

# LINCOLN ROAD



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by Jose L Gomez  
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# LINCOLN ROAD: THEN AND NOW



**Lincoln Road is the civic-commercial urban centerpiece of Miami Beach.** Initially developed by Carl Fisher as the commercial main street of his Alton Beach development, he named it after his hero Abraham Lincoln.

Miami Beach is a layering of consecutive urban visions, built one on top of the other and compacted in time and space. Each vision left an architectural & urban imprimatur on its structure, influencing the development of an eclectic local vocabulary of buildings and spaces.



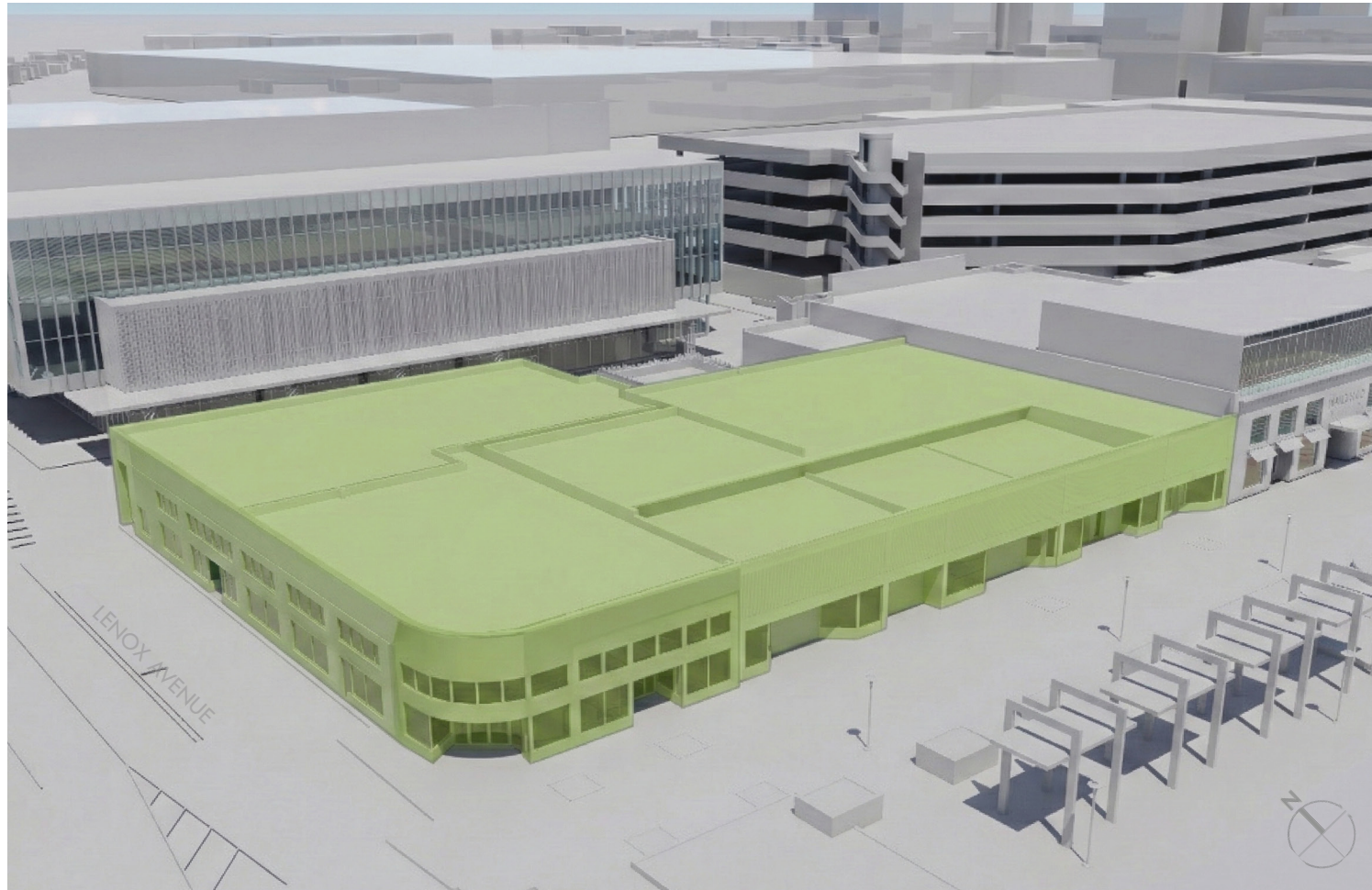
Inspired by the work of the Brazilian modernist landscape architect Roberto Burle-Marx, **Lapidus** took cues from the vibrant paving patterns of the broad promenades along Ipanema and Copacabana beaches. He envisioned black-and-white-striped pavement stretching the entire width of the right-of-way from building face to building face.....

