

2017 PHOTOGRAPH

HISTORIC RESOURCES REPORT

for

943-947 LINCOLN ROAD

AKA 1655 - 1671 MICHIGAN AVENUE

MIAMI BEACH, FLORIDA 33139

prepared by

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for

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NEW YORK, NEW YORK 10153

for the

CITY of MIAMI BEACH HISTORIC PRESERVATION BOARD

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947 LINCOLN ROAD CIRCA 1939 AFTER RENOVATIONS BY L. MURRAY DIXON ARCHITECT

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NOTE: ALL 2017 PHOTOGRAPHS TAKEN BY ARTHUR MARCUS



PHOTOGRAPH ABOVE LOOKING EASTWARD ON LINCOLN ROAD WITH THE COMMUNITY THEATER (1923) AT LEFT AND 947 LINCOLN ROAD (1924) DIRECTLY ACROSS MICHIGAN AVENUE AT LEFT CENTER OF PHOTO BEYOND THE THEATER..(7)

"Lincoln Road was an important component of Carl Fisher's plan of developing a resort image centered on themes of leisure, exclusivity and cosmopolitan worldliness. (2)

Lincoln Road was designed to accommodate the nation's most elegant boutiques, and it succeeded at this. Described as the "FifthA venue of the South," its shops offered the latest fashions in clothing, furs, jewelry and automobiles. (2)

Symbolic of a city that mixed business and pleasure, its sidewalks were designed in two zones: one for pedestrians on the move and the other for window shoppers who wished to stroll. A row of coconut palms, forming a median between the walking lanes, lined either side of the street. (2)

Lincoln Road developed an important civic presence. It was the location of the Community Church and the office-tower of Carl Fisher's real estate empire and soon became home to at least four cinemas. (2)

It also formed the most important east-west connector in Miami Beach and thus its central meeting place.....Lincoln Road in the 1930's evolved as the social melting pot of the city." (2)

Lincoln Road was one of the widest thoroughfares in the city and its large sidewalks were planted with royal palms, making it the most attractive in the city." (6)

Carl Fisher envisioned that Lincoln Road would evolve into what was later called the "Fifth Avenue of the South."



