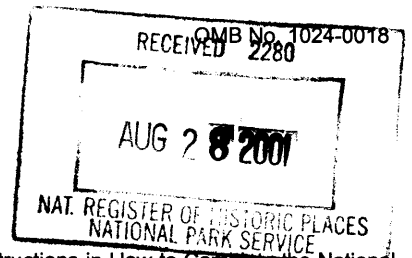


United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

1085



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 any 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 ARCADE BUILDING

other names/site number Florida Site File # 8SL772

2. Location

street & number 101 U.S. Highway 1, North N/A  not for publication

city or town Fort Pierce N/A  vicinity

state FLORIDA code FL county St. Lucie code 111 zip code 34954

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.)

Janet Snyder Matthews 8/20/2001  
Signature of certifying official Title Date

Florida Department of State, Division of Historical Resources  
State or 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  
 See continuation sheet.
- removed from the National Register.
- other, (explain) \_\_\_\_\_

Signature of the Keeper

Date of Action

Entered in the  
National Register

10/12/01

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)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any 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 listings

(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)

COMMERCE/Office Building

Current Functions

(Enter categories from instructions)

COMMERCE/Office Building

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH & 20TH CENTURY REVIVALS/

Spanish Colonial Revival

Materials

(Enter categories from instructions)

foundation Stucco

walls Stucco

roof Ceramic tile

other concrete

terra cotta

Narrative Description

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

**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, or possesses 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.)

**Areas of Significance**

(Enter categories from instructions)

Architecture

Community Planning &amp; Development

**Period of Significance**

1926-1950

**Significant Dates**

1926

**Significant Person**

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Arch: Irwin, Willis

Blder: Unknown

**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 36) 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

**Primary location of additional data:**

- State Historic Preservation Office
- Other State Agency
- Federal agency
- Local government
- University
- Other

Name of Repository

Florida Site File

# \_\_\_\_\_

**10. Geographical Data**Acreage of Property Less than one**UTM References**

(Place additional references on a continuation sheet.)

1	1	7	5	6	6	5	1	0	3	0	3	5	9	4	0
	Zone		Easting						Northing						
2															

3															
	Zone		Easting						Northing						
4															

 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 By**name/title Paul L. Weaver, Consultant; W. Carl Shiver, Historic Sites Specialist; Brent A. Tozzer, Historianorganization Bureau of Historic Preservation, FL Department of State date August 10, 2001street & number R. A. Gray Building, 500 South Bronough St telephone (850) 245-6333city 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 Robert L. Brackettstreet & number Post Office Box 965 telephone (561) 567-4303city or town Vero Beach state Florida zip code 32690**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 amend 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.

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**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section number 7 Page 1 ARCADE BUILDING  
ST. LUCIE COUNTY, FLORIDA  
DESCRIPTION

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**SUMMARY**

The Arcade Building is a masonry structure located in the 100 block of U.S. Highway 1 in the heart of the historic commercial and governmental center of Fort Pierce, Florida. Completed in 1926, it rises two stories in height, has an irregular ground plan, a flat roof with parapet, and is finished with texture stucco. Its design shows the influence of the Spanish Colonial Revival style. It contains a number of significant architectural features, including cast concrete and terra cotta detailing. The building is a traditional two-part commercial block. The first floor consists primarily of retail storefront bays. The upper floors are designed as offices. A significant feature of the building is its interior arcade, storefronts lining a central corridor on the first floor. The building is in fair condition, and its integrity is good. With the notable exception of a fire that destroyed the rear portion of the building in 1982, the Arcade is largely unaltered.

**SETTING**

The City of Fort Pierce is located along the east coast of Florida about twenty miles south of Vero Beach and sixty miles north of West Palm Beach. Fort Pierce, the seat of St. Lucie County, encompasses approximately nine square miles of land, bounded by unincorporated areas of St. Lucie County. The city is situated on the banks of the Indian River and Fort Pierce Inlet, also occupying the northern tip of Hutchinson Island, the barrier island located between the mainland and the Atlantic Ocean. The industrial center of St. Lucie County, Fort Pierce features a historic business district, large residential areas, and an oceanfront resort community. The major thoroughfares that serve the city are Interstate 95, U.S. Highway 1, and State Road A1A. The city is also a port, which can be reached by water from the Atlantic Ocean and the Intracoastal Waterway.

With the exception of a ridge that runs parallel to the Indian River, the topography of the city is generally flat. Street and blocks are laid out in an orthogonal grid pattern, which is broken only by Sunrise Boulevard and Okeechobee Road. Drainage canals, which protect the city from floods, are a landscape feature of note. Another significant feature of the city is the deep-water ship terminal, harbor, and turning basin that was begun during the late 1920s.

The most striking natural feature of the community is its position overlooking the Indian River, Fort Pierce Inlet, and the Atlantic Ocean. These bodies of water have historically played an important role in the development of the area. Fort Pierce's location, on an inlet to the Atlantic Ocean, offered an excellent opportunity to develop a port facility that would elevate the city to an important role in the Florida citrus industry. The physical development of the city began along the waterfront and spread westward. Since World War II, Fort Pierce has lost some of its commercial architecture through commercial development along U.S. Highway 1, Orange Avenue, and Okeechobee Road, in the area where the Arcade Building is located.

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ST. LUCIE COUNTY, FLORIDA  
DESCRIPTION

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**PHYSICAL DESCRIPTION**

The Arcade Building occupies most of a city block along U.S. Highway 1, the principal commercial street in Fort Pierce. To the south is Orange Avenue, a one-way three-lane street, which serves as another major traffic artery. The building has a prominent corner location and orientation at the heart of the city's commercial and governmental center. The building is located just west of both the modern and historic city hall buildings and the historic post office. The setting, close to the commercial and governmental core of Fort Pierce, was key to the successful use of the building as retail and office space. Due to high land values, many of the surrounding historic commercial buildings have been demolished.

The Arcade building is bounded on the east and south sides by public right-of-ways. The north elevation is attached to the adjacent building. To the west is a parking lot with an asphalt parking pad. Landscaping is minimal and informal, both in the parking lot and the surrounding public right-of-way (photographs 1-11).

**Exterior**

The Arcade Building is a two-story masonry structure designed in the Spanish Colonial Revival style. It has regular massing and five major exterior components. These components are a two-story corner entrance tower, two attached one-story wings, and adjoining two-story wings containing first floor storefronts and second floor offices (photographs 1-8).

The Arcade rests on a poured concrete foundation. The structural system of the building is a combination of poured concrete and steel. Rows of steel columns support the second floor and roof. The exterior of the building is concrete and steel reinforced pilasters finished with textured stucco. The wooden floor, and the wall and ceiling framing, are constructed of Dade County heart pine.

