the Mediterranean Revival style as required in the original development. Within the wide range of expression they display, there are many similarities. All buildings, with the exception of 384 N.E. 94th Street and 477 N.E. 92nd Street, are constructed of concrete blocks faced with rough textured stucco. These two are built of hollow clay tile with stucco. Roof lines are multiple, low pitched gables covered with clay barrel and Spanish tiles. In several instances, the original variegated, hand made tiles have been replaced. Replacement clay tiles of similar appearance are used, maintaining the original form, color and texture of the hand made Cuban tiles. Informal, asymmetrical arrangements of L-shaped and rectangular plans with slightly irregular projections are the most prevalent plan. Wood framed casement, double hung wood sash and French doors were used on all houses. Many original windows have been replaced over the years with aluminum awning and jalousie units; recent restorations of many houses have included windows based on the original designs. Arched openings were popular as were balconies of wood or wrought iron. Bas relief applied ornamentation of cast masonry was used often in the first phase of development, but sparingly on any one building, usually highlighting doorways and cornice lines. Designs more often resort to mass articulation and fenestration and their interplay of light and shadow than to surface treatment. Most properties have detached garage structures at the rear.

Interiors continue the subtle elegance and charm of the exteriors. Arched openings separate main spaces. Lofty ceilings have exposed wood beams and rafters, some handcarved, others hand painted. Floors are of hard wood and Cuban tiles. Walls have a similar rough texture in plaster to that of exterior surfaces. Fireplaces are of varying designs and materials, mostly plaster and stone. Most of the houses retain their original salient interior features in the main public spaces, while other areas, like kitchens and bathrooms, have been modernized.

The houses are spacious, comfortable and informal, not fanciful or pretentious. There are large, two story houses built as models to show

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prospective clients and as homes for the officers of the Shoreland Company. There are smaller, one story cottages with as much thought in overall design and attention to detail.

ALTERATIONS

The distinctive character of the original structures distinguish them from those of more recent construction. They are well maintained, and have undergone relatively few alterations of any consequence. Air conditioners have been installed, swimming pools added, some screened porches have been glazed and additions built to the rear. But the tile roofs remain and previous unsympathetic window replacements are being corrected by recent installation of appropriate units. Much of the stability of the neighborhood, both in real estate value and in physical appearance is the result of exacting building and zoning codes aimed at maintaining the quality of the surroundings. Many of the properties have been designated recently as historical sites by a municipal historic preservation ordinance. This ensures the continued and improved high standards in the quality of future renovation, which will be done according to the Secretary of the Interior's Standards for Rehabilitation.

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LIST OF CONTRIBUTING STRUCTURES
MIAMI SHORES THEMATIC GROUP

<u>Individual Site Name</u>	<u>Common/Reference Name</u>
257 N. E. 91 Street	MST-A
353 N. E. 91 Street	MST-B
357 N. E. 92 Street	MST-C
477 N. E. 92 Street	MST-D
379 N. E. 94 Street	MST-E
384 N. E. 94 Street	MST-F
431 N. E. 94 Street	MST-G
145 N. E. 95 Street	MST-H
107 N. E. 96 Street	MST-I
262 N. E. 96 Street	MST-J
284 N. E. 96 Street	MST-K
287 N. E. 96 Street	MST-L
540 N. E. 96 Street	MST-M
577 N. E. 96 Street	MST-N
361 N. E. 97 Street	MST-O
273 N. E. 98 Street	MST-P
276 N. E. 98 Street	MST-Q
253 N. E. 99 Street	MST-R

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310 N. E. 99 Street	MST-S
389 N. E. 99 Street	MST-T
121 N. E. 100 Street	MST-U
553 N. E. 101 Street	MST-V
561 N. E. 101 Street	MST-W
1291 N. E. 102 Street	MST-X
10108 N. E. 1 Avenue	MST-Y

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800–1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900–1928	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1925, 1926, 1927 **Builder/Architect** various-see individual forms

Statement of Significance (in one paragraph)

SUMMARY

The Miami Shores Thematic Group Nomination is composed of residential structures constructed during the first phase of development of Miami Shores by the Shoreland Company between 1925 and 1927. The residences are of the Mediterranean Revival style, as required by the original property deeds. A large number of the houses were designed by the architectural firm of Kiehnel and Elliott which specialized in designs in the Mediterranean Revival style. Their designs firmly established the development's theme of "America's Mediterranean." All of the structures lie within the present-day boundaries of Miami Shores Village, a Dade County municipality.

