

PARK CENTRAL HOTEL



A passion for pastels: the Park Central Hotel in the Miami Beach art deco district.

SEPTEMBER 1989 • TRAVEL & LEISURE 119

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mind architects designed most of the resort district of South Beach, and in the process defined a truly regional urban architecture. The integrity of their vision is at the heart of today's Miami Beach Architectural District.” (12)

“...and two blocks south were three contiguous gems: the Majestic (Albert Anis, 1940), Imperial (L. Murray Dixon, 1939), and the Park Central (Henry Hohauser, 1937) hotels, whose facades present a harmonious blend of shapes and motifs, circular, foliate, octagonal, chevron, and horizontal, and vertical, with ubiquitous eyebrows over the windows.” (13)

“Natural breezes blowing in off the Atlantic Ocean were the major source of ventilation. The cross-ventilation of rooms was important, so designers responded by putting windows on two sides of corner apartments.’ The buildings were then designed with as many corners as possible.” (17)

Although larger than many of its neighbors, the 7-story Park Central joins miniature skyscrapers like the Tides, Victor, Winter Haven and Netherlands. The Park Central contributes to that facade with characteristic features of Miami Beach architecture, like an inset porch, corner windows, and a tripartite front whose central bay has a projecting canopy topped by octagonal windows. The hotel is distinguished by its telescoping lobby that begins in the double-height, mezzanined reception area. The ground floor rooms step up incrementally from the street, allowing better views of the ocean from the back of the lot. The sequence ends with an intimately scaled dining room that opens to a glassed-in terrace. Beach replenishment and dune creation circa 1980 now obscure views of the sand and water.” (11)

“Modernism resonated strongly in this tolerant new city, and its use spread to hotels, apartment buildings and even houses. The fullest expression of the period is found in Miami Beach, where L. Murray Dixon, Henry Hohauser and a small group of like-



Henry Hohauser Architect

Henry Hohauser (1889-1963) was born in New York City and educated at Pratt Institute in Brooklyn, NY. Practiced architecture in Miami Beach for over 20 years becoming one of the area's most prolific and talented architects. His firm designed over 300 buildings in the Miami area. (14)

"Grace Hohauser, whose husband Henry came to Miami in 1932 at the age of 37 with a sophisticated architectural background, stated that he was the person who brought modernism to the beach. There is every reason to believe she is right, and that he was the great influencer of the able architects who took up the cause. Dixon in particular."
(15)

A graduate of Pratt Institute in Brooklyn, Hohauser worked in the large New York office of a cousin, William Hohauser, and became an ardent follower of the modern movement. He was stimulated, for example, by the opening in 1929 of the Museum of Modern Art at its first site... The 42nd Street skyscrapers were built while Hohauser was still in New York.. (16)



Representative Architectural Projects

Cardozo Hotel 1300 Ocean Drive 1939
 Century Hotel 140 Ocean Drive 1939
 Collins Park Hotel, 2000 Park Ave. 1940
 Collins Plaza Hotel 1936
 Colony Hotel 1935
 Commodore Hotel 1360 Collins Avenue 1939
 Crescent Hotel 1939
 Hotel 1936
 Edison Hotel 960 Ocean Drive 1935
 Essex House Hotel 1001 Collins Avenue 1938
 Greystone Hotel 1920 Collins Avenue 1939
 Governor Hotel 435 21st Street 1940
 Hoffman's Cafeteria 1939
 (Warsaw Ballroom) 1450 Collins Ave. 1939
 New Yorker Hotel 1611 Collins Avenue 1940
 Park Central Hotel 1938 Park Vendome 1936
 Peter Miller Hotel 1936
 Taft Hotel 1936
 Webster Hotel 1936
 1211 Pennsylvania Avenue 1939



ABOVE: GRACE & HENRY HOHAUSER
 LEFT BOTTOM: COLLINS PARK HOTEL circa 1944
 LEFT: TOP WARSAW BALLROOM by STEVEN BROOKE in DECO DELIGHTS, 1988

