**Appendix "A"**

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


PREPARED BY:

ARTHUR MARCUS ARCHITECT

1800 NORTH ANDREWS AVENUE #7F

FORT LAUDERDALE, FLORIDA 33311

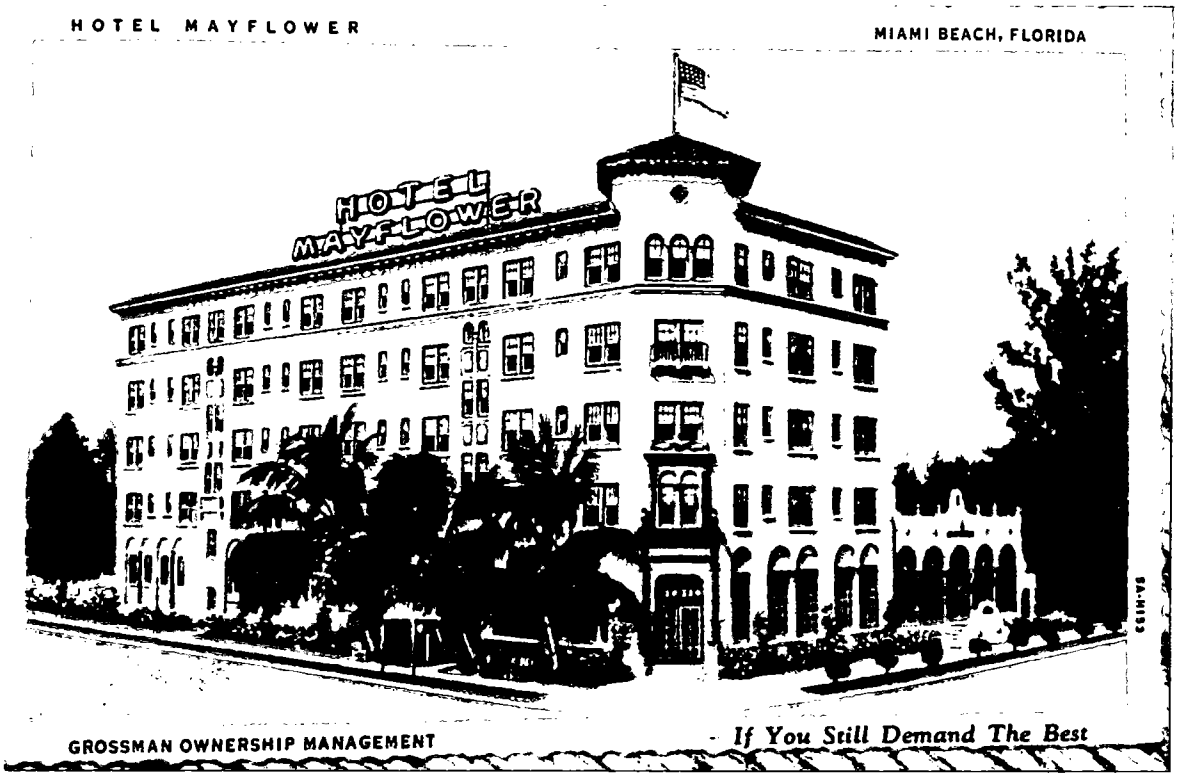
www.arthurmarcus.com

tele: 305-467-6141


PREPARED FOR

AC 1700 ALTON OWNER LLC c/o Adam Verner

OCTOBER 9, 2015




HOTEL MAYFLOWER POSTCARD circa 1940 (20)

# 1700 ALTON ROAD

MIAMI BEACH, FLORIDA 33139

# HISTORIC SITE DESIGNATION REPORT

PREPARED BY:
ARTHUR MARCUS ARCHITECT
1800 NORTH ANDREWS AVENUE #7F
FORT LAUDERDALE, FLORIDA 33311
www.arthurmarcus.com
tele: 305-467-6141

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

PREPARED FOR:
AC 1700 ALTON OWNER LLC
c/o Adam Verner
320 Fifth Avenue, Suite 800
New York, New York 10001

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 Meiterrranean 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 early1930s 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 fist 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 o 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 comer 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.

MIAMIBEACH

# CITY OF MIAMI BEACH
# NOTICE OF PUBLIC HEARINGS
# JUNE 8, 2016

**NOTICE IS HEREBY** given that public hearings will be held by the Mayor and City Commissioners of the City of Miami Beach, Florida, in the Commission Chamber, 3rd Floor, City Hall, 1700 Convention Center Drive, Miami Beach, Florida, on **Wednesday, June 8, 2016**, at the times listed, or as soon thereafter as the matter can be heard, to consider:

**10:00 a.m.**
An Ordinance Amending The Land Development Regulations Of The Miami Beach City Code; By Amending Section 118-593(e), Entitled "Delineation On Zoning Map" By Designating One Or More Buildings At 1700 Alton Road As An Historic Site To Be Known As "1700 Alton Road Historic Site," As More Particularly Described In The Ordinance; Providing That The City's Zoning Map Shall Be Amended To Include 1700 Alton Road As An Historic Site; Adopting The Designation Report Attached To The Staff Report As Appendix "A"; Providing For Inclusion In The Land Development Regulations Of The City Code; For Repealer; Severability; And An Effective Date. *This Ordinance is being heard pursuant to Section 118-164 of the City's Land Development Code. Inquiries may be directed to the Planning Department at 305.673.7550.*

