



MARLBOROUGH HOTEL PHOTOGRAPH circa 1924 (23)

1700 ALTON ROAD

THE MARLBOROUGH HOTEL aka THE MAYFLOWER HOTEL aka THE VARIETY HOTEL
MIAMI BEACH, FLORIDA 33139

HISTORIC SITE DESIGNATION REPORT

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PREPARED FOR

AC 1700 ALTON OWNER LLC c/o Adam Verner

OCTOBER 9, 2015

1700 ALTON ROAD



HOTEL MAYFLOWER POSTCARD circa 1940 (20)

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FOR THE

CITY of MIAMI BEACH HISTORIC PRESERVATION BOARD
CITY of MIAMI BEACH PLANNING BOARD
CITY of MIAMI BEACH COMMISSION

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OCTOBER 9, 2015



HOTEL VARIETY POSTCARD circa 1950's (23)

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I. DESIGNATION REQUEST

The applicant AC 1700 ALTON OWNER LLC requests the designation as an individual historic site of the property containing a five story hotel building located at 1700 Alton Road (the “Property”) and amendment of the Land Development Regulations and Zoning Map of the City of Miami Beach (the “City”) to reflect historic designation. See Exhibit A - Location Map.

II. DESIGNATION PROCESS

The process of historic designation is delineated in sections 118-591 through 118-593 in sub-part B of the Land development Regulations of the City Code (Chapter 118, Article X, Division 4) An outline of the process is delineated below:

- Step One: A request for designation is made either by the City Commission, The Historic Preservation Board, other agencies and organizations as listed in the Land Development Regulations of the City Code, or the property owners involved. Proposals for designation shall include a completed application for the Planning Department.
- Step Two: The Planning department prepares a preliminary evaluation report with recommendations for consideration by the Board.
- Step Three: The Historic Preservation Board considers the preliminary evaluation to determine if proceeding with a designation report is warranted.

The designation report is an historical and architectural analysis of the proposed district or site. The report:

- 1) describes the historic, architectural and/or archeological significance of the property or subject area proposed for Historical Site or District designation.
- 2) recommends Evaluation Guidelines to be used by the Board to evaluate the appropriateness and compatibility of the proposed Developments affecting the designated Site or District, and

- 3) will serve as an attachment to the Land Development Regulations of the City Code.

Step Four: The Designation Report is presented to the Historic Preservation Board at a public hearing. If the Historic Preservation Board determines that the proposed site or district satisfies the requirements for designation as set forth in the Land development regulations of the City Code, The Historic Preservation Board transmits a recommendation in favor designation to the Planning Board and City Commission.

Step Five: The Planning Board will hold a public hearing the proposed designation, and shall consider the proposed historic designation as an amendment to the Land Development Regulations of the City Code and, subsequently, transmit its recommendation to the City Commission.

Step Five: The Planning Board will hold a public hearing on the proposed designation, and shall consider the proposed historic designation as an amendment to the Land development regulations of the City Code and, subsequently, transmit its recommendation to the City Commission.

Step Six: The City Commission may adopt an amendment to the Land Development Regulations of the City Code which thereby designates the historic Preservation site or Historic District after (1) public hearing for a parcel of land less than 10 contiguous acres or after (2) public hearings for a parcel of land which is more than (10) contiguous acres.

III RELATION TO ORDINANCE CRITERIA

1. In accordance with section 118-592 in the Land Development Regulations of the City Code, eligibility for designation is determined on the basis of compliance with the listed criteria set forth below.
 - (a) The Historic Preservation Board shall have the authority to recommend that properties be designated as historic buildings, historic structures, historic improvements, historic landscape features, historic interiors

(architecturally significant public portions only), historic sites or historic districts if they are significant in the historical, architectural, cultural, aesthetic or archeological heritage of the city, the county, state or nation. Such properties shall possess an integrity of location, design, setting, materials, workmanship, feeling or association and meet at least one (1) of the following criteria:

- (1) Association with events that have made a significant contribution to the history of the city, the county, state or nation;
 - (2) Association with the lives of persons significant in the city's past history;
 - (3) Embody the distinctive characteristics of an historical period, architectural or design style or method of construction;
 - (4) Possess high artistic values;
 - (5) Represent the work of a master, serve as an outstanding or representative work of a master designer, architect or builder who contributed to our historical, aesthetic or architectural heritage
 - (6) Have yielded, or are likely to yield information important in pre-history or history;
 - (7) Be listed in the National Register of Historic Places
 - (8) Consist of a geographically definable area that possesses a significant concentration of site, buildings or structures united by historically significant past enter or aesthetically by plan or physical development, whose components may lack individual distinction.
- (b) A building, structure (including the public portions of the interior improvement or landscape feature may be designated historic even if it has been altered if the alteration is reversible and the most significant architectural elements are intact and repairable.

2. The property is eligible for designation as an historic site as it complies with the criteria as specified in Section 118-592 in the Land Development Regulations of the City Code outlined above.

(a) The Property is eligible for historic designation and in conformance with the designation criteria for the following reasons:

- (1) Association with events that have made a significant contribution to the history of the city, county, state or nation.

The property was designed by noted local Architect Martin Luther Hampton in 1922 in Miami Beach. Designed in the Mediterranean architectural style, this was the second tallest high-rise hotel building constructed in the City in 1922.

The Building card lists two names for the building in 1922 - the Mayflower Hotel and the Variety Hotel. However in the Polk's Business Directory for 1924 and 1925 the building is listed as the Marlborough Hotel. In the 1926 and 1927 editions of the Polk's Directory it is listed as the Mayflower Hotel.

When constructed this neighborhood was a bit out of the mainstream of the city. However it was located in proximity to the Flamingo Hotel built by Carl Fisher in 1920 as well as close to the Miami Beach terminus of the Collins Bridge, the original vehicular connection to Miami. It was also located near to the future western end of Lincoln Road, although most development at that time on the Road was concentrated towards the eastern end.

By the 1930's this section of Alton Road was developing into one of the major commercial thoroughfares in the City. The corner of Alton and Lincoln Roads - one block to the south of 1700 Alton - was an important corner housing the 3-story Altonia Hotel at the SE corner and the Miami Beach First National Bank at the NE corner.

One of the city's earliest grocery stores - the Walker-Skagseth grocery store was located on the SE corner of 17th & Alton in a building from the 1920's and which still currently exists and has been renovated as a bank. And the 1950's saw the relocation of the Epicure grocery store from its previous location on Washington Avenue to 1/2 block south on Alton Road.

- (2) Association with the lives of persons significant in the city's past history:

The building was designed by Martin Luther Hampton Architect, of whom more is written in section (5)

- (3) Embody the distinctive characteristics of an historical period, architectural or design style or method of construction:

DISTINCTIVE CHARACTERISTICS

This hotel building is a good example of the Spanish Mediterranean style of architecture popular in the 1920's.

The relatively austere original facade treatment contains a limited number of Mediterranean style details, including an articulated corner door surround extending up to and including the corner second floor window. This more detailed door and window surround contrasts nicely with the typical simplicity of the rest of the building as seen in the historic photographs..

In addition there were recessed arches over the first floor windows and doors at both the five story and one story buildings, Above the fifth floor are hipped clay-tile roofs above the building parapets.

The building corner rises into an abbreviated angled corner tower with a higher roof, culminated with a flagpole.

The desire to transform Miami Beach into a Mediterranean city corresponded with the ascendancy of the Mediterranean revival style in Florida. ...It's appearance in Florida was contemporary with the Spanish Colonial style - also popular in the early twentieth century

Spanish Mediterranean architecture was the "style of choice" for the first major boom period in Miami Beach. Its connotation of Mediterranean resort architecture, combining expressions of Italian, Moorish, North African and Southern Spanish themes, was found to be an appropriate and commercially appealing image for the new Floridian seaside resort.

During the mid 1910's through the early 1930s the style was applied to hotels, apartment buildings, commercial structures, and even modest residences. Its architectural vocabulary was characterized by stucco walls, low pitched terra cotta and historic Cuban tile roofs, arches, scrolled or tile capped parapet walls and articulated door surrounds, sometimes utilizing Spanish Baroque decorative motifs and Classical elements. Featured detailing was occasionally executed in keystone.

Spanish Mediterranean architecture flourished in Florida in a compressed time period, starting in 1917 when Pittsburgh architect Richard Kiehnel (1870-1944) began designing...Kiehnel was working on El Jardin in Miami (Coconut Grove) the architect Addison Mizner (1872-1933) was designing the Everglades Club in Palm Beach.. A decade and a half later most architects had turned their eyes to what we now call Art Deco..

METHOD of CONSTRUCTION

At the time of its construction in 1922 - 1700 Alton Road (5 stories) was the second tallest structure in the City. it was one of a select group of early high-rise hotels and apartment houses in Miami Beach. In 1922 the only other taller high-rise building in the City was the recently constructed 11-story Flamingo Hotel which had opened on January 1, 1921.

Other notable high-rises built in Miami Beach in the 1920's and designed in the Mediterranean style were constructed AFTER 1700 Alton Road - as follows:

Pancoast Hotel - 1923 - 7 stories
Martin L. Hampton Architect

William Penn Hotel - 1924 - 4 stories
Harvey & Clarke Architects

Helene Hotel - 1924 - 8 stories
Martin L. Hampton Architect

Nautilus Hotel - 1924 - 6 stories
Schulze & Weaver Architects

Van Dyke aka Fisher Office Building - 1924 - 7 stories
August Geiger Architect

Roney Plaza Hotel - 1925 - 9 stories
Schulze & Weaver Architects

Fleetwood Hotel - 1925 - 15 stories
Frank V. Newell Architect

Floridian Hotel - 1925 - 10 stories
Samuel D. Butterworth Architect

Boulevard Hotel - 1926 - 8 stories
William F. Brown Architect

Old Miami Beach City Hall - 1927
Martin L. Hampton Architect

Blackstone Hotel - 1929
B. Kingston Hall Architect

- (4) Possess high artistic values:
As originally designed this building is a good example of the Spanish / Mediterranean architecture of the 1920's.

