

## HEATHCOTE APARTMENTS

*“In the 1930’s the move was towards austerity....The New Modernism designs were based on simplicity in ornamentation rather than excessive detail.” (4)*

*“Local architects adopted the Art Deco stylings and blended them with native materials and tropical motifs. Building facades were artfully decorated, putting up a front of culture and class. Inside the accommodations were modest.” (3)*

According to the City of Miami Beach Building Card the three story Heathcote Apartments was designed in 1931 by Architect B. Kingston Hall.

Constructed at a cost of \$25,000.00, the building was originally constructed as a 12 family apartment house.

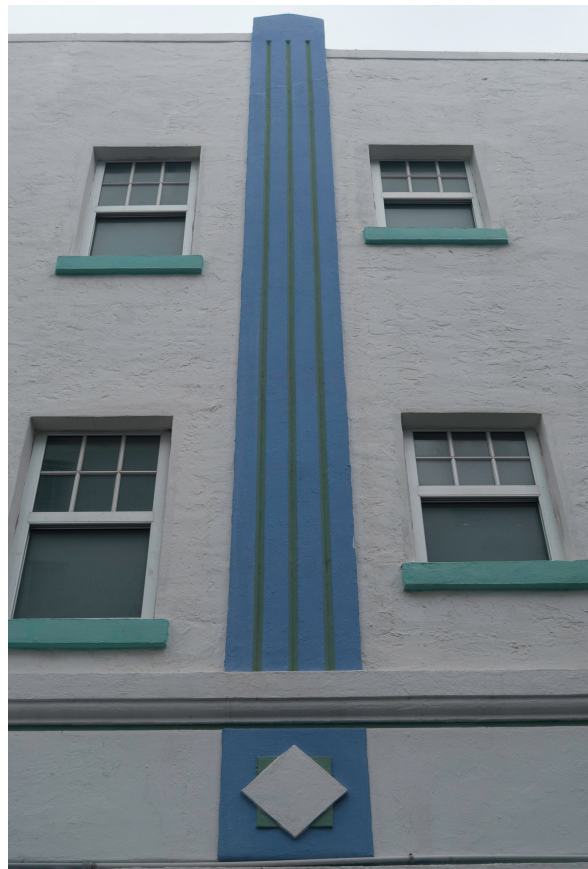
The name of the building may also have something to do with the Owner as listed on the Building Card, a Mr. H. W. Heath of Van Ness brothers.

The Heathcote is one of those transitional buildings of the late 1920’s - early 1930’s; as it cautiously incorporates a linear palette over a Spanish Mediterranean template. The 1920’s were times of change. The Spanish/Med details include the windows and sills and the tiled canopy over the main entrance door on the north side of the building.

The Heathcote Apartments are located in the Miami Beach ‘Art Deco’ National Register Historic District.

*“By 1985, Ocean Drive was becoming a mecca for the young and stylish. ...Tony Goldman, a New York restaurateur, bought two hotels, the Park Central and the Imperial, and opened them to night life. South Beach became a destination not only for stateside tourists and for locals, but for the European crowd as well.” (7)*

TOP: COLUMN DETAIL, HEATHCOTE APARTMENTS  
BOTTOM: HEATHCOTE APARTMENTS



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The Heathcote Apartments has long been painted in the complementary blue and green color vocabulary originally designed for the Park Central and the Imperial Hotels by Leonard Horowitz in the early 1980's.

Thus although the Heathcote is of a very different architectural style than the Park Central and the Imperial Hotels, this similar color palette serves to visually unite the three buildings into a cohesive composition.

*"Designer Leonard Horowitz, who originated the Deco Revival paster palette, here used basic white spruced up by mauve and green verticals."* (8)

In the Miami Beach Art Deco Guide published in 1987 by MDPL they note that this building is:

*"Vernacular style. Unusual site placement. 12 units. Modern sculpture garden faces Park Central."* (9)

What would be unusual in the site planning of the Heathcote Apartments is the placement of the building directly on the property lines at Ocean Drive, leaving all open space to the rear facing onto the alley.

Perhaps in the early years with few buildings occupying all of the platted building lots, the zoning may have been preferential towards building right to the line so as to maximize the visuals of the new buildings.

In later years we have certainly come to see the immense value of this empty land if placed towards the front of the property facing Ocean Drive to take advantage of ocean views for cafe seating.

The Heathcote Apartments shares a delightful pool patio with the Park Central to the north as seen in the photograph below on this page. The artwork by the pool is by the Artist Kenny Sharf.



TOP: CANOPY DETAIL @ MAIN ENTRANCE  
BOTTOM: SHARED POOL PATIO & PARTIAL NORTH ELEVATION



# HEATHCOTE APARTMENTS



HEATHCOTE @ FAR LEFT IN BOTH VIEWS

