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# WESTMORELAND HISTORIC DISTRICT

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## Preliminary Designation Report



Historic and Environmental Preservation Board



City of Miami

REPORT OF THE CITY OF MIAMI  
PRESERVATION OFFICER  
TO THE HISTORIC AND ENVIRONMENTAL PRESERVATION BOARD  
ON THE DESIGNATION OF  
WESTMORELAND  
AS A HISTORIC DISTRICT

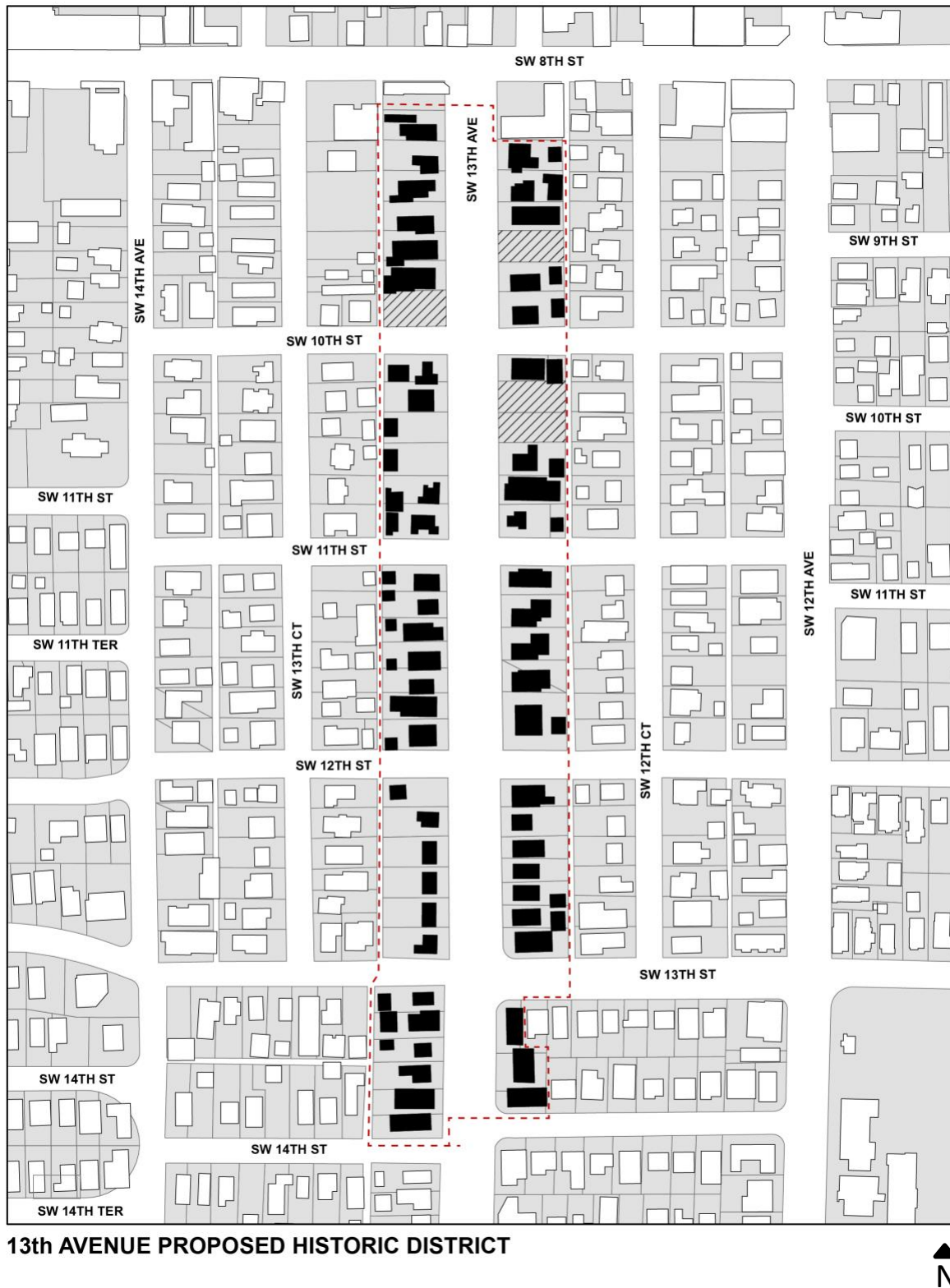
Prepared By: Megan McLaughlin, AICP  
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Historic Preservation Officer

Passed and Adopted On:

Resolution Number:

**Site – SW 13<sup>th</sup> Avenue, from SW 8<sup>th</sup> Street to SW 14<sup>th</sup> Street**



**13th AVENUE PROPOSED HISTORIC DISTRICT**

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## **I. General Information**

Historic Name:

Westmoreland

Architectural Period of Significance:

1910 - 1940

Dates of Construction:

1910s - 2018

Location:

SW 13<sup>th</sup> Avenue; Cuban Memorial Boulevard

Present Owner:

Multiple Owners

Present use:

Residential

Zoning:

T6-8, T4-R, T3-O, T3-R

Folio No.:

See attached list.

Boundary:

All private properties between SW 8<sup>th</sup> Street and SW 14<sup>th</sup> Street, fronting SW 13<sup>th</sup> Avenue and located between SW 13<sup>th</sup> Avenue and the alleys to the east and west. Also includes the right-of-way of SW 13<sup>th</sup> Avenue and the landscaped median, or parkway, known today as Cuban Memorial Boulevard. Does not include the lots fronting SW 8<sup>th</sup> Street, or Calle Ocho, at the northern boundary. See attached map.

Setting:

All properties fronting the landscaped parkway of SW 13<sup>th</sup> Avenue between Calle Ocho and SW 14<sup>th</sup> Avenue, known today as Cuban Memorial Boulevard. Today this is part of greater Little Havana and Shenandoah.

Integrity:

The overall integrity of the Westmoreland Historic District is strong. The District continues to have the same qualities that have made it attractive over the past century: lush landscaping, striking streetscape, and cohesive architectural effect. The central parkway along SW 13<sup>th</sup> Avenue remains the focal point of the neighborhood; its physical evolution since the 1970s as Cuban Memorial Boulevard has an important cultural significance in its own right.

Architecturally, the District is one of the largest concentrations of intact bungalows still existing in the City of Miami. Generally, most of the original pre-1969 historic structures remain in place, oriented toward the parkway in the same way. There have been relatively few demolitions of original buildings in the District. Many original historic buildings have been altered, however alterations to original buildings in some cases have cultural significance as part of the Cuban refugee arrival in Westmoreland / Little Havana in the early 1960s.

## II. Statement of Significance

### National Context – Early 20<sup>th</sup> Century Urban Planning

The Westmoreland Company was incorporated in 1911, during a watershed moment of urbanization in the United States. Urban planning was gaining greater recognition as a necessary discipline to control growth, and interest in the artistic effect of city design was still strong. Transportation, housing, and quality of life in the face of rapidly growing cities was an important issue of the day that was being discussed in political circles and in the news media. The founders of the Westmoreland Company were keenly aware of urban planning trends. Two years earlier, in 1909, numerous significant milestones in urban planning were reached, all of which were being reported in newspapers, books, and journals of the time.<sup>1</sup>

In 1909, the Supreme Court of the United States affirmed the right of a community to restrict building height, and to zone for a specific use – the early moments of modern-day zoning. During this time, Daniel Burnham was actively working on his monumental Comprehensive Plan for Chicago, one of the greatest masterplans of modern planning. This project focused on the design and planning for public space, transportation, and housing as a solution for modern city life.<sup>2</sup>

A number of advancements were made during this time in regards to education on city planning. In 1909, the journal “American City” was launched. In that same year, landscape architect Fredrick Law Olmsted served as president of the first national conference on City Planning and the Problems of Congestion. In 1910, Harvard offered the first university course in City Planning. Additionally, influential books were published in 1909. Benjamin Marsh’s *Introduction to City Planning: Democracy’s Challenge to the American City* was made available to the public, in which he was quoted “a city without a plan is like a ship without a rudder.” Raymond Unwin’s influential *Town Planning in Practice* was also published, providing readers with practical examples of historic and current town planning throughout the world, with a strong emphasis on artistic design.<sup>3</sup>

### The “Westmoreland” Movement 1887 - 1913

Despite many important national urban planning advancements in the early 1900s, the most important influence on the conception, design and development of Miami’s Westmoreland was its namesake private street in St. Louis, Missouri. In the late 1800s, St. Louis, Missouri was booming as a center of trade and transportation connecting the furthest reaches of the United States. It was the fourth-largest city in the country, and one of the wealthiest. The economic and demographic boom led to major urban developments and innovations. One of the most notable was the creation of Forest Park and the adjacent suburban “private places” or gated communities, for St. Louis’ elite families.<sup>4</sup>

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<sup>1</sup> Klaus, Susan L., *A Modern Arcadia: Frederick Law Olmsted Jr. and the Plan for Forest Hills Gardens*, University of Massachusetts Press, Boston 2002 p.55

<sup>2</sup> Klaus p.55

<sup>3</sup> Klaus pp.55 - 56

<sup>4</sup> Hunter, Julius K. *Westmoreland and Portland Places: The History and Architecture of America’s Premier Private Streets, 1888-1988* pp. 17 - 18

The most successful and famous of the private places was Westmoreland Place, which was established in 1887. Westmoreland Place was created by the Forest Park Improvement Corporation and was an entirely private endeavor, with all infrastructure owned, improved, and maintained by the corporation, including the streets and utilities. Westmoreland Place was characterized by a wide landscaped median, stately detached homes, and deed restrictions that foreshadowed early zoning regulations, such as use restrictions, setbacks, and a minimum price of construction for a house.<sup>5</sup>

The Westmoreland experiment was so successful and popular that it was copied extensively throughout the early 20<sup>th</sup> century. Millions of visitors passed by the gates of the community during the 1904 World's Fair in St. Louis, which was held across the street from Westmoreland Place in Forest Park, and likely inspired even further replication nationwide.<sup>6</sup> "Westmorelands" can be found in Houston, Texas (1902)<sup>7</sup>, Los Angeles, California (1902)<sup>8</sup>, Salt Lake City, Utah (1913)<sup>9</sup>, and Miami, Florida (1911). In every example, "Westmoreland" was developed in the early 20<sup>th</sup> century, it featured a landscaped center "parkway," deed restrictions, and an early suburban character, with detached residences. Deed restrictions included exclusive residential use, minimum residence construction cost, minimum residence square footage, minimum front setbacks, and requirements for the height and character and location of walls and fences. The majority of the neighborhoods were characterized by Bungalows, Craftsman and Prairie style residences, and Period Revival cottages.

Residents of Miami in the 1910s were familiar with St. Louis, and prominent members of the community travelled the country and visited the City in person. In early the summer of 1910, the society pages of the local paper referenced the homecoming of Isidor Cohen, the prominent Jewish pioneer, merchant, realtor, civic leader, and historian, who returned from a trip to St. Louis and immediately met with his friend F. C. Brossier to discuss his travels. During the visit Cohen stated that he expected "a great number of investors from about St. Louis to come to Miami during the coming fall and winter."<sup>10</sup> The following June of 1911, the Westmoreland Company was incorporated<sup>11</sup>, with F.C. Brossier as the sales agent. It is probable that Isidor Cohen's news of the successful real estate venture in St. Louis prompted Miami's leading businessmen to attempt a direct copy. A few years later, in 1916, national political figure William Jennings Bryan became an important investor in Westmoreland<sup>12</sup>, selling all of his property in Texas and immediately investing in five acres of land in the Westmoreland subdivision.<sup>13</sup> Bryan grew up in Marion County, Illinois, with St. Louis as the closest large city throughout his childhood and young adult life<sup>14</sup> – it is likely that he was intimately familiar with the original St. Louis

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<sup>5</sup> Hunter, Julius K. *Westmoreland and Portland Places: The History and Architecture of America's Premier Private Streets, 1888-198* pp. 33 - 35

<sup>6</sup> Wikipedia, Louisiana Purchase Exhibition [https://en.wikipedia.org/wiki/Louisiana\\_Purchase\\_Exposition](https://en.wikipedia.org/wiki/Louisiana_Purchase_Exposition) accessed 06.06.2019

<sup>7</sup> City of Houston Planning & Development Department, *Historic Preservation Manual*

[https://www.houstontx.gov/planning/HistoricPres/HistoricPreservationManual/historic\\_districts/westmoreland.html](https://www.houstontx.gov/planning/HistoricPres/HistoricPreservationManual/historic_districts/westmoreland.html)

<sup>8</sup> "Westmoreland Place." Duncan Maginnis, 2016, [westmorelandplacelosangeles.blogspot.com](http://westmorelandplacelosangeles.blogspot.com)

<sup>9</sup> Westmoreland Place Historic District. Living Places. The Gombach Group. 1997-2019.

[http://www.livingplaces.com/UT/Salt\\_Lake\\_County/Salt\\_Lake\\_City/Westmoreland\\_Place\\_Historic\\_District.html](http://www.livingplaces.com/UT/Salt_Lake_County/Salt_Lake_City/Westmoreland_Place_Historic_District.html)

<sup>10</sup> "Miami – Best Town and Coolest Place on the Continent – Says Cohen" *The Miami News*, July 28, 1910

<sup>11</sup> "Notice of Intention to Apply for Letters Patent" *The Miami News*, May 22, 1911

<sup>12</sup> "Real Estate Transfers" *The Miami Herald*, February 27, 1916 p 16

<sup>13</sup> "Bryans Leave Winter Home" *The Miami Herald*, February 28, 1916 p 5

<sup>14</sup> Wikipedia "William Jennings Bryan" [https://en.wikipedia.org/wiki/William\\_Jennings\\_Bryan](https://en.wikipedia.org/wiki/William_Jennings_Bryan) accessed June 6, 2019

Westmoreland Place and felt that a replica of this development in Miami was a smart investment. The implementation of a “Westmoreland” in the young city of Miami was a clear statement of optimism about the its current status and its strong future.

### Parkways as an Urban Development Tool

The broad landscaped median, or parkway, along 13<sup>th</sup> Avenue was originally christened “Westmoreland Boulevard,” and like all Westmoreland projects around the country, its form can be traced to the original Westmoreland development in St. Louis. The St. Louis Westmoreland parkway was two-block private street and it served as a central park space for the enjoyment of a select group of residents. In Miami, Westmoreland Boulevard soon became an important transportation connection in the City, connecting the Tamiami Trail with Coral Way and US1. By 1916, there was discussion of extending the “Parkway” to Coconut Grove as part of a network of good-quality roads.<sup>15</sup>

The early use of parkways as a transportation and urban design tool within the larger metropolis can be attributed to landscape architect Fredrick Law Olmsted, who began using them as early as the 1860s in urban design projects in Boston (Commonwealth Boulevard) and later Brooklyn (Eastern Parkway and Ocean Parkway). These parkways served an important connection in a network of green space, and supported multi-modal transportation. Olmsted promoted the parkway as “an opportunity incidentally to his necessary communication with his store or office” to enjoy “air and exercise in driving, riding, and walking.”<sup>16</sup>

While progress in the infrastructure implementation at Westmoreland was slow at first, by 1916 landscaping and improvement of streets and the parkway were well underway. Westmoreland Boulevard was landscaped and improved with street lights and furniture.<sup>17</sup> It was one of the only streets or public spaces in Miami with this level of public amenity and improvement at this time. The intention of this level of investment was to integrate architecture, streets and public space in a gardenlike setting, as a technique to improve the value of the private lots for sale.

Implementation of this integrated vision was happening in parallel with Realty Security Corporation’s involvement in sales of Westmoreland lots, and Clifton Benson and George Merrick’s tenure at the company. It is likely that development of the parkway on Westmoreland Boulevard was the first hands-on experience that Merrick had with the financial benefits of well-planned streets and public space in real estate development, which he later applied in Coral Gables, for instance on Alhambra Circle, Country Club Prado, Sevilla Avenue, and Ponce de Leon Boulevard. None of Merrick’s other real estate ventures during his time at Realty Securities Corporation included a landscaped parkway.

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<sup>15</sup> “Beautifying Our Suburbs Parkways and Bungalows” The Miami Herald, August 12, 1916 p4

<sup>16</sup> Klaus, Susan L., A Modern Arcadia: Frederick Law Olmsted Jr. and the Plan for Forest Hills Gardens, University of Massachusetts Press, Boston 2002 p.58

<sup>17</sup> “Beautifying Our Suburbs Parkways and Bungalows” The Miami Herald, August 12, 1916 p4

## **Pre-Boom Development Trends in Miami**

### **The Push for Urban Expansion: Overcrowding, Affordability, and Transportation in 1910s Miami**

During the early 1910s, Miami was experiencing growing pains as an emerging metropolis. Urban apartment buildings were overcrowded and the rental market was volatile, leaving tenants at the mercy of rapidly fluctuating rental rates. Most residents had no opportunity to own property in the center city. Westmoreland and other “suburban” developments with cheap lots and detached residential buildings were promoted as a potential solution to these problems.

Westmoreland was platted immediately west of the City of Miami municipal boundaries. At the time of its early development, it did not yet have municipal services such as piped water or other utilities, and all infrastructure improvements such as street construction and landscaping was the responsibility of the Westmoreland Company.<sup>18</sup> Westmoreland was promoted as an opportunity for land ownership, with the possibility to “earn half your living! – a truck garden, fruit trees and chickens will work wonders toward cutting down the present ‘high cost of living.’”<sup>19</sup> Mortgages were being offered for the purchase of land only, or for a small house already constructed – the package was advertised at a monthly rate that was cheaper than paying rent.<sup>20</sup>

In Miami in the 1910s, one of the most pressing issues was the need for better roads. The only reliable way to access the growing city at this time was by rail or by sea.<sup>21</sup> There were no regional roadways that reached Miami from the north or west, and street infrastructure within the city itself was very primitive<sup>22</sup>, with the first “paving” project commissioned in 1913.<sup>23</sup> Therefore, the provision of improved roads that connected Westmoreland to the center city was critical to the neighborhood’s success; at the same time, the early development of SW 8<sup>th</sup> Street (later the long-distance Tamiami Trail) was a trigger for subsequent early suburban projects like Westmoreland and Westlawn Cemetery, and later boom-time subdivisions like Shenandoah, Tamiami Heights, Bryan Park, and further-flung developments like Coral Gables.

In January 1913, F.C. Brossier & Son, the sales agent for Westmoreland, published an article about the neighborhood promoting the location and infrastructure improvements that made Westmoreland a unique investment:

Westmoreland is a beautiful piece of land in the Southwest corner of Miami, about fifteen city blocks from the City Hall. Westmoreland is on the edge of the “density belt” which is fast spreading out and must inevitably reach us. The northern boundary is 20<sup>th</sup> street [*authors note: SW 8<sup>th</sup> Street today*] a splendidly macadamized highway running east and west from beautiful Biscayne Bay to the Everglades. In the scheme for public highways, the County commissioners from Dade County have had a road surveyed along the southern boundary of Westmoreland [*author’s note: US1 today*] a stretch of one hundred

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<sup>18</sup> “Westmoreland: Buy Before the Improvements Are Complete Not After” The Miami News, January 30, 1913

<sup>19</sup> “Westmoreland Lots Selling at the Rate of 5 a Day,” December 6, 1912

<sup>20</sup> “Westmoreland Homes for Winter Residents” The Miami Herald, February 25, 1917

<sup>21</sup> “Mr. and Mrs. William Jennings Bryan to Spend Winter in Miami” The Miami Herald September 27, 1915 p2

<sup>22</sup> “Mr. and Mrs. William Jennings Bryan to Spend Winter in Miami”

<sup>23</sup> Lynn, Catherine and Carie Penabad, Marion Manley: Miami’s First Woman Architect, University of Georgia Press, Athens (2010)

and fifty miles of macadamized road, which will be the main road... to the northern states...<sup>24</sup>

The roads within Westmoreland itself were also promoted as being high-quality, with “each lot ... fronted by a broad and well paved street, connecting it with the city and all surrounding towns by the best road and streets in the state.”<sup>25</sup> In addition, a streetcar was under construction to connect these neighborhoods to the center city, which was another attractive feature. Finally, as Brossier pointed out in the same article, the neighborhood was located on high ground, which was already a consideration for investors: “The land itself... lies well above the sea level, being the highest elevation in this section.”<sup>26</sup>

### Capitalizing on Beauty

In addition to the advantages of affordable homeownership and convenient transportation, the promoters of Westmoreland offered beauty and harmony as part of the “package” when purchasing land or a home in Westmoreland. An early advertisement of the neighborhood used terms such as “pretty” and “aesthetic” as some of the valuable qualities of the neighborhood, which was innovative at the time, and foreshadowed techniques used in 1920s boom-time developments such as Shenandoah and Coral Gables:

One of the prettiest of suburbs that ever delighted the heart of the commuter – a subdivision which has many unique features that do not appear on the face of the extensive improvements now going on, features that make Westmoreland distinctive and of special value to the man who would buy a suburban lot... it will have an aesthetic development that will add quite as much to the value of the property as the practical improvements.<sup>27</sup>

Neighborhood beauty was guaranteed through beautifully-designed streets and parkways, coordinated landscaping, and deed restrictions.

### Deed Restrictions

Three restrictions were advertised for Westmoreland in 1912: “Men of Good Character”, “No manufacture of liquor”, and “All houses must cost at least \$1,500”.<sup>28</sup> “Men of Good Character” could have had many underlying meanings and may have signified that potential purchasers were restricted on the basis of religion, ethnicity or race; however the close association of the prominent Jewish pioneer Isidor Cohen with many of the original sale agents and investors in Westmoreland suggests that discrimination was not aimed at Jews. The restriction on the manufacture of liquor was in keeping with the temperance movement that was underway at the time, and would have later been appealing to investors like William Jennings Bryan, who strongly supported prohibition. The technique of minimum price restrictions was commonly used to ensure that residents would be higher-income; this was used in the original Westmoreland in St.

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<sup>24</sup> “Westmoreland” The Miami Metropolis, January 30, 1913

<sup>25</sup> “Westmoreland Late Addition is Popular” The Miami News, December 7, 1912

<sup>26</sup> “Westmoreland” The Miami Metropolis, January 30, 1913

<sup>27</sup> “Westmoreland Late Addition is Popular” The Miami News, December 7, 1912

<sup>28</sup> “Westmoreland: What and Where Westmoreland Is” The Miami Metropolis November 7, 1912 p50



Louis, and was used extensively in Miami boom-time subdivisions. This technique later used in the deeds for each property in Coral Gables, with different areas of the master subdivision established with different minimum house prices.

## Early Developers, Investors, and Sales Agents

The Westmoreland Company was incorporated on June 7, 1911 through the State of Florida.<sup>29</sup> The individuals associated with the Westmoreland Company were Miami residents and prominent leaders nationally, statewide, and locally, including T.V. Moore, prominent agriculture businessman, landowner and developer, F.M. Hudson, Florida state senator, and A.A. Boggs, trustee of the State of Florida's Everglades Drainage project.<sup>30</sup> A prominent investor was William Jennings Bryan, two-time presidential candidate and Secretary of State.<sup>31</sup> They were leaders of transformative change in the State of Florida and Miami during the early decades of the 20<sup>th</sup> century, including Everglades drainage, agriculture expansion, transportation improvements, and real estate development.

### T.V. Moore

T.V. Moore was one of the three original controlling board members of the Westmoreland Company in 1911. Moore was one of Miami's earliest pioneers, and was known as "The Pineapple King" for his cultivation of pineapples and other tropical fruits on his extensive landholdings throughout Dade County. Notable landholdings included what is present-day downtown Miami Shores, and Buena Vista, where Moore oversaw the development of his pineapple plantations into what is today the Design District. In 1908, only a few years before forming the Westmoreland Company, Moore took a leading role in defending farmer's rights by forming the East Coast Fruit and Vegetable Growers Association. Along with many community leaders of the time, he was actively involved in pushing for transportation improvements, including deep water port access, rail improvements, and roadway improvements, in large part to improve markets for the tropical fruits being grown in South Florida.<sup>32</sup> T.V. Moore withdrew from the Westmoreland Company in the late 1910s, presumably to focus on his land interests in Buena Vista and Miami Shores. Moore's influence on the development of Westmoreland is seen in the promotion of the community as a place where homeowners could grow their own food on site, and also offset their living expenses by growing crops to sell.