In some of these historic photographs the awnings resemble then contemporary views of the Flamingo Hotel, which located two blocks to the south. The Flamingo would have been quite visible from 1700 Alton Road at that time.

It is likely that the original building awnings did not survive the 1926 hurricane and thus were never restored to the building.

- (5) Represent the work of a master, serve as an outstanding or representative work of a master designer, architect or builder who contributed to our historical, aesthetic or architectural heritage

'MARTIN HAMPTON ARCHITECT (1891 - 1950) was a noted architect working in south Florida during the 1920's. He was from South Carolina and had been educated at Columbia University in New York City.

After school he had traveled extensively in Spain (together with the Architect V. H. Nellenbogen) and became a master of the true Spanish /Mediterranean style.

He came to Miami in 1914 and adapted the style to the Florida landscape, designing buildings in Palm Beach and Miami as well as in Miami Beach. After serving overseas in World War I he returned to south Florida. .

A rendering of the Roman Pools on Twenty-Third Street in Miami Beach, signed "M. Luther Hampton 1917" also indicates that , as one of his first projects, he re-modeled the earlier bathhouse there for Carl Fisher.' (1)

"Hampton had worked with Addison Mizner in Palm Beach during the first few years of Palm Beach's emergence and then spread the Spanish / Mediterranean architectural style in almost missionary fashion." (7)

'In 1921 Hampton and H. George Fink went to work on George Merrick's Coral Gables development as its first two architects, but Hampton continued to design in Miami Beach, Miami and Palm Beach as well.

In 1922, Hampton remodeled Fink's 1919 Bay Shore Golf Clubhouse in Miami Beach, enlarging it and adding two domes to the roof. This clubhouse was demolished in 1954.' (1) Many of his buildings are listed on the National Register of Historic Places.

MARTIN LUTHER HAMPTON ARCHITECT

REPRESENTATIVE PROJECTS INCLUDE:

- * 1700 Alton Road 1922
- * Pancoast Hotel, Miami Beach (demolished)
- * Community Theater on Lincoln Road (1923)
(demolished)
- * Good Hotel on the ocean, Miami Beach
- * Sheridan Theater (1937) (demolished)
- * Hampton Court Apts at 2800 Collins Ave (1924)
- * Hampton Hotel at 940 Lincoln Road (1926)
- * Residence at 1820 West 25th Street
- * La Corona 2814 Collins Avenue 1924
- * Helene Apartments 15th Street between Michigan
and Lenox Avenues Miami Beach 1921-1973
- * Ocean Spray Hotel 4130 Collins Avenue 1937
- * Congress Building 111 N. E. 2nd Avenue 1923
- * Beach Mansions 2939 Indian Creek Drive
- * Old Miami Beach City Hall on Washington Ave. 1927

(6) Have yielded, or are likely to yield information important in pre-history or history;

As the second tallest building in Miami Beach in 1922, this building plays an important role in developing higher-rise buildings in the early formative years of the City. By the time of this building's construction in 1922 the City of Miami Beach was barely seven years old.

At that time this was the second tallest building in the city, after the Flamingo Hotel. Historic designation of the property and preservation of the building will ensure that the historical record remains intact.

"The city was on the edge of greatness, with much emphasis being put on becoming the country's greatest winter resort." (4)

To better understand the significance of this building, one must place the building into context with what was happening elsewhere in Miami Beach - at that time. The City's recent accomplishments by 1922 included the following:

* *In January, 1920 the first census reported the population had increased to 644 people. (2)*

* *'During the year 1920 the seams (of the City) were bursting loose. The City continued to grow greatly through the Roaring Twenties.' (2)*

* *The new county causeway connecting Miami and Miami Beach opened on February 17, 1920. ...*

* *The first electric trolley system opened on December 8, 1920 also connecting Miami Beach to Miami and providing local service with 13 stops within Miami Beach. (6)*

* *The first automatic telephone system was installed (in 1920) and a Western Union Telegraph Office opened in the little city. (4)*

- * *The first religious institution which has now grown into the Miami Beach Community Church on Lincoln Road) held its first religious service in the unfinished structure on March 14, 1920. (3)*
- * *Joe Weiss,...opened his own restaurant called Joe's in 1920 with his wife Jennie. This restaurant would become famous as Joe's Stone Crab Restaurant..(4)*
- * As 1920 had begun Miami Beach only had a few small hotel and apartment houses. (2) In 1920 the first major luxury hotel - The Flamingo - was constructed along Biscayne Bay. It rose to 11 stories and contained 200 rooms and was topped by an illuminated glass dome that could be viewed from way out in the Atlantic Ocean. The Flamingo opened officially on January 1, 1921. (5)

(7) Be listed in the National Register of Historic Places

This significant historic structure is not located within any of the existing national or local historic districts in the City of Miami Beach.

Although the structure is not presently listed in the National Register of Historic Places, it does appear to have clear potential to be determined to be eligible for historic designation.

(8) Consist of a geographically definable area that possesses a significant concentration of site, buildings or structures united by historically significant past enter or aesthetically by plan or physical development, whose components may lack individual distinction.

Not applicable to an individual historic site designation.

- (b) A building, structure (including the public portions of the interior improvement or landscape feature may be designated historic even if it has been altered if the alteration is reversible and the most significant architectural elements are intact and repairable.

While alterations have been made over the years to the building, these alterations are for the most part reversible, since the most significant architectural elements are intact and repairable. However there are no original interiors remaining.

Although the corner door and window surround which originally framed the main entrance to the hotel has long since been removed, it nonetheless can be re-created. However since it is difficult to determine the exact original designs of this door surround from the historic photographs, an approximation of their design will need be accommodated.

The formerly existing recessed arches above the first floor windows and doors can also be restored. However these restored arches may not exactly align with the existing retail shop windows and doors below, based upon renovations which have taken place since 1922.

The roof tiled parapet plus the higher corner roof can also be restored along with the formerly existing flagpole.

A re-interpretation of the original awnings can also be accomplished and installed utilizing more contemporary materials and code compliant awning materials and structures.

IV. GENERAL DESCRIPTION of BOUNDARIES

The property lot size is 100'-0" x 150'-0" located on the northwest corner of 17th Street and Alton Road in the City of Miami Beach.

Folio Number: 02-3234-017-0010

Legal Description: Ocean Beach Fla Sub PB-38; Lot 4 Blk 1

Owner: AC 1700 ALTON OWNER LLC c/o Adam Verner

Sub-Division: Commercial Sub 1st Addition

Lot Size: 15,000 SF

Year Built: 1922

V. GENERAL DESCRIPTION OF THE SITE IN CURRENT CONDITION

The Property contains a five story structure covering almost all of the property which is located on the northwest corner of 17th Street and Alton Road in Miami Beach. There is a secondary one-story retail structure located to the north of the five story portion along Alton Road. The property currently contains 68 living units plus retail and restaurant on the first floor and is currently zoned as CD-2.

Formerly existing building decoration has been removed through renovations completed over the years. This includes the corner entrance door and window decorative surrounds plus the arches which formerly existed above the first floor windows and doors on both elevations.

The roofline is notable for the two rows of continuous spanish tile interrupted by the higher corner tower which is also topped with a spanish tile roof..

VI. PRESENT OWNERS

The present Owner of the Property is the Applicant:
AC 1700 ALTON OWNER LLC c/o Adam Verner
who have owned this property since May 20, 2015

VII. PRESENT USE

The original five story hotel building still exists in its essential original form, although some renovations over the years have removed selected historic details. The building has now been converted into 50% residential rental apartments and 50% hotel use on floors 2 through 5. The first floor has been converted for rental retail and restaurant use.

The secondary single story retail building along Alton Road continues to house retail and restaurant uses. According to the Building Card four new stores were constructed on Lot 2 in 1952 after the then existing stores were demolished - also in 1952.

The original corner hotel entrance was changed many years ago and is now located along the 17th Street elevation. The former corner entrance is now the entrance to a retail space.

VIII. PRESENT ZONING

Zoning Classification for this property is: C-PS1- City of Miami Beach

IX. HISTORICAL BACKGROUND

"...as late as 1917, Miami Beach was described as a wilderness. It was a sub-tropical barrier island comprising three interrelated ecosystems; a beach along the Atlantic ocean-front that merged with the dunes and the remnants of earlier coconut tree plantings; a low scrub forest in the interior; and a belt of mangroves facing Biscayne Bay on its west side." (8)

"By the time the town of Miami Beach was incorporated in 1915, there were three major developers here: the Lummus Brothers at the south end of the peninsula up to about Fifteenth Street; the Collins-Pancoast family north of Nineteenth Street; and Carl Fisher who started with the land in between." (9)

The property at 1700 Alton Road was part of this original land development of Carl Fisher, which stretched from Ocean to Bay and from 15th Street to 19th Street. Lincoln Road was situated across the middle of Fisher's land. *"His Alton Beach Realty Company platted it on January 15, 1914 and Fisher laid out Lincoln Road from east to west (ocean to bay) through the center of it."* (10)

Until the County Causeway (MacArthur Causeway) was opened in 1920 the only vehicular route to Miami Beach was via the Collins Bridge. The future site of 1700 Alton Road in 1922 was strategically situated at the Miami Beach entrance to the Collins Bridge.

