

HISTORIC RESEARCH & CONCEPT DESIGN

**2740 NORTH BAY ROAD
MIAMI BEACH, FL 33154**

Prepared by:
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AUGUST GEIGER (1888-1968)

Arrived in the City of Miami in 1905 and became Florida's tenth registered architect.

Widely considered Miami Beach Developer Carl Fisher's favorite architect, he started his own practice in 1911.

He was known mainly for designing buildings in the Mediterranean style with a strong Beaux-Arts influence.

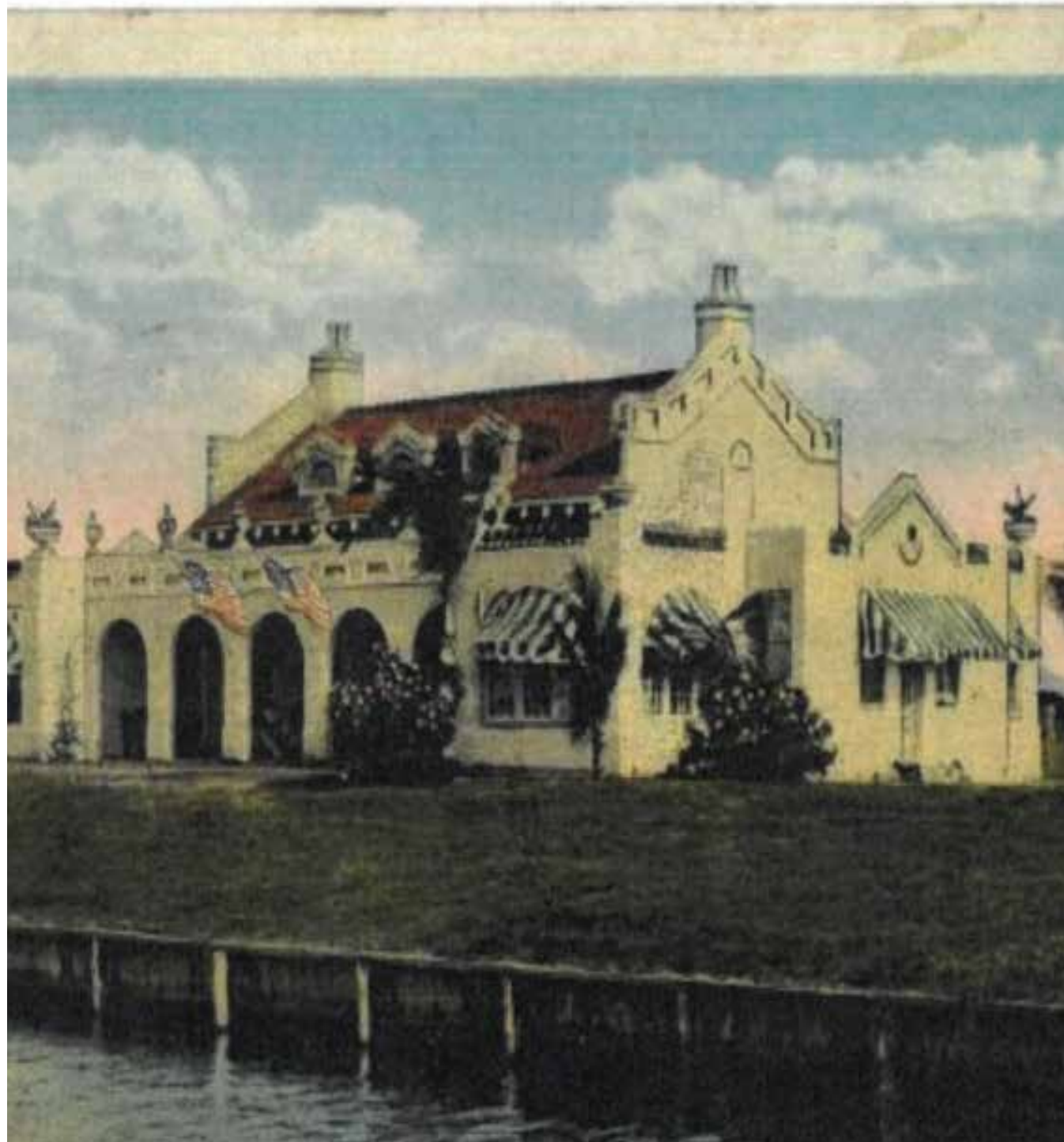
Designed many significant buildings within the City and County, such as:

- I. Bulmer Apartments, ca 1918 (Demolished)
- II. Miami City Hospital, 1918 - Now the "Alamo"
- III. Van Dyke Building, 1924 - Formerly Fisher Realty Offices
- IV. Carl Fisher's House, 1925 - Now home of Ugo Colombo
- V. Boca Chita Lighthouse, 1938
- V. Chase Federal Bank, Lincoln Rd., 1947



(Image Sourced from Helen Muir Florida Collection. Special Collections and Archives. "Miami Beach Real Estate Listings" Miami-Dade Public Library System.)

Carl Fisher Residence. 1925 (circa)
5020 N Bay Road, Miami Beach, FL 33138



(Image Sourced from Miami Beach golf club on Carl Fisher's golf links. 1921 (circa). State Archives of Florida, Florida Memory. <<https://www.floridamemory.com/items/show/330206>>, accessed 14 June 2023)

Miami Beach golf club on Carl Fisher's Golf Links. 1921 (circa)
Post Card



(Image Sourced from Helen Muir Florida Collection. Special Collections and Archives. "Gleason Waite Romer Photographs" Miami-Dade Public Library System.)

Jackson Memorial Hospital. 1929
"Group of Graduating Nurses"



(Image Sourced from 1935-08 Vol 147 Iss 2636 American Architect)

House of John F. Orr. 1935 (circa)
Miami Beach, FL



(Image Sourced from (1938). *Residence of Mr. George A. Steiner, Sunset Islands, Miami Beach, Florida.* Florida Architecture and Allied Arts)

Residence of Mr. and Mrs. George A. Steiner. 1939 (circa)
Miami Beach, FL



(Image Sourced from Historic Structure Report and Cultural Landscape Inventory for Boca Chita Key Historic District; Historical Museum of South Florida; 2010)

Boca Chita Lighthouse. 1940 (circa)
Boca Chita Key, Biscayne National Park



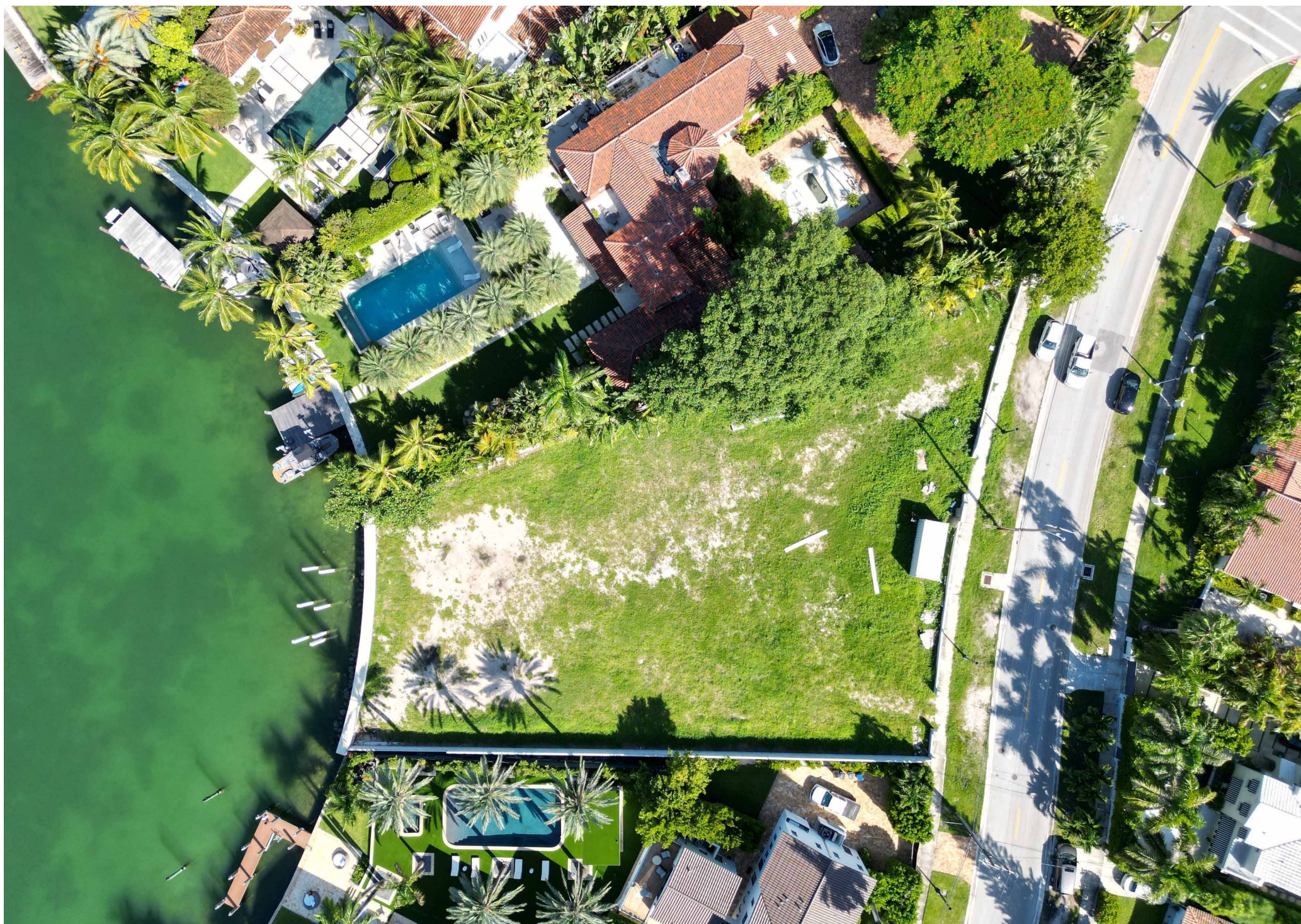
(Image Sourced from Helen Muir Florida Collection. Special Collections and Archives. "Gleason Waite Romer Photographs" Miami-Dade Public Library System.)

Rooney's Spanish Village: Espanola Way. 1925 (circa)
Miami Beach, FL 33138



(Image Sourced from Helen Muir Florida Collection. Special Collections and Archives. "Gleason Waite Romer Photographs" Miami-Dade Public Library System.)

Roney Plaza Hotel: Roney Tower, through trees. 1925 (circa)
Collins Park, Miami Beach, FL 33138



(Drone photo taken by KoDA of existing site conditions showing the cleared lot)

Site Analysis - Existing Conditions
2740 N Bay Rd., Miami Beach, FL 33138



Photograph of existing seawall on site, constructed at T.O.W. height of 8' NGVD



Photograph of large Ficus Tree that staddles the northern property line



Photograph of existing CMU site walls along north and south boundaries



Photograph of existing CMU site wall along eastern site boundary

Site Analysis - Existing Conditions
2740 N Bay Rd., Miami Beach, FL 33138

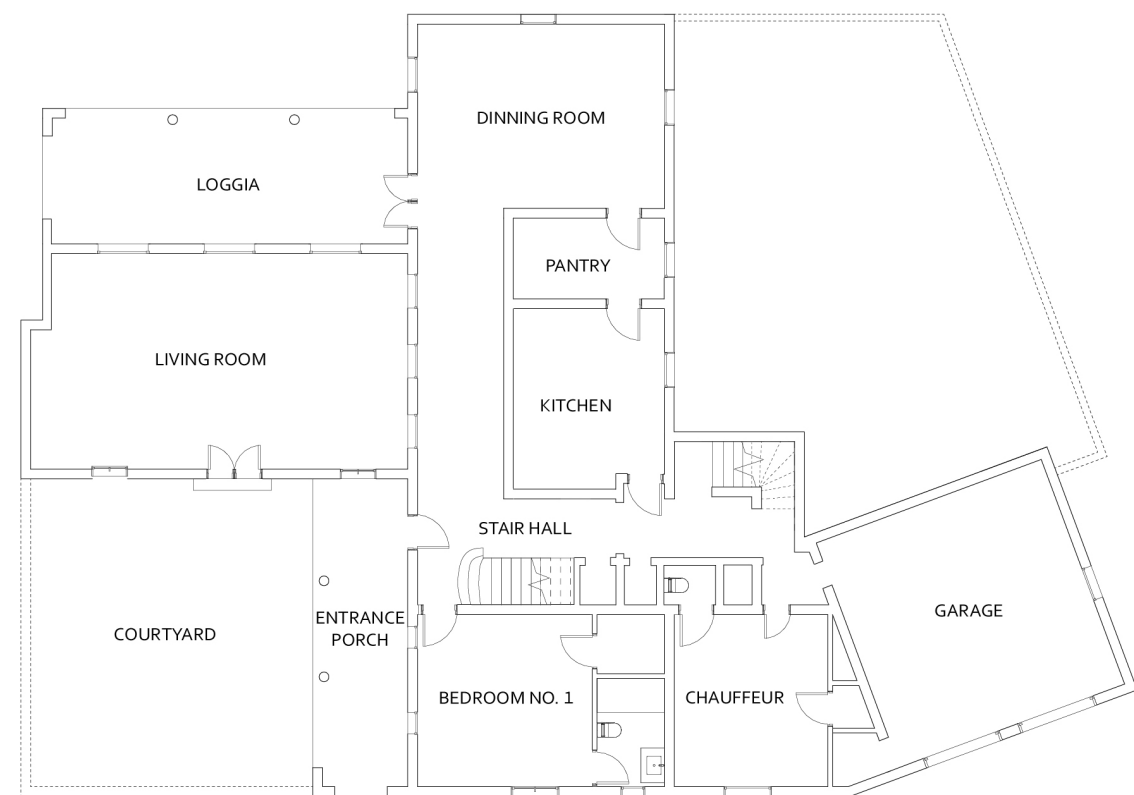


(2019, April 2). 2740 North Bay Rd, Miami Beach, FL 33140 Google Streets view

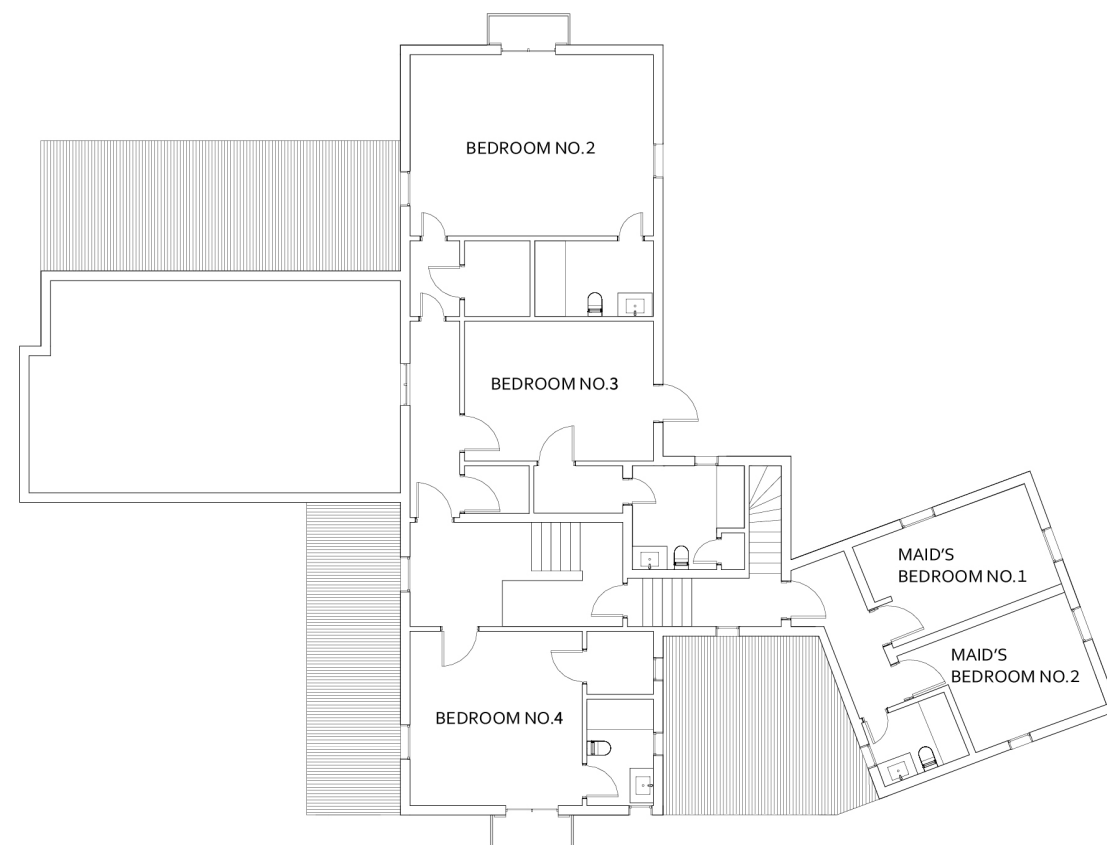


Eric Sadoun. (2016, May 18). 2740 North Bay Rd, Miami Beach, FL 33140 [Video]. YouTube. https://www.youtube.com/watch?v=_DMzvayzz3U

