



HISTORIC RESOURCES REPORTS

FOR

1535 COLLINS AVENUE

THE SHORECREST HOTEL

MIAMI BEACH, FLORIDA 33139

AND

1545 COLLINS AVENUE

THE ROYAL PALM HOTEL

MIAMI BEACH, FLORIDA 33139

FOR

RP HOTEL HOLDINGS, LLC

1775 TYSONS BOULEVARD - 7th FLOOR

TYSONS, VIRGINIA 22102

BY

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FOR THE

CITY OF MIAMI BEACH HISTORIC PRESERVATION BOARD

August 4, 2024



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NEIGHBORHOOD CONTEXT

This seaside neighborhood of Miami Beach on the Atlantic Ocean and centered on Lincoln Road was perfectly situated. This was among the first places to be settled on the Beach after the developer and owner of this land Carl and Jane Fisher built their first mansion, 'The Shadows'; on the south side of Lincoln Road and the Ocean. North and south of Lincoln Road stood grand architectural residential masterpieces now long gone.

It was in the years 1939-1941 just before WWII that hotels replaced all oceanfront mansions on Collins between Lincoln Road south to 15th Street. As with all beach front property it is proximity that matters. The turnover of architectural styles and properties through the years can be dizzying as Collins Avenue north of Lincoln already has several new higher-rise condos approved.

"This area is highly representative of a distinct period in Miami Beach's history. The area's development pattern and architecture is reflective of its physical setting, the prevalent architectural styles of the 1930's, the aspirations of its original developers, and the changing economic conditions of the nation and the local community." (7)

TOP PHOTO: LINCOLN ROAD CIRCA 1921 WITH CARL & JANE FISHER'S HOUSE 'THE SHADOWS' AT FOREGROUND LEFT ON THE OCEAN.

TOP CENTER PHOTO: 1924 SINGLE FAMILY HOMES SOUTH OF LINCOLN ROAD NEAR THE OCEAN

LOWER CENTER PHOTO: 1924 PHOTO OF 230 LINCOLN ROAD, LIKELY THE FIRST ART DECO BUILDING ON MIAMI BEACH.

LOWER PHOTO: PANCOAST HOTEL

1535 & 1545 COLLINS AVENUE



The area was planned and developed as a resort destination and was constructed within a short amount of time. (6) In fact practically all of the hotels on the beachfront side of Collins Avenue between Lincoln Road and 15th street were built between 1939 and 1941.

"Resort owners from the Catskills, whose early development pre-dated Miami Beach, expanded south in the 1930's.Unfolding in Miami Beach was a cultural phenomenon of urban life in a twentieth century American city. For Jews, the resort of Miami Beach became a cultural Eden whose expression was paradoxically one of assimilation and integration into American life. It was significant that Jews played all the roles in development of the city, as owners, developers, architect and patrons. In that sense Miami Beach was itself an expression of that assimilation, and its architecture and architects were the tools of its realization." (7)

"The evolution of Miami Beach modern pivoted on an increasingly bold and plastic use of form as ornament after 1938, and a gradual abstraction of building components into volumes, surfaces, patterns and lines. Architects like Lawrence Murray Dixon, Henry Hohauser, Anton Skislewicz, Igor Polevitzsky and Albert Anis became bolder in elaborating buildings as component masses, highlighting precise elemental volumes that appeared timeless, universal and pure." (7)

'Although coordination between architects is never explicit, an 'echo effect' is often discernible in the work of competing architects. The overall consistency of forms and details between all the architects of the era is remarkable'. (7)

It is fascinating to look at the map on the following page and realize that practically the entire two block beachfront between Lincoln Road and 15th Street was developed and built in those busy years between 1939 and 1941.



TOP PHOTO: BANCROFT HOTEL
MIDDLE LEFT: ST. MORITZ HOTEL
MIDDLE RIGHT: NEW YORKER HOTEL
LOWER LEFT: RONEY PLAZA HOTEL
LOWER RIGHT: SANDS HOTEL

1535 & 1545 COLLINS AVENUE



1941 AERIAL PHOTOGRAPH OF NEIGHBORHOOD (YEARS INDICATE DATE OF CONSTRUCTION)





CITY of MIAMI BEACH MAP OF SOUTH BEACH HISTORIC DISTRICTS
STAR INDICATES LOCATION OF ROYAL PALM & SHORECREST



NAME of HOTEL:	ROYAL PALM
ADDRESS:	1545 Collins Avenue
ARCHITECT:	Donald G. Smith
DATE of CONSTRUCTION:	1939
ARCHITECTURAL STYLE:	Streamline Moderne
HISTORIC STATUS:	Contributing

The Royal Palm was originally constructed in 1939 - 1941 as a four-story hotel with 60 guest rooms at a cost of \$250,000.00. Due to its popularity it was soon expanded to seven stories in 1941. However the Owners had the foresight to call for the original foundations to be sized to support seven stories.

The new Royal Palm in Miami Beach was developed and owned by Russian Jewish immigrant developers Joe Rose and Nat Hankoff. It is situated on almost two acres of land and remained under ownership of the Unger family of Miami Beach until 1995.

The hotel was named after the Royal Palm Hotel which had been built by Henry Flagler in 1897 and was one of the first hotels in Miami. That first 'Royal Palm' contained over 400 rooms and had recently been destroyed by fire. And now the hotel name was available for use on a new structure.

Both the Royal Palm and Shorecrest hotels were designed at the stylistic moment as the 'Art Deco' style was morphing into the 'Streamline Moderne' style. Building features on the front elevation include strong vertical and horizontal elements overlaid upon a regular grid of windows with this grid contained in a boxed frame. These vertical columns rising six stories lend a dramatic air to the front facade,

The strong horizontal lines of the protruding rounded marquee and sign over the front entrance at the Royal Palm act as a counterpoint to the strong verticality; as does also the overly heavy solid parapet design. Fluted elliptical columns support this marquee with an ornamental balustrade around the open front terrace. The rooftop parapet steps up at center.



It is not specified on the Building Card when the partial porte-cochere was clad in stainless steel nor when it was removed. Reference photo at left.

The Royal Palm interiors feature a terrazzo compass rose on the floor, the original green glass reception desk and the porthole windows in the lobby lounge. There also formerly existed green glass block pilasters with neon illumination at Hotel entrance doors.

Both hotels were part of the hundreds of smaller projects in the 1930's in Miami Beach, typically financed by families or groups of families. Many refugees escaping Germany found their way to Miami Beach during the 1930's to finance these buildings. Right up to the beginning of WWII in 1941, Miami Beach continued to build, build, build.



By February 1942, the Royal Palm Hotel was among 300 Miami Beach properties drafted into the War Effort, to serve as military barracks and other facilities for the approximately 500,000 troops that trained here during the World War II. In October 1945, the Royal Palm reopened for its first post-war vacationers.

After the end of the War, during the later 1940's + 1950's + the early 1960's, Miami Beach was riding the boom years at the height of its glamour. The city attracted Frank Sinatra, Ella Fitzgerald, Elvis, Dean Martin, Sammy Davis Jr., Jackie Gleason and The Beatles, - among others - who performed in clubs and hotels around town.



The 1970's and 1980's saw a decrease in tourists to Miami Beach as jet travel enabled vacationers to more easily travel to the Caribbean and other destinations. The neighborhood was mostly populated by Caribbean refugees, Jewish Holocaust survivors and low-income elderly retirees. By the 1980's three of the hotel floors were rented out year-round and the hotel offered only Kosher cuisine. The Royal Palm became one of many dilapidated and neglected hotels on the Beach.

TOP PHOTO: PHOTOGRAPH CIRCA 1940

MIDDLE PHOTO: POSTCARD - UNDATED

LOWER PHOTO: CIRCA 1940 INTERIOR OF LOBBY WITH COMPASS ROSE TERRAZZO FLOORING DETAIL



CIRCA LATE 1990'S PRIOR TO THE LOEWS AND PRIOR TO DEMOLITION OF THE ORIGINAL ROYAL PALM ABOVE

Into this dilapidation burst the hit Miami Vice TV show, featuring the multi-colored Deco District skyline. This hit TV series made South Beach famous worldwide. Unfortunately the basis of the TV show also promoted a false narrative that things were as crime-ridden as shown on TV - which they were not.

CONVENTION CENTER HOTEL

In 1987 the City worked out an agreement with MDPL that if the City agreed to expand the locally designated Historic District to match the National Register District - then MDPL would support a convention center hotel within the Historic District.

The Convention Hotel had to be on the ocean, within three blocks of the Convention Center and that the City would keep control of the land. To this end the City of Miami Beach purchased the empty lots on the ocean at 16th Street where the New Yorker, Sands and Poinciana Hotels formerly stood. And this is where the Loew's Miami Beach Hotel is now located.

The adjacent St Moritz Hotel was still standing and was incorporated as part of the Loew's campus. And the then existing original Royal Palm was also standing and was also incorporated into the Convention Center district.

Through the valiant efforts of Barbara Capitman and many others, the Miami Beach Architectural District, also known as the Art Deco District, was listed on the National Register of Historic Places in 1979.



BLACK BOYCOTT

In 1990 four months after he was released as a political prisoner in South Africa, Nelson Mandela announced that he was to visit Miami.

However a week before his planned visit on June 28, 1990 Mandela appeared on ABC-TV and reiterated his support for Fidel Castro in Cuba. This obviously did not sit well with the Cuban-American community of Miami, and days later a group of five former Cuban-American Mayors signed a letter stating that Mandela's comments were "beyond reasonable comprehension."

That very same day the head of the local chapter of the NAACP stated that "to reject Mandela is to reject us." And went further to state that a boycott of Miami and Miami Beach hotels would be enacted if the City did not issue a proclamation regarding Mandela's visit and present a key to the City.

Both proposals were rejected and the boycott was begun. Boycott Miami advocated for more Black representation in the Tourism industry and for single member commission districts in Miami.