CRITERIA AND METHODOLOGY

All properties within the Thematic Group must satisfy the following criteria:

1. Property was built between 1925–1927, as part of the first phase of development of Miami Shores by the Shoreland Company.
2. Property is Mediterranean Revival style, as required by original property deeds.
3. Property lies within the city limits of present day Miami Shores Village. (Identical to the original limits)
4. Property is associated with the history of the Shoreland Company.
5. Property represents the work of a prominent architect.

Other extant properties from this development period within the city limits of Miami Shores that have been severely altered, were not built under the direction of the Shoreland Company or which information is not presently available have not been included. Certain properties of only minor significance and without owner consent have also been excluded.

HISTORIC SIGNIFICANCE

The Shore Land Development Company was organized in January, 1924, by Hugh M. Anderson and Roy C. Wright, two men active in South Florida real estate. Anderson and Wright had made their fortunes in two enormous real

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estate undertakings in 1922 and 1924 in the Miami Area. They purchased parcels of land along the City of Miami's busiest thoroughfare, West Flagler Street, from the Miami River to 12th Avenue. After acquiring the parcels, Anderson and Wright donated to the City of Miami 20 feet of land on both sides of West Flagler for widening of the street. The resale of the slightly smaller parcels along the widened boulevard made Anderson and Wright very wealthy.

Earlier, in 1922, Hugh M. Anderson joined in partnership with four other prominent Miami businessmen in the Biscayne Bay Improvement Company, and successfully created and developed the Venetian Islands. The Venetian Islands were created out of Biscayne Bay bottom through bulkheading, dredging and filling. The islands formed a chain across Biscayne Bay and were developed into an exclusive residential neighborhood. The islands, surrounded by waterways and given Italian names, were inspired by the city of Venice. The proposed architectural style of the residences on the Venetian Islands was Mediterranean Revival, with particular emphasis on Northern Italian architecture. By the end of 1923, the Venetian Islands project was well in progress and was considered quite an achievement.

By late 1923, as a result of previous successful ventures, Anderson and Wright were prepared to launch a new development. Their first task was assembling a large amount of acreage where they could carry out their plans. Anderson and Wright envisioned the new project as similar to the Venetian Islands, residences of Italian influenced architecture within a designed landscape closely associated with water. Anderson and Wright found the real estate along the northern portion of Biscayne Bay. In July, 1924, the name of the Company was shortened to the Shoreland Company.

The approximate 2,800 acres extended from Arch Creek (present-day N.E. 135th Street) to the north, south to 87th Street, west to N.W. 4th Avenue, and east to Biscayne Bay. This included two islands totaling 600 acres in Biscayne Bay (today's Bay Harbor Islands and Indian Creek Village). The mainland acreage was comprised of three separate tracts roughly as follows: the northernmost portion, known as Arch Creek, of approximately 900 acres; the southernmost portion, known as Bay View Estates, of 1,000 acres; and the southeastern section, known as the Gordon Tract, of 100 acres. In addition, about 200 acres of smaller, scattered tracts located within the general area were purchased. Bay View Estates and the Gordon Tract form the core of today's Miami Shores Village.

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Bay View Estates was purchased by the Shoreland Company in October, 1924, from L.T. Cooper. In 1922, Cooper, who had amassed his wealth from a patent medicine by the name of Tanlac, had purchased property for development in the area north of present day N.E. 87th Street, Miami Shores. This land had previously been used as a pineapple plantation and tropical grove owned by T.V. Moore, known as the "Pineapple King" of South Florida. Cooper divided his holdings into two separate areas. Approximately 300 acres, immediately to the north of 87th Street along W. Dixie Highway (today's N.E. 2nd Avenue) was named El Portal. The approximately 1,000 acres north of this and extending to the bay was named Bay View Estates. Cooper first undertook the development of El Portal. In 1924, when Shoreland Company purchased the acreage in Bay View Estates, only preliminary improvements had been started, principally land clearing, the laying of a few streets and sidewalks, some landscaping and some bulkheading along the bay front.

The Gordon Tract, owned by Major Hugh H. Gordon, was purchased after Bay View Estates. Major Gordon was the son of General John B. Gordon, a Confederate hero who had served one term as Governor of Georgia and two terms as a U.S. Senator. The Gordon family moved to Florida in 1901 and purchased this property where they planted an orange grove and several acres of tomatoes. Although the Gordon Tract only contained approximately 100 acres, it was its location that was desirable to the Shoreland Company, laying adjacent to the bay. No improvements had been made within the tract with the exception of the Gordon homestead.

