

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received DEC 15 1983
date entered

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

1. Name

historic Arcade Hotel

and/or common Shaw Arcade; Howard Hotel

2. Location

street & number 210 Pinellas Avenue N/A— not for publication

city, town Tarpon Springs N/A— vicinity of

state Florida code 012 county Pinellas code 103

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" 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 checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input checked="" type="checkbox"/> other: Vacant

4. Owner of Property

name Slosberg, Earl M.

street & number 14201 Carol Manor Drive

city, town Largo N/A— vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Pinellas County Courthouse

street & number 315 Court Street

city, town Clearwater state Florida

6. Representation in Existing Surveys

title Tarpon Springs Historic and Cultural Resource Conservation Plan has this property been determined eligible? yes no

date 1981 federal state county local

depository for survey records Tarpon Springs Planning Department

city, town Tarpon Springs state Florida

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

The Spanish Mission Style Arcade Hotel at 210 Pinellas Avenue is a 2-story, approximately rectangular building occupying most of the eastern one-quarter of Block 75A of Tarpon Springs Enterprises (originally Gourley's) Subdivision in downtown Tarpon Springs. The smooth-stuccoed building faces on three streets: Pinellas Avenue on the east, Lemon Street on the north, and Boyer Street on the south. The building features an arcaded loggia extending the width of the main (east) facade and a gallery on the second story above. There is a varied roof configuration with a strong emphasis on small gables and gently sloping parapets covered with red terra cotta tile. The structural system of the hotel is a combination of wood frame and hollow terra cotta tile, but the broad-featured and simple surface treatment of the exterior is intended to simulate masonry or adobe construction.

The 18-bay loggia on the main facade of the building is composed of a series of round headed arches supported by rectangular piers that are considerably deeper than they are wide. The arches, piers, and spandrels lack any of the architectural or sculptural details (voussoirs, keystones, imposts, spandrel tracery, etc.) typically associated with Mediterranean Revival Style commercial architecture constructed in Florida during the 1920s. Five pavilions, each 2-stories in height, divide the loggia into 5 sections, so that from the main facade the hotel appears to be composed of a central block and distinct symmetrical wings main connected by an arcade and gallery. This impression was more forceful when the center section still had its 3-story towers flanking the curved gable that encased the large arched central driveway or porte cochere.

The main roof covering the second story is an ordinary built-up type which, however, is masked by sloping parapets surfaced with red terra cotta tile. These are found on three sides of the building: east, north, and south. On the rear of the building is a plain parapet that is a continuation of the vertical exterior stuccoed wall surface. The most important secondary roof features are the gable roofs found on the four tower-like pavilions that form the "wings" of the building. These are also surfaced with tile, as is the parapet of the open sections of the second story gallery running between the central pavilion to the "wings." The two sections of the gallery connecting the outer pavilions are protected from sun and rain by shed roofs, also surfaced with terra cotta tile. There are also 2 small decorative turrets with domes found at the northwest and southwest corners of the hotel and decorative beam ends (again associated with adobe construction) found on the western half of the north (Lemon Street) elevation of the building.

Also, at the north elevation of the building is a 1-story metal canopy supported by metal posts that extends from immediately west of the loggia to the northwest corner of the building. This is not an original feature but was added at a later date.

Bisecting the building is the central driveway, the arcade, which allowed guests to register at the hotel and remove their bags protected from inclement weather. It also provided access to some of the services of the post office located in the building without having to go inside. The arcade is approximately 2 stories in height, and a wooden bridge was constructed across it to allow residents of the hotel to go from one half of the hotel to the other without having to walk downstairs and back up again. This bridge is still extant. In addition to the post office, the ground floor contained a restaurant and a variety of shops, even a small library. Most of the shops fronted on the loggia, but there was a short corridor running north-south through the first floor that gave access to several more shops as well as the hotel lobby, restaurant, and post office. Entrance to the corridor was gained at both sides of the driveway and the rear of the building. These entranceways have been closed off. There does not appear to have been any significant decorative detail or unusual architectural features on the interior of the building.

