



# HISTORIC RESOURCES REPORT

FOR THE

## RICHMOND HOTEL

1757 COLLINS AVENUE

MIAMI BEACH, FLORIDA 33139

BY

ARTHUR J. MARCUS ARCHITECT P.A.

1800 NORTH ANDREWS AVENUE #7F

FORT LAUDERDALE, FLORIDA 33311

FOR

SHVO

745 FIFTH AVENUE

NEW YORK, NEW YORK 10151

FOR THE

CITY OF MIAMI BEACH HISTORIC PRESERVATION BOARD

September 12, 2019



## TABLE of CONTENTS

Site & Location Plans	2
Neighborhood Context	6
1757 Collins Avenue	10
2019 Photographs	19
Interior Public Space	26
Drawings	32
Building Cards	33
Architects	40
Bibliography	44

## SITE + LOCATION PLANS



2015 RICHMOND HOTEL SITE AERIAL PHOTOGRAPH (16)



RICHMOND HOTEL

1959 SITE LOCATION VIEW AERIAL PHOTOGRAPH (10)



RICHMOND HOTEL

1959 DETAILED SITE LOCATION VIEW AERIAL PHOTOGRAPH (10)



## NEIGHBORHOOD CONTEXT



Circa 1940's photo looking south on Collins courtesy Seth Bramson - Sunshine, Stone Crabs and Cheesecake.

The Richmond Hotel is architecturally noteworthy in being among the very last buildings Dixon completed before the war. It's plastic molding of architectural elements lends the facade a three-dimensional depth. This provides strong contrast with Dixon's earlier work during the hectic Art Deco years where surfaces were left very planar.

The tripartite composition and the strong central vertical emphasis provides great contrast with the more horizontal corners. The entrance seems wonderfully monumental for a three story building. And the fourth floor rooftop parapet wall with breeze block openings and central tower parapet handsomely caps off the building.

The Richmond and its next door neighbor the South Seas Hotels were designed into the same year by Dixon as sort of dissimilar twins. Although the original buildings share the same general footprint, it is on their main elevations that differences show. Although both share the tripartite design the Richmond is a bit more restrained in its detailing. However the bowed

front facade at the second and third floors of the South Seas is a grand design gesture.

The Richmond Hotel is featured at the center of the circa 1940's photograph above with its original Dixon Design. This block is also unique in terms of its urban design. Both the Raleigh at the north and the Ritz Plaza at the south are recessed back from the Collins Avenue building line creating open public space at both corners. By setting the towers back from the street this lessens their visual impact. And provide critically needed open space in this very urbanized neighborhood. See aerial photos.

This is a classic Dixon design. However being lost in a sea of notable Dixon skyscrapers to the north & south, the Richmond and the South Seas have not been given the due they so rightly deserve. However it is also unfortunate that the beautiful jungle of landscaping in front of both buildings today obscures the view of the major facades of these significant historic buildings.

*M-20—Playground of the America's at Night  
Miami Beach, Fla.*



Circa 1940's colored photograph with South seas Hotel the second building from left. (2)

It is interesting to note that of the seven properties on the 1700 block of Collins Avenue on the east side - that four of these properties were designed by Dixon: the Raleigh in 1940, Richmond in 1941, South Seas in 1941 and the Ritz Plaza Hotel in 1940.



This two page photograph captures this stretch of Collins Avenue in 1988 by Photographer Steven Brooke. This is prior to the installation of the oversized non-historic Richmond signage. (8)



May, 2019 photograph looking south on Collins Avenue. The Richmond is hidden behind the palm trees at left. (9)

## 1757 COLLINS AVENUE



Along with its neighbor the South Seas Hotel, this is a wonderful architectural archeology story. Virtually unknown and unremembered to most, the original Richmond facade by L. Murray Dixon Architect - was designed in those boom years leading up to World War II. The hotel could hardly open before being taken over by the Armed Forces during the War.

Popular ideas of design in society typically mirror their times. And post-war design was likely very different than pre-war. The mood was different. The country was different. Thus I would think that after the War the Owners likely wanted to 'modernize' the front facade - because they probably thought that the original design of the Richmond facade was stuck in pre-war or out-moded design sensitivities.

There was no Design Review or Historic Preservation Board in those days to oversee the process. Thus these 'repairs' would likely have taken place a bit surreptitiously.

However this original facade design is one of a series of brilliant compositions which poured out from Dixon's office in these pre-war years. The restoration of this original historic design will once again pay tribute to a masterful Streamline composition and its Architect.

The Richmond Hotel was originally designed by Dixon in 1941 for the Wallace Corporation at a cost of \$100,000. This original hotel contained 76 guest rooms with no restaurant in the 38'-0" tall - three story building. The original building was 45'-0" wide on a lot 55'-0" wide; with a depth of 254'-0" and a height of 38'-0".

In 1954 a new six story - 76'-0" tall - addition was constructed at a cost of \$140,000. to the east (rear) of the original building on site designed by Melvin Grossman Architect. With a width of 54'-0" and a depth of 76'-0" this addition consisted of 25 new hotel rooms in the new addition plus remodeling in the old building of ten guest rooms and the lobby.

At the same time that the rear addition was being built, the front facade underwent a total make-over to what is visible today.

PHOTO: RICHMOND HOTEL CIRCA EARLY 1940's BY MOSER & SON PHOTOGRAPHERS, COURTESY RICHARD P. DIXON IN 'THE MAKING OF MIAMI BEACH' BY ALLAN SHULMAN, PAGE 131



ABOVE: CIRCA 1940's RICHMOND HOTEL POSTCARD

By the late 1930's the Art Deco style was morphing into the sleeker Art Moderne style. Design features such as curving forms, strong horizontal emphasis and signage as a building design element contributed to the expression of speed and technology in architectural and design styles.

These were all design gestures which later became a part of the South Florida mid-century modern architectural vocabulary, after the end of the War. - MiMo.

The Richmond and the neighboring South Seas are architecturally noteworthy in being among the very last buildings Dixon completed before the War.

