



HISTORIC RESOURCES REPORT

FOR THE

SOUTH SEAS HOTEL

1751 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



SOUTH SEAS MATCHBOOK WITH RENDERING OF ORIGINAL BUILDING DESIGN, CIRCA 1940's. (11)

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SITE + LOCATION PLANS



1959 SITE LOCATION VIEW AERIAL PHOTOGRAPH (1)



SOUTH SEAS HOTEL

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 thus creating open space at both corners. Setting the towers back from the street corner lessens their immediate visual impact. (1)

NEIGHBORHOOD CONTEXT



Circa WWII photo looking south on Collins Avenue. Courtesy 'Sunshine, Stone Crabs and Cheesecake' by Seth Bramson.

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.

The South Seas Hotel is architecturally noteworthy in being among the very last buildings Dixon completed before the war. It's plastic molding of architectural elements makes the facade 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 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 caps off the building handsomely.

The South Seas seems the most evolved architecturally for Dixon, with its bowed central portion and highly detailed tower. There is a great amount of evocative design in this small building. With allusions to the past Art Deco heritage of Miami Beach, Dixon also looks forward with his willingness to break through the one dimensional mass and volume. Now Dixon's designs have depth.

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

The photograph above was taken prior to 1948, when the future Delano Hotel would appear on the skyline net door to the National Hotel with its rounded dome top.

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



Circa 1950 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.



1988 - Two page photograph by Steven Brooke Photographer (8)

“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...” (3)

This two page photograph by Steven Brooke 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)



2019 view looking south on Collins Avenue with South Seas Hotel at left behind palm trees.

1751 COLLINS AVENUE



This is a wonderful architectural archeology story. Virtually unknown and unremembered to most, the original South Seas 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 South Seas facade was stuck in pre-war or outmoded 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.

Yet 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.

And if one had to compare the architectural excellence of the original Dixon facade with the later Grossman addition at the rear of the hotel - there is no contest. The Dixon front elevation is a previously undiscovered gem whose restoration will vibrantly strengthen the Collins Avenue streetscape with an Historically significant building elevation.

While the rear Grossman addition does have an interesting detail of square cutouts in the concrete sunshades; this detail has been completed before. The Carillon by Norman Giller has the famous round cutouts high above Collins Avenue and the Architect Charles McKirahan utilized this device in several of his buildings. detail similar to the South Seas Grossman addition. Thus this rear cutout design - while interesting - is not unique.

TOP PHOTO: SOUTH SEAS HOTEL CIRCA EARLY 1940's BY MOSER & SON, COURTESY RICHARD P. DIXON IN 'THE MAKING OF MIAMI BEACH' BY ALLAN. T. SHULMAN, P.130

LEFT PHOTO: REAR DETAIL AT SOUTH SEAS HOTEL



ABOVE: 1946 SOUTH SEAS HOTEL POSTCARD COURTESY eBAY

The South Seas Hotel was originally designed by Lawrence Murray Dixon Architect and constructed in 1941. The original hotel contained 76 guest rooms with a coffee shop on the first floor.

The 38'-0" tall - three story building cost \$100,000. to build in 1941. The hotel was constructed at a width of 40'-0" on a 55'-0" wide lot; and with a length of 254'-0" and a height of 35'-0". The pole sign was erected in 1952.

The 96'-0" tall addition to the east (rear) of the original building was designed by Melvin Grossman Architect and constructed in 1954-55. This addition consisted of 31 new hotel rooms in addition to remodeling the original building. There is also an owner's unit in this addition.

The original historic Dixon designed facade contained signage atop the modest front entrance canopy. The central rounded protruding form at the 2nd + 3rd floors stopped above the 3rd floor rounded window bay. Above this rounded form were three double framed circular medallions set vertically in a field of stone tiles.

Above these at the very top of the composition was vertical corner fluting on a central tower form with a central flag-pole holder above. Stone runs the full height from the top of the first floor canopy to the rooftop parapet cap. The type of stone is unknown although in the Shulman proposed design in 2012 it was noted as keystone.. This stone cladding also continues at the first floor level.

As can be seen in the photographs taken just after the completion of the hotel and the early postcards contained elsewhere in this report, there was no rooftop sign on the front of the original building. According to the CMB Building Card this signage was added in 1954 along with non-original exterior front alterations.

"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..." (4)



SOUTH SEAS CIRCA 1940's ADVERTISING ART COURTESY eBAY

tripartite facade billows out." (5)

"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. Architects like Lawrence Murray Dixon, Henry Hohausser, Anton Skislewicz and Roy France became bolder in elaborating buildings as component masses, highlighting precise elemental volumes that appeared timeless, universal and pure.... The corner of Dixon's Senator Hotel (1939) incorporated a sophisticated play of convex glass nested in a concave wall form, a plasticity he would repeat in his South Seas Hotel (1941) where the center bay of the



1988 PHOTOGRAPH BY STEVEN BROOKE (8)

HOWEVER major non-historic architectural modifications have been completed to this historic west (front) facade in addition to the non-historic rooftop signage. 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.

These non-historic modifications include:

- 1) The original front two-story high central rounded window forms with glass block in-between the windows at the 2nd + 3rd floors have instead morphed into a non-historic three-story high rounded form (2nd+3rd+4th floors) with the massive building rooftop signage inside a recessed band set atop everything. All of the original Dixon detailing has apparently been removed.
- 2) First floor lobby windows have become non-historic full height plate glass windows instead of the delicately detailed windows in the original Dixon design.
- 3) The non-historic roof top signage on the west facade
- 4) The non-historic additional front entrance canopy has been inserted over the front entrance doors and the original canopy above the first floor.

The swimming pool was designed by Milton Sherman Architect and added to the property in 1948 at a cost of \$40,000. This sign along with an exterior pole sign was added in 1954 according to the Building Card at the time of the building addition by Melvin Grossman Architect. (6)



1989 PHOTOGRAPH COURTESY CITY OF MAIMI BEACH (9)



2019 PHOTOGRAPH (10)



WEST ELEVATION

SCALE: 3/32"=1'-0"

SHULMAN + ASSOCIATES

100 NE 38th Street Miami, FL 33137

T 305 438 0609 F 305 438 0170

www.shulmanarchitect.com

AA 26001090, ALLAN T. SHULMAN AR 0012763

2012 Architectural Materials drawing completed by Shulman + Associates as part of a previous unbuilt development proposal. (7)



Circa 1950 postcard

2019 PHOTOGRAPHS



2019 PHOTOGRAPH OF FRONT (WEST) ELEVATION (10)

2019 PHOTOGRAPH SHOWING DETAIL ATTACHMENT OF NON-HISTORIC FRONT PORTE-COCHERE BENEATH ORIGINAL HISTORIC DIXON CANOPY. (10)