Photos prior to Demolition
Public Frontages of the Former Residence



First Floor Plan



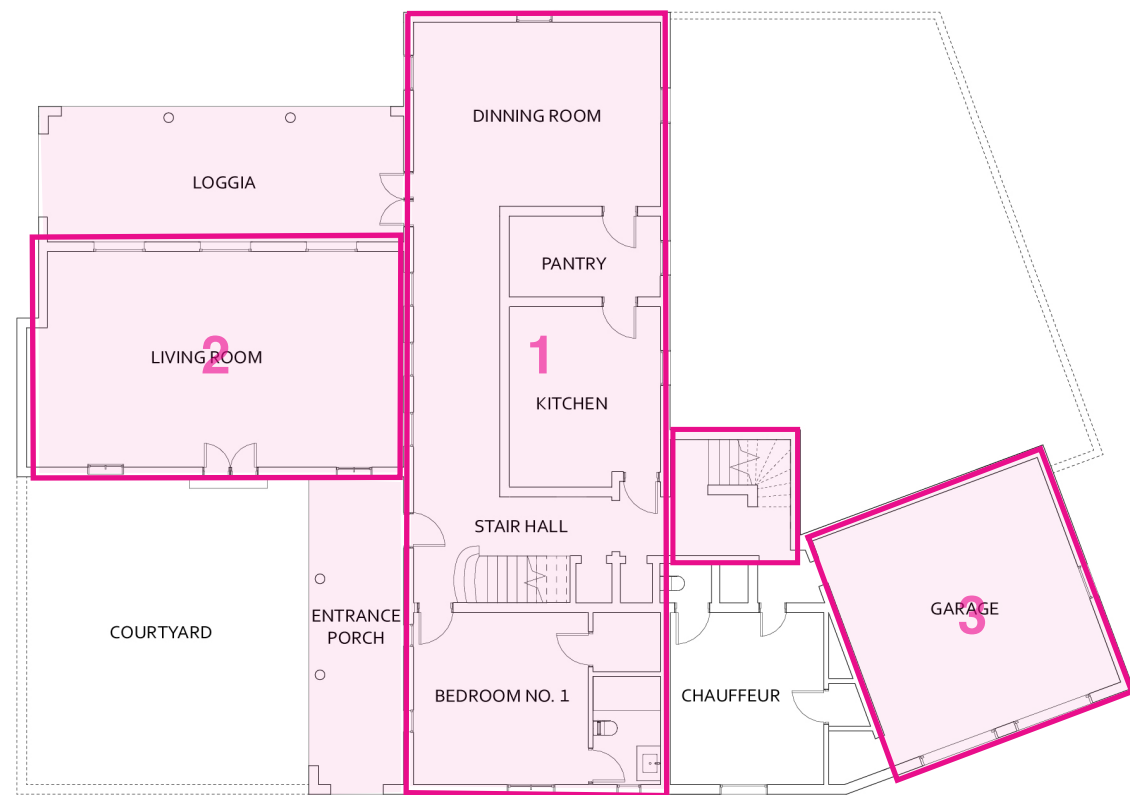
Second Floor Plan

Illustrative Analysis

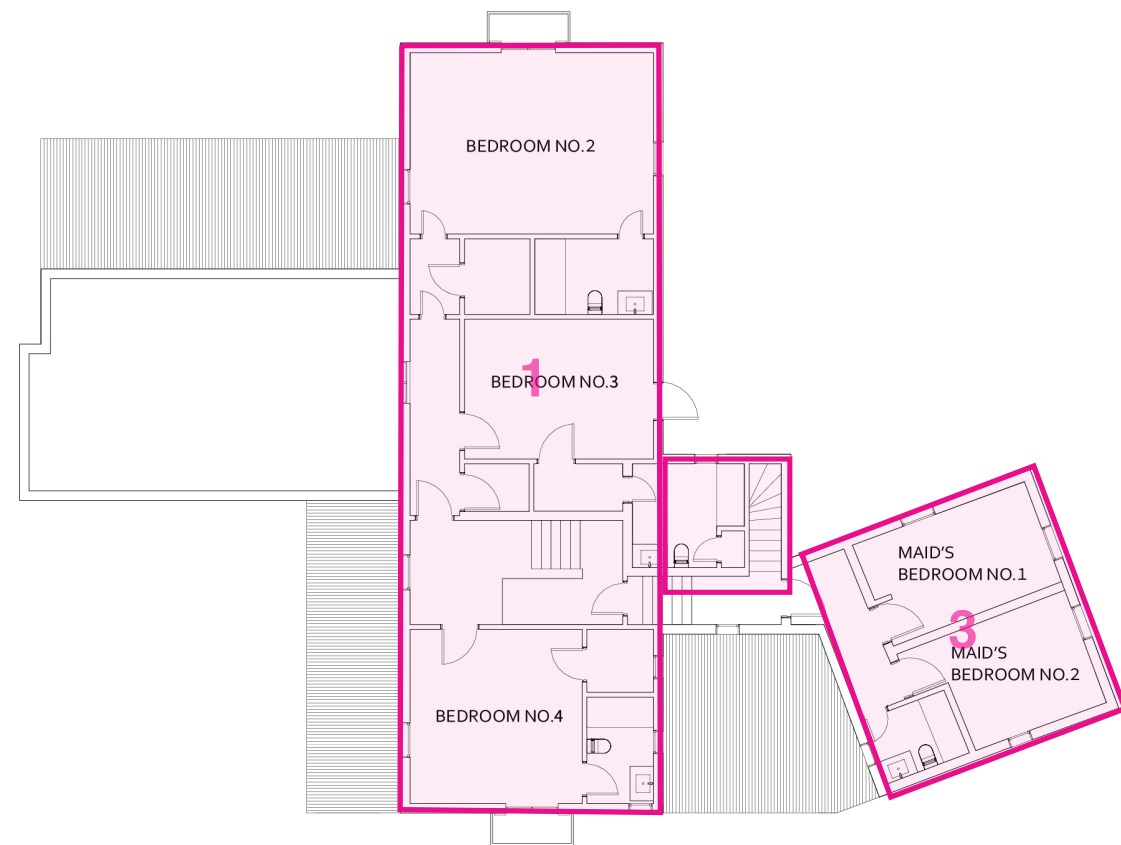
Original 1929 Plan by August Geiger

Not to scale

KODA



First Floor Plan



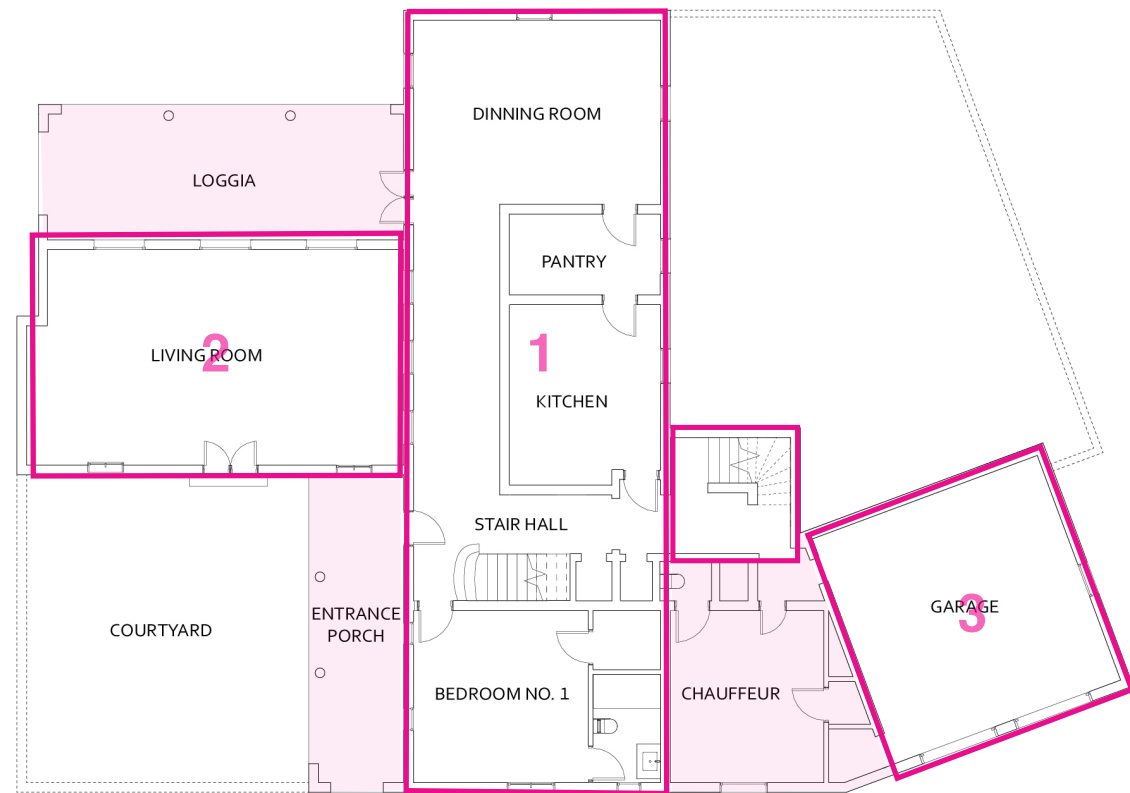
Second Floor Plan

Illustrative Analysis

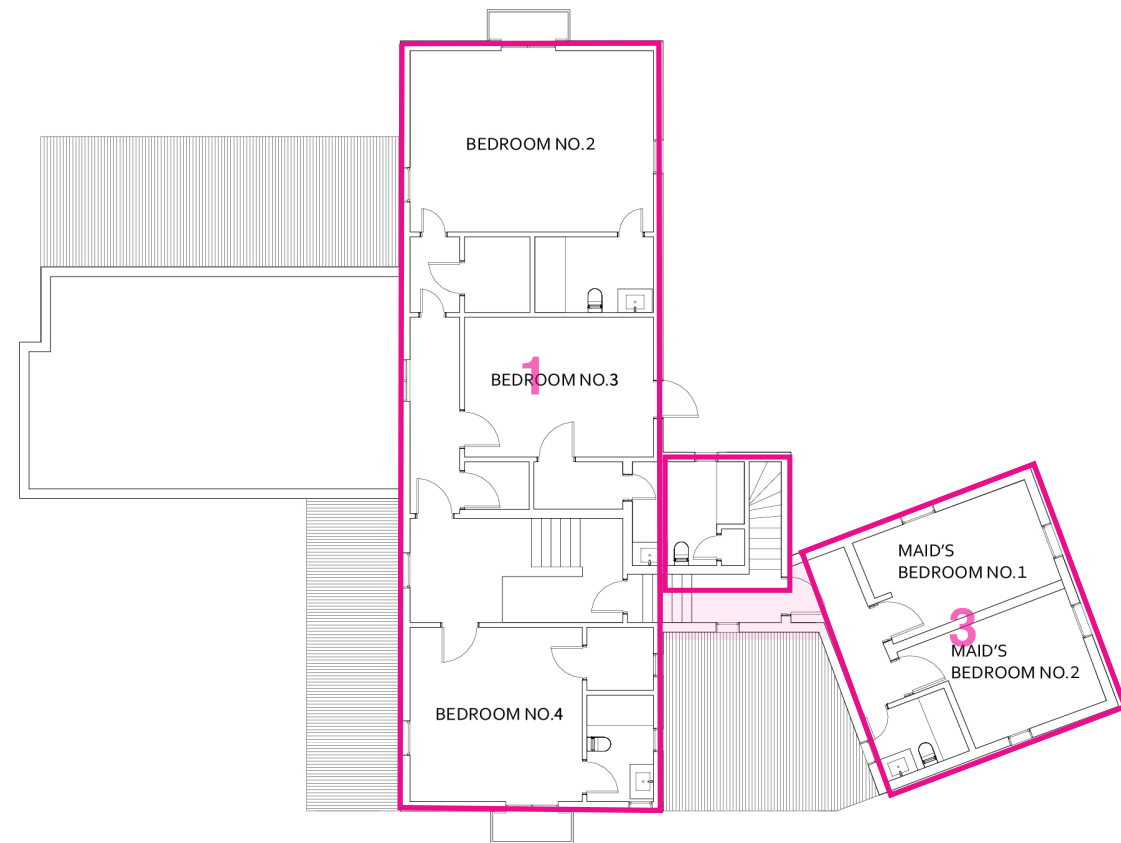
Establishing Hierarchy - Distinct volmes, including a stair tower as fulcrum