In his development "Fisher was after the new young lions of American industry.." (11) *"...Within a decade (after beginning work) Lincoln Road became the cultural and commercial center of Miami Beach.."* (12) And 1700 Alton Road was superbly situated to take advantage of its closeness to Lincoln Road.

The end of World War I also spurred development since construction materials might now be more easily obtained. *"By 1921 Miami Beach was experiencing a mini-boom. With each day therefore new announcements of record building permits, of new residents and distinguished visitors."* (12)

"In 1922 Miami Beach was growing rapidly. Yet for all the estates being built, as well as apartment houses, cottages and hotels, Miami Beach still retained much of its agricultural roots. In 1922 Miami Beach claimed the largest avocado and mango grove in the world." (13)

"By mid-1922 building records were being shattered. Already additions were being built to the Flamingo and Wofford Hotels." (14)

"When determining where to build his latest hotel, Fisher again chose the bay side of Miami Beach. it was his idea to build hotels in places that were unlikely to be developed. The oceanside was seen as prime land for estates. And as part of his thinking, Fisher wanted hotels on the bay side because that was where he was conducting his huge boat races and polo matches. The Flamingo, at 15th Street, was at the southern edge of his racing courses: the Nautilus, just above 41st Street, would be on the northern leg." (15)

The location of the new Mayflower Hoel in 1922 just two blocks north of the Flamingo was certainly meant to capitalize upon this west side location which also offered easy proximity to Lincoln Road as well as being located at the western terminus of the Collins Bridge to Miami.

"The rush of progress in 1923 was just the tip of the Boom. What followed in 1924 and 1925 was overwhelming, not only in Miami Beach but throughout the southern half of the state. Miami was transformed from a sleepy little town on the edge of Biscayne Bay into a Magic City of modest skyscrapers and legendary real estate profits.." (16)

"So fast was Miami Beach developing than what was relatively new outlived its usefulness quickly." (17) True even to today.

"The Collins bridge, the link that opened Miami Beach to development, had become a relic in just a dozen years..(17) Partly due to the lack of permanence of a wooden structured bridge and partly due to the susceptibility of the wood pilings to worms and other invasive species.

"The Bay Biscayne Improvement Company, which was building the Venetian Islands, purchased the bridge from the Collins/Pancoast interests and announced plans to construct a new one in its place, a series of 12 concrete bridges linking the islands, the mainland and Miami Beach. By March (1925) Collins' wooden bridge was being dismantled. The (new) Venetian Way opened on February 28, 1926." (17)

Along with all of this construction and development was a rampant speculation in the price of land. Business and development was beginning to fall off slightly - just in advance of the hurricane of 1926 which changed everything. Following is an excerpt of a personal account from the Miami Tribune about impressions of Miami Beach after the great hurricane:

"My first view of the storm's ravages at America's Playground brought tears to my eyes. Beautiful Belle Island is prostate...All royal palms are down. The Bay Front from the causeway to Carl Fisher's Flamingo hotel is star naked. ..The canal from Belle Isle to Meridian Avenue is half full of wreckage from the Mayflower Hotel.. The glass down is gone from the Flamingo...Not an apartment block, hotel or storage on South Beach escaped the ravages of the storm." (18)

A number of factors led to the decline in the coming years of any advantages formerly attached to the location of 1700 Alton Road.

- * The new Venetian Way became more of the slower, local neighborhood road as most traffic now entered Miami Beach via the newer County (MacArthur) Causeway which entered the Beach at 5th Street.
- * In the 1950's the Flamingo Hotel was demolished and replaced by Morton Towers apartment community. This reflected changes over the years to this west side community. Single family homes and estates were replaced by multi-family apartments and condominium buildings. By the 1950's the center of the hotel industry in Miami Beach had shifted to mid-beach.
- * The great hurricane of 1926 changed everything in Miami Beach and is likely the reason for the disappearance of awnings on the building. In all historic photographs ever since of 1700 Alton Road the only awnings are those on the first floor at the retail stores.
- * Today this has again become a prime location. In addition to the easy access to Lincoln Road and the Venetian Causeway, the re-development of the area is expanding to include properties on the east side of Alton Road between 15th and 17th Streets. And the new West Avenue Bridge should soon be under construction.

X. ARCHITECTURAL BACKGROUND

The structure located at 1700 Alton Road in Miami Beach was designed by the noted architect Martin Luther Hampton. It was built in 1922 and is an excellent example of early 1920's Spanish-Mediterranean hotel architecture. It is composed of two parts: a five story hotel and retail building located on the northwest corner of 17th & Alton plus a one story retail building facing Alton Road.

In 1922 this was the second tallest building in Miami Beach. This is likely the oldest surviving mid-rise hotel building designed in this style remaining in the City in its almost original condition, and as such is quite unique..

From original postcards and photographs of the building in the early 1920's - the building presents a rather typically plain facade contrasting with the original more elaborate two-story entrance corner accent surround. With its relatively simple elevations the building itself is a rather modest yet important example of the Spanish / Mediterranean style.

The height of the building is noted as being 56'-0" on the Building Card. The original General Contractor was P. J. Davis, who was a noted contractor in Miami Beach during the 1920's. The building is also noted as having been constructed with 'hollow tile and concrete' and with a concrete roof. The foundations are set on pilings.

In 1952 - it is noted on the Building Card - of 'Wrecking Old Stores 50' back from lot line and the construction of four new stores on Lot 2; remodeling for 5 new stores and 2 offices and new lobby in Hotel building with a new patio. The Architect for these renovations and additions was T. Hunter Henderson, a noted local architect the time. This was likely the time when the entrance to the Hotel was changed from the corner to the middle of the 17th street elevation in order to provide additional retail space fronting Alton Road..

From approximately 1953 through 1974 the name of the building is referred to as the Variety Hotel on the Building Card.

SPANISH / MEDITERRANEAN STYLE ca. mid 1910s - early 1930

"The desire to transform Miami Beach into a Mediterranean city corresponded with the ascendancy of the Mediterranean revival style in Florida. ...It's appearance in Florida was contemporary with the Spanish Colonial style popular in the early twentieth century and evoked notably at San Diego's 1915 Panama-California exposition. " (19)

"Architects and developers working in Florida were quick to see the value of imposing the template of a stylistically unified and regionally appropriate civic art into its growing new cities. The Mediterranean Revival defined the style of the 1920's in Miami Beach, and because it also embodied new planning paradigms, set the stage for the modern city of the next decade." (18)

Spanish Mediterranean architecture was the "style of choice" for the first major boom period in Miami Beach. Its connotation of Mediterranean resort architecture, combining expressions of Italian, Moorish, North African and Southern Spanish themes, was found to be an appropriate and commercially appealing image for the new Floridian seaside resort.

During the mid-1910s through the early 1930s the style was applied to hotels, apartment buildings, commercial structures, and residences. Its architectural vocabulary was characterized by stucco walls, low pitched terra cotta and historic Cuban tile roofs, arches, scrolled or tile capped parapet walls and

articulated door surrounds, sometimes utilizing Spanish Baroque decorative motifs and Classical elements. Featured detailing was occasionally executed in keystone.

Application of the architectural vocabulary in Miami Beach ranged from sparing to modestly exuberant, and building massing varied from simple rectangular form to stepped massing with recessed wall planes and tower-like corner features. Wooden casement or double hung windows of several configurations provided additional detail to the facades.

“It was intended largely, to look Spanish, but it wasn’t Spanish; it was a composite of Spanish Renaissance, Andalusian Moorish, Tuscan, Venetian, and Roman architectural elements, with allusions to classical Greece, Baroque France and virtually any other place or era that seemed to fit.” (3)

“Mediterranean Revival architecture flourished in Florida in a compressed time period, starting in 1917 when Pittsburgh architect Richard Kiehnel (1870-1944) began designing...Kiehnel was working on El Jardin in Miami (Coconut Grove) the architect Addison Mizner (1872-1933) was designing the Everglades Club in Palm Beach.. A decade and a half later most architects had turned their eyes to what we now call Art Deco..” (4)

XI. PLANNING CONTEXT

Cities evolve and change over time due to an array of circumstances. Historic Site designation will aid in the achievement of preserving the character and architectural integrity of historic buildings for future generations, and will help to protect historic buildings, streetscape and open space from inappropriate or undesirable alterations. The review and approval of projects for historic sites under the City’s Design Guidelines and the Historic Preservation Ordinance will ensure smart development which is sensitive to the unique aesthetic character of the sites and respectful of their early origins.



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- (16) Ibid., page 93.
- (17) Ibid., page 104.
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- (19) The Making of Miami Beach 1933-1942 by Jean Francois LeJeune and Allan t. Shulman, p. 20.
- (20) Postcard courtesy of City of Miami Beach Planning & Zoning Department
- (21) Florida: The East Coast circa 1924 published by the Miami Herald courtesy History Miami.
- (22) Lost Miami Beach by Carolyn Klepser 2014
- (23) Courtesy History Miami archives



MARLBOROUGH HOTEL PHOTOGRAPH circa 1924 (23)

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The Miami News - Mar 24, 1923 Browse this newspaper » Browse all newspapers »

MARLBOROUGH HOTEL MIAMI BEACH

In keeping with our plans for the Summer season, the hotel will be operated on both American and European plans, beginning Monday, March 12.

Attractive outside rooms, each with private bath. Special rates now in effect, with or without meals. Restaurant, a la carte service.

Peter M. Chamberlain
Manager

Price \$3,500 and Up TERMS 20% CASH

Balance equal payments—one, two, three and four years, at 7 percent interest.

\$500 Discount If a House Is Erected During 1923

These lots have black soil; under cultivation for past ten years. The most wonderful opportunity ever offered for a homesite.