# Heritage and Placemaking

Miami Beach's early waves of Art Deco—with thoughtful details, mindful use of luxurious materials, and motifs inspired by sun, sea, and sand—especially inspires our vision of what NoLi can be. These elements communicate that our city by the ocean is a world-renowned destination.



Architecture that is sculptural. Bas relief with tropical flair: fluting, eroded cornice lines, small touches of key stone



SITE CONTEXT 1926



1926 - BEAUX ARTS BUILDING  
ARCHITECT: AUGUST GEIGER



1914: LINCOLN ROAD  
FROM MERIDIAN AVENUE



1954: LINCOLN ROAD  
FROM 700 BLOCK, LOOKING WEST



1960s: PAVED PEDESTRIAN MALL  
SHOWING 749-719 LINCOLN ROAD

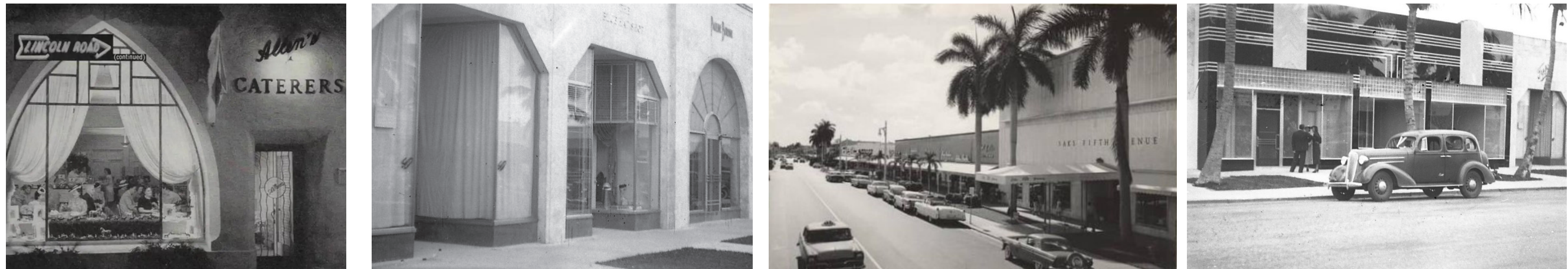


1960s: LOOKING DOWN 700 BLOCK

Creating a cohesive architecture designed to last that is still future ready and adaptable for different uses and retailers



