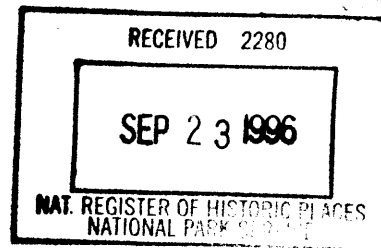


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Professional Building

other names/site number _____

2. Location

street & number 310 South Dixie Highway n/a ☐ not for publication

city or town West Palm Beach n/a ☐ vicinity

state Florida code FL county Palm Beach code 099 zip code 33401

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

Suzanne P. Walker / Deputy SHPO 9/17/96
Signature of certifying official/Title Date

Florida State Historic Preservation Officer, Division of Historical Resources
State of Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- ☒ entered in the National Register.
☐ See continuation sheet.
- ☐ determined eligible for the National Register
☐ See continuation sheet.
- ☐ determined not eligible for the National Register.
- ☐ removed from the National Register.
- ☐ other, (explain:)

Edson H. Beall
Signature of the Keeper
Entered in the
National Register

Date of Action

10-24-96

Professional Building
Name of Property

Palm Beach Co., Fl.
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCIAL/ Business
Specialty Store
Professional

Current Functions

(Enter categories from instructions)

COMMERCIAL/ Specialty Store
DOMESTIC/ Multiple Dwelling

7. Description

Architectural Classification

(Enter categories from instructions)

Other: vernacular

Materials

(Enter categories from instructions)

foundation Stucco
walls Stucco
roof tar and gravel
other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Name of Property

County and State

8. Statement of Significance**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____

Areas of Significance

(Enter categories from instructions)

Commerce**Period of Significance**1921-1946**Significant Dates**192119371941**Significant Person**

(Complete if Criterion B is marked above)

N/A**Cultural Affiliation**N/A**Architect/Builder**Arch: unknownBlder: Florida Engineering and Construction Company**Primary location of additional data:**

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository:

Professional Building**Palm Beach Co., Fl.**

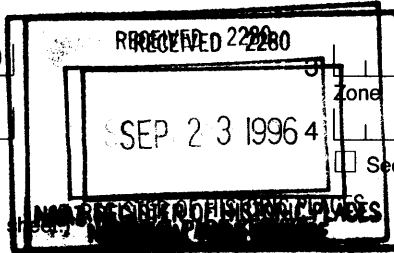
Name of Property

County and State

10. Geographical DataAcreage of Property less than one acre**UTM References**

(Place additional UTM references on a continuation sheet.)

1	17	594140	2954590
Zone	Easting	North	ing
2			



Zone	Easting	North	ing						

☐ See continuation sheet**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared Byname/title Amy Groover/ Sherry Piland, Historic Sites Specialistorganization Bureau of Historic Preservation date September 1996street & number R.A. Gray Bldg., 500 S. Bronough telephone (904) 487-2333city or town Tallahassee state Fl zip code 32399-0250**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**Maps**A **USGS map** (7.5 or 15 minute series) indicating the property's location.A **Sketch map** for historic districts and properties having large acreage or numerous resources.**Photographs**Representative **black and white photographs** of the property.**Additional items**

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet****PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA**Section number 7 Page 1

The Professional Building, 310 South Dixie Highway, is located within the downtown commercial core of West Palm Beach. The two-story, rectangular building was constructed in 1921. The hollow tile and frame construction system is concealed by smooth, stucco exterior walls. The building has a flat, tar and gravel roof, and rests on a continuous concrete foundation. Each floor contains 7,500 square feet. The overall utilitarian design of the building is enlivened by an entrance bay that shows the influence of the Mission style. Later additions to the building consist of a ca. 1937 rounded glass block element and a 1941 marquee. The Professional Building expresses the architectural evolution of an early-twentieth century commercial structure while retaining the overall integrity of its original design and individual architectural features.

