

Central Beach Architectural Resource Survey

City of Fort Lauderdale
Department of Sustainable Development
Urban Design and Planning
2017



CITY OF FORT LAUDERDALE

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BACKGROUND AND METHODOLOGY

In 2008, City Staff and the City's Preservation Consultant performed an Architectural Resources Survey of the Central Beach area in the City of Fort Lauderdale. Results of the 2008 survey identified four areas where potential historic districts could be formed (Birch Estates, Sunrise Lane, Harbor Drive, and Lauder-Del-Mar) as well as individual structures that were identified as either existing landmarks or potential landmarks. This initial survey was meant to be a preliminary study to identify areas and primarily used a fifty-year guideline as a basis for making determinations of whether to include a structure as contributing within the previous survey.

Between May through July of 2017 an in-the-field survey was conducted of Central Beach to update survey efforts that previously took place. This survey expands on the analysis of properties to determine a status as contributing and non-contributing to each of the proposed districts, as well as the development of additional historic context in which determinations of status were made.

Utilizing the previous survey efforts, the areas that were identified in 2008 were re-surveyed. In setting up the in-the-field survey, maps were prepared to provide each parcel a number so that information collected in the field could be tracked. If a parcel contained more than one primary structure, they were sub-labeled (i.e. 3A, 3B, etc.). Select language included in the 2008 architectural resources survey has been carried over into this report so that certain efforts were not duplicated.

After maps were prepared, surveyors photographed each structure from multiple angles to record existing conditions. These photographs were organized and labeled to coordinate with their address and assigned numbers for the purpose of this survey. Dates, addresses, and folios were taken from the Broward County Property Appraiser, unless otherwise noted.

To collect data in the field, a digital survey was created using ArcGIS Survey 123. Fields included information about existing conditions, alterations, building materials, design features, and site features. Forms were initiated in the office to input a preliminary set of information based on photographs taken in the field and conditions visible through Google maps. Surveyors then visited each survey area to record current conditions and verify information that was initially collected.

Data collected is stored within an ArcGIS Web Application, as well as through ArcGIS Survey 123. The ArcGIS Web Application gives the ability to show the survey locations spatially on maps. Data stored in ArcGIS Survey 123 allows for the analysis of various data collected through the use of charts and graphs.

Evaluations of the properties were based on the date of construction, integrity of the structure, as well as the structure within the overall context of the setting. Integrity is based on the number and significance of alterations that have been performed since the building was constructed. A permit search was conducted using Community+, the city's digital permitting system, for properties that appeared to have had alterations to their exteriors. Select properties were further investigated if there appeared to be significant alterations within the initial permit research utilizing microfilm records at the City of Fort Lauderdale. Additional research was conducted to develop the historic narrative utilizing various resources including newspaper archives, publications, and Sanborn Maps.

Survey forms have been created for each property located within the sub-survey areas of Birch Estates, Sunrise Lane, and Harbor Drive, as well as a select number of forms for Lauder-Del-Mar. Each survey form includes the data that was captured, a locator map, and a current photo. If historic photos were

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available, they were included in the survey form for that property. Historic photographs were provided by the Fort Lauderdale Historical Society.

The in-the-field survey, including photography, was conducted by Trisha Logan, Planner III, and Sophia Thordin, Planning Intern, during the summer of 2017. Survey questions and methodology was guided by Trisha Logan, Planner III. Sophia Thordin, Planning Intern, created the interactive survey utilizing ArcGIS Survey 123, and created initial maps as part of the survey process. Ellen Uguccione, Historic Preservation Consultant for the Fort Lauderdale Historical Society, has updated the narrative that creates a historic context for the overall Central Beach area.

GENERAL INFORMATION

The Unified Land Development Regulations (ULDR) for Fort Lauderdale specifies the governing principles for Historic Preservation. Unlike a single historic building the requirements for the creation of a historic district are different and speak to how the *collection* of buildings, sites and objects convey the historic character of the area.

The definition of a historic district in the ULDR is this:

Historic district. An area designated as a "historic district" by ordinance of the city commission and which may contain within definable geographic boundaries, one (1) or more landmarks and which may have within its boundaries other properties or structures that, while not of such historic significance, architectural significance, or both, to be designated as landmarks, nevertheless contribute to the overall visual characteristics of the landmark or landmarks located within the historic district.

The key difference between an individual historic landmark and a historic district is that a district encompasses an area (with defensible boundaries and multiple buildings,) and each building does not (by themselves) have to meet the strict criteria for significance, required of a single historic landmark.

Criteria

Within the ULDR, qualifying criteria for historic designation is outlined under Section 47-11.24.6 as the following:

Criteria. The criteria for the designation of property as a landmark, landmark site or historic district shall be based on one (1) or more of the following criteria:

- a. Its value as a significant reminder of the cultural or archeological heritage of the city, state, or nation,
- b. Its location as a site of a significant local, state or national event,
- c. Its identification with a person or persons who significantly contributed to the development of the city, state, or nation,
- d. Its identification as the work of a master builder, designer, or architect whose individual work has influenced the development of the city, state, or nation,
- e. Its value as a building recognized for the quality of its architecture, and sufficient elements showing its architectural significance,

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- f. Its distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials,
- g. Its character as a geographically definable area possessing a significant concentration, or continuity of sites, buildings, objects or structures united in past events or aesthetically by plan or physical development, or
- h. Its character as an established and geographically definable neighborhood, united in culture, architectural style or physical plan and development.

Contributing and Non-Contributing

Each structure within the four survey areas have been identified as either Contributing or Non-Contributing. Although not currently defined within the ULDR, below are the common definitions of Contributing Property and a Non-contributing Property:

Contributing Property. A building, site, structure, or object which adds to the historical architectural qualities, historic associations, or archaeological values for which a district is significant because: it was present during the period of significance of the district and possesses historic integrity reflecting its character at that time; or it is capable of yielding important information about the period; or it independently meets the National Register of Historic Places criteria for evaluation set forth in 36 CFR Part 60.4, incorporated by reference.

Non-contributing Property. A building, site, structure, or object that does not add to the historical architectural qualities, historic associations, or archaeological values for which a district is significant because: it was present during the period of significance of the district and possesses historic integrity reflecting its character at that time; or it is capable of yielding important information about the period; or it independently meets the National Register of Historic Places criteria for evaluation set forth in 36 CFR Part 60.4, incorporated by reference.

Existing Incentives for Historic Structures

Ad Valorem Tax Exemption (10-year Tax Exemption)

The City of Fort Lauderdale's Unified Land Development Regulations provides for an Ad Valorem Tax Exemption under Section 47-24.11.D. for exemption for improvements to historic property (per F.S. § 196.1997). The city commission may authorize an ad valorem tax exemption of one hundred percent (100%) of the assessed value of all improvements to historic properties which result from the restoration, renovation, or rehabilitation of such properties.

The Ad Valorem Tax Exemption does not give property owners total exemption from all taxes. It is an exemption only on the amount that taxes would have increased due to the assessed value of the improvements made to a designated historic landmark. The exemption will only apply to those taxing authorities that agree to participate in the program (for example, the city portion or the county portion) and would not affect taxing authorities such as school districts or fire.

The applicant must apply before construction begins for the work performed to be counted towards the tax exemption. All applicants must complete a Pre-construction Application which consists of two (2) sections: Determination of Property Eligibility, and a Certificate of Appropriateness that includes a

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detailed description of all proposed improvements and photos of the existing conditions. Staff will review the application and present it before the Historic Preservation Board for approval. Applicants are also responsible for applying simultaneously with the Broward County Historic Preservation Program to take full advantage of this incentive. **The rehabilitation work must be done according to the Secretary of the Interior's Standards for Rehabilitation.**

Broward County Historical Exemption for Historic Commercial or Non-Profit Property Open to the Public

The Broward County Code of Ordinances provides for the following under Article VI, Section 31 1/2 - 110:

Broward County hereby elects, pursuant to the provisions of Section 196.1961, Florida Statutes, as currently enacted or as may be amended from time to time, to provide for an ad valorem tax exemption of fifty percent of the assessed value of historic property used for commercial or certain nonprofit purposes as provided in Section 196.1961, Florida Statutes. The property must comply with each and every provision of 196.1961 to be entitled to the ad valorem exemption and the tax exemption shall apply only to Broward County. A taxpayer claiming the exemption must submit an annual application with the property appraiser pursuant to the requirements set forth in Section 196.011, Florida Statutes.

Property must be used for commercial purposes or used by a not-for-profit organization under s. 501(c)(3). Property must be regularly open to the public (minimum of 40 hours per week, for 45 weeks per year, or an equivalent of 1,800 hours per year).

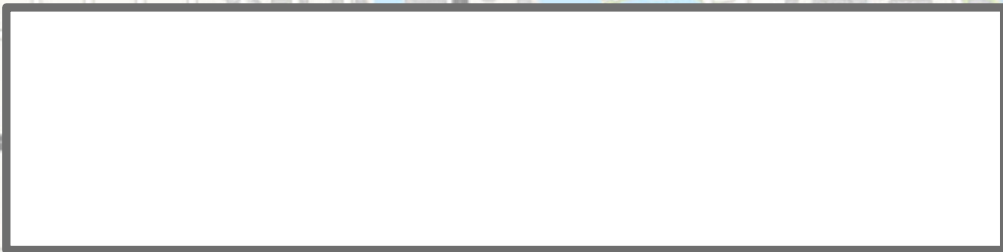
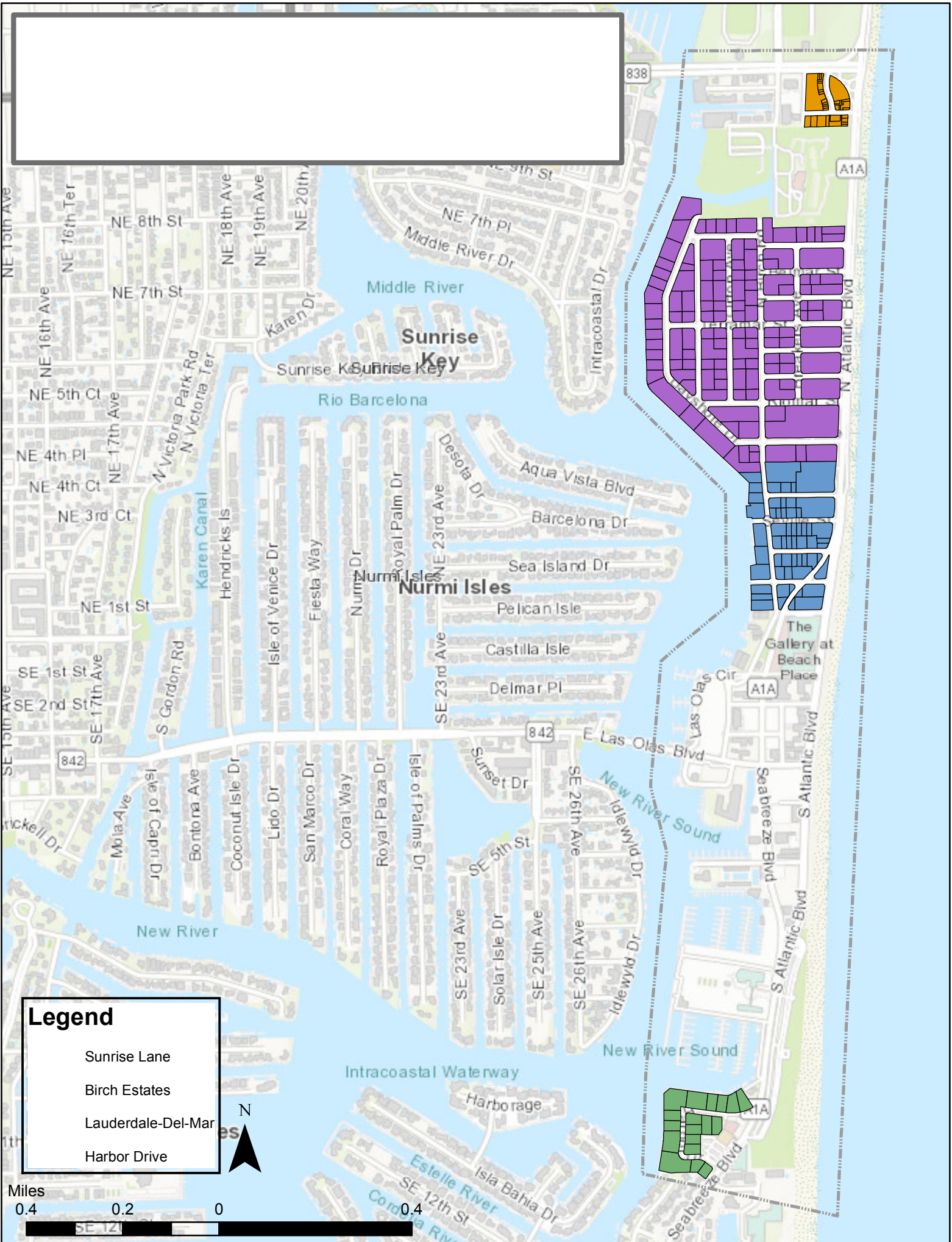
Florida Building Code Historic Structures Exemptions

Under the Florida Building Code, Existing Building under Chapter 12 entitled Historic Buildings, it allows for certain exemptions or means to be taken into consideration to protect features and elements of historic buildings.

FEMA Historic Structure Exemptions

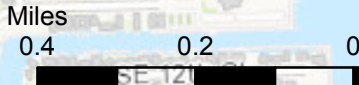
FEMA's National Flood Insurance Program (NFIP) gives relief to historic structures from the NFIP floodplain management requirements by providing an exemption from the NFIP elevation and flood proofing requirements. Further information is included within the Floodplain Management Bulletin: Historic Structures along with mitigation measures that can be implemented into historic structures and to provide protection to potential future flooding.

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Legend

- Sunrise Lane
- Birch Estates
- Lauderdale-Del-Mar
- Harbor Drive



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OVERALL CENTRAL BEACH SURVEY BOUNDARIES

On the north, the boundaries extend from the south side of East Sunrise Boulevard, and run southward to include the entire width of the barrier island between the Intracoastal Waterway and the Atlantic Ocean. The southern boundary extends along Harbor and Holiday Drives.

In the following pages, a historic context is provided for the overall central beach survey area and each sub-survey area is outlined with the boundaries, a snapshot of the data collected, and a recommendation. Additional properties outside of the smaller survey areas have been identified as potential candidates for individual historic designation. And finally, recommendations are made for moving forward.

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HISTORIC OVERVIEW OF CENTRAL BEACH

CONTEXTUAL HISTORY

In United States history, the State of Florida is of relatively late development. The one overwhelming cause was simply its *isolation*. While 18th century American colonies succeeded in large part because of their proximity, Florida was an unreachable, unknown and mystical place that would flourish only when transportation was made available.

Following the colonial confrontations with the French, Spanish and English, and later through the Seminole Wars, Florida became increasingly populated. Pioneers made their livings with the production of goods ranging from phosphate, turpentine, and a huge array of agricultural products. On March 3, 1845, President John Tyler on the last day of his administration, signed into law the act granting statehood to Florida¹.

Following the Civil War in which Florida fought for the Confederacy and provided sorely needed comestibles and supplies in the far more populated north Florida, pioneering men and women began to explore the vast lands that lay to the south and center of the state. Henry Flagler's East Coast Railroad made its way southward on the east coast from St. Augustine, passing through the Town of Palm Beach, making its way through Fort Lauderdale and arriving in Miami in 1896. The arrival of the railroad was a major impetus for growth.

