

HISTORIC RESOURCES REPORT

SHORE CLUB HOTEL

1901 Collins Avenue

Miami Beach, Florida



Prepared For:

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October 15, 2021

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INTRODUCTION

The Miami Beach Historic Preservation Board (HPB) is being asked to approve an application for a Certificate of Appropriateness for proposed work at the Shore Club, located at 1901 Collins Avenue, Miami Beach. (Fig. 1) The Shore Club is a contributing resource in the locally-designated Ocean Drive / Collins Avenue Historic District. Therefore, the project will require a Certificate of Appropriateness from the HPB. The Shore Club is also a contributing resource in the National Register-listed Miami Beach Architectural (Art Deco) District.

Heritage Architectural Associates (HAA) has been commissioned by The Witkoff Group LLC, the developer of the property (the Client), to provide an Historic Resources Report to be included in the Certificate of Appropriateness submission packet, per the requirements of the Miami Beach Historic Preservation Ordinance.

The Client provided some documentation regarding the building's history to HAA at the outset of the project. To prepare the report, HAA obtained information from the City of Miami Beach and Miami-Dade County. HAA conducted further research with sources that included books, newspapers and on-line resources. Additionally, on-site photography was conducted to document the building and its environs as they currently exist. This information has been compiled in the report, which includes a description of the historic context of the neighborhood, the history of the property, biographies of the architects, and a current description of the property. The text is supplemented by numerous historic and contemporary images.

This work was overseen by Steven G. Avdakov, R.A., principal of HAA. The report was written and compiled by Deborah Griffin of HAA. Unless otherwise specified, all photographs were taken by Steven Avdakov and Gordon Loader of HAA.

SHORE CLUB HOTEL



Fig. 1. Shore Club Hotel, July 2021.

Name:	SHORE CLUB HOTEL
Address:	1901 Collins Avenue, Miami Beach
Date of Construction:	1939, 1949, 1955, 2001
Architects:	Robert A. Taylor (Cromwell), Albert Anis (Shore Club), Melvin Grossman (1955 addition), David Chipperfield (2001 modifications)
Architectural Style:	Art Deco (Cromwell), Miami Modern (Shore Club)
Historic Status:	Contributing
Historic Districts:	Collins Avenue / Ocean Drive Historic District (Local 1986, 1992) Miami Beach Architectural District (National Register 1979, 2000)

HISTORIC DISTRICT

In 1986, the Ocean Drive / Collins Avenue Historic District was designated as the first Local Historic District in Miami Beach. The original boundary of the District was roughly 5th and 6th Streets at the south, Collins Court and Collins Avenue at the west, 16th Street at the north and the Erosion Control line at the east. In 1992, the boundary was expanded to include the east side of Collins Avenue to 22nd Street. (Fig. 2) All proposed rehabilitation projects and new construction within the Local Historic District are subject to review in accordance with the Miami Beach Historic Preservation Ordinance.

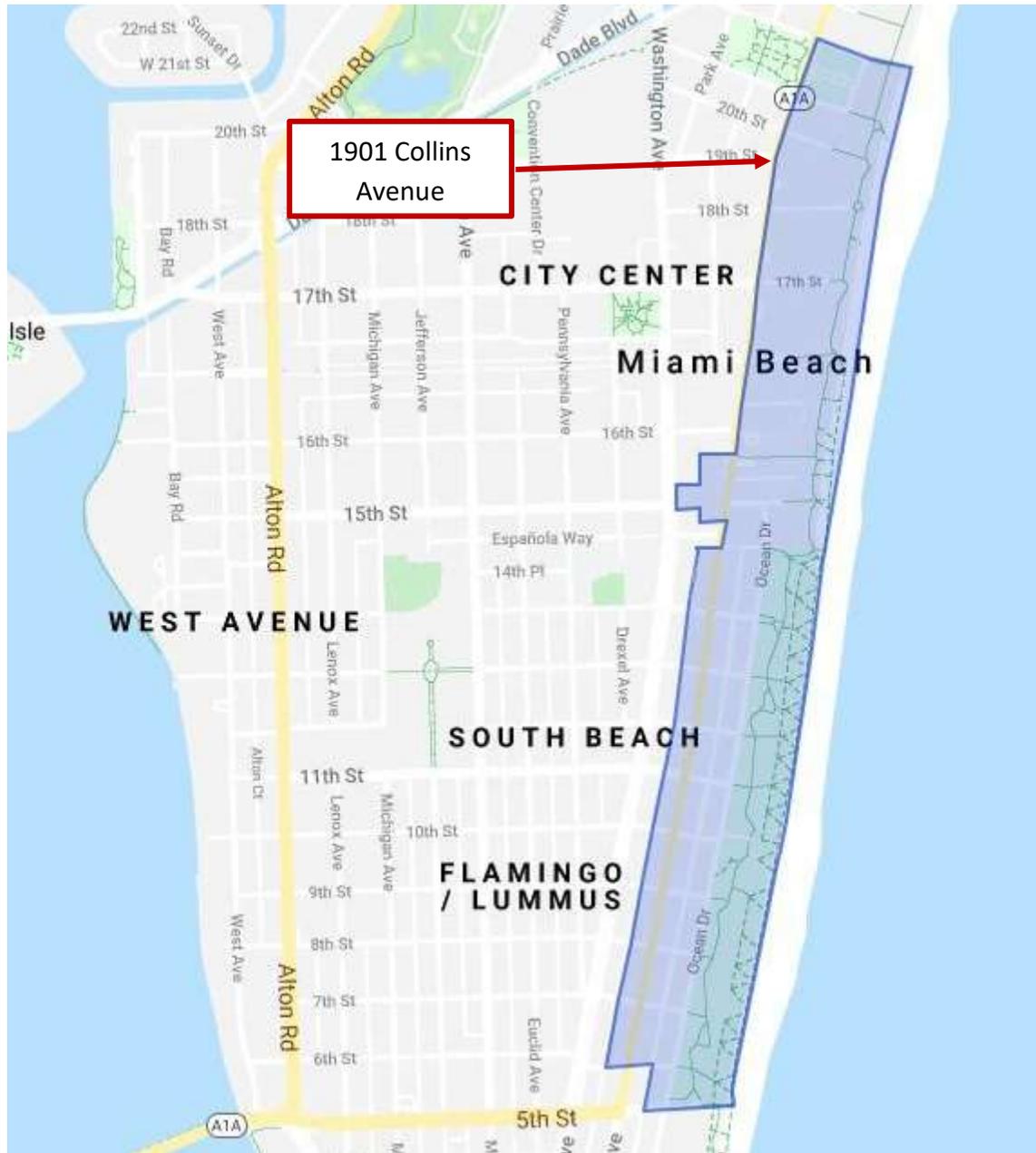


Fig. 2. Location of subject property within the boundary of the Ocean Drive / Collins Avenue Historic District. (Ocean Drive / Collins Avenue Historic District (Local))

The following is noted regarding the Ocean Drive / Collins Avenue Historic District:

The expanded Ocean Drive / Collins Avenue Historic District is highly representative of a distinct period in Miami Beach's history. The area's development pattern and architecture is reflective of its physical setting, prevalent architectural styles of the 1930s through the 1940s, the aspirations of its original developers, and the changing economic conditions of the nation and the local community...

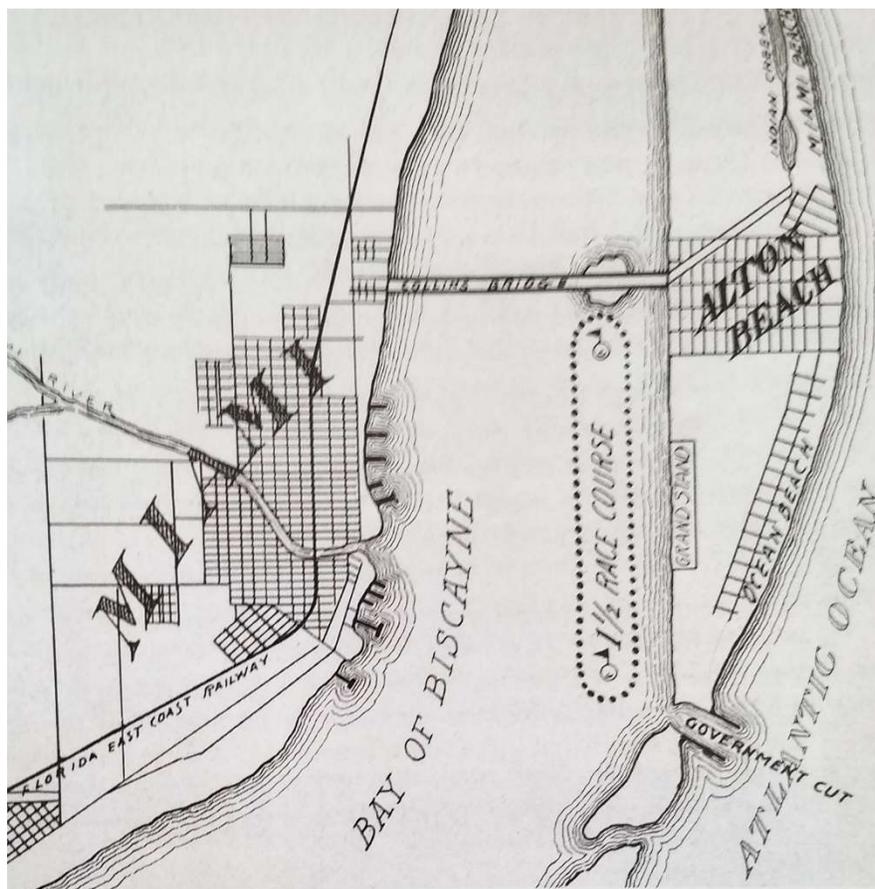
The area was planned and developed as a resort mecca and built-up in a relatively short period of time. The result is visual cohesiveness and a high concentration of distinct resort architecture typical of the fashionable style of the 1930s-1940s period....With an open front terrace, a standard design feature, the buildings were clearly designed to take advantage of the beach...

There is a strong consistency in scale in the expanded district. Between 5th and 15th Street, most of the buildings are two to three stories in height (with a few notable exceptions). The hotels north of 15th Street utilize similar design principles, but on a more impressive scale. Larger lots and direct ocean frontage created the setting for the next phase of resort architecture where buildings contained more private amenities; such as restaurants, nightclubs and private pools and beaches.¹

¹ City of Miami Beach Department of Historic Preservation and Urban Design, "Ocean Drive / Collins Avenue Historic District Expanded District Designation Report", (1992), 4. 8-9.

NEIGHBORHOOD CONTEXT

On January 15, 1914, Carl Fisher's Alton Beach Realty Company platted Fisher's First Subdivision of Alton Beach consisting of 305 acres along the oceanfront, located generally between 15th and 20th Streets. (Fig. 3) Fisher, who was from Indianapolis, made his fortune when he sold his patent for gas-powered automobile headlights to the Union Carbide Company. It was his intention to develop an oceanside resort called Alton Beach on his land. Abraham Lincoln was a hero to Fisher, so when he laid out the main east-west street, he named it Lincoln Road. Lincoln Road soon became the cultural and commercial center of Miami Beach, which was incorporated in 1915.



*Fig. 3. Map showing location of Carl Fisher's Alton Beach, 1944.
(Lost Miami Beach, p. 93)*

At the time of its development, the oceanfront area around Lincoln Road was the first upscale residential neighborhood in Miami Beach. Fisher built his house there in late 1914, and other wealthy residents soon began building their own winter homes in the area. By the 1930s, this residential neighborhood had been replaced with lower scale small hotels along Collins Avenue. As the city developed, land values increased, which increased pressure to build larger hotels

along the ocean. Carl Fisher developed five hotels in the Mediterranean Revival style between 1920 and 1935.

By the 1930s, architects were being influenced by the Art Deco landmarks that were being constructed in New York City, including the Empire State Building and the Chrysler Building. The Art Deco style developed in response to the dramatic changes that occurred following the end of World War I that included industrialization, societal changes, and technological advances in transportation and communication. The style reached its peak between the two World Wars. Art Deco was the predominant style of skyscrapers in major U.S. cities and also of gas stations, small stores, motels, and diners in cities and rural areas alike. By the late 1930s, Art Deco was beginning to be replaced by Streamline Moderne. Architects in Miami Beach designed dozens of hotels in the Art Deco and Streamline Moderne styles.

Some hotels constructed prior to World War II were built in the Modern style. However, that style was much more widely used after the war. Many significant examples of the Art Deco, Streamline Moderne, and Modern styles are located along Collins Avenue in the vicinity of the Shore Club.



