



# HISTORIC RESOURCES REPORT

FOR

## 335 + 355 19th STREET

MIAMI BEACH, FLORIDA 33139

PREPARED BY

ARTHUR J. MARCUS ARCHITECT P.A.

HISTORIC ARCHITECTURAL PRESERVATION CONSULTANT

1800 North Andrews Avenue #7F  
Fort Lauderdale, Florida 33311

PREPARED FOR

PARK HOTEL LLC

c/o Marcelo Tenenbaum

1111 Kane Concourse #217

Bay Harbor Islands, Florida 33154

FOR THE

CITY of MAMI BEACH HISTORIC PRESERVATION BOARD

May 1, 2018



1963 PHOTOGRAPH (8)

## Table of Contents

CHAPTER	PAGE
Neighborhood History + Site Plans	2
335 + 355 19th Street	8
Summary Analysis	13
MacKay & Gibbs Architects	17
Notable Neighboring Buildings	18
City of Miami Beach Building Card	20
Bibliography	23

# Neighborhood History

## NEIGHBORHOOD CONTEXT:



“At the turn of the century, the expanded district was part of the coconut plantation owned by Esra Osborn and Elnathan Field of Red Bank, New Jersey. In the 1880's, Osborn and Field purchased a 65 mile strip of land along the ocean beginning at the Lum Plantation (approximately 14th Street) and extending north to present day Jupiter.” (1)



“When the initial attempts at coconut farming failed, John Styles Collins (a New Jersey farmer and investor in the Osborn/Field plantation) bought out Osborn for control of approximately 1,675 acres of land north of present day 14th Street, ocean to bay. Collins and Field then utilized the property for the farming of avocados. In 1909 Field sold his percentage to Collins making him sole owner of the property.” (2)

The expanded district includes the developments of Collins and Fisher, two of the most important pioneer developers of Miami Beach. The northern portion of the district was first platted by Collins' Miami Beach Improvement Company on February 10, 1916 (19th Street north to 27th Street). (5)



The first road through the expanded district was Collins Avenue (originally known as Atlantic Boulevard) , in 1913, paid for by Dade County, J.N. Lummus, and Carl Fisher. Lummus, Fisher, and Collins paid the Miami Electric Company to have the first electrical lines laid across Biscayne Bay. (2)

Originally, in both the Fisher and Collins developments, Collins Avenue was predominantly single family. Photo aerials from 1921 and 1927 indicate the presence of large estate type residences north of 15th Street on both sides of Collins Avenue and to the west. (3)

The land area west of the district, now occupied by the Jackie Gleason Theater of the Performing Arts and the Miami Beach Convention Center, was originally the Alton Beach Golf and Country Club, a private golf course developed by Carl Fisher. The 21st street Community Center Clubhouse was built in 1916 as the golf course's clubhouse. The 21st Street Community Center site was designated a local historic site in 1984. (3)

TOP PHOTO: CREATING LINCOLN ROAD CIRCA 1912

MIDDLE PHOTO: LOOKING EAST ON LINCOLN ROAD FROM THE VAN DYKE BUILDING 1933.

LOWER PHOTO: AERIAL VIEW OF MIAMI BEACH GOLF CLUB WITH TUXEDO PARK NEIGHBORHOOD AT BOTTOM.

Within the district, at James Avenue north of Lincoln Road, Fisher developed an indoor tennis complex within iron trusses supporting a glass roof. (3)



“In the 1930's, the development of property within the expanded district reflected the character of Miami Beach in the post- depression recovery period. Numerous small hotels and apartment buildings, designed in the Moderne style, were rapidly built to attract the growing numbers of middle class tourists. “ (4)

“Small investors, many of them Jewish businessmen who came south for health reasons, began their semi-retirement by building and operating small apartment houses. A nice building could be put up for \$50,000.” (11)

“Resort owners from the Catskills, whose early development predated Miami Beach, expanded south in the 1930's. Thus the...Plymouth (1940) and Adams (1938) Hotels belonged to the White Roe (family).(9)

“The basic form and layout of the expanded district was established during the early platting of property between 1912 and 1916. The uniformity of plat seen in the Lummus developments south of Lincoln Road are to some degree, absent in the neighborhood surrounding Collins Park. Although still platted at right angles, blocks vary in size and shape and tend to be wider, allowing greater landscape setbacks and courtyards.” (5)

“One of the earliest centers for development in south beach centered on the area around the original Roney Plaza Hotel at 23rd & Collins, completed in 1926. Development spread to both the north and south sides of Collins Park, especially after completion of the Bass Museum in 1935.” (5)



TOP PHOTO: 1940 PHOTOGRAPH LOOKING NORTH ON COLLINS AVENUE WITH RONEY PLAZA HOTEL AT TOP.