The primary roof is a flat, built-up type with parapet. There are several secondary roofs. Half gable roofs cover the second story offices and the one story wings. The corner tower has a hipped roof. All secondary roof structures are covered with polychromatic barrel or Spanish tile (photographs 1-5).

The east and south facades are the primary elevations, containing all significant architectural features of the Arcade Building. The corner tower, at the intersection of U.S. Highway 1 and Orange Avenue, is the focal point of the design. It is canted, and features balconettes, and an arched entrance accentuated with terra cotta surrounds. The surrounds consist of panels with square elements at the base and ovals above. Coupled, monumental pilasters flank the tower, forming a transitional element to one-story wings which extend to the north and west. The pilasters have a pedestal, shaft, capital, and are topped with pinnacles. Above the entrance is a

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shield with a figure of what appears to be a torch (photographs 6-7). The one-story wings each have four arched openings, or bays, with imposts and inlaid diamond tile in the spandrels between the arches (photographs 1-4).

Beyond the one-story wings, on the east and south elevations, are two additional two-story attached wings. The wings are in the form of traditionally designed, early twentieth century two-part commercial blocks. The south commercial block spans four bays. It originally extended an additional seven bays, but this portion of the building was lost to fire in 1982. The Arcade Building houses storefronts on the first floor and offices on the second floor. Except for rusticated shafts, the design of the pilasters, which define the bays, is similar to those of the corner tower. Medallions with a Spanish galleon motif are located in the spandrels between the first and second floors. The roof line consists of a frieze and exposed brackets under the eaves. The pinnacles rising from the interior pilasters penetrate the roof plane (photographs 1-4).

The east elevation spans eleven bays. There are two detailed arched portals opening to the interior arcades (photograph 8). The portals have engaged composite columns on either side. The spandrels above the openings are rusticated to simulate voussoirs. The detailing of the remaining bays matches that of the south elevation (photograph 5).

The original windows were five-light casement types on the second floor and fixed show windows on the first. Most of the original show windows appear to have been replaced, while the casement windows remain on the east elevation. Aluminum sash windows have replaced the original casements on the south elevation. These windows were probably replaced in 1982, when the building was extensively damaged by fire.

The north elevation is attached to the adjacent building (photograph 5). The west elevation is austere and altered. Fire destroyed the western portion of the building in 1982. A covered walkway was subsequently built over what was once one of the entrances to interior arcades (photographs 9-11).

**Interior**

First Floor

The interior of the first floor contains retail space. Floors are concrete or tile. Original walls and ceiling are plaster over lath board with some non-original dry wall and drop ceilings. The retail space retains some detailing, including showcases for displaying merchandise. Original features include door and window trim, wainscoting, coffered ceilings, transom lights, and cast plaster detailing. Cast plaster ceiling and wall moldings are particularly evident in the one-story retail space at the corner of the building (photographs 12-18, 24-27).

The retail space and second floor are accessed by two arcades which extend from the east to the west sides of the building. The floors of the arcades are finished in ceramic tile. The walls and ceilings are a combination of

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ST. LUCIE COUNTY, FLORIDA  
DESCRIPTION

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wood and plaster, highly detailed. Pilasters define a series of storefront bays which extend from the front to the rear of the building. The storefronts consist of kick panels, show windows, and transom lights above. The ceiling features exposed vigas or ceiling beams and sky lights (photographs 19-23).

Second Floor

The second floor contains office space. The floor is tongue and groove oak over a two-inch pine sub-floor. Walls and ceilings are plaster-over-lath-board. Wainscoting and coffered ceilings are of rough-cut pine four-by-fours, stained apparently to simulate an antique Spanish Colonial finish (photographs 19-23).

**Integrity**

The integrity of the building is good, but the condition is poor. The rear of the building, destroyed by fire in 1982, has been altered. Roof leaks, and water used to extinguish the 1982 fire, have destroyed portions of the interior.



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ST. LUCIE COUNTY, FLORIDA  
SIGNIFICANCE

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**SUMMARY PARAGRAPH**

The Arcade Building, Fort Pierce, is significant at the local level, fulfilling Criteria A and C for listing in the National Register of Historic Places. It has significance in the areas of Community Planning and Development and Architecture. Its historical significance is based on its association with the development of Fort Pierce during the Florida Boom period (1919-1926). It was the most expensive real estate development in the city during the Boom years. The Arcade also has architectural significance for its association with the Spanish Colonial Revival style and as the only local example in Fort Pierce of a commercial arcade, a significant property type.

**HISTORIC CONTEXT**

Fort Pierce, the St. Lucie County seat of government, is located along Florida's Atlantic coast, 60 miles north of West Palm Beach. Settlement of Fort Pierce began in the late nineteenth century, following the arrival of the Florida East Coast Railroad. A period of significant development followed, based largely on citrus cultivation, packing, and shipping. Like many Florida communities, Fort Pierce experienced an era of frenetic growth in the 1920s. The collapse of the Florida Boom, in 1926, and the onset of the Great Depression, in 1929, signaled the end of this era. Population growth, inspired by construction of military bases, resumed during World War II and continued into the postwar era.

The first inhabitants of the Fort Pierce area were Indians, who were drawn to the region by the abundance of fish and wild game along the banks of the Indian River. European contact began with the arrival in the sixteenth century of Spanish explorers, who named the area Santa Lucia. Settlement of the vicinity of Fort Pierce was, however, delayed until after Florida became a United States Territory. The United States took possession of Florida in 1821. At once, American settlers began to move into Florida. Poor transportation and the constant threat of disease limited settlement of the southern part of the Florida peninsula. By 1825, over 5,000 people were living in East Florida, but only a few thinly settled plantations were in the Indian River region.<sup>1</sup>

During the 1820s, the Indian River region became a part of Mosquito County, an area extending along the coast roughly from Ormond Beach south to Palm Beach. Sugar production, using slave labor, was one of the more important economic activities along coastal Mosquito County. Growing hostilities between settlers and Seminole Indians culminated in the outbreak of the Second Seminole War, from 1835 to 1842, which saw the Indians destroy the plantations and cause the settlers to flee. To counter the Indian attacks, in 1837 the United States Army established a military outpost at the present location of the city. The fortification, named for its commander, Lt.

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<sup>1</sup> Junius Dovell, Florida: Historic, Dramatic, Contemporary (New York: Lewis Historical Pub. Co., 1952), 169-170.

