

**HISTORIC RESOURCES REPORT**  
for  
**the DELANO HOTEL**

1685 Collins Ave.  
Miami Beach, Florida 33139

For the  
**CITY of MIAMI BEACH HISTORIC PRESERVATION BOARD**

Research & Composition by:  
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Prepared for:  
**BEACH HOTEL ASSOCIATES LLC**

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# DELANO HOTEL HISTORY

## 1685 COLLINS AVENUE, MIAMI BEACH

Research & Composition by Carolyne Klepser



Figure 1 - Promotional Flyer ad from Delano Hotel – 1945

“Nothing Finer” is the advertising slogan that promoted the Delano Hotel when it first opened on Wednesday, December 15, 1948. As one of the first post-World War II hotels in Miami Beach, it marked a new era in many ways. New construction had halted for years during the war. At 14 stories, plus a 35-foot tower on top, the Delano was “the tallest building to be built in this summer's hotel construction boom on Miami Beach.”<sup>1</sup> It was also one of the city's first hotels to be fully air-conditioned, a newly available technology that would radically change Miami Beach from a winter resort to year-round operations. The Delano also shows a transition in architectural style, from the rectilinear Art Deco to the more inventive elements of Postwar Modern, now known locally as MiMo (Miami Modern).

The Delano occupies Lots 9, 10, 11 and 12 of Block 29 in Fisher's First Subdivision of Alton Beach, platted in 1914 by developer Carl Fisher's realty company and extending along the oceanfront three blocks deep, from 15<sup>th</sup> to 19<sup>th</sup> Streets. The 1921 Sanborn Fire Insurance Map shows a one- and two-story residence on this site, with an address of 1680 Ocean Drive (Ocean Drive at that time extended much farther north than at present.). This house faced the ocean and had a greenhouse and a two-story garage with living quarters behind it, closer to Collins Avenue. The 1948 Sanborn Map shows that these

<sup>1</sup> “Delano Rising 14 Floors on Ocean Front,” *Miami Herald*, Aug. 29, 1948, p. 2-C.



buildings were replaced by a long, one-story CBS "Auditorium," at 1687 Collins Avenue. No further information has been found about these predecessors to the Delano.

In 1947, the Benhow Realty Corporation leased the land for 99 years at a cost of \$3 million,<sup>2</sup> and on November 10, the Building Permit (#26078) was issued for what was initially to be a ten-story hotel, costing \$1.3 million. It included a dining room and swimming pool, with 201 hotel rooms and three one-bedroom apartments, and three elevators. The architect was B. Robert Swartburg (see Biography following), whose smaller Marseilles Hotel a block to the north was under construction at the same time.



Figure II - Miami Herald - August 29, 1949, p. 2-C

*just completed program + cabinet (or up)*

Benhow Realty Corporation (Morris Schwartz)		Mailing Address		Lot No. 26078		Cont. 23	
SITE DELANO HOTEL		Subdivision FISHER'S FIRST		Address 1685 Collins Avenue		100,000	
Lots 10, 11, Block 29		Area 12 & 15		Bond No. 3715		100,000	
General Contractor J.Y. Gooch Co. Inc. (C.C. Blake)		Depth 123'		Engineer Alexis B. Kohn		100,000	
Architect B. Robert Swartburg		5054		Lot Size 100 x 500		100,000	
Zoning Regulations: Use RE		Area 12 & 15		Height 160'		100,000	
Building Size: Front 90'		Depth 123'		Use HOTEL: 201 Hotel rms & 3 one-bedrm apts		100,000	
Certificate of Occupancy No.		Type of Construction #1 Fireproof CBS Foundation Concrete Piling		Roof Flat		Date Nov. 10, 1947	
Plumbing Contractor # 27729 Pixzit System		Sewer Connection 1, 8"		Date Jan. 5, 1949			
# 26835 Pixzit System		Temporary Closet 1,		Nov. 14, 1947			
Plumbing Contractor # 26359 Pixzit System		Floor Drains 30		Roof Drains 18			
Water Closets 205		Grease Traps 1		Dish washing machine 1,			
Lavatories 212		Drinking Fountains 3		Gas Plates 2,			
Urinals 5		Rough Approved		Coffee urns 2,			
Gas Stoves 6		Tank Size		Date			
Gas Radiators 4		1-Tank Size 4,000 gallons		Date June 10, 1947			
Septic Tank Contractor		2 Cleverbrook steam boilers					
Oil Burner Contractor #26796 Belcher Industries, Inc.							
Sprinkler System							
Electrical Contractor # 26154 LaVigne Electric		Addition to #26154		Date Apr. 22, 1948			
Switch 777		Range Motors		Temporary Service #25067-Oct. 28, 1944			
OUTLETS Light 1590		HEATERS Water		Service Equipment 1,		Little River Eye	
Receptacles 1260		Space		Centers of Distribution 74			
Appliance outlets 23		Refrigerators		#25616 Little River Electric: Jan. 13, 1948			
Bell transformers 1		Irons		(1 motor, 1 center, 1 service equipment			
Chim.		Electrical Contractor (#25452 Ferguson & Roberts: ---- Date Dec. 12, 1947		(3 Switch, 6 Light outlets, 4 receptacles, 6 fixtures			
No. FIXTURES 1784		Date of Service February 15, 1949					
FINAL APPROVED BY R. B. Woodmansee							

ALTERATIONS OR REPAIRS

Figure III - City of Miami Beach Permit Card - Page 1 - November 10, 1947

2 "\$3,000,000 Lease Made; Hotel Slated," Miami Herald, May 18, 1947.



The design of the Delano apparently evolved during the course of construction. A second building permit (#27071) was issued on April 23, 1948, for the "addition of one extra floor," also designed by Swartburg, containing 20 hotel rooms and costing \$100,000. It became the new third floor, and floors above it were renumbered accordingly. Unfortunately, none of Swartburg's plans were found on microfilm in the Miami Beach Building Department except for one page of #26078, showing only a plot plan. Many archival postcards and photographs, however, show that the exterior design of the Delano has remained largely unchanged over the years.

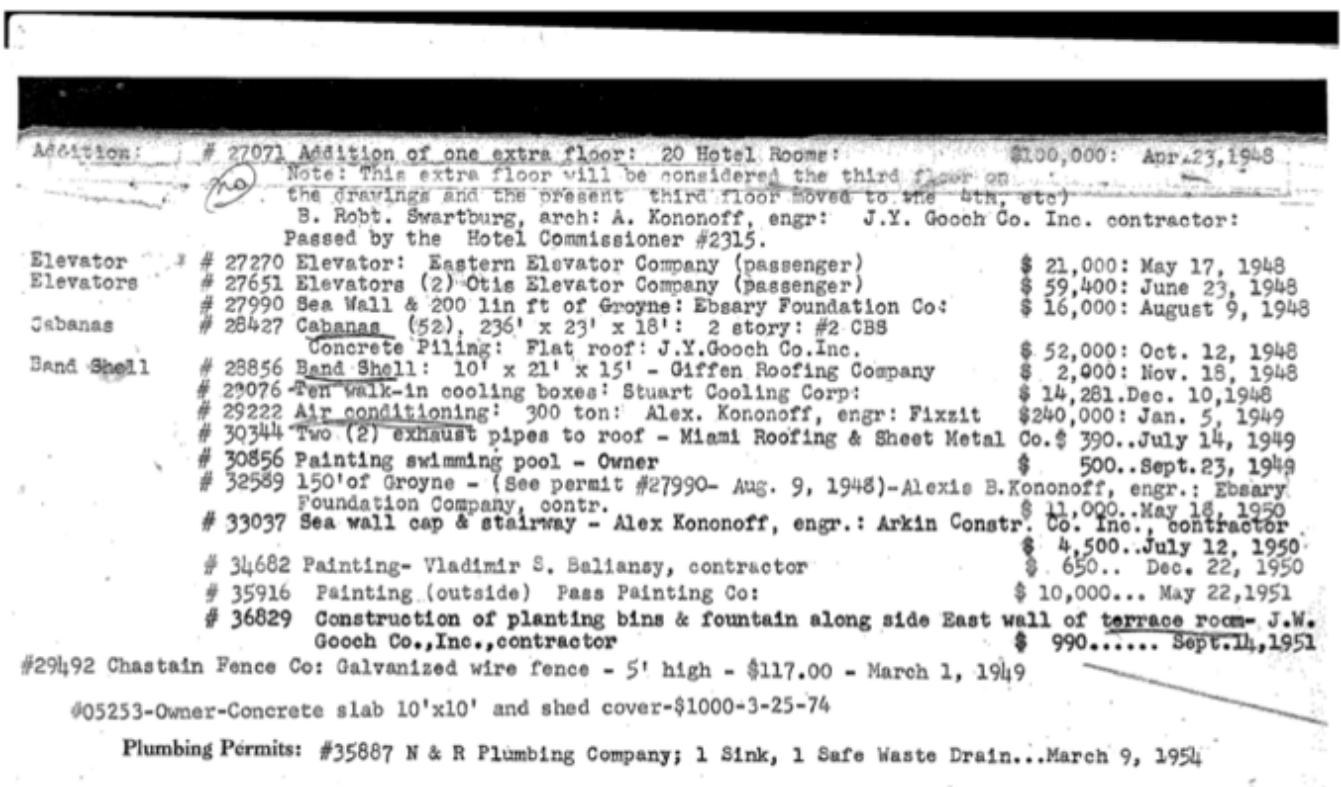


Figure IV – City of Miami Beach Permit Card - Page 2 - April 23, 1948

The *Miami Herald* in 1947 described the Delano as “modified South American architecture,”<sup>3</sup> but today its style is best categorized as early Post-war Modern, or MiMo. The front facade on Collins Avenue retains the symmetry typical of Art Deco, with matching setbacks receding from a central vertical midline. But in a twist on the regularity of Art Deco, the two innermost setbacks are angled sharply outward. This angular motif is repeated even more prominently on the north elevation, fronting on 17<sup>th</sup>

3 “\$3,000,000 Lease Made; Hotel Slated,” *Miami Herald*, May 18, 1947.