*Fig. 4 East side of Collins Avenue looking northeast from 18th Street, 1955.
(FIU Libraries)*

Neighborhood Description

The Shore Club is located on Miami-Dade County Tax Parcel 02-3226-001-0020, which is located on the east side of Collins Avenue between 18th and 20th Streets. (Fig. 5)

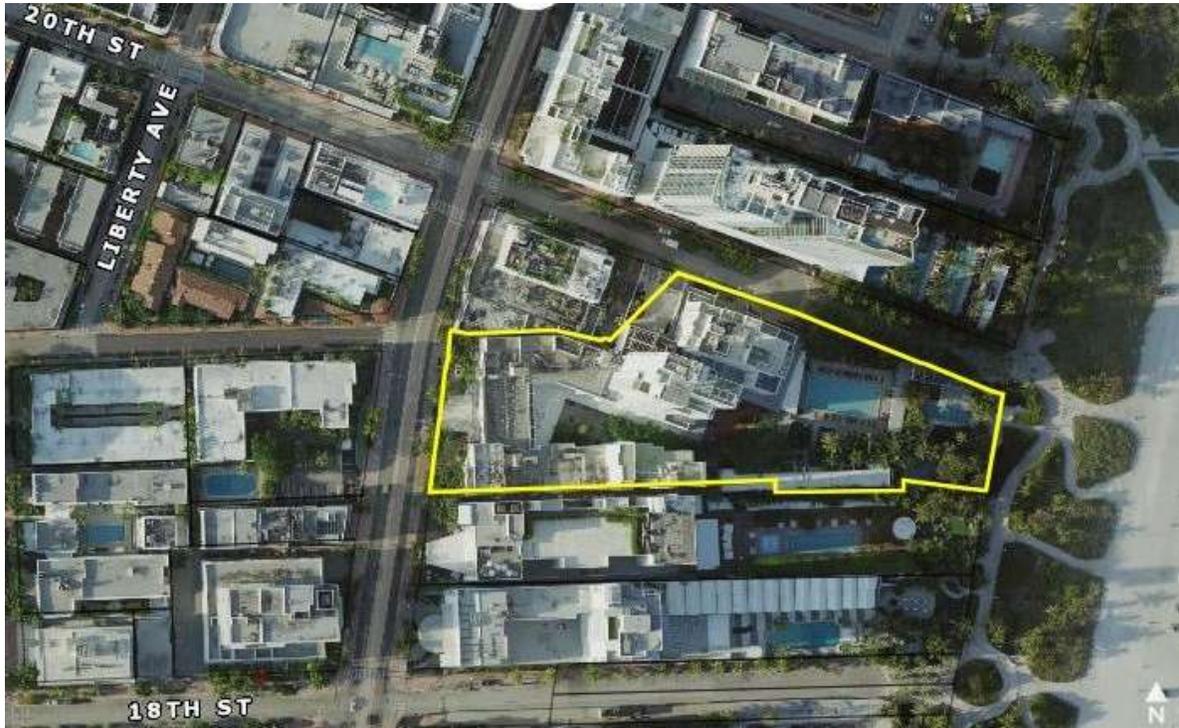


Fig. 5. Tax parcel map showing property lines of Shore Club Hotel at 1901 Collins Avenue. (Miami-Dade County Property Appraiser)

Collins Avenue is a generally north-south four-lane street with moderate-to-heavy landscaping, palm trees, and a wide pedestrian sidewalk. On the east side of Collins Avenue near the Shore Club, the urban context is a generally cohesive contiguous assemblage of mid-rise hotels that were constructed within a few years of one another. (Fig. 6, Fig. 7)



Fig. 6. East side of Collins Avenue north of Shore Club, looking north, July 2021.



Fig. 7. East side of Collins Avenue south of Shore Club, looking south, July 2021.

The Town House Hotel (Fig. 8) is located on the southeast corner of Collins Avenue and 20th Street and is bounded by the Shore Club on the south and east. North of 20th Street on the east side of Collins are the Setai Resort and Residences (Fig. 6) and the Bulgari (formerly Sea Gull) Hotel. South of the Shore Club are the Nautilus and Shelborne Hotels (Fig. 9), which are located north of 18th Street.



Fig. 8. Town House Hotel, July 2021.



Fig. 9. Nautilus Hotel (L) and Shelborne Hotel (R), July 2021.

A number of historic beach hotels are located to the south of the Shore Club on the east side of Collins Avenue. (Fig. 10, Fig. 11) The Raleigh (Fig. 12), Richmond, South Seas, Marseilles (Fig. 13), Seacomber/Surfcomber, and Ritz Plaza (Fig. 14) are located between 18th and 17th Streets, and the Delano, National, Sagamore (Fig. 15), and DiLido / Ritz-Carlton (Fig. 16) are located between 17th Street and Lincoln Road.



Fig. 10. East side of Collins Avenue looking south from 19th Street, August 2020.



Fig. 11. East side of Collins Avenue looking south from 18th Street, August 2020.



Fig. 12. Raleigh Hotel, August 2020.



Fig. 13. Marseilles Hotel, August 2020.



Fig. 14. Ritz Plaza Hotel, August 2020.



Fig. 15. From left, Delano, National, and Sagamore Hotels, August 2020.



Fig. 16. DiLido (Ritz Carlton) Hotel, 2021. (Google Maps)



Fig. 17. West side of Collins Avenue north of Shore Club, looking north, July 2021.



Fig. 18. West side of Collins Avenue south of Shore Club, looking south, July 2021.

The buildings on the west side of Collins Avenue generally have a lower scale than the eastern side of the street (Fig. 17, Fig. 18), with the exception of the Tower 1800 Condominium

(constructed 1973). (Fig. 19) Low-scale hotels on the west side of Collins in the vicinity of the Shore Club include the Dorchester (Fig. 20), Peter Miller (Fig. 21), and Greystone (Fig. 22) Hotels.



Fig. 19. Tower 1800 Condominium, July 2021.



Fig. 20. Dorchester Hotel, July 2021.



Fig. 21. Peter Miller Hotel, July 2021.



Fig. 22. Greystone Hotel, July 2021.

The Miami Beach Beachwalk runs along the beach to the east of the Collins Avenue hotels. (Fig. 23, Fig. 24)



Fig. 23. Miami Beach Beachwalk, July 2021.



Fig. 24. Shelborne, Nautilus, Shore Club, and Setai (L-R) from Beachwalk, July 2021.

HISTORY OF THE SHORE CLUB

The Shore Club is comprised of two properties that were originally separate hotels. The former Cromwell Hotel was constructed in 1939 at 110 20th Street. The Shore Club Hotel was constructed in 1949 at 1901 Collins Avenue. The two properties opened as a combined facility in 2001.

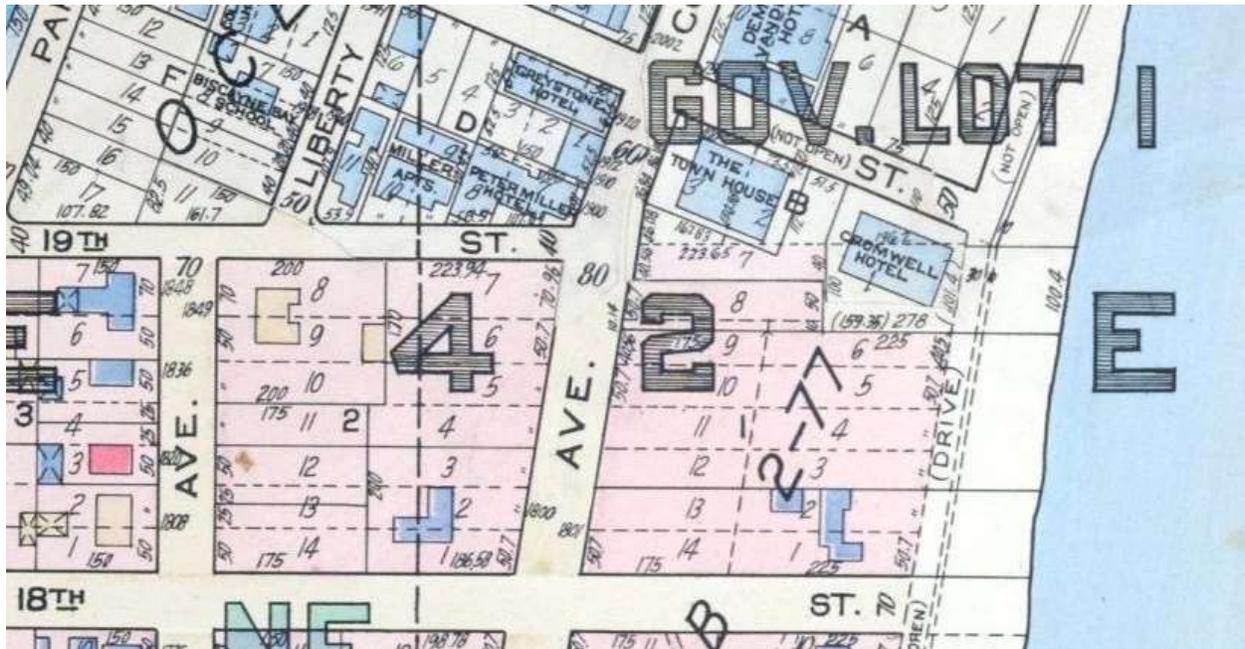


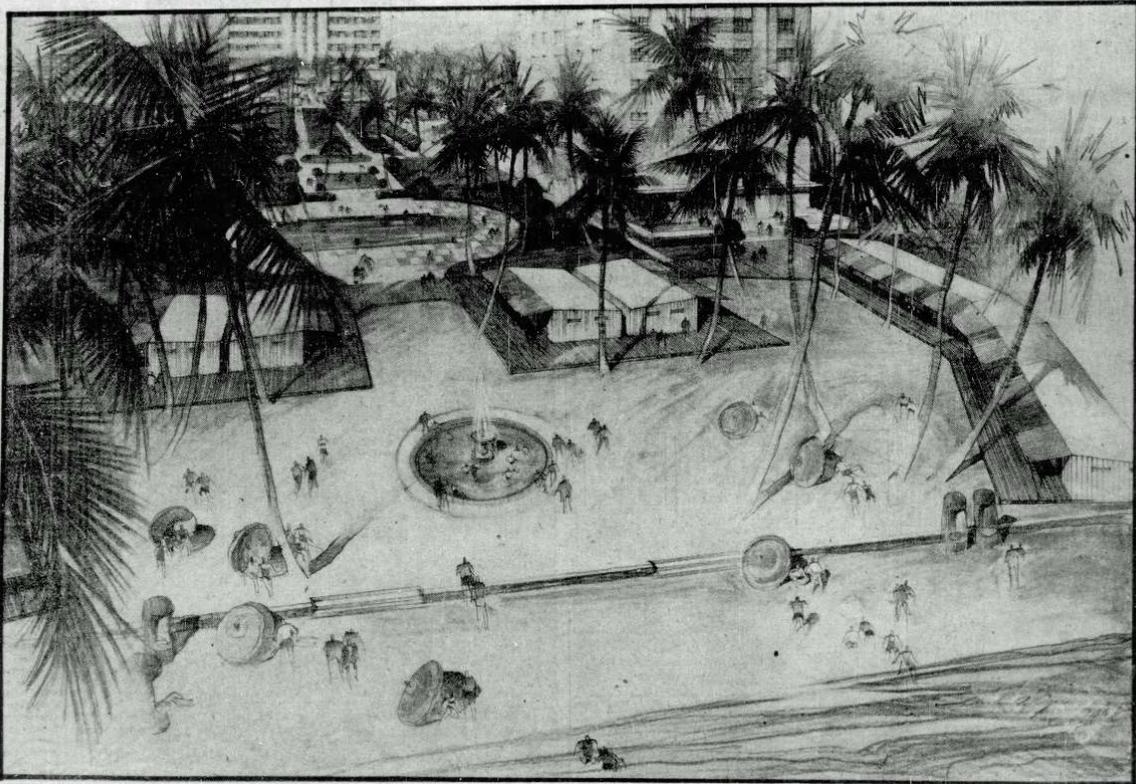
Fig. 25. Plat Map showing Cromwell Hotel and location of future Shore Club Hotel, 1935 (revised 1940).
(Real Estate Plat Book of the City of Miami Beach, Florida)

Cromwell Hotel and the original Shore Club

The former Cromwell Hotel is located on Block B of the Ocean Front Property of the Miami Beach Improvement Company. (Fig. 25) Newton B. T. Roney had a hotel constructed in 1939. The architect was Robert A. Taylor, and the general contractor was Fred Howland, Inc. The hotel was seven stories tall with 103 rooms, and the building footprint was 117' by 72'. The initial building permit was issued in August 1939.

