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**Shore Club**  
 1901 Collins Ave.  
 Miami Beach, FL 33139

**Owner:** WITKOFF.  
**Name:** 40 West 57th Street, Suite 1620  
**Address:** New York, NY 10019  
**Address:** 212-672-4700  
**Tel:** witkoff@rossettipr.com  
**Email:**

**Design Architects:** KKAID & RAMSA COLLABORATION  
**Name:**  
**Address:**  
**Address:**  
**Tel:**  
**Email:**

**Consultant:** LANDSCAPE  
**Name:** Island Planning Corporation.  
**Address:** 248 Washington Ave.  
**Address:** Miami Beach, FL 33139  
**Tel:** 305-534-5725  
**Email:** info@islandplanningcorporation.com

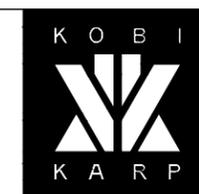
**Consultant:** HERITAGE ARCHITECTURAL ASSOCIATES  
**Name:** Steve Avdakov.  
**Address:** Island Planning Corporation.  
**Address:** 4300 Biscayne Boulevard, Suite 203  
**Tel:** Miami, FL, 33137  
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Fri Dec 3, 2021



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 Lic. # AR0012578



12.06.2021 FINAL SUBMITTAL  
 HPB21-0481

# THE SHORE CLUB

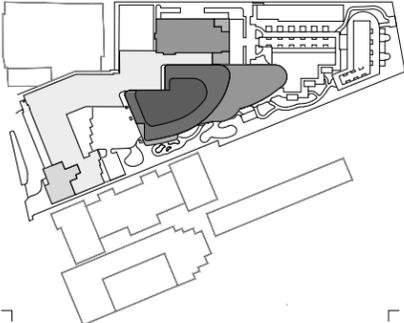
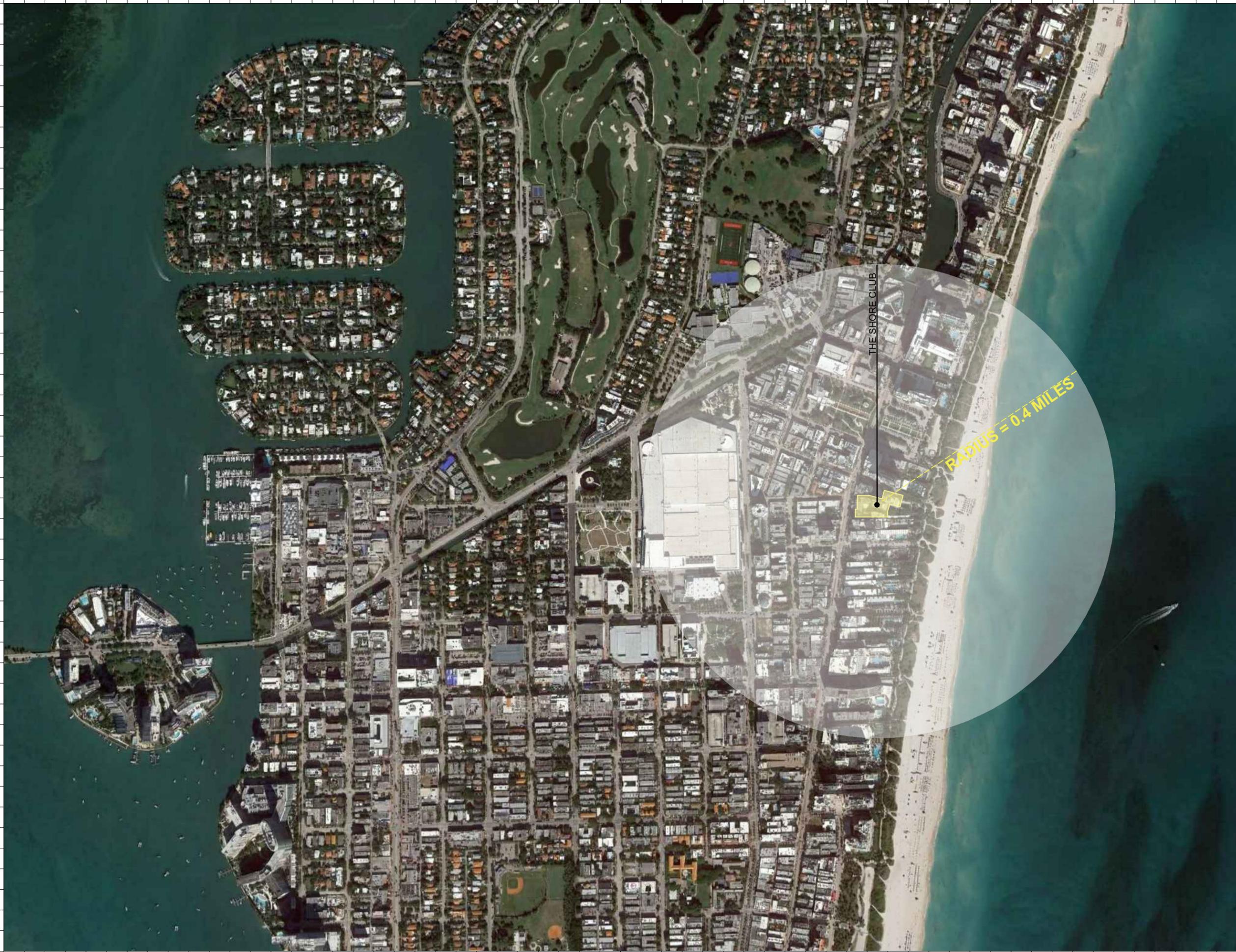
1901 Collins Ave, Miami Beach, FL 33139