(See Continuation Sheet)

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 checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<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 1926

Builder/Architect B: Ricketts & Hayworth (St. Petersburg, FL)
A: Wolpert & Brown (St. Petersburg, FL)

Statement of Significance (in one paragraph)

The Arcade Hotel is significant for its historical connection with the development of the commercial section of Tarpon Springs during the real estate boom of the 1920s, particularly the intended development along Pinellas Avenue. The building is also important for being the only major hotel facility constructed in downtown Tarpon Springs during this period and as the only major example of Mediterranean Revival style commercial architecture in the downtown to survive from the 1920s.

The Arcade Hotel is located at 210 Pinellas Avenue, just three blocks south of Tarpon Avenue which historically has been the main commercial street in Tarpon Springs. Tarpon Springs is a city of approximately 14,000 people located on the Anclote River about 25 miles northwest of Tampa and four miles from the Gulf of Mexico. The economy of the area has traditionally been based on sponging, citrus, cattle raising, truck farming and tourism. Shrimping and sport fishing have largely replaced the sponge industry which was abandoned in 1947 when disease struck the sponge beds.¹

The earliest recorded settlement in the Tarpon Springs area took place about 1864 when a handful of families established a foothold on the north bank of the Anclote River.² The southern Gulf coast of Florida at that time was a wilderness with virtually no towns on the interior, as roads were non-existent. The only means of transportation were by ship along the coast or by smaller watercraft on the streams leading inland. The closest community to Tarpon Springs at that time was Tampa, located at the mouth of the Hillsborough River, which had a population of only a few hundred people.³ The first real effort to establish Tarpon Springs as a city came in 1881 when Hamilton Disston, a member of the Pennsylvania Disston saw manufacturing family, purchased 4,000,000 acres of swamp and overflowed state owned land in Florida at 25 cents an acre. The purchase was intended to be the first step in an ambitious real estate development and railroad building scheme which, though it largely failed, was destined to put Tarpon Springs on the map. Disston selected Tarpon Springs as the headquarters of his south Florida operations and actively encouraged settlement there. According to a promotional brochure published by Disston interest circa. 1886, "the gem of the Disston purchase is Tarpon Springs." The town is described as having a permanent population of 200 people (more in winter) three hotels, two stores, about 40 new houses constructed over the last year and steamship service from Tampa and Cedar Key.⁴

A benchmark year for Tarpon Springs was 1887. The town was formally incorporated and the Orange Belt Railroad began operations, connecting the town with the outside world.⁵ In spite of these promising developments, Tarpon Springs remained little more than a village until 500 Greek Sponge fishermen arrived to begin development of the local sponge industry.⁶ Since about 1870, sponging in Florida had been largely confined

(See Continuation Sheet)

9. Major Bibliographical References

(See Continuation Sheet)

10. Geographical Data

Acreege of nominated property Less than 1

Quadrangle name Tarpon Springs

Quadrangle scale 1:24,000

UTM References

A

1	17	3	2	17	4	18	10	3	1	1	4	2	17	10
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

(See Continuation Sheet)

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

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title W. Carl Shiver/Larry S. Paarlberg, Historic Sites Specialist

organization Division of Archives

date November 30, 1983

street & number Dept. of State, The Capitol

telephone (904) 487-2333

city or town Tallahassee

state Florida

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 George W. Percy, State Historic Preservation Officer

date 12/5/83

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

Keeper of the National Register

Entered in the
National Register

date 1/12/84

Attest:

date

Chief of Registration

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Most of the windows on the second floor have been replaced with metal awning windows and other types but originally they were double sashes with 6/6 lights. Some of the shop fronts on the ground floor have also been "modernized" with masonry and wood veneers and their fenestration changed, but the majority of the units have most of their original features: fixed, multi-pane display windows, transoms, and doors. A couple of the shops have large plate glass display windows that may have been original elements or fitted at an early date.