Miami Beach Improvement Co.

JOHN S. COLLINS, President
207 Twenty-third Street.

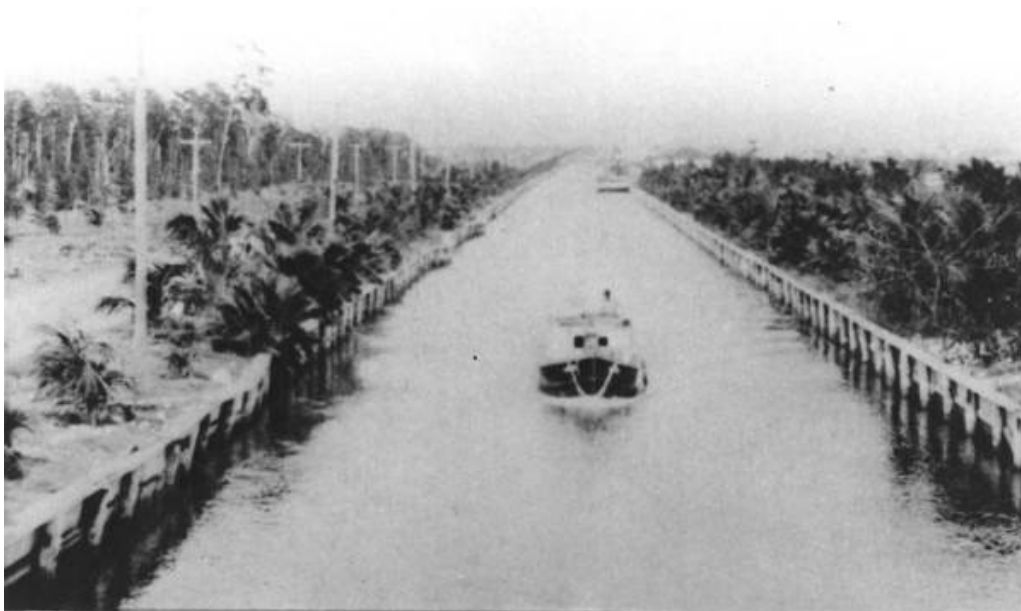
THOS. J. PANCOAST, Secy.-Treas.
Phone M. B. 433

EXCEPTIONAL MIRAMAR HOMES AT ATTRACTIVE PRICES



EXHIBIT A: MARLBOROUGH HOTEL ADVERTISEMENT from THE MIAMI NEWS MARCH 24, 1923

EXHIBIT A: COLLINS CANAL LOOKING EAST FROM ALTON ROAD 1916 (DIRECTLY BEHIND FUTURE HOTEL) (23)



293-12 1916—Collins Canal looking East from Alton Road.



"Where Summer Begins its Chase"
Is lovely Miami Beach, playground of America's millions.

At 1700 Alton Road, The Mayflower is but a few dozen feet from Lincoln Road, "Fifth Avenue of the South," glamorous boulevard of fashion and smart shops. Close by is every sport and diversion your fancy suggests. Golf, Tennis, Swimming, Beaches and Beach Clubs, Pools, the Broom, deepwater Fishing, Theaters and Gay Night Clubs. In Service and Comfort, too, the Mayflower appeals to those who demand the better things. A newly redecorated lobby, an enlarged Lounge refreshment and restaurant. Guest Rooms are all Outside Rooms with Private Bath; generous windows to give tonic sunshine and soft sea air. Comfortable Mattresses and box springs on twin beds, money down again, phone in every room, elevator service to all floors.

Staff Service is thoughtful throughout. They are selected and trained to give you real attention in every detail.

The Beautiful MAYFLOWER HOTEL offers you many things beside Lodging.

A luncheon club with you.

"Reservations" convenient to you.

A room of service that you will like.

A kitchen that's "your own".

A laundry arrangement. A dignified address.

FREE AUTO PARKING.

Beautiful MAYFLOWER HOTEL Miami Beach

GUARANTEED DAILY ROOM TARIFF

DO NOT BE MISLED—OUR "NO HIGHER" RATES
PROTECT YOU FROM THE WORD UP AND ARE
IN EFFECT TO DECEMBER 31ST, 1938

Large Airy Room with Private Bath & Shower for

1 PERSON	\$1.50
2 PERSONS	\$2.00

Two Room Suite with Private Bath & Shower for

3 PERSONS	\$3.50
4 PERSONS	\$4.00

From From The Hotel When Booking, Thank You

FEATURES

Large Airy Outside Rooms. Perfectly Equipped Rooms.
Deep Feather-Soft Beds. Tub and Shower in Every Room.
Full Length Mirrors in Every Room. Venetian Blinds.
Telephone in Every Room. Convenient to Everything.
Elevator to All Floors. Club for Electric Room.

PHONE 5-3323



MAYFLOWER HOTEL

"In the exclusive North Beach Section"

MIAMI BEACH

Go:

Biscayne Boulevard to 15th Street then turn left on to Venetian Causeway "The Short Way" to Miami Beach, then turn right at first Traffic Light on to Alton Road to 17th Street or

Go:

Biscayne Boulevard to County Causeway turn left at Alton Road to 17 Street.



HONOR BEFORE PROFIT

By C. D. McCarthy

Business is simply a system of trade; a system by which one person transfers to another certain goods in trade or performs certain services.

The visible part of the transaction is the fixed amount of money that is paid in an equivalent for the goods or services. The real basis, however, is the confidence that certain goods or services rendered are as represented to be, or, the trust of one person in the word of another is evidence of true friendship.

After all we live by little more than knowledge and you can be sure that my hotel is governed not by honor then by profit. As resident manager of this hotel, I realize that good will is the disposition of the guest to return to the place where he has been well served and I am grateful in the many guests that I have served. I recognize my great responsibility towards them and I am always ready to be helpful and useful to them.

Again I repeat, with me first comes Honor in business and then profit.

C. D. McCarthy

Select Guestale

Be On Your Guard

Don't be misled by folders that do not give you a guaranteed "No Higher" rate. The Mayflower rates protect you from the word up, and are in effect to date mentioned inside folder.

1700 ALTON ROAD



EXHIBIT A: MARLBOROUGH HOTEL PHOTOGRAPH circa 1924 (21)

EXHIBIT A: LOOKING EAST DOWN LINCOLN ROAD FROM ALTON ROAD CIRCA 1930'S W/ ALTONIA HOTEL AT RIGHT (22)



1700 ALTON ROAD



EXHIBIT A: LOOKING SOUTH ON ALTON ROAD FROM DADE BOULEVARD circa 1941
MAYFLOWER HOTEL AT RIGHT (23)



THE MAYFLOWER hotel, Alton road at 17th st., Miami Beach, has been leased to a corporation headed by Samuel G. Jamison, it was revealed by Birn, Berliner Co., Saturday. The lease is for 99 years and the total rent to be paid for the period exceeds \$2,000,000. The ground floor will be converted into store buildings. Details are given in story on this page.

EXHIBIT A: NEWSPAPER ARTICLE FROM THE MIAMI NEWS JUNE 10, 1945: (23)

"THE MAYFLOWER hotel, Alton road at 17th St., Miami Beach has been leased to a corporation headed by Samuel G. Jamison, it was revealed by Birn, Berliner Co. Saturday. The lease is for 99 years and the total rent to be paid of the period exceeds \$2,000,000.00 The ground floor will be converted into store buildings."

1700 ALTON ROAD



EXHIBIT A: HOTEL MAYFLOWER POSTCARD circa 1940 (20)

Mayflower

1700
ALTON
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ROAD



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MAYFLOWER

HOTEL

DAILY RATES

Be on your Guard - Do not be misled by folders that do not give you a guaranteed "No Higher Rate." Our rates protect you from misleading folders and are in effect to March 6th, then lower.

Large Airy Room with Double or Twin Beds
Private Bath & Shower for

Single \$5-\$6-\$7

Double \$6-\$7-\$8

"NO HIGHER"

A Location that suits you.
"Atmosphere" Congenial to you
A type of service that you will like
A clientele that's "your sort."
A friendly management.
A dignified address.
SPEARS MURPHY FUTCH,
Resident Manager
S. A. G.

FEATURES

Every Room Completely Carpeted
Large Airy Outside Rooms
Deep Feather-Soft Beds
Full Length Mirrors in Every Room
Telephone in Every Room
Elevator to All Floors
Open Air Patio for Dining and Dancing
Dress in Your Room for Surt Bathing
A Few Steps From Beautiful Lincoln Road
The Fifth Avenue of the South

Perfectly Appointed Rooms
100 Rooms - 50 Tubs and Showers
Venetian Blinds
Convenient to Everything
Outlet for Electric Razor

Mayflower

EXHIBIT A: HOTEL MAYFLOWER PROMOTIONAL BROCHURE circa 1930's

1700 ALTON ROAD



EXHIBIT A: HOTEL VARIETY POSTCARD circa 1950's (23)