At the same time, Roney began development of the Shore Club, which was a pool and cabana club associated with the Cromwell. (Fig. 26) Roney intended to build the Atlantic Shores Hotel (Fig. 27) on the site of the current Shore Club Hotel, but that project did not come to fruition. Permits for a swimming pool, 52 one-story cabanas, and men's and women's locker rooms were issued between October and December 1939. Part of the Shore Club was constructed on the lots south of the Cromwell, the site of the current Shore Club Hotel.

• THE SHORE CLUB •



Announcing the opening of the newest oceanfront bathing club at Miami Beach—Located on the Ocean between 18th and 20th Streets—the central feature of N. B. T. Roney's new hotel center. Pictured above is a view of THE SHORE CLUB as it appears facing the Atlantic Ocean. On the right is the new Cromwell Hotel . . . in the center background is shown the proposed Atlantic Shore Hotel to be erected this summer. Features of THE SHORE CLUB include a Clubhouse with Men's and Women's Lockers and Marble Showers . . . Oceanfront Cabanas . . . Swimming Pool . . . Children's Wading Pool . . . Electric Fountain . . . Landscaped Gardens . . . Two Dance Floors, one constructed so that on special occasions it can be flooded and frozen for Ice Skating . . . Dancing, Ice Skating and Swimming can be carried on simultaneously under the Florida Sun in THE SHORE CLUB GARDENS.

•
Marshall Wayne
•
Manager

Club Membership—\$110.00 per year. Membership includes use of Pool and Lockers.
Cabanas—\$400.00 per season. Special short time rates on Cabanas.

•
Garland Powell Peed
•
President

Offices Are Maintained at Club—Telephone 5-5992

Fig. 26. Rendering of original Shore Club, 1940.
(Miami Herald, 1/7/1940, p. 64)

RONY TO BUILD AGAIN

Pioneer First To Announce 1940 Hotel



N. B. T. Roney, pioneer developer and real estate operator of Miami Beach, will erect this \$450,000 hotel on the site of his proposed hotel city on the ocean front between Eighteenth and Twentieth streets. Construction will start in May. The hotel will be called the Atlantic Shore.

Fig. 27. Rendering of planned Atlantic Shores Hotel, which was to be constructed on site of current Shore Club Hotel, 1940.

(Miami Herald, 1/7/1940, p. 56)

New Beach Hotel Is Ready For Season's Opening

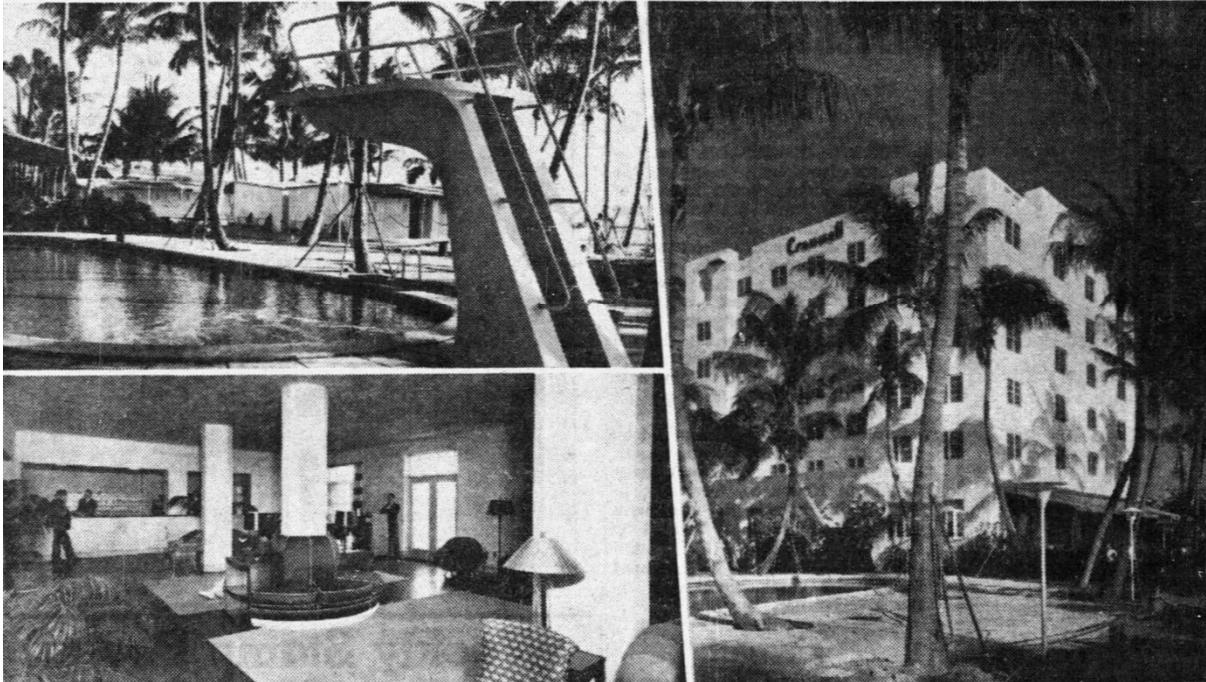


Fig. 28. Newspaper announcement of opening of Cromwell Hotel, 1940.
(Miami News, 1/7/1940, p. 35)



Fig. 29. Postcard image of Cromwell Hotel and original Shore Club, c. 1941.
(Office of the Property Appraiser, Miami-Dade County)

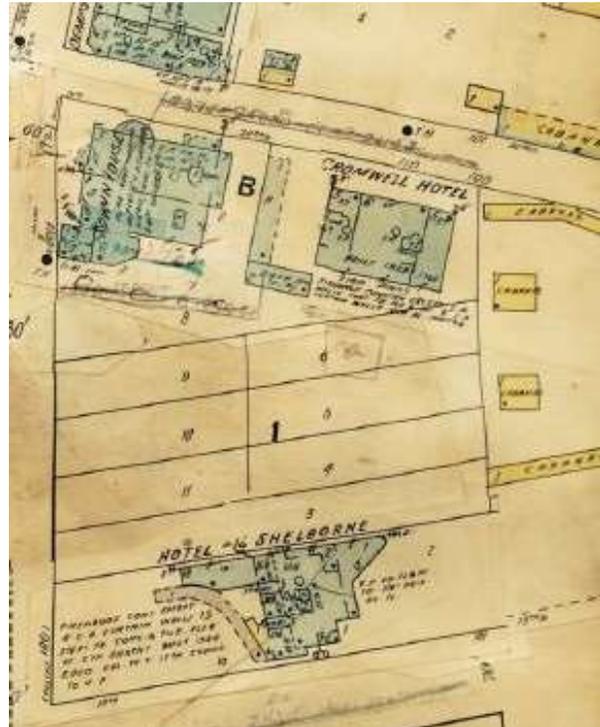


Fig. 30. Sanborn map showing original footprint of Cromwell Hotel "from plans", 1941.
(Marcus, Shore Club Hotel HRR)



*Fig. 31. Enlarged newspaper photo of Cromwell lobby, 1940.
(Miami News, 1/7/1940, p. 35)*



*Fig. 32. Postcard showing Lounge at Cromwell Hotel, c. 1940.
(Miami Beach Visual Memoirs)*

The Cromwell Hotel (Fig. 28, Fig. 29, Fig. 30, Fig. 31, Fig. 32), which was leased to John Duff, opened on December 23, 1939. In late 1940, the penthouse was constructed and the basement was enlarged. A newspaper advertisement from 1940 stated that the hotel served “selected clientele”, which was discriminatory language that meant “white Gentiles only.” (Fig. 33) This language was still being used in advertisements for the hotel in 1947.

MIAMI BEACH

Neptune IS YOUR NEAREST NEIGHBOR

Spend your Miami Beach vacation right in Neptune's front yard—a tenth-mile of beautifully landscaped and “furnished” private bathing beach — a smart all-tile pool — cabanas — and naturally everything else (appointments, facilities, cuisine) on a comparably superior level of perfection. Every room a living room by day and a twin-bed room by night. For reservations, or details to assist you in planning to be in on the first season of this newest, smartest Miami Beach hotel, write to:

John M. Duff, Jr.,
MANAGER

Cromwell
hotel

NEW THIS YEAR
OCEAN FRONT AT 20th STREET

Selected Clientele

Fig. 33. Cromwell advertisement noting that it served “selected clientele”, 1940. (Miami News, 1/7/1940, p. 35)

Formal Opening

★ **TONIGHT** ★
MANGAREVA ROOM
OF THE
SHORE CLUB
“In a South Sea Island Setting”

★ **ALL-STAR FLOOR SHOW** ★
Featuring

★ **BILLY VINE** INIMITABLE COMEDIAN
(Courtesy of KITTY DAVIS)

★ **DEANA & DEL CAMPO** PAN AMERICAN DANCERS

★ **RAJAH RABOID** THE MIRACLE MAN

★ **FOLIE MILLER** ACROBATIC DANCER

★ **TONY FURSEE** SINGING Master of Ceremonies

DANCING TO THE MUSIC OF
JOE BARTON AND HIS ORCHESTRA

FIRST SHOW ★ 10:30 P. M.
NO COVER CHARGE • NO MINIMUM

ENTRANCE THROUGH THE SHORE CLUB OR
THE MAIN ENTRANCE OF THE CROMWELL HOTEL

Dinner As Usual In the Garden of the Shore Club, 6:30 to 9:30 P. M.

PARK FREE! DOORMAN AT HOTEL WILL PARK YOUR CAR FREE IN OUR PARKING LOT, LARGEST IN MIAMI BEACH

The Cromwell Hotel

★ 20TH STREET AND THE OCEAN MIAMI BEACH ★
• FOR RESERVATIONS PHONE 5-7385 •

Fig. 34. Ad for opening of Mangareva Room at Shore Club, 1941. (Miami News, 1/4/1941, p. 10)

Easter.
SUNDAY DINNER \$1.50

Delicious Full Course Dinner, including glass of Egg nog . . . Served from Noon to 9 P. M. in the beautiful garden of the

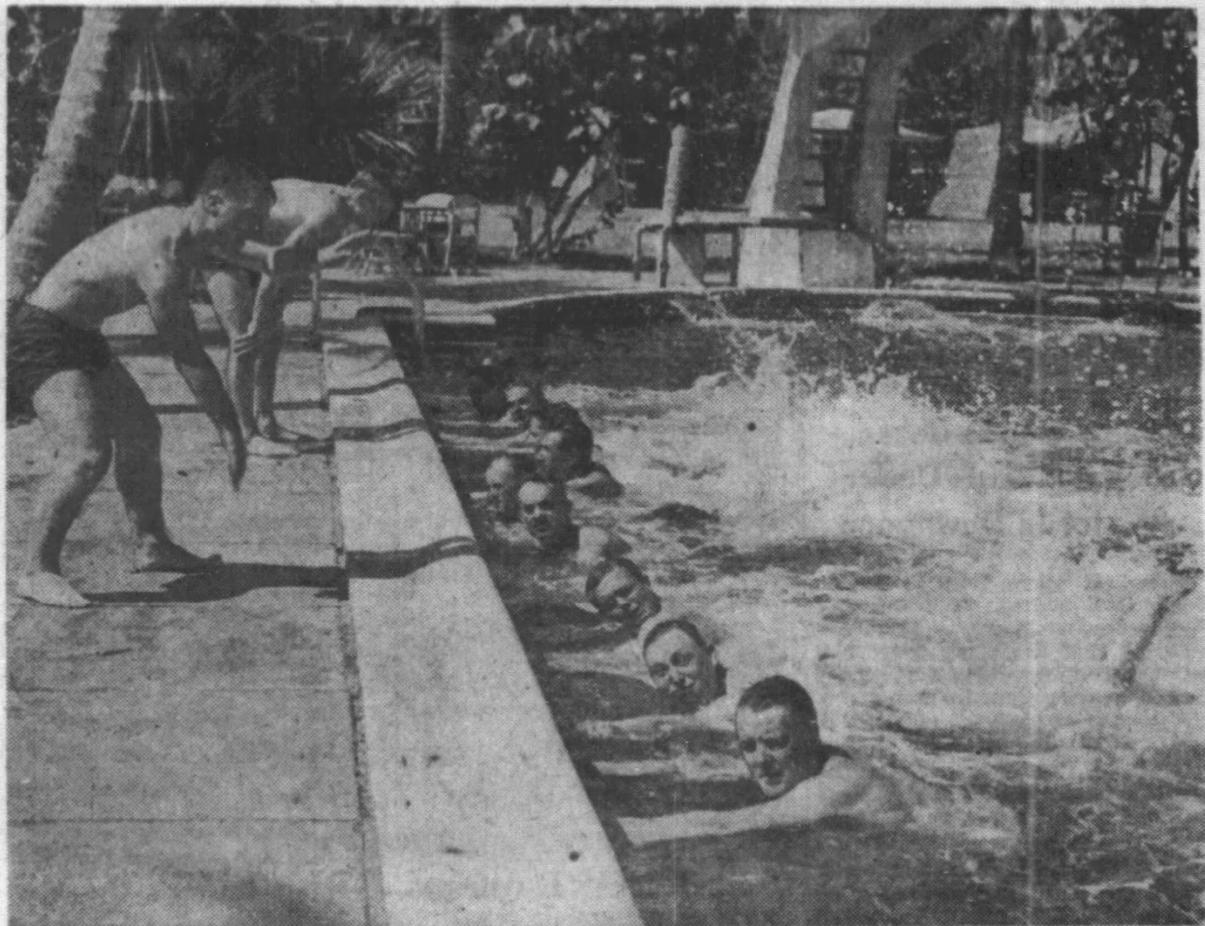
SHORE CLUB
(AT THE CROMWELL HOTEL)
ON THE OCEAN AT 20TH STREET

FREE PARKING On Our Lot Drive in on Collins Ave. between 18th and 20th Sts. Entrance to Club from Lot.

