

# The London Arms Hotel

727 Collins Avenue  
Miami Beach, Florida



Prepared for

**Jamestown Premier**  
**727 Collins Ave, LLC**  
627 Ponce de Leon Avenue NE  
Atlanta, GA 30308

Historic Resources Report  
submitted March 28, 2017 by

**Shulman + Associates**  
100 NE 38th Street  
Miami, FL 33137  
(305) 438 0609  
[www.shulman-design.com](http://www.shulman-design.com)

# Table of Contents

Section	Page
Preliminary Remarks .....	3
Historical Analysis	
Historical Outline .....	5
Sanborn Maps .....	6
Historic Photos .....	7
Building Data	
Building Card .....	11
Photo Survey .....	18

## **Preliminary Remarks**

The present study comprises a survey of the building at 727 Collins Avenue in Miami Beach, a contributing historic property located in a district that has been both nationally and locally designated: the Miami Beach Architectural District (NR 1979) and the Ocean Drive/Collins Avenue Historic District (City of Miami Beach, 1986). The study has been prepared for Jamestown Premier/727 Collins LLC in anticipation of restoration and modifications to the main facade and ground floor, designed by Shulman + Associates.

This study presents the building historically, based on available documentation and site verification. It includes historical imagery and the building card. A photo survey of current conditions is also included.

# **Historical Analysis and Imagery**

## **Historical Outline**

The project site is Lot 12, Block 12 of the Ocean Beach Subdivision, the first of many platted by the Lummus brothers in 1912. The site is an 80' x 125' lot on Addition 1 of the subdivision.

Dating to 1929 in the immediate wake of the US Stock Market Crash, the London Arms Hotel was designed by architects Wade & Oemler for London Operating Company, named for owner B.H. London. The builder is listed as "Cont. Construction Company." The building is listed as a Contributing Structure both nationally, in the Miami Beach Architectural District (NR, 1979) and locally, in the Ocean Drive/Collins Avenue Historic District (City of Miami Beach, 1986).

During the Second World War, The London Arms was one of almost 300 buildings that the US Military leased for use as barracks between 1942-1945. It was returned to civilian use in July 1943.

Originally constructed as a 52-room hotel, the building is primarily three storeys, with an additional storey in the portion fronting Collins Avenue. Microfilms show that a rooftop solarium was designed by Wade & Oemler soon after the original hotel opening, with later alterations by architect George Pfeiffer. A more major addition was designed by noted architect Donald G. Smith in 1940. (Smith had also designed the neighboring Lynmar Hotel in 1941; in fact, in later years The London Arms was known as "Lynmar South," under joint ownership.) This addition comprised a "dining room, 2 storage rooms, vegetable room and garage space," as per the City of Miami Beach Building Card. No plans were located; it was noted simply as a "one-story extension."

The London Arms is classified at the City of Miami Beach as Neoclassical Revival, a style characterized by symmetry and a centralized entrance, and ornamented by classically-inspired elements such as columns, a balustrade along the roof, and pendant lighting on either side of the entrance.

Early photographs of the building show the front facade divided into three sections by pilasters. The middle section, in which the main entrance is sited, features a broken pediment at the roofline. Five finials ornament the roof, and faux balustrades ornament the right and left sections, which have round-arched windows. The main entrance is heavily ornamented in the Neoclassical style, topped with a decorative *bas-relief* at the juncture between the second and third levels, adorned with the initials "L.C." The main windows at the ground level are 9-over-9 paned, divided by a pilaster. Smaller, ornamental windows on the ground floor are covered with metal grills.

### **Architect:**

Wade & Oemler, with principals Lee H. Wade and C.H. Oemler, was a Miami-based architectural firm, with only two known buildings on Miami Beach; the other was the. Wade designed several hotels in Miami Beach in the 1920s and 30s, but the firm of Wade & Oemler is attributed to only one other structure on the Beach, the Walters Building at 333-339 Lincoln Road (1929). Wade & Oemler are known to have designed several homes in Coral Gables, including one at 1248 Coral Way that was historically designated locally in 2011.