Although most of the major exterior features of the building appear to be original, the central portion of the structure was radically changed when the building was damaged by fire in 1976 and the towers and central gable removed. These towers were approximately 3 stories in height, each being square up to the second story eaves and chamfered or octagonal from that point to the base of its dome. Each tower was capped by a small hemispherical dome resting on a thin octagonal base rather than a drum, again emphasizing the simplicity of Spanish Mission Style architecture. The domes on the towers were similar to those still found on the small turrets at the rear of the building. Both towers were enriched by recessed friezes just below the bases of the domes. The towers also featured arched windows and doorways at the gallery level.

Between the towers was a large shaped gable that reached in height to the bases of the domes. The gable featured a molded coping and a small square window in its center surrounded by a molded stucco frame. The gable was visually supported from below by the large arch of the driveway and massive piers buttressed by the towers. In the center of each pier was a small niche. Two minor, but nevertheless notable, decorative elements that have disappeared are the small metal balconets that once adorned the arched windows of the inner pavilions of the "wings."

The second floor or hotel portion of the building consists of a series of bedrooms on both sides of a central hallway running the length of the building. These rooms vary in size, though not greatly, and in many cases connect with the adjoining room. Each bedroom has a private bathroom containing a toilet, sink, and shower stall. All of the bathrooms are lighted in part by a small skylight over the shower stall. The finishes on the upper floor are plain: smooth plastered walls over wood lath, wood paneled doors for the rooms, plain hardware and plumbing fixtures.

The main access to the hotel floor is by the stairway located in the lobby, found immediately south of the central doorway. There is also a stairway at each end of the building, not visible from the exterior, these served as fire exits.

Some of the original interior divisions of the first floor of the building have already been touched on above. The present divisions are difficult to describe fully because of alterations and the addition of partitions that have been used to further subdivide the structure over the years. In the south half of the building are found the old post office located just behind the hotel lobby and separated from it by the arcade corridor. The corridor and the post office area are lighted by skylights, as were all of the one-story sections of the building which are found toward the center and rear of the structure. The corridor terminates on the south at a large commercial unit which comprises about one-third of the space of the south half of the building on the first floor. Poor lighting and the present storage of utilitarian restaurant furniture and other large and bulky items, makes further description of this area difficult at this time.

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The north section of the building most recently contained a vacant tavern, retail liquor store and adjoining cocktail lounge, a "thrift store" (selling a variety of used goods), two commercial offices, and at least one residential apartment. These areas have been vacated for the renovation of the building. Numerous later partitions and remodelings have covered up most of the original interior features in this section of the building. The arcade corridor for instance, though still present, is completely inaccessible at this time. From the exterior, however, it can be seen that the skylights are still present, and much original fabric and features are only hidden by partitions and veneers.

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to the waters around Key West, an island city located about 60 miles from the southern tip of the state. The establishment of a second sponging port in Tarpon Springs eventually led to the eclipse of the industry in Key West because of the more efficient gathering methods used by the Greek Spongers in Tarpon Springs.⁷ The first Greek settlers were soon followed by a wave of others who set up their own community, opening restaurants, stores, and other businesses.⁸

In 1911, Pinellas County was formed out of an area that had been the western portion of Hillsborough County. A direct rail link with Tampa was established about this time, and by 1919 Tarpon Springs could boast a population of 5,000 people.⁹ A real estate boom began to sweep southern Florida about 1921 and Tarpon Springs attracted its share of speculators. New subdivisions were platted to make way for the expected new houses and businesses. At the height of the boom a group of Tarpon Springs residents decided to develop the property along Pinellas Avenue just south of the center of town. The scheme promised to more than double the size of the commercial district, and the centerpiece of the plan was to be the Arcade Hotel.