### F.M. Hudson

F.M. Hudson was another of the three original controlling board members of the Westmoreland Company in 1911. He was a well-respected attorney, served as a State Senator, and also served as head of the Dade County Bar. In 1909, two years before forming the Westmoreland Company, he served as President of the State Senate. He practiced law with A.A. Boggs at their firm Hudson & Boggs. The focus of his professional, political, and civic work included drainage of the Everglades, expansion of agriculture in South Florida, and transportation improvements. As part of his civic work, he oversaw the dredging of the Miami River as part of Everglades drainage canalization for irrigation, and increased navigation.<sup>33</sup> This included the destruction of natural features such as fresh water springs and the Miami River Rapids, which at the time was viewed

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<sup>29</sup> "Notice of Intention to Apply for Letters Patent" The Miami News, May 22, 1911

<sup>30</sup> "Notice of Intention to Apply for Letters Patent"

<sup>31</sup> "Real Estate Transfers" The Miami Herald, February 27, 1916 p 16 and "Bryans Leave Winter Home" The Miami Herald, February 28, 1916 p 5

<sup>32</sup> City of Miami Preservation Office, *Buena Vista Post Office / Moore Furniture Building Designation Report*, 2003

<sup>33</sup> "Sen. Hudson, 103, Services Tomorrow" The Miami News, August 7, 1974

as a great accomplishment in the development of South Florida.<sup>34</sup> This included the destruction of natural features such as fresh water springs and the Miami River Rapids, which at the time was viewed as a great accomplishment in the development of South Florida.<sup>35</sup> Through his work at the State and local level, Hudson saw a great opportunity for real estate development, and chose Westmoreland as a strategic location at the intersection of agriculture development, transportation improvements, and Miami's urban expansion.

#### A.A. Boggs and Emma Boggs

A.A. Boggs was the third controlling board member of the Westmoreland Company when it was founded in 1911. He was an early Miami pioneer, arriving in the city in 1900, just four years after its incorporation. Boggs was a well-respected attorney and law partner with F.M. Hudson at their firm Hudson & Boggs. Like Hudson, he served as a leader for the Dade County Bar. Boggs also served as attorney for T.V. Moore's East Coast Fruit and Vegetable Growers Association.<sup>36</sup>

Boggs was a friend and colleague of Governor Napoleon Bonaparte Broward during heady years of optimistic growth and expansion in the State. In 1910, just a year before he founded the Westmoreland Company, he served as a trustee of Governor Broward's pet project: the Internal Improvement Fund of the State of Florida.<sup>37</sup> This Fund was created with a lofty, optimistic goal of draining the vast Everglades for agriculture and other development. Boggs and his colleagues, embarking on such ambitious statewide schemes, must have felt that opportunities for real estate development in Miami were limitless.

In November 1914, A.A. Boggs was murdered and his Coconut Grove home was burned to the ground. Prominent leaders throughout the state donated money to fund an unprecedented investigation into the murder, but it was never solved.<sup>38</sup> It is possible that the upheaval from these events resulted in a slow-down in promotion and sales of Westmoreland property, as there was little activity reported in local papers during the year of 1915, and business only began picking up again in 1916. By 1919, Bogg's widow Emma Boggs had taken his place on the board of the Westmoreland Company.<sup>39</sup>

#### Clifton Benson

Clifton Benson was an attorney who came to Miami due to poor health and joined the law firm of Hudson & Boggs from 1911-1913.<sup>40</sup> Benson was an advisor to and close friend of George Merrick, the founder of Coral Gables. Benson was the founder of Realty Securities Corporation, the second largest real estate company in Miami; George Merrick worked with Benson at Realty

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<sup>34</sup> Blackman, E. V. *Miami and Dade County, Florida : Its Settlement, Progress, and Achievement*. Chuluota, Fla.: Mickler House, 1977. Print. Florida County Historical Ser.

<sup>35</sup> "Report of the Special Joint Committee of the Florida Legislature for the Year 1909, on the Drainage of the Everglades" Everglades of Florida: Acts, Reports, and Other Papers, State and National, Relating to the Everglades of the State of Florida and their Reclamation. Washington Government Printing Office, Washington, D.C. 1911.

<sup>36</sup> "Crush Skulls and Burn Residence" The Orlando Sentinel, Orlando, FL November 25, 1914

<sup>37</sup> "Minutes of the Trustees Internal Improvement Fund of the State of Florida" Volume 8, 9, 10, and 11 Tallahassee, Florida 1910 - 1915

<sup>38</sup> "Big Reward is Offered for Arrest Murderers of Miamians" The Miami News December 4, 1914

<sup>39</sup> "Indiana Man Is Made Manager of Sales for Westmoreland Co." The Miami News January 2, 1919

<sup>40</sup> Blackman, E. V. *Miami and Dade County, Florida : Its Settlement, Progress, and Achievement*. Chuluota, Fla.: Mickler House, 1977. Print. Florida County Historical Ser.

Securities Corporation.<sup>41</sup> Benson became involved with Westmoreland beginning in 1916 through the Realty Securities Corporation, which sold Westmoreland lots on commission.<sup>42</sup> By 1919, he was one of the three controlling Board members of the Westmoreland Company, along with original member F.M. Hudson and widow Emma Boggs.<sup>43</sup>

Benson was active in the prohibition fight and an active member of the Presbyterian Church. He was responsible for organizing the famous William Jennings Bryan Bible Classes in Royal Palm Park.<sup>44</sup> His involvement in Westmoreland may have influenced regulations such as restrictions on the manufacture of alcohol in the neighborhood, and in convincing William Jennings Bryan to invest in the neighborhood.

#### F. C. Brossier & Son

F. C. Brossier & Son was a real estate firm established in 1905 by F. C. Brossier and his son G. Duncan Brossier. The family arrived in Miami in 1893 and were among the City's earliest pioneers; they were prominent citizens and real estate professionals.<sup>45</sup> F. C. Brossier was the Sales Agent for Westmoreland during the initial development efforts from 1911 through 1914. During this time, the sales agents were handling transactions for the sale of suburban lots in Westmoreland, however there was relatively little construction of homes in the neighborhood, and much of the infrastructure for the subdivision had not yet been implemented. The "face" of Westmoreland was F. C. Brossier & Son through their frequent full-page, illustrated advertisements in local newspapers of the virtues of investment in this subdivision.

#### Jacobson and Afremow

In 1914, David Afremow and J. E. Jacobson, Jewish real estate developers, assumed the task of sale agents for the Westmoreland Company. The partners were the first to promote a specific building type and architecture for the development, as the development matured from land speculation to construction of residences. Jacobson and Afremow were the first to propose building "a bungalow city", which they proposed was the style of house "most suitable to a sub-tropical locality."<sup>46</sup>

#### Realty Securities Corporation

Beginning in 1916, the Realty Securities Corporation began selling lots in Westmoreland on commission on behalf of The Westmoreland Company, selling the property with "bungalows built to order with plans to suit".<sup>47</sup> This was a further improvement of the sales techniques and development in Westmoreland, which during the first five years had been limited to land speculation, some subdivision of blocks, and very limited construction of residences. Prominent

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<sup>41</sup> Parks, Arva Moore George Merrick: Son of the South Wind University Press of Florida, 2015 p 126

<sup>42</sup> "Beautifying Our Suburbs Parkways and Bungalows." The Miami News. Saturday August 12, 1916.

<sup>43</sup> "Indiana Man Is Made Manager of Sales for Westmoreland Co." The Miami News January 2, 1919

<sup>44</sup> Blackman, E. V. *Miami and Dade County, Florida : Its Settlement, Progress, and Achievement*. Chuluota, Fla.: Mickler House, 1977. Print. Florida County Historical Ser.

<sup>45</sup> Blackman, E. V. *Miami and Dade County, Florida : Its Settlement, Progress, and Achievement*. Chuluota, Fla.: Mickler House, 1977. Print. Florida County Historical Ser.

<sup>46</sup> "Bungalow City Be Built Here" The Miami Herald December 24, 1914 p8

<sup>47</sup> "Westmoreland on Rent Like Terms" The Miami Herald, August 15, 1916 p4

leadership at Realty Securities Corporation during this time was founder Clifton Benson, and young George Merrick, who would go on to become the founder of Coral Gables.

During this time period, infrastructure improvements in Westmoreland accelerated as trees were planted in public spaces, and road construction was completed.<sup>48</sup> It is likely that George Merrick gained valuable sales experience working in Westmoreland during this time, particularly on the value of infrastructure and public space investment and its role in improving the value of private property. The generous landscaped median along Westmoreland Avenue (SW 13<sup>th</sup> Avenue) may have influenced Merrick's later decision to use generous medians along Alhambra Circle and other prominent streets in Coral Gables during the 1920s.

### William Jennings Bryan

William Jennings Bryan was a preacher, politician, and national celebrity who became one of Miami's most famous winter residents in 1912. Bryan was a two-time Democratic Party Presidential Candidate, and he served as Secretary of State under President Woodrow Wilson from 1913-1915, during his early years as a resident of Miami.<sup>49</sup> Bryan resigned as Secretary of State over disagreement over foreign policy with Germany. He was a promoter of peace and did not support going to war with Germany during World War I.<sup>50</sup> Bryan was known as "The Commoner" and "America's Greatest Orator". William Jennings Bryan was closely associated with important figures in Westmoreland, including Clifton Benson and George Merrick, and during the 1920s he employed his skills as an orator to assist George Merrick in selling property in Coral Gables.<sup>51</sup>

Bryan was a major investor and property owner in Westmoreland by 1916. He and his family had spent the winter of 1915-1916 in Miami as their home, Villa Serena was being completed. During their long stay, the family became more ingrained in the community, and on February 26, 1916, Bryan was named chancellor of the newly-formed Pan-American University, the predecessor of the University of Miami.<sup>52</sup> The next day, on February 27, 1916, William Jennings Bryan purchased five acres of land from the Westmoreland Company, Lot 3 Section 11 Township 54, Range 41.<sup>53</sup> The Miami Herald reported that Bryan had "added to his arrangements for permanency by purchasing more property here."<sup>54</sup> The timing of his land purchase seems to align with acceleration of construction in Westmoreland, as long-promised infrastructure improvements such as roadway completion and landscaping were finally implemented in 1916.

The Bryan family was actively involved in civic matters in Miami, including promotion of prohibition and women's suffrage. Bryan regularly conducted Sunday school classes and delivered sermons in Miami, as coordinated by his colleague Clifton Benson. Bryan supported transportation improvements, including improved long-distance roadways like the Tamiami Trail

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<sup>48</sup> "Beautifying Our Suburbs Parkways and Bungalows" The Miami News August 12, 1916

<sup>49</sup> Wikipedia "William Jennings Bryan" [https://en.wikipedia.org/wiki/William\\_Jennings\\_Bryan](https://en.wikipedia.org/wiki/William_Jennings_Bryan) accessed June 6, 2019

<sup>50</sup> "Bryan and Wilson at Parting of Ways Over German Note and Secretary Has Resigned" The Miami Herald June 9, 1915 p1

<sup>51</sup> Parks, Arva Moore George Merrick: Son of the South Wind University Press of Florida, p 203

<sup>52</sup> "W.J. Bryan Heads New University" The Miami Herald February 28, 1916 p2

<sup>53</sup> "Real Estate Transfers" The Miami Herald February 27, 1916 p16

<sup>54</sup> "Bryans Leave Winter Home" The Miami Herald Feb 28, 1916 p5

and US1.<sup>55</sup> He was good friends with Henry Ford, an early car owner, and later would drive frequently on the Tamiami Trail to visit Ford at his winter estate in Fort Myers. He may have had influence over funding for transportation improvements such as the Tamiami Trail, that also improved the value of his land holdings in Westmoreland.

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<sup>55</sup> "Mr. and Mrs. Jennings Bryan to Spend Winter in Miami" The Miami Herald, September 27, 1915 p2.

## Architecture

The architecture of Westmoreland is uniquely representative of major trends in South Florida design, including the rise of mass-produced housing design, including plan book houses, mail-order homes, and kits homes from local builder companies. Westmoreland, like many other 1910s suburban developments in Miami, utilized the Bungalow housing type; today Westmoreland continues to have a high concentration of Bungalows remaining, in contrast to other early neighborhoods like Edgewater and Riverside (Little Havana today) where zoning changes have resulted in the demolition of many of the original Bungalows.

### Sub-Tropical Housing: The Bungalow

The Bungalow is the housing type associated with the early development of Westmoreland. A bungalow is defined as “a low house, with a broad front porch, having either no upper floor or upper rooms set in the roof, typically with dormer windows.”<sup>56</sup> An article published about the Bungalow in South Florida explains:

Perhaps no type of house has been found which answers the peculiar needs... of Florida life in particular as well as the bungalow... in it may be found many of the effects obtained by the quaint old houses of rural Europe with their broad overhanging eaves, modernized and combined with the architecture typical of the early Spanish settlers. Originally, the bungalow was a type of house used in India, and introduced into other countries by the English from here. Broad veranda and the wide eaves are among its principal characteristics.<sup>57</sup>

This housing type was very popular in the early 20<sup>th</sup> century. It was ideally suited for detached-dwelling suburban developments, as the plans were broadly circulated through a variety of national publications, and soon large-scale manufacturers began producing house “kits” of pre-cut materials to build the bungalows. Bungalows were promoted as being particularly well suited for the sub-tropical climate of Miami, as the wide overhanging eaves and large porches that provided protection from the sun and rain.

### A Unique Innovation: Concrete Bungalows

A major innovation taking place in South Florida in the late 1910s was the emerging practice of building detached dwellings out of concrete instead of wood or stone, a construction material that was well suited for both Southern California and South Florida, due to the readily available raw materials for its production and the necessary warm weather for its use in construction.<sup>58</sup> This resulted in a hybrid type of construction with an emerging experimentation of the mass-produced bungalows and other plan-book and kit homes, which were designed and produced for wood construction, and the local use of concrete. By the 1920s land boom, this would result in the construction of thousands of concrete “Spanish Bungalows” and Mediterranean Revival

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<sup>56</sup> Google Dictionary “Bungalow” Accessed June 6, 2019.

<sup>57</sup> “Building a Bungalow in Florida” Miami Daily Metropolis January 10, 1914 Section 2, Page9

<sup>58</sup> “Miami Leads the World in the Use of Concrete” The Miami News April 24, 1913



homes in both regions of the country. In the 1915 article "Concrete Construction in Miami Again Praised by National Magazine," the author notes:

There are two areas in the United States where the use of concrete for residence construction, the building of the permanent home, has far exceeded the showing made by other localities... the resort regions of the country, southern California and Florida... have turned to reinforced concrete construction for home residence construction because the home-builders are mainly people of wealth and broad experience from other sections who take advantage of their first opportunity to put into practice what they have learned and seen... The bulk of the concrete home-building along the east coast of Florida is composed of homes of moderate cost, bungalows, cottages and larger residences not exceeding \$15,000 in cost.<sup>59</sup>

### House Plan Publications

A major influence in domestic architecture in the early 1900s was the rise of house plan publications. The most well-known and popularized at the time was the *Ladies Home Journal*, the first magazine to ever exceed one million subscribers.<sup>60</sup> The magazine was based in Philadelphia and was managed by editor Edward Bok, who "when he looked at the houses in which his subscribers lived, their drab hideousness made him sick...The result was a long series of *Ladies' Home Journal* crusades against the hideousness of the national scene – in domestic architecture, in house furnishing, in dress, in town buildings, in advertising."<sup>61</sup> As recounted by Kenneth Jackson in his book *Crabgrass Frontier: The Suburbanization of the United States*,

In 1895, Bok began publishing in *Ladies Home Journal* plans for building houses which were affordable for the American middle class – from \$1,500 to \$5,000 – and made full specifications with regional prices available by mail for \$5. Later, Bok and the *Journal* became a major force in promoting the "bungalow", a style of residence which derived from India. Plans for these houses cost as little as a dollar, and the 1 1/2-story dwelling, some as small as 800 square feet, soon became a dominant form of new domestic architecture in the country... [President] Theodore Roosevelt said about Bok: [He] is the only man I ever heard of who changed, for the better, the architecture of an entire nation, and he did it so quickly and effectively that we didn't know it was begun before it was finished.<sup>62</sup>

Edward Bok was a friend of William Jennings Bryan, and the two communicated by letter.<sup>63</sup> Both were progressives and had a strong influence over social change during the early twentieth century. Both were also famous Florida residents during the 1910s and 1920s. It is likely that the

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<sup>59</sup> "Concrete Construction in Miami Again Praised by National Magazine" *The Miami Metropolis* February 17, 1915

<sup>60</sup> Marco Santana (April 24, 2014). "Ladies' Home Journal to Cease Monthly Publication". *Des Moines Register*. Archived from [the original](#) on April 24, 2014. Retrieved April 24, 2014.

<sup>61</sup> Mencken, H. L. "The Incomparable Bok", *Smart Set* (January 1921), pp. 140-142. Review of *The Americanization of Edward Bok* (New York: Scribner, 1920)

<sup>62</sup> Jackson, Kenneth T. (1985), *Crabgrass Frontier: The Suburbanization of the United States*, New York: Oxford University Press, ISBN 0-19-504983-7, p.186

<sup>63</sup> Bryan, William Jennings, Personal Letter to Edward Bok, January 1, 1914, Nate D. Sanders Auctions [https://natedsanders.com/mobile/lotdetail.aspx?inventoryid=583&seo=william\\_jennings\\_bryan\\_autograph\\_letter\\_signed\\_\\_\\_\\_\\_](https://natedsanders.com/mobile/lotdetail.aspx?inventoryid=583&seo=william_jennings_bryan_autograph_letter_signed_____) Accessed June 6, 2019.

Ladies' Home Journal publications influenced the choice of the bungalow as the primary housing type constructed in Westmoreland in the early years.

Another influential house plans publication during the early 20<sup>th</sup> century was Radford Architectural Company of Chicago. Founder William A. Radford published extensively, through books, journals, and newspaper columns, providing house plans, practical building advice, and other publications that supported the growing market for suburban home construction.<sup>64</sup> Radford's columns, "Ideas for Home Builders" and "The American Home" discussed housing plans and design, and featured bungalows and frame vernacular style houses.<sup>65</sup> These newspaper columns were published extensively throughout the Midwestern United States. They were published in the Miami Metropolis newspaper on a regular basis between 1906 and 1921, and were very influential on housing types and styles. Another publication that was influential for domestic architecture during the 1910s in Miami was the Miami Metropolis' "Homes of Character" Department, which published regular features on home design and construction.

### Kit Homes

A major innovation in the way that early suburban American houses were designed and built in the early 20<sup>th</sup> century was the rise of the "kit" or "catalogue" house. Kit houses were provided by large companies such as Sears & Roebuck, Montgomery Ward, and Aladdin Homes.<sup>66</sup> They published home catalogues, where prospective homeowners could browse the pages and select their dream home based on a three-dimensional photograph or drawing and a set of floor plans. As an innovation over the house plan publication, the house catalogue supplied not only the plans for construction, it allowed for purchase of all of the necessary construction materials as well, with all lumber pre-cut, numbered and labeled, and all the parts such as doors and windows included. Kit homes typically arrived by rail, and the homeowner was responsible for transporting all of the materials from the train depot to the home building site. As a result, most kit homes are found within a mile or two of a contemporaneous train depot.<sup>67</sup> It is possible that many of the Bungalows in Westmoreland were kit homes that were purchased from a catalogue and shipped to the site. The nature of the kit house as a detached suburban dwelling that required an automobile for transportation, but the delivery of the kit house materials by train, resulted in very specific types of early suburban neighborhoods located in close proximity to rail stations.

### Initial Westmoreland Constuction Types: 1910s

Despite the significant resources invested in the platting, public improvements, and promotion of Westmoreland during the 1910s, the local economy did not support a significant amount of construction and only a small number of residences were built. Those residences that were constructed were Frame Vernacular, American Foursquare, and wood-frame Craftman-style Bungalows. These residences resemble homes featured in house plan catalogues of the time, as

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<sup>64</sup> "William A. Radford Company" Antique Home Style Website <https://www.antiquehomestyle.com/plans/radford/index/htm> Accessed June 6, 2019.

<sup>65</sup> Radford, Wm. A. "Ideas for Home Builders" The Miami Metropolis November 29, 1912 p10

<sup>66</sup> Thornton, Rosemary and Dale Patrick Wolicki, "Montgomery Ward's Mail-Order Homes: A History and Field Guide to Wardway Homes." 2010

<sup>67</sup> Thornton, Rose, "Montgomery Ward's Mail-Order Homes: A History and Field Guide to Wardway Homes."

well as kit homes. All of these residences feature wood frame construction and use of oolitic limestone for the foundation, piers and chimney. Most examples included a detached garage or apartment at the rear of the property.

#### Significant Miami Building Periods: the 1920s, late 1930s, and the Post-War

Significant construction of residences in Westmoreland finally occurred during the famous 1920s Florida land boom. By this point, Westmoreland was flanked by the heavily promoted boom-time subdivision Shenandoah. Over time the size and success of the Shenandoah developments resulted in the “Westmoreland” name and identity being subsumed by Shenandoah, of which it is today considered a part.

During the 1920s a large number of wood Craftsman-style Bungalows continued to be built. However, the major innovation at this time was the use of concrete in residence construction. An innovative house type during this period was the new “Spanish Bungalow” housing type (also referred to as Spanish Cottage or Mission Cottage), which adapted the wood-frame Bungalow floor plan for concrete construction with a more economical flat roof. Period Revival homes were also constructed in concrete, such as Italian Renaissance Revival, Colonial Revival, and Mediterranean Revival. Most residences constructed during this period included a detached garage or apartment at the rear of the property.

In the early 1930s, there was little construction in Miami as a result of the Great Depression. By the late 1930s however, the economy was improving and the population of Miami was growing again. During this time, zoning changes in Westmoreland that allowed for duplex construction fueled a mini-building boom of stacked and front-facing duplexes built of concrete. As a result, a significant number of Streamline Moderne duplexes were constructed in Westmoreland in 1939. These duplexes did not feature a garage or ancillary building; originally the lot did not have a driveway. Parking was likely provided on street.

The next significant period for residence construction in Westmoreland was the post-war period of the 1950s, during which time a large number of Ranch-style houses and duplexes were constructed. While the Ranch style was popular at the time for its use in sprawling suburban developments, in Westmoreland the type was adapted to fit into narrow, deep urban lots; Ranch-style duplexes were rotated to face the side-yard, and long, wide Ranch-style houses were built on corner lots facing the long side of the property. Most Ranch-style houses and duplexes included parking on-site; the houses occasionally had a one-car garage incorporated into the main house.

## **The Evolution of Westmoreland Parkway to Cuban Memorial Boulevard**

Southwest 13<sup>th</sup> Avenue was laid out in an innovative way with a central parkway and coordinated landscaping. The Westmoreland Company hired one of the largest nursery farms in the south to provide the plants, Griffin Brothers, and hired a Mr. Trefrey, landscape gardener (precursor of the profession of landscape architecture) who was lauded as “one of the most experienced men in this work in Florida”<sup>68</sup> Parkway planting was selected and overseen by Mr. Trefrey, with species including Royal Poinciana, Royal Palms, Coconut Palms, Washington Palms, Eucalyptus, Australian Pines, Altheas, Calapas, and sod. In front of each lot line on the streets, a Washington Palm, Australian Pine, and Hibiscus was planted.<sup>69</sup>

This original striking feature of the neighborhood, the central landscaped parkway, still remains as a beautiful median on SW 13<sup>th</sup> Avenue that serves as a park for the neighborhood today. The alterations to the parkway’s original configuration and design through the years have cultural significance as part of the Cuban Memorial Boulevard, a portion of the median dedicated to celebrate Cuban history and heritage. As Little Havana, Shenandoah and Westmoreland became some of the first neighborhoods in the City of Miami to host large numbers of Cuban refugees during the Batista and Castro regimes, the central parkspace on SW 13<sup>th</sup> Avenue became a place where people could display their pride for their heritage and their freedom.