The London Arms Hotel  
727 Collins Avenue  
Miami Beach

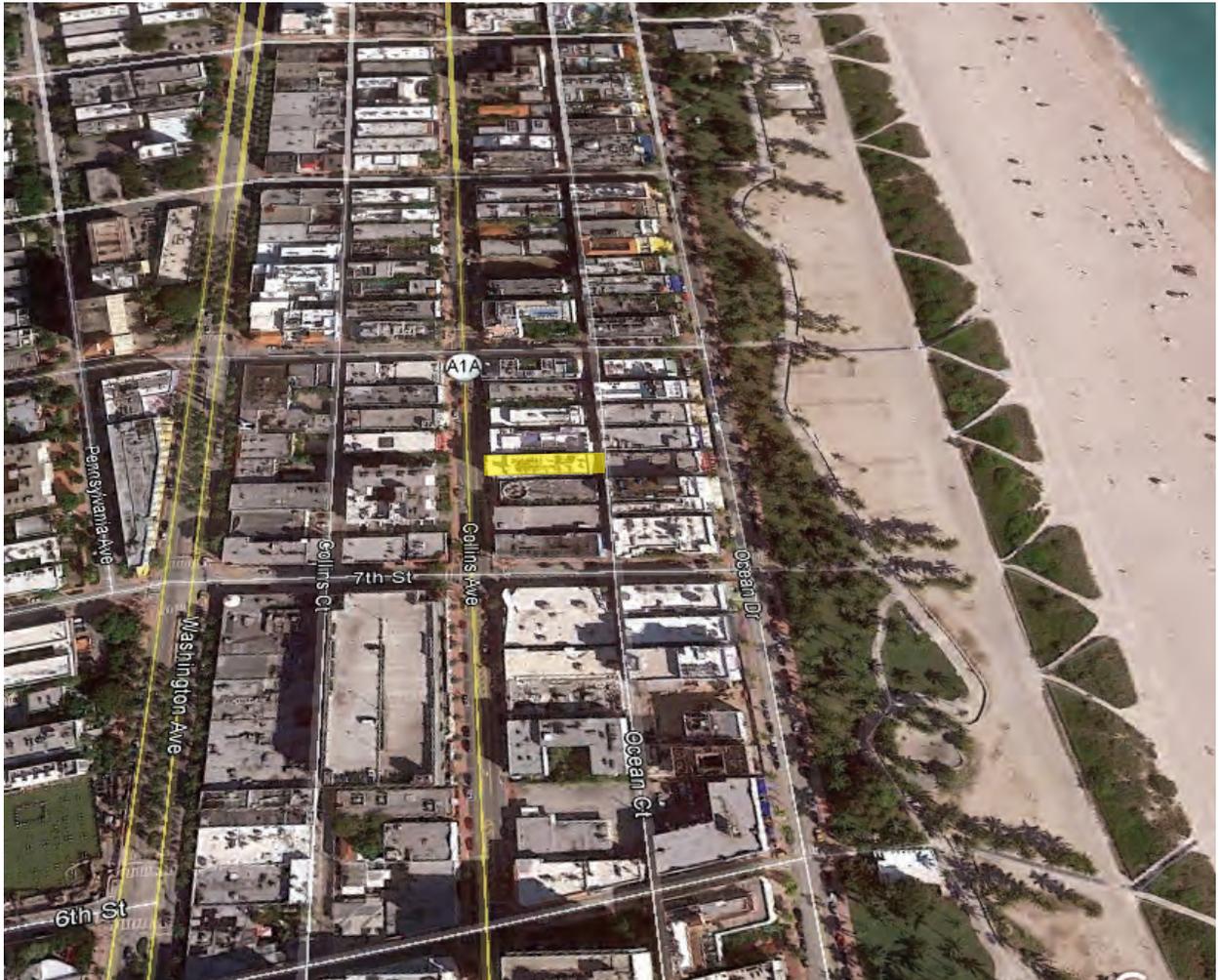


Sanborn map, 1948



Aerial photo of Downtown Miami Beach, April 1959. From Florida Memory/State Library and Archives of Florida

**The London Arms Hotel**  
727 Collins Avenue  
Miami Beach



Aerial, 2017

**The London Arms Hotel**  
727 Collins Avenue  
Miami Beach



Historical photograph dated 1938, Curt Teich Archive

# **Building Data**

MTRC CRD # 75-34  
RECERTIFICATION DATE: 2-18-76  
Returned to owner July 21, 1973

