

**REPORT OF THE CITY OF CORAL GABLES
HISTORICAL RESOURCES & CULTURAL ARTS DEPARTMENT
TO THE HISTORIC PRESERVATION BOARD
ON THE DESIGNATION OF
THE PROPERTY AT
2530 PONCE DE LEON BOULEVARD
CORAL GABLES, FLORIDA
*“PEACOCK’S CORAL GABLES BAKERY BUILDING”***



Historic Photo, April 1, 1925



LHD 2024-005
November 20, 2024

**LOCAL HISTORIC LANDMARK DESIGNATION:
2530 (aka 2518) PONCE DE LEON BOULEVARD
CORAL GABLES, FLORIDA
“PEACOCK’S CORAL GABLES BAKERY”**

*Historical Resources of
Cultural Arts*

2327 SALZEDO STREET
CORAL GABLES
FLORIDA 33134

☎ 305-460-5093
✉ hist@coralgables.com

Application: Initiated by Staff in response to Code Enforcement violation

<u>Folio Numbers:</u>	03-4117-005-1890
<u>Legal Description:</u>	Lot 27, Block 7, Coral Gables Crafts Section, according to the Plat thereof, as recorded in Plat Book 10, at Page 40, of the Public Records of Miami-Dade County, Florida
<u>Original Permit No.:</u>	900
<u>Construction:</u>	1924-25
<u>Original:</u>	Milton O. & Juliet Peacock
<u>Original Architect:</u>	H. George Fink 1927 addition: Phineas Paist
<u>Present Owner:</u>	2530 Ponce LLC and Anne C. & John A. Hewitt, Jr Trust
<u>Building Type / Style:</u>	Two-story Mixed Use / Mediterranean Revival
<u>Site Characteristics:</u>	37' x 105' lot at the northwest corner of Ponce de Leon Boulevard and Valencia Avenue

SUMMARY STATEMENT OF SIGNIFICANCE

Peacock’s Coral Gables Bakery at 2530 Ponce de Leon Boulevard served the City for nearly fifty years. When it broke ground in 1924, it was the first building in the newly platted Crafts Section – it pre-dated most of the streets in the area. The proprietor, Milton O. Peacock, was an experienced baker and the grandson of Coconut Grove pioneers Isabella and Charles Peacock and the cousin of Coral Gables founder George Merrick’s wife, Eunice Peacock Merrick.

In planning Coral Gables, founder George Merrick incorporated the Garden City precepts of comprehensive planning with distinct sections for single-family residences, multi-family residences businesses; and industrial uses. Ponce de Leon Boulevard was a major commercial thoroughfare which was extended south in 1924 through a specialized Crafts Section intended as a work-live space for artisans and craftsmen. Milton and Violet Peacock helped Merrick launch this portion of Coral Gables by leaving their well-established bakery in Key West to open their “Coral Maid” endeavor. The Peacock’s Coral Gables Bakery remained in business at this site for fifty years.

The property at 2530 Ponce de Leon Boulevard was designed by architect H. George Fink, a member of Merrick’s design team. It is a significant example of an early Mediterranean Revival commercial structure in the City that embodies Merrick’s vision and retains its historic integrity. The property contributes to the historic fabric of the Coral Gables, and it embodies the collective cultural legacy of the City.

CORAL GABLES REGISTER OF HISTORIC PLACES: Preserving the City's Story

The built environment reflects the beliefs, values, creative expressions, and technical capacity at a place in time in history. Historic Preservation preserves those structures and spaces that tell the story of the community's historic past. The buildings that comprise the Coral Gables Register of Historic Places portray the City's story of progress, change and preservation. They are valuable, non-renewable resources that embody our collective heritage. The retention of these tangible touchstones provides a sense of community, a sense of evolution, a sense of identity, a sense of ownership, and a sense of place for the City of Coral Gables. In other words, these historic resources provide continuity and context; they are the foundation of the City's identity.

Coral Gables is a Certified Local Government (CLG) and as such must maintain a Register of Historic Places and abide by associated preservation standards. A local community works through a certification process --jointly administered by the National Park Service (NPS) and the State Historic Preservation Offices (SHPOs)-- to become recognized as a Certified Local Government (CLG). Once certified the community gains access to benefits of the program and agrees to follow required Federal and State requirements.

The City of Coral Gables was certified in 1986 and was amongst the first cities in Florida to become a CLG. Hence, it is the task of Historic Preservation, and an obligation of Certified Local Governments, to identify and protect those resources that contribute to the story of the City over time. Furthermore, the City must abide by the federal regulations as put forth in The Secretary of the Interior's Standards for the Treatment of Historic Properties: with Guidelines for Preserving, Rehabilitating, Restoring, & Reconstructing Buildings.

CRITERIA FOR SIGNIFICANCE

Article 8, Section 8-103 of the Coral Gables Zoning Code--*Criteria for designation of historic landmarks or historic districts*--states that to qualify for designation as a local historic landmark individual properties must have significant character, interest, or value as part of the historical, cultural, archaeological, aesthetic, or architectural heritage of the City, state, or nation.

Peacock's Coral Gables Bakery building at 2530 Ponce de Leon Boulevard, is eligible as a local historic landmark based on its historical, cultural, and architectural significance. For designation, a property must meet **one (1)** of the criteria outlined in the Code. As discussed below, 2530 Ponce de Leon Boulevard meets the following **three (3) criteria**:

A. Historical, Cultural significance

Criterion 4: Exemplifies the historical, cultural, political, economic, or social trends of the community

B. Architectural significance

Criterion 1: Portrays the environment in an era of history characterized by one (1) or more distinctive architectural style

Criterion 2: Embodies those distinguishing characteristics of an architectural style, or period, or method of construction

HISTORIC CONTEXT

Initial Development of Coral Gables

Coral Gables' developmental history is divided broadly into three major historical periods:

- Pre-1926: Coral Gables' Initial Planning & Development during Florida Land Boom
- 1927-44: Aftermath of 1926 Hurricane, Great Depression, New Deal, and Wartime Activity
- 1945-63: Post World War II and Modern periods

The Peacock's Coral Gables Bakery building, constructed in 1924-25, is indicative of the type of architecture that was the founding premise of Coral Gables.

Coral Gables was originally conceived as a suburb of Miami and attracted investors from across the nation during the South Florida real estate boom of the 1920s. Founder George E. Merrick drew from the Garden City and City Beautiful movements of the 19th and early 20th century to create his vision for a fully-conceived Mediterranean-inspired city. It is now considered one of the first modern planned communities in the United States.



Figure 1: Streets in Coral Gables under Construction, July 22, 1922

Merrick began implementing his vision for a modern community with a distinctive character that harmonized with the southern Florida environment in the early 1920s. He was amongst the first developers to build a thematically-designed planned community in Florida. Advised by landscape architect Frank Button, artist Denman Fink, and architects H. George Fink, Walter De Garmo, H.H. Mundy, and Phineas Paist, Merrick converted 3,000 acres of citrus plantation and native hammock to build Coral Gables. (Figure 1) The use of Mediterranean designs was one of the featured selling points in early promotional materials. (Figure 2) Merrick and his team felt that this type of architecture balanced south Florida's climate and lifestyle. The architecture constructed during Coral Gables' initial development combined elements commonly used in Spanish, Moorish, and Italian architecture, and has come to be known as the Mediterranean Revival style. During the 1920s structures and amenities were built almost exclusively in this style. The building at 2530 Ponce de Leon Boulevard exemplifies the Mediterranean ideals and climate adaptations espoused by City founder George Merrick.