SETTING

The Professional Building occupies the southeast corner lot of South Dixie Highway and Evernia Street in the southern portion of downtown West Palm Beach. The building is one of the few remaining historic structures in this part of the downtown area. The present six-foot setback of the building from Dixie Highway was originally greater; however, the highway has been widened several times. The building is two blocks west of the Intracoastal Waterway. Parking lots are to the south and west. Across South Dixie Highway, to the southwest, is the Ferndix Building, a historic commercial structure. On the northeast corner of South Dixie Highway and Evernia Street is a parking garage. To the rear (east) of the building are a small parking lot and a one-story non-historic commercial structure.

When The Professional Building was constructed in 1921, it was the only commercial building located along the southern section of Poinsettia (now known as South Dixie Highway), south of Clematis Street. According to Sanborn Maps, prior to 1920 the surrounding area was primarily residential; many boarding houses and apartment buildings were located in the vicinity. After the construction of the Professional Building, other businesses began to locate in the area. In the 1920s, both sides of Poinsettia were lined with two- and three-story commercial structures. Many of the buildings had characteristics similar to the Professional Building: flat roofs, awnings over the store front windows, and

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 2

PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA

Mission/Spanish Colonial Revival architectural features. They also had comparable setbacks from the road.

EXTERIOR DESCRIPTION

The main (west) facade of the Professional Building faces South Dixie Highway (Photo 1). The facade is divided into five bays, with the end bays projecting slightly. The entrance is located in the center bay, which is flanked by bays that are slightly recessed (Photo 2). Although the entrance bay is much smaller than the other bays, its ornamentation and centrality makes it the focus of the building. The double, multi-light, entrance doors are surrounded by architrave trim and topped with a multi-light transom. A Classical cornice supported by consoles is located above the doors and a cast stone transom engraved with the building's name rests on the cornice. The second story of this bay contains a window with two fixed panes. The bay terminates in a Mission-style shaped parapet.

The first story is divided into ten commercial bays, each with an entrance door and a large display window. The five southernmost bays also have four-light transoms above the display windows (Photo 3). The second story, above each commercial bay, is fenestrated with a group of three, double-hung, 15/1, wood sash windows. The two end bays have simple three-light transoms above the second story windows.

The north elevation of the building is divided into three bays on the first story (Photo 4). The two easternmost bays have solid lower walls, surmounted by fixed glass panels. Multilight transoms are located above all three bays. A canted entrance is located at the northwest corner of the building. The second story windows are identical to those used on the second story of the primary elevation.

Only a single window with a transom is located on the first story of the south elevation (Photo 5). Two similar windows and a display window have been blocked in. The second story windows are identical to those of the primary elevation.

A series of rear entrance doors and small windows are located along the first story of the east elevation (Photo 6). The second story is fenestrated with windows like those of the

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

**National Register of Historic Places
Continuation Sheet**

**PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA**

Section number 7 Page 3

primary elevation, in groups of three. Two metal stairways provide access from the second story.

INTERIOR DESCRIPTION

The interior of the Professional Building consists of commercial space on the first floor and residential units on the second floor. Throughout the building's history, spaces were often changed to accommodate the businesses located on the first floor. City directory listings indicate that businesses usually occupied single first floor bays or combined two or three bays to enlarge their floor space. Today the first floor is divided into ten commercial spaces, with the front portion used as a gallery or work area, and the rear area used as living space. The commercial spaces possess minimal architectural features. Three units have concrete floors, three have Cuban tile terrazzo floors, and one has wood floors. All have thirteen-foot high ceilings.

Access to second floor is through the ornamented central entrance. Stairs to the second floor are located just inside the doors (Photo 7). The simplicity of the square newel post and slat balusters give these elements a modern appearance (Photo 8). Rectangular paneling runs along the side of the stairwell. The stairway leads to a central hallway, running the length of the building (Photo 9). The stairway and the second floor hallway are constructed of South Florida pine.

