

3/8

United States Department of the Interior
National Park Service

DEC 20 1988

National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Bloom's Arcade

other names/site number

2. Location

street & number 102 Depot Street

N/A not for publication

city, town Tallulah

N/A vicinity

state Louisiana code LA county Madison

code 065 zip code 71282

3. Classification

Ownership of Property

- private
- public-local
- public-State
- public-Federal

Category of Property

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

Number of Resources within Property

Contributing	Noncontributing
1	0 buildings
	sites
	structures
	objects
1	0 Total

Name of related multiple property listing:

N/A

Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.

Signature of certifying official Leslie Tassin, State Historic Preservation

Date 12/16/88

Officer, Dept of Culture, Recreation and Tourism

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this 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:)

Alvina Byers

Entered in the
National Register

1/19/89

Signature of the Keeper

Date of Action

(6)

5/00

6. Function or Use

Historic Functions (enter categories from instructions)

COMMERCIAL/specialty stores

Current Functions (enter categories from instructions)

COMMERCIAL/specialty stores

7. Description

Architectural Classification

(enter categories from instructions)

Moderne

Materials (enter categories from instructions)

foundation concrete

walls brick

roof tar

other concrete

Describe present and historic physical appearance.

Bloom's Arcade (1930) is a Modernistic brick and concrete shopping arcade located in downtown Tallulah. Despite a few alterations, the arcade clearly retains its original character as a unique Louisiana example of what is essentially a European phenomenon.

A forerunner of the shopping mall, Bloom's Arcade is a commercial block with an interior pedestrian corridor running through the center. Off each side are party wall shops, each occupying one or more bays. In effect this amounts to a commercial historic district turned inside out. Bloom's Arcade is primitive compared with certain European examples which feature multi-story complex shopping spaces. By contrast, Bloom's has a single story and contains a single straight interior corridor. When it opened it contained a variety of stores, a post office, and a theatre fitted with a "Nu-Air" cooling system.

The arcade has twelve interior bays marked by brick pilasters with bas relief block capitals. These are surmounted by a five-tier box cornice which amounts to a corbel vault. The arcade space culminates in a continuous skylight of translucent glass. The storefront bays were originally of the type found on exterior commercial shopfronts of the period -- i.e., transoms, kickplates, and display windows. In most cases, the glass and door and window features have been replaced, though the configuration is the same. This is also true of the shopfronts which face onto the exterior of the arcade commercial block.

Overall, the exterior of the block has a low-key character. The only exception to this are the entrances at each end of the pedestrian corridor. Each of these matching openings is framed by a build up of superimposed piers culminating in a striking central parapet block consisting of alternating pilasters and strips and copious Meso-American bas relief. This flat cast-concrete bas relief accents other parts of the building as well, including corners, exterior brick piers, and interior pilaster capitals. There is also a massive bas relief beam accenting each end of the pedestrian corridor. Other noteworthy features include the checkerboard terrazzo floors, the pressed metal paneled ceilings in many of the shops, and the original fixed awning which shades the front and rear of the block.

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

**National Register of Historic Places
Continuation Sheet**

Bloom's Arcade, Madison Parish, LA

Section number 7 Page 1

3/10

Assessment of Integrity:

Of course, some of the pressed metal ceilings have been lost and some of the terrazzo has been covered with linoleum. In addition, as previously mentioned, the interior and exterior shopfronts have been altered. However, these changes should be considered minor when one considers how much of the original character and fabric remains. Salient features such as the arcade space, its ornamentation and its entrances remain completely intact.

⑧

3/00

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G N/A

Areas of Significance (enter categories from instructions)

architecture

Period of Significance

1930

Significant Dates

1930

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Architect: W. M. Overstreet, Jackson, MS
Contractor: Tom Wilmoth, Camden, Ark.

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

Bloom's Arcade is of state significance in the area of architecture as a unique commercial archetype within the context of Louisiana.

The shopping arcade as we know it is a European phenomenon pretty much confined to the nineteenth century. It began as an exclusive assemblage of small specialty shops catering to the tastes of rich and fashionable urbanites. These small shops were arranged around a top-lit passageway which assured that ladies and gentlemen could shop, socialize, see, and be seen in an environment secure from the noise, filth, and inclement weather of the public street. The very first arcade was begun in Paris in 1781, and the idea quickly became fashionable. The Industrial Revolution contributed to the development of arcades by providing the technology to build large glass vaulted spaces and by providing an affluent middle class to shop in them. As the nineteenth century progressed, the shopping arcade tended to grow in size and lose its wholly upper-class associations. Some became the centerpiece of commercial development in expanding industrial cities; some were merely an adjunct to downtown. Most were given a consistent architectural treatment which was often more fanciful than one could find on the exterior of a commercial building.

Through European influence, the shopping arcade spread throughout much of the rest of the world. It is not known how many were ever built in the United States, but many of the major Eastern and Midwestern cities had them at one time. Most are thought to have vanished, but at least a handful remain, notably the Greek Revival Weybosset Arcade in Providence, Rhode Island and the Italianate Cleveland Arcade.

As far as the State Historic Preservation Office is aware, Bloom's Arcade is the only example of a European-type shopping arcade in Louisiana. It therefore represents a unique chapter in the state's commercial architectural history.

