

Historic Resources Report

720 Lincoln Road

Miami Beach, FL 33139

HPB26-0867



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Neighborhood Context

720 Lincoln Road, which included 714, 716 and 718 addresses, was constructed in 1936, during a major flourishing of construction in Miami Beach that occurred following the depression of 1929, through WWII, and up to 1949.¹ The popular design styles throughout the Flamingo Park Historic District during this period were Art Deco and Streamline Moderne.

Over the years, the Lincoln Road commercial corridor has been revitalized as part of the area's arts district. "Beginning with the Restoration of the Sterling Building, the trend in Lincoln Road as been to rehabilitate existing buildings, often restoring their original historic character."²

The historic preservation designation intends to continue to preserve the historic character of the area, protect historic buildings and streetscapes, and encourage the economic vitality of the neighborhood through a "consistent policy of endorsing maintenance of scale and building type."³



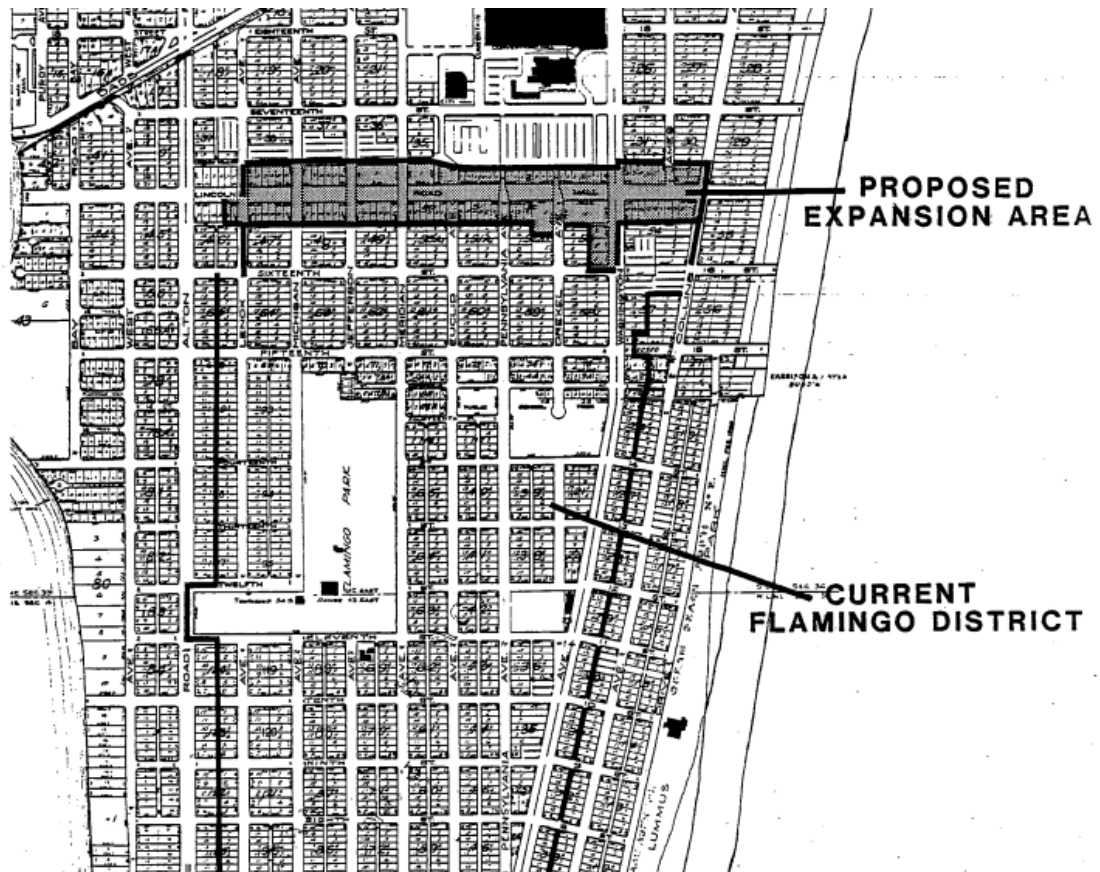
¹ City of Miami Beach Department of Historic Preservation and Urban Design, Flamingo Park Historic District Expanded District Designation Report (May 1992), [HPD-4-Flamingo-Park-Expansion-1992.pdf](#).

² *Id.* at 15.