Dance under the stars all evening
MUSIC by JOE BARTON AND HIS ORCHESTRA

Fig. 35. Ad for Easter Sunday Dinner, 1941. (Miami News, 4/13/1941, p. 26)

The Cromwell was one of the many Miami Beach hotels used by the U.S. Army Air Force Technical Training Command during World War II. Brigadier General Ralph H. Wooten, commanding officer, established his headquarters at the Cromwell in May 1942. Swimming lessons were conducted at the Cromwell pool for army officer candidates as part of their technical training. (Fig. 36)



ARMY STEALS A LITTLE OF NAVY'S THUNDER

They're in the army, not the navy, but that's not keeping the U. S. land forces from learning what to do in event they suddenly lose their grip on terra firma and wind up in aqua pura. Three army classes in swimming and life-saving are held daily at hotel pools on Miami Beach as part of the officer technical training school's program. Taking their first splash, this class of beginners, all commissioned officers, hang on for dear life to the rim of the Cromwell hotel pool while getting the right idea from Instructors Second Lieut. Leslie Perry (left) and First Lieut. Fergus C. Groves.—Daily News photo by Willits.

*Fig. 36. Swimming lessons conducted at Cromwell pool, 1942.
(Miami News, 6/10/1942, p. 12)*

The Cromwell was sold in 1944, while it was still being used by the U. S. Army. The hotel was returned to civilian use in November 1945. In late 1946, the Shore Club announced the opening

of its Glass House dining room. This construction is not listed on the permit card, but it appears to have been the one-story extension on the east elevation near the pool. (Fig. 43)



*Fig. 37. Original Shore Club, 1945.
(Miami News, 2/25/1945, p. 30)*

The adjacent Shore Club property (Fig. 37) was sold by Roney in early 1945, but the Shore Club continued to operate into 1947 (Fig. 38), until the development began for the Shore Club Hotel.



*Fig. 38. Shore Club advertisement, 1947.
(Miami Herald, 1/24/1947, p. 46)*

Since the Shore Club was to be developed as a separate hotel, it became necessary for the Cromwell to construct another pool and cabana colony. In June of 1947, permits were granted for a new pool and 15 cabanas to be constructed to the east of the Cromwell Hotel. (Fig. 39, Fig. 40, Fig. 41) Albert Anis was the architect.

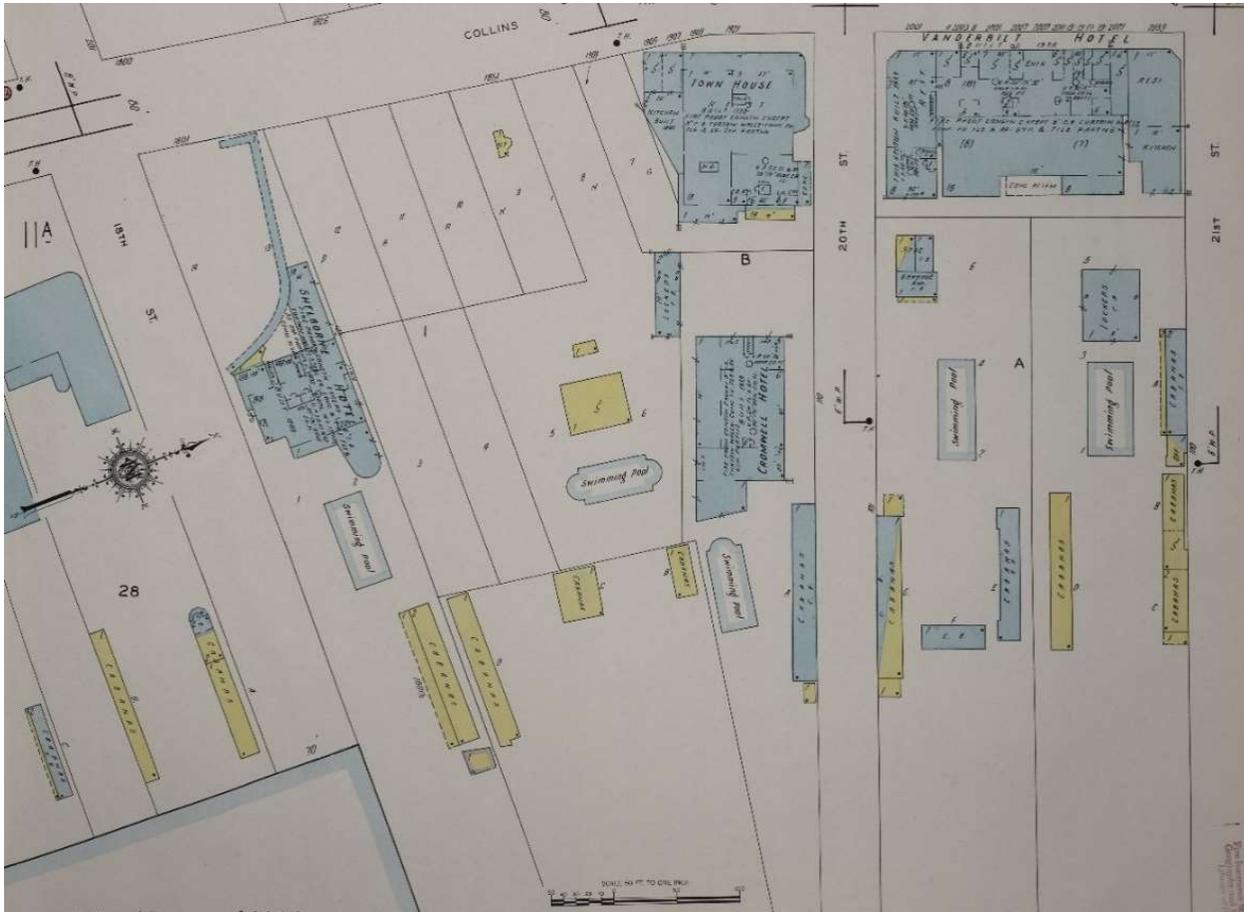


Fig. 39. Sanborn map showing Cromwell Hotel with new pool and future location of Shore Club Hotel, 1947. (Library of Congress)



Fig. 40. 1947 pool at Cromwell, c. 1951. (Office of the Property Appraiser, Miami-Dade County)



Fig. 41. Cabanas at Cromwell, c. 1951. (Office of the Property Appraiser, Miami-Dade County)



Fig. 42. Front (north) elevation of Cromwell Hotel, c. 1951.
(Office of the Property Appraiser, Miami-Dade County)



Fig. 43. East elevation of Cromwell and 1947 pool area, c. 1951.
(Office of the Property Appraiser, Miami-Dade County)



Fig. 44. North and west elevations of Cromwell Hotel, 1956.
(Office of the Property Appraiser, Miami-Dade County)



Fig. 45. East elevation of Cromwell and 1947 pool area, 1956.
(Office of the Property Appraiser, Miami-Dade County)



Fig. 46. Postcard advertising Cromwell Hotel as kosher, 1963.
(ebay.com)



Fig. 47. North and west elevations of Sharon Hotel, 1978.
(Office of the Property Appraiser, Miami-Dade County)

In the early 1960s, the Cromwell became strictly kosher and was advertised as such. (Fig. 46) In 1966, the name was changed to the Sharon Hotel. (Fig. 47) Other than air conditioning, signage, maintenance, and some interior remodeling, there was very little construction work performed at the hotel between 1947 and 1976. The windows were replaced in 1977.

The Sharon remained a kosher hotel (Fig. 48) until mid-1981, when it was sold to Latin American interests. The new owners laid Italian tile over existing floors, installed new kitchen equipment, constructed an office partition and a new bar, remodeled the existing coffee shop, and replaced 70 interior doors. The new owners attempted to attract tourists from Latin America (Fig. 49) but were unsuccessful due to the early- to mid-1980s worldwide recession. The property changed ownership several times during the 1980s. In 1984, it was sold as the Beach Plaza Hotel, but the property went through a foreclosure later that year. It appears that the hotel closed around that time. In 1988, a group acquired the building to use as a Cuban social club. The group replaced the windows and made some other improvements, but it sold the building just one year later to an owner who changed the name to the Alton Plaza Hotel.



Fig. 48. Ad promoting kosher Sharon Hotel, 1981. (Miami Herald, 3/27/1981, p. 67.)



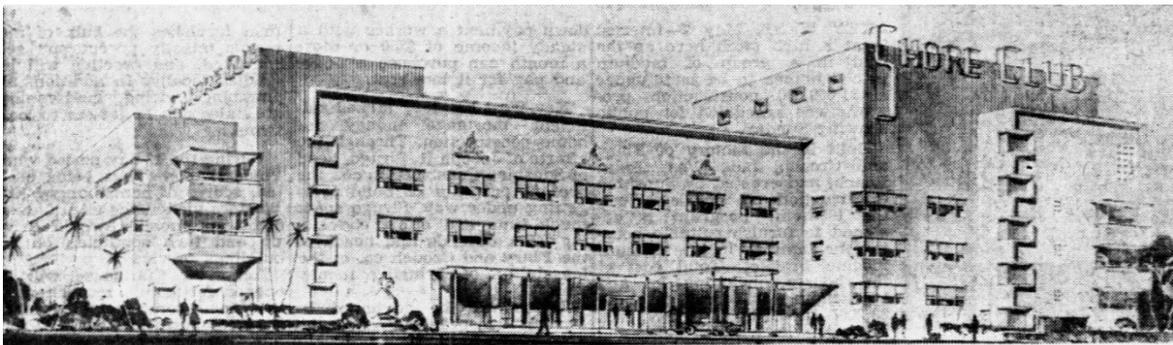
Fig. 49. Ad for Sharon Hotel in Spanish, 1981. (El Miami Herald, 6/28/1981, p. 14)

In the early 1990s, the building changed ownership a few more times. Permits were obtained for interior renovation, but it is unclear how much was accomplished. Around 1993, the name of the property was changed to the Sharalton Condominium, but it appears that this venture also

failed. The property was purchased in 1997 by Philips South Beach, Ltd., which combined the property with the neighboring Shore Club. Further modifications are described below in the Shore Club Hotel – 2001 Modifications section.

Shore Club Hotel

The Shore Club Hotel is located on lots 4 (part), 5, 6, 7 (part), 8, 9, 10 of Block 1 of Fisher's First Addition, and lots 1 and 3 of Block B of the Ocean Front Property of the Miami Beach Improvement Company. (Fig. 25) In 1947, the property was owned by the Ipanema Realty Company, which granted a 99-year lease to the Nineteen Hundred One Collins Corp. Initial permits were granted in May 1949 for a 150-room hotel that included a dining room and cocktail lounge. (Fig. 50, Fig. 51, Fig. 52, Fig. 53) The architect was Albert Anis, and the associate architect was Melvin Grossman. The general contractor was Robert L. Turchin. The hotel was generally three stories in height and had an irregular building footprint.



SHORE CLUB HOTEL TO BE ERECTED on east side of Collins ave., between 19th and 20th sts., will have 150 guest rooms. The building was designed by Albert Anis, architect,

and Melvin Grossman, associate architect. Alfred Oboler is the structural engineer. A 75 by 30 ft. swimming pool will be built on the ocean side of the building.