Street, where four projecting angles give the building footprint a sawtooth outline. Besides providing visual interest, this feature gave all of these hotel rooms a corner window and an ocean view.

Another feature of the Postwar Modern style is “boxed” windows, seen on the Delano along the northeast, northwest, and southwest corners of the building. Early photographs show most of the hotel's windows as awning type.

The signature feature of the Delano, though, is its distinctive rooftop tower. This consists of a tall, hexagonal block, with channel-letters spelling out “Delano” on the northwest and southwest faces. At the top is a decorative band studded with small, round bosses, and four fan-shaped fins, or wings, splaying outward at the front, sides and rear. Although it is not much taller than the neighboring National and Ritz Plaza Hotels, the Delano, with its strong vertical emphasis, jutting angles and exuberant tower, seems to soar.



Figure V - Series of Postcards issued during the 1950's

The Plot Plan on microfilm shows that from the beginning, the Delano had a small driveway that entered from Collins Avenue, passed the front facade and exited onto 17<sup>th</sup> Street. It was screened from the street by “planted areas”. Two short flights of steps lead up to the hotel entrance. The fine terrazzo floor on the front terrace has an overall geometric pattern in beige and ochre, and a multicolored medallion of the hotel logo, which consists of the letter D and two “wings” similar to the fins on the

tower. Part of the front terrace is covered by a porte-cochere that angles outward at the sides and is supported by faceted columns. Early photographs show signage on the porte-cochere, spelling out “the Delano” in cursive letters, that is no longer present. The upper band of the porte-cochere is decorated with octagonal bosses in groups of three.

Octagons are a recurrent theme on the front. To the right and left of the entrance are vertical rows of three medallions, each consisting of an octagonal boss “floating” in an octagonal recess, as a variation on the Art Deco “porthole”. The metal railing surrounding the front terrace consists of horizontal bars interspersed with vertical rows of three octagons.



*Figure VI - Promotional Brochures from Delano Hotel - 1958-59 Season*

The rear of the Delano does not share the same formal symmetry as the street front. Here the footprint is L-shaped, with the main body of the hotel on an east-west axis and a south wing paralleling Collins Avenue (the hotel advertised that 60% of its rooms faced east and south).<sup>4</sup> The bottom two floors of the hotel contained lobbies, lounges, a coffee shop and dining room, and these floors extended eastward beyond the upper stories. Early photographs show that the easternmost wall here angled to the southeast, facing the swimming pool (this section was probably the dining room, but in the absence of plans cannot be confirmed). At the northeast part of the property on the north side of the swimming pool was a two-story, flat-roofed cabana structure, seen in photographs and described on the Permit Card as measuring 236 feet by 23 feet by 18 feet, lying on an east-west axis.

The Permit Card also documents a bandstand, and a dance patio measuring 72 by 60 feet. The Plot Plan on microfilm and a 1950s photograph from the Bettman archive (Getty Images) show that the

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<sup>4</sup> “\$3,000,000 Lease Made; Hotel Slated,” *Miami Herald*, May 18, 1947.



dance floor was of patterned terrazzo, was located immediately west of the swimming pool, and was sunken, with steps leading down to it on three sides. According to the Permit Card, in 1957 the bandstand was demolished, and the dance floor was converted to a covered parking garage. Also, in 1957, three new apartments were added to the Penthouse: a two-bedroom suite and two one-bedroom units.

A brochure for the 1958-9 season provides color photos of the interior of the Delano at that time, but in the absence of plans the floor layout is unclear. The *Miami Herald* in 1947, before the hotel was completed, stated, “There will be spacious lobby and lounge space, with an approximate height of 22 feet. The dining room will seat 400. The mezzanine will have writing room, beauty parlor, doctor's office and executive offices.”<sup>5</sup> The brochure from a decade later (and after the demolition of the bandstand and dance floor) shows the lobby, dining room (probably looking west toward the kitchen), coffee shop, cabana club, Terrace Room, Zodiac Lounge, cocktail lounge, and a typical guest room. These photos show the furnishings and décor of the time, but not much architectural detail. The “Lobby” photo, judging by the placement of the columns and windows, appears to be at the east end of the ground floor,

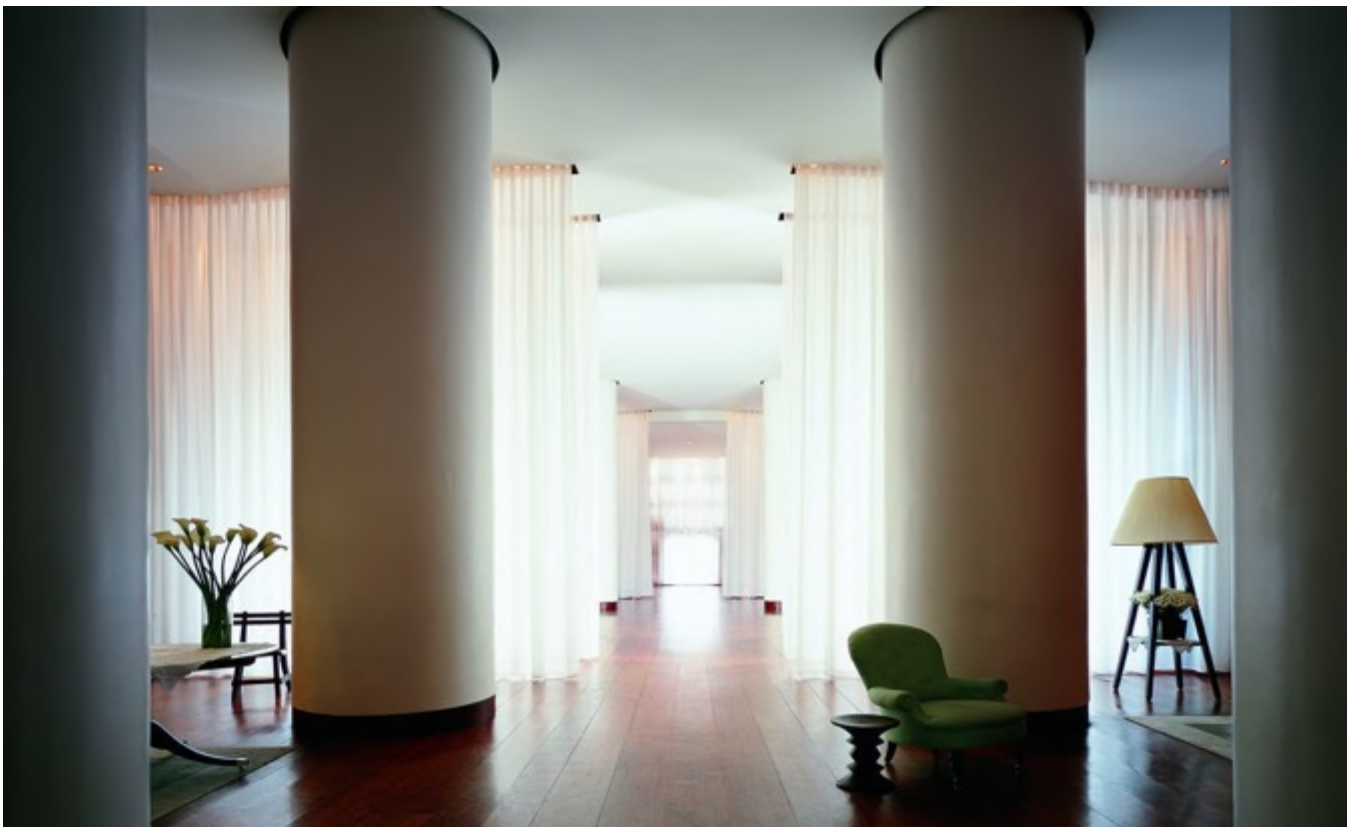


Figure VII - Lobby as remodeled by P. Starck - 1994

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5 Ibid.

in what is now a dining area. It is interesting to see that the columns, with planter bins at their bases, are faceted and octagonal, and “disappear” into a dropped ceiling.

At less than 50 years of age, the Delano was re-invented in 1994 by new owner Ian Schrager and French industrial designer Philippe Starck. Schrager, “one of New York's leading arbiters of hip,”<sup>6</sup> co-owned the famous New York disco Studio 54 with Steve Rubell. Schrager and Starck had collaborated on re-designing the Royalton Hotel in New York and came to Miami Beach “to turn South Beach's dilapidated Delano Hotel into a five-star “urban retreat”.<sup>7</sup> The City's Design Review Board approved the plans on January 12, 1994, and the \$122 million project re-opened on June 30, 1995.<sup>8</sup> It merited coverage in *The New York Times*<sup>9</sup> and a six-page spread in *Vanity Fair* (June 1995). The hotel received further notoriety when the celebrity Madonna became part-owner of its Blue Door Restaurant.<sup>10</sup>

The changes made at that time, for which the Delano became world-famous, were largely in the décor, including Starck's surreal furniture designs such as the Wheelbarrow Chair and Armchair. There was even furniture in the swimming pool. The lobby was often likened to Alice in Wonderland, where a mirror, lampshade and settee were absurdly over-scaled. But little of the original hotel structure was demolished, except in the rear. On the ground floor, dark wood floors were laid over the original terrazzo; dark wood paneling covered the walls; many of the faceted columns remained intact and others were sheathed in new material. Full-length white gauze curtains shrouded the front terrace and lobby.