³ City of Miami Planning and Zoning Department, Flamingo Park Historic Preservation District Designation Report (April 1990), <https://www.miamibeachfl.gov/wp-content/uploads/2021/05/HPD-4-Flamingo-Park-1990.pdf>.

Expansion of Flamingo Park Historic District

The Flamingo Park Historic District was expanded in 1992 to include the area of Lincoln Road between Lenox Avenue and Collins Avenue.⁴ The 1992 report on the expansion notes that “the inclusion of Lincoln Road into the Flamingo Park Historic District is significant as Lincoln Road has been Miami Beach’s best known commercial corridor since the city was first developed.”⁵



In 1992, the district boundaries of the Flamingo Park Local Historic District were amended to include the area described as follows: “The centerline of 6th Street on the south, the centerline of Lenox Court (including all of Flamingo Park and lots 7 and 8 of Block 46) on the west, the centerline of the alley north of Lincoln Road (Lincoln Lane North as extended) on the north, and the centerline of Collins Avenue on the east.”

⁴ City of Miami Beach Department of Historic Preservation and Urban Design, Flamingo Park Historic District Expanded District Designation Report (May 1992), [HPD-4-Flamingo-Park-Expansion-1992.pdf](#).

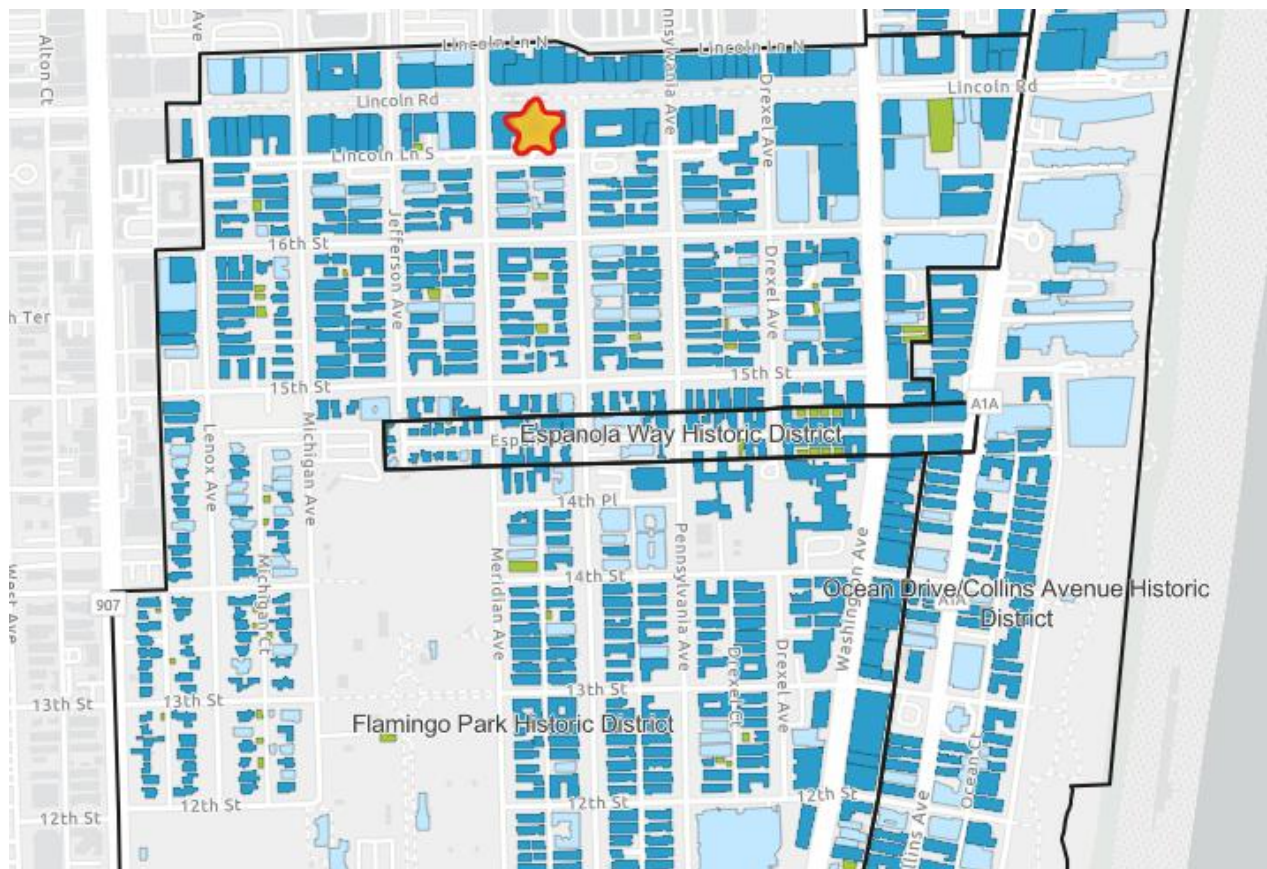
⁵ *Id.* at 7.