**COVER**  
 THE SHORE CLUB

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| Date    | 12-06-2021 | Sheet No. |       |
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| Project | 2104       |           |       |







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**LOCATION MAP**  
 THE SHORE CLUB

|         |            |           |       |
|---------|------------|-----------|-------|
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LOEWS - BROSCHE SANDOVAL & ASSOCIATES, 1998  
272 FT

THE GEORGIAN CONDOMINIUM - JORGE DORTA-FUQUE, 1980  
114 FT

THE DECOPLAGE - COLISH & GROSSMAN, 1965  
183 FT

THE RITZ CARLTON - MORRIS LAPIDUS, 1953  
154 FT

SAGAMORE HOTEL - ALBERT ANIS, 1948  
72 FT

NATIONAL HOTEL - ROY FRANCE, 1940  
130 FT

THE DELANO HOTEL - ROBERT SWARTBURG, 1947  
150 FT

GROSSINGER | RITZ PLAZA | SLS HOTEL - L. MURRAY DIXON, 1940  
204 FT

THE SURFCOMBER HOTEL - MACKAY & GIBBS, 1948  
38 FT

MARSEILLES HOTEL - ROBERT SWARTBURG, 1946  
127 FT

THE RALEIGH - PROPOSED TOWER  
175 FT

THE RALEIGH HOTEL - L. MURRAY DIXON, 1940  
137 FT

SHELBORNE BEACH HOTEL - IGOR POLEVITZKY, 1940  
171 FT

NAUTILUS HOTEL - ALBERT ANIS, 1950  
111 FT

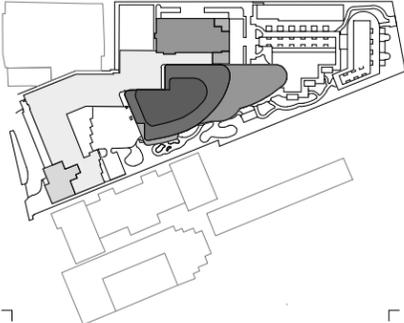
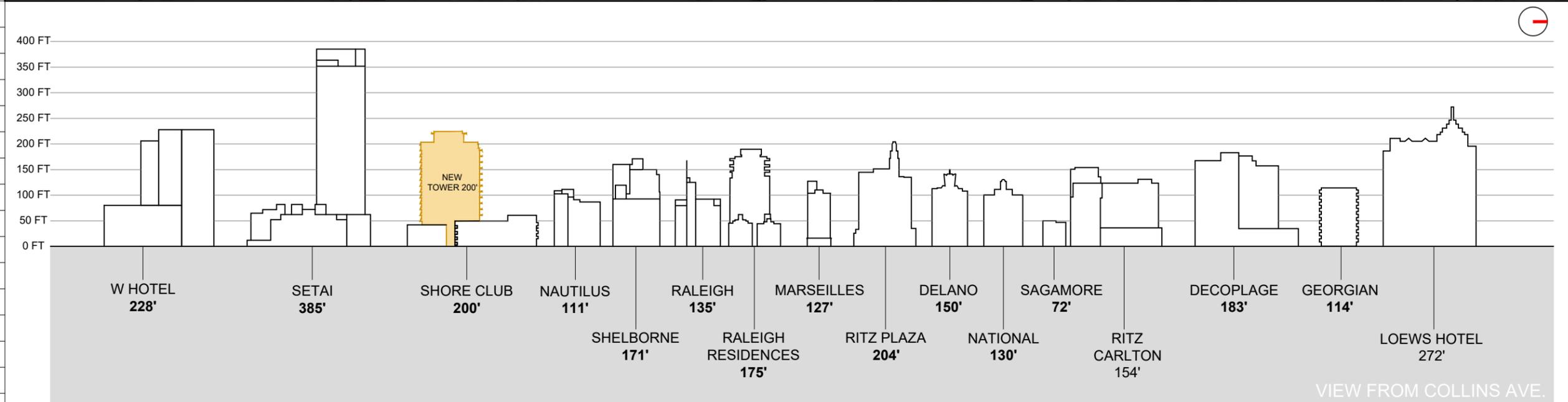
SHORE CLUB TOWER - MELVIN GROSSMAN, 1955  
100 FT

