



# HISTORIC RESOURCES REPORT

FOR

## 1300 LENOX AVENUE

### MIAMI BEACH, FLORIDA 33139

*PREPARED BY:*

ARTHUR J. MARCUS ARCHITECT P.A. / HISTORIC PRESERVATION CONSULTANT  
1800 NORTH ANDREWS AVENUE #7F  
FORT LAUDERDALE, FLORIDA 33311  
[www.arthurmarcus.com](http://www.arthurmarcus.com)

*FOR THE OWNER:*

OR GORSKY  
1300 LENOX AVENUE  
MIAMI BEACH, FLORIDA 33139

*FOR PRESENTATION TO THE:*

CITY of MIAMI BEACH HISTORIC PRESERVATION BOARD

AUGUST 18, 2016 **2021**



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### NEIGHBORHOOD CONTEXT

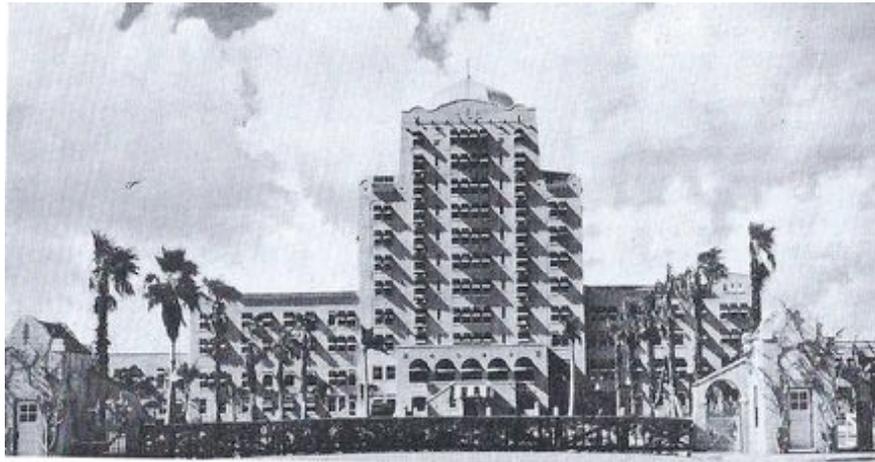
As has been well documented, it was the genius of Carl Fisher that made Miami Beach the special place it remains to this day. On so many levels - planning, design, architecture, landscaping and marketing - the brilliance of his entire plan continues to shine.

Between 1912 and 1918 the land form and infrastructure of Miami Beach was created. The first roads were installed in 1913, the first land fill (over 6 million cubic yards) completed in 1914. Lots were given away as a promotion, chinaware was given as an inducement to attend land auction sales as prospective buyers were brought to the island on boats departing from the Miami mainland every 30 minutes.



In 1915, after the land north of 15th Street was cleared, J.N. Lummus leased to Aviation pioneer Glenn Curtiss (later developer of Miami Springs and Opa Locka) a large tract of land to be used as training grounds for future World War I flyers. This was the future Flamingo Park. The area of the future Park was the first airfield in Dade County and became an effective advertisement for the City. Curtiss was not charged any rent for the land since he was always promoting the City. This land was later purchased by the City of Miami Beach in 1929 for \$300,000 and became Flamingo Park.