Changes at the rear of the property included a new swimming pool and two-story cabana structure, re-landscaping, and the removal of the angled portion and other elements of the east elevation of the first and second floors. Today, free-standing at the northeast corner of the hotel building, there remains what appears to be a window-frame from the original hotel. Some of the panes are embossed with historic images of the Delano and with descriptive text. This was likely to fulfill the City's requirement that a historic display be part of the renovation project.

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6 *Miami Herald*, June 15, 1995, p. 1-K.

7 “Beach OK's Delano Renovation,” *Miami Herald*, Jan. 12, 1994.

8 “Cutting-edge French designer takes a slice at Miami,” *Miami Herald*, June 30, 1995, p.2-B.

9 “Remaking a Hotel, the Un-Miami Way,” *New York Times*, Aug. 4, 1995.

10 *Miami Herald*, Nov. 26, 1996, p. 2-A.



*Figure VIII – New rear pool area as remodeled by P. Starck - 1994*

The inscription reads as follows:

“The rejuvenated Delano opened to critical acclaim in June 1995. With its manipulation of scale, eclectic furnishings, stark white features, dramatic lighting and gauze-laced lobby, it now caters to highly sophisticated guests. A new arcade leads to the rear Terrace, which replaced the ballroom. An orchard now sits where the original pool was located. The pool has been moved to a sunnier spot and designed for lounging rather than swimming. The original Delano became part of the area's post-war boom. In an ironic twist, the renovated Delano leads another boom: the re-birth of Miami Beach as a tourist Mecca and resort of the '90s.”



**Architect Biography: B. Robert Swartburg**

Born in New York in 1895, Swartburg “started to work in an architect’s office when he was nine.”<sup>11</sup> He was educated at Columbia University, at the American Academy in Rome, and at the Ecole des Beaux Arts in Paris. He worked in Florida briefly from 1925 to 1927, then returned to New York, but moved to Miami permanently in 1944. He worked here until his retirement in 1972, when he merged his firm with Grove-Haack & Associates and served as a consultant.<sup>12</sup> He died three years later at age 80. In his 35-year career he is said to have designed over 1000 buildings.<sup>13</sup>

In New York he is credited with designing Garden Bay Manor, a \$17 million housing project for the Federal Housing Administration. In Miami he designed municipal buildings such as the Miami Civic Center, the Metro Justice Building, and the former Miami Beach Convention Hall, as well as Riviera Junior High School and Ojus Elementary School.

In Miami Beach he is best known for the Delano Hotel at 1685 Collins Avenue; the Sorrento Hotel, designed in 1948 at 4391 Collins Avenue; and the Executive Apartments at 4925 Collins Avenue, built in 1959. His other hotels include the Vagabond Motel on Biscayne Boulevard and the Santa Anita in Sunny Isles. Mr. Swartburg was also an accomplished artist who painted for pleasure and executed murals and sculptures to embellish his buildings.

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11 Obituary, *Miami Herald*, Dec. 8, 1975.

12 “Two Firms In Merger,” *Miami Herald*, Oct. 29, 1972.

13 “Exhibition Hall Designer Created 1,000 Buildings,” *Miami Herald*, Oct. 26, 1958.

## **NEWSPAPER ARTICLE & BROCHURES**

# \$3,000,000 Lease Made; Hotel Slated

It's another tony ocean-front, high hotel for Miami Beach, and this time on land leased for 99 years at an approximate rental of \$3,000,000.

Cost of the hotel itself, based on present schedules, will be, according to the project's architect, B. Robert Swartburg, \$1,500,000.

The hotel, to be known as the Delano, will be on the southeast corner of Collins ave. and 17th st. The structure will have eight stories and basement, providing space for 182 guest rooms.

The site has approximately 101 feet on Collins ave., 500 feet on 17th st. to the ocean, and is 136 feet wide at the ocean.

Abe Schonfeld executed the lease in the name of the Benhow Realty Corp., which will own and operate the hotel. Sheridan Realty Corp. was the lessor. Bertman & Isen were the brokers.

### DINING ROOM FOR 400

The main hotel building will extend 80 feet along Collins ave. and 150 feet on 17th st. toward the ocean. Each of the upper seven floors will have 26 guest rooms, and 60 per cent of them will face east and south. Each floor will have a valet room, linen room and space for storage.

There will be three elevators, two for passengers and one for service.

Modified South American architecture will dominate the facades with interior arrangement in keeping with appointments of a luxury hotel. There will be spacious lobby and lounge space, with an approximate height of 22 feet. The dining room will seat 400. The mezzanine will have writing room, beauty parlor, doctor's office and executive offices.

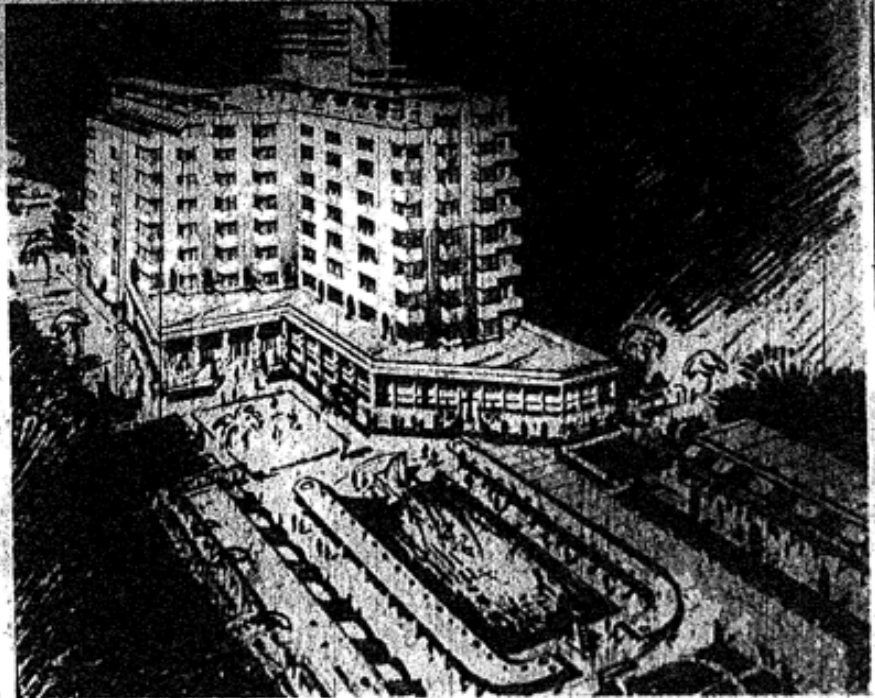
### POOL TO BE SMART

The hotel will be air conditioned throughout and all floors will have circulating ice water. Terraces lead from all areas facing the ocean. Some of terraces will be enclosed.

On the ocean side there will a terrazzo dance floor 33 feet in diameter, a band stand and an ornate swimming pool, 32 feet by 80 feet. Surrounding the pool will be a covered loggia. There will be 30 cabanas.

Swartburg, also architect for the Marseilles hotel at 1741, Collins ave., and now up to the second story level, says final draft of the plans is being completed and that construction is scheduled to begin by Oct. 1. The estimated cost of \$1,500,000 is exclusive of furnishings, equipment or land.

## Dupree, Beach Board Given



ANOTHER SILK AND SATIN HOTEL SCHEDULED FOR THE OCEANFRONT on Collins ave. at Miami Beach, and to be known as the Delano will be of modified South American architecture and will have eight stories and basement. B. Robert Swartburg is the architect.

## Miracle Mile Beauty Plans Near Action

Plans are being advanced for beautification of the Miracle Mile in Coral Gables with tropical plantings on either side of the street.

"It will be necessary," William T. McFadden, Coral Gables city manager, explains, "to have a public hearing of property owners who will be called on for special assessments in connection with the work."

"Following this, one of two proposed plans will be selected and since summer is the most desirable time to do the work, sponsors of the program hold the hope that the program can be started in the reasonably near future."

"It is proposed to narrow the present 90-foot street by taking five feet off either side of the street, which would still leave an 80-foot thoroughfare."

The plans call for planting of palms and flowers in keeping with the general tropical environment of Coral Gables.

### PARKING SPACE PROVIDED

Another feature of the Miracle



MR. AND MRS. GEORGE A. TOBIN, NEW HAVEN, CONN., have bought the Coral Gables home of Mr. and Mrs. Andrew E. Schuler at 725 Malaga ave., a \$28,500 cash deal made by Arthur Fishman, Coral Gables real estate broker. Tobin is president of the Tilo Roofing Co., with the main plant at Stratford, Conn. The residence has three over-sized bedrooms and two tile baths. The lot has a frontage of 122 feet and is 100 feet deep. The grounds are prettily landscaped. J. H. Mercer was co-operating broker.

### Miami Third In the Nation

## Buyers Warned Against Missing 'Good Values'

In his latest letter to clients in which he reviews present conditions of the Miami real estate market, H. H. Trigg, pioneer Miami real estate broker, says in part:

"In my trips around the city I have been impressed by the number of small houses which have been sold at a price which is a danger to that buyers will fail to recognize a good value when

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Figure IX – Miami Herald, May 18, 1947



# BROCHURE – DELANO OPENING PROMO 1948

Nothing Finer

Delano HOTEL • POOL • CARANA COLONY

**MEMO:**

Opening Today!

from the managing director J.J.C.