2019 PHOTOGRAPH SHOWING FRONT ENTRANCE PORTE-COCHERE AND PARTIAL FRONT ELEVATION. (10)



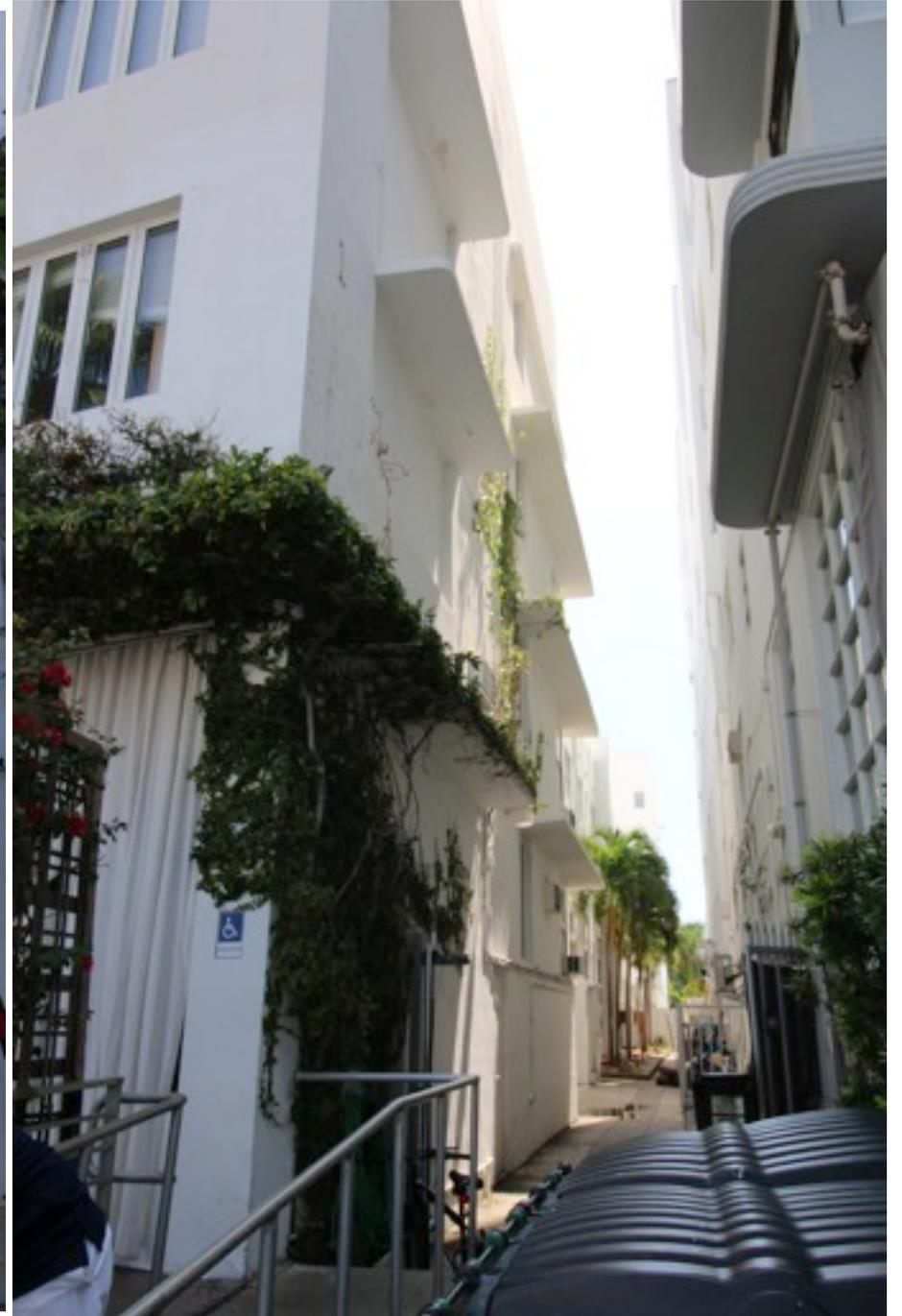
2019 PHOTOGRAPH OF WEST (FRONT) ELEVATION - 2ND + 3RD + 4TH FLOORS. (10)



2019 PHOTOGRAPH OF EXTERIOR FRONT ENTRY PORCH AND SKEWED CENTER TERRAZZO FLOORING DESIGNS.



2019 PHOTOGRAPH SOUTH SEAS HOTEL NORTH ELEVATION (10)



2019 PHOTOGRAPH SOUTH SEAS HOTEL SOUTH ELEVATION (10)



ROOFTOP AT ORIGINAL SOUTH SEAS HOTEL LOOKING EAST. THE LOW WALL AT THE END OF THE STAIRWELL IS ACTUALLY THE REAR WALL OF THE ORIGINAL HOTEL BUILDING. (10)



2019 PHOTOGRAPH AT EAST ELEVATION OF SOUTH SEAS HOTEL WITH POOL (10)



TOP PHOTO: 2019 PHOTOGRAPH
SOUTH SEAS HOTEL POOL (10)

RIGHT: UNDATED PHOTO WITH REAR
ELEVATION SIGNAGE ON HISTORIC
POSTCARD. (11)



INTERIOR PUBLIC FRONT LOBBY



2019 PHOTOGRAPH AT LOBBY AND RECEPTION DESK (10)

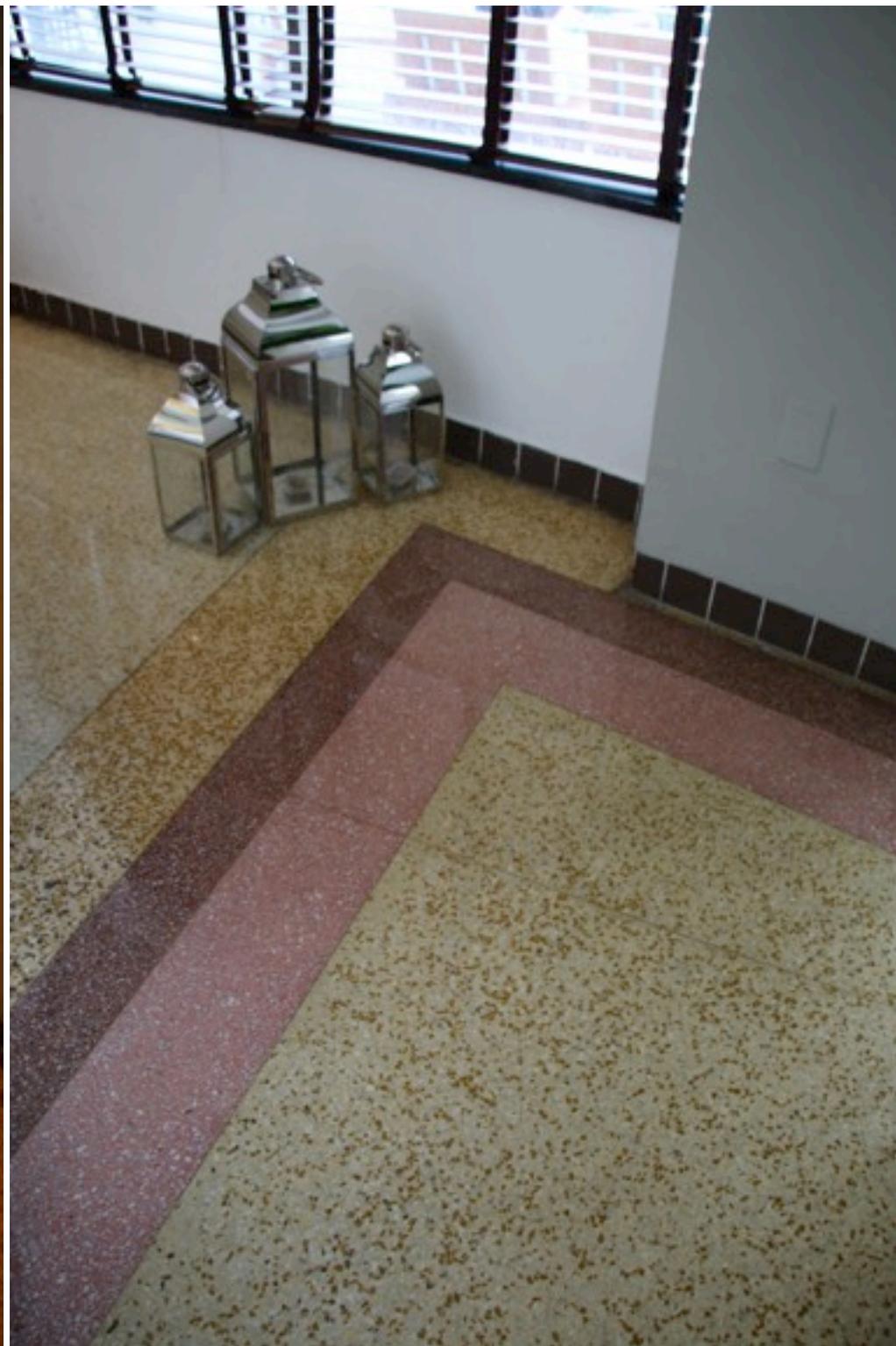
The lobby has been modernized, with no apparent trace of prior original design. Except for the classic terrazzo floors.