LOWER PHOTO: 2013 PHOTOGRAPH OF BASS MUSEUM LOOKING WEST FROM COLLINS PARK (7)



MIAMI BEACH AUDITORIUM /  
JACKIE GLEASON THEATER

OCTAGON TOWER

1925 PARK AVENUE

FUTURE CONVENTION CENTER SITE

RIVIERA PLAZA

COLLINS PARK HOTEL

ADAMS HOTEL

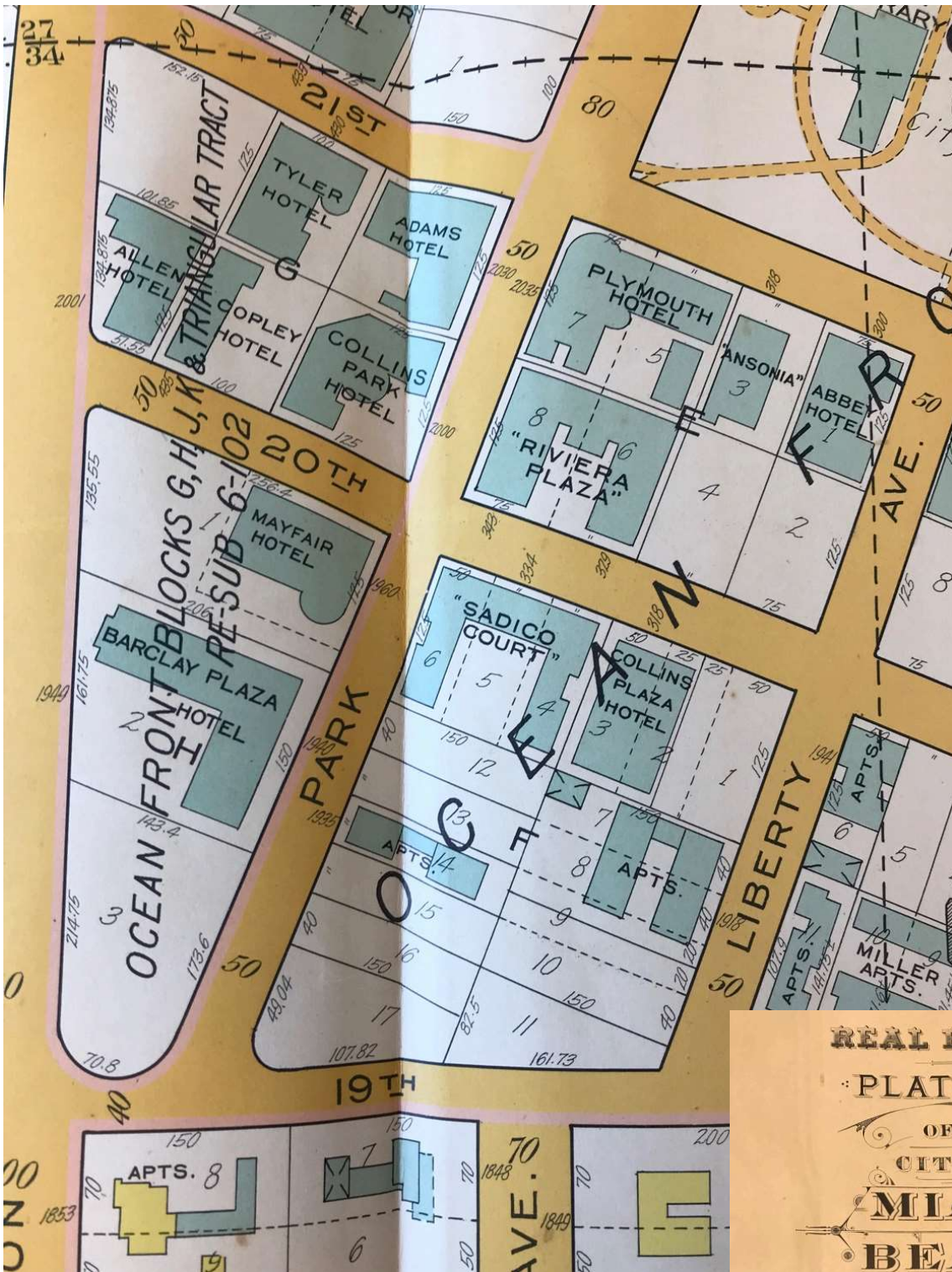
PLYMOUTH HOTEL

COLLINS PARK

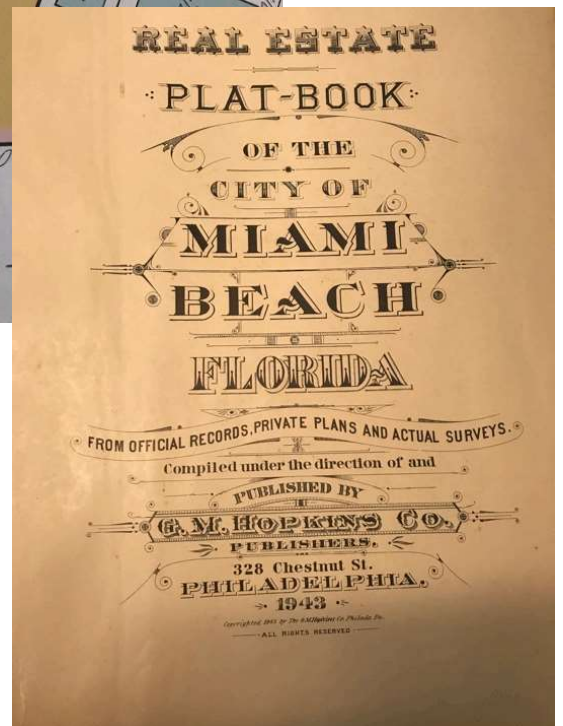
CIRCA 1960's AERIAL VIEW OF THE NEIGHBORHOOD courtesy CITY OF MIAMI BEACH / FLORIDA INTERNATIONAL UNIVERSITY  
WITH NOTABLE NEIGHBORHOOD BUILDINGS HIGHLIGHTED.