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Colonel Benjamin K. Pierce, was constructed on the west side of the Indian River, just south of the inlet to the ocean.<sup>2</sup> The fort remained in service until the close of the war in 1842.<sup>3</sup>

In 1842, the United States Congress passed the Armed Occupation Act, which enabled settlers to claim 160 acres of land in the Florida peninsula. The law required a claimant to live on the land at least five years, and improve it, in order to make ownership permanent. Claims in the Fort Area were mainly clustered along the west side of the Indian River. In 1844, a year before Florida became a state, St. Lucie County was carved from a portion of Mosquito County. In 1855, St. Lucie County was renamed Brevard County in honor of Judge Theodore Brevard, who served as Comptroller of Florida from 1853 until 1861. Brevard County would undergo many changes in its boundaries over the next half century, including the reconstitution of St. Lucie County.<sup>4</sup>

The Indian River area, however, was slow to recover from the effects of the Second Seminole War. The difficulty of reaching the Fort Pierce area also remained an impediment to settlement. The mouth of the Indian River was too shallow to allow the passage of deep draft vessels. Overland travel was extremely arduous, since the roads constructed by the military during the conflict with the Seminoles were little more than trails, and had not been maintained after the end of the war. By 1860, the Indian River region had a population of less than ten people per square mile, with scattered farms. Like the Indians they displaced, the early white settlers depended on fishing, hunting, and the raising of meager crops for their subsistence.<sup>5</sup>

The first permanent settlement in the Indian River region occurred in 1879, when Benjamin Hogg established a trading post on the Indian River within the original limits of Fort Pierce. Hogg's store was a reliable provider of goods and supplies to the early settlement, then accessible only by riverboat. Economic activity at that time was limited mainly to fishing—particularly the harvesting of turtles—and cattle ranching, on the large undivided tracts of lands in western parts of present-day St. Lucie County. A post office was established at Fort Pierce in 1888. The last years of the nineteenth century saw the construction of the first railroads that would eventually stretch into all parts of the interior of Florida. It would be Henry Flagler's East Coast Railway that would play a major role in the development of Fort Pierce and St. Lucie County. Starting in Jacksonville in the 1880s, Flagler began extending his rail system down the east coast of Florida.<sup>6</sup>

The Florida East Coast Railway reached Fort Pierce in 1894. Flagler constructed mammoth hotels along the line, thus providing tourists with both transportation to Florida and accommodations once they arrived.

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<sup>2</sup> Michael G. Schene, Hopes, Dreams and Promises: A History of Volusia County, Florida, (Daytona Beach, FL: News-Journal Corp., 1976), 30-31; William Thorndale and William Dollarhide, Map Guide to the U.S. Federal Census, 1790-1920, (Baltimore, 1987), 69.

<sup>3</sup> Schene, 8.

<sup>4</sup> State of Florida, Bureau of Historic Sites and Properties Bulletin No. 1, Division of Archives, History and Records Management, (Tallahassee, 1970).

<sup>5</sup> Works Progress Administration, "Creation of Counties in Florida, 1820 to 1936."

<sup>6</sup> Dudley Johnson, "The Railroads of Florida, 1865-1900," Ph.D. Dissertation, (Florida State University, 1965), 197-200

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Although he did not construct a hotel at Fort Pierce, Flagler's railroad quickly stimulated the local economy. The railroad provided a transportation network by which farmers and citrus growers could market their crops. The most important crop was the increasingly popular Indian River citrus, grown in the area. The railroad also served as the principal means of transportation for new settlers and seasonal visitors.

In 1901 Fort Pierce was incorporated. Four years later St. Lucie County was subdivided from Brevard County; Fort Pierce was selected as the county seat. The basis of the local economy remained citrus cultivation. By the second decade of the century, Fort Pierce had two newspapers, a bank, opera house, six hotels, and a thriving downtown business district.<sup>7</sup>

Land reclamation played a significant role in the development of Fort Pierce. Land reclamation consisted of intensive drainage of swamp and flood-prone areas. Land reclamation projects opened new areas, west of the city, for settlement and agricultural development, particularly citrus cultivation.<sup>8</sup>

Citrus became the most important industry in St. Lucie County during the second decade of the twentieth century. According to one source, in 1901 there were less than 100 acres of citrus groves in St. Lucie County. In 1910 St. Lucie County had 36,000 bearing trees, producing approximately 40,000 boxes of oranges annually. Some Indian River citrus growers associated themselves with the Florida Citrus Exchange, the state's cooperative marketing organization. The Florida Citrus Exchange, established in 1909, operated the Indian River Citrus Subexchange at Fort Pierce. By 1920, Fort Pierce, with fifteen packing houses, was the packing and distribution center of the St. Lucie County citrus industry. The number of bearing trees and boxes of fruit produced were approximately five times the level of only ten years before.<sup>9</sup>

During the early 1920s, the economy and population of Florida experienced unprecedented growth. Fueled by investment and speculation in real estate, the Florida Land Boom attracted thousands of tourists and new residents to Florida. Between 1920 and 1930 the population grew from 968,470 to 1,468,211. Thirteen new counties, most of them in South Florida, were established between 1921 and 1925. Roadways and railroads expanded, facilitating travel both to and within the state.<sup>10</sup>

Much like the rest of South Florida, Fort Pierce entered its most exuberant period of historical development during the early 1920s. The economy of Fort Pierce, based on citrus, truck crops, fish, beef, and dairy processing,

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<sup>7</sup> St. Lucie County, Official Records, Plat Books, St. Lucie County Courthouse, Fort Pierce, Florida.

<sup>8</sup> Dudley Johnson, 55; St. Lucie County, County Commission Minute Books, Book 1, St. Lucie County Courthouse, Fort Pierce, Florida.

<sup>9</sup> Charlotte Lockwood, Florida's Historic Indian River County, (Vero Beach, FL: Media Tronics, 1975), 24, 195, 205, 211, 227; James Hopkins, Fifty Years of Citrus, The Florida Citrus Exchange: 1909-1959, (Gainesville, University of Florida Press, 1960), 175, 186, 200, 212.

<sup>10</sup> Historic Property Associates, "Historic Properties Survey of Fort Pierce, Florida," (St. Augustine, Florida, 1992), 14.

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developed rapidly. The city's fifteen packing houses, which dealt in citrus much of the year, often packed fish in the off-season. As a division point of the Florida East Coast Railway, Fort Pierce had a number of railroad repair shops, providing additional employment for local residents.<sup>11</sup>

It is difficult to exaggerate the speculative proportions of the 1920s boom. Miami and Palm Beach are generally regarded as the areas of the most intense activity, but few communities in coastal areas of Florida failed to experience expansive growth. The population of Fort Pierce, which stood at 2,115 in 1920, increased four-fold, to over 8,000 in 1928. The majority of the extant historic buildings in Fort Pierce were constructed during the 1920s, providing further evidence of the significance of the period.<sup>12</sup>

The Florida Boom began to slow in mid-1925, and quickly collapsed as the state experienced a number of calamities: major hurricanes in 1926 and 1928, and a Mediterranean fruit fly infestation that devastated citrus groves. Many state banks, their real estate portfolios overextended, collapsed. Depression fell upon Florida three years before it enveloped the rest of the nation. During the early years of the Great Depression, approximately one in four Floridians was receiving public assistance.