Originally the hallway was flanked by small offices with reception areas. Currently, the spaces along the west side of the hallway are divided into small efficiency apartments which maintain the original floor plan and architectural details, including plaster wall surfaces. The original reception areas serve as the dining space, and the offices serve as the bedrooms. The dining areas and bedrooms are separated by a wooden partition. In the past, the partition had glass lights; today the partition stands without the glass allowing integration between the dining space and the bedroom space (Photo 10). The original windows, windows sills (Photo 11), and floor moldings still exist in each of the efficiency apartments. However, the

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 4

PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA

wood floors were damaged and have been replaced with new wood floors and carpeting.

The east side of the hallway was originally divided into ten small apartments. The apartments have been enlarged, but no features have been lost in the rehabilitation of these spaces. Windows, windows sills, and floor moldings still remain. Two small halls lead to the second floor rear stairway exits.

ALTERATIONS

Around 1937 the northwest corner of the building was altered by creating a canted corner entrance with curved walls, the upper half of which is filled with glass blocks (Photo 12). In 1941 the transom windows above the three commercial bays to the north of the entrance were removed and replaced with an Art Deco-inspired marquee (Photo 13 and 14). The marquee has streamlined curves and features neon lighting. Because they are over fifty years old and contribute to the character of the building, these elements have attained their own historic significance.

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

**National Register of Historic Places
Continuation Sheet**

**PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA**

Section number 8 Page 1

The Professional Building, 310 South Dixie Highway, West Palm Beach, Florida, fulfills Criterion A for listing in the National Register of Historic Places. It has local significance in the area of Commerce based on its association with the development of downtown West Palm Beach during the Florida Land Boom era of the 1920s. Most extant downtown buildings preceding 1920 have been so altered they do not maintain any of their original character, context, and integrity. Because it is one of the few remaining intact historic buildings in the southern portion of downtown West Palm Beach, the Professional Building stands out as a significant structure.

HISTORIC CONTEXT

When Henry Flagler visited the Palm Beach area in 1892, investigating a route to expand his railroad southward to Miami, it was sparsely settled. A few settlers had established a presence in what is now Palm Beach County during the 1870s. Most had settled on the eastern shore of Lake Worth, now the site of the town of Palm Beach. They established farms on both sides of Lake Worth and primarily cultivated pineapples. Vegetables for northern shipment quickly became more profitable and replaced pineapples as the major produce grown in the area.

The beauty of the area and the warm tropical climate inspired Flagler to create an exclusive resort community on the island of Palm Beach. To accommodate commercial activity, Flagler purchased property on the west shore of Lake Worth and established a town to serve as the business district for his resort community. Flagler filed the plat for the new town, West Palm Beach, in November 1893. His Florida East Coast Railroad reached West Palm Beach the same year, bringing building materials, tourists, workers, and settlers. The first lots in West Palm Beach were sold in February 1894. In November of that year, the new community voted to incorporate as a town.

The population in 1895 reached 1,192, and the property value was listed at \$133,926. In 1896, two fires in the downtown commercial area prompted the Town Council to enact a new building code requiring all buildings in the downtown area to be constructed brick or stone, or to have a brick or stone veneer.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 2

PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA

By 1900, West Palm Beach had electricity, a sewer system, a water pumping station, paved streets, and telephone service. Despite these amenities, the population dropped to 564 residents. This decrease has been attributed to a nationwide recession and to the freezes of 1894-1895 that severely damaged the citrus industry. However, phenomenal population growth along the east coast of south Florida during the early years of the twentieth century resulted in the creation of Palm Beach County from Dade County in 1909. West Palm Beach was named the county seat. The completion of the Palm Beach Canal in 1917, providing access to inland farming areas, made West Palm Beach the shipping point for the county's agricultural products by both rail and water. By 1920, the population had risen to 8659, and West Palm Beach was well-established as Palm Beach County's commercial hub as well as a popular tourist destination for the middle class.