On June 28, 1990 Nelson Mandela spoke before 6,000 people at the Miami Beach Convention Center. The boycott continued and had its intended effect as many tourists did boycott the area. Two years later Miami declared Nelson Mandela Day on April 27, 1992 as a way to begin healing of the Black and Cuban communities. A court also decided that single member districts must be created. The boycott finally ended on May 12, 1993.

Miami Beach also resolved its own end to the boycott by bidding out in the mid-1990's the site of the Royal Palm Hotel to qualified majority owned Black developers. The winning bid was awarded to R. Donahue Peeples who developed the first Black majority owned hotel in the country. The City also helped to finance the deal.



RE-CREATION of the ROYAL PALM

In 1993, the Mayor and Commission of the City of Miami Beach approved the purchase of the unrestored Royal Palm Hotel, which had already been targeted for incorporation in the Convention Center Historic Village plan. The project team headed by R. Donohue Peebles included noted Miami based architectural firm Arquitectonica.

Peebles had been on vacation with his family in Miami Beach when he first learned of the City's plans to solicit bids for the redevelopment of the Royal Palm Hotel from a Black owned developer. Peebles and his team submitted a bid, won the project and began developing it into a 420-room and suite ocean-front resort consisting of three towers.

During this time, Peebles also initiated the purchase of the adjacent Shorecrest Hotel, and the City of Miami Beach partnered with him on this acquisition.

The front two story lobby section of the Shorecrest was restored to its original condition and is now part of the new resort complex. The Royal Palm continued under the management of the Joe Rose family until 1995.

Unfortunately the original concrete framed structure of the Royal Palm was not able to be updated to current structural codes. Thus it was agreed in 1998 to take the very unusual step to demolish the original Royal Palm and construct a re-creation of the original with the requirement that the seven-story historic building be reconstructed on its original site, from its original plans and using original construction techniques and details.

The \$80 million resort complex opened in 2002 with the seven story re-constructed Royal Palm Hotel, a new 17 story Royal Palm Tower, a condensed two story lobby at the Shorecrest Hotel and another new 17 story hotel tower behind. The Royal Palm also became the first full-service luxury hotel in America to be owned, developed and managed by African Americans.

Upon opening none other than former Miami Herald reporter Howard Kleinberg wrote in his book, *"Woggles and Cheese Holes: The History of Miami Beach's Hotels;"* *"The ambiance of the complex fits perfectly into the Art Deco District and was well received by history buffs, architecture experts and the general public."*



VARIOUS VIEWS OF THE ROYAL PALM CAMPUS - LEFT HAND PHOTO LOOKING EAST (11)
AND RIGHT HAND PHOTO LOOKING NORTH FROM OCEAN DRIVE.(8)

1535 & 1545 COLLINS AVENUE

ROYAL PALM RESORT



MEMORABILIA - MATCHBOOK COVERS





MEMORABILIA - POSTER BY NOTED ARTIST WOODY VONDRACEK



ROYAL PALM FROM COLLINS AVENUE (8)



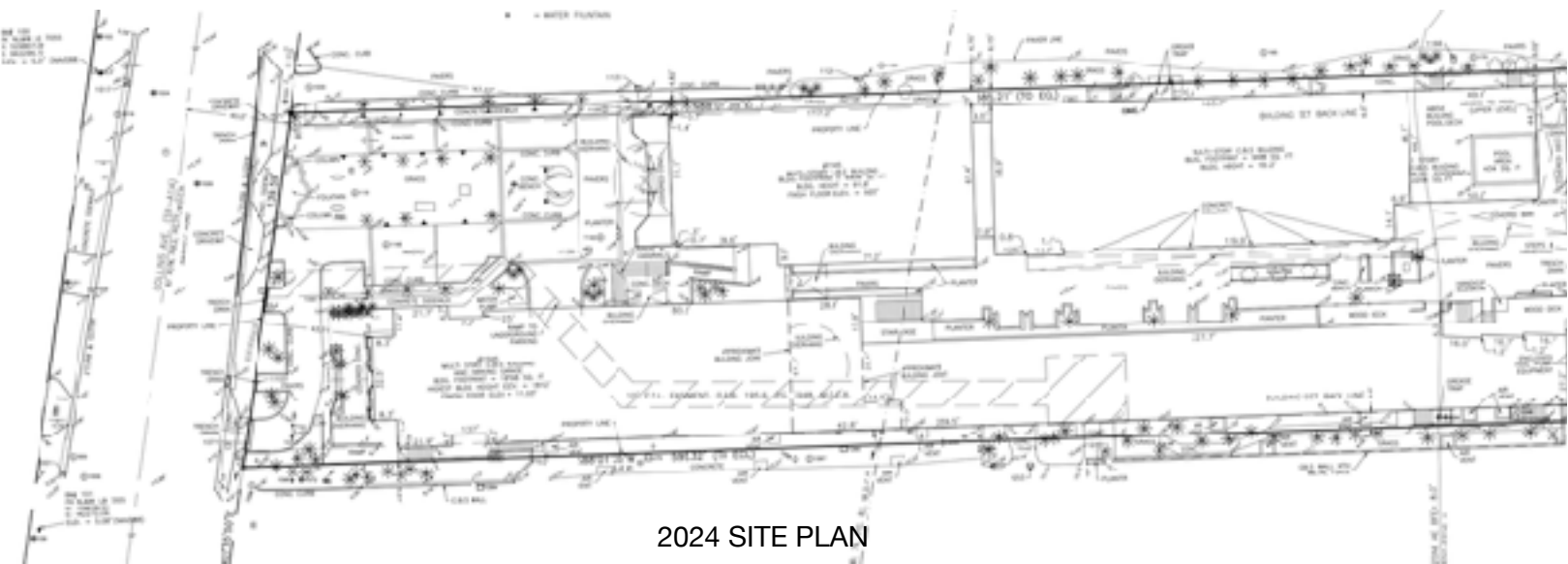
FRONT ENTRANCE TO ROYAL PALM (8)



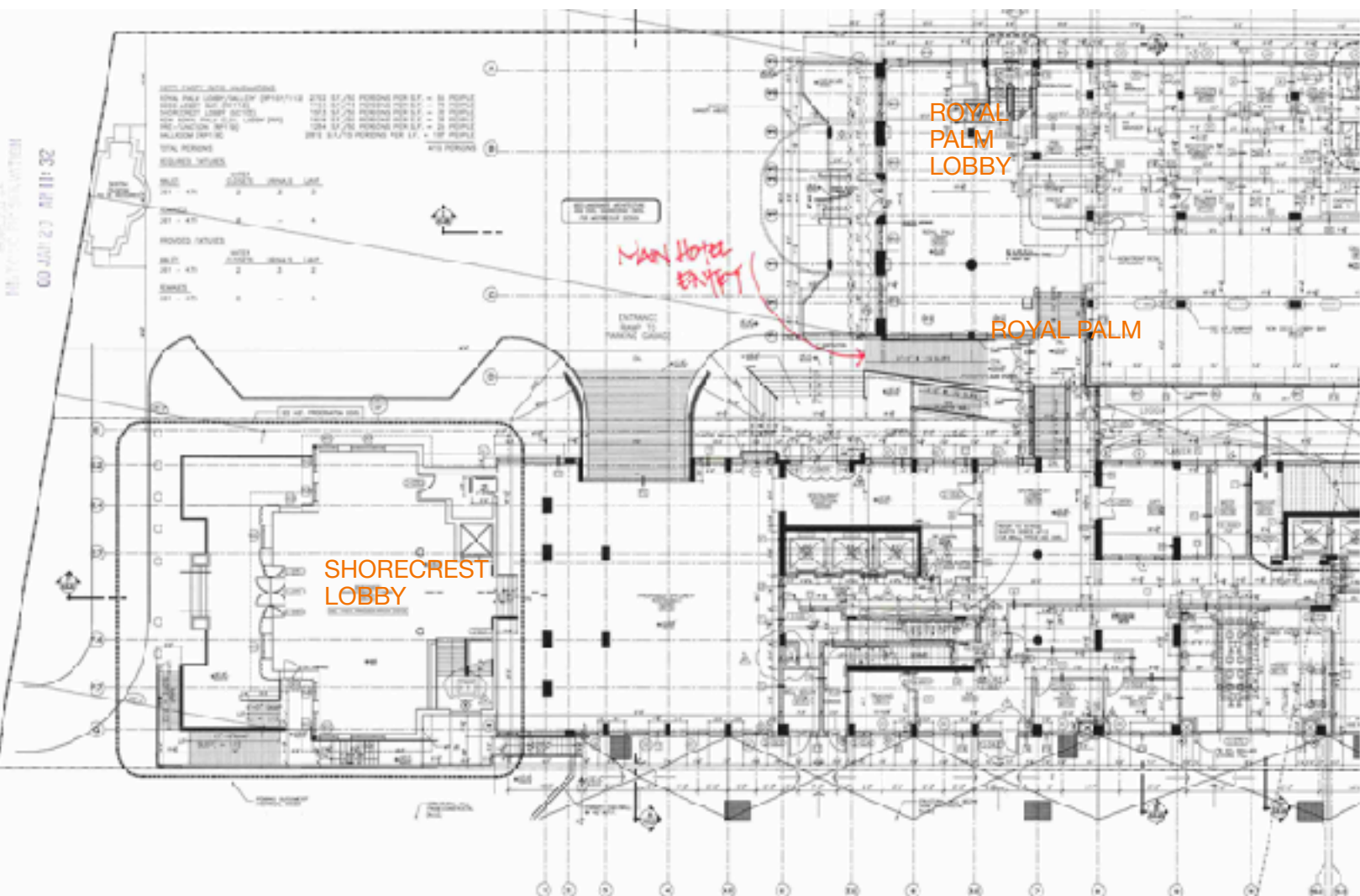
ROYAL PALM FORM COLLINS AVENUE
INCLUDING THE SIGN POLE REPLACEMENT
AT SIDEWALK. (8)