Not to scale

KoDA



First Floor Plan



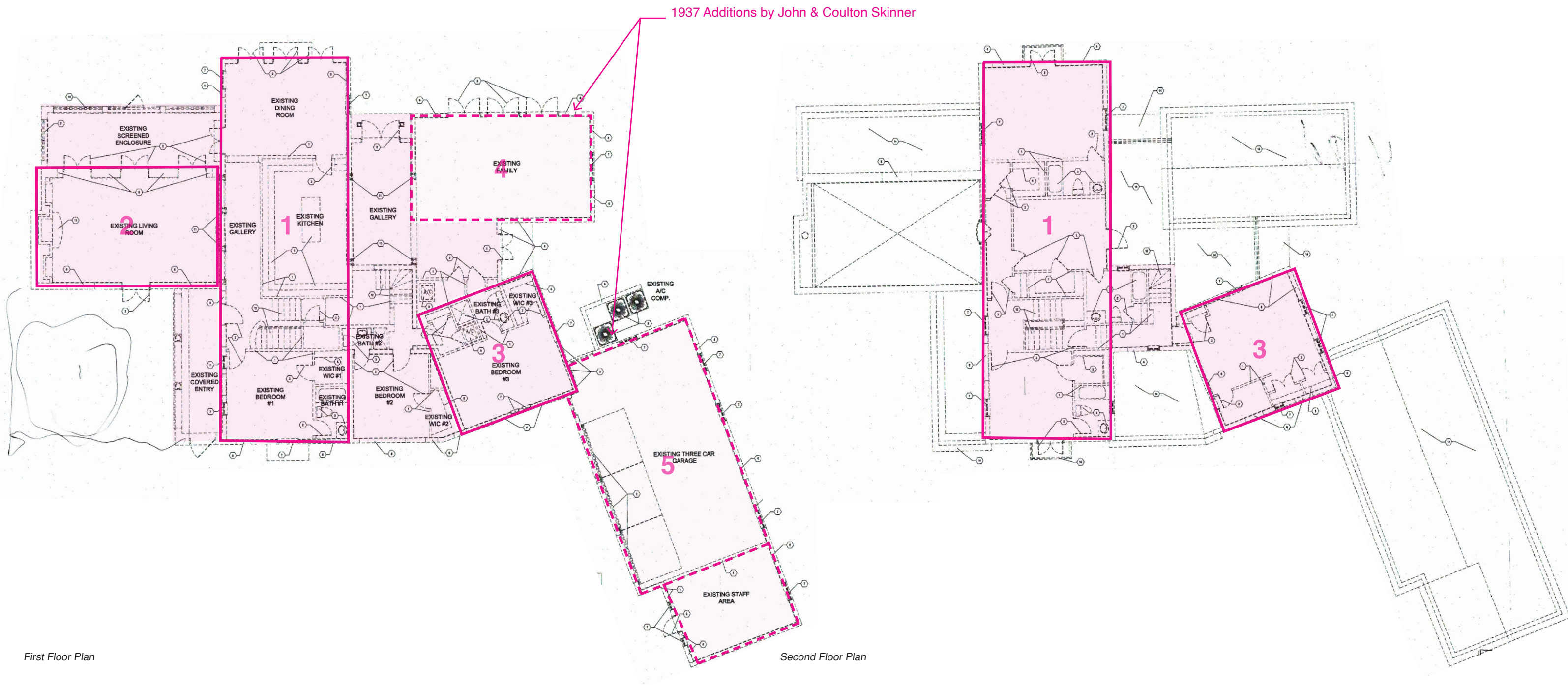
Second Floor Plan

Illustrative Analysis

Establishing Hierarchy - Secondary “architectural tissue”

Not to scale

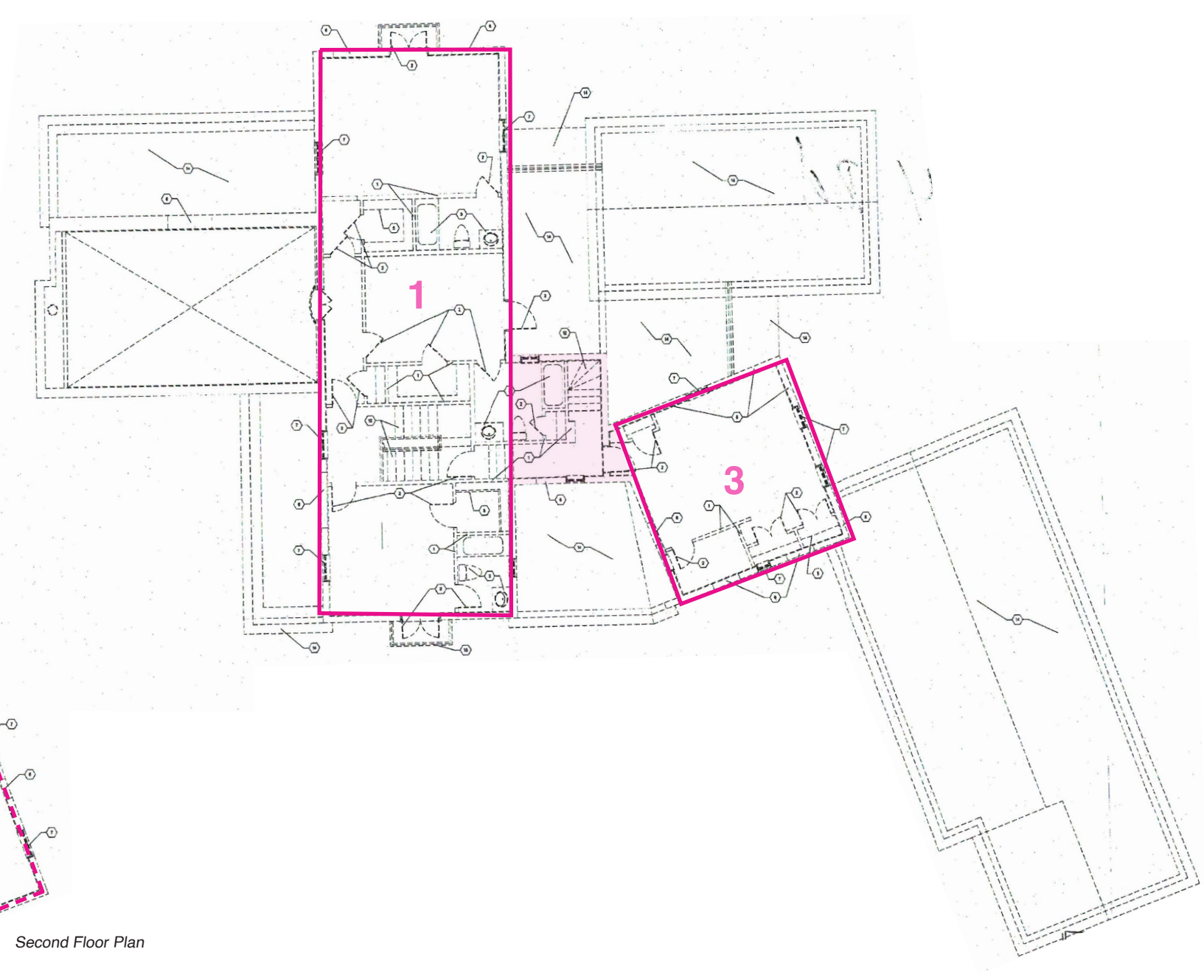
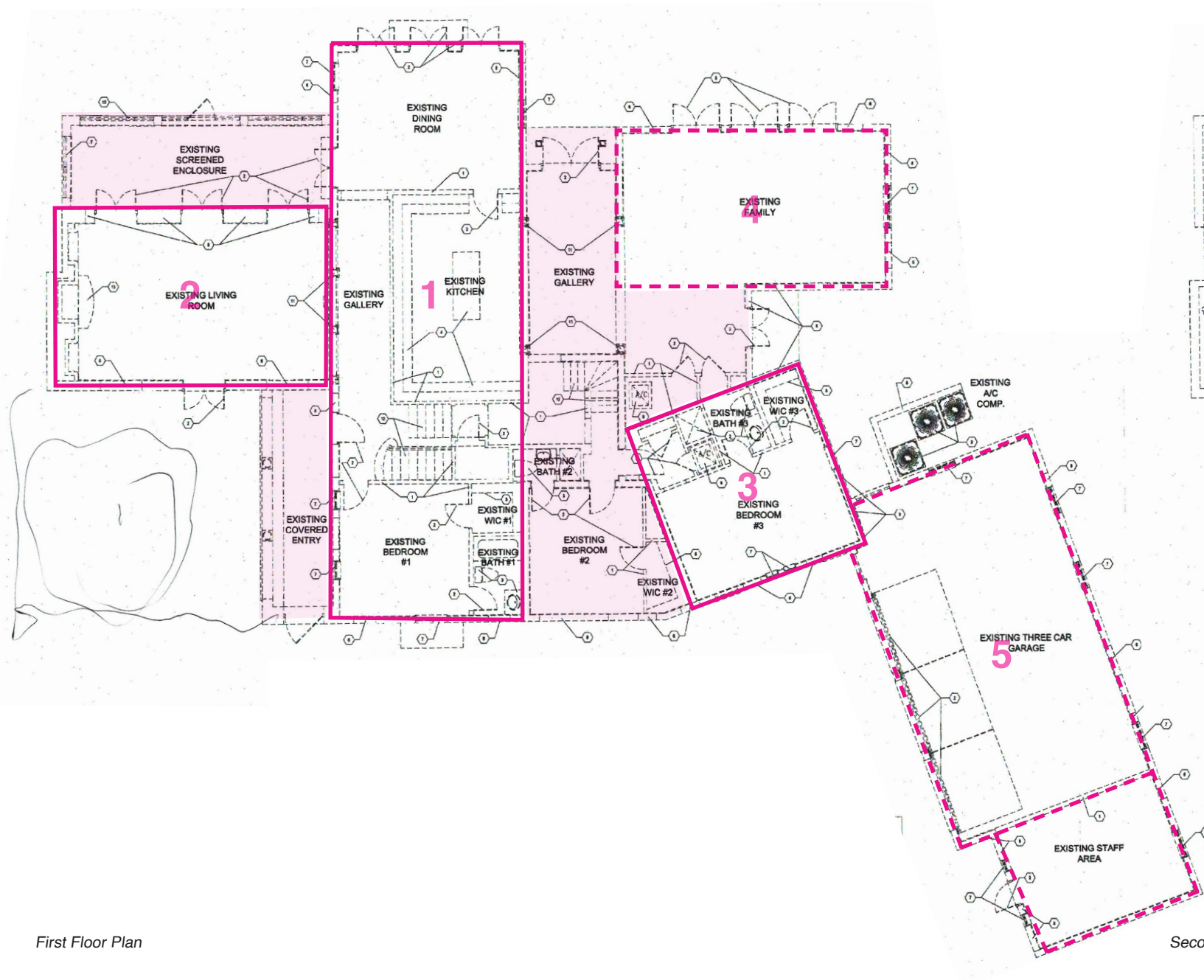
KoDA



Illustrative Analysis

Establishing Hierarchy - Distinct volmes

Not to scale

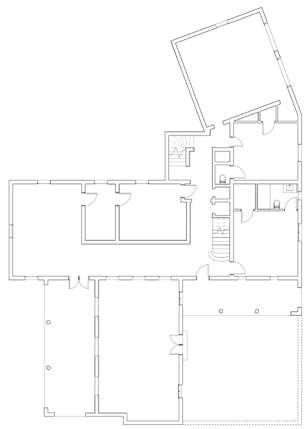


Illustrative Analysis

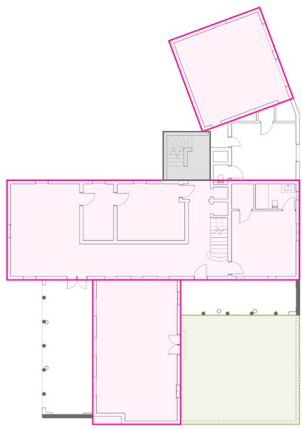
Establishing Hierarchy - Secondary “architectural tissue”

Not to scale

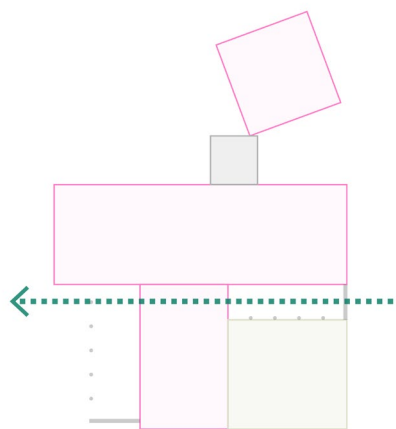
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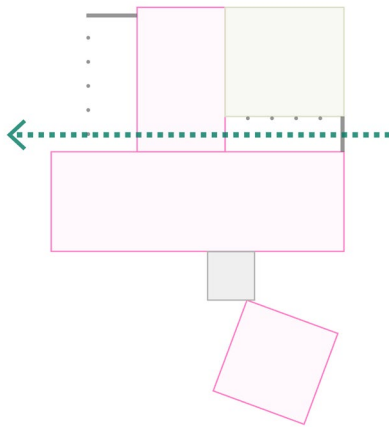
1. Original Structure:
August Geiger, 1929



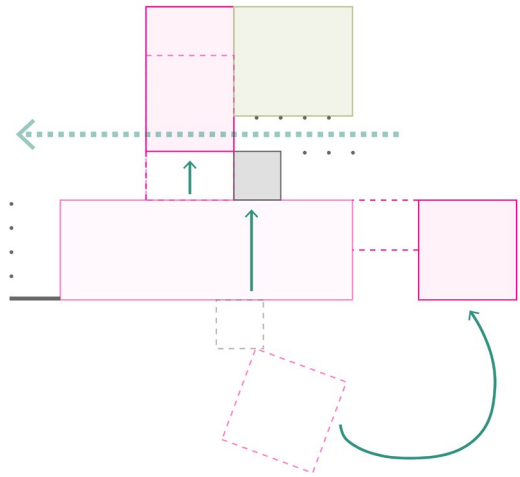
2. Defining Design Components:
Volumes, Loggia, Stair tower and
Courtyard