During the 1920s, West Palm Beach experienced widespread development and growth due to the Florida Land Boom. Major office and commercial projects were erected in the downtown, including the city's first skyscrapers: the 7-story Guaranty Building (1922) at 120 South Olive Avenue; the 8-story Citizens Bank and Trust Company Building (1923) at 105 South Narcissus; the 7-story Dixie Court Hotel (1925, demolished 1990) at 301 North Dixie Highway; the 10-story Comeau Building (1925) at 319 Clematis Street; and the city's tallest building until the 1960s, the 14-story George Havey Building (1927) at 226 Datura Street. The Land Boom peaked in the winter of 1924-1925, and although the entire city east of Australian Avenue had been platted by 1927, little building had taken place north of 36th Street or south of Southern Boulevard.

On the heels of the failure of Florida's real estate market were two devastating hurricanes which struck south Florida in 1928. The hurricane of September 16, 1928 swept through Palm Beach County, destroying nearly 8,000 homes and hundreds of commercial buildings.

HISTORIC SIGNIFICANCE

The Professional Building is associated with the development of commercial real estate in West Palm Beach during the early twentieth century, the city's most important period of growth and

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 3PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA

progress. The building was a direct response to the rapidly increasing population of new residents and visitors arriving and passing through West Palm Beach in the 1920s. Located in the downtown core of West Palm Beach, the Professional Building was a center of retail and residential activity, and was also associated with important citizens who were notably involved in the development of the city.

By 1897, a number of Episcopalians had settled in West Palm Beach and were using the second floor of a clubhouse on Clematis Avenue as a temporary meeting place. The Episcopalian community, however, was determined to establish their own place of worship. Mrs. Kate Parkin, a member of the congregation, donated a piece of land and persuaded Henry Morrison Flagler to donate his adjacent lot located on the corner of Poinsettia and Evernia. A small church, Holy Trinity, was finally completed on this property in 1900, and a rectory was built in 1903. The church was enlarged in 1904 and again in 1910. In 1917, a new lot had been acquired from the J.R. Anthony estate on the lake front. The church building was moved. The property that formerly was the church site was sold to J. C. Stowers and W. L. Bragg, in 1919, for \$15,000. On March 20, 1919, the Palm Beach Post announced that Stowers and Bragg planned to build a "modern apartment house of large size" on the site.

By 1920, West Palm Beach was entering the Land Boom years, and many businessmen headed to Florida to establish new businesses or make their fortune in real estate. Among the numerous entrepreneurs arriving in West Palm Beach at this time, were Frank E. Masland and Horace Linton of Philadelphia. Masland was associated with one of the oldest carpet manufacturers in the United States, C. H. Masland and Sons of Philadelphia. He was also president of the East Coast Hardware Company located on Clematis Avenue in West Palm Beach. Linton was a ribbon manufacturer. In 1920, Masland and Linton purchased the former church lot from Stowers and Bragg for \$40,000. Between 1919 and the time Linton and Masland purchased the land in 1920, the price of the parcel increased by \$25,000. This kind of price escalation characterized the state of Florida's real estate market during the Land Boom years.

Masland and Linton envisioned erecting a "men's professional building" on their parcel, where tourists and residents could procure the services of doctors, lawyers, dentists, and other

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 4PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA

professional people at one location. The Florida Engineering and Construction Company, comprised of P. L. Wilson, Ernest Cotton, and A. P. Riggs, was contracted to build the structure for \$100,000. This Lake Worth construction firm was also responsible for building the water filtration plant for the West Palm Beach Water Company.

The Professional Building was described in a 1920 Palm Beach Post article as a two-story building constructed of concrete with a tile and stucco finish. The fireproof construction of the building was a response to the City Building Codes requiring all downtown buildings to be fireproofed following the disastrous fire of 1896. According to the article, eight stores were planned for the bottom floor, with twelve office suites and ten single offices on the second floor. When the building was finished the first floor remained commercial, but the second floor contained both office and residential space.