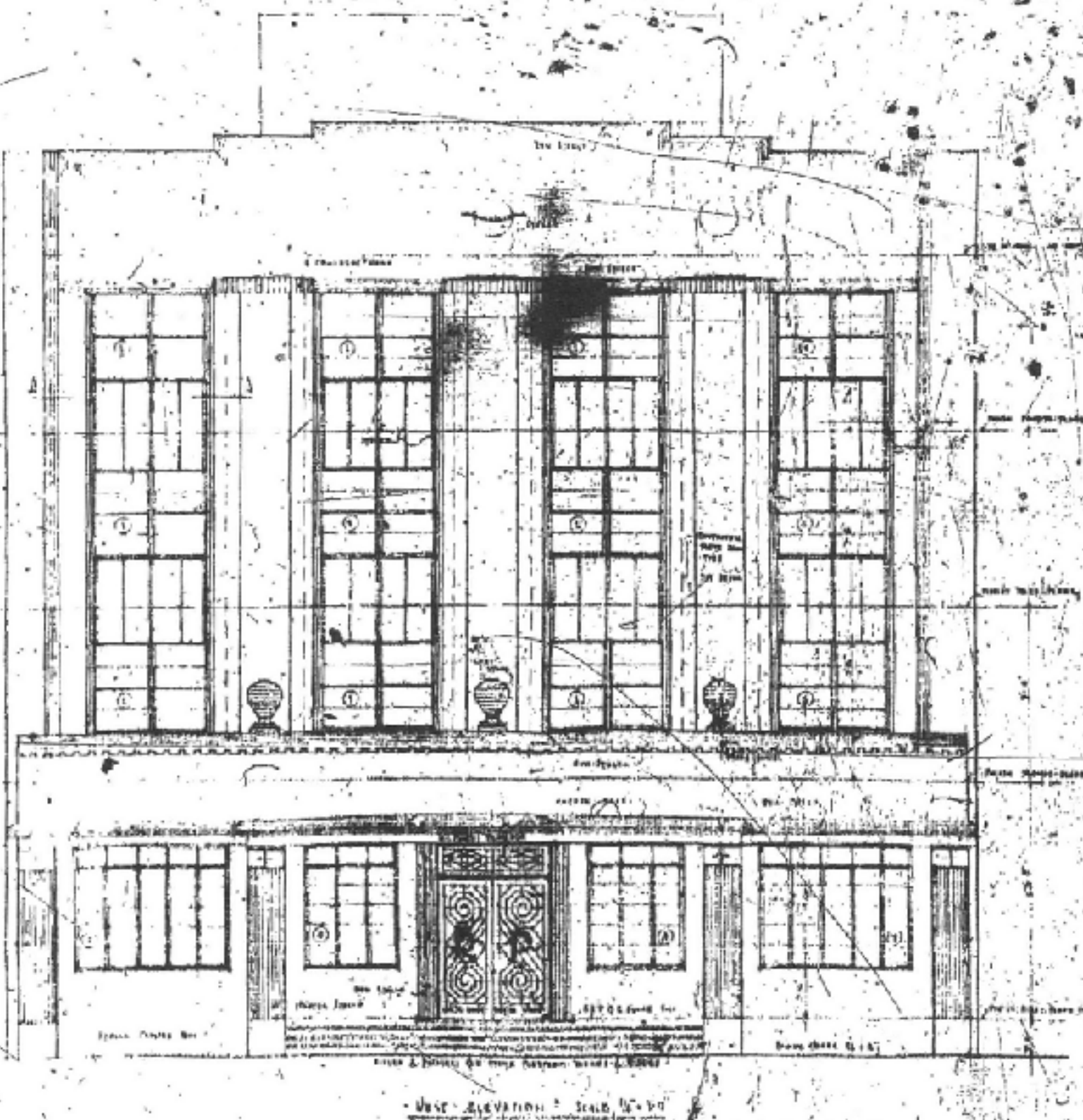


ROYAL PALM
LOBBY (8)

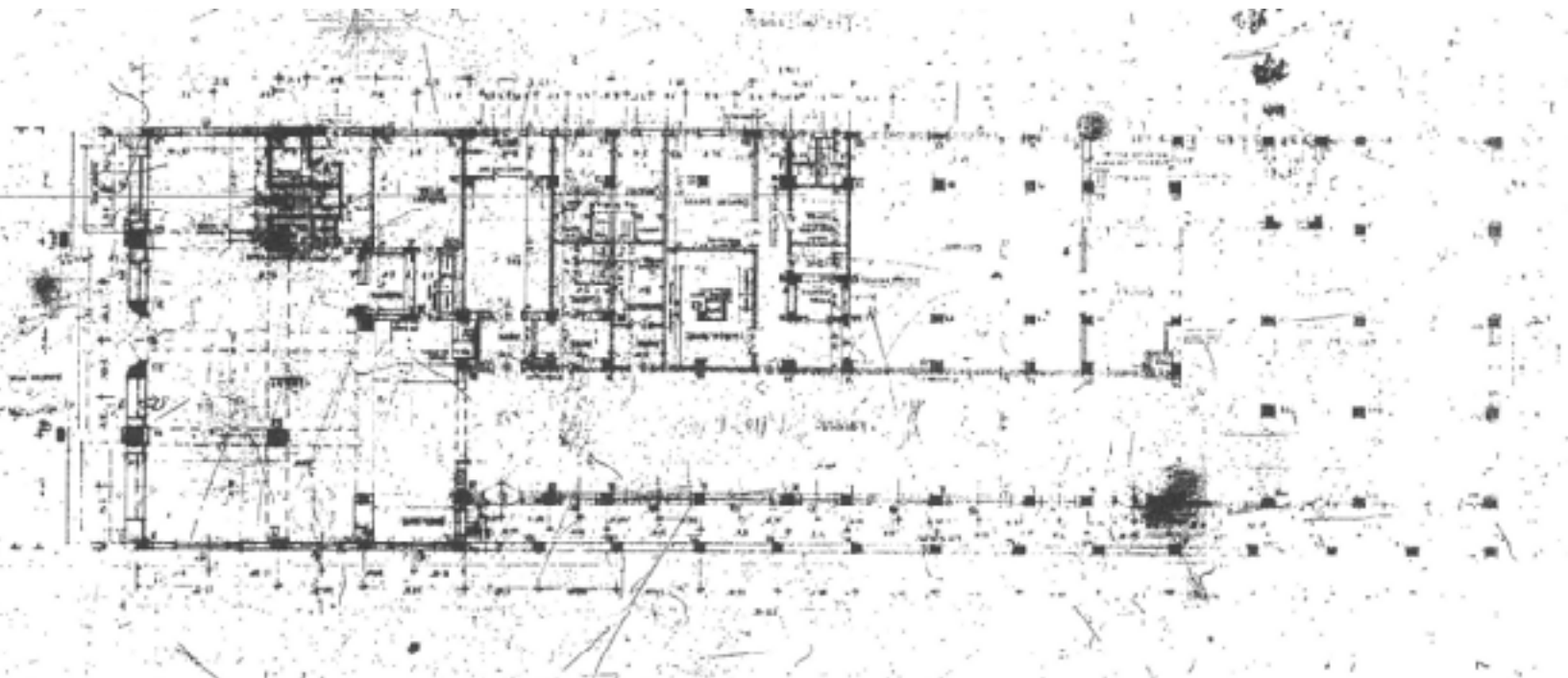


2024 SITE PLAN ABOVE AND PARTIAL FIRST FLOOR PLAN BELOW (9)





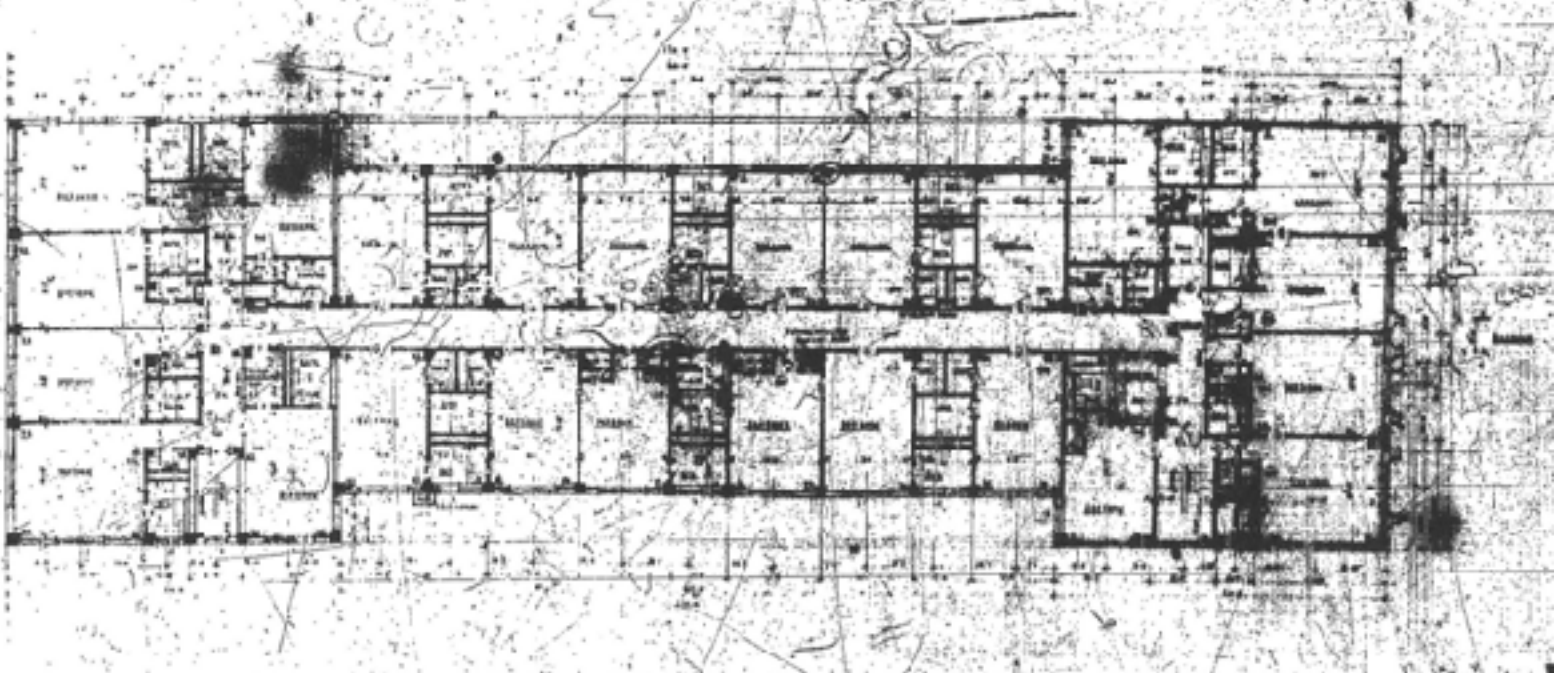
1939 FOUR STORY DESIGN AS ORIGINALLY BUILT - PRIOR TO THREE STORY ADDITION
NOTE THE ELABORATELY DESIGNED DOUBLE ENTRANCE DOORS. (9)