At the time these land purchases were completed, the Shoreland Company was already a well-run and organized entity. Anderson and Wright had brought together a talented, efficient and hardworking group of men and women to plan, market and undertake every aspect of their newest development project. The Board of Directors was comprised of Hugh M. Anderson, President; Vernon C. Seaver, First Vice-President; Roy C. Wright, Second Vice-President; and, J.B. Jeffries, Secretary and Treasurer. The Shoreland Company staff included the following personnel: Ellen S. Harris, Vice President; J.A. Riach, Publicity Director and Assistant Sales Manager; Larry Ryan and William J. Drumplemann, Assistant to Mr. Jeffries; Charles F. Cushman, Assistant to Mr. Riach; John W. Livingston, Publicity Staff; Crawford Parker, Assistant to Mr. Livingston; Frank K. Ashworth, Engineer; H.C. Nelson, Director of Operations; Major O.L. White, in charge of landscape work; Floyd L. Knight, General Counsel; J.M. Markley, Supervisor of Construction; Miss Pratt Spears, Assistant Secretary and Treasurer; Mrs. Martha C. Robinson, Head of Contract Department; Nell Leddy, Head of Resale Department; and Martha F. Mulligan, Head of Stenographic Department.

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In addition, the Shoreland Company had a staff of 75 salesman including A.L. Snell, Hamilton Michelsen, D.S. Zachary, James F. Hardwick, Clyde Rogers and Roger Nordelle. A large labor force was also employed by the company throughout its operation. Many of these names will appear as owners of the 25 residences that compose the Miami Shores Thematic Group Nomination. (See Individual Site Inventory Forms.)

In December, 1924, after having occupied two different temporary facilities, the Shoreland Company opened permanent headquarters at 125 East Flagler Street. The company razed the building originally standing at this site and erected an elegant structure of Italian style architecture which reflected their plans for the project. The Shoreland Company Building was located in the midst of the real estate offices for three other major boom time developments: Boca Raton, Hollywood-by-the-Sea and Coral Gables.

Ellen S. Harris is credited with the naming of the Shoreland Company's development project. She suggested the name Miami Shores from a popular waltz of the time called "On Miami Shore." The name was agreed because it conjured up a waterfront image desired for the project.

The master development plan for Greater Miami Shores included approximately 9,000 building sites, 5 2/3 miles of bay frontage, 4 miles of inland waterways and 10 miles of main roadways. The plans called for the building of a new causeway to Miami Beach, the construction of two golf courses, a forty acre park and other green areas, to serve a residential community planned to include business districts, hotels, a school and churches.

The Bay View Estates/Gordon Tract portion of the Greater Miami Shores development project encompassed the area that was first developed, marketed and sold by the Shoreland Company. This area was meticulously planned. It included 4,000 building sites, over a mile of bay frontage, a lake (present-day Mirror Lake), several thoroughfares including Federal Highway (present-day N.E. 2nd Avenue), North Miami Avenue, Shoreland Boulevard (present-day 96th Street) and Grand Concourse; and a Florida East Coast Railroad right-of-way. Amenities such as sidewalks, street lighting, and electric lines and water mains were also planned. Sewage disposal was to be provided by septic tanks. A landscaping program was also put into effect. Most of the work was to be accomplished by the Shoreland Company with its own equipment and work force. Even a nursery, which was to provide plants for the development's landscaping program, was established on 70 acres of land.

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The Shoreland Company stipulated homes to be built were to be designed in the Mediterranean Revival style in keeping with the community's theme of "America's Mediterranean." Building plans were to be approved by the Shoreland Company to keep the community attractive and cohesive. To further emphasize the Mediterranean Revival style theme, several streets were given Italian names such as Ancona Avenue (present-day Park Drive), Via Julia (present-day N.E. 5th Avenue Road), and Via Laticlave (present-day N.E. 4th Avenue Road).

At its very inception, the Shoreland Company engaged in a grand publicity drive in preparation for the sale of this first section of Miami Shores. Newspaper advertising was employed in order to promote the development, in particular. Full page advertisements were placed in Miami's leading newspapers emphasizing the community's attributes including its convenient location, its beauty - both natural and man-made - its appealing Mediterranean Revival style architecture and its many communal amenities such as sidewalks and streetlights.

