

**United States Department of the Interior
National Park Service**

For NPS use only

**National Register of Historic Places
Inventory—Nomination Form**

received **NOV 21 1988**

date entered

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

1. Name

historic Shoreland Arcade

and or common Dade Federal Savings

2. Location

street & number 120 N. E. 1st Street ___ not for publication

city, town Miami ___ vicinity of

state Florida code FL county Dade code FL025

3. Classification

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

4. Owner of Property

name Broks Center

street & number Post Office Box 113240

city, town Miami state Florida 33111

5. Location of Legal Description

courthouse, registry of deeds, etc. Dade County Courthouse

street & number 73 West Flagler Street

city, town Miami state Florida 33132

6. Representation in Existing Surveys

title FMSF_Miami MRA Hist. Pres. Survey has this property been determined eligible? ___ yes ___ no

date June, 1985 ___ federal state ___ county local

depository for survey records Bureau of Historic Preservation

city, town Tallahassee state Florida 32399-0250

7. Description

Condition

excellent

good

fair

deteriorated

ruins

unexposed

Check one

unaltered

altered

Check one

original site

moved date _____

Describe the present and original (if known) physical appearance

See Continuation Sheet

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Description:

Condition: Fair

The Shoreland Arcade is a two-story masonry structure executed in the Neo-Classical Revival style of architecture. The masonry building was constructed in 1925 according to plans provided by the architectural firm of Pfeiffer and O'Reilly.¹ The Shoreland Arcade has its principal elevations facing N.E. 1st Street, but also has connecting elevations located at 25-27 N. E. 1st Avenue and 115-121 East Flagler Street.

The principal elevation of the Shoreland Arcade is eight bays long and is characterized by a stone exterior featuring stylistic elements from the Neo-Classical Revival architectural style. Each bay consists of a large arched opening flanked by stylized pilasters embellished with masonry medallions sporting symbols relating to the founding of Florida. The structural system of the building is comprised of a steel frame supporting concrete floors. The eight arches are surrounded by heavy ornamental moldings carved from Indiana limestone. Seven of the arches contain original storefronts comprised of large glass panes set within ornamental frames. The arch within the fifth bay provides access to the interior lobby of the building. The second story of the principal elevation is characterized by eight regularly spaced paired double-hung windows, featuring two-over-two lights, set within wood frames. Over each window is a spandrel containing a decorative panel featuring stylized ornamentation derived from the Neo-Classical mode. Between each bay is a stylized flat pilaster projecting from the facade in a series of two shallow projections. The tops of the pilasters are flat and line up with a low parapet wall serving to conceal a flat roof behind.

The interior of the building contains a very elaborate lobby that leads to the elevator core. The walls of the interior are clad in rusticated masonry blocks and inset with arched display windows following the design of the exterior arched openings. The lobby is actually a five bay arcade leading to the elevators. Each bay is subdivided by stylized flat pilasters surmounted by an Ionic-type capital. The ceiling of the arcade features elaborate masonry coffers inset with heavy decorative moldings and bosses. The floor of the interior space is embellished with masonic tile work inset within a terrazzo surface. The arcade originally extended to Flagler Street and N. E. 1st Avenue but

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were blocked off at some unknown date. (Reversible) The interior of the Shoreland Arcade remains virtually unaltered since it was constructed and its scale reflects the usage for a larger building that was never constructed.

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The secondary elevation on N. E. 1st Avenue is comprised of a masonry facade, three bays wide and three stories in height. The facade has been altered as well as the East Flagler Street elevation to reflect an Art Deco style. This was accomplished by removing all Neo-Classical detailing and restylizing in a smooth stone clad facade with no superfluous decorative ornamentation. A band of window, set behind a louvered screen(probably from the 1960s) is found at the second story level.

Some alterations have been made to the store fronts through the years, but their basic configuration remains.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input 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"/> 1900-1938	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify)
				comm. development
Specific dates 1925		Builder/Architect	Pfeiffer and O'Reilly/George W. Langford	
			Company	

Statement of Significance (in one paragraph)

See Continuation Sheet

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Statement of Significance:

Specific Date: 1925
Architects: Pfeiffer and O'Reilly
Builder: George W. Langford Company

The Shoreland Arcade is historically significant for its association with the Shoreland company, developer of Miami Shores and Biscayne Boulevard, and with the commercial development that characterized Miami's Boom years. The Shoreland Arcade is architecturally significant as an outstanding example of a masonry commercial building executed in the Neo-Classical Revival style. It is also the last remaining intact arcade in Downtown Miami, and as such, its configuration presents a rarity within the City's built environment.