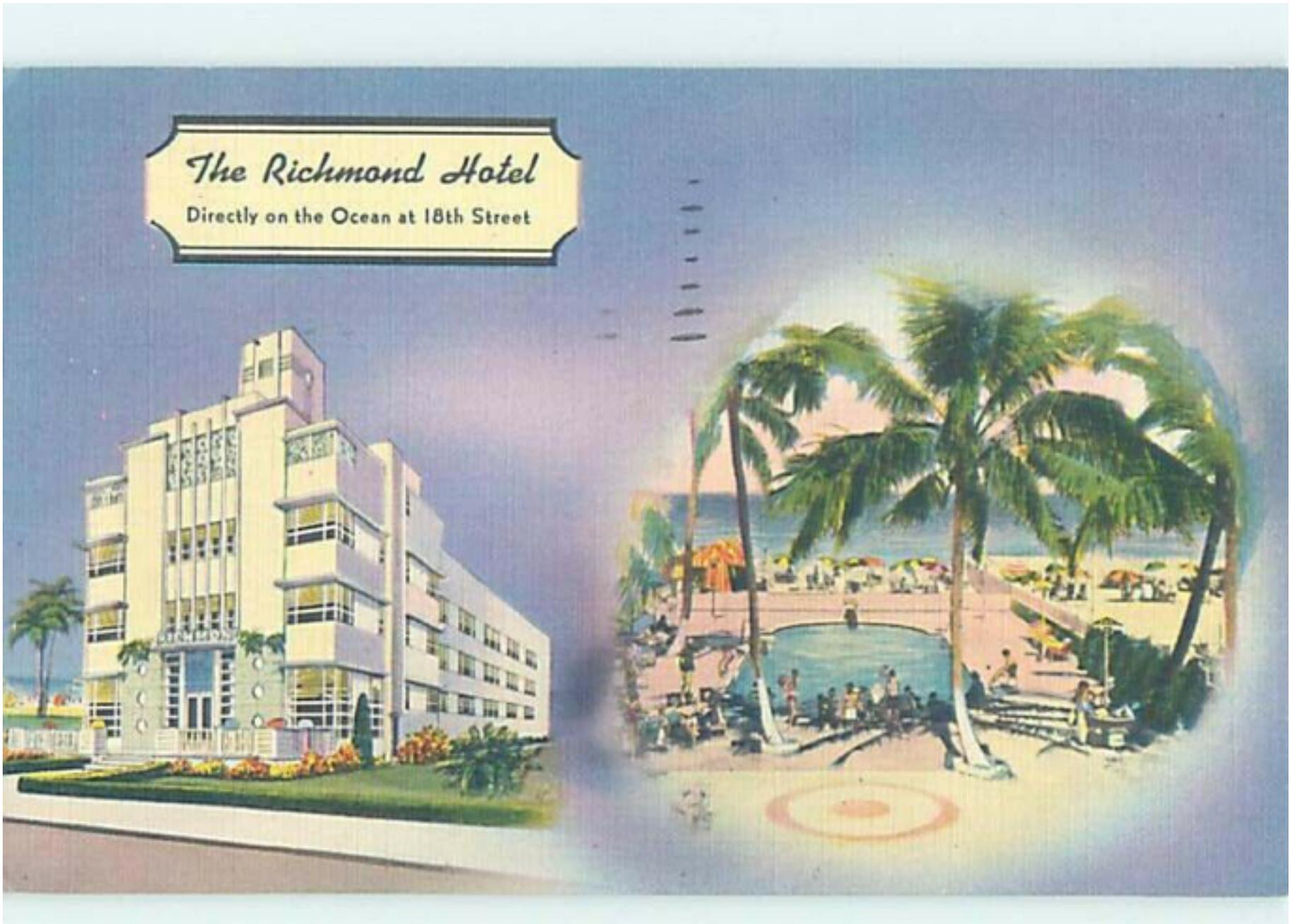
Their plastic molding of architectural elements makes the facades much more three-dimensional. This provides strong contrast with Dixon's earlier work during the hectic Art Deco years where surfaces were left very planar.

The Building Card also notes that the building was occupied during the War by the USAAFTTC and returned to Owner on 10/30/1943.

The tripartite composition and the strong central vertical emphasis in both the Richmond and the South Seas buildings - provides great contrast with the more horizontal corners. Dixon always designed with a great sense of scale and detail. He looks at the total composition and everything contributes towards that end.

This gives both buildings a plasticity of form. The entrance seems wonderfully monumental for a three story building. And the fourth floor rooftop parapet wall with breeze block openings caps off the building handsomely while adding to its visual height.

The photograph on the previous page of this report shows that the central vertical portion of the building is painted a different color than the ends of the facade.



Another postcard rendition showing the Richmond building as originally designed and constructed.



SHELBORNE, RALEIGH & RICHMOND HOTELS CIRCA 1940'S.

“The urban importance of the Grossinger Beach and the Raleigh Hotels should not obscure the quality of Dixon’s other works during the early 1940’s. ... Dixon’s last buildings were among his best. ..The two-dimensionality of his first Deco buildings - with the flat facades architectural billboard - gave way to more plastic volumes, as a sort of Baroque extravaganza to end almost a decade of design. The Richmond and South Seas bear witness to this evolution...” (15)



RICHMOND HOTEL CIRCA EARLY 1950's WITH AWNING PORTE COCHERE (11)

By the early 1950's it was obvious to all that the Automobile Age was here to stay. Older hotels such as the Richmond attempted different solutions to the issue of how best to welcome guests - and their automobiles - as they first approach the hotel.

The awning configuration likely proved successful to the Owners by providing a sheltered entrance way for cars and for people. The awnings were likely the first attempt to provide increased cover for arriving patrons.

And it is also likely that these awnings proved successful and then the arch and the two new concrete canopies as shown on photographs on the following pages were added as a more permanent addition.. The rest of the building still retains Dixon's classic original detailing above.

“The newer architects had no idea that what they were designing eventually would be called Art Deco. Their work at the time carried varied descriptions, including Zig Zag, Moderne, Streamline and depression Moderne. At the forefront of the new movements were (the architects) Roy France, Henry Hohauser and L. Murray Dixon. at the time they were built, the hotels were as unnoticed as the men who designed them; or of the men who built them, such as Russian immigrant Irving Miller, who at times owned the Cardozo, Carlyle, Haddon Hall, Claremont and Richmond Hotels...”



HOWEVER major architectural modifications have been completed to this historic west (front) facade. These modifications include:

- 1) The original front facade as designed by Dixon originally featured windows at the 2nd + 3rd floors and breeze-block at the fourth floor. This has morphed into three floors of bowed front windows.
- 2) The massive building-wide rooftop signage inside a recessed band set atop everything - is not historic. All of the original Dixon detailing has also apparently been removed.
- 3) First floor lobby windows have become non-historic full height plate glass windows instead of the delicately detailed windows in the original Dixon design.
- 4) A new non-historic additional front entrance canopy has been inserted over the front entrance doors and the more modest original canopy above the first floor with signage



TOP PHOTO: 1954 PHOTOGRAPH OF RICHMOND HOTEL AFTER NON-HISTORIC RENOVATIONS LOOKING NORTHEAST. (1)

LOWER PHOTO: 1954 PHOTOGRAPH OF RICHMOND HOTEL AFTER NON-HISTORIC RENOVATIONS LOOKING SOUTHEAST. (1)

T

This signage was likely installed around the time of the completion of the multi-story addition in 1954 to the east of the original building.



