

MARCHE FLORIST  
4800 Rhode Island Avenue  
Hyattsville  
Prince George's County  
Maryland

HABS MD-1416  
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PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

HISTORIC AMERICAN BUILDINGS SURVEY  
National Park Service  
U.S. Department of the Interior  
1849 C Street NW  
Washington, DC 20240-0001

## HISTORIC AMERICAN BUILDINGS SURVEY

### MARCHÉ FLORIST

HABS No. MD-1416

- Location:** 4800 Rhode Island Avenue, Hyattsville, Prince George's County, Maryland
- Coordinates for the Marché Florist are 38.948523 N, -76.943842 W and they were obtained through Google Earth in December 2013 with, it is assumed, NAD 1983. There is no restriction on the release of the locational data to the public.
- Significance:** The Marché Florist was a retail store for the Marche family florist business, which began on an adjacent parcel that included the Marché House and commercial greenhouses. The florist building was designed by Washington, DC architect John Robie Kennedy in 1951, with additions complete by approximately 1957. The building is a fine example of a mid-century modern commercial structure, intended to attract drivers traveling along Rhode Island Avenue, a major thoroughfare between Washington, DC and Prince George's County, Maryland.
- Description:** The Marché Florist is a mid-century modern commercial structure, with characteristic features of that architectural mode including a flat roof, large expanses of plate glass, and random ashlar stone facing. Other noteworthy features include an attached greenhouse to the south and a handsomely appointed interior shop with a travertine counter. A concrete block rear addition contained offices and utilitarian spaces.
- History:** In 1922, Augusta Marché moved her family's florist business to property in Hyattsville along the west side of Rhode Island Avenue, a major thoroughfare between Washington, DC and Prince George's County, Maryland. She commissioned local architect John Robie Kennedy to design a combination house and shop for her, which was completed in 1932. The house was a distinctive combination of Georgian Revival forms and the polychrome concrete materials pioneered by local designer John Joseph Earley. When Augusta decided to expand her retail presence with a new, modern building closer to Rhode Island Avenue, she again hired architect John Robie Kennedy. Built in 1951 and then added to by 1957, the Marché Florist is an excellent intact example of mid-century modern roadside commercial architecture.
- Source:** "Marché Florists Building," Historic Site Evaluation, Prince George's County Historic Preservation Section, M-NCPPC, (10 December 2013).
- Historian:** Lisa Pfueller Davidson, Ph.D., HABS Staff Historian