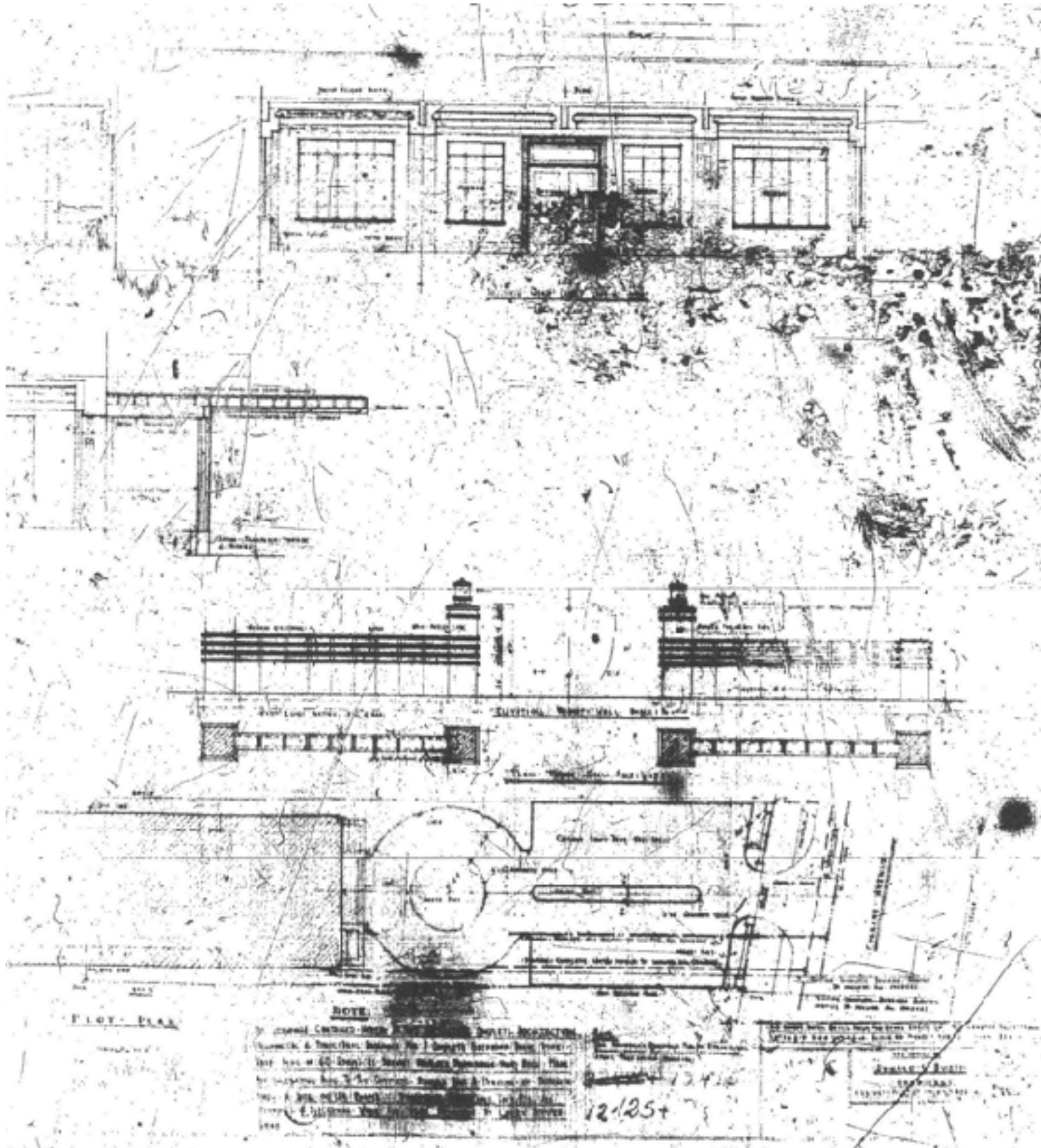


ORIGINAL 1940 FIRST FLOOR PLAN (9)



ORIGINAL 1940 TYPICAL GUEST ROOM FLOOR PLAN AND FOUR STORY NORTH ELEVATION (9)





ORIGINAL 1940 FRONT DRIVEWAY ENTRANCE (9)

#3403

Building Permits: # 38560 Buffing & painting - S. Stern, contr. \$ 950..... May 26, 1952
 # 39417 Air conditioning - 3 units & cooling tower - 41 tons - 3 floors- Henry J. Nelson, engr.: Miami Beach Air conditioning Co. \$ 15,000..Sept. 9, 1952
 ok-Flag 11/12 #41505 Television Room, 40x10x15, 1 story, #1 CBS construction, spread footing: Donald G. Smith, arch: Arkin Constr Co, contr: \$3,000: May 13, 1953
 # 41652 Painting: Sam Stern: \$ 850: May 27, 1953
 #68137 Airco air conditioning Co.: Install 1- 50 ton cooling tower \$2000.00 10/25/62 OK Flag 1/3/63
 #72336 Gunite Rentals: Gunite repairs to Oool deck - \$2400 - 8/31/64
 #74857 Gunite Rentals, Inc.: Gunite repairs to pool, new supports to pool - \$1,000 - 9/28/65 OK DM 4/26/66
 #77314 Coolcraft Corp.: Install 1 - 5 ton a.c. system - \$1500 - 11/4/66 OK Flag 1/3/67
 #79467 Pres-Lock Screen Enclosure, Inc.: new ceiling in dining room - \$1100 - 12/14/67
 #81197 Nivalso Vichot Paint & clean exterior only must comply with ord. #1060 \$5,000.00 10/21/68
 #917 Hill York Service Co: cooling towers 1-60 ton 11/17/69
 #00106 - owner - enclose 3 stairways per fire prevention (fire doors) \$500.00 11/22/71
 #1879 - Hill York - 1-20 ton cooling towers 12/30/71
 #2076-amber Fuel Oil Co.- 1 15# Steam Boilers-\$1700-5-26-72
 #2129-Arber Fuel Oil- 1 19HP Steam Boilers-\$1796-7-6-72
 #03896-Owner-Panel walls and ceilings-\$1000-8-23-73
 #05404-Victor Fuego-Paneling and drop ceiling-\$2000-4-18-74
 #06511-Jimmys Painting-Paint exterior-\$3500-11-18-74
 #08989-Gunite Construction-Gunite repairs-\$1200-4-28-76
 #15219-Sego Industries-Replace old single hung with new window-\$2000-6-25-79
 #17152- I. Rne Yndlan-Exterior painting-\$7000-11-30-79
 #18175 - Orkin Exterminating - nylon seal fumigation 6,900. 6/3/80
 #206253 6/27/83 Temperature Design Inc - 1 cooling towers replacement
 #207146 1/28/85 Temperature Design Inc - 1 replacement cooling towers
 #27623 11/12/85 J. Valiente Paint pressure cleaning front \$850.
 #20754 6/27/86 Bill Tripp 355 l.f. 5 ft hi e/l only fence green vinyl prop enclosure 355' oval 6' hi \$2,094.

Plumbing Permits:

#84968 Amber Fuel Oil Co.: 1 oil burner, 4,000 gal. - 10/19/65
 #47519 Ed Green: 1 swimming pool piping repair 11/25/69