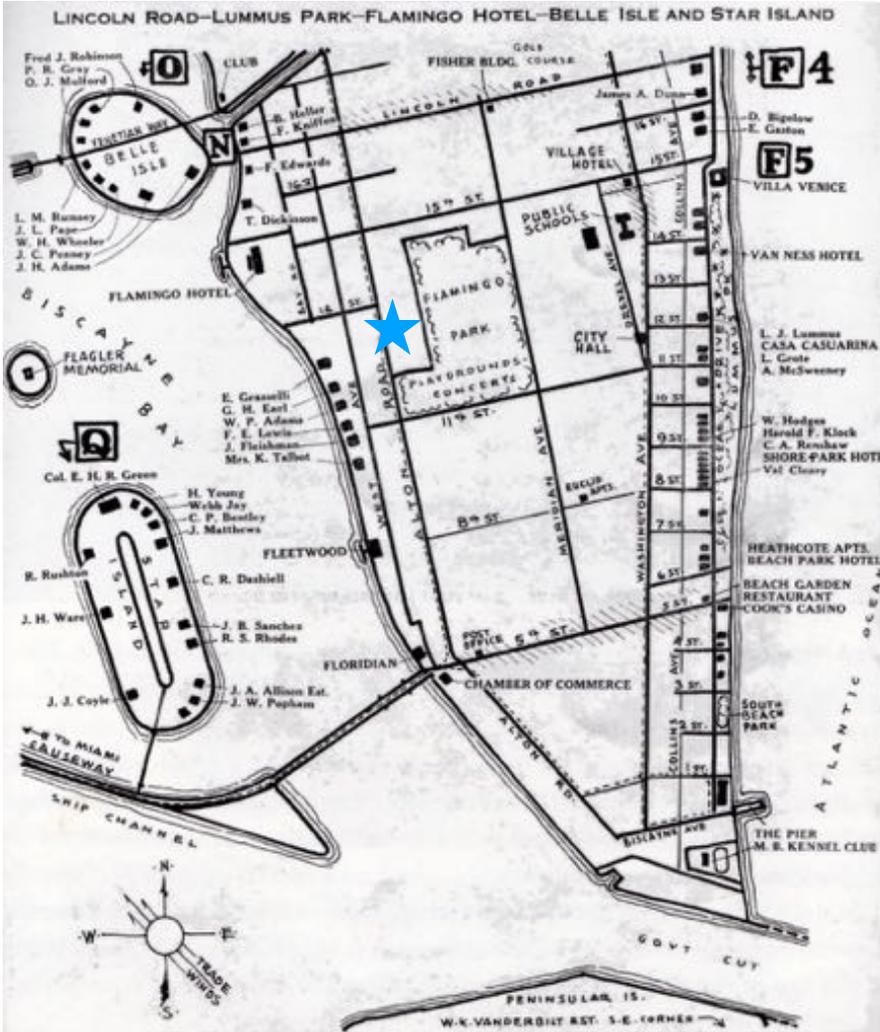
With the construction of the Flamingo Hotel in 1920 much of the land to the east were utilized as vast green polo fields in the heart of Miami Beach, since most building development was occurring along the Atlantic Ocean and along Biscayne Bay. Photographs at left show portions of these Polo fields.



TOP PHOTO: LINCOLN ROAD 1905 (5)

MIDDLE PHOTO: CIRCA 1925 AERIAL PHOTO OF FLAMINGO HOTEL POLO FIELDS. IN THE UPPER RIGHT HAND CORNER CAN BE SEEN THE FOUR NEWLY CREATED SUNSET ISLANDS. AT LEFT IS BELLE ISLAND (5)

LOWER PHOTO: FLAMINGO HOTEL 1925. (5)



Once cleared of its native mangroves, the land would have been filled in and the sea walls constructed, with roads designed and constructed and neighborhood infrastructure of roads and electrical and plumbing services along with a master plan for landscaping design and installation. Once this was all completed then this area was sub-divided and quickly became prime properties for the wealthy clientele that Carl Fisher sought to lure to the City.

This very unique single-family residential neighborhood in which 1300 Lenox Avenue is located - is actually quite an anomaly in urbanized South Beach, by being one of only two single family residence neighborhoods. The other single family residential neighborhood in South Beach is the area north of 17th Street and west of Meridian Avenue, the Palm View Historic District as it was designated on February 9, 1999.

This west Flamingo Park single family district represents the preservation of an earlier stage of growth in Miami Beach, when all of the major avenues - Alton - Collins - Washington still had single family residential buildings. This did not last for long in the face of on-going urbanized re-development. However somehow this pocket neighborhood continues to exist and thrive.

This west Flamingo Park neighborhood also originated as the Polo grounds of the Flamingo Hotel north of 15th Street. All of present-day Flamingo Park plus significant additional chunks of the surrounding neighborhood were originally built as the polo grounds for the Hotel, as these historic photos show.

Two interesting sites are noted on the map at upper left; the residence of J.C.Penney among others - on Belle island. And Casa Casuarina at 11th & Ocean Drive - the future home of Gianni Versace.

TOP: 1932 MAP OF MIAMI BEACH SHOWING PROMINENT HOMES (5)

LOWER: 1920 PHOTOGRAPH OF POLO GAMES AT THE FLAMINGO HOTEL POLO GROUNDS (5)



Feb., 1920 Polo fields south of Lincoln Road.