In 1973, the Miami City Commission formally renamed Southwest 13<sup>th</sup> Avenue “Cuban Memorial Boulevard” at the request of the Cuban Historical Group Memorial Committee.<sup>70</sup> At that time, a plaza had already been constructed at SW 8<sup>th</sup> Street, or Calle Ocho, with the Eternal Torch of Brigade 2056, a monument to those who died during the Bay of Pigs invasion. Soon after, the Mother’s Monument, a statue of the Virgin Mary, was moved to the Boulevard by the City.<sup>71</sup> In the ensuing years, an additional five monuments have been constructed in the median of Cuban Memorial Boulevard.

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<sup>68</sup> “Westmoreland Late Addition is Popular” The Miami News, Dec 7, 1912

<sup>69</sup> “Westmoreland Late Addition is Popular” The Miami News, Dec 7, 1912

<sup>70</sup> “Renaming of avenue for Cubans queried” The Miami News, March 29, 1973

<sup>71</sup> “Monuments growing in boulevard median” The Miami News November 10, 1986, 8A

### III. Description

Westmoreland was conceived as a place where beautifully landscaped streetscape and park space would be integrated with gracious architecture to create a harmonious residential district. This original vision for Westmoreland has been achieved and retains intact today. Layers of culture and heritage have been added over time, making Southwest 13<sup>th</sup> Avenue and the residences that front it even more significant.

Southwest 13<sup>th</sup> Avenue, known today as Cuban Memorial Boulevard, is one of the few streets in Miami with a median that serves as a park for the neighborhood. In recent years, the median was adapted for use as a walking path, and a curvilinear trail runs along the entire length from SW 8<sup>th</sup> Street to Coral Way. The median has extensive tree canopy, landscaped grounds, and decorative street furniture such as benches and planters.

The median, or parkway, in the center of Southwest 13<sup>th</sup> Avenue has taken on a significant role in the cultural heritage of Miami through its role as a linear park and focal point for monuments honoring Cuban history and heroes. In 1973, the Miami City Commission formally renamed Southwest 13<sup>th</sup> Avenue “Cuban Memorial Boulevard” at the request of the Cuban Historical Group Memorial Committee.<sup>72</sup> At that time, a plaza had already been constructed at SW 8<sup>th</sup> Street, or Calle Ocho, with the Eternal Torch of Brigade 2056, a monument to those who died during the Bay of Pigs invasion. Soon after, the Mother’s Monument, a statue of the Virgin Mary, was moved to the Boulevard by the City;<sup>73</sup> the Mothers’ Monument remains a well-loved part of the Boulevard and is visited frequently by local residents and visitors, who leave flowers and say prayers at this site. In the ensuing years, additional monuments were added, including a bronze bust of actor Manolo Fernández, a bronze statue of revolutionary hero Nestor “Tony” Izquierdo, a bronze map of Cuba with a quote by Cuban poet and hero Jose Martí, a bronze bust of General Antonio Maceo, and finally a plaza dedicated to Cuban journalists who bravely devoted their lives to write against the Castro regime, including a bust of Salvador Díaz-Verson, an exiled reporter. At many of these monuments, flagpoles displaying Cuban and American flags are present. In addition to the monuments, the median also features a large Ceiba tree that is sacred for those who practice the Afro-Cuban religion of Santería; the tree frequently has offerings at its base, including sacrificed animals.

The residences fronting the central parkway are a variety of types, including single-family homes, duplexes, apartment buildings, and ancillary garage apartments. They are a variety of architectural styles, but the majority were constructed prior to 1960. Despite the variety of building typologies and architectural styles constructed in Westmoreland prior to 1960, all of these examples are harmonious with one another in scale, orientation and façade proportions and detailing. These examples have maintained their character-defining features that distinguish them from houses built in recent years; their presence adds to the rich architectural diversity of the City of Miami. Additional information about the architectural styles present in Westmoreland is provided in Section IV: Architectural Styles.

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<sup>72</sup> “Renaming of avenue for Cubans queried” The Miami News, March 29, 1973

<sup>73</sup> “Monuments growing in boulevard median” The Miami News November 10, 1986, 8A

#### IV. Architectural Styles

Within Westmoreland there are a variety of architectural styles characteristic of the 1910s, 1920s, and 1930s, with a notable concentration of early wood frame vernacular, bungalows, and masonry vernacular typical of the early architecture of Miami. Architectural styles found in the district are Bungalow (16), Frame Vernacular (4), Masonry Vernacular (1), Spanish Eclectic (4), Mission (3), American Foursquare (4), Italian Renaissance Revival (2), Streamline Moderne (8), Ranch (8), and Minimal Traditional (6). Descriptions of these styles are provided below.

##### Bungalow

Bungalow-style homes are the most prevalent type in Westmoreland. The largest concentration of Bungalows is located close to Calle Ocho, the most important connecting street between Westmoreland and the rest of the City. Of all the Bungalows constructed within the District boundary, half were within the one block of the iconic street. A noteworthy set of four Bungalows was built in the 1920s between SW 12th and SW 13th Streets, all of which retain their character-defining features and remain in good condition. Some of these Bungalows still have wood siding and shingles on the façade, native oolitic stone bases and columns, and exposed rafter tails and knee braces. The most notable architectural change has been enclosing the front porch. In general, Bungalows have proven to be a resilient building type and many have maintained their character-defining features. The Bungalow homes fronting 13th Avenue have addresses 820, 837, 840, 861, 875, 1012, 1112, 1221, 1225, 1233, and 1245 SW 13th Avenue. The bungalows at 853 ½, 1013, 1023 SW 13th Avenue and 1323 SW 10th Street have been demolished in recent years.

The Bungalow style originated in Southern California, where house plan catalogues were published. For the most part, the homes in Miami were mail ordered from these catalogues. Typically, they are one or one and a half stories, with a simple floor plan and economic to build, particularly in Miami. They are generally of wood frame construction with foundations and chimneys built of oolitic limestone. Exterior surfaces are unfinished, commonly of horizontal weatherboard and wood shingles, although over time, most examples have replaced wood siding with stucco, which is easier to maintain in Miami's subtropical climate. These buildings typically also have exposed structural members such as roof rafters, which have since been removed in many cases.<sup>74</sup>

The defining Bungalow features suitable for South Florida are its broad verandas and wide eaves, screened porches, raised floors, an abundance of windows, many times casement windows that can be opened wide, and cross-ventilation, all of which helped take advantage of the trade winds and made it suitable for sleeping in the open air. The arrangement of the rooms is also purposefully done so that rooms for sleeping are to the south or east of the

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<sup>74</sup> Metropolitan Dade County, Office of Community and Economic Development, Historic Preservation Division, *From Wilderness to Metropolis: The History and Architecture of Dade County (1825-1940)*, (New York, Franklin Press, Inc., 1982) p 162.

home to catch the winds. In addition, the porches and windows are shielded by canvas awnings or wire-mesh screens, which gave rise to what became the “Florida Room.”<sup>75</sup>

The porch is the major identifying feature for the Bungalow, although it has also been the most common alteration for most examples- the enclosure of the front porch to provide additional air-conditioned living space. The original front porch for Bungalows is supported by broad masonry piers that taper up halfway, supported by wood posts up to the roof. In most cases, these posts were “elephantine columns”, named after their similar appearance to an elephant’s feet. Bungalows are also quickly recognized by a dormer projecting from its steeply pitched side-gabled roof.<sup>76</sup>

### American Foursquare

The American Foursquare style has proven to be one of the most resilient of the homes built in Westmoreland. Between SW 13th Street and SW 14th Street there is a group of four residences that was built in the American Foursquare style in 1914. These homes have remained essentially unchanged since they were built. They display classic features of the Foursquare style: they are box-shaped, two stories with a full-width front porch, feature square columns and heavy piers, pyramidal hipped roofs, and have native oolitic limestone for the base, piers, and chimneys. These foursquare homes were built next to one another, likely by the same builder, on the block of 13th Avenue south of 13th Street, and have addresses 1304, 1310, 1320, and 1328 SW 13th Avenue. This style was one of the most popular in the 1900s because the homes were economical, built with native materials, comfortable, and beautiful in the simplicity of the façade and floor plans. These homes have a box shape, two stories (but many have two-and-a-half stories with a hipped central dormer), and the floor plans are divided into quarters.

The American Foursquare borrows features from other architecture styles such as Colonial Revival, Italian Renaissance Revival, and Craftsman bungalows. Its identifying features include a full-width front porch with columnar supports and wide stairs, though the homes on 13<sup>th</sup> Avenue have since had the porches enclosed. The roofs are low-pitched, pyramidal, and hipped, exposed with roof rafter tails, and many contain a central hipped dormer. They have large, double-hung sash windows. They are built with brick, stone, or a combination of materials. The examples in Westmoreland are built with oolitic limestone on the first floor and wood frame (balloon frame) on the second floor. Some retain original wood siding while others have a newer stucco finish.<sup>77</sup>

### Frame Vernacular

Though there were four original homes in the development fronting 13<sup>th</sup> Avenue built in the Frame Vernacular style, only one building has not been altered, the building at 1033 SW 13<sup>th</sup>

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<sup>75</sup> Vazquez, “Miami’s Bungalows: Orphans of Perpetual Doom,” American Bungalow Magazine, 2017, <https://www.americanbungalow.com>.

<sup>76</sup> Metropolitan Dade County, Office of Community and Economic Development, Historic Preservation Division, *From Wilderness to Metropolis: The History and Architecture of Dade County (1825-1940)*, (New York, Franklin Press, Inc., 1982) 162.

<sup>77</sup> “Colonial Revival: The American Foursquare.” Antique Home Style Website.



Avenue. Two other buildings were built in this style next to one another at 1136 and 1140 SW 13<sup>th</sup> Avenue. The latter was built at the back of the property and is still standing, but a new building was built abutting it at the front of the property. The third building is located north of SW 14<sup>th</sup> Street, at 1334 SW 13<sup>th</sup> Avenue.

The Frame Vernacular style is simple, not stylistic or heavily ornamented, and consists of common wood framing, and is a result of the available resources and the conditions of the environment at the time. The buildings have a rectangular plan and are mounted on masonry piers, allowing for ventilation underneath. They can be one or two stories in height and have a front porch with wood posts and wood balustrade railings and a shed roof with asphalt shingles and exposed rafters. The buildings have low-pitched gable roofs with overhanging eaves. The building's wall materials were more commonly horizontal weatherboard siding, though stucco came to replace exterior surfacing for examples with Spanish and Mission style characteristics. The windows are double-hung sash wood windows with plain surrounds, but many have been replaced with aluminum awning or jalousie windows since.<sup>78</sup>

### Masonry Vernacular

One building original to the Westmoreland development was built in the Masonry Vernacular architectural style, at 1056 SW 13<sup>th</sup> Avenue. This particular building also draws from different styles, such as its Mission decorative parapet. This home has a natural stone base and smooth stuccoed walls. Most typical for South Florida is oolitic limestone, often thought to be coral rock. Masonry Vernacular buildings have similar features to those in Frame Vernacular style, but differ in the building materials. They can also be one or two stories in height and have an oolitic limestone foundation. A front porch supported by columns is common. Also characteristic of the style is a hip roof with dormers. The large sash windows contain lintels over the openings.

More information about the use of Masonry Vernacular style in Miami is described below according to the City of Miami Historic Preservation Office:

Three main types of masonry construction date to the early days of Miami-Dade County: hollow clay tile, concrete block, and oolitic limestone. Hollow clay tile, lighter than concrete block, was used up to the 1920s in large construction projects. Concrete blocks were easily manufactured from local materials. Rusticated concrete blocks, molded to resemble rough-cut stone, were popular prior to 1920 and are still seen in Little Havana. Oolitic limestone is the most typical masonry material in South Florida and is unique to the area. Quarried in southern Miami-Dade County since the mid-nineteenth century, it consists of small rock particles and is used in rubble form. Coral-like keystone from the Florida Keys was also popular during the 1930s and 1940s.<sup>79</sup>

### Mediterranean Revival

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<sup>78</sup> "Metropolitan Dade County p 164

<sup>79</sup> City of Miami Planning Department. Architectural Styles, [www.historicpreservationmiami.com/style.html](http://www.historicpreservationmiami.com/style.html)

Of the four homes built in Westmoreland in the Mediterranean Revival style, three have been altered significantly, to the point where few outstanding architectural features remain. Two of these buildings were built next to each other as garage apartments in the rear of the property, at 1020 and 1032 SW 13<sup>th</sup> Avenue. The other was built at 1285 SW 11<sup>th</sup> Street, and the last at 1130 SW 13<sup>th</sup> Avenue, a one-story residence that has the most distinctive features, such as red tile roof covering, one or more prominent arches placed above the doorway and principal windows and beneath the porch roof; stuccoed wall surface; and an asymmetrical façade.

Mediterranean Revival is most common in the southwestern states and in Florida, regions where original Spanish Colonial building occurred and continued into the 19<sup>th</sup> century. This style is directly influenced by a variety of architectural features of different styles along the Mediterranean Coast, including Italian, Moorish, and French themes.

The style is described in the Miami-Dade County book “From Wilderness to Metropolis” as the below:

Applied decoration is generously used, usually concentrated around doorways, windows, balconies and cornices. Stucco walls, red tile roofs, wrought iron grilles and railings, wood brackets and balconies, applied oolitic limestone and terra cotta ornaments and glazed ceramic tiles are the materials most often used. Parapets, straight or decorative, twisted columns, pediments and other classically derived details are frequently used, but the elaborate stucco Churrigueresque decoration of Spanish Baroque derivation, is the favorite theme. Patios, courtyards, balconies and loggias replace the front porch. Arches are one of the most widely used features, coming in a variety of shapes, with semi-circular, segmental, flat, pointed and Moorish elaborations, among the most popular. Casement windows are the most commonly used type. Articulation of wall massing and of roof lines is one of the trademarks of the style. Wall surfaces may be especially treated to achieve an aged, weathered effect. Mediterranean architecture works best in large scale buildings, where elaborate detailing can be fully realized, but many buildings have successfully used the style in a small scale.<sup>80</sup>

### Mission

Three buildings built in the Mission style contribute to the architectural history of the homes on 13<sup>th</sup> Avenue, including one apartment building at 843 SW 13<sup>th</sup> Avenue. Another multi-family residence at 852 SW 13<sup>th</sup> Avenue has had its doorway and windows altered and the last was a garage apartment in the rear of the property at 1042 SW 13<sup>th</sup> Avenue that has also maintained character-defining features, particularly the decorative mission parapet.

The Mission-style buildings were inspired by the early Spanish mission churches in California. While applied decoration is kept to a minimum, they have distinctive features in their tiled roofs

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<sup>80</sup> Metropolitan Dade County p 166

and arches. The style is described in the Miami-Dade County book “From Wilderness to Metropolis” as the below:

Surfaces are stuccoed, sometimes roughly textured. Flat roofs are hidden behind flat or curved parapets. The same parapet lines are often repeated over the front porch. Parapets may be topped with simple stucco molding, or with a single row of sloping Mission tiles. Cylindrical tiles, or scuppers, grouped in different patterns pierce the parapet, letting rain water drain off the flat roofs. Arched openings are common but not the rule. Windows may be sash or casement type. An arch motif on the façade openings or on the front porch sometimes extends over the carport or garage entrance to one side of the main building mass. Applied decoration is kept to a minimum.<sup>81</sup>

### Italian Renaissance Revival

Italian Renaissance Revival style was used throughout the country in the early 20th century, but it was not as popular as Craftsman, Tudor, or Colonial Revival styles. It was mainly a style used for architect-designed landmarks, characterized by decorative details such as quoins, roof-line balustrades, pedimented windows, classical door surrounds, modled cornices, and belt courses. The main distinguishing element from Italian Renaissance Revival buildings and similar styles are widely overhanging eaves that are boxed in with the decorative brackets underneath.<sup>82</sup> One residence along 13th Avenue was built in this style, located at 1100 SW 13th Avenue. It is a two-story home built with the distinctive features of the style; it has a hipped roof, broad boxed eaves supported by brackets, an accentuated main entrance, and a perimeter wall with a decorative diamond pattern.

As described in the book “A Field Guide to American Houses”, the main identifying features of the Italian Renaissance Revival style are:

Low-pitched hipped roof (flat in some examples); widely overhanging eaves supported by decorative brackets; roof typically covered by ceramic tiles; upper-story windows smaller and less elaborate than windows below; commonly with arched above doors, first-story windows, or porches; entrance area usually accented by small classical columns or pilasters; façade most commonly symmetrical.<sup>83</sup>

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<sup>81</sup> Metropolitan Dade County p 158

<sup>82</sup> McAlester, p 496

<sup>83</sup> McAlester, p 496

## Colonial Revival

The Colonial Revival style is considered one of the most classic and timeless architectural styles. It doesn't contain many decorative elements except for the main entryway, which commonly stands out and draws elements from classical architecture. The façade is usually symmetrical and contains large, rectangular, double-hung sash multi-paned windows.<sup>84</sup> One residence along 13th Avenue was built in this style, located at 1147 SW 13th Avenue. It is a two-story duplex built with the distinctive features of the style; it has a symmetrical façade, a low-pitched hipped roof with wide overhanging eaves, and an accentuated centered front door.

As described in the book "A Field Guide to American Houses", the main identifying features of the Colonial Revival style are:

Accentuated front door, normally with decorative crown (pediment) supported by pilasters, or extended forward and supported by slender columns to form entry porch; doors commonly have overhead fanlights or sidelights; façade normally shows symmetrically balanced windows and center door (less commonly with door off-center; windows with double-hung sashes, usually with multi-pane glazing in one or both sashes; windows frequently in adjacent pairs.<sup>85</sup>

## Streamline Moderne

There is a notable group of seven duplexes built in Westmoreland in a Streamline Moderne architectural style in 1939 that have strong architectural integrity with flat roofs, smooth wall surfaces, eyebrow overhangs, windows that wrap the corner, and horizontal scoring, to name a few details. These homes were on the block between 12th and 13th Street, with addresses 1210, 1215, 1224, 1232, 1242, 1252 SW 13th Avenue and 1290 SW 12th Street. In addition, one other building was built in the style just south of Calle Ocho, 824 SW 13th Avenue.

Streamline Moderne style was used in the 1920s and 1930s as the prevalent Modernistic form in residential architecture. The main influence for this architectural style was the depiction of the laws of aerodynamics in the design, in particular the "streamline" shapes that represented the "rapid displacement of a body through air or liquid" and "building forms [were] inspired by automobiles, trains, ocean liners and airplanes."<sup>86</sup> These design elements include smooth wall surfaces, curved corners, and horizontal emphasis on the facade. The style is also characterized by its simplified forms without heavy applied decoration and the façade is usually asymmetrical.

<sup>87</sup>

Zoning changes allowing duplex construction in the 1930s, greater demand for housing, and lifting of the Great Depression, all account for the rapid construction of this high concentration of Streamline Moderne duplexes in 1939.

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<sup>84</sup> McAlester, p 408

<sup>85</sup> McAlester p 408

<sup>86</sup> Metropolitan Dade County p 160

<sup>87</sup> Metropolitan Dade County p 160

## Minimal Traditional

The homes built in the Minimal Traditional style were common before the rising popularity of the Ranch style and incorporated forms from Colonial and Tudor buildings but with little to no ornamentation and more practical floor plans. The buildings in Westmoreland built in this style are 1001 and 1325 SW 13<sup>th</sup> Avenue, both of which have maintained their architectural integrity, 825, 1150, 1333 SW 13<sup>th</sup> Avenue, and 1297 SW 13<sup>th</sup> Street, all of which have been altered significantly.

The Minimal Traditional house was the small, simple, and economic house that could be built during the Great Depression and after World War II as housing for the many production-plant workers. The style contains very little decorative detailing and homes were built of wood, brick, stone, or a mixture of these. Characterized by its small scale, most were one-story houses, but occasionally are two stories.<sup>88</sup>

As described in the book “A Field Guide to American Houses”, the main identifying features of the Colonial Revival style are “low- or intermediate- pitched roof, more often gabled; small house, generally one-story in height; roof eaves usually have little or no overhang; double-hung windows, typically multi-pane or 1/1; minimal amounts of added architectural detail; rarely has dormers.”<sup>89</sup>

## Ranch

Eight homes were built in the development in the Ranch architectural style, but only half still feature its distinguishing elements today. These modern homes were built in the mid-to-late century in Westmoreland within the blocks fronting 13<sup>th</sup> Avenue at 900, 1121, 1131, 1141-43, 1301 SW 13<sup>th</sup> Avenue, 1043 SW 19<sup>th</sup> Street, 1290 SW 11<sup>th</sup> Street, and 1321 SW 14<sup>th</sup> Street. Even though some of these homes have changed significantly, they have the characteristic asymmetrical design and are built low to the ground.

As described in the book “A Field Guide to American Houses”, the main identifying features of the Ranch style are:

Broad one-story shape; usually built low to the ground; low-pitched roof without dormers; commonly with moderate-to-wide roof overhang; front entry usually located off-center and sheltered under main roof of house; garage typically attached to main façade (faces front, side, or rear); a large picture window generally present; asymmetrical facade.<sup>90</sup>

The Ranch architectural style was originated in the mid-1930s by California architects and became the dominant style throughout the country during the 50s and 60s in the post-war housing boom. Its popularity was due to the country’s increasing dependence on the automobile.

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<sup>88</sup> McAlester p 586

<sup>89</sup> McAlester p 586

<sup>90</sup> McAlester p 596

As the automobile replaced streetcars and buses as the principal means of personal transportation, compact houses could be replaced by sprawling designs on much larger lots. Ranch homes maximize the façade width and the building size is increased further by the built-in garages. In Westmoreland, a previously platted development, Ranch style homes were adapted to fit onto smaller, developed lots - a number of side-facing duplexes were constructed with the narrow “side” of the building facing the street.<sup>91</sup>

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<sup>91</sup> McAlester p 596

## V. Criteria for Designation

The identified resources are eligible for designation in accordance with Section 23-4(a) contained in Chapter 23 of the City Code: Criteria for designation. Properties may be designated as historic resources, historic districts, or archaeological sites and zones only if they have:

*Significance in the historical, cultural, archaeological, paleontological, aesthetic, or architectural heritage of the city, state, or nation;*

Westmoreland was conceived and delivered during a poignant time in the evolution of urban planning in the United States. It is one of the best-preserved examples of high-quality urban design at the neighborhood scale in the City of Miami, and represents the issues of early suburban development, urban expansion, housing trends, and transportation improvements.

Westmoreland is unique as a pre-1920s Boom subdivision in South Florida, offering a reprieve from the congested city, a home on elevated ground to take advantage of the trade winds, and protection from storm surge. It was promoted as a cheaper alternative to renting in the unaffordable city center. The platting and street improvements employed the latest urban planning techniques, which likely also served as an inspiration to 1920s Boom-time developers such as George Merrick.

In addition to the latest planning techniques, Westmoreland also held the best-preserved example of a “Bungalow City” development in the City of Miami in the 1910s, and contains the largest concentration of bungalows still existing in the City today.

With its numerous Bungalow and Revival-style homes, Westmoreland is also a successful example of the implementation of “national syndicate” architecture, both plan-book homes and mail-order “kit” homes that were adapted to Miami’s unique environment.

The evolution of the landscaped median on Southwest 13th Avenue from Westmoreland Parkway to Cuban Memorial Boulevard has taken on a significant role in the cultural heritage of Miami through its role as a linear park and focal point for monuments honoring Cuban history and heros.

*Possess integrity of design, setting, materials, technique, feeling, and association;*

The integrity of the original Westmoreland development is evident by the original parkway on the main street, originally named Westmoreland Avenue, that still remains as a beautiful median on SW 13<sup>th</sup> Avenue that serves as a park for the neighborhood today. The alterations to the parkway’s original configuration and design through the years have cultural significance as part of the Cuban Memorial Boulevard, a portion of the median dedicated to celebrate Cuban history and heritage.

The majority of the early residences constructed fronting the parkway are still standing, oriented toward the parkway in the same way they were originally planned. Of all the homes built on the blocks from SW 8<sup>th</sup> Street to SW 14<sup>th</sup> Street, approximately ten percent of the



original historic buildings have been demolished. The neighborhood has one of the highest concentrations of intact Bungalows remaining in the City of Miami. Some of the alterations to historic buildings have cultural significance as part of the Cuban refugee arrival to the area in the 1950s and early 1960s.