Well-received luxury brand storefronts



Historic Lincoln Road



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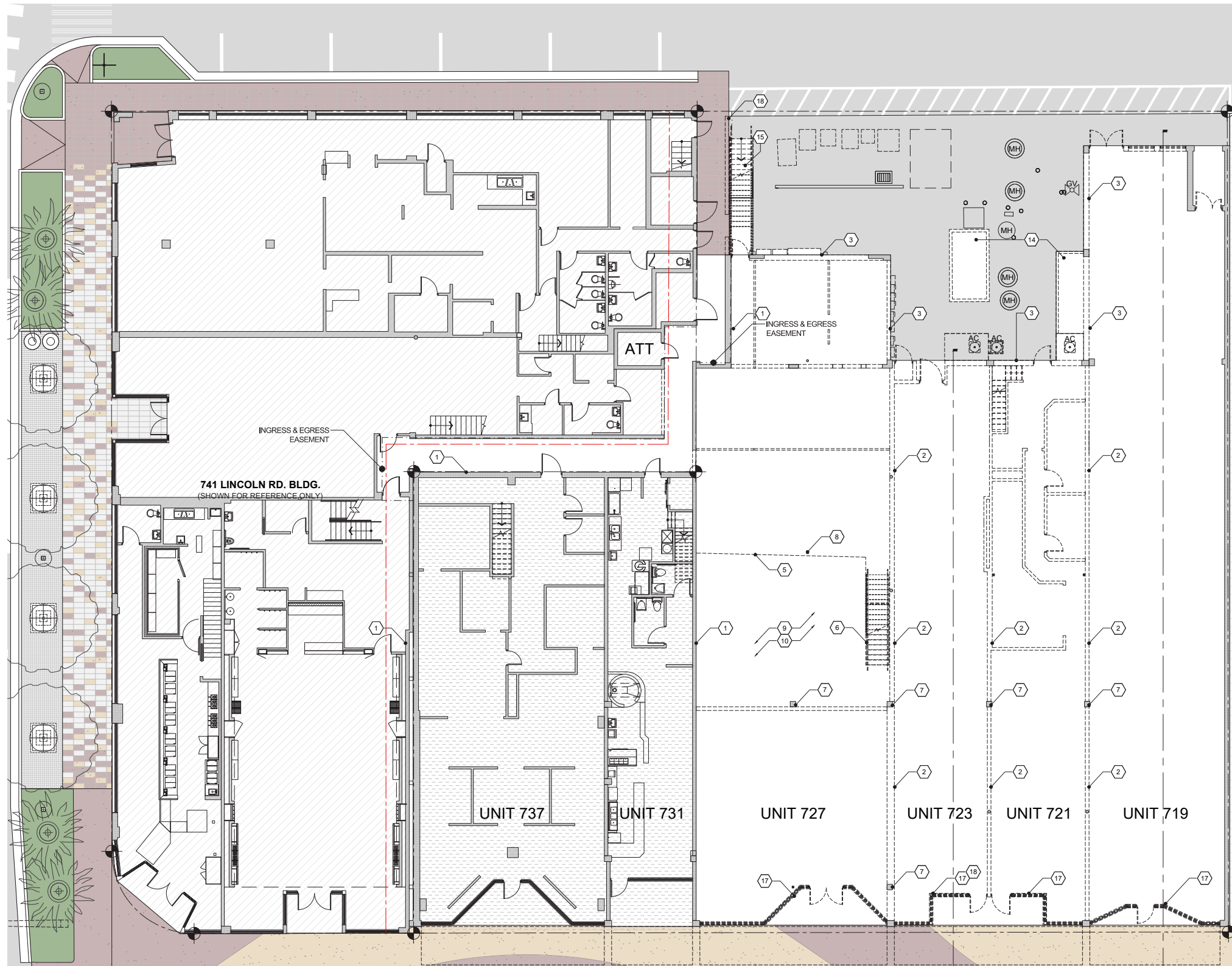
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









