

HEATHCOTE APARTMENTS



OCEAN DRIVE WITH HEATHCOTE
AT FAR LEFT 1989

HEATHCOTE FROM PARK CENTRAL ROOFTOP



B. Kingston Hall Architect

ARCHITECTURAL PROJECTS

BLACKSTONE HOTEL

800 Washington Avenue, 1929

"Mediterranean 14-story tower topped by clock. Mission tile roof supported by exposed rafters. Built as a 246-room luxury hotel for Jews. Later became a retirement home. Ozzie Nelson and his band played here. George Gershwin wrote portions of "Porgy and Bess" while staying here." (2)

"Until the completion of the kosher Blackstone Hotel...in 1930, Miami Beach's Jewish community was not welcome north of Fifth Street and was restricted from purchasing property in most of Miami Beach. During the 1930's, however, the city's Jewish community grew and thrived, though it was still concentrated in the area south of Lincoln Road." (26)

"Resort fashions have varied greatly in the short history of Miami Beach. In the 1920's grand hotels like the Flamingo (demolished) and the Fleetwood (demolished) and the Blackstone were icons of the city; yet by the 1930's the city was redefined by small and medium scaled hotels that offered a new more intimate scale of accommodations" (23)

"The largest project completed by the Architect was the ..." tallest contributing building in the Miami Beach Architectural District, the Blackstone's size reminds the viewer of the pretensions of the 1920's boom era in Miami Beach. The relatively austere facade treatment has a limited number of Mediterranean Revival details, including hipped clay-tile roofs at it's tallest portion. its tallest feature is the clock tower that conceal's the hotel's elevator machinery. The lobby, not readily accessible, is far more decorative. The Blackstone is reputed to be the First Miami Beach hotel solicit Jewish clients, and also the first to give accommodations to African-Americans." (24)



BLACKSTONE HOTEL 1929

SEYMOUR HOTEL

945 Pennsylvania Ave. 1936

"Streamline. Ziggurat windows. Circular "piston" planters. Vertical fluting and raised parapet emphasize entry. (25)

RESIDENCE, 705 Jefferson Ave. 1930

Mediterranean, Barrel tiled roof. Chimney. Corner entry. (22)

CAPRI APARTMENTS, 835 Jefferson Ave. 1936 *"Royal Palms. Simple streamline with horizontal stripes. Impressive circular entry. (21)*

EL RUBINO

1061 Meridian Avenue 1930

PAN-AMERICAN CONVENTION HALL & EXPOSITION CENTER CONCEPT PLAN (1936) *Proposed on former site of Dupont Hotel in Downtown Miami. (Unbuilt)*

Leonard Horowitz, Art Deco Colorist

This new wave of real estate investors is taking advantage of federal income tax incentives and local tax credits for restoration. The Department of the Interior, for example, provides a 20 percent tax credit for historic restoration investments. The state has created an enterprise zone from 11th Street on the north to Government Cut on the south. through a support assistance program from the State Community Development Corp., low interest construction loans are presently available for investors of properties in the enterprise zones.” (28)

“When New York restaurateur and art collector Tony Goldman bought the Metropole, Park Central and other buildings in South Beach, area movers and shakers jumped for joy. Known for his tremendous success in SoHo ..Tony prides himself on being a visionary. He deals in advance real estate in areas that are not yet trendy but have the potential. He hired Leonard (Horowitz) to design the exterior color plans for the Park Central and Imperial Hotels, Heathcote Apartments, 1350 Collins Avenue, 1200 Ocean Drive and the Metropole Hotel.” (10)

Tony Goldman: “Finding Leonard Horowitz was the answer to our problem. I wanted to incorporate fine art with decorative art and Leonard did it. Leonard’s strength is in his understanding of shape, awareness of form and sensitivity to color.” (11)

“Leonard Horowitz’s portfolio is the sidewalks of Miami Beach; he has completed over sixty projects which include paint specifications and interiors of apartments, houses and restaurants.” (12)

“According to Leonard, “...I envision South Beach as an adult theme park. As opposed to Disney World and Epcot which are manufactured environments, South Beach is a real neighborhood. It evolved...with lots of emotion and love going into the preservation and development of the area. It will offer people the conveniences of the eighties with the wonderful romantic atmosphere of the thirties.” (13)



TOP: LEONARD HOROWITZ circa 1980
BELOW: FRIEDMANS BAKERY by STEVEN BROOKE
in DECO DELIGHTS

Tony Goldman, Visionary

No report on the Heathcote Apartments could fail to mention the decades long ownership of this property along with the Park Central and the Imperial under Goldman Properties and Tony Goldman. Coming down to Miami Beach for the first time in 1985, Tony ..*"happened across the MacArthur Causeway and onto Ocean Drive.. (14)*
"The minute I saw it, I realized that I was looking at the American Riviera." (15)