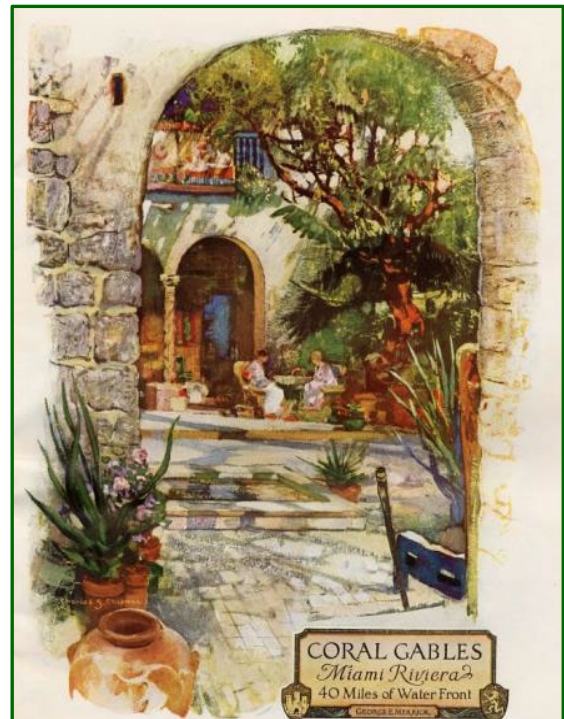
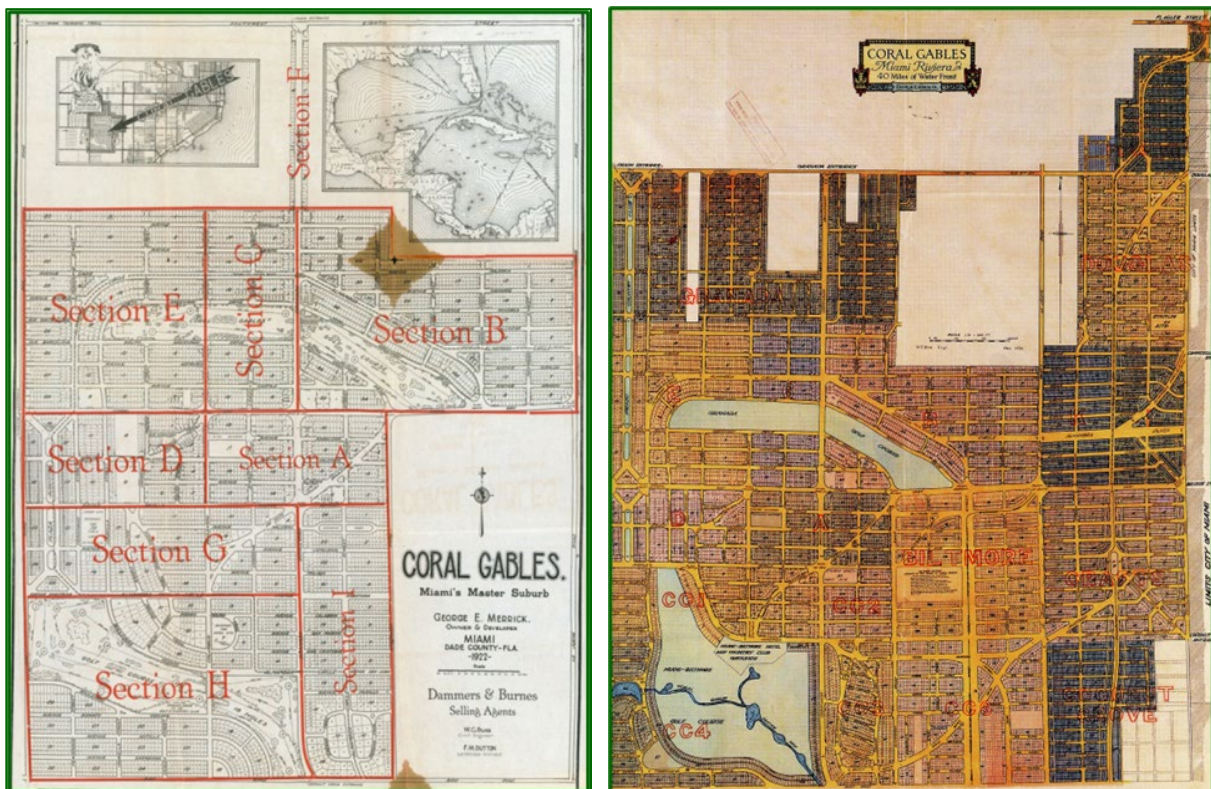


Figure 2: Advertisement in *House Beautiful*, 1925

Nationally-acclaimed landscape architect Frank Button drew the first comprehensive map of Coral Gables in 1921. It was based on an infrastructure of the inherited grid of fruit trees from the Merrick family’s citrus plantation, as well as the native pineland. The goal was to create a unique sense of place that utilized the native environment by keeping as much extant vegetation and landforms as possible while constructing a cohesive built environment that embraced the tropical environs and provided modern amenities for the automobile, homes, and businesses alike.

Merrick embraced the City Beautiful ideals of copious amounts of public green space, tree-lined streets, and monumental public buildings. The design team carefully planned the city to maximize the intrinsic tropical environment. They laid out broad sweeping boulevards with grand vistas and tree-lined streets; plazas with fountains that invited visitors to linger; and Mediterranean-inspired homes that conveyed a quality of centuries-old permanence with generous street setbacks for front yards that celebrated the ‘tropical vegetation in a delightful profusion.’ They implemented restrictive zoning to control development and aesthetics. Merrick also wholeheartedly incorporated the Garden City precepts of comprehensive planning. Defined areas were set aside for different uses. Housing accommodated different income levels without sacrificing quality. A wealth of public facilities was built.

In November 1921 the first lots went on sale. They were in Section A, the area immediately south of Merrick’s family home. Section B opened on December 27, 1921, and included the impressive Greenway Drives surrounding the proposed golf course and Alhambra Circle, a wide boulevard with a ‘parked’ center median. In January 1922 Section C was released for sale. Sales were brisk in these areas and, as shown in the 1922 map in Figures 3, the remainder of the suburb was quickly divided into sections.



Figures 3: Coral Gables Maps:
“Miami’s Master Suburb” 1922 [left]; “Miami Riviera,” 1924 [right]

Coral Gables Crafts Section

With sales continuing at a rapid pace, Merrick continued to amass more land. Figures 3 illustrates the growth between 1922 and 1924. As Coral Gables expanded Merrick continued to embrace the Garden City precepts of providing distinct separation of sections based on use. Numerous sections were dedicated to single-family residences. The Douglas Section was planned as a multi-family area. Commercial activities were restricted to the Business Section or along the main thoroughfares, such as Ponce de Leon Boulevard. An Industrial Section was implemented and located along the eastern border just north of Dixie Highway. And a specialized live-work Crafts Section was planned.

In 1924 Merrick proposed the concept of work-live space for artisans and craftsmen and set aside a section of the city to the south of the Business District for this purpose. The forty-block Crafts Section was bounded by the major thoroughfares of Coral Way and San Sebastian Avenue on its north and south and by Le Jeune Road and Douglas Road to the east and west. Merrick envisioned either shops with living space above or affordable homes where craftsmen could live near the adjacent business district. (Figure 4) At the center of this forty-block district was a large elliptical space set aside as a place for the craftsmen to display their goods. Merrick launched the Crafts Section in October of 1924. In November Merrick announced the first building was under construction -- Peacock's Coral Gables Bakery at 2530 Ponce de Leon Boulevard. (Figures 5)

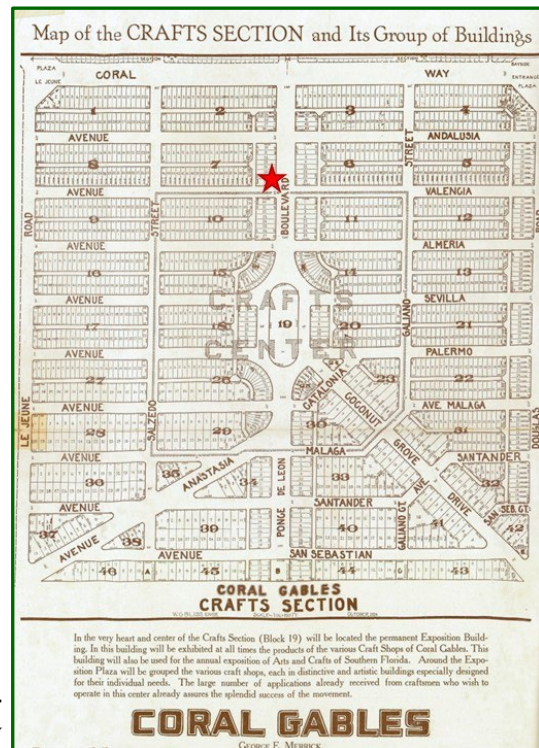
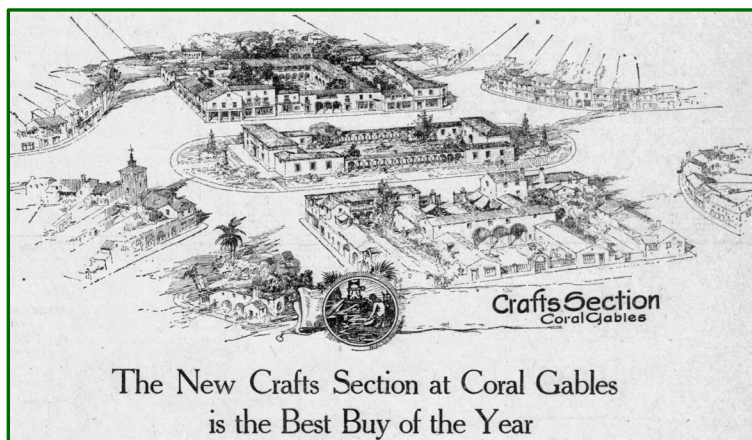


Figure 4: Crafts Section Map, October 1924
 Red star: location of Peacock's Coral Gables Bakery

**BUILDING IS BEGUN IN
 NEW CRAFTS SECTION**

Though the new crafts section of Coral Gables was put on the market less than two weeks ago already construction has begun on the first business building to be located in the new center. The building is being constructed for the Peabody Bakery, Avenue Valencia and Ponce de Leon boulevard. Many applications have been received for the privilege of locating in the new section, and within the next week it is expected many of these will have been approved and construction on their shops begun.



Figures 5: Crafts Section Launches
 Miami Herald, November 30, 1924 [left] Note: misprint Peabody for Peacock
 Conceptual Rendering of the Crafts Section's Center by Phineas Paist, November 1924 [right]

Peacock Family

Milton Osborne Peacock (1893-1972) was the proprietor of Peacock's Coral Gables Bakery. Milton was the grandson of Charles (1842-1905) and Isabella (1842-1917) Peacock, noted Coconut Grove pioneers. He was also the cousin of George Merrick's wife, Eunice Isabella Peacock Merrick.

Coconut Grove was founded in the 1870s. The 1870 Dade County census recorded 85 inhabitants in what is now current Miami-Dade, Broward, Martin, and Palm Beach counties. One of these inhabitants was John Thomas "Jolly Jack" Peacock. He lived on land at the curve of Biscayne Bay named "Jack's Blight" after him. It was renamed Cocoanut Grove in 1884. On July 12, 1875, Jack's brother Charles arrived at Jack's Blight with his wife Isabella and their three sons, Henry, Robert, and Charles. Jack had convinced them to move from London to Florida sight unseen. They became friends with Commodore Ralph M. Munroe, a frequent visitor from New York who settled and helped found Cocoanut Grove. He recounted:

They were so overwhelmed by the wildness and roughness of the country that they were ready to jump into the sea the next day. However, they soon made arrangements of mutual benefit with Mr. Ewan at Fort Dallas, learned to love the country, and became chief actors in the development of Cocoanut Grove.