Electrical Permits: #13862 Claude Neon: 5 neon transformers Nov. 22, 1939
 #14511 Goodard: (Shortage on previous permits)
 61 switch outlets, 140 light outlets, 65 receptacles, 173 fixtures, 1 refrigerator, 7 motors,
 2 centers of distribution, 1 flasher, Feb. 8, 1940
 #18537 1 Master meter - USAAFPTC - June 5, 1942 - Final OK Inman - June 8, 1947
 Addition: #15713 Ideal Electric: 123 Switch outlets, 186 Light outlets, 156 Receptacles,
 5 centers of distribution, 186 Fixtures, September 24, 1940
 #16865 Tropical Electric: 1 motor: February 11, 1941 - Final 3/10/41 Brown
 #16906 Tropical Electric: 10 Receptacles, February 27, 1941 Final 3/10/41 Brown
 #17537 State Electric: 2 switch outlets, 3 light outlets, 8 receptacles, 3 fixtures,
 #18176 Tropical Electric: 2 Fixtures, 12/20/41 Final 12/26th Brown: Oct. 25, 1941
 #18355 Belcher Industries, Inc. 1 motor, January 28, 1942
 #18751 Tropical Electric: Correction of violations: USAAFPTC - July 29, 1942
 #20491 Biscoyne Electric: 1 Light outlet, September 15, 1944
 #20507 Otis Elevator Co: 1 motor, September 19, 1944
 #21364 ARMY - Meter change - restoration - October 4, 1945
 #21603 Astor Electric Co: 1 switch outlet, 2 receptacles, 1 refrigerator outlet,
 1 appliance, 1 fan outlet, 3 motors, 2 centers, 11/10/1945
 #22647 Astor Electric: 6 switch outlets, 4 light outlets, 4 fixtures, June 8, 1946
 #23578 Astor Electric: 1 motor, 1 center of distribution, Dec. 19, 1946
 #24208 Astor Electric: 6 switch outlets, 10 light outlets, 26 receptacles,
 10 fixtures, 2 centers of distribution, May 17, 1947
 #24383 Lyon Electric: 4 switch outlets, 11 light outlets, 11 receptacles,
 11 refrigerator outlets, 1 center of distribution, June 25, 1947
 #26134 Astor Electric: violations, April 19, 1948
 #26535 Astor Electric: violations, June 17, 1948
 #26505 Astor Electric: 10 light outlets, 6 receptacles, 20 fixtures - June 11, 1948
 #26625 Astor Electric: re-inspection - June 25, 1948
 #27762 Ferguson & Roberts: 6 motors, 10 centers of distribution - Nov. 30, 1948
 #29033 Kenny Electric: 12 switch outlets, 25 light outlets, 16 receptacles, 25 fixtures,
 2 motors, 3 centers of distribution - June 24, 1949
 #31524 Kenny Electric: 13 Switch outlets, 31 Receptacles, 15 Light outlets, 15 Fixtures,
 1 Refrigerator, 1 Iron outlet, 3 Space heaters, (bath) - 3 Space heaters,
 1 Fan outlet, 2 Centers of distribution, June 15, 1950 Beginning 9/8/50
 #36845 B. Haskell Company: 3 centers of distribution, 21 motors - June 24, 1952 Rosser,
 #37257 B. Haskell Company: 1 service-equipment, 4 motors - 8-8-1952 2-18-53
 #39619 Kemmer & Wood - 3 Switch outlets, 6 Receptacles, 7 Light outlets, 7 fixtures,
 June 8, 1953 Rosser, 2/5/51

BUILDING PERMITS: #M9900303 - Igloo S/C - 15ton A/C central - 1-10-89 *OK*

ELECTRICAL PERMITS: #E8801265 - Hugh Canham Electric - 1 Service repair/meter change - 7-26-88 *OK*

#48436 - Serota Plumb - 5 rgh - 18 set sink 5/26/71
 #51623-Serota Plumbing- replace bath tub-10-8-74
 #55490-A & I Plumbing- repair gas leak-11-18-77
 #58955 S&R Plumbing Inc/gas piping/10-20-80
 12-19-80/#59097/1 gas meter set/Peoples Gas System/95
 #59648--Action Drainage--1,000 cu ft soakage pit--7/13/81
 #61339 12/5/83 Stolpmann Plumbing - test gas system
 #62902 10/27/86 Pitsch Plumb - 1 gas piping repair

Electrical Permits: #54441 Kanner & Wood: 2 switch outlets, 4 receptacles, 6 light outlets, 6 fixtures, 1 refrigerator outlet, 2 appliance outlets - Nov. 9, 1959 OK Fidler
 #55002 Jones Elec: 1 Telephone Booth - April 14, 1960
 #68833 - Vern Griffith Elect. - 20 receptacles - 200 am service equip 6/1/71
 #70281-Ocean Electric Co.- 1 service repair-1-22-73
 #71877-Ocean Electric-Fire Alarm system-1-29-75
 #74464-Ocean Electric-45 KW booster-11-29-77
 #75252-Ocean Electric Fire damage repair-1-3-79

#14506	- Three additional stories - 49 Hotel rooms added - Fireproof construction: Size: 52' x 130' x 37': Donald G. Smith, architect: Harry Bayle, contractor: Entrance sign - as per blue print -	\$ 60,000:	MAY. 24, 1940
#15106		\$ 400:	Nov. 25, 1940
#15171	2 Projecting signs - Flexlume Daniel Neen Co:	\$ 400:	Dec. 5, 1940
#20986	Painting furniture - Clark & Freeman	\$ 3,000:	Oct. 17, 1945
#24382	Repaving parking lot - E. E. Collins Contracting Co:	\$ 600:	May 1, 1947
#24456	Addition: Donald G. Smith, arch: J. Arkin, contractor	\$ 6,000:	May 9, 1947
#25619	Painting-outside - Rudolph Deutsch	\$ 2,600:	Oct. 15, 1947
#27573	Roof-repairs- Guaranty Roofing Company	\$ 300:	June 18, 1948
#28612	Air - conditioning - Belcher Industries, contractor	\$ 10,000:	Oct. 28, 1948
#29864	46 ft. Bulkhead & 96 lin. ft. of return & 56 concrete piles (piles for Pool & cabana). All structural work to be west of high water mark as of May 5, 1949- Zurwelle, engr.: G. O. Reed Construction Corp.	\$ 10,000:	May 9, 1949
#30057	POOL & Accessory Building with one Cabana & Two toilets-Pool 25' X 65' - Accessory Building, 14' X 54' X 10'- 1 story- #1 CHS, type: Concrete Piling, foundation, Roof-Concrete & Built-up: (Piling to be furnished by others): Donald G. Smith & Irvin Korach, arch: Arkin Construction Co., contractor	\$ 32,000:	June 1, 1949
#31113	Uniting - Reed Construction Corp., contr.	\$ 500...	Oct. 18, 1949
#32486	Addition of penthouse- making fifth floor - 3 bedrooms & 2 baths- 40 x 50 x 10 - 1 story- #1 fireproof - flat roof - Donald G. Smith & Irving Korach, arch: Zurwelle-Whittaker, engr: Arkin Construction Company, contractor	\$ 10,000....	May 5, 1950
#37367	Units - Taylor Construction Co., contr.	\$ 1,000.....	Nov. 7, 1951

Plumbing Permits:

Addition: # 14376	Wm. Harper:	52 Water closets, 52 Lavatories, 42 Bath tubs, 3 Sinks, 8 Showers, 10/21/1940
# 14803	Wm. Harper:	1 gas heater: December 17, 1940
# 14868	Wm. Harper:	1 steam boiler and 1 gas range: December 27, 1940
# 16532	Belcher Industries:	1 Oil Burner water heater: January 22, 1942
# 28331	Markowitz Bros:	2 water closets, 2 lavatories, 2 showers, 1 urinal-June 15, 1949
#36558	B & M. Plumbing Co., Inc.:	re piping swimming pool...Nov. 15, 1954



TOP: PHOTO OF HOTEL FRONT ENTRANCE (2)
MIDDLE: POSTCARD
LOWER: POSTCARD

NAME:	SHORECREST HOTEL
HISTORICAL NAME:	SHORE CREST HOTEL
ADDRESS:	1535 Collins Avenue
ARCHITECT:	Kiehnel & Elliott
DATE of CONSTRUCTION:	1940
ARCHITECTURAL STYLE:	Art Deco / Streamline Moderne
HISTORIC STATUS:	Contributing
HISTORIC DISTRICTS:	National Miami Beach Architectural District, 1979 Local Ocean Drive/Collins Avenue District, 1986

The Shorecrest was designed in 1940 in the rush of new hotels constructed in Miami Beach just before World War II. The three story hotel was built at a cost of \$120,000.00 and originally contained 80 rooms plus a Dining Room. In 1955 an addition on the Beach side added 21 hotel rooms, one apartment unit and a Cocktail Lounge.

The front (west) facade is designed with strong vertical lines centered on the facade with a tripartite design of central vertical bandings running up to the stepped rooftop parapet from the second floor.

Horizontal banding reads as racing strips at the top and bottom of the rows of windows. This interwoven design is overlaid by the irregular grid of windows. The balcony rail on the second floor contains interesting angled block course designs.



The original Hotel also featured an elaborately designed geometric two level porte-cochere at the front entrance. This structure was composed of steel pipe columns, concrete columns and brick clad columns with flat concrete slabs. Unfortunately this porte-cochere was demolished as part of the reconstruction around 2000. Also demolished was the Shorecrest pole sign at the sidewalk.



By the 1990's the hotel was dilapidated and crime-ridden with the homeless camped out in the shore crest's empty swimming pool. .

R. Donahue Peeples, a real estate developer from Washington D.C., placed a bid to buy the Shorecrest to originally turn it into condos. Peeples saw that the Shorecrest was directly next door to the Royal Palm which was already owned by the City who were getting ready to bid on the Royal Palm development directly north of the Shorecrest..