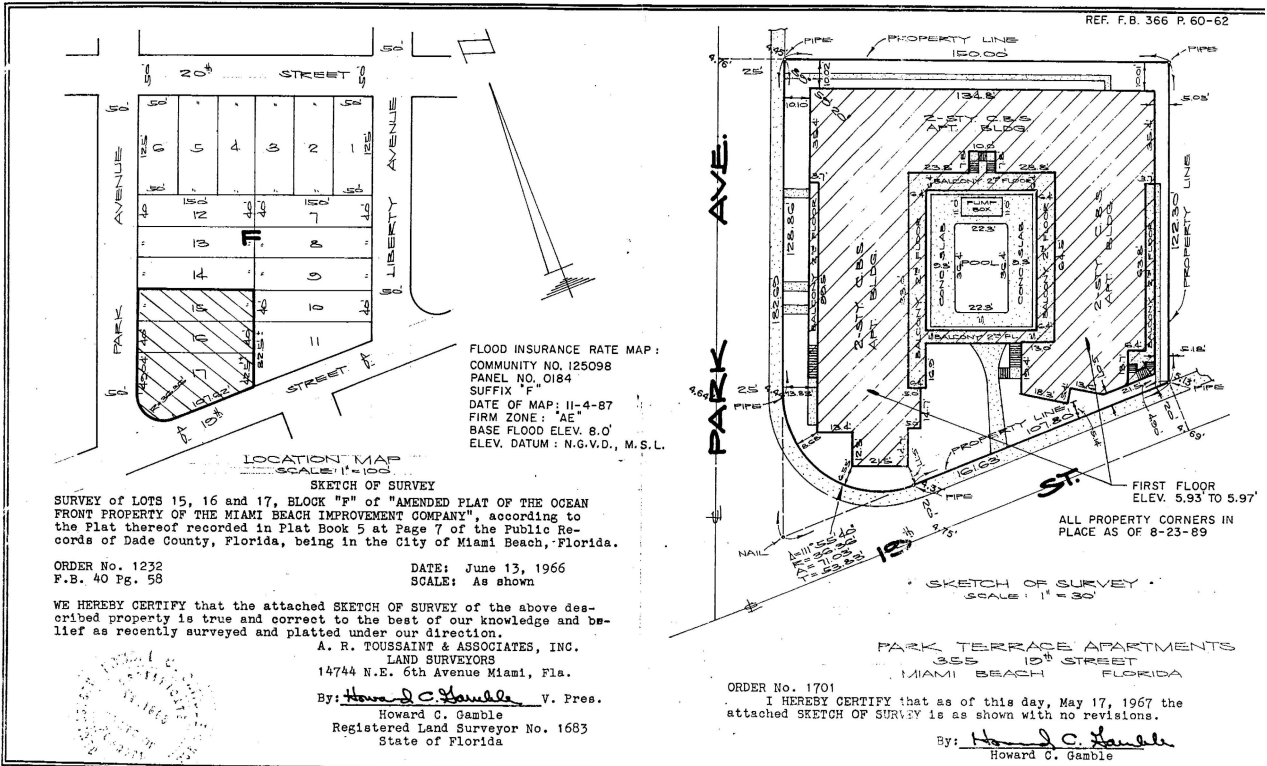


CIRCA 1960's AERIAL PHOTOGRAPH COURTESY CITY OF MIAMI BEACH PUBLIC WORKS



1943 REAL EXTATE PLAT BOOK OF THE CITY OF MIAMI BEACH BY G.M. HOPKINS PUBLISHERS

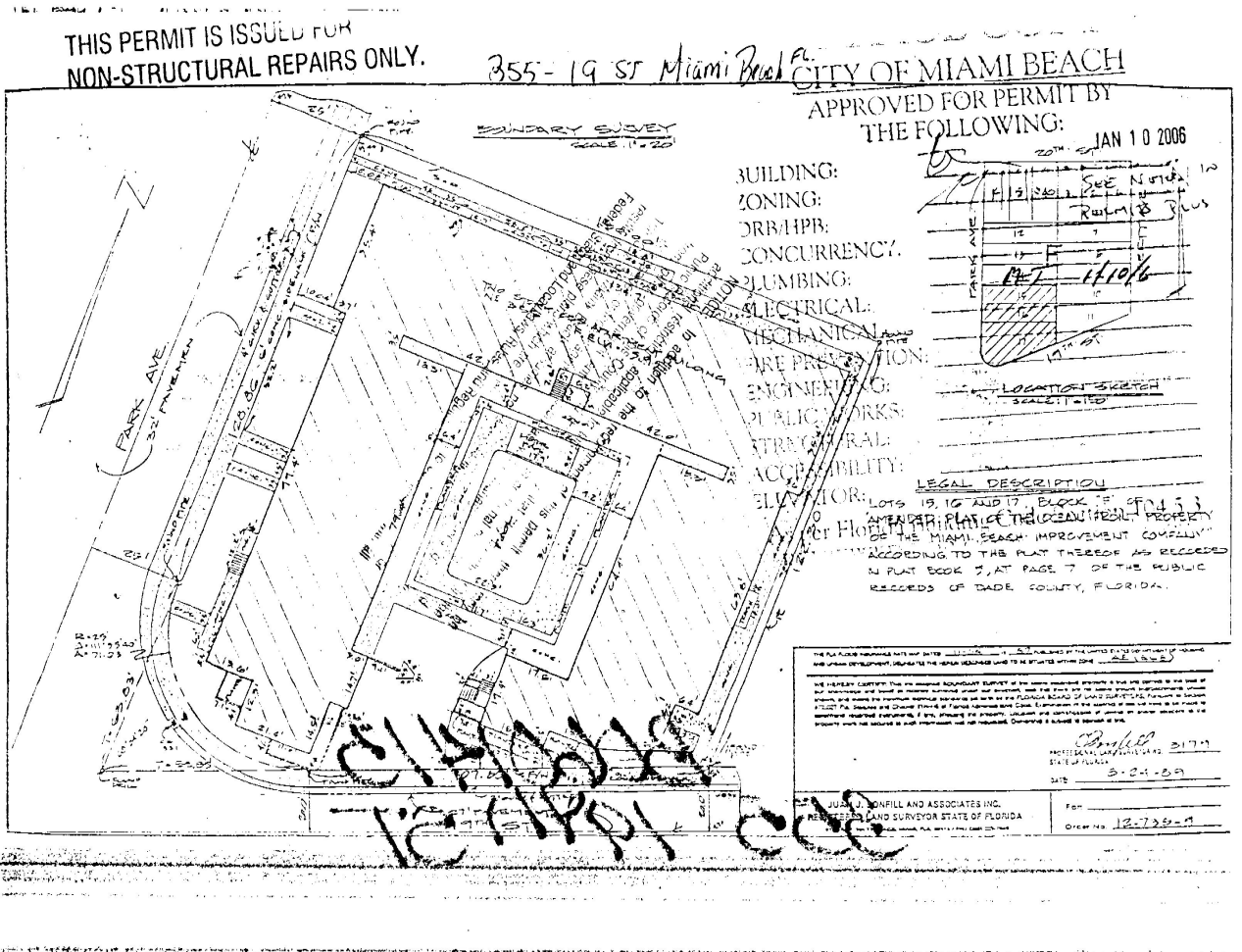




ABOVE: 1967 SITE SURVEY PLAN (11)

BELOW: 2009 SITE SURVEY PLAN (11)

NOTE THAT THESE ARE THE ONLY PLANS FOUND AT CITY OF MIAMI BEACH BUILDING DEPARTMENT RECORDS DESK





# 335 + 355 19th Street



This two story concrete and CMU multi-family apartment building is shaped asymmetrically in a 'U' shape around a central courtyard with swimming pool. The building was constructed in 1951 at a cost of \$140,000.