## Conceived... Designed and Created by:

<p><b>ADDITIONAL DESIGN</b> Ray Hal Agencies, Inc. 3001 N. W. 10th St., Miami</p> <p><b>ADVERTISING AND PUBLIC RELATIONS</b> Associated Ad Service New York and Miami Beach</p> <p><b>AIR CONDITIONING</b> Miami Station, Inc. 1113 N. E. 2nd Ave., Miami</p> <p><b>BAO AND CABINET WORK</b> Florida Plastic Signs, Inc. Eye Lake, Florida</p> <p><b>CARPETS AND CARPETING</b> Paul's Carpet Co. 3712 W. 10th Ave., Miami</p> <p><b>CEMENT AND BUILDING SUPPLIES</b> Sarnet Supply Co., Inc. 27 W. W. 12th St., Miami</p>	<p><b>GLASS PARTS AND SIGN</b> Acrylic Glass Sign Co. 410 S. W. 3rd Ave., Miami</p> <p><b>CONCRETE</b> Ace Concrete Service Co., Inc. 1300 N. W. 10th St., Miami</p> <p><b>CONCRETE BLOCK</b> Acme Concrete Products 1800 N. W. 10th Ave., Miami</p> <p><b>CONCRETE JOBS</b> Florida Lih-I-Bar, Inc. 427 South Beach, Miami Beach</p> <p><b>CONCRETE PILING</b> Chas. E. Sweeney, Inc. 12131 W. 10th St., Miami</p> <p><b>ELECTRICAL INSTALLATION</b> Le Vigne Electric 28 N. W. 7th St., Miami</p> <p><b>ELEVATOR PASSENGER</b> City Elevator Co. 21 North St., Atlanta, Ga.</p>	<p><b>REVISIONS SERVICE</b> Epsilon Drafting Co. 200 South Bay Miami Beach</p> <p><b>ENGINEER</b> Alouis S. Broussard 4100 N. W. 10th St., Miami</p> <p><b>GLASS-GLAZING AND MIRROR</b> Tropical Glass &amp; Mirror Co. 2921 N. W. 7th Ave., Miami</p> <p><b>HARDWARE</b> Ferry's, Inc. 1877 Alton Road, Miami Beach</p> <p><b>INTERIOR DECOR</b> Nathan Strauss-Dupont Miami and New York</p> <p><b>IRONWORK</b> Pro-Rail-Johnson Corp. 4100 North Bay Beach, Coral Gables</p> <p><b>KITCHEN EQUIPMENT</b> Nathan Strauss-Dupont Miami and New York</p>	<p><b>LAUNDRY EQUIPMENT</b> U. S. Hoffman Machinery Corp. Newman, N. Y.</p> <p><b>LINENS AND FURNISHINGS</b> Nathan Strauss-Dupont Miami and New York</p> <p><b>LUMBER</b> Lawrence Lumber 847 N. W. 10th Street, Miami</p> <p><b>LUMBER</b> Lindley Lumber Co. 2827 N. W. 12th Ave., Miami</p> <p><b>MARBLE, TILE AND TERRAZZO</b> Dade Marble &amp; Tile 2200 N. W. 3rd Ave., Miami</p> <p><b>METAL ROOF FRAMES</b> Atlantic Metal Products, Inc. 813 4th Ave., S. E. City, N. E.</p> <p><b>MISCELLANEOUS</b> Construction Products Corp. 2201 N. Miami Ave., Miami</p>	<p><b>OIL BURNERS &amp; BOILERS</b> Belcher Industries, Inc. 1227 Broward Boulevard, Miami</p> <p><b>ORNAMENTAL METAL</b> Carol Gables Wrought Iron Co. 200 Green Avenue, Coral Gables</p> <p><b>PAINTING AND DECOR</b> Schwartz, Casselle &amp; Alter 200 N. W. 2nd Ave., Miami</p> <p><b>PLASTERING AND STUCCO</b> Rubin Bros. 147 N. E. 21st St., Miami</p> <p><b>PUMPING AND HEATING</b> Miami Station, Inc. 1113 N. E. 2nd Ave., Miami</p> <p><b>REFRIGERATION</b> Smart Cooling Corp. 1023 N. W. 21st St., Miami</p> <p><b>REPAIRING STEEL</b> C. J. Bryson 1220 N. Miami Ave., Miami</p>	<p><b>ROOFING AND STEEL BRACING</b> Florida Bridge &amp; Iron Co. P. O. &amp; 1041, Little River, Fla.</p> <p><b>ROOFING AND SHEET METAL</b> Miami Roofing &amp; Sheet Metal Co. 2201 N. W. 7th Street, Miami</p> <p><b>SAND AND GRAVEL</b> Mauls Industries, Inc. 1330 Pandy Ave., Miami Beach</p> <p><b>SAWING</b> Essary Foundation Co. 2124 N. W. 10th Street, Miami</p> <p><b>VENTILATION BUNDLES</b> The Maxwell Co. 221 N. W. 10th Street, Miami</p> <p><b>WATER SUPPLY</b> Liquid Conditioning Corp. 114 E. Pine St., Limes, N. E.</p> <p><b>WATERWORKS</b> Cora City Sash &amp; Door Co. Fort Lauderdale, Florida</p> <p><b>WIND MUSIC</b> Sawada, Inc. 400 South Beach, Miami Beach</p>
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THE DELANO HOTEL Inc.; Robert L. Schwartz, Pres.; Nathan Schwartz, Vice-Pres.; Norman Steinberg, Secy. Morris Schwartz, Treas.

# the Delano

on the ocean . . . Miami Beach

Direction: JAMES J. CARROLL

New York Office: Vanderbilt 6-5329

B. Robert Swartburg  
Architect

J. Y. Gooch Co. Inc.  
General Contractors  
C. C. BLAKE, Pres.

Figure X – Promotional flyer from Delano Hotel, December 15, 1948

# BROCHURE – DELANO PRICING PROMO 1960's



*"Miami Beach"  
Seaboard Railroad  
Brochure  
1962-63 season*

## DELANO ON THE OCEAN AT 17th STREET

Only half a block from Lincoln Road, the Delano has earned an enviable reputation for vacation perfection. Exquisite decor throughout and impeccable service, from the award winning Blue Room Dining Room to the Solarium 16 stories up. You'll agree there's "nothing finer." Convenient to every 'round-the-clock sports or social event. A Shower of Stars Hotel.

### ALL RATES PER PERSON – 7 DAYS - 6 NIGHTS

Periods	Plan	Single		2 in Room		3 in Room	
		Tour Rate	Extra Days	Tour Rate	Extra Days	Tour Rate	Extra Days
DEC. 15 thru JAN. 5	EP	\$135.50	\$22.00	\$75.50	\$12.00	\$59.50	\$ 9.35
	MA	156.50	25.50	96.50	15.50	80.50	12.85
JAN. 6 thru JAN. 19	EP	99.50	16.00	57.50	9.00	45.50	7.00
	MA	120.50	19.50	78.50	12.50	66.50	10.50
JAN. 20 thru MARCH 19	EP	147.50	24.00	81.50	13.00	65.50	10.35
	MA	168.50	27.50	102.50	16.50	86.50	13.85
MAR. 20 thru APRIL 20	EP	111.50	18.00	63.50	10.00	49.50	7.70
	MA	132.50	21.50	84.50	13.50	70.50	11.20
APR. 21 thru APRIL 30	EP	75.50	12.00	45.50	7.00	37.50	5.70
	MA	96.50	15.50	66.50	10.50	58.50	9.20

Ocean Front: \$4.00 per night single; \$2.00 per night double; \$1.35 per night triple, per person.  
 Ocean Front Terrace: \$6.00 per night single; \$3.00 per night double; \$2.00 per night triple, per person.  
 Efficiencies: \$2.00 per night single; \$1.00 per night double; \$ .70 per night triple, per person.

**FEATURES**—Ocean front hotel, 215 rooms, fully air conditioned, private beach, pool and cabana club, cocktail lounge, dining room, coffee shop, snack bar, night club, supervised children's program, baby sitting service, free TV and radio in every room, garage in building.


Figure XI –Promotional room tariff rates flyer from Delano Hotel, 1960's

# BROCHURE – DELANO PROMO POSTCARDS – 1950's

You Will Find  
**CAREFREE DAYS . . .**  
**AND FUN-FILLED NIGHTS**  
at the **DELANO**

**HERE ARE SOME OF THE ACTIVITIES  
AND ACCOMMODATIONS**


- **WELCOME NIGHT**  
Zodiac Lounge
- **OLD FASHIONED WIENER ROAST**  
and moonlight swim
- **MOVIES**  
in the tropical setting of the Delano Patio
- **GALA FIESTA NIGHT**  
a salute to our Latin American neighbors
- **AMATEUR SWIMMING CONTESTS**  
prizes
- **AUCTION NIGHT**  
bid for valuable prizes with "funny money" that is given  
you in our Carousel Coffee Shop
- **WALTZ CONTEST**  
to the music of nationally known orchestras
- **MR. AND MRS. DANCE CONTEST**  
with exciting prizes
- **SUPERVISED SUN BATH AND OIL RUB**  
most complete Solorium in Miami Beach
- **CHAMPAGNE HOUR**  
in the Zodiac Room . . . don't miss it
- **FREE RHUMBA LESSONS**  
en masse
- **"MR. AND MRS." DANCE CONTEST**
- **NEW GARDEN COFFEE SHOP**



*Lobby*

Lush soft beauty and comfort  
are yours to enjoy at the Delano.

You will be proud to meet your  
friends in the refreshing elegance  
of these pleasant surroundings.



*The* **Delano**  
On the Ocean and 17th Street  
MIAMI BEACH, FLORIDA

ABOVE: Promotional brochures from Delano Hotel, 1950's



# BROCHURE – DELANO PROMO POSTCARDS – 1950's



## *Garden*

Coffee Shop — informal  
for brunch or quick snacks.

