

Cover Page for Historic Resource Report

Although redevelopment is only proposed for the parcels located at 1600 Washington Avenue and 1601 Drexel Avenue (the "Property"), this Project is best understood in the context of the entire City block which also includes the 420 Lincoln Road parcel. To ease review, we call out pages 26 and 68 as the most important pages that specifically address the structures at the Property . Since the original report was drafted in 2017, no significant work has occurred at the Property. The architectural drawings include more updated photos of the structures on site.

The Lincoln-Washington Block

Miami Beach, Florida



Prepared for:

420 Lincoln Road Development LLC,
Owner
420 Lincoln Road
Miami Beach, FL 33139

Stantec Architecture & Design,
Architect

Prepared by:

Shulman + Associates
100 NE 38 Street
Miami, FL 33137

June 2017

Table of Contents

Introduction
 Preliminary Remarks 3
 Location Plan 4
Historical Analysis / Narrative including historic imagery and chronology..... 5
Photo Survey 75
 Existing Conditions
 Surrounding Context
Building Data96
 Microfilms
 Building Card

Cover: Aerial photograph looking down Lincoln Road, Miami Beach, FL 1948. Florida Photographic Collection. BIB Call no. Rc21042

Preliminary Remarks

The present report and attached documents comprise a survey of the block bounded by Lincoln Road, Washington Avenue, 16th Street and Drexel Avenue. It has been prepared in anticipation of replacing the existing 1600 Washington building with a new building by Stantec Architecture & Interior Design.

Parking will be provided within the garage currently on the site, eliminating the need for a large parking podium. Retail currently on site will be replaced with new retail as well as +/-134 new residential (rental) units. A courtyard is being added, providing a separation from the office building and a direct connection to the street. Additionally, the new building 'peels back' on 16th Street revealing the circulation tower of the garage. The architect's stated intent is to reduce the massing on that portion of the site as it nears the historic district, away from the intensity of Washington Avenue.

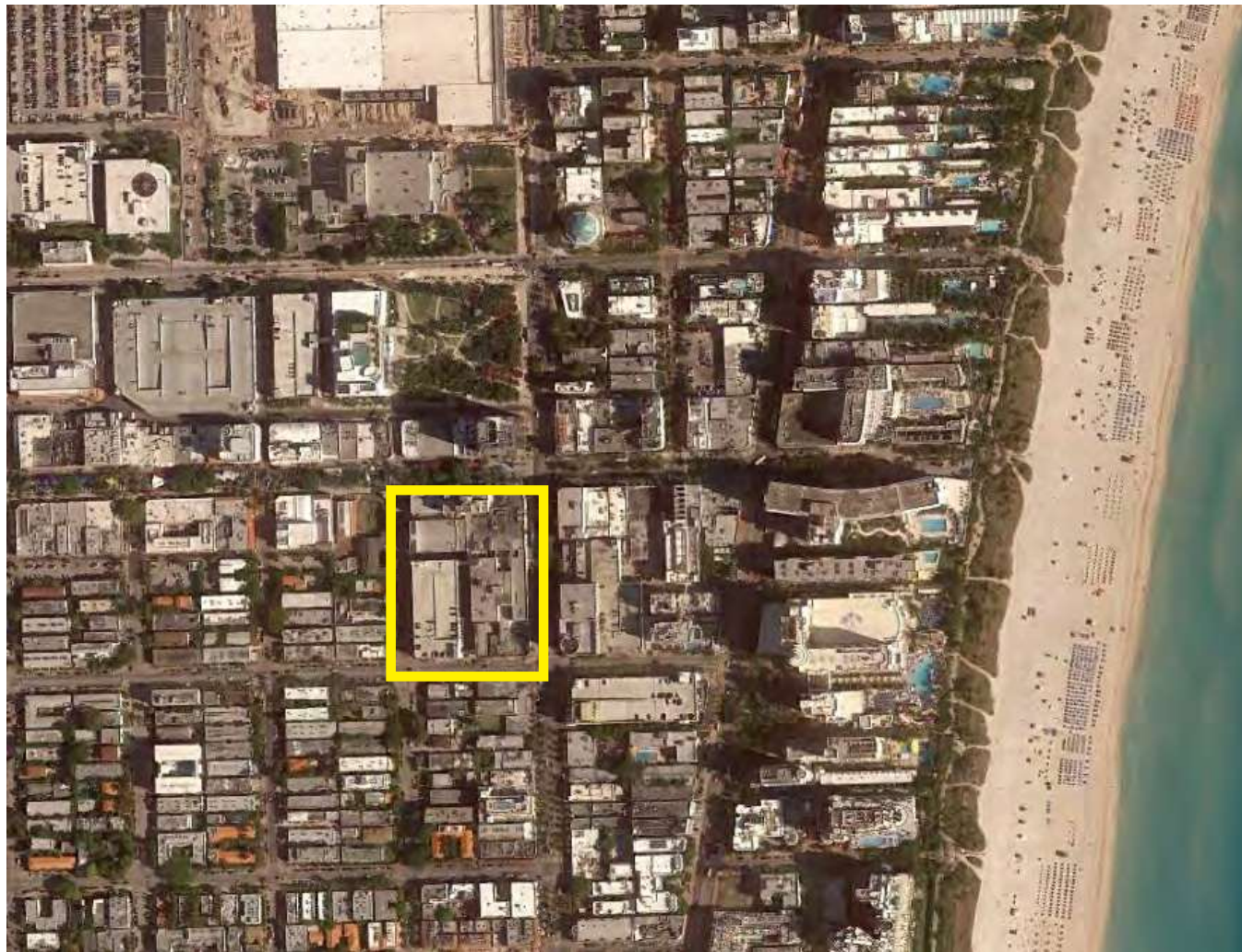
The area of study for this report expands beyond just the subject project site; it comprises existing structures that are contributing historic properties in the Miami Beach Architectural District (NR 1979) and occupy a landmark position at the intersection of Lincoln Road and Washington Avenue, the original location of developer Carl G. Fisher's first Miami Beach hotel.

The attached study provides an historical overview of the existing buildings, based on available documentation. It includes an historical narrative, vintage and current photos of conditions and context, microfilm copies of original building plans and the City of Miami Beach Building Card documenting the permit history of the property.

This document, prepared in June 2017 by Shulman + Associates represents an update of the original Historic Resources Report, prepared by Allan T. Shulman Architect, P.A. in July 2004.

Location

Block 3 of the Annotated Plat of the Ocean Front Property of the Miami Beach Improvement Company's Subdivision. Plat Book 5, Page 7, City of Miami Beach, Dade County, State of Florida.



Aerial view via Google Earth, taken March 21, 2017. Date accessed: May 19, 2017

Historical Analysis / Narrative

Lincoln Road

The site at the intersection of Lincoln Road and Washington Avenue is intrinsically linked to pioneer developer Carl G. Fisher, founder of the Alton Beach Development Company, and to his development activities in Miami Beach. Lincoln Road was at the heart of Fisher's city-making ambitions, designed as the centerpiece and most important street in the Alton Beach development. At 100 feet wide, Lincoln Road was designed to rival, in Fisher's words, Paris' Rue de la Paix; practically speaking, the luxury retail boulevard was an integral feature of the nation's new leisure cities in the early part of the 20th century. At one end of this street, on the Atlantic Ocean beach, Carl Fisher built his own home - *Beach Shadows* - in 1915. The architect for the home was August Geiger. At the intersection of Lincoln Road and Jefferson Avenue, Fisher built the multi-story headquarters of his Carl G. Fisher Company. At the intersection with Drexel Avenue, he donated land for the construction of the town's first church. Between his home and office, and across the street from the Miami Beach Golf Course, Fisher built the Lincoln - the first of the Carl G. Fisher hotels that were critical elements of the sales and marketing strategy of selling Miami Beach.



top: South view of pier at the foot of Lincoln Road, Miami Beach, FL, 1914. Florida Photographic Collection. BIB Call no. WE 180.

bottom: Land being cleared for Lincoln Road, Miami Beach, FL, 1905. Florida Photographic Collection. BIB Call no. Rc02079.



Office building of the Carl G. Fisher Companies, on Lincoln Road at intersection of Jefferson Avenue.
Photo: Claude Matlack. Courtesy Matlack Collection, HistoryMiami Museum

The Lincoln Hotel

In 1916, Fisher began construction of the Lincoln Apartments, a modern and palatial-looking residential building outfitted in an 'Italian Renaissance' style. In a 1923 letter to Mr. Hugh Davis, Fisher noted that "the Lincoln was built in two parcels; the first one started out to be an apartment house, but we finally changed it into a hotel. The other part was built under heavy strike conditions." The building's design was attributed to local architect August Geiger, who also designed Fisher's home, *Beach Shadows*. It opened as the Lincoln Apartment-Hotel on January 20, 1917. As completed, it comprised 32 or 34 rooms. Behind the Lincoln, on Drexel Avenue, was a narrow service structure that the 1918 Sanborn Insurance Map shows as an auto park and service residence constructed of hollow clay tile. In a private letter, Fisher described the role of the Lincoln Apartment-Hotel in the development of Miami Beach. "When we first built the Lincoln, it was our intention to build several hotels to cater to the very best class of wealthy patrons at the beach and from these hotels to sell some of these patrons residential property, in which we have been very successful, however, neither the Lincoln or the Flamingo hotel will accommodate the applications for reservations. At the present time, we need at least ten hotels at the Beach the size of the Flamingo or larger. It is our purpose to build hotels and then sell them as fast as we can afford to do so. For these hotels each season we get a large number of purchasers of residences and building sites."

The Lincoln underwent at least two major expansions. In 1920 the capacity of the house was increased to 68 rooms for the season 1920-1921, designed by the Philadelphia architectural firm of Price & McLanahan. The addition roughly mirrored the original building with a new similar structure on the East portion of the block. In 1921, Fisher noted that "rooms in the new addition of the Lincoln are very large, in fact larger than necessary," responding to the demand for higher class of accommodation. This increased sense of luxury helped draw and keep the Lincoln's wealthy clientele, including a class of patrons booked for the season who hardly occupied their rooms, as they were often living on their yachts. In 1923, another addition, 18 feet by 90 feet and one story, was added along the building's East flank, likely to capitalize on the commercial potential of Washington Avenue. This retail building wrapped the corner between Washington and Lincoln Road. The addition was constructed by the Beach Construction Co.

In 1924 the capacity of the Lincoln Hotel was again increased, from 68 to 102 rooms, for the season 1924-1925. The new addition was a three-story wing built South of the original hotel and facing the Washington Avenue frontage of the block, but set back considerably from the street. Fisher's instructions were precise. "I want to add to the Lincoln, twenty-four rooms and twenty-four baths in a

three story building, each of the baths to be an outside bath; two large chimneys, which will give twelve fire places... The annex to be connected with the main building by a two-story covered walk; and to be connected for service with the kitchen with a one-story covered walk; a small individually operated elevator for trunks and waiters." The architect is unknown, but was possibly Price & McLanahan, who had completed the earlier addition. The structure was built by the Watson Construction Co. To finance the \$135,000.00 additions, Fisher offered the hotel for sale as investment for \$300,000.00, with guaranteed buy-back after 2 years if desired. It appears, however, that the hotel was never sold. Other small additions occurred in 1935. The ground floor of the original Westward portion of the hotel was converted at some point in the 1930's to retail use, reflecting the increasing success of commerce on Lincoln Road and the decline of the Lincoln as an elegant hotel. In its final iteration, the Lincoln Hotel occupied 323.6 frontal feet on Lincoln Road, extending from Washington Avenue to Drexel Avenue and having a depth of 272 feet. The Lincoln Hotel was demolished in May, 1940 by the Lincoln Tower Corporation.

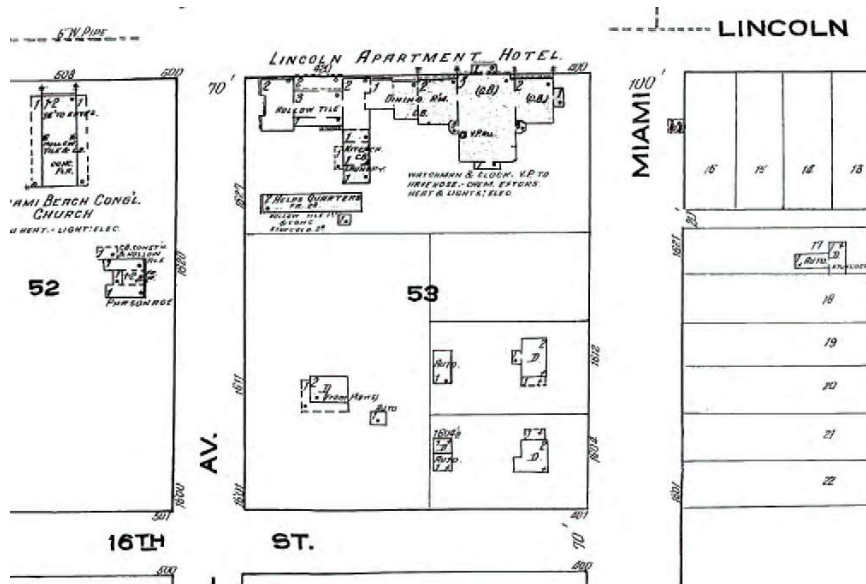
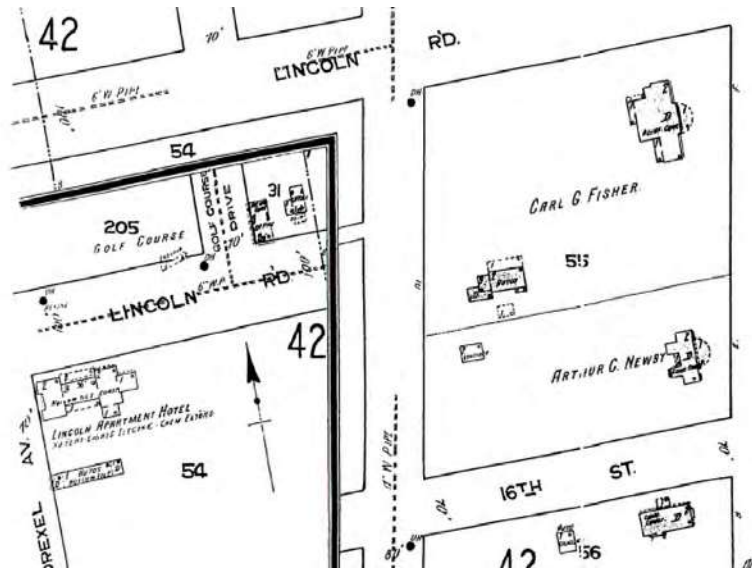


THE LINCOLN
A cozy hotel on Alton Beach facing the Golf Course.

top: Lincoln Hotel under construction. Florida Photographic Collection BIB Call no: PR07019

bottom: "The Lincoln: A cozy hotel on Alton Beach facing the Golf Course."