The development company was called Tarpon Springs Enterprises, Inc., formed principally by four men: Edgar D. Bullock, A. Ferris Hollis, Fred Schwamb, and E.H. Beckett. The first step in their ambitious project was taken at the end of 1924 when the group petitioned the city commission to widen and pave Pinellas Avenue from Tarpon Avenue south to the city limits. They also asked that the city install sidewalks and street lights, the cost of the work to be assessed against the owners of property abutting the avenue.¹⁰

Over the next year, Tarpon Springs Enterprises began acquiring the majority of the property along Pinellas Avenue and more besides. In all, the company assembled 59 parcels of land comprising nearly the entire area of the city south of Tarpon Avenue to the city limits.¹¹ Ownership of these extensive tracts allowed the businessmen to request and receive replats of the older subdivisions, creating two new subdivisions called Broadway Subdivision and Tarpon Springs Enterprises Subdivision.¹²

Construction of the hotel began in June of 1925. The project was jointly financed by Tarpon Springs Enterprises and the Broadway Development Company of Atlantic City, N.J., headed by W.F. Shaw. The new "Spanish" style building was to be erected at a cost of \$100,000 and be designed by the architectural firm of Wolpert and Brown from St. Petersburg and contracted to Ricketts and Hayworth of the same city.¹³ In January 1926, shortly before the hotel was to open, the plan of the hotel and shopping arcade was modified to provide space for the local postoffice. Wolpert and Brown also designed this new addition.¹⁴

No biographical information has come to light on the men connected with the design and construction of the hotel. Wolpert and Brown were apparently connected with the design of at least one other building in Tarpon Springs¹⁵ and the Clearwater Sun carried a story about a hotel that Ricketts and Hayworth were erecting on Clearwater Island about this period, but no details about their personal or professional background are given.¹⁶

The collapse of the Florida real estate boom in 1926 saw the end of the large scale development plans for Pinellas Avenue. The hotel, however, received enough patronage to keep it going and the arcade shops appeared to be occupied as well.¹⁷ The structure became a local landmark because of its interesting architecture and was regularly featured on colored postcards of the area. After the destruction of the older and larger Tarpon

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Inn Hotel by fire in 1927, the Arcade Hotel increased in importance as a tourist hostel.¹⁸ The hotel continued to enjoy enough patronage throughout the economically troubled 1930s to sustain it. An advertisement in a St. Petersburg guidebook published in 1936 carried an advertisement describing the hotel as offering 50 rooms and baths, steam heat, and a coffee shop.¹⁹

The hotel changed hand several times during the 1950s and 1960s and began to lose business as more modern motels went up along nearby U.S. Highway 19. The post office closed in 1961, and the arcade stores began to stand vacant. In 1976 fire damaged the second floor of the building and the towers flanking the main entranceway were removed.²⁰ Subsequently, the hotel began catering the semi-permanent residents. Today it stands vacant.

Mediterranean Revival Style architecture enjoyed a vogue in Florida during the boom and largely fell out of favor at its end. Its popularity was spread in part by the work of Addison Mizner who designed houses in the "Spanish" style for the wealthy winter residents of Palm Beach and Boca Raton, Florida. The Arcade Hotel was designed in the Spanish Mission Style. Generally, this type of building features arches, towers, and tiled roofs. Wall surfaces tend to be smooth, with decorative details limited to balconies and a molded curvilinear gable between elements such as towers.

Although the Arcade Hotel is now missing its towers, plans have been developed to restore the main facade of the building to its original appearance, including reconstruction of its towers and the central shaped gable. The building will offer office space and the shopping arcade will be renovated. It is the goal of this undertaking to once again make the Arcade Hotel a focal point of the downtown and of Pinellas Avenue in order to help accomplish what its original builders had hoped for but failed to gain: the reinvigoration of downtown Tarpon Springs.

FOOTNOTES

¹William N. Pantazes. "The Greeks of Tarpon Springs: An American Odyssey," Tampa Bay History. Vol. I, No. 2 (Fall/Winter) 1979, p. 24.

²Gertrude K. Stoughton. Tarpon Springs, Florida: The Early Years. New Port Richey, Florida: Tri-Arts Studio, 1975, p. 4.