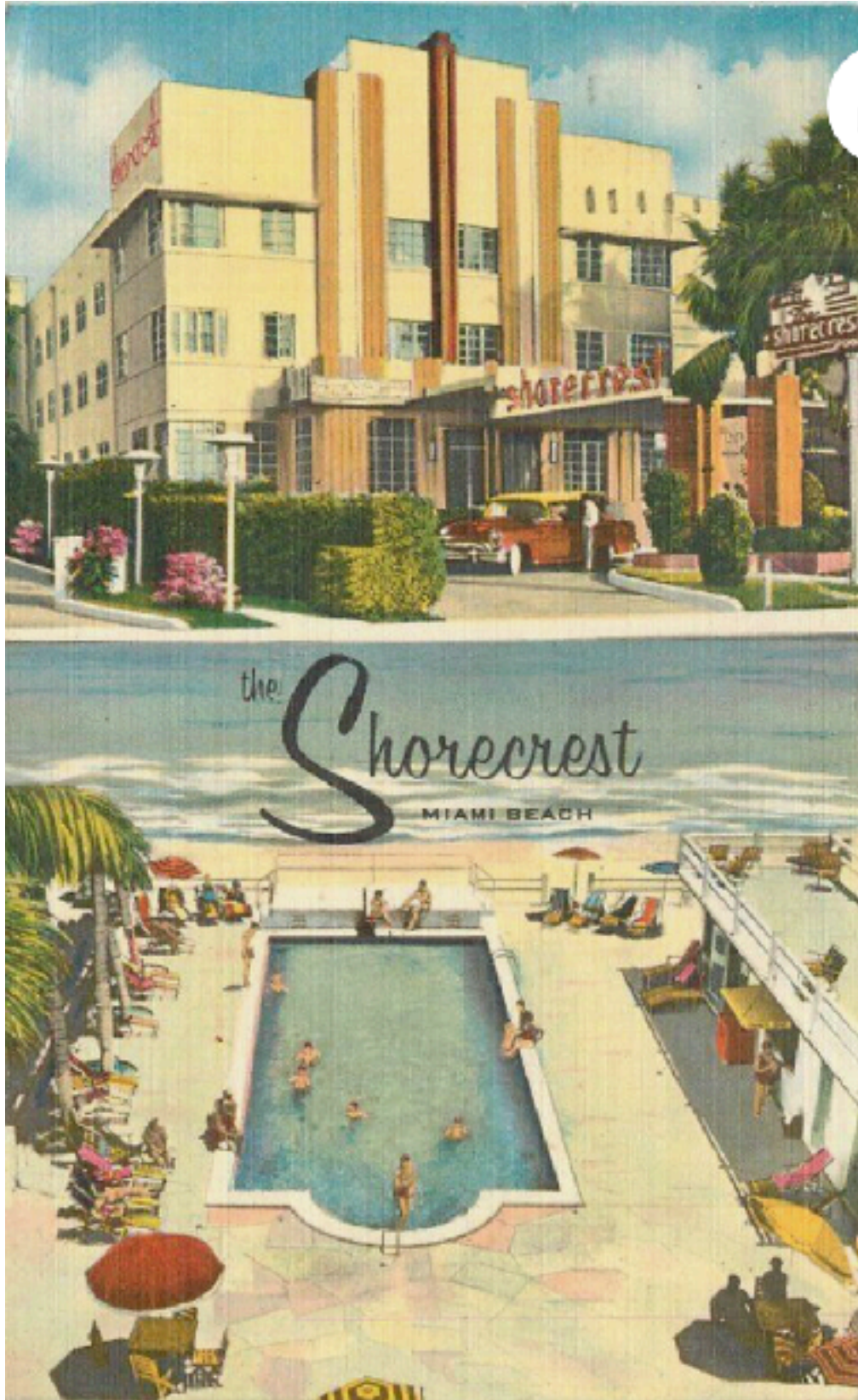
He immediately understood the strategic location of the Shorecrest directly adjacent to the properties designated for a Black owned Convention Hotel. The City was in the process looking for an African American developer to develop a convention center hotel on this land. Peeples won the bid and built his project on both the Shorecrest and Royal Palm's properties.

The plans included retaining the two story Shorecrest lobby with one of the new 17 story towers behind which opened as the Royal Palm Crowne Plaza in May, 2002. .



The photographs on this page are taken from the Florida Master Site File Report on the Shorecrest to best illustrate the construction of this formerly existing porte-cochere..

PHOTOGRAPHS ARE FROM THE ORIGINAL FLORIDA MASTER SITE FILE REPORT. (2)



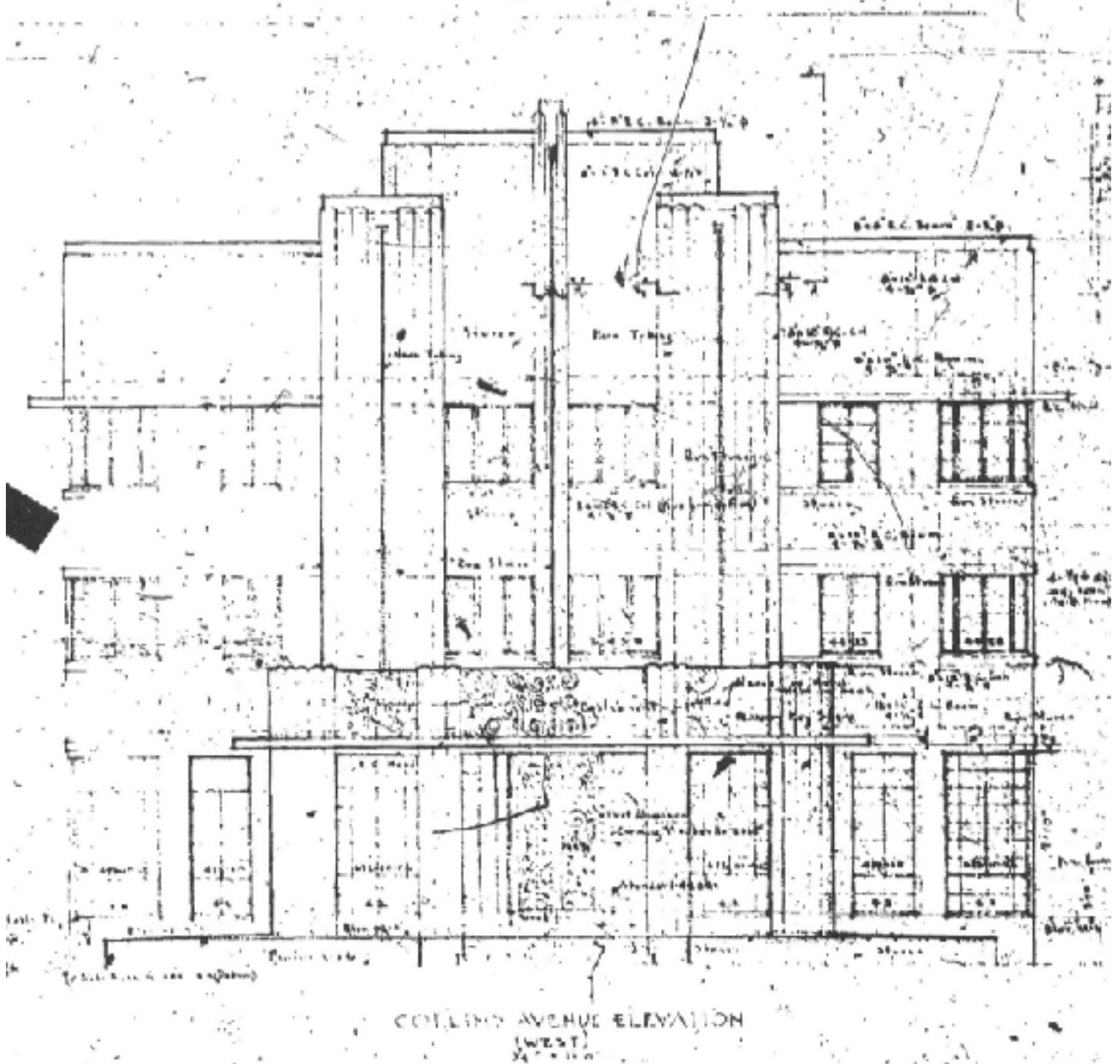
POSTCARD



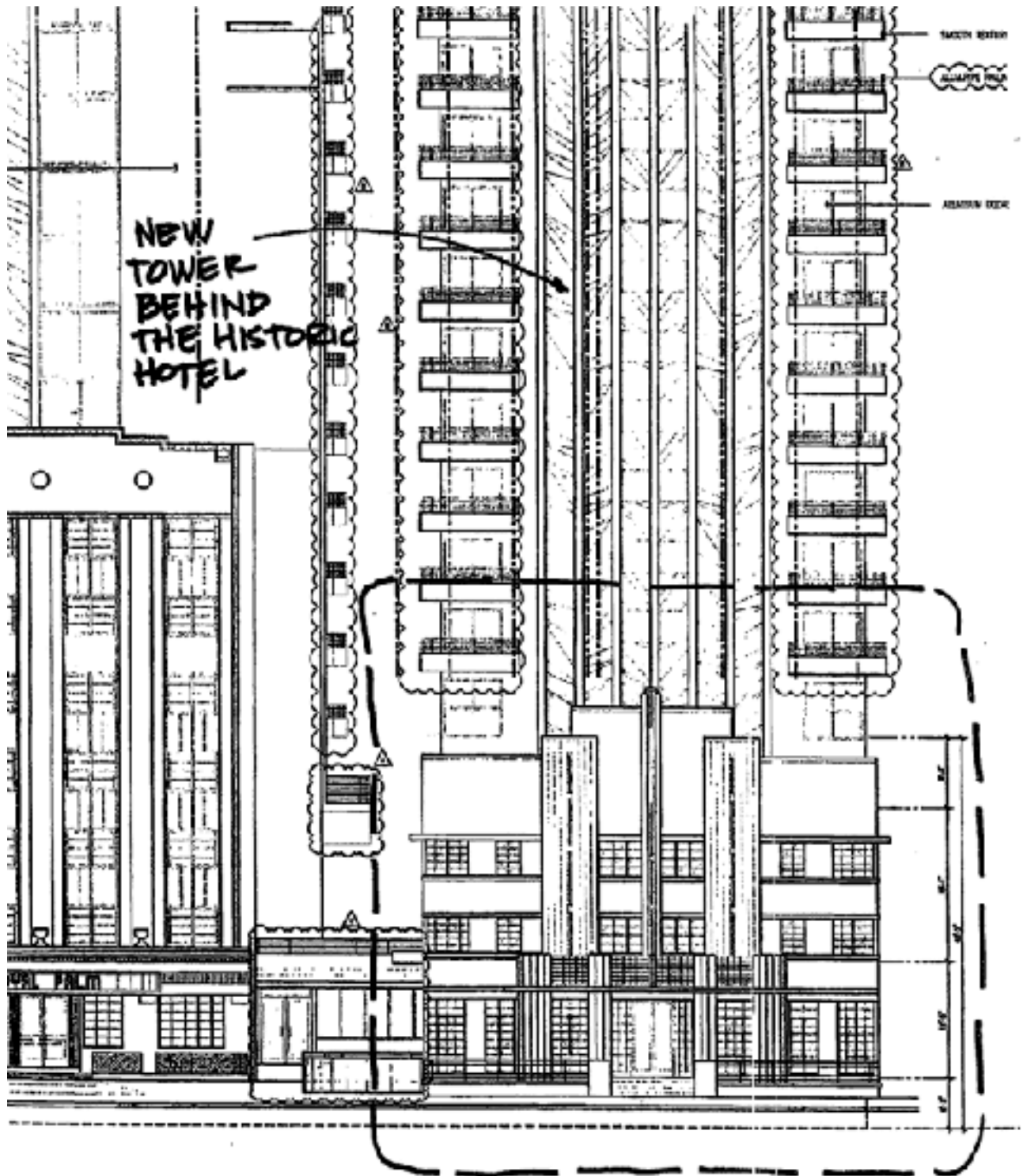
CIRCA LATE 1990's FRONT PORTION OF SHORECREST AWAITS RESTORATION (2)