*Criterion 3 - Exemplify the historical, cultural, political, economical, or social trends of the community*

The Westmoreland Company was incorporated in 1911, during a watershed moment of urbanization in the United States. Urban planning was gaining greater recognition as a necessary discipline to control growth, and interest in the artistic effect of city design was still strong. Transportation, housing, and quality of life in the face of rapidly growing cities was an important issue of the day that was being discussed in political circles and in the news media.

The most important influence on the conception, design and development of Miami's Westmoreland was its namesake private street in St. Louis, Missouri. Westmoreland Place was characterized by a wide landscaped median, stately detached homes, and deed restrictions that foreshadowed early zoning regulations, such as use restrictions, setbacks, and a minimum price of construction for a house. The Westmoreland experiment was so successful and popular that it was copied extensively throughout the early 20<sup>th</sup> century. "Westmorelands" can be found in Houston, Texas (1902), Los Angeles, California (1902), Salt Lake City, Utah (1913), and Miami, Florida (1911). In every example, "Westmoreland" was developed in the early 20<sup>th</sup> century, it featured a landscaped center "parkway," deed restrictions, and an early suburban character, with detached residences. The implementation of a "Westmoreland" in the young city of Miami was a clear statement of optimism about the its current status and its strong future.

Another innovative aspect of the Westmoreland development was the use of a landscaped parkway as the central spine and organizing element of the street and block pattern. The early use of parkways as a transportation and urban design tool within the larger metropolis can be attributed to landscape architect Fredrick Law Olmsted, who began using them as early as the 1860s in urban design projects in Boston (Commonwealth Boulevard) and later Brooklyn (Eastern Parkway and Ocean Parkway). These parkways served an important connection in a network of green space, and supported multi-modal transportation. Westmoreland Avenue, or SW 13<sup>th</sup> Avenue, was one of the only streets or public spaces in Miami with this level of public amenity and improvement at this time. It is likely that development of the parkway on Westmoreland Boulevard influenced the generous use of public space and landscaping in 1920s Boom-time developments in Miami, including Coral Gables and Miami Shores.

During the early 1910s, Miami was experiencing growing pains as an emerging metropolis. Most residents had no opportunity to own property in the center city. Westmoreland and other "suburban" developments with cheap lots and detached residential buildings were promoted as

a potential solution to these problems. Westmoreland was also promoted as an opportunity for land ownership and economic autonomy. Mortgages were being offered for the purchase of land only, or for a small house already constructed.

One of the most pressing issues at this time was the need for better roads. The development of the Tamiami Trail was an important project for Miami and the State of Florida, connecting Miami to the West Coast of Florida and providing the first route across the Everglades. As a result of the development of this important regional roadway, suburban projects sprang up along its path; Westmoreland was the first, followed soon after by Shenandoah, Tamiami Heights, and Coral Gables.

The individuals associated with the Westmoreland Company were Miami residents and prominent leaders nationally, statewide, and locally, including T.V. Moore, prominent agriculture businessman, landowner and developer, F.M. Hudson, Florida state senator, and A.A. Boggs, trustee of the State of Florida's Everglades Drainage project. A prominent investor was William Jennings Bryan, two-time presidential candidate and Secretary of State. These men were leaders of transformative change in the State of Florida and Miami during the early decades of the 20<sup>th</sup> century, including Everglades drainage, agriculture expansion, transportation improvements, and real estate development. Many of these men were involved in the development of the Tamiami Trail as a regional roadway through the Everglades, one of the first improved roads that would connect Miami to the outside world. Through their work at the National, State and local level, these men saw a great opportunity for real estate development in Miami, and chose Westmoreland as a strategic location at the intersection of agriculture development, transportation improvements, and Miami's urban expansion.

*Criterion 4 - Portray the environment in an era of history characterized by one or more distinctive architectural styles*

The residences fronting the central parkway are a variety of architectural styles, but the majority were constructed between 1914 and 1960. Despite the variety of building typologies and architectural styles constructed in Westmoreland prior to 1960, all of these examples are harmonious with one another in scale, orientation and façade proportions and detailing. These examples have maintained their character-defining features that distinguish them from houses built in recent years; their presence adds to the rich architectural diversity of the City of Miami. Within Westmoreland there are a variety of architectural styles characteristic of the early 20th Century with a notable concentration of early wood Frame Vernacular, Bungalows, American Foursquare and Masonry Vernacular typical of the early architecture of Miami. Architectural styles found in the district are Bungalow (16 examples), Frame Vernacular (4 examples), Masonry Vernacular (1 example), Mediterranean Revival (4 examples), Mission (3 examples), American Foursquare (4 examples), Italian Renaissance Revival (2 examples), Streamline Moderne/ Art Deco (8 examples), Minimal Traditional (6 examples), and Ranch (8 examples).

*Criterion 5 - Embody those distinguishing characteristics of an architectural style, or period, or method of construction*

The architecture of Westmoreland is uniquely representative of major trends in South Florida residential design and construction, particularly the innovation of early 20<sup>th</sup>-century mass-produced housing design, including plan book houses, mail-order homes, and kits homes from local builder companies. House Plan Publications such as the Ladies Home Journal from Philadelphia and numerous newspaper sections with Architect William Radford's ideas for housing plans and designs allowed people to review and select the home for them. The majority of the homes published in these publications were Bungalows, Frame Vernacular, and Period Revival style buildings, easily identifiable but with options to personalize each home. Many homes were also built according to plans sold by mail order companies, like Sears and Montgomery Ward, selling thousands of homes in these same styles around the country. Facilitating the construction of the homes were builders who would ship pre-fab kit houses to Miami during this time.

Another unique feature of Westmoreland was the early 20<sup>th</sup>-century practice of constructing a variety of housing typologies mixed together on a single street or block in a harmonious fashion, with front-facing facades with windows and doors, consistent setbacks, comparable building heights, and similarly landscaped front yards. This allowed for a naturally-occurring mix of incomes, ages, and household types in a harmonious neighborhood setting. The residences fronting the central parkway are a variety of types, including single-family homes, duplexes, apartment buildings, and ancillary garage apartments. Despite the variety of building typologies constructed in Westmoreland prior to 1960, all of these examples are harmonious with one another in scale, orientation and façade proportions and detailing. In particular, a notable housing typology in Westmoreland is the ancillary rear garage apartment. The use of the ancillary unit in the backyard was ideal for the transient nature of Miami, a city with seasonal tourism. Westmoreland's proximity to the Tamiami Trail meant that many tourists arrived to Miami and sought accommodations off of the main road in these ancillary apartments. The ancillary unit has served evolving but consistently significant purposes over time. At the beginning, these units would serve the abundant tourism during the winter months; in ensuing years they have become multi-family housing and housing for extended family members during the Cuban migration to Miami since the 1950s.

*Criterion 7 - Contain elements of design, detail, materials, or work of outstanding quality or which represent a significant innovation or adaptation to the South Florida environment*

The early residences of Westmoreland were built in styles that included Bungalow, Frame Vernacular, Masonry Vernacular, and American Foursquare. The design detail and materials of these early homes represent a significant adaptation to the South Florida environment. The bungalow was widely promoted as the best suited architectural style for the South Florida climate, a claim that has proven to be true over the past century. The defining bungalow

features were its broad verandas and wide eaves, a pitched roof to breathe and let hot air out, louvers for ventilation, screened porches, raised floors, an abundance of windows, many times casement windows that could wide, and cross-ventilation, all of which helped take advantage of the trade winds and made it suitable for sleeping in the open air. The arrangement of the rooms was also purposefully done so that rooms for sleeping would be to the south or east of the home to catch the winds. In addition, the porches and windows were shielded by canvas awnings or wire-mesh screens, which gave rise to became the “Florida Room.”

Another building style that was extremely popular around the country when Westmoreland was developed was the American Foursquare. This style was popular in the early twentieth century because the homes were economical and comfortable with a simplicity of the façade and floor plans. In Miami, they were adapted with Craftsman design elements and construction techniques, using native materials, built with native coral rock in walls, chimneys, piers, and foundations, integrating themselves in the surrounding landscape, porches, wide eaves, and large windows for ventilation.

The Frame Vernacular and Masonry Vernacular examples in Westmoreland similarly employed techniques to adapt to the South Florida climate, such as large porches, and to employ South Florida materials such as native oolitic limestone.

## **VI. Present Trends and Conditions**

One of the most interesting characteristics of Westmoreland today is that it continues to have the same qualities that made it attractive a century ago- close proximity to an urban center, access to important transportation networks: major regional roadways, public transportation, and a bike route connection; high elevation, lush landscaping, attractive streetscape, and a cohesive architectural effect.

### **Adaptation and Alteration (1960s – 2000s)**

The general trend over the past fifty years in Westmoreland has been adaptation of the structures to accommodate immigrant families, primarily Cuban, and more recently, Central American. The majority of the structures and properties have been enlarged and altered to accommodate multi-generational and multiple families. At the same time, the rise of the use of air-conditioning in the 1960s has reduced the need for an open-air porch for air circulation.

Some signs of this type of adaptation include enclosure of porches and garages to be converted into living space, large additions to the rear of the properties, and construction and expansion of ancillary buildings, such as granny flats.

During this time, the windows on the majority of properties were replaced to be aluminum awning windows, and in many cases the roofing material was changed. In some cases, deferred maintenance of structures resulted in deterioration, particularly those bungalows and vernacular homes that were constructed out of wood.

### **Increasing Property Values (2000s – present)**

Westmoreland is currently experiencing reinvestment due to its strategic location within the City of Miami and because of the high-quality design of the streets and blocks, as well as the buildings themselves – all features that were promoted in the 1910s when Westmoreland was first advertised.

Westmoreland is in close proximity to Downtown Miami, which is a convenience in the face of increasing traffic, and residents of Westmoreland can walk to restaurants, shops, transit, parks, and schools. Within Westmoreland itself, the landscaped parkway along 13<sup>th</sup> Avenue is an attractive feature, as is the architectural character of the neighborhood.

The increase in property values has resulted in investment into properties along SW 13<sup>th</sup> Avenue. In some cases, structures are being rehabilitated in a manner that is compatible with the historic character of the property such as 840 SW 13<sup>th</sup> Avenue, 1320 SW 13<sup>th</sup> Avenue, and 1328 SW 13<sup>th</sup> Avenue. In other cases, additions and alterations are being made to historic structures that are inappropriate for the historic character of the property. This includes changing the style of the structure – in recent years, a trend has been to “modernize” historic properties by replacing rough stucco with smooth stucco, removing architectural details, installing large, single-light windows, and replacing roofing materials to be smoother and more streamlined; this type of work was recently completed at 1020 SW 13<sup>th</sup> Avenue.

In other cases, a combination of deteriorated structures, increasing property values, and incompatible zoning have facilitated the demolition of historic structures and new construction of incompatible buildings. There is an increasing number of vacant lots, typically as a result of Bungalows being torn down. The current zoning as far south as SW 12<sup>th</sup> Street, T3-O, allows for large-scale duplexes to be built in their place; a recent example of this type of construction is found at 1120 SW 13<sup>th</sup> Avenue.

## **Demolition**

Within the historic district boundary, demolition of historic structures is a growing trend.

### Early Demolitions

Between the 1910s and the early 2000s, a span of nearly 90 years, there are three (3) known demolitions of main structures within the district boundary: 1136 SW and 1140 SW 13 Avenue (both two-story wood frame vernacular residences), and 1321 SW 14 Street (a bungalow). All three structures were constructed of wood. Two of the structures were replaced with single family houses constructed of concrete block, and one of the structures was replaced with a cultural center constructed of concrete block.

### Recent Demolitions - Redevelopment

Since the early 2000s, an additional five (5) historic bungalows have been demolished. These more recent demolitions appear to be related to the zoning classification for the property, which in all cases allows for a greater amount of development than is currently on site. At 853 ½ SW 13<sup>th</sup> Avenue, close to Calle Ocho, a bungalow was demolished and is currently a vacant lot with a prominent For Sale sign promoting the ability to construct an apartment building on the property. This property is part of a small area of the district boundary that is zoned T4-R, which allows for small apartment buildings to be constructed. At 1323 SW 10<sup>th</sup> Street, 1013 SW 13<sup>th</sup> Avenue, 1023 SW 13<sup>th</sup> Avenue, and 1120 SW 13<sup>th</sup> Avenue, bungalows have been demolished in an area of the district that is zoned T3-O (over two-thirds of the district has this zoning classification), which allows for large duplexes to be constructed. On one of these sites (1120 SW 13<sup>th</sup> Avenue), construction of a large modern-style duplex is nearing completion; the other three lots remain vacant, however the same type of duplex could be constructed on site by-right.

## **Cultural Significance – Cuban Memorial Boulevard**

The landscaped parkway in the center of SW 13<sup>th</sup> Avenue, originally Westmoreland Parkway, has become a culturally significant place to the Miami community. In the 1970s, it was officially renamed “Cuban Memorial Boulevard” and a number of monuments were dedicated with significance to the Cuban refugee community. Today it is a meaningful destination for Cuban refugees and their families.

In addition, the SW 13<sup>th</sup> Avenue parkway has in recent years become the second-most visited place in Miami as part of the larger Calle Ocho / Little Havana tourist destination. With the sheer number of annual visitors to Cuban Memorial Boulevard, particularly the first few blocks south of Calle Ocho, there is a great potential to interpret the heritage of the neighborhood,

the parkway, and the monuments, and to educate both Miami residents and international visitors about the significance of Westmoreland, the Cuban exile community, and the contributions of the Cuban community to Miami.

### **Zoning Classifications**

The Westmoreland Historic District includes four different zoning classifications within its boundaries: T6-8-O, T4-R, T3-O, and T3-R. The Zoning is more intense to the north, near Calle Ocho, and it becomes less intense to the south. In most cases, the zoning classification for the property allows for a greater intensity and density of construction than is historically in place. With increasing desirability and rising property values in the greater Little Havana and Shenandoah neighborhood, there is economic pressure to construct larger buildings within the Westmoreland Historic District, which in some cases is resulting in demolition of historic buildings.

T6-8. There is one (1) property with a T6-8 Zoning Classification. T6-8 allows for up to eight stories of construction and a mix of uses, including commercial development. The structure on this property is a bungalow that is being used as a single-family home.

T4-R. There are eight (8) properties with a T4-R Zoning Classification. T4-R allows for a three-story apartment building. Within this area of the historic district, one (1) bungalow has been demolished and the lot is advertised for construction of an apartment building. This area currently contains two historic apartment buildings, some small duplexes, and single-family homes.

T3-O. There are forty-three (43) properties with a T3-O Zoning Classification. T3-O allows for construction of a large duplex. The majority of the historic district is zoned T3-O. Within this area, four (4) bungalows have been demolished in recent years. One duplex is under construction, and duplexes can be constructed by-right on the other three vacant lots. This area currently contains small duplexes and single-family homes.

T3-R. There are nine (9) properties with a T3-R Zoning Classification, which is the most restrictive zoning in the City of Miami – Single-Family Residential. There have been no demolitions within this area, and there is less incentive to demolish structures in this part of the historic district. This area currently contains single-family homes.

## **Historic Preservation Incentives**

There are a number of incentives that are available for historic-designated properties in Westmoreland, including the Ad Valorem Tax Exemption, Zoning Waivers, Zoning Exemptions, Transfer of Development Rights (TDR), Transfer of Development Density (TDD), and Federal Tax Credits.

### **Ad Valorem Tax Exemption**

The Ad Valorem Tax Exemption is available for all contributing properties within the Westmoreland Historic District, and it can apply to both City and County Ad Valorem taxes. The City of Miami Historic Preservation Office provides the following guidance:

This ordinance gives the City of Miami the authority to exempt up to 100% of the City's ad valorem portion of a property tax bill, strictly for the value of the improvements applied for, to eligible historic properties. The exemption is also available from Miami-Dade County for County ad valorem taxes, through a separate application with the Miami-Dade Office of Historic Preservation.

An improvement is any change in the condition of any eligible real property brought about by the expenditure of money or labor or materials for the restoration, renovation, or rehabilitation of such property. Additions are also considered improvements. Additions can be an increase in square footage or separate, permanent structures on the land.

**Restoration.** The process of accurately recovering the form and details of a property and its setting—as they appeared at a particular period of time—either by removing later work or by replacing missing original details.

**Renovation / Rehabilitation.** For historic properties or portions thereof that are of historical or architectural significance, "renovation" or "rehabilitation" means the act or process of returning a property to a state of utility through repair or alteration that makes possible an efficient contemporary use, while preserving those portions or features of the property that are significant to its historical, architectural, cultural and archaeological values. For historic properties, or portions thereof, that are severely deteriorated, "renovation" or "rehabilitation" means the act or process of applying measures designed to sustain and protect the existing form and integrity of a property, or reestablish the stability of an unsafe or deteriorated property while maintaining the essential form of the property as it presently exists.

Expenditures for interior or exterior work, including construction of additions or permanent accessory structures, shall be included in the meaning of improvements (i.e., garage, cabana, guest cottage, storage/utility structure) so long as the new construction is compatible with the historic character of the building and site in terms of size, scale,



mass, design and materials, and preserves the historic relationship between a building or buildings, landscape features and open space.<sup>92</sup>

### **Zoning Waivers – Setbacks, Lot Coverage, Parking, and more**

Zoning Waivers are available from the City of Miami for all Contributing structures within the Westmoreland Historic District. The waivers may be used to legalize and accommodate historic elements of the property that do not meet the strict interpretation of the Zoning Code today, such as setbacks, lot coverage, and open space. In addition, off-street parking requirements can be waived, which is a valuable tool for an adaptive reuse project where the new use may require more off-street parking than can be accommodated on site. The City of Miami provides the following guidance on Zoning Waivers:

In many historic buildings, non-conformities routinely exist, as they were built before current zoning ordinance provisions were enacted. As a result, some historic properties have never been in strict compliance with the city zoning ordinance, and may not be in strict compliance with the Miami 21 code either. As such they would remain “legally nonconforming.” However, because owners are encouraged not only to preserve their historic buildings, but also to adapt them for other uses when the original use has become obsolete, Chapter 23 includes special provisions for legally nonconforming historic structures.

The HEP Board may grant a waiver of up to 100% of the off-street parking requirement, when it can be demonstrated that parking can be reasonably accommodated by some other means, for example, adjacent parking lots or shared parking.<sup>93</sup>

### **Zoning Exemptions – Bed & Breakfasts, Office, Museums, and more**

Zoning Exemptions are available from the City of Miami for the contributing properties zoned T4-R in the Westmoreland Historic District. (This incentive is also available for zones T5-R and T6-R). The Zoning Exemption allows for additional flexible uses that are not otherwise allowed in this residential zone. These include: Bed and Breakfast, Museum, Cultural Center, or Professional Office. The Zoning Exception can be combined with the Zoning Waiver to legally convert an existing historic residence, duplex, or multi-family property into a Bed and Breakfast, Office, or Museum, addressing issues such as parking and open space. This is likely the most valuable incentive to rehabilitate a historic structure for adaptive reuse and should be considered for creative application for the structures fronting Cuban Memorial Boulevard.

### **Transfer of Development Rights / Transfer of Development Density**

Transfer of Development Rights (TDR) and Transfer of Development Density (TDD – a more recent incentive offered by the City of Miami) are incentives available for the property zoned T6-8 within the Westmoreland Historic District. The City of Miami provides the following guidance:

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<sup>92</sup> <http://www.historicpreservationmiami.com/pdfs/2012%20updates/TaxExemptionFAQS.pdf>

<sup>93</sup> [http://www.miami21.org/PDFs/Miami21\\_FAQ\\_HistoricPreservation\\_080820.pdf](http://www.miami21.org/PDFs/Miami21_FAQ_HistoricPreservation_080820.pdf)

TDR is a vehicle that enables a historic property owner to transfer its unused development capacity to another property owner who then is allowed to add “bonus” height or intensity to its property. Owners of a locally or nationally designated historic property that is located either in a T-4 O or higher transect zone, or is a multi-family residence located in a T4-R transect zone, may permanently sell any additional potential capacity (unused development rights) to a property located in a T-6 transect zone. The purpose of the TDR for designated historic properties is to encourage the preservation of historic buildings instead of demolition or renovations that would diminish the integrity of the property’s historic value. By creating a monetary value for the unused capacity, that would otherwise be lost when the owner maintains the historic building, the City hopes to save pieces of its history.

Example: An owner of a designated historic property owns a two-story building located in a T4-O transect zone. If the property were developed to its maximum intensity, the owner would be able to build a larger building. In exchange for preserving the historic property, the TDRs allow the owner to permanently sell its unused development rights to another property in a T6 transect zone. The zoning administrator calculates the unused capacity as the difference between the existing square footage in the historic building against the potential square footage that would be available to the building in a full build-out scenario.<sup>94</sup>

### **Federal Tax Credit**

The Federal Tax Credit is available for income-producing historic structures, and could be used toward the rehabilitation of contributing multi-family structures in Westmoreland. The National Park Service provides the following guidance on the Federal Tax Credit:

A 20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the Secretary of the Interior, through the National Park Service, to be “certified historic structures.” The State Historic Preservation Offices and the National Park Service review the rehabilitation work to ensure that it complies with the Secretary’s Standards for Rehabilitation. The Internal Revenue Service defines qualified rehabilitation expenses on which the credit may be taken.<sup>95</sup>

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<sup>94</sup> City of Miami, *Historic Preservation: Frequently Asked Questions*, Miami 21: Your City, Your Plan, [http://www.miami21.org/PDFs/Miami21\\_FAQ\\_HistoricPreservation\\_080820.pdf](http://www.miami21.org/PDFs/Miami21_FAQ_HistoricPreservation_080820.pdf)

<sup>95</sup> “Tax Incentives-Technical Preservation Services, National Park Service.” National Parks Service, U.S. Department of the Interior, [www.nps.gov/tps/tax-incentives.htm](http://www.nps.gov/tps/tax-incentives.htm).