Leonard Horowitz, Art Deco Colorist



TOP: LEONARD HOROWITZ circa 1980
BELOW: FRIEDMANS BAKERY by STEVEN BROOKE
ARCHITECT HENRY HOHAUER 1937

"This new wave of real estate investors is taking advantage of federal income tax incentives and local tax credits for restoration. The Department of the Interior, for example, provides a 20 percent tax credit for historic restoration investments. The state has created an enterprise zone from 11th Street on the north to Government Cut on the south. through a support assistance program from the State Community Development Corp., low interest construction loans are presently available for investors of properties in the enterprise zones." (27)

"When New York restaurateur and art collector Tony Goldman bought the Metropole, Park Central and other buildings in South Beach, area movers and shakers jumped for joy. Known for his tremendous success in SoHo ..Tony prides himself on being a visionary. He deals in advance real estate in areas that are not yet trendy but have the potential. He hired Leonard (Horowitz) to design the exterior color plans for the Park Central and Imperial Hotels, Heathcote Apartments, 1350 Collins Avenue, 1200 Ocean Drive and the Metropole Hotel." (28)

Tony Goldman: "Finding Leonard Horowitz was the answer to our problem. I wanted to incorporate fine art with decorative art and Leonard did it. Leonard's strength is in his understanding of shape, awareness of form and sensitivity to color." (29)

"Leonard Horowitz's portfolio is the sidewalks of Miami Beach; he has completed over sixty projects which include paint specifications and interiors of apartments, houses and restaurants." (30)

"According to Leonard, "...I envision South Beach as an adult theme park. As opposed to Disney World and Epcot which are manufactured environments, South Beach is a real neighborhood. it evolved...with lots of emotion and love going into thE preservation and development of the area. It will offer people the conveniences of the eighties with the wonderful romantic atmosphere of the thirties."

Tony Goldman, Visionary



No writings on the Park Central Hotel could fail to mention the decades long ownership of the Park Central and the Imperial under Goldman Properties and Tony Goldman. Coming down to Miami Beach for the first time in 1985, Tony ..*"happened across the MacArthur Causeway and onto Ocean Drive..* (18)

"The minute I saw it, I realized that I was looking at the American Riviera." (18)

"Back then that was quite a stretch. Though suitably registered, the Deco District still looked like a sprawling, half-abandoned nursing home - the sort that begs for investigation by some local Action News team. Many of the shabby hotels had been shuttered. At others, the only sign of life was a row of folding beach chairs on the veranda on which, amid crumbling stucco and peeling paint, the last of the ancient retirees took their daily sun." (19)

"Despite the squalor, Goldman was able to envision the neighborhood healed and whole. 'I was ready, I was in love, and I was buying.'" he recalls. In fact he bought his first building then, and another one each month for the next year and a half." (20)

"Unlike a lot of other speculators, who've since treated South Beach like a Monopoly board, Goldman brought a civic booster's vision to the enterprise." (21)

"Goldman also understood that any Riviera worth its salt air is about more than attractive buildings, palm trees and sand. It takes people, particularly young and beautiful ones, walking along that widened promenade to make a glamorous resort." (22)

"All over Miami, I'd noticed the kind of production vans they use on fashion shoots," says Goldman.... Eventually a number of international model agencies were persuaded to locate their Miami branches in two of his beachfront buildings. The result - a steady stream of beauties pouring in and out all day long - is perhaps his masterstroke." (23)



Tony Goldman

Published: September 15, 2012

NEW YORK TIMES

OBITUARY for TONY GOLDMAN

Richard Anthony Goldman, who was born in Wilmington, Del., on Dec. 6, 1943, was adopted by Charles and Tillie Goldman, a prosperous couple who lived on the Upper East Side of Manhattan. He worked in his father's coat factory from the age of 15 to learn the trade.

Mr. Goldman went to Emerson College in Boston, where, on the first day of orientation, he met Janet Ehrlich. They married in 1966, the same year he graduated with a bachelor's degree in drama. After returning to New York, Mr. Goldman learned real estate from an uncle. "He would stay late and bring his uncle a Scotch," Ms. Goldman recalled, "and they would talk real estate, and that's where he got his foundation in the business." In 1968, he struck out on his own and founded the Goldman Properties Company, which worked mainly on the Upper West Side. He lived in SoHo. He and his wife had two children, but by the mid-1970s, deciding that they had married too young, they divorced, Ms. Goldman said. In retrospect, she added, "it was a good thing — it allowed us to branch out and try new things."