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GROUND FLOOR PLAN

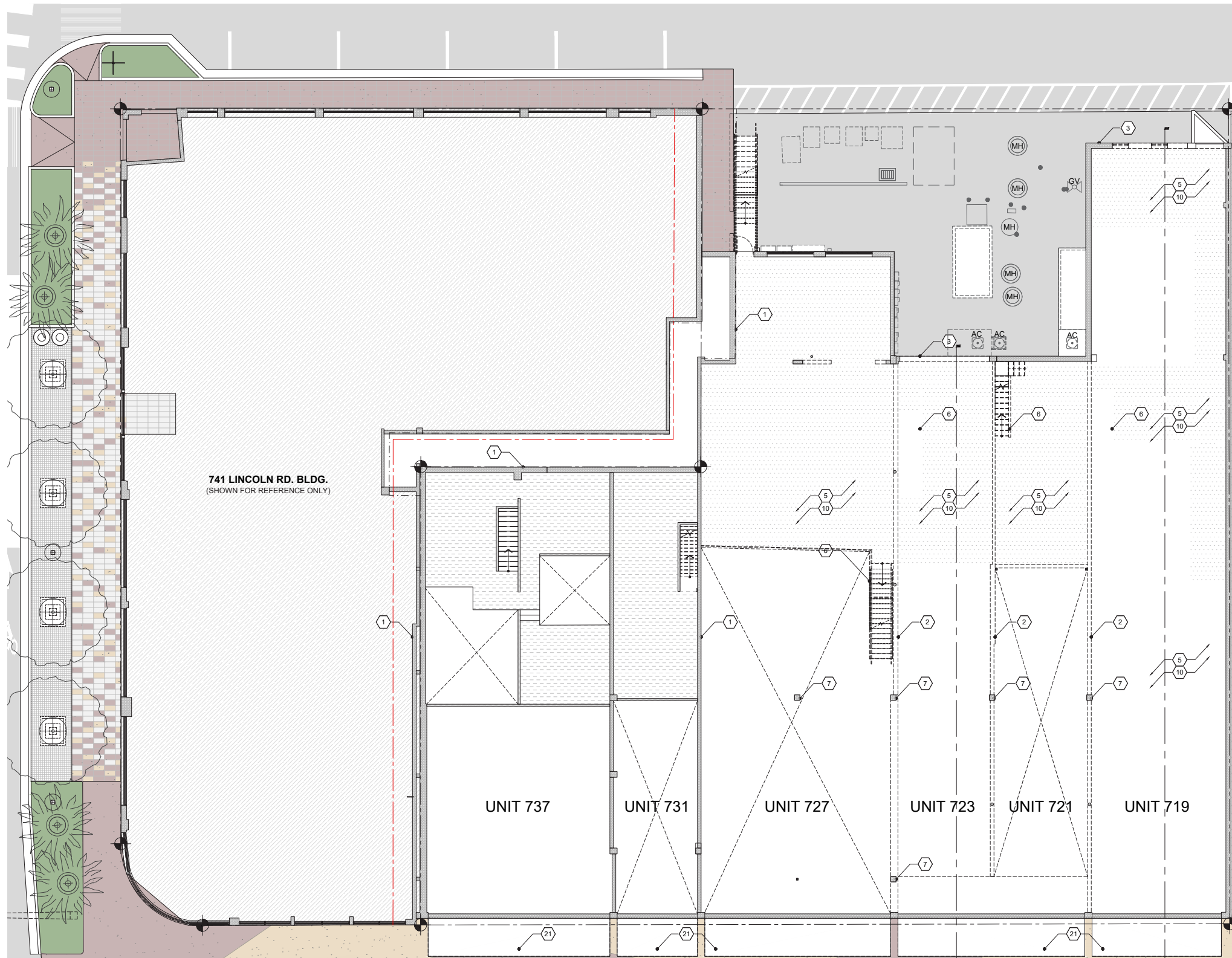
### LEGEND

-  INTERIOR TO REMAIN UNALTERED. DEMOLITION SCOPE OF WORK IS LIMITED TO THE BUILDING FACADE ONLY. REFER TO BUILDING ELEVATION DEMOLITION PLANS.
-  UNIT 219-727 MEZZANINES TO BE DEMOLISHED
-  EXISTING CMU WALL TO REMAIN
-  EXISTING INTERIOR WALL PARTITION
-  EXISTING WALL TO BE DEMOLISHED
-  ADJACENT TENANT (AREA NOT PART OF THE SCOPE)
-  STAIR/RAMP DIRECTION
-  AREA SCOPE OF WORK
-  EXISTING STEEL POST TO REMAIN
-  EXISTING STEEL POST TO REMAIN