From John Oliver LaGorce, *A Little Journey to Altonia: The Lure of a Clockless Land Where Summer Basks in the Lap of Winter* (Carl G. Fisher: Indianapolis, Indiana) 1918.



top: Sanborn Insurance Map, 1918

bottom: Sanborn Insurance Map, 1921



Lincoln Road, looking West from the recently-completed Lincoln Hotel. Date unknown. Courtesy HistoryMiami Museum



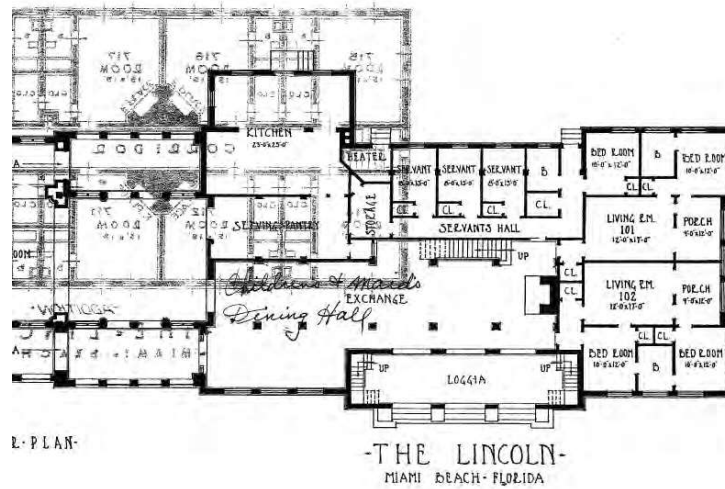
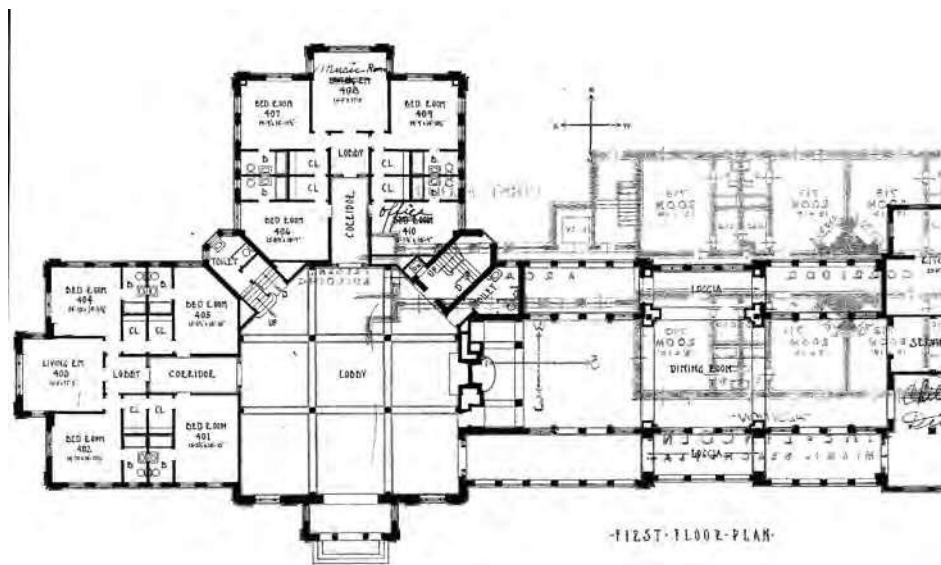
top: Looking down Lincoln Road, Miami Beach, FL, 1921. Florida Photographic Collection. Photo: W. A. Fishbaugh. BIB Call no. Rc21471.

bottom: Looking west on Lincoln Road from James Street, Miami Beach, FL, 1921. Florida Photographic Collection. BIB Call no. Rc21470.



top: "The Lincoln," Alton Beach, Miami Beach, FL. 1920. Pencil on paper. Price & McLanahan, architects.
From the Chrysler Collection, Athenaeum of Philadelphia. Courtesy of the Architectural Archives, University of Pennsylvania.

bottom: Photo of the Lincoln Hotel. From George E. Thomas & Robert Venturi,
William Price, Arts & Crafts to Modern Design (Princeton: Princeton Architectural Press) 2000. p. 12.

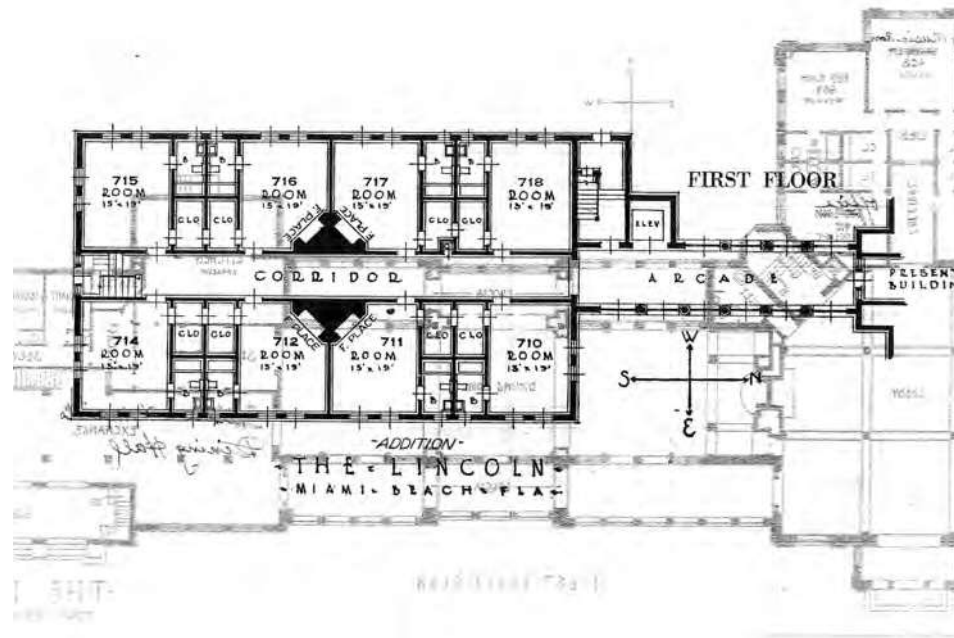


E. PLAN

-THE LINCOLN-
MIAMI BEACH - FLORIDA

“The Lincoln”, Alton Beach, Miami Beach, FL. Price & McLanahan Architects, c. 1920.
top: East portion of building

bottom: West portion of building
Courtesy: Carl G. Fisher Papers, HistoryMiami Museum



“The Lincoln”, Alton Beach, Miami Beach, FL. Price & McLanahan Architects, c. 1920.
Annex at South side of building. Courtesy: Carl G. Fisher Papers, HistoryMiami Museum



Lincoln Apartment Hotel, August 28, 1920. Photos: Claude Matlack. Courtesy Matlack Collection, HistoryMiami Museum

top: view looking Southeast, showing original structure in foreground and addition in background.
bottom: view looking South



The Lincoln Hotel, Miami Beach, FL. Photos: William A. Fishbaugh. Florida Photographic Collection

- top left:* Lobby; BIB call no: RC21138
- top right:* Dining Room; BIB call no: RC21139
- bottom left:* Parlor; BIB call no: RC21140
- bottom right:* Porch; BIB call no: RC21138



top: Lincoln Apartment Hotel, view looking East across Drexel Avenue. Note help quarters on right. August 28, 1920. Photo Claude Matlack. Courtesy Matlack Collection, HistoryMiami Museum

bottom: Lincoln Apartment Hotel, view looking South. No date. *Miami News*. Courtesy Miami News Collection, HistoryMiami Museum



Lincoln Apartment Hotel. View looking Southwest from site of current Albion Hotel.
November 20, 1925. Photo: Claude Matlack. Courtesy Matlack Collection, HistoryMiami Museum

The Lincoln-Washington Block
Miami Beach, Florida



top: Lincoln Apartment Hotel, view looking Southwest from Washington Avenue. 1927.
Photo Claude Matlack. Courtesy Matlack Collection, HistoryMiami Museum

bottom: Lincoln Hotel Annex and Shops (located 341-347 Lincoln Road, catty-corner to the main hotel structure on the Northeast corner of the intersection of Lincoln Road and Washington Avenue.) Note trolley tracks on Washington Avenue. Building contained Carl Fisher's offices. April 9, 1929. Photo: Claude Matlack. Courtesy Matlack Collection, HistoryMiami Museum

The Lincoln-Washington Block
Miami Beach, Florida

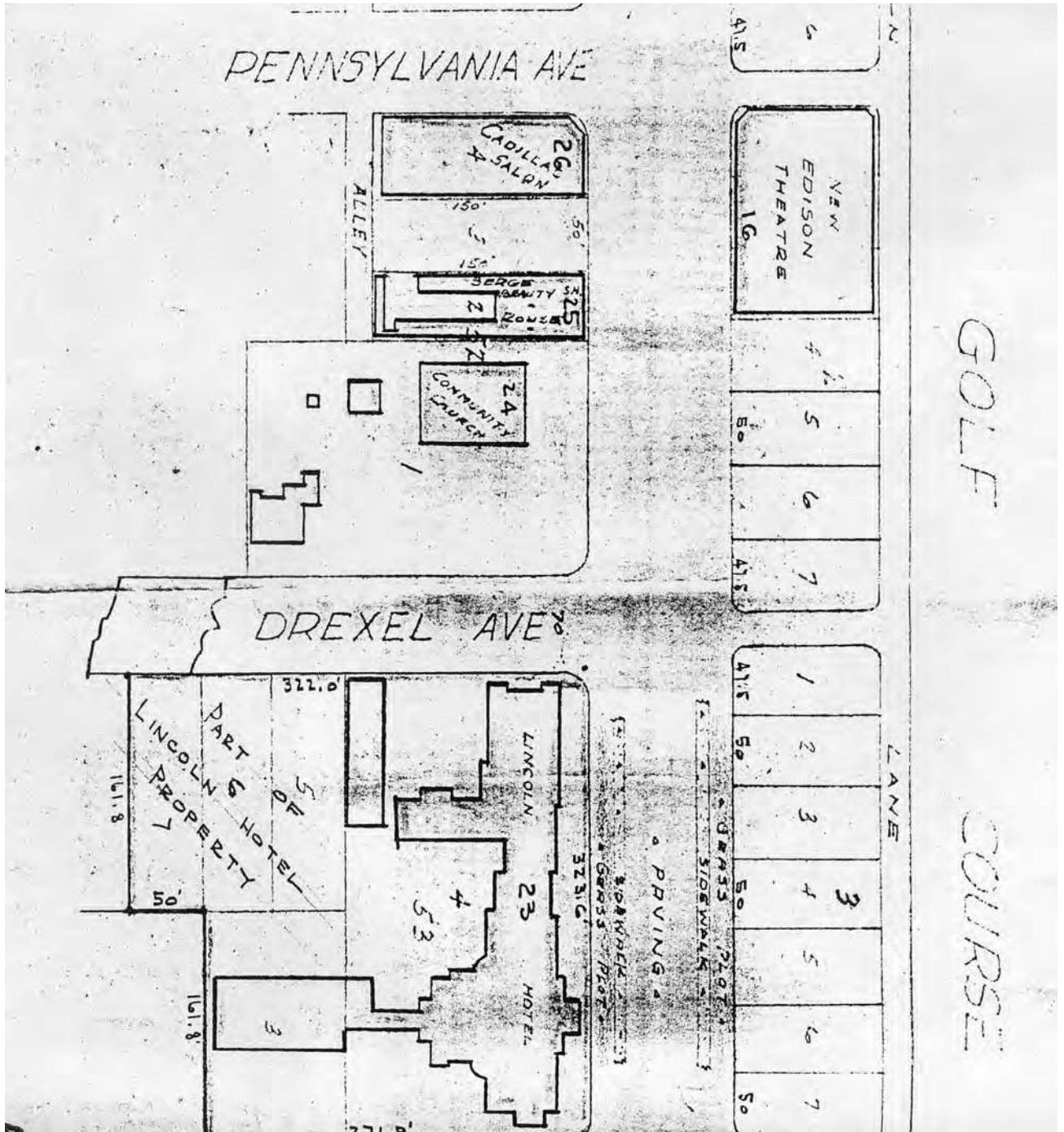


top: Lincoln Apartment Hotel, view looking South. Photo W. A. Fishbaugh, *Miami News*.
Courtesy Miami News Collection, HistoryMiami Museum