Fort Pierce did not escape the economic downturn. One of the city's two banks failed. Citrus production and packing diminished. By 1939, one-third of the city's packing houses had closed.<sup>13</sup> Beginning in the 1930s, however, federally assisted projects stimulated the local economy; among them, most notably, the creation of a new harbor at Fort Pierce. The harbor, which included a new inlet, channel, turning basin, deep water terminal, and associated buildings, made Fort Pierce the only major port between Miami and Jacksonville. The federal government also embarked on a program of flood control in South Florida, including a canal drainage system that involved Lake Okeechobee. The canal system was comprised of the Caloosahatchie Canal, which drained the lake to the Gulf, and the St. Lucie Canal, which terminated at Fort Pierce. The canal system, in addition to its drainage function, also opened Fort Pierce to barge traffic from the interior.<sup>14</sup> Buoyed by its agricultural and industrial base, thriving commercial district, harbor, and governmental center, Fort Pierce weathered the collapse of the Boom and the Great Depression better than many of its neighbors.<sup>15</sup>

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<sup>11</sup> Sanborn Map Company, Fire Insurance Maps of Fort Pierce, (New York: D.A. Sanborn Map Company, 1915-1924); Fort Pierce Chamber of Commerce, Fort Pierce: "The Sunrise City" County Seat of St. Lucie (Fort Pierce, 1924).

<sup>12</sup> Fort Pierce Chamber of Commerce, Fort Pierce, Florida, (Fort Pierce, 1928).

<sup>13</sup> Fort Pierce Chamber of Commerce, Economic Survey of Fort Pierce and St. Lucie County, a Compilation of Facts and Information for the Homeseeker, Winter Visitor and Manufacturer, etc., (Fort Pierce, 1934); Fort Pierce New Tribune, "Fort Pierce, Fort Pierce Beach and the Indian River Country," 1939.

<sup>14</sup> Ibid.

<sup>15</sup> Ibid.; and, Fort Pierce Chamber of Commerce, Fort Pierce, Florida, (Fort Pierce, 1928).

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World War II brought Florida and the rest of the United States out of the Depression. Florida, because of its warm weather and consistent climate, became a center of military training. In 1943, the United States Navy established an amphibious training base at Fort Pierce. Postwar development of Fort Pierce was similar to that of the rest of coastal Florida: increasing numbers of automobiles and asphalt, an interstate highway system, urban sprawl, the gradual erosion of the central commercial district, and strip development along major state highways. The historic commercial buildings of Fort Pierce, along U.S. Highway 1, and Orange Avenue, where the Arcade Building is located, have suffered from neglect and decentralization.<sup>16</sup>

**Historic Significance: Criteria A**

The Arcade Building is significant under Criterion A for its association with the development of Fort Pierce, from 1919 until 1926, during the city's most important historical period of development. The influx of visitors and new residents arriving or passing through Fort Pierce during the 1920s created greatly increased demand for commercial space. The Arcade was constructed in direct response to this demand, and was located near the Indian River at the heart of the city's financial and retail district. By the second decade of the twentieth century, the Indian River had become nationally renowned as a citrus growing region. Fort Pierce served as a packing and shipping point with rail and port facilities.

The Arcade Building was completed in 1926, at the height of the Florida Boom, according to a design by West Palm Beach architect Willis Irwin. Joseph J. Heim, a Kansas City, Missouri, businessman and railroad magnate, and Rollin R. Martin were the developers. Joseph Heim was typical of entrepreneurs, from throughout the United States, who were attracted to Florida by the state's expansive economic growth during the 1920s. Joseph J. Heim was born in 1860, in St. Louis County, Missouri, on a farm adjoining that of General Ulysses S. Grant. The son of Austrian immigrants, Heim began his business career as head of his father's company, the Ferdinand Heim Brewing Company, in Kansas City, Missouri. Next to the brewery, he and his brothers, Ferdinand and Michael, constructed one of the largest amusement parks in the country. Heim subsequently was responsible for the construction of the Joplin and Pittsburgh Railroad, the East Kansas City electric line, a double track trolley line, and Metropolitan Street Railway. He was President of the Heim Real Estate Company, Cresencia Land Company, Bolen-Darnell Coal Company, the People's Ice Company, and the Kansas City Brewing Company, a successor to the Heim Brewing Company. In the latter years of his life, Joseph Heim, along with his brothers, focused on real estate development in Florida. He died in Kansas City, on February 28, 1928.<sup>17</sup>

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<sup>16</sup> Charlton Tebeau, A History of Florida, (Coral Gables: University of Miami Press, 1971), 416-419; St. Lucie County, Board of County Commissioners, Data Supporting Application of Fort Pierce Inlet District, St. Lucie County, Fort Pierce, Florida, 1944, 6-10, 15.

<sup>17</sup> City of Fort Pierce, Planning Department, 100 North U.S. Highway 1, Original Plans; Kansas City Public Library, Vertical Files, Obituary and other Biographical Information Concerning the Life of Joseph J. Heim.

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ST. LUCIE COUNTY, FLORIDA  
SIGNIFICANCE

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The Fort Pierce Arcade was one of Heim's major real estate investments in Florida. Occupying most of a city block, the Arcade was the largest commercial building in Fort Pierce, when constructed; and, the most expensive real estate investment in the city's history. The Arcade functioned much like a contemporary mall on the first floor, and provided office space on the second. The building contained doctor's and dentist's offices, a medical laboratory, a film processing laboratory and dark room, shoe manufacturing company, radio station, restaurants, drug store, law offices, dress shops, men's clothing store, grocery store, real estate offices, feed store, community theatre, an engineering company, barber shop, and beauty salon. Among the occupants were the owners of the building, the Heim-Martin Real Estate Company.<sup>18</sup>

Following the collapse of the Florida Land Boom, and the onset of the Great Depression, the Heim and Martin interest lost the building through foreclosure. Joseph Heim's untimely death in 1928, in all likelihood, contributed to the demise of the venture. Ownership reverted to the Tuckers, one of the pioneer families in Fort Pierce, who originally owned the land on which the building was constructed. William Tucker was one of the first settlers of Fort Pierce following the Second Seminole War (1835-1842). After the foreclosure, the property reverted to Stella Tucker Trowbridge, and, in 1958, was inherited by County Judge William G. Tye, Mrs. Trowbridge's grandson. The property remained in the Tucker family, until recently purchased by Robert Brackett.<sup>19</sup>

**ARCHITECTURAL SIGNIFICANCE: CRITERIA C**

**Arcades**

Beyond its historical importance, the Arcade has architectural significance for the type and style of building it embodies. The arcade was a significant commercial property type which first developed in France and Italy during the late nineteenth century. Early examples were elaborate structures of cast iron and glass with vaulted roofs. In the United States, they were initially located in large urban areas. As they spread throughout the country, commercial arcades became simpler, constructed of wood-frame and steel. In many ways they were precursors of the commercial shopping malls which proliferated in the United States after World War II.