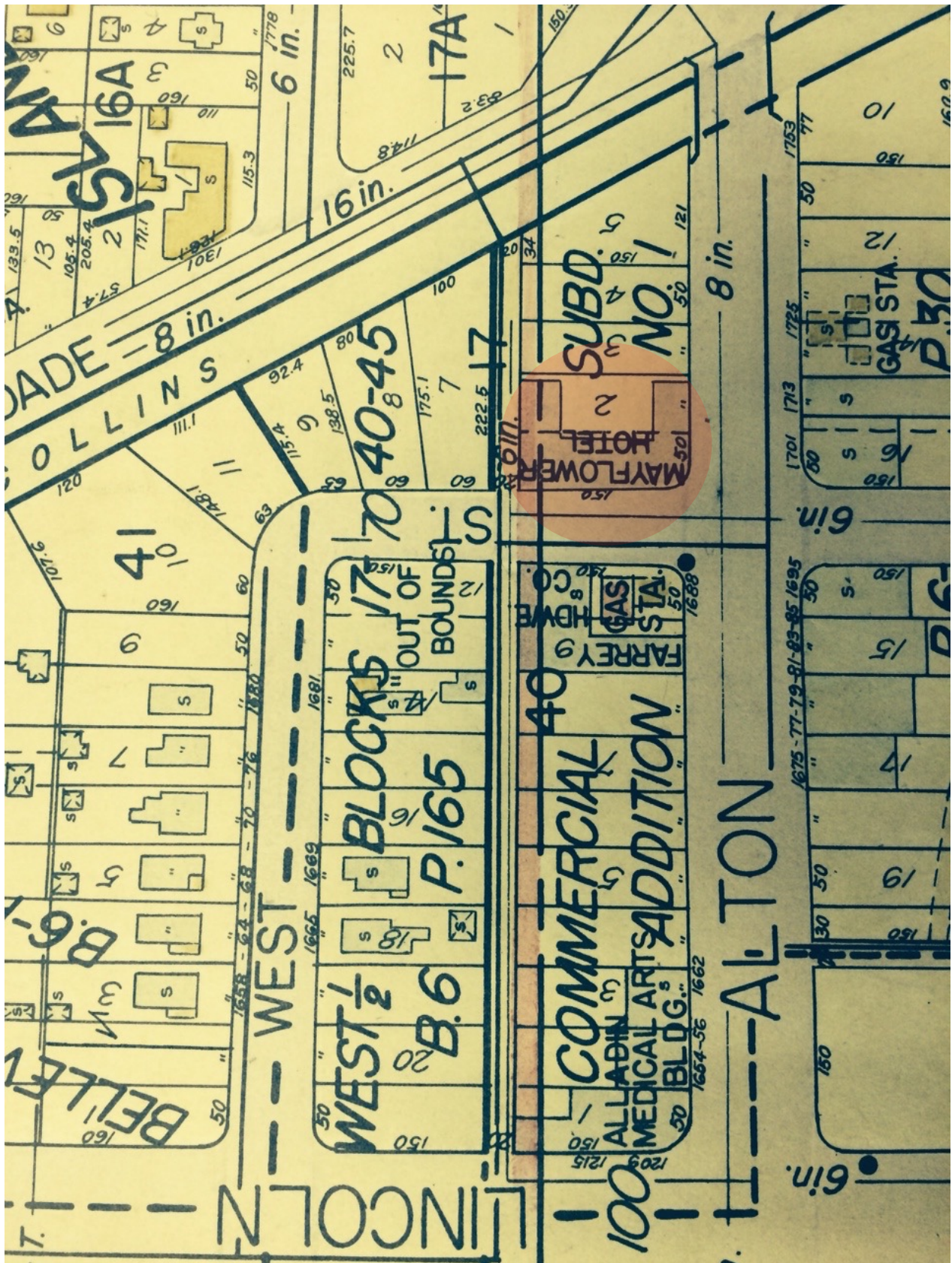


EXHIBIT B: 1935 FRANKLIN SURVEY ATLAS of MIAMI BEACH

1700 ALTON ROAD



EXHIBIT B: 1959 AERIAL PHOTOGRAPH courtesy CITY OF MIAMI BEACH PUBLIC WORKS
NOTE THAT 17th STREET DID NOT YET CONNECT WITH DADE BOULEVARD
AND PROLIFERATION OF SINGLE FAMILY RESIDENCES ALONG UPPER WEST AVENUE

1700 ALTON ROAD



EXHIBIT B: 1959 AERIAL PHOTOGRAPH courtesy CITY OF MIAMI BEACH PUBLIC WORKS
NOTE NEW 17th STREET CONNECTION TO DADE BOULEVARD AND THE VENETIAN WAY

1700 ALTON ROAD



EXHIBIT B: 1994 AERIAL PHOTOGRAPH courtesy CITY OF MIAMI BEACH PUBLIC WORKS

1700 ALTON ROAD



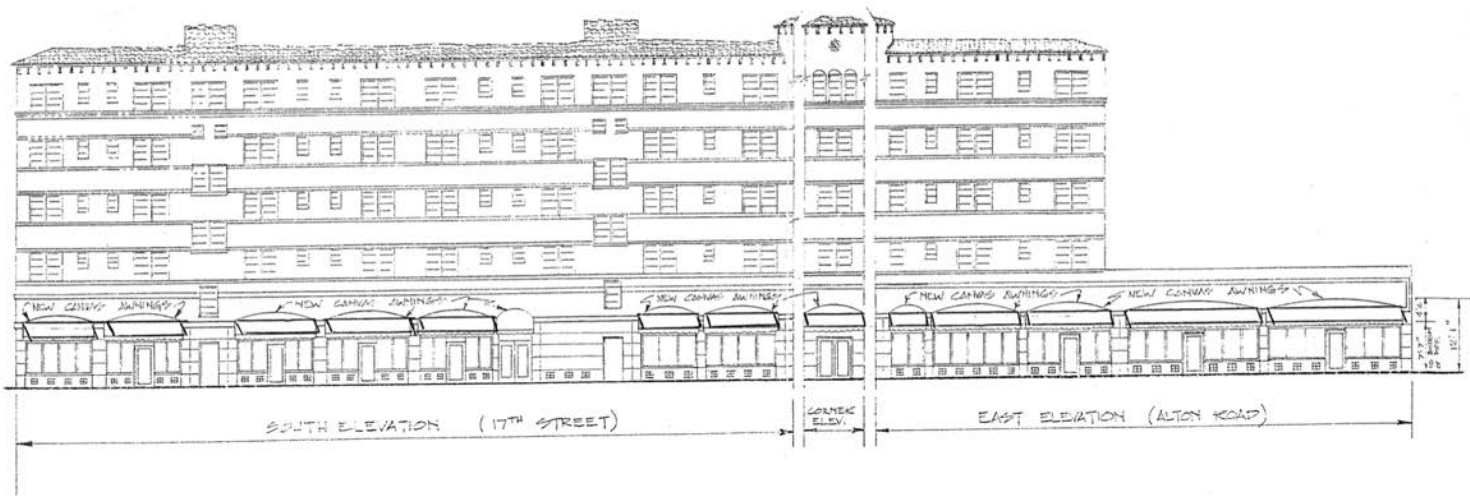
EXHIBIT B: 1994 AERIAL PHOTOGRAPH courtesy GOOGLE EARTH

1700 ALTON ROAD



EXHIBIT B: CIRCA 2010 AERIAL PHOTOGRAPH courtesy BENCHMARK REALTY GROUP

1700 ALTON ROAD



DATE: JUL 23, 1992	JOB: VARIETY HOTEL	DATE: JUL 23, 1992
SCALE: N.T.S.	ALTON ROAD & 17TH STREET	SCALE: N.T.S.
DRAWN BY: A.S.M.	MIAMI BEACH, FLORIDA	DRAWN BY: A.S.M.
MIAMI AWNING COMPANY	282 N.W. 36th ST MIAMI, FL 33127	MIAMI AWNING COMPANY
305/576-2229 FAX/576-0514	305/576-2229 FAX/576-0514	305/576-2229 FAX/576-0514