From the configuration of the Lobby it is likely this was the original Reception Desk location. In the intervening years new renovations have modernized this desk beyond an original recognition.

However once the project is underway some architectural investigation at the reception desk may reveal if an original desk layer may be beneath.

There was also no trace nor a former location for the room key / mail boxes.





2019 PHOTOGRAPHS:
LEFT / CORRIDOR NEXT TO RECEPTION DESK WITH STYLIZED 'S' FOR SEVEN SEAS
RIGHT: TERRAZZO COLORS AND DESIGNS IN LOBBY



The photographs on this page show the public interior space at the rear (beach-side) of the Grossman addition. This is a multi-use room serving as a lounge / bar / breakfast buffet adjacent to the pool deck. The space has a pleasing row of small square windows on the north wall and terrazzo floors. However this space design does not rise to a level of architectural or historic significance.



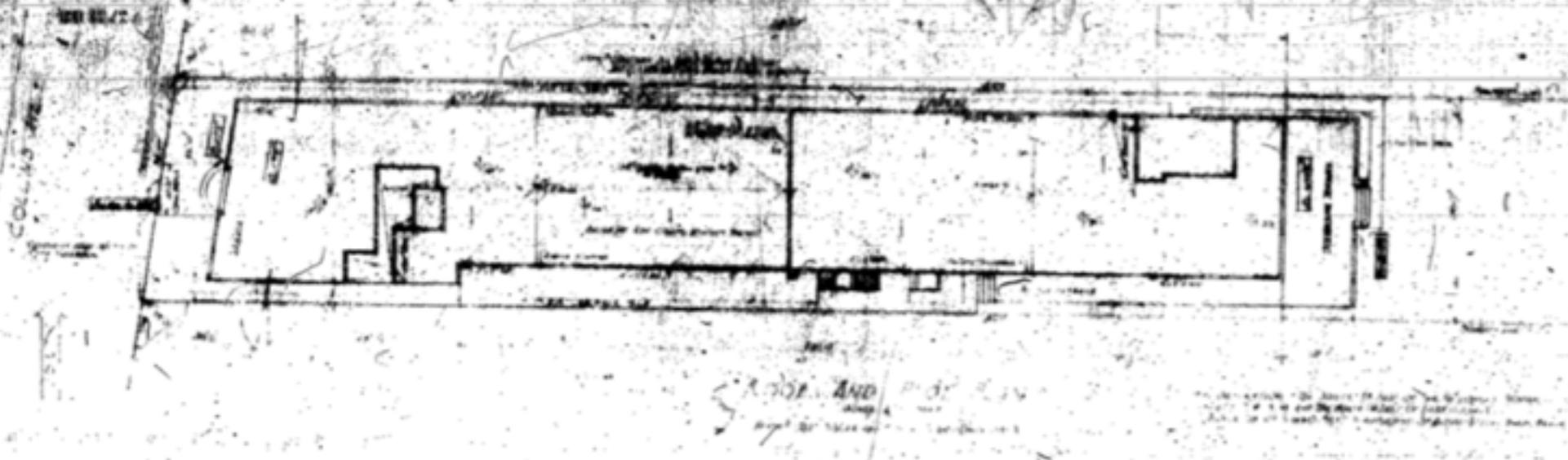
ORIGINAL ARCHITECTURAL DRAWINGS

AN HOTEL BUILDING
FOR THE
TRUE-PARTNERS INC.
1749 COLLINS AVE. MIAMI BEACH, FLA.