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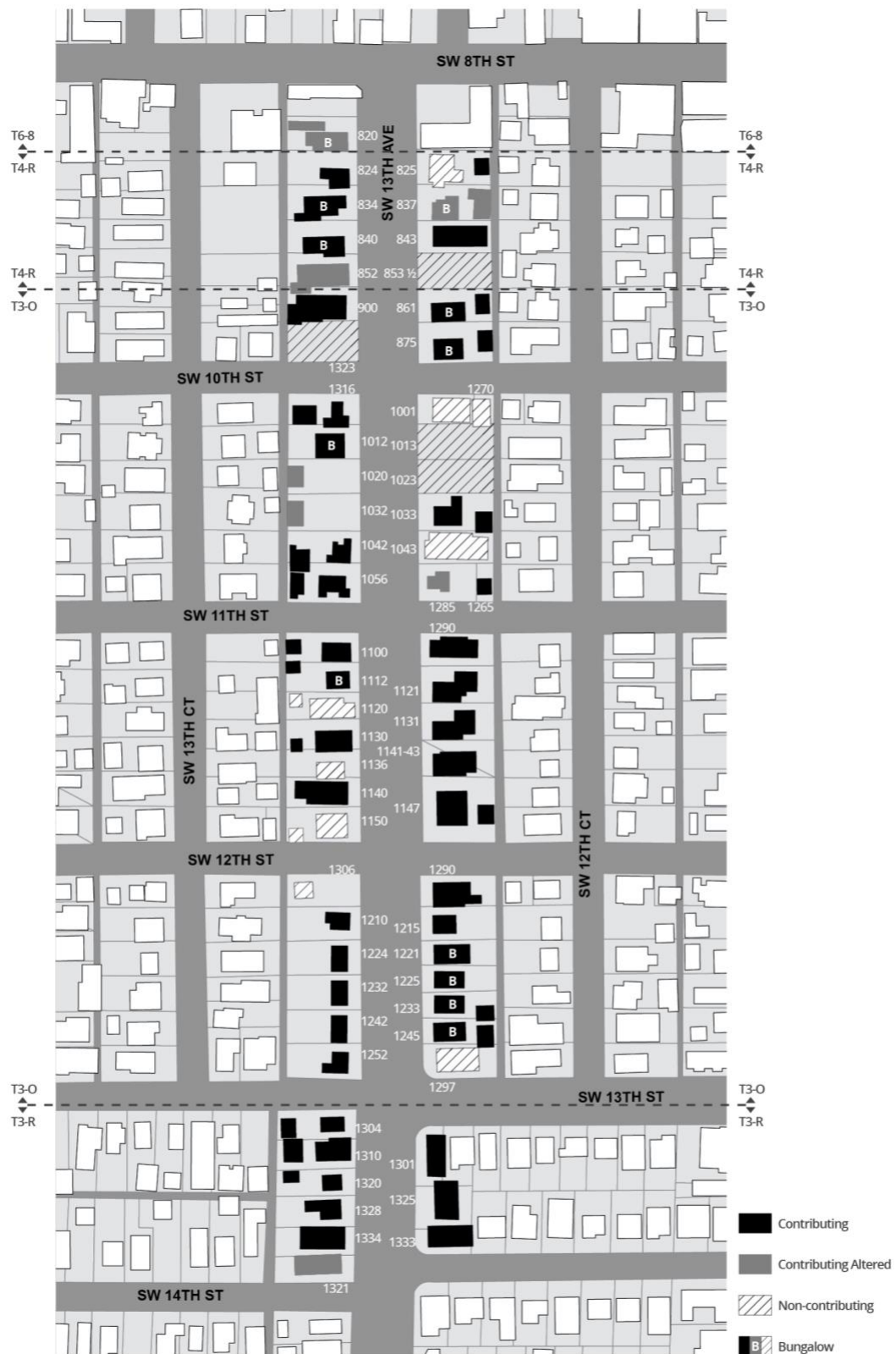
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## VIII. List of Properties

Address	Folio	YR	Style	Status
820 SW 13 AV	01-4111-013-0360	1920	Bungalow	Contributing Altered
824 SW 13 AV	01-4111-013-0370	1948	Streamline Moderne	Contributing
825 SW 13 AV	01-4111-013-0320	1936	Minimal Traditional	Non-Contributing
834 SW 13 AV	01-4111-013-0380	1920	Bungalow	Contributing
837 SW 13 AV	01-4111-013-0310	1935	Frame Vernacular	Contributing Altered
840 SW 13 AV	01-4111-013-0390	1921	Bungalow	Contributing
843 SW 13 AV	01-4111-013-0300	1925	Mission	Contributing
852 SW 13 AV	01-4111-013-0400	1925	Mission	Contributing Altered
853 1/2 SW 13 AV	01-4111-013-0290	N/A	Bungalow	Vacant Lot
861 SW 13 AV	01-4111-013-0280	1935	Bungalow	Contributing
875 SW 13 AV	01-4111-013-0270	1935	Bungalow	Contributing
900 SW 13 AV	01-4111-013-0410	1949	Ranch	Contributing
1001 SW 13 AV	01-4111-013-0880	1939	Minimal Traditional	Non-Contributing
1012 SW 13 AV	01-4111-013-0640	1938	Bungalow	Contributing
1013 SW 13 AV	01-4111-013-0870	1917	Bungalow	Vacant Lot
1020 SW 13 AV	01-4111-013-0650	1939	Mediterranean Revival	Contributing Altered
1023 SW 13 AV	01-4111-013-0860	N/A	Bungalow	Vacant Lot
1032 SW 13 AV	01-4111-013-0660	1935	Mediterranean Revival	Contributing Altered
1033 SW 13 AV	01-4111-013-0850	1938	Wood Frame Vernacular	Contributing
1042 SW 13 AV	01-4111-013-0670	1935	Mission	Contributing
1043 SW 10 ST	01-4111-013-0840	1990	Modern Vernacular	Non-Contributing
1056 SW 13 AV	01-4111-013-0680	1920	Masonry Vernacular	Contributing
1100 SW 13 AV	01-4111-017-0140	1921	Italian Renaissance Revival	Contributing
1112 SW 13 AV	01-4111-017-0130	1919	Bungalow	Contributing
1120 SW 13 AV	01-4111-017-0120	2018	Contemporary	Non-Contributing
1121 SW 13 AV	01-4111-016-0100	1955	Ranch	Contributing
1130 SW 13 AV	01-4111-017-0110	1925	Mediterranean Revival	Contributing
1131 SW 13 AV	01-4111-016-0090	1954	Ranch	Contributing
1136 SW 13 AV	01-4111-017-0100	2006	Modern Vernacular	Non-Contributing
1140 SW 13 AV	01-4111-017-0090	1991	Modern Vernacular	Non-Contributing
1141-43 SW 13 AV	01-4111-016-0080	1954	Ranch	Contributing
1147 SW 13 AV	01-4111-016-0070	1927	Colonial Revival	Contributing
1150 SW 13 AV	01-4111-017-0080	1959	Ranch	Non-Contributing
1210 SW 13 AV	01-4111-015-0380	1939	Streamline Moderne	Contributing
1215 SW 13 AV	01-4111-015-0610	1939	Streamline Moderne	Contributing
1221 SW 13 AV	01-4111-015-0600	1925	Bungalow	Contributing
1224 SW 13 AV	01-4111-015-0390	1939	Streamline Moderne	Contributing

1225 SW 13 AV	01-4111-015-0590	1925	Bungalow	Contributing
1232 SW 13 AV	01-4111-015-0400	1939	Streamline Moderne	Contributing
1233 SW 13 AV	01-4111-015-0580	1925	Bungalow	Contributing
1242 SW 13 AV	01-4111-015-0410	1939	Streamline Moderne	Contributing
1245 SW 13 AV	01-4111-015-0570	1920	Bungalow	Contributing
1252 SW 13 AV	01-4111-015-0420	1939	Streamline Moderne	Contributing
1265 SW 11 ST	01-4111-013-0820	1954	Mediterranean Moderne	Contributing
1270 SW 10 ST	01-4111-013-0881	1957	American International	Non-Contributing
1285 SW 11 ST	01-4111-013-0830	1939	Mediterranean Revival	Contributing Altered
1290 SW 12 ST	01-4111-015-0620	1949	Streamline Moderne	Contributing
1290 SW 11 ST	01-4111-016-0120	1954	Ranch	Contributing
1297 SW 13 ST	01-4111-036-0001	2008	Neo-Mediterranean	Non-Contributing
1301 SW 13 AV	01-4138-008-0020	1967	Ranch	Contributing
1304 SW 13 AV	01-4111-022-0060	1914	American Foursquare	Contributing
1306 SW 12 ST	01-4111-015-0370	1940	Monterey	Non-Contributing
1310 SW 13 AV	01-4111-022-0050	1914	American Foursquare	Contributing
1316 SW 10 ST	01-4111-013-0630	1938	American International	Contributing
1320 SW 13 AV	01-4111-022-0040	1914	American Foursquare	Contributing
1321 SW 14 ST	01-4111-022-0010	1972	Modern Vernacular	Non-Contributing
1323 SW 10 ST	01-4111-013-0420	N/A	Bungalow	Vacant Lot
1325 SW 13 AV	01-4138-008-0010	1936	Minimal Traditional	Contributing
1328 SW 13 AV	01-4111-022-0030	1914	American Foursquare	Contributing
1333 SW 13 AV	01-4138-008-0250	1939	Minimal Traditional	Contributing
1334 SW 13 AV	01-4111-022-0020	1939	Minimal Traditional	Contributing



Current Map of SW 13th Avenue showing zoning, contributing status of structures, and locations of Bungalows. 

## VII- Photo Directory of Resources



Historic photo

**820 SW 13TH AVENUE**

**YEAR BUILT: 1920**

**STYLE: BUNGALOW**

**CONTRIBUTING**



Current photo

One and a half story, Bungalow, steep gabled roof with shed dormer, front porch has been enclosed, original stone chimney has been removed above roof.



Historic photo

**824 SW 13TH AVENUE**

**YEAR BUILT: 1948**

**STYLE: STREAMLINED MODERNE**

**CONTRIBUTING**



Current photo

Two-story Streamlined Moderne duplex with enforced horizontality- string course and eyebrow overhang, curved door surround, windows turn the corner, planters flanking stoop. One- story ancillary unit in rear.



Historic photo

**825 SW 13TH AVENUE**

**YEAR BUILT: 1936**

**STYLE: MINIMAL TRADITIONAL**

**NON-CONTRIBUTING**



Current photo

One-story Minimal Traditional house, side gabled roof with Spanish tiles, porte cochere enclosed and addition to rear, two-story garage apartment, window openings have been altered and moved.





Historic photo

**834 SW 13TH AVENUE**

**YEAR BUILT:** 1920

**STYLE:** BUNGALOW

**CONTRIBUTING**



Current photo

One-story wood Bungalow, duplex, one-story garage apartment, two front facing gables with ventilation louvers, wood siding.



Historic photo

**837 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** FRAME VERNACULAR

**CONTRIBUTING**



Current photo

Two-story Frame Vernacular building with additions and alterations (window openings significantly altered), front facing gable roof, two-story garage apartment in rear, decorative brackets on underside of gable roof, exposed rafter ends have been removed.



Historic photo

**840 SW 13TH AVENUE**

**YEAR BUILT:** 1921

**STYLE:** BUNGALOW

**CONTRIBUTING**



Current photo

One and a half story, Bungalow with cross-gable roof and shed dormer, brick chimney, front facing gable, three outbuildings in rear, exposed rafter tails, casement multi-light windows, enclosed porch with side entrance.





Historic photo

**843 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** MEDITERRANEAN REVIVAL  
**CONTRIBUTING**



Current photo

Three-story Mediterranean Revival apartment building with eighteen living units, flat roof with decorative Mission-style parapet, single hung sash windows, centered glass front door with glass doors to either side (originally windows), stucco finish altered.



Historic photo

**852 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** MEDITERRANEAN REVIVAL  
**NON-CONTRIBUTING**



Current photo

Two-story Mediterranean Revival apartment building with nine living units, flat roof with smooth parapet, central open-air double-loaded corridor, iron double doors.



Historic photo

**853 1/2 SW 13TH AVENUE**

**YEAR BUILT:**

**STYLE:** BUNGALOW  
**VACANT LOT**



Current photo

This bungalow has been demolished and the site is now a vacant lot.





Historic photo

**861 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** BUNGALOW

**CONTRIBUTING**



Current photo

One-story Bungalow with one-story outbuilding, main house-original screen porch has been enclosed and awning windows with non operable louvered shutters to either side, stoop with single door, hip dormer with ventilation louvers and decorative brackets.



Historic photo

**875 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** BUNGALOW

**CONTRIBUTING**



Current photo

One nad a half story, Bungalow, steep pitched gabled roof with gabled dormers on either side, screened incised porch, some windows and roofing replaced, two-story garage apartment.



Historic photo

**900 SW 13TH AVENUE**

**YEAR BUILT:** 1949

**STYLE:** RANCH

**CONTRIBUTING**



Current photo

One-story Ranch residence with many additions to rear that cover majority of lot. Central block facade with symmetrical wings, wings have quoining, large window openings, low pitched hip roof with boxed eave overhangs.



Historic photo

**1001 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** MINIMAL TRADITIONAL  
NON-CONTRIBUTING



Current photo

A two-story Minimal Traditional home converted to a duplex with many alterations. A rear addition includes an open porch, balcony, and wood fence. Garage was enclosed and standard entry door added. Removed shutters and replaced steel casement windows.



Historic photo

**1323 SW 10TH STREET**

**YEAR BUILT:**

**STYLE:** BUNGALOW  
VACANT LOT



Current photo

This bungalow has been demolished and the site is now a vacant lot.



Historic photo

**1270 SW 10TH STREET**

**YEAR BUILT:** 1957

**STYLE:** INTERNATIONAL  
CONTRIBUTING



Current photo

A one-story American International home with including the full-width open entry porch, extended flat roof with wide overhanging eaves, wrought-iron supports/bars with geometric motif.





Historic photo

**1316 SW 10TH STREET**

**YEAR BUILT:** 1938

**STYLE:** STREAMLINED MODERNE  
**CONTRIBUTING**



Current photo

A two-story Streamlined Moderne duplex with intersecting gable roof, corner entry with eyebrow overhang. Horizontal bands/grooves align with windows, smooth stucco, centered circular stucco vents in gables. 1956 International-style garage apartment faces 13th Avenue.



Historic photo

**1012 SW 13TH AVENUE**

**YEAR BUILT:** 1938

**STYLE:** FRAME VERNACULAR  
**CONTRIBUTING**



Current photo

A one-story Frame Vernacular home with a low-pitch hip roof and symmetrical massing and front facade. The local coral stone chimney and foundation remain. The rear addition is not visible from the street. Window openings remain but with updated windows.



Historic photo

**1013 SW 13TH AVENUE**

**YEAR BUILT:** 1917

**STYLE:** BUNGALOW  
**VACANT LOT**



Current photo

This bungalow has been demolished and the site is now a vacant lot.



Historic photo

**1020 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** MEDITERRANEAN REVIVAL  
CONTRIBUTING



Current photo

A two-story garage apartment converted to a duplex with smoothed stucco. The original front garage door and window awnings were removed, and windows updated. An added open front porch and front addition drastically alter the front facade and entries.



Historic photo

**1023 SW 13TH AVENUE**

**YEAR BUILT:**

**STYLE:** BUNGALOW  
VACANT LOT



Current photo

This bungalow has been demolished and the site is now a vacant lot.



Historic photo

**1032 SW 13TH AVENUE**

**YEAR BUILT:** 1935

**STYLE:** MEDITERRANEAN REVIVAL  
CONTRIBUTING



Current photo

Two-story garage apartment duplex. Converted garage and replaced with standard window and removed all original wood windows. Entry overhang with barrel-tile and decorative brackets remain. Added exterior metal staircase with open deck for the duplex use.





Historic photo

**1033 SW 13TH AVENUE**

**YEAR BUILT:** 1938

**STYLE:** BUNGALOW

**CONTRIBUTING**



Current photo

One-story Bungalow home with native stone chimney and original front facing gable with triangular bracing, front facade and roof line altered with front addition flanking entry porch, entry porch enclosed, rear garage converted to living space and expanded.



Historic photo of the backhouse

**1042 SW 13TH AVENUE**

**YEAR BUILT:** 1935

**STYLE:** MISSION

**CONTRIBUTING**



Current photo

One-story Mission home with flat roof and decorative arched Mission-style parapet, wing walls, arched stucco medallion over grouping of windows, circular medallion over entryway, two story garage apartment outbuilding.



Historic photo

**1043 SW 10TH STREET**

**YEAR BUILT:** 1990

**STYLE:** MODERN VERNACULAR

**NON-CONTRIBUTING**



Current photo





Historic photo

**1056 SW 13TH AVENUE**

**YEAR BUILT:** 1920

**STYLE:** MASONRY VERNACULAR  
CONTRIBUTING



Current photo

One-story Masonry Vernacular residence with garage outbuilding, flat roof with parapeted gable with coping, chimney constructed with natural coral rock, east porch with curving concrete wall made of with native coral rock with grapevine mortar.



Historic photo

**1285 SW 11TH STREET**

**YEAR BUILT:** 1939

**STYLE:** STREAMLINE MODERNE  
NON-CONTRIBUTING



Current photo

A two-story Streamline Moderne duplex with flat roof (coping), decorative stucco vents, glass block windows, eyebrow overhangs, exterior stair, window surrounds. Alterations include one-story open porch with added shed roof and classical spiraled supports.



Historic photo

**1265 SW 11TH STREET**

**YEAR BUILT:** 1937

**STYLE:** STREAMLINE MODERNE  
CONTRIBUTING



Current photo

A two-story Streamline Moderne home with an enclosed one-story entry porch. Roof material and windows replaced.





Historic photo

**1100 SW 13TH AVENUE**

**YEAR BUILT:** 1921

**STYLE:** ITALIAN RENAISSANCE REVIVAL  
CONTRIBUTING



Current photo

Two-story Italian Renaissance Revival home with hipped roof with solar panels, broad overhanging eaves supported by decorative brackets, large two story garage apartment in rear, perimeter wall with decorative diamond pattern.



Historic photo

**1112 SW 13TH AVENUE**

**YEAR BUILT:** 1919

**STYLE:** BUNGALOW  
CONTRIBUTING



Current photo

One and a half-story Bungalow with Bellcast gabled roof and shed roof dormer, enclosed front porch with original piers, tall sliding windows, low concrete walls flanking steps with original urns.



Historic photo

**1290 SW 11TH STREET**

**YEAR BUILT:** 1954

**STYLE:** RANCH  
CONTRIBUTING



Current photo

One-story duplex Ranch, low-pitched hipped roof, red tile covering, moderate boxed eave overhang, smooth stuccoed surfaces, brick wall cladding, narrow porch, aluminum awning windows.





Historic photo

**1120 SW 13TH AVENUE**

**YEAR BUILT:** 2018

**STYLE:** CONTEMPORARY  
**NON-CONTRIBUTING**



Current photo

A non-contributing contemporary duplex constructed in 2018 with exposed concrete walls, large glass facade, and majority of front yard paved for parking.



Historic photo

**1121 SW 13TH AVENUE**

**YEAR BUILT:** 1955

**STYLE:** RANCH  
**CONTRIBUTING**



Current photo

One-story Ranch duplex, low-pitched hipped roof with asphalt shingles, wide eave overhangs with exposed roof rafters, smooth stuccoed surfaces, porch, planters with brick wall cladding.



Historic photo

**1130 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** SPANISH COTTAGE  
**CONTRIBUTING**



Current photo

A one-story Spanish Cottage home converted to a duplex. A recessed entry and back attached garage visible from street. New louvered windows and CBS wall.





Historic photo

**1131 SW 13TH AVENUE**

**YEAR BUILT:** 1954

**STYLE:** RANCH  
**CONTRIBUTING**



Current photo

A one-story Ranch duplex with low-pitched hipped roof with asphalt shingles, wide eave overhangs with exposed roof rafters, smooth stuccoed surfaces, entry porch with slanted columns to support porch roof.



Historic photo

**1136 SW 13TH AVENUE**

**YEAR BUILT:** 2006

**STYLE:** MODERN VERNACULAR  
**NON-CONTRIBUTING**



Current photo

A non-contributing one-story XXX style home constructed in 2006.



Historic photo

**1140 SW 13TH AVENUE**

**YEAR BUILT:** 1991

**STYLE:** MODERN VERNACULAR  
**NON-CONTRIBUTING**



Current photo

A non-contributing civic building that was constructed in 1991. The original Frame Vernacular garage apartment remains in the rear, but is not visible from the street.





Historic photo

**1141-43 SW 13TH AVENUE**

**YEAR BUILT:** 1954

**STYLE:** RANCH  
**CONTRIBUTING**



Current photo

A one-story Ranch duplex with a low-pitched roof with asphalt shingles (replaced with red tiles), wide eave overhang, smooth stuccoed surfaces, porch, planters with brick cladding, single-hung windows.



Historic photo

**1147 SW 13TH AVENUE**

**YEAR BUILT:** 1927

**STYLE:** COLONIAL REVIVAL  
**CONTRIBUTING**



Current photo

A two-story Colonial Revival residence, hipped roof with asphalt shingles, wide overhanging eaves, smooth stuccoed surfaces, symmetrically balances windows, centered pedimented entryway, single-hung windows.



Historic photo

**1150 SW 13TH AVENUE**

**YEAR BUILT:** 1959

**STYLE:** RANCH  
**CONTRIBUTING**



Current photo

A one-story 1959 Ranch duplex with tiled gable roof, front-facing gable and classical entry porch. At rear, a one-story 1926 Frame Vernacular ancillary dwelling with intersecting gables and significant alterations: enclosed porch, removed wood siding/rafters/bracing.





Historic photo

**1306 SW 12TH STREET**

**YEAR BUILT:** 1940

**STYLE:** MONTEREY  
**NON-CONTRIBUTING**



Current photo

A two-story building with a cantilevered second-story balcony that has since been enclosed, low-pitched gabled roof, board and batten shutters on doorway and windows that have since been removed.



Historic photo

**1290 SW 12TH STREET**

**YEAR BUILT:** 1949

**STYLE:** STREAMLINE MODERNE  
**CONTRIBUTING**



Current photo

A one-story Streamline Moderne duplex with a low-pitched hipped roof with red tile covering, eaves with little overhang, stuccoed wall surfaces, casement windows (replaced with sliding windows), entry porch.



Historic photo

**1210 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** STREAMLINE MODERNE  
**CONTRIBUTING**



Current photo

A two-story building Streamline Moderne duplex with a flat roof with coping, smooth stuccoed surfaces, cantilevered slab over entry doorway, steel casement windows (replaced with jalousie windows that continuous around corner).





Historic photo

**1215 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** STREAMLINE MODERNE  
**CONTRIBUTING**



Current photo

A two-story Streamline Moderne duplex with a low-pitched hipped roof with red tile covering, smooth stuccoed surfaces, cantilevered slab over doorway, steel casement windows (replaced with sliding windows), prominent exterior stairway.



Historic photo

**1224 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** STREAMLINE MODERNE  
**CONTRIBUTING**



Current photo

A two-story Streamline Moderne duplex with a low-pitched hipped roof with red tile covering (replaced with asphalt shingles), cantilevered slab canopy at lower level, steel casement windows (replaced with awning windows), horizontal grooves.



Historic photo

**1232 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** STREAMLINE MODERNE  
**CONTRIBUTING**



Current photo

A two-story Streamline Moderne duplex with a low-pitched hipped roof with red tile covering, pronounced entrance, steel casement windows (replaced with awning windows), horizontal grooves, prominent exterior stairway.





Historic photo

**1242 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** STREAMLINE MODERNE  
**CONTRIBUTING**



Current photo

A two-story Streamline Moderne duplex with a low-pitched hipped roof with red tile covering (replaced with asphalt shingles), cantilevered slab at lower level, steel casement windows (replaced with sliding windows), vertical glass-block windows at center of facade.



Historic photo

**1252 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** STREAMLINE MODERNE  
**CONTRIBUTING**



Current photo

A two-story Streamline Moderne duplex with a low-pitched hipped roof with red tiles, pronounced entrance, cantilevered slab canopy at doorway, steel casement windows (replaced with awning windows), prominent exterior stairway with accentuating curve.



Historic photo

**1221 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** BUNGALOW  
**CONTRIBUTING**



Current photo

One-story Bungalow, main house-original screen porch has been enclosed stone foundation and piers, elephantine columns, stoop with single door, gable roof with overhanging eaves and exposed rafters.



Historic photo

**1297 SW 13TH STREET**

**YEAR BUILT:** 2008

**STYLE:** NEO-MEDITERRANEAN

**NON-CONTRIBUTING**



Current photo

A non-contributing duplex constructed in 2008. Unlike all other residences on SW 13th Avenue, it faces away from the parking and a tall privacy hedge is planted where the front facade of residences is typically located.



Historic photo

**1225 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** BUNGALOW

**CONTRIBUTING**



Current photo

One-story Bungalow, gable roof with ventilation, overhanging eaves, front porch with stone piers and elephantine columns for support, stone foundation.



Historic photo

**1233 SW 13TH AVENUE**

**YEAR BUILT:** 1925

**STYLE:** BUNGALOW

**CONTRIBUTING**



Current photo

One-story Bungalow, cross-gable roof with ventilation, overhanging eaves with exposed rafters, main house-original screen porch has been enclosed, stone foundation and piers, elephantine columns.





Historic photo

**1245 SW 13TH AVENUE**

**YEAR BUILT: 1920**

**STYLE: BUNGALOW**

**CONTRIBUTING**



Current photo

One-story Bungalow, cross-gable roof with ventilation, overhanging eaves with exposed rafters, main house-original screen porch has been enclosed, stone foundation and tapered piers with columns for porch support.



Historic photo

**1301 SW 13TH AVENUE**

**YEAR BUILT: 1967**

**STYLE: RANCH**

**NON-CONTRIBUTING**



Current photo

A one-story Ranch residence with Central block facade with symmetrical wings, wings have quoining, large window openings, low pitched hip roof with boxed eave overhangs.