Much of Florida was wetlands comprised of the Everglades ecosystem which originally covered approximately four thousand square miles from Lake Okeechobee south to Florida Bay, north of the Florida Keys². The fresh waters of Lake Okeechobee when flooded would overflow in a shallow, continuous sheet through an unbroken expanse of Sawgrass. Thus, the title of Everglades' advocate, Mrs. Marjorie Stoneman Douglas when she wrote the seminal work: *The Everglades—River of Grass*.

By 1915 the state took steps to regulate the growth of highways which had heretofore been in private hands. U.S. Highway 1 led travelers from Maine to Key West and required the cooperation of the states it traversed. The Intracoastal Waterway was dredged (beginning in 1912) to allow more efficient and safe delivery of goods along the Florida Coast.



Figure 1: Looking north at Las Olas in the 1920s.
Florida Magazine: <http://flmag.com/city-life/reshaped-city>.

¹ Allen Morris The Florida Handbook, 1983-1984, 19th Ed. (Tallahassee, The Peninsular Publishing Company) 1983, 190.

² Edward A Fernald and Elizabeth D Purdum eds. Atlas of Florida (Gainesville: The University Press of Florida) 253

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The building of the Tamiami Trail (“Tamiami” is a portmanteau word created from the combination of the words Tampa and Miami), from Miami to Tampa, completed in 1912. Its building brought some of the most arduous conditions roadbuilders had ever encountered as the muck and marl would cause their equipment to sink and large animals like oxen had to be used to cover the most inhospitable of terrain. In addition to other man-made disruptions to the peninsula, the Trail did much to disrupt the fragile ecosystems in central Florida.

Professor of History at the University of Florida, Gary Morimino, stated the following in his book entitled Land of Sunshine, State of Dreams: A Social History of Modern Florida:

Growth and development [in Florida] have exacted a grievous toll upon Florida’s wildlife and natural habitat. Reconciling that growth with environmental responsibility poses a daunting challenge to Floridians, who have witnessed the straightening of rivers; the decline of the manatee population; the near-extinction of the Florida panther, crocodile and Key deer and the extinction of the dusky sparrow. The demise of the Everglades marks only the most glaring of Florida’s environmental tragedies³.

From the beginning (without the advantage of scientific data) the Everglades represented a barrier to development, and their drainage became a priority. In 1905, Napoleon Bonaparte Broward from Duval County was elected Governor. He initiated a campaign to drain the wetlands by a system of canals which would empty into the Atlantic Ocean and Gulf of Mexico. Thousands of acres of land were opened to development and the building of canals would become a practical way of enlarging Florida’s land mass.⁴

Fighting its way through the Civil War, The Spanish-American War, World Wars I and II, Korea, Vietnam and more recent conflagrations, Florida has remained an integral part of these United States. Arguably its two major periods of historical growth were the “Roaring Twenties” that preceded the devastating financial crash of 1929, and the flood of GIs from World War II after 1945 when some would say Florida had entered the Modern World.

AN AMERICAN PARADISE (AND AFFORDABLE TOO!)

The war that broke upon the people of the United States late in 1941 ushered in a new era in Florida that was to set off a postwar boom that would transform the economy, push the state far up the list in population rank, and create vast problems arising from rapid growth in every direction.

--Carlton Tebeau, A History of Florida

This time the boom was every bit as explosive, frenetic, and seemingly endless as was the first boom of the 1920s. It was the Roaring Twenties all over again – suddenly everyone was rich and wanted to come to Florida. Millions came by car while others who could afford it, came by plane. Between 1950 and 1960 there was an unprecedented rise in automobile ownership and highway construction.⁵ The nation embraced the automobile culture, which gave them a freedom of movement never before experienced.

³ Gary Moromino. Land of Sunshine, State of Dreams: A Social History of Modern Florida. University Press of Florida Press. 2005., 4.

⁴ Ellen J Uguccioni. First Families in Residence (Tallahassee: [the Florida Governor’s Mansion Foundation, Inc.] 2009.36

⁵ Polly Redford, Billion-Dollar Sandbar—A Biography of Miami Beach (New York, E.P. Dutton &Co., Inc.) 1970 , 235.

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Figure 2: Typical motor vehicle for the long journey to Florida.

<https://www.smithsonianmag.com/history/commemorating-100-years-of-the-rv-56915006/?q=>

Federal Highway, or U.S. 1 as it is more commonly known, was the spine of the American route to paradise and connected the country from Maine to Key West. In South Florida it was built closely to the ocean on the eastern (or Atlantic) side of the peninsula (a route that was first established by the Florida East Coast Railway). It simply made sense to build tourist accommodations as close to US 1 (and the ocean in Florida) as possible.

By 1965 the state adopted a new slogan: “Fabulous Florida: Warm in Winter, Cool in Summer.” By this time, a vacation in Florida was no longer a luxury, it was now a reachable destination, and within people’s financial means. State statistics report that in the year 1929, the estimated number of tourists was 1.9 million, in 1964 it had grown to a whopping 2.77 million.⁶ While still just numbers, they foreshadowed the reasons why there was an exponential leap in the tourism and construction industries in the decades to follow. The types of new construction built focused on the needs of the transient tourist and included lodging; food/drink; amusements; and gasoline among the many other services and products the short-term visitor required.

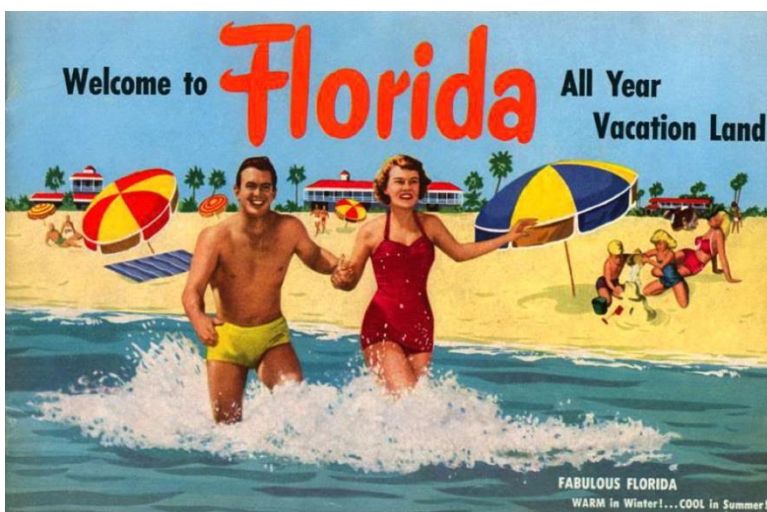


Figure 3: Advertisement for Florida with the slogan, “Fabulous Florida: Warm in Winter, Cool in Summer.” www.miamiarchives.blogspot.com. Date unknown.

⁶ Allen Morris, *The Florida Handbook 1965-66*. (Tallahassee: The Peninsular Publishing Company,) 1965. 336

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The importance of the automobile to the growth of tourism is inestimable. It was the catalyst for the proliferation of a building type that catered exclusively to the automobile---the motel. The word “motel” is thought to have originated with the 1926 Milestone Motel in San Luis Obispo in California. The combination of parts of the words “motor” and “hotel” inferred that these accommodations were designed for the highway traveler, but with amenities similar to those of a hotel. During the early development of the industry there were also a number of appellations for these special respites for the weary traveler including; motor court; tourist court; motel court; hotel court; and cottage court.⁷

Having to account for the parking of cars, often motels were built with either a “U” shaped or “L” shaped plan. Frequently two stories, the rooms were built in a linear arrangement, with ornate metal staircases that led to the second floor. Because of the substantial area left because of the plan shape---the motel pioneered the use of a swimming pool that was inset in the angle of the “L” or tucked into the center of the “U” shaped plan.

SPRING BREAK IN FORT LAUDERDALE

They came...some likened them to a swarm of bees afflicting residents with noise, raucous partying, blocking streets, and engaging in any number of “pranks” that would frequently require a police presence. They were the “Spring Breakers,” college students from all over the country who would descend *en masse* upon the beaches in Fort Lauderdale—their only mission was to party “...’til you drop”.

While many think that the “Spring Break” phenomenon began in the mid-1950s this “happening” actually started years before—as a much more subdued event. Its predecessor was the “Fort Lauderdale Collegiate Aquatic Forum” begun in 1935. As a result, Colgate University’s (located in Upper New York state) swim team traveled to Fort Lauderdale to use the 1928 Olympic size-Mediterranean styled Casino and Pool during their winter break. “When the Colgate University swimmers returned tanned and in-shape, word spread of this Florida hotspot. The City, seeing a marketing opportunity, created the College Coaches’ Swim Forum attracting college coaches and their swim teams from all across the country.⁸

By the 1950s the “aquatic forum” had morphed into a no-holds-barred partying spot where almost anything was allowed. The City welcomed the students and showed its appreciation by staging free concerts. Hotels followed suit and hosted beer parties and cut their room rates to steer the students to their hotels.⁹ Between March and April, the revenue generated by these students was estimated at \$80 million dollars.¹⁰

The catalyst for the avalanche of college students which really tested the City’s goodwill, was a movie released in 1960, starring Connie Frances (who also sang the title song) and George Hamilton. The movie called “Where the Boys Are” is loosely based on a novel of the same name. In the movie scantily-clad

⁷ Ellen J Ugucconi, “Report of the City of Miami Preservation Officer to the Historic and Environmental Preservation Board on the Potential Designation of the MiMo/ Biscayne Boulevard Historic District.” Unpublished manuscript, June 6,2006 .7.

⁸ Fort Lauderdale—the Rise and Fall of a Spring Break Capital. Campus Grotto the inside Source at College. <http://campusgrotto.com/fort-lauderdale-the-rise-and-fall-of-a-spring-break-capital.html>, Accessed October 21, 2017

⁹ In Florida the drinking age was 18 until 1987

¹⁰Morris.

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teenage boys and girls frolicked in the sand and surf with a freedom that teenagers rarely achieve. While this movie could be rated “For General Audiences,” later in the aftermath of the movies’ release, with students coming to Fort Lauderdale from all over the nation during the 1960 decade, the activities of the “Breakers” became much less than wholesome, and deserved at the very least an MMPA-13 rating.



Figure 4: Still from trailer for 1960s film, *Where the Boys Are*.

The “writing was on the wall” when in 1970 the City’s Zoning Board enacted measures intended to take some of the “undesirable activities” away from Spring Breakers. Those regulations included the elimination of fortune tellers, “head shops”¹¹ free-standing bars not associated with hotels, and such integral beach activities including ball-playing, Frisbees, and kite-flying.¹² The availability of alcoholic beverages was restricted to the Bahia Mar picnic area.

The introduction to this 1982 book entitled *The Rites of Spring – A Student’s Guide to Spring Break in Florida*, begins:

This is a guidebook for the hundreds of thousands of college students who *invade* (emphasis added) Florida each spring, seeking sand, surf, suds and sex¹³

While this book was written some twenty years after the 50s and 60s debacle, the topics for the college student on Spring Break had not changed. The 1982 book for “Breakers” includes subjects that were relevant at the time. The Table of Contents includes such subjects as “How to Get Lucky”; “Hangover Cures”; and “How to Eat Raw Oysters”.¹⁴

In the book, the authors Jacobsen and Riggs provide this most unflattering description (although meant to tantalize students when it was published,)

With few adults except police and hotel management, even fewer ethics, and hundreds and thousands of students, the town is a carnival for college students. Fort Lauderdale has as much dignity as pro-wrestling or roller bladers in a derby, but provokes the same illicit sense of pleasure. And even if you can only keep up the pace for a few days at a time, you’re bound to return with some great stories.¹⁵

¹¹ “Head Shops” sold any number of items but were principally known for their selection of drug “paraphernalia”

¹² Florida Insight Guide 1952, 1st Ed. Part 3 Places: South Florida, 432-439.

¹³ Bruce Jacobsen and Riggs, Rollin. *The Rites of Spring—A Student’s Guide to Spring Break in Florida*. Priam Books, 1982. 9

¹⁴ *Ibid.* 7-8.

¹⁵ *Ibid.* 47.

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By 1985 City leaders and residents had had enough, especially when 350,000 students made their way to Fort Lauderdale that year. The debauchery seemed to have reached a pinnacle, as students packed themselves in hotel rooms and co-eds participated in bikini contests.

Alcohol was banned, and the mayor went on ABC's *Good Morning America* to tell young people they were no longer welcome in Fort Lauderdale. The next year, after the passage of local anti-spring break legislation, the number of arrests doubled. Raising the drinking age to 21 was also a powerful deterrent to those who had planned a drunken evening. Having been given the "cold shoulder" in Broward County, the students found other venues for their parties including Panama City Beach and Mexico where the drinking age was still eighteen.¹⁶

Even with the elimination of the escapades of the college students, the beach continued to thrive becoming the embodiment of the City's motto, 'The Venice of America.

ANOTHER KIND OF MAELSTROM: THE WAR COMES TO FORT LAUDERDALE

The beach has and always will be, the major attraction for visitors and residents alike. But its allure and the construction industry which once supported these recreational ventures was overnight turned into fulfilling the needs of winning WWII. A tourist-based economy like Fort Lauderdale was one of the first American cities to see a devastation to its economy. The City had no industry, and automobiles, the life-blood of its tourist transportation was impacted by gasoline rationing and numerous other travel restrictions, and even taking a winter vacation was considered unpatriotic.¹⁷

The phrase "down but not out" finds its most flamboyant application in Fort Lauderdale's metamorphosis from a "fun in the sun" image into an integral part of the war effort. Florida's mild, equable climate not only accelerated training of combat personnel, but their housing was accommodated by nearly all the big hotels on the "Gold Coast." Soon City streets were swarming with servicemen.¹⁸

The sense of National Pride was so great that a "Servicemen's Building" was established in the pre-existing Pioneer Department Store building at East Las Olas Boulevard and SE 1st Avenue. This huge building had a twenty-foot ceiling and ten thousand feet of unpartitioned floor space. Plenty of room for the "swing" and the "hop" dances enjoyed during the war.¹⁹

Following the war, there were innumerable opportunities for development which had been cut-short by the war's impact. The Sunrise Plat, the Birch Estate, and the Birch Ocean Front Development were platted in 1946 or just a few years later. Surprisingly, a small liberal arts Ohio College named "Antioch," bought hundreds of acres in the area and set out to build a regional shopping center, as the permanent population grew substantially and would need all manner of retail goods.

¹⁶ There were 17 "dry" counties and 50 "wet" counties in Florida on January 1, 1965. This of course, made a huge difference in the choice students had in selecting their vacation spots. (Morris, 333.)

¹⁷ Philip Weidling and Burghard, August. *Checkered Sunshine* (Wake-Brook House-Ft.Lauderdale: Ft.Lauderdale Historical Society) 1974 205

¹⁸ Ibid.210

¹⁹ Ibid

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The college hired architect Clinton Gamble to design the shopping center just to the south of a residential neighborhood now known as the Sunrise Intracoastal. This 2.5-million-dollar center opened its doors on January 27, 1954 as the “Sunrise Shopping Center” which was later changed to “The Galleria”. The major difference between the Mall of today and Gamble’s design is obvious, the Sunrise design made up of the open air, and was not enclosed.