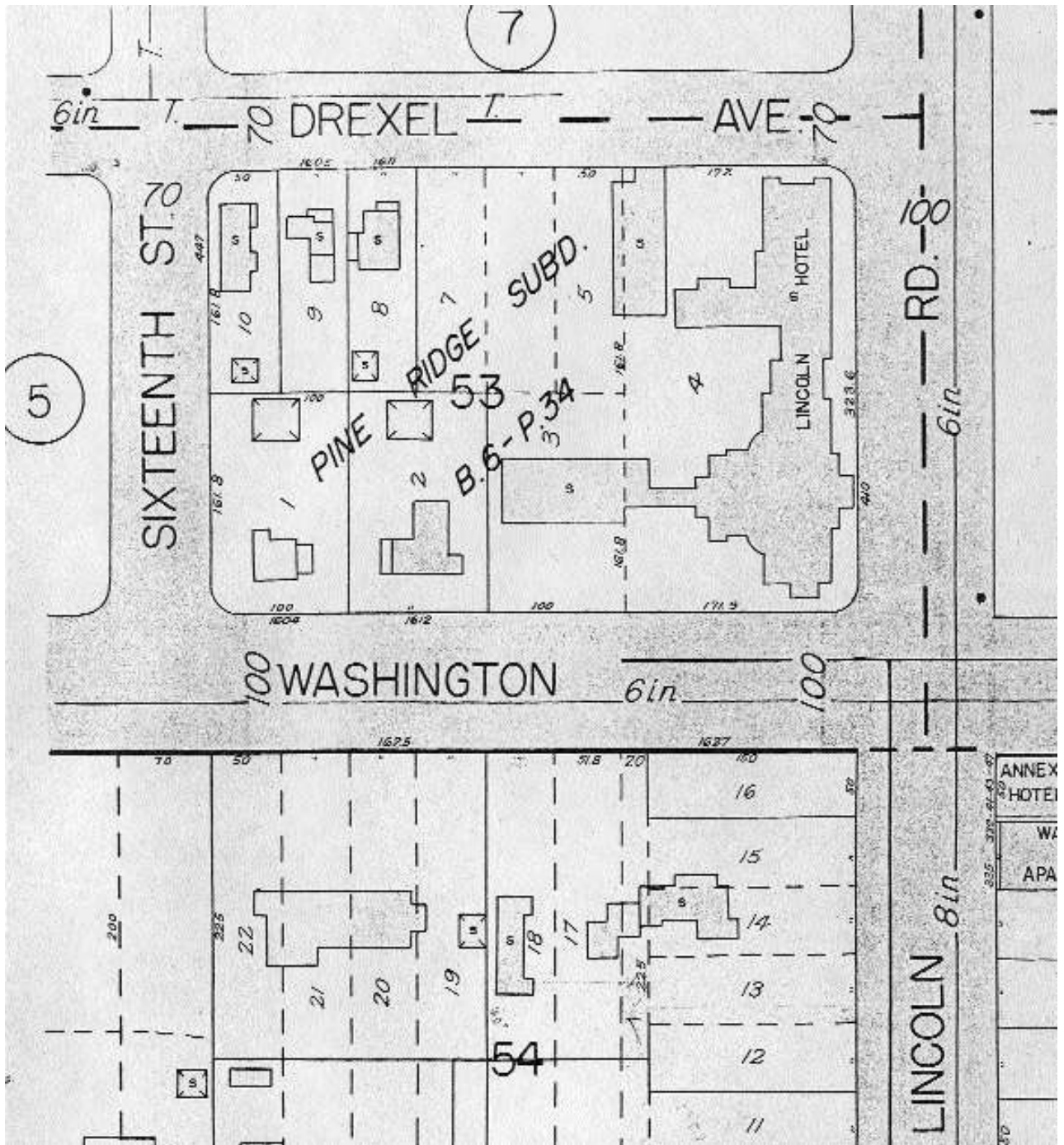
bottom: Lincoln Apartment Hotel, view looking Southeast. March 14, 1940. *Miami News*.
Courtesy Miami News Collection, HistoryMiami Museum



Rendered postcard of Lincoln Road, looking West from Washington Avenue, Miami Beach. J. B. Sommers, Co. Date unknown. Postcard collection Allan Shulman



Plat Map, Zurwelle Whittaker, Approx. 1935. Courtesy of the Carl Fisher Papers, HistoryMiami Museum



1935 Hopkins Plat Map

1604 & 1612 Washington Avenue

Behind the Lincoln Apartment-hotel on Washington Avenue, lots 1 & 2 were developed as 100 foot residential lots, consistent with the single-family residential character of Washington Avenue during the early years of the City's development. On the southern side of block 53, 1604 Washington Avenue was built in 1922 and occupied by Robert W. Rosser, a real estate executive (1924) and later by William Burbridge (1926), who added to the residence. The house was vacant in 1934 and was reoccupied by Ralph Garlin. In 1938, Joseph Deutcher expanded the property to include a new two-story apartment building, the "Laurel Apartments," at 425 (now 427-429) 16th Street, behind the main house. The Laurel was designed by Henry Hohauser and was built by the Masterbuilt Corporation. The structure, which comprised 10 units, five on each floor, still exists. During the construction of 425, the former garage apartment structure which was located at the rear end of the lot was relocated to a new foundation closer to the main house. This structure became 423-425 16th Street, but was later demolished with the house in July 1952. At 1612 Washington was the home of Benjamin J. Shepard, vice-president of Rand Properties, and later of Anna Wiesen. 1612 was listed as vacant in 1934. The house at 1612 Washington Avenue was demolished in 1946 in order to construct an office building annex to the original 420 Lincoln Road Building.

1601-1611 Drexel Avenue

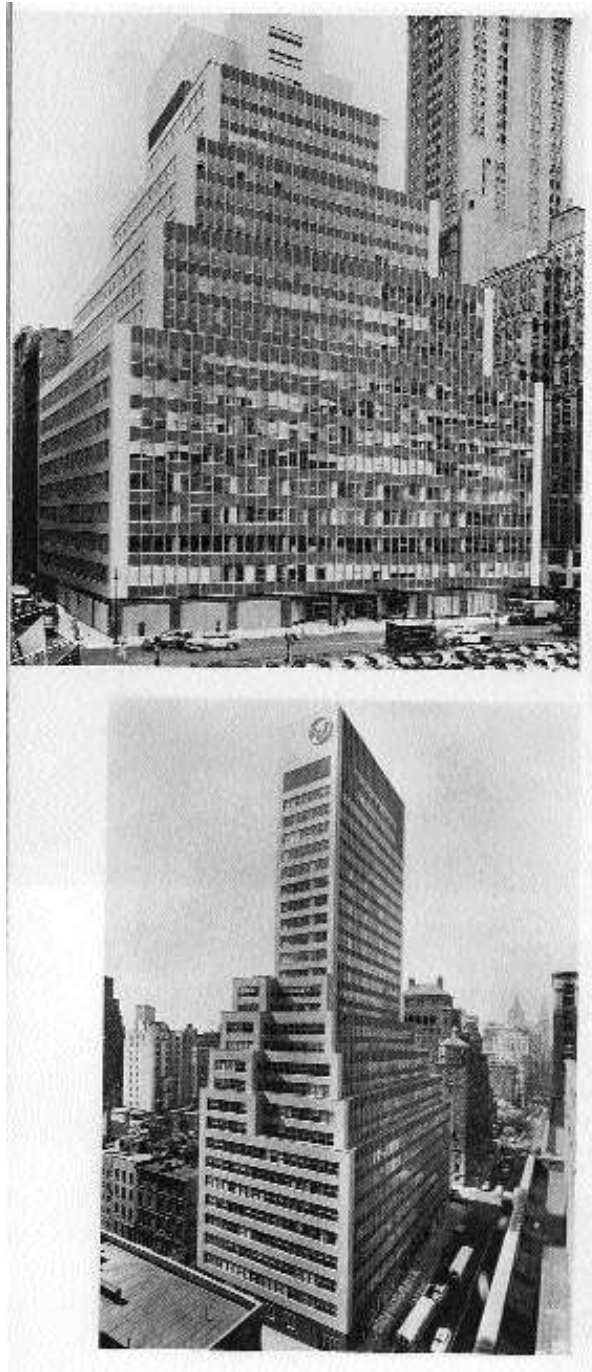
Behind the Lincoln Apartment-hotel on Drexel Avenue lots 5, 6 & 7 belonged to the Lincoln. Lots 8, 9 & 10, constituting the remainder of the block, were known as 1609 Drexel and were listed in City Directories as the home of Newton B. T. Roney (1921), developer of the Spanish Village and later of the Roney Plaza Hotel. Roney's two-story house with one-story wrapping porch appears to have been demolished or moved by 1923. In that year, the large lot was broken up into three separate properties. A new two-story residence was designed and built on lot 8 (1611 Drexel) by City Builders Finance Company (Harry M. Hice architect). The residence belonged to George W. Roberts (1934), and later Jerry Girard (1936). It was demolished in 1948 in order to make room for expanded parking for the Mercantile National Bank Building. Two months after the construction of 1611 Drexel, also in 1923, the two-story residence on lot 10, (1601 Drexel or 447 16th Street) was designed and built also by City Builders Finance Company, and was later known as the Elmar Apartments (J. Schwartz, Owner). The two-story residence on lot 9 (1605 Drexel) was constructed in 1925, and was occupied by George Little, and later by Claude A. Ashbrook (1934) and Maurice Klein (1936). In 1938, the garage at the back of the house was converted into an apartment. Architect Donald G. Smith added a store room in 1940. Both 1601 and 1605 Drexel were demolished in November 1954, to expand the parking lot of the Mercantile National Bank Building. The Beach Parking Lot Co. pulled a permit for the construction of a parking lot on lots 8, 9 & 10. The parking lot, approved by the City Council in December 1940, required a site wall to be built on the South (16th Street) side and a hedge on the West (Drexel Avenue) side. However, this plan appears to never have been executed. By 1951, the house at 1611 was demolished to make room for parking for the Mercantile National Bank Building. The structures at 1601 & 1605 Drexel continue to appear on insurance maps in 1947 and 1951 and were demolished in 1954. A permit to 'pave' the parking lot was issued in January, 1955.

Moses Ginsberg

The Mercantile National Bank Building was developed by New York builder Moses Ginsberg. In 1940 Ginsberg purchased the Lincoln Hotel property from the estate of Carl G. Fisher (who had died in 1939) for \$405,000.00. Ginsberg demolished the Lincoln in order to erect a modern and much larger office building in character with recent development on Miami Beach. The transfer of the site from Fisher's interests to Ginsberg, the demolition of the 'restricted' hotel and the erection of a modern new 'all-business' block reflected the changing character, economics and demographics of Miami Beach and the Lincoln Road area. Miami Beach was growing into a full-fledged, year-round city, a transformation propelled by a largely immigrant Jewish population. A prominent New York developer, ship-owner and philanthropist, Ginsberg was born in Poland and arrived in the United States in 1896. In 1915, Ginsberg entered the shipping business with his company, the American Star Line, which operated sailing vessels. American Star was well-known as the owner of the steamer Algonquin, which was sunk without warning by a German submarine in March 1917. *The New York Times* reported that the sinking of the Algonquin was "one of a series of incidents that led to the entry of the United States into World War I." American Star was succeeded by the American Foreign Steamship Company (of which Ginsberg was the president), a builder and operator of ships and supertankers. Morris Ginsberg, son of Moses Ginsberg, used the family's shipping expertise to organize the purchase of ships for transporting European Jews to Palestine in the postwar period. One of the Ginsberg ships was famously named the Exodus (the subject of an Otto Preminger movie). Ginsberg's efforts were also memorialized in books such as *Exodus 1947* by David C. Holly and *Destination Palestine* by Ruth Graber.

For this project, Ginsberg was joined by local lawyer, banker, and developer Shepard Broad, who also served as president of the Mercantile National Bank of Miami Beach, located on the second floor of the Mercantile National Bank Building. Beyond shipping, Ginsberg was well known in New York City as a banker and later as a developer. During the 1920's, Ginsberg managed a private bank in Brooklyn that closed after a scandal in which he was at first implicated. Ginsberg was eventually indicted but later vindicated, and finally was designated a Federal Court trustee for the bank's liquidation. As a developer during the 1920's and 30's, Ginsberg built many multi-story residential buildings in New York City, including the Carlyle Hotel at Madison Avenue and 76th Street. He became famous for the assemblage of properties in densifying areas of Manhattan and as a developer of cooperative apartment houses, especially along the growing 2nd Avenue corridor. After the war, Ginsberg developed mainly office buildings and other commercial structures. These new corporate icons were largely designed by the New York firm of Sylvan & Robert Bien, architects. Moses Ginsberg & Sons won architectural awards for the buildings they developed at 260, 261 and 625 Madison Avenue.

Ginsberg's Mercantile National Bank is chronologically situated between his prewar residential developments and his postwar commercial projects. In addition to his affiliation with Moses Ginsberg & Sons, he was president of the Eastern Development Corporation, Realty Alliance, Inc., Calvin-Morris Corporation, the E. & G. Development Corporation, and the Lincoln Tower Corporation. Ginsberg was also a notable philanthropist, and a founder of the Albert Einstein Medical College of Yeshiva University as well as of the Brooklyn Jewish Center and of Mount Sinai Hospital in Miami. To the date of this writing philanthropy is administered through the Moses Ginsberg Family Foundation.