**10:05 a.m.**
An Ordinance Amending Chapter 82, "Public Property," Article V, "Beaches," Creating Division 3, "Beach And Sand Quality," At Sections 82-472 Through 82-478, Ensuring The Preservation And Enhancement Of The Quality Of The City's Beaches By Requiring Testing Of Sand Or Fill Placed East Of The Coastal Construction Control Line (CCCL), Consistent With The Requirements Of Section 161.053, Florida Statutes And Rule 62B-33, Florida Administrative Code; Providing For Final Approval From The City Prior To The Placement Of Any Sand Or Fill East Of The Coastal Construction Control Line And Including Provision That The City's Approval Shall Be Contingent On The Applicant Obtaining A Letter Of No Objection From Miami-Dade County Division Of Environmental Resources Management (DERM), And Providing For Cost Recovery From The Applicant; Providing For Codification; Repealer; Severability, And An Effective Date. *This Ordinance is being heard pursuant to Section 2.05 of the City Charter and §166.041 F.S. Inquiries may be directed to the Environment & Sustainability Department at 305.673.7010.*

**10:10 a.m.**
An Ordinance Amending Chapter 2 Of The Code Of The City Of Miami Beach, Entitled "Administration," By Amending Article III, Entitled "Agencies, Boards, And Committees," By Amending Division 16, Entitled "Reserved," To Create A Miami Beach Youth Commission, And Amending Sections 2-186 – 2-189 Thereof, Entitled "Reserved," To Establish And Set Forth The Purpose, Powers, Duties, Composition, And Supporting Department For The Committee; And Providing For Repealer, Severability, Codification; And An Effective Date. *This Ordinance is being heard pursuant to Section 2.05 of the City Charter and §166.041 F.S. Inquiries may be directed to the Office of the City Attorney at 305.673.7470.*

**10:15 a.m.**
An Ordinance Amending Chapter 70 Of The Code Of The City Of Miami Beach, Entitled "Miscellaneous Offenses," By Creating Article VII, To Be Entitled "Sexual Orientation Or Gender Identity Change Efforts," To Prohibit Licensed Professionals From Engaging In Counseling Efforts, Practices, Or Treatments With The Goal To Change A Minor's Sexual Orientation Or Gender Identity; Providing For Repealer, Severability, Codification, And An Effective Date. *This Ordinance is being heard pursuant to Section 2.05 of the City Charter and §166.041 F.S. Inquiries may be directed to the Office of the City Attorney at 305.673.7470.*

**10:20 a.m.**
An Ordinance Amending Chapter 82 Of The Code Of The City Of Miami Beach, Entitled "Public Property," By Amending Article V, Entitled "Beaches," By Amending Division 1, Entitled "Generally," By Creating A New Section 82-443, Entitled "High Impact Events On Beach Property," To Provide The City Manager With The Authority To Impose Certain Immediate Measures For The Protection Of Beach Property During High Impact Events In The City; Providing For Notification Of High Impact Event Measures, Enforcement, And Penalties; Providing For Repealer, Severability, Codification, And An Effective Date. *This Ordinance is being heard pursuant to Section 2.05 of the City Charter and §166.041 F.S. Inquiries may be directed to the Office of the City Attorney at 305.673.7470 and/or the Tourism, Culture & Economic Development Department at 305.673.7577.*

INTERESTED PARTIES are invited to appear at this meeting, or be represented by an agent, or to express their views in writing addressed to the City Commission, c/o the City Clerk, 1700 Convention Center Drive, 1st Floor, City Hall, Miami Beach, Florida 33139. These items are available for public inspection during normal business hours in the Office of the City Clerk, 1700 Convention Center Drive, 1st Floor, City Hall, Miami Beach, Florida 33139. This meeting, or any item herein, may be continued, and under such circumstances, additional legal notice need not be provided.

Pursuant to Section 286.0105, Fla. Stat., the City hereby advises the public that if a person decides to appeal any decision made by the City Commission with respect to any matter considered at its meeting or its hearing, such person must ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law.

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any City-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).

Rafael E. Granado, City Clerk
City of Miami Beach

**Ad No. 1157**

MIAMIBEACH

# CITY OF MIAMI BEACH
# NOTICE OF PUBLIC HEARING
# ORDINANCE AMENDMENT
# 1700 ALTON ROAD – HISTORIC SITE DESIGNATION

## June 8, 2016

**NOTICE IS HEREBY** given that a second reading, public hearing will be heard by the Mayor and City Commission of the City of Miami Beach, Florida, in the Commission Chambers, 3rd Floor, City Hall, 1700 Convention Center Drive, Miami Beach, Florida, on **Wednesday, June 8, 2016, at 10:00 a.m.,** or as soon thereafter as the matter can be heard, to consider:

**1700 ALTON ROAD – HISTORIC SITE DESIGNATION**
An Ordinance Amending The Land Development Regulations Of The Miami Beach City Code; By Amending Section 118-593(e), Entitled "Delineation On Zoning Map" By Designating One Or More Buildings At 1700 Alton Road As An Historic Site To Be Known As "1700 Alton Road Historic Site," As More Particularly Described In The Ordinance; Providing That The City's Zoning Map Shall Be Amended To Include 1700 Alton Road As An Historic Site; Adopting The Designation Report Attached To The Staff Report As Appendix "A"; Providing For Inclusion In The Land Development Regulations Of The City Code; Repealer; Severability; And An Effective Date. (Sponsored By AC 1700 Alton Owner LLC, As The Private Applicant)

*Inquiries may be directed to the Planning Department at 305.673.7550.*

INTERESTED PARTIES are invited to appear at this meeting, or be represented by an agent, or to express their views in writing addressed to the City Commission, c/o the City Clerk, 1700 Convention Center Drive, 1st Floor, City Hall, Miami Beach, Florida 33139. This item is available for public inspection during normal business hours in the Office of the City Clerk, 1700 Convention Center Drive, 1st Floor, City Hall, Miami Beach, Florida 33139. This item may be continued, and under such circumstances, additional legal notice need not be provided.

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Rafael E. Granado, City Clerk
City of Miami Beach

Ad 1140