

20%

**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 284 N. E. 96 Street

and or common 8DA3504 MST-K

**2. Location**

street & number 284 N. E. 96 Street

\_\_\_ not for publication

city, town Miami Shores

\_\_\_ vicinity of

state Florida 33138 code FL

county Dade

code FL 025

**3. Classification**

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

**4. Owner of Property**

name Michael Weston and Mary F. Jones

street & number 284 N. E. 96 Street

city, town Miami Shores,

\_\_\_ vicinity of

state Florida 33138

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Dade County Courthouse

street & number 73 W. Flagler Street

city, town Miami,

state Florida 33130

**6. Representation in Existing Surveys**

FMSF-Miami Shores Historic  
title Preservation Survey

has this property been determined eligible? \_\_\_ yes  no

date June, 1985

\_\_\_ federal  state \_\_\_ county  local

depository for survey records Division of Historical Resources

Bureau of Historic Preservation

city, town R.A. Gray Building, 500 South Bronough Street

state Tallahassee, Florida

32399-0250

---

## 7. Description

---

**Condition**

excellent  
 good  
 fair

deteriorated  
 ruins  
 unexposed

**Check one**

unaltered  
 altered

**Check one**

original site  
 moved

date 1925

---

**Describe the present and original (if known) physical appearance**

284 N. E. 96 Street is a two story Mediterranean Revival style structure built on a corner lot with an irregular "L" plan. The house is constructed of concrete block and stucco and has gable roofs covered in clay barrel tiles. The facade and side elevations are broken by relatively small fenestration with few ornamental details from the 96 Street main facade. To the rear of the structure, the open side of the modified "L" appears much lighter with large openings facing onto the courtyard along Northeast 3rd Avenue.

The entrance is located on the front (north) elevation at the intersection of the two major masses. The entranceway is recessed in a small portico with a shed roof. Windows are double hung, dark metal sash, recently installed. An exterior chimney is prominently attached to the left wing of the front elevation. On the east elevation, a central arched window with a fanlight is flanked by two rectangular window openings, creating a Palladian motif.

On the open side of the "L", a curvilinear turret is engaged at the intersection of the two wings. Both wings are open on the ground floor by multiple French doors. A detached garage to the rear is connected to the house by a high masonry wall with a rounded cap. The property is well landscaped with a variety of tall, mature trees.

# 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"/> 1900-1927	<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                      **Builder/Architect** Unknown

**Statement of Significance (in one paragraph)**

The residence located at 284 N. E. 96 Street (originally known as Shoreland Boulevard) was built in 1925 by the Shoreland Company in the development of Miami Shores. The architect is unknown. It is an excellent example of the Mediterranean Revival style architecture. The house was built for J. Alex Riach and his wife, Addie. Riach was Publicity Director and Assistant Sales Manager of the Shoreland Company.

284 N. E. 96 Street is an excellent example of the large two story Mediterranean Revival style houses being built in Miami Shores by the Shoreland Company. The residence is representative of the elegant houses built for the company's officers and high ranking personnel. J. A. Riach, the first occupant, played an important role in the marketing of Miami Shores, as the company's Publicity Chief. Prior to his association with Anderson and Wright, founders of the Shoreland Company (please see cover nomination) Riach had successfully launched a number of advertising campaigns in South Florida, including Moore Haven on the western shore of Lake Okeechobee, and D. P. Davis' development of the Bellaire, Biltmore, Shadowlawn, and Shadowlawn Extension subdivisions in the Greater Miami Area. In 1922, Riach had directed the publicity campaign for the Venetian Islands, an Anderson and Wright development project. In 1924, Riach joined the Shoreland Company team, in their development of Miami Shores.

J. Alex Riach directed an in-house well-staffed and equipped publicity department which mounted a large newspaper advertising campaign for the sale of Miami Shores.