TOP PHOTO: RICHMOND HOTEL 1995 (1)

LOWER PHOTO: RICHMOND HOTEL 1995 (1)

And further change to the western facade occurred in 1954 with the installation of the oversized non-historic signage installed at the top of the non-historic arch at the fourth floor parapet on the western elevation.

This new front facade arch and the gigantic scale of the new signage completely changes the look and design of this classic Dixon designed building.

This photograph also shows a good portion of the north elevation, which is today covered by landscaping.





MAY, 2019 PHOTOGRAPH (2) OF FRONT (WEST) FACADE OF RICHMOND HOTEL. THE OVERSIZED NON HISTORIC SIGNAGE AT THE ROOFTOP IS STILL EXISTING, HOWEVER IT IS HIDDEN FROM VIEW BY THE LANDSCAPING. (9)



ABOVE: CIRCA 1960's POSTCARD  
SHOWING RICHMOND POOL DECK

RIGHT: 1972 VIEW OF REAR OF RICH-  
MOND HOTEL AND POOL



# 2019 PHOTOGRAPHS



2019 PHOTO OF FRONT (WEST) FACADE (9)



DETAIL AT FRONT ENTRANCE (9)



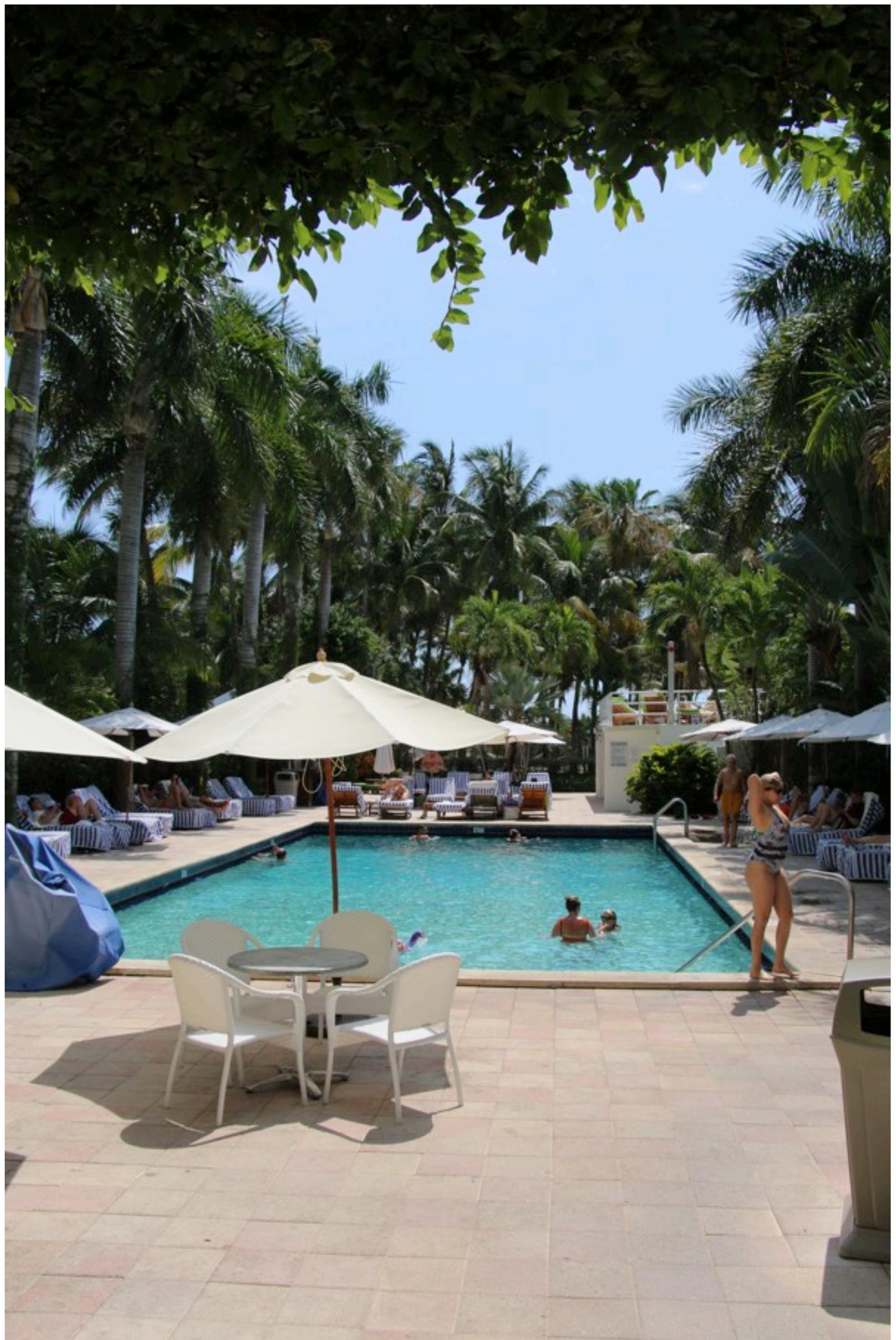
FIRST FLOOR FENESTRATION (9)