260 & 261 Madison Avenue, New York City. Sylvan & Robert Bien, architects. Moses Ginsberg, developer. From Stern, Robert A.M., David Fishman, Thomas Mellins, *New York 1960: Architecture and Urbanism Between the Second World War and the Bicentennial* (The Monacelli Press, 1997) pp. 419-420

Mercantile National Bank Building

The Mercantile National Bank Building, completed in December 1940, replaced the Lincoln Hotel as the most prominent structure on Lincoln Road. It stretched the entire 323 foot Lincoln Road frontage between Washington and Drexel Avenues to a depth of 170 feet. The building was developed by the Tower Corporation, Moses Ginsberg, president. The architect for the building was Albert A. Anis, and the Contractor was J. Y. Gooch Co. The Mercantile National Bank Building was the most ambitious modern classical structure built on Lincoln Road in the prewar period. It was a vast commercial office structure arrayed in two lower wings that spanned an entire block and that swept at their center toward a 'tower' element. The provision of a miniature 'cour d'honneur' at the center of the Lincoln Road frontage mirrored the hieratic design of Kiehnel & Elliott's Nunally Building (1936) and Victor Nellenbogen's later renovation of the Sterling Building (1941). The Mercantile assembled the elements of the PWA aesthetic: monumental massing, rich materials, sober detailing and public art like murals to a degree impossible in hotel architecture. Ebony-veined polished marble formed the base to a height of 16 feet. The upper portion of the building was, like Miami Beach's original Public Library in Collins Park, entirely clad in quarry keystone from the Florida keys. Aluminum windows and fluted spandrels were its principal fenestration.

The commercial building comprised a variety of elements, including retail space, office space and a theater. Most of the perimeter of the ground floor, stretching from Washington Avenue, across Lincoln Road to Drexel Avenue, was dedicated to retail frontage. Liggett's drugstore on the prominent corner of Lincoln and Washington Avenue, and A. S. Beck shoe store, on the corner of Lincoln and Drexel Avenue, occupied the key locations. Both opened for Christmas in 1940. In Liggett's Drugstore, full-length wall murals told the story of the development of medicine through the ages. The murals hovered over the drug counter, as well as over the lunch counter, imported 'bodily' from the San Francisco World's Fair, on which orange-squeezing machines were deployed. The counters were the setting for what *Life* magazine called a 'new standard of pharmaceutical elegance.' Other retailers in the original structure included John Kent, Ltd, Three Sisters, Inc. Joseph R. Sirgany and Richter's, Lachs men's clothing and F. W. Woolworth.

The grand main lobby was located in the center of the Lincoln Road frontage. It featured polished quarry keystone, and had a grand ornamental stairway and escalator to the banking lobby above (a device also used at the A. I. Dupont Building in Miami). It was designed to be ornamented by murals (installed in 1947), and was thus lit by Zeon lighting. The *Miami News* reported that the lobby comprised a newsstand as well as a telegraph office. The lobby had two high-speed elevators, and

included a passageway to the rear of the building, where a 300-car parking lot on Drexel Avenue served the building. The provision for parking made the building a particularly modern venture. The main lobby was connected directly to the banking lobby and offices of the Mercantile National Bank of Miami Beach which gave the building its name. It occupied the portion of the building's pedestal on the corner of Lincoln Road and Washington Avenue. Other offices filled out the remainder of the pedestal and of the small 'tower' element that crowns the lobby area. These offices housed a variety of professions, including lawyers, title and mortgage companies, realtors, accountants, advertising agencies, insurance companies, medical professionals and a detective agency. Albert A. Anis, the architect of the building, occupied a small penthouse on the seventh floor. The floors throughout all corridors were Tennessee marble. The *News*, covering the opening of the new building, put special emphasis on the size and complexity of the structure, which it called "an independent community in itself." Remarkably, each commercial lease for space in the Mercantile National Bank Building required the tenant to remain open each month of the year, creating for the first time a year-round shopping district. Guy Ellis, executive vice-president of the Lincoln Road Association, noted the association of the new Mercantile National Bank Building with its predecessor. "We are all glad to see that in replacing the old Lincoln Hotel, one of the first structures on the road and one which played so important a part in the road's history, Ginsberg has seen fit to erect so fine and substantial a building...It would be a credit to any shopping center in any city in the world."

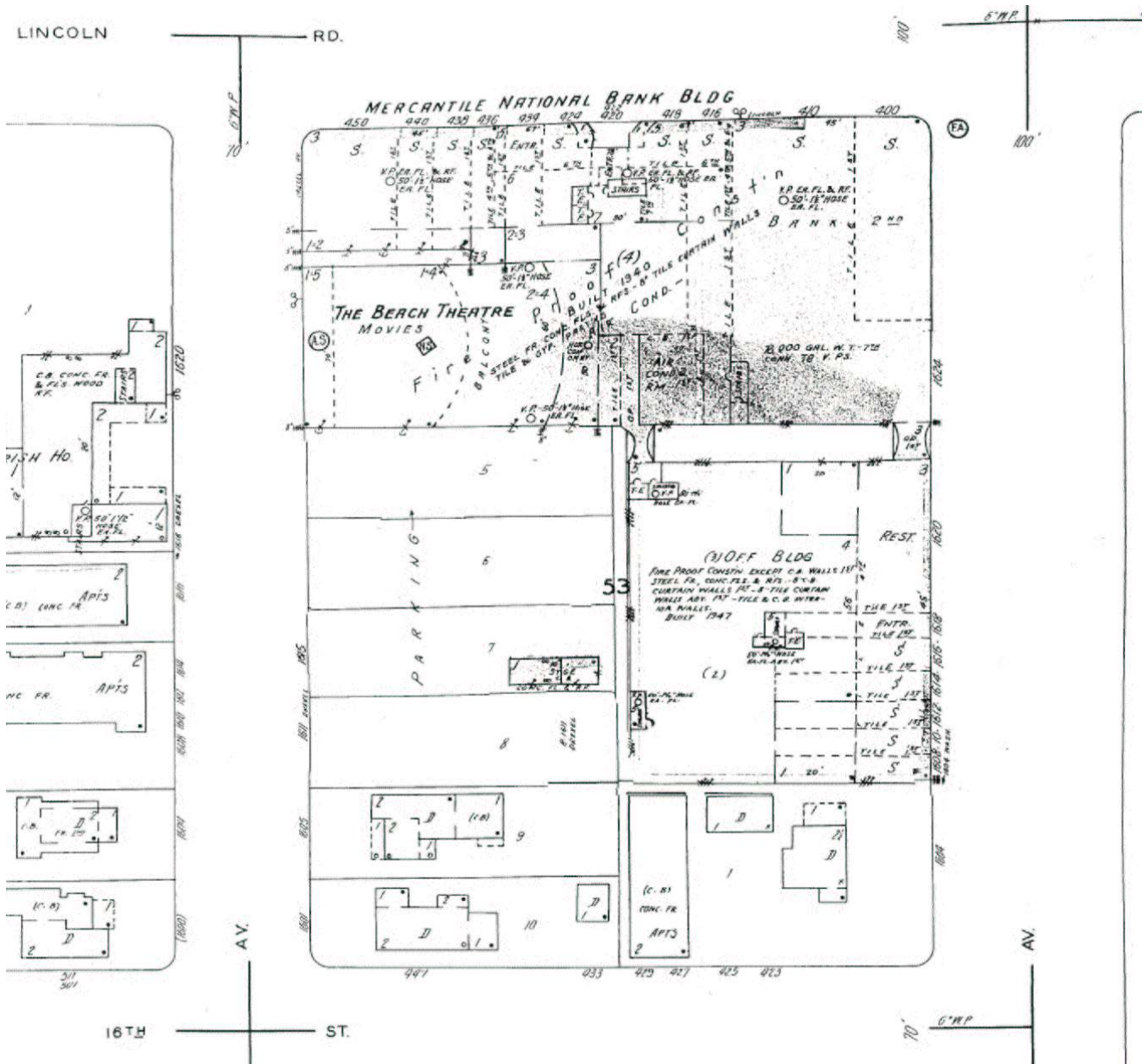
The building was entirely steel constructed and fire-proofed. The walls were constructed of 10" thick clay tile and faced in stone. The roof insulation included two inches of rock cork. An interesting feature of the building was the air-conditioning system. The *Miami Daily News* reported that it was only the second commercial building in the country to be fully air-conditioned as a unit. The air conditioning system was specially engineered for the building, and sat in a special machine room with a slab three feet thick sunken in the ground and surrounded by cork to insulate the building from its sound and vibrations. Water for the cooling system was drawn from a set of wells 75 feet deep, circulated through the building and then discharged to a separate set of wells sunk 175 feet deep, calculated to discharge directly through underground strata to the ocean. Circulated air was cooled by this chilled water, as it was also dehumidified and cleansed. Liggett's and the Beach Theater had their own separate air-conditioning systems.

The Mercantile National Bank Building, and the bank itself, are also associated with the career of Marcie Lieberman, the bank's vice president, who took control of his father's Mercantile National Bank in 1937. In 1947, coinciding with the construction of the Washington Avenue Annex (1618 Washington Avenue), Lieberman became Mayor of Miami Beach. The Mercantile National Bank Building was

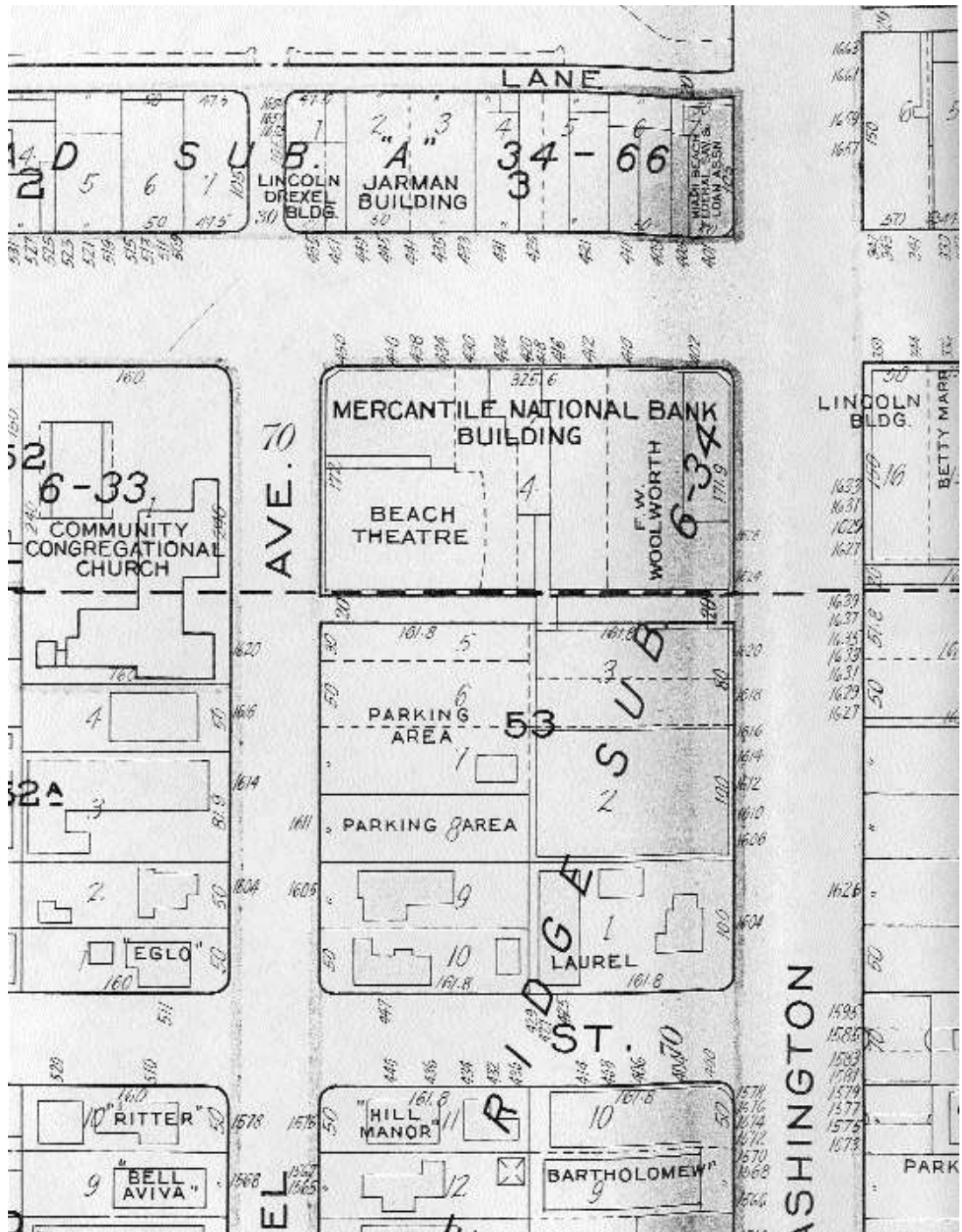
subsequently identified with organized crime networks in Miami. In 1948, articles in the *Miami Herald* written by Wilson McGee identified rooms 372-373 of the Mercantile Bank Building annex at 1618 Washington Avenue as home to the notorious S&G syndicate of local bookmakers. The lobby murals were painted in 1947 by cartoonist and Russian revolutionary artist Leo Birchansky (1887-1949). Their installation coincided with the parallel expansion of the building by the addition of the Washington Avenue Annex structure (1618 Washington Avenue). Birchansky's murals celebrated America's rise to prominence through industry, power, opportunity and agriculture, and were directly referential to the themes of the WPA, although painted in the postwar era. Since 1940, substantial changes to the building were generally limited to the two corners. In 1956, renowned commercial architect Morris Lapidus remodeled the A. S. Beck store at 450 Lincoln Road. The Lapidus plan appears to be consistent with his other commercial work in the postwar era, and with the designs for other A. S. Beck shoe stores. Remaining structural elements from the original Lapidus design suggest a multi-level layout with curvilinear mezzanines arrayed dynamically within the space.