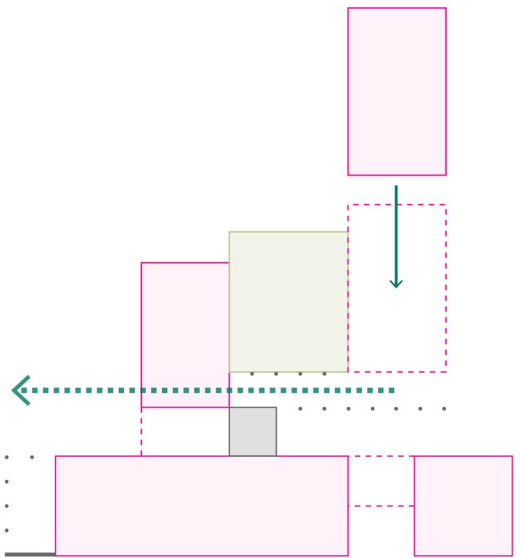
3. Entry Axis & Sequence



4. Flip

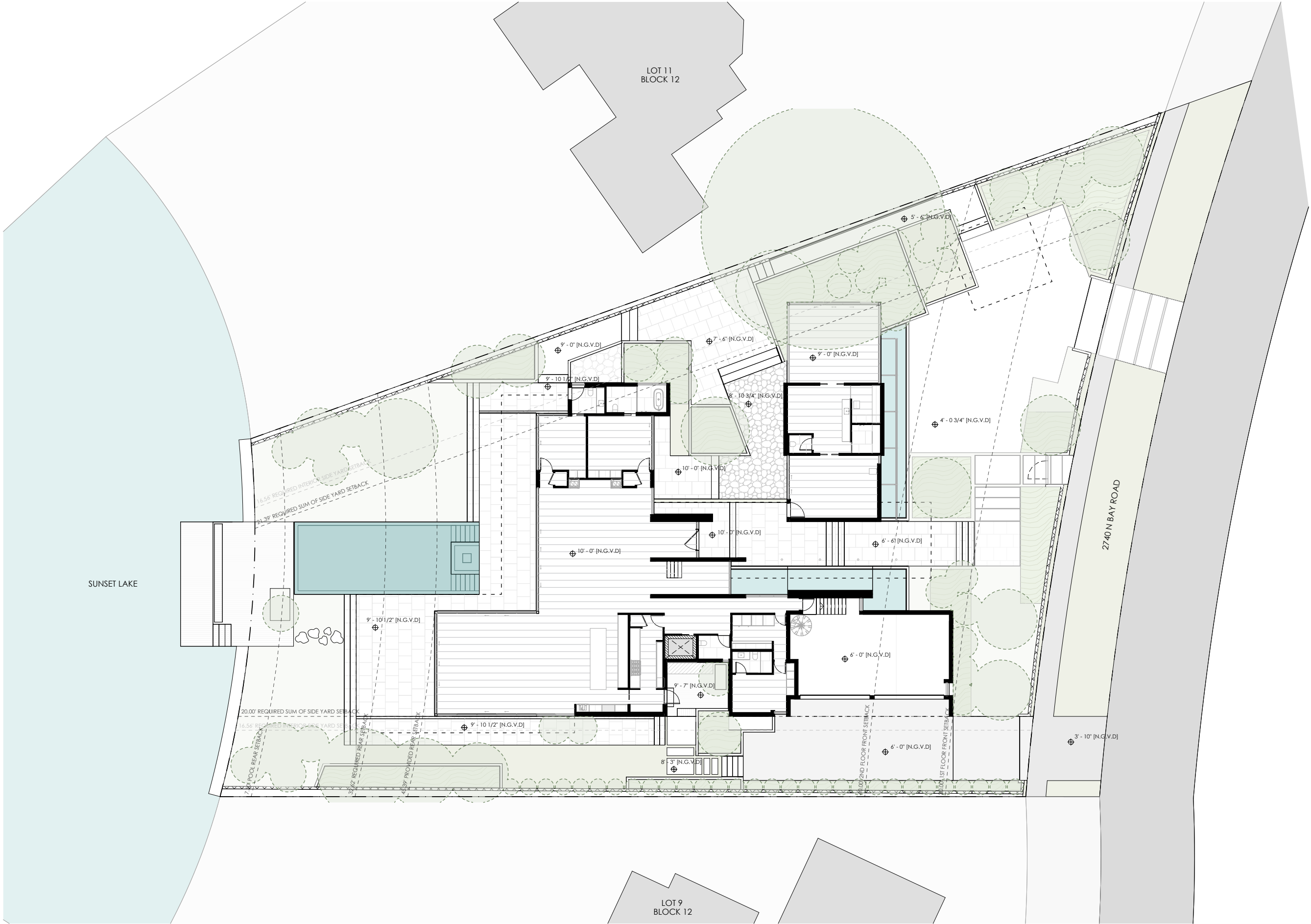


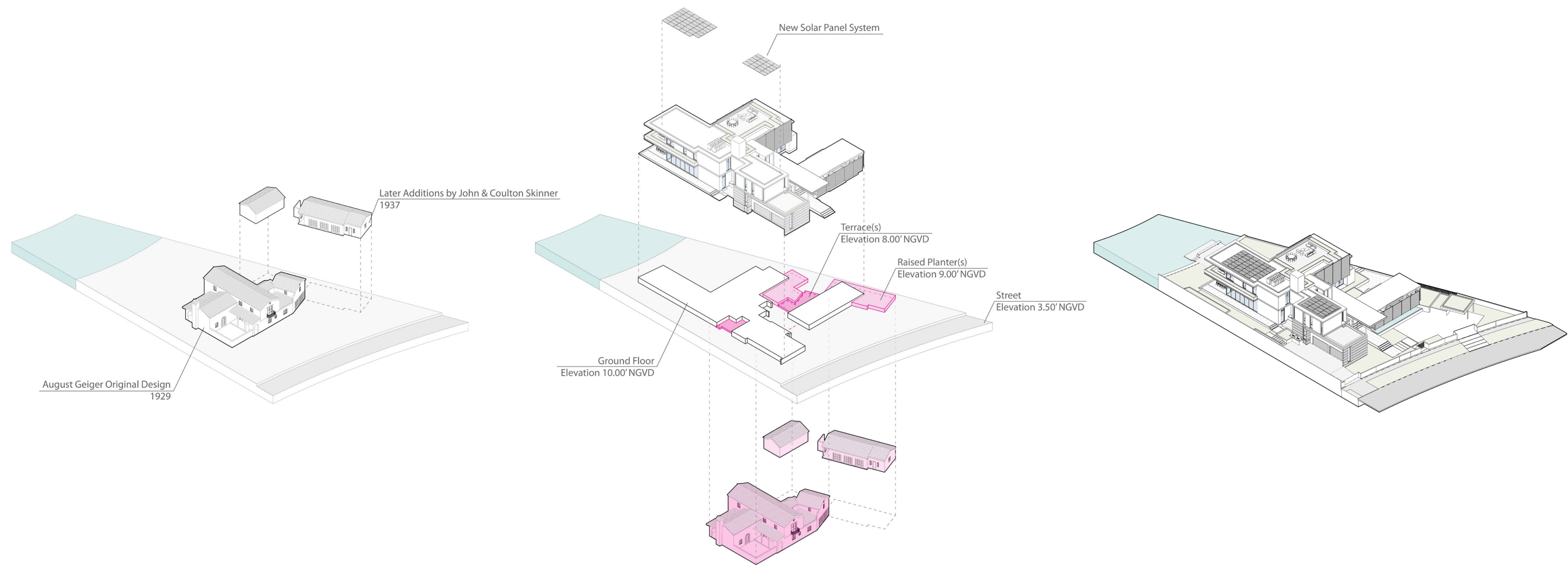
5. Redistribution



6. Courtyard Definition

Planning Scheme
Proposed design

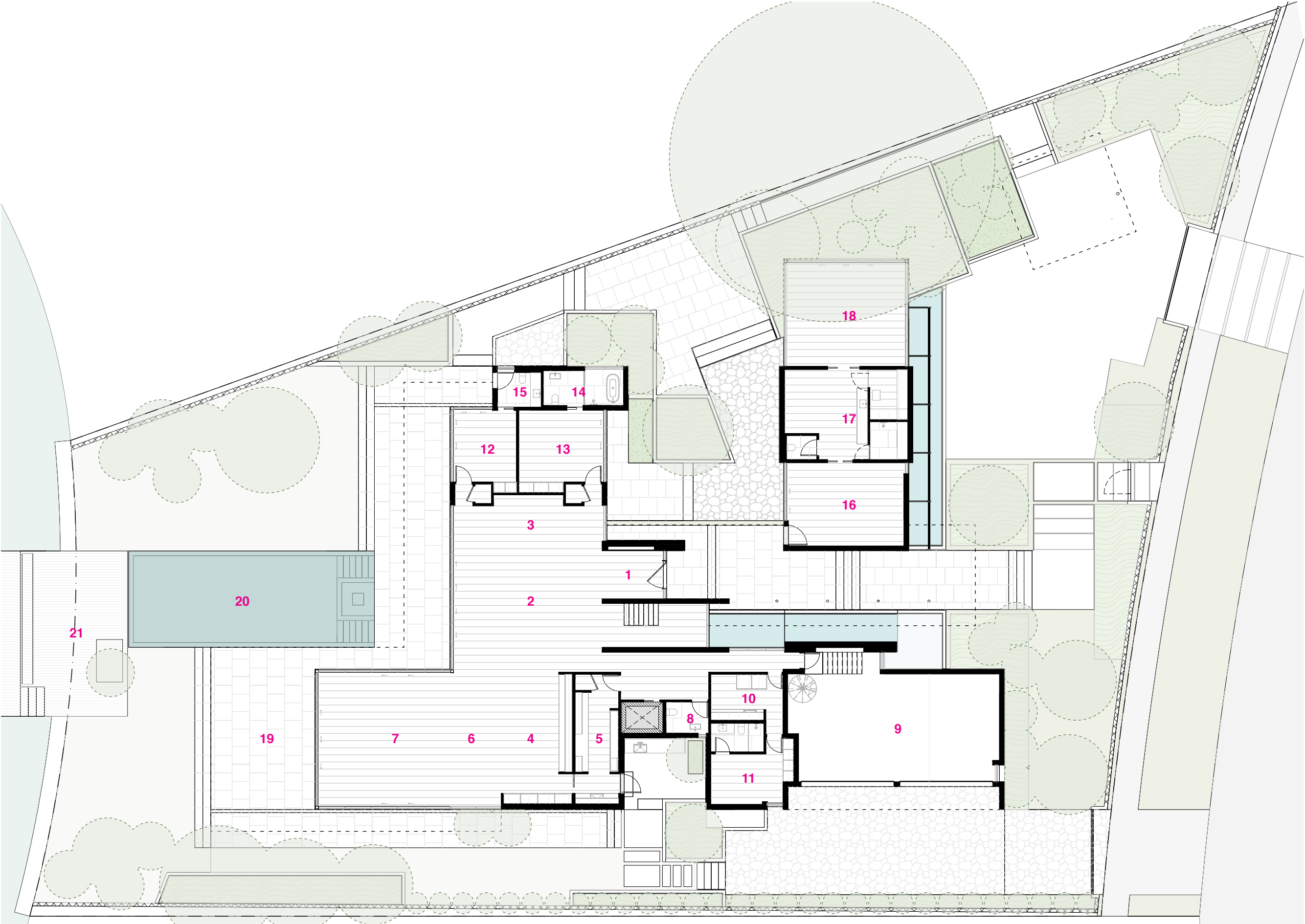




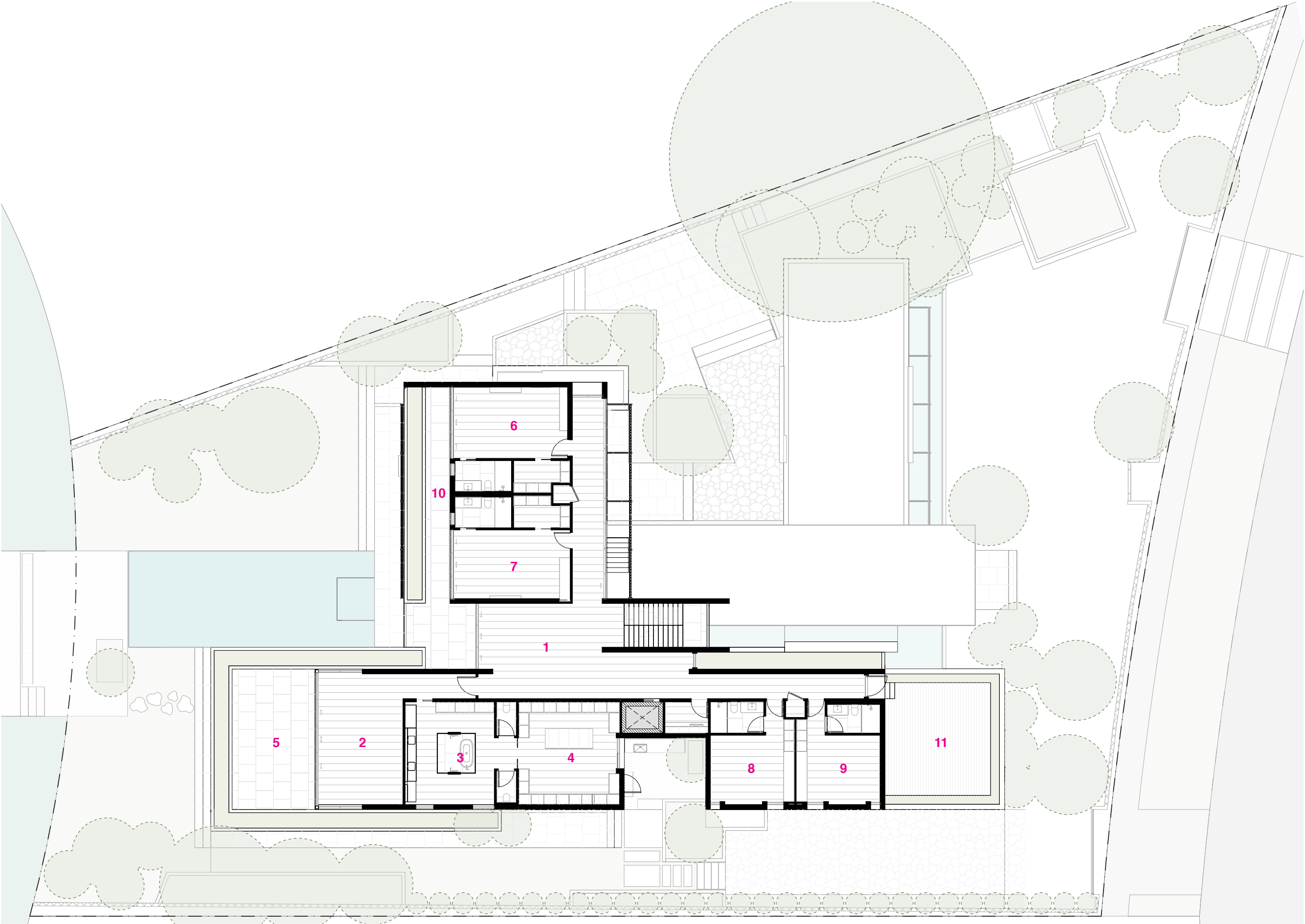
Layering Diagram
Proposed design

- 1. FOYER
- 2. SALON
- 3. BAR
- 4. KITCHEN
- 5. BUTLER'S KITCHEN
- 6. DINING
- 7. LIVING
- 8. POWDER ROOM
- 9. GARAGE
- 10. MAIN LAUNDRY
- 11. SERVICE BEDROOM
- 12. OFFICE
- 13. GUEST BEDROOM
- 14. GUEST BATHROOM
- 15. CABANA BATH
- 16. LOUNGE
- 17. SPA
- 18. GYM
- 19. OUTDOOR LIVING
- 20. SWIMMING POOL
- 21. DOCK