Aerial Context and Contributing Structure

720 Lincoln Road is on the south side of Lincoln Road between Meridian Avenue and Pennsylvania Avenue.

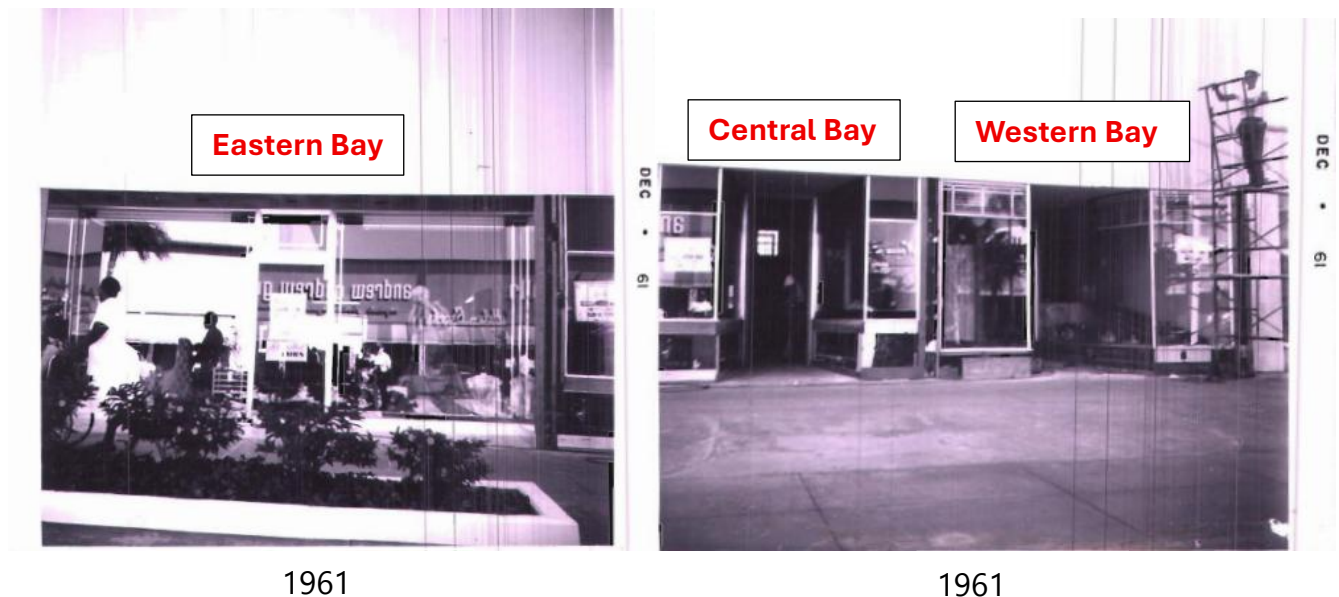


The property is a contributing structure within the Flamingo Park Historic District.



720 Lincoln Road

The building was constructed in 1936 and was designed by Victor Hugo Nellenbogen (1888-1959), an architect well known for his Art Deco and Mediterranean Revival designs throughout Miami Beach.



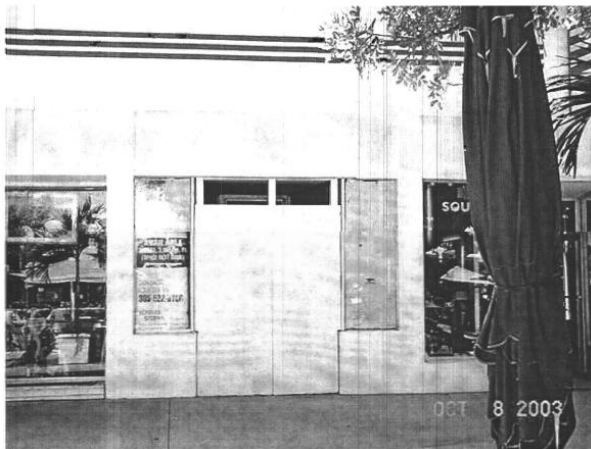
The front façade of the building has maintained its classic Art Deco design despite alterations over the years. The structure retains characteristic geometric detailing and symmetrical proportions. Notably, the façade is organized into three separate bays: an eastern bay, a central bay, and a western bay. The central and western bays are presently combined on the interior. While the original chevron and striping motifs were removed at some point after construction, historic documentation reflects that these elements were reinstated prior to 2003.