2019 PHOTOGRAPH OF EASTERN FACADE AT POOL (9)



2019 PHOTOGRAPH OF NORTH FACADE OF RICHMOND HOTEL TAKEN FROM THE RALEIGH POOL AREA (9)



2019 PHOTOGRAPH FROM RICHMOND HOTEL TOWARDS POOL



2019 PHOTOGRAPH OF TERRAZZO DESIGN AT FRONT ENTRANCE (9)

# INTERIOR PUBLIC SPACE PHOTOGRAPHS

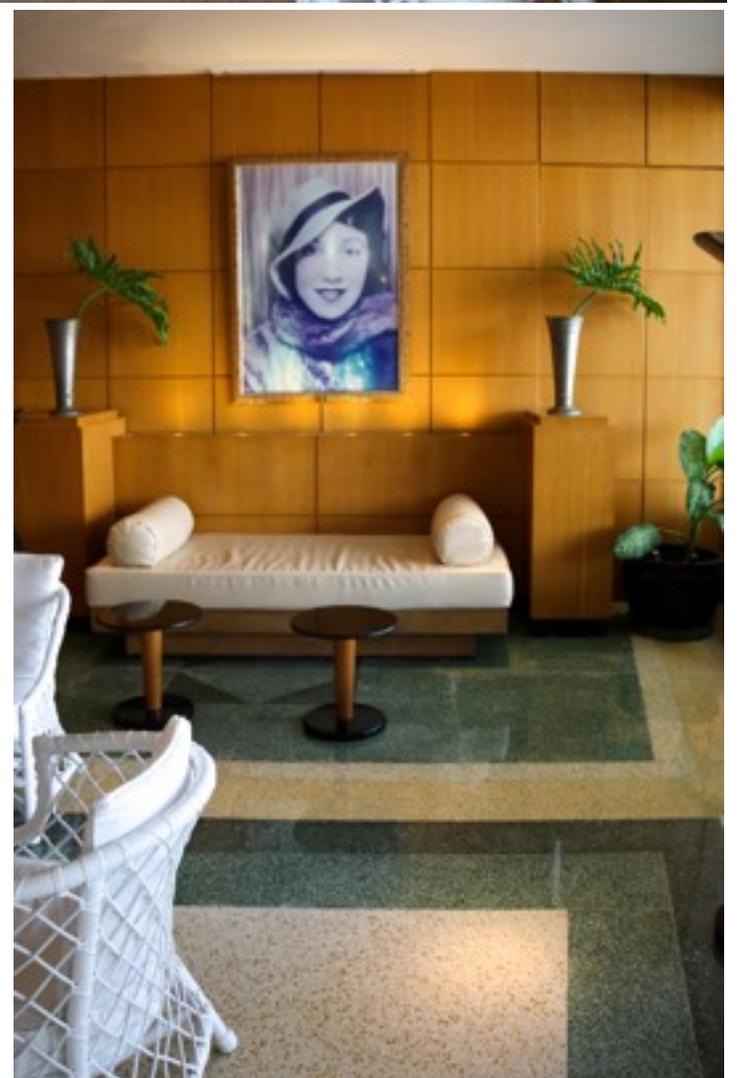


Although the design of the Richmond Hotel lobby recalls the design of the Raleigh Hotel lobby next door - the existing Richmond lobby was a remodel completed in 1998. The drawings from this time continually note that the wood panels to be rift sawn white oak with color to be determined by Owner. There were no original drawings of the building.

The light fixtures and the Elevator Indicator Light are excellent examples of what looks to be original designs - and these are pictured on the following pages in this report.

There is a timeless elegance in this lobby with the colonnade of columns at both east and west sides lending a unifying resonance to the space. The terrazzo floors at the Richmond lobby shows that Dixon was becoming more modernist in his designs. The yellow and beige striping makes the lobby floor appear as a carpet and unifies the room. And the off kilter arrow leading to the front doors from outside adds a bit of whimsy.

The Reception Desk is likely in the original location - however it is unclear whether any part(s) of the original desk may even now exist. The simple bowed design with a single incised stripe recalls other hotel reception desks built during the same time period. However the existing stone seems newer and more pitted. At some point in the future it may be feasible to conduct some architectural investigation into layers of construction at the reception desk.

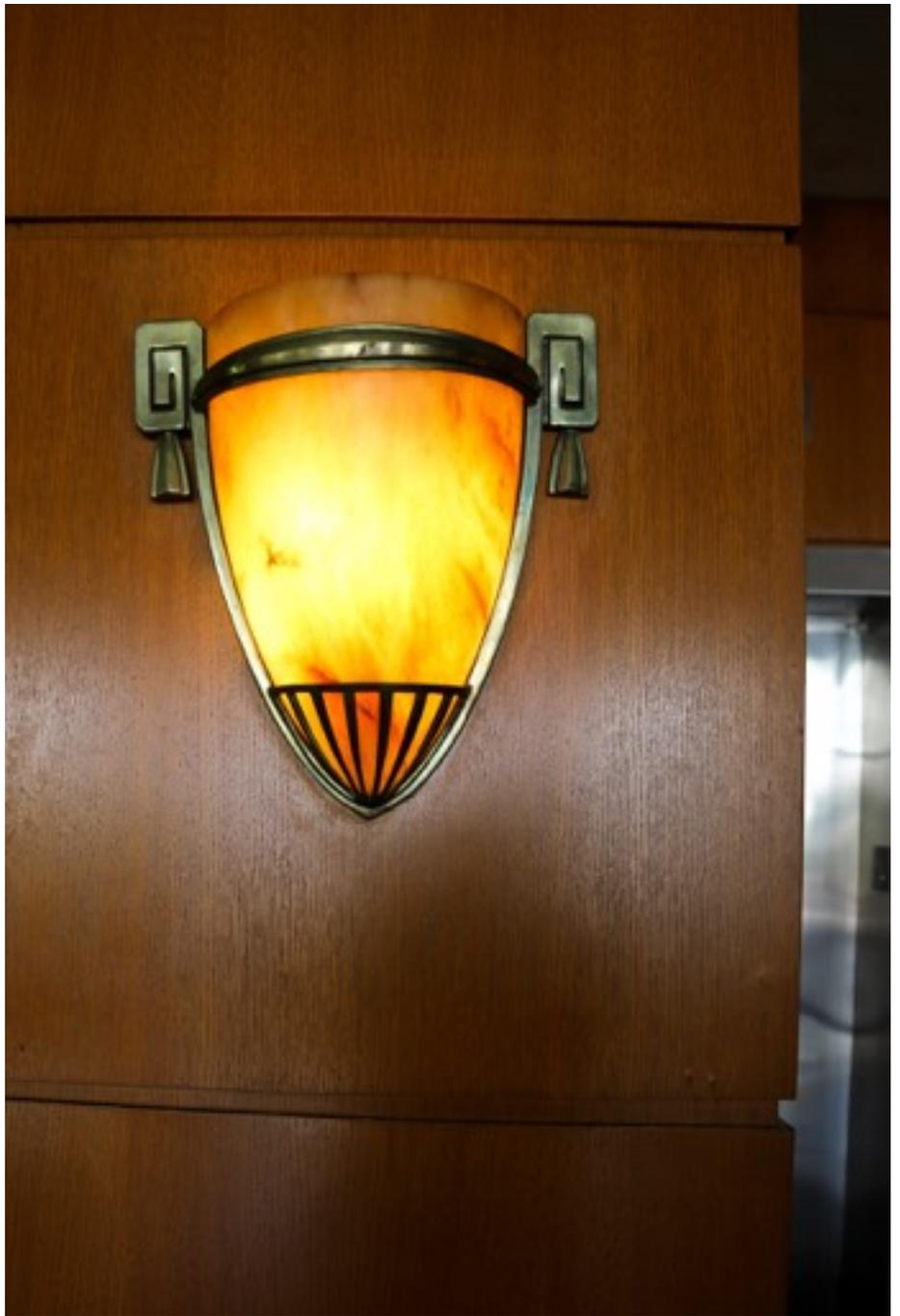




ABOVE: FRONT ENTRANCE ELEVATION FACING COLLINS AVENUE WITH MAIN DOOR ENTRANCE. (9)