Mr. Goldman soon opened the Greene Street Café, a business investment that also gave him a place to go and sing without being kicked off the stage, Ms. Goldman said. "Tony was a crooner," she said. She and Mr. Goldman remarried in 1977, and eventually, both their children, Jessica Goldman Srebnick and Joey Goldman, joined the business. Ms. Goldman Srebnick will become the chief executive of Goldman Properties. In addition to his wife and children, he is survived by a brother, Mark, from his adoptive family. About 15 years ago, Mr. Goldman was reunited with his birth family. He is also survived by a sister from that family, Pam Skerker.

An obituary on Sept. 16 about the developer Tony Goldman misstated the name of the organization that gave him a lifetime achievement award in 2010. It is the National Trust for Historic Preservation — not the National Historical Trust or the National Trust for Historical Preservation. The obituary also misidentified the part of Philadelphia that he helped rejuvenate. It is the area now known as Midtown Village, not Rittenhouse Square.

Mr. Goldman did not like to be called a developer. "Developers are knock 'em down, build 'em up guys," he told The New York Times in 2000. "That's not me." Instead, he saw himself as a long-term investor in the revitalization of historic neighborhoods.

[Roberta Brandes Gratz](#), the author of several books on urban lifestyles and a former member of the New York City Landmarks Preservation Commission, said Mr. Goldman's genius was in recognizing not just the value of old buildings but also the importance of their context. He understood that what makes a neighborhood is the diversity of uses," she said. "Restaurants put people on the streets and add vibrancy. People who wanted to stay in the city wanted to walk to amenities and not drive."

On a trip to a developers' conference in Miami in 1985, Mr. Goldman went with local preservationists to see crumbling Art Deco hotels along a section of turquoise ocean in Miami Beach. Seeing the area's potential, he started buying — one building a month for 18 months.

With a talent for self-promotion, he came to say he had "discovered" South Beach, although it was already a decade in the making when he began investing in it. No matter, said Michael D. Kinerk, chairman emeritus of the [Miami Design Preservation League](#), the caretaker of Miami Beach's historic districts. "He wasn't the first, but he was early, and he was the largest and the most visionary."

Mr. Kinerk said that unlike other developers, Mr. Goldman endeared himself to preservationists by saving the interiors of Art Deco gems as well as their exteriors, furnishing them with period furniture and framed old photos.

2013

11/14/13

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THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

Goldman Properties sells 125-room Park Central hotel on Ocean Drive*Strong demand for historic hotels in Miami Beach*

July 26, 2013 03:06PM

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*Tony Goldman and the Park Central Hotel at 640 Ocean Drive*

Goldman Properties has sold the 125-room Park Central Hotel on Ocean Drive in Miami to a consortium led by top Miami broker Ricardo Tabet, among the flurry of deals for historic hotels in Miami Beach, the Miami Herald reported.

"We wanted to make sure that the people that took over the guardianship of the property would love and care for it the way we did and would continue with the true hospitality and the true authenticity of the property," Jessica Srebnick, CEO of Goldman Properties, told the Herald of the property at 640 Ocean Drive.

The deal was brokered by Jones Lang LaSalle Hotels' Gregory Rumpel, and was among the many recent transactions in the area. Jones Lang LaSalle also arranged the \$12.5 million sale of the Royal Polo hotel at 2940 Collins Avenue earlier this month, and is marketing the 46-room boutique Cavalier Hotel at 1320 Ocean Drive.

Northwest of the Cavalier, an affiliate of real estate investment firm Rockwood Capital bought the 23-room Haddon Hall hotel at 1500 Collins Avenue as well as the adjacent 45-unit Campton Apartments, according to the Herald. Financial details of the transaction — which closed on Wednesday — were not released. [\[Miami Herald\]](#) — *Hiten Samtani*

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