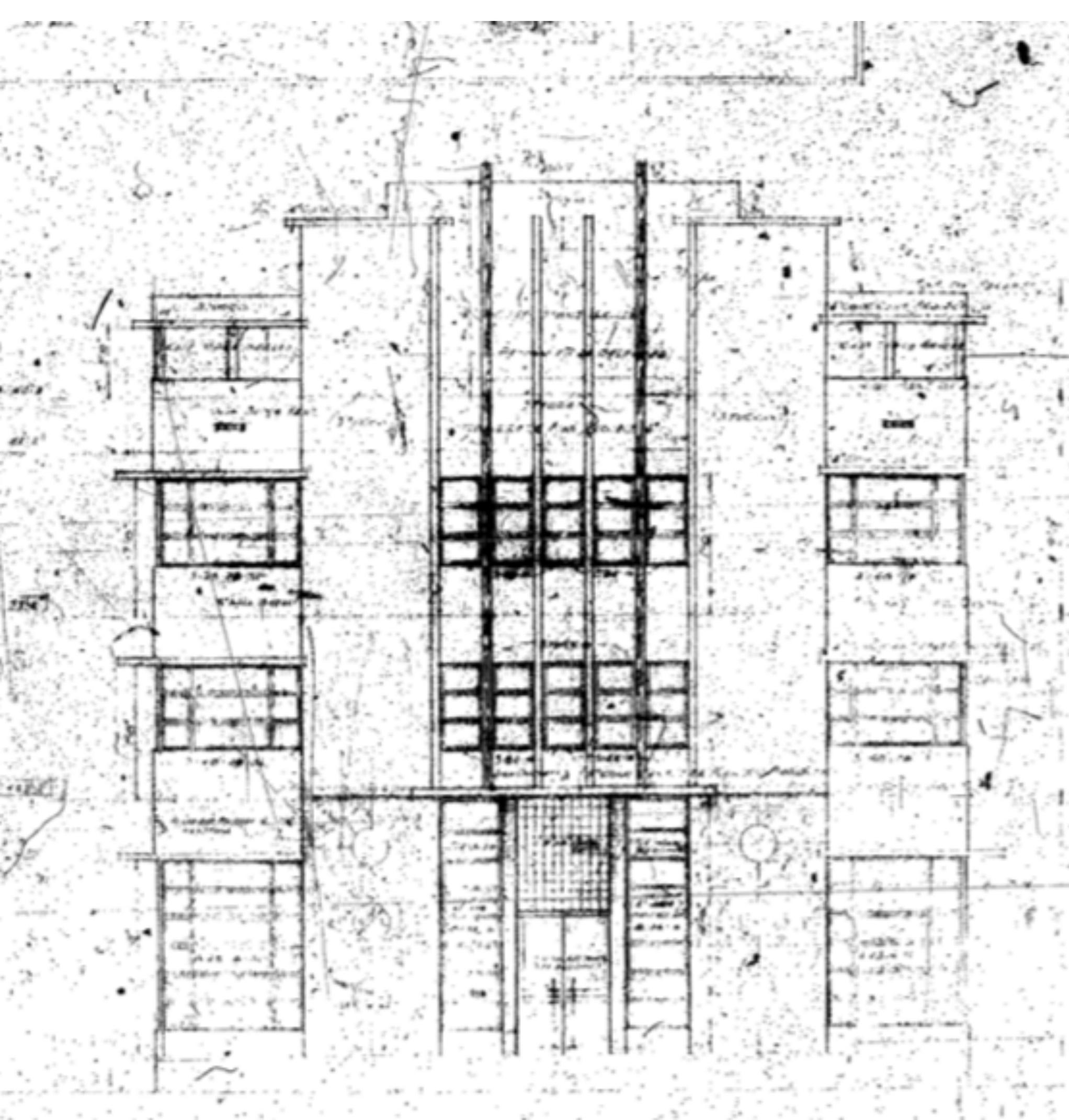
L. MURRAY DIXON
ARCHITECT

COM. NO. 41-32

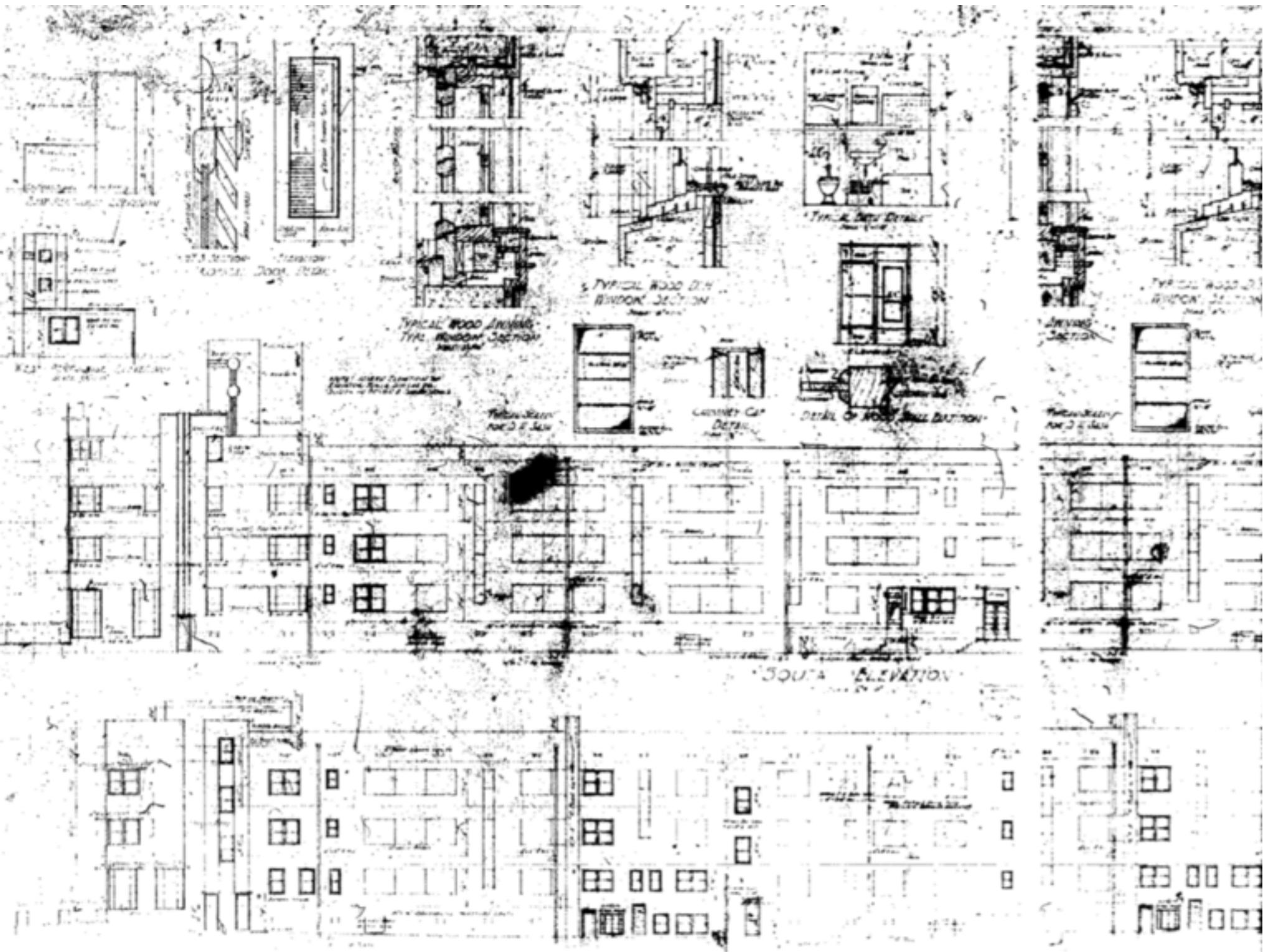
OCT 1948



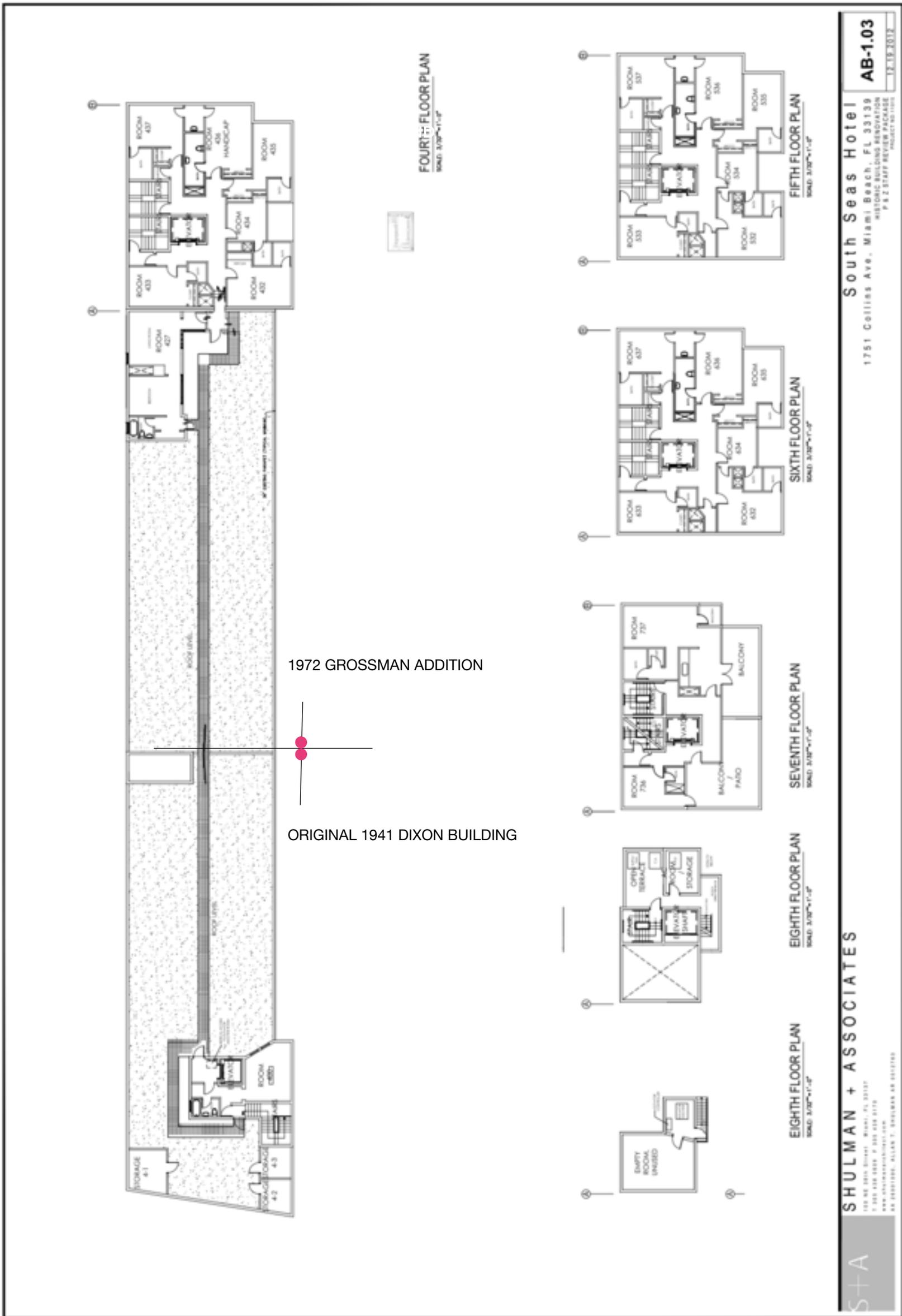
1948 ORIGINAL LAWRENCE MURRAY DIXON DRAWINGS FOR THE SOUTH SEAS HOTEL SHOWING SITE PLAN. THE THREE ORIGINAL DRAWINGS SHOWN IN THIS REPORT WERE THE ONLY DRAWINGS LEGIBLE ENOUGH TO READ. IT