ABOVE: RECEPTION DESK (9)



TOP LEFT: HISTORIC ELEVATOR INDICATOR LIGHT

TOP RIGHT: HISTORIC WALL LIGHT FIXTURE

LOWER LEFT: TERRAZZO FLOOR COLORS AND DESIGNS



ABOVE: SEATING NICHE AT LOBBY

LEFT TERRAZZO FLOOR COLORS AND DESIGNS (9)





The rear of the ground floor of the Grossman addition to the Richmond is a multi-use space utilized as lounge, breakfast area, bar and overlooks the pool deck.

Although the space does have terrazzo floors, there are no significant architectural features in this space.



TOP PHOTO: LOOKING EAST FROM INSIDE ROOM.

MIDDLE PHOTO: MULTI-USE SPACE AT RICHMOND

LOWER PHOTO: LOOKING TOWARDS FIRST FLOOR OUTSIDE DECK OUTSIDE MULTI USE SPACE



# DRAWINGS

A search at the City of Miami Beach Building Department Records Desk revealed that there were no copies of any original drawings for this building. Some limited scope renovations have occurred over the years and there were limited scope renovation drawings for these selected areas.

3-23-1942  
USAAFTTC

**RICHMOND HOTEL**  
Wallace Corporation

**MILTON HOTEL**  
Mailing Address

Owner Lot 8 & 13 Block 28  
7 & 14

Subdivision FISHER'S FIRST Address 1757 Collins Avenue

General Contractor Pollack Construction Company Bond No. 2948

Architect L. Murray Dixon #12 Collins Engineer Richard A. Belsham  
5048

Zoning Regulations: Use RE Area #16 Ocean Lot Size 55 x 400  
Cocktail Lounge approved by Council 12/1/1954

Building Size: Front 45' Depth 254' Height 38' Stories 3

Certificate of Occupancy No. 502 Use HOTEL (76 rooms) no restaurant

Type of Construction #2 CBS Foundation Spread Footing Roof Flat Date Sept. 23, 1941

Plumbing Contractor #16045 J.G. Leinecker Sewer Connection 2, (6") Date Oct. 20, 1941

Plumbing Contractor Temporary Closet

* #16295 J.G. Leinecker		-----	Date	Nov. 28, 1941
* Floor Drains	2,	* Sinks	3,	
* Grease Traps	2,	* Steam Table	1,	
* Drinking Fountains	1,			

Gas Turn On Approved Tom J. Bell December 23, 1941

Septic Tank Contractor Tank Size

Oil Burner Contractor #16363 Florida Fuel Oil Co: 1---Tank Size 550 gallons Date Dec. 9, 1941

Sprinkler System

Electrical Contractor #17963 State Electric Date Nov. 12, 1941

OUTLETS Light 172 Range Motors 4 Fans Temporary Service #17559 9/23/1941  
220 HEATERS Water Space Centers of Distribution 19, State Electric  
Receptacles 258

Refrigerators #18134 Morgen Neon Sign Co: Dec. 17, 1941  
Irons 5 Neon Transformers

No. FIXTURES 220 Electrical Contractor Sign Outlets 6, Date

FINAL APPROVED BY H. C. Inman Date of Service January 29, 1942

ALTERATIONS OR REPAIRS

USAFTTC returned to owner 10/30/1943

Cost \$100,000..... see below & over

PERMIT #	DESCRIPTION	ESTIMATE	DATE
#16672	Eastern Elevator Co. 1 passenger elevator (1,800 lbs)	\$ 5,000.00	Dec. 30, 1941
#21161	Painting: Weinglass & Rothchild, painters	4,500.00	Nov. 1, 1945
#21277	Painting chests, shoe mold & windows (no new building) finishing floor: Owner	\$ 400.00	Nov. 9, 1945
#24977	Air Conditioning: L. Murray Dixon, arch: Gibbs Engr & Equip Co: \$10,000..	\$10,000..	July 16, 1947
#25642	Swimming Pool 25' x 65' (O.H.E.#13592) L.M Dixon, arch: R.A.Belsham, engr: P.J. Davis-Smith, contractor:	\$30,000..	Oct. 16, 1947
#25663	Remodeling old card room into one hotel room: Owner	\$ 600..	Oct. 17, 1947
#26518	Pole sign: (on owner's property) Claude Neon	300..	Jan. 8, 1948
#27027	Insulating: General Insulating Company	950..	Apr. 16, 1948
#28663	Painting: (exterior & lobby) J. Weinglass, painter	1,900..	Nov. 1, 1948
#31718	Roof Repair: Giffen Roofing Company	\$ 220..	Dec. 19, 1949
#34306	Air Conditioning alterations: 50-Tons - S.L.Hamilton, engr: Hill York Corporation, contractor:	\$20,000..	Nov. 22, 1950
#34321	Re-roofing: Giffen Industries, Inc.	527..	Nov. 27, 1950
#36826	Remodeling checking desk: Rosenfeld Store Fixtures, contr.	\$ 1,000..	Sept. 14, 1951
#38334	Painting (owner)	200..	Apr. 23, 1952
#39590	Painting - inside (owner)	\$ 1,000..	Sep. 26, 1952
#43871	Addition of 7 Cabanas 12' x 65' x 10' (1-story) #1-CBS, built-up roof: Melvin Gross, Arch: Oboler & Clark, engineers. Covin Construction Company, contractor	\$15,000..	Oct. 8, 1953
#43223	Addition: Room approx 15' x 47' - 3" Gypsum block: Fire-proofing ceiling in storage room (north side of building) all according to plans 4/8/48 Gerard Pitt, arch: Covin Constr: 1,500..	Nov. 6, 1953	
#45204	Richmond Hotel addition: 45' x 54' x 76' (6-stories) #1-CBS, Spread Footing, Flat roof: Melvin Grossman, arch: Robt. L. Turchin, contractor: Oboler & Clark, engr: ADDITION of 25 new hotel rooms and REMODELING in old building 10 hotel rooms, REMODELING lobby in old building: No rooms on roof of old Building: COST \$ 140,000.... July 15, 1954		
(BOND #5830)			
Area setbacks #12, #15 & #43.			
Temporary Certificate of Occupancy #2560	issued Dec. 20, 1954		
Final Certificate of Occupancy #2600	January 27, 1955		
(continued - other side - See Over ----)			
<b>PLUMBING PERMITS:</b>			
#16471	C. J. Dulbs: 1 Water closet, 1 Lavatory, 2 Grease Traps, 1 Floor drain, Jan. 2, 1942		
#24609	Marr Plumbing Company: 1 Gas water heater: December 19, 1946		
#25796	Pitsch & Morgen: 1 Water Closet, 1 Lavatory, 1 Shower, November 7, 1947		
#35773	Florida Fuel Oil Co: Replace 550-gal Tank - January 27, 1954		
<b>LUMING PERMITS on ADDITION:</b>			
ldg permit #45204)	#36270	Fixzit System:	36 Water Closets, 36 Lavatories, 36 Bath tubs, 2 Showers,
Final Plbg. OK, Cox.		1 Fire standpipe, 3 Drinking fountains,	10 Sinks, 4 Slop Sinks, 4 Down spouts,
			August 2, 1954