*Fig. 50. Rendering of Shore Club Hotel, 1949.
(Miami News, 5/8/1949, p. 33)*



*Fig. 51. Shore Club Hotel, 1950.
(Miami Herald, 2/5/1950, p. 91)*

A permit to construct a solarium was granted in September 1949. The property already included the pool and some cabanas that were associated with the original Shore Club. (Fig. 26, Fig. 37, Fig. 39) In September 1949, permits were granted for an additional two buildings housing 22 cabanas and a lifeguard station. (Fig. 54, Fig. 55, Fig. 56, Fig. 61)

The Shore Club Hotel opened on December 10, 1949. (Fig. 57) The hotel featured a restaurant, nightclub, and a cocktail lounge. (Fig. 58) Unlike the Cromwell in its early years, the Shore Club welcomed Jews. From the time of its opening, the hotel offered traditional Friday night dinners in the New Orleans Room. (Fig. 59) In 1951, the hotel opened the Mystery Room, which featured magic and mindreading acts. (Fig. 60) In 1953, the cocktail lounge was relocated, and Albert Anis did the design work. One hundred feet of decorative block railing was added to the Collins Avenue façade in 1953. Also in 1953, the parapet wall over the rear lobby was removed.



*Fig. 52. North end of front (west) elevation of Shore Club Hotel, c. 1951.
(Office of the Property Appraiser, Miami-Dade County)*



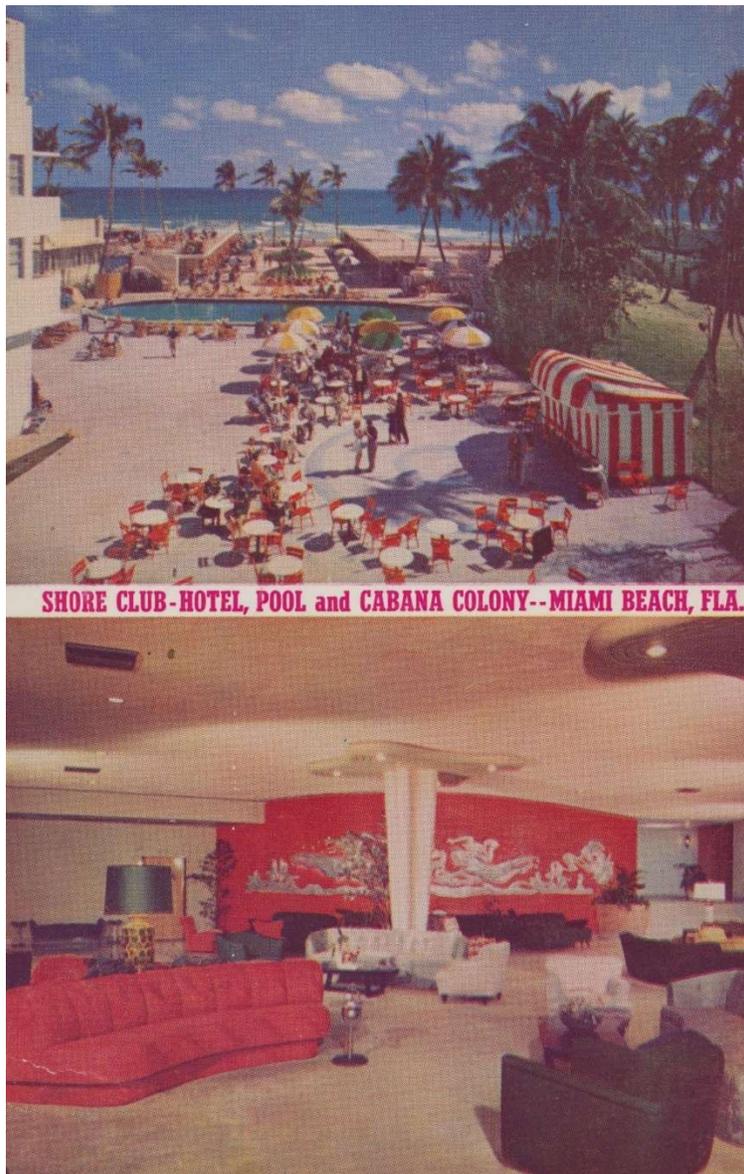
*Fig. 53. South end of front (west) elevation of Shore Club Hotel, c. 1951.
(Office of the Property Appraiser, Miami-Dade County)*



*Fig. 54. Pool and cabanas at Shore Club Hotel, c. 1951.
(Office of the Property Appraiser, Miami-Dade County)*



*Fig. 55. Postcard showing east elevation and pool area of Shore Club, c. 1953.
(ebay.com)*



SHORE CLUB-HOTEL, POOL and CABANA COLONY--MIAMI BEACH, FLA.

*Fig. 56. Postcard showing pool area and lobby of Shore Club, 1950.
(Cardboard America)*

**OPENING
DEC. 10**

FOR ITS
INAUGURAL SEASON . . .



SHORE CLUB HOTEL

POOL — CABANA COLONY
DIRECTLY ON THE OCEAN AT 15th ST.
MIAMI BEACH

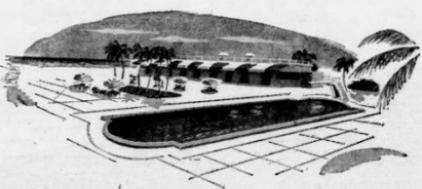
*A new resort mecca where luxury
and gaiety abound . . .*

*From the beauty of the "New Orleans" dining room
.. to the eastness of the tropical beach, its pool and
cabana colony . . . the Shore Club Hotel offers the
ultimate in a Miami Beach vacation.*

*Entirely air-conditioned and heated with thermostat
control.*

Ralph McEntire, Manager.

RESERVATIONS AVAILABLE



The Largest Private Beach In The Entire Area

Fig. 57. Newspaper announcement of Grand Opening of Shore Club Hotel, 1949.
(Miami News, 12/4/1949, p. 49)

The
SHORE CLUB HOTEL
New Orleans
DINING ROOM

A new high standard of excellence in food, service and atmosphere.
Serving Complete Dinners and A La Carte

For Reservations call Hotchkiss.
Phone 58-7811

Dinner Music Nightly from 7 P.M.

Surf Room

Delightful as an ocean breeze!
featuring nightly
the dances of
STELLA and JOSE
the music of Jorge Massi
and his Latin-American
Orch.

Bali H'ai Room

FOR COCKTAILS
presenting nightly
GERALDINE
and her Accordion

On the Ocean at 19th St.
Completely Air-Conditioned



Fig. 58. Ad for the various restaurants and lounges at Shore Club Hotel, 1949.
(Miami Herald, 12/30/1949, p. 30)

**TRADITIONAL
FRIDAY NIGHT DINNERS**
in the
**NEW ORLEANS
Dining Room**

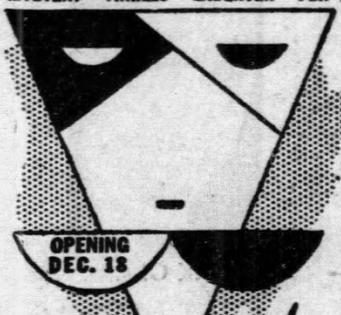
★
Dining Room under the personal supervision of
Mr. Sam Schechter

For Reservations Call Hotchkiss, Phone 58-7811

SHORE CLUB HOTEL
DIRECTLY ON THE OCEAN AT 19th STREET
Completely Air Conditioned

Fig. 59. Ad announcing traditional Friday night dinners at New Orleans Room, 1949
(Miami Herald, 12/23/1949, p. 23).

Mystery Room
MYSTERY • THRILLS • LAUGHTER • FUN



OPENING
DEC. 18

SHORE CLUB
19th & COLLINS AVE.
58-7811

hotel

Fig. 60. Ad promoting opening of Mystery Room, 1951.
(Miami News, 12/18/1951, p. 29).

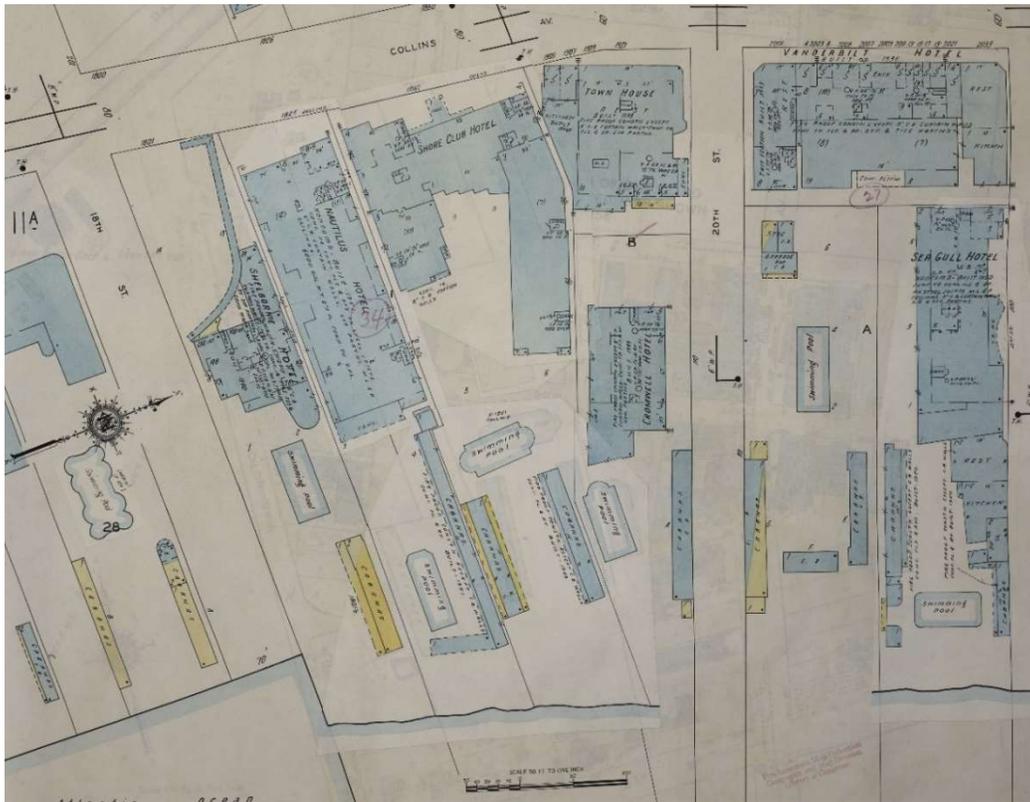


Fig. 61. Sanborn map showing newly-constructed Shore Club Hotel and adjacent Cromwell Hotel, 1951. (Library of Congress)

Melvin Grossman, who was associate architect on the original construction, designed an eight-story tower that was added to the south wing of the Shore Club in 1955. (Fig. 64) The addition contained 72 additional hotel rooms. Also constructed in 1955 were a new pool, walkway, and terrace.



Fig. 62. North end of front elevation of Shore Club, 1956. (Office of the Property Appraiser, Miami-Dade County)



Fig. 63. South end of front elevation of Shore Club, 1956. (Office of the Property Appraiser, Miami-Dade County)



Fig. 64. East elevation with 1955 tower addition at left, 1956.

(Office of the Property Appraiser, Miami-Dade County)



Fig. 65. Courtyard area at east elevation, 1956. (Office of the Property Appraiser, Miami-Dade County)

Between 1956 and 1987, the only permits issued were for maintenance items and signage. In 1987-88, part of the interior was remodeled to accommodate a take-out restaurant. In 1994, a business partnership leased the hotel with the intention of creating a gay-friendly destination. According to a newspaper article, most of the interior of the Shore Club was to be gutted and refitted in a \$4 million project.² The new venture, which was fraught with financial problems, closed after only a few months, and the building owners took over the operation of the hotel. It is unknown how much of the \$4 million construction project was completed.



Fig. 66. Postcard of pool area of Shore Club, 1960. (Cardboard America)

² Anthony Faiola, "Hoteliers Banking on Gay Tourist Trade", Miami Herald, September 19, 1994, 47.

Shore Club Hotel – 2001 Modifications

The Shore Club maintained operations after the failure of the gay-friendly hotel project, but the former Cromwell Hotel continued to stand vacant.



*Fig. 67. Aerial view of Shore Club and former Cromwell, looking east, 1997.
(Chipperfield, Shore Club HRR)*



*Fig. 68. Aerial view of Shore Club and former Cromwell, looking west, 1997.
(Chipperfield, Shore Club HRR)*



*Fig. 69. Aerial view of Shore Club and former Cromwell, looking southeast, 1997.
(Chipperfield, Shore Club HRR)*



*Fig. 70. Aerial view of Shore Club and former Cromwell, looking southwest, 1997.
(Chipperfield, Shore Club HRR)*

Philips South Beach, Ltd. purchased the Shore Club and the former Cromwell in 1997. (Fig. 67, Fig. 68, Fig. 69, Fig. 70) The firm embarked on an ambitious plan to combine the two hotels into one facility. David Chipperfield Architects of London served as the architect for the project with Fullerton-Diaz of Miami as associate architects.