Throughout the 1920s, Frank E. Masland was actively involved in West Palm Beach real estate ventures. Not only did he develop the Professional Building, but he also owned other properties in the downtown area, including a garage on Poinsettia, between Evernia and Fern Streets. Masland continued to invest in property throughout West Palm Beach, but lost everything except his home on Acacia Street when the real estate market crashed. Masland returned to Philadelphia to work at his father's company, C. H. Masland and Sons. By the 1940s, Masland paid off his debts in Florida and traveled to West Palm Beach only for the winters.

Linton was never as directly involved in the West Palm Beach real estate market as Masland, and had maintained his primary residence in Philadelphia. However, Masland and Linton jointly owned the Professional Building until 1924. Masland then sold his portion of the building to Minnie Thomas, and Linton sold his to Louis Bucholtz. Between 1925 and 1939, the building had approximately six different owners. Between 1939 and 1955, several members of the Rosenheim family owned the building.

The Professional Building first appears in the West Palm Beach City Directory in 1921. From the time it opened, The Professional Building was inhabited by physicians, dentists, and many other professionals. Among the first occupants were Dodge Brothers Autos, K. D. Purdy Real Estate Company, J. L. Earman Investments, Dr. A. H. Ring, Sanitary Grocery, A-1 Tire Company,

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 5PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA

and E. T. Pearson, druggist. By 1922, the building was fully occupied. Three doctors, a realty company, an investment company, a public accountant, a photographer, and a building contractor were leasing offices. Vincent S. Hall, a well known local builder rented an office from 1922 to 1924. By 1924, although many of the same residents and businesses were still located at the address, the name had been changed to the Southern Hotel. In 1932, the building was listed as Hotel Plaza and Apartments. Later it was called the Plaza Hotel. By 1944, the building was known as the Evernia Hotel. From 1934 through the late 1950s, Bill's Barber Shop was located on the first floor of the building. Bill (William P. Holland), was the mayor of West Palm Beach from 1949-1950 and 1959-1960. In the 1930s and 1940s, several small grocery stores and restaurants located in the building. Along with Newberry's Pharmacy, these businesses provided local neighborhoods with sundries and food.

The Professional Building was one of the first commercial structures to be constructed in the southern section of Poinsettia and set the stage for other businesses to locate in this area, therefore influencing the development of downtown West Palm Beach. When the construction of the Professional Building was announced in 1920, the president of the McGinley Realty Company noted that even before the contracts were let, "enough applicants had filed their names to fill the entire block." He predicted that within five years at least sixty percent of the property along the street, from Clematis to Okeechobee Road, would be commercial.

The design of the Professional Building perhaps influenced the designs for later buildings built on Poinsettia Avenue. When ground was broken for another commercial structure on Poinsettia in March 1921, the Palm Beach Post said it was meant "to resemble the general appearance of the Professional Building." This other building, known as the Kinrade Building, is no longer extant.

ARCHITECTURAL CONTEXT

At the time the Professional Building was constructed, West Palm Beach was beginning to experience a period of exceptional growth, and demand for commercial and residential space was gathering steam. Adhering to more restrictive building codes enacted after a fire in the downtown area in 1896, simple and

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 6PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA

inexpensive commercial buildings were constructed of hollow clay tile, concrete block, and brick. They were usually veneered with brick or stucco. Occasionally, the stucco was scored to look like rough stone. With the real estate boom in full swing, more funds were able to provide simple vernacular buildings with architectural embellishments. Florida architects and builders increasingly turned to the state's Spanish heritage for architectural inspiration. Spanish Colonial Revival style elements were used for residences, schools, churches, and all types of commercial buildings. The Professional Building, with its Mission influenced doorway, is an early example in West Palm Beach of this new stylistic influence. The building's design demonstrates the beginning of the city's shift from the simple and functional vernacular to Mediterranean-influenced architecture. Subsequent remodelings of the building in the late 1930s and early 1940s, reveal yet another architectural direction embraced by Florida architects. The additions of the ca. 1937 Art Moderne glass block entryway and the 1941 marquee illustrate the building's ability to evolve with the times. Although the Professional Building was built in 1920, it remained contemporary looking because of these changes. As one of the last historic commercial buildings in the southern portion of downtown, the Professional Building remains an important part of the city's architectural and commercial heritage. Contributing to the revitalization of the city's downtown district, the rehabilitated building now provides urban housing and work space for artists.