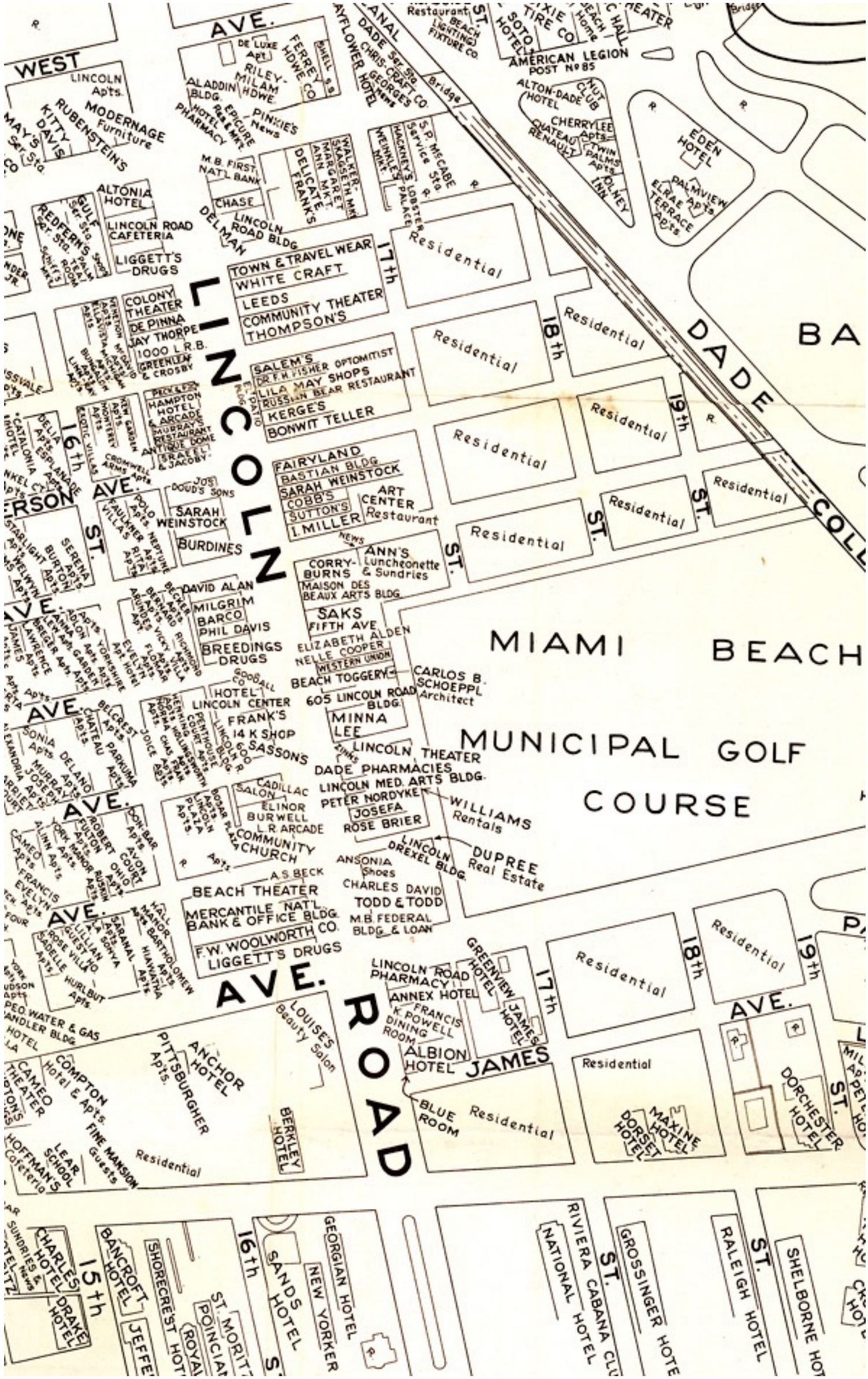


TOP PHOTO: VIEW OF LINCOLN ROAD LOOKING EAST FROM THE FISHER OFFICE BUILDING. NOTE THE RONEY PLAZA HOTEL ON THE HORIZON AT LEFT. (7)

MIDDLE PHOTO: VIEW OF CLEARING THE MANGROVE SWAMP FOR THE FUTURE LINCOLN ROAD. (7)

LOWER PHOTO: THE COMMUNITY THEATER, 1923 (11)





1941 Lincoln Road Street Map and retail Locator (7)

TOP PHOTO: LINCOLN ROAD STREET SCENE (7)

MIDDLE PHOTO: ROOFTOP VIEW OF LINCOLN ROAD LOOKING EASTWARD WITH THE STERLING BUILDING AT LEFT. (7)

LOWER PHOTO: LINCOLN AND JEFFERSON - BONWIT TELLER AND CO. (7)









Lincoln Road runs 13 blocks from ocean to bay. Luxury shops are jammed into nine blocks, bounded at one end by Liggett's and at the other by Modernage. The frontage along it sells for $1,100 a foot.

This aerial view of Lincoln Road in 1941 (7) appeared in Life Magazine and illustrates the extent of development in MIami Beach in little more than 25 years.

Lincoln Road runs diagonally to the left at the center of the photograph. It is interesting to note that along the oceanside is still visible Carl & Jane Fisher's first residence - "The Shadows". The entire south side of the block between Collins and Washington is still also residential.

The Municipal Golf Course had originally run all the way up to the foot of Lincoln Road. However the original zoning prohibition on building expired during the late 1930's and development quickly filled-in all available retail space along Lincoln Road. This included the new two-story Saks Fifth Avenue store.

The distant western end of Lincoln Road at Alton Road - beyond the Modernage furniture store it is still mainly single family residential. The future high rises of the 1960's - 1970's are yet to come.

And at the foot of Lincoln Road at the ocean to the north the future site of the DiLido Hotel is still mostly devoid of development. In fact going westward the first building facing the ocean is the Albion Hotel.

ROUNDED CORNERS

As Lincoln Road developed it became an unwritten rule that all corners were to be rounded or chamfered in order to increase the visibility around corners.

In the late 1930's *"A desire for newness began to pervade Miami Beach architecture, reflecting the progress and promise of America's industrial culture, as well as the city's own recent vintage."* (3)

"By the late 1930's the architects of Miami Beach adapted modernism not just as the most appropriate natural consequence of the era, but as the "manifest destiny of the tropics". (3)

"The evolution of platonic volumes in the architecture of this era reflected, as many have pointed out, the dominance of the machine in American life and culture.... Compositionally, there was the illusion of volumetric progression in the steep intersection of simple masses. " (4)

" The evolution of MIami Beach modern pivoted on an increasingly bold and plastic use of form as ornament after 1938, and a gradual abstraction of building components into volumes, surfaces, patterns and lines. " (4)

"Architects like Lawrence Murray Dixon, Henry Hohauser, Anton Skislewicz and Roy France became bolder in elaborating buildings as component masses, highlighting precise elemental volumes that appeared timeless, universal and pure." (5)

"Special emphasis was often placed on the corner, as with the use of a drum or pylon at the intersection of building masses." (5)







TOP PHOTO: BURDINES at LINCOLN ROAD & MERIDIAN AVENUE (currently being renovated) (7)

MIDDLE PHOTO: GOLDWASSERS SHOPS at LINCOLN ROAD & EUCLID AVENUE. (existing as Nexxt Cafe) (7)

LOWER PHOTO: MODERNAGE FURNITURE: LINCOLN ROAD at ALTON ROAD (demolished) (7)

947 LINCOLN ROAD

ORIGINAL ARCHITECTURAL DESIGNER: WILLIAM F. BROWN
YEAR BUILT: 1924
RENOVATION ARCHITECT: L. MURRAY DIXON
YEAR RENOVATED: 1938
STATUS: CONTRIBUTING

947 Lincoln Road is located in the following Historic Districts:

* Miami Beach Art Deco Historic District
* Miami Beach Architectural District (National Register District)
* Flamingo Park Historic District (Local)

Designed by one of the pre-eminent architectural designers in Miami Beach in the 1920's, William F. Brown. 947 Lincoln Road was among the earliest retail buildings on Lincoln Road, constructed in 1924..