Historic photo

**1304 SW 13TH AVENUE**

**YEAR BUILT: 1914**

**STYLE: AMERICAN FOURSQUARE**

**CONTRIBUTING**



Current photo

Two-story American Foursquare residence, cubic shape, pyramidal hipped roof, wide overhanging eaves, Craftsman design elements, original screened porch since enclosed, battered stone surfaces.





Historic photo

**1310 SW 13TH AVENUE**

**YEAR BUILT:** 1914

**STYLE:** AMERICAN FOURSQUARE  
CONTRIBUTING



Current photo

Two-story American Foursquare residence, cubic shape, pyramidal hipped roof, wide overhanging eaves, Craftsman design elements, original screened porch since enclosed with boxed columnar supports, horizontal wood siding and smooth stucco surfaces.



Historic photo

**1320 SW 13TH AVENUE**

**YEAR BUILT:** 1914

**STYLE:** AMERICAN FOURSQUARE  
CONTRIBUTING



Current photo

Two-story American Foursquare residence, cubic shape, pyramidal hipped roof, wide overhanging eaves, Craftsman design elements, original screened porch since enclosed with boxed columnar supports, horizontal wood siding and smooth stucco surfaces.



Historic photo

**1328 SW 13TH AVENUE**

**YEAR BUILT:** 1914

**STYLE:** AMERICAN FOURSQUARE  
CONTRIBUTING



Current photo

Two-story American Foursquare residence, cubic shape, pyramidal hipped roof, wide overhanging eaves, Craftsman design elements, original screened porch since enclosed, battered stone surfaces at lower level, shingles at upper level (replaced with smooth stucco finish).



Historic photo

**1325 SW 13TH AVENUE**

**YEAR BUILT:** 1936

**STYLE:** MINIMAL TRADITIONAL  
CONTRIBUTING



Current photo

A one-story Minimal Traditional building, cross-hipped roof with red tiles, eaves with no overhang, smooth stuccoed wall surfaces, arched entryway, bay windows, single-hung multi-paned windows.



Historic photo

**1333 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** MINIMAL TRADITIONAL  
CONTRIBUTING



Current photo

A one-story Minimal Traditional building, cross-hipped intersecting gable roof, red tile covering, eaves with moderate overhang, smooth stuccoed wall surfaces, small entry porch supported by simple columns.



Historic photo

**1334 SW 13TH AVENUE**

**YEAR BUILT:** 1939

**STYLE:** MINIMAL TRADITIONAL  
CONTRIBUTING ALTERED



Current photo

A one-story Minimal Traditional building, cross-hipped roof with red tile covering, eaves with moderate overhang and exposed structure supports, stuccoed wall surfaces, asymmetrical facade, garage part of main building (since enclosed).





**1321 SW 14TH STREET**

**YEAR BUILT: 1972**

**STYLE: MODERN VERNACULAR**

**NON-CONTRIBUTING**

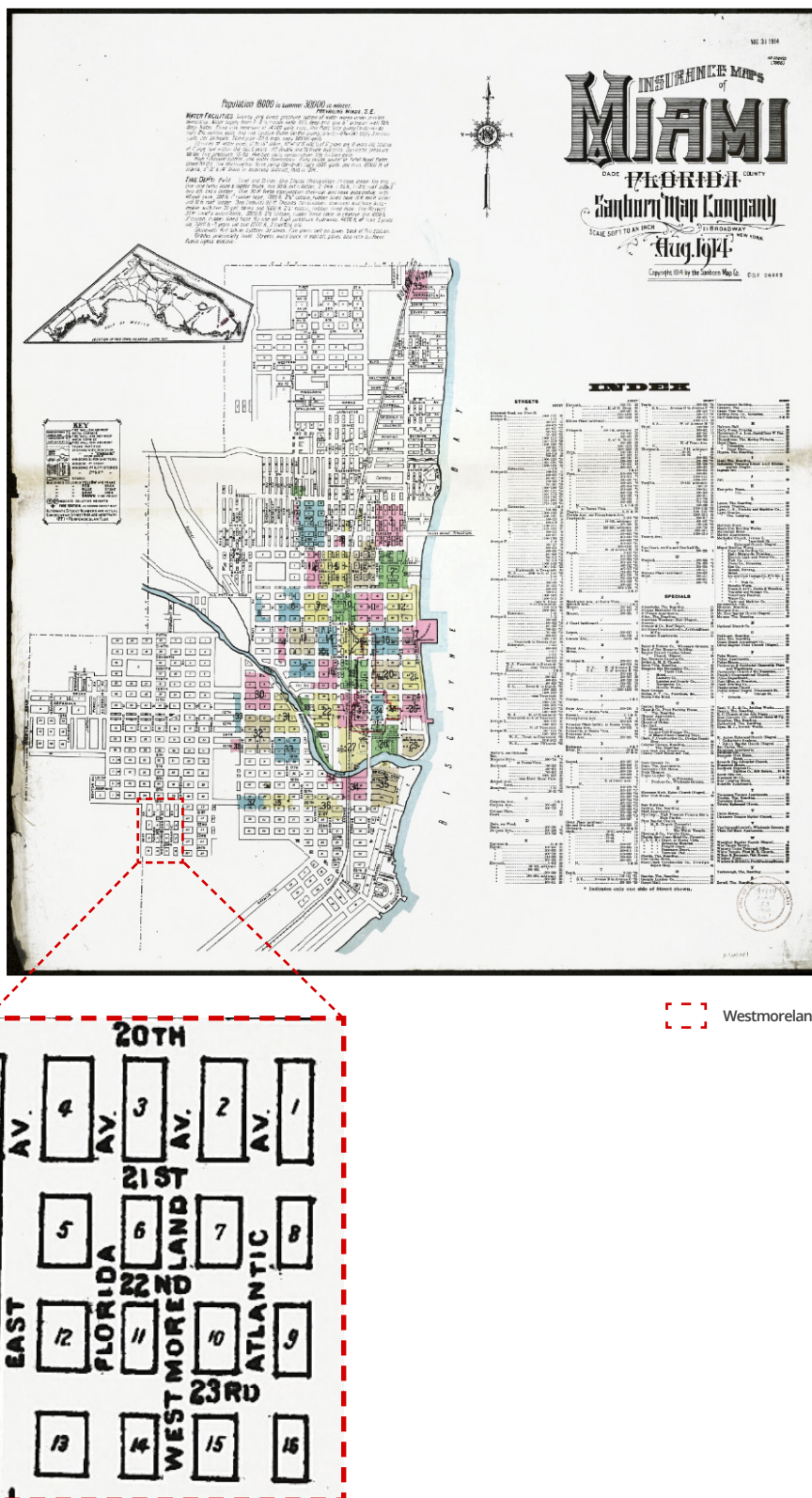


A non-contributing residence constructed in 1972 on the side of a demolished bungalow.

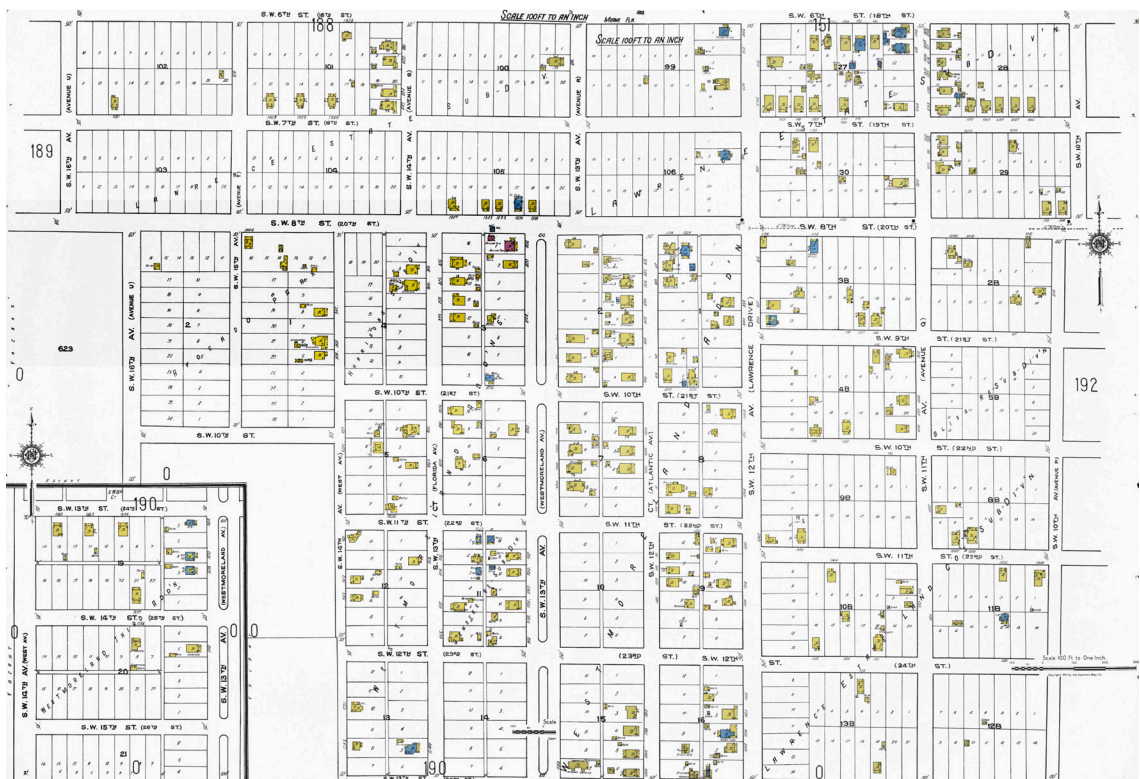


## VIII- Maps and Images

### MAPS



**Figure 1:** Map of Miami Dade County, Florida and enlargement of Westmoreland section, 1914  
(source: Publication of Archival Library and Museum Materials. Sanborn Insurance Maps).



**Figure 2:** Map of Miami, 1924 (source: Publication of Archival Library and Museum Materials. Sanborn Insurance Maps).

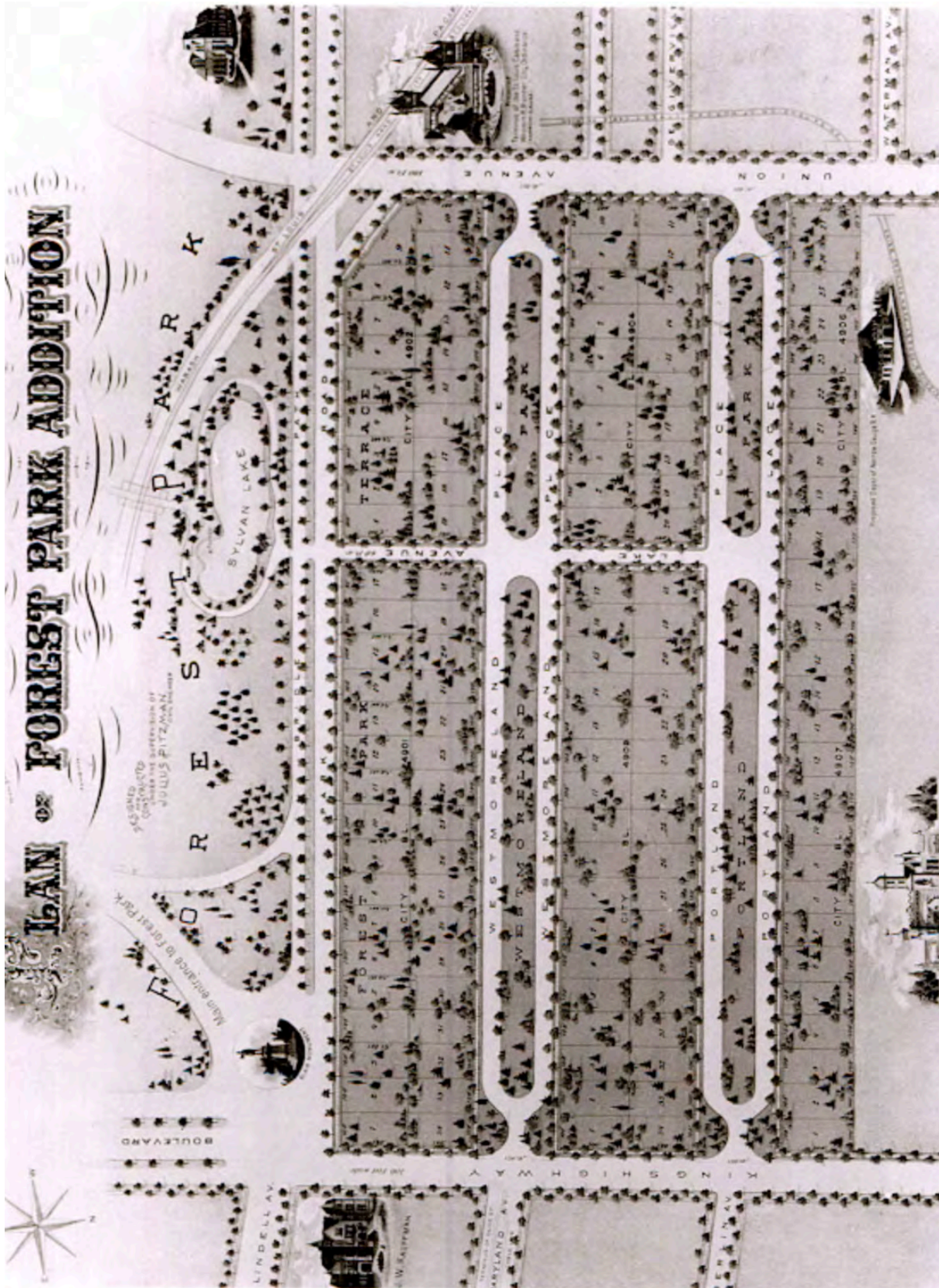


**Figure 3:** Map of Westmoreland, 1924 (source: Publication of Archival Library and Museum Materials. Sanborn Insurance Maps).





# PRECEDENT



**Figure 5:** Julius Pitzman's prospectus map of Forest Park Addition in St. Louis, which includes Westmoreland and Portland Places, 1887. (source: Hunter, "Westmoreland and Portland Places.")



# ADVERTISEMENTS

PAGE 50. THE MIAMI METROPOLIS, SATURDAY, NOVEMBER 2, 1912. REDLAND EDITION, SECTION 3.

# WESTMORELAND

## WHAT AND WHERE Westmoreland Is And How to Get There

**W**ESTMORELAND is a beautiful piece of land in the Southwest corner of Miami, about fifteen city blocks from the City Hall. Just across the street (20th) is General Lawrence's vast estate, which is known as the most beautiful estate in the county.

Westmoreland is on the edge of the "density belt" which is fast spreading out and must inevitably reach us. The northern boundary is 20th street, a splendidly macadamized highway running east and west from beautiful Biscayne Bay to the Everglades.

In the scheme for public highways, the County commissioners for Dade County have had a road surveyed along the southern boundary of Westmoreland, this road-way will connect with the four mile hammock that leads south to Coconut Grove and north through the city of Miami to Palm Beach, a stretch of one hundred and fifty miles of macadamized road, which will be the main road to Jacksonville, Florida, and thence up to the northern States.

The land itself is of the characteristic Dade County soil, dry and fertile; many beautiful orange and grapefruit groves surround this tract that will bear out the statement that this land is among the best for fruit raising. It lies well above the sea level, being the highest elevation in this section, is level and well drained. In all parts it is well timbered.

Luxury, culture and refinement surround this tract. The homes are owned by people of wealth who have beautiful, well kept homes, broad macadamized thoroughfares, trees and flowers. What do these surroundings mean to you who want a home free from all the unpleasant features that too often mar a city home.

Upon this tract, naturally so well located and favored, we are introducing the best possible improvements. The streets are laid out with parkways through the center, giving from thirty-five to sixty feet road-way on each side of the park. The streets will be opened, graded and paved with Dade County's famous rock, which makes the finest macadamized road known. Shade trees and other decorating features will be added. In fact, nothing will be left undone that will contribute to make "WESTMORELAND" synonymous with perfect development.



PERSPECTIVE OF "WESTMORELAND" SHOWING PLAN OF IMPROVEMENTS, PARKS, SHRUBBERY, ETC.

### Desirable Restrictions

1. Only persons of good character shall be allowed to own property.
2. No building on the property shall be used for the manufacture or sale of intoxicating liquors.
3. No residence shall be built on any part of the property costing less than \$1,500.

### Prices and Terms

Prices above quoted are to be in effect after November 30th, 1912. Prices to that date a discount of \$100.00 will be given on any lot.

Blocks as a whole will be sold at a further discount of 25 per cent. Half-blocks at a further discount of 15 per cent single lots will carry a further discount of 25 per cent to any one who will complete a dwelling thereon by January 1, 1913.

**TERMS.**

\$50.00 down per lot and \$10.00 per month per lot. 10 per cent discount for cash. 5 per cent discount for one-fourth cash and the balance in six semi-annual installments. No interest charged on any deferred payments. Taxes paid by the Company until deed delivered.

### All Improvements

It is our intention to make this property in every respect a thoroughly high-class residential suburb, and no expense will be spared to this end. All streets will be built and macadamized.

All parks will be added with grass and planted with flowers, shade trees will be planted on both sides of the streets.

City water and gas will be extended as soon as satisfactory arrangements can be made with the water works and gas companies.

## F. C. BROSSIER & SON

1120 Avenue C - - - - - Miami, Fla.

Figure 6: Westmoreland advertisement in The Miami Metropolis, 1912.



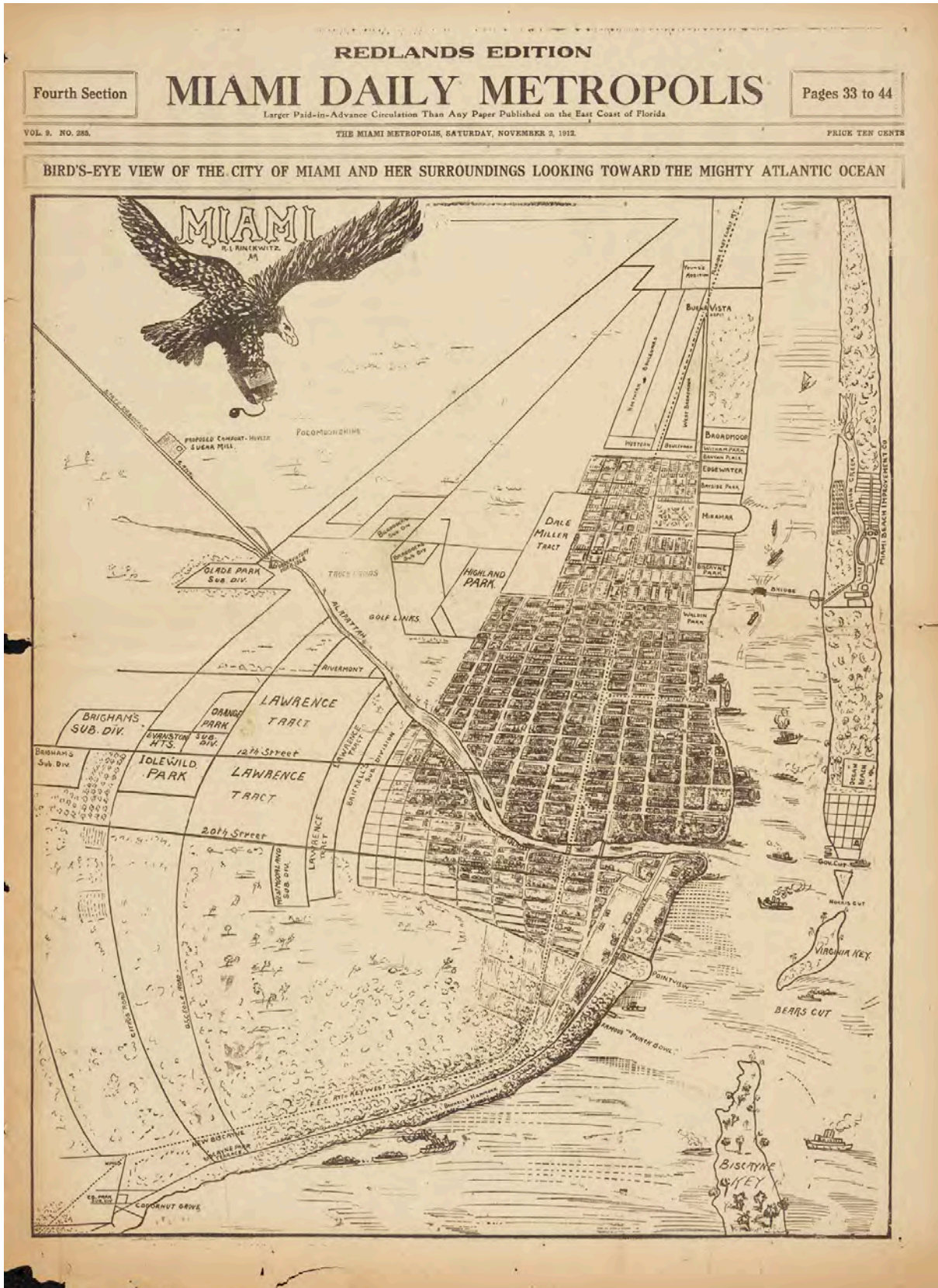


Figure 7: The Miami Metropolis cover showing early part of Westmoreland, 1912.



# Sorry, but it's been sold! WESTMORELAND



## Don't Play a Waiting Game!

BUSINESS MEN AND MEN WITH SNAP AND JUDGMENT ARE BUYING IN BEAUTIFUL WESTMORELAND. JOIN THIS CLASS. MEN WHO HAVE MADE FORTUNES BUYING JUST SUCH PROPERTY AS WESTMORELAND ARE BUYING HERE. SOMEBODY ELSE WILL WANT JUST THE LOT YOU BOUGHT BEFORE YOU PAY THEM OUT AND THEY WILL PAY YOU A PROFIT. DO YOU WANT IT?

COMPARE THE PRICES ASKED IN BEAUTIFUL WESTMORELAND WITH ANY OTHER SECTION OF MIAMI, AND YOU WILL FIND THAT YOU WILL HAVE TO PAY FROM THREE TO TEN TIMES MORE FOR THE SAME PROPERTY. TRY TO BUY A LOT FIFTEEN BLOCKS NORTH OF THE CITY AND YOU WILL HAVE TO PAY FROM ONE THOUSAND DOLLARS TO THIRTY FIVE HUNDRED FOR IT. AND WHEN YOU GET IT, WHAT HAVE YOU GOT? A BARE LOT WITH NO IMPROVEMENTS, BUT ONLY THE PROMISE OF IMPROVEMENTS.

IN WESTMORELAND YOU GET BEAUTIFUL PARKS, PLANTED AND UNDER THE CARE OF AN EXPERT LANDSCAPE GARDENER. IF YOU BUY A LOT IN THIS RESTRICTED ADDITION TO MIAMI, YOU WILL MAKE THE BEST INVESTMENT YOU EVER MADE IN REAL ESTATE. BUT YOU WILL HAVE TO BUY NOW AND REMEMBER YOU PAY NO INTEREST AND ONLY TEN DOLLARS A MONTH. TAXES WILL BE PAID BY THE COMPANY UNTIL YOU GET DEED. SEND US THE FIRST PAYMENT TO CLOSE THE DEAL. WE WILL RESERVE THE BEST LOT AT THE PRICE YOU NAME FOR YOU AND WILL GIVE YOU SIXTY DAYS TO INSPECT IT. IF IT'S NOT AS WE REPRESENT IT TO BE YOU GET YOUR MONEY BACK!

**Prices \$200 to \$650 --- none higher**

**\$50.00 Cash — \$10.00 per Month — No Interest — No Taxes**

**Brossier knows where money grows**—We published this advertisement in the fall of 1906; we want you to read every word of it.

Ask Brossier—He knows—or any resident who keeps posted, as to the truthfulness of the above statement and they will tell you that this is so. If you have taken the trouble to investigate you will not have to ask others, you know it's so. We say that we know where money grows—it's here in Miami—where all you have to do is to plant the dollar and in a year or so reap two dollars. We know people who came to this country a few years ago in a "Prairie Schooner" or an "Indian Dugout" who are worth from \$5,000 to \$50,000 and they made it by legitimate increases in their real estate investments. The same opportunity awaits you; we have lots in the city from \$250 up; we have some for as little as \$80 which can be sold on our plan for \$150, \$175 and \$200 a lot. We have acre property for \$25 an acre that divided and sold for as little as \$50 a lot will bring \$250 an acre. We have a tract of one thousand acres at fifteen dollars an acre that can be sold for thirty and forty dollars an acre. But these are only a few of our bargains.