In 1954, the second floor bank lobby for the Mercantile National Bank, located at the corner of Washington Avenue and Lincoln Road was remodeled for the Greater Miami Jewish Federation. Then, in 1957, its double-height space was remodeled again, adding a third floor of approx. 24,000 SF with corridors and toilets. Woolworth, which occupied frontage on both Washington Avenue and Lincoln Road, underwent a major renovation in 1960. 400 Lincoln Road, formerly Liggetts, was converted to the Mark 400 toy store. The storefront was remodeled in 1978, removing the building's trademark black marble base and extending a new glass and aluminum curtain wall window system to the second floor in order to feature the store's glass elevator.

In 1974, a variance was granted to Robert "Big Daddy" Napp, president of Big Daddy Fast Food Self Service Restaurant, for waiver of parking spaces and seating capacity minimum in order to re-use the A. S. Beck space for a restaurant. The University Restaurant moved to 1640 Washington Avenue in 1975. In 1988, variances were granted to Lincoln Road Associates, Limited Partnership (McDonalds Restaurant) for construction of restaurant. Signage exceeded the allowable max by between 300% and 420%. Finally, in 1958, additional office space was created in the 7th floor penthouse, and the elevator shaft was extended to create an 8th floor.



Sanborn Insurance Map, 1921, revised 1951

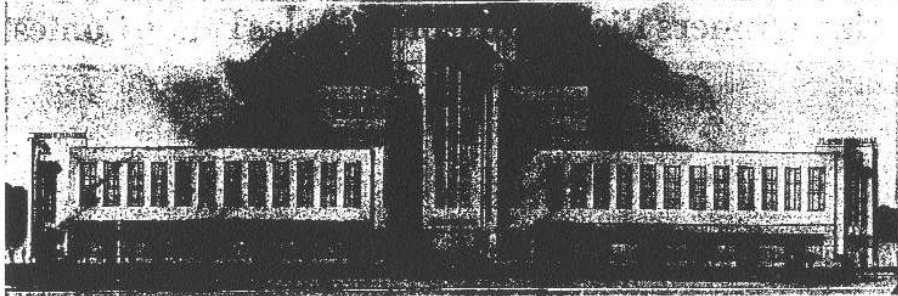


City of Miami Beach Plat Book, 1952, Plate 7

HERALD TELEPHONE 34417 THE HERALD, MIAMI, FLORIDA HERALD TELEPHONE

100 PER CENT BUSINESS BLOCK SOUGHT

Plans Drawn For \$400,000 Modern Classic Office Building On Lincoln Road



This modern classic office and store building, designed by Architect Albert Ans, will be erected on the south side of Lincoln road between Washington and Drexel avenues in an attempt to make that area what real estate brokers call a 100 per cent business block for Miami Beach. Costing more than \$400,000, it will be built on the site of the Lincoln Hotel, the first modern hotel erected in Miami Beach, which will be razed. Work will start about May 15 by Moses Ginsberg, New York, president of the American Foreign Steamship Corporation, who paid \$405,000 to the Carl G. Fisher Corporation for the property.

The new structure will be of fireproof steel framing construction with a 323-foot frontage on Lincoln road and a depth of 170 feet on Washington and Drexel avenues. The main part of the building will be eight stories with a tower section. Plans call for between seven and 12 store spaces on the first floor and between 80 and 100 offices on the other floors. Needs of tenants will determine the exact number of offices and stores. Realtors S. J. Halperin and Oscar E. Dooly, Jr., who have charge of the rentals, will concentrate on nationally-known stores which will be operated 12 months of the year. The structure will be called Lincoln-Washington building.

Beautiful in 'The City Beautiful' Co-operative Architectural Service Helps Home Buyers




top: "Plans Drawn for \$400,000 Modern Classic Office Building on Lincoln Road," *The Miami Herald*, March 24, 1940.

bottom: Lincoln Road facade of Mercantile National Bank Building, Nov. 16, 1940. Photo: Verne O. Williams. *Miami News*. Courtesy *Miami News* Collection, HistoryMiami Museum

The Lincoln-Washington Block
Miami Beach, Florida

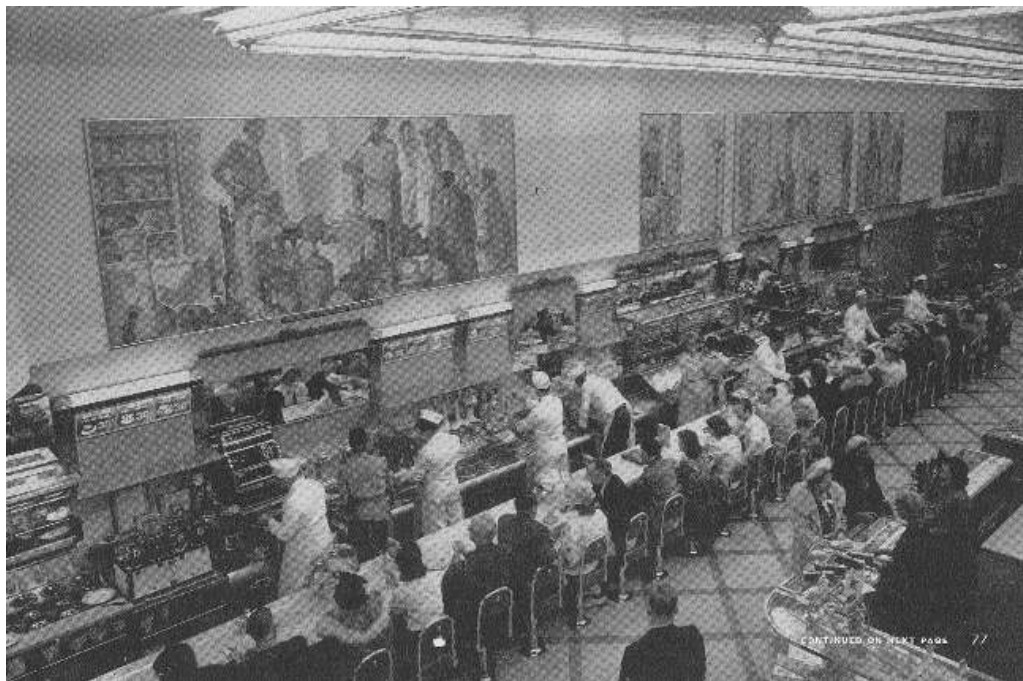


top: “Looking West from the Atlantic Ocean on Lincoln Road, the Miami Beach visitor sees the familiar names of the leaders in fashions etc., branches of the leading New York, Chicago, Washington: both sides of the famous shopping center of Miami Beach, Lincoln Road.”
Tichnor Quality Views. Tichnor Bros, Inc. Boston, Massachusetts.

bottom: “Lincoln Road and Washington Avenue Business Section. Miami Beach, FL.”
Postcard D. C. 62. Postcard collection Allan Shulman.



Aerial view of Lincoln Road, annotated. From "Miami Beach shops on a Luxury Lane,"
Life Magazine, 24. February 24, 1941, p. 77.



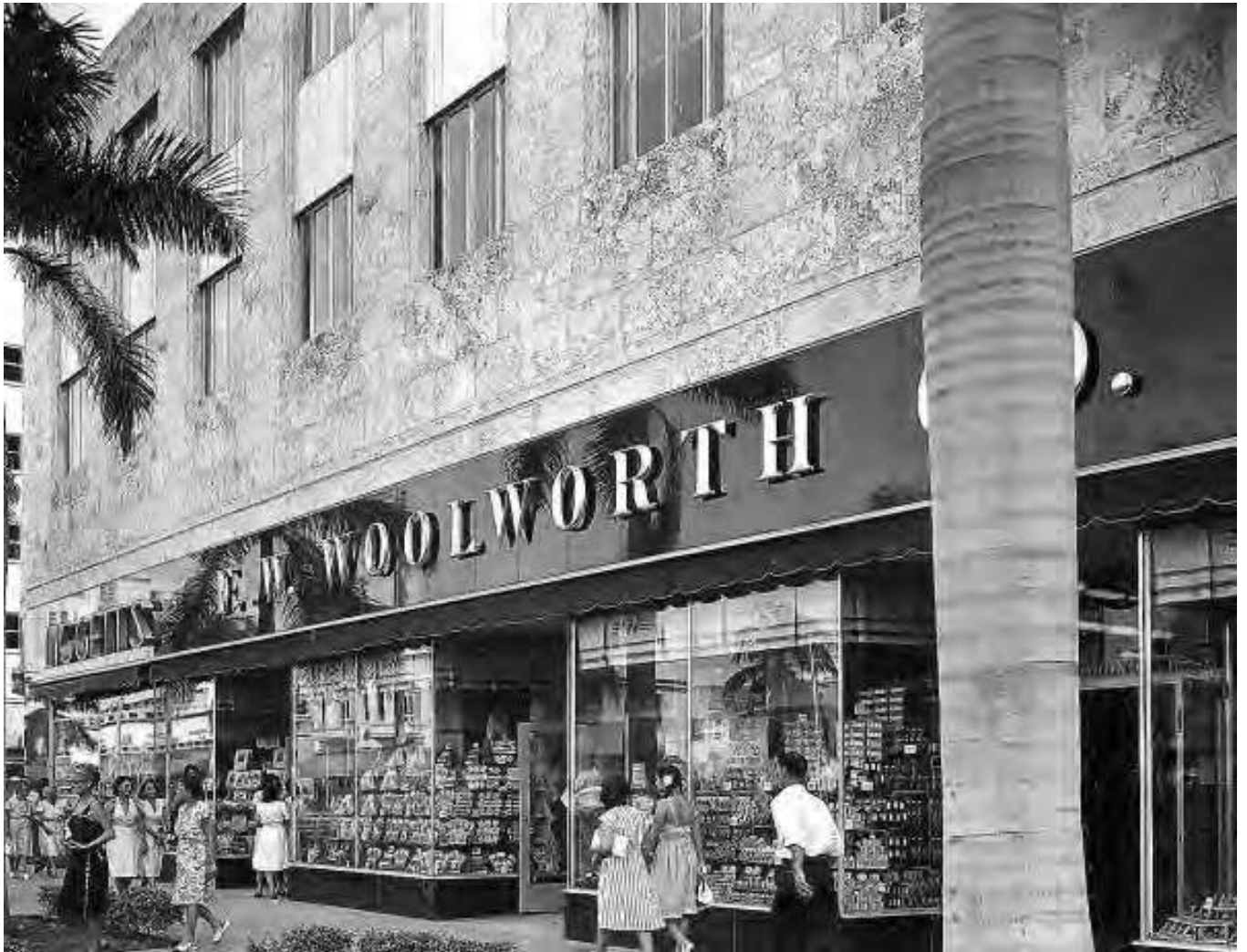
Liggetts Drugstore. From "Miami Beach shops on a Luxury Lane," *Life Magazine*, 24. February 24, 1941, p. 77.

top: Pharmacy counter
bottom: Lunch counter

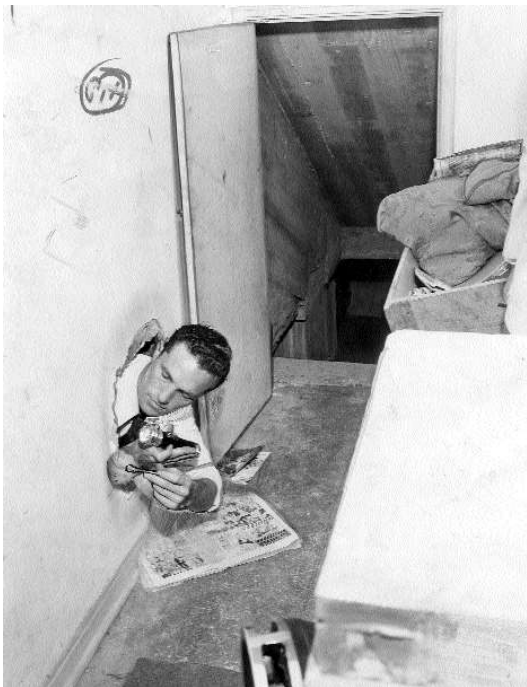


top: Mary Liggett behind the fountain counter at Liggett's Drug Store, Miami Beach, FL.
1941. Florida Photographic Collection. BIB Call no. Ms25594

bottom: Staff of Liggett's Drug Store standing by the front door. Miami Beach, FL.
1941. Florida Photographic Collection. BIB Call no. Ms25595



F. W. Woolworth Company Store on Lincoln Road, Miami Beach, FL. 1946.
Florida Photographic Collection. BIB Call Number C002270

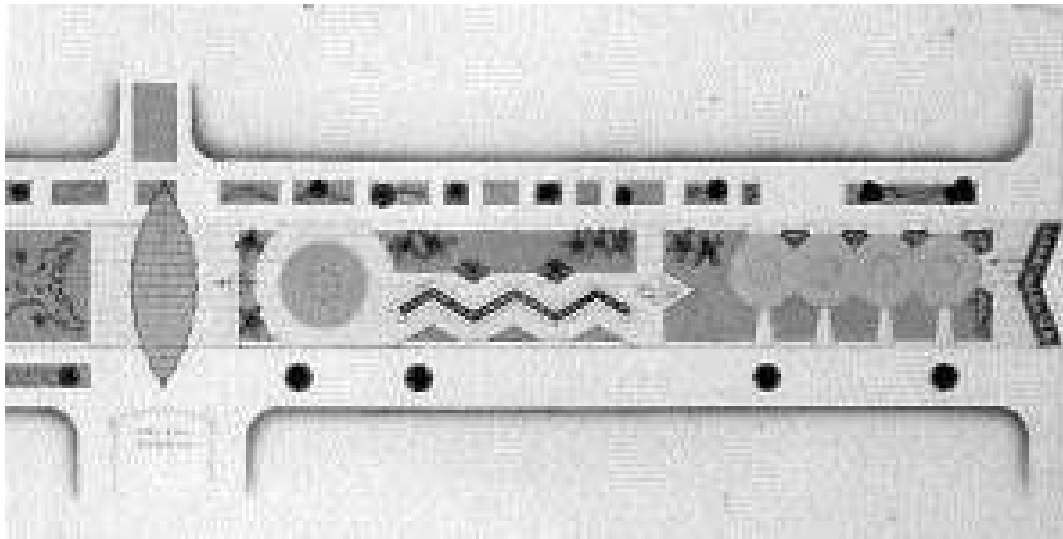


Jan. 31, 1949. *Miami News*. Miami News Collection, HistoryMiami Museum

top: J. W. Dameron, E. L. Jeter, Arthur Lemard
bottom left: Teddy Kedzierski, through hole in wall
bottom right: R. S. Shepard