Commercial arcades first appeared in Florida during the 1920s. Often designed in Mediterranean influenced styles, they reflected the growing sophistication of the state's commercial architecture. The Arcade is the only example of this type of building in Fort Pierce, and one of only three commercial arcades recorded in the Florida Master Site File.

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<sup>18</sup> Fort Pierce Public Library, Vertical Files, Arcade Building; Fort Pierce News-Tribune, September 25, 1925; January 27, 1982; February 4, 1982; March 18, 1992; August 4, 1982; May 29, 1999; June 4, 1999; June 14, 1999.

<sup>19</sup> Fort Pierce Public Library, Vertical files, Arcade Building; Fort Pierce News-Tribune, February 4, 1982.

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ST. LUCIE COUNTY, FLORIDA  
SIGNIFICANCE

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**Spanish Colonial Revival Style**

The Arcade is also an example of the Spanish Colonial Revival style. The Spanish Colonial Revival style is found primarily in those states that have a Spanish colonial heritage. It was popular during the first three decades of the twentieth century in the Southwest, California, and Florida. Architects such as Bernard Maybeck, Carrere, and Hastings designed Spanish style buildings in St. Augustine and California in the late nineteenth and early twentieth centuries. The popularity of the style was in part the product of a detailed study of Latin American architecture made by Bertram Grovesnor Goodhue. In 1915, at the Panama-California Exposition in San Diego, Goodhue designed an exhibit that featured the rich architectural variety found in South America. Encouraged by the publicity afforded the exposition, other architects began to look directly to Spain and Spanish America where they found still more interesting building traditions.

In Florida, the Spanish Colonial Revival and Spanish- and Mediterranean-influenced styles were among the most dominant design influences during the 1920s. These styles were adapted for a variety of building types, ranging from grandiose tourist hotels to two room residences. They were so popular that many commercial and residential buildings were renovated in the 1920s to reflect the Spanish stylistic influences. Typical identifying features of the style include low hip roofs, or flat roofs with some form of parapet; ceramic tile roof surfacing; stuccoed facades; flat roofed entrance porches, commonly with arched openings supported by square columns; casement and double-hung sash windows; and ceramic tile decorations. The Arcade Building, with its stucco exterior, balconettes, cast-concrete detailing, and ceramic tile roof surfacing, embodies many of these features.

**Conclusion**

The Arcade is the most significant historic commercial building in Fort Pierce. It was prominently associated with the history of the city during its formative period of development. It has architectural significance as the only commercial arcade in the city and for its excellent representation of the Spanish Colonial Revival style. The Fort Pierce Arcade is in fair condition and retains the integrity of its original design and individual architectural features.

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ST. LUCIE COUNTY, FLORIDA  
GEOGRAPHICAL DATA

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**Verbal Boundary Description**

The south one foot of Lot 6 and lots 7-23, inclusive, of Block 1 of the Resubivision of Lots 1 to 6, inclusive of Receiver's Subdivision of Block L, as per plat thereof, as recorded in Plat Book 4, Page 35 of St. Lucie County, Florida.

**Boundary Justification**

The above boundaries encompass the best preserved elements of the Arcade Building as it developed during the period from 1926 to 1950. The boundary includes an asphalt parking lot at the rear of the property where a portion of the historic building was located prior to a fire in 1982. Non-historic buildings to the north of the Arcade Building are excluded from the boundaries. The east and south boundaries of the property are defined by U.S. Highway 1 and Orange Avenue, two major thoroughfares.

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ST. LUCIE COUNTY, FLORIDA  
PHOTOGRAPHS

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**LIST OF PHOTOGRAPHS**

1. Arcade Building
2. 101 N. U.S. Highway 1, Fort Pierce (St. Lucie County), Florida
3. Paul Weaver
4. 1999
5. Historic Property Associates
6. South Elevation Along Orange Avenue Looking Northwest
7. Photo 1 of 36

**Items 1-5 are the same for the remaining photographs**

6. South Elevation Along Orange Avenue, Looking East
7. Photo 2 of 36
  
6. South Elevation Showing Storefronts and Arcades, Looking North
7. Photo 3 of 36
  
6. East Elevation Along U.S. Highway 1 Showing Storefronts and Arcades, Looking West
7. Photo 4 of 36
  
6. East Elevation Along U.S. Highway 1, Looking Southwest
7. Photo 5 of 36
  
6. Detail of Main Entrance at the Intersection of U.S. Highway 1 and Orange Avenue, Looking North
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6. Main Entrance at the Intersection of U.S. Highway 1 and Orange Avenue, Looking West
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6. East Elevation Along U.S. Highway 1, Detail of Arcade, Looking West
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ST. LUCIE COUNTY, FLORIDA  
PHOTOGRAPHS