For many months, beginning in the Fall of 1924 and on into 1926, the Shoreland Company ran almost daily ads in the Miami newspapers. The ads were lavish, full-page, beautifully conceived and executed productions. They conveyed the dignified theme of "America's Mediterranean" to a highly impressed buying public. Their art work, photography and copy were of topmost quality. The earlier ads sought to educate the public with the location of Miami Shores and what was planned; and, by maps and drawings, clearly elucidated the programs. Later the ads began to feature architects' renderings of the beautiful Mediterranean-style mansions which were on the drawing boards. As the land development in Miami Shores moved ahead and residences were being constructed, the ads quite often would display photographs of the buildings or of work crews grading streets, quarrying rock, filling shoreline and the like.

# 9. Major Bibliographical References

Please see Bibliography for Cover Nomination

# 10. Geographical Data

Acreege of nominated property less than 1 acre

Quadrangle name Miami

Quadrangle scale 1:24000

### UTM References

A 

1	7	5	8	0	9	4	0	2	8	6	0	6	7	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

Miami Shores, SEC 1, Amended PB 10-70  
Lots 1 and 2 and East 1/2 of Lot 3, Block 29

### 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 Maria T. Temkin/Vicki Welcher, Historic Sites Specialist

organization Bureau of Historic Preservation

date September, 1988

street & number 500 South Bronough Street

telephone (904) 487-2333

city or town Tallahassee,

state Florida 32399-0250

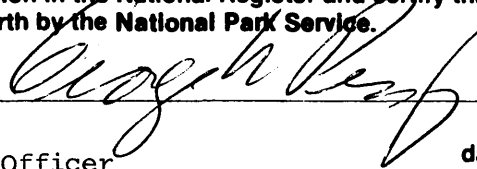
# 12. State Historic Preservation Officer Certification

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

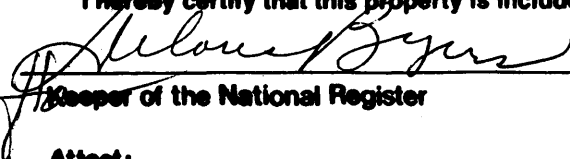


title State Historic Preservation Officer

date September 21, 1988

### For NPS use only

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



date 11/14/88

date

Attest:

date

Chief of Registration

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

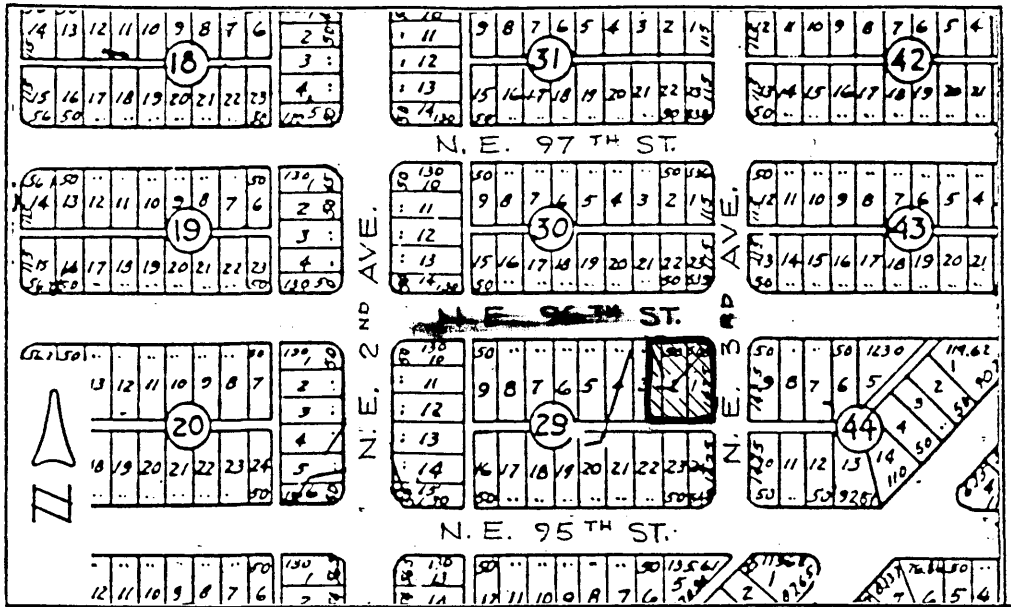
Section number 8 Page 1 284 N. E. 96 Street, Miami Shores Thematic