SHORE CLUB TOWER - DAVID CHIPPERFIELD, 1998  
225 FT

TOWNHOUSE HOTEL - ROBERT TAYLOR, 1938  
85 FT

CROMWELL - ROBERT TAYLOR, 1939  
105 FT

THE SETAI - HENRY HOHAUSER, 1937  
385 FT



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**Design Architects:** KKAID & RAMSA COLLABORATION  
**Name:**  
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**Consultant:** HERITAGE ARCHITECTURAL ASSOCIATES  
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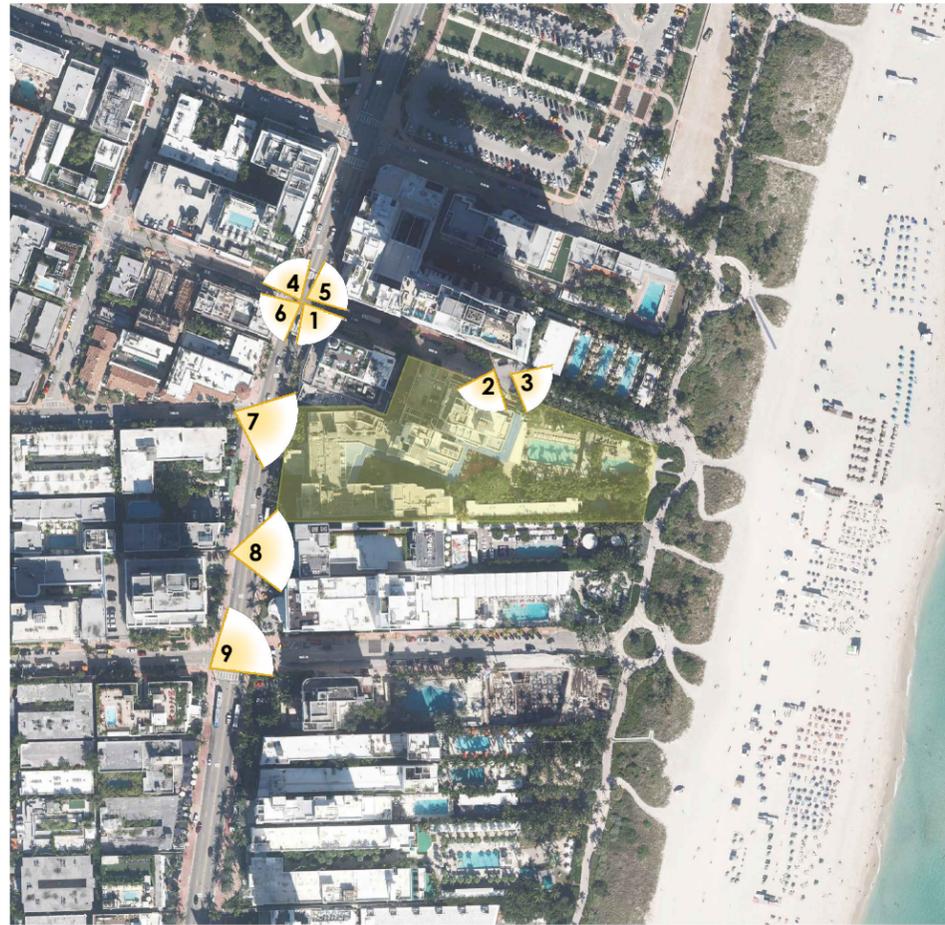
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**CONTEXT AERIAL VIEW**