CIRCA LATE 1990's - THE LAST HOTEL STANDING IS THE FRONT LOBBY PORTION OF THE SHORECREST. THE ORIGINAL ROYAL PALM HAS ALREADY BEEN DEMOLISHED DUE TO STRUCTURAL DEFICIENCIES AND THE TWO NEW TOWERS ARE BEGINNING TO RISE. (2)



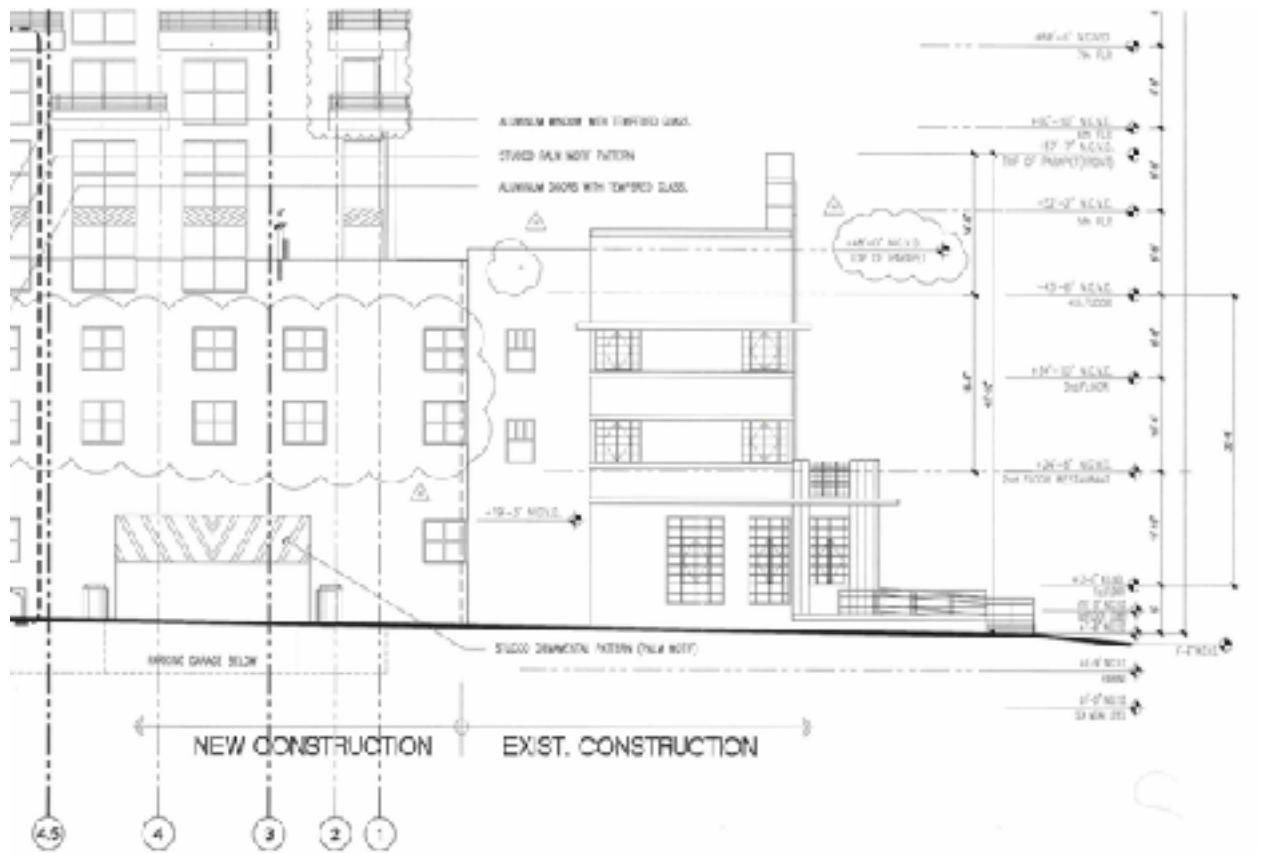
ORIGINAL DRAWING OF FRONT (EAST) ELEVATION AT SHORECREST (9)



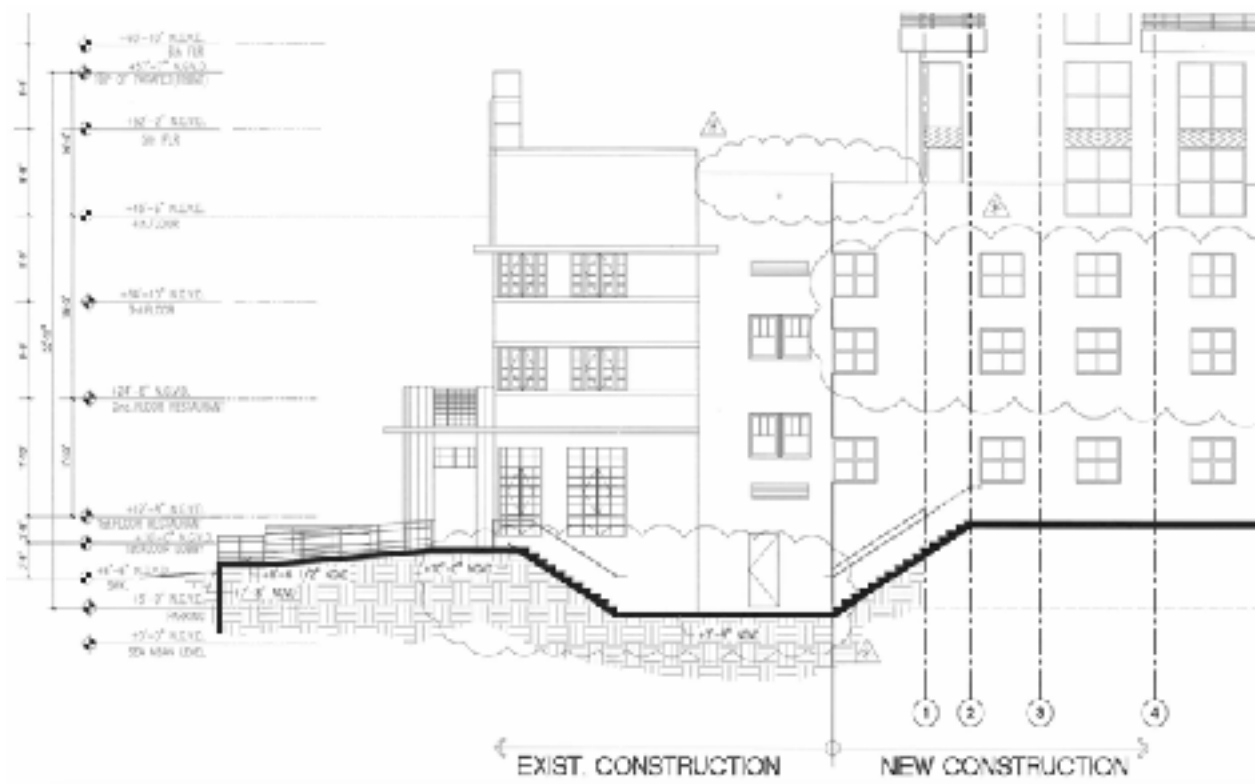
SHORECREST HOTEL WITH NEW TOWER BEHIND (10)

SHORECREST HOTEL
HISTORIC WEST FACADE
(FACING COLLINS) - WITH-
OUT ADA RAMP





NORTH AND SOUTH SIDE ELEVATIONS (9)





Existing West Elevation (9)

1535 & 1545 COLLINS AVENUE

1940 ORIGINAL BUILDING CARD FOR SHORECREST HOTEL

SHORECREST HOTEL

Owner THE LYNN CORPORATION

Permit No. 14493 Cost \$ 120,000. See Below

Address 1535 Collins Avenue

Bond No. 2539

Engineer A. H. Baxter Eastern Elevator

Lot Size

Height 40' Stories 3

Use HOTEL - 80 Rooms & Dining Room

Certificate of Occupancy No.