Munroe encouraged the Peacocks to establish a hotel to support and encourage visitors to the area. The Peacock Inn opened in 1882; the first hotel in southern Florida. The Inn and the Peacock family contributed heavily to the establishment and growth of Coconut Grove. The family subsequently built a mill, a casino, a Sunday school which became the community's public school, as well as a general store "Peacock and Son." By the 1890s Coconut Grove was South Florida's largest and most influential settlement. Isabella was heavily involved in the community and affectionately called "Mother" by all. In 1895 Charles and Isabella's only granddaughter was born in the Peacock Inn. Eunice Isabella Peacock was the daughter of Robert Alfred "Alf" Peacock and Lilliam Frow Peacock. Alf operated the Inn and the general store with his father. Eunice married George Merrick in 1916. The Peacocks sold the hotel in 1902 and it served as a school until 1925. It was torn down in 1926. The site was purchased in 1934 by the City of Miami for a park. In 1973 it was named Peacock Park to honor the Peacock's contributions to Coconut Grove.



**Figures 6: Peacocks: Coconut Grove Pioneers
Peacock Family, 1890:**

**Seated: Isabella & Charles; Standing: Sons Charles, Henry, & Robert Alfred "Alf" [top]
Peacock Inn, 1893 [bottom]**

Courtesy University of Florida Archives

Peacock's Coral Gables Bakery



Figure 7: Peacock's Coral Gables Bakery, April 1, 1925
Note: Milton Osborne Peacock, Proprietor, standing on sidewalk

After learning the business from his parents, Charles and Isabella's oldest son Henry James "H. J." moved to Key West in the late 1880s and opened a grocery. In 1889 he married Mary M. Stirrup. They had two children, Milton Osborne and Harry Bolton. Milton followed in his father's footsteps working in the grocery and in 1916 he married Juliette Violet Maloney. He subsequently joined her brother, Willard, in the family bakery business. Their endeavor was named Maloney & Peacock. In 1924 when the opportunity presented itself Milton and Juliette moved to Coral Gables to open Peacock's Coral Gables Bakery.

Designed in the Mediterranean Revival style by architect H. George Fink, a member of Merrick's design team, their bakery broke ground in November 1924. (Figure 8) The two-story bakery building accommodated a corner street-facing storefront, two large baking ovens at the rear of the first story and living space for the Peacock family on the second story. (Permit #900, see Attachment A)

As seen in Figure 9, it was the first building constructed in George Merrick's Crafts Section and it predated most street construction in the area. Initial announcements regarding the bakery stated it was at Ponce de Leon Boulevard and Andalusia Avenue as these were the only streets in place when it began construction. By the time it opened it had been assigned the address of 2518 Ponce de Leon Boulevard and Valencia Avenue was laid shortly thereafter. The address changed to 2532 in the 1950s and finally to 2530 by the late 1990s.

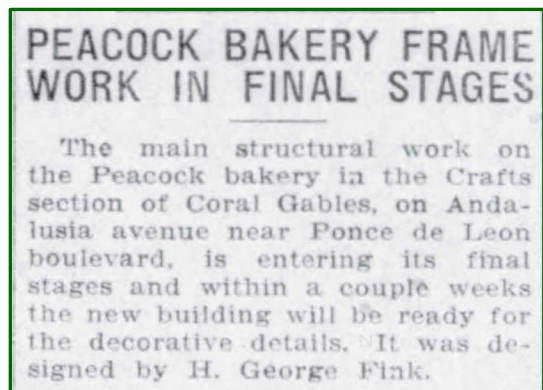


Figure 8: Peacock Bakery Construction
Miami Tribune, January 4, 1925

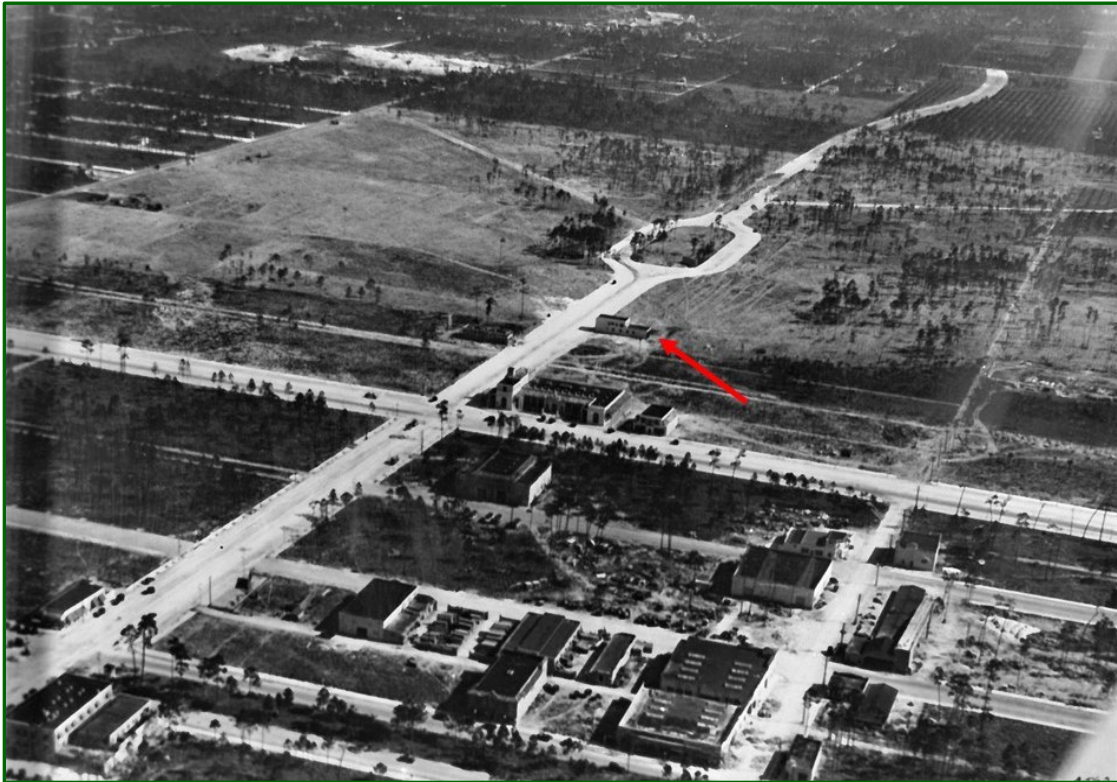


Figure 9: Aerial Photo, c. January 1925
Looking Southeast from Commercial Downtown to Crafts Section
Red Arrow: Peacock's Coral Gables Bakery

In May 1925 Milton began the several week process of heating the 400-loaf ovens and on June 1st, the bakery officially opened. For the first month they only sold "Coral Maid" bread and rolls wholesale. Since Milton already had an established reputation as a baker this portion of the business launched quickly. By September they opened the retail store and expanded their offerings to pastries and dainties

Figures 10: Bakery Opening
Miami Tribune, 1925:
 December 5 [left top]
 September 7 [left bottom]
 May 8 [right]

A story of remarkable growth is revealed in the progress of the Coral Gables bakery. Two months ago Mr. Peacock, the owner, required the services of a single baker. Now there are four master bakers and three clerks. Two trucks are used to distribute the daily output of 2,500 loaves of "Coral Maid" bread.

GABLES BAKERY TO FEATURE PASTERIES

Residents of Coral Gables are being supplied with dainty products from the newly opened bakery, which is being operated with the latest and most modern equipment, by Milton O. Peacock, who is manufacturing "Coral Maid" bread and pastries, as well as other dainties of the baker's art.

Mr. Peacock, before opening his shop at Ponce de Leon Boulevard and Avenue Valencia, was an associate of the firm of Maloney & Peacock of Key West.

This bakery, which is a model institution of Coral Gables, is open for inspection at all hours and visitors will be welcomed and the processes explained to them by Mr. Peacock and his expert operators.

LARGE BAKERY WILL BE CONSTRUCTED IN NEW CRAFT SECTION

Two Ovens With 400-Loaf Capacity Already Under way

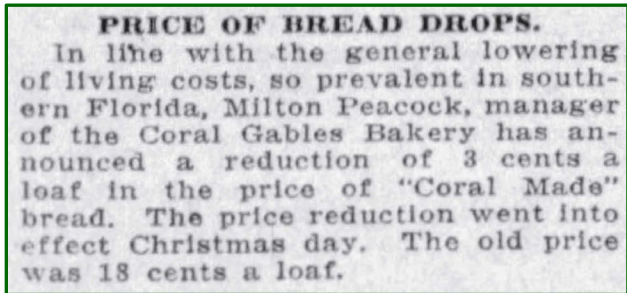
The Coral Gables bakery located on Ponce de Leon boulevard a short distance south of Coral Way, will be opened for business about June 1, according to M. O. Peacock, the owner. The process of heating two 400-loaf capacity ovens has already been started and will be continued over the three weeks' period. This process is carried out to insure even qualities in the heating of the bricks. A coke fire is to be used.

Mr. Peacock comes to Coral Gables from Key West where he owns a baking establishment. The Coral Gables bakery will be placed on a wholesale basis and later plans call for extension of the business scope. Mr. Peacock will reside with his family in apartments in the second floor of the building.