IS INTERESTING THAT THE ADDRESS LISTED IS 1749 COLLINS RATHER THAN 1751 COLLINS WHICH IS USED TODAY.



1948 ORIGINAL LAWRENCE MURRAY DIXON ARCHITECTURAL DRAWING OF WEST (FRONT) FACADE.

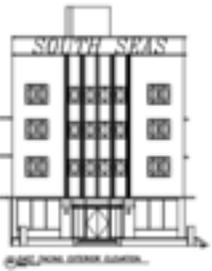


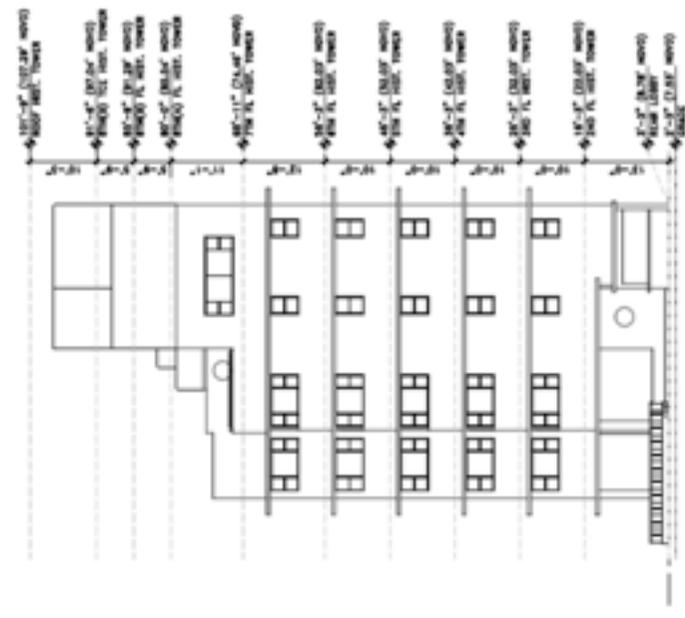
1948 ORIGINAL LAWRENCE MURRAY DIXON DRAWINGS OF SIDE ELEVATIONS AND WINDOW AND DOOR DETAILS.