9

See continuation sheet

15/00

9. Major Bibliographical References

The Madison Journal, various issues in 1930 and 1931.

MacKeith, Margaret. The History and Conservation of Shopping Arcades. London and New York: Mansell Publishing Limited, 1986.

note! cut some out of this space!
allow 3/8 foot

Previous documentation on file (NPS): N/A

- 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 # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreage of property @ 1 1/2 acres

UTM References

A 15 | 670080 | 3587040
 Zone Easting Northing

C _____ | _____ | _____

B _____ | _____ | _____
 Zone Easting Northing

D _____ | _____ | _____

See continuation sheet

Verbal Boundary Description Boundary lines follow property lines. Please refer to enclosed sketch map.

See continuation sheet

Boundary Justification Boundary lines follow property lines.

See continuation sheet

11. Form Prepared By

ASSISTED BY KIRK R. MORLEY, Tourist Committee,

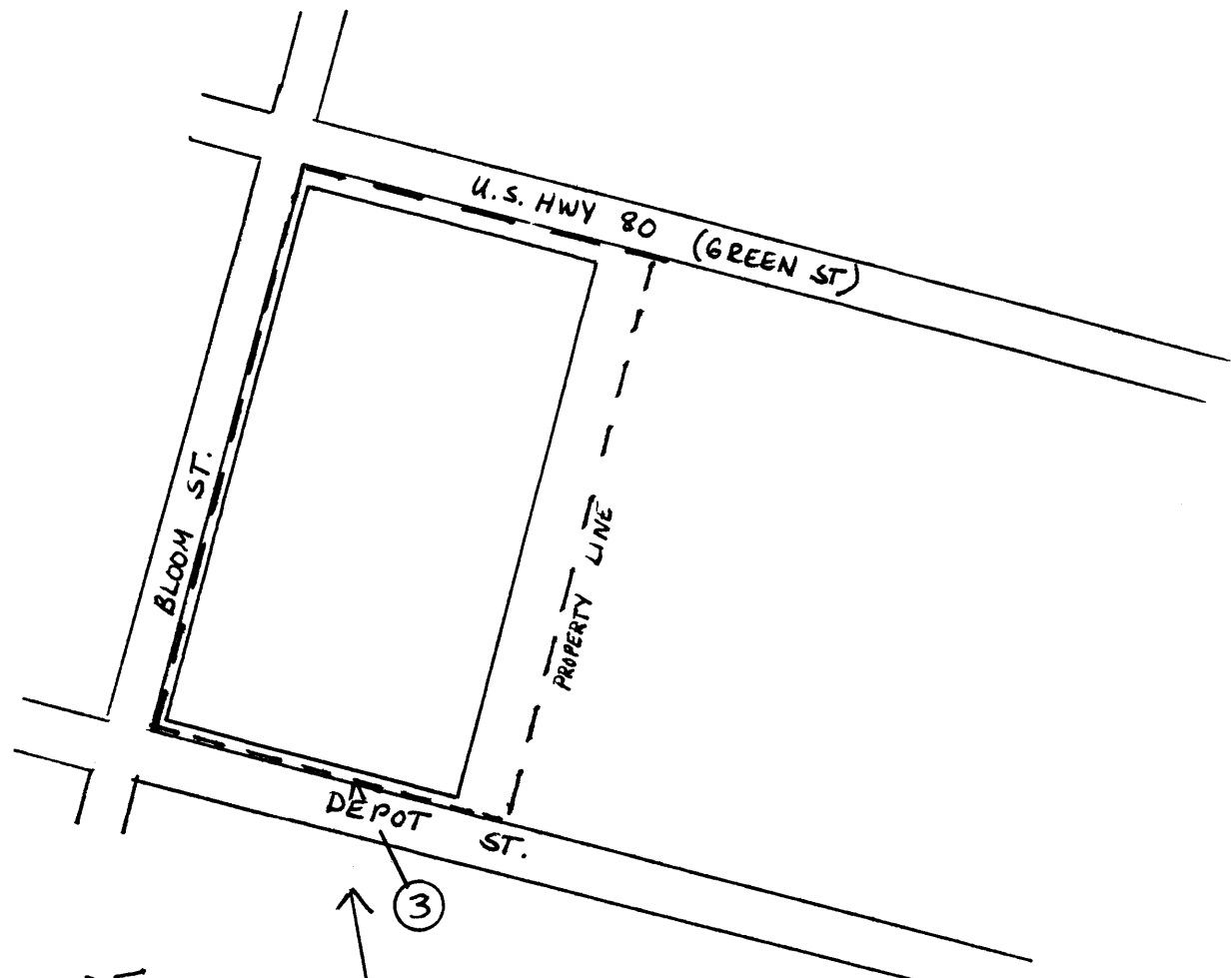
name/title National Register Staff Madison Parish Chamber of Commerce

organization Division of Historic Preservation date November 1988

street & number P. O. Box 44247 telephone (504) 342-8160

city or town Baton Rouge state Louisiana zip code 70804

Owner: Bloom's Inc.
Dr. Gerald M. Rankin, President
P. O. Box 1351, Tallulah, LA 71284-1351



1/2 →
 BLOOM'S ARCADE
 Tallulah
 Madison Parish, LA



1" = 100'

1/4 →