Microfilm records indicate that the original building featured a uniform low knee wall across three indented bays, with decorative tile work located in front of each doorway. The building card reflects three storefront remodeling permits issued prior to 1961. The County's building jacket includes 1961 photographs showing that, at some point prior to those photographs, the eastern bay had the original knee wall largely removed and replaced with glazing.

The photographs further indicate that the entry configuration of the eastern bay was modified by eliminating the original angled recess and replacing it with a straightened entry condition set further forward, although the storefront glazing and doors remain recessed from the primary plane of the façade. Conversely, the central bay appears to have received taller knee walls, and the western bay appears to reflect the original knee wall condition.



1971



2003



2005

The central and western entryways maintain original design details, such as the pictured entry flooring. The terrazzo surface and symmetric patterns are distinctly Art Deco and contribute to the overall character of the frontage.



2026



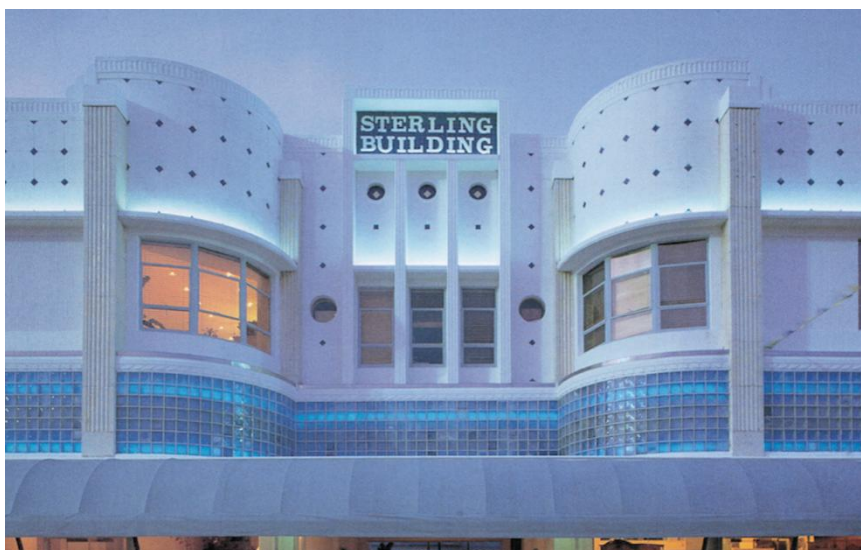
2026

The front façade as it exists today features an Art Deco design typical to the mid-1930's buildings on Lincoln Road. Notably, the geometric detailing, vertical piers, and horizontal banding are consistent with the building's historic character. Although the original chevron and striping motifs were removed at some point after construction, photographs show that these elements were reinstated prior to 2003. As currently configured, the upper façade reflects the building's historic 1936 design intent.