THE SHORE CLUB

|         |            |           |       |
|---------|------------|-----------|-------|
| Date    | 12-06-2021 | Sheet No. | A0.05 |
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| Project | 2104       |           |       |



1 TOWNHOUSE HOTEL MIAMI



2 THE CROMWELL HOTEL



3 BEACH WALK ENTRANCE



5 THE SETAI MIAMI BEACH



6 HOTEL GREYSTONE



4 BOULAN SOUTH BEACH



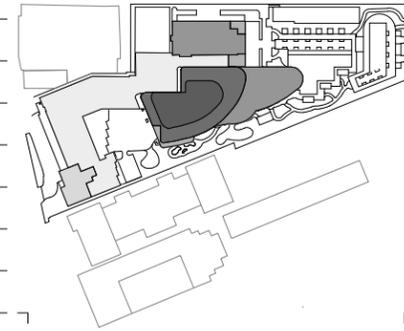
7 SHORE CLUB MIAMI BEACH



8 NAUTILUS CABANA CLUB



9 SHELBORNE OCEAN BEACH RESORT



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**Tel:** 305-534-5725  
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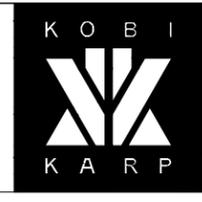
**Consultant:** HERITAGE ARCHITECTURAL ASSOCIATES  
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Fri Dec 3, 2021



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**CONTEXT**

**SURROUNDING BUILDINGS**

|         |            |           |       |
|---------|------------|-----------|-------|
| Date    | 12-06-2021 | Sheet No. | A0.06 |
| Scale   | NTS        |           |       |
| Project | 2104       |           |       |

# HISTORIC OVERVIEW

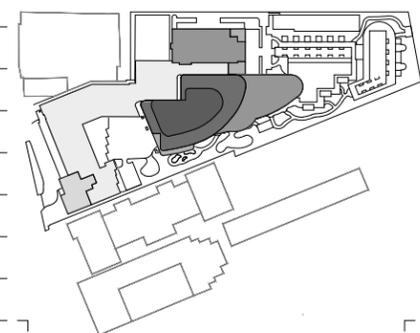
The original Shore Club Hotel and the former Cromwell Hotel are contributing buildings to the locally-designated Ocean Drive / Collins Avenue Historic District. The local district was designated in 1986 and expanded in 1992. The two buildings are also contributing buildings to the National-Register listed Miami Beach Architectural (Art Deco) District, which was originally listed in 1979. At that time, the hotels were less than 50 years old and thus were not classified as contributing buildings. In 2001, the period of significance for the Art Deco District was extended to 1950, which allowed both hotels to be designated as contributing building to the Miami Beach Architectural (Art Deco) District.

The 7-story Art-Deco Cromwell Hotel was designed by architect Robert A. Taylor and was constructed in 1939. The original owner was prominent developer Newton B. T. Roney, who also developed the Shore Club, a pool/cabana resort that was associated with the Cromwell. The Cromwell was one of many Miami Beach hotels used by the U.S. Army Air Force Technical Training Command during World War II. It was returned to civilian use in late 1945.

In 1945, Roney sold the adjacent Shore Club property, which included the pool and cabanas associated with the Cromwell. Consequently, a new pool and cabanas were constructed at the Cromwell in 1947.

In 1966, the name of the Cromwell was changed to the Sharon Hotel. Ownership of the property was transferred several times during the 1980s. The building became vacant around 1984, and there were several failed attempts to renovate and reopen the hotel. It was combined with the Shore Club Hotel into one property in 2001.

The 3-story Shore Club Hotel was constructed in 1949. It was designed in the Miami Modern (MiMo) style by Albert Anis with Melvin Grossman as associate architect. The pool and cabanas originally associated with the Cromwell were located on the property and thus became part of the Shore Club Hotel. An 8-story tower, designed by Melvin Grossman, was added in 1955. The Shore Club Hotel operated continuously until the late 1990s, when it was closed for the major construction project that combined the Shore Club and the former Cromwell into one property.



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Rev Dec 3, 2021

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**SCOPE OF WORK**  
THE SHORE CLUB

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|---------|------------|-----------|-------|
| Date    | 12-06-2021 | Sheet No. | A0.10 |
| Scale   | -          |           |       |
| Project | 2104       |           |       |



**Shore Club Hotel**  
1901 COLLINS AVENUE MIAMI BEACH, FL 33139



**Cromwell Hotel**  
110 20th STREET MIAMI BEACH, FL 33139