Figure 11: Peacock's Coral Gables Bakery Building with Paist Expansion, c.1940

A year later the Miami area was severely damaged by the 1926 Hurricane. However, a letter published in an Indiana newspaper, The Richmond Times, from a couple who had recently moved from Richmond to Coral Gables related that the Coral Gables Bakery was undamaged and was aiding in keeping folks from going hungry. Later that year they lowered their prices to aid those still recovering from the hurricane and in response to the economic needs of the area. (Figure 12) This was the beginning of decades of service to the community. They were often sponsors of City and civic events and could always be counted on for baked good donations for fund-raising events. Additionally, for many years Juliet regularly donated bakery goods to the Children's Home Society, was the go-to sponsor for school parties, and kept the Boy Scout Troop No. 7 stocked with goodies. And the paperboys picking up their newspapers down the street in the pre-dawn hours were often treated to a hot bun right out of the oven as they set off on their deliveries. The bakery also gave out free rulers at the start of the school year. (Figure 13)



**Figure 12: Dropping Bread Prices
Miami Herald, December 27, 1926**

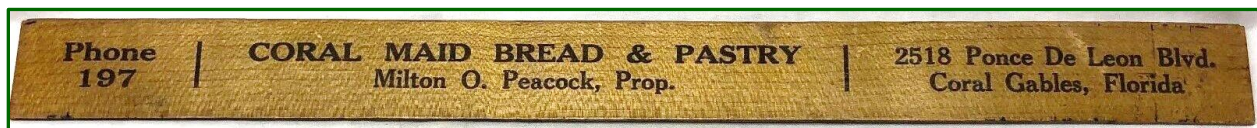


Figure 13: Coral Gables Bakery ruler, c.1930s

By 1927 they had already outgrown the current building and hired Phineas Paist to expand it to the north. (Figure 11) (Permit #2996: see Attachment B) Paist, like Fink, was a member of Merrick's design team. With the incorporation of the City, Paist became the City's Supervising Architect.



Figures 14: Interior Peacock's Coral Gables Bakery, undated

In the early years the bakery was the Coral Gables Bakery or the Coral Maid Bread & Pastry Bakery although it appears it was always affectionately referred to as Peacock's Bakery. In 1942 Willard S. "Beau" Maloney, Milton's previous partner in the Key West bakery and Juliet's brother, became the co-manager of the bakery with his sister. At this time the name of the bakery officially took on the name Peacock's Coral Gables Bakery. (Figure 15) In 1945 Juliet and Milton divorced. Juliet became the sole owner of the bakery which she continued to co-manage with her brother. They began to shift away from growing the wholesale business of Coral Maid breads and moving the focus on retail sales of bread and bakery items like pies, cakes, and pastries. Juliet's vision was for the bakery to be an integral part of the community and people's special events and celebrations.

Together Juliet and Willard expanded the retail business and by the 1950s had two new locations. A satellite store serving the apartment district at 1906 Ponce de Leon Boulevard and another store in Coconut Grove. (Figure 16) Peacock's Coral Gables Bakery remained in business until the mid-1970s. It served Coral Gables for fifty years, not only as a business, but also as a community partner. In 1977 Juliet began leasing the property as a restaurant space. The property at 2530 Ponce de Leon Boulevard remained in the Peacock family until 1993.

Context

Ponce de Leon Boulevard was conceived as a commercial Boulevard running from Bird Road to Tamiami Trail. A context that it maintains to present. Unfortunately, due to the economic downturn the Crafts Section never came to fruition. The grand oval was turned into Ponce Circle Park (later renamed Fred B. Harnett Ponce Circle Park) and numerous blocks stood empty for decades. (Figures 17 & 18) When developed, the architectural styles moved away from Merrick's Mediterranean Revival and followed national trends.

While this southern portion of Ponce de Leon Boulevard was not developed as Merrick had hoped there were several notable commercial structures built along it in the 1920s. Only a few are still extant and serve as a testament to Merrick's vision. In addition to the Peacock's bakery, H. George Fink built his architectural studio on the same block at

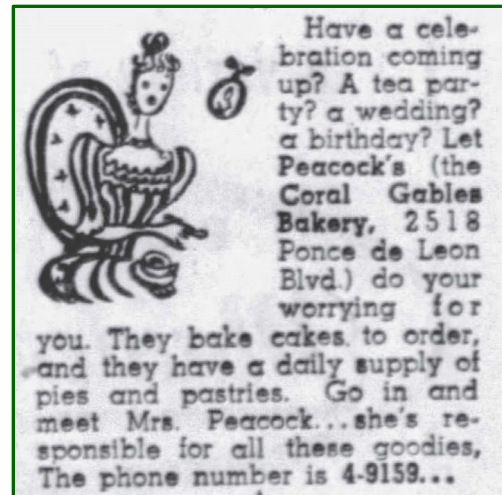


Figure 15:
Peacock's Coral Gables Bakery Ad
Miami News, January 30, 1949

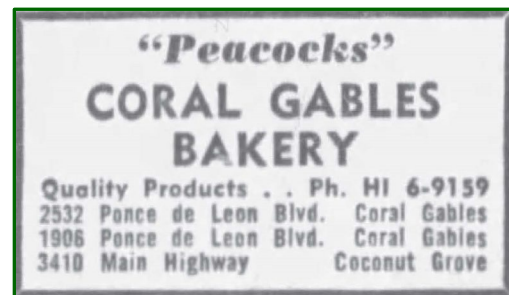


Figure 16: Retail Locations
Miami News, December 4, 1959



Figure 17: Aerial Photo, 1938
Courtesy University of Florida Archives

2506 in 1925 (designated 1984). Also in 1925, Phineas Paist designed the Arts Center Building at 2901 (designated 1986).



Figures 18: Aerial Photos
1948 [top left]; 1957 [top right]
Red arrow: 2530 Ponce de Leon Boulevard
Courtesy University of Florida Archives
Current, 2023 [bottom]
Yellow box: 2530 Ponce de Leon Boulevard
Courtesy Miami-Dade Property Appraiser

SIGNIFICANCE ANALYSIS AND DESCRIPTION



**Figures 19:
Peacock's Coral
Gables Bakery**

**Under
Construction
February 1925
[top]**

**c.1942
With Paist's
1927 Expansion
[bottom]**



**Figures 20:
LeMamoir
Restaurant
c.1987
[top]**

**Portosole
Restaurant
2024
[bottom]**



Executive Summary

Designed in the Mediterranean Revival style by architect, H. George Fink, a member of Merrick's design team, the Peacock's Coral Gables Bakery broke ground in November 1924. It was the first building constructed in the newly platted Crafts Section. Located at 2518 (now 2530) on Ponce de Leon Boulevard, it was also the first commercial building on the newly laid southern portion of this major commercial boulevard. The proprietors of the bakery were Milton and Juliet Peacock. Milton was already a noted baker as the co-owner of Maloney & Peacock in Key West. He was also the grandson of pioneers Isabella and Charles Peacock who were largely responsible for the development of Coconut Grove. He was the cousin of George Merrick's wife, Eunice Peacock Merrick, and was very invested in contributing to George's development of Coral Gables. Milton and Juliet lived above the bakery with their family.

The Peacock's Coral Gables Bakery remained in business for over fifty years. Architect Phineas Paist, another member of Merrick's design team expanded the building in 1927. The Peacock family owned the building for sixty-nine years. The building remains as one of the few extant and intact early commercial buildings in Coral Gables. It serves as a testament to Merrick's vision for this modern planned Mediterranean-inspired community.

Merrick and his original design team felt that Mediterranean-inspired architecture harmonized best with south Florida's climate and lifestyle. 2530 Ponce de Leon Boulevard is a fine example of adapting mixed use design to the rigors of South Florida's climate while maintaining the integrity of the Mediterranean Revival style and exemplifying Merrick's vision and goal. Its thick masonry walls were intended to keep the building cool and its light-colored stuccoed exterior to reflect the sun's heat. The varied casement windows and second story porch afforded much needed ventilation and light in this tropical environment.

Some of the Mediterranean Revival style character-defining features include: textured stucco finish, flat roofs with parapets, articulated molded and scored cornice, second story porch with arched openings supported by twisted columns and original metalwork, a stylized molded string course 'shelf' ensemble with a raised relief and brackets, slit windows with curved corbels and metal work (Figure 21), segmental arched storefront openings with decorative masonry frames and scroll brackets, round vents grouped as decorative accents, recessed windows with projecting sills, and an exterior stair hall originally clad in two-piece barrel tile. These features are illustrated and discussed below.



Figure 21: Decorative Detailing

Visual assessment of the property as well as examination of permit documents, historic photographs (Figures 20), and other building records indicates that the property retains significant Mediterranean Revival style features and represents founder George Merrick's vision for Coral Gables. In accordance with Article 8, Section 8-103 of the Coral Gables Zoning Code--*Criteria for designation of historic landmarks or historic districts*: "Districts, sites, buildings, structures and objects of national, state and local importance are of historic significance if they possess integrity of location, design, setting, materials, workmanship, or association," Staff has determined that the property at 2530 Ponce de Leon Boulevard possesses sufficient integrity for designation and that it is part of the collection of quality buildings from the land boom period.