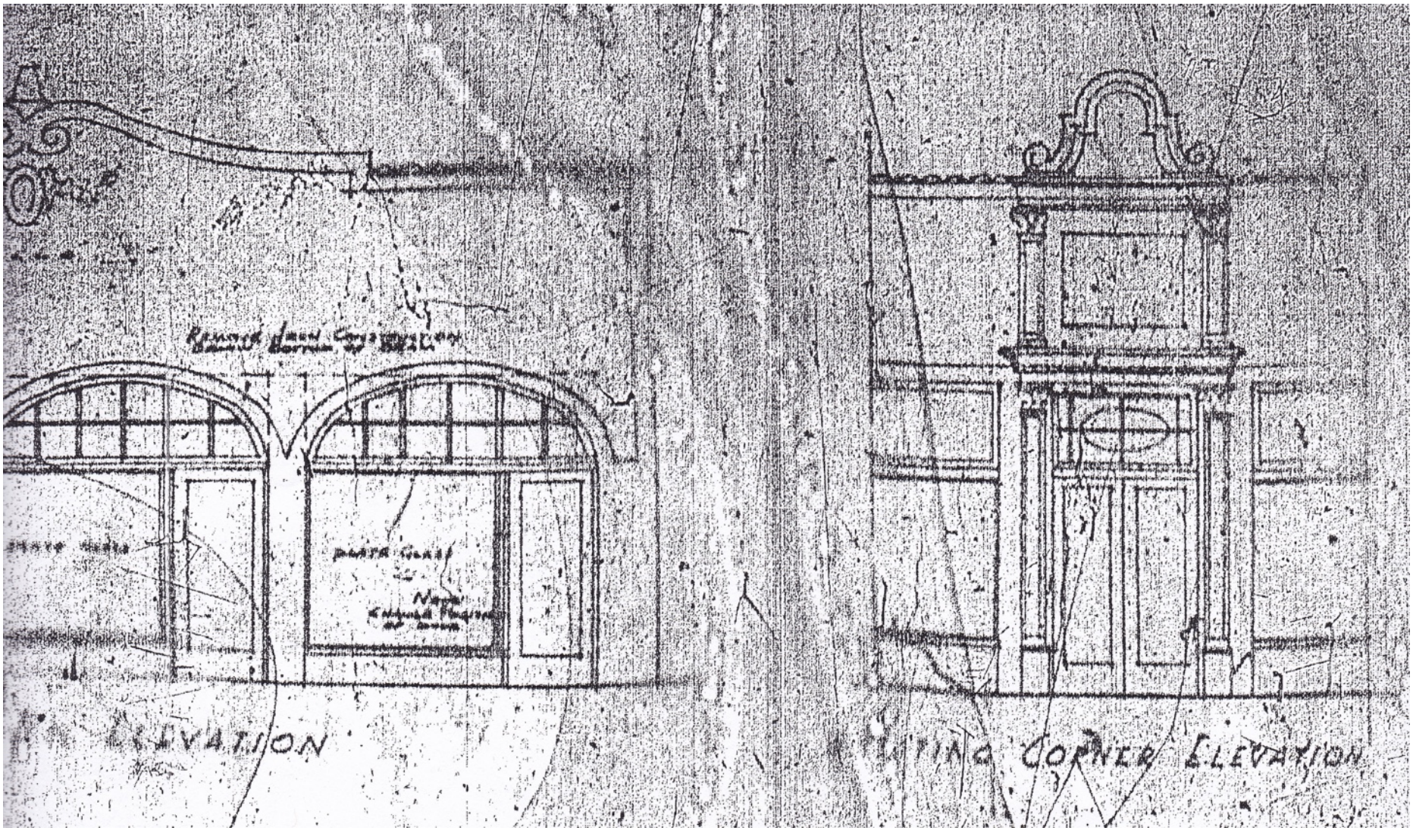
Its neighbor across MIchigan Avenue at the time was the Community Theater built in 1923. This was the first cinema in Miami Beach Several renovations later and any semblance to the Community Theater has long been lost.