The thousand acres mentioned in the last two lines of this ad are located on the east and west side of the P. R. C. Ry. tract at Landerdale and joins the northern limits of that town; in fact it is the north half of sections three, four and five, of township fifty and range forty-two west. The lots there are selling from three hundred to six hundred apiece. Think of it! From \$1,500 to \$2,400 per acre, and we offered it at \$15.00 per acre a little over six years ago.

The land referred to at \$25.00 per acre has been subdivided into lots and sold out at \$350 and \$500 per lot, and has one side and a half from the court house in this city.

**Funny, isn't it!**

How often we let big opportunities slip through our fingers. Talk to any old resident of Miami and he will point out one after another worth their weight in gold and thousands of dollars that he could have purchased a few years ago "for a song."

Three years from today you will be pointing to the attractive homes in Westmoreland and telling how you could have traded your money if you had purchased one of them in 1912.

**Join This Class**

These people have bought in Westmoreland. Ask them what THEY think of it. Ask them WHY they bought and they will tell you it's because they KNOW it's a good investment.

Arthur T. Strassell, Miami, .....	2 lots	R. D. and J. C. Brossier, Miami, .....	2 lots
E. E. Knoll, Miami, .....	1 lot	D. E. Whitestone, Marathon, Fla., .....	1 lot
J. B. Dill, Miami, .....	6 lots	Mrs. Florence J. Robertson, Jacksonville, .....	1 lot
J. O. St. Johns, contractor, Miami, .....	1 lot	Mrs. Nichols, Gainesville, Fla., .....	1 lot
Miss Kate Dahlstrom, Miami, .....	1 lot	Victor Moffat, Key West, Fla., .....	2 lots
Robert Weiborn, Miami, .....	12 lots	Mrs. Julia Culman, Texas, .....	2 lots
Oliph Knight and Claus Dunsen, Miami, .....	1 lot	B. H. Scrip, Key West, .....	3 lots
R. H. Gardner, Miami, .....	1 lot	Mrs. M. C. Wright, Birmingham, Ala., .....	1 lot
L. J. Coffin, Miami, .....	1 lot	Edward Moore, New Haven, Conn., .....	12 lots
W. A. O'Brien, Miami, .....	1 lot	J. F. Talbot, McPherson, Kans., .....	2 lots

Send for a copy of Brossier's Magazine which will tell you all about Westmoreland.

# F. C. BROSSIER & SON

1120 Avenue C

Miami, Florida

Figure 8: Westmoreland Homes advertisement by F.C. Brossier & Son in The Miami News, 1912.



WESTMORELAND AVE., SHOWING TREES AND SHRUBBERY

*Do You  
Live  
while  
in Miami  
or just  
Board ?*

## WESTMORELAND HOMES

offer the luxury of "home life" amid Nature's most lavish climatic advantages. From the standpoint of **ECONOMY, INVESTMENT, COMFORT**—these homes are calling to YOU! Make your enjoyment of Florida **MORE** enjoyable by living in comfort in **YOUR OWN** cozy "winter home" in **WESTMORELAND!**

Bungalow and Cottage Styles Complete  
**\$3000 to \$4000**

Includes lot 60x130 feet.  
Paved streets. Trees. Shrubberty.  
**Also Built to Order Homes**  
*Payments like rent, if desired*

We have just the home you want. If not, we'll build it for you! Rent it while you are away, or, if you prefer, we will attend to thorough caretaking in your absence, for a moderate charge. Our Mr. Ferrel has a particularly attractive proposition to make to you if you will call up or drop in at our office.

Buy  
Now



Buy  
Now

## Realty Securities Corporation

1109 Avenue C

Ask Mr. Ferrell

Phone 300

Figure 9: Westmoreland advertisement by Realty Securities Corporation in The Miami News, 1917.



**The times call for  
ACTION!  
WESTMORELAND LOTS  
are GOING FAST!**

**Why?** Because they are in the RIGHT location—  
Twentieth Street, (West of Lawrence Drive)  
—on the “Tamiami Trail.” The growth of the  
city is in THIS direction.

Lots face a fine double-parked boulevard running south to the Bay and the Jas. Deering estate. They are LARGE lots, 60x130 feet—plenty of room for beautiful yards. The time to ACT is NOW!

*Values are increasing--Big profits have been made in*  
**“WESTMORELAND”**

Twentieth Street, (West of Lawrence Drive) on the ‘Tamiami Trail’  
Many lots in Westmoreland have been re-sold for original purchasers at profits of a HUNDRED DOLLARS and MORE. In THREE YEARS others have DOUBLED in price!

**LOTS** This is the kind of live salable property you buy if you buy in Westmoreland. Get in on these rapidly increasing values. Two new blocks are just being opened up. This is your opportunity. Paved streets, sidewalks, water, electric lights. These lots will sell FAST—prices will go up. It's NOW or higher prices, which will you take?

*Two new blocks just opened* Phone 233 TODAY! Mr. Stevens will take you out.

**\$ 500** **Westmoreland Company**  
**and up** **1109 Avenue C**  
**Second Floor**



We sell Homes—  
We sell Lots—  
We Build Homes  
to order.

**ASK YOUR OWN BROKER**

**Figure 10:** Westmoreland Homes advertisement by Westmoreland Company in The Miami News, 1919.

# Throw Off Rent Shackles

**BUY  
NOW**



**BUY  
NOW**

## Westmoreland Homes

*Mean Happiness and Independence!*

Rent receipts pay no dividends—except for the other fellow! **YOU'RE** a man—**FREE** yourself. Be your own landlord. Take your pencil and figure up how much "rent" you have invested in somebody else's property. It's time to **STOP!** Here is your **OPPORTUNITY.** Seize it! And live more comfortably and happily than you've ever lived before in your life

**\$30** A Month **PAYS** For This Beautiful **BUNGALOW** and **LOT**  
*A Real Home You Can Actually Call Your Own*

Ornamental trees, shrubbery, paved streets, broad avenues and delightful parkways make "WESTMORELAND" the ideal close-in suburb. It is located on 20th street, west of Lawrence Drive and right on the line of the "Tamiami Trail." Electric lights; good jitney service to center of city; restricted development—everything in fact to make it a beautiful, healthful location for **YOUR** home, where property values are increasing every day.

### "WESTMORELAND HOMES"

are either "ready-built" or built to your order. In either case we can assure you of the best grade of construction and finish to be found anywhere at our prices and terms. They're selling **FAST**, too. **YOU** ought to see them **AT ONCE!**

Plans and detailed description of Westmoreland Homes may be seen at our office, or phone us **NOW** and we'll take you out to see the **HOMES** themselves!

## Realty Securities Corporation

Phone 300

Ask For Mr. Ferrell

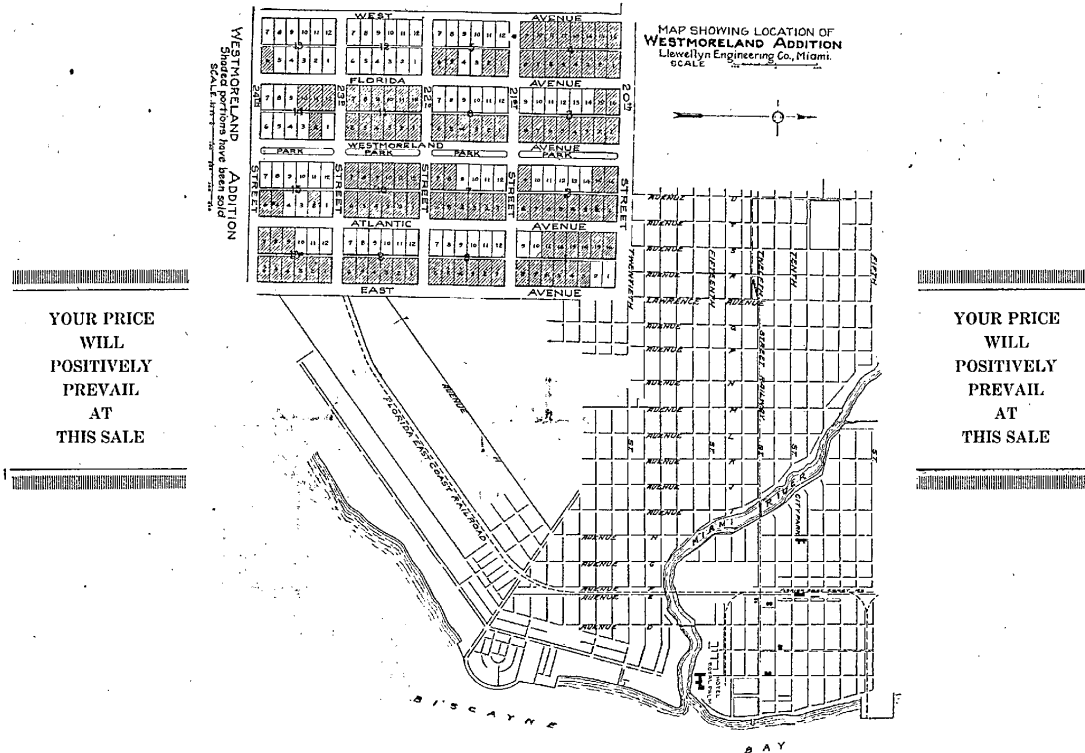
1109 Avenue C

Figure 11: Westmoreland Homes advertisement by Realty Securities Corporation in The Miami Herald, 1917.

# A Real Auction Sale of Lots in Westmoreland

**Monday and Tuesday, April 3rd and 4th, at 10 a. m.**

WESTMORELAND FRONTS TWENTIETH STREET AND LAWRENCE DRIVE AND IS VERY CLOSE TO THE CAR LINE. IT IS A HIGH CLASS PROPERTY, AND DIRECTLY OPPOSITE, LOTS ARE NOW SELLING FOR AS HIGH AS ONE THOUSAND DOLLARS EACH



We are authorized to sell these lots for the highest price they bring, whether it pleases us or not. The prices must please you. The lots must be sold. Lots in Westmoreland are 60 and 65 feet front and 130 feet deep. Look at the map and get the location correctly in your mind, then call on us any time before the sale and look it over.

## THE EASY TERMS

Ten per cent of purchase price cash, balance \$10.00 per lot per month, deferred payments bearing 6 per cent interest.

Some very valuable and useful gifts will be given away at this sale, regardless whether you bid, buy, or not. Even if we don't sell any lots, we must give away these gifts, so be on hand and get your share.

SEE BURDINE'S SONS WINDOW TUESDAY MORNING

We will provide free transportation to and from the sale and we will endeavor to make it pleasant for you whether you buy or not. Make your arrangements now to be on hand

MONDAY AND TUESDAY, APRIL 3rd AND 4th, AT 10 A. M.

**WILLIAM I. PHILLIPS and J. WAINWRIGHT, Jr.**

304-305 Burdine Building

**Miami, Florida**


Phone 329-R

**Figure 12:** Westmoreland Homes advertisement by William I. Phillips and J. Wainwright, Jr. in *The Miami Herald*, 1916.



# KIT HOMES

**A TWO-STORY BUNGALOW**



**The WESTLY** Honor Bill \$1,874<sup>00</sup>  
No. 2026 "Already Cut" and Fitted.

See Description of "Honor Bill" Homes on Page 9.

**At the above price we will furnish all the material to build this two-story bungalow, consisting of mill work, porch ceiling, siding, flooring, finishing lumber, building paper, eaves trough, down spout, sash weights, hardware and painting material. No extras, as we guarantee enough material to build this bungalow. Price does not include cement, brick or plaster.**

**First Floor** The front door leads directly into a hall which has cased opening with colonnades leading into living room and dining room, and stairway leading to second floor. Dining room has oak mantel. The living room is arranged directly in the rear of the living room, with an entrance to back porch.

**Second Floor** The stairs to the second floor lead directly into a hall which connects with all chambers and bathroom. All rooms are light and airy.

**Height of Ceilings** Basement, 7 feet from floor to ceiling; second floor, 8 feet from floor to ceiling.

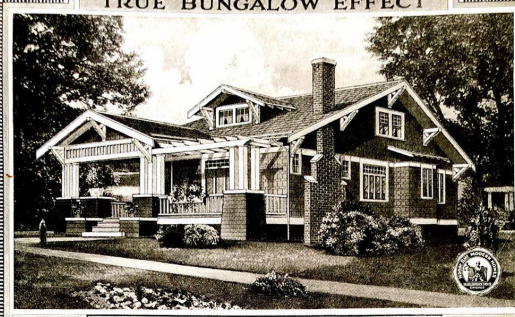
We furnish our best "Quality Guaranteed" mill work, described on pages 120 and 121. Interior doors are five-piece panel, with trim and flooring to match, all yellow pine, in beautiful grain and color. Windows are made of clear California white pine, with good quality glass set in with best grade of putty. Porches have fir edge-grain flooring.

**Options** We furnish our best "Quality Guaranteed" mill work, described on pages 120 and 121. Interior doors are five-piece panel, with trim and flooring to match, all yellow pine, in beautiful grain and color. Windows are made of clear California white pine, with good quality glass set in with best grade of putty. Porches have fir edge-grain flooring.

**Our Guarantee Protects You—Order Your House From This Book**  
Price Includes Plans and Specifications.

**SEARS, ROEBUCK AND CO. CHICAGO**

**TRUE BUNGALOW EFFECT**



**The CORONA** Honor Bill \$2,647<sup>00</sup>  
No. 240 Not Cut or Fitted.

See Description of "Honor Bill" Homes on Page 9.

**At the above price we will supply all the material to build this seven-room bungalow, including all mill work, lumber, lath, shingles, building paper, eaves trough, down spout, sash weights, hardware and painting material. Price does not include cement, brick or plaster.**

**First Floor** A large living room is entered from the front porch. It has a beamed ceiling and brick mantel with a window on each side. Colonnade and bedrock between this room and the dining room. Beamed ceiling in dining room. Door from living room to bedroom and a door from dining room into the hall connecting with the kitchen, bathroom, stairs and rear bedroom. Breakfast room with permanent seats on each side of table in the kitchen. Rooms are 9 feet high from floor to ceiling. Double doors in all rooms.

**Second Floor** A stairway opens into the hall on the second floor leading to the two bedrooms and sleeping porch in the rear. Closet in hall and also in each bedroom. One of the front bedrooms has an alcove which is large enough for a bedroom if desired, or it can be used as a sewing room or a den. Rooms are 9 feet high from floor to ceiling.

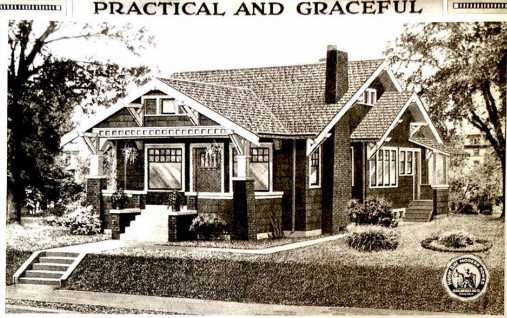
**Basement** Excavated basement the full width of the bungalow and 31 feet long. Has concrete floor and 4 feet high from floor to joists.

**Options** We furnish our best "Quality Guaranteed" mill work, described on pages 120 and 121. Interior doors are five-piece panel, with trim and flooring to match, all yellow pine, in beautiful grain and color. Windows are made of clear California white pine, with good quality glass set in with best grade of putty. Porches have fir edge-grain flooring.

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Price Includes Plans and Specifications.

**SEARS, ROEBUCK AND CO. CHICAGO**

**PRACTICAL AND GRACEFUL**



**The BELMONT** Honor Bill \$2,026<sup>00</sup>  
No. 227 Not Cut or Fitted.

See Description of "Honor Bill" Homes on Page 9.

**At the above price we will furnish all the material to build this five-room bungalow, consisting of mill work, medicine cabinet, lumber, lath, shingles, flooring, finishing lumber, building paper, eaves trough, down spout, sash weights, hardware and painting material. No extras, as we guarantee enough material to build this bungalow. Price does not include cement, brick or plaster.**

**IN THE BELMONT bungalow** we have one of those practical designs so much in favor along the Pacific Coast. Built in the proper surroundings and given the proper color treatment, a bungalow of this kind will be an ornament to any community and a constant source of pleasure to the owner. A good color scheme is golden brown for the body of the house, which is sided with shingles, with white trim and green for the roof.

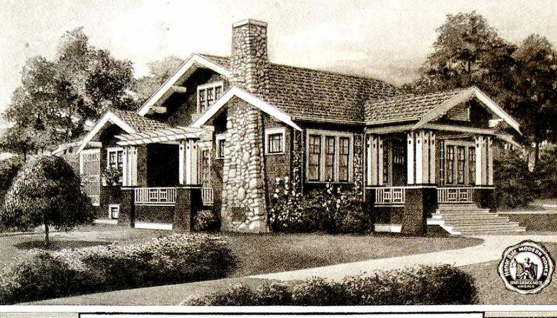
**Main Floor** A handsome Craftsman oak door leads directly into the large living room. To the right is a large rustic brick mantel with a window on each side. In the opening between the living room and dining room are painted pilasters with California laurel in the center. Windows are made of clear California white pine, with good quality glass set in with best grade of putty. Porches have fir edge-grain flooring.

**Options** We furnish our best "Quality Guaranteed" mill work, described on pages 120 and 121. Interior doors are five-piece panel, with trim and flooring to match, all yellow pine, in beautiful grain and color. Windows are made of clear California white pine, with good quality glass set in with best grade of putty. Porches have fir edge-grain flooring.

**Our Guarantee Protects You—Order Your House From This Book**  
Price Includes Plans and Specifications.

**SEARS, ROEBUCK AND CO. CHICAGO**

**THE ASHMORE** Honor Bill \$2,870<sup>00</sup>  
No. 3034 "Already Cut" and Fitted.



See Description of "Honor Bill" Homes on Page 9.

**At the above price we will furnish all the material to build this six-room bungalow, consisting of mill work, medicine cabinet, buffet, kitchen cupboard, lumber, lath, shingles, porch ceiling, flooring, finishing lumber, building paper, eaves trough, down spout, sash weights, hardware and painting material. No extras, as we guarantee enough material to build this bungalow. Price does not include cement, brick or plaster.**

**IN THE original conception of this bungalow, brown was made the predominant color. The treatment of the roof, body finish, floors and walls of interior, with a careful blending of tone from the darker brown to light terra cotta and creams, produces a delightful and harmonious contrast. The rugged, massive cobblestone chimney adds the final touch of stability and bungalow character.**

**Main Floor** Front door opens into large living room with a fireplace on the right, built-in bookcases with glass doors and sash above. To the right of the living room is a bay window with a comfortable seat built in. The walls of this room are paneled, one mold in ceiling. A cased opening leads from the living room into the dining room. Here you will find a handsome buffet. From the dining room a door opens into the front bedroom. From the dining room a pair of French doors open upon the pergola. In the kitchen will be found the ever popular Pullman breakfast alcove. There is a broad work shelf at one end of the island. The walls are lighted and wainscoted. A bathroom is located in the rear. From the living room there is a stairway to the attic which contains space to be finished into other rooms, such as den or storage room. There is a stairway from the kitchen to the basement. A linen closet and clothes chute in hall. Towel closet opens into bathroom. The door in the closet in the bedroom adjoining the kitchen has a large mirror on the bedroom side. Double doors in all rooms.

**Basement** Excavated basement, with concrete floor under rear half of the house, well lighted, 7 feet from floor to joists.

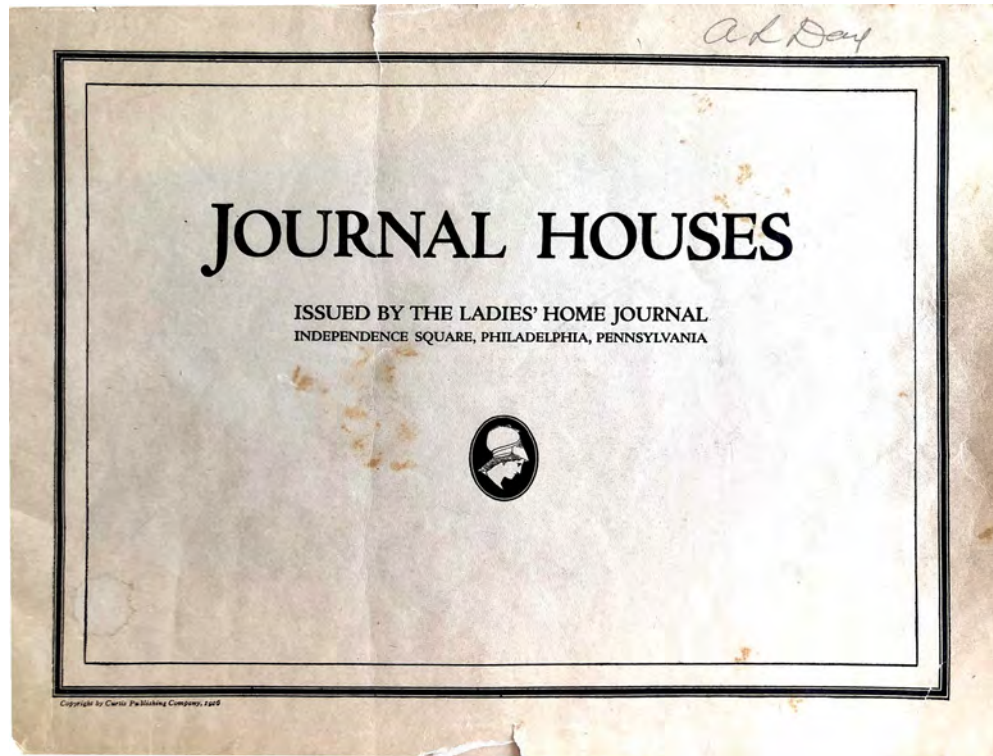
**Options** We furnish our best "Quality Guaranteed" mill work, described on pages 120 and 121. Interior doors are five-piece panel, with trim and flooring to match, all yellow pine, in beautiful grain and color. Windows are made of clear California white pine, with good quality glass set in with best grade of putty. Front and side porches have cement floors.

**Our Guarantee Protects You—Order Your House From This Book**  
Price Includes Plans and Specifications.

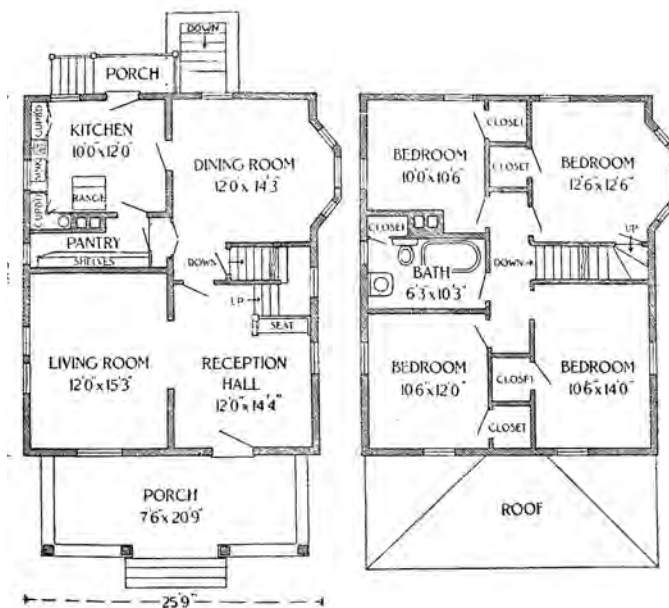
Figures 13-16: Pages from the Sears Catalog for Bungalows (source: "Sears Homes of Illinois" by Rosemary Thornton).



# JOURNAL HOUSES



**Figure 13:** Cover from an original Ladies' Home Journal of Philadelphia, 1916.



**Figure 17:** Floor Plans and a photograph of an American Foursquare from the Ladies' Home Journal of Philadelphia, 1916.