"The landscape was not so much designed as it was "engineered." It was transformed to reflect what a generation of Americans thought the tropics should look like, rather than a naturally evolved landscape. The pattern quickly spread up the coast, transforming coastal South Florida from would-be coconut plantation into promising resort suburbs." (1)

"Idealized and inspired by Mediterranean sensibilities, Miami's manufactured landscapes nurtured an Arcadian counter-civilization founded on sensory pleasures, beauty and leisure." (1)

"In order to appreciate that 'tropicality' was an idea, and not necessarily a fact of the existing landscape, consider the efforts made in Miami Beach's construction.

First, the native terrain of mangrove and palmetto had to be cut. Then the water's edges were contoured with seawalls, giving the City its shape. Finally, suction dredges vacuumed up bay bottom and redeposited it.

Miami Beach was transformed by the process into a table of bleached sand, neatly fringed and crisscrossed by canals, lakes and lagoons. Idealized nature was employed as an instrument of urban planning." (2)

*"Carl Fisher was primarily interested in selling his land to create a community of wealthy winter residents. His approach was to build up a property, sell it at cost or borrow against it and then go build another.*

*As he built more amenities, his land values rose. As he dredged up the bay to make it navigable, he literally created more real estate." (3)*

TOP: THE NEWLY CREATED MIAMI BEACH AS SEEN FROM THE TOP OF CARL FISHER'S HOME ON NORTH BAY ROAD. (5)

BELOW: ADVERTISEMENT FOR CARL FISHER PROPERTIES (5)

# Miami Beach

ANOTHER BEAUTIFUL HOME



at \$18,900.00

\$4,750 CASH, Balance 1, 2, 3 and 4 Years, 7%.

Only one lot removed from Blackman Bay, within 400 feet of Florida's Finest Golf Course

Three master bedrooms, two baths, servants' quarters & garage

## The CARL G. FISHER PROPERTIES

LINCOLN ROAD and JEFFERSON AVE.,  
MIAMI BEACH, Florida.