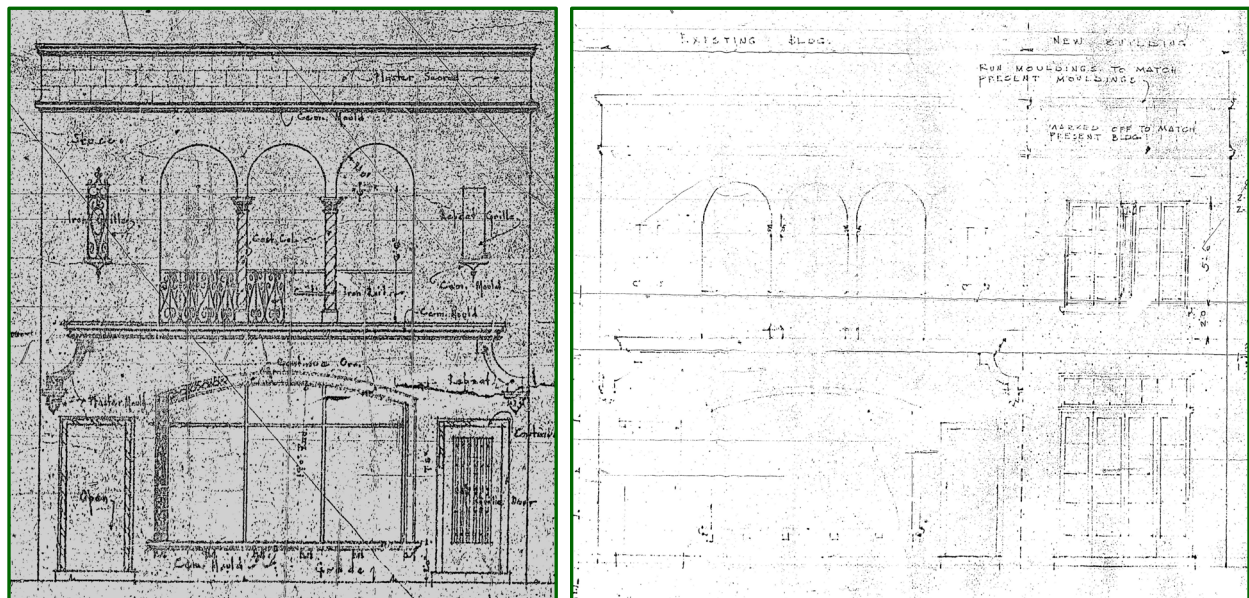
Extant Exterior Description & Alterations Discussion



Figure 22: 2530 Ponce de Leon Boulevard, Looking Northwest, 2023

The mixed-use building sits at the northwest corner of Ponce de Leon Boulevard and Valencia Avenue on a 37' x 105' lot. An alley runs along the rear of the property. The structure fills the lot. The architectural style is Mediterranean Revival with an emphasis on stylized classical detailing. It has a two-story front and a one-story rear, both under flat roofs with parapets. The bakery was built of cement block units and clad with textured stucco. There were two additions to the bakery building one along the north side and one at the rear.

As mentioned above, in 1927 Peacock hired architect Phineas Paist to extend the building a bay to the north. The addition was for an office and storage space on the first story and additional living space on the second. On the front façade of the addition, as seen in Figures 23, Paist added a pair of French doors with a transom on the first story and a pair of double casements on the second story. Paist extended Fink's cornice ensemble on his bay.



**Figures 23: Front Façade, Permit Drawings
Fink, Permit #900 1924 [left]; Paist, Permit #2996, 1927 [right]**

In 1940 the Peacocks hired architect Leroy Albert to implement alterations to the bakery (Permit #6284). The permit has not been located but historic photos aid in discerning some of the alterations. These include expanding the store space by moving the interior stairs to the north wall leading to a new door on the front façade. Albert removed Fink’s northern door and Paist’s French doors and added another arched storefront opening. (Figure 23) Albert replicated Fink’s storefront window and continued the molded and raised detailing. (Figures 22-24) These alterations coincided with Juliet Peacock and her brother Willard “Beau” Maloney becoming the co-manager of the bakery and their shift in focus from wholesale to retail.



Figure 23:
Historic Photo, c.1942
with Albert’s New Storefront Window



Figures 24: Detailing of Storefront Ensembles
Historic Photo, Original Fink Detailing, 1925 [left]
Current Photo with Albert Detailing later Openings, 2024 [right]



Figure 25: Front Façade, 2024

The front facade retains this overall configuration to date. The original design by Fink is evident. He clearly defines the bottom floor as commercial with the large segmental arch storefront and corner entry door. Above the storefront, the triple semicircular arches supported by delicately twisted columns of the covered porch flanked by narrow slit windows supported by corbels (Figures 21 & 27) and the delicate original metalwork of these features signifies the residential intent of the second story. Both Paist's and Albert's additions and alterations respected this design intention. Fink further emphasized the 'division' between these two spaces with a pronounced projecting and stylized molded string course 'shelf.' Delicately curving down from the end of string course is a low bas relief feature that connects to a scroll bracket that sits off the top corner of the entry door at each end of the facade. (Figures 27 & 28) This ensemble frames the storefront below. The segmental arched storefront windows are surrounded by masonry frames with geometric detailing. The entry doors have a rope molding frame. (Figures 27 & 28) These elements are unified under the substantial cornice of the parapet that wraps around the second story portion of the building. Between the moldings of the cornice the stucco is scored to simulate blocks of stone. (Figures 26 -28)



Figure 26: Front Facade Detailing, 2024



Figures 27:

Front Façade, 2024

**Second Story Porch
[top]**

Note:

original metalwork, twisted columns sitting on string course, and flanking windows on corbels with original metalwork

Also note:

dominant cornice with stucco scored to look like stone blocks

**Corner Entry
[bottom]**

Note:

bas relief, bracket and door frames

Also note:

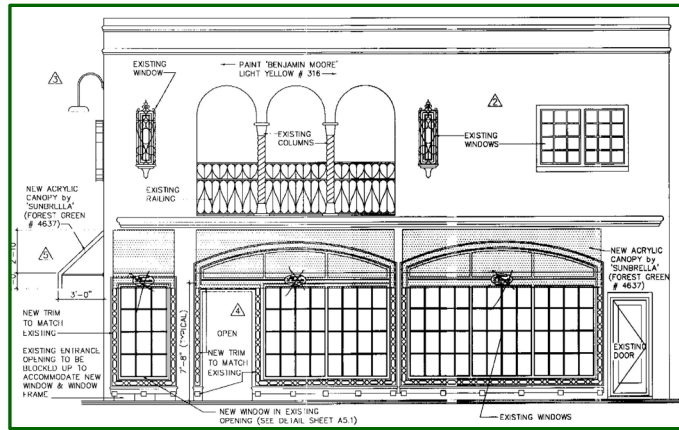
second corner doorway now enclosed with a window



Figures 28: Ornamental Features, 2024
First Story: String Course, Bas Relief, Bracket and Door Frames [top]
Cornice Feature: Moldings and Scored Stucco [bottom]

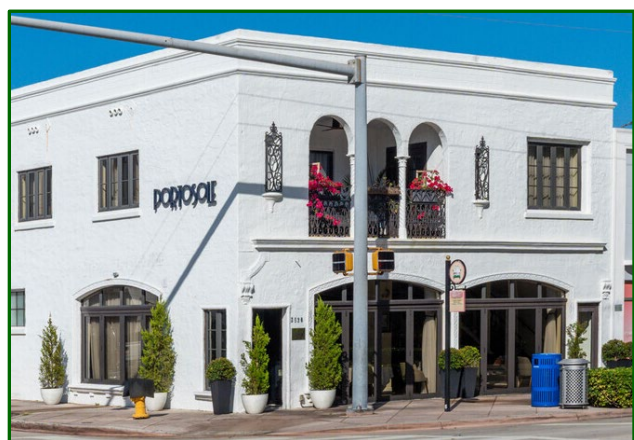
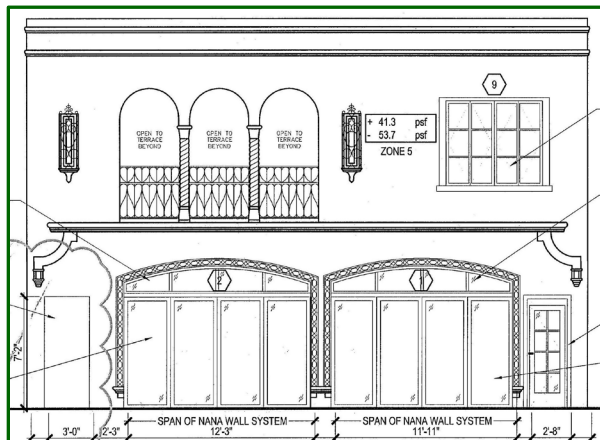
There have been a few alterations to the storefront features over the years. In 2001 the corner entry doorways were reduced to windows. New projecting sills with a different profile from the historic sills were installed. (Figure 29) In the southern storefront archway a new front entry door was inserted. (Figures 28 & 29) Figure 29 shows the building with these alterations.

Figure 29: 2001 Permit Drawing: Alterations
Courtesy Arden Architectural Group



Figures 30: 2001 Alterations
South (Side) Elevation: Original Sill in Foreground, 2024 [left]
Front (East) & Side (South) Storefront Facades, 2008

In 2016 nana walls were installed in the arched storefront openings. With this installation the openings were extended to the ground and original substantial molded sills and brackets were removed. (Figure 24) Remnants on either side of the opening remain. A corresponding storefront opening on the south side façade remains intact. Also, at this time the corner door facing Ponce de Leon was reopened and the bottom of the door surround reinstated. (Figures 31)



Figures 31: 2016 Alterations
2016 Permit Drawings *Courtesy Fortis Architects* [left]
Front (East) & Side (South) Storefront Facades, 2024

Recently, exterior electrical work was undertaken without a permit. Unfortunately, historic fabric on the building's front facade was removed indiscriminately in several areas. (Figure 32)



Figure 32:
Unpermitted Exterior Electrical
Installation on Historic Fabric, 2024

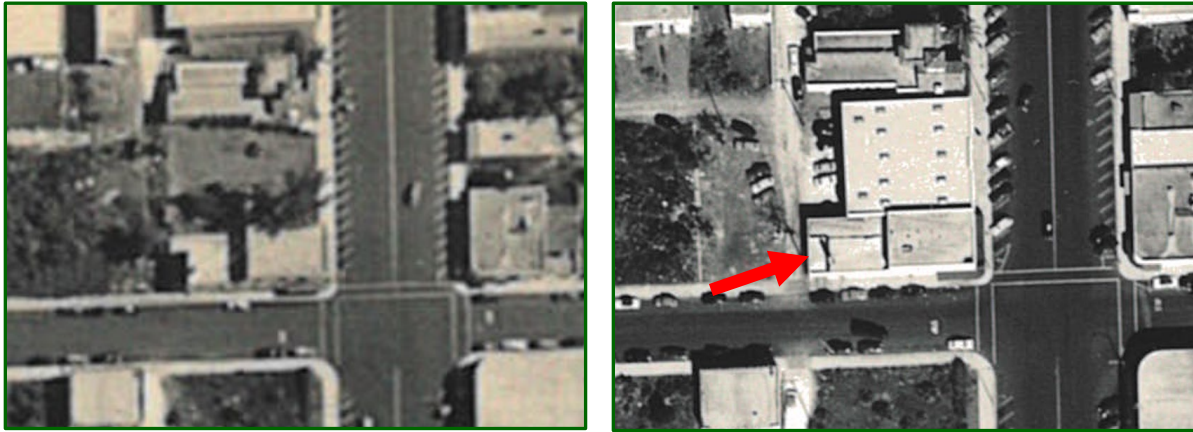


Figures 33: Side (South) and Rear (West) Facades, 2024

The south side façade facing Valencia Avenue remains largely true to Fink's original design. The arched storefront opening on this façade is intact with its original sills, brackets, and frame. The windows of this façade are recessed with projecting sills. In the parapet above the windows are vents decoratively arranged in groups of three.