# CUBAN MEMORIAL BOULEVARD

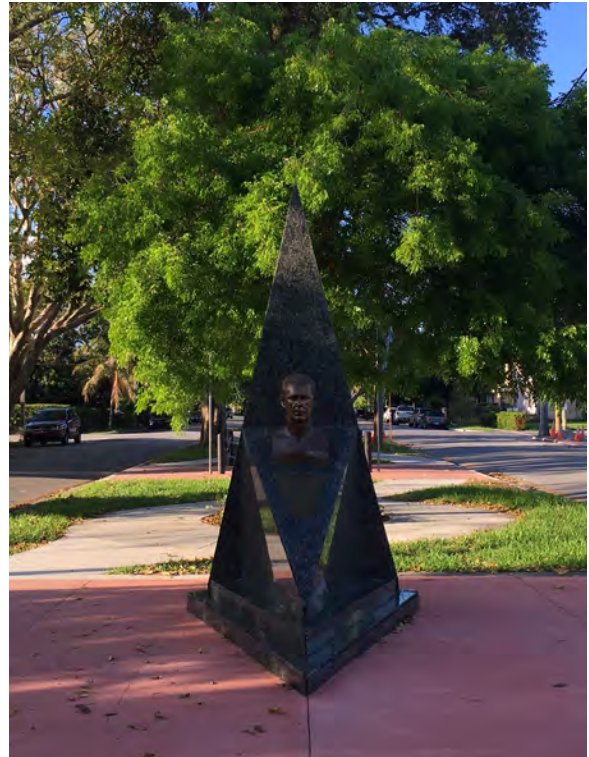


**Figure 18:** Photograph of the Eternal Torch of Brigade 2056, a monument to those who died during the Bay of Pigs invasion (source: Plusurbia Design).



**Figure 19:** Photograph of a monument in Cuban Memorial Boulevard (source: Plusurbia Design).





**Figure 20:** Photograph of a plaza at Cuban Memorial Boulevard today dedicated to Cuban journalists who bravely devoted their lives to write against the Castro regime, including a bust of Salvador Díaz-Verson, an exiled reporter (source: Plusurbia Design).



**Figure 21:** Photograph of a plaza at Cuban Memorial Boulevard today dedicated to Cuban journalists who bravely devoted their lives to write against the Castro regime, including a bust of Salvador Díaz-Verson, an exiled reporter (source: Plusurbia Design).





**Figure 22:** Photograph of monuments bronze bust of General Antonio Maceo, an Afro Cuban general who was a great leader during the Cuban movement for independence and a plaque commemorating one hundred years since Martí's death (source: Plusurbia Design).



**Figure 23:** Photograph of the monument with a bronze map of Cuba and a quote by Cuban poet and hero Jose Martí at Cuban Memorial Boulevard today (source: Plusurbia Design).





**Figure 24:** Photograph of Cuban Memorial Boulevard today (source: Plusurbia Design).



**Figure 25:** Photograph of Mothers' Monument and Ceiba Tree at Cuban Memorial Boulevard today (source: Plusurbia Design).



# PHOTOGRAPHS

## BUNGALOW



**Figure 26:** Photograph of the side view of the Bungalow at 875 SW 13th Avenue today.  
(© Steven Brooke Studios, Inc.)

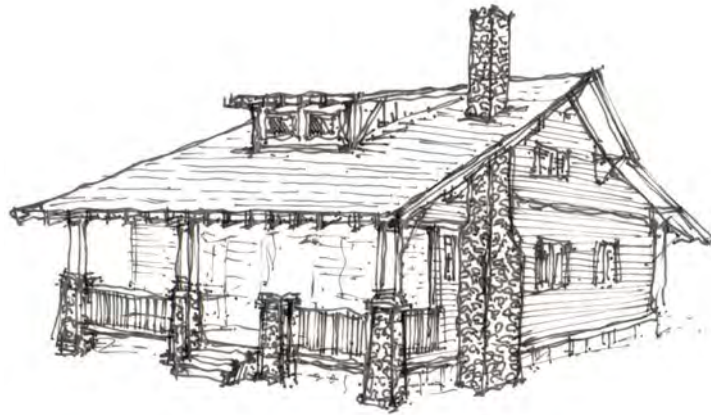
## COLONIAL REVIVAL



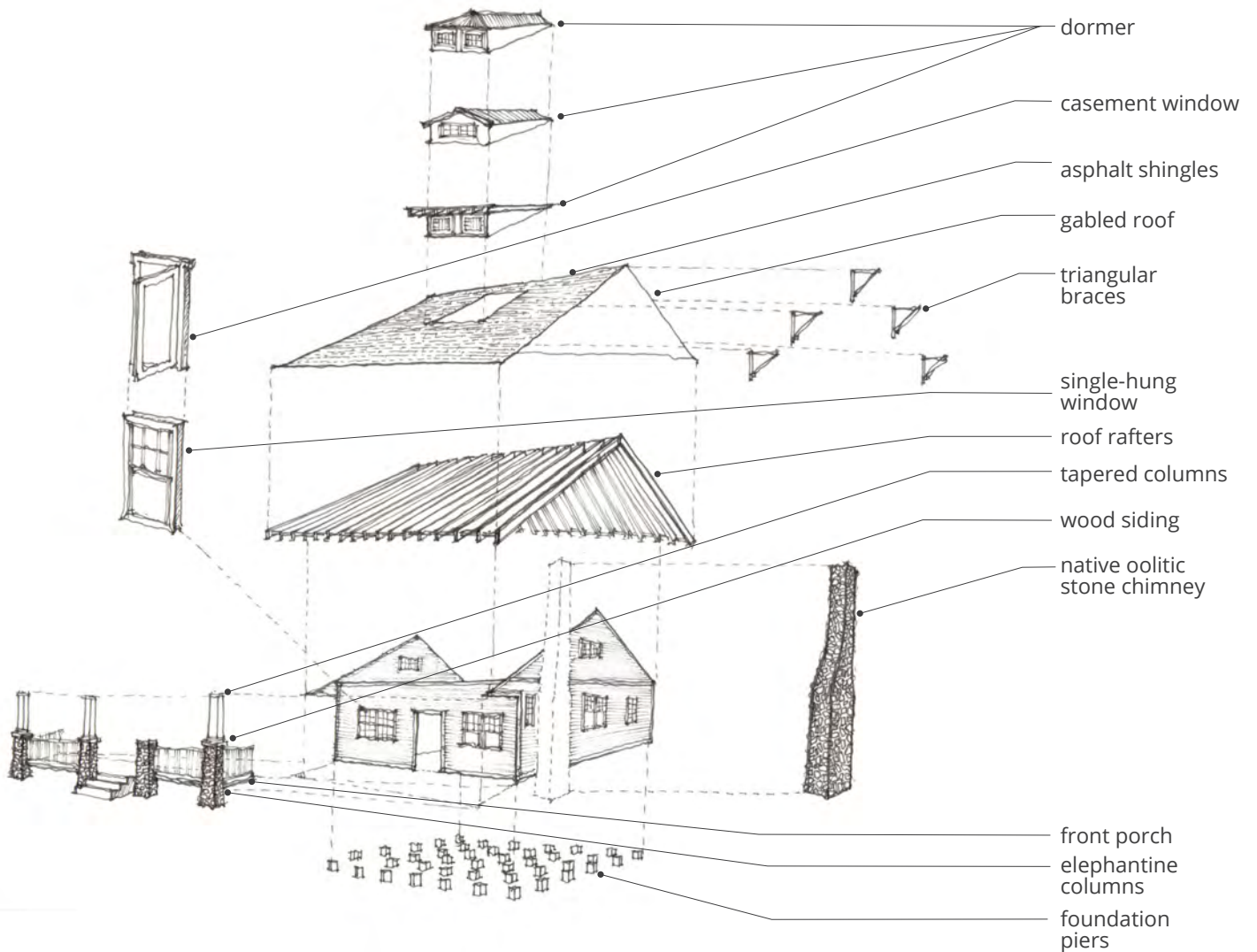
**Figure 27:** Photograph of a Colonial Revival home at 1147 SW 13th Avenue today.  
(© Steven Brooke Studios, Inc.)

# DIAGRAMS

## BUNGALOW



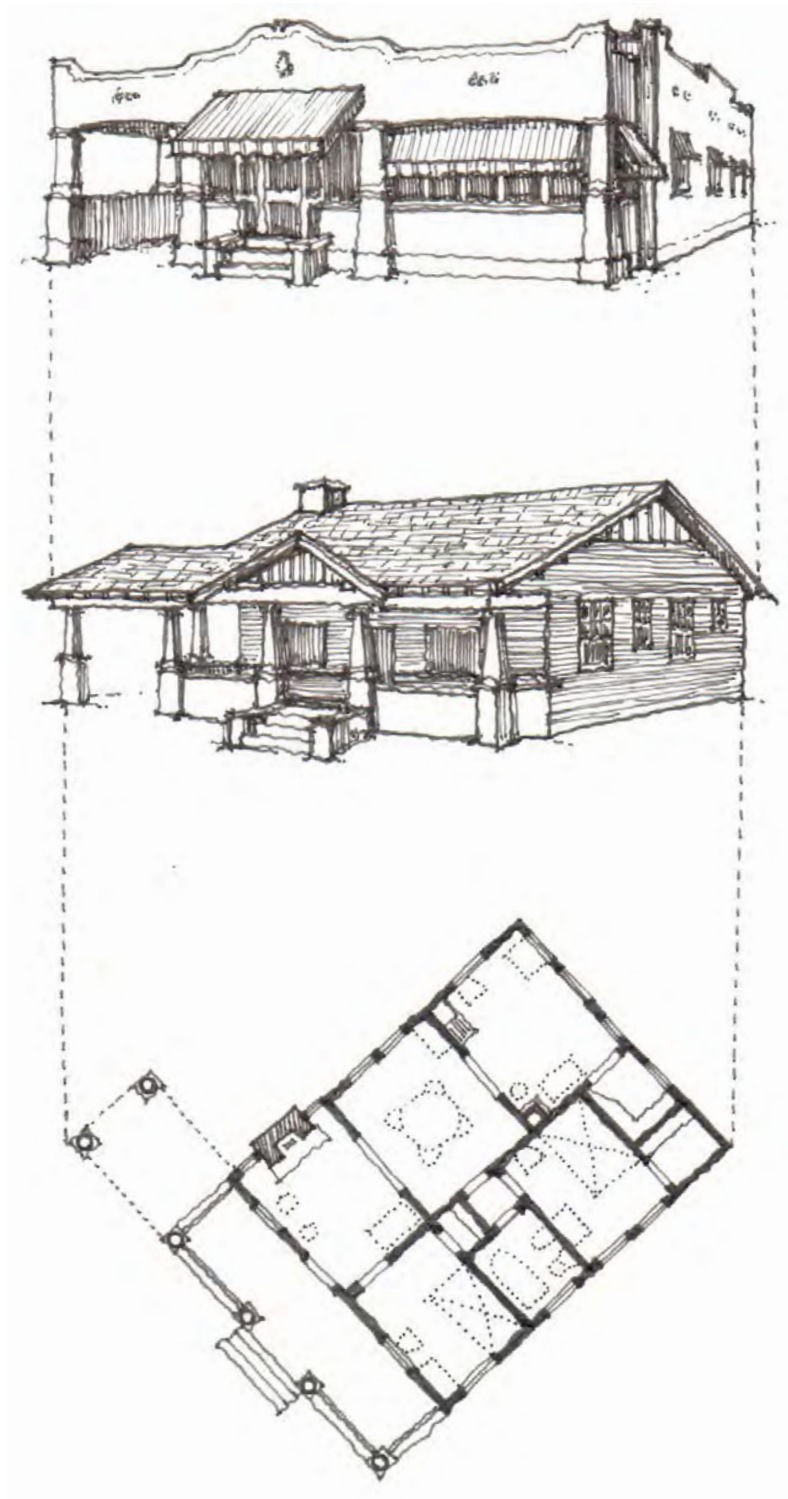
**Figure 28:** Drawing of a Bungalow.



**Figure 29:** Diagram of the features of the Bungalow at 820 SW 13th Avenue (source: Plusurbia Design).

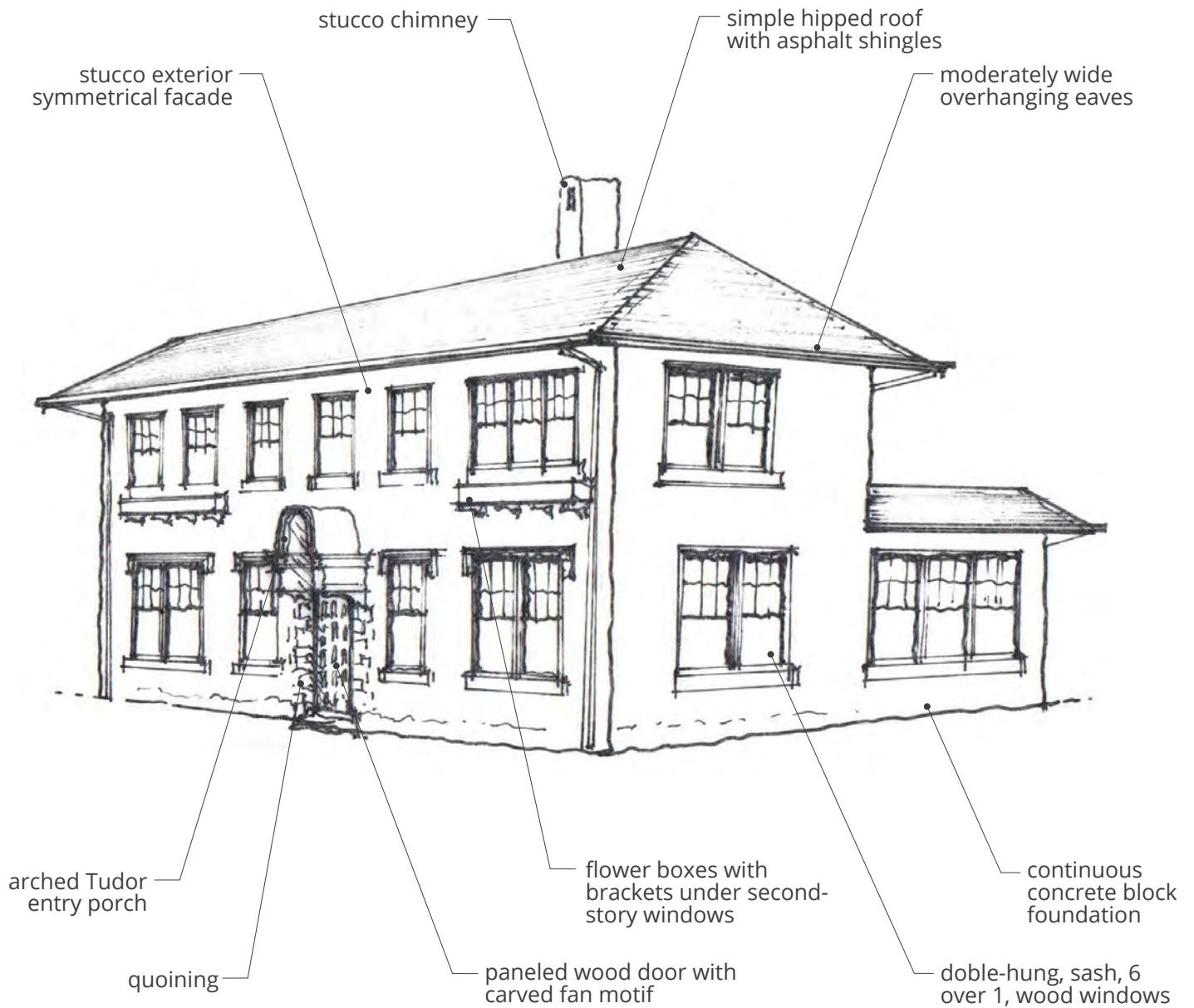


## EVOLUTION OF A BUNGALOW



**Figure 30:** Diagram showing the evolution of the early 20th Century Craftsman-style Bungalow into a “Spanish Bungalow” interpretation of the 1920s, which made use of emerging concrete construction technology in South Florida, as well as the latest fashion for Spanish style Architecture. The floor plan remained essentially unchanged, while innovations consisted of the shift from wood to concrete construction and the elimination of the pitched roof. (source: Plusurbia Design)

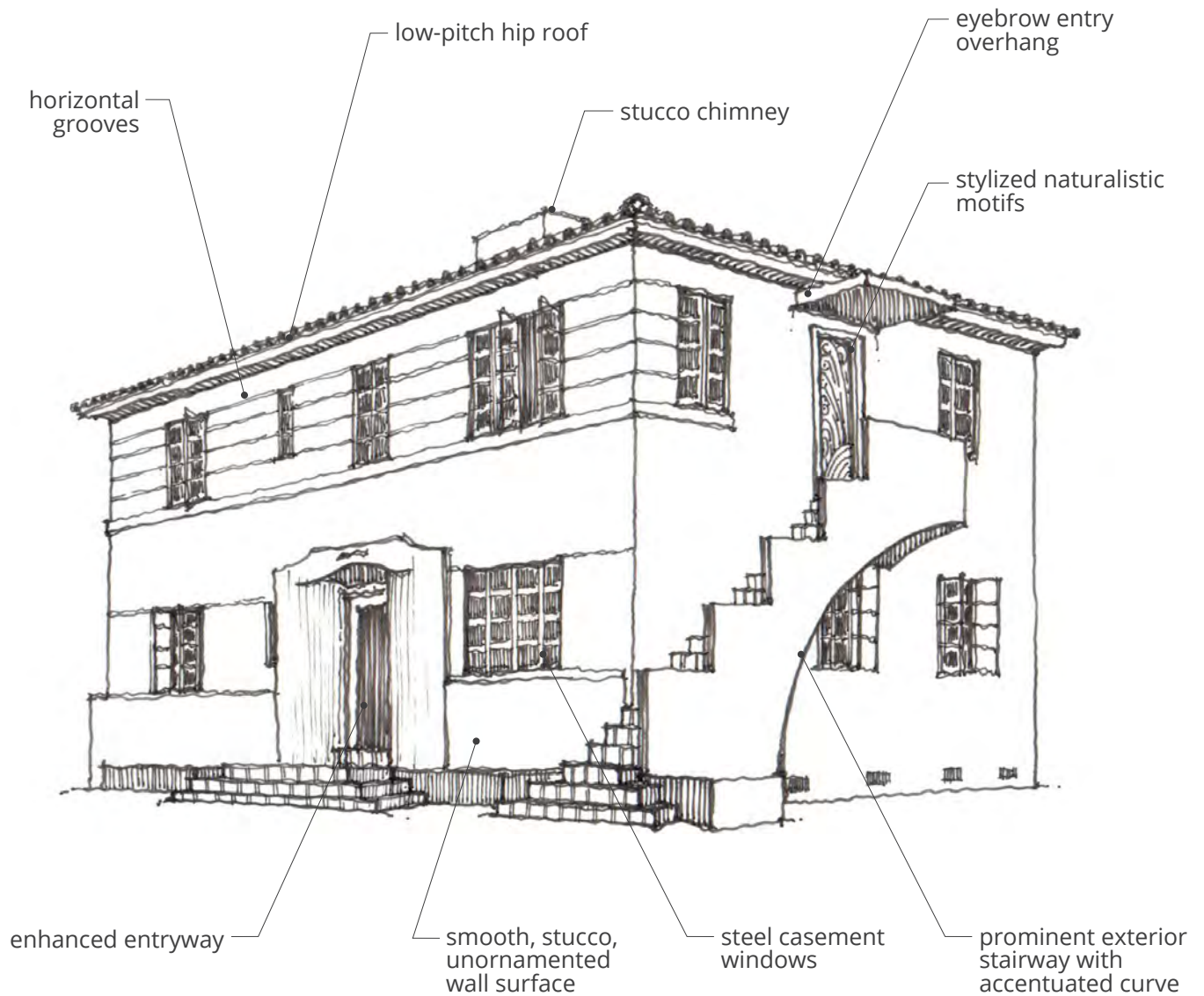
## COLONIAL REVIVAL



**Figure 31:** Diagram of a Colonial Revival home and its features at 1147 SW 13th Avenue (source: Plusurbia Design).

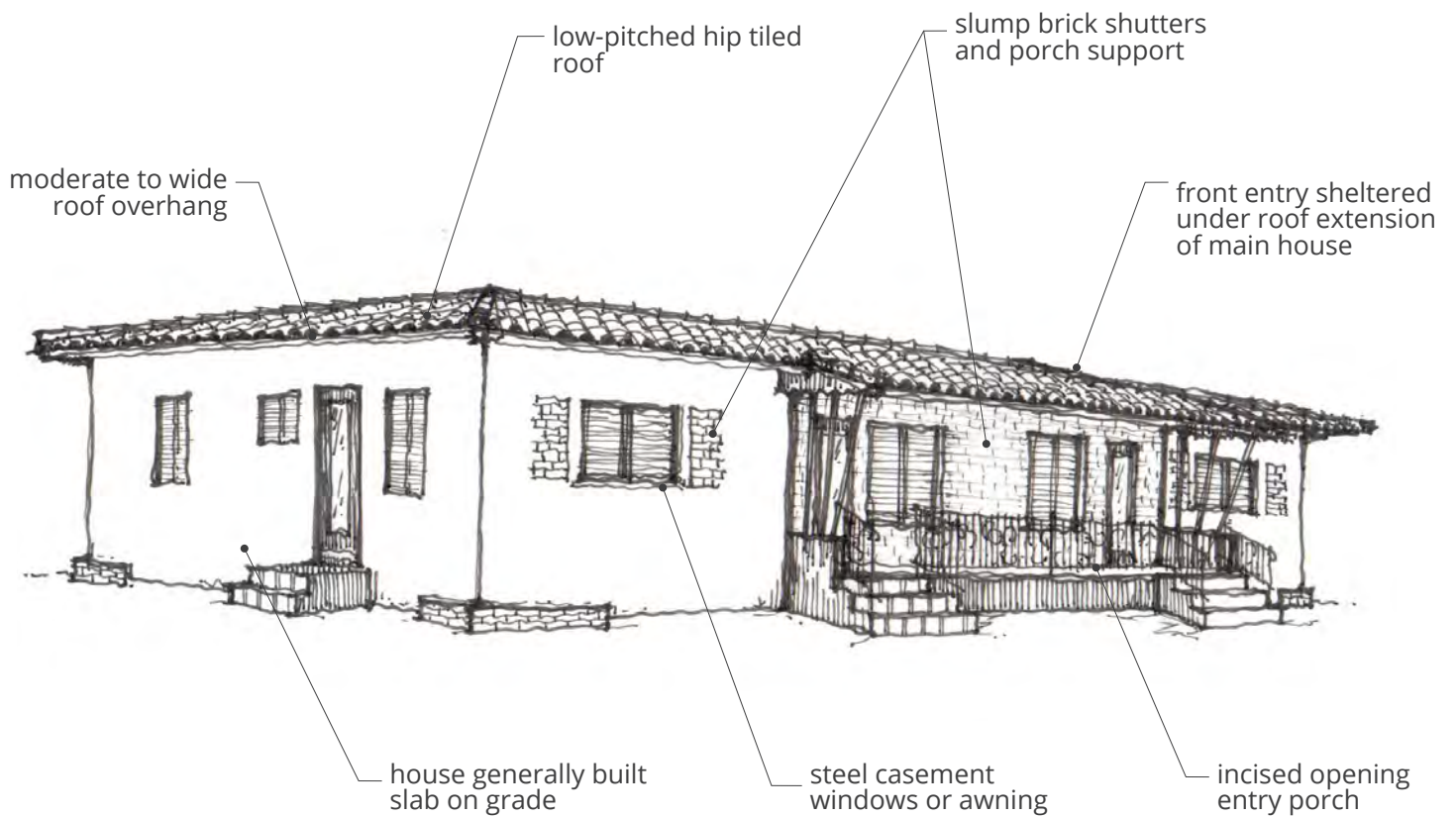


## STREAMLINE MODERNE



**Figure 32:** Diagram of a Streamline Moderne home and its features at 1252 SW 13th Avenue (source: Plusurbia Design).

# RANCH



**Figure 33:** Diagram of a Ranch home and its features at 1245 SW 10th Street (source: Plusurbia Design).