### DEMOLITION KEY NOTES

- 1 EXISTING DEMISING WALL TO REMAIN. REMOVE INTERIOR FINISHES WITHIN THE SCOPE OF WORK AREA ONLY.
- 2 EXISTING DEMISING WALL TO BE DEMOLISHED.
- 3 PORTION OF EXTERIOR CMU WALL TO BE DEMOLISHED.
- 4 ALL EXISTING INTERIOR PARTITIONS WALLS WITHIN SCOPE OF WORK TO BE DEMOLISHED
- 5 REMOVE EXIST. MEZZANINE FRAMING STRUCTURES THROUGHOUT, INCLUDING FINISHES.
- 6 DEMOLISH STAIRS TO THE MEZZANINE LEVEL, ENSURING THE STRUCTURAL INTEGRITY OF THE OVERALL BUILDING IS MAINTAINED.
- 7 EXISTING STRUCTURAL COLUMN TO REMAIN
- 8 STEEL POST TO BE REMOVED
- 9 REMOVE ALL FLOOR FINISHES THROUGHOUT TO EXPOSE THE CONCRETE SLAB SUBFLOOR. ENSURE THE STRUCTURAL INTEGRITY OF THE SLAB IS MAINTAINED.
- 10 REMOVE CEILING FINISHES AND FRAMING THROUGHOUT TO EXPOSE ROOF STRUCTURE
- 11 ALL ELECTRIC METERS TO BE RELOCATED
- 12 ALL ELECTRIC TRANSFORMERS TO BE RELOCATED
- 13 ALL MECHANICAL EQUIPMENTS TO BE RELOCATED
- 14 MECHANICAL ROOM TO BE DEMOLISHED
- 15 EXTERIOR METAL STAIR TO BE REMOVED
- 16 EXTERIOR METAL ROOF ACCESS STAIR TO BE REMOVED
- 17 EXISTING DOOR/FRAMING TO BE REMOVED AS SHOWN
- 18 EXISTING STOREFRONT TO BE REMOVED AND REPLACED. REFER TO PROPOSED DWG'S.
- 19 EXISTING LOW WALL TO BE DEMOLISHED
- 20 TEXTURED WALL FINISH TO BE REMOVED
- 21 EXISTING ALUMINUM AWNING TO BE REMOVED