The Shoreland Company also undertook other methods of publicizing the development. At its main headquarters in downtown Miami, the company offered free concerts conducted by George L. Jackson. The concerts, which became very popular, always commenced and closed with the development's theme song, "On Miami Shore." These concerts were eventually broadcast over the radio, thus reaching an even greater audience. The Shoreland Company acquired a fleet of buses, a fleet of Cadillac limousines and a yacht to provide transportation to Miami Shores so prospective customers could view work in progress. This too, proved to be an excellent way of promoting the development.

December 4, 1924, was a historic day for the Shoreland Company. On this date, lots in the Bay View Estates/Gordon Tract sections were put up for sale. By the end of the day, a Florida real estate sales record had been set with the sale of \$2,509,170 in lots. By the end of June, 1925, all lots in this section had been sold and resales amounted to \$5,000,000. All of the Shoreland Company's planning and publicity efforts had paid off handsomely.

The company continued to be equally successful with the sale of the Arch Creek section of Greater Miami Shores. On September 3, 1925, the first group of lots for sale in this section were offered and sold within two hours setting another sales record with orders amounting to \$33,734,350. In fact, the company received an oversubscription of \$11,319,650, since the lots that were put up for sale were valued at \$22,414,700.

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In early 1925, residential construction in Miami Shores was begun. From newspaper accounts of the period it is known that between thirty to fifty homes were under construction by midyear. Several Shoreland Company officers and personnel, as well as prominent citizens had their homes built in Miami Shores (See Individual Site Designation Forms). For the most part, the homes were large, well built, two story, lavish residences and in the Mediterranean Revival style, as required by the developers.

The architectural firm of Kiehnel and Elliott, which specialized in designing in the Mediterranean Revival style, designed many of the homes for the Shoreland Company. In addition, as noted in a 1925 newspaper advertisement, the following celebrated architects were commissioned for work by the company: Anthony de Haven Zink, A.W. Coote, Walter De Garmo, George A. Varney, Robertson and Patterson, Johnson and Sigloch, Collins and Sheffield, Marion Manley, Robert Law Weed, and Sajo, Wank and Bernz, all well known architects within the Greater Miami Area during the 1920s.

The principal company in charge of construction was the Markley Construction Company. This company, headed by J.M. Markley, is attributed with the construction of the majority of the homes in the Shoreland Company development. Another building contractor known to have been active in the area was the firm of Godard & Sydow. The firm's most outstanding achievement in Miami Shores was the construction of a fourteen-unit, Venetian style apartment building known as the Grand Concourse Apartments listed in the National Register of Historic Places on December 2, 1985.

Concurrently with residential construction, the construction of commercial buildings in Miami Shores was under way. Primarily, commercial construction was concentrated along West Dixie Highway, the community's designated downtown area. J.K. Down, a South Florida pioneer, erected a one story commercial building at the southeast corner of Shoreland Boulevard and West Dixie Highway. This building still stands, although virtually unrecognizable due to its many alterations over the years. The Dorn building housed a branch office of the Shoreland Company for many years. Another commercial building was constructed at the northwest corner of this same intersection and yet another at the southeast corner of West Dixie Highway and 97th Street.

In a triangular shaped island where Grand Concourse intersects West Dixie Highway, a Mediterranean Revival style service station was erected. The Verona Service Station still stands, converted to residential use. Another

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significant non-residential structure built by the Shoreland Company was a Mediterranean Revival pump house situated on a large triangular parcel at the intersection of 99th Street and N.E. 4th Avenue. This two story public service building included a garage for a fire truck and a waterworks facility on the ground floor, and housing for personnel on the second story. In 1933, the building began to be used by members of the Miami Shores Community Church, who eventually enlarged the facility virtually surrounding it.

During the 1925-1926 winter season, the Shoreland Company continued its aggressive promotional and public relations campaign. They sponsored a baseball team when George Sisler, manager and first baseman of the St. Louis Browns, agreed to serve as manager. Another successful publicity campaign for Miami Shores was organized and helped keep alive the public's interest in the development.