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

**National Register of Historic Places
Continuation Sheet**

**PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA**

Section number Photo Page 1

1. Professional Building, 310 South Dixie Highway
2. West Palm Beach, Palm Beach County, Florida
3. Gary Greenwald
4. December 5, 1995
5. The Downtown Group, 114 S. Olive Ave., West Palm Beach, Florida
6. Main (west) facade, view looking east
7. Photo 1 of 13

Items 1-5 are the same for the remaining photographs

6. Detail, main entrance, west facade, view looking east
7. Photo 2 of 13

6. Main (west) facade, view looking northeast
7. Photo 3 of 13

6. North elevation, view looking southeast
7. Photo 4 of 13

6. South elevation, view looking northeast
7. Photo 5 of 13

6. Rear (east) elevation, view looking northwest
7. Photo 6 of 13

6. Detail, stairway, view looking west
7. Photo 7 of 13

6. Detail, stairway, view looking east
7. Photo 8 of 13

6. Interior detail, second floor hallway, view looking south
7. Photo 9 of 13

6. Interior detail, second floor apartment unit, view looking west
7. Photo 10 of 13

6. Interior detail, second floor apartment unit, view looking east
7. Photo 11 of 13

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

**National Register of Historic Places
Continuation Sheet**

**PROFESSIONAL BUILDING
WEST PALM BEACH, PALM
BEACH CO., FLORIDA**

Section number Photo Page 2

- 6. Detail, north elevation, view looking south
- 7. Photo 12 of 13

- 6. Detail, main (west) facade, view looking east
- 7. Photo 13 of 13

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

**National Register of Historic Places
Continuation Sheet**

**PROFESSIONAL BUILDING
PALM BEACH CO., FL.**

Section number 9 Page 1

"Business Area Expands; Two New Buildings at Poinsettia and
Evernia." Palm Beach Post, 29 March 1920.

"Contract for Professional Building on Poinsettia Street to Cost
\$100,000." Palm Beach Post, 30 June 1920.

Curl, Donald. Palm Beach County: An Illustrated History.
Northridge, California: Windsor Publications, 1986.

"Forty Thousand Paid for Site by Philadelphians." Palm Beach
Post, 11 March 1920.

"Holy Trinity Church Acquires Lake Front Site and Magnificent
Church Will Be Built There." Palm Beach Post, 7 May 1917.

"Masland Lets Contract for \$4,000 Garage." Palm Beach Post, 15
October 1920.

"Preparations Made to Move Holy Trinity Church." Palm Beach
Post, 2 June 1917.

"Three Important Realty Deals Include Sites for Apartment House
and Shipbuilding Yard." Palm Beach Post, 20 March 1919.

"Two Story Block on Poinsettia St. Will be Erected by F. E.
Masland." Palm Beach Post, 13 May 1920.

OFFICIAL RECORDS

West Palm Beach Building Permits, West Palm Beach City Hall.

Palm Beach County Plats, West Palm Beach, Palm Beach County
Courthouse.

INTERVIEWS (By Amy Groover):

Masland, F. E., grandson of F. E. Masland, October 1995.

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

**National Register of Historic Places
Continuation Sheet**

**PROFESSIONAL BUILDING
PALM BEACH CO., FL.**

Section number 10 Page 1

VERBAL BOUNDARY DESCRIPTION

Town of West Palm Beach, Block 10, lots 9 and 10.

BOUNDARY JUSTIFICATION

The nominated property includes the entire parcel
historically associated with the Professional Building.

PROFESSIONAL BUILDING
WEST PALM BEACH, PALM BEACH CO., FL.