Ask for C. W. CHASE, JR.  
Sales Manager

PARTIAL MAP SHOWING EXISTING

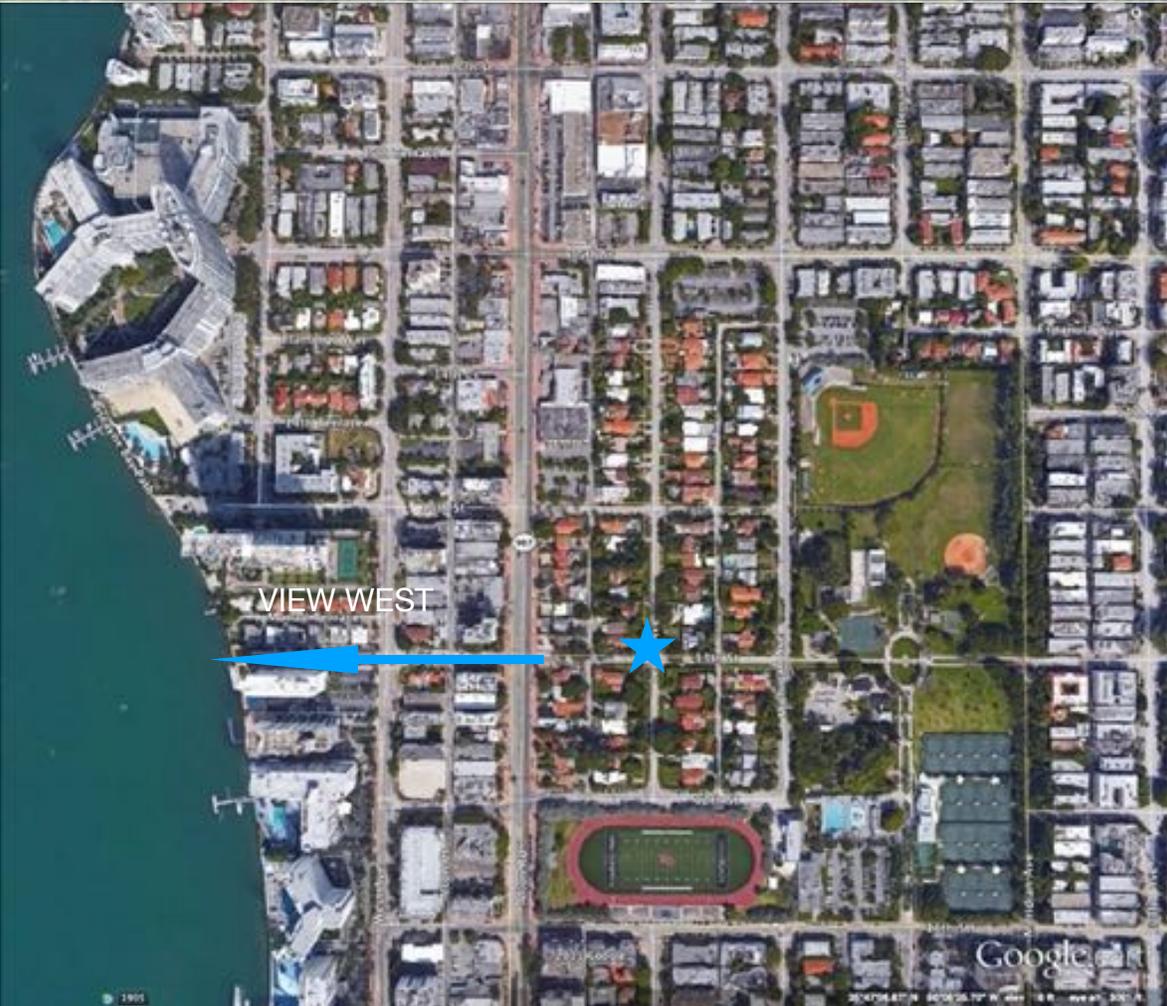


HISTORIC PRESERVATION DISTRICTS + SITES (6)

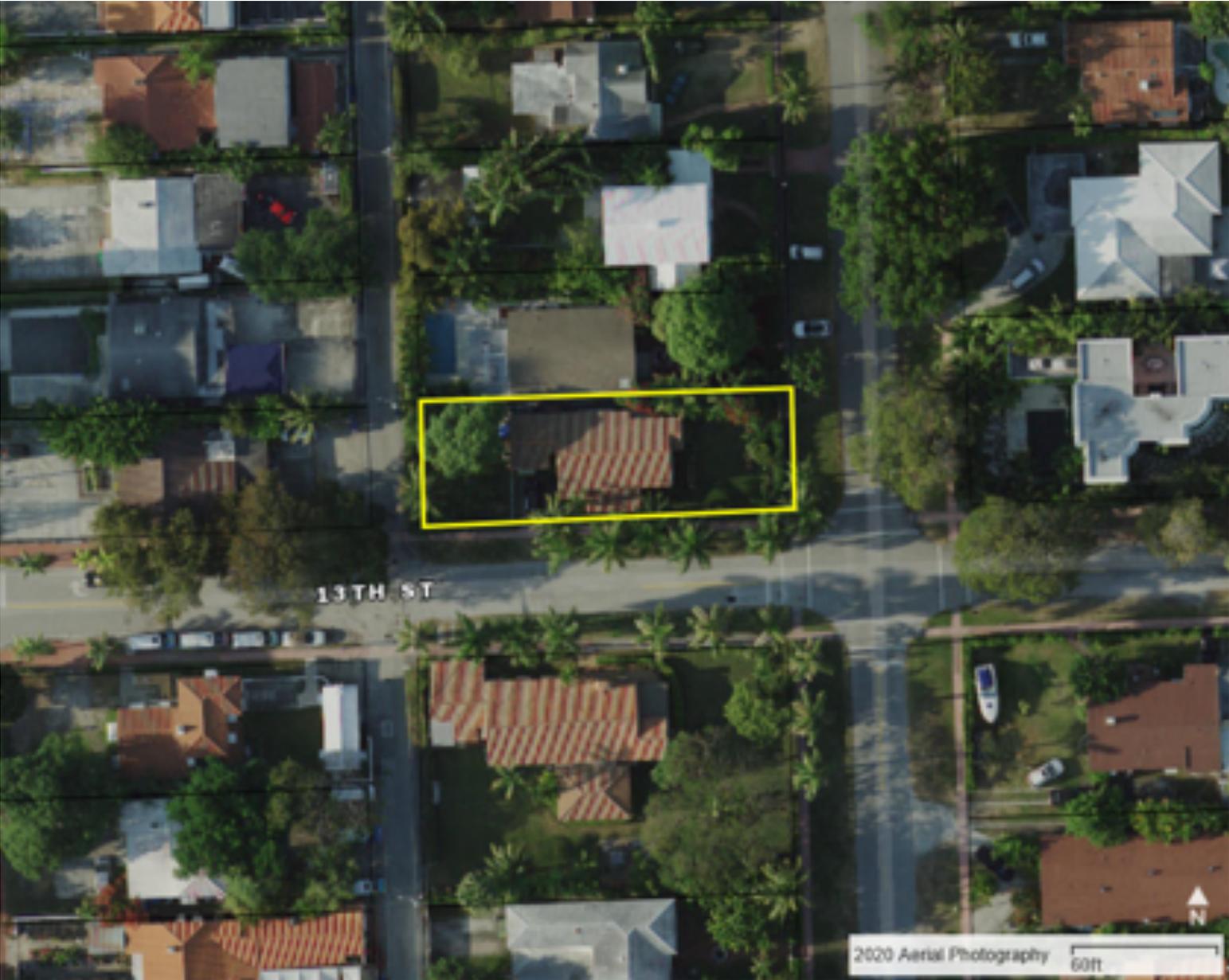
THE FLAMINGO PARK HISTORIC DISTRICT was originally designated by the City of Miami Beach on June 20, 1990, to extend local protection to this part of the City that had been placed on the National Register of Historic Places in 1979.