The most extravagant of these publicity schemes by the Shoreland Company was "Fountania," a musical pageant produced by Arthur Voegtlin. Voegtlin, a renowned showman, had previously been associated with the Hippodrome in New York. His creation, "Fountania," was a historical account of the history of Florida from Ponce de Leon's landing in 1513 and his search for the Fountain of Youth, up to the present day. It was presented as a musical with opulent staging, scenery and costumes. "Fountania" was performed at "Pueblo Feliz" (Happy Town), a replica of a Spanish village, constructed by the Shoreland Company in 1926, at N.E. 125th Street and West Dixie Highway. Pueblo Feliz was confined within a high wall and consisted of an open-air nightclub named "Cabaret de la Luna" (Moon Cabaret), a 1,500 seat auditorium named "Teatro de Alegria" (Theatre of Mirth), and quaint shops nestled along winding streets. Pueblo Feliz was considered an architectural gem, and "Fountania," a theatrical success.

By 1926, Miami Shores was well on its way to becoming a vibrant and successful, self-contained community. It is reported that by the beginning of the year about fifty homes were already completed, another fifty were under construction, and an additional one hundred were being planned. The commercial building program was well in progress, sidewalks and roadways continued to be laid out and landscape work was also advancing. Sales and resales of property continued at a brisk pace.

Furthermore, the Shoreland Company announced other large scale construction projects for Greater Miami Shores. These included plans for several hotels, apartment buildings, a railroad station and beautification features such as plazas, parks and a cascade entranceway. The only one of

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these projects to have gotten under way was a seven story hotel located on the east side of West Dixie Highway, extending across N.E. 91St. to N.E. 92nd Street. The hotel was designed by Kiehnel and Elliot in the Mediterranean Revival style and was to be constructed by the Markley Construction Company. By September, 1926, approximately two stories of the hotel had been finished; however, the hotel was never completed and the unfinished structure was razed in the 1930s.

The devastating hurricane of September 16, 1926, brought the Shoreland Company's plans to an end. In addition, several other factors contributed to the company's eventual demise. The company first suffered a setback in the summer of 1925, when the Florida East Coast Railroad declared an embargo on the shipment of building supplies. The embargo was imposed as a result of increased demand on the railroad due to the tremendous influx of people to South Florida during this boom period. The railroad was forced to limit freight to include only the most necessary goods. Immediately, the Shoreland Company resorted to shipment by sea and were thus able to overcome this obstacle. However, in January, 1926, the ship Prinz Valdemar capsized at the entrance to Miami harbor, blocking access to the port for several weeks.

A slowdown in the South Florida real estate market, affected the vitality of the Shoreland Company in 1926. Futhermore, "over-investment" by the company's principals added to the collapse of the Company. Without foreseeing an end to the boom, the Shoreland Company continued to initiate new, large-scale projects. These included the purchase of property along East Flagler Street for commercial development; two residential developments - Venetian Isles (present-day Indian Creek Island) and Miami Plaza (present-day BaY Point) and the construction of a major thoroughfare, Biscayne Boulevard, that would run from downtown Miami, northward to connect with the existing Federal Highway (U.S. 1) at N.E. 44th Street, Miami Shores. Despite obtaining new funding sources through such wealthy notables as Lester F. Alexander, Henry Phipps, J.C. Penny and Ralph Gwinn, the Shoreland Company was unable to complete any of these projects and declared bankruptcy on July 22, 1927.

In 1928, Bessemer Properties, a subsidiary of the Phipps Corporation, took over the Shoreland Company's holdings. Roy H. Hawkins, who managed the Phipps interests, proceeded with the Shoreland Company's project, although at a much reduced scale and pace. Under his leadership, on January 2, 1932, Miami Shores Village was incorporated.

Miami Shores Village was comprised of approximately 1,500 acres of the Bay View Estates and the Gordon Tract, the first areas undertaken for

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development by the Shoreland Company. Acreage to the north were divested and incorporated as part of other municipalities.

In the ensuing years, Miami Shores grew slowly, emerging as the type of community the Shoreland Company had envisioned. Miami Shores Village retains many of its original desired characteristics such as its location adjacent to major thoroughfares, tree lined streets and wide roadways, a downtown area and well maintained houses provided with efficient utilities and a variety of community activities.

Over the years, a variety of architectural styles have been used in the construction of homes, apartment buildings and commercial structures, in response to several developmental periods. The community's Mediterranean Revival style residences recall its grandiose beginnings as "America's Mediterranean." Their presence enhances the community's beauty, value and over-all reputation. Miami Shores Village remains one of Dade County's most desirable suburbs.

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