1st Floor Plan
Proposed design
Not to scale

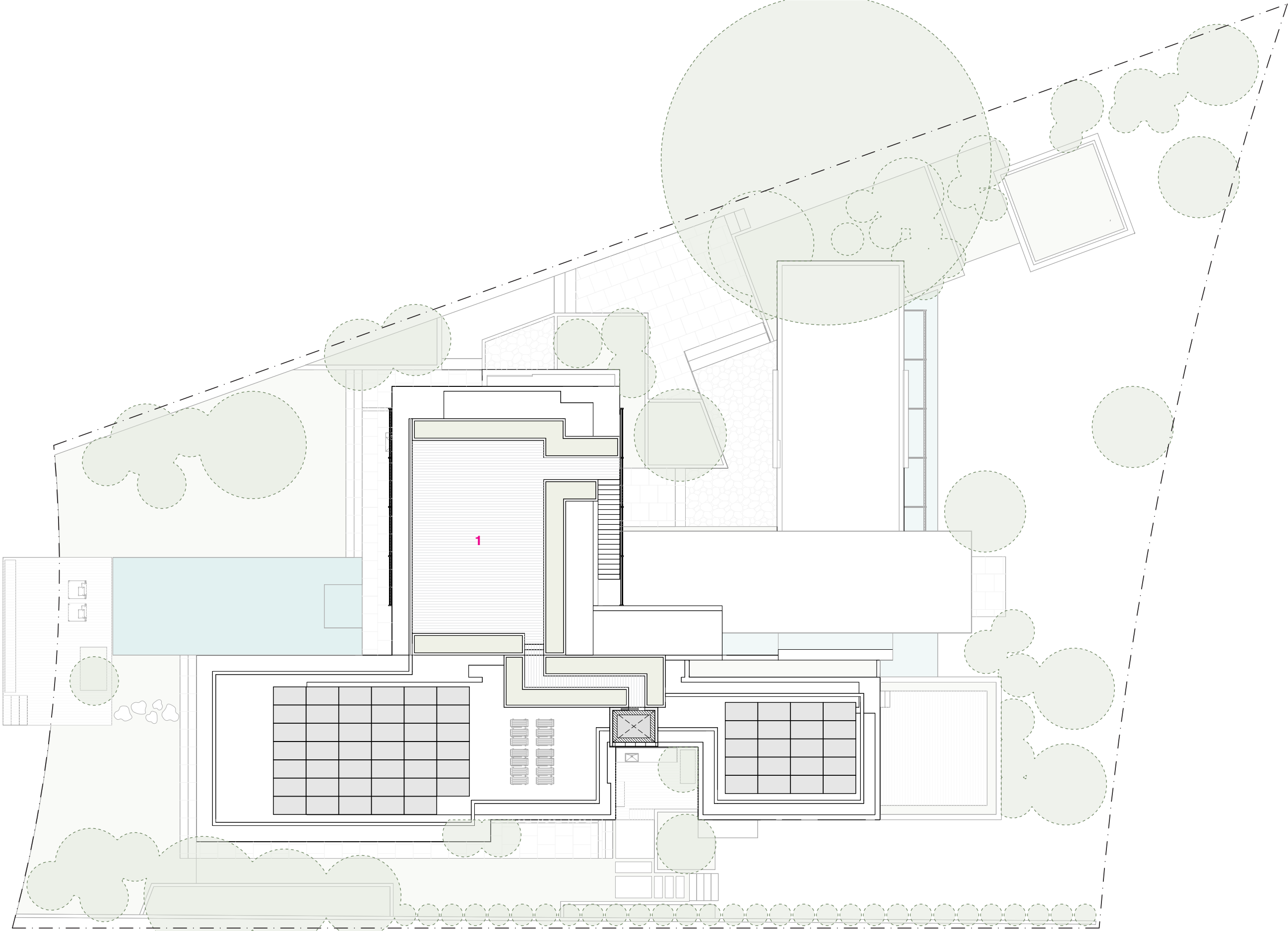


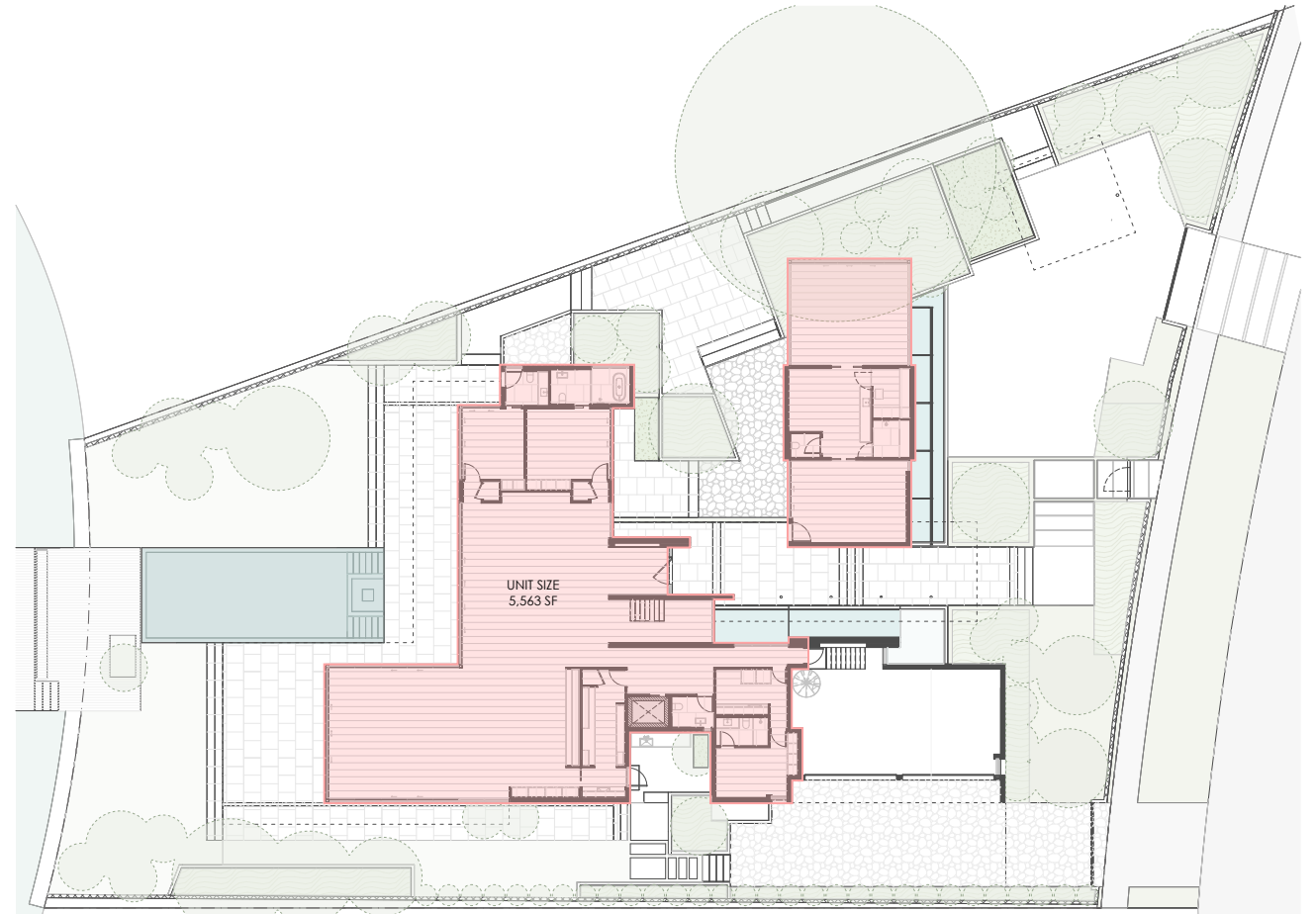
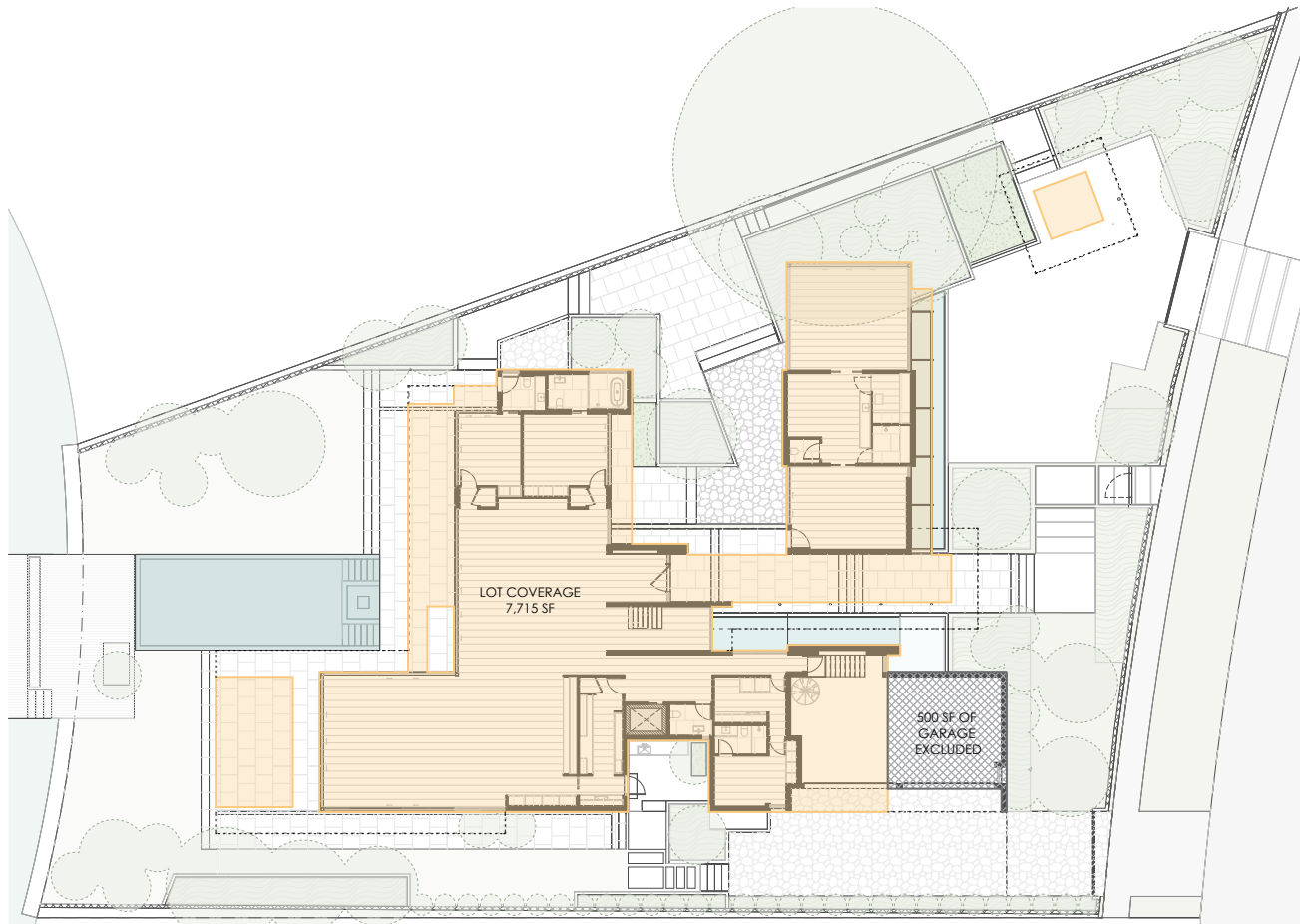
- 1. LOUNGE
- 2. MASTER BEDROOM
- 3. MASTER BATHROOM
- 4. MASTER CLOSET
- 5. MASTER TERRACE
- 6. GUEST BEDROOM 1
- 7. GUEST BEDROOM 2
- 8. GUEST BEDROOM 3
- 9. GUEST BEDROOM 4
- 10. BALCONY
- 11. TERRACE



2nd Floor Plan
Proposed design
Not to scale
KoDA







Lot Size: 26,152SF

Lot Coverage:
Max Allowable: 7,845SF (30.0%)
Provided: 7,715SF (29.5%)

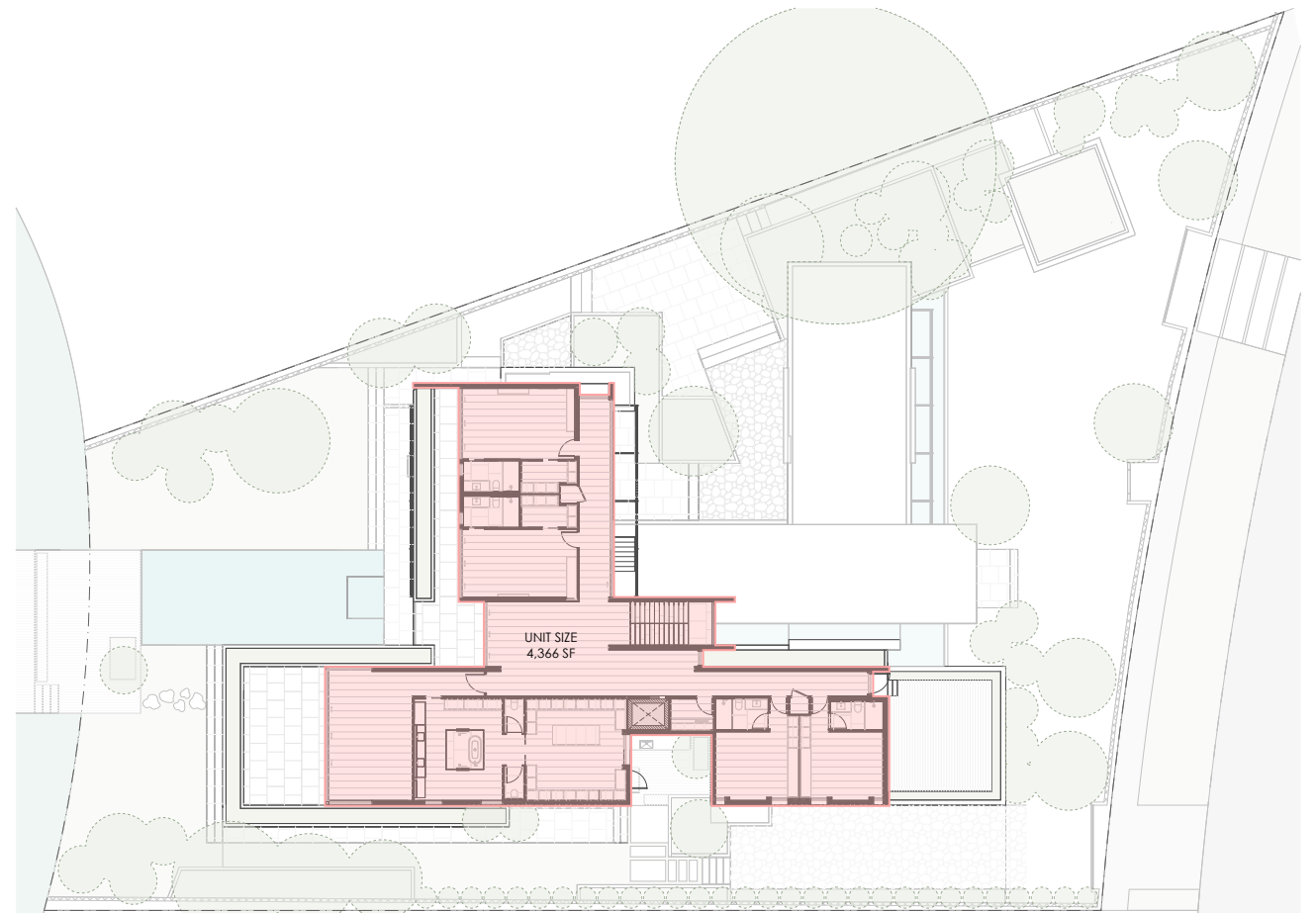
Unit Size:
Max Allowable: 13,076SF (50.0%)
Provided: 9,929SF (37.9%)
3,147sf (12.1%) below max

Lot Coverage and Unit Size Studies
Proposed design



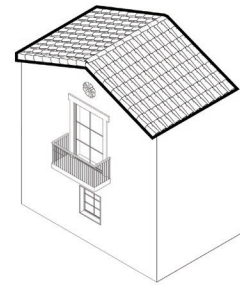
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KoDA