Convenient meeting place for the finest foods . . .  
at very reasonable prices.



## FAMOUS *Blue Room*

Truly superb dining.  
TOPS in the cuisine and service that won us  
the NATIONAL MERIT AWARD for  
high standards of  
cleanliness and  
achievement in  
preparation of food that  
makes every meal  
a delightful surprise.



## *Cocktail Lounge*

Refined gaiety and merry laughter  
are found here . . . from noon  
'til 2 a.m., where you wander in  
and out as the spirit moves . . .  
nightly entertainment.

ABOVE: Promotional brochures from Delano Hotel, 1950's



# BROCHURE – DELANO PROMO POSTCARDS – 1950's



## Zodiac Room

The incomparable Zodiac Room casts a magic spell for the cocktail hour and after-dark glamour. The enchanting music and exotic decorations form a lavish backdrop for the Lady Fair . . . celebrated guest stars and sophisticated entertainment for your pleasure . . . night after night.



*Nothing But The Best*

Open All Year 1958-59 *Yoriff*

# the Delano

17th STREET ON THE OCEAN MIAMI BEACH  
1/2 Block from Pennes Lincoln Road

Television in bedrooms FREE  
1959 MODELS

PARKING GARAGE ON PREMISES

1958-59 *Yoriff*

Every room air conditioned with individual temperature control  
Every room equipped with radio, and circulating ice water  
Every room with private bath and shower  
Plus 1959 model Television set without charge.

*Room Yoriff*  
1958-59

NUMBER OF ROOMS		62 West	64 North and West Corner	80 East Ocean Front	9 East Terrace Room
<b>DAILY ROOM RATES</b> Modified American Plan Includes Breakfast and Dinner PER PERSON — DOUBLE OCCUPANCY					
		West	North	East	Terrace or Efficiency
DEC. 19 TO JAN. 4		\$12	\$13	\$14	\$15
JAN. 4 TO JAN. 25		\$11	\$12	\$13	\$14
JAN. 25 TO MAR. 16		\$14	\$15	\$16	\$17
MAR. 16 TO MAY 1		\$11	\$12	\$13	\$14

*The rate for single occupancy is the same as for double occupancy less \$2.  
Third person in room \$1*

DAILY ROOM RATES European Plan (without meals) SINGLE OR DOUBLE OCCUPANCY		West	North	East	Terrace or Efficiency
DEC. 19 TO JAN. 4		\$20	\$22	\$24	\$26
JAN. 4 TO JAN. 25		\$18	\$20	\$22	\$24
JAN. 25 TO MAR. 16		\$24	\$26	\$28	\$30
MAR. 16 TO MAY 1		\$18	\$20	\$22	\$24

*Third person in room \$5*

**RESERVATION REQUEST**

NAME \_\_\_\_\_ STATE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_  
 ARRIVAL DATE \_\_\_\_\_ LENGTH OF STAY \_\_\_\_\_ BY TRAIN \_\_\_\_\_ PLANE \_\_\_\_\_ AUTO \_\_\_\_\_  
 APPROXIMATE TIME OF ARRIVAL \_\_\_\_\_ PENTHOUSE \_\_\_\_\_ TWO ROOM SUITE \_\_\_\_\_  
 TYPE OF ACCOMMODATION: BEDROOM \_\_\_\_\_  
 RATE DESIRED: 1st CHOICE \_\_\_\_\_ 2nd CHOICE \_\_\_\_\_  
 NUMBER OF PERSONS \_\_\_\_\_ NUMBER OF ROOMS \_\_\_\_\_  
 \*A DEPOSIT OF TWO DAY OCCUPANCY IS REQUIRED TO CONFIRM THIS RESERVATION

ABOVE: Promotional brochure and room tariff rates from Delano Hotel, 1950's

## **BUILDING PERMIT CARD**

# BUILDING PERMIT CARD 1947 (Page 1 & 2)

#3069  
 DELANO HOTEL  
 Lot 9, 10, 11, Block 29  
 General Contractor J.Y. Gooch Co. Inc. (C.C. Blake)  
 Architect B. Robert Swartburg  
 Zoning Regulations: Use RE  
 Building Size: Front 90' Depth 123'  
 Certificate of Occupancy No.  
 Type of Construction #1 Fireproof CBS Foundation Concrete Piling  
 Plumbing Contractor # 27729 Fixzit System Sewer Connection 1, 8" Date Jan. 5, 1949  
 # 25835 Fixzit System Temporary Closet 1, Nov. 14, 1948  
 Plumbing Contractor # 26359 Fixzit System Date Mar. 17, 1948  
 Water Closets 205 Bath Tubs 184 Floor Drains 30 Roof Drains 18  
 Lavatories 212 Showers 43 Grease Traps 1 Dish washing machine 1  
 Urinals 5 Sinks 4 (k), 11 (slop), 4 Drinking Fountains 3 Coffee urns 2  
 Gas Stoves 6 Gas Heater Rough Approved Date  
 Gas Radiators 4 Gas Turn On Approved T. A. O'Neill, December 21, 1948  
 Septic Tank Contractor Tank Size Date  
 Oil Burner Contractor #26796 Belcher Industries, Inc. 1--Tank Size 4,000 gallons Date June 16, 1948  
 Sprinkler System 2 Cleverbrook steam boilers  
 Electrical Contractor # 26154 LaVigne Electric #26154-LaVigne-4-16-48 Date Apr. 22, 1948  
 Addition to #26154 Temporary Service #25067-Oct. 28, 1947  
 Switch 777 Range Motors Fans Temporary Service #25067-Oct. 28, 1947  
 OUTLETS: Light 1590 HEATERS Water Service Equipment 1, Little River El  
 Receptacles 1260 Space Centers of Distribution 74  
 Appliance outlets 23 Refrigerators (#25616 Little River Electric: Jan. 13, 1948  
 Bell transformers 1 Irons (1 motor, 1 center, 1 service equipment  
 Chime 1 Sign Outlets 42  
 No. FIXTURES 1784 Electrical Contractor (#25452 Ferguson & Roberts: Date Dec. 12, 1947  
 (3 Switch, 6 Light outlets, 4 receptacles, 6 fixture  
 FINAL APPROVED BY R. B. Woodmansee Date of Service February 15, 1949  
 ALTERATIONS OR REPAIRS

Addition: # 27071 Addition of one extra floor: 20 Hotel Rooms: \$100,000: Apr. 23, 1948  
 Note: This extra floor will be considered the third floor on the drawings and the present third floor moved to the 4th, etc)  
 B. Robt. Swartburg, arch: A. Kononoff, engr: J.Y. Gooch Co. Inc. contractor:  
 Passed by the Hotel Commissioner #2315.  
 Elevator # 27270 Elevator: Eastern Elevator Company (passenger) \$ 21,000: May 17, 1948  
 Elevators # 27651 Elevators (2)-Otis Elevator Company (passenger) \$ 59,400: June 23, 1948  
 # 27990 Sea Wall & 200 lin ft of Groyne: Ebsary Foundation Co: \$ 16,000: August 9, 1948  
 Cabanas # 28427 Cabanas (52), 236' x 23' x 18': 2 story: #2 CBS  
 Concrete Piling: Flat roof: J.Y. Gooch Co. Inc. \$ 52,000: Oct. 12, 1948  
 Band Shell # 28856 Band Shell: 10' x 21' x 15' - Giffen Roofing Company \$ 2,000: Nov. 18, 1948  
 # 29076 Ten walk-in cooling boxes: Stuart Cooling Corp: \$ 14,281: Dec. 10, 1948  
 # 29222 Air conditioning: 300 ton: Alex. Kononoff, engr: Fixzit \$240,000: Jan. 5, 1949  
 # 30344 Two (2) exhaust pipes to roof - Miami Roofing & Sheet Metal Co. \$ 390: July 14, 1949  
 # 30856 Painting swimming pool - Owner \$ 500: Sept. 23, 1949  
 # 32589 150' of Groyne - (See permit #27990- Aug. 9, 1948)-Alexis B. Kononoff, engr.: Ebsary  
 Foundation Company, contr. \$ 11,000: May 18, 1950  
 # 33037 Sea wall cap & stairway - Alex Kononoff, engr.: Arkin Constr. Co. Inc., contractor \$ 4,500: July 12, 1950  
 # 34682 Painting- Vladimir S. Baliany, contractor \$ 650: Dec. 22, 1950  
 # 35916 Painting (outside) Pass Painting Co: \$ 10,000: May 22, 1951  
 # 36829 Construction of planting bins & fountain along side East wall of terrace room- J.W. Gooch Co., Inc., contractor \$ 990: Sept. 14, 1951  
 #29492 Chastain Fence Co: Galvanized wire fence - 5' high - \$117.00 - March 1, 1949  
 #05253-Owner-Concrete slab 10'x10' and shed cover-\$1000-3-25-74  
 Plumbing Permits: #35887 N & R Plumbing Company; 1 Sink, 1 Safe Waste Drain...March 9, 1954  
 Delano Hotel  
 5054