**LONDON ARMS HOTEL**

Owner London Operating Co. Mailing Address Permit No ---3363 Cost \$ 48,000.00  
 Lot 12 Block 12 Subdivision OCEAN BEACH #1 Address 727 COLLINS AVENUE  
 General Contractor Cont. Construction Company Bond No. Otis Elevator --  
 Architect Wade & Oemler 1151 Engineer  
 Zoning Regulations: Use BB Area 18 Lot Size  
 Building Size: Front 49'6" Depth 139'5" Height Stories  
 Certificate of Occupancy No. Use HOTEL -- (52 rooms)  
 Type of Construction Ordinary Foundation Reinforced concrete Roof Built-up Date Oct. 26, 1929

Plumbing Contractor #4425 Markowitz & Resnick Sewer Connection 1, Date Oct. 28, 1929  
 147 Outlets - 3 Gas openings Temporary Closet

Plumbing Contractor  
 Water Closets Bath Tubs Floor Drains Date  
 Lavatories Showers Grease Traps See below  
 Urinals Sinks Drinking Fountains  
 Gas Stoves Gas Heater Rough Approved Date  
 Gas Radiators Gas Turn On Approved Date  
 Septic Tank Contractor Tank Size Date  
 Oil Burner Contractor Tank Size Date  
 Sprinkler System

Electrical Contractor # 878 Brill Address Date Oct. 31, 1929  
 Switch Range Motors Fans Temporary Service  
 OUTLETS Light 200 HEATERS Water Centers of Distribution  
 Receptacles Space Refrigerators Sign Outlets  
 Irons Electrical Contractor # 1349 Brill Electric Date Jan. 24, 1930  
 No. FIXTURES 228

FINAL APPROVED BY Date of Service

Building Permits: # 4662 Addition: Wade & Oemler, architects;  
 ALTERATIONS OR REPAIRS

Building Card. City of Miami Beach.

Building Permits: #48146 - Peoples Gas - 1 gas dryer 12/16/70

#01919-I, Rene Yncian-Outside painting and cleaning-\$2600-10-16-72

#05586-Owner-Minor repairs and painting-\$5000-5-20-74

#07929-Gordon Roofing-Install 600 sq.ft gravel roofing-\$300-9-10-75

#17518-Owner=Paint inside and outside, patch walls-\$5000-2-11-80

12-24-80/#19496/paint outside walls/D&M Enterprises/\$1,500

X 2-2-81/#19696/open hole to connect passageway & block up window/Owner/\$500

#23054 11/15/82 Grefs Roofing - reroof 50 sqs \$7,000.

#24407 8/24/83 owner interior work only, general repairs, glass,paint etc Min Hous viol #16309 \$1,000. (all work of a plumbing, electrical or mechanical nature will require a seperate additional permit by a licesned contractor)

Plumbing Permits:

#50279-Silver Plumbing- repairs-10-23-73

Building Card. City of Miami Beach.

#55482-Socar Service- plumbing repairs-11-17-77

#55708-Socar Service- plumbing repairs-1-23-78

1-16-81/#59154/30 residence sink/Aqua Piping Systems Inc/\$180

#61501 3/29/84 Mid Town Plumb - 3 trash room fire sprinkler heads

**Electrical Permits:** #75181 - Ocean Elect. - 52 receptacles - 400 service size in amps - 12/5/78  
#76080 - Ocean Elect - interior repairs ... 2/21/80

Building Card. City of Miami Beach.