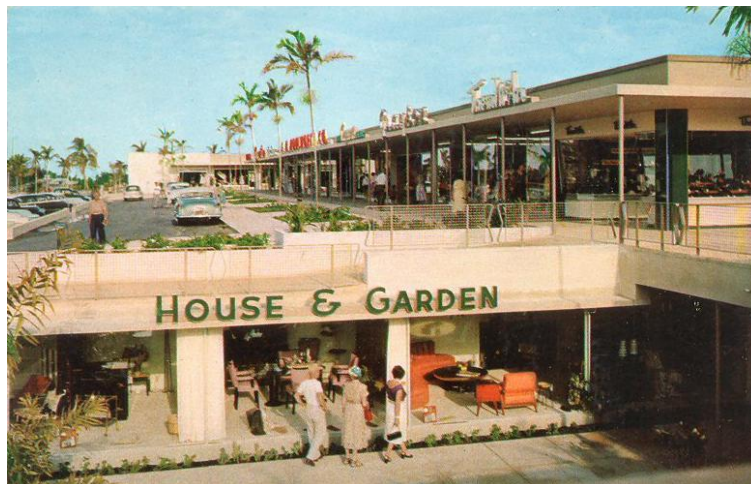


Figure 5: Sunrise Shopping Center prior to its transformation into the Galleria Mall.
<http://mallsofamerica.blogspot.com/2005/10/sunrise-shopping-center.html>

When Fort Lauderdale’s first pioneers built their homes, they were keenly aware of the importance of “passive” cooling. The resulting vernacular type included verandahs, high ceilings, cross-ventilation, louvers, a central breezeway, and the planting of trees around the home that would eventually provide shade.²⁰

The invention of air-conditioning was game-changing. Dr. John Gorrie was first to experiment with a steam-driven ice-making machine to bring some comfort to his patients suffering from yellow fever. His early experimentation allowed Willis Carrier, in 1926, to invent the first modern prototype version.²¹ The expense of this new gadget was too prohibitive for the general public. During the 1930s and 1940s movie theaters capitalized on the comfort of air-conditioning when building their theaters. Larger hotels, trains, and planes also called out air-conditioning as a huge incentive for their patrons.

Following World War II the average Floridian could still not afford the window type units, but in the decade of the 1960s, the use of air conditioning went from 18% in the ‘50s to 60% in the ‘60s.²² The technology went so far as to influence the “modern vernacular” design, characterized by low ceilings, concrete-block walls, and the ubiquitous sliding glass doors that led to a backyard where barbeque was king. The “Florida Room” was another adaptation to the single-family home and was intended for family gatherings. Floor plans were kept open giving the appearance of a larger interior.

In the first real estate boom Florida experienced, the enjoyment of its beauty and unique character took place roughly between October to June (the winter months in northern climes,) but now during this second boom, Florida became a year-round paradise and had earned the characterization of Modern.

²⁰ Michael Gannon ed., *The New History of Florida*. (Tallahassee: The University Press of Florida) 1996, 434

²¹ *Ibid*

²² *Ibid*,435

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ARCHITECTURAL CHARACTER

ARCHITECTS REPRESENTED IN SURVEY AREA

Some of the biographies of architects represented within the Sunrise Lane Historic District are primarily taken from the previous survey that was completed in 2009. Limited additions and edits have been included within these descriptions.

Lester Avery (1891-1973), was born in Montana and graduated from St. John's Academy in British Honduras where he studied architecture. His career began in Clearwater, Florida, but later moved to South Florida, actively designing in building types within various modern styles. He is primarily known for single-family residences in the modern vernacular and minimal traditional styles, and later in his career, he designed several mid-century modern and modern vernacular motels, hotels, and apartment buildings, including the Carmen Apartments located in the Birch Estates survey area.



Figure 6: Carmen Apartments, 543 Breakers Avenue, Birch Estates Survey Area (Building #15). Historic photo from the Fort Lauderdale Historical Society. Date Unknown.

George L. Bennett (1932-1970), was born in Rockford, Illinois, graduated from University of Miami. He practiced architecture in Illinois and was a member of Abraban (sic) Bennett John Associates, architects. He was a member of the National Council of Architectural Boards, and served as director of American Institute of Architects. He designed many office buildings, apartments and private residences in Illinois, Cherry Hill New Jersey and Fort Lauderdale. Some of his best designs in Fort Lauderdale was the Illini Apartments, the first skyscraper on Central Beach (1959-61), Tony's Fish Market and Southport Shopping Center.

Clinton Gamble (1911-1994), besides his work on the Sunrise Mall, Clinton had a thriving practice, and clearly understood the new language of Modernism. His All Saints Episcopal Church has none of the elements one would usually associate with a religious building, e.g. steeple, bell tower, etc. The church was completed in 1958. Gamble was also a prolific designer of residential units. Clinton was featured in the magazine "Official Journal of the Florida Association of Architects" in the August 1959 edition. In 1987, Gamble partnered with Rey Pezeshkan and the firm evolved into Architectural Network, Inc.

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Figure 7: All Saints Episcopal Church, 333 Tarpon Drive, Fort Lauderdale
[https://en.wikipedia.org/wiki/All_Saints_Episcopal_Church_\(Fort_Lauderdale,_Florida\)](https://en.wikipedia.org/wiki/All_Saints_Episcopal_Church_(Fort_Lauderdale,_Florida))

William Gilroy (1919-1988), was born in Elizabeth, N.J. and earned his bachelor's degree in architecture from Princeton University in 1940. Following graduation Gilroy joined the U.S. Navy Civil Engineers. During World War II he met Clinton Gamble and James Pownall who were also serving in the Navy. Following the War Gilroy returned to Princeton and earned a master's degree in fine arts. He then moved to Fort Lauderdale to form the prolific local firm of Gamble, Pownall and Gilroy in 1948. Gilroy was the principal architect for the Sunrise Mall (later remodeled and the name changed to the Galleria).

Robert E. Hansen (1913-2006), was born in Eau Claire, Wisconsin and moved to Fort Lauderdale with his family in 1926 at the age of 13. He attended Fort Lauderdale High School and studied architecture at the University of Miami. He apprenticed with art deco architects Henry Maloney and Robert Little. His practice was opened in 1941 on Las Olas Blvd. in the back of his brother's real estate office. Hansen, together with the modern architects, Charles McKirahan and Igor Polevitzky were the most important architects responsible for the South Florida Tropical Modern Style. A style based on the aesthetics borrowed from Frank Lloyd Wright and adapted to southern Florida's lifestyles. Hansen designed many post World War II homes, motels and office buildings in the area. He was also a preservationist and directed the restoration of the New River Inn and the moving of the King-Cromartie House to the H-1 historic district on SW 2nd Ave.



Figure 8: Period Photograph of the New River Inn.
Historic photo from the Fort Lauderdale Historical Society. Date unknown.

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Nels S. Jacobson (Unknown), Jacobson is first mentioned as working as an architect locally in the Fort Lauderdale City Directory of 1940; he was also noted as being the president of the Co-Operative Hydroponics Company.²³ He was the designer of the streamline moderne Trade Winds Hotel on Fort Lauderdale Beach which was built in 1940 and called “one of the most attractive resorts in the South”.²⁴

Robert Jahelka (1906-1981), was born in New York City and graduated from Columbia University in 1934. He moved to Fort Lauderdale in 1935. Jahelka designed the Church-By-The-sea on Mayan Drive in southeast Fort Lauderdale but was also notable for his architectural contributions in Deerfield Beach. He was chairman of Fort Lauderdale’s Housing Codes Committee and also served on the Deerfield Beach Planning and Zoning Board.

Guy Platt Johnson (1888-1958)²⁵, was born in Tampa, Hillsborough County, Florida. When he was about 12, he is known to have lived for a time with his paternal grandparents in Michigan.²⁶ He is later noted as working as an “engineering architect” for the “General Baking Co.” in Tampa on his draft registration form in 1917.²⁷ In 1920 Johnson was living with his wife and son in Cleveland, Ohio, where is listed as working as a “structural engineer”.²⁸ By 1930, he was working as an “architect” for a rubber mill (Goodyear) in Akron, Ohio.²⁹ Johnson is first mentioned as working as an architect in Fort Lauderdale in 1938.³⁰ He is noted as the architect for the Maxwell Hotel, Fort Lauderdale, in an article in the *Fort Lauderdale Times* in 1940.³¹ Johnson died in Fort Lauderdale.

Robert M. Little (1903-Unknown), listed as residing in Miami Beach, Little is first recorded as working from an office on Las Olas Boulevard, Fort Lauderdale, in the city directory of 1938.³² Two of Little’s designs, those of the houses of Mr. and Mrs. Ralph E. Rhoades and Mr. and Mrs. Howard M. Hook, both of Fort Lauderdale, appear in the 1940 *Florida Architecture and Allied Arts*.³³ Little designed buildings throughout south Florida including the International-style Merrick Building (1950) and the Jerry Herman Ring Theatre (the latter a collaboration with Marion Manley in 1951), both on the University of Miami campus, Coral Gables.³⁴

²³ *Miller’s Fort Lauderdale, Fla. City Directory*, Vol. VIII, 1940-1941, Southern Directory Company, Asheville, NC, pp. 229, 332.

²⁴ “Christmas Gift to Fort Lauderdale”, *Fort Lauderdale Times*, 24 December 1940, p. 10.

²⁵ Florida Death Index, 1877-1998, “Guy Platt Johnson”, and World War I Draft Registration Cards, 1917-1918, Florida, Tampa City, District 1, “Guy Platt Johnson”, Ancestry.com.

²⁶ US Census (12th), 1900, Michigan, Oakland County, Pontiac, District 103, Sheet 3A.

²⁷ World War I Draft Registration Cards, 1917-1918, Florida, Tampa City, District 1, “Guy Platt Johnson”, Ancestry.com.

²⁸ US Census (14th), 1920, Ohio, Cuyahoga County, Cleveland (Ward 1), District 3, Sheet 17A.

²⁹ US Census (15th), 1930, Ohio, Summit County, Akron, District 122, Sheet 32A.

³⁰ *Miller’s Fort Lauderdale, Fla. City Directory*, Vol. VII, 1938-1939, Southern Directory Company, Asheville, NC, pp. 207, 332.

³¹ “New Hotel Opens Here”, *Fort Lauderdale Times*, 5 December 1940, p. 5

³² *Miller’s Fort Lauderdale, Fla. City Directory*, Vol. VII, 1938-1939, Southern Directory Company, Asheville, NC, pp. 225, 332.

³³ Richard Kiehnel, ed., *Florida Architecture and Allied Arts* (1940), p. 24.

³⁴ Aristides J. Millas and Ellen J. Uguccioni, *Coral Gables, Miami Riviera: An Architectural Guide*, Dade Heritage Trust, Miami, 2003, pp. 86, 88.

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Charles McKirahan (1919 -1964), was born in Illinois and moved to Fort Lauderdale in 1947 at the age of 28. He was one of the most prolific and creative of the mid-Century modernists local architects. He opened an office here in 1953. Some of his most famous designs include the Manhattan Tower, the Sea Chateau and Birch Tower complex in Birch Estates. Other landmark sites include the Mai Kai on North Federal Highway and his work in Fort Lauderdale's Harbor Inlet Neighborhood including the handsome Bay Harbor Club and the Continental. McKirahan's brilliant career spanned only 11 years (1953-1964). He died tragically in an automobile accident at the age of 45.

Theodore A. Meyer (Unknown), was born in New York City and worked there for 52 years before coming to Fort Lauderdale. Among some of the buildings designed during his 20 year residence in Fort Lauderdale were the Fort Lauderdale Elks Club, churches, residences and beach hotels, several of which are in the Central Beach Birch Estates, the most famous being the Escape/Tiffany House, and Harbor Drive Historic Districts.

Russell T. Pancoast (1899-1972), came to Miami in 1913 as a teenager, was a grandson of Miami Beach pioneer John A. Collins. He studied architecture at Cornell University where he graduated in 1922. He worked for two years in Philadelphia then returned to Miami as a draftsman for Kiehnel and Elliott before opening his own office in 1927. Among his projects were the Library for the City of Miami Beach which, is now the Bass Museum, and the master plan of 1953 for the City of Plantation. His original firm Pancoast, Ferendino, Skeels and Burnham, evolved into today's Spillis, Candela and Partners, the largest firm in Florida.

John M. Peterman (1886-1972), Peterman was active as an architect in Fort Lauderdale starting in 1921, designing a range of buildings including single-family residences, apartments, and hotels.³⁵

William Henry Peck, AIA (Unknown), Peck received his education from Spring Hill College, Alabama Polytechnic Institute and Auburn University.³⁶

Gerard Pitt (1885-1971), was born in New Rochelle, New York, and graduated from Columbia University in 1907. In his early career he worked in New York City and Detroit. He moved to Miami in 1930 and was in partnership with George L. Pfeiffer. Pitt served as supervising architect for the southeast district of the Florida Hotel Commission from 1935 to 1957. When he designed the buildings on Harbor Drive in the Central Beach area of Fort Lauderdale he had a practice in Miami Shores. His novel modern design for the Villa Madrid Coop (with v-shaped canted roofs) in 1955 and the three-story Mar vista Club (with fanciful swirling exterior staircases) in 1956 are important contributions to Fort Lauderdale mid-century modern architecture. In Miami Beach, he designed dozens of mostly small-scale apartment buildings in the Art Deco and Postwar Modern styles from 1940 to the late 1960s, when he was in his 80s.

J. K. Pownall (1916-1988), moved to Fort Lauderdale in 1946 and became part of the team to form the prolific firm of Gamble, Pownall and Gilroy in 1948. The firm designed the International Swimming Hall of fame on Central Beach in 1965.

Richard C. Reilly, AIA (c.1926-July 2000), Reilly received his degree from the University of Virginia.³⁷

³⁵ "Architect Here Gives A List of New Buildings", *Fort Lauderdale Times*, 18 October 1925.

³⁶ *1972 Social Register of Fort Lauderdale*, Vol. XVI, Publishers, Incorporated, 1972, p. 306.

³⁷ *1972 Social Register of Fort Lauderdale*, Vol. XVI, Publishers, Incorporated, 1972, p. 326.

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Tony Sherman (1910-Unknown), was born in Atlantic City, NJ, in 1910 and earned a Bachelor of Architecture degree from the University of Pennsylvania in 1933. He did post graduate work in design at NYU (1933-36) and also attended the Polytechnic Institute in Brooklyn. From 1938 to 1942 he had his own firm: M. Tony Sherman & Associates (Florida). After WWII he joined several firms including Shreve, Lamb and Harmon in 1945. In 1947 he reactivated his original firm of M. Tony Sherman & Associates in Florida. Sherman is best known for his modernistic, flamboyant and creative resort architecture. In the Central Beach area, the Jolly Roger Hotel (1954) and the Yankee Clipper (1955) are outstanding examples. Other famous designs include his Tropicana Hotel & Casino in Las Vegas (1959) and the non-extant Castaways Hotel (1952) in Miami Beach. Both his architectural office and residence were in Miami.

Courtney Stewart, Jr. (1879-1964), Stewart graduated from the University of Florida in 1929. He was the youngest and first Florida trained architect in Broward County and opened an office in Fort Lauderdale in 1934. Stewart's early work contains many Mediterranean style buildings. He worked as a draftsman for the City of Fort Lauderdale on maps and drawings for the Schermerhorn 1926-27 City plan. He also has a property listed on the NR, the Coca Cola Bottling Plant in Ocala, Marion County (identical to the one in Fort Lauderdale).

Robert E. Todd, AIA (Unknown), One of the designers of Pier 66 Hotel and Marina located in Fort Lauderdale, whose iconic hotel tower was completed in 1965 in the mid-century modern architectural style.