Figure 34: Side (South) Façade, 1925

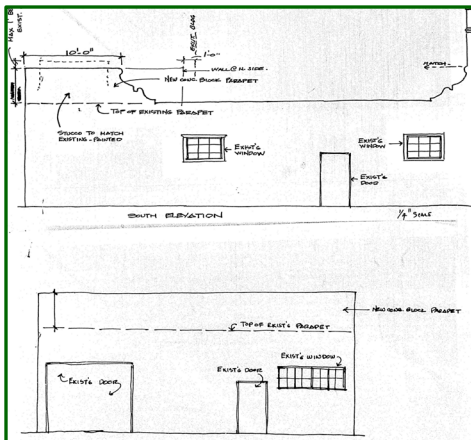


Figures 35: Rear Infill, Aerial Photographs: 1948 [left] & 1951 [right]
Red arrow: location of infill addition

The second addition to the bakery was a one-story infill at its southwest corner. Aerial photos show that it was built between 1948 and 1951. (Figures 35) The stucco texture is distinctly different from the adjacent original portion of the building and is easily discernible as an addition. In 1977 the building was converted to restaurant use. The permit for the new HVAC equipment on the roof at the rear required that it be screened. The solution was to raise the parapet along the rear addition and the rear portion of Paist’s expansion. On the south façade, Fink’s curved decorative transitional parapet at the juncture of the first and second story along the south side was mirrored on the new parapet. The stucco of both the rear addition and the heightened parapet is smoother and easily distinguishable from the textured stucco of the historic building. (Figures 33 & 36)



**Figures 36:
 Raised Parapet Alteration at
 Rear**
Current Photos, 2024
 South Façade [top]
 Northwest Corner [bottom right]
*Note: smooth stucco of infill and
 parapet additions*
Alteration Drawings
 Permit #24498, 1977
 [bottom left]



Except for the storefronts, the windows throughout the bakery were originally wooden casements. Permit photos show that they were extant in 1977. As seen in Figures 20, by 1987 they had been replaced with awning windows. The original storefronts also appear to have remained in place into the 1980s. A permit indicates that they were replaced in 1987 with the white frame window ensemble depicted in Figures 20.

The rear portion of the building had a few changes to the openings. As seen in Figure 7 there was originally an arched vehicular opening on the south façade near the buildings southwest corner. The historic photo in Figure 10 indicates that by the 1940s it was replaced with a double casement window. It had a protruding sill and round vents installed above it to match the other first story windows of the south façade. It was later (post-1977) closed in and remains recessed with the protruding sill and round vents still extant. (Figure 33) The archway is still discernable in the stucco. In 1977, in order to provide safety egress from the new restaurant kitchen, the window on the south façade was expanded to install a deeply recessed doorway. (Figure 35)

It is also worth noting that the first story parapet along the south façade originally had a barrel tile coping. Additionally, two-piece barrel also clad the shed roof of the exterior stair hall. The stair hall that pitches from the roof of the second story to the roof of the first story is visible from Valencia Avenue. (Figure 35) Aerial photos show that the tile was removed 2019-2020. Though small in area, the barrel tile had a significant visual impact.

In accordance with Miami-Dade building recertification, 2530 Ponce de Leon Boulevard recently underwent its mandatory 10-year inspection. The report issued April 2024 deemed the building structurally and electrically safe.

Ownership History

1924-1993 Peacock Family

1924-1945	Milton Osborne Peacock (1893-1972) & Juliet V. Maloney Peacock (1896-1988)
1945-1988	Juliet V. Maloney Peacock
1988-1993	Juliet V. Peacock Estate: Gladys Peacock, John Peacock, Juliet Peacock Santman, & Milton James Peacock
1993	Peacock Properties, Inc: Gladys Peacock, John Peacock & Juliet Peacock Santman
1993-1998	2530 Ponce de Leon Boulevard, Inc. Alessandra Roncari, Marco Rojas, & Antonio Melchionna
1998-2008	Peter Wenzel & Kristine Tamurino Wenzel with John A. Hewitt, Jr. & Anne Christine Hewitt Living Trust
2008-Present	2530 Ponce, LLC (Peter & Kristine Wenzel) & John A. Hewitt, Jr. & Anne Christine Hewitt Living Trust

Architect: H. George Fink

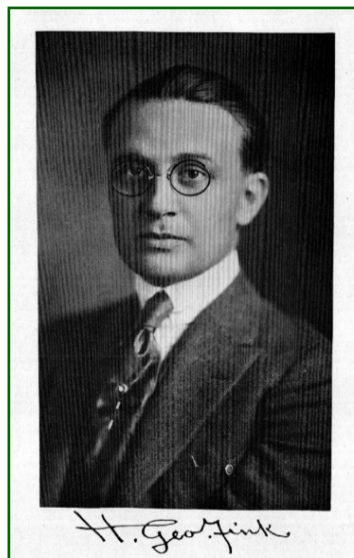


Figure 37: H. George Fink, Portrait, c.1920s

H. George Fink was a key member of founder George Merrick’s original design team and was instrumental in creating the fabric of 1920s Mediterranean Revival architecture which characterizes Coral Gables. He designed numerous Mediterranean Revival residential and commercial structures in Coral Gables in the early 1920s. His residential designs ranged from small cottages to more elaborate residences for the City’s leaders including George Merrick and Edward E. “Doc” Dammers. Over 100 of his buildings are designated as Local Historic Landmarks within the City of Coral Gables (either individually or as part of a historic district).

Fink’s architectural practice was so busy during the early 1920s, that by the end of 1923 he outgrew his office and built an office at 2506 Ponce de Leon Boulevard that served as a showcase for the Mediterranean Revival style. He was regularly featured in newspaper articles discussing the progress of development in Coral Gables, and in advertisements for the community during the 1920s.

In 1924, Fink travelled to Spain to study the architecture and was honored by King Alfonso XIII of Spain for his “interesting, outstanding, and extremely artistic interpretation and reproduction of the Spanish Arts in America.” During his visit to Spain, Fink was also made a “Don,” the Spanish equivalent of English knighthood.

H. George Fink’s architectural career spanned over four decades in Coral Gables. Fink’s family moved to the Miami area from Springdale, Pennsylvania in 1904. He graduated from Miami High School in 1907 and went on to study architecture at the Drexel Institute in Philadelphia while supplementing his education with special classes at the University of Pennsylvania. From 1915 to 1921 Fink designed numerous buildings for Miami Beach Developer Carl Fisher and Associates. In 1921 he began working with George Merrick. That same year, Fink became a member of the American Institute of Architects (AIA) and was the youngest member of the organization at the time of his appointment.

The devastating hurricane in 1926 abruptly halted much of the construction in Coral Gables. In 1928, Fink left the City accepting a position as the Designing Architect for the J. C. Penney Company of New York. He remained with them until 1932 when he became a Supervising Architect for the Works Progress Administration (WPA). He was assigned to the State of Maine and remained with the WPA until 1937.

Fink returned to Coral Gables in 1937 and resumed his private architectural practice. During World War II, he was Architectural Designer for Robert & Company, of Atlanta, assisting with the Richmond Naval Air Station, the Glynn County Base, in Brunswick, Georgia, and the Chamblee Naval Base in Chamblee, Georgia. In 1943, Fink became Architect in Charge, Architectural Division, Bell Bomber Plant, Marietta, Georgia, where the famous B-29s were built and assembled. Fink returned to Coral Gables in 1945 and continued to design there until the middle of the 1960s. He served on the Coral Gables Board of Architects from 1945 through 1956, acting as its chairman for seven years within this period. Fink also served as the Secretary of the Florida South Chapter of the AIA from 1952-1955.

STAFF RECOMMENDATION

The purpose of historic designation within the City of Coral Gables is defined in Article 8, Section 8-101 of the Coral Gables Zoning Code as, *to promote the educational, cultural, and economic welfare of the public by preserving and protecting historic structures or sites, portions of structures, groups of structures, manmade or natural landscape elements, works of art, or integrated combinations thereof, which serve as visible reminders of the history and cultural heritage of the City, region, state or nation.*

It is the intent of the Coral Gables Zoning Code to recognize all buildings which possess “significant character, interest or value as part of the historical, cultural, archaeological, aesthetic, or architectural heritage of the City, state or nation” qualify for designation as a local historic landmark (Article 8, Section 8-103). To that end, the eligibility for designation as a local historic landmark is defined by the Coral Gables Zoning Code as meeting **one (1)** (or more) of the criteria stipulated in Article 8, Section 8-103.