Dining Room	#11552	Roofing: Day Labor:	\$ 500:	Sept. 16, 1938
	#14050	Roof repair: Hanson Roofing Co:	\$ 100:	May 14, 1940
	#14609	Addition of dining room: 2 Storage rooms: Vegetable room & storage space: Donald G. Smith, arch: Owner builds	\$ 2,000:	Sept. 12, 1940
	#15742	Remodeling: Day labor:	\$ 300:	June 4, 1941
	#17456	Painting & Repairs after Army occupation:	\$ 5,000:	Aug. 10, 1943
	#19070	Painting (inside) A. Petri, painter	\$ 275:	Oct. 6, 1944
	#28169	Re-roofing: Giffen Roofing Co:	\$ 460:	Sept. 3, 1948
	#36410	Painting- B.H.London, owner	\$ 300:	July 25, 1951
	48545	The Cornell Co: Roofing	\$ 500:	Sept. 7, 1955
	50979	Change elevator to "Push Button Type" Eastern Elevator Co., contractor	\$ 4,000:	July 13, 1956

#60371 Owner: 1 story extension exterior painting - \$200 - Nov. 12, 1959  
 #57534 Owner, London Arms Hotel: Painting exterior of bldg. - \$500. - 6/29/62  
 #68899 Giffen Industries: Repair roof - \$250. - 2/26/63  
 #77308 Gordon Roofing and Sheet Metal Co. Inc.: Reroof - 1,000 sq. ft. - \$490 - 11/4/66  
 #82391 Gordon Roofing - re-roof 1200 sq. ft. \$400.00 5/21/69  
 #85942 - Owner - stairway enclosure \$300.00 1/11/71

Plumbing Permits:

# 14665 Alex. Orr. 1 Gas Range: 2 Gas Heaters: Nov. 29, 1940 Rough OK Bell 12/9th  
 # 16715 Dick Crawford - 1 Sand trap: July 5, 1942  
 # 16760 Dick Crawford - 2 Grease traps, 2 Steam tables, 1 Potato peeler, traps:9-1-'42  
 # 17145 Schweitzer: 5 Fixtures, 1 dishwasher, 1 steam kettle, 4 sand traps:9-1-'42  
 #1438 - Amber Fuel Oil - process and press. piping 1/4/71

Electrical Permits:

# 8365 Ace Electric Company: Alterations: March 3, 1937  
#10452 Ace Electric Company: Underground: January 18, 1938 - Final L. Brown, Jr. 1/26th  
#18527 USAAFTTC Correction of violations: June 3, 1942  
#17582 Neon Sign & Display: 4 Neon transformers, September 10, 1941  
#18697 USAAFTTC 1 Meter change: July 8, 1942 Final O.K. H.C. Inman  
#18721 Biscayne Electric: 1 Light outlet, July 20, 1942  
#19528 Restoration of metering: July 16, 1943 Final OK Inman - July 19, 1943  
#19648 F. C. Ast Electric: 2 Receptacles, 3 Refrigerator outlets, 1 Appliance, 3 fans,  
1 center of distribution, 1 service equipment - Sept. 16, 1943  
#19815 Biscayne Electric: 1 Receptacle, November 24, 1943  
#58258 Astor Elec: 1 meter change - 6/18/62  
#64837 Jonesey Elec. Co.: violations - 7/10/67  
#72781-Ocean Electric-Fire Alarm Syste, 8 sounding devices, 10 alarm station, 1 battery-12-5-75

COASTAL CONTROL ZONE

CUMULATIVE COST OF CONSTRUCTION OF PERMITS ISSUED

DATE ISSUED	PROCESS NO.	DESCRIPTION OF WORK	WORK COST	CUMULATIVE WORK COST	APPRAISED BLDG. VALUE BEFORE REMODEL \$	COMMENTS	BUILDING PERMIT NO.
8-30-89		DEMOLITION OF FORMING STRUCTURE	\$ 3000.00				58890968