ORIGINAL 1941 DIXON BUILDING

1972 GROSSMAN ADDITION

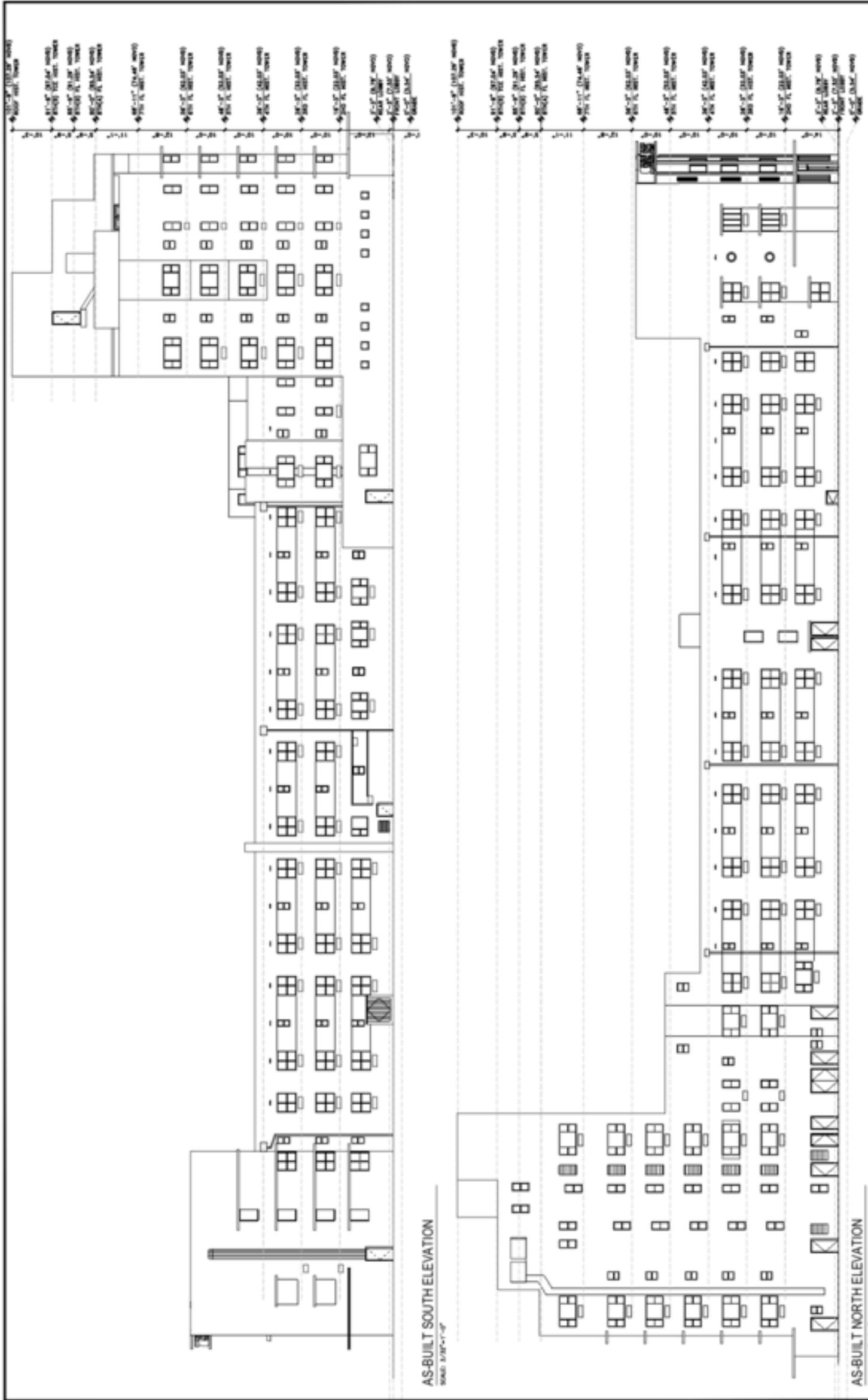




AS-BUILT EAST ELEVATION
SCALE: 3/32\"/>



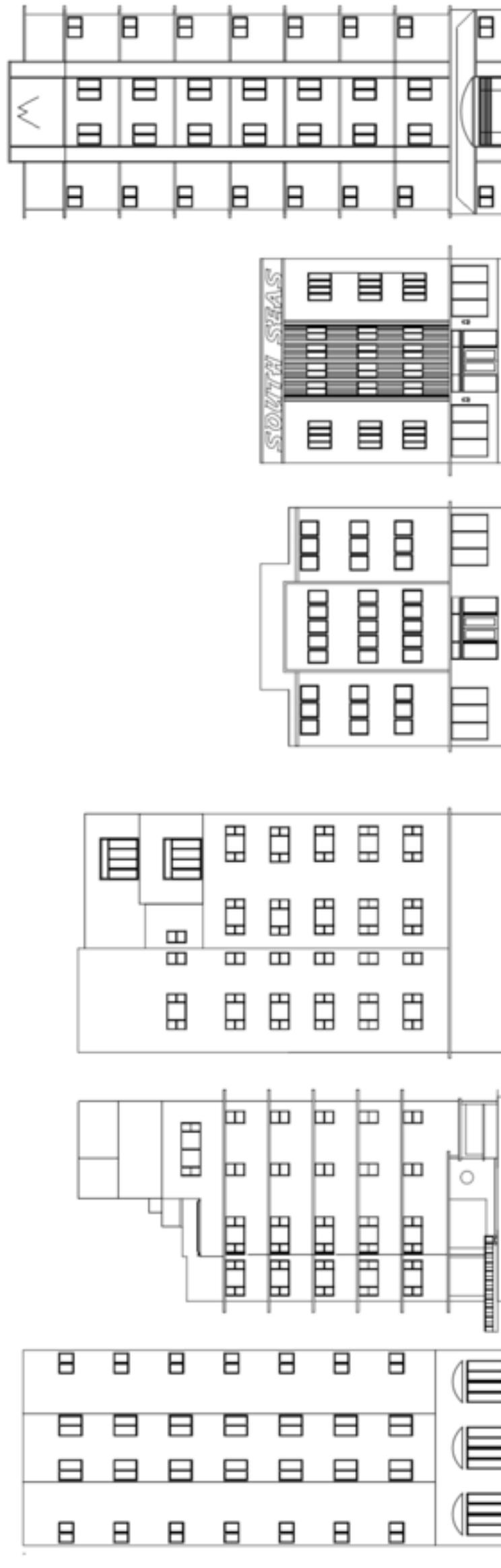
AS-BUILT WEST ELEVATION
SCALE: 3/32\"/>



S+A SHULMAN + ASSOCIATES
 110 NE 20th Street - Miami, FL 33139
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 www.shulmanandassociates.com
 44 HOBOKEN, ALLEN T. GREENBERG AS 010100

South Seas Hotel
 1751 Collins Ave., Miami Beach, FL 33139
 HISTORIC BUILDING RENOVATION
 P & S STAFF REVIEW PACKAGE
 PROJECT NO. 11101

AB-2.2
 12.13.2012



CONTEXTUAL ELEVATION-WEST
SCALE: 1/8" = 1'-0"

CONTEXTUAL ELEVATION-EAST
SCALE: 1/8" = 1'-0"

South Seas Hotel
1751 Collins Ave., Miami Beach, FL 33139
HISTORIC BUILDING RENOVATION
P & I STAFF REVIEW PACKAGE
PROJECT NO. 11111

S+A SHULMAN + ASSOCIATES
100 NE 30th Street, Miami, FL 33136
305.365.0600 • 305.365.0674
www.shulmanandassociates.com
44 DESIGNER, ALLAN T. SHULMAN AS DESIGNER



G-1.7
DATE: 03/12

BUILDING CARD

USA AFTTC

SOUTH SEAS HOTEL
Owner TRUE PARTNERS, INC. Mailing Address **Permit No 16330** **Cost \$ 100,000:**
Lot 7 & 14 Block 28 Subdivision **FISHER'S**
& N. 51. of 6 & 15 **FIRST**
General Contractor MASTER CONSTRUCTION CO.
Architect L. Murray Dixon
Engineer
Swim Pool- see below---

Zoning Regulations: Use **Area 12 & 16** **Lot Size 55 x 400**
Lounge approved by Council 12/17/1954
Building Size: Front 40' Depth 254' Height 35' Stories 3
Certificate of Occupancy No. 536
Use HOTEL - 76 rooms and coffee shop