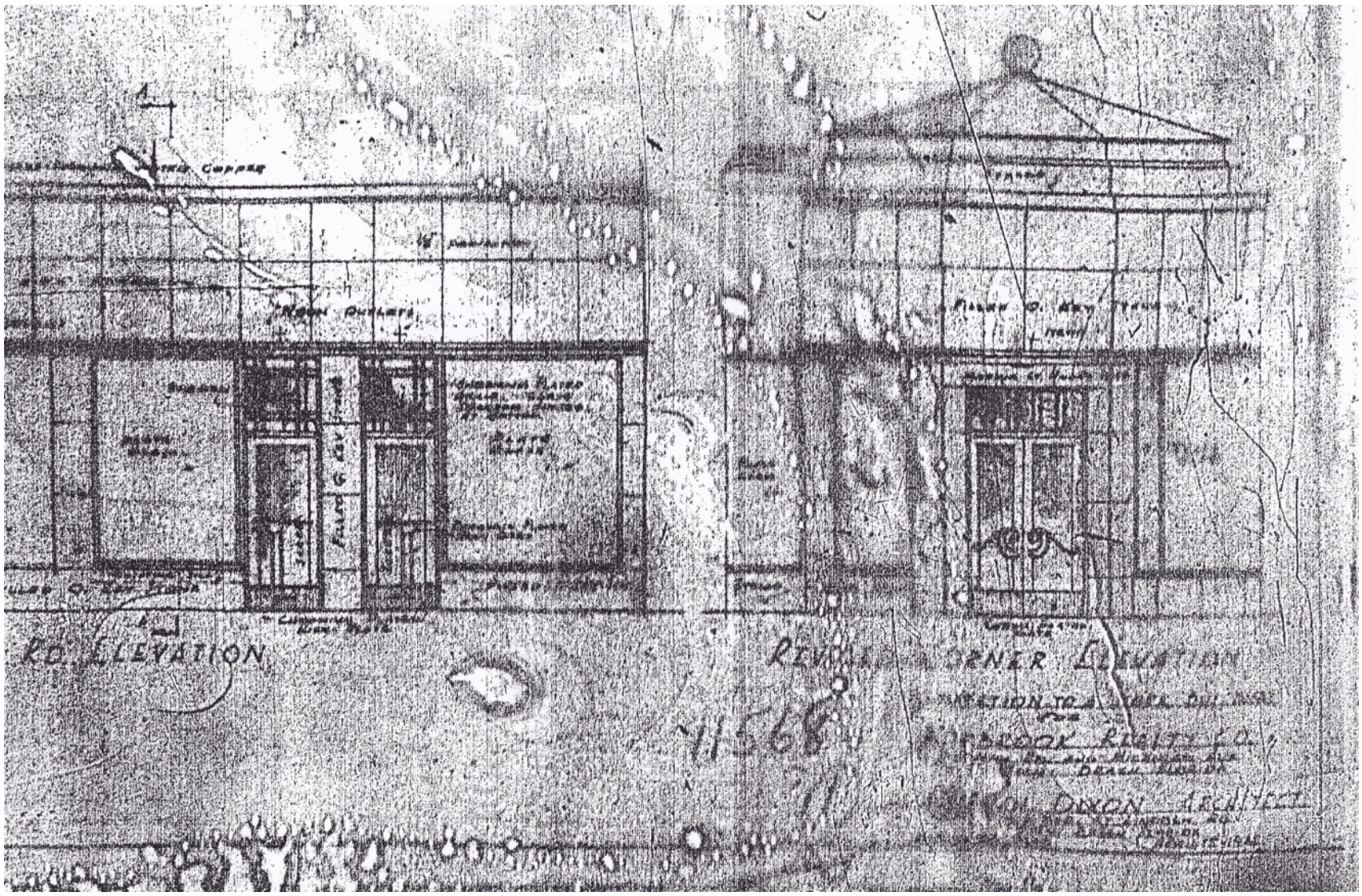
The following drawings were part of the construction documents completed by L. Murray Dixon Architect in 1938, showing the existing Spanish / Mediterranean building elevations as had been originally constructed in 1924.

The drawing at left below shows a portion of the Michigan Avenue facade which still partially exists.. The drawing at right below shows the corner entrance which was demolished in 1938 as part of the Dixon renovations.

On following pages are copies of the original existing condition drawings completed by L. Murray Dixon Architect in 1938 to add 2'-0" to the front of the building along Lincoln Road including a new moderne flourish for the front corner of the building.