William T. Vaughn, AIA (Unknown), Vaughn is noted as having opened an architecture office in Fort Lauderdale in 1940.³⁸

George C. Wiseman (1914-1995), was born in Hamilton, Ohio and graduated from the University of Cincinnati in 1935. After serving in the U.S. Army Corps of Engineers during WWII, he moved to Florida and began architectural work. Wiseman's notable designs include the original Pier 66 Restaurant in Fort Lauderdale in the late 1950s and the 40-story Burleigh House Condominium in Miami Beach. He also designed several large golf course developments for Oriole Homes in Broward and Palm Beach counties.

³⁸ *Miller's Fort Lauderdale, Fla. City Directory*, Vol. VIII, 1940-1941, Southern Directory Company, Asheville, NC, pp. 364, 332

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ARCHITECTURAL STYLES REPRESENTED IN SURVEY AREA

Art Deco

In perhaps the most widely consulted books: *A Field Guide to American Houses* by Virginia and Lee McAlester published in 1996, the authors separate their treatment of historicist and revival styles in major chapters of the book. They then begin a new section entitled “Modernistic” which generally addresses the architecture of the 1930s and beyond. The first style addressed is Art Deco. They describe the style as characterized by smooth wall surfaces (usually of stucco), and embellished with curved windows often continuous around corners. The surface decoration was profuse, and included zigzags, fluting, and chevrons among them. Towers and other vertical elements that rise above the parapet add a vertical emphasis.³⁹



Figure 9: Martindale Apartments, 3006 Bayshore Drive, Birch Estates Survey Area (Building #3A)
Historic photo from the Fort Lauderdale Historical Society. Date unknown.

Frame Vernacular

Vernacular describes a folk type that takes advantage of local material and terrain. Frame Vernacular means just that, the structure is constructed from wood with wood framing. As a rule, the houses are simple with a rectangular floor plan and a gable roof. Houses often had a central hallway both for circulation and for ventilation.



Figure 10: 3015 Granada Street, Lauder-Del-Mar Survey Area (Building #13)
Historic photo from the Fort Lauderdale Historical Society. Date unknown.

³⁹ Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred Knopf) 1996.465

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Masonry Vernacular

Just as in the buildings constructed in wood, masonry vernacular suggests a simple plan that is both economical and ecologically advantageous. Most frequently the buildings are constructed of concrete block that is then covered with a metal lathe that holds the stucco. This “style” was especially useful to builders of commercial buildings less than three stories high. Plan shapes are frequently square or rectangular and create a symmetry by placing the entrance in the center.



Figure 11: 3010 Granada, Street Lauder-Del-Mar Survey Area (Building #17)

Neoclassical Revival

As might be inferred, this style looks back to the Graeco-Roman prototypes which came to represent an elegance and fine taste. Popular in the 1920s, Neoclassical buildings often have a full-height portico supported by columns terminating in the four classical orders. The style enjoyed two of popularity, the first occurring from about 1900-1920. That iteration is characterized by hipped roofs and elaborate columns. The second phase, popular from about 1925-1950, emphasized side-gabled roofs and simple slender columns.⁴⁰



Figure 12: 524 Bayshore Drive, Birch Estates Survey Area (Building #105A)

Mid-Century Modern

As the name implies, the style is commonly used in the 50s through 70s. Often the ornament is incised, cast concrete is used to form decorative panels while metal and concrete block are utilized to form

⁴⁰ Ibid. 344

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decorative panels such as brise soleil which act to shade the structure. Curved walls are the rule eliminating a rigidity and allowing a sculptural quality to the form of the building.



Figure 13: 527 N. Birch Road, Birch Estates Survey Area (Building #80)

Mediterranean Revival

During the 1920s, the Mediterranean Revival style was especially popular, as the weather from which it originates (in those countries that surround the Mediterranean Sea) is much like that of South Florida. The style allowed for an openness in plan, so that architects could design a courtyard on the interior of the four walls and loggias bridged areas of the home. Plan shapes were irregular, and walls themselves were left without ornament, the doors and windows had a profusion of ornament giving them special focus in the composition. Architects often combined one and two-story sections as well as a tower providing yet another element of interest. Before the invasion of Cuba, hand-made clay tiles were readily available for the roofing material.



Figure 14: 3029 Alhambra Street, Lauder-Del-Mar Survey Area (Building #8)

Moderne

Moderne is yet another classification that originates in the mid-century and is a part of the Modern movement. As far back as Mies Van der Rohe and Le Corbusier, Europeans rejected the venerated tradition of its past, and pushed the limits of structural components, alternative materials, and new and different window types. The mid-century Modern hotels and motels in Fort Lauderdale are whimsical

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with nautical motifs abounding. Often applied ornament was affixed to the building adding even greater interest.



Figure 15: 853 N. Fort Lauderdale Beach Boulevard, Sunrise Lane Survey Area (Building #6)

Modern Vernacular

As time moves on the availability of new materials, technologies and amenities allow for a vastly different kind of form than was once the norm. Solar resources and other ecologically friendly systems have been built into this construction. Glass, once used simply as a source of light is now structural and can be used for load-bearing walls. Still, a building classified as “vernacular” is by nature small, not more than three stories in height, has an economy of scale, and when available uses pre-fabricated materials.



Figure 16: 741 N. Bayshore Drive, Birch Estates Survey Area (Building #90A + #90B)

Modern Commercial Vernacular

The difference between Modern vernacular and Modern Commercial Vernacular refers specifically to its use. These are buildings that are used for enterprise whether it be retail, commercial or industrial. The level of detail between these types is comparable to the function they serve. In a typical retail building, classified as a modern commercial building there are often awning or jalousie window types, with openings for the insertion of window air conditioning units. Buildings have flat roofs, and more often than not feature a central entrance that is at least two bays in width. Single pane windows that are large enough to showcase merchandise flank the entrance creating a symmetry to the plan. There

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may be a “course” or narrow banding of the stucco used to visually separate the stories; and there may be projecting lintels and sills above and below the windows, but beyond this there is no surface ornamentation. This “formula” does not require an architect in its design, as its frequently recurring type becomes the standard for small-scale commercial buildings.



Figure 17: 3100 NE 9th Street, Sunrise Lane Survey Area (Building #1)

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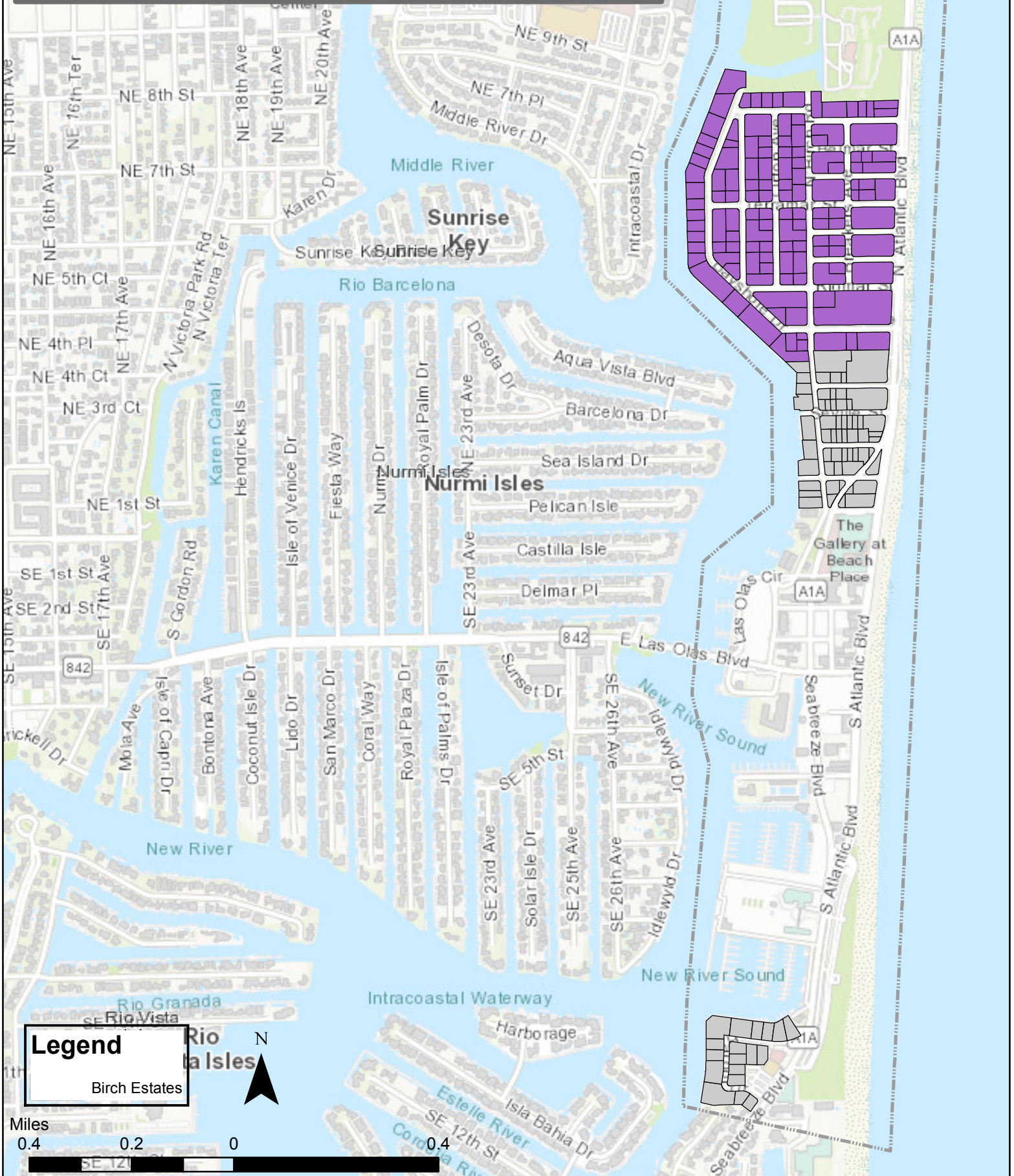
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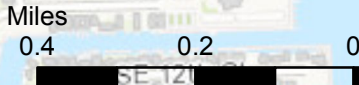


CITY OF FORT LAUDERDALE

Central Beach Architectural Resource Survey Birch Estates Survey Area



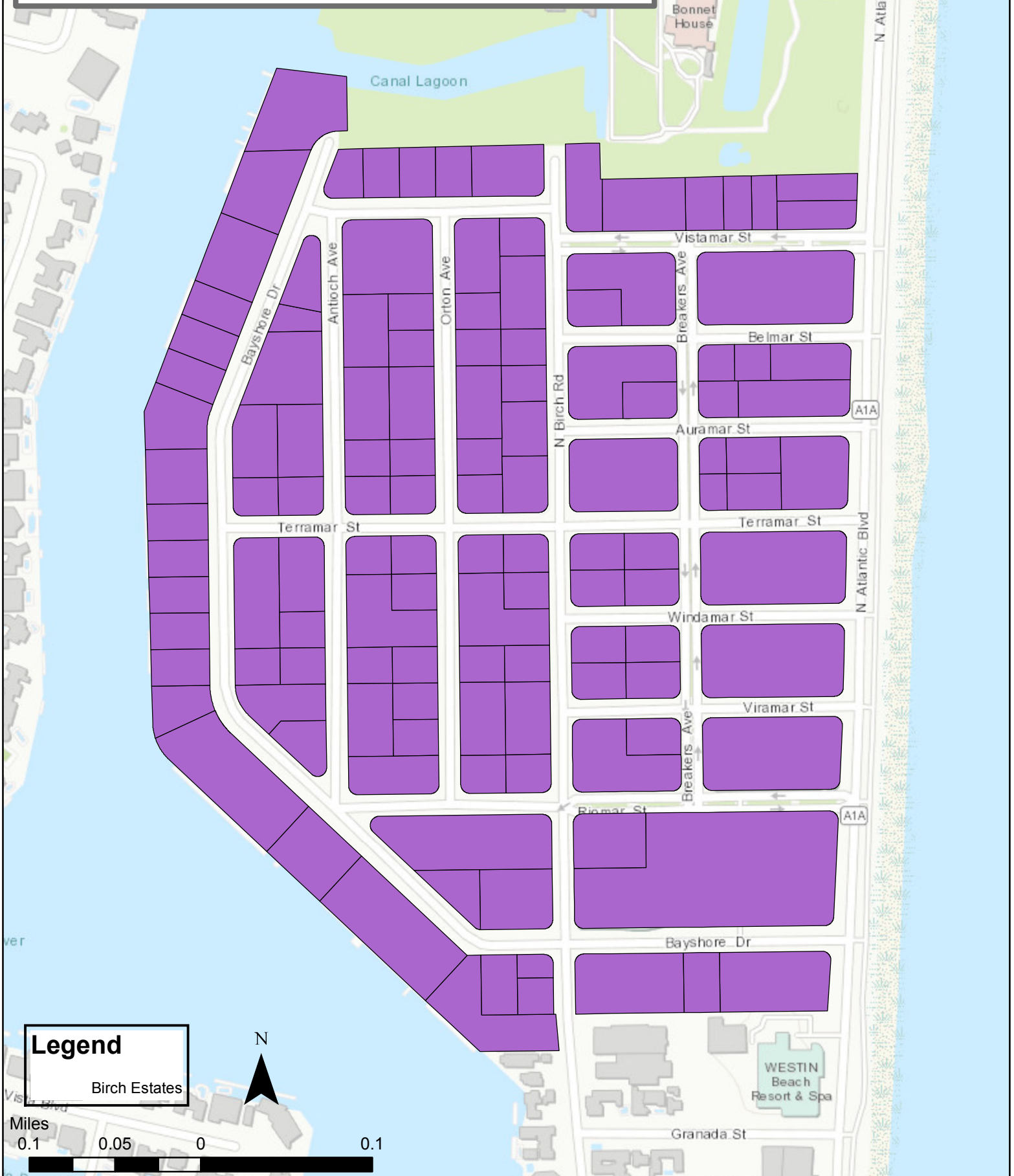
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Birch Estates





CITY OF FORT LAUDERDALE

Central Beach Architectural Resource Survey Birch Estates Survey Area



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Birch Estates

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Central Beach Architectural Resource Survey 2017

BIRCH ESTATES

Year Platted: 1946

Total Buildings: 151

Total Lots: 123

Boundary Description

Boundaries for the Birch Estates are to the north, the southern border of the Bonnet House, to the east is the eastern side of A1A, to the west is the Intracoastal Waterway, and to the south is the southern property line of lots located on the south side of Bayshore Drive. The boundaries of the Birch Estates District are based upon the original street pattern of the subdivision after the southern portion of Birch Estate was subdivided and cleared of vegetation.