---

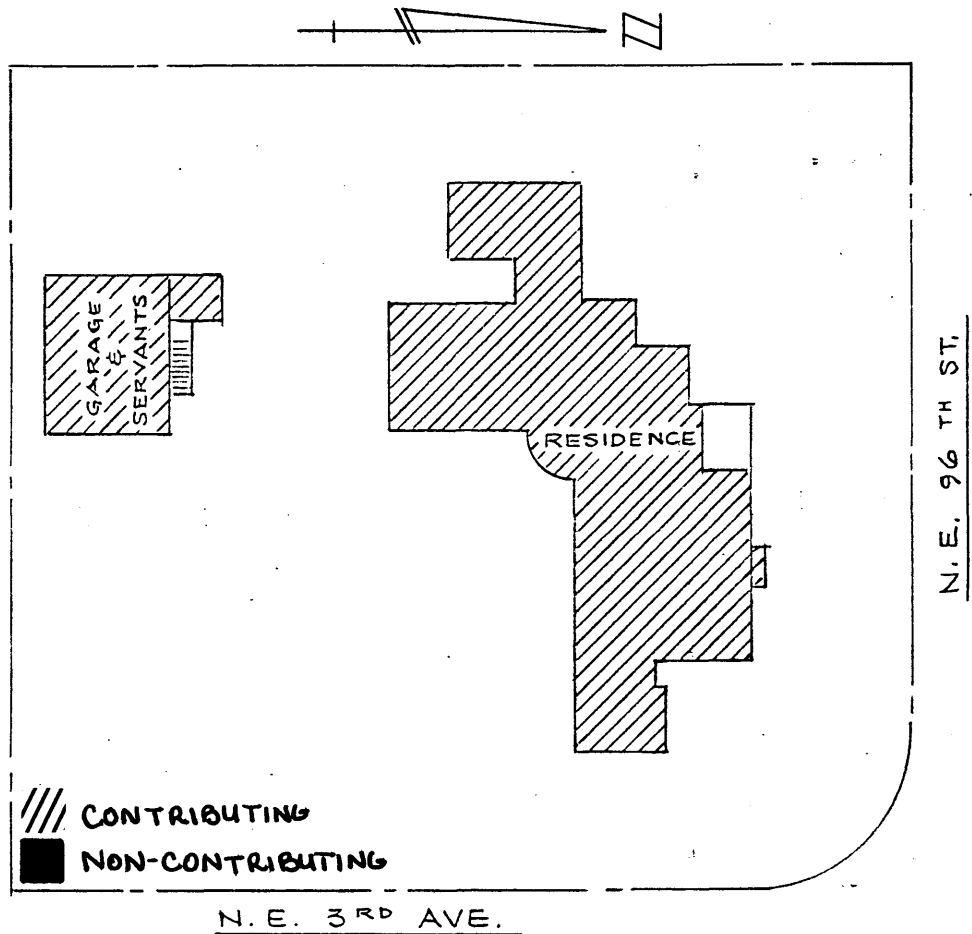
Spears/Harris Papers

In addition to newspaper advertisements, Riach promoted the Shoreland Company's development of Miami Shores in several innovative manners, including offering free concerts at the company's main headquarters, which were subsequently broadcast over the radio; the formation of a Miami Shores baseball team; and even the construction of a unique theatre at which a lavish production entitled "Fountania," about the history of Florida, was staged. Deservedly, Riach was considered a "genius of his trade."

Spears/Harris Papers



LOCATION MAP  
(LOTS 1, 2, & E 1/2 3, BLOCK 29)



SITE PLAN - 284 N.E. 96th St.

SCALE: 1" = 30'