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6. Interior, Storefront Bay, U.S. Highway 1 Elevation, Looking South
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6. Interior Storefronts, North Arcade, Looking North
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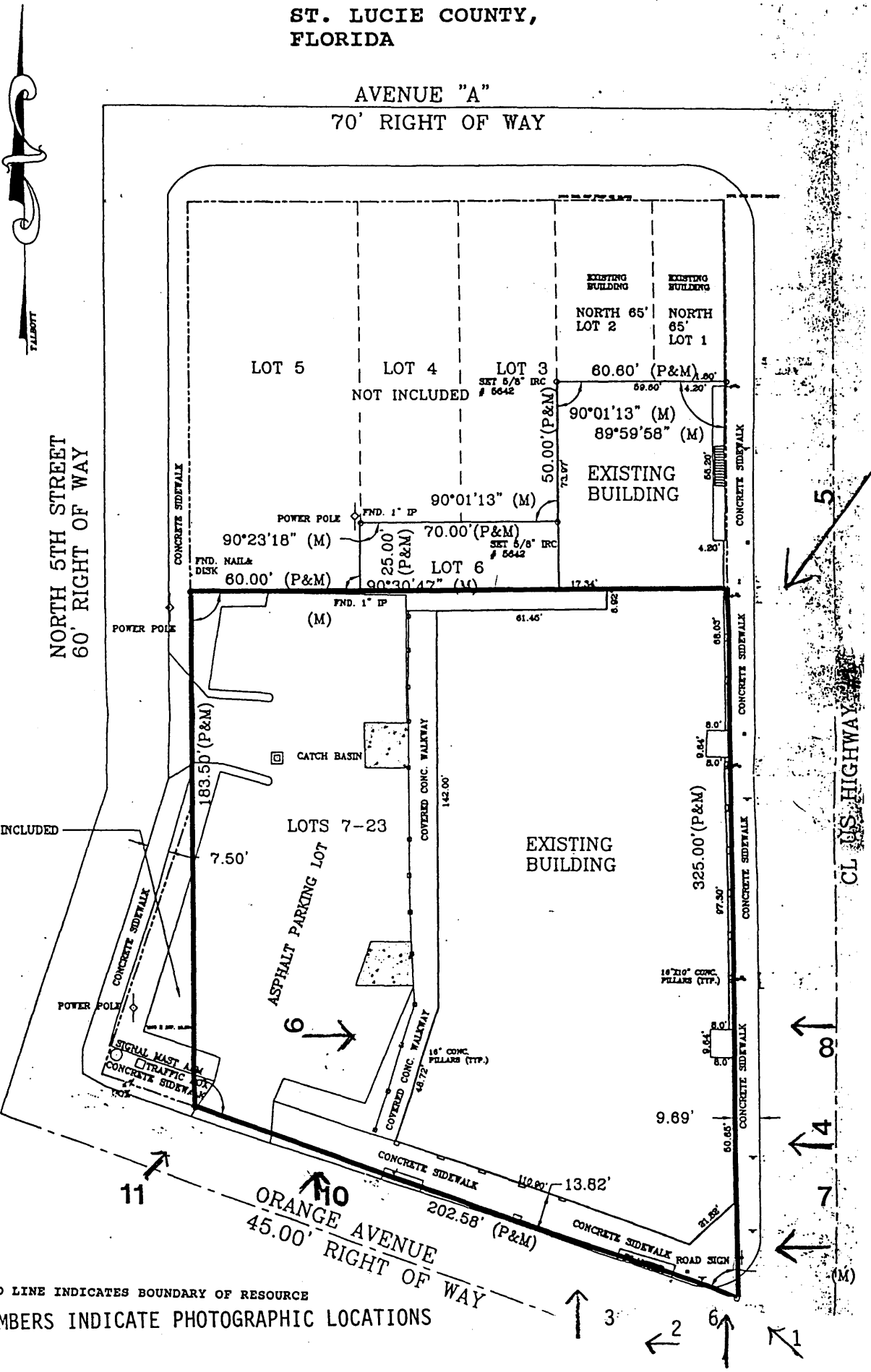
Section number \_\_\_\_\_ Page 3 ARCADE BUILDING  
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PHOTOGRAPHS

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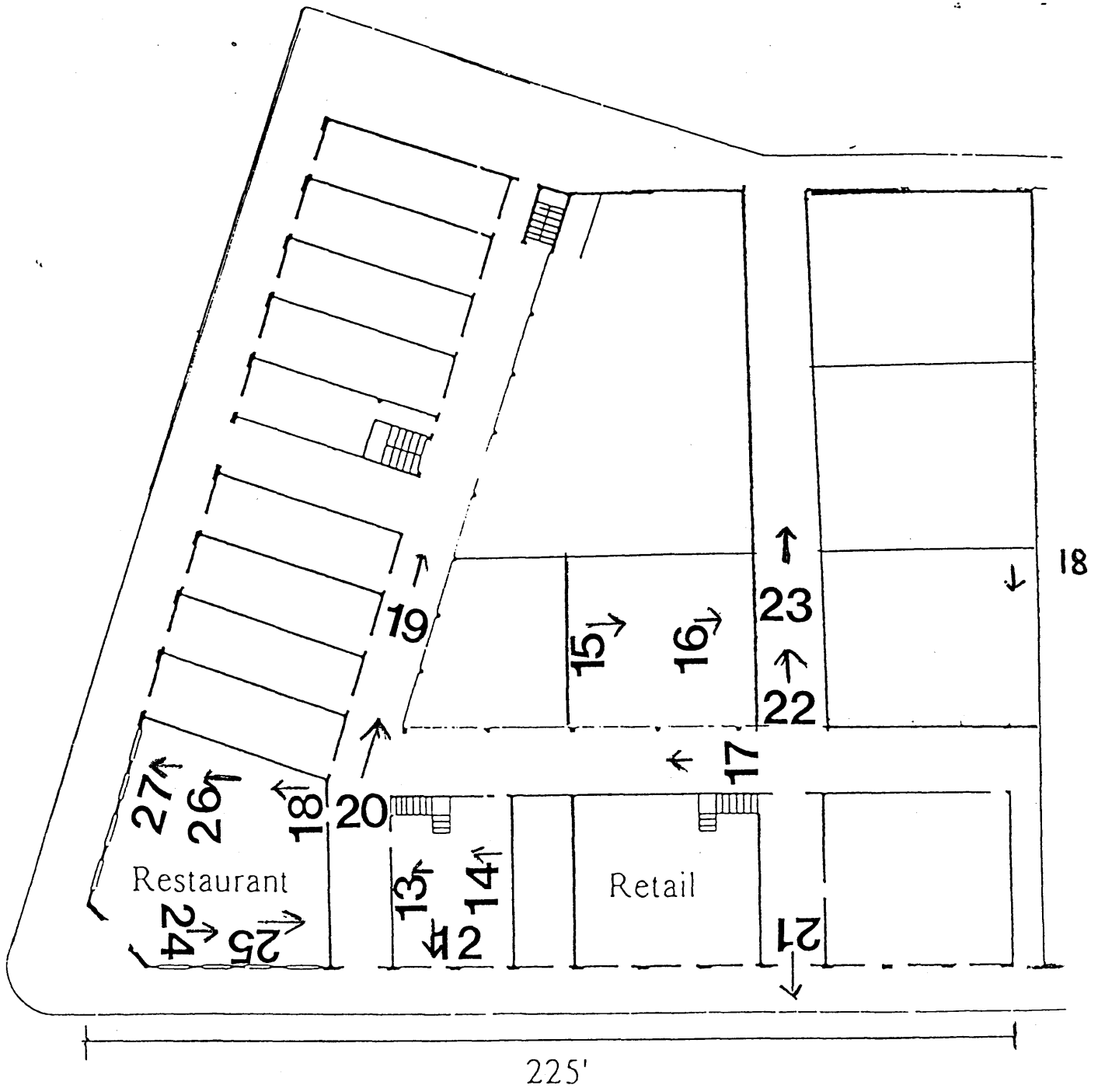
- 6. Corner Storefront, Detail of Molding, Looking North
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ARCADE BUILDING  
 101 U.S. 1 NORTH  
 FT. PIERCE  
 ST. LUCIE COUNTY,  
 FLORIDA