EXHIBIT C: 1993 AWNING RENOVATION DRAWINGS

1700 ALTON ROAD



EXHIBIT D: CONTEMPORARY PHOTOGRAPHS
VIEW FROM NEARBY PARKING GARAGE



EXHIBIT D: CONTEMPORARY PHOTOGRAPHS
STREET CORNER VIEW OF ENTIRE PROPERTY

1700 ALTON ROAD



EXHIBIT D: CONTEMPORARY PHOTOGRAPHS

CLOSE-UP STREET CORNER VIEW



EXHIBIT D: CONTEMPORARY PHOTOGRAPHS

CLOSE-UP VIEW OF HOTEL BUILDING

EXHIBIT D: CONTEMPORARY PHOTOGRAPHS

ROOFTOP ARCHITECTURAL DETAILS





EXHIBIT D: CONTEMPORARY PHOTOGRAPHS

CLOSE-UP VIEW FIRST FLOOR RETAIL STORES
WITH STUCCOED PORTIONS ABOVE STOREFRONTS AT FORMER ARCH AREAS

1700 ALTON ROAD



EXHIBIT D: CONTEMPORARY PHOTOGRAPHS

SOUTHWEST CORNER VIEW OF HOTEL BUILDING SHOWING REAR (WEST) ALLEY ELEVATION

1700 ALTON ROAD



EXHIBIT D: CONTEMPORARY PHOTOGRAPHS

CLOSE-UP VIEW OF QUATRE-FOIL GRILL AT CORNER ROOFTOP TOWER



EXHIBIT D: CONTEMPORARY PHOTOGRAPHS

Building Permits:		New stairs- blockwalls and railingon stairs-A.Kaplan-	\$ 500: Apr. 23, 1948
#27074		Awning - A.C. Awning Company	\$ 150: Dec. 17, 1948
#30183		Roof repair - G. & L. Roofing Company, contr.	\$ 360.. June 20, 1949
#30728		Roof repair - G. & L. Roofing Company, contr.	\$ 350.. Sept. 12, 1949
#30932		Changing elevators to push button type - Eastern Elevator Company, contr.	\$ 8,600...Oct. 4, 1949
#31281		Painting, interior - Owner, day labor	\$ 500...Nov. 2, 1949
#31285		Painting, outside of windows - Owner	\$ 100...Nov. 2, 1949
#31502		Flat wall sign - 74 sq. ft.- Electro Neon Sign Co.	\$ 450...Nov. 23, 1949
#38713		WRECKING OLD STORES 50' BACK FROM FRONT LOT LINE- Marks Brothers, contr.	\$ 2,000...June 17, 1952
#38904		Repairs to floor- J.Y.Gooch Co.Inc.	\$ 2,000...July 11, 1952
#38925		Four new stores on Lot 2, Remodeling for 5 new stores & 2 offices & new lobby in Hotel building, new patio, Fire doors must meet approval of Building Inspector- 50' x 55' x 19' x 1st story- Concrete filling, Foundation- Flat roof- T.Hunter Henderson, arch: R.A.Belsham, engr: J.Y.Gooch	\$ 28,000...July 15, 1952
#39194		Wet sandblasting - All American Sand Blasting Co.	\$ 1,800...Aug. 13, 1952
#40012		1 permanent canopy, per ord. #1030, District E, 8x15 - 10 ft. above grade - J. Y. Gooch Co. Inc. - \$500...Nov. 6, 1952	
#40526		Sign on covered entrance: Claude Neon: \$150...Jan 5, 1953	
#43204		Awning: Sea View Ventilated Awning Co: \$1,845: Nov 5, 1953	
#44027		Remodeling for Restaurant- Owner \$1000.- Feb. 26, 1954	
#45782		owner....Paving \$ 200.00 Sept. 13, 1954	
#46427		by owner remodeling for restaurant.....\$ 1000 November 19, 1954	
#47871		New partition in rear of stores 4 & 5 and archways and 2 new doors in rear of stores 4 & 5 (old permits #46427 & 44027) partition around kitchen \$ 300	
		June 24, 1955	
OK, Plaag 9/7/1955			
1700 Alton Road		United Engineering Corp: Install one - 5 ton A. C. Unit \$ 1 500 7/12/55	
1702 Alton Road		United Engineering Corp: Install 1-10 ton A. C. Unit and 1 - 10 ton Cooling Tower \$ 3 000 9/20/1955	
1702 Alton Road		OK, Plaag 11/1/1955	
1702 Alton Road		Mutual Neon: Neon sign 50' x 2' \$ 400. 9/23/55	
1700 Alton Road		by owner: New Partition and new toilet in rear of Store #1708 NO PLAN	
		\$ 200: Nov. 25, 51	
1700 Alton Road		Neon True Light Corp: Flat wall neon sign 15 square feet \$ 187 Dec. 5, 1955	
1700 Alton Road		ADDITION OF CONCRETE STAIRWAY 30" Wide by owner \$ 300 Dec. 16, 1955	
1702 Alton Road		Double Face Vertical Neon Sign (26 Square Feet) 2 x 13 Against Building: \$500.00: January 14, 1957	
1702 Alton Road		Mutual Neon Sign Co.: \$500.00:	
Planning Permits:			

1700 Alton Rd. #65046 Owner: Rework front of building - \$200. - June 6, 1961
 1700 Alton Rd. #69309 Dealer Installations, Inc.: Install 15 - 1 hp air conditioners, wall units - \$3,000, 5/9/63
 1700 Alton Rd. #70348 Allen Appliance Service, Inc.: Install 14 - 1 ton a.c. wall units - \$2800. - 10/11/63 OK PLAAG 12/18/64
 1700 Alton Rd. #71097 Owner, Variety Hotels: Convert part of hall and hotel room into apartments at 1st, 2nd, 3rd, 4th floors; 6 parking spaces required and provided on Lot 7 - \$2,000. - 2/18/64
 1700 Alton Rd. #71616 units - \$5,000. - 5/14/64
 1700 Alton Rd. #71762 Harry Klein: Paint north wall - \$400. - 6/4/64
 1700 Alton Rd. #71838 All Florida Corp.: Roof repairs - \$900. - 6/18/64
 1700 Alton Rd. #72429 Modern Precasting: Precast lowered fence around pool - \$450. - 9/15/64 OK Brown 2/5/65
 1710 Alton Rd. #72549 Owner, Katz: Remodel store; no structural changes - \$400. - 9/28/64 OK Brown 2/25/65
 1700 Alton Road #72550 All Florida Corp.: Roof repair - \$1400. - 9/28/64
 1700 Alton Rd. #72846 Ramsdell Air Cond.: One 2-ton room A.C. unit - \$400. - 11/2/64 OK Plaag 11/2/64
 1700 Alton Rd. #76739 Harry Klein: Paint exterior - \$1500 - 7/28/66
 1700 Alton Rd. #76868 Rowell Van Atta: Install ceiling in card room - \$500 - 8/16/66 OK McLaughlin 9/1/66
 1207 - 17th St. #36794 Serota Plumbing: 2 lavatories - Feb. 4, 1955 OK Rothman 2/7/55
 1211 - 17th St. #37440 Serota Plumbing: 1 gas range - Oct. 6, 1955
 1702 Alton Rd. #37597 Serota Plumbing: 2 water closets, 1 lavatory - Nov. 28, 1955

PLUMBING PERMITS

Variety Hotel #52428-Pro Plumbing- major repairs-4-23-75

1702 Alton Rd. #38462 Claude Neon: 1 Neon Transformer: Jan 5, 1953
 #38809 Muntz TV: 1 Television Antenna: Feb 25, 1953
 #43449 Astor Electric: one switch outlet, 2 receptacles, 16 light outlets, 3 appliances, 1 motor....November 19, 1954 OK, Rosser 11/26/54
 #43939 Gray and Co.: 6 receptacles, 1 light outlet, 1 violation, Feb. 8, 1955
 OK, Rosser 2/9/55
 OK, Rosser 7/18/55 Kammer and Wood: 1 center of distribution, 2 motors, 0-lhp, 1 motor, 2-5hp July 18, 1955

OK, Rosser 8/1/1955 Ace Electric Service: four fixtures, one meter change 7/29/1955
 1215 17th Street OK Plaag 12/17/55 Astor Electric: one motor, 9-lhp, 2 motors, 2-5hp September 16, 1955
 1702 Alton Road 45713 Mutual Neon Sign Co: six neon transformers September 23, 1955
 1702 Alton Road 46270 Angler Electrical Corp of Miami: 4 switch outlets, 7 receptacles, 15 light outlets, 12 fixtures, 2 appliance outlets, 1 fan outlet, 1 center of distribution, 1 sign outlet, 8 motors, 0-lhp 2 motors, 6-10 hp Dec. 1, 1955
 OK, ROSSEY 12/1/1955 True Light Neon Co: one neon transformer December 5, 1955

1700 Alton Road 46298 Jones Electric Service: connect telephone cord

1702 Alton Road #47158 Jones Electric Service: connect telephone cord

# 4510	Remodeling	Repairs to roof: Waterproofing & Sanding floors:	\$ 1,000...	May 14, 1934
# 6008	Solarium addition & fire-proof stairway to roof:			
# 6622	A. Kaplan, contractor: G.L. Pfeiffer, architect:			
# 7019	Remodeling sun porch and addition of 3 bath rooms		600....	Dec. 17, 1934
# 12687	Removal steps from outside of building to inside -		3,000....	May 31, 1935
# 12794	Entrance canopy - Miami Beach Awning Co:		500....	July 13, 1939
# 14786	New exhaust pipe & concrete wall at dining room		100....	Aug. 7, 1939
	Pfeiffer & Pitt, architect: A. Kaplan, contractor:		500....	Oct. 9, 1940
# 16221	Addition and remodeling dining room: A. Kaplan, contractor:		1,500....	Oct. 10, 1941
# 13595	Patio - Interior remodeling - Gerard Pitt, architect:		5,000...	Jan. 4, 1940
# 17446	A. Kaplan, contractor* (fire-proof entirely)			
# 17722	Painting - Magnus Olsen, painting		3,000...	Aug. 5, 1943
# 19485	Replacing hoods in kitchen - Miami Roofing & Sheet Metal		300...	Nov. 2, 1943
# 20132	Cement Walk - inside property line - A. Kaplan, contractor		50...	Dec. 11, 1944
# 20849	Alterations to toilet room - A. Kaplan, contractor:		500...	May 24, 1945
# 21816	Painting - W.L. Noonan - painter		865...	Oct. 5, 1945
# 22270	Awning - Florida Awning Co:		140...	Jan. 17, 1946
# 22651	Sheet metal work - Miami Roofing & Sheet Metal Co.		400...	Apr. 8, 1946
# 25047	Painting - outside (owner, day labor)		400...	May 9, 1946
# 26766	Alterations in restaurant - Gerard Pitt, arch:		300...	June 20, 1946
	Roofing - Ideal Roofing Company -		287.50	July 30, 1947
	Remodeling a sign which is already up-changing the reading -			
	Changing copy on pole sign reading "Pizza" - York Sign Co.		50...	March 2, 1948
	Horizontal sign on owner's property - York Sign Company		10:	March 2, 1948
			48:	April 6, 1948
Plumbing Permits:				
# 16169	Stolpmen Plumbing Co:	11 Gas - 1 steam table, 1 dish washer,	Nov. 8, 1941	
		Rough OK - Bell	10-16-41	
# 17165	Markowitz & Resnick:	2 Grease traps, October 25, 1943		
# 17179	Markowitz & Resnick:	4 sinks, 1 dishwashing machine, 8 gas ranges,	Nov. 2, 1943	
# 17202	Markowitz & Resnick:	4 gas coffee makers, November 9, 1943		
# 17813	O. Schweitzer -	1 sink, 8 gas ranges, 2 steam tables, 1 coffee urn,	Oct. 27, 1944	
# 17823	O. Schweitzer:	1 Grease trap, 1 floor drain, October 31, 1944		
# 20828	Astor Electric:	10 light outlets, 15 fixtures, December 20, 1944		
# 18274	P.M. Levi -	3 Water closets, 2 lavatories, 2 urinals, June 1, 1945		
# 19064	P.M. Levi:	1 dish washing machine January 8, 1946		
# 19598	R. Martin:	3 gas ranges, April 6, 1946		
# 29142	Florida Fuel Oil:	1 Oil Burner - 275 Gallons - Dec. 8, 1949		
# 33911	Service Plumbing Co:	7 Water closets, 8 Lavatories, 1 Urinal, 1 Drinking fountain,		
		1 Floor drain, Sept. 11, 1952 Final OK 11-13-52 Rothman		
# 35859	Serota Plumbing Co.:	1 Lavatory, 1 Dish Washing Machine, 1 Grease Trap, 2 Floor Drain:		
		February 26, 1954		
# 525	Beach Plumbing...	2 sinks, 1 grease trap, 1 safe waste, 3 gas ranges, 1 gas water heater		
		OK, Cox 11/23/54 October 29, 1954		