Part of the north wing of the Shore Club was removed, and a new 20-story tower was constructed in its place. The penthouse at the Cromwell was expanded, and an additional level was added. A two-level parking garage (one level below ground) was constructed immediately to the west of

the former Cromwell. A continuous colonnade was constructed along the east elevation of the Shore Club, the south elevation of the north wing of the Shore Club, the south and east elevations of the new tower, and the south and east elevations of the former Cromwell. The pool, pool deck, and cabanas were replaced. The interiors of the Shore Club and Cromwell were rehabilitated, and the Shore Club lobby was reorganized. The new hotel was intended to be a high-end luxury venue with a penthouse that rented for \$15,000 per night.

The new expanded Shore Club Hotel opened in mid-2001. In 2013, the building was under threat of foreclosure, but additional financing was obtained. The owners sold the property in late 2013. In 2017, there were plans to convert the building to condominiums, but that plan was abandoned due to a slow market. The hotel closed in spring 2019 due to the COVID-19 pandemic and remains closed.

THE ARCHITECTS

Robert A. Taylor

Robert Alexander Taylor was born in New Jersey on March 10, 1885. He grew up in Camden and graduated from Camden Manual Training and High School. It appears that he did not attend college. He was listed as a “draftsman” in the Camden City Directory from 1905 to 1909. In 1909, Taylor won first prize in a competition for a brick house design sponsored by Brick Builder magazine. The award was \$500 (about \$15,000 in 2021 dollars). At the time, he was employed in the office of well-known Philadelphia architect Frank Miles Day, and in 1915, Taylor was employed at a successor firm, Day & Klauder. When he completed his World War I draft registration, he was employed as an architect by the Philadelphia firm Day & Zimmerman. It appears that he lived in New Jersey and commuted to Philadelphia. The 1915 New Jersey state census indicates that he lived in Collingswood, a block away from Newton B. T. Roney.

Taylor is first mentioned in the Miami newspapers in January 1921 in connection with an interior project that he executed for the Rex Cigar Company, located at 1st Street and East Flagler in Miami. Taylor is listed as “of Philadelphia.” It appears that he relocated to Miami later in the year. His earliest commissions were a mixture of residential and commercial. In mid-1922, he was commissioned to remodel the former Rook’s Arcade on Ocean Drive into a movie theater. In mid-1922, Taylor was the architect for Newton B. T. Roney’s first construction project in Miami Beach, the Haddon Hotel. (Fig. 71) Located at the northwest corner of Collins Avenue and 5th Street, the hotel was extended to 6th Street in 1925. Taylor was the architect for the Miami Beach Bank and Trust Co. at Collins Avenue and 6th Street. (Fig. 72)



*Fig. 71. Haddon Hotel, Collins Avenue and 5th Street, Miami Beach, 1925.
(FIU Libraries)*



*Fig. 72. Miami Beach Bank & Trust Co., 601 Collins Avenue, Miami Beach, 1924.
(Miami News, 2/19/1924, p. 16)*

Newton B. T. Roney developed a large number of commercial buildings and hotels in Miami Beach. Robert A. Taylor served as his prime architect on all projects except the Roney Plaza Hotel. For that project, Roney hired Schultze & Weaver of New York, and Taylor served as associate architect.

In 1925, Taylor designed the buildings for Roney's "Spanish Village" of hotels, shops and apartments on Española Way. (Fig. 73, Fig. 74)



*Fig. 73. 419 Española Way, Miami Beach, 2013.
(Miami Beach Historic Districts - Espanola Way)*



*Fig. 74. 516 Española Way, Miami Beach, 2013.
(Miami Beach Historic Districts - Espanola Way)*

In 1927, Taylor completed plans for the Bath Club at 5937 Collins Avenue. (Fig. 75) Designs for additions and improvements were completed in 1929.



*Fig. 75. Rendering of Bath Club, 5937 Collins Avenue, Miami Beach, 1927.
(Miami News, 7/17/1927, p. 8)*

Although Taylor is best known for his commercial work, he also designed a number of residences in Miami Beach. Examples are 11 Palm Avenue, constructed 1924, (Fig. 76) and 5712 N. Bay Road, constructed 1928. (Fig. 77) He designed a number of houses on North Bay Road and Pine Tree Drive in the late 1920s. He also designed Newton Roney's personal residence at 5640 Collins Avenue in 1937.



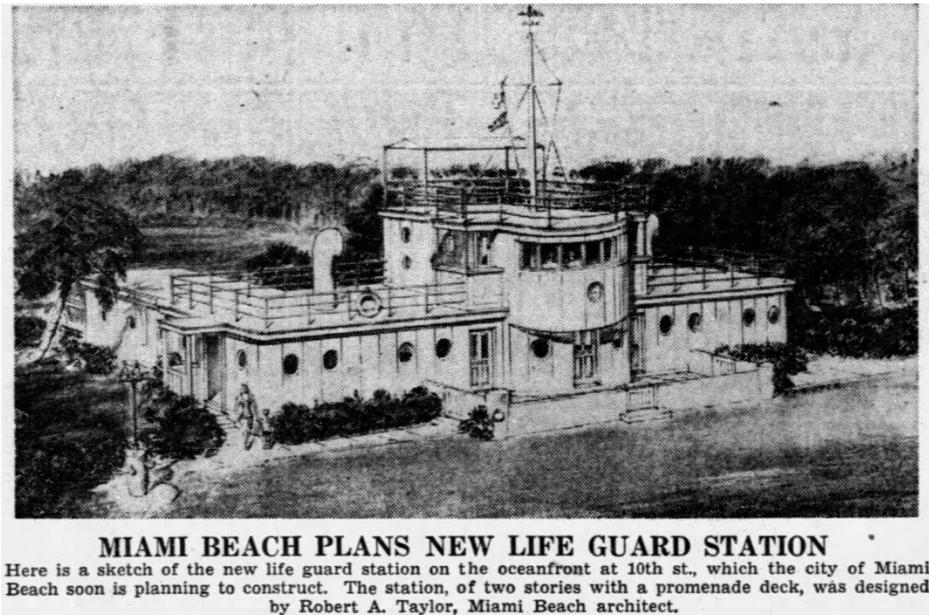
*Fig. 76. 11 Palm Avenue, Miami Beach, date unknown.
(Miami Beach Historic Districts)*



*Fig. 77. 5712 N. Bay Road, Miami Beach, 2014.
(Miami Beach Historic Districts)*

Taylor also engaged in development. He purchased a number of commercial and residential lots and constructed buildings of his design. Examples include 1421 Washington (1924) and several houses in the Bay Shore and Sunset Lake Subdivisions. In 1924, Taylor joined with Roney and others to form the Southern Towns Realty Company. In 1930, he designed and built an apartment building at 1440-44 Pennsylvania Avenue. He kept both his office and residence in the building until the early 1950s.

In 1930, Taylor designed the clubhouse for the Indian Creek Golf Club. He was commissioned to design a club at the Roney Plaza that included a pool, locker rooms, kitchen and dining room. The project also included 100 new cabanas. He designed a new police station for Miami Beach in 1936. Taylor designed the headquarters for the Miami Beach Patrol in 1939. (Fig. 78)

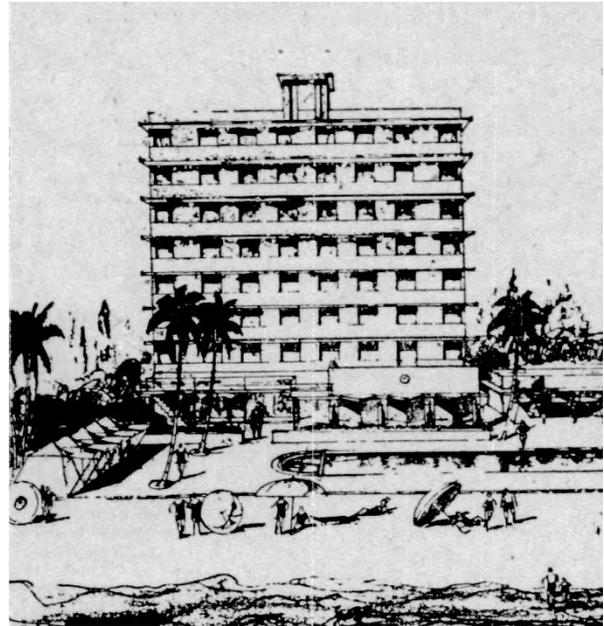


*Fig. 78. Rendering of 10th Street lifeguard station, 1939.
(Miami News, 9/10/1939, p. 35)*

Taylor designed in the Mediterranean Revival style for most of his career. He began using the Art Deco style in the late 1930s. He was the architect for the Art Deco-styled Tatem Hotel at 4343 Collins Avenue, which opened in January 1939. (Fig. 79) An addition was designed by Taylor in 1940. (Fig. 80) He designed the Town House Hotel (Fig. 8) in 1938 and the Cromwell Hotel (Fig. 28) in 1939. Both were Roney projects and were designed in the Art Deco style.



*Fig. 79. Rendering of Tatem Hotel, 1939.
(Miami News, 1/8/1939, p. 23)*



*Fig. 80. Rendering of addition to Tatem Hotel, 1940.
(Miami Herald, 3/17/1940, p. 29)*

Taylor appears to have gone into semi-retirement after 1940, as there were no later newspaper articles that mentioned him in conjunction with architectural projects. He is listed in the 1944 city directory as a draftsman for August Geiger and in the 1945 directory as an associate of August Geiger. However, he maintained his office at 1444 Pennsylvania Avenue. He served on the Miami Beach Board of School Trustees for several years in the late 1930s-early 1940s. He ran for a position on the Dade County School Board in 1940 but was not elected. In 1951, he was credited as an associate architect, along with John E. Petersen and Frank H. Shuflyn, on the All Souls Episcopal Church on Pine Tree Drive in Miami Beach. He was listed in the 1953 Miami Beach City Directory as an architect with Petersen & Shuflyn. He died August 3, 1961, at the age of 76.

Albert Anis

Albert Abraham Anis was born in Chicago on April 18, 1889. He attended the Armour Institute of Technology in Chicago for one year.³ By 1912, he was practicing as an architect in Chicago. He moved to Los Angeles around 1919 and was listed in the 1920 census as an architect, but by 1922, he had moved back to Chicago.

The Anis family first came to Florida in the early 1920s to visit the brother of Mrs. Anis. Albert Anis was listed as an architect in the 1926 and 1927 Miami City Directories. He designed and built the Flagler Theater at W. Flagler Street and N.W. 3rd Avenue in 1926. (Fig. 81) It appears that the Anises were part-time residents, as newspaper articles of the time refer to them as “of Chicago.” They disappeared from the City Directories after 1927, and there was no further mention of architectural work by Anis in the Miami newspapers for the rest of the decade.



*Fig. 81. Flagler Theater, W. Flagler & N.W. 3rd Avenue, Miami, 1926.
(Miami Herald, 10/28/1926, p. 8)*

³ According to the 1940 census, Anis had only one year of post-secondary education. He was listed as a sophomore in the 1910 Armour Institute Yearbook but was not found in preceding or subsequent years, per a conversation with Adam Strohm, Director of University Archives & Special Collections, Illinois Institute of Technology.



Fig. 85. Postcard of Nassau Hotel, 1414 Collins Avenue, Miami Beach, 1940s. (Miami Beach Visual Memoirs)



Fig. 86. Postcard of Waldorf Towers Hotel, 860 Ocean Drive, Miami Beach, 1940s. (Miami Beach Visual Memoirs)

It appears that Anis established an independent architectural practice around 1938. He continued to receive commissions for hotels and apartment buildings. By the end of the decade, he had produced designs for the Chesterfield, Clevelander, Bancroft (Fig. 87), Poinciana, Gaylord, James, and Winter Haven Hotels, along with several other hotels and apartment buildings. Until the late 1930s, nearly all of his designs were done in the Art Deco style. Near the end of the decade, he began to employ the Streamline Moderne style, as seen in the Hotel Bancroft and the Wolfshire Apartments (Fig. 88), which he designed in 1940.