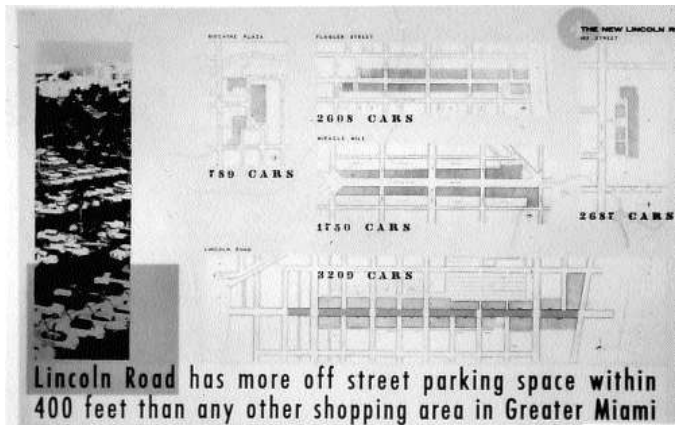
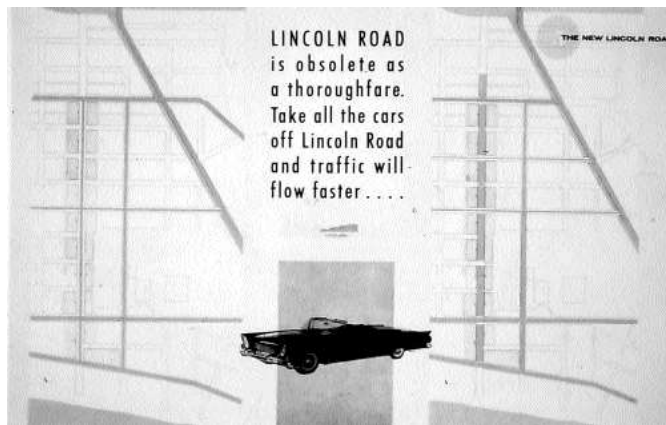
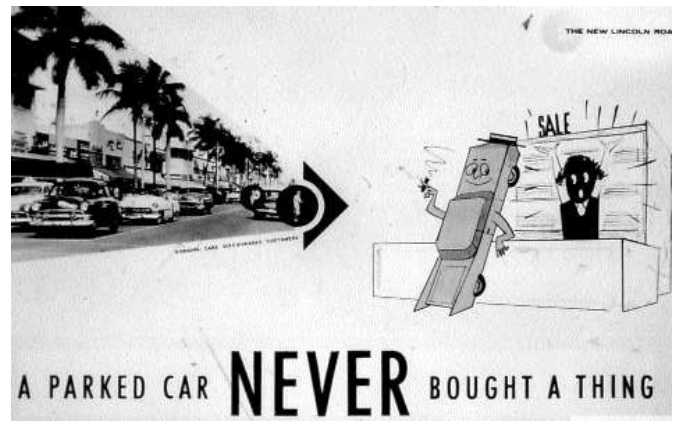
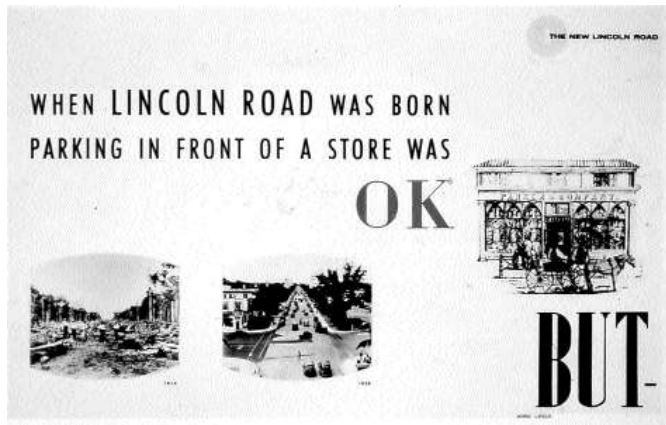


Entrance to the Mercantile National Bank Building. October 14, 1954. *Miami News*.
Courtesy Miami News Collection, HistoryMiami Museum

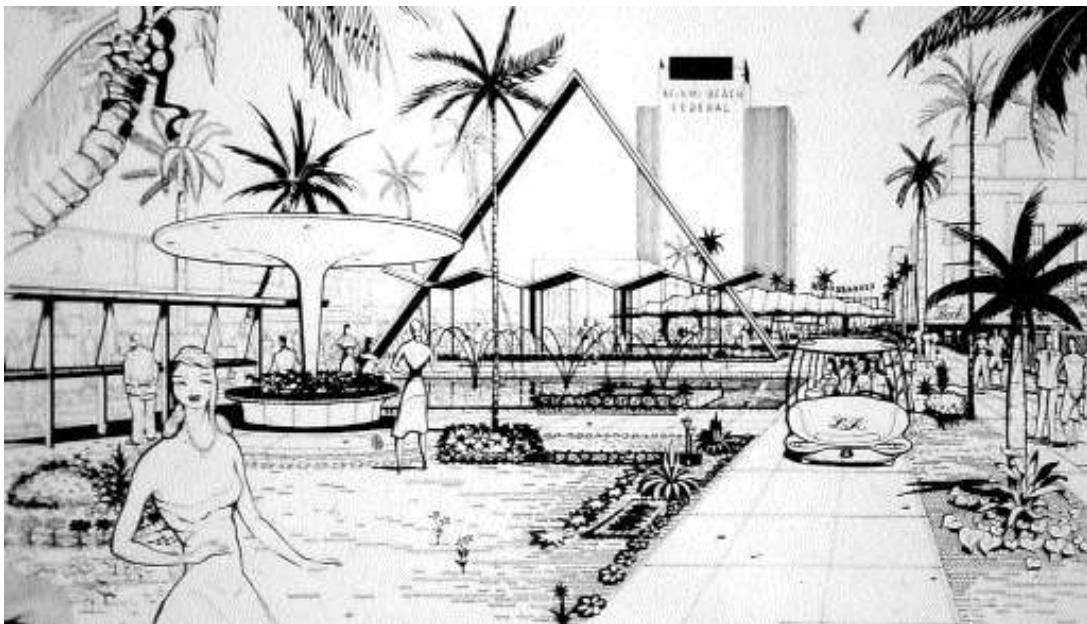


top: "The New Lincoln Road," Detail of street paving and landscape plan between Washington Avenue and Drexel Avenue. Morris Lapidus, Architect, c. 1960

bottom: Crowd at the presentation of "The New Lincoln Road" by Morris Lapidus, c. 1960.



Presentation boards for "The New Lincoln Road," Morris Lapidus, Architect, c. 1960



“The New Lincoln Road,” Morris Lapidus, Architect, c. 1960

top: Detail of intersection of Drexel Avenue and Lincoln Road.
bottom: Detail of Entrance to mall from Washington Avenue.



top: Aerial View of Lincoln Road Mall under construction. Date unknown. Courtesy of *The Miami Herald*

bottom: Construction photo. Feb. 17, 1957. *Miami News*. Miami News Collection, HistoryMiami Museum



Aerial View of Lincoln Road Mall from the roof of the 407 Building. 400 Block of mall is visible.
Undated. Courtesy HistoryMiami Museum



Lincoln Road mall scene, from Washington Avenue looking West. Photo Chris Hansen.
SN-4284. December, 1960. Courtesy, Miami Beach Convention and Visitors Bureau archives,
HistoryMiami Museum



top: View of Lincoln Road, looking West. June 22, 1980. Photo: Miami Beach Visitor & Convention Authority. HistoryMiami Museum

bottom: Lincoln Road mall scene. Aerial view from Washington Avenue looking West. No. 614-50, c. 1961. Photo: Miami Beach Visitor & Convention Authority. HistoryMiami Museum

The Lincoln-Washington Block
Miami Beach, Florida



top: Lincoln Road mall scene. From Drexel Avenue looking East. No. SN-614-21. Photo: Chris Hansen.
Courtesy Miami Beach Visitor & Convention Authority Archives, HistoryMiami Museum

bottom: Lincoln Road mall scene. From Drexel Avenue looking East. KC-29, Photo Don Duffy
Courtesy Miami Beach Visitor & Convention Authority Archives, HistoryMiami Museum



top left: Lincoln Road Mall scene, from Washington Avenue looking West. November, 1960. No. SN-4372.
Courtesy Miami Beach Visitor & Convention Authority Archives, HistoryMiami Museum

top right: Lincoln Road Mall scene, from Drexel Avenue looking East. Photo George Hamilton. No. SN-693-1860.
Courtesy Miami Beach Visitor & Convention Authority Archives, HistoryMiami Museum

bottom: Lincoln Road street scene, from Washington Avenue looking West. 1960. Photo Charles Barron
Florida Photographic Collection. BIB Call no. C034726



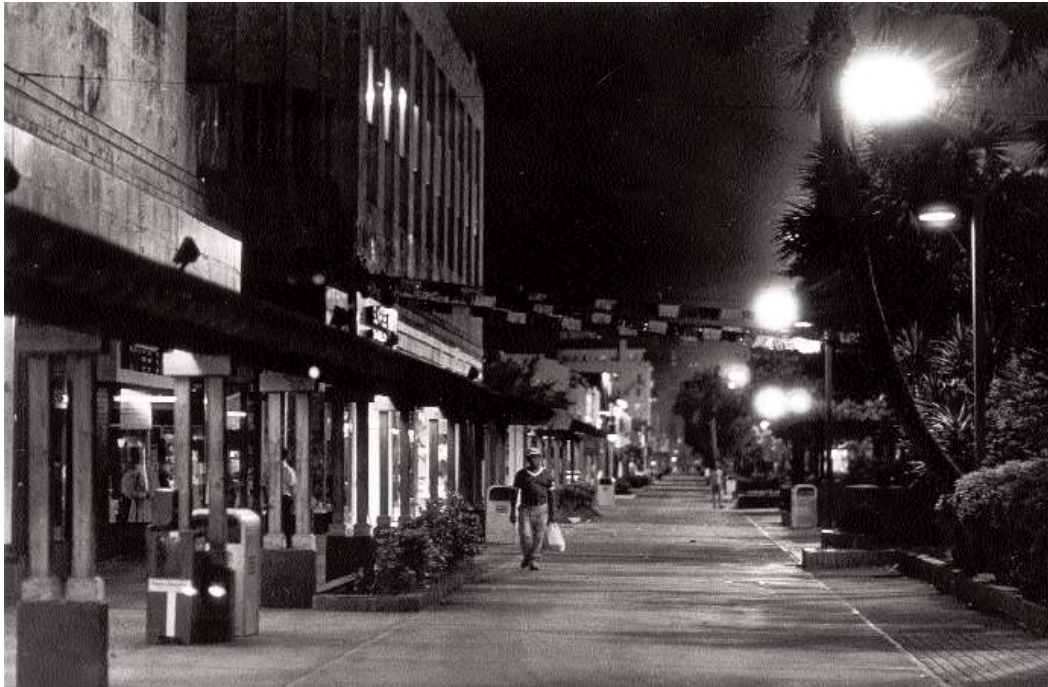
Entrance to the Mercantile National Bank of Miami Beach, seen across new Lincoln Road Mall. October 20, 1964.
Photo by Fraser Hale, *Miami News*. Miami News Collection, HistoryMiami Museum



“Latin tourists know they’ve found Mark 400 when they see the elevator in the window.”
Photo by Johnathan Uta, *Miami News*. Date unknown. Courtesy Miami News Collection, HistoryMiami



Artist's rendering showing reintroduction of traffic to Lincoln Road. November 3, 1984.
Miami News. Courtesy Miami News Collection, HistoryMiami Museum



top: Night view looking West along Lincoln Road. April 13, 1984 (11 pm). Photo by Lenny Cohel, *Miami News*. Courtesy Miami News Collection, HistoryMiami Museum