Hill York Corp: install 34-tons of package

Electrical Permits:

- #18642 B.L. Reisner: 5 Neon transformers: December 8, 1941
- #18145 State Electric: 1 Temporary Service: December 17, 1941
- #18774 AST: Correction of violations: August 8, 1942
- #18809 Lyon Electric: Correction of violations for ARMY - September 2, 1942
- #21410 USAAF TTC : Light outlets, (restoration) October 11, 1945
- #24853 B & W Electric: 4 Temporary Service: September 22, 1947
- #24873 Stewart Electric: 1 Motors, 5 Centers of distribution, 1 Service equipment, 9/26/1947
- #25074 B & W Electric : 2 Switch outlets, 13 Light outlets, 13 Fixtures, 1 Motor, 5/5/1948
- #25368 Bauer & Wronker: 4 Centers of distribution: Oct. 29, 1947 Final, Woodmansee
- OK Woodmansee 5/5/48 3 Switch outlet, 13 Light outlets, 4 Receptacles, 13 Fixtures, 1 sub feed: 12/2/1947
- #25590 Claude Neon : 3 Motors, 8 Centers of distribution, 1 sub feed: 12/2/1947
- #29076 Astor Electric: 3 Neon transformers; January 8, 1948
- #29219 Astor Electric: 7 Light outlets, 7 Fixtures, 1 Center of distribution, July 26, '4
- #34270 Hill York Corp: 25 Light outlets, 6 Centers of distribution, 5 Motors, June 13, 1951
- #35028 Astor Electric Service: 2 Switch outlets, 1 Receptacle, 12 Light outlets, Final OK Meginniss--7/27/1949
- #38483 Astor Electric Service: 2 Light outlets, 2 Fixtures, January 9, 1953 OK 1/12/53-HOF
- #41144 Astor Electric Service: 1 Switch outlet, 5 Light outlets, 5 Fixtures, Dec. 31, 1953  
OK - Rosser - 1/5/1954

ELECTRICAL PERMITS ON ADDITION:

- (Bldg permit #45204) #42790 J.J. Kammer: 112 Switches, 260 Light outlets, 195 Receptacles, 10 Ranges, 10 Irons, 10 Refrigerators.
- final Electric on addition 2 Space heaters, 2 Appliances, 1 Meter change, 1 Service equipment, OK, Rosser 1/27/55 5 Centers of distribution, 260 FIXTURES August 19, 1954
- #43063 Eastern Elevator Company: 1 Motor and 1 (6-10) Motor, Sept. 22, 1954
- #43663 Acollite Neon Sign Co: 3 Neon Transformers: December 17, 1954

#43912 Kammer and Wood 5 switch outlets, 6 receptacles, 40 light outlets, 40 fixtures, 7 motors, 0-lhp..10 motors, 1-5hp...Feb. 2, 1955 OK, Rosser 2/2/55

#59345 Astor Elec: 1 range outlet, 1 cent. dist. - 2/11/63

Building Permits:

- # 45800 Painting (inside only) Owner \$ 200... September 14, 1954  
 # 45879 Install 1 Automatic Elevator #2-type (2,000 lbs) \$ 14,000... September 22, 1954  
 Melvin Grossman, arch: Eastern Elevator Co:  
 # 46149 ADDITION of 3 new cabanas & 1 New Storage Room: \$ 5,000... October 21, 1954  
 8'x 40'x 9' - #1-CBS - (12x24 Spread footings:  
 Flat roof: Melvin Grossman, architect:  
 Robert L. Turchin, contractor  
 # 46631 Acolite Neon Sign Co: Flat wall sign(125 sq ft) \$ 700... December 17, 1954  
 Neon channel letters:  
 Flat sign on cantilever (15-sq ft) \$ 1,000 October 3, 1955  
 48750 Coven Construction Co: Concrete slab between pool, seawall and cabana area - \$ 250 Oct. 19, 1956  
 51853 Repairs to water tank ----work done by owner  
 #59923 Owner:Painting exterior of bldg,\$2,000,9/1/59  
 #62099 Acolite Neon Sign Co., Inc: 4 x 6 Pole Neon Sign - \$400 - June 8, 1960  
 #65005 Richmond Hotel: painting exterior - \$200 - 5/31/61  
 #6770 Owner, Richmond Hotel: Replacing wood storage shed on roof with masonry, concrete - roof on protected bar joist - \$2,000. - 7/23/62 OK Plaag 8/28/62  
 #70181 Owner, Richmond Hotel: Paint exterior front - \$200. - 9/16/63  
 #74597 Hy Weiss: Painting - \$3800 - 8/16/65  
 #75042 American Tile & Terrazzo Co.: Repair pool tile - \$1648. - 10/20/65  
 #76712 Porterfield Industries: replace 110 windows - \$3000 - 7/25/66  
 #76851 J. Miller: Storage room addn, third floor - \$3,000 - 8/15/66 OK Brown 11/2/66  
 #60806 Nivaldo Vichot Paint Exterior Only \$3400.00 8/12/68 bKa 9/20/68  
 #988 - Hill York- type 5048 - 1 cooling towers - 1 50 ton - 1/26/70  
 #87850 - Paul Chavez Painting - painting inside \$7,000.00 10/29/71  
 #1929-Amber Fuel Oil Inc.-2 Hot Water Boilers-\$1000.00-2-9-72  
 #01848-King Fence of Miami, Inc.-xxxxx 90' total of chain link fence-\$130-10-2-72  
 #01913-Jimmys Painting Dec- Paint Exterior-\$9300-10-12-72  
 #01921-Stucco King Industries- Sandblasting-\$11500-10-16-72  
 #01986-Lang Roofing & Tile Co., Inc-Re-roof 100 sqs-\$12500-10-31-72  
 #02018-Chas. T. Pierce & Sons-DWT-\$450-11-7-72  
 #02222-Snapp, Inc.Exterior gunfite repairs-\$1500-12-11-72  
 #2567-Amber Oil Corp.- 1 18hp hot water boilers-\$2740-5-2-73  
 #2616-Hill York Sales Service- 1 cooling tower 40 tons-\$3600-6-15-73  
 #2654-Amber Oil Corp.- 1 550 gal.underground tanks-7-17-73  
 Plumbing Permits:

#48028 - Morgen Plumbing - 45 sinks 9/28/70

#54004-Sully Rapkin-pump swimming pool-8-25-76

#57353-DeMotts Boiler and Burner- 110' 2" gas piping-6-14-79

#57455-DeMotts Boiler-reinspection permit fee-7-17-79

Mechanical 02822-Amber Oil Corp.- 1 10 HP hot water boilers-\$2875-12-6-73

#58918 Action SEptic/utility sewer/10-9-80

Building Permit 02785-Amber Oil Corp-1-560000BTU hot water boilers-\$2720-10-31-73

#

Electrical Permits: #55256 Acolite Neon: 2 Neon Transformers - 6/8/60

#63956 Jonesey Electric Co.: 1 switch outlet; 2 light outlets; 2 receptacles; 2 fixtures - 9/23/66

#68292 - Holbert Elect Inc. - 45 range outlets - 45 refrigerator outlets - 45 appliance outlets  
1 service equip 400A 9/22/70

#70100-Ocean Electric Co.- 3 Motors, over 1-3 HP; 3 motors, over 5-8HP; 6 Special purpose-10-31-72

#72086- Ocean Electric- partial fire alarm system; 1 master; 19 pulls. 19 bells-4-14-75

#74159-Ocean Electric- removed violation-6-21-77

BUILDING PERMITS:

- #21264 12/1/81 B & J Chattahoochee Serv - set chattahoochee stone on exist. patio as per plans 6720 sq \$8,300.
- #M05663 3/3/82 Hill York Sales & Service - evaporative condenser, exact replace of existing eval 10,000.
- #60689 10/18/82 Carlos Riveru 4 water risers
- #26160 11/13/84 Jimmys painting pressure clean exterior, paint ex-erior bldg \$15,000.
- #26481 1/31/85 Barry & Rhodna Inc - 6' ht classic design puc fence at 4' ht milestone fence on retaining wall, overall height 370 l.f. \$6,100.

- PLUMBING PERMITS: 60267 5/26/82 Carlos Rivero replace the h.w. pipe in boiler
- #60976 5/2/83 Carlos River 16 water repair
  - #63391 - King Pumps Div. Elec. Motor - Filter repair - 7-2-87

PLUMBING PERMITS: #P8900642 - Koski Plumbing - Repipe and repairs - 4-13-89 *JK*

ELECTRICAL PERMITS: #BE891740 - Metro Electric - New smoke detectors (105) - 9-27-89 *JK*

#BE890033 - Ocean Electric - New smoke detectors (105) - 10-5-89 *JK*

# ARCHITECTS

LAWRENCE MURRAY DIXON (1901-1949) was a native of Live Oak, Florida. His father was a dentist, and his mother was a schoolteacher. He was educated at the Technological High School in Atlanta, Georgia and entered the Georgia School of Technology in 1918. Without completing his degree, he left Atlanta and moved to Miami around 1920.

“On a train headed to Atlanta from Miami, Lawrence Murray Dixon met the New York Architect Leonard Schultze, who invited him to work for his firm Schultze & Weaver Architects. He thus moved to New York in 1923.” (2)

“..Dixon was strongly influenced by this vision of practicing architecture as a “total work of art,” which he experienced while working for Schultze & Weaver. During his entire career he followed the same principle.” (2)

He became a licensed Architect in the state of New York in January, 1927 and in the District of Columbia two years later.” (2)

“..between 1925 and 1927 Dixon made frequent trips to Miami Beach in order to supervise the construction of the Roney Plaza Hotel and the Ingraham Building in downtown Miami. Dixon left Schultze & Weaver in 1929 and settled permanently in Miami with his family. (2)

Dixon worked with several architects in Miami: George Fink, Phineas Paist and Harold Drake Steward. In 1931 Dixon became a licensed architect in the State of Florida. That same year he opened his own office in the Ingraham Building in downtown Miami. This building had been completed by Schultze & Weaver four years earlier..” (3)

After Dixon moved to Miami Beach, he designed - beginning in 1933 - over 100 buildings which still survive in the Miami Beach Architectural District.

In his short lifetime he became one of Miami Beach’s most prolific and talented designers of hotels, residences and commercial buildings.

The trio of Architects: Lawrence Murray Dixon + Albert Anis + Henry Hohaus were THE primary architectural designers who created South Beach in the 1930’s. Their work played off each other’s work - creating an architecture that grew into urban design and transcended individual egos.



TOP: MARLIN BEACH HOTEL (9)

MIDDLE: SEYMOUR BUILDING -GOLDWASSER’S SHOPS (9)

LOWER PHOTO: LAWRENCE MURRAY DIXON (UNDATED)