AVENUE "A"  
 70' RIGHT OF WAY



OLD LINE INDICATES BOUNDARY OF RESOURCE  
 NUMBERS INDICATE PHOTOGRAPHIC LOCATIONS

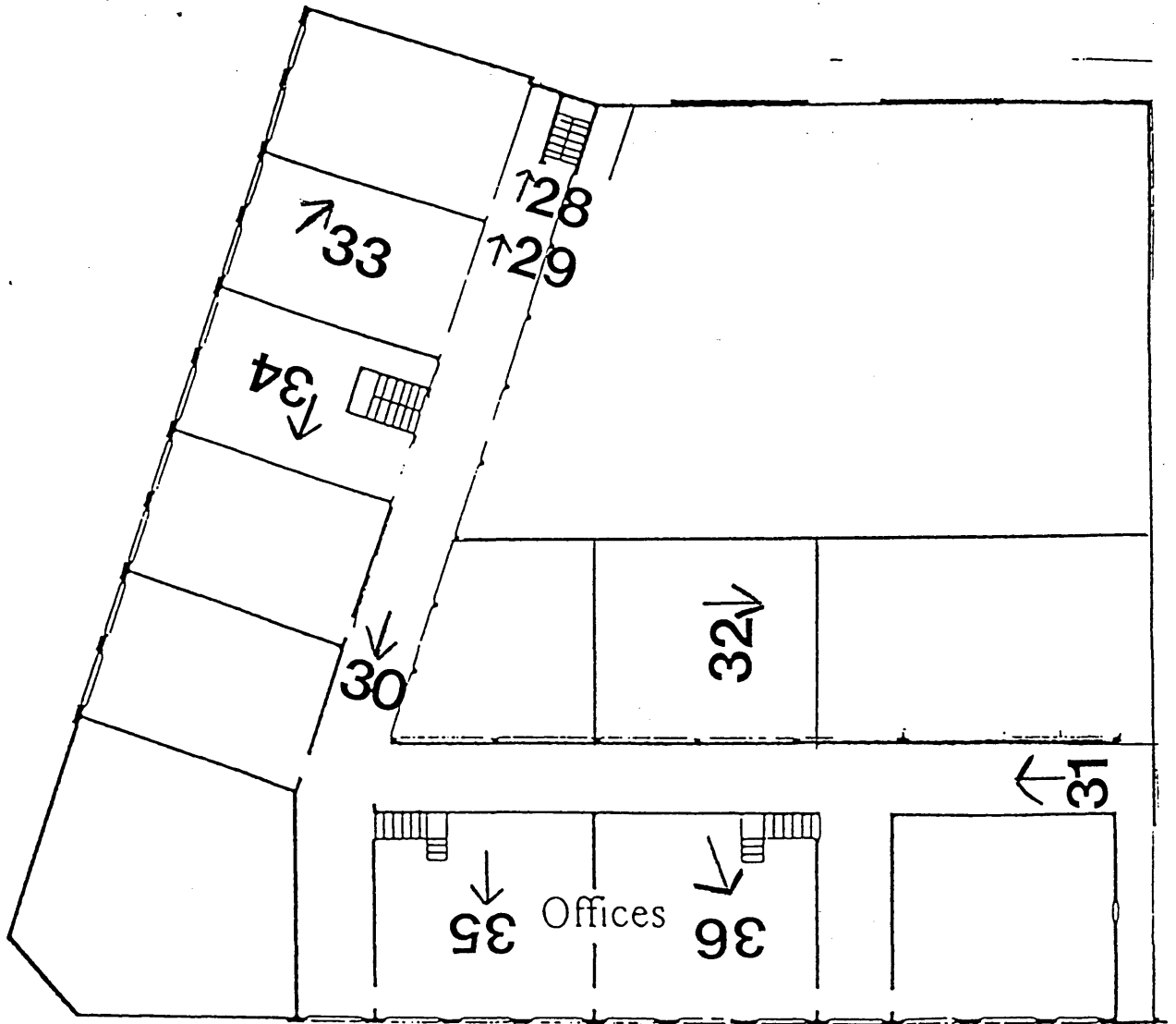


# First Floor

14,100 sq. ft

**ARCADE BUILDING  
 101 U.S. 1 NORTH  
 FT. PIERCE  
 ST. LUCIE COUNTY  
 FLORIDA**





## Second Floor

12,435 sq. ft

ARCADE BUILDING  
 101 U.S. 1 NORTH  
 FT. PIERCE  
 ST. LUCIE COUNTY  
 FLORIDA

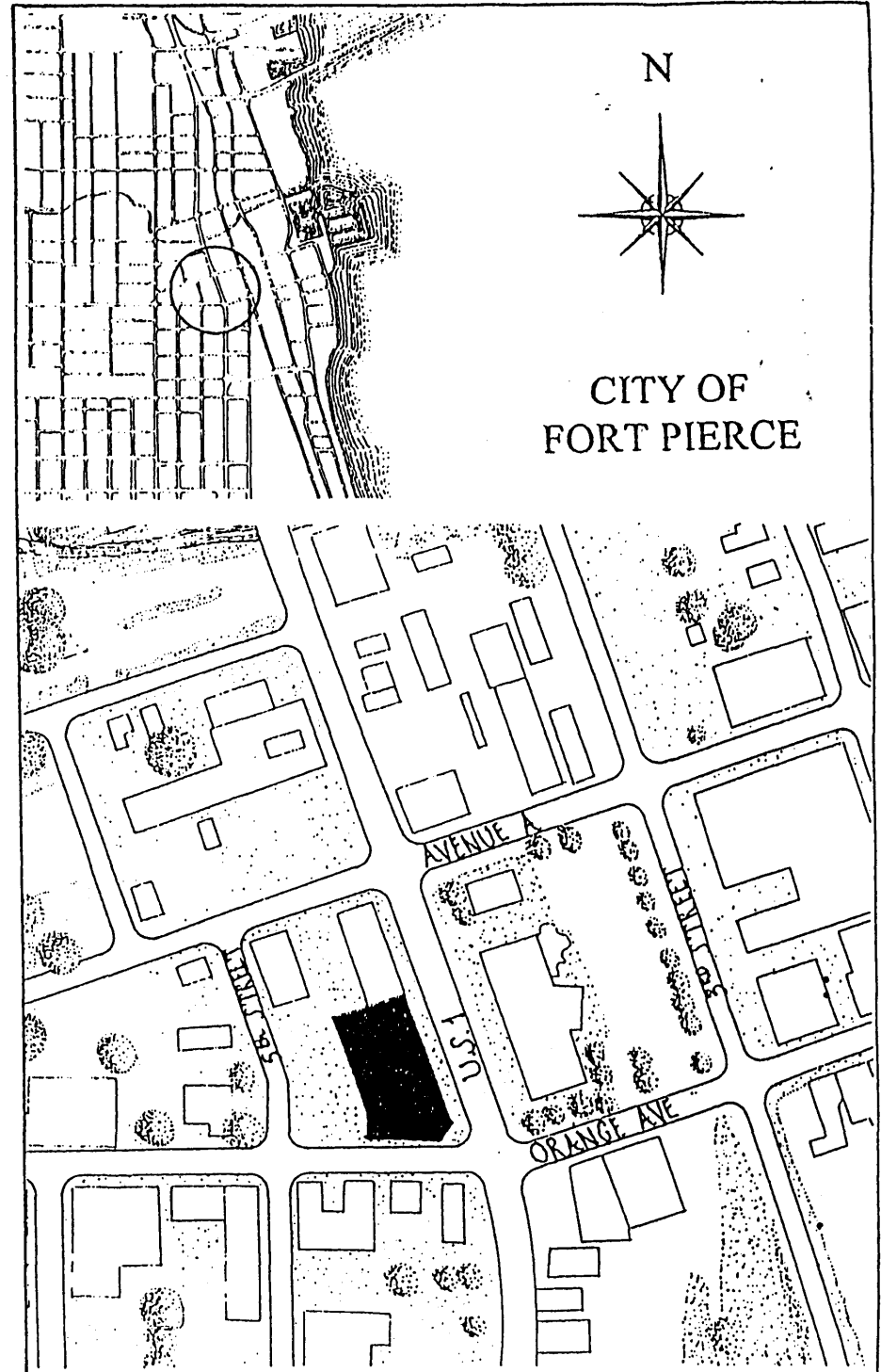
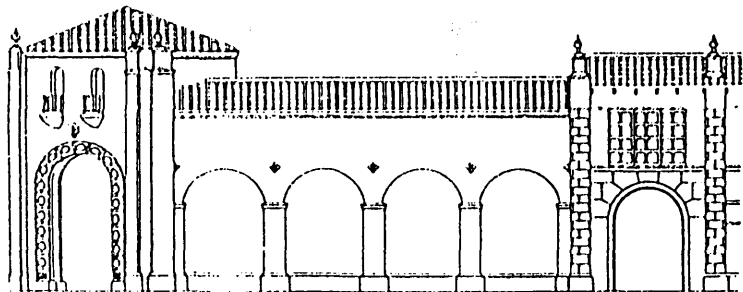