Status

Contributing	119
Non-Contributing	34
Parking Lots	3
Vacant Lots	26

Structures by Decades

1940s	10
1950s	88
1960s	16
1970s	18
1980s to Present	11

Architectural Styles Represented

Art Deco	3
Neoclassical Revival	1
Art Moderne	6
Modern Vernacular	86
Masonry Vernacular	2
Mid-Century Modern	23

Existing Historic Landmark

Tiffany House/Escape Hotel, 2900 Riomar Street

Potential Individual Designations

1. Manhattan Tower, 701 Bayshore Drive
2. Premiere Hotel, 3110 Belmar Street
3. Beach Plaza Apartment Motel, 625 N Fort Lauderdale Beach Boulevard
4. The Jolly Roger, 619 N Fort Lauderdale Beach Boulevard
5. Birch Tower Complex, 3003 Terramar Street
6. Lorelei Apartment Motel, 501 Orton Avenue
7. Lauderdale Surf Club, 425 Bayshore Drive

Primary Building Uses: motels, hotels, multi-family residences

Central Beach Architectural Resource Survey 2017

Number of Buildings Demolished since 2008 Survey: 4

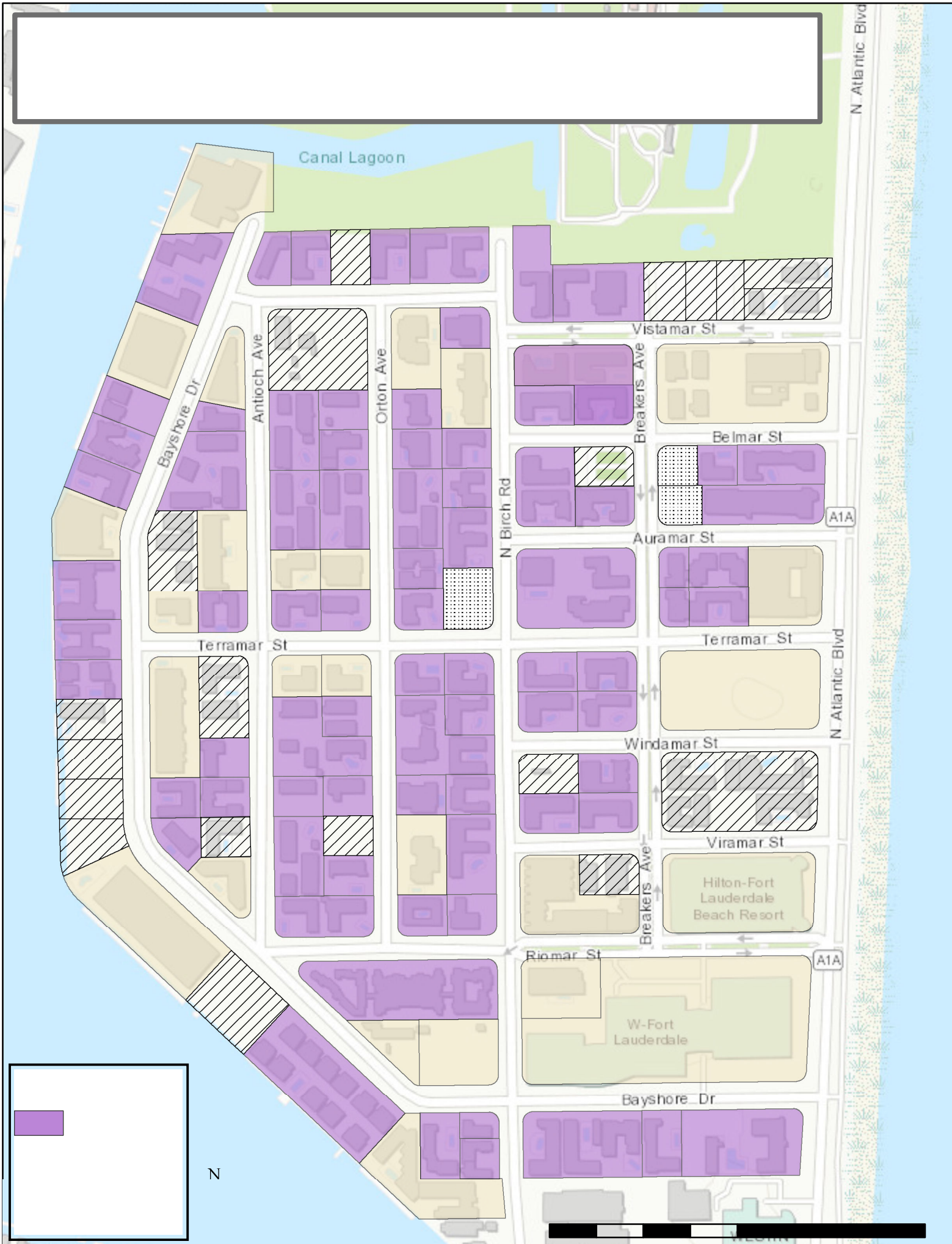
Planned Developments:

Four Seasons, 525 N Fort Lauderdale Beach Boulevard

The Wave on Bayshore, 612 Bayshore Drive

Adiagio, 435 Bayshore Drive

Options
<p>This section of Central Beach is an intact section of 1950s motels, primarily in the Modern Vernacular Style. The contiguous nature of these properties, primarily of the same period, that are largely unaltered makes this neighborhood a candidate for consideration as a Historic District. A variation of the survey boundaries may be considered in a historic district designation to exclude the high rise hotels that have been constructed in more recent times that are located on A1A. This would not exclude the contributing resources located along A1A such as the Spring Tide, 345 N. Fort Lauderdale Beach Boulevard, the block that includes the Jolly Roger, 619 N. Fort Lauderdale Beach Boulevard, and the Beach Plaza Apartment Hotel, 625 N. Fort Lauderdale Beach Boulevard, and Premiere Hotel, 3110 Belmar Street.</p> <p>In June 2015, the State Historic Preservation Office concurred with a recommendation by the Florida Department of Transportation that this district would be eligible for the National Register of Historic Places.</p>



Canal Lagoon

Bayshore Dr

Antioch Ave

Orton Ave

N Birch Rd

Vistamar St

Breakers Ave

Belmar St

Auramar St

Terramar St

Terramar St

Windamar St

Viramar St

Riomar St

Bayshore Dr

Hilton-Fort Lauderdale Beach Resort

W-Fort Lauderdale

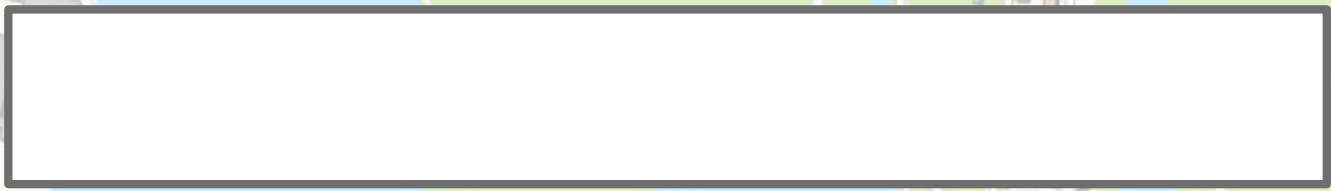
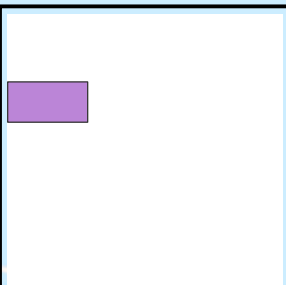
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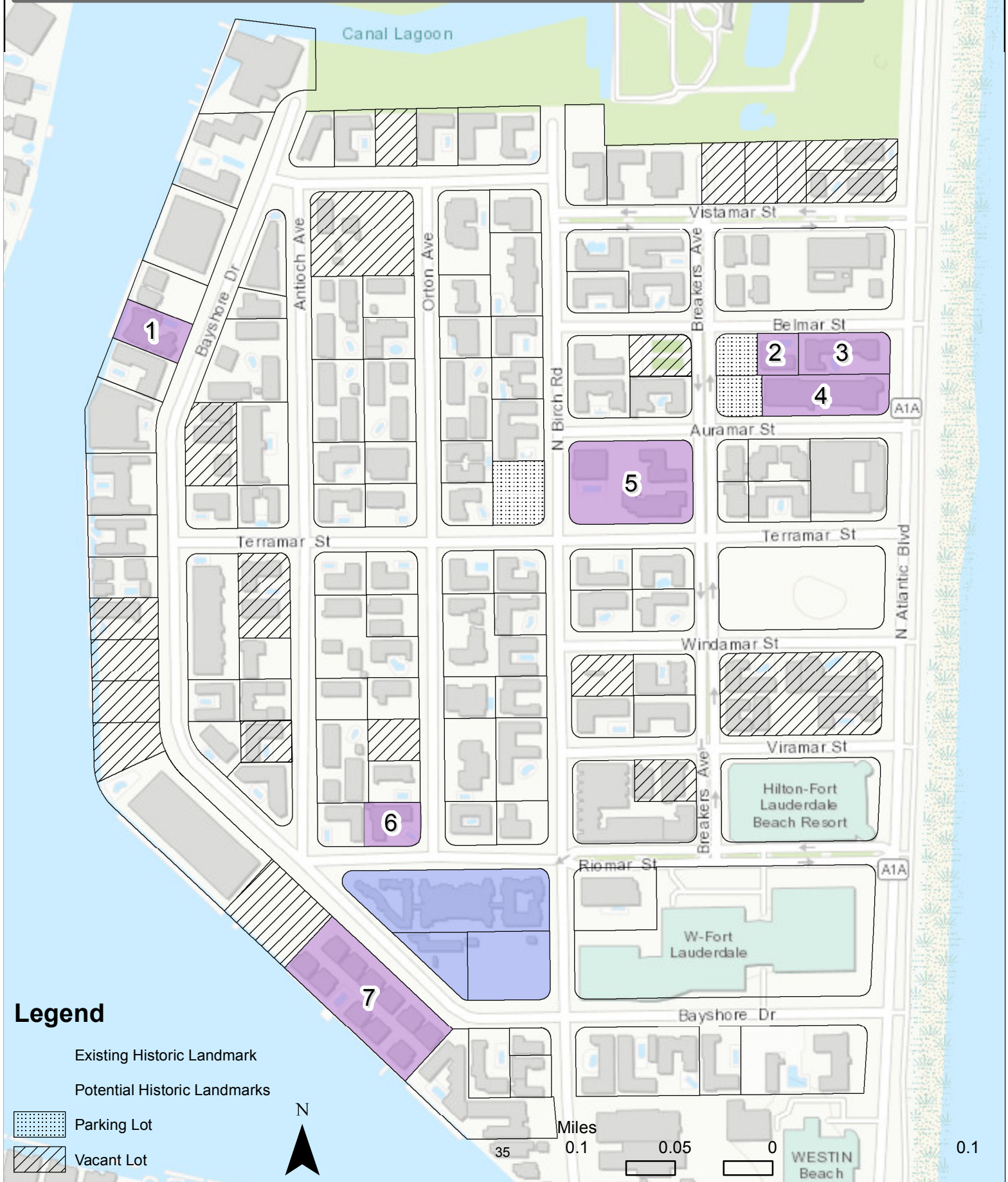
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Birch Estates Survey Area

Central Beach Architectural Resource Survey

Existing and Potential Historic Landmarks



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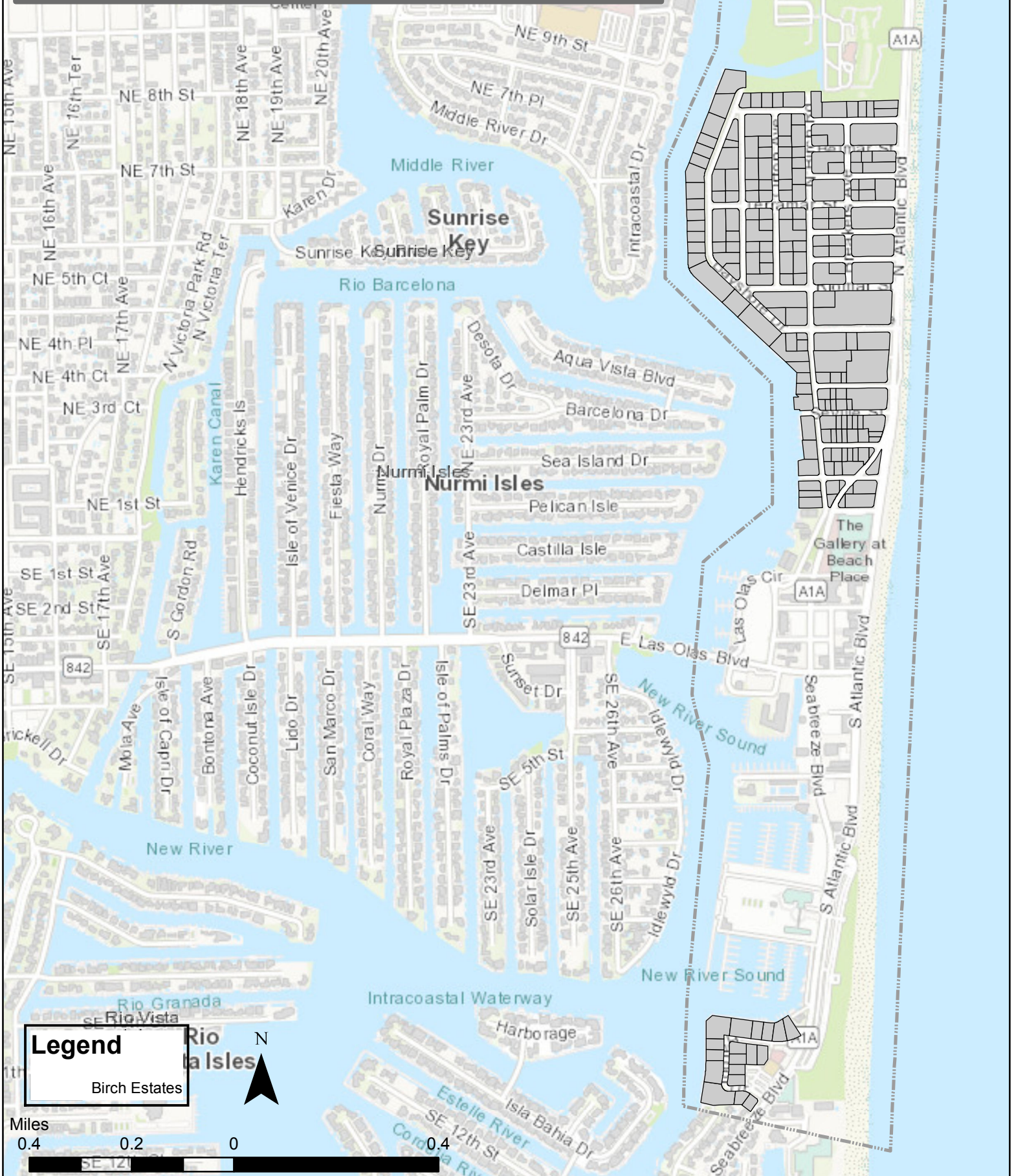
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- Potential Historic Landmarks
- Parking Lot
- Vacant Lot