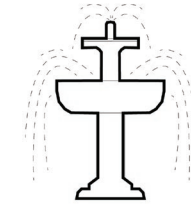




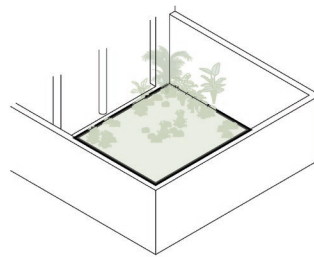
Clay tile roof



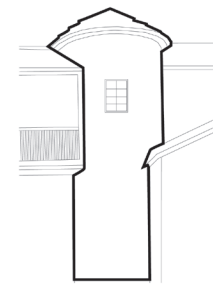
Fountains/Water features



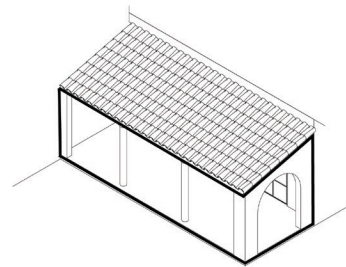
Partially enclosed patios and gardens



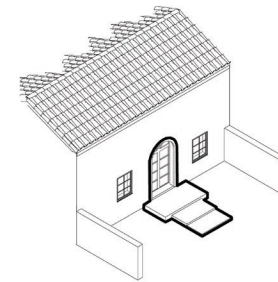
Towers (round, square, polygonal)

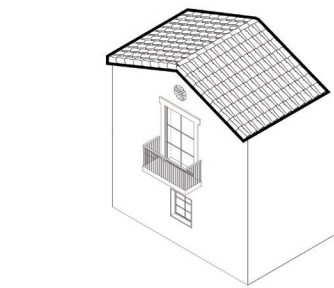


One and two-story covered porches, usually on rear facade

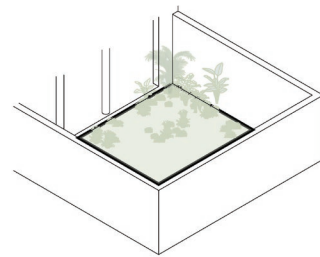


Defined entry

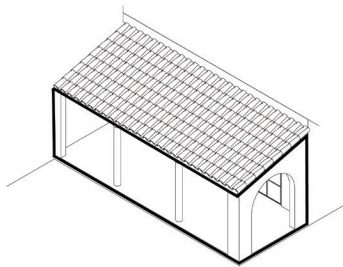




Clay tile roof



Partially enclosed patios and gardens



*One and two-story covered porches,
usually on rear facade*

REINTERPRETATION



Clay tile brise-soleil



Entry Loggia and Courtyard



Clay tile brise-soleil screen



Clay tile roof & Decorative medallion



Style Reinterpretation
Proposed design



Coral stone walls & floors



Coral stone walls



Style Reinterpretation
Proposed design



Wood soffit covered entrance loggia



Wood soffit covered entrance loggia



Style Reinterpretation
Proposed design

KoDA









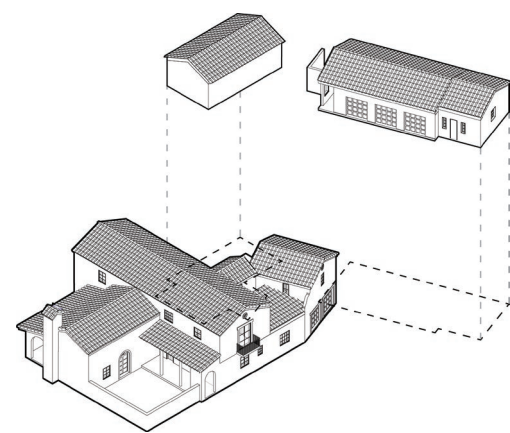




A DESIGN PROCESS BASED ON A HISTORIC “FOUNDATION”

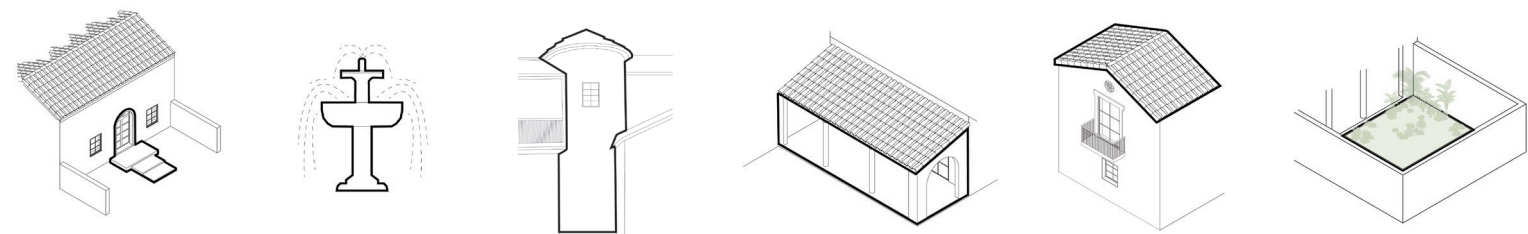
1. Historic Research & Documentation

Through rigorous research and detailed documentation, understand the architectural character and distinct qualities of the original work.



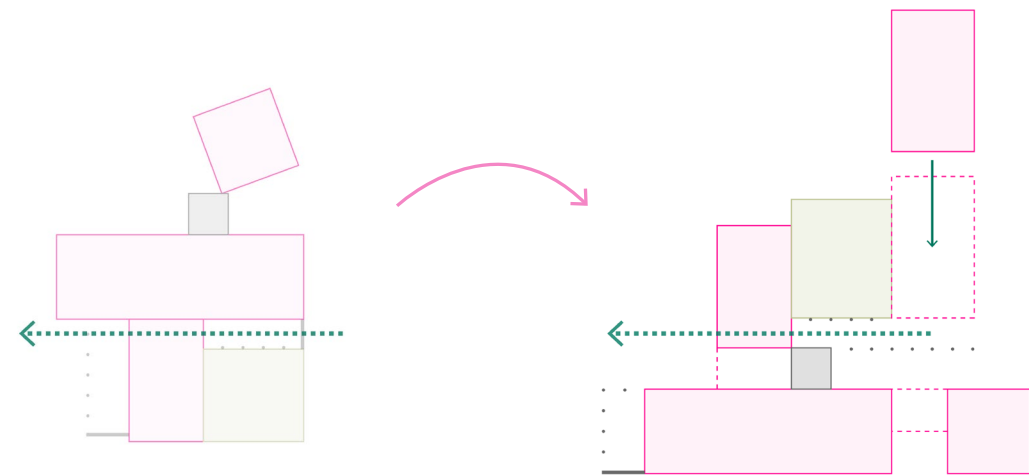
2. A Design “Toolkit”

Establish a set of design tools from the Mediterranean Revival style that can be re-used & reinterpreted in the new contemporary residence.



3. Architectural Legacy

Develop massing & articulation inspired by historic references, establishing an architecture of today that pays homage to that which came before it.



HISTORIC RESEARCH & CONCEPT DESIGN

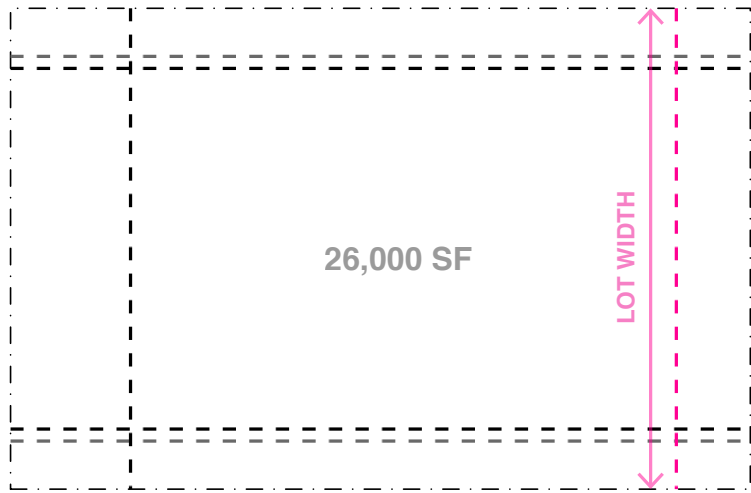
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Project Collaborators + KoDA Contributors:

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Chance Stillman
Constanza Lopreite
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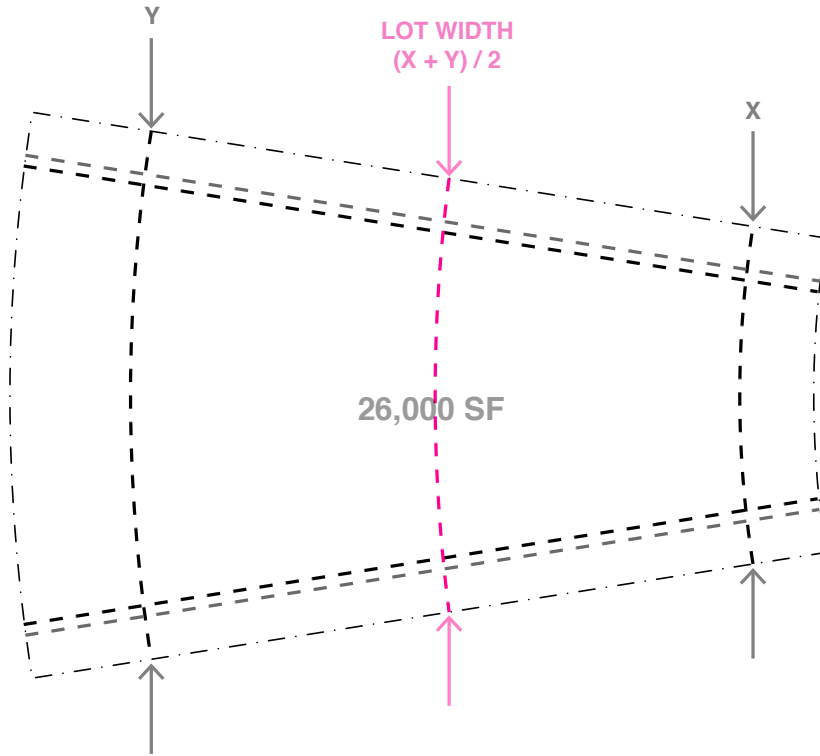




Lot width

“Level distance between the side lot lines measured at the required front yard setback line and parallel to the front street line.”

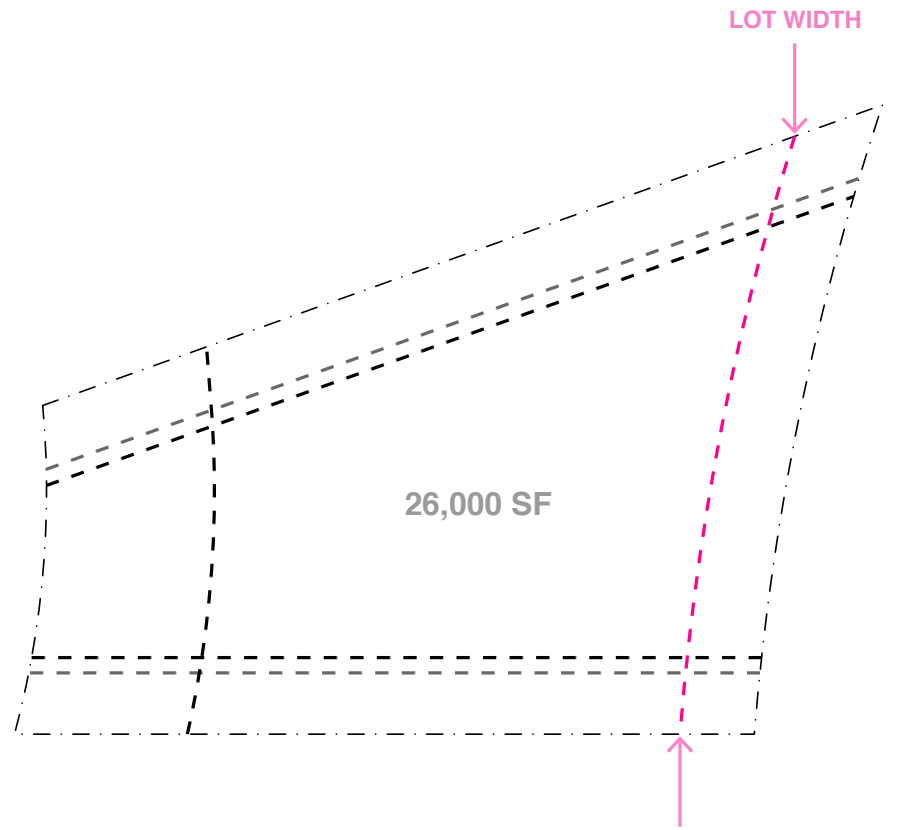
Section 1.2.1 General Provisions



Lot width

“Average of the front and rear lot widths if [...] the lot fronts on a turning circle of a cul-de-sac or a circular street with a radius of less than 230 feet.”