The new home of the Shoreland Company was designed in 1925 as a 20-story store and office building. The first unit of the development was two stories in height and was intended to serve as a base for the larger structure to be built at a later date.²

The Shoreland Company was responsible for the development of Miami Shores, (recently submitted as the Miami Shores Thematic Nomination), one of Dade County's premier suburban communities. The company promoted Miami Shores as "America's Mediterranean" and in 1925 generated \$75 million in sales, an amount second only to Coral Gables. The Shoreland Company also initiated the development of Biscayne Boulevard as a major thoroughfare connecting Downtown Miami to Miami Shores.

The exterior of the Shoreland Arcade embodies the distinctive characteristics of the Neo-Classical Revival style. The visual composition of the building represents a fine example of masonry commercial architecture in the City and is noteworthy for its masonry detailing and the use of opulent construction materials such as Indiana limestone, granite and terrazzo. The Shoreland Arcade remains the last intact arcade of Downtown Miami, an area of the City that once contained numerous arcades where retail shops could be tucked away in "cool recess" away from the hot climate.³

The appearance of the structure is also important in it represents a time when there was a great deal of enthusiasm towards "skyscrapers" in the young city. Unfortunately, the Bust

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of '26 occurred and the scheme for the additional 20 stories was never put into action. Plans to increase the height were revived in 1944 when Robert Law Weed designed a nine story addition. Like the earlier proposal, however, this one was never completed. The Shoreland Arcade is representative of the design commissions undertaken by the architectural firm of Pfeiffer and O'Reilly in Miami. The partnership was responsible for the construction of many downtown landmarks during Miami's boom years. George L. Pfeiffer was born in Germany in 1861 and came to Miami in the 1860s.⁴ He was one of the organizers of the Florida Chapter of the American Institute of Architects.⁵ Gerald J. O'Reilly was born in Reading, Pennsylvania, and moved to Miami at the age of eight.⁶ After studying at the Massachusetts Institute of Technology, O'Reilly moved to Miami to work on the Miami Building Code and undertake various important commercial commissions.

NOTES

1. City of Miami, Building and Zoning Department, Building Permit applied for 14 August 1925.
2. "New Home of Shoreland Company," The Miamian, November 1925, p. 7.
3. "Fascinating Shops in Miami's Arcades," Miami Herald, 28 July 1929.
4. Metropolitan Dade County, Office of Community and Economic Development, Historic Preservation Division, From Wilderness to Metropolis: The History and Architecture of Dade County, Florida (1825-1940) (Miami, Florida: Metropolitan Dade County, 1982), "List of Selected Architects and Their Work."
5. See note 6 above.
6. See note 6 above.
7. See note 6 above.

9. Major Bibliographical References

Please See Cover Nomination

10. Geographical Data

Acreeage of nominated property Less Than One Acre

Quadrangle name Miami

Quadrangle scale 1:24000

UTM References

A

1	7	5	8	1	0	7	0	2	8	5	0	8	0	0
Zone				Easting				Northing						

B

Zone				Easting				Northing						

C

Zone				Easting				Northing						

D

Zone				Easting				Northing						

E

Zone				Easting				Northing						

F

Zone				Easting				Northing						

G

Zone				Easting				Northing						

H

Zone				Easting				Northing						

Verbal boundary description and justification Lot 6, less the easterly 0.04 feet, and Lots 7, 8, and 13 and the southerly 50 feet of Lots 9 and 10, and the easterly 25 feet of Lot 12 of Block 117 of the plat of MIAMI NORTH (PB B-41). Boundary follows historic and legal boundary. (Cross Reference in Cover Nomination-Boundary Justification)

List all states and counties for properties overlapping state or county boundaries

state N/A code county code

state code county code

11. Form Prepared By

name/title Sarah Eaton/Vicki Welcher - Historic Sites Specialist

organization Bureau of Historic Preservation

date October 1988

street & number 500 S. Bronough Street

telephone (904) 487-2333

city or town Tallahassee

state Florida 32399-0250

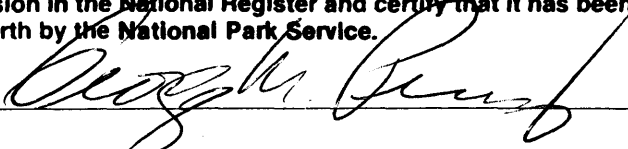
12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