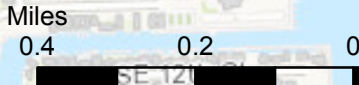


CITY OF FORT LAUDERDALE

Central Beach Architectural Resource Survey Sunrise Lane Survey Area



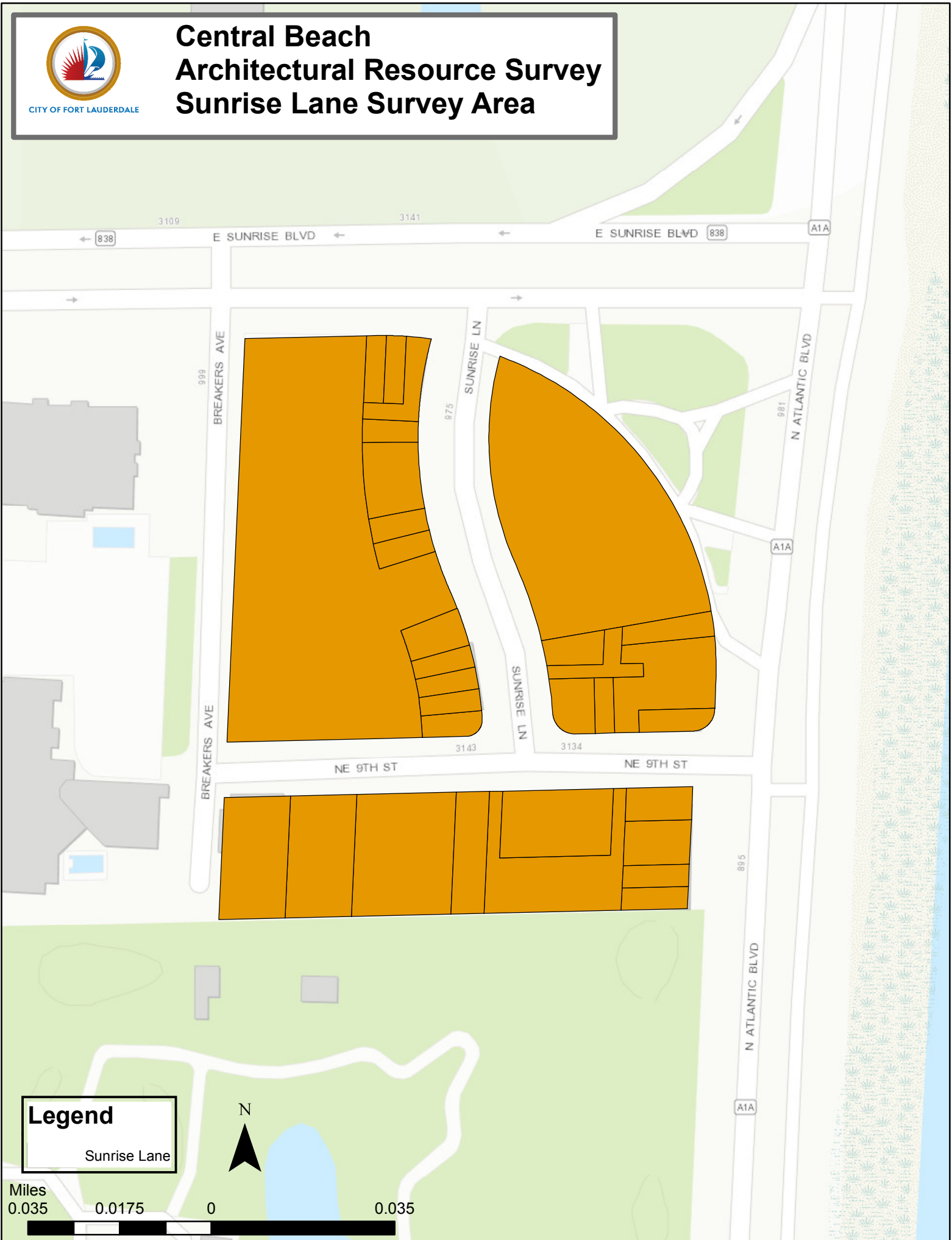
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Birch Estates





CITY OF FORT LAUDERDALE

Central Beach Architectural Resource Survey Sunrise Lane Survey Area



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Sunrise Lane

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Central Beach Architectural Resource Survey 2017

SUNRISE LANE

Year Platted: 1950

Total Buildings: 25

Total Lots: 31

Boundary Description

Bounded to the north by Sunrise Boulevard, to the east by AIA, to the west by North Birch Road, and to the south by the northern property line of the Bonnet House. This area is a portion of the subdivision called Atlantic Beach.

Status

Contributing	17
Non-Contributing	10
Parking Lots	3
Vacant Lots	1

Structures by Decades

1950s	18
1960s	5
1970s to Present	3

Architectural Styles Represented

Mid-Century Modern	9
Moderne	1
Modern Commercial Vernacular	8

Potential Individual Designations

916 E. Sunrise Lane

Number of Buildings Demolished since 2008 Survey: 0

Options

Sunrise Lane primarily consists of 1950s and 1960s mid-century modern commercial structures, which present a cohesive character in both scale and design. Due to the consistency of character mentioned above the area merits consideration as a historic district.

In a letter dated on November 12, 2013, the State Historic Preservation Office concurred with a recommendation by the Florida Department of Transportation that this district would be eligible for the National Register of Historic Places.

Planned Developments:

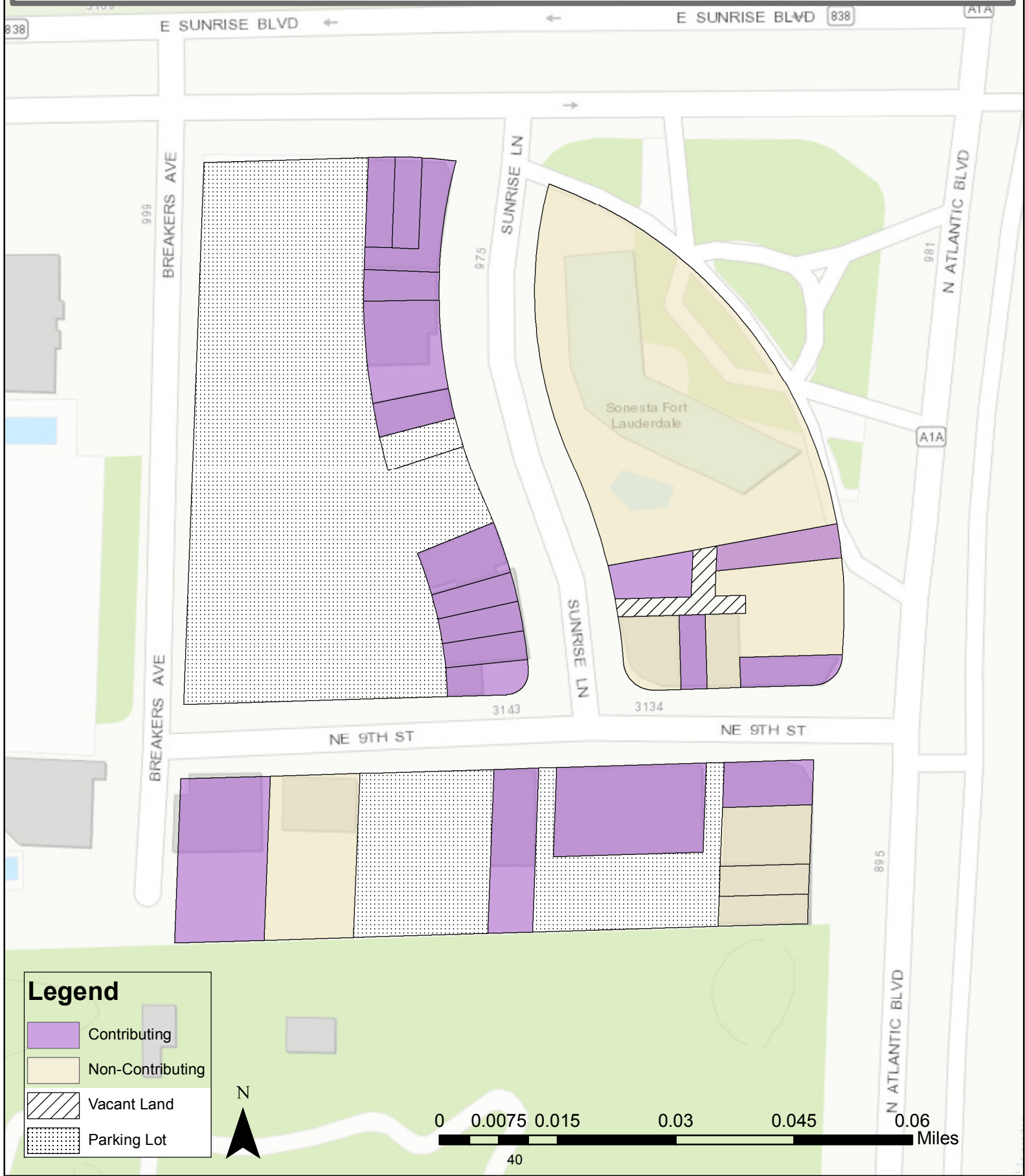
3130 NE 9th Street

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Sunrise Lane Survey Area

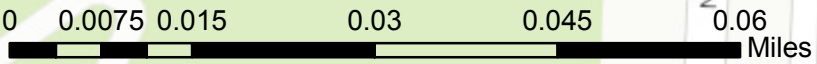
Central Beach Architectural Resources Survey

Contributing or Non-Contributing Status



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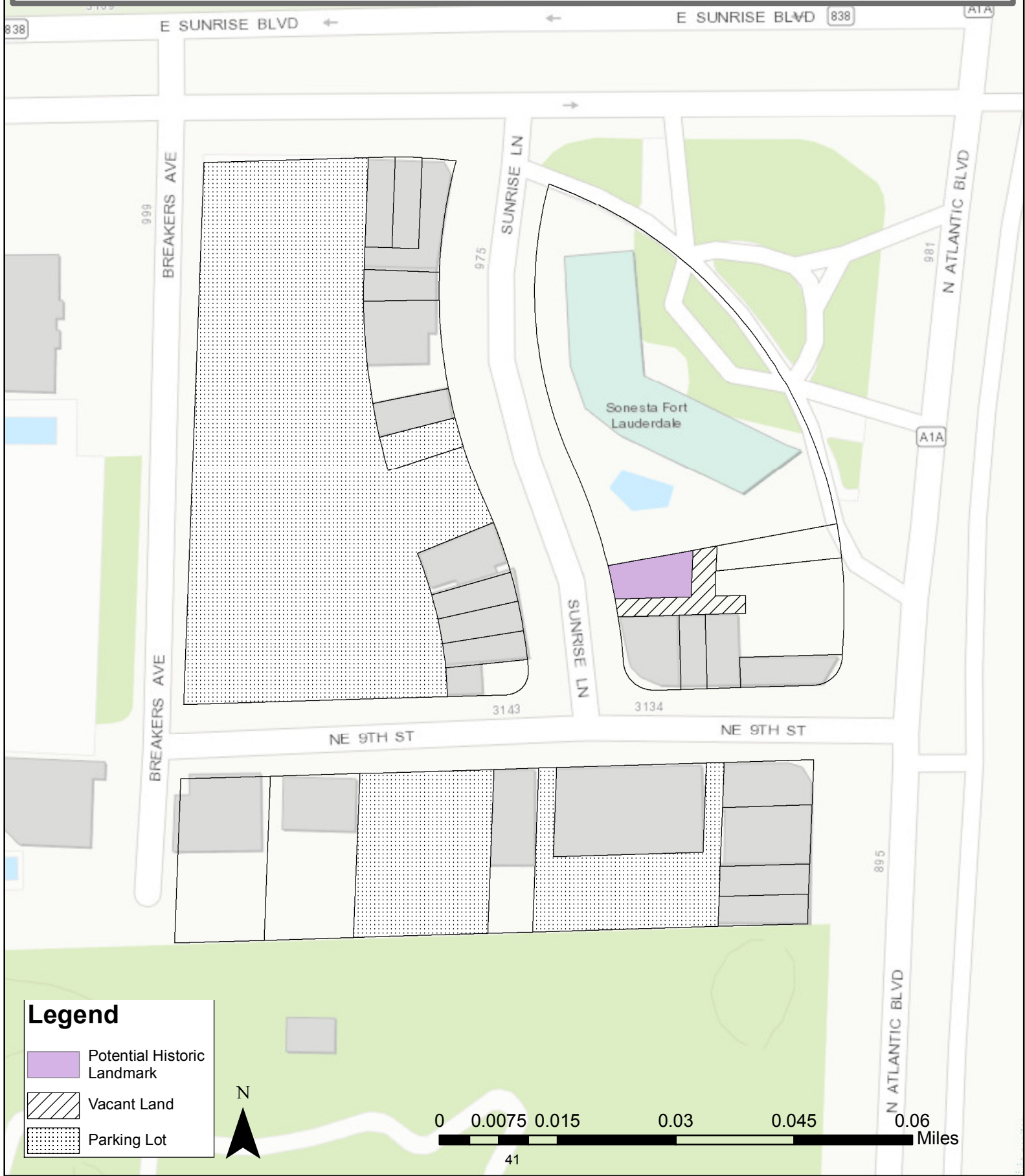
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- Non-Contributing
- Vacant Land
- Parking Lot



Sunrise Lane Survey Area

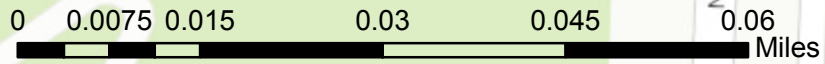
Central Beach Architectural Resources Survey

Potential Historic Landmark



Legend

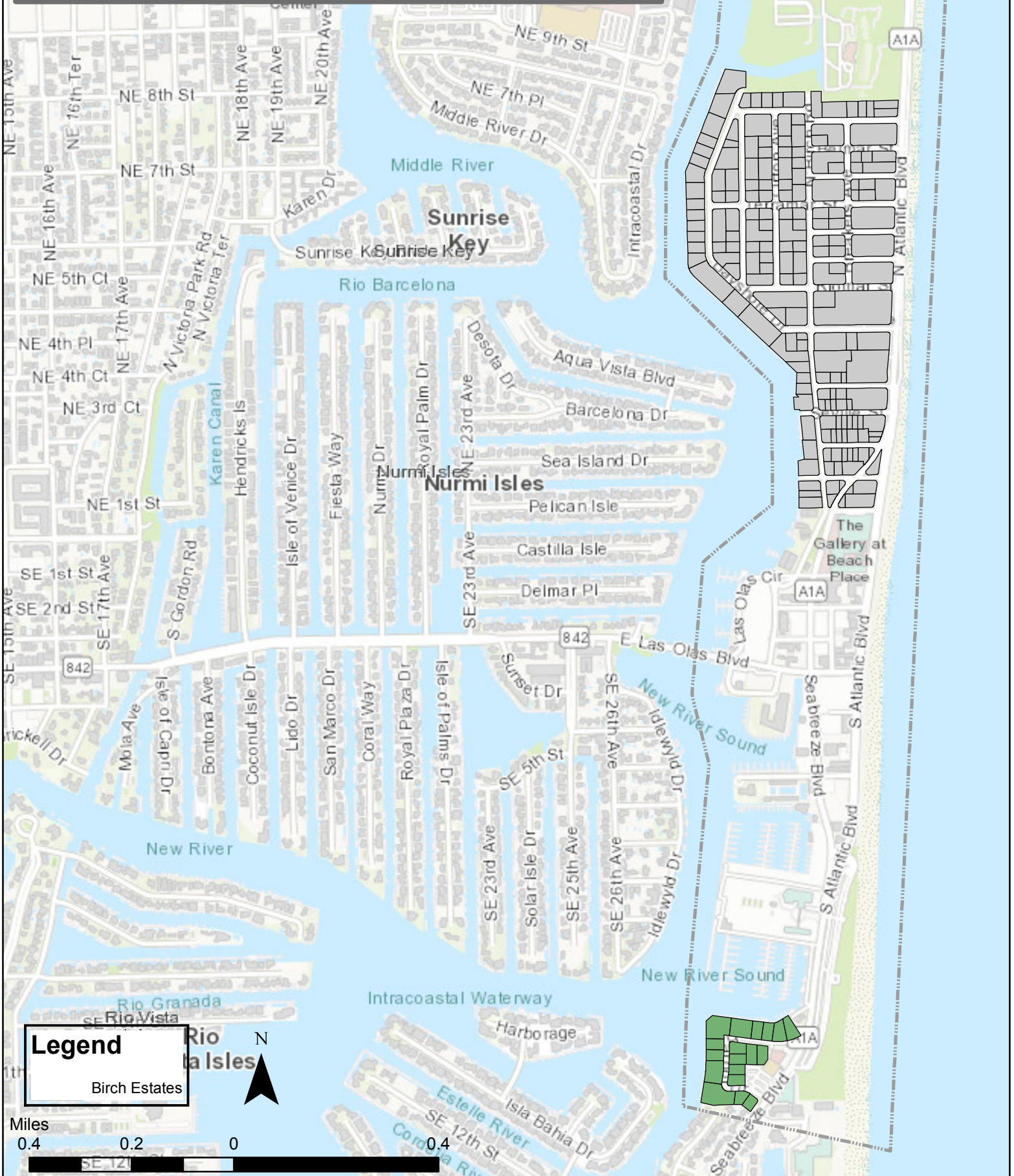
- Potential Historic Landmark
- Vacant Land
- Parking Lot



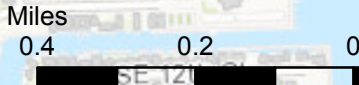


CITY OF FORT LAUDERDALE

Central Beach Architectural Resource Survey Harbor Drive Survey Area



Legend
Birch Estates





CITY OF FORT LAUDERDALE

Central Beach Architectural Resource Survey Harbor Drive Survey Area



Legend

Harbor Drive

Miles
0.06 0.03 0 0.06



Marriott

Central Beach Architectural Resource Survey 2017

HARBOR DRIVE

Year Platted: c.1950

Total Buildings: 29

Total Lots: 18

Boundary Description

Boundaries for the Harbor Drive survey area are properties located along both sides of Harbor Drive, excluding 1137, 1127, and 1101 Seabreeze Boulevard.