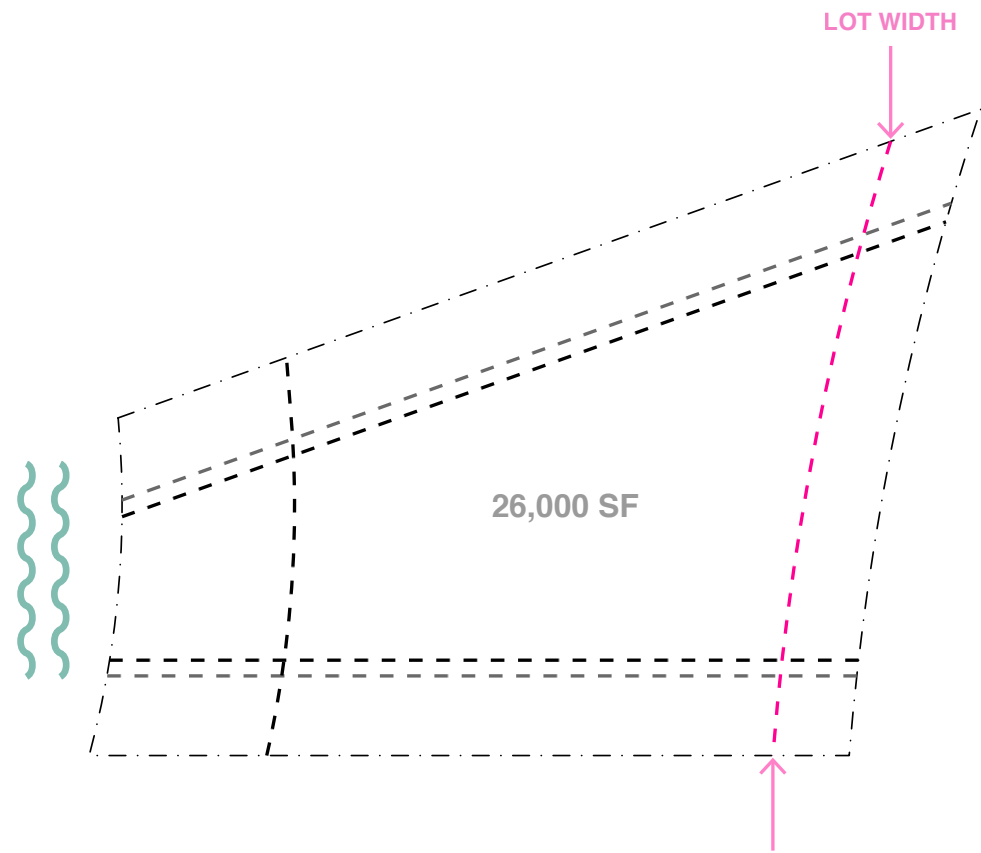
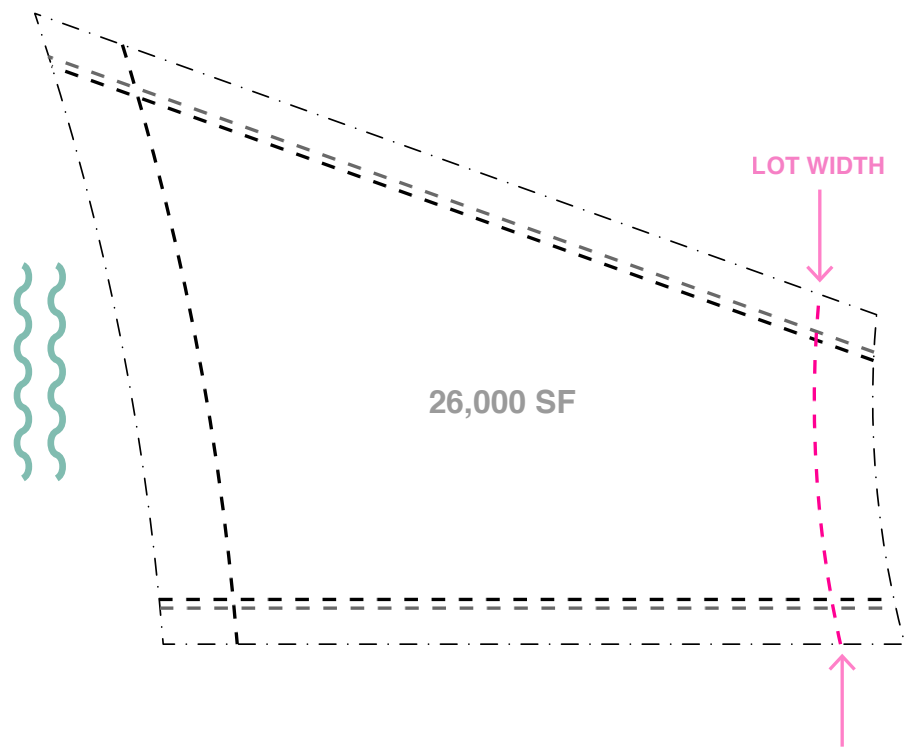
Section 1.2.1 General Provisions

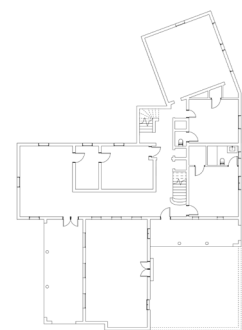


Lot width

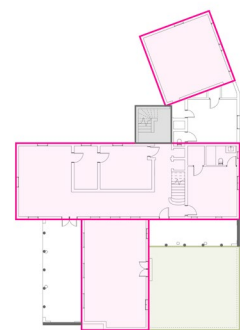
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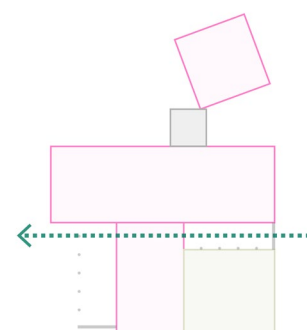




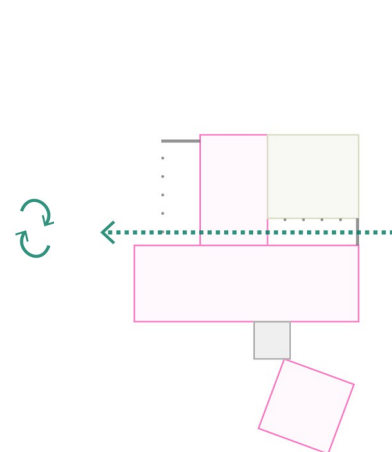
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August Geiger, 1929



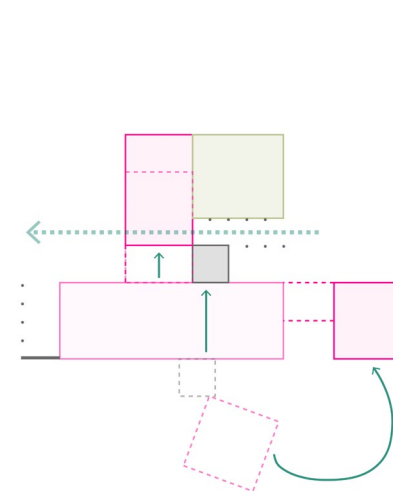
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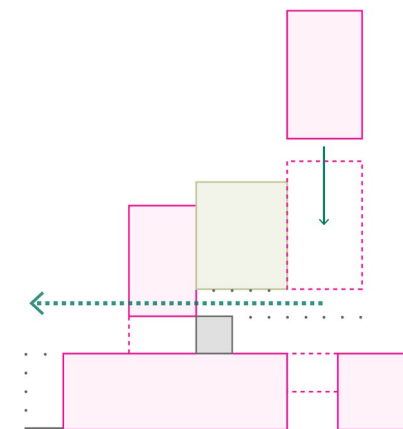
3. Entry Axis & Sequence