Constructed in 1924-25 in the Mediterranean Revival Style the property at 2530 Ponce de Leon Boulevard (legally described as Lot 27, Block 7, Coral Gables Crafts Section, according to the Plat thereof, as recorded in Plat Book 10, at Page 40, of the Public Records of Miami-Dade County, Florida), originally Peacock’s Coral Gables Bakery, is significant to the City of Coral Gables’ history based on the following **three (3) criteria** found in the Coral Gables Zoning Code, Article 8, Section 8-103:

A. Historical, Cultural significance

Criterion 4: Exemplifies the historical, cultural, political, economic, or social trends of the community

B. Architectural significance

Criterion 1: Portrays the environment in an era of history characterized by one (1) or more distinctive architectural style

Criterion 2: Embodies those distinguishing characteristics of an architectural style, or period, or method of construction

Staff finds the following:

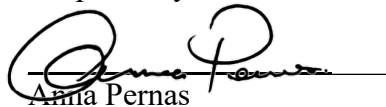
The property located at 2530 Ponce de Leon Boulevard is significant to the City of Coral Gables history based on:

HISTORICAL, CULTURAL AND ARCHITECTURAL SIGNIFICANCE

Therefore, Staff recommends the following:

A motion to **APPROVE** the Local Historic Designation of the property at **2530 Ponce de Leon Boulevard** (legally described as Lot 27, Block 7, Coral Gables Crafts Section, according to the Plat thereof, as recorded in Plat Book 10, at Page 40, of the Public Records of Miami-Dade County, Florida) based on its historical, cultural, and architectural significance.

Respectfully submitted,



Anna Pernas

Historic Preservation Officer

Selected References

- 1940s Archival Photographs, City of Coral Gables, Historical Resources Department.
- Aerial Photography: Florida Collection. University of Florida George A. Smathers Libraries.
- Building Record Books, City of Coral Gables, Historical Resources Department.
- Merrick, George, *Coral Gables Homes, Miami Florida*, c.1925
Coral Gables Miami Riviera: Heart of the American Tropics, c.1925
- Miami-Dade County Clerk, County Records.
- Miami-Dade County Property Appraisers Property Records.
- Newspapers.com
- Hollywood Herald
 - “Coral Gables Bakery Features High Grade Products Reasonably” June 12, 1942, p.4.
 - Florida Union Times
 - “Merrick’s Romantic Story of Great Coral Gables Development” June 28, 1925.
 - Miami Herald
 - “Building is Begun in New Crafts Section” November 30, 1924, p.46.
 - “Price of Bread Drops” December 27, 1926, p.8.
 - “Residences to be Built in the Crafts Section” December 7, 1924, p33.
 - Miami News
 - “Building News” December 8, 1924, p.3.
 - “Everyone Is Talking About What We Are Doing at Coral Gables” February 10, 1922, p.23.
 - “Opening Auction Sales at Coral Gables—Miami’s Master Suburb” November 25, 1921, p.18-19.
 - “Paving the Way for ‘Castles in Spain’” December 7, 1921, p.19.
 - “Rave Review: Peacock’s Coral Gables Bakery” February 28, 1967, p. 15.
 - Miami Tribune
 - “First Firms Take Space In Market at Coral Gables” December 15, 1925, p.5.
 - “Gables Bakery to Feature Pasteries” September 7, 1925, p.3.
 - “Large Bakery Will be Constructed in New Craft Section: Two Ovens with 400-Loaf Capacity Already Under Way” May 8, 1925, p.18.
 - “New Crafts Section Gives Double Assurance of Profit” November 19, 1924, p.20.
 - “Peacock Bakery Frame Work in Final Stages” January 4, 1925, p.17.
 - “Remarkable Growth: Coral Gables bakery” December 15, 1925, p.5.
 - New York Times
 - “Miami and the story of its remarkable growth: an interview with George E. Merrick” March 15, 1925.

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Parks, Arva Moore, George Merrick, Son of the South Wind: Visionary Creator of Coral Gables, University Press of Florida, 2015.

Polk, R. L. R. L. Polk and Company's Miami City Directory. Jacksonville, Florida: R. L. Polk and Co., various editions.

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Real Estate Records for 2530 Ponce de Leon Boulevard, Historical Resources Department, Coral Gables, Florida.

Worth, Susan, *The Peacock Inn: South Florida's First Hotel*, Florida Historical Quarterly, 91:2, 2012, pp.151-180.

REVIEW GUIDE

Definition:

The Review Guide comprises of some of the extant and character-defining features, which contribute to the overall significance of the structure and/or district. Hallmark and character-defining features are the *visual and physical features that give a building its identity and distinctive character*.

The Secretary of the Interior's Standards for the Treatment of Historic Properties embody two important goals: 1) the preservation of historic materials and, 2) the preservation of a building's distinguishing character.

Every historic building is unique, with its own identity and its own distinctive character. Character refers to all those visual aspects and physical features that comprise the appearance of every historic building. Character-defining features are the visual and physical features that give a building its identity and distinctive character. They may include the overall building shape, its materials, craftsmanship, decorative details, features, and aspects of its site and environment.

Use:

The Review Guide may be used to address the impact that additions, modifications, alterations and/or renovations may have on the historic structure and site.

The Review guide may also inform appropriate new construction in an historic district, neighborhood, or streetscape.

Property Address:	2530 (aka 2518) Ponce de Leon Boulevard
Lot Description:	corner lot
Date of Construction:	1924-5
Use:	mixed use
Style:	Mediterranean Revival
Construction Material:	concrete block covered with textured stucco
Stories:	one- and two-story
Roof Types:	flat

NOTE: The Review Guide is to be referenced in conjunction with the information and photographic documentation contained elsewhere within this Report. Character-defining features may include, but are not limited to, the listing found on the following page.

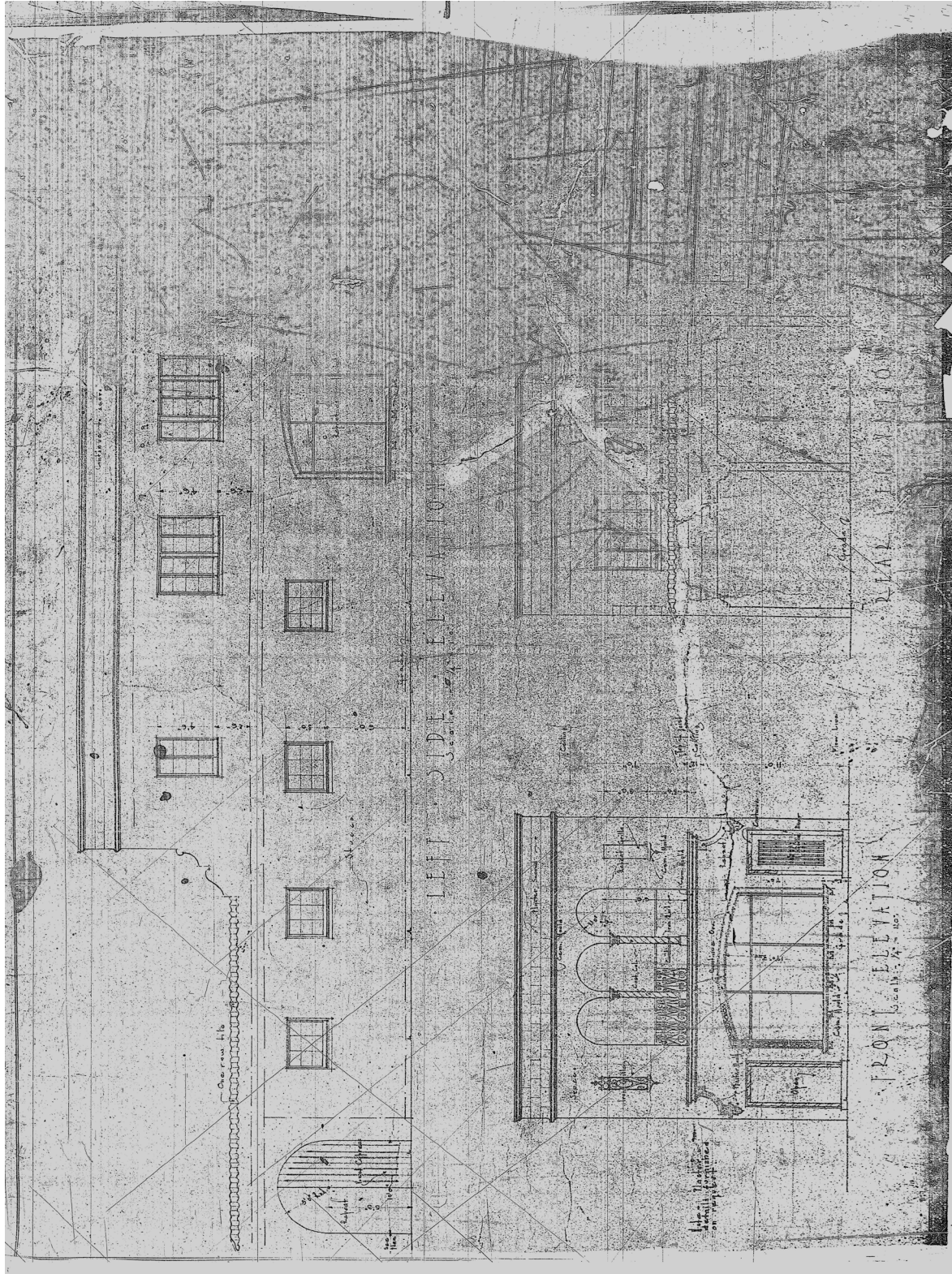
CHARACTER-DEFINING FEATURES

Style: Mediterranean Revival



- ✓ light-colored, textured stuccoed over thick masonry exterior walls
- ✓ flat roofs with parapets
- ✓ articulated molded and scored cornice
- ✓ second story porch with arched openings supported by twisted columns and original metalwork
- ✓ stylized molded string course 'shelf' ensemble with a raised relief and brackets
- ✓ slit windows with curved corbels and metal work
- ✓ segmental arched storefront windows with decorative masonry frames and scroll brackets
- ✓ round vents grouped as decorative accents
- ✓ recessed windows with projecting sills
- ✓ exterior stair hall originally clad in two-piece barrel tile