#2525 Jones - 24 outlets, 1 motor,
 #2422 Jones - 37 outlets
 #5605 Goddard - 4 outlets, 8 receptacles,
 #5653 Goddard - 14 outlets, 16 receptacles,
 #6090 Goddard - 4 outlets, 1 receptacle,
 #13061 Ast Electric - 1 center of distribution, 2 motors,
 #13178 B. L. Reischer - 1 neon transformer -
 #14439 F. C. Ast - 10 light outlets,
 #14516 F. C. Ast - 4 switch, 53 light outlets, 2 receptacles,
 #14586 F. C. Ast - 50 light outlets, 10 fixtures, 1 center of distribution, 1 center, 2/13/4
 #14820 F. C. Ast - 1 receptacle, 1 motor, April 29, 1940
 #17720 Reischer Neon Co: 2 Neon transformers - May 1, 1940
 #19162 Ast Electric: 1 switch, 7 light outlets, 1 receptacle, 10 fixtures, Oct. 20, 1941
 #19121 Lyon Electric: 15 light outlets, 6 centers of distribution, 1 service, Jan. 21, 1943
 #19254 USAAFTTC 1 meter change - (temporary) January 18, 1943
 #19424 Biscayne Electric: 1 light outlet (booth) February 8, 1943
 USAAFTTC: 2 switch outlets, 5 light outlets, 6 receptacles, 5 fixtures, 4 motors,
 Meter change - restored to prior status - Sept. 10, 1943 - O.K. INMAN - USAAFTTC
 USAAFTTC Meter restoration: September 10, 1943
 #19625 Astor Electric: 3 switch outlets, 15 light outlets, 25 fixtures, 1 center, 11-11-43
 #19782 Astor Electric: 5 receptacles, 8 motors, 7 centers, Nov. 16, 1943
 #19794 Biscayne Electric: 1 Receptacle, November 24, 1943
 #19813 Neonite Sign Co: 2 neon transformers, May 9, 1944
 #20243 Astor Electric: 10 light outlets, 5 motors, November 2, 1944
 #20613 Alkay Electric: 16 receptacles, 1 center of distribution, Nov. 26, 1945
 #21693 Gray Electric: 1 light outlet, 1 fixture, 15 centers of distribution, Final Ok Woodmansee 5/2/49
 #28699 Eastern Elevator Co: May 2, 1949
 #29709 Biscayne Electric: 1 Light outlet, 11/15/49 Meginniss 2/1/50
 #30141 Electro Neon Sign: 4 neon transformers - Nov. 23, 1949 Meginniss 2/7/50
 ton House#30228 B & W Electric - 1 Temporary service: Aug. 20, 1952
 #37330 B & W Electric: 30 receptacles, 20 light outlets, 20 fixtures-Oct. 7, 1952 ok 11-14
 #37721 B & W Electric: 68 switch outlets, 33 receptacles, 105 light outlets, 105 fixtures,
 '00 Alton #38058 22 centers of distribution, 1 service equipment, 10 sign outlets -
 Nov 13, 1952

- o v e r -

1702 Alton Road 149262 Mutual Neon: 2 Neon Transformers: 1/14/57
 1700 Alton Road Sun State Electric: #56724, 1 motor 2-5 HP, 5/12/61
 1201 - 17th St. Violation Notice to Variety Hotel - 5/14/63 - properly wire window type a.c. units; remove extension cords.
 1700 Alton Road #59905 Angler Elec. Corp.: 34 motors, 0-1 hp; 1 meter change; 1 cent. of dist.; 1 serv. equip. - 7/22/63
 1201-17th Street #60276 Angler Elec: 14 motors 0-1 HP-10/23/63
~~1700 Alton Road~~ 1710 Alton Rd. #61526 C.J. Kay Elec. Co.: 8 receptacles; 5 fixtures (22 lamps); 20 appliance outlets; 10/8/64
 #65680 Angler Elect. Corp.: 1 motors 2-5 hp. - 4/22/68
 #72081-Miami Beach Electric- violation-r 4-10-75- Variety Hotel

BUILDING PERMITS:

#80077 Albo Refrigeraton Service Co.: Install two window units (capacity 33,000) - \$1,000 - 4/12/68 OK
 #87137 - owner - interior painting DF 12-1-75 \$1,000.00 7/12/71
 #08280 - Owner Panelling 1211-17st 12-1-75 \$380.00

ALTERATIONS & ADDITIONS

Building Permits:

1702 Alton #53678 Jack Whitman: Removing inside stairway on 1st floor only. Converting 40 hotel rooms to 20 efficiency units. Each of 4 floors will have 5 efficiencies in place of 10 hotel rooms. See plan for exact designations. Total units after this alteration will be 40 hotel rooms & 20 efficiencies - total of 60 units - \$6000.00 - June 25, 1957 C.O. #3691 Nov. 2, 1959

1700 Alton #54033 Owner: Partition for office & utility room to be anchored to existing columns - \$150.00 - July 29, 1957

1700 Alton #55921 ABC Neon: 10x2 flat wall neon sign "HOWIES", 20 sq.ft. - \$150.00 - April 18, 1958

1700 Alton #67982 Owner, Variety Hotel: Replace windows on south and east side of building with aluminum awning type; paint east and south side of building - \$3,500. - 6/5/62 (Ins. cert. att. to bldg. appl.)

1700 Alton #67645 Owner, Variety Hotel: Repairs to roof - \$300. - 7/17/62

1700 Alton #68506 Dealer's Installations: 2 - 1 ton air conditioners - \$400. - 11/28/62 OK Plaag 1/3/63
See above for added bldg permits

Plumbing Permits:

#39736 Serota Plbg: 1 Sink, 1 Floor Drain, 1 Safe Waste Drain - Aug. 9, 1957

#39953 Serota Plbg: 4 Sinks - Oct. 17, 1957 (Apts. 114, 214, 314, 414)

#40816 Serota Plbg: 16 Sinks, 16 gas ranges - 7/29/58 OK 10/10/58 Robinson

#42779 Serota Plumbing: 1 urinal - Jan. 27, 1961

#43553 Stolpman Plumbing: 1 gas booster, T. D. - 11/21/62

1700 Alton #44190 Service Plumbing: 4 sinks; 4 gas ranges - 3/10/64 (Bldg. Permit #71097)

1710 Alton #44445 Stolpman Plumbing: 4 lavatories; 1 water heater, elec. - 10/6/64 OK JENKS 11/5/64

1710 Alton #

Electrical Permits:

#50883 Astor Elec: 3 light outlets, 3 fixtures - September 18, 1957 OK 9-25-57 Fidler

(See card above)

12

ALTERATIONS & ADDITIONS

Building Permits:

#54400 Variety Hotel 1700 Alton: painting interior and portions exterior \$1,000.00 9/9/57
1710 Alton Rd. A. & A Glass & Mirror: # replace plate glass - \$175 # 12/29/67

#83528 Pino Signs - 2 Flat wall signs as per plan PEPSI RESTAURANT OPEN 24 HOURS VARIETY REST.
Total Sq. Footage 40' Council Approval 12/15/69 \$350.00

#68476 - Nu Art - sign approved by city manager 6/8/70 - "MORRIS HUSTERT BARN" 30 sq. ft wall sign
6/22/70

#1410 - Dewey Hawkins - air cond. wind 1-2 HP 12/2/70

#87551 - A & S Build. Co. - repairs - clean up and patching and painting interior \$10,000.00 9/13/71
#02152 Max Signs-Sign-Nurias Wig Studio-\$150-11-29-72

Plumbing Permits: #48422 - Stolpmann Plumb - 10 rgh 10 set sink residence - 10 gas stoves 5/19/71
#48566 - Sorota - 10 rgh 10-set sink residence - 7-29-71

Building Permit 05254-Owner-Partition wall 12' x 13½ each side-\$200-3-25-74

Mechanical 02954-Belcher Oil- 1-560 gal. underground tank-\$300-4-22-74

Plumbing-Peoples Gas-meter set(gas)7-26-76

#06033-Nu Art Sign-Sign-\$300-8-7-74

Building Permit 2596-amber Oil Corp.- 1 70 gallons hot water boilers-\$825-5-22-73

Electrical Permits:

#67461 Miami Beach Elec Co: 1 motor 2-5 HP 10/30/69

#68151 - Ocean Elect. Co. - 3 light outlets - 3 fixtures 7/28/70

#70396-Ocean Electric- 3 special purpose outlets-3-7-73

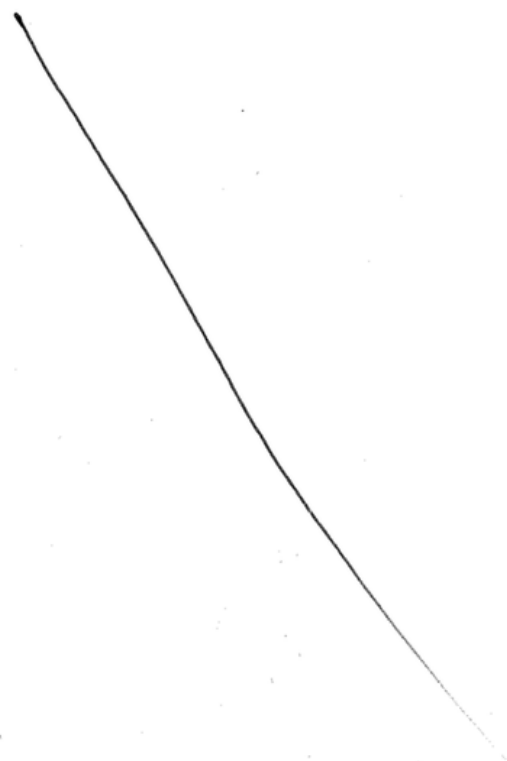
#7E341-Miami Beach Electric-Miolation-5-29-74

#71583-Tony Bujtas Electric- 4 appliance outlets; 1 water heater-9-17-74

#73593-Ocean Electric- repairs-11-2-76

3-14-70

1718 Alton Rd-#74788-Miami Dade Electric- 1 water heater-6-8-78
#76689 Ocean Electric Co/repairs due to fire damages/10-21-80
#78119--J.M. Mendez--3 Switch, 8 light, outlets, 8 receptacles, 1-150 amps, 16 fixtures--8/11/82
#78476 3/8/83 ocean Elect - 12 light outlets, 3 receptacles, repairs



Electrical Permits:

Chinese Restaurant - # 14313 Neon Sign & Service: 2 Neon transformers, January 4, 1940 Jan. 12, 40
 # 14372 Ace Electric: 1 Light outlet, 1 Receptacle, 2 Fans, 2 Motors, 1 center,
 19647 F. C. Ast: 1 Motor, 1 center of distribution, Sept. 16, 1943
 20412 Astor Electric: 3 Light outlets, 3 Receptacles, 3 Fixtures, 3 appliances,
 1 center of distribution, August 15, 1944.
 Chinatown Charlie 20554 Astor Electric: 4 Switch outlets, 9 light outlets, 5 receptacles,
 9 fixtures, 5 motors, 2 centers of distribution, Oct. 14, 1944
 Chinatown Charlie 20647 Neonite Sign Co: 1 Neon transformer, November 15, 1944
 Chinatown Charlie 21168 Astor Electric: 3 Switch outlets, 5 Light outlets, 2 receptacles,
 5 fixtures, 4 motors, 3 centers, July 18, 1945 OK RBW -10-1
 Chinatown Charlie 21442 Astor Electric: 2 centers, 1 temporary, October 17, 1945
 Chinatown Charlie 22645 Astor Electric: 2 Switch outlets, 4 Light outlets, 2 receptacles,
 4 fixtures, June 8, 1946
 #1720 Astor Electric: 8 fixtures, October 3, 1946
 #1716 Astor Electric: 3 Switch outlets, 4 Receptacles, 22 Fixtures, May 13, 1947
 #1720 Astor Electric: 2 Centers of distribution, June 1, 1947
 #1716 Palm Electric: 6 Switch outlets, 25 Light outlets, 17 receptacles,
 25 fixtures, 3 motors, 5 centers, 2 meter changes, June 29, 1948
 #1716 Palm Electric: 1 Temporary service: Sept. 14, 1948
 #1720 Astor Electric: 2 Receptacles, (violations) Sept. 29, 1948
 #1720 LaVigne Electric: 3 Motors, 1 Center of distribution, 1 service, 11-19-44
 Chinatown Charlie 30071 Claude Neon: 2 Neon transformers, Nov. 8, 1949 Meginniss OK - 11/17th 49
 Chinatown Charlie 30164 Astor Electric: 5 Fixtures, Nov. 16, 1949: Meginniss OK - 11/17th 49
 Mayflower Bar 31182 Acme Neon Company: 4 neon transformers, 1 motor- April 26, 1950
 Chinatown Charlie 31186 Gray Electric: 1 switch outlet, 4 receptacles, 3 centers of distribution,
 1 meter change - April 27, 1950
 716 Alton Road 322 47 Acme Neon Sign Co: 2 neon transformers - Sept. 27, 1950
 720 Alton Road 35719 Astor Electric Service Incl: 1 receptacle - 12/12/51
 " News Stand 36247 Kenny Electric Co: 8 Fixtures, Mar. 20, 1952 OK- Meginniss 7-10-52
 1720 News stand 37357 Kenny Electric: 3 Switch outlets, 1 Receptacle, 4 fixtures, Aug. 25, 1952
 1720 Alton Rd 37427 Kenny Electric: 12 Fixtures: Aug. 29, 1952 OK 9/2/52 Meginniss 10-29-52
 1716 Alton Rd 38284 Kenny Electric: 5 switch outlets, 5 light outlets, 5 fixtures: Dec 9, 1952 -
 OK, H. Rosser, 12-29-52
 1716 Alton Road 44019 Edison Neon Sign Company reconnect Service February 21, 1955
 1700 Alton Road 47157 Jones Electric Service: connect telephone booth April 6, 1956
 1720 Alton Road OK, 48649 Astor Electric: 4 receptacles, 1 light outlet, 2 fixtures Oct. 3, 1956
 Fidler 10/3/56

LOT: 3 BLOCK: 17 SUBDIVISION: 1st floor ADDRESS: 1716-1720 Alton Rd

ALTERATIONS & ADDITIONS

BUILDING PERMITS #MO7348 6/3/85 Allco Air Cond - 7½ ton air cond central
 #28128 3/13/86 owner paneling over exist paneling only min "C" flame spread, & replace exist front door \$100.
 #29038 8/21/86 owner decorative fascia \$300.

PLUMBING PERMITS

ELECTRICAL PERMITS

1700 ALTON ROAD

ELECTRICAL PERMITS: #E8801031 - Ocean Electric - Violation repairs - 6-8-88 *OK*

EXHIBIT E: BUILDING CARD 12

1700 ALTON ROAD

MARTIN LUTHER HAMPTON ARCHITECT

REPRESENTATIVE PROJECTS:

LEFT: OLD MIAMI BEACH CITY HALL

RIGHT: HAMPTON COURT APARTMENTS, MIAMI BEACH

BELOW: GOOD HOTEL, MIAMI BEACH

PHOTOGRAPHS by ARTHUR MARCUS



1700 ALTON ROAD

ARTHUR J. MARCUS ARCHITECT P.A.

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email: j_marcus_a@bellsouth.net * web: www.arthurmarcus.com
AA #26000962

September 25, 2015

Deborah Tackett
Preservation and Design Manager
CITY of MIAMI BEACH
1700 Convention Center Drive
Miami Beach, Florida 33139

Re: HISTORIC RESOURCES REPORT for
1700 ALTON ROAD
Marlborough Hotel aka Mayflower Hotel aka Variety Hotel
Miami Beach, FL 33139
for the City of Miami Beach Historic Preservation Board
No original architectural plans available.

Deborah..
Per our discussions on similar historic reports for buildings designed and constructed in the 1920's in Miami Beach - I would like to document via this letter the fact that a search at the Records Desk in the City of Miami Beach Building Department for original historic plans for this building has revealed no available architectural plans or elevations. There were some plans for renovations completed over the years. However the Building Card was available.

As we have previously discussed it is not surprising that there are no records available for this building due to its age in Miami Beach.

This letter will also be attached to the Historic Resource Report.

ADDRESS	ARCHITECT	YEAR BUILT	STYLE
1700 Alton Road.	Martin Luther Hampton	1922	Spanish/Mediterranean

Yours truly,



Arthur J. Marcus Architect

cc: Adam Verner, Monika Entin Esq.

XII. PLANNING DEPARTMENT RECOMMENDATIONS

1. **Criteria for Designation:** The Planning Department finds the structure located at 1700 Alton Road to be in compliance with the Criteria for Designation listed in Section 118-592 in the Land Development Regulations of the City Code.
1. **Site Boundaries:** At its January 12, 2016 meeting, the Historic Preservation Board reviewed the preliminary evaluation report and adopted the site boundary recommendations of the Planning Department for the proposed designation of 1700 Alton Road, as indicated in **Section IV, General Description of Boundaries**.
2. **Areas Subject to Review:** The Planning Department recommends that the areas subject to review shall include all exterior building elevations, public interior spaces, and site and landscape features located within the proposed site boundaries of 1700 Alton Road.
3. **Review Guidelines:** The Planning Department recommends that a decision on an application for a Certificate of Appropriateness shall be based upon compatibility of the physical alteration or improvement with surrounding properties and where deemed applicable in substantial compliance with the following:
 - a. The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, as revised from time to time;
 - b. Other guidelines/policies/plans adopted or approved by resolution or ordinance by the City Commission;
 - c. All additional criteria as listed under Section 118-564 (b) in the Land Development Regulations of the City Code;
 - d. City of Miami Beach Design Guidelines as adopted by the Joint Design Review/Historic Preservation Board on October 12, 1993, amended June 13, 2000, as may be revised from time to time.

XIII. BOARD ACTION

At its January 12, 2016 meeting, the Historic Preservation Board reviewed the preliminary evaluation report and directed staff to prepare a Designation Report relative to the individual historic site designation of 1700 Alton Road.