The western boundary of the Flamingo Park Historic District originally ran along Lenox Court...except for the 1100 block where the boundary jugged out to Alton Road to include all of Flamingo Park. The 2008 expansion brought the western boundary of the district to Alton Road as shown on the Map above.

“As described in the designation report of the Flamingo Park Historic District, this land was first platted in 1914 by J.E. and J.N. Lummus as the Third Addition to their Ocean Beach Subdivision....before Miami Beach had yet been incorporated. Much of the actual landmass was created by dredging bay bottom onto the native mangrove swamp.” (11)

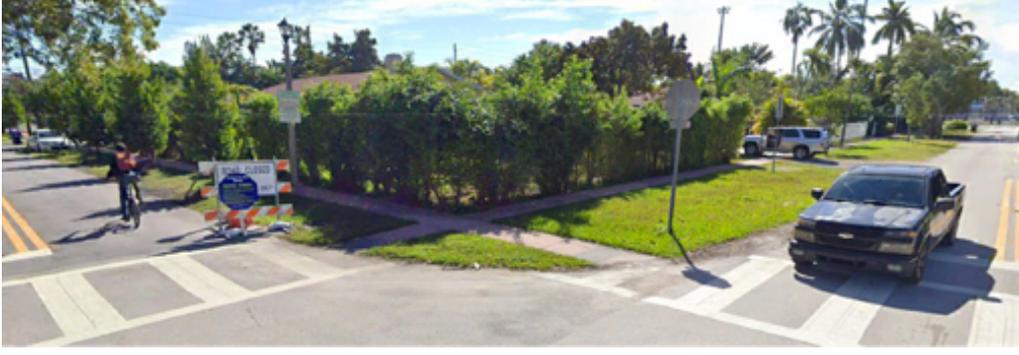


TOP: AERIAL VIEW LOOKING WEST FROM PROPERTY TOWARDS HIGH RISES ALONG BISCAIYNE BAY (7)  
LOWER PLAN: 2020 GOOGLE EARTH PLAN OF NEIGHBORHOOD



AERIAL VIEW SHOWING EXISTING SITE LOCATION PLAN. (7)

1300 LENOX AVENUE



13th STREET & LENOX AVE INTERSECTION:

All of the corner residences are generously set back from Lenox Avenue to provide an almost rural feeling to the immediate neighborhood.

SOUTHEAST CORNER (8)



NORTHEAST CORNER (8)



NORTHWEST CORNER (8)  
(1300 LENOX AVENUE)



SOUTHWEST CORNER. (8)



1989 PHOTOGRAPH (9)

ADDRESSES: 1300 LENOX AVENUE  
&  
1115 13th STREET **1300 13 ST?**

YEAR BUILT: 1936

ORIGINAL BUILDING ARCHITECT: LESTER AVERY

HISTORIC STATUS: CONTRIBUTING **Update property appraiser  
number to  
02-4203-009-8860**

MIAMI DADE PROPERTY APPRAISER  
FOLIO NUMBER: 02-3234-019-0530

This single family residence was designed by noted South Florida architect Lester Avery in 1936 in the Spanish Mediterranean style of architecture, a traditionally popular architectural style in Miami Beach at that time. It was designed for the Owner, a Mrs. Pauline L. Cohen - along with the name Morris Resnick noted and was constructed for a cost of \$9,600.00.

The residence appears to originally have had a front porch, which has since been filled-in with windows and is noted as the 'Florida Room' on the floor plan.. This porch is referred to on page one of the Building Card as requiring repairs.