Status

Contributing	14
Non-Contributing	6
Parking Lots	0
Vacant Lots	0

Structures by Decades

1950s	27
1960s to Present	2

Architectural Styles Represented

Modern Vernacular	15
Mid-Century Modern	2

Potential Individual Designations

1. Villa Madrid, 3025 Harbor Drive
2. Harbor Club, 3073 Harbor Drive

Number of Buildings Demolished since 2008 Survey: 0

Planned Developments:

FLLB Hotel, 1137 Seabreeze Boulevard

Two buildings would be affected by demolition at 3054 Harbor Drive and 3048 Harbor Drive

Recommendation

This area does not merit consideration as a historic district; however there are two potential candidates for individual designation based on the current data and which warrant further research: Villa Madrid, 3025 Harbor Drive, and Harbor Club, 3073 Harbor Drive.

Additionally, several properties could be considered for inclusion in a thematic historic district as a collection of Modern Vernacular Motels and Apartment Buildings.

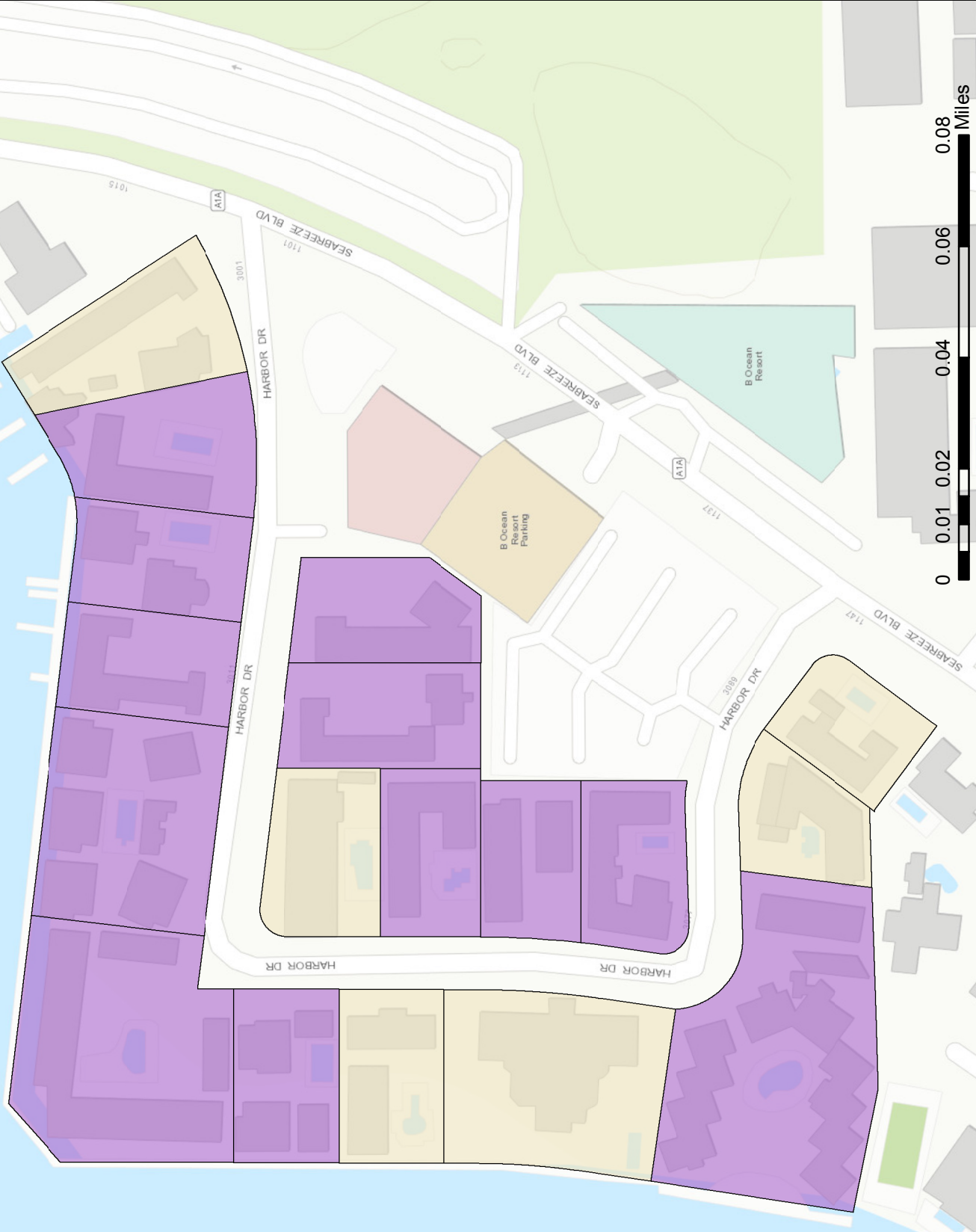
In June 2015, the State Historic Preservation Office concurred with a recommendation by the Florida Department of Transportation that this district would be eligible for the National Register of Historic Places.

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CITY OF FORT LAUDERDALE

Harbor Drive Survey Area Central Beach Architectural Resources Survey Contributing or Non-Contributing Status



Legend

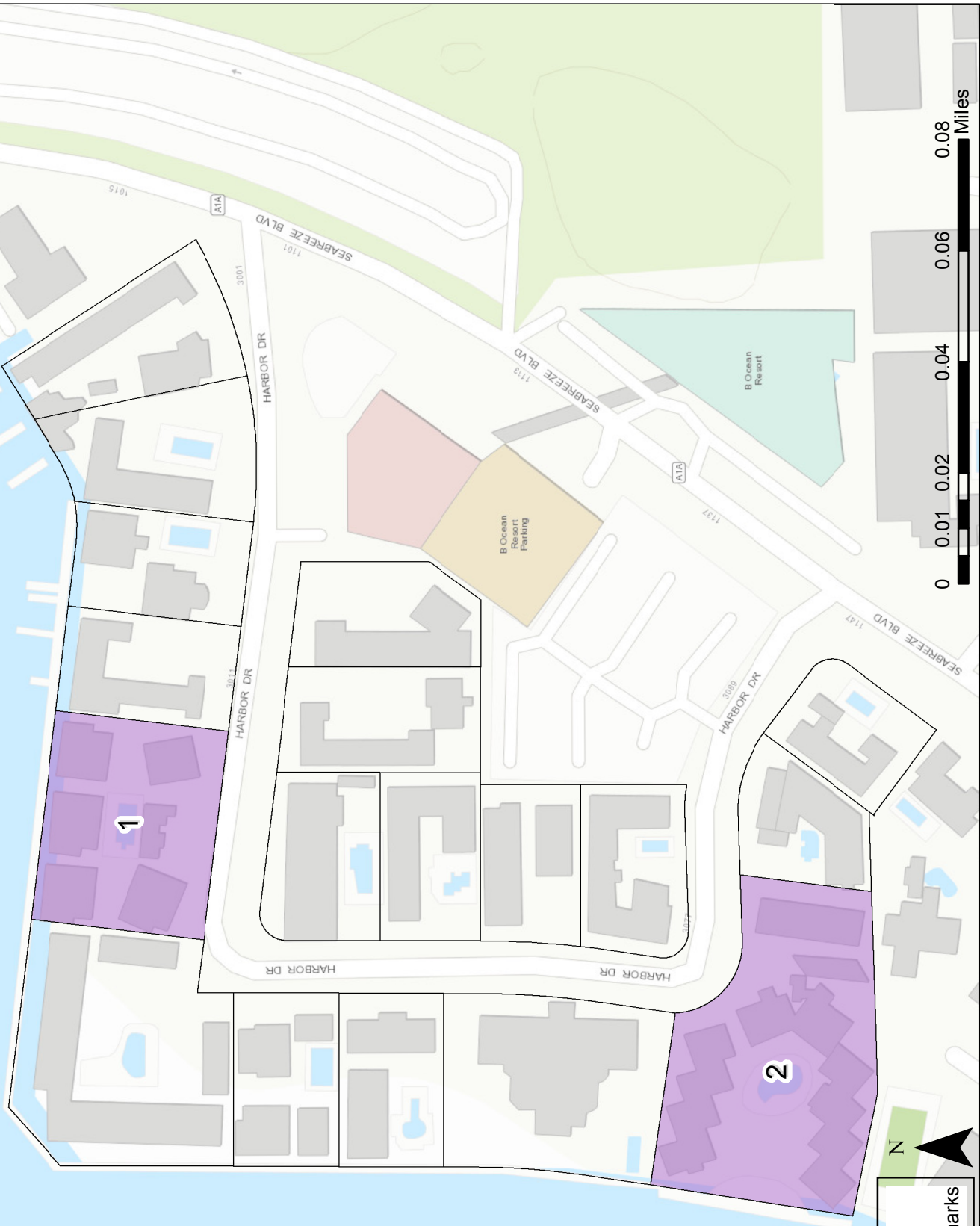
- Contributing
- Non-Contributing





CITY OF FORT LAUDERDALE

Harbor Drive Survey Area Central Beach Architectural Resources Survey Potential Historic Landmarks



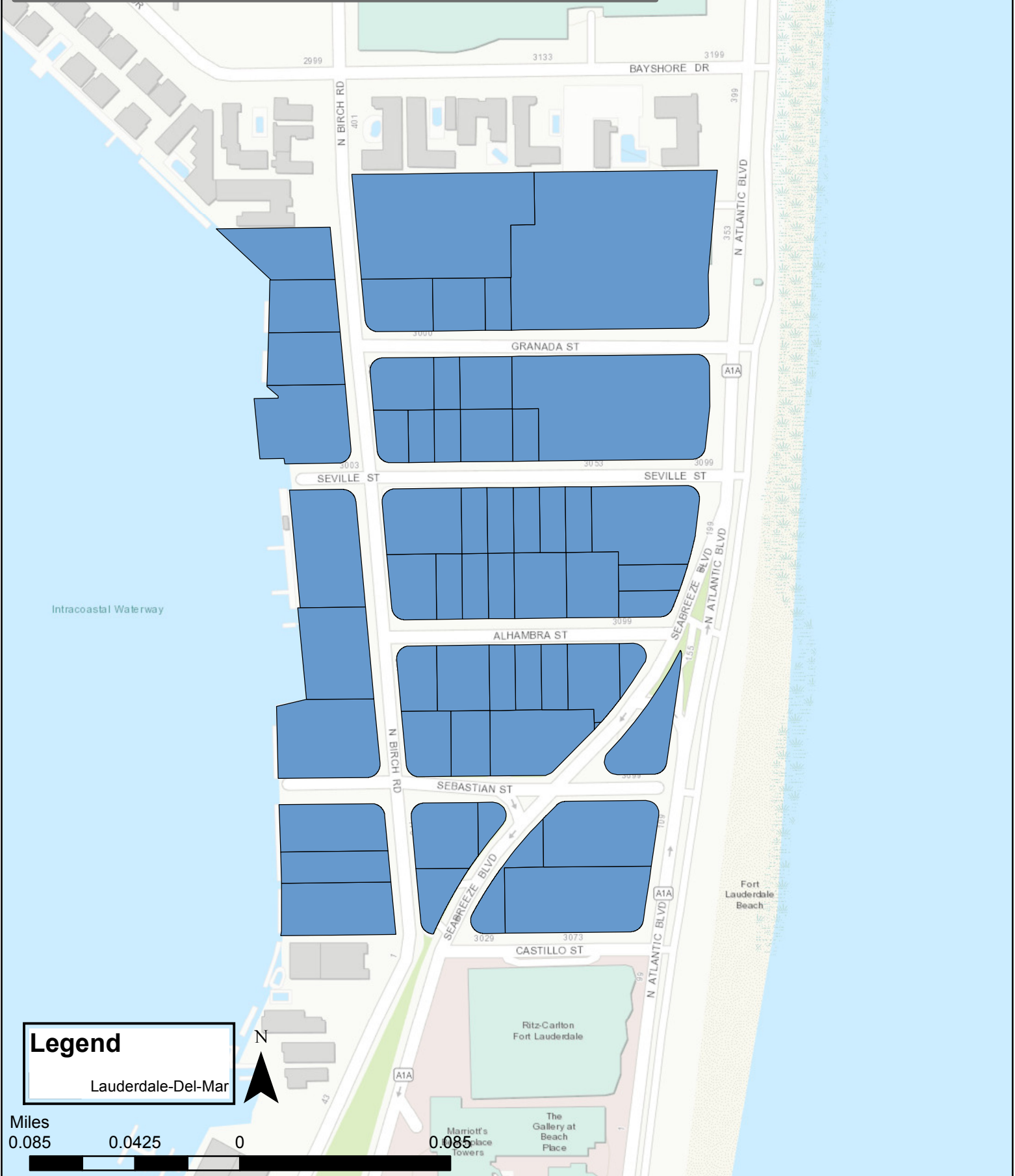
Legend

-  Potential Historic Landmarks



CITY OF FORT LAUDERDALE

Central Beach Architectural Resource Survey Lauder-Del-Mar Survey Area



Legend

Lauderdale-Del-Mar



Miles
0.085 0.0425 0

0.085



Central Beach Architectural Resource Survey 2017

LAUDER-DEL-MAR

Year Platted: 1925

Total Buildings: 35

Total Lots: 51

Boundary Description

Boundaries for the Lauder-Del-Mar survey area are properties located on the northern side of Granada Street, including 336 N. Birch Road, to the north, to the east is the eastern side of A1A, to the west is the Intracoastal Waterway, and to the south includes properties to the north of Castillo Street, including 101 N. Birch Road.