According to the Building Card the building originally contained 32 apartments - including 22 1-bedroom/ 1-bath apartments plus 10 efficiencies.

Two addresses have been utilized to denote this property for the building as listed in different sources - according to these different addresses.

335 + 355 19th Street is designed in the MiMo - Miami Modern style of architecture prevalent at that time. Typical MiMo details on the building include:

- \* Overhanging roofs
- \* Open catwalks
- \* Metal balustrades
- \* Irregular geometric forms along 19th Street
- \* 'Park Terrace Apts.' signboard incorporated into second floor walkway railings.

ORIGINAL ARCHITECTS: MACKAY & GIBBS

YEAR BUILT: 1951

STATUS: NO STATUS

335 + 355 19th Street is located in the following Historic Districts:

- \* Museum Historic District (Local)
- \* Miami Beach Architectural District (National Register District)

TOP PHOTO: 2018 PHOTOGRAPHIC VIEW OF BUILDING LOOKING TOWARDS THE NORTHEAST AT CORNER OF 19th & PARK AVENUE. (7)

LOWER PHOTO: 2018 DETAIL PHOTOGRAPHIC VIEW OF WESTERN PORTION OF SOUTH ELEVATION. (7)



The original pedestrian entrance way formerly provided expansive views directly into the central courtyard from the street. However today the over-abundant tropical foliage obscures the view from the street into the courtyard. Otherwise the building appears for the most part - remarkably the same as when originally constructed.

TOP LEFT: 1963 PHOTOGRAPH OF FRONT ENTRANCE  
(8)

TOP RIGHT: 2018 PHOTOGRAPH  
(7)

LOWER LEFT: 2018 PHOTOGRAPH  
(7)



The 1963 photograph at left shows what appears to be a screened enclosure over the two street-facing window openings along 19th Street.

This screened enclosure completely changes the architectural lines of this elevation, lending a sleekness to the design which is otherwise lacking. This enclosure would likely have been constructed of wood framing and screen mesh - and more than likely was blown away by the first big hurricane and never replaced..

Unfortunately for such a prominent corner location, this building does not respond to its unique neighborhood corner site. The west, north and east facades all appear as the back side of a building - even when facing major streets. The only details on these facades are the occasional concrete sunshade and the overhanging roofs.

It is especially unfortunate that the elevation facing Park Avenue does not contain any design elements. All of the architectural energy is concentrated around the central courtyard with the encircling walkways and railing signage and pool.

The most unique architectural detail is the courtyard railing containing the building name as part of the railing structure. Although barely visible through today's dense tropical foliage - this railing appears intact.

The interesting sequence of irregular architectural forms flanking the main entrance on 19th Street - is also a detail reminiscent of MIMo architecture. These irregular forms effectively reduce the visual mass of the building facing towards 19th Street.