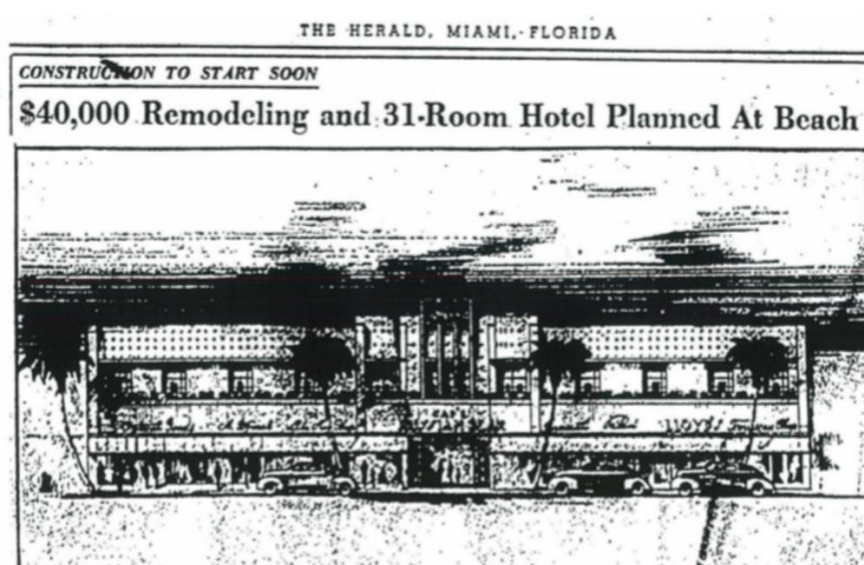


Architect

Victor Hugo Nellenbogen (1888-1959) designed 720 Lincoln Road in 1936. Nellenbogen is a Hungarian-American architect well known for his works in the Mediterranean Revival and Art Deco styles. He came to Miami in the 1920s and worked for other notable architects including Martin L. Hampton and August Geiger. He opened his private practice in Miami in 1928.



Notably, Nellenbogen was responsible for the 1941 renovation design of the Sterling Building at 925-933 Lincoln Road. The Sterling Building is a prominent Miami Beach building that includes classic features of the Streamline Moderne architectural style, such as a large open-air patio and adjacent loggia, quarry keystone, curving plate glass windows, and a continuous frieze of glass block on the façade.⁶



⁶ The Sterling Building Historic Resources Report, 2019, prepared by Arthur J. Marcus Architect P.A.

REPRESENTATIVE PROJECTS IN MIAMI BEACH:

Shep Davis Plaza aka Bowman Hotel 220 23rd Street	1929
Rivoli Apts. (Banana Republic) 800 Collins Avenue	1934
Lord Tarleton aka Crown Hotel 4041 Collins Avenue	
Olsen Hotel 7300 Ocean Terrace	
Chelsea Hotel 944 Washington Avenue	
Franklin Hotel 860 Collins Avenue	1934
Primrose Hotel 1120 Collins Avenue	1935
Alamac Hotel 1300 Collins Avenue	
Savoy Plaza 425 Ocean Drive	1935
Sunrise Court 700 Lenox Avenue	1937
Sterling Building Renovations	1941

Building Card

Owner SAUL INVESTMENT CORP: Mailing Address		Permit No 8513		Cost \$ 15,000:	
Lot 3	Block 50	Subdivision 2nd COMMERCIAL	Address 714 - 716 - 718 - Lincoln Road.		
General Contractor L. & H. Miller Company		Bond No. 720	Engineer 3234-03-0020		
Architect V. H. Nellenbogen		5294			
Zoning Regulations:	Use B-AA	Area 19	Lot Size		
Building Size:	Front 49'11"	Depth 75'	Height	Stories	one
Certificate of Occupancy No.		Use 3 - STORES			
Type of Construction	CBS	Foundation	Concrete Piling	Roof Flat	Date July 22, 1936
Plumbing Contractor	#9226 Markowitz	1-----	Sewer Connection	Date	July 27, 1936
	7 Fixtures		Temporary Closet	Date	
Plumbing Contractor					
Water Closets	Bath Tubs		Floor Drains		
Lavatories	Showers		Grease Traps	see below	
Urinals	Sinks		Drinking Fountains	Date 7.6	
Gas Stoves	Gas Heater		Rough Approved		
Gas Radiators	Gas Turn On Approved				
Septic Tank Contractor			Tank Size	Date	
Oil Burner Contractor			Tank Size	Date	
Sprinkler System					
Electrical Contractor #7267 Brill Electric:		Address		Date Oct. 3, 1936	
Switch	Range Motors	Fans	Temporary Service #7043-Sept. 1, 1936		
OUTLETS Light - 90	HEATERS Water		Brill		
Receptacles	Space	Centers of Distribution			
#7871 Lyon Electric: 12/14/1936	Refrigerators	#7747- Brill - Temporary - 12/1/1937			
12 Switch outlets:					
116 Light Outlets:					
100 Fixtures: 1 Center:					
No. FIXTURES 55-----	Electrical Contractor #7995 Brill	Final -ok- ; 2/30/1936	Date Dec. 29, 1936		
FINAL APPROVED BY		Date of Service			
ALTERATIONS OR REPAIRS					

Building Permits:

#77185 L & G Glass & Mirror Works: Remodel store front - \$1500 - 10/14/66 OK Brown 11/22/66

#77186 Owner, Mr. Dessel: Interior partitions - \$200 - 10/14/66 OK Brown 11/22/66

b #1506 - Hill York Corp. - air cond. central 4 ton 3/22/71

#88768-Cole Schmidt-Take out food store-\$10,000-3-12-75 - 714 LINCOLN RD.