Status

Contributing	24
Non-Contributing	11
Parking Lots	5
Vacant Lots	10

Structures by Decades

1940s and Earlier	4
1950s	15
1960s	8
1970s to Present	9

Architectural Styles Represented

Frame Vernacular	1
Masonry Vernacular	8
Mediterranean	3
Mid-Century Modern	2
Modern Vernacular	11

Existing Historic Landmarks

Cormona Apartments, 333 N. Birch Road

Potential Individual Designations

1. Westin Hotel (Sheraton Yankee Trader), 303 N Fort Lauderdale Beach Boulevard
2. 3015 Granada Street
3. 3010 Granada Street
4. Casa Blanca Café, 301 North Fort Lauderdale Beach Boulevard
5. Blue Water Hotel, 125 N. Birch Road
6. Pillars Hotel, 111 N. Birch Road
7. Harlow N. Davock House, 109 N. Birch Road

Number of Buildings Demolished since 2008 Survey: 6

Planned Developments:

AC Marriott, 3029 Alhambra Street

Privage, 321 N. Birch Road

Central Beach Architectural Resource Survey 2017

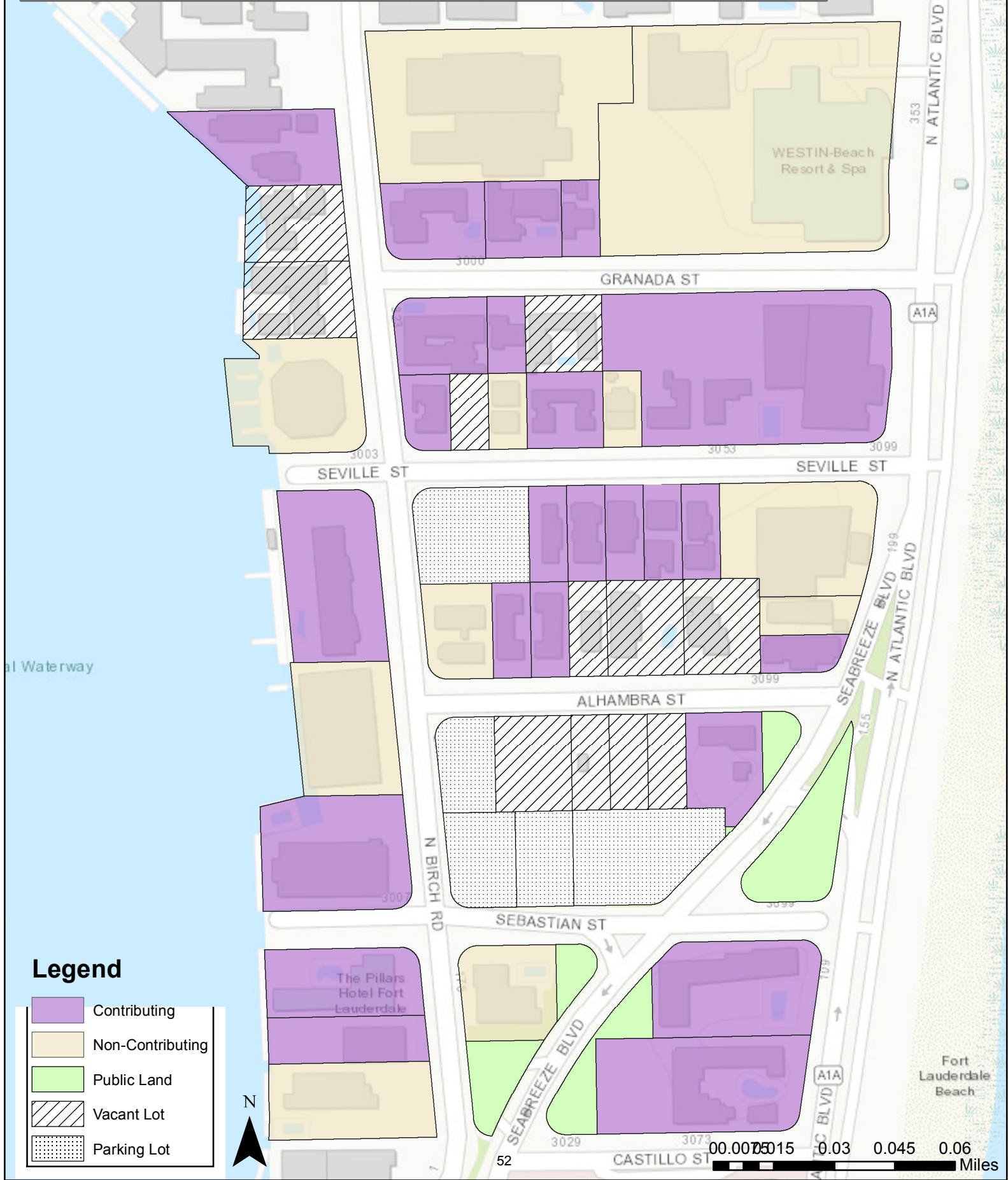
Recommendation

Due to the large number of parking lots, vacant lots, and non-contributing structures, this area does not merit consideration as a historic district. There are however, a number of structures that would be eligible for individual designation based on current data and which warrant further research:

- Casablanca Café, 3049 Alhambra Street
- Westin Hotel (Sheraton Yankee Trader), 303 N Fort Lauderdale Beach Boulevard
- 3015 Granada Street
- 3010 Granada Street
- Blue Water Hotel, 125 N. Birch Road
- The Pillars Hotel, 111 N. Birch Road
- Harlow N. Davock House, 109 N. Birch Road

Additionally, several properties could be considered for inclusion in a thematic historic district as a collection of Modern Vernacular Motels and Apartment Buildings.

Lauder-del-Mar Survey Area Central Beach Architectural Survey Contributing or Non-Contributing Status



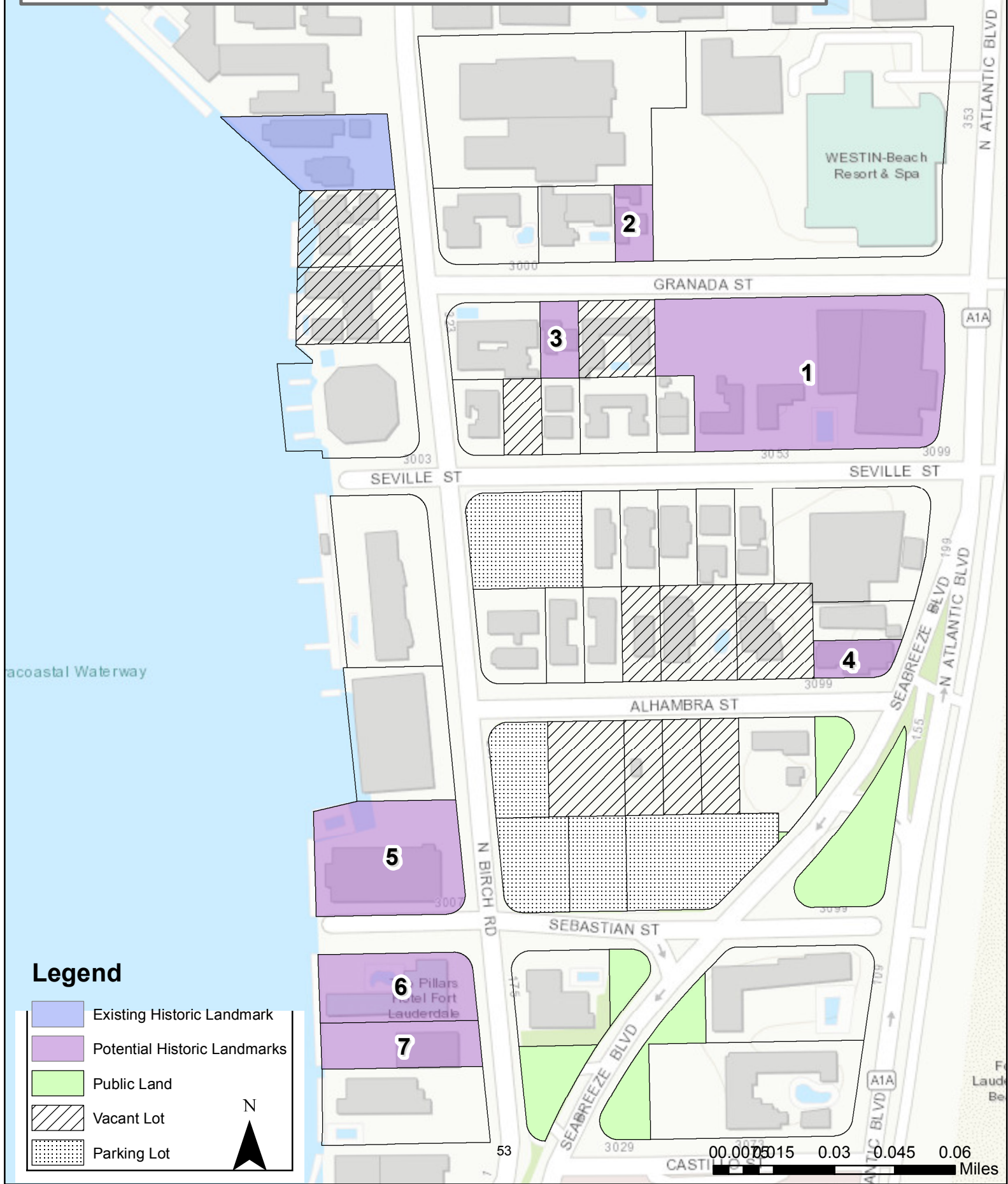
Legend

- Contributing
- Non-Contributing
- Public Land
- Vacant Lot
- Parking Lot



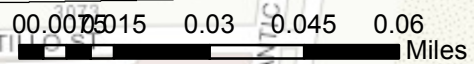
0.00 0.015 0.03 0.045 0.06 Miles

Lauder-del-Mar Historic District Central Beach Architectural Survey Existing and Potential Historic Landmarks



Legend

- Existing Historic Landmark
- Potential Historic Landmarks
- Public Land
- Vacant Lot
- Parking Lot





Central Beach Architectural Resource Survey Existing and Potential Historic Landmarks

Legend

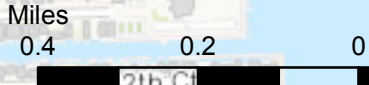
- Designated Historic Landmarks
- Potential Historic Landmarks

Designated Historic Landmarks

1. Bonnet House, 900 N. Birch Road
2. Escape Hotel, 2900 Riomar Street
3. Cormona Apartments, 329-331 N. Birch Road
4. Lauderdale Beach Hotel, 100 S. Ft Lauderdale Beach Blvd

Potential Individual Historic Landmarks

5. Lauderdale Beach Apartment, 66 S. Birch Road
6. Anchorage Apartments, 2918 Banyan Street
7. Elbo Room, 241 N. Ft Lauderdale Beach Blvd
8. The Illini Coop Apts, 545 S. Ft Lauderdale Beach Blvd
9. Yankee Clipper Hotel, 1140 Seabreeze Blvd
10. 916 Sunrise Lane
11. Manhattan Tower, 701 Bayshore Drive
12. Premiere Hotel, 3110 Belmar Street
13. Beach Plaza Apt Hotel, 625 N. Ft Lauderdale Beach Blvd
14. The Jolly Roger, 619 N. Ft. Lauderdale Beach Blvd
- 15A. Birch House, 600 N. Birch Road
- 15B. Birch Tower, 3003 Terramar Street
- 15C. 609 Breakers Avenue
16. Lorelei Apartment Motel, 501 Orton Avenue
17. Lauderdale Surf Club, 425 Bayshore Drive
18. Westin Hotel, 303 N. Ft Lauderdale Beach Blvd
- 19.. 3015 Granada Street
20. 3010 Granada Street
21. Casablanca Cafe, 3049 Alhambra Street
22. Blue Water Hotel, 125 N. Birch Road
23. The Pillars Hotel, 111 N. Birch Road
24. Harlow N. Davock House, 109 N. Birch Road
25. Villa Madrid, 3025 Harbor Drive
26. Harbor Club, 3073 Harbor Drive



Central Beach Architectural Resource Survey 2017

INDIVIDUAL DESIGNATIONS

Within the overall boundaries of the survey area, there are four individually designated historic landmarks which include the following properties:

1. Bonnet House, 900 N. Birch Road
2. Tiffany House/Escape Hotel, 2900 Riomar Street
3. Cormona Apartments, 333 N. Birch Road
4. Lauderdale Beach Hotel, 101 S. Fort Lauderdale Beach Boulevard

This area is also identified as an Archeologically Significant Area, and contains several known archeological sites.

In the previous survey, additional properties were identified as potential historic landmarks, these properties include:

5. Lauderdale Beach Apartment, 66 S. Birch Road
6. Anchorage Apartments, 2918 Banyan Street
7. Elbo Room, 241 N Fort Lauderdale Beach Boulevard
8. The Illini Cooperative Apartments, 545 S. Fort Lauderdale Boulevard
9. Yankee Clipper Hotel, 1140 Seabreeze Boulevard
10. 916 E. Sunrise Lane
11. Manhattan Tower, 701 Bayshore Drive
12. Premiere Hotel, 3110 Belmar Street
13. Beach Plaza Apartment Motel, 625 N Fort Lauderdale Beach Boulevard
14. The Jolly Roger, 619 N Fort Lauderdale Beach Boulevard
15. Birch Tower, 3003 Terramar Street
16. Lorelei Apartment Motel, 501 Orton Avenue
17. Lauderdale Surf Club, 425 Bayshore Drive
18. Westin Hotel (Sheraton Yankee Trader), 303 N Fort Lauderdale Beach Boulevard
19. 3015 Granada Street
20. 3010 Granada Street
21. Casablanca Café, 3049 Alhambra Street
22. Blue Water Hotel/Central Beach Hospital/Springbrook Gardens Coop, 125 N. Birch Road
23. The Pillars Hotel, 111 N. Birch Road
24. Harlow N. Davock House, 109 N. Birch Road
25. Villa Madrid, 3025 Harbor Drive
26. Harbor Club, 3073 Harbor Drive

Recommendation
Further research into the properties listed would be needed to determine if these potential candidates qualify for individual designation. Each property requires the gathering of additional documentation and an evaluation of architectural integrity.

Central Beach Architectural Resource Survey 2017

RECOMMENDATIONS FOR PROPOSED NEXT STEPS

In moving forward with the proposed recommendations as outlined above, the following are recommendations for moving forward with implementation:

- Preparation of Historic District Designation Reports for Birch Estates and Sunrise Lane. Consider inclusion of language to be adopted as part of the ordinance for each adopted historic district to provide guidance for new construction and new additions, as well as the treatment of non-contributing structures.
- Proceeding with further research for potential individual designation of properties listed within this report. Each property recommended as a potential candidate requires the gathering of additional documentation and an evaluation of historical and architectural integrity.
- Inclusion of new language within the Unified Land Development Regulations (ULDR) to define “contributing” and “non-contributing” structures.
- Develop further incentives for locally designated historic landmarks and contributing structures within historic districts. These incentives could include parking exemptions or waivers, setback waivers, and standard tax exemptions.
- Develop an outreach plan to provide educational materials to property owners and neighbors within areas under consideration for further study.
- Proceed with further research for potential creation of thematic historic districts within the Central Beach Survey Area. Creating a thematic historic district made of multiple resources would require an update to our existing ordinance to allow for this type of designation. Although it does not differ from another type historic designation procedurally, it is considered to be a different method of historic designation due to the fact the boundaries are noncontiguous groupings of thematically related properties, rather than a contiguous geographic area. If determined appropriate, inclusion of new language within the ULDR would be needed to allow for the creation of thematic historic districts.