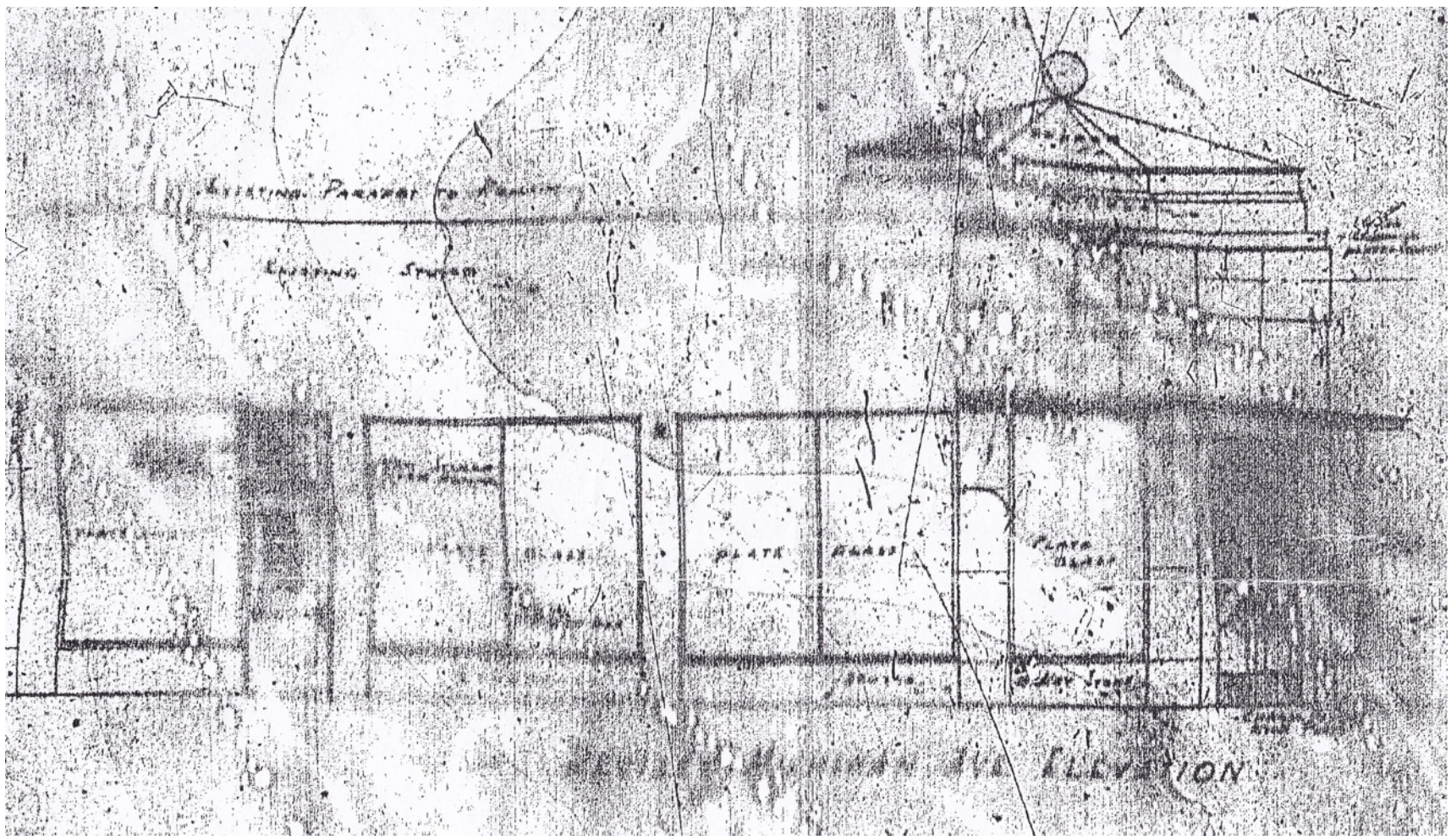
And so 947 Lincoln has had quite the split personality ever since 1938. The rear portion with retail storefronts facing Michigan Avenue still retain their 1924 Spanish/Mediterranean style. However the Lincoln Road front retains the 1938 moderne detailing of Dixon - minus the cupula.