Fig. 87. Postcard of Hotel Bancroft, 1521 Collins Avenue, Miami Beach, 1940s. (Miami Beach Visual Memoirs)

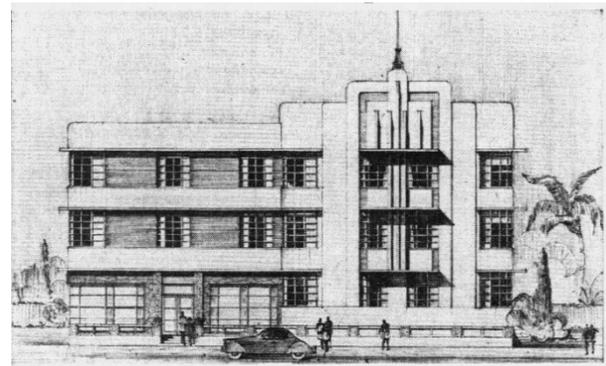
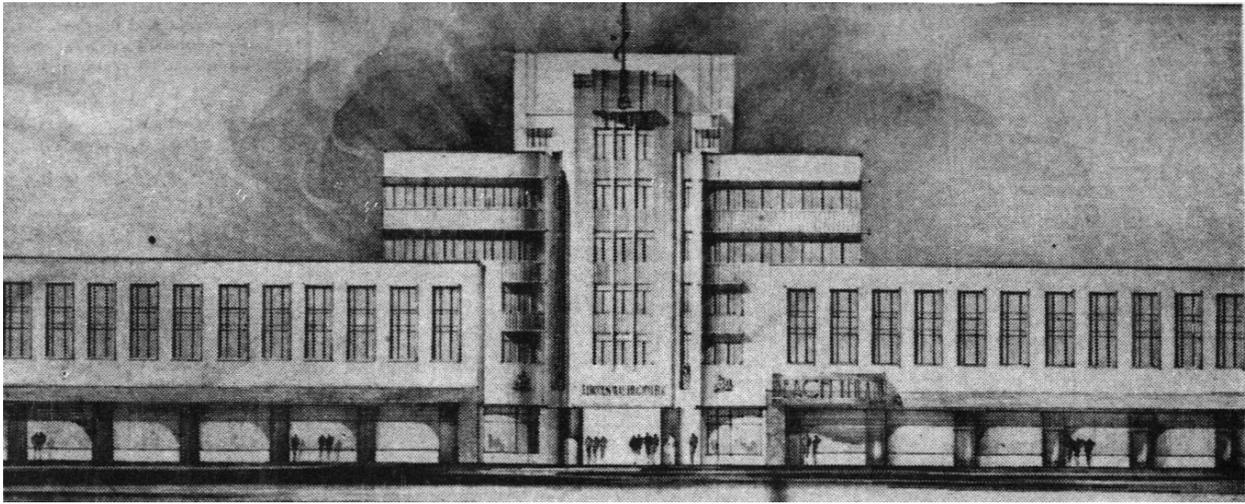


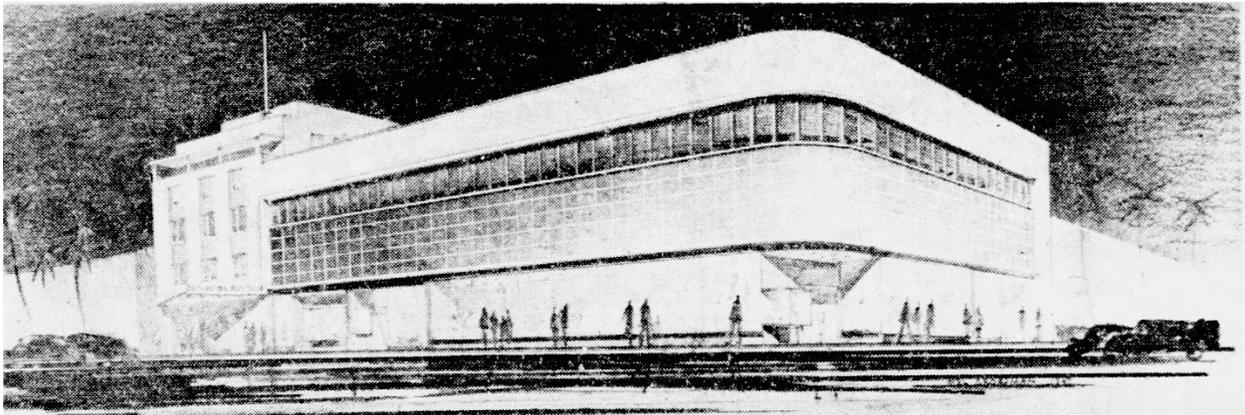
Fig. 88. Rendering of Wolfshire Arms Apartments, 430 21st Street, Miami Beach, 1940. (Miami News, 7/14/1940, p. 27)

In 1940, his nephew Melvin Grossman joined the firm. During 1940-41, the firm completed designs for a number of hotels in the Art Deco and Streamline Moderne styles, including the Abbey, Berkeley Shore, Glades, Copley Plaza, Majestic, Cadet and Avalon. The firm also designed retail and office buildings on Lincoln Road, including the Mercantile Bank Building at 420 Lincoln Road. (Fig. 89) Grossman left the firm in 1941, but he returned in 1945.



*Fig. 89. Rendering of Mercantile Bank Building, 420 Lincoln Road., Miami Beach, 1940.
(Miami News, 5/12/1940, p. 30)*

During 1945, the firm produced designs for single-family residences, apartments, and the Flamingo Theater on Lincoln Road. In the immediate post-war period (1946-49), the firm designed apartments, theaters, office and retail space at 235 Lincoln Road (Fig. 90), and the Temple Emanu-El. (Fig. 91) Hotels included the Claremont, Sagamore (Fig. 92), Delmonico (Fig. 93), Brazil (Fig. 94) and Shore Club. Beginning in 1947, Melvin Grossman was credited as associate architect on most of the firm's designs. Streamline Moderne styling was evident in some of the immediate post-war designs, but the firm began to design in the Modern style around 1948.



*Fig. 90. Rendering of 235 Lincoln Road, Miami Beach, 1947.
(Miami Herald, 7/20/1947, p. 51)*



Fig. 91. Temple Emanu-El, 1701 Washington Avenue, Miami Beach, 2013. (Museum Historic District)



Fig. 92. Rendering of Sagamore Hotel, 1571 Collins Avenue, Miami Beach, 1948. (Miami News, 6/27/1948, p. 19)



Fig. 93. Postcard of Delmonico Hotel, 6395 Collins Avenue, Miami Beach, c. 1948. (Miami Beach Visual Memoirs)

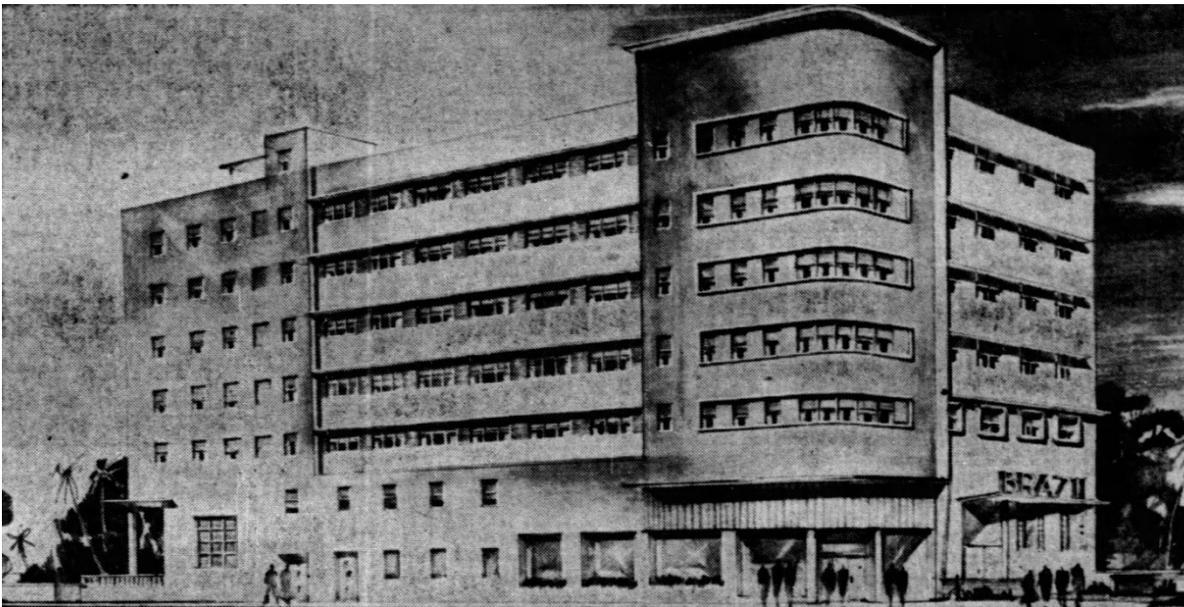


Fig. 94. Rendering of Brazil Hotel, 2459 Collins Avenue, Miami Beach, 1948. (Miami News, 10/31/1948, p. 40)



Fig. 95. Postcard of Sea Gull Hotel, 100 21st Street, Miami Beach, c. 1956. (RE Miami Beach)



Fig. 96. Rendering of Biscayne Terrace, 340 Biscayne Boulevard, Miami, 1951. (Miami News, 3/18/1951, p. 38)

In the early 1950s, the firm produced designs for the Royal York, Sea Gull (Fig. 95) and Nautilus (Fig. 9) Hotels. The firm also designed the Biscayne Terrace, which opened in Miami 1951. (Fig. 96) It was the first major new hotel constructed in Miami since the boom years of the 1920s.

In 1944, the firm produced a design for the Cobbs Building at 341-47 Lincoln Road and 1651-59 Washington Avenue. (Fig. 97) A second design was produced in 1949. (Fig. 98) In 1950, the firm produced a third design for the site. (Fig. 99) The differences in the three designs are dramatic. The 1944 design reflects Art Deco and Streamline Modern styling, with curved corners and deco detailing. The 1949 design reflects some Modern styling but retains some Streamline features. The 1950 design, which was constructed, was completely Modern in styling and featured horizontality, multiple blocks and planes, and ribbon windows. The tower currently located at the southwestern corner of the building was a later addition.



Fig. 97. Rendering of unbuilt design for Cobbs Building, 1944. (Miami Herald, 4/21/1944, p. 19)

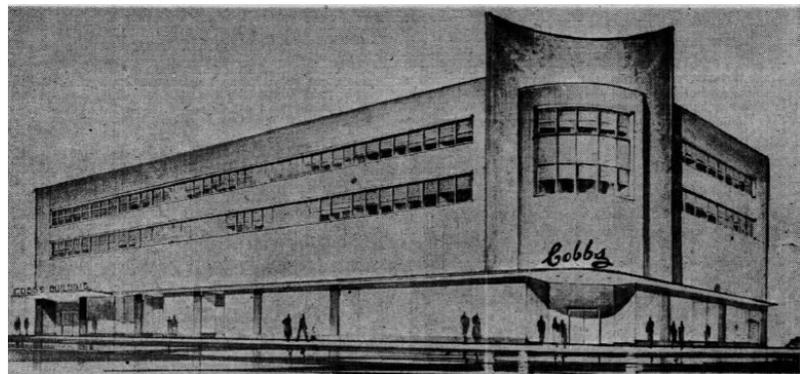
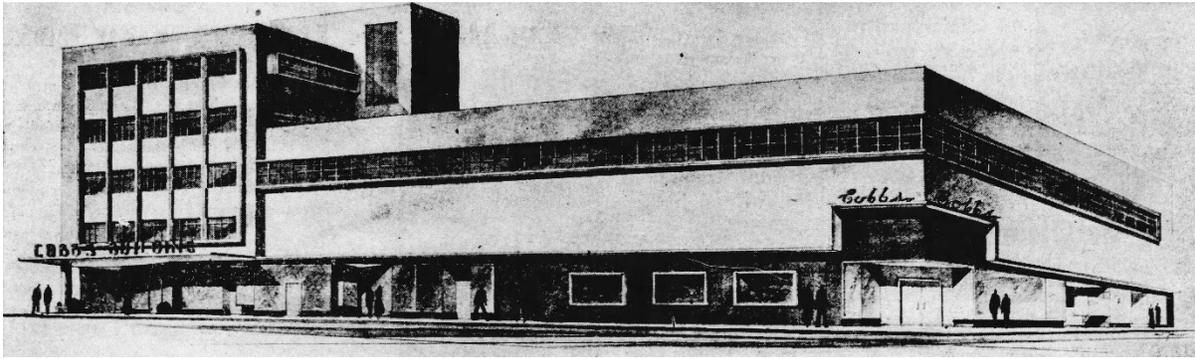


Fig. 98. Rendering of unbuilt design for Cobbs Building, 1949. (Miami News, 5/22/1949, p. 34)



*Fig. 99. Rendering of Cobbs Building, Lincoln Road and Washington Avenue, 1951
(Miami Herald, January 7, 1951, p. 75)*

Anis and Grossman designed the Biltmore Terrace in 1951, with Morris Lapidus as the interior designer. (Fig. 100) Lapidus was fairly new to South Florida at this time but would go on to great fame as the architect of the Fontainebleau and Eden Roc Hotels, among others.