# BUILDING PERMIT CARD 1947 (Page 3 & 4)

**Electrical Permits:**

- #26307 Eastern Elevator Company: 2 Motors, May 17, 1948 May 28, 1948
- #26395 LaVigne Electric: 56 Motors, 56 Distribution centers, 104 miscellaneous contrd
- #26429 Florida Power & Light Company: Transformer vault, June 2, 1948
- #26613 Otis Elevator Company: 4 Motors, June 24, 1948
- #27870 LaVigne Electric: 1 Temporary service
- #28027 E. C. Cornelius: 21 Motors, Jan. 4, 1949 -- OK RBW 3/7/49
- #28617 Harold Friedman: television antenna - April 14, 1949
- #30107 Hill York Corp: 2 Centers of distribution, 5 Motors, Nov.10,1949 RBW 12/14- OK
- #31893 LaVigne Electric: 4 Receptacles, August 2, 1950
- #35359 Astor Electric: 22 light outlets, 22 fixtures, 2 centers of distribution, 10 neon transformers - Oct. 24, 1951
- #41537 Astor Electric Service, Inc: 1 Switch outlets, 3 Receptacles, 10 Light outlets, 10 Fixtures, March 10, 1954 OK, Rosser 3/24/54
- #42064 Jones Electric: 1 fixture: 5/27/54 OK, Meginniss 7/11/1956
- #43968 Astor Electric Service....2 light outlets, 6 fixtures....Feb. 11, 1955
- #46163 Astor Electric Service: 12 receptacles November 16, 1955 OK, Fidler 2/7/56
- 50692 Astor Elec: 14 switch outlets, 24 receptacles, 12 light outlets, 12 fixtures, 4 range outlets, 2 fan outlets, 2 centers of distribution - August 20, 1957
- 51244 Tri-City Elec: 2 switch outlets, 5 receptacles, 9 light outlets, 15 fixtures, 1 center of distrib, 2 motors (LHP) - Nov. 18, 1957
- #57749 Astor Elec. Serv., Inc.: 2 appliance outlets - 12/20/61
- #59841 Astor Elec.: 1 motor, 0-1 hp - 7/10/63
- #63726 Astor Elec. Service: 1 cent. of dist. - 7/27/66

ing Permits: Sandblasting Co: #415: Oct. 2, 1953

- #43770 Storage Room: 3 CBS, 12x24 spread footing, flat roof: Lango Constr Co: \$650: Jan 18, 1954
- OK, Plaag 3/31/1955
- #48655 United Refrigerating Corp: install one ice machine \$200: Aug. 29, 1954
- #51764 Vilaro Painting Co: painting \$950: Sept. 2, 1954
- 51065 Graves Const. Co: Addition to penthouse area, alteration to smokeproof tower: 1-2 Bdrm, 2 Bath Suite, 2-1 Bdrm, 2 Bath Apts-73 Units - \$20,000.00 - August 1, 1957
- 51620 Graves Construction Co: Demolish bandstand, trees on ocean side of building - \$500.00 - October 7, 1957
- 4716 Graves Construction: 72' x 60' existing dance patio to be converted into auto storage garage with concrete roof over - \$25,000.00 - Oct. 16, 1957 OK 12-11-57 Cox
- 5128 Vilaro Painting Co: Paint exterior entrance - \$275.00 - Jan. 27, 1958
- 7608 Vilaro Painting Co: Painting Lobby - \$950.00 - Oct. 15, 1958
- 9068 Vilaro Painting Co: Painting rear of bldg. \$3,000.00, 5/20/59
- 59306 Airko Air Cond: 2 - 15 HP pkg air conditioners with cooling towers - \$9000 - June 22, 1959 OK 8/1/60 Plaag
- 59521 Vilaro Painting Co: Exterior painting of front of bldg - \$1500 - July 14, 1959
- 52532 Airko Air Conditioning Co: 9-5 ton pkg air conditioners with ducts & cooling tower- \$13,500- 7/26/60 OK Plaag 9/6/60
- 470639 Ry Weiss: Exterior painting - \$5,750. - 11/20/63
- #73112 Acri Corp.: One 300 hp replacement compressor - \$40,000 - 12/2/64 OK Plaag 1/4/65
- #77057 Modern Precasting Co.: 19 ft conc fence, south prop line - \$85 - 9/23/66 OK NW 2/29/68
- #77119 Porterfield Industries: Replace 53 windows - \$2,000 - 10/6/66
- #78183 Evercool Air Conditioning: Install 2 - 150 ton cooling towers to replace old towers - \$8,000 - 4/28/67 OK Plaag 5/12/67
- #79695 H. E. Mason, Inc.: repair fire damage - no structural changes - 1/30/68 \$1,200 OK NW 4/10/68
- #86991-Claude Maint-28 sq. ft. sign- \$900-6-23-71
- #87148-Vichot Painting-pressure clean and paint exterior \$8800-7-13-71
- #87519-Gordon Roofing-roof repairs 2 sq. \$390.00-9-8-71
- #1860-General Sheet Metal-duct work only 12-16-71
- #02252-Abbott Roofing Co.-Re-roof 40000 sq.ft.-\$4700-12-13-72
- #889-Temperature Design- replacing exact cooling tower-\$2500-2-14-74
- #12445-Eddys Painting-Exterior painting and pressure cleaning-\$17,000-12-9-77
- #12492-Owner-Interior remodeling-\$2000-12-21-77
- #12838-Owner-Wood Sign-Zodjak-\$75-3-7-78
- M9-329-Amber Boiler-retube steam boiler-1-22-79
- #18711 8/13/80 owner assist job and underground disco 1,500.
- #14868 3 central air conditioning 10-22-80
- #19188 SeCo Industries/replace jalousie windows w/awning type windows/\$1,200/11-3-80

ing Permits:



# BUILDING PERMIT CARD 1947 (Page 5)

1685 Coling #40022 C.T. & R. Plbg: 2 water closets, 2 lavatories, 1 bath tub, 1 shower, 4 sinks -  
November 6, 1957 OK 12/10/57 Rothman

1685 Col. #40119 C.T. & R. Plbg: 2 floor drains, 1 safe waste drain, 2 down spouts- 12/11/57

#40399 Serota Plbg: 1 4" Sewer - March 13, 1958

#45154 Kaznik Well Drilling: 1 - 6" supply well - 2/10/66

#48412 - Banco Chemical - swimming pool repair 5/12/71

#48768 - People Gas System-cohn oven unit 1 rgh 1 set 11-22-71

#49904 - Morgen Plumbing 150 sink, pot/3-comp-5-9-73 *removed QB*

#51539 - AAA Portable Toilet- 10 temporary water closets-9-13-74

#53732 - Bottacovola-3 heater-new installation-5-14-76

#53823 - Peoples Gas System - 1 meter set (gas) - 6/22/76

#55700 - Love Star Plumbing- install new sink, 80' 1 1/2 gas line-1-19-78

#57292 - S and R Plumbing- replace section water-5-24-79

#57334 - S and R Plumbing- repipe section of main-6-11-79

#58900 Action Septic/1000 storage pit & 1200 gal sandtrap/10-1-80

#58848 Unique Plumbing/lavatory/9-15-80

#58848 Unique Plumbing/20 lavatory/10-23-80

**Electrical Permits:**

#51499 Astor Elec: 2 switch outlets, 3 receptacles, 2 light outlets, 2 fixtures, 1 water heater outlet -  
January 20, 1958 OK 3/4/58 Meginniss

#51861 Astor Elec: 1 receptacle, 1 motor (2-5HP)- April 29, 1958

#53069 Astor Elec: 2 receptacles - Dec. 3, 1958

#53709 Astor Elec: 1 center of distribution, 1 motor 0-1 HP, 1 motor 2-5 HP, 1 motor 6-10 HP, 1 motor 11-25  
HP, 5/21/59

#55470 Astor Elec: 10 centers of distrib, 1 motor (1HP), 9 motors (2-5HP), 1 motor (6-10HP)- 7/14/60

#56328 Astor Elec: 1 Motor, 2-5 h.p. - Feb. 2, 1961

#57577 Astor Elec: 4 receptacles - 11/6/61

#59813 Jones Elec. Emergency Serv. Inc.: 1 telephone booth outlet - 7/8/63

#61661 Astor Elec. Serv. Inc.: 1 meter change - 11/5/64

#61845 J & M Elec. Co.: 2 motors, over 25 hp (150 hp) - 12/21/64

#68908 - Claude Maint. 4 sign lamps 6-25-71

#72234 - B & G Electric - 1 insta. system fire alarm, 28 bell alarm stations, 28 pull out stations-5-8-75

#76358 - County Wide Elect - telephone booth 6/11/80

5054

## **EXTERIOR & INTERIOR PHOTOGRAPHS**

# DELANO HOTEL

Exterior & Interior Photographs

## WEST ELEVATION (front)



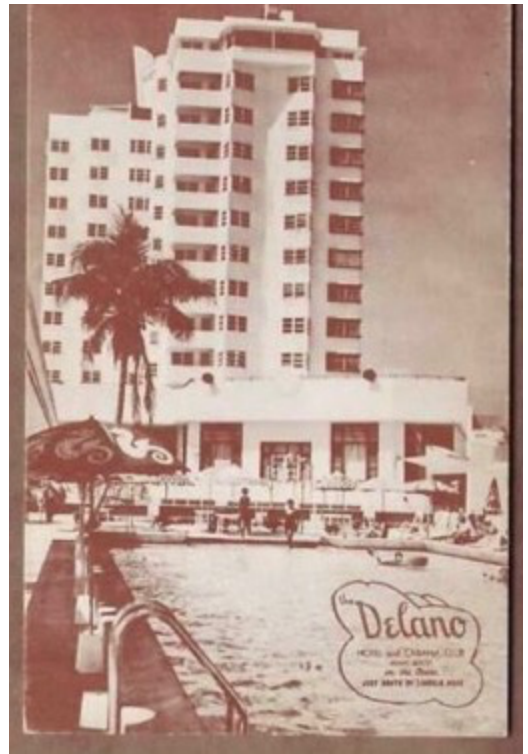
TOP LEFT & RIGHT: Photographs of the building from the 1950's taken from promotional brochures published from Delano Hotel.

LEFT: Photograph of West (front) Elevation from 2010's.



## EAST ELEVATION (rear)

LEFT & BELOW: Photographs of building from the 1950's taken from promotional brochures published by Delano Hotel.