The residence originally contained 3 bedrooms and 2 full baths according to the Building Card. In the undated photograph above taken in 1989, there are jalousie windows at all visible window openings. More recent renovations have included the installation of single hung windows at all window openings including the former porch.



TOP: 2021 VIEW LOOKING NORTHWEST (10)

BELOW: CIRCA 1970 VIEW LOOKING NORTHEAST (11)

The undated lower photograph circa shows the home much more visibly than is possible today with its enclosing landscaping. At top is the view from the corner of 13th & Lenox. It is interesting to note the horizontal racing lines around the residence, which reflected the art deco craze in the 1930's.



This is the view looking east on 13th Street. In the lower photo the home almost looks as if it were split into two separate buildings at this front elevation recess which allows daylight into the Family Room.

TOP: 2021 PHOTOGRAPH. (10)

BELOW: CIRCA 1970s PHOTOGRAPH (11)



TOP: FRONT ELEVATION FACING 13th STREET (10)

LOWER: PHOTOGRAPH OF INTERIOR GREAT ROOM (7)



TOP PHOTO: 2020 EAST ELEVATION WITH EASTERN OPEN YARD. (7)

LOWER PHOTO: CIRCA 1970 VIEW OF NORTH ELEVATION AT RIGHT AND PARTIAL SOUTH ELEVATION AT LEFT. (11)



LESTER AVERY ARCHITECT

Lester Avery began his Architectural career in Clearwater, FL prior to moving to Miami. He is known for his mid century modern apartment buildings in Miami and ranch style residential designs with angled, flat and merging wings. This residence at 1300 Lenox Avenue was designed relatively early in the architect's career and evolution of style into the mid century modern style after World War II. (4)



SELECTED PROJECTS

- \* 1341 Euclid Avenue - Temple House, Miami Beach - Originally constructed as a home in 1933 and then converted back into a home in 2003 after being enlarged for synagogue use for many years.
- \* 2232 Alton Road - the former Jackie Gleason Residence, Miami Beach, FL
- \* Schubert Resort, 855 NE 20th Avenue, 1953 Fort Lauderdale, FL - See photo at left.
- \* Gulf Oil Station on Coral Way in Miami built in 1938 before the standardization of gas service station architecture and designed with Curtis Haley. It includes fancifully designed columns supporting the canopies over the gas pumps. Gulf Oil Company built several stations in the Miami area based on architect Russell Pancoast's prototype, but this is the only surviving example. See photo below.
- \* 4750 North Bay Road, Miami Beach, FL
- \* 927 Coral Way, Coral Gables, FL
- \* 1247 Anastasia Avenue, Coral Gables, FL
- \* 817 Ponce de Leon Drive, Rio Vista, Fort Lauderdale, FL
- \* 229 NE 101 Street, Miami Shores, FL
- \* 1434 Collins Avenue, Miami Beach, FL