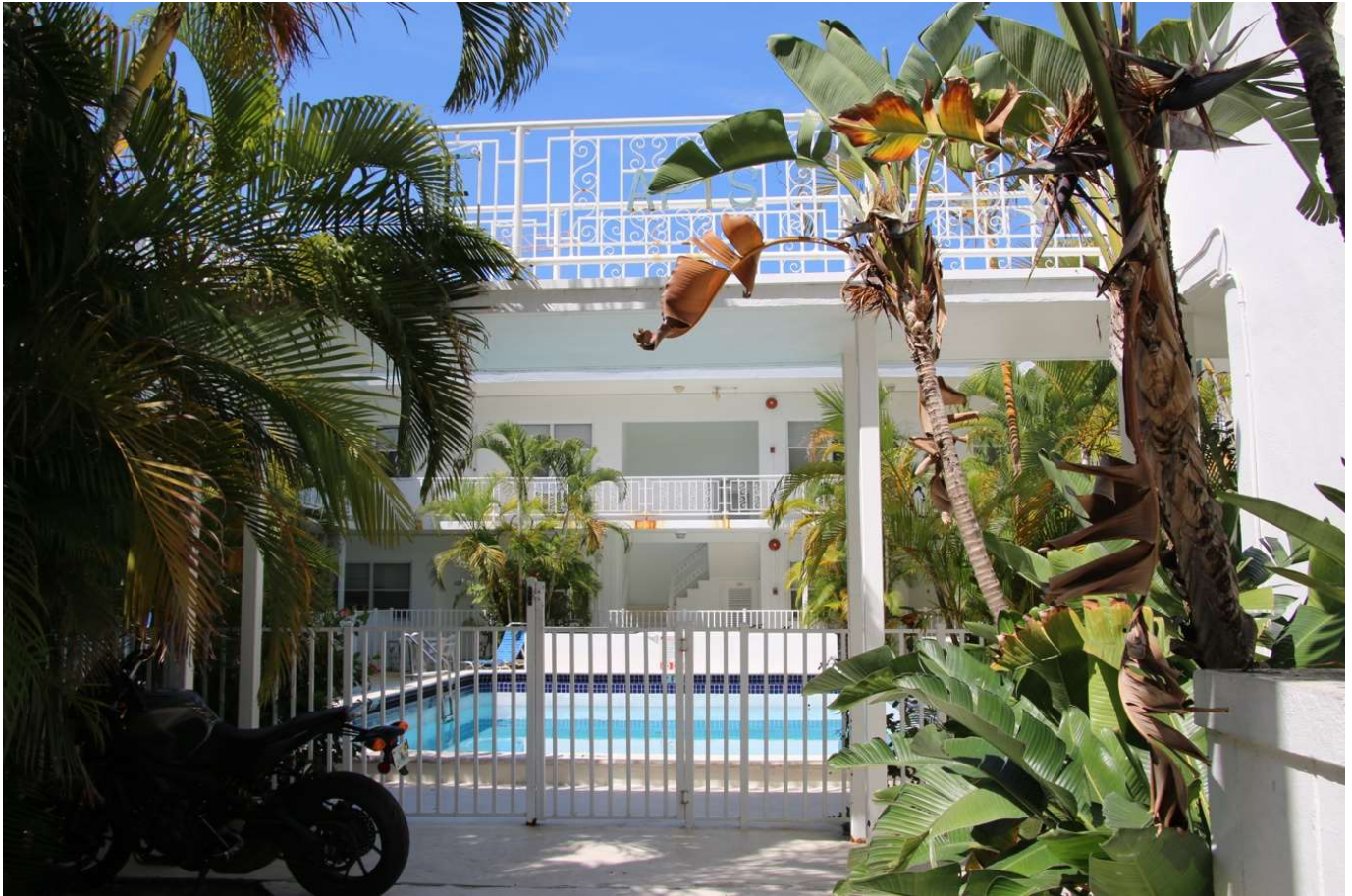
TOP PHOTO: 1963 PHOTO OF POOL COURTYARD (8)

NOTE THE BARELY DISCERNIBLE SIGN INSIDE THE WALKWAY RAILING WHICH READS; 'PARK TERRACE APTS.'



LOWER PHOTO: 1963 PHOTO OF WEST APARTMENT WING AT POOL DECK (8)

NOTE THE BARELY DISCERNIBLE SIGN INSIDE THE WALKWAY RAILING WHICH READS; 'PARK TERRACE APTS.'



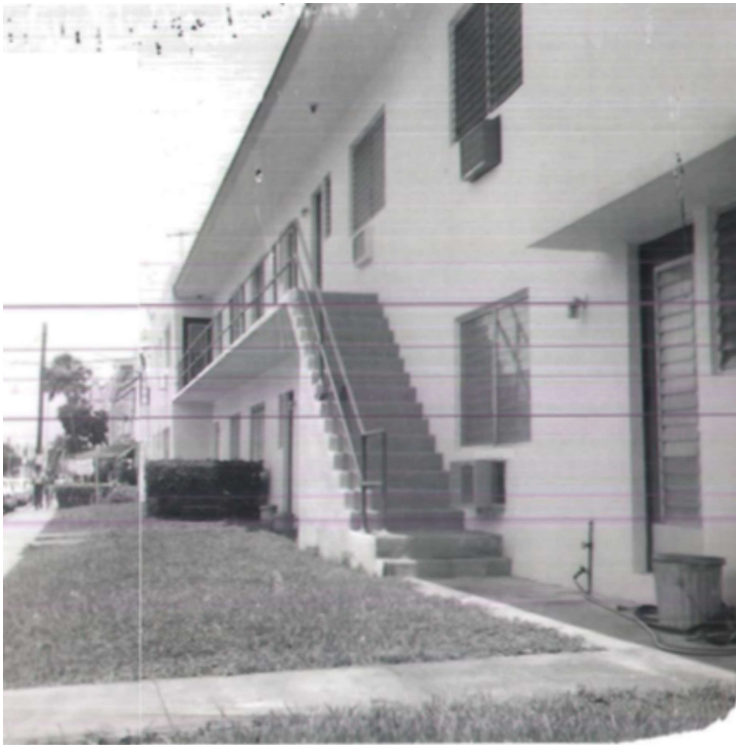
TOP: 2018 PHOTO (7)

LOWER: 2018 PHOTO (7)

The central courtyard features the second floor walkway railing with the 'Park Terrace Apts' sign integrated into the railing.