Foundation Spread Footing 7' Roof Comp. Date Oct. 22, 1941

Plumbing Contractor # 16264 Joe Leinecker
Sewer Connection 1 - 6" Date Nov. 22, 1941
Temporary Closet

Plumbing Contractor
Water Closets 84
Bath Tubs 75
Showers 5
Sinks 5 (slop)
Gas Heater 7
Gas Turn On Approved

Electric Tank Contractor
Tank Size
Date

Plumbing Contractor # 16361 Fla. Fuel Oil Co.
Tank Size 550 gal.
Date Dec. 9, 1941

Plumbing Contractor # 18579 Unity Electric
Address
Date Nov. 28, 1941

Switch 168
Range Motors 1
HEATERS Water
Space
Receptacles 182
Refrigerators
Irons
Electrical Contractor

Outlet Service# 17869 - B. Haske:
Oct. 29, 1941
18277 - Unity El:
Jan. 7, 1942

Centers of Distribution 12
Sign Outlets
Date

No. FIXTURES 176

FINAL APPROVED BY H. C. INMAN Date of Service February 2, 1942

ALTERATIONS OR REPAIRS

16679 One Pole Sign - Neon Sign & Service \$ 350: Jan. 2, 1942
 # 17884 Painting - inside & outside- Wm. LaBrie, painter \$ 2,000: Dec. 8, 1943
 # 19002 Painting- inside of building- Morris Kalof, painter \$ 175: Sept. 25, 1944
 # 19821 Storage room on roof - Giller Contracting Co.; L. B. Taylor, engineer;
 \$ 700: March 16, 1945
 # 23632 Remodeling for kitchen out of room #240 and east of room #240. Gerard Pitt, arch
 Owner, builds.- \$ 300: Nov. 20, 1946
 # 24188 Air conditioning- galvanized ducts -Priority CPA #41030 - 3478:Florida Hill
 York Company; R. A. Belsham, engineer- \$ 29,000: March 25, 1947
 # 24720 Painting in & outside- John Goldstein, contractor \$ 359: June 14, 1947
 # 26216 Addition of storage room under existing building-ceiling above to be 4" Gyp
 and plastered - T. Hunter Henderson, architect: Owner \$ 1,500: Nov. 26, 1947
 POOL --- - Swimming Pool 25' x 60' - Milton Sherman, arch:
 S. C. Davis, contractor - - - - - \$ 40,000..Sept.14,1948
 Bond #3967

36940 Insulating ceiling area under roof- General Insulating Co. \$1,800..Sept. 24, 1951
 NOTE: 2/8/1952 - The Council granted George Goldberg permission to erect two canvas cabanas
 in the rear yard of the South Seas Hotel, for this winter season only, provided
 the cabanas are not put up on public property.
 # 40063 Concrete - between driveway and hotel - no work on City property + owner -
 \$150..... Nov 12, 1952

Plumbing Permits: # 16444 Joe Leinecker: 2 sinks, 2 grease traps, 2 floor drains, 3 waste drains,
 1 gas range, 1 steam table - Dec. 19, 1941
 # 16476 O. Schweitzer: 7 water closets, 7 lavatories, 2 bath tubs, 2 showers, 1 sink,
 2 grease traps, 1 floor drain, 1 hot water heater, 11 fire hose outlets,
 1 gas range, 13 heaters, 1 coffee urn, 1 steam table- Jan. 2, 1942
 # 18579 Geo. Pitsch: 4 lavatories, 4 water closets, 4 bath tubs, 4 gas ranges,
 # 20477 Serota Plumbing: 1 sink, 1 gas range- Oct. 11, 1945
 # 36781 Florida Fuel Oil Co...one, 1,000 gallon fuel oil tank underground: 1/31/1955
 #46881 A.B.S. Plbg. 11/19/68 Nov. 25, 1946

58357 Peoples Gas System 1 meter set 4-8-80

#48165 - M S Plumbing Co. - 1 gas piping ~~15x~~ 1/5/71

#52962-Service Plumbing-repipe water service-10-1-75

#53128-Silver-Repair gas piping-11-12-75

#53737-Service Plumbing- 5 sink, replace-5-18-76

#55155-Service Plumbing-repair water supply-8-19-77

#55842-Service Plumbing water line repair-3-8-78

#57411-Marvin Markowitz= plumbing repairs-7-9-79

#58248 People's Gas 1 boiler, 50 ft. gas pipe 3-11-80

#58920 Action Septic/1000 cu ft soakage pit/10-9-80

Electrical Permits:

#72087-Ocean Electric- Partial fire alarm system; 1 master; 19 pulls; 19 bells-4-14-75
4/23/81 -#77137 - County Wide Elec., Inc. - 1 Telephone booth - \$10

Electrical Permits: # 18250 Neon Sign & Service: 6 neon transformers

# 18345	Eastern Elevator: 5 motors	Dec. 31, 1953
# 19960	Biscayne Electric: 1 receptacle	Jan. 24, 1954
# 20129	Lyon Electric: 1 service equipment	Jan. 4, 1954
# 22932	Neonite Sign Co: 1 neon transformer	Mar. 6, 1954
# 24074	Ferguson & Roberts: 7 motors, 10 centers of distribution, 1 service-Ann.	Aug. 23, 1954
# 24230	Little River Electric: 1 sign outlet	May 21, 1955
# 27337	Bauer & Wronker: 3 switch outlets, 8 light outlets, 2 receptacles, 8 f. 2 motors, 2 centers of distribution	Oct. 7, 1955
# 40710	Astor Elec Serv: Replace Conduit to Existing Sign: Oct 23, 1953-Rosser, 1	

MID-CENTURY CORPORATION (Murovchick & Silverstein)
 1/6 S. 4th St. & 1st St. / 16th Collins St.
 Owner SOUTH SEAS HOTEL
 Lot 7 & 14 & Block 28
 Subdivision FISHER'S FIRST

Permit No. 45203
 Address 1751 Collins Avenue
 Bond No. 5829

Cost \$ 160,000.....
 OVER

General Contractor Robert L. Turchin, Inc. 5047
 Architect Melvin Grossman
 Engineer Oboler & Clerk

Zoning Regulations: Use REE Area 12, 15 & 43
 Building Size: Front 55' Depth 56' Height 96' Stories 7

Certificate of Occupancy No. TEMP#2559-12-20-54
 FINAL CERTIFICATE OF OCCUPANCY REMODEL OLD BLDG, 14 Rooms, Front & Lobby;
 Type of Construction #1 CBS #2601 Foundation Spread Footing Roof Flat

No rooms on roof of old Building
 3 NEW Cabanas & Storage Room;
 Date July 15, 1954

PLUMBING Contractor January 27, 1955
 #36269 Fixzit System Sewer Connection

Water Closets 38
 Lavatories 38
 Bath Tubs 36
 Showers 2
 Urinals
 Sinks 10 & 4 slop sinks
 Dish Washing Machine
 Laundry Trays
 Laundry Washing Machines
 Drinking Fountains -- 3
 Floor Drains
 Grease Traps
 Safe Wastes