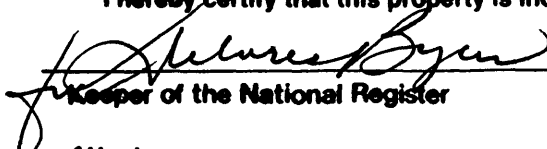


title State Historic Preservation Officer

date October 17, 1988

For NPS use only

I hereby certify that this property is included in the National Register



Keeper of the National Register

Inscribed in the National Register

date 1/4/89

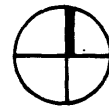
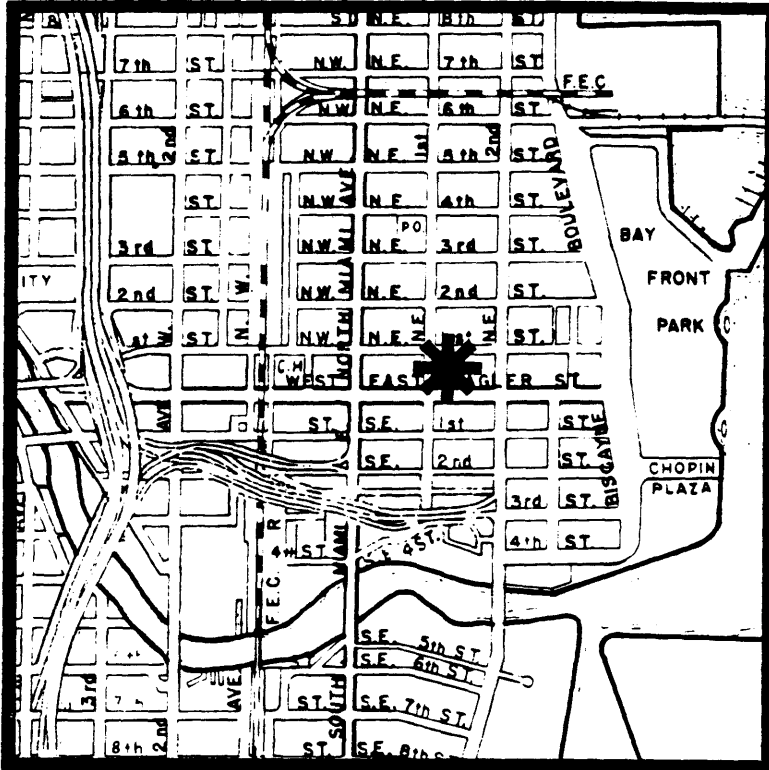
Attest:

date

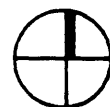
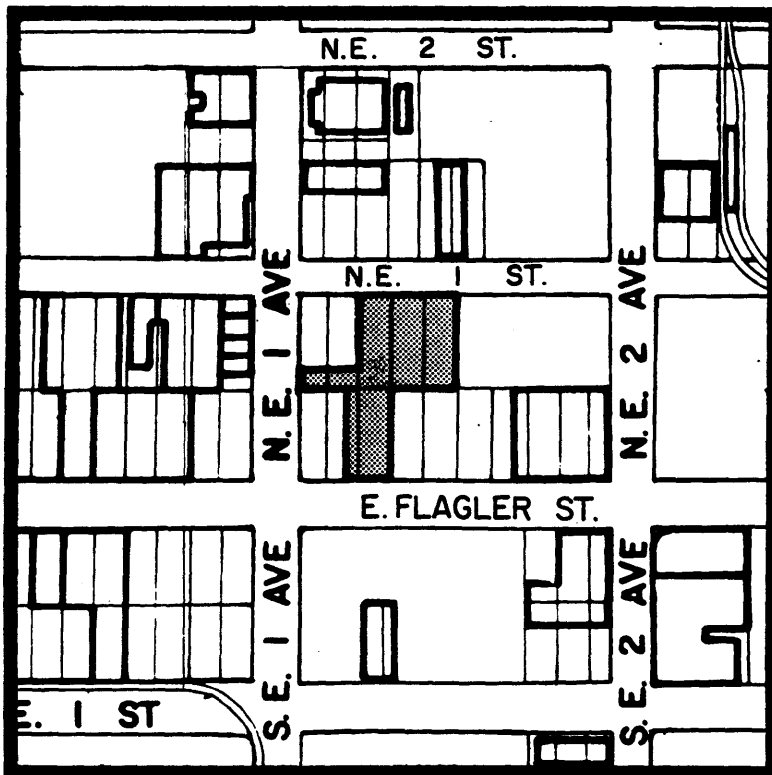
Chief of Registration

SHORELAND ARCADE

120 N.E. 1 STREET



location



site plan