ABOVE: SHUBERT RESORT, FORT LAUDERDALE

BELOW: GULF OIL CO., CORAL WAY, MIAMI



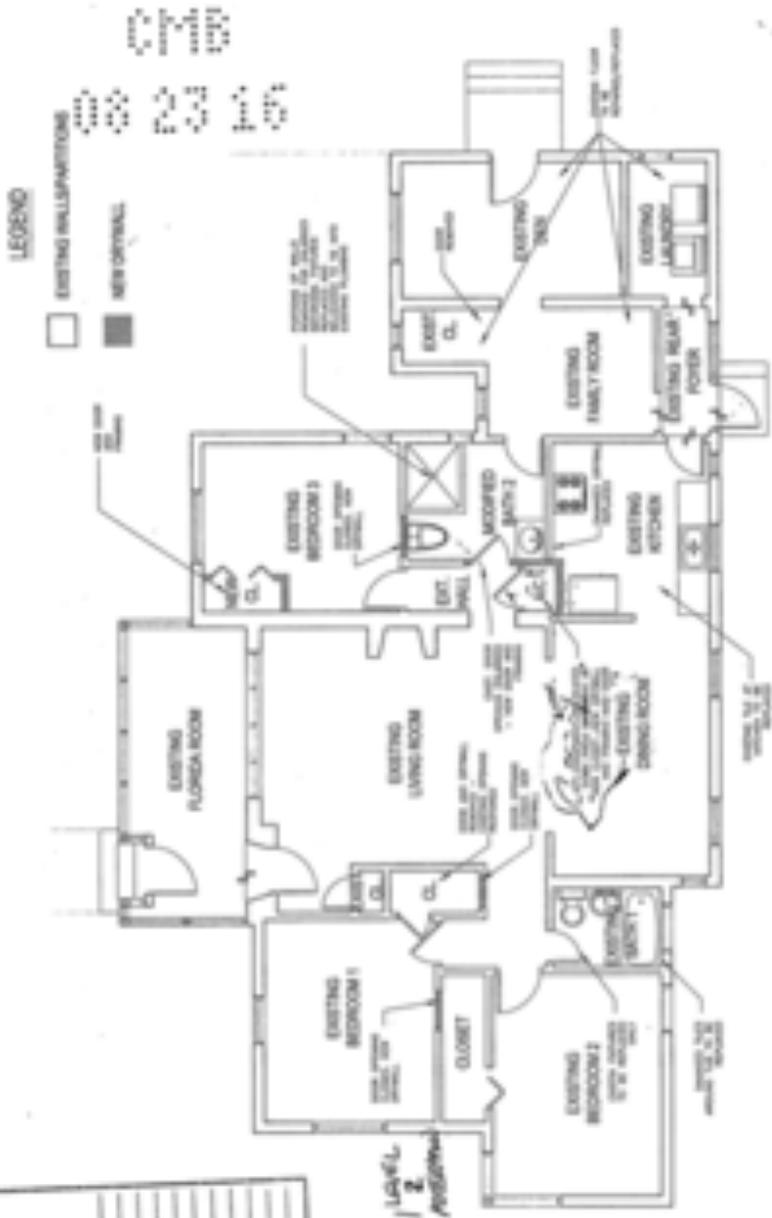


R20816-0892

OFFICE COPY  
CITY OF MIAMI BEACH  
APPROVED FOR PERMIT BY  
THE FOLLOWING:

BUILDING	<i>[Signature]</i>
ENGINEERING	<i>[Signature]</i>
PLUMBING	<i>[Signature]</i>
ELECTRICAL	<i>[Signature]</i>
Mechanical	<i>[Signature]</i>
AIR CONDITIONING	<i>[Signature]</i>
PUBLIC WORKS	<i>[Signature]</i>
STRUCTURAL	<i>[Signature]</i>
ELEVATOR	<i>[Signature]</i>
ROOFING	<i>[Signature]</i>

work per FBC 2.04F 5th 60 level  
- 1/2" BRICK WALL IN  
STUDS AT Mid 1/2" ec



**PROPOSED FLOOR PLAN**

OWNER: ABRAHAM CONRADO  
ADDRESS: 1300 LENOX AVE

**FRONT**

**THIS SHEET HAS BEEN  
REVISED/REPLACED  
ORIGINAL SIGNATURE STAMP  
REMAINS VALID**

NOTICE: In addition to the requirements of this permit, there may be other applicable codes and regulations. The City of Miami Beach is not responsible for accuracy of the information shown on this plan. Users are advised to consult with the appropriate State and Local Laws, Rules and Regulations.

## SPANISH MEDITERRANEAN in MIAMI BEACH

"The desire to transform Miami Beach into a Mediterranean city corresponded with the ascendancy of the Mediterranean revival style in Florida. ...It's appearance in Florida was contemporary with the Spanish Colonial style popular in the early twentieth century and evoked notably at San Diego's 1915 Panama-California exposition." (5)

"Architects and developers working in Florida were quick to see the value of imposing the template of a stylistically unified and regionally appropriate civic art into its growing new cities. The Mediterranean Revival defined the style of the 1920's in Miami Beach, and because it also embodied new planning paradigms, set the stage for the modern city of the next decade." (6)

Spanish Mediterranean architecture was the "style of choice" for the first major boom period in Miami Beach. Its connotation of Mediterranean resort architecture, combining expressions of Italian, Moorish, North African and Southern Spanish themes, was found to be an appropriate and commercially appealing image for the new Floridian seaside resort.

During the mid-1910s through the early 1930s the style was applied to hotels, apartment buildings, commercial structures, and residences. Its architectural vocabulary was characterized by stucco walls, low pitched terra cotta and historic Cuban tile roofs, arches, scrolled or tile capped parapet walls and articulated door surrounds, sometimes utilizing Spanish Baroque decorative motifs and Classical elements. Featured detailing was occasionally executed in keystone.

Application of the architectural vocabulary in Miami Beach ranged from sparing to modestly exuberant, and building massing varied from simple rectangular form to stepped massing with recessed wall planes and tower-like corner features. Wooden casement or double hung windows of several configurations provided additional detail to the facades.