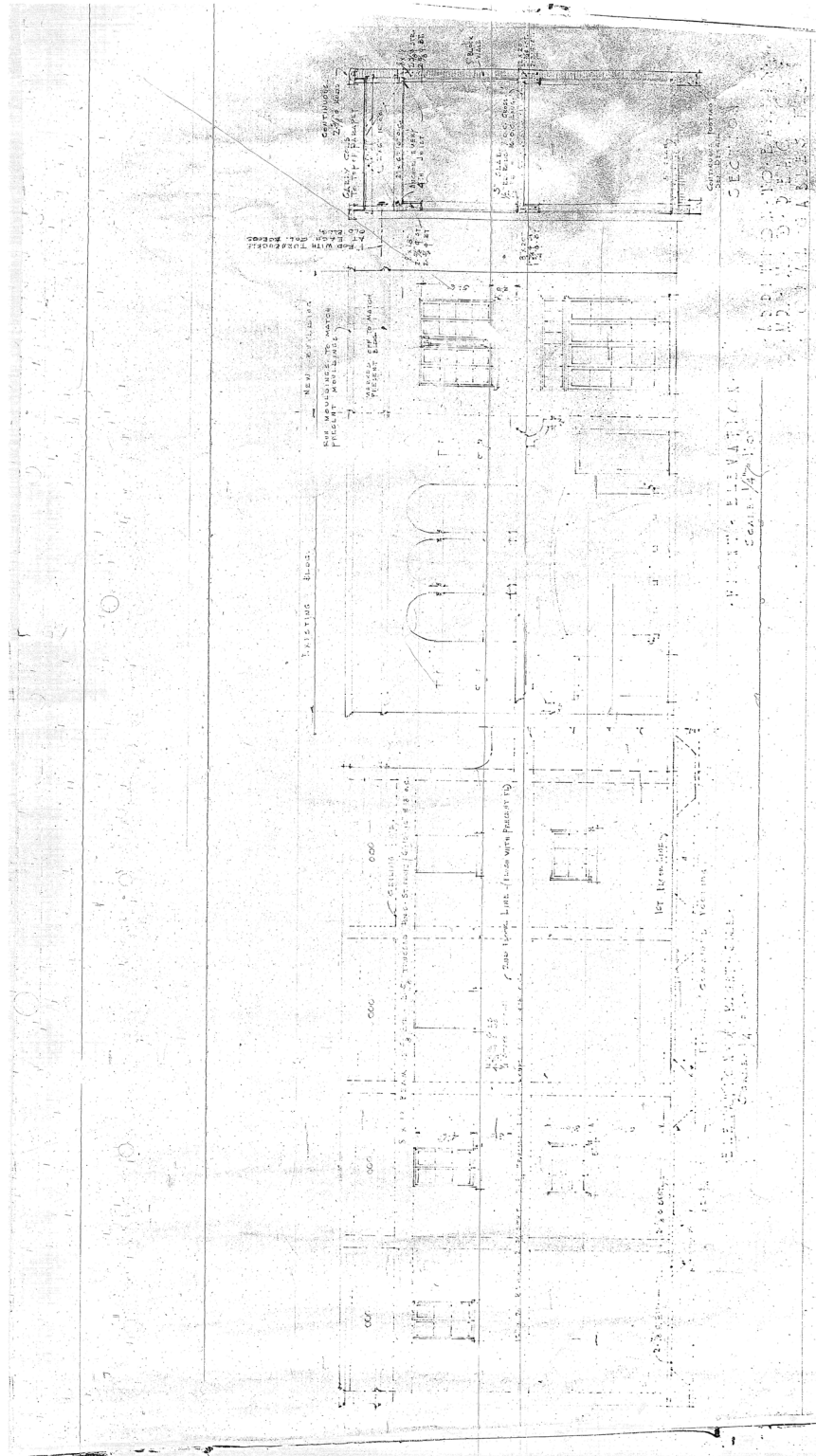
Attachment A: Permit #900, 1924-5
Architect: H. George Fink

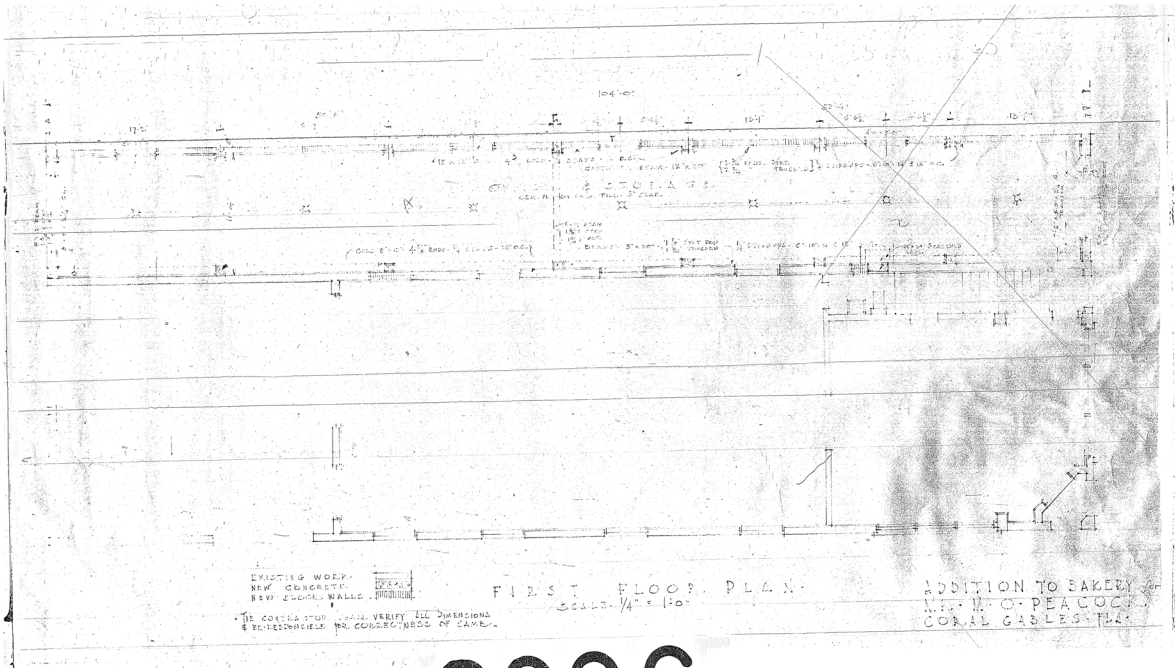


900

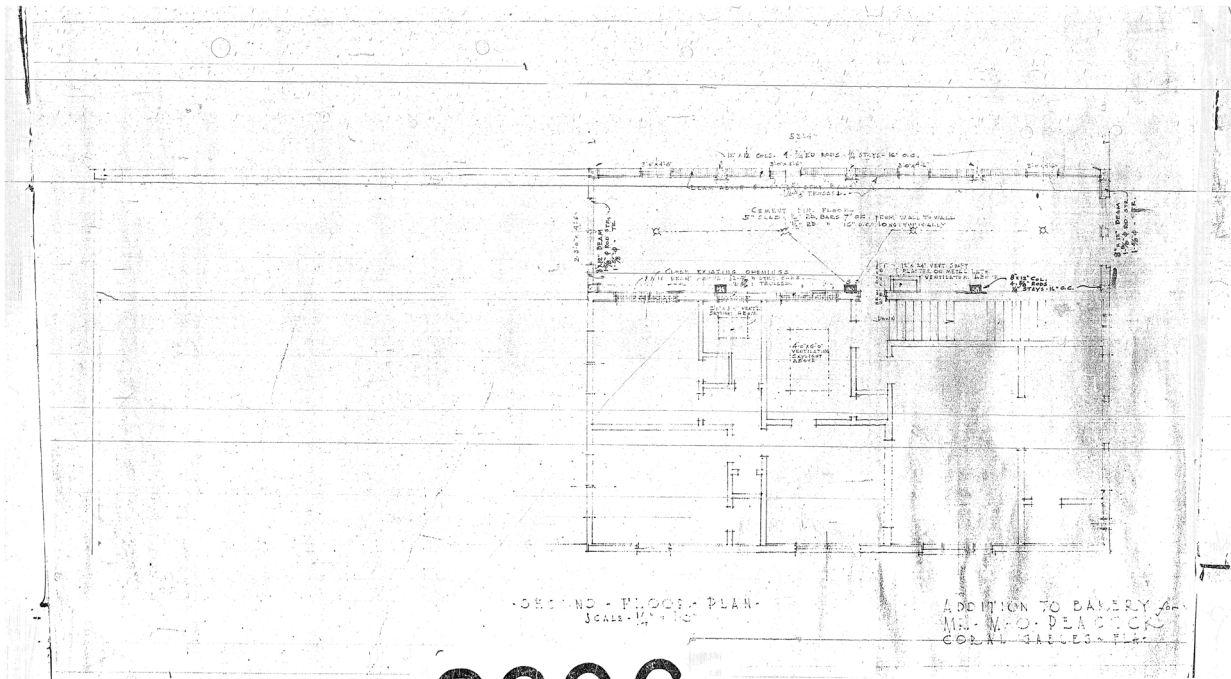
Attachment B: Permit #2996, 1927

Architect: Phineas Paist





2996



2996