Since the 1963 photographs of the courtyard (on preceding page) there have been code mandated pool enclosure railings installed at the first level.





TOP PHOTO: 1963 PHOTOGRAPH OF WESTERN ELEVATION ALONG PARK AVENUE. (8)

LOWER PHOTO: 2018 PHOTOGRAPH OF WESTERN ELEVATION ALONG PARK AVENUE. (7)



### SUMMARY ANALYSIS

The western building elevation pictured at left facing towards Park Avenue is emblematic of the non-design of three sides of the building. This non-design affects the rest of the neighborhood and fails to acknowledge the building's neighborhood context as well as its unique site.

Although the building was designed during the MiMo era, and does contain selected common MiMo characteristics, it nonetheless lacks any defining architectural detailing or style which might make this a better building.

Although the Architects of this building have designed a few other more noteworthy buildings in South Beach, this building is not considered as a prime example of either their work or the MiMo style.

The simplicity and deep roof overhangs of 335-355 19th Street are quite typical of the MiMo era where 'the structure becomes the design.' The two level motel/apartment building type with minimal MiMo detailing was originally a novel building form. However *"this idea has been replicated so many times and became so commonplace that it has become virtually invisible in the built environment."* (10)



TOP LEFT PHOTO: 2018 PHOTOGRAPH OF NORTHERN ELEVATION (7)

LOWER LEFT PHOTO: 2018 view of EASTERN ELEVATION WITH PARTIAL SOUTHERN ELEVATION (7)

TOP RIGHT PHOTO: 2018 DETAILED VIEW OF EASTERN ELEVATION (7)





UNDATED  
PHOTOGRAPHS







1989 PHOTOGRAPH FROM CITY OF MIAMI BEACH PLANNING & ZONING HISTORIC DATABASE FILE

# MacKay & Gibbs Architects



SURFCOMBER HOTEL, 1988 PHOTOGRAPH BY STEVEN BROOKE in DECO DELIGHTS by BARBARA CAPITMAN W/COLORS by LEONARD HOROWITZ

“Frederick Alton Gibbs (1910-1991) was born in Miami and studied at the Carnegie Institute of Technology in Pittsburgh. He returned to Miami and worked in association with Henry Hohausser from 1934 - 1941. Edward A. MacKay was born in Flint, Michigan in 1908 and graduated from the University of Minnesota in 1934. The two formed a partnership in 1946. MacKay passed away in 1966; thereafter the successor firm of Gibbs & Wang designed several larger apartment buildings, such as the Carriage Club South (5001 Collins Avenue) and Seacoast Towers West (5700 Collins Avenue). from MiMo on the Beach” (9)

Between 1947 and 1965, MacKay & Gibbs designed many buildings in the Mid-Century Modern or MiMo style in Miami Beach, including the following:

Park Terrace Apartments 1951 335+355 19th Street (6)  
Sherbrooke Apartments 1947 901 Collins Avenue  
Seacomber Hotel 1737 Collins Avenue 1948 (6)  
Surfcomber Hotel 1717 Collins Avenue 1948 (6)  
Carriage Club North 5005 Collins Avenue  
Ocean Garden 120 Ocean Drive 1949 (6)



SHERBROOKE APARTMENTS, 1988 PHOTOGRAPH BY STEVEN BROOKE in DECO DELIGHTS by BARBARA CAPITMAN

# Notable Neighborhood Buildings



TOP LEFT: OCTAGON TOWERS ( ACROSS 19TH STREET)

TOP RIGHT: NEW CONVENTION CENTER UNDER RECONSTRUCTION  
(HALF BLOCK WEST)

LOWER LEFT: TUXEDO PARK APARTMENTS -ADJACENT BUILDING @ EAST

LOWER RIGHT: 1925 WASHINGTON AVENUE - BUILDING DIRECTLY  
ACROSS PARK AVENUE



# Notable Neighborhood Buildings



TOP LEFT: ADAMS HOTEL 1938  
L. Murray Dixon Architect  
2040 Park Avenue



MIDDLE LEFT: COLLINS PARK HOTEL 1939  
Henry Hohausner Architect  
2000 Park Avenue



LOWER LEFT: RIVIERA PLAZA  
337 20th Street



LOWER RIGHT: PLYMOUTH HOTEL 1940  
21st & Park Avenue  
Anton Skislewicz Architect