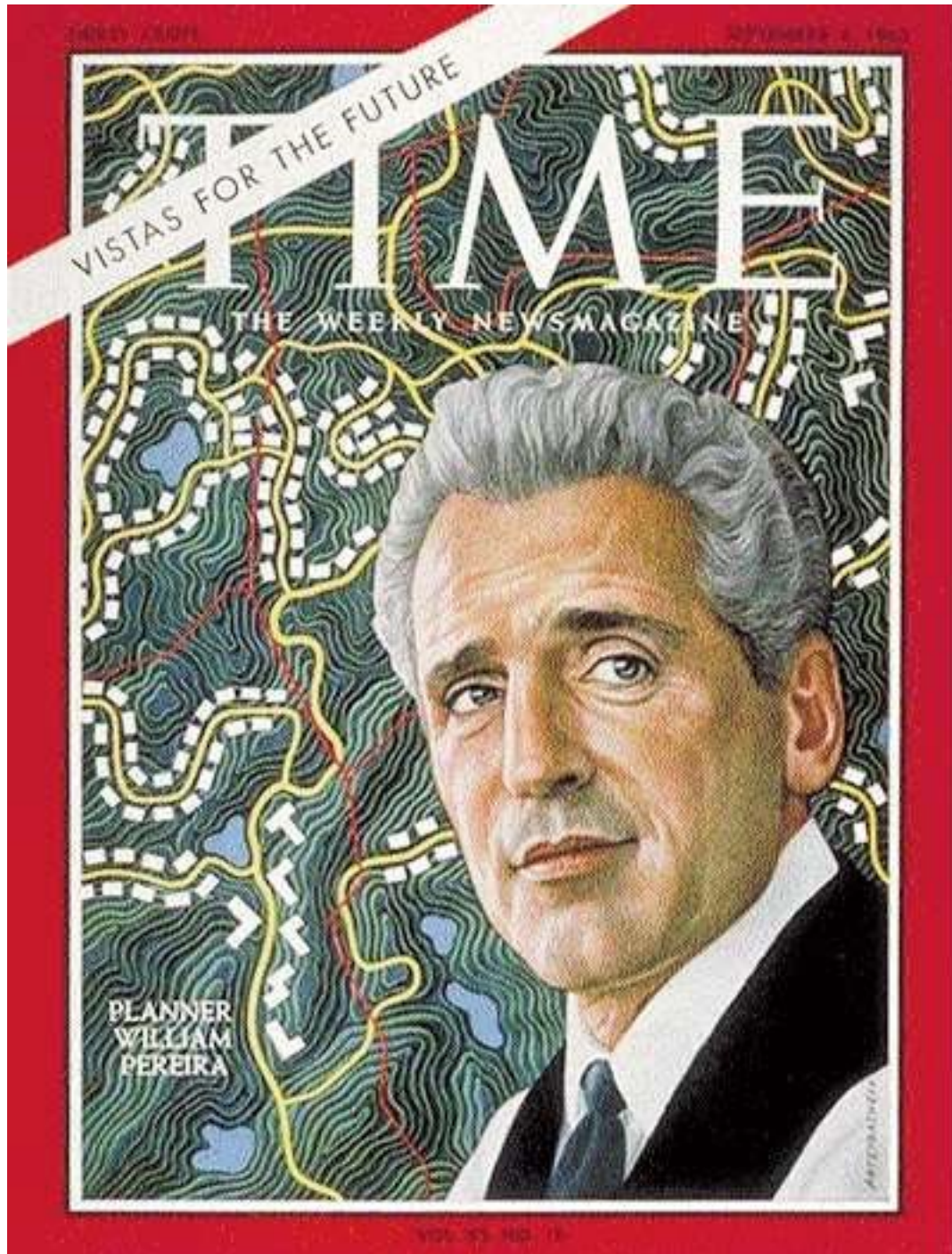
bottom: View of Lincoln Road looking West from Washington Avenue, showing the wood and tile loggia fronting the 420 Lincoln Road Building. June 2, 1980. Photo by Miami Beach Visitors & Convention Authority, *Miami News*. Courtesy Miami News Collection, HistoryMiami Museum

Beach Theater

An important element of the original design for the 420 Lincoln Road building was the 1,600 seat Beach Theater that occupied the southwest part of the building, behind the Lincoln Road frontage. The Beach, which was designed to be the "foremost showplace" of Paramount Pictures in Miami, opened Christmas Day, 1940. It was designed by Miami architect Robert Law Weed (1897-1961) in coordination with William L. Pereira (1909-1985). Weed was an architect known for his modern designs, having notably produced the Florida Tropical Home for the Chicago Century of Progress Exposition in 1933. Los Angeles based architect William Pereira was long connected with the motion picture industry. A friend of Walt and Roy Disney, Pereira produced films or functioned as production designer and art director in several films, including *Aloma of the South Seas* (1941) and *New York Town* (1941), both produced the year the Beach opened. After World War II, Pereira was well known as a master planner and for his futurist designs, notably for the Geisel Library at the University of California at San Diego, the Theme Building at Los Angeles International Airport (LAX) with its suspended restaurant (c. 1960) and the pyramidal Transamerica Building (1972) in San Francisco.

When constructed, the Beach was one of the largest and most impressive movie houses in Miami Beach, and allegedly won an award as the nation's best theater of the year at its opening. Entrance to the theater was under the projecting marquee on the Lincoln Road façade, a structure that interrupted the granite base of the building. The marquee was notable for the cursive metallic letters spelling "Beach" that were mounted over projecting scalloped fins. The projecting fins of the canopy seem to predict the bold cantilevered forms of Pereira's later work.

Inside, the single theater was bathed in floral themes highlighted by creative use of indirect lighting. Glass atriums, built in planters, vines falling over the side of balcony parapet, etched glass partitions and wall murals were alive with a mix of floral patterns. Even the metallic railings of the grand stair were embellished with floral details. Throughout the building, on the walls, forming door surrounds and even door-pulls, the theater was decorated with vine-like elements crawling up the walls, and the drinking fountain seemed attached to an aquarium mounted within the wall. Noted preservationists and authors Michael Kinerk and Dennis Wilhelm describe the lobby, with its grand stairway and glassed in terrariums as "anticipating by several years Morris Lapidus' similar spectacle in the Miami Beach Americana Hotel." Mirrored walls expanded the lobby's size and multiplied the effect of its vinelike decorations. Plush salons were provided at the theater entrances. The marquee appears to have been updated in 1954, providing a vivid red backdrop for the modernized letters that spelled "Beach."



William Pereira, featured on the cover of *Time Magazine*, September 6, 1962.



Futuristic designs by William Pereira

- top: Theme Building, Los Angeles International Airport (LAX)*
- middle: Geisel Library, University of California San Diego*
- bottom: Transamerica Building, San Francisco*



Beach Theater, Lincoln Road, Miami Beach. Gottscho-Schleisner, Inc. Photographer. Courtesy Library of Congress.

- top left:* Entrance Marquee I, image no. LC-G612-39559
- top middle:* Entrance Marquee II, image no. LC-G612-39560
- top right:* Detail of Showcases, image no. LC-G612-39572
- bottom left:* Lobby, General View, image no. LC-G612-39567
- bottom middle:* Lobby Detail, image no. LC-G612-39560
- bottom right:* Down Stair to Lobby, image no. LC-G612-39564



Beach Theater, Lincoln Road, Miami Beach. Gottscho-Schleisner, Inc. Photographer. Courtesy Library of Congress.

- top left:* Upper Lounge Powder Room, image no. LC-G612-39570
- top middle:* Rear Staircase, image no. LC-G612-395769
- top left:* General interior, image no. LC-G612-395__
- bottom left:* Upper Lounge I, image no. LC-G612-39568
- bottom middle:* General interior, image no. LC-G612-395__
- bottom right:* General interior, image no. LC-G612-395__



Beach Theater, Lincoln Road, Miami Beach. Gottscho-Schleisner, Inc. Photographer. Courtesy Library of Congress.

- top left:* Interior detail, image no. Image No. LC-G612-395__
- top middle:* Interior detail, image no. LC-G612-3957__
- top right:* Auditorium to stage, image no. LC-G612-39561
- bottom left:* Auditorium from stage, image no. LC-G612-39573
- bottom middle:* Auditorium Stage Left, image no. LC-G612-395763
- bottom right:* Auditorium Stage Left, image no. LC-G612-39562

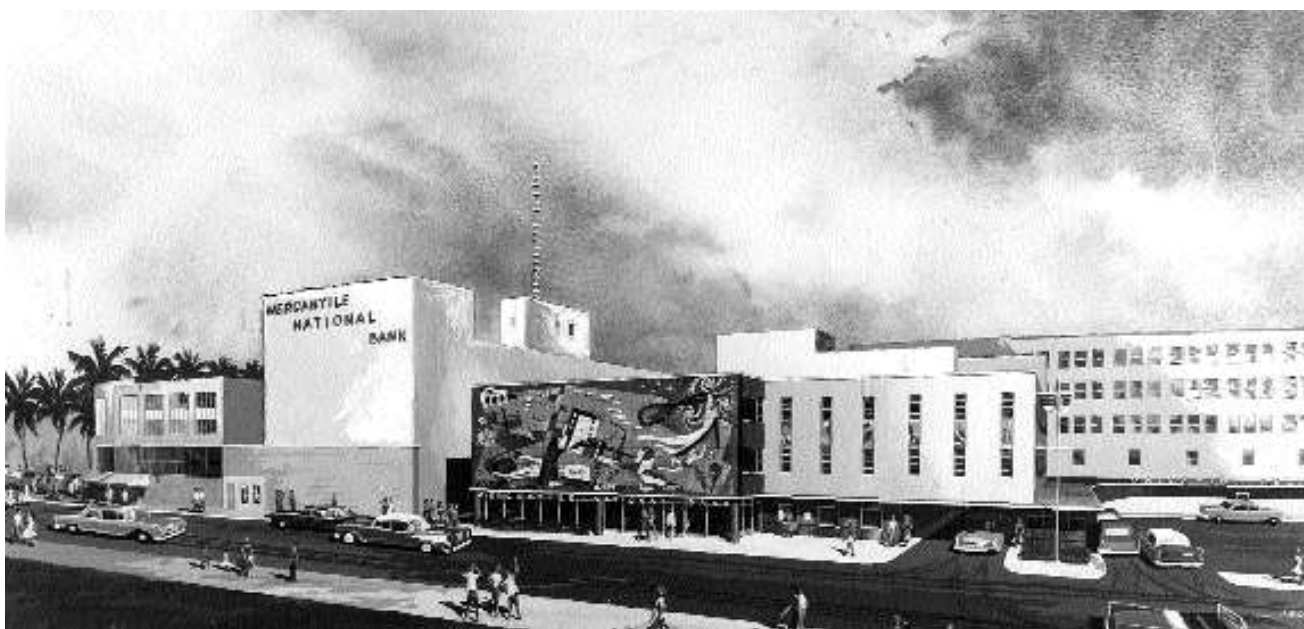
1612 Washington Avenue Annex

Construction of the Washington Avenue Annex (1618 Washington) was begun in March 1946 and completed in January 1947, making it one of the first major structures built after World War II in Miami Beach. It functioned as an extension of the Mercantile National Bank Building on Lincoln Road, probably illustrating the pent-up demand for high-quality office space in Miami Beach in the period after the war. Albert Anis, designer of the original bank building, was architect for the structure and J. Y. Gooch & Co. was contractor. The structure fully occupied its ground area for retail purposes, and comprised an H-shaped structure above. One leg of the 'H', along Washington Avenue, was designed to extend the generous 3-story height and façade articulation of the 420 Lincoln Road building. Behind this façade, the remainder of the building rose four-stories and comprised internal courtyards. The building was connected to the original 420 building in two respects: first, along Washington Avenue, the structure merges seamlessly with the adjacent structure; second, a passageway connected the 1612 to the second floor banking lobby of the 420 building. The connection was approved by City Council on Feb. 6, 1946, and provided a 16'6" clearance. A new alleyway running from Drexel Avenue to Washington Avenue had its outlet between the original Mercantile National Bank Building and the new annex. The 1620 Washington Avenue appears to have been originally designed as a restaurant/cafeteria. Albert Anis was architect of the cafeteria (name unknown).

Drexel Avenue Annex - Mercantile National Bank of Miami Beach

The three-story Drexel Avenue Annex of the Mercantile National Bank Building was constructed in 1956 as an extension of the Mercantile National Bank of Miami Beach. Edwin T. Reeder was the architect and Witters Construction Co. was the contractor. The three-story building occupied all of lots 5 & 6, and part of lot 7, the traditional location of parking lots for both the Mercantile National Bank Building and its predecessor, the Lincoln Hotel. In anticipation of this new structure, the three houses between its parcel and 16th Street, all built in the 1920's, were demolished and cleared in order to relocate the parking. In addition, an un-permitted one-story building, about 20 foot by 30 foot, was also demolished. The primary function of the building was to extend the space of the bank, and to provide a modern 'drive-in' teller facility. In order to extend the original bank's facilities, the main banking lobby of the new building was located on the third floor of the new structure, where it was connected via a bridge to the historic bank lobby of the main building. The bridge crossed the alley that had been created in 1947 to service the building. Two elevators also connected this lobby to a new entrance near the parking on Drexel Avenue. The drive-in teller facility mirrored the predominant role of the automobile during the 1950's and the sweeping trajectory of the car was celebrated in the canopy shade structure that bordered the east side of the adjacent parking lot.