741 LINCOLN RD. BLDG.  
(SHOWN FOR REFERENCE ONLY)

UNIT 737

UNIT 731

UNIT 727











UNIT 723

UNIT 721

UNIT 719

MEZZANINE FLOOR PLAN

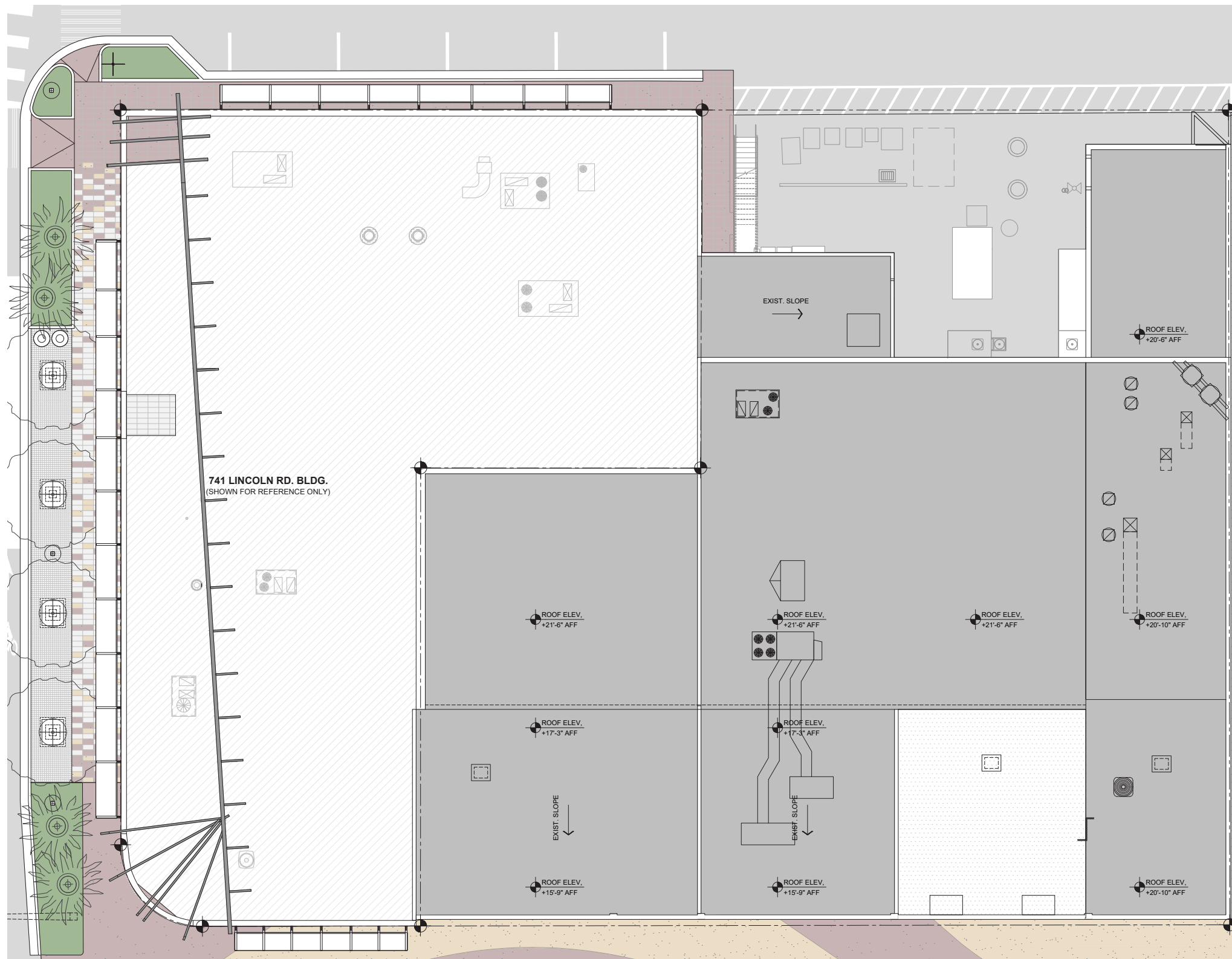
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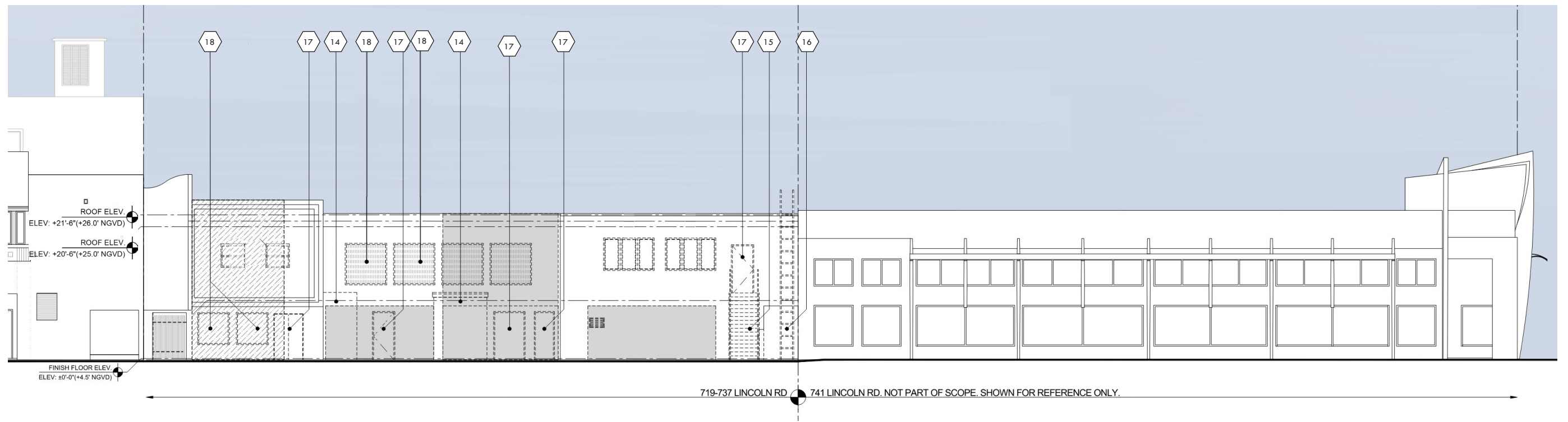
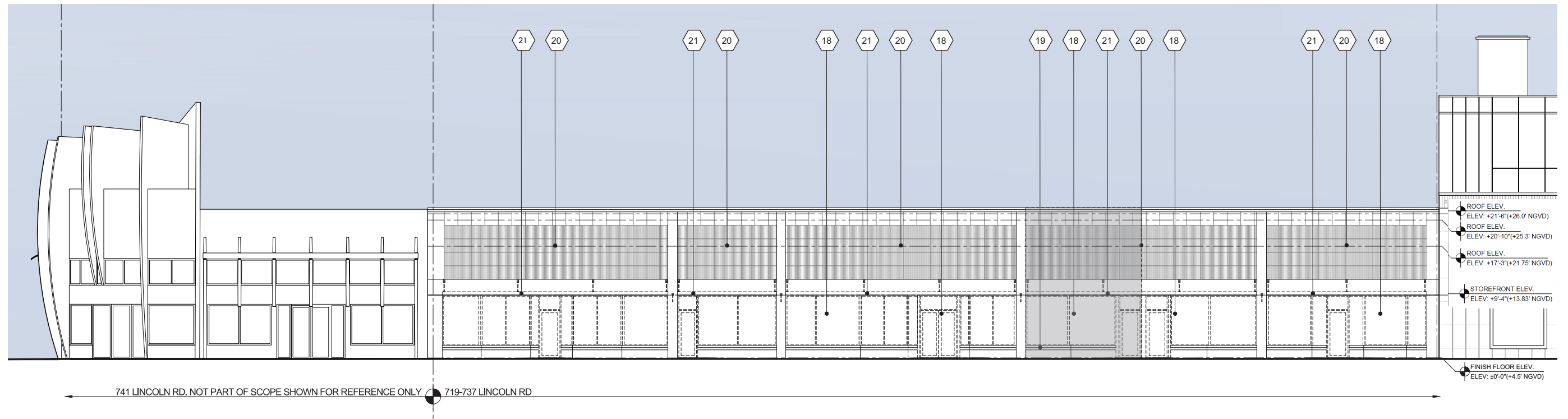




**LEGEND**

- AREA SCOPE OF WORK
- BUILDINGS NOT PART OF THE SCOPE OF WORK
- ADJACENT ROOF OF 741-1655 LINCOLN RD BLDG. SHOWN FOR REFERENCE ONLY. NOT PART OF SCOPE OF WORK.
- EXISTING ROOF TO REMAIN
- PORTION OF EXISTING ROOF TO BE DEMOLISHED



ROOF PLAN





 PORTION OF EXTERIOR WALL TO BE DEMOLISHED  
 PORTION OF EXTERIOR CMU WALL TO BE DEMOLISHED FOR FUTURE FPL PAD-MOUNTED TRANSFORMER.(UNDER SEPARATED PERMIT)

**DEMOLITION KEY NOTES**

-  MECHANICAL ROOM TO BE DEMOLISHED
-  EXTERIOR METAL STAIR TO BE REMOVED
-  EXTERIOR METAL ROOF ACCESS STAIR TO BE REMOVED
-  EXISTING DOOR/FRAME TO BE REMOVED AS SHOWN
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