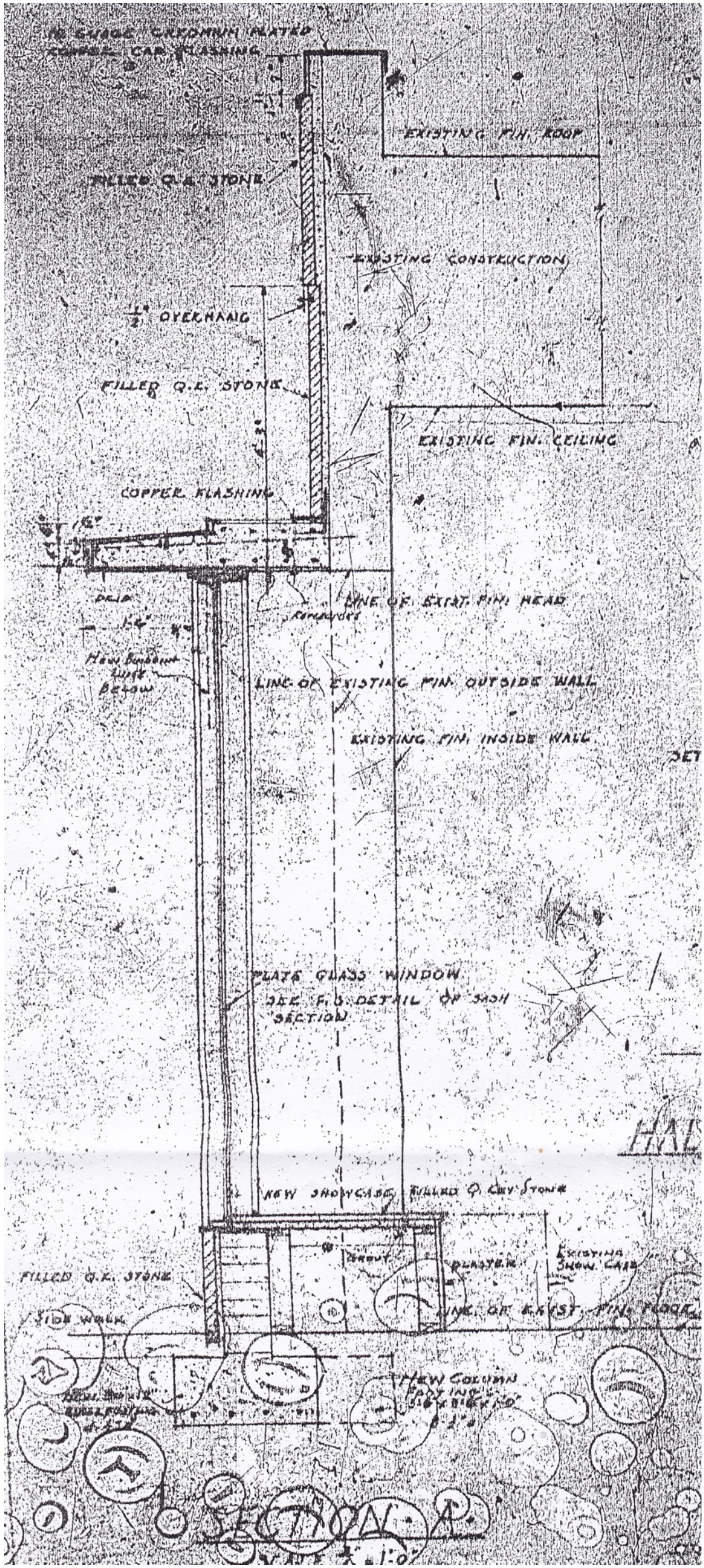




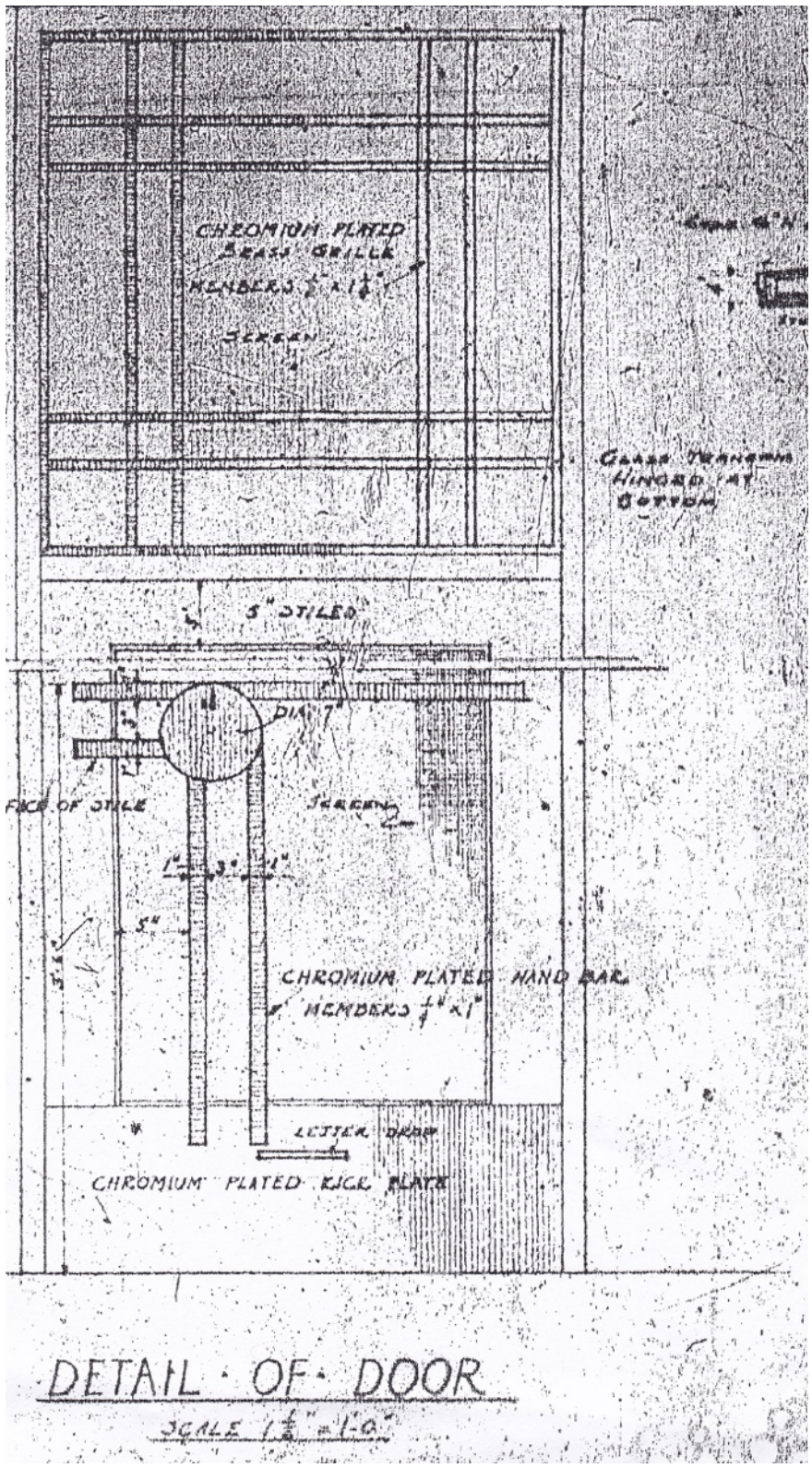
In 1938 L. Murray Dixon Architect was commissioned to design a new eastern (Lincoln Road) elevation including the addition of 2'-0" to the then existing front elevation wall. (8)