"It was intended largely, to look Spanish, but it wasn't Spanish; it was a composite of Spanish Renaissance, Andalusian Moorish, Tuscan, Venetian, and Roman architectural elements, with allusions to classical Greece, Baroque France and virtually any other place or era that seemed to fit." (7)

"Mediterranean Revival architecture flourished in Florida in a compressed time period, starting in 1917 when Pittsburgh architect Richard Kiehnel (1870-1944) began designing...Kiehnel was working on El Jardin in Miami (Coconut Grove) the architect Addison Mizner (1872-1933) was designing the Everglades Club in Palm Beach.. A decade and a half later most architects had turned their eyes to what we now call Art Deco.." (8)



TOP PHOTO: SUNRISE COURT 720 LENOX AVENUE  
MIDDLE LEFT PHOTO: PARC VENDOME at 12th & MERIDIAN AVENUE  
MIDDLE RIGHT PHOTO: FISHER BUILDING, LINCOLN ROAD 1926  
POSTCARD BELOW: RONEY PLAZA HOTEL 1926



**Morris Resnick**  
**Owner** MRS. PAULINE L. COHEN **Mailing Address** Permit No. 8214  
**Lot 8** Block 105 Subdivision O.B. #3 No. 1115 Street 13th St- Date May. 5-1936  
**General Contractor** Saunders & Storm 3532 or 1300 Lenox avenue Address  
**Architect** Lester Avery Address  
**Front** 69-3/4 Depth 33-6 Height Stories one Use Residence & garage  
**Type of construction** C-E-S Cost \$9,600.00 Foundation Spread footing Roof Tile

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**Plumbing Contractor** Hildebrandt #9005 Address Date May 13-1936  
**No. fixtures** 10 Gas 3 Rough approved by Date  
**No. Receptacles**  
**Plumbing Contractor** Address Date  
**No. fixtures set** Final approved by Date  
**Sewer connection** - 1 - Septic tank Make Date

---

**Electrical Contractor** Sunny Electric Co. #6677 Address Date June 9-1936  
**No. outlets** 30 Heaters Stoves Motors 1 Fans Temporary service  
**Receptacles** 13  
 Rough approved by Date  
**Electrical Contractor** Bill # 6914 Address Date Aug. 3-1936  
**No. fixtures set** 15 Final approved by Date  
**Date of service** August 4th-1936

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**Alterations or repairs** # 18567 -- Porch (not over \$200) Date  
 Foundation and floor in place - day labor \$ 200... June 20, 1944  
**BUILDING PERMIT # 31959** Close existing garage & remodeling to room & bath- No cooking- accessory  
 use only- Herman Sattler, contractor \$ 950... Feb. 3, 1950  
**PLUMBING PERMIT # 31447** Nathan Serote: Relocate 1 laundry tray:(not to be used as kitchen) 4/9/1951

BUILDING PERMIT # 35984 Roof repair - Oiffen Industries, Inc.: \$ 118.... May 31, 1951.

PLUMBING PERMITS: #37783 Beutel's Solar Heater Co: one solar water heater, replaced, 66 gallon  
January 30, 1956

#48291 - Peoples Gas System - outlet and connect range 3/15/71

#49538-Beutel Solar Heater Co.-Replace-11-22-72

ELECTRICAL PERMIT # 33219 W.L. Austin Electric: 1 switch outlet, 3 receptacles, 1 light outlet, 1 fixture,  
1 center of distribution - Jan. 26, 1951 2/12/51 Meginniss

# 33389 W.L. Austin: 1 Light outlets, 1 Fixture, 2/9/51 - OK Meginniss 2-12-51 1951

# 33685 Austin Electric: 1 Switch outlet, 1 Receptacle, 1 Light outlet, 1 Fixture, 3-16-

## BIBLIOGRAPHY

- (1). Miami Modern Metropolis: Paradise and Paradox in Midcentury Architecture and Planning, Allan T. Shulman editor, 2009, p. 116.
- (2) 'Lost Miami Beach' by Carolyn Klepser, 2015 -p.110
- (3). Ibid.
- (4) Wikipedia
- (5) Courtesy History Miami
- (6) Courtesy City of Miami Beach
- (7) Courtesy [zillow.com](http://zillow.com)
- (8) Courtesy [GoogleEarth.com](http://GoogleEarth.com)
- (9) Courtesy City of Miami Beach  
Historic Data Base File Book
- (10) Arthur Marcus Photography
- (11) Courtesy Miami Dade Property Appraiser