³Durward Long. "The Making of Modern Tampa: A City of the New South, 1885-1911." Florida Historical Quarterly. XLIX, No. 4 (April 1971) p. 334.

⁴Pat Dodson. "Hamilton Disston's St. Cloud Sugar Plantation, 1887-1901," Florida Historical Quarterly. XLIX, No. 4 (April 1971) p. 356.

⁵Gulf Coast Land Company, The Gulf Coast of Florida...the World's Sanitarium. (no publisher) ca. 1886, p. 2.

⁶Pantazes. "The Greeks of Tarpon Springs," p. 24.

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⁷ ibid.

⁸ Stoughton. Tarpon Springs, Florida. p. 46.

⁹ Tarpon Springs Evening Leader (clipping: month and day unknown) 1919.

¹⁰ City of Tarpon Springs. Minutes of the Board of City Commissioners, December 2 and December 16, 1924.

¹¹ Pinellas County. Clerk of the Circuit Court. Deed Records, Grantor-Grantee, Index, 1925-1926.

¹² Minutes of the Board of City Commissioners, January 8, 1925.

¹³ Tarpon Springs Leader. June 12, 1925.

¹⁴ Tarpon Springs Leader. February 3, 1926.

¹⁵ Tarpon Springs Leader. February 24, 1925.

¹⁶ Clearwater Sun. December 3, 1925.

¹⁷ Tarpon Springs Leader. January 24, 1927.

¹⁸ Tarpon Springs Leader. March 4, 1927.

¹⁹ Official Guide. St. Petersburg and Florida's Gulf Coast. St. Petersburg: Griffith Advertising Agency, 1936, p. 62.

²⁰ Clearwater Sun. January 13, 1976.

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City of Tarpon Springs. Minutes of the Board of City Commissioners, December 2, 1924 to June 2, 1925.

Clearwater Sun. December 3, 1925; January 13, 1926.

Dodson, Pat. "Hamilton Disston's St. Cloud Sugar Plantation, 1887-1901." Florida Historical Quarterly. XLIX, No. 4 (April 1971), 356-369.

Gulf Coast Land Company. The Gulf Coast of Florida...the World's Sanitarium. (no publisher), ca. 1886.

Long, Durward. "The Making of Modern Tampa: A City of the New South, 1885-1911," Florida Historical Quarterly. XLIX, No. 4 (April 1971), 333-345.

Pantazes, William N. "The Greeks of Tarpon Springs: An American Odyssey," Tampa Bay History. Vol. I, No. 2 (Fall/Winter 1979), 24-31.

Pinellas County. Clerk of the Circuit Court. Deed Records, Grantor-Grantee Index.

St. Petersburg and Florida Gulf Coast. Official Guide. St. Petersburg: Griffith Advertising Agency, 1936.

Stoughton, Gertrude K. Tarpon Springs, Florida: The Early Years. New Port Richey, Florida: Tri-Arts Studio, 1975.

Tarpon Springs Evening Leader (clipping: month & day unknown), 1919.

Tarpon Springs Leader. February 24, 1925; June 12, 1925; December 3, 1925; February 3, 1926; January 24, 1927; March 4, 1927.