# ARCHITECTS

## LAWRENCE MURRAY DIXON ARCHITECT

REPRESENTATIVE ARCHITECTURAL PROJECTS  
ALL PROJECTS ARE LOCATED IN MIAMI BEACH

Adams Hotel, 2030 Park Ave, 1938  
Atlantis Hotel, 2600 Collins Ave. (demolished)  
Beach Plaza Hotel, 1401 Collins Ave  
Caribbean Hotel, 3700 Collins Ave 1941  
Fairway aka Fairmont, 1000 Collins Ave 1936  
Forde Ocean Apartments, 6690 Collins Ave  
Haddon Hall Hotel, 1500 Collins Avenue 1941  
Imperial Hotel, 650 Ocean Drive 1939  
Kent Hotel, xxxx Collins Avenue, 1939  
Marlin Hotel, 1200 Collins Ave, 1939  
McAlpin Hotel, 1424 Ocean Drive, 1940  
Miami Beach Post Office 1300 Washington Ave  
Palmer House Hotel, 1119 Collins Ave. 1939  
Pinecrest Apartments, 24th & Pinetree Drive  
Raleigh Hotel, 1773 Collins Ave, 1940  
Richmond Hotel, 1757 Collins Ave  
Ritz Plaza Hotel, 1701 Collins Ave, 1940  
aka Grossinger's Beach aka SLS Hotel  
Richmond Hotel 1757 Collins Avenue  
Seymour Building aka Goldwasser's Shops  
700-712 Lincoln Road, 1937  
South Seas Hotel, 1751 Collins Ave, 1941  
Tides Hotel, 1220 Ocean Drive  
Tiffany Hotel aka 'The Hotel', 1939  
801 Collins Avnue  
Tudor Hotel, 1111 Collins Ave. 1939  
Victor Hotel 1144 Collins Ave 1937  
920 Bay Drive apartments  
7345 Byron Avenue apartments  
7625 Abbott Avenue apartments  
320-328 80th Street apartments

TOP: ADAMS HOTEL

MIDDLE: ATLANTIS HOTEL

LOWER: SEYMOUR BUILDING - GOLDWASSER'S SHOPS  
PHOTOGRAPH BY MOSER & SON.



# LAWRENCE MURRAY DIXON

SELECTION OF SMALL HOTELS 1939-1941

TOP RIGHT: PALMER HOUSE HOTEL 1939 (27)

MIDDLE LEFT: CLYDE HOTEL 1941 (27)

MIDDLE RIGHT: McALPIN HOTEL 1940 (27)

LOWER LEFT: LOWER RIGHT: SOUTH SEAS HOTEL 1941

LOWER RIGHT: (27) RICHMOND HOTEL 1941 (27)



# ARCHITECTS

**MELVIN GROSSMAN ARCHITECT** (1914–2003) was an associate with Albert Anis in 1950 and was also a protégé of master MiMo architect Morris Lapidus.

Grossman began working as an engineer working for Lapidus and then, after turning down an offer to become partners, struck out on his own to become Lapidus' biggest imitator. (12)

Grossman collaborated with Anis and Lapidus on the Nautilus Hotel (now the Riande, 1825 Collins Ave.) in 1950 and a year later on the Biltmore Terrace hotel. Grossman and Lapidus partnered in designing the DiLido Hotel in 1953. Influenced by both Anis and Lapidus, Grossman would go on to design the Seville Hotel in 1955, the 593-room Deauville in 1957, and the Doral Beach hotel. He also exported the MiMo style in designing the original Caesar's Palace in Las Vegas and the Acapulco Princess Hotel in Mexico. (4)

After World War II Architect Morris Lapidus, along with Norman Giller and Melvin Grossman, revived the glamorous full-service resort as a type. (5)

Grossman was the most prodigious architect of residential towers in Miami Beach in the 1960's, (6)

## REPRESENTATIVE PROJECTS:

(IN MIAMI BEACH UNLESS NOTED OTHERWISE)

- Acapulco Princess Hotel, Mexico
- Aloha Motel, Sunny Isles 1958
- Algiers Hotel, with Morris Lapidus and Henry Hohausen 1952
- Beau Rivage Bal Harbour 1956
- Cadillac Hotel addition, 3700 Collins Avenue 1956
- Caesar's Palace, Las Vegas
- Castle Beach Club aka Playboy Plaza 5445 Collins Ave 1966
- Deauville Hotel, 6701 Collins Avenue 1957
- DiLido aka Ritz Carlton hotel 1 Lincoln Road with Morris Lapidus Architect 1953
- Dunes Motel 17001 Collins Ave., Sunny Isles, 1955 (demolished)
- Grand Flamingo aka Flamingo 1504 Bay Road 1960
- Imperial House 5401 Collins Avenue 1968
- International inn 2100 Bay Drive 1956
- King Cole Apartments 900 Bay Drive 1961
- Miami Beach Resort aka Doral Hotel 4833 Collins Ave 1962
- Mimosa 4747 Collins Avenue 1962
- Mirador 1000 + 1200 West Avenue 1964-1966
- Mondrian 1100 West Avenue 1964
- Nautilus aka Riande Hotel 1825 Collins Avenue 1950
- Pavilion 5601 Collins Avenue 1968
- Queen Elizabeth Hotel Apts 6630 Indian Creek Drive 1952
- Seacoast Towers west 5600 Collins Avenue 1967
- Sherita Apartments 1900 James Acvnuue 1952
- Southgate Towers 900 West Avenue 1957
- 5600 Collins Avenue 1967

TOP PHOTO: NAUTILUS HOTEL (9)

LOWER PHOTO: DiLIDO HOTEL (9)





CIRCA 1940's DETAIL OF PAINTING  
AT RICHMOND HOTEL (13)

- (1) Photograph courtesy Miami Dade Property Appraiser Office
- (2) 'The Making of Miami Beach: The Architecture of Lawrence Murray Dixon by Jean Francois Lejeune and Allan T. Shulman. 2000, p. 165.
- (3) Ibid., p. 166.
- (4) [www.MiMoOnTheBeach.com](http://www.MiMoOnTheBeach.com)' website by City of Miami Beach Planning + Zoning Department
- (5) 'Miami Architecture AIA Guide' by Allan T. Shulman + Randall C. Robinson Jr. + James F. Donnelly, 2010 p.9.
- (6) Ibid., p.156.
- (7) Historic Postcard courtesy collection of Arthur Marcus
- (8) Photographs courtesy 'Deco Delights' by Barbara Capitman, 1988
- (9) Photograph by Arthur Marcus
- (10) Courtesy City of Miami Beach Public Works
- (11) Courtesy 'The ConnectionCollection.com'
- (12) 'The Making of Miami Beach: The Architecture of Lawrence Murray Dixon by Jean Francois Lejeune and Allan T. Shulman. P.73.
- (13) Photograph of Collins Avenue Street scene courtesy Richmond Hotel
- (14) 'The Making of Miami Beach: The Architecture of Lawrence Murray Dixon by Jean Francois Lejeune and Allan T. Shulman. 2000, p. 187.
- (15) Ibid.
- (16) Courtesy 'Development Site Zoning Analysis' by Integrated Urban Planning, LLC, 2015 for Richmond Hotel

## BIBLIOGRAPHY