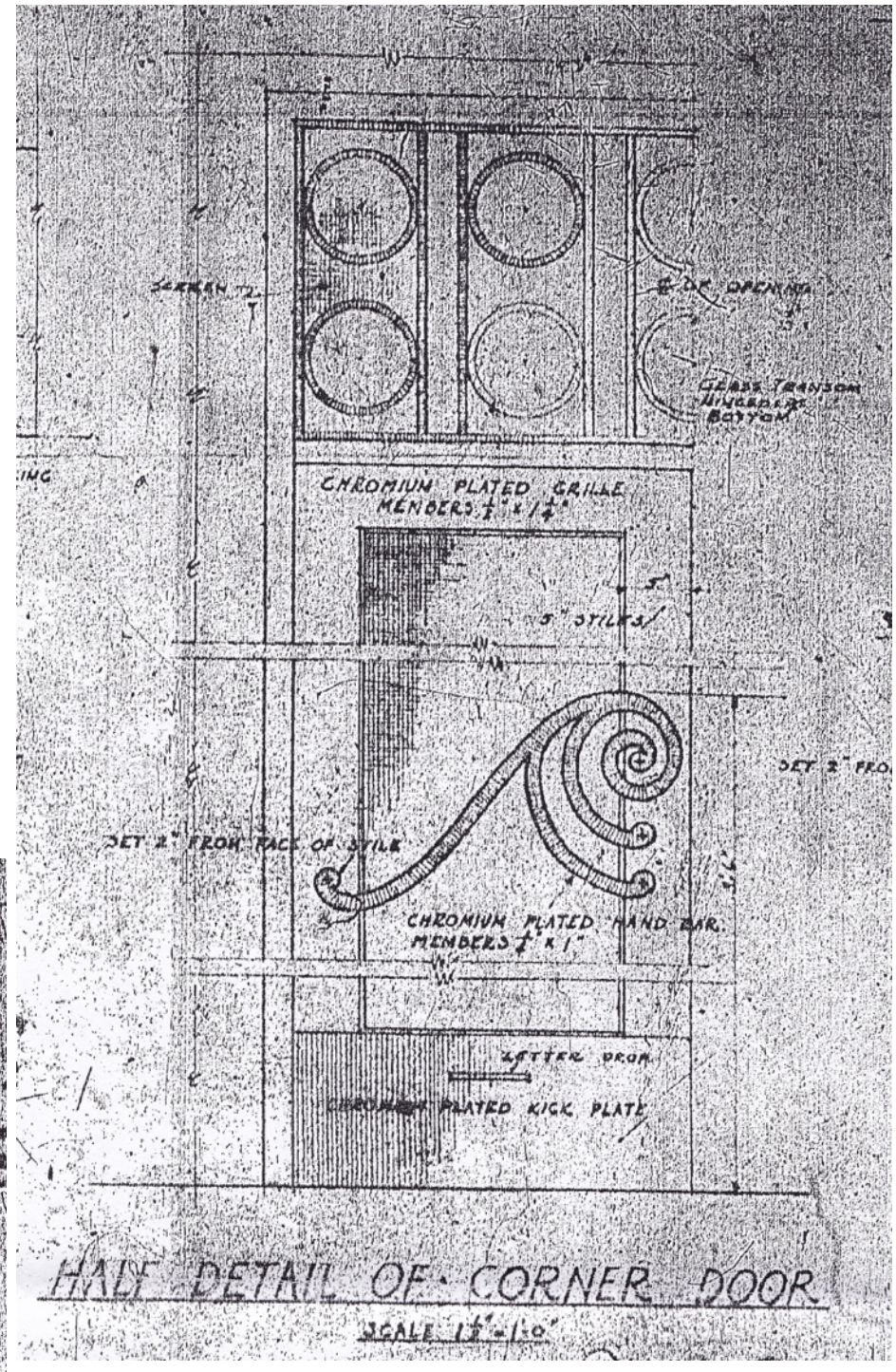
These designs included a more streamlined approach to the design including the addition of a new eight-sided copper cupula above the corner entrance. (8)