# Building Card

**Owner** ROYAL PALM HOMES, INC. **Permit No.** 36867 **Cost** \$ 140,000.  
**Lot** 15, 16, 17 Block F **Subdivision** M.B.IMP.CO.O.P. **Address** 355 - 19th Street  
**General Contractor** Chaves Construction Co. **Bond No.** 5141  
**Architect** MacKay & Gibbs **Engineer**  
**Zoning Regulations:** Use RE Area 17 Lot Size 150' x 160' (irregular)  
**Building Size:** Front 135' Depth 150' Height 22' Stories 2  
**Certificate of Occupancy No.** 1559 (1/10/52) **Use** APARTMENT-32 Units-10--efficiencies  
**Type of Construction** #3 CBS **Foundation Spread Footing** 12 x 30 **Roof Built-up** Date Sept. 18, 1951  
**PLUMBING Contractor** # 32322 Murray's Plbg. Co. **Sewer Connection** 2 -5" **Date** Sept. 17, 1951

**Water Closets** 32 **Swimming Pool Traps**  
**Lavatories** 32 **Steam or Hot Water Boilers**  
**Bath Tubs** 32 **ROUGH APPROVAL (west wing)** 10-4-51 LR  
**Showers** **FINAL APPROVAL** L. Rothman 12/20/51  
**Urinals**  
**Sinks** 32 **GAS Contractor**  
**Dish Washing Machine** **Gas Ranges** --- 32 **Gas Frylators**  
**Laundry Trays** **Gas Water Heaters** **Gas Pressing Machine**  
**Laundry Washing Machines** **Gas Space Heaters** **Gas Vents for Stove**  
**Drinking Fountains** **Gas Refrigerators**  
**Floor Drains** **Gas Steam Tables**  
**Grease Traps** **Gas Broilers**  
**Safe Wastes**

**AIR CONDITIONING Contractor** **GAS Rough APPROVAL** 12-10-51 Rothman  
**SEPTIC TANK Contractor** **GAS FINAL APPROVAL** 12-20-51 L. Rothman  
**OIL BURNER Contractor#** 32609 **Amber Fuel Oil Co:** 1 Oil burner - 500 gal. tank- 11/14/51  
**SPRINKLER Contractor**

**ELECTRICAL Contractor #** 35162 **Miller Electric** **Date** Oct. 4, 1951  
**Switches** 190 **Ranges** **Temporary Service#** 35021 **Miller Electric Co** 9/18/1951  
**Lights** 230 **Irons** 32 **Neon Transformers**  
**Receptacles** 265 **Refrigerators** 32 **Sign Outlets**  
**Fans** **Meter Change**  
**Motors** 54 **Centers of Distributions** 67  
**Appliances** **Service** ----1,  
**Violations**  
**Electrical Contractor** **Date**

OK - B. T. FURN  
 1/8/1952

By P. Recklinise  
 Date 12/27/51  
 FINAL APPROVAL

ALTERATIONS & ADDITIONS

Building Permits# 37627 SWIMMING POOL - 22x 36 Alex. B. Kononoff, engr.: Geo. E. Bunnell Co.Inc., cont  
ok-Plan# 10/9/52 # 38375 Air conditioning - 24 window units- Paulson Engineering Co. \$ 15,000...Dec. 6, 1951  
#18726--Jalco Inc--Remove present roof, replace with new roof--\$18,000--8/18/80

---

Plumbing Permits#32820 A.J. Hild: 1 pool - Dec. 21, 1951  
#32857 Hurst Drilling & Equipment Co: 2" supply well - Jan. 4, 1952  
#44788 Health Guard Pool Service: Replace swimming pool filter - 5/27/65  
#44916 Alexander & Dulbs: 1 swimming pool traps - 9/2/65  
#52327-Service Plumbing- 1 heater-replace-4-2-75  
#52370-Peoples Gas- set meter-4-15-75

---

Electrical Permits: #44602 Asbor Electric: one switch outlet May 26, 1955 OK, Rosser 6/9/1955

ELECTRICAL PERMITS: #BE891264 - Kertz Security - Burglar alarm installation - 6-28-89

*[Handwritten signature]*

# Bibliography



- (1) Museum Historic District - Expanded District Designation Report, May 1992, pp. 3-4.
- (2) Ibid., p.4.
- (3) Ibid., p.5.
- (4) Ibid., pp.5-6.
- (5) Ibid., p.8.
- (6) From 'Alphabetical Index of Architects' by Richard Rickles, 1992 City of Miami Beach Planning Department
- (7) Photograph by Arthur Marcus
- (8) Photograph courtesy Miami Dade Property Appraiser
- (9) MiMo on the Beach website: City of Miami Beach Planning & Zoning
- (10) MiMo - Miami Modern revealed by Eric P. Nash & Randall C. Robinson Jr. 2004, pp. 90 + 92
- (11) Courtesy City of Miami Beach Building Department Records Desk