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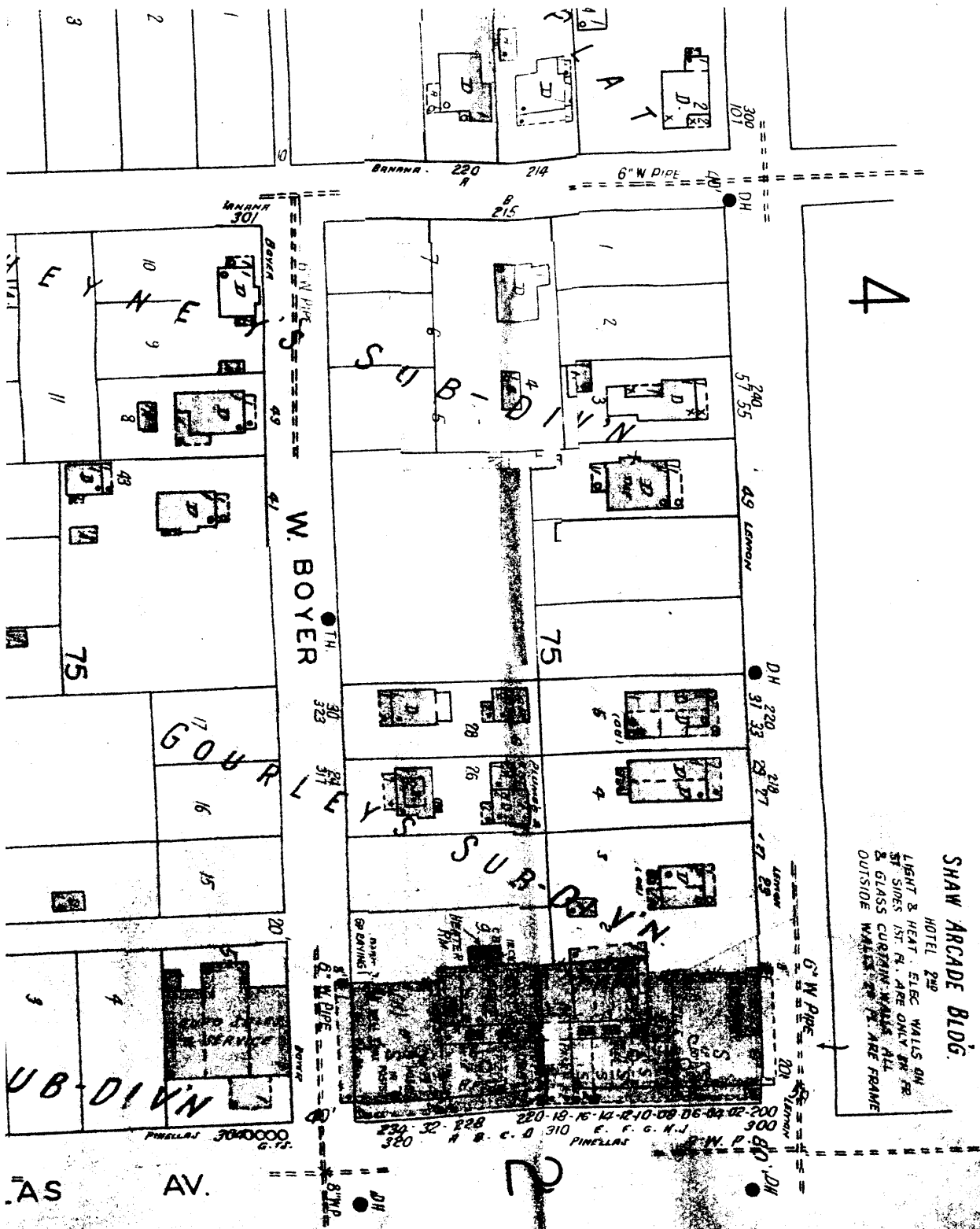
Verbal Boundary Description

Beginning at the west corner of the intersection of Pinellas Avenue and Lemon Street run west along the south curb of Lemon Street approximately 190 feet, then at a right angle south approximately 280 feet, then east along the north curb of Boyer Street approximately 190 feet to the northwest corner of the intersection of Boyer Street and Pinellas Avenue, then north along the west curb of Pinellas Avenue approximately 280 feet to the point of beginning. Legal Description: Tarpon Springs Enterprises Sub Block 75A Lots 1-8.

1930 Sanborn Map

4

SHAW ARCADE BLDG.
HOTEL 2ND
LIGHT & HEAT. ELEC. WALLS ON
ST SIDES 1ST F. ARE ONLY BR FR
& GLASS CURTAIN WALLS ALL
OUTSIDE WALLS ARE FRAME



60'