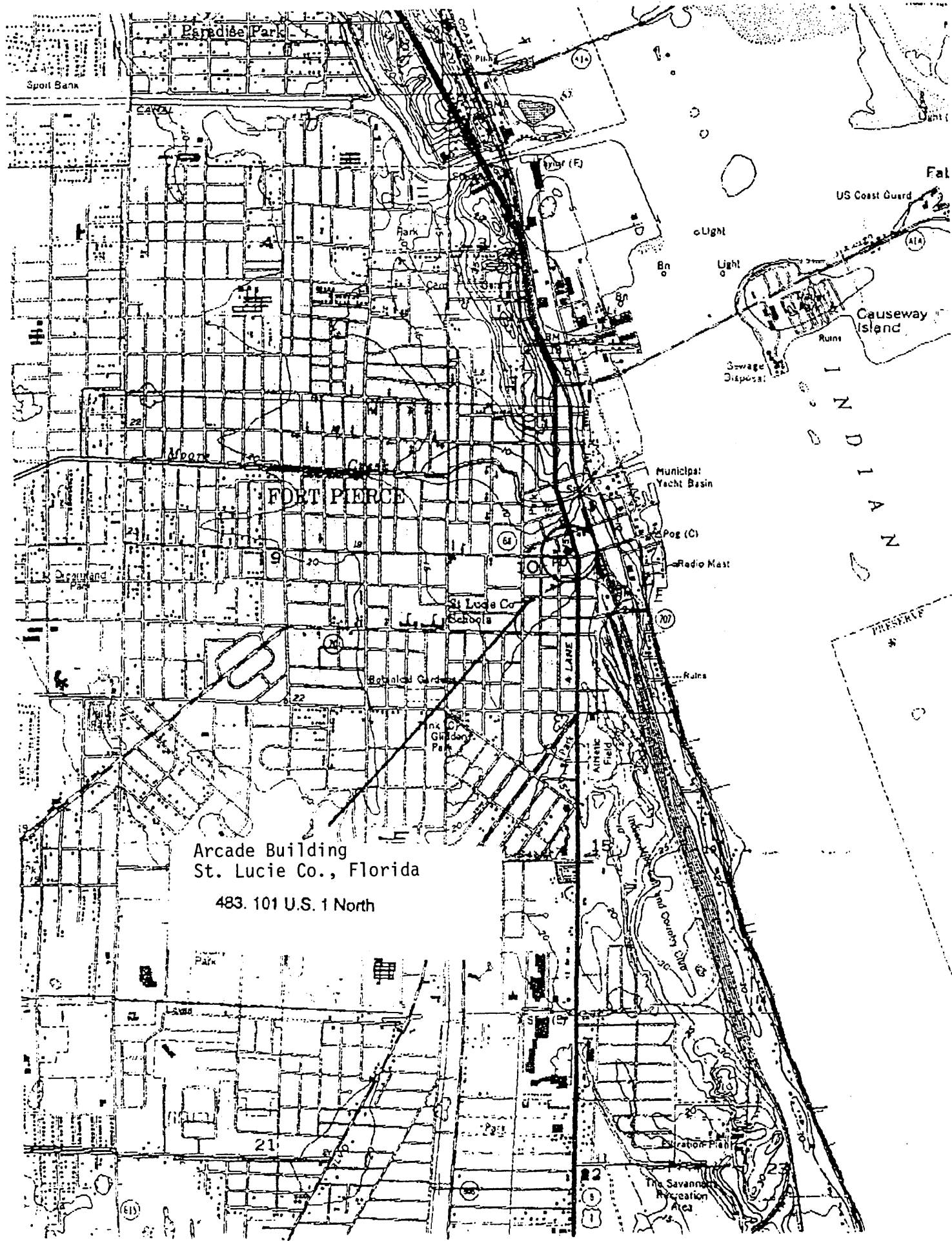


ARCADE BUILDING  
101 U.S. 1 NORTH  
1926

This building, located at 101 U.S. 1 North, is a well-designed commercial building of the Mediterranean period (1920's). It features a corner entrance tower, a series of arched windows and a two story extension containing ground floor storefronts and second level office spaces. Designed by architect Willis Irwin of West Palm Beach, it is a timeless example of a mixed-use downtown commercial building.

It cost the developers, Heim and Martin, \$200,000, an investment they subsequently lost during the Florida land bust and nationwide Depression. Its ownership was transferred to the Tucker family who were the original owners of the property which occupied one entire city block. In 1982, a fire caused extensive damage to the building which resulted in the removal of the west half of the building. A survey team has determined that the Arcade is eligible for listing in the National Register of Historic Places.





Arcade Building  
St. Lucie Co., Florida  
483. 101 U.S. 1 North

ARCADE BUILDING  
St. Lucie Co., Florida  
Current Map