Type of Construction C B S Foundation Concrete Filing Roof Gravel Date Aug. 21, 1940

PLUMBING Contractor #14001 Markowitz & Hesnick Sewer Connection 1, Date Aug. 27, 1940

Temporary Water Closet

Water Closets 8

Levatories 8

Bath Tubs 50

Showers 3

Urinals 2

Sinks 7 (4-k, 3-sb)

Dish Washing Machine

Laundry Trays

Laundry Washing Machines

Drinking Fountains 1,

Floor Drains 3,

Grease Traps

Safe Wastes

AIR CONDITIONING Contractor See Below

SEPTIC TANK Contractor

OIL BURNER Contractor #14353 Florida Fuel Oil Co: 1 - 550 gal tank - October 18, 1940

SPRINKLER Contractor

Swimming Pool Traps

Steam or Hot Water Boilers

ROUGH APPROVAL

FINAL APPROVAL

GAS Contractor

Gas Ranges

Gas Water Heaters

Gas Space Heaters

Gas Refrigerators

Gas Steam Tables

Gas Broilers

Gas Frylators

Gas Pressing Machine

Gas Vents for Stove

GAS Rough APPROVAL

GAS FINAL APPROVAL T.J. Bell - 12/19/40

OUTLETS

Switches 173

Lights 353

Receptacles 199

HEATERS

Water

Space

FIXTURES 311

Ranges

Irons

Refrigerators

Fans

Motors

Appliances

Electrical Contractor B. Haskell

Date Sept. 5, 1940

Temporary Service #15483

Neon Transformers

Sign Outlets

Meter Change

Centers of Distributions

Service

Violations

FINAL APPROVAL

By

Date

B Haskell: 8/21/1940

Date 12/28/1940

Building Permits:

#74887 Alfred Sansone: Repair conc. deck around pool - \$2,000 - 9/30/65 CK EM 4/26/66
 #50270 Alfred Sansone: Interior alterations, & no structural changes - \$800 - 5/15/68 *orig 8/29/68*
 #81055 Alfred Sansone: 2-10' by 12' C.B.S. & additions 9/19/68 \$5000.00
 #01268 Lescher Roofing & Sheet Metal Co: 3 Square's re-roof \$100 10/30/68
 #P85897 - Owner - premise permit 1970-71 101 units ~~\$150x22~~ cost open 1/21/71
 #08689-Kurt K. Matzkeit-Railing 128' 2nd floor-\$800-3-1-76
 #09848-eddys Painting-Exterior painting-\$1900-9-27-76
 #12565-Sego Industries dba Security Windows-Replace 8 casement windows with 8 alu. shingle hung windows
 \$600-1-13-78
 #15214-Oress Roofing-Re-roof 8 sqs-\$800-6-22-79
 #18035 Sa Co Industries Replace 3 windows \$250. 5-12-80
 #19261 Kindley Roofing Co/reroof w/3-ply hot tar & gravel/\$2,400/11-13-80
 #23362 2/1/83 Julio Garcia pressure clean, 1 coat of sealer 1 coat of paint white \$1,125.
 #407379 6/17/86 Classic Air Inc - 1-65 ton cooling towers
 #M08717 1/26/87 Classic Air Inc - 1-7.5 ton air cond central

Plumbing Permits:

#46180 Bereta Plumbing Co.: 12 bath tubs - replace - 10/17/67
 #12565-Sego Industries dba Security Windows-Replace 8 casement windows with 8 alu. shingle hung windows

Building Permits:

Note: - Concrete Piling on this Job Driven Under Separate Contract: Piles driven by Geo. E. Bunnell: S. C. Davis, Contractor

#14538	TIMBER & STEEL SHEET PILE GROVNE : Government Permit #5203:			
	Total length 300-ft: Will project into water 280-ft:			
	Permit issued subject to provisions of two letters on file with the City of Miami Beach described as follows: Letter from Lynn Corporation dated 8/20/1940 and signed by Albert Grossman, Secretary-Treasurer & Neal Kars, President: Letter from Antonio L. Cardona dated 8/7/1940:			
	COST	\$	7,000.00	Aug. 28, 1940
#15277	3-SIGNS Claude Neon Southern Corp:	\$	500.00	Dec. 29, 1940
#28701	Painting: Exterior & Lobby: Parker-Wolfert, painters.	\$	1,700.00	Nov. 4, 1948
#31367	Painting & repairing: Owner, day labor:	\$	100.00	Nov. 9, 1949
#43233	Painting: Villaro Painting Company	\$	140.00	Nov. 9, 1953
Pool- #44463	SWIMMING POOL 20' X 52' Shinn Construction Co. contractor:	\$	15,000.00	May 3, 1954
	Robert P. Witt, Engineer:			
#44584	AIR CONDITIONING: 57 - 1 1/2-ton Units: Airko A. C. Company	\$	18,000.00	May 14, 1954
#44729	Addition of one Cabana Building: (South of pool is a 5'8" Block Wall and a concrete wall 45-ft long: #1-CR3, Spread Footing: Robt. P. Witt, Architect: Shinn Construction Company	\$	3,000.00	May 25, 1954
#44912	Marquee for vehicular driveway ONLY: Must conform with Ord. #259, Sec. 17, Par 3. :R.M. Leonard & R.P. Witt, Architects: Shinn Construction Company	\$	2,500.00	June 14, 1954
#44910	Roofing: Palmer Roofing Company	\$	3,000.00	June 14, 1954
#45000	REMODELING for 4 New Hotel Rooms & Baths: Remodeling Kitchen & Dining Room (all inside work) R.M. Leonard, architects: Shinn Construction Company, contractor:	\$	5,000.00	June 22, 1954
#45736	Painting: Elmer Rumsat, painter	\$	5,800.00	Sept. 7, 1954
#45878	One First Wall Sign: 15-20-ft: and One Vehicular Canopy Sign as per Ordinance - Neon Sign & Service Co:	\$	700.00	Sept. 22, 1954

#82428 Navildo Vichot Painting - Clean & Paint exterior only must comply with Ord. #1060 \$3,950.00 5/27/69

#1017 - Airko Air Cond. Co. type 5095 - 2 - 10 ton replacement air cond central 2/19/70
 #54896 - Al Sansons - Enclose stairwell for fire protection \$1,200.00 8/21/70

#56319-S & Plumbing- cool filter-8-2-78

6/15/81 - #59573 - Action Septic & Drainage - 1000 cu. ft. seepage pit - \$50.00

Electrical Permits:

#13060 Neon Sign & Service Co: 6 Neon Transformers: Sept. 22, 1954

~~###~~ #61339 Astor Elec: 1 service repair - 9/1/64

~~#7###~~ #62754 Industrial Electrical: repair storm damage - 10/6/65

#65827 Crawford Electric Inc. 48 Appliance Outlets \$48.00 1-Service Equipment \$6.00 \$54.00 6/10, 68

#72141-C J Kay Electric- 1 fire alarm system, 15 pull stations; 17 bells-4-22-75

#74701-C J Kay Electric- 1 service repair-5-2-78

76254 Elma Electric repair fire damage

4-29-80

#81706 1/23/87 Ocean Elec - 101 a/c window



FRONT (WEST) ELEVATION FROM COLLINS AVENUE (8)



FRONT (WEST) ELEVATION FROM COLLINS AVENUE (8) SHOWING GLASS BLOCK COLUMNS ADJACENT TO FRONT ENTRANCE DOORS AND THE WAVE LIKE DETAILING BEHIND THE 'SHORECREST' SIGNAGE . THE FORMER HOTEL LOBBY IS NOW A NIGHTCLUB.(8)



LEFT: FRONT ELEVATION SHOWING ARCHITECTURAL DETAILING (8)

RIGHT: NORTH SIDE ELEVATION SHOWING THE FRONT PORTION OF ORIGINAL SHORECREST WHICH HAS BEEN RETAINED AND JOINED TO NEW ADDITION AT LEFT. (8)

Architects of The Shorecrest Hotel: KIEHNEL AND ELLIOTT

The noted architectural Miami based firm of Kiehnel and Elliott designed many prominent civic and religious buildings in the Miami area during the 1930's - 1940's. The firm was first established in Pittsburgh, Pennsylvania, in 1906. After completing substantial work in Florida, Richard Kiehnel moved to Miami in 1922. Beginning in 1926 it was known as Kiehnel, Elliott and Chalfant.

Richard Kiehnel (1870–1944) was the firm's senior partner. He was born in Germany and studied at the University of Breslau and the École Nationale Supérieure des Beaux-Arts in Paris. His first commission in Miami area was in 1917 and he referred to El Jardin as 'a progenitor of the Modern Mediterranean style home.'

Kiehnel was active local member of the AIA since 1906 and a member of the national body from 1913. He was a charter member of the Florida South chapter and its president in 1930-1931.

From 1935 to 1942 Kiehnel was the editor of Florida Architecture and Allied Arts magazine. A number of Kiehnel's and the firm's works are listed on the U.S. National Register of Historic Places.

REPRESENTATIVE PROJECTS:

Annie Russell Theater, Rollins College, Winter Park
El Jardin, Coconut Grove (upper left photo)
Seybold Building & Annex, Miami (upper middle left photo)
Scottish Rite Masonic Temple, Miami. (lower left photo)
Coral Gables Congregational Church
Coral Gables Elementary School
Miami Senior High School Bryan Memorial Methodist Church, Coconut Grove
Second Church of Christ Scientist, Coconut Grove
Carlyle Hotel, Miami Beach. (upper middle left photo)
Metropole Hotel, Miami Beach
Shorecrest Hotel, Miami Beach

TOP PHOTO: EL JARDIN, COCONUT GROVE
TOP MIDDLE PHOTO: CARLYLE HOTEL, MIAMI BEACH
LOWER MIDDLE PHOTO: SEYBOLD BUILDING, MIAMI
LOWER PHOTO: SCOTTISH RITE TEMPLE, MIAMI





Architect of The Royal Palm Hotel:
DONALD G. SMITH

Donald G. Smith (1906–1967) was born in Indiana and educated at Western Reserve University in Cleveland, Ohio. In 1938, he established a private practice in Miami Beach.

In the post-war years he formed a well-known partnership with Irvin Korach and added engineering to their practice to form a full service firm designing a spectrum of hospital, and educational architecture.

REPRESENTATIVE PROJECTS:

Lynmar Hotel
918 Jefferson Avenue
355 Meridian Avenue
310 Meridian Avenue
Hotel Metropole. (lower left photo)
904 Collins Avenue
Royal Palm Hotel, Miami Beach





BIBLIOGRAPHY

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- 4) Miami Beach; A Centennial History by Howard Kleinberg and Carolyn Klepser, 2016
- 5) 'South Beach's Royal Palm sold at auction,' The Miami Herald, August 18, 2010
- 6) Woggles and Cheese Holes: The History of Miami Beach's Hotels by Howard Kleinberg, 2005
- 7) The Making of Miami Beach: 1933-1942 by Allan T. Shulman and Jean Francois Lejeune,
- 8) Photography by Arthur Marcus
- 9) Drawings courtesy of City of Miami Beach
- 10) Drawings courtesy of Gensler Architects
- 11) Photograph courtesy of Royal Palm website