#07176-Bengis Associates-General Nutrition Sign-\$100-4-21-75

714 Lincoln Rd-Biscayne Maintenance Co. - #3265- 1 7½ ton cooling tower replacement-5-7-75

Plumbing Permits:

#52283-Silver Plumbing- 1 floor drain; 1 sink, slop; 1 heater-new installation; 1 2 comp. sink-3-21-75

714 Lincoln Rd

Ann's Importer # 17323 Awning: Deering Awning & Furniture Co: \$53.00 June 23, 1943
 714 Lincoln Rd: # 17821 Temporary balcony (not for living purposes) \$200.00 Nove. 26, 1943 owner builds
 # 22416 New hanging rod & platform: M.S. Construction Co: \$150.00 May 10, 1946
 716 Lincoln Rd # 35454 One concrete slab: 15' x 20' no other work:
 Alfred Oboler, engr: Robt.M. Merritt, contr: \$ 75.00 March 26, 1951
 716 Lincoln Rd # 35859 Cooling Tower: Miami Roofing & Sheet Metal Co: \$960.00 May 14, 1951
 716 Lincoln Rd # 35942 Concrete slab: 15' x 20' J.Y. Sparks, contr: \$150.00 May 25, 1951
 714 Lincoln Rd # 38780 Remodeling store front: G.M. Fein, arch:
 Air Controlled Homes, Inc. contractor \$ 1,500.00 June 25, 1952
 714 Lincoln Rd # 38932 Flat wall sign: 60 sq ft - Claude Southern Corp: \$ 400.00 July 15, 1942
 716 Lincoln Rd # 40616 Flat wall sign, 24 sq ft: Claude Southern Corp: \$ 450.00 Jan 16, 1953
 714 " " # 42017 Storm Shutters: Enduro Products, Inc: \$ 250: June 25, 1953
 718 " " # 42509 Aluminum Awning: Enduro Products Inc: \$ 200: Aug 24, 1953
 716 " " # 42510 Aluminum Awning: Enduro Products, Inc: \$ 300: Aug 24, 1953
 718 " " # 44117 Electric Neon Co: Flat Wall Sign \$ 150: March 17, 1954
 720 " " # 45051 Miami A. C. Co: Install 1 - 5 ton A. C. Unit \$ 1500: June 29, 1954 OK,
 Flaag 8/25/54
 718 Lincoln Rd # 48620 Claude Southern Corp: flat wall sign, 28 square feet \$ 450 Sept. 16, 1955
 716 Lincoln Rd #56748 Appliance Cons. Service: 1 - 2 ton window unit A.C. \$400. 7-14-58
 714 Linc. Rd. #58283 Electro Neon Sign Co: Flat wall neon sign "Dunhill's", 18 sq.ft.- \$250 - Jan. 14, 1959
 716 Linc. Rd. #59142 Robbins Roofing: Reroof storage room in rear - \$135 - May 28, 1959
 714 Linc. Rd #61457 Electro Neon Sign: Changeover of channel letter neon sign flat wall, 4 letters changed 8 sq.ft.-\$150-3/22/60
 716 Linc. Rd. #65919 L & G Glass and Mirror Works: Remodel store front; door not to swing on public property; front of
 porcelain and aluminum. - \$1500. - 9/21/61 Compl. Saperstein 4/2/62
 714 Linc. Rd. #66164 Durable Awning Co.: Awning, canvas with stakes in sidewalk; approved by City Mgr. office 10/19/61 -
 sketch attached - \$800. - 10/19/61
PLUMBING PERMITS:
~~716 Lincoln Rd. #66299 L & G Glass and Mirror Works: cover outside wall with porcelain panels - \$1,000. - 11/6/61 Compl. Saperstein~~
~~#66299 L & G Glass and Mirror Works: cover outside wall with porcelain panels - \$1,000. - 11/6/61 Compl. Saperstein~~
 718-720 Linc. #66299 L & G Glass Mirror Works: cover outside wall with porcelain panels - \$1,000. - 11/6/61 Compl. Saperstein
 716 Linc.: #66632 Claude Southern: Flat wall sign, "Adrian Thal Furs" neon reverse channel letters - \$350. - 1/5/62 4/2/62
 718 Linc.: #76782 Owner, R. J. Schmieder: 25' of pegboard; 3/4 high part - \$200 - 8/5/66 OK Brown 8/18/66
 716 Linc. #76955 Owner, De Loy, Inc.: Redecorate and remodel - \$1500 - 8/30/66 OK 3/5/68
 716 Linc. #77057 Claude Southern: 2 - flat wall signs "DeLoy Accent on Fashion" - \$1500 - 9/21/66 (over)
PLUMBING PERMITS: 718 Linc. Rd. #13375 S & S Plumbing Co.: move lavatory; 1 new shower - 5/2/40
 #25118 Pitsch & Morgen: 1 safe waste drain - 5/16/47