# Photo Survey

The London Arms Hotel  
727 Collins Avenue  
Miami Beach



1



2



3



4



Context

The London Arms Hotel  
727 Collins Avenue  
Miami Beach



1



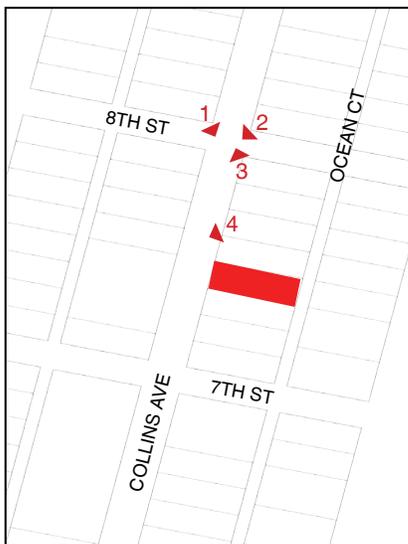
2



3



4



Context

The London Arms Hotel  
727 Collins Avenue  
Miami Beach



Context



Front facade of 727 Collins

**The London Arms Hotel**  
727 Collins Avenue  
Miami Beach



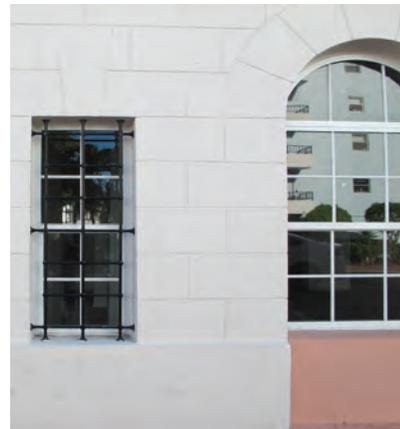
Collins Avenue looking Northeast



Collins Avenue looking Southeast



Collins Avenue Facade - Main entry



Collins Avenue Facade- windows at ground level



Collins Avenue Facade Details

**The London Arms Hotel**  
727 Collins Avenue  
Miami Beach



Collins Avenue - Circular masonry ornamentation at Southwest corner



Ocean Court (rear) looking Northeast

**The London Arms Hotel**  
727 Collins Avenue  
Miami Beach



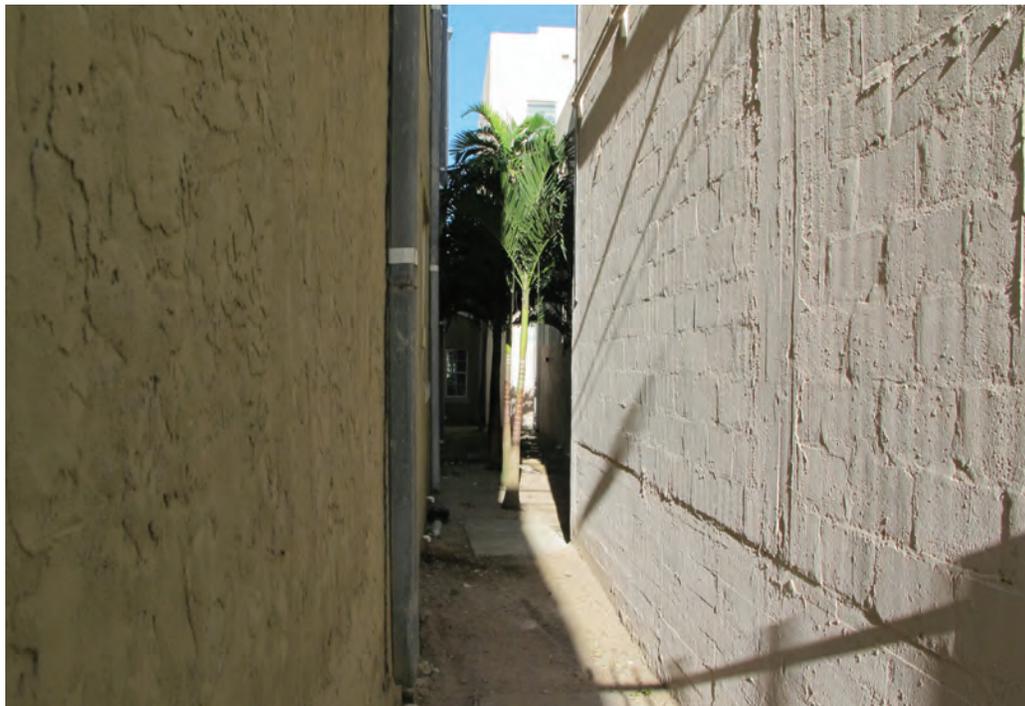
Ocean Court (rear) looking Northwest



Ocean Court (rear) looking West



Collins Avenue looking East through South sideyard



Collins Avenue looking West through North sideyard



Ground floor interior



Ground floor interior



Ground floor looking through main entrance toward Collins Avenue



Ground floor - historic fireplace