BELOW: Photograph of the East Elevation (rear) and rear yard from 2010's.







## MAIN LOBBY

*LEFT: Photograph of Main Lobby from the 1950's taken from promotional brochures published by Delano Hotel.*

*BELOW: Photograph of current main lobby representing the 1994 renovation by Phillip Starck, taken in the 2010's.*



## LOBBY BAR



*LEFT: Photograph of Lobby Bar (Cocktail Lounge) from the 1950's taken from promotional brochures published by Delano Hotel.*

*BELOW: Photograph of current main Lobby Bar (Rose Bar) representing the 1994 renovation by Phillip Starck, taken in the 2010's.*





## BALLROOM

*RIGHT: Photograph of Ballroom (Zodiac Room) from the 1950's taken from promotional brochures published by Delano Hotel.*



## LOBBY

*BELOW: Photograph of Lobby (Blue Room) from the 1950's taken from promotional brochures published by Delano Hotel*





# REAR YARD / POOL DECK

LEFT: Picture of Pool area facing West after Phillipe Starck remodel of 1994, taken in the 2010's



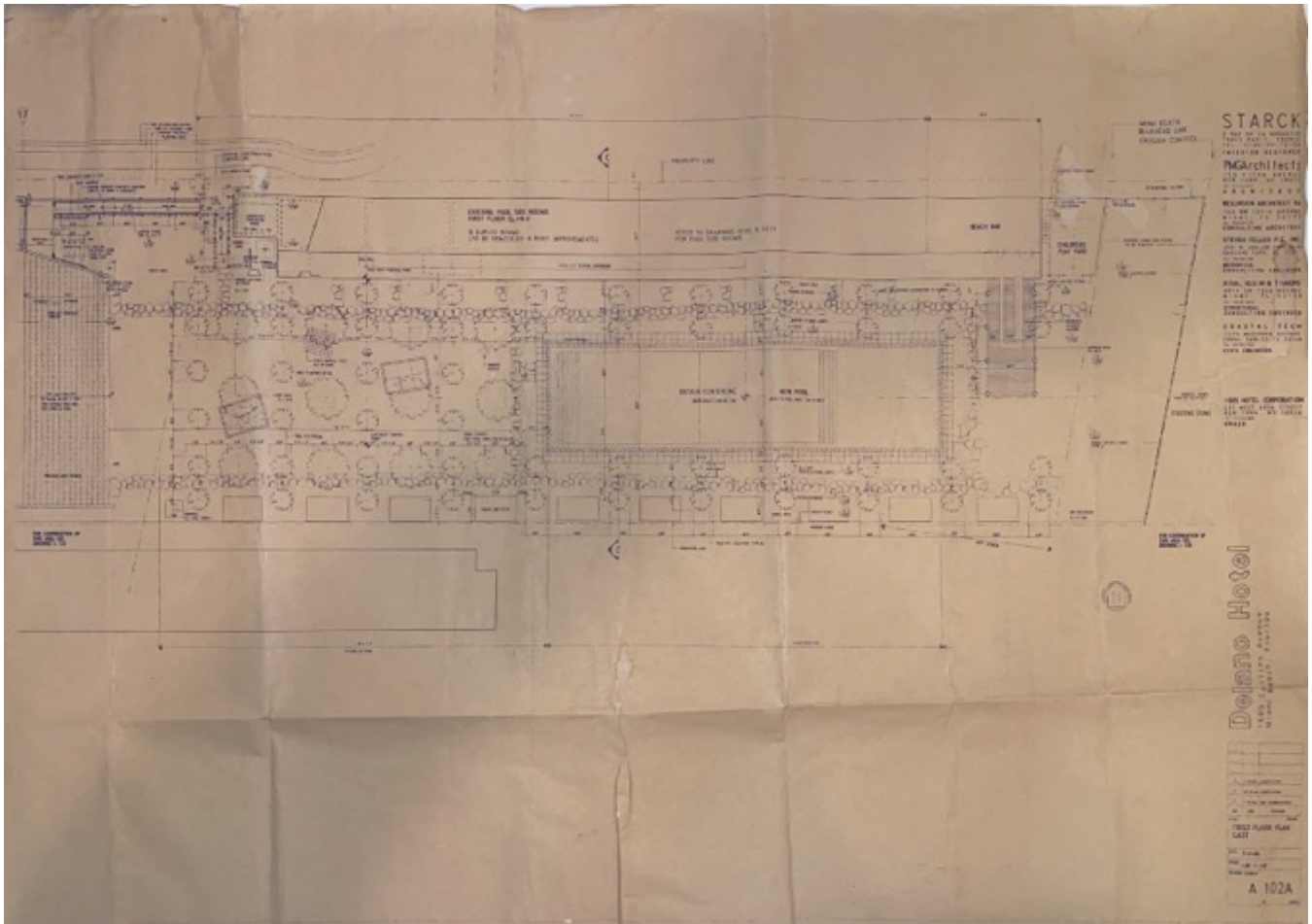
BELOW: Photograph of Rear Yard / Pool Deck from the 1950's taken from promotional brochures published by Delano Hotel, facing East.





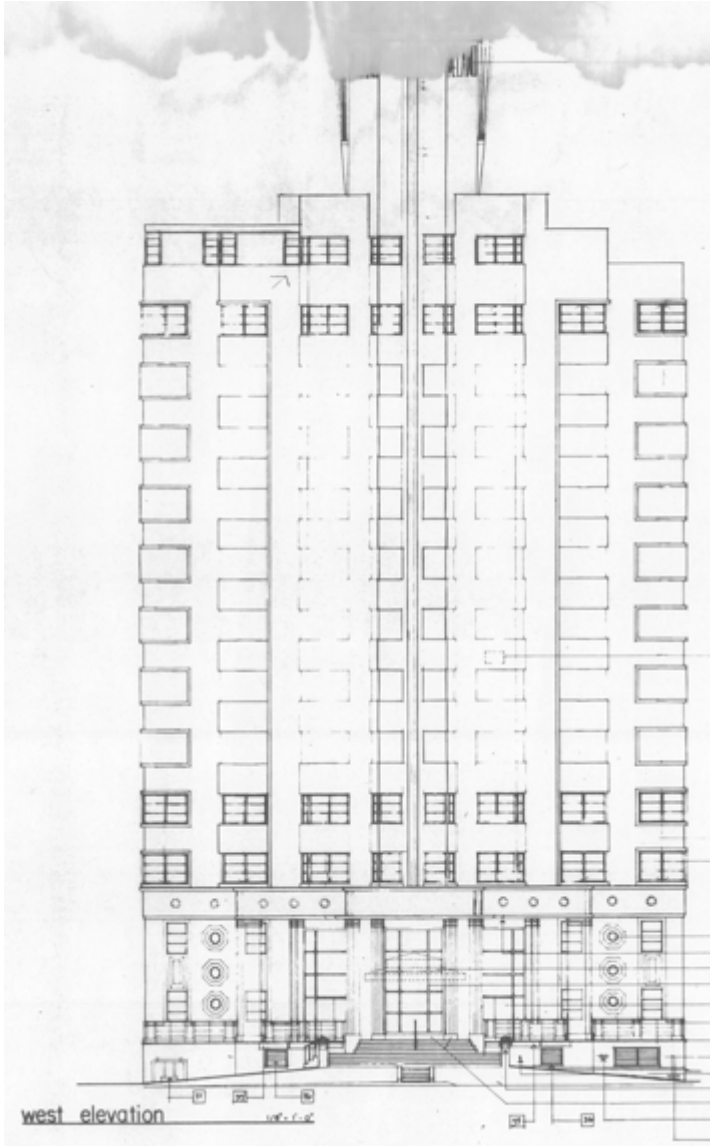
## **SITE PLAN & ELEVATIONS**

# SITE PLAN



ABOVE: Site Plan drawing A.102A dated 01/18/95, Phillippe Starck, 1995

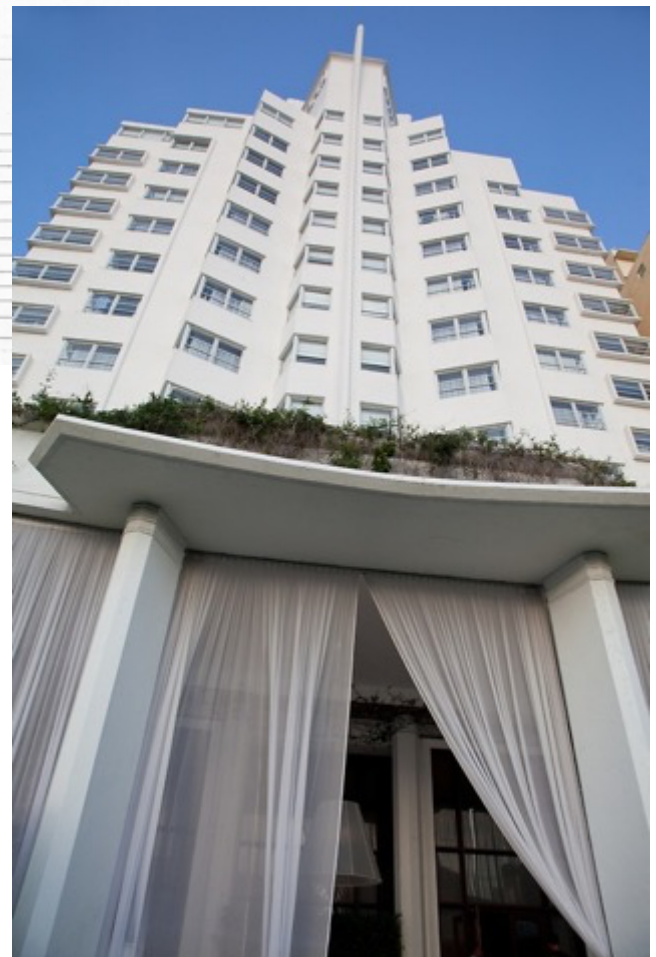
# WEST ELEVATION (front)