Swimming Pool Traps
 Steam or Hot Water Boilers
 ROUGH APPROVAL
 FINAL APPROVAL OK, Cox 12/20/1954

Down Spouts
 Wells Fire Storage --- 1,
 Date Aug. 2, 1954

GAS Contractor
 Gas Ranges
 Gas Water Heaters
 Gas Space Heaters
 Gas Refrigerators
 Gas Steam Tables
 Gas Broilers

Gas Frylators
 Gas Pressing Machine
 Gas Vents for Stove

GAS Rough APPROVAL
 GAS FINAL APPROVAL

AIR CONDITIONING Contractor #46227 Hill York.. Install 35 tons of packaged Units: \$ 10,500
 SEPTIC TANK Contractor
 OIL BURNER Contractor #36468 -- Florida Fuel Oil Co: 1 Hot Water Boiler -- Oct. 15, 1954
 SPRINKLER Contractor

OK, Plads 1/24/55
 10-28-54

ELECTRICAL Contractor #42791 J.J. Kammer Date August 19, 1954
 Switches 137 Ranges 10
 Lights 371 Irons 10
 Receptacles 264 Refrigerators 10
 Fans
 Motors
 Appliances

Temporary Service
 Neon Transformers
 Sign Outlets
 Meter Change ----- 1,
 Centers of Distributions 5,
 Service ----- 1,
 Violations

Final Electric on Addition
 OK, Rosser
 Jan. 27, 1955

FIXTURES 371 Electrical Contractor Date
 #43099 Otis Elevator Co: 1 Motor (1-hp), Sept. 30, 1954
 1 Motor (6-10 hp)

#3061

PERM. #75-34
 EXPIRATION DATE: 8/31/51

Alterations or Repairs—Over

ALTERATIONS & ADDITIONS

Building Permits:

#45955 1 Otis Passenger Elevator - 2,000 lbs capacity: Melvin Grossman, architect: Otis Elevator Company, contractor: \$15,000 Sept. 30, 1954
46433 Tropicalites.....one pole sign, 30 square feet: Flat wall sign, 75 square feet: marquees name of hotel only, 10 square feet \$ 1,000 Nov. 22, 1954
#54922 Giffen Industries: Reroofing - \$1600.00 - Nov. 7, 1957
#57753 Herman Vinocur: Exterior painting - \$3000 - Oct. 31, 1958
63180 Owner: Paint front of 3 story portion of building - \$200 - Oct. 11, 1960
#31178 - 10-21-87 - Samuel Richards - Reroof 30 Sq. - \$3,000.00 C-1.

Plumbing Permits:

Pool Equip. by Eng. Fla. State Dept of Health app 12-11-63
Serial # A.P. 101-100

Electrical Permits: #43455 Tropicalites.....8 neon transformers.....November 22, 1954
#43911 Kammer and Wood...3 switch outlets, 10 receptacles, 40 light outlets, 40 fixture
7 motors, 0-1hp, 10 motors, 1-5hp..Feb. 2, 1955 OK, Rosser 2/2/55
#58032 Astor Elec: 1 violation - 3/23/62

Building Permits: #74385 Owner: paint exterior - \$3,000 - 7/9/65
#76227 Giffen Industries, Inc.: Reroofing - \$675 - 5/4/66 OK Dan Mol. - 5/25/66
#80003 Giffen Roofing Co.: re-roof 80 squares - \$4,350 - 4/2/68
#46865 A.B.S. Plbg., Inc. 6 sinks 11/8/68
#46898 A.B.S. Plbg. Inc. 11 sinks 11/26/68
#83962 - Navildo Vichot, - Paint Exterior only. Must comply with ord. 1060 \$4,900.00 4/6/70

7/8/80 #18407 Alert Lear Fumigation \$500. ~~allow~~ fee
8/4/80 #18623 All County Roofing Re-roof 60 sq asbestos roofing \$10,920.00

#24585 10/13/83 Al R. Moore paint interior and part exterior white only, replace cove base and 2 bath vanity, remodel front deck, chair wall in hallway, caulk windows, patch interior plaster \$5,000 remodel, \$7,000 repairs

#MC8576 11/10/86 Airstron Inc - 16 ton air cond central

Plumbing Permits:

#46978 Peoples Gas I Gas Driver 1/3/69

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." (12)

"..Dixon was strongly influenced by this vision of practicing architecture as a "total work of art," which he experienced while working for Schultz & Weaver. During his entire career he followed the same principle. (12)

He became a licensed Architect in the state of New York in January, 1927 and in the District of Columbia two years later." (12)

"..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. (12)

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 Shultze & Weaver four years earlier.." (13)

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 Hohausser were the primary creators of South Beach. Their work took cues from one another creating an architecture that



ARCHITECTS

LAWRENCE MURRAY DIXON ARCHITECT

REPRESENTATIVE ARCHITECTURAL PROJECTS

ALL PROJECTS 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 PHOTO: RITZ PLAZA (10)

LOWER RIGHT: PALMER HOUSE WITH
KENT HOTEL IN BACKGROUND (10)

LOWER MIDDLE: TIFFANY aka
THE HOTEL (10)

LOWER LEFT:
LAWRENCE MURRAY DIXON



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. MiMo p.73

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. MiMo ON THE BEACH

After World War II Architect Morris Lapidus, along with Norman Giller and Melvin Grossman, revived the glamorous full-service resort as a type. MIAMI ARCH GUIDE P. 9

Grossman was the most prodigious architect of residential towers in Miami Beach in the 1960's, MIAMI ARCH GUIDE P. 156

REPRESENTATIVE PROJECTS:
(IN MIAMI BEACH UNLESS NOTED OTHERWISE)

Acapulco Princess Hotel, Mexico
Aloha Motel, Sunny Isles 1958
Algiers Hotel, with Morris Lapidus and Henry Hohausser 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 Avenue 1966
Deauville Hotel, 6701 Collins Avenue 1957
DiLido aka Ritz Carlton hotel 1 Lincoln Road w/Morris Lapidus 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 Avenue 1952
Southgate Towers 900 West Avenue 1957
5600 Collins Avenue 1967

TOP PHOTO: NAUTILUS HOTEL (10)
LOWER PHOTO: ALGIERS HOTEL (10)





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- (1) Aerial Photographs courtesy City of Miami Beach Public Works
- (2) Courtesy collection of Arthur Marcus
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- (4) 'The Making of Miami Beach: The Architecture of Lawrence Murray Dixon' by Jean Francois Lejeune and Allan T. Shulman. 2000, p.187.
- (5) Ibid., p.57
- (6) From City of Miami Beach Building Card
- (7) Courtesy Shulman & Associates Architects
- (8) Courtesy 'Deco Delights' by Barbara Baer Capitman
- (9) Courtesy City of Miami Beach/Planning & Zoning/Historic Preservation Data Base Book
- (10) Photograph by Arthur Marcus
- (11) Courtesy eBay
- (12) 'The Making of Miami Beach: The Architecture of Lawrence Murray Dixon' by Jean Francois Lejeune and Allan T. Shulman. 2000, p.165.
- (13) Ibid, p.166.