*Fig. 100. Rendering of Biltmore Terrace, 8700 Collins Avenue, Miami Beach, 1952.
(Miami News, 12/21/1952, p. 57)*

In 1952, Melvin Grossman left to start his own firm. In 1953, Anis produced designs for several apartment buildings. In March 1954, he formed Anis & David with partner George F. David. According to his obituary, Anis retired in 1956. However, he kept an architectural office until at least 1960. He died on August 28, 1964, at the age of 74.

In the book *MiMo: Miami Modern Revealed*, the authors stated:

Perhaps no other architect defined the transition from Deco to MiMo as thoroughly as Albert Anis. Although not as prolific as Dixon and Hohaus in the 1930s, Anis helped define Miami Beach Deco with influential works like the Waldorf Towers, the Winterhaven, and the Bancroft. With his Shore Club in 1949, Anis gave up the finely sculpted and streamline massing of Deco for ensembles of more abstract volumes. At the Shore Club, Anis took the eyebrow motif of the 1930s and began playing with it for purely decorative effect. In his hands, the simple eyebrow became a three-dimensional, sculptural focal point as it snaked around a stairwell. MiMo architects came to rely on the shadow-making qualities of the thin masonry cantilever as an ornamental staple.⁴

⁴ Eric P. Nash and Randall C. Robinson, Jr., *MiMo: Miami Modern Revealed*, (San Francisco: Chronicle Books, 2004), 58.

Melvin Grossman

Melvin Grossman was born April 10, 1914, in Chicago. His mother was the older sister of Albert Anis. Grossman graduated from the Armour Institute of Technology in 1935 with a Bachelor of Science degree in Architecture. Between 1935 and 1940, he was employed as a Junior Draftsman, Senior Draftsman and Assistant to the Chief Designer in the office of the Supervising Architect of the State of Illinois. He joined the Chicago Chapter of the AIA as a Junior Associate in 1938. In 1940, he moved to South Florida and began working as a Chief Draftsman for his uncle, Albert Anis. He worked as a Senior Draftsman for Albert Kahn in Detroit in 1941-42.

Grossman returned to Florida in 1945 and resumed working for Albert Anis. Beginning in 1947, he was credited as associate architect on most of Anis' projects, including the Sagamore, Delmonico, Shore Club, Biscayne Terrace, and Nautilus Hotels and the Cobbs Building. Grossman joined the Florida South Chapter of the AIA in 1947. He was endorsed by Henry Hohausser and L. Murray Dixon. Grossman started his own practice in 1952.

His early work included apartment buildings and small hotels, such as the Kaskades apartment building (Fig. 101), the Queen Elizabeth Hotel Apartments and the Empress Hotel. In 1953, he re-teamed with Morris Lapidus on the DiLido Hotel. (Fig. 102)



*Fig. 101. Rendering of Kaskades apartment building, 300 17th Street, Miami Beach, 1952.
(Miami Herald, 12/14/1952, p. 100)*



*Fig. 102. Postcard of DiLido Hotel, 125 Lincoln Road, Miami Beach, 1950s.
(Miami Beach Visual Memoirs)*

During the mid-1950s, Grossman produced designs for motels such as the Caravan, Dunes (Fig. 103), Aztec and Golden Nugget, all in Sunny Isles. He served as architect for several major hotels including the Seville (Fig. 104) and Deauville (Fig. 106) in Miami Beach and the Beau Rivage (Fig. 105) in Bal Harbour. Other projects included apartment buildings, motels and a shopping center in Sunny Isles. He also designed tower additions for the Shore Club, Richmond and South Seas Hotels on Collins Avenue.

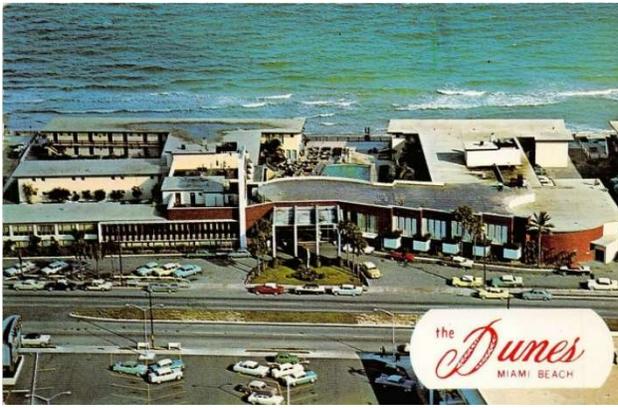


Fig. 103. Postcard of Dunes Motel, 170th Street and Collins Avenue, Sunny Isles, c. 1957. (ebay.com)

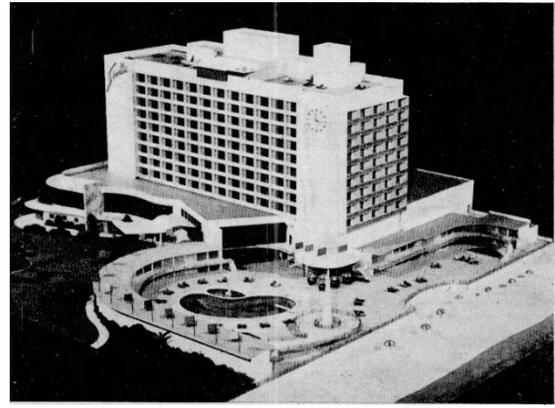


Fig. 104. Scale model of Seville Hotel, 2901 Collins Avenue, Miami Beach, 1955. (Miami Herald, 2/20/1955, p. 194)

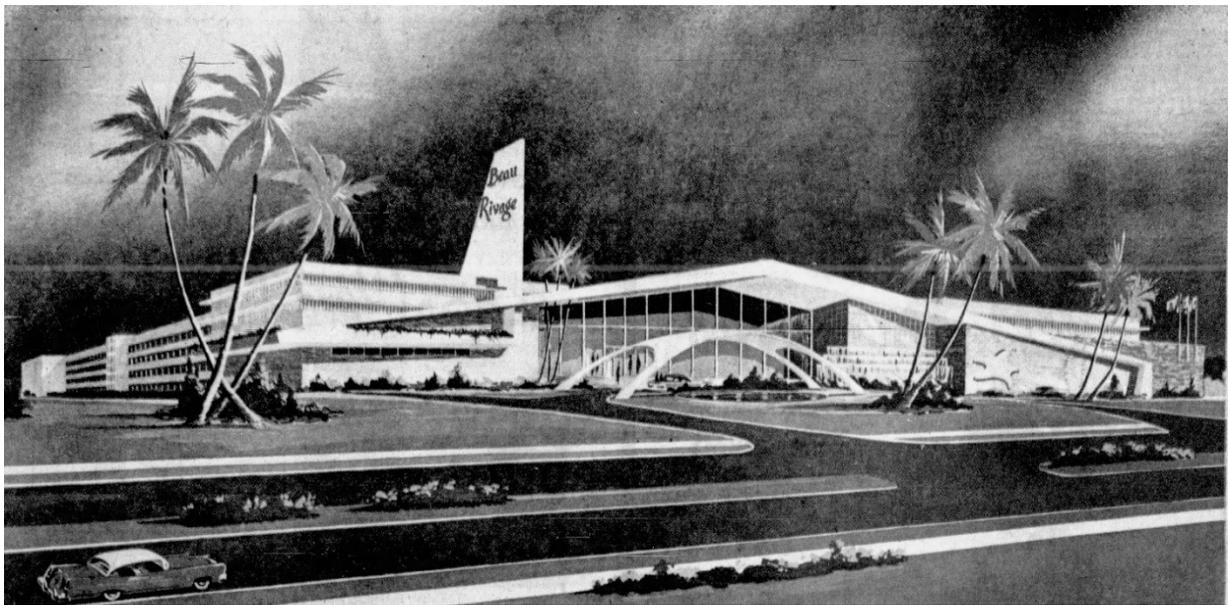


Fig. 105. Rendering of Beau Rivage Hotel, 99th Street and Collins Avenue, Bal Harbour, 1957. (Miami Herald, 10/20/1957, p. 117)

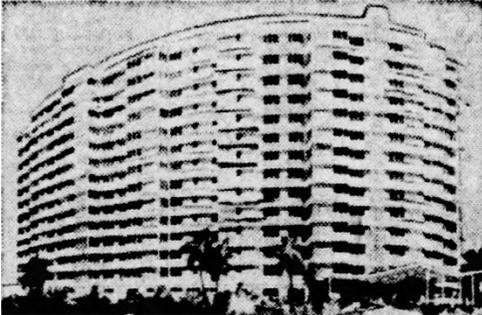


Fig. 106. Deauville Hotel, 6701 Collins Avenue, Miami Beach, c. 1957. (Florida Memory)



Fig. 107. Doral Beach Hotel, 4833 Collins Avenue, Miami Beach, c. 1969. (Florida Memory)

In the early 1960s, Grossman designed the Doral Beach Hotel (Fig. 107), Imperial House Apartments (Fig. 108) and Mimosa Apartments (Fig. 109), all in Miami Beach. Other work included the Doral Country Club, Americana Hotel in Atlanta, Dallas Cabana Motor Hotel, and the Executive House in Washington D. C.



*Fig. 108. Rendering of Imperial House Apartments, 5255 Collins Avenue, Miami Beach, 1962.
(Miami Herald, 8/31/1962, p. 80)*



*Fig. 109. Rendering of Mimosa Apartments, 4747 Collins Avenue, Miami Beach, 1962.
(Miami Herald, 8/31/1962, p. 80)*

In the May 1962 issue of Architectural Forum, the Grossman firm was listed as one of the top 100 firms in the country, based on construction values for the previous year. The firm was listed in the \$35 to \$50 million bracket, ahead of the two other Florida firms that were listed. It is notable that, of the 100 firms listed, Grossman was the sole firm with only one registered architect.⁵

This One's Biggest of Them All

WHEN THE 14-STORY 100 Lincoln Road Building is finished late next summer, it will add 620 units to the already impressive total of apartments in Miami Beach.

The building will not only be the biggest in Miami Beach but also in the entire county of Dade.

Architects Melvin Grossman and Aaron Colish designed the high-rise which includes studio, one-bedroom and two-bedroom apartments, many with private terraces, in its layout.

Other features are a recreation room, gourmet shop, restaurant, bakery, card rooms, health club and snack bar on the deck of the Olympic-sized swimming pool. Indoor parking for 620 cars will be provided.

* * *

LINCOLN ROAD location is a convenient one, with the ocean just a few steps away, the shopping mall stretching westward in the opposite direction.

Rental rates have not yet been firming up but tentative plans indicate studio units will average around \$150 a month.

Carl Mitnick, president of the New Jersey Home Builders Association, heads the 100 Lincoln Road project. Robert L. Turchin is the contractor. Construction cost will approximate \$8,500,000. Crain and Crouse Inc. are the engineers.

Color Sketch Shows How 100 Lincoln Road Building Will Look When Completed
... Architects Melvin Grossman and Aaron Colish designed it

*Fig. 110. Rendering of 100 Lincoln Road, Miami Beach, 1965.
(Miami Herald, 8/1/1965, p. 143)*

⁵ "100 Largest Architectural Firms in the U.S.", *Architectural Forum*, May 1962, 16-18.

In 1965, Grossman designed the apartments at 100 Lincoln Road with Aaron Colish of Philadelphia. At the time of construction, the 14-story, 620-unit building was the largest in Dade County. (Fig. 110) Also in 1965, Grossman served as the architect for Caesars Palace in Las Vegas. (Fig. 111) Grossman was also the architect for a 13-story addition at Caesars in 1969.



*Fig. 111. Caesars Palace, Las Vegas, 1966.
(Vintage Las Vegas)*

Grossman again designed a building that was the “largest on the Beach” when he completed work for the Roney Plaza Apartments on the site of the Roney Plaza Hotel in 1969. (Fig. 112) Aaron Colish of Philadelphia was again the consulting architect. The 17-story building featured 1,200 units.



*Fig. 112. Rendering of Roney Plaza Apartments, 1969.
(Florida Memory)*

Other work in the late 1960s included the Ocean Pavilion and Maison Grande apartments in Miami Beach, the Sea Air apartments in Hollywood and the Acapulco Princess in Acapulco, Mexico. In the early 1970s, he produced designs for Tower 1800 in Miami Beach (Fig. 19) and the Wimbledon Racquet Club in Miami. It appears that Grossman retired in the early 1980s. He died November 10, 2003, at the age of 89.