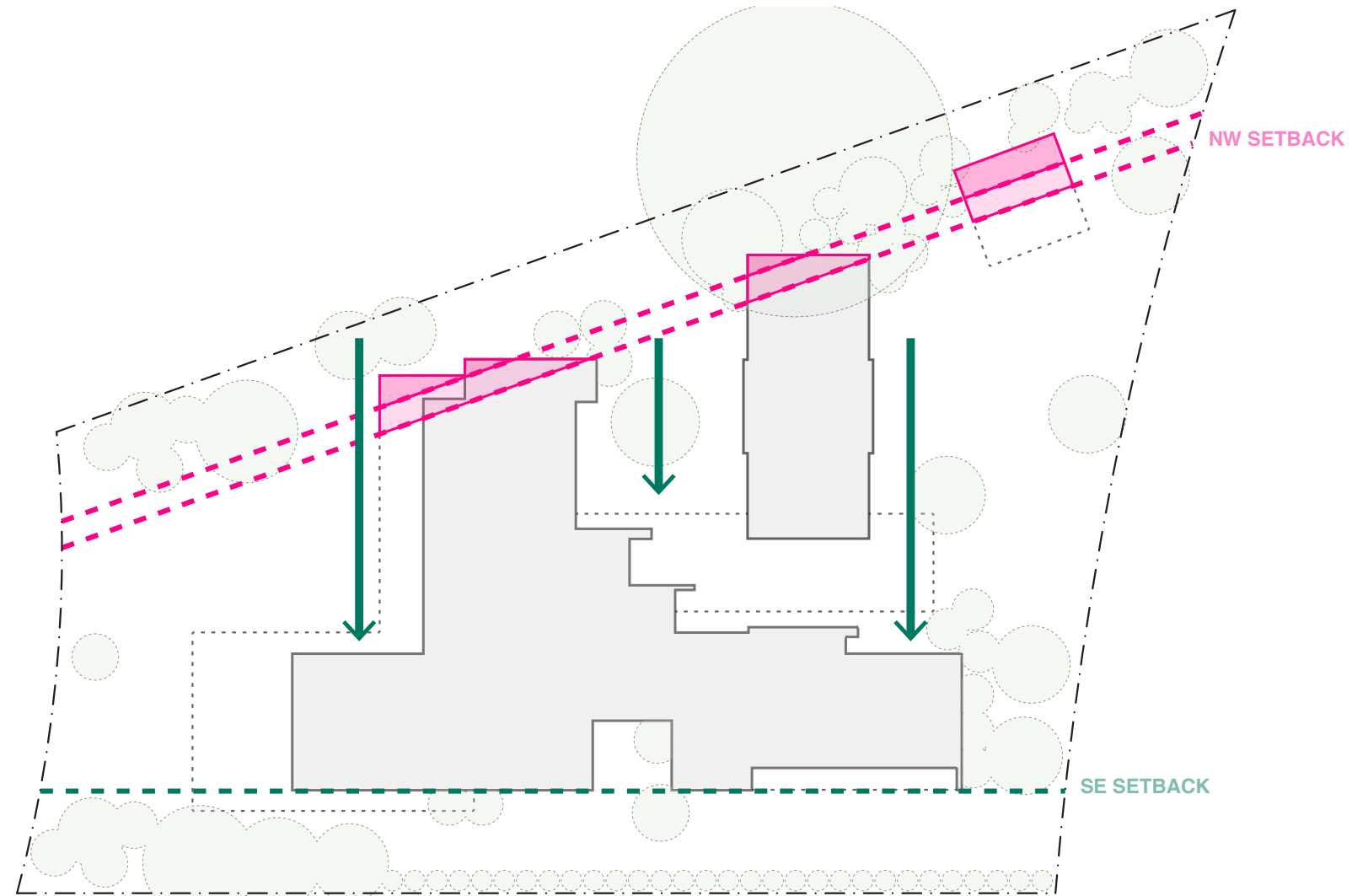
4. Flip



5. Redistribution



6. Courtyard Definition



HISTORIC RESEARCH & CONCEPT DESIGN

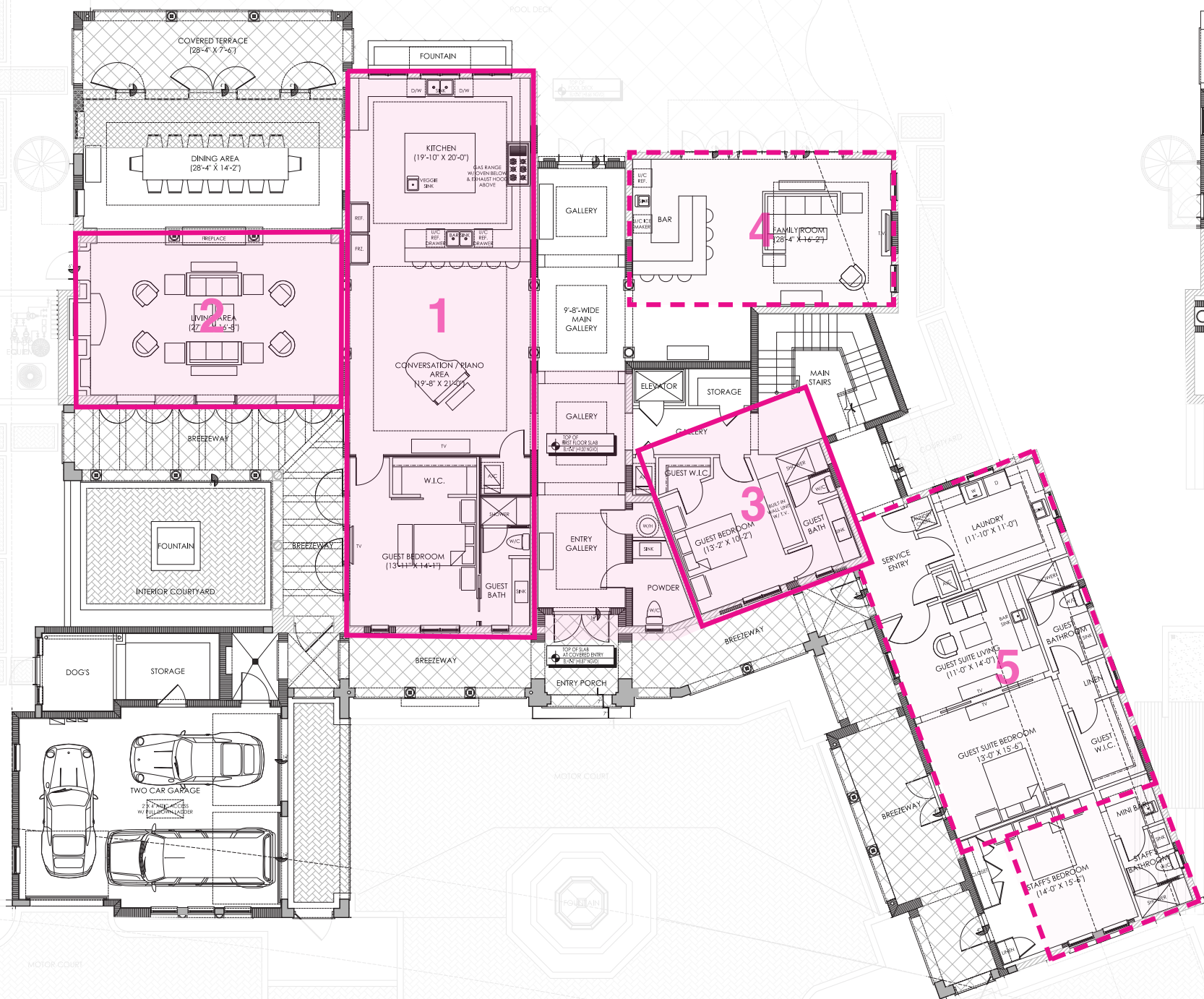
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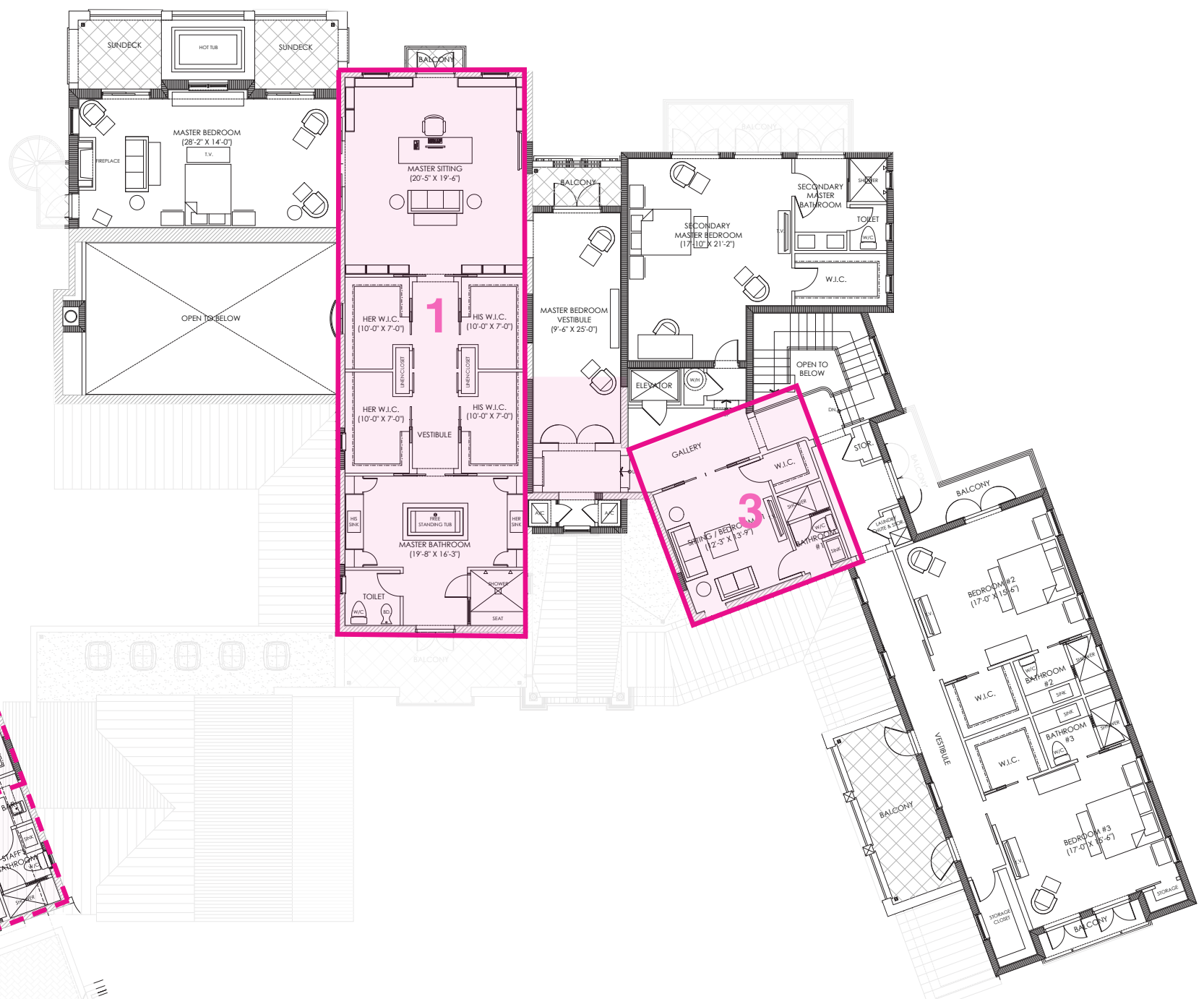
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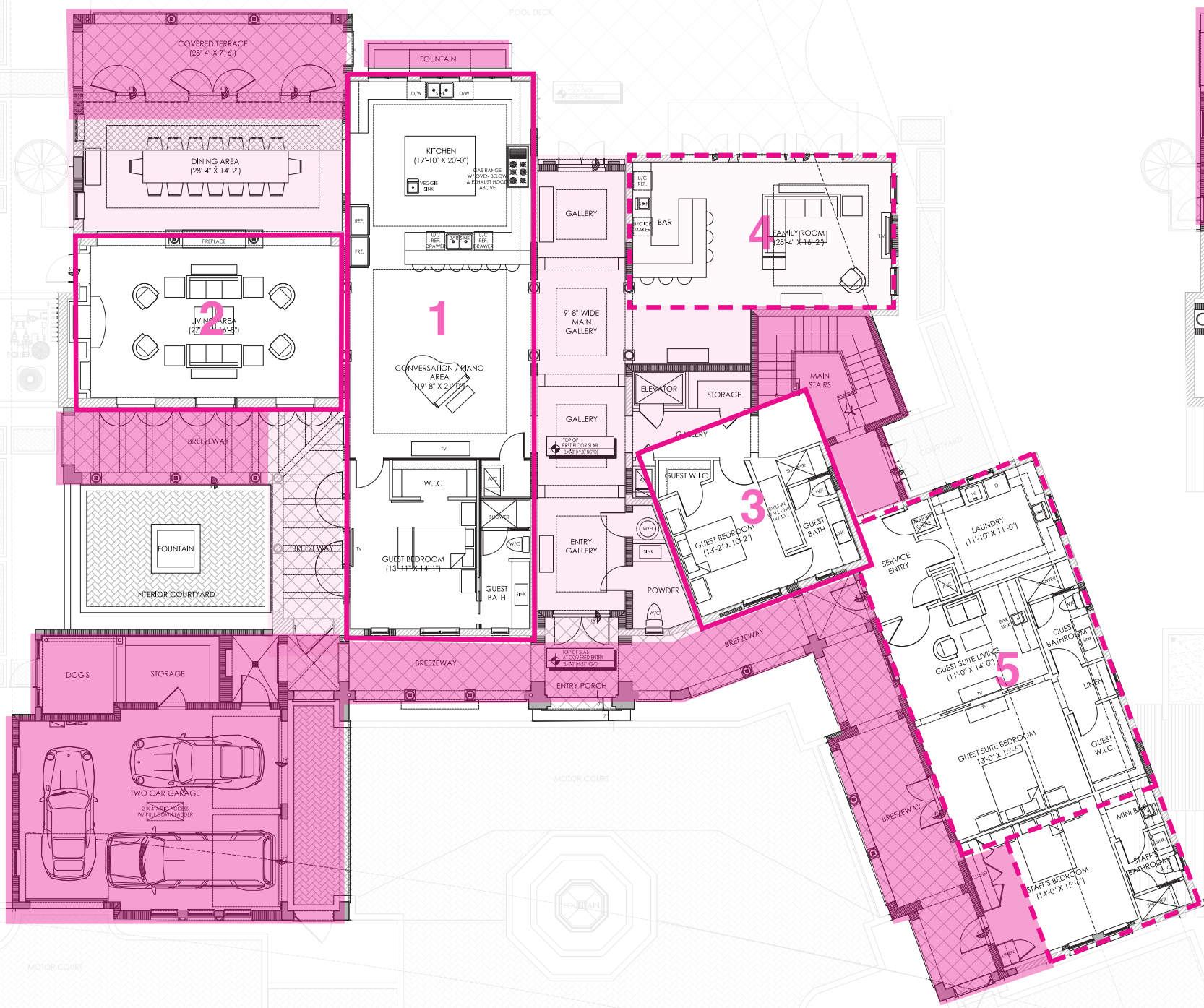


First Floor Plan

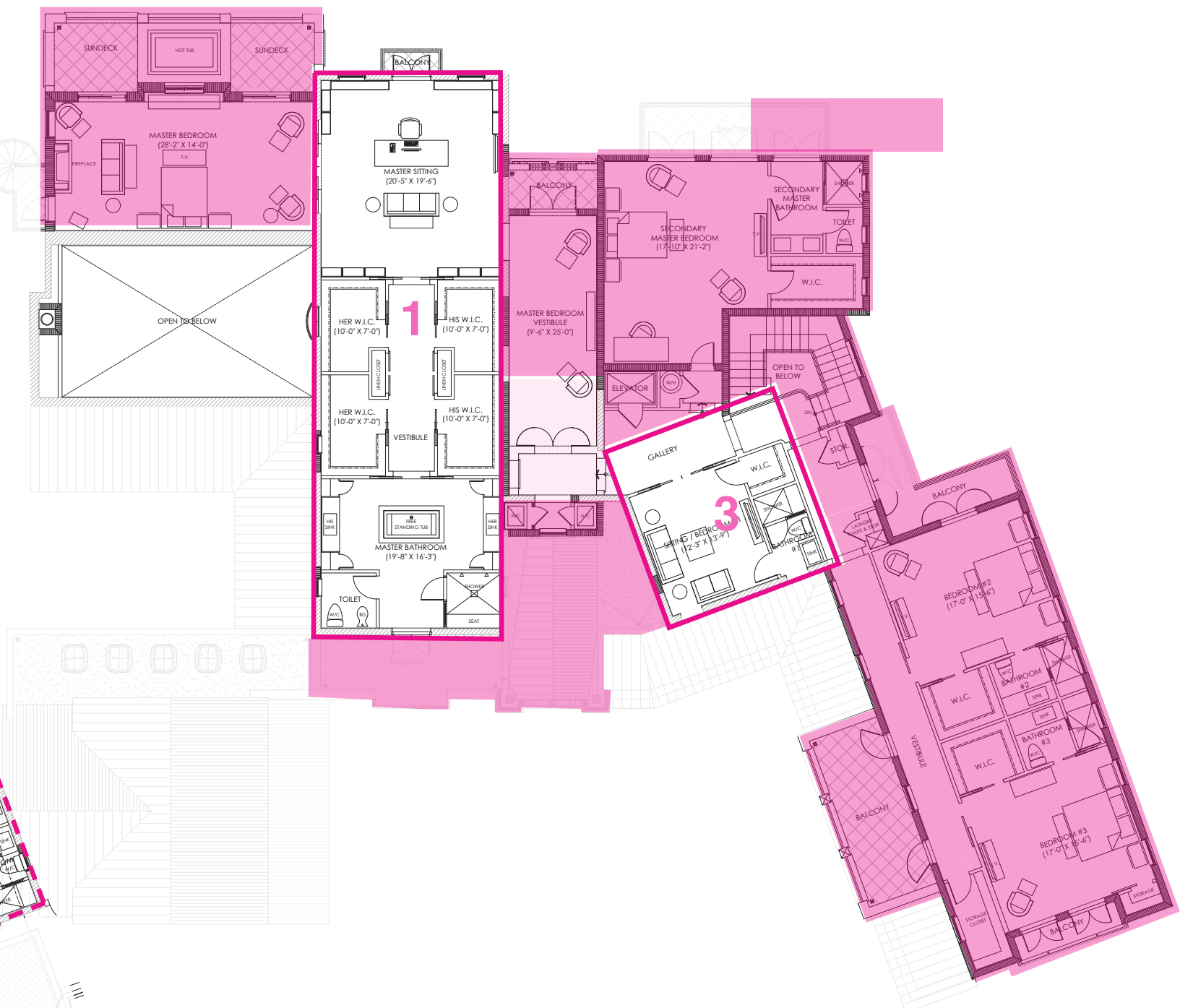


Second Floor Plan

Illustrative Analysis
Establishing Hierarchy - Distinct volumes

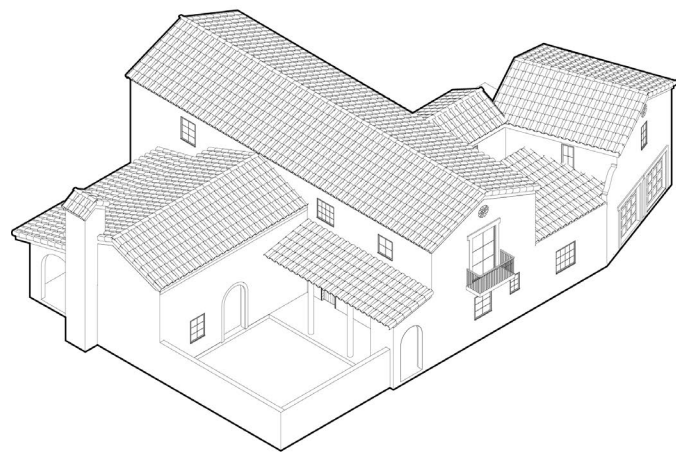


First Floor Plan

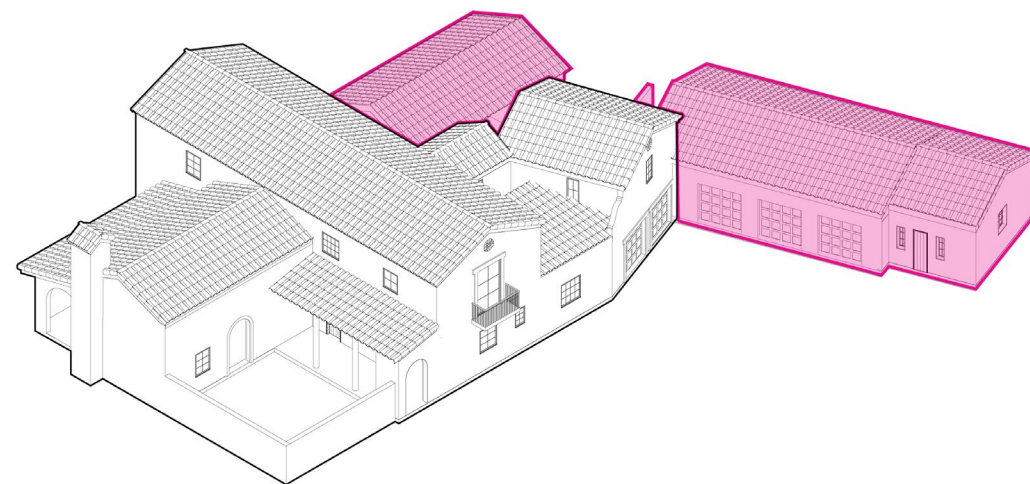


Second Floor Plan

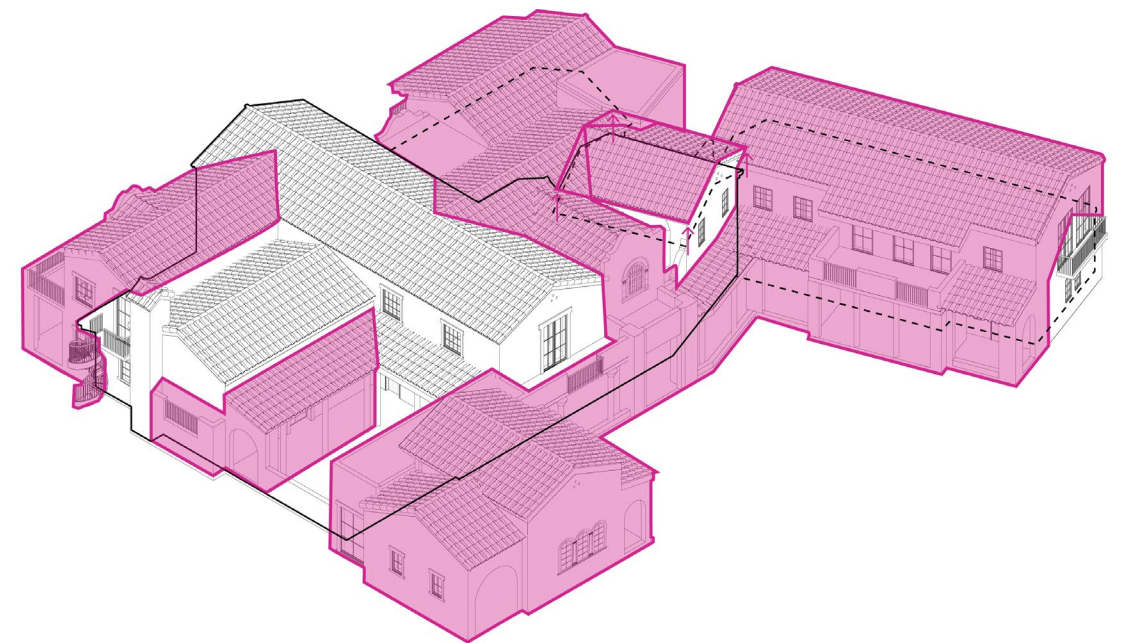
Illustrative Analysis
Establishing Hierarchy - Secondary “architectural tissue”



1929 Deisgn by Geiger



2010 House, with previous additions, designated Historic



2018 HPB Approved Design

Lot Size: 26,152SF

Unit Size:
Max Allowable: 13,076SF (50.0%)
Provided 10,744SF (41.0%)

Sum of Side Yards Setback:
Allowed: 41.39'
Provided: 13.00'

Illustrative Analysis
Setbacks studies