The entrance of the car was also a prominent feature of the façade, tucking below the recessed wing on the south side of the building. The central decorative feature of the Drexel Avenue Annex is the two-story mosaic mural that crowns the entrance front on Drexel Avenue. The mural is signed 'Dodson,' who was also the delineator for the initial renderings of the project. It seems likely that Dodson was either a local architect or an architectural illustrator. The mural, constructed of tiles of aggregate stone, is balanced over a projecting eyebrow that is supported on three round granite-clad columns. The aggregate colors are white and black, green, red and ochre. The mural appears to depict the role of banking in support of the commerce and cultural life of the city. An iconic roman-styled bank façade anchors the upper-left side of the composition, with bills and coins flowing dynamically across the patterned texture of the mural. The center of the panel depicts a growing metropolis, while the iconography of the lower portion depicts industrial and cultural pursuits, with bars of music, a lair and a dancer among other elements. On the right-hand side, an individual figure soars into the heavens. Additional smaller murals located in the spandrel panels of the adjacent (southernmost) Drexel façade, elaborate themes of plant life, animal life, sea life, industry, construction and leisure. This Drexel Avenue Annex has changed little since it was completed. It was remodeled by the Dade County Law Library in 1964. The original drive-in facility was demolished and a new one constructed in 1973.



top: Rendered perspective of Drexel Avenue annex to the Mercantile National Bank building. Rendering signed J. N. Smith. May 8, 1957. *Miami News*. Miami News Collection, HistoryMiami Museum

bottom: Rendered perspective of Drexel Avenue annex, signed “Dodson.” and titled “Edwin T. Reeder Associates. November 4, 1956. *Miami News*. Miami News Collection, HistoryMiami Museum



top: Rendered perspective, interior of the main banking lobby of the Mercantile National Bank of Miami Beach, Drexel Avenue annex (no signature). 1957. *Miami News*. Courtesy Miami News Collection, HistoryMiami Museum

bottom: Marcie Lieberman (then Vice-Mayor) of Miami Beach and Vice-president of the Mercantile National Bank of Miami Beach) cutting ribbon at opening of the Drexel Avenue annex of the bank. May 10, 1957. *Miami News*. Courtesy Miami News Collection, HistoryMiami Museum

1600 Washington Avenue

1600-1604a Washington Avenue (also 421-423 16th Street) was constructed in 1952 by 1600 Washington Avenue, Inc.. Maurice S. Weintraub was the architect, and Arkin Construction Company was the contractor. It was built on the corner of Washington Avenue and 16th Street, replacing the house at 1604 Washington Avenue, but maintaining the Laurel Apartments behind. The store building was constructed to accommodate 8 separate stores, and was designed to support a second floor that was never built. The storefronts of 1602 Washington Avenue were remodeled in 1960 by architect Melvin Grossman. Over the last 47 years the remainder of the storefronts have been reworked and replaced also.



top: Aerial photograph looking down Lincoln Road, Miami Beach, FL, 1948.
Florida Photographic Collection. BIB Call no. Rc21042

bottom: Aerial view of the Lincoln Road area: Miami Beach, FL, 1952. Photo: Richard B. Hoit.
Florida Photographic Collection. BIB Call no. Rc21475



top: Aerial view of the Lincoln Road & Washington Avenue Intersection. 1939.
Florida Photographic Collection. BIB Call no. WE240

bottom: Lincoln Road looking West from Washington Avenue: Miami Beach, FL. 1940.
Florida Photographic Collection. BIB Call no. WE106



Street Views along Lincoln Road, looking West. Undated. Courtesy HistoryMiami Museum

Chronology

- 1916 Lincoln Apartments (Lincoln Road West portion) constructed. August Geiger, architect.
- 1917 Lincoln Apartment-hotel first occupied in early 1917.
- 1920 Expansion of Lincoln Apartment-hotel (Lincoln Road East portion) to 68 rooms. Price & McLanahan architects.
- 1921 Appearance of Newton B. T. Roney Residence on Sanborne Maps at 1609 Drexel Avenue (construction and demolition date unknown).
- 1922 Construction of residence at 1604 Washington Avenue.
- 1923 Commercial storefront addition to Lincoln Hotel (Washington Avenue East frontage).
- 1923 Construction of residence at 1611 Drexel Avenue by City Builders Finance Co., Harry M. Hice architect.
- 1923 Construction of residence at 1601 Drexel Avenue by City Builders Finance Co.
- 1924 Lincoln Hotel Annex of 24 rooms (South of Lincoln Hotel). Price & McLanahan architects.
- 1924 Construction of residence at 1612 Washington Avenue.
- 1924 Newton B. T. Roney resides at 1609 Drexel Avenue (City Directory)
- 1925 Construction of residence at 1605 Drexel Avenue
- 1925 Expansion of Lincoln Hotel to 102 rooms.
- 1938 Construction of Laurel Apartment at 425 16th Street. Henry Hohausser architect.
Relocation of old garage apartment on same site.
- 1940 (May) Demolition of Lincoln Hotel
- 1940 Beach Parking Lot Co. pulls permit for parking lot at 1601-1611 Drexel Avenue (not built).
- 1940 Permitting & construction of Mercantile National Bank Building.
- 1941 Expanded parking lot for Mercantile National Bank Building permitted for lots 8, 9 & 10, but not built.
- 1946 Demolition of house at 1612 Washington Avenue.
- 1947 Annex built at 1612 Washington Avenue
- 1947 Addition of murals in main lobby of the Mercantile National Bank Building by Leo Birchansky.
- 1948 Demolition of 1611 Drexel Avenue for expanded parking lot.
- 1952 Demolition of 1604 Washington Avenue and small garage apartment behind. Laurel Apartments on the same lot remain.
- 1952 Permit issued for 1600 Washington Avenue.
- 1953 1600 Washington Avenue is occupied. The structure was designed for two stories, including 8 store spaces. The second floor was never built.

- 1954 Demolition of 1605 and 1601 Drexel Avenue for expanded parking lot.
- 1954 Renovation of second floor banking lobby for Greater Miami Jewish Federation.
- 1955 New entrance storefront at 1612 Washington Avenue.
- 1955 Permit to pave new parking lot on lots 9 & 10 (1601-1605 Drexel Avenue).
- 1956 Work begins on new \$750,000 3-story addition on Drexel Avenue. Edwin R. Reeder Associates architects.
- 1957 Opening of new Drexel Avenue addition
- 1960-1961 Storefronts of 1600 Washington Avenue were remodeled by architect Melvin Grossman.
- 1974 Variance granted for Big Daddy Fast Food Self Service restaurant.
- 1977 Mark 400 Toy Store occupies Liggetts space at corner of Washington Avenue and Lincoln Road.
- 1978 Mark 400 remodels corner storefront to expose two-story open elevator.
- 1988 Variance granted to Lincoln Road Associates for a new McDonalds.

Footnotes

- 1 Letter to Mr. Hugh Davis, Norfolk, Va., March 5, 1923. Signed Carl G. Fisher. From the Carl G. Fisher Archive. Courtesy HistoryMiami.
- 2 Letter to Mr. Frank J. McNamara, Hotel St. Francis, Newark, N.J., August 2nd, 1921. Signed Carl G. Fisher. From the Carl G. Fisher Archive. Courtesy HistoryMiami Museum
- 3 Letter to Mr. Frank J. McNamara, Hotel St. Francis, Newark, N.J., August 2nd, 1921. Signed Carl G. Fisher. From the Carl G. Fisher Archive. Courtesy HistoryMiami Museum.
- 4 "\$400,000.00 First Mortgage Seven Per Cent. Gold Bonds of the Alton Beach Realty Company Secured by First Mortgage on the Lincoln Hotel." From the Carl G. Fisher Archive. Courtesy HistoryMiami Museum
- 5 Memo to Mr. Kohlhepp, July 25, 1924. Signed Carl G. Fisher. From the Carl G. Fisher Archive. Courtesy HistoryMiami Museum
- 6 "Lincoln Hotel Investment", From the Carl G. Fisher Archive. Courtesy HistoryMiami Museum
- 7 "Plans Drawn for \$400,000 Modern Classic Office Building on Lincoln Road," *The Miami Herald*, March 24, 1940.
- 8 "Moses Ginsberg is Dead at 85; Shipowner Built Carlyle Hotel", *The New York Times*, August 31, 1959, pg. 21.
- 9 "Morris Ginsberg, 83; Backed Ships to Israel", *New York Times*, August 9, 1990, pg. B12.
- 10 "New Buildings for Miami", *The New York Times*, July 7, 1940, pg. RE4
- 11 *Miami City Directory, 1942*, p. 36 pink.
- 12 New Bank Building Front is Completed: Mercantile Structure on Lincoln Road will be Year'Round City Within Itself. *Miami Daily News*, December 22, 1940.
- 13 Kleinberg, p. 157.
- 14 New Bank Building Front is Completed, December 22, 1940.
- 16 http://tjepsarsote/cp,/whoswho2/pereira_w.htm
- 17 Pereira archives are located at the University of California Santa Barbara design collection, and were not consulted for this report.
- 18 Michael D. Kinerk and Dennis W. Wilhelm, "Dream Palaces: The Motion Picture Playhouse in the Sunshine State", *The Journal of Decorative and Propaganda Arts*, Florida Theme Issue No. 23, pp. 234-235.
- 19 Michael D. Kinerk and Dennis W. Wilhelm, "Dream Palaces: The Motion Picture Playhouse in the Sunshine State", *The Journal of Decorative and Propaganda Arts*, Florida Theme Issue No. 23, pp. 234-235.

The Lincoln-Washington Block
Miami Beach, Florida



Drexel Avenue Frontage
View Looking North

420 Garage in the foreground and
Mercantile National Bank Building in
background.



Alley between 420 Garage and Mer-
cantile National Bank Building.

National Bank Building and
Annex building in the background



Drexel Avenue Lobby entrance to 420
Garage

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

s & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Drexel Avenue Frontage
View Looking South



Drexel Avenue Frontage
View Looking South



Drexel Avenue and 16th Street corner Frontage
View Looking North East

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Price & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Drexel Avenue and 16th Street corner Frontage
View Looking North East



16th Street Frontage of 420 Garage
View looking East



16th Street Frontage of 420 Garage
View looking North East

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

s & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



16th Street Frontage of 420 garage
service yard and Laurel Apartments
View looking North



16th Street Frontage of Laurel Apart-
ments
View looking North



16th Street Frontage of 420 garage
and Laurel Apartments
View looking West

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Price & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Courtyard of the Laurel Apartments,
view looking north.



Courtyard of the Laurel Apartments
looking North



Typical door and surround detail at
Laurel Apartments

...Miami Beach, FL. 1920. Pencil on paper. Price & McLanahan, architects.
...Philadelphia. Courtesy of the Architectural Archives, University of Pennsylvania.

...Lincoln Hotel. From George E. Thomas & Robert Venturi,
...*Modern Design* (Princeton: Princeton Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



East facade of the Laurel Apartments
View looking west



1600 Washington Avenue, 16th
Street side
423, 16th Street, view looking north



Rear courtyard of 423 16th Street
View looking south

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Price & Robert Venturi,
(Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



West facade of Laurel Apartments
and the 420 Garage service yard
View looking north.



Alley between Laurel Apartments (on
right) and Washington Avenue annex
of the Mercantile National Bank
Building (on left).
View looking east.



West facade of Laurel Apartments
and the 420 Garage service yard
View looking south.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Alley way running between the 420
Garage and the Mercantile National
Bank Building.
View looking west.



Alley way running between the 420
Garage and the Mercantile National
Bank Building.
View looking east.



Base level of the 420 Garage.
View looking south.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Rear (south) entrance to the Mercantile National Bank Building.
View looking North.



Rear (west) entrance to the Washington Avenue Annex Building.
View looking South.



Street view looking East along 16th Street.
1600 Washington Avenue Building in the middle. LNR Building and Loews Hotel in the background.

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Price & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



South facade at 1600 Washington
Avenue Building.
View looking northeast.



Corner of 1600 Washington Avenue
Building.
View looking north along Washington
Avenue



Corner and east facade of Washing-
ton Avenue Building.
View looking Northeast.

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Shulman & Robert Venturi,
(Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Corner of 1600 Washington Avenue
Building.
View looking north along Washington
Avenue.



East facade of the Washington Ave-
nue Annex to the Mercantile Nation-
al Bank Building.
View looking Northeast.



East facade of 1600 Washington
Avenue Building.
View looking West.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building
Washington Avenue facade.
View looking west.



Mercantile National Bank Building.
Main Lobby.
View looking southeast.



Mercantile National Bank Building
Washington Avenue/Lincoln Road
corner facade.
View looking southwest.

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Shulman & Robert Venturi,
(Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building
Washington Avenue/Lincoln Road
corner facade.
View looking southwest.



Mercantile National Bank Building
Lincoln Road corner facade.
View looking south.



Mercantile National Bank Building
Washington Avenue/Lincoln Road
corner detail.
View looking southwest.

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Price & Robert Venturi,
(Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building
Lincoln Road facade.
View looking west.



Mercantile National Bank Building
Lincoln Road facade.
View looking south



Mercantile National Bank Building
Lincoln Road facade.
View looking south

Price & McLanahan, architects.
Architectural Archives, University of Pennsylvania.

Price & Robert Venturi,
(Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building
Lincoln Road facade.
View looking west.



Mercantile National Bank Building
Lincoln Road/Drexel Avenue facade.
View looking east.



Mercantile National Bank Building
Drexel Avenue facade.
View looking south.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building
Lincoln Road lobby entrance.
View looking south



Mercantile National Bank Building.
Main Lobby, View looking southeast.



Mercantile National Bank Building.
Main stair and escalator from lobby
to second floor (former banking
lobby).
View looking south.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building.
Main Lobby.
View to Lincoln Road



Mercantile National Bank Building.
Front desk.
View looking east.



Mercantile National Bank Building.
passage from main lobby to service
yard. View looking South.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building
Passage from service yard to main
lobby. View looking North.



Mercantile National Bank Building.
Main Lobby elevators.
View looking west.



Mercantile National Bank Building.
Detail of main stair.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building.
Main Lobby.
View looking north down the esca-
lators.



Mercantile National Bank Building.
Main Lobby second floor.
View looking north.



Mercantile National Bank Building.
Main Lobby second floor.
View looking south.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building.
Main Lobby second floor.
View looking north.



Mercantile National Bank Building.
Second floor.
View looking south.



Mercantile National Bank Building.
Second floor.
View looking northeast.

r. Price & McLanahan, architects.
ctural Archives, University of Pennsylvania.

as & Robert Venturi,
Architectural Press) 2000. p. 12.

The Lincoln-Washington Block
Miami Beach, Florida



Mercantile National Bank Building.
Second floor.
View looking east from secondary
elevators.



Mercantile National Bank Building.
Second floor.
View looking south.

top: "The Lincoln," Alton Beach, Miami Beach, FL. 1920. Pencil on paper. Price & McLanahan, architects.
From the Chrysler Collection, Athenaeum of Philadelphia. Courtesy of the Architectural Archives, University of Pennsylvania.

bottom: Photo of the Lincoln Hotel. From George E. Thomas & Robert Venturi,
William Price, Arts & Crafts to Modern Design (Princeton: Princeton Architectural Press) 2000. p. 12.