This section drawing shows the existing window header from the 1924 original construction incorporated into the new display windows which are pushed 2′-0″ towards Lincoln Road. (8)

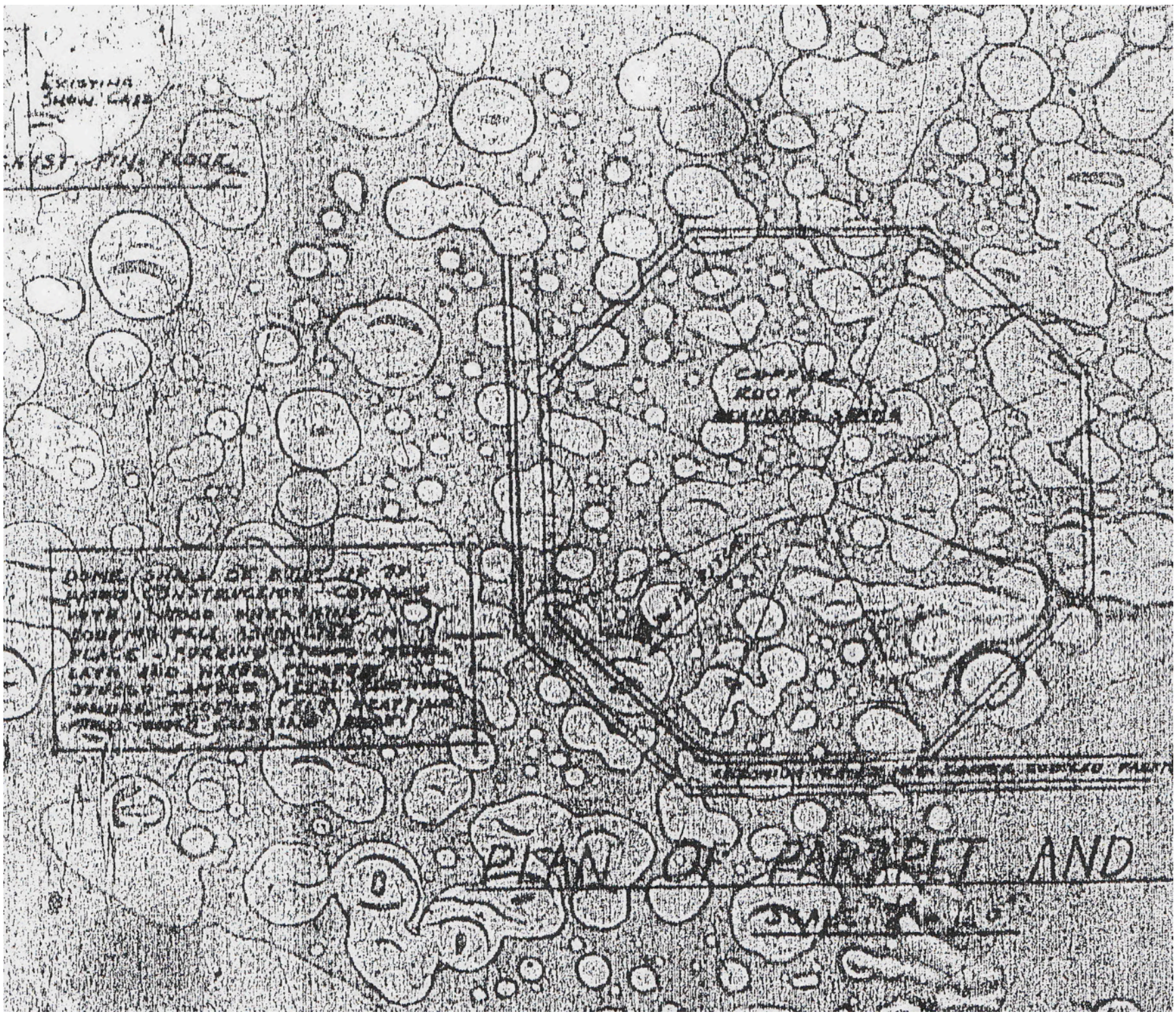




Included in the original construction drawings by L. Murray Dixon in 1938 are these fanciful designs for door hardware. (8)

Above its the proposed design for the corner doors.

At left is the proposed design for the individual retail spaces.



Partial roof plan showing the eight-sided copper cupula. (8)



1939 photograph of the newly completed renovations to 947 Lincoln Road including the addition of a corner roof-top eight-sided copper cupula. (9)



1962 photographs of 947 Lincoln Road - corner and Michigan Avenue elevations courtesy of the Miami Dade Property Appraiser Office. By this time the cupula had already be removed. (10)





1963 photographs of 947 Lincoln Road are courtesy of the Miami Dade Property Appraiser Office. (10)

Above Photo: North and rear (Lincoln Lane) elevation with partial east elevation at left.

Below Photo: North (Lincoln Lane) elevation at left and Michigan Avenue elevation at right.