"Back then that was quite a stretch. Though suitably registered, the Deco District still looked like a sprawling, half-abandoned nursing home - the sort that begs for investigation by some local Action News team. Many of the shabby hotels had been shuttered. At others, the only sign of life was a row of folding beach chairs on the veranda on which, amid crumbling stucco and peeling paint, the last of the ancient retirees took their daily sun." (16)

"Despite the squalor, Goldman was able to envision the neighborhood healed and whole. "I was ready, I was in love, and I was buying." he recalls. In fact he bought his first building then, and another one each month for the next year and a half." (17)

"Unlike a lot of other speculators, who've since treated South Beach like a Monopoly board, Goldman brought a civic booster's vision to the enterprise." (18)

"Goldman also understood that any Riviera worth its salt air is about more than attractive buildings, palm trees and sand. It takes people, particularly young and beautiful ones, walking along that widened promenade to make a glamorous resort." (19)

"All over Miami, I'd noticed the kind of production vans they use on fashion shoots," says Goldman.... Eventually a number of international model agencies were persuaded to locate their Miami branches in two of his beachfront buildings. The result - a steady stream of beauties pouring in and out all daylong - is perhaps his masterstroke." (20)



Ocean Drive: Trendoids started it, fashion photographers took it from there.



PHOTO: GREG SCHNEIDER

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OBITUARY for TONY GOLDMAN

Richard Anthony Goldman, who was born in Wilmington, Del., on Dec. 6, 1943, was adopted by Charles and Tillie Goldman, a prosperous couple who lived on the Upper East Side of Manhattan. He worked in his father's coat factory from the age of 15 to learn the trade.

Mr. Goldman went to Emerson College in Boston, where, on the first day of orientation, he met Janet Ehrlich. They married in 1966, the same year he graduated with a bachelor's degree in drama. After returning to New York, Mr. Goldman learned real estate from an uncle. "He would stay late and bring his uncle a Scotch," Ms. Goldman recalled, "and they would talk real estate, and that's where he got his foundation in the business." In 1968, he struck out on his own and founded the Goldman Properties Company, which worked mainly on the Upper West Side. He lived in SoHo. He and his wife had two children, but by the mid-1970s, deciding that they had married too young, they divorced, Ms. Goldman said. In retrospect, she added, "it was a good thing — it allowed us to branch out and try new things."

Mr. Goldman soon opened the Greene Street Café, a business investment that also gave him a place to go and sing without being kicked off the stage, Ms. Goldman said. "Tony was a crooner," she said. She and Mr. Goldman remarried in 1977, and eventually, both their children, Jessica Goldman Srebnick and Joey Goldman, joined the business. Ms. Goldman Srebnick will become the chief executive of Goldman Properties. In addition to his wife and children, he is survived by a brother, Mark, from his adoptive family. About 15 years ago, Mr. Goldman was reunited with his birth family. He is also survived by a sister from that family, Pam Skerker.

An obituary on Sept. 16 about the developer Tony Goldman misstated the name of the organization that gave him a lifetime achievement award in 2010. It is the National Trust for Historic Preservation — not the National Historical Trust or the National Trust for Historical Preservation. The obituary also misidentified the part of Philadelphia that he helped rejuvenate. It is the area now known as Midtown Village, not Rittenhouse Square.

Mr. Goldman did not like to be called a developer. "Developers are knock 'em down, build 'em up guys," he told The New York Times in 2000. "That's not me." Instead, he saw himself as a long-term investor in the revitalization of historic neighborhoods.

[Roberta Brandes Gratz](#), the author of several books on urban lifestyles and a former member of the New York City Landmarks Preservation Commission, said Mr. Goldman's genius was in recognizing not just the value of old buildings but also the importance of their context. He understood that what makes a neighborhood is the diversity of uses," she said. "Restaurants put people on the streets and add vibrancy. People who wanted to stay in the city wanted to walk to amenities and not drive."

On a trip to a developers' conference in Miami in 1985, Mr. Goldman went with local preservationists to see crumbling Art Deco hotels along a section of turquoise ocean in Miami Beach. Seeing the area's potential, he started buying — one building a month for 18 months.

With a talent for self-promotion, he came to say he had "discovered" South Beach, although it was already a decade in the making when he began investing in it. No matter, said Michael D. Kinerk, chairman emeritus of the [Miami Design Preservation League](#), the caretaker of Miami Beach's historic districts. "He wasn't the first, but he was early, and he was the largest and the most visionary."

Mr. Kinerk said that unlike other developers, Mr. Goldman endeared himself to preservationists by saving the interiors of Art Deco gems as well as their exteriors, furnishing them with period furniture and framed old photos.

HEATHCOTE APARTMENTS



the neighborhood..

ABOVE: CHIA PET / CITY PARKING GARAGE

LEFT BELOW: AVALON HOTEL

BELOW: MAJESTIC HOTEL