ABOVE: West Elevation (Front) drawing A.121 dated 07/01/94, Phillippe Starck, 1994



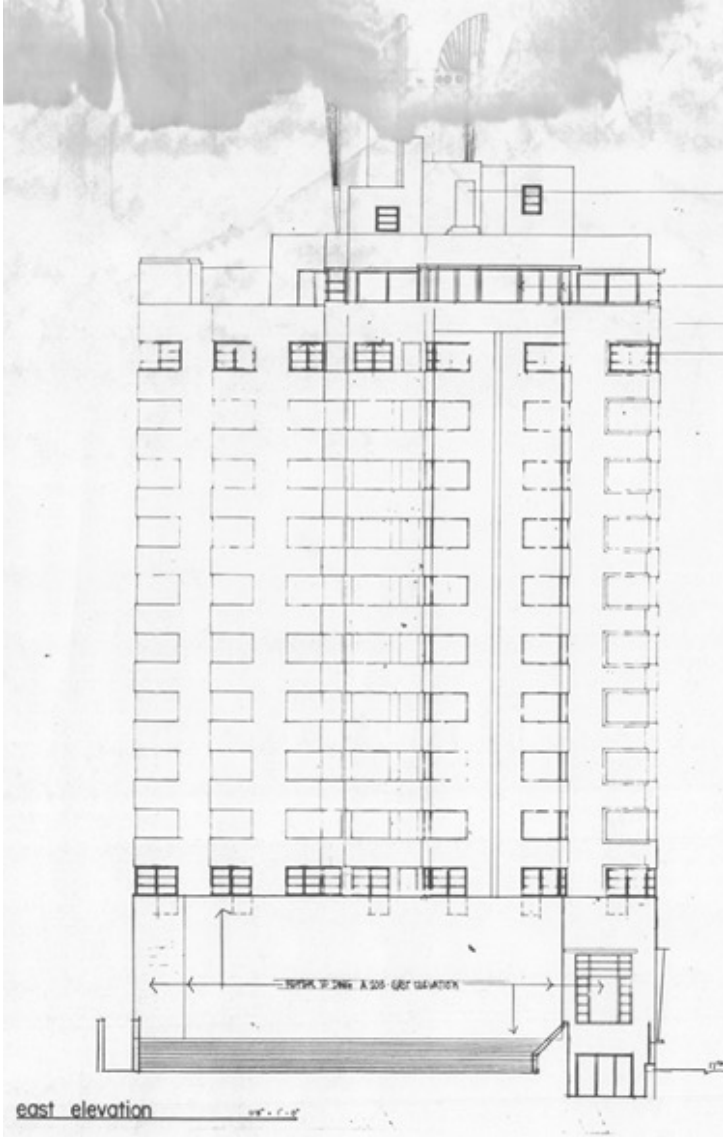
ABOVE: View looking east to the West Elevation (front) taken from Collins Ave., 2017.



RIGHT: View looking east to the West Elevation (front) taken from Collins Ave., 2017.



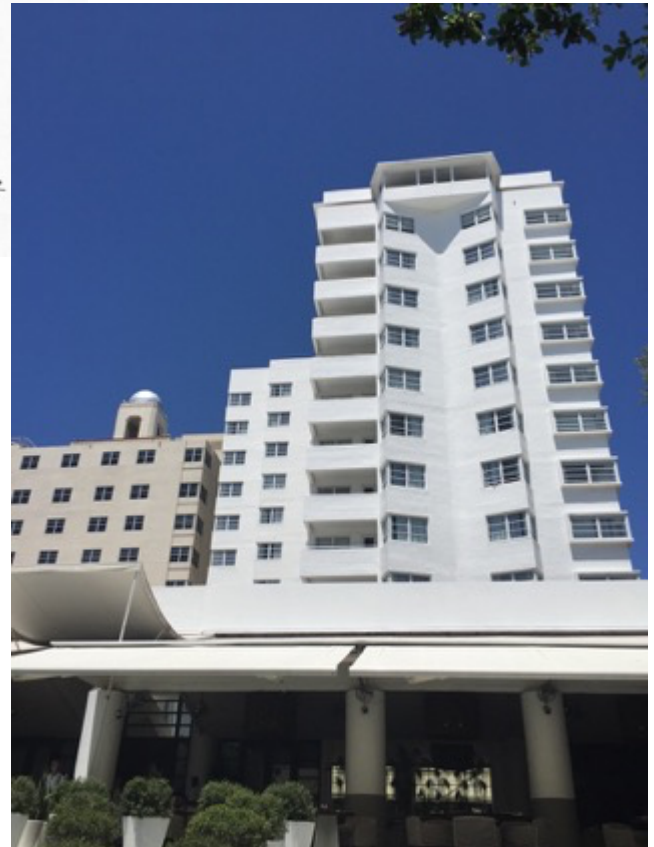
# EAST ELEVATION (rear)



ABOVE: East Elevation (rear) drawing A.123 dated 07/01/94, Phillippe Starck, 1994

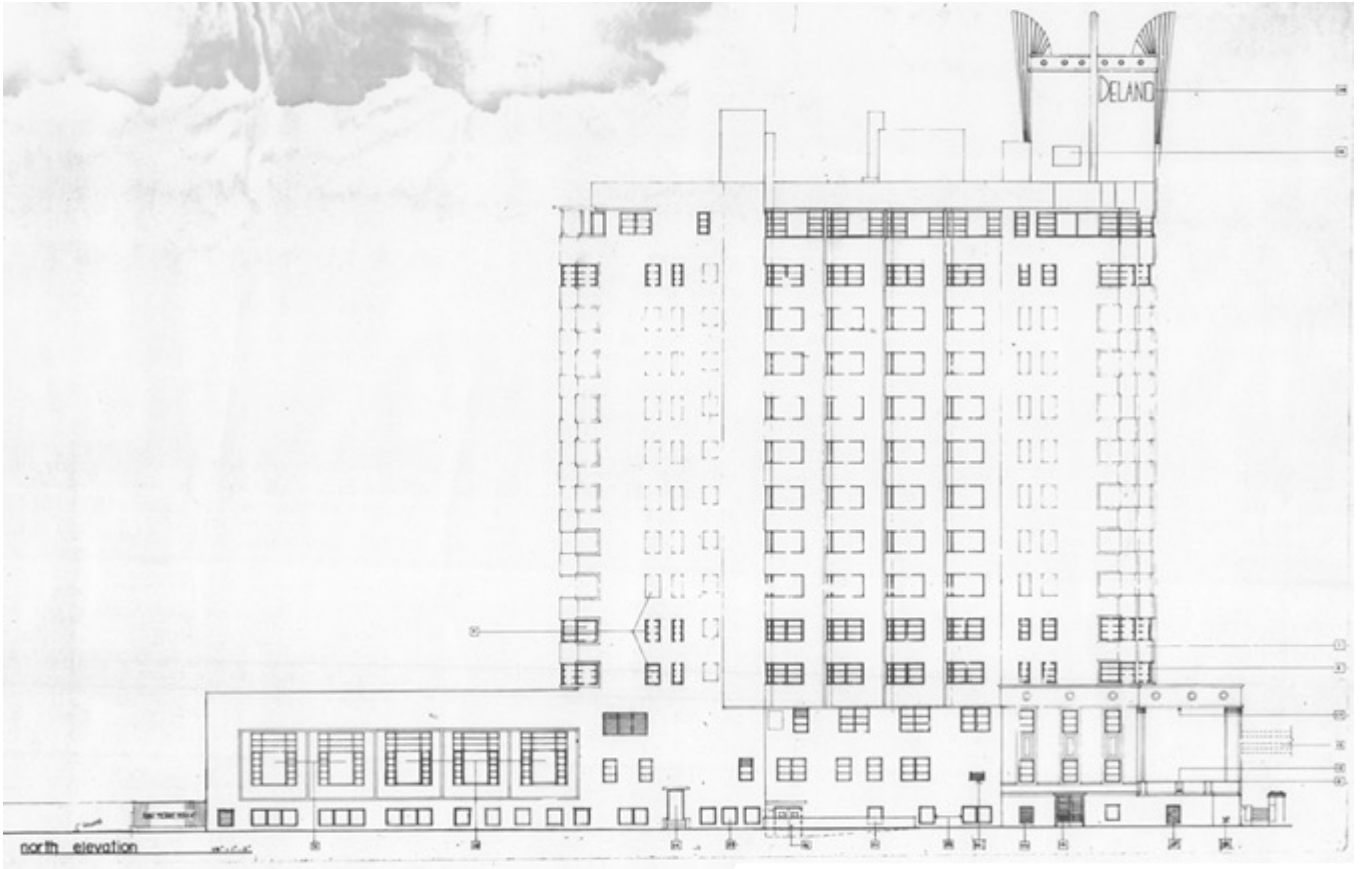


ABOVE: View looking west to the East Elevation (rear) from Orchard area, 2017



RIGHT: View looking west to the East Elevation (rear) from Orchard area, 2017

# NORTH ELEVATION



ABOVE: North Elevation drawing A.122 dated 07/01/94, Phillippe Starck, 1994



ABOVE: View looking south to the North Elevation from 17th Street, 2017



LEFT: View looking south to the North Elevation from the corner of Collins Ave. and 17th Street, 2017



**THANK YOU**

**BEACH HOTEL ASSOCIATES LLC**