SITE PLAN

Boundary — — — —

Approx. Scale: 0.5" = 20'

Photo Direction ○→

Evernia Street

← N

parking lot

PROFESSIONAL BUILDING

⑫ →

④ →

↑ ⑬

↑ ②

← ③

← ⑤

← ⑥


S. Dixie Highway

↑ ①

PROFESSIONAL BUILDING

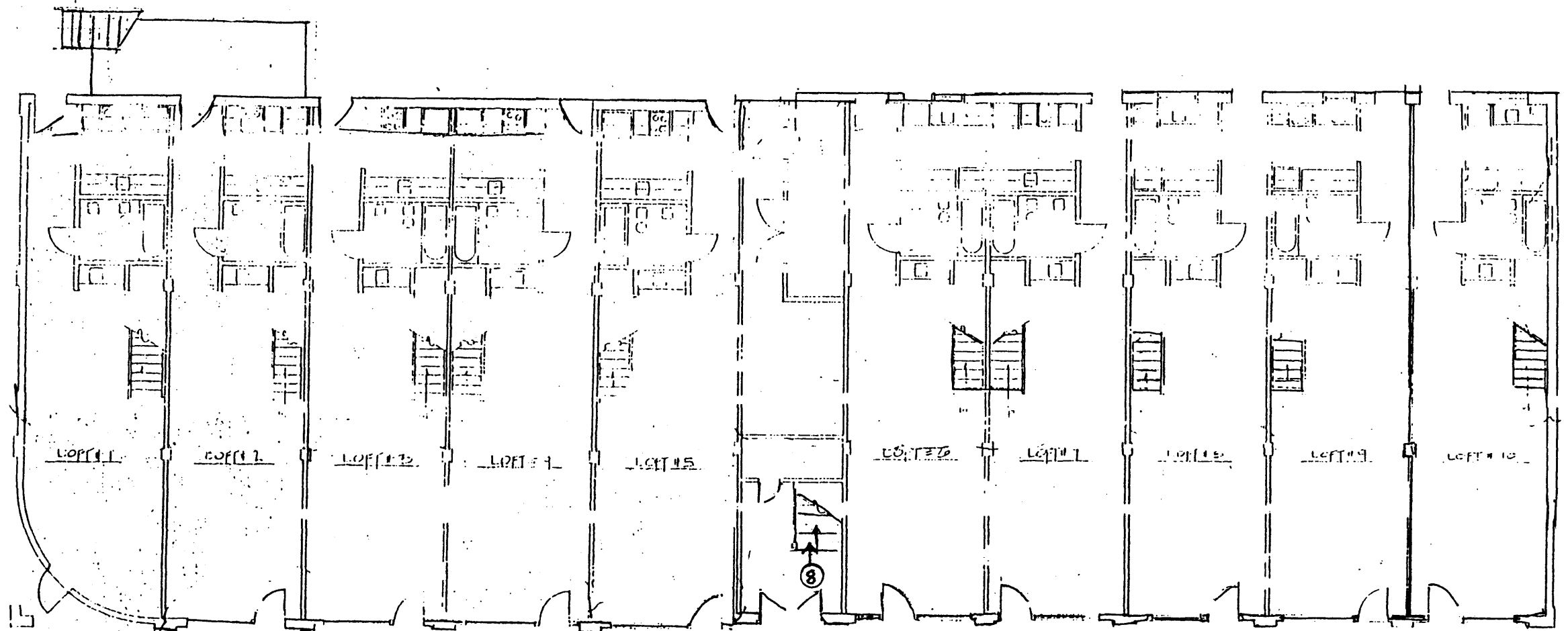
WEST PALM BEACH, PALM BEACH CO., FL.

FIRST FLOOR PLAN

Photo Direction 

Approx. Scale: 0.5" = 6.25'

← N



PROFESSIONAL BUILDING
WEST PALM BEACH, PALM BEACH CO., FL.
SECOND FLOOR PLAN
PHOTO DIRECTION ○→
Approx. Scale: 0.5" = 6.25'