Electrical Permits:
 716 Lincoln Rd - #73795 - Ocean Electric - removed violation - 1-21-77

Electrical Permits:

Nordell's #13950 LeVigne Electric: 2 Motors, November 27, 1939
 #10418 Lyon Electric Co: 10 outlets, 6 fixtures, 1 burglar alarm, Jan. 13, 1938
 #19675 F. C. Ast. 1 Switch outlet, 1 Receptacle, September 28, 1943
 #21158 Astor Electric: 2 Switch outlets, 1 Receptacle, 15 Fixtures, July 17, 1945
 #23613 Astor Electric: 1 Light outlet, 2 Fixtures, December 26, 1946
 #23691 Astor Electric: 2 Receptacles, January 7, 1947
 #24174 Lyon Electric: 3 Motors, 1 Center of distribution, 1 Service, May 8, 1947
 #24251 Astor Electric: 2 Light outlets, 2 Fixtures, 1 Iron outlet, May 27, 1947
 #27616 Emanuel Electric: 2 Switch outlets, 4 Light outlets, 10 Fixtures, Nov. 12, 1948
 #28222 Astor Electric: 4 Motors, 5 Centers of distribution, Feb. 4, 1949 Woodmansee 2-1
 #32175 Lyon Electric: 28 Fixtures, September 18, 1950 ok Ralph Rafel, 10/5/50
 #34207 Flamingo Electric: 4 Motors, June 4, 1951 ok Rosser, 8/28/1951
 #37023 Claude Southern Corp: 2 Neon transformers, July 15, 1952
 #38555 Claude Southern Corp: 1 Neon Transformer: Jan 16, 1953
 #42022 Astor Electric: 1 receptacle: May 21, 1954 OK, Rosser 5/21/54
 #42431 Jonesey Electric: 1 meter change, 1 - 1 H.P. motor, 1 2-5 h.p. motor: 7/7/51 OK: HOR
 #45657 Claude Southern Corp: 1 flasher, 2 neon transformers, 60 lamps 9/16/55 11/8
 #49076 E & E Electric Co. Inc.: 6 Fixtures: ---OK Rosser 1/9/57 --- December 10, 1956
 #53198 Electro Neon: 1 Neon Transformer - Jan. 14, 1959
 #54912 Electro Neon Sign Co: 1 Reconnect - March 22, 1960
 #56812 Astor Electric: 1 Iron Outlet - June 2, 1961
 #57496 E. C. Cornelius, Inc.: 1 motor, 0-1 hp; 1 motor, 6-10 hp - 10/19/61
 #57791 Claude Southern: 1 neon transformer (Bldg. Perm. #66632) - 1/5/62
 #59887 Lyon Electric Co., Inc.: 3 fixtures 7/18/63
 #60122 Ace Elec: 1 motor 2-5 HP-9/6/63
 #63913 Astor Elec. Service, Inc.: 10 switch outlets; 5 light outlets; 10 receptacles; 40 fixtures - 9/12/66
 #63948 Claude Southern: 2 neon transformers - 9/21/66
 #64047 Schueler Elec. Co.: 9 switch outlets; 23 light outlets; 1 receptacle; 58 fixtures; 1 cent. of dist. -
 Oct. 21, 1966
 #64138 Schueler Elec. Co.: 8 light outlets; 6 receptacles; 36 fixtures; 5 iron outlets; 6 motors, 0-1 hp;
 1 motor, 2-5 hp; 1 sign outlet - 11/15/66
 #66917 Holbert Electric Co. Violations 4/23/69
 714 Lincoln Rd-Holbert Electric-3 switch outlets; 8 receptacles; 16 fixtures-3-17-75

ELECTRICAL PERMITS: #E8801326 - Ocean Electric - Repairs - 8-10-88

Original Microfilm

