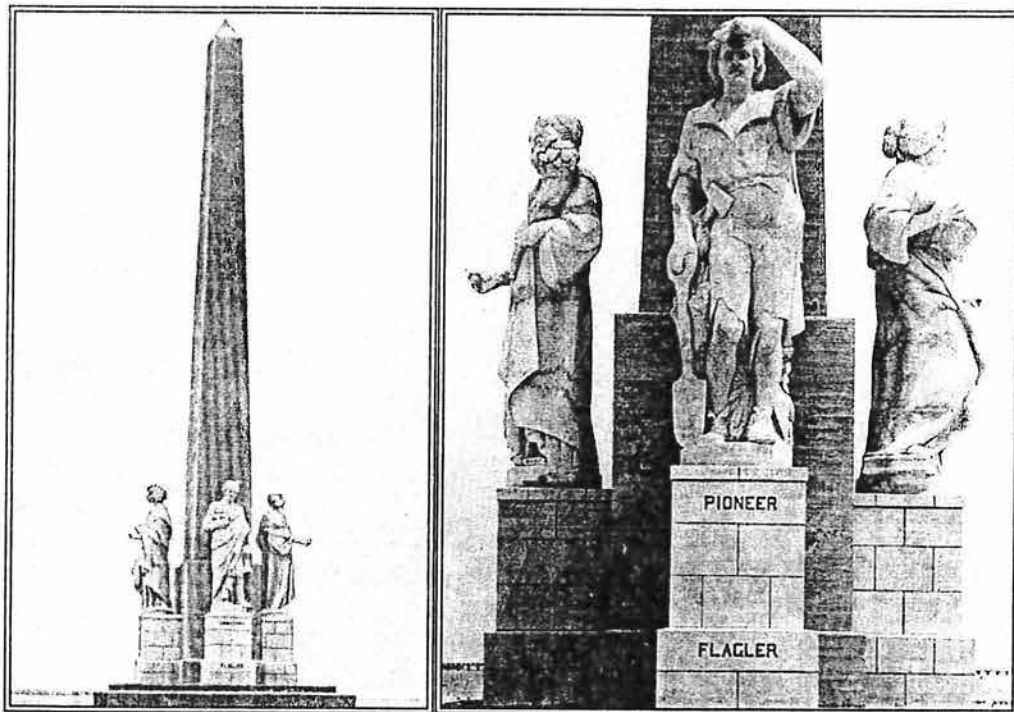


# THE FLAGLER MEMORIAL AND MONUMENT ISLAND

MIAMI BEACH HISTORIC SITE

## DESIGNATION REPORT



PREPARED BY

CITY OF MIAMI BEACH PLANNING DEPARTMENT

DESIGN, PRESERVATION & NEIGHBORHOOD PLANNING DIVISION

NOVEMBER 13, 2001

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**CITY OF MIAMI BEACH**  
**HISTORIC SITE DESIGNATION REPORT**  
**THE FLAGLER MEMORIAL AND MONUMENT ISLAND**

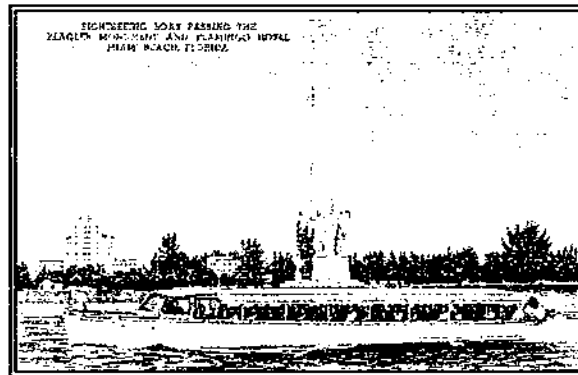


Figure 3 The caption of this circa 1948 postcard reads, *"Sightseeing boat passing the Flagler Monument and Flamingo Hotel."*

**Prepared By**

**CITY OF MIAMI BEACH PLANNING DEPARTMENT  
DESIGN, PRESERVATION & NEIGHBORHOOD PLANNING DIVISION**

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# **THE FLAGLER MEMORIAL AND MONUMENT ISLAND**

## **CITY OF MIAMI BEACH**

### **HISTORIC SITE DESIGNATION REPORT**

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## **I. REQUEST**

On March 13, 2001, the City of Miami Beach Planning Department requested that the Historic Preservation Board consider directing staff to prepare a preliminary evaluation report with recommendations regarding the possible designation of the Flagler Memorial and Monument Island, located between the MacArthur and Venetian Causeways in Biscayne Bay, as a local historic site. This request was believed appropriate by staff due to the historic character and visual landmark nature of the monument.

At the same meeting, the Historic Preservation Board reviewed such request and unanimously approved a motion (6 to 0; 1 vacancy) to direct staff to prepare a preliminary evaluation report with recommendations regarding the possible designation of the Flagler Memorial and Monument Island as a local historic site.

On June 12, 2001, the Historic Preservation Board reviewed the preliminary evaluation report with recommendations prepared by the staff of the Planning Department regarding the designation of the Flagler Memorial and Monument Island as a local historic site. The Historic Preservation Board unanimously approved a motion (5 to 0; 1 absence, 1 vacancy) to direct staff to prepare a designation report and schedule a public hearing relative to the designation of this new historic site to be known as the Flagler Memorial and Monument Island Historic Site.

On November 13, 2001, the Historic Preservation Board unanimously approved a motion (6 to 0; 1 absence) to recommend approval of the designation of the Flagler Memorial and Monument Island as an historic site in accordance with staff recommendations, as reflected in this designation report.

On January 22, 2002, the Planning Board unanimously approved a motion (7 to 0) to recommend approval of the designation of the Flagler Memorial and Monument Island as an historic site.

On March 20, 2002, the City Commission unanimously approved the designation (6 to 0; 1 absence) of the Flagler Memorial and Monument Island as an historic site on first and final reading public hearing.

## **II. DESIGNATION PROCESS**

The process of historic designation is delineated in Sections 118-591 through 118-593 in Subpart B of the Land Development Regulations of the City Code (Chapter 118, Article X, Division 4). An outline of this process is delineated below.

Step One: A request for designation is made either by the City Commission, the Historic Preservation Board, other agencies and organizations as listed in the Land Development Regulations of the City Code, or the property owners involved. Proposals for designation shall include a completed application form available from the Planning Department.

Step Two: The Planning Department prepares a preliminary evaluation report with recommendations for consideration by the Board.

Step Three: The Historic Preservation Board considers the preliminary evaluation to determine if proceeding with a designation report is warranted.

The designation report is an historical and architectural analysis of the proposed district or site. The report:

- 1) describes the historic, architectural and/or archeological significance of the property or subject area proposed for Historical Site or District designation;
- 2) recommends Evaluation Guidelines to be used by the Board to evaluate the appropriateness and compatibility of proposed Developments affecting the designated Site or District; and
- 3) will serve as an attachment to the Land Development Regulations of the City Code.

Step Four: The designation report is presented to the Board at a public hearing. If the Board determines that the proposed site or district satisfies the requirements for designation as set forth in the Land Development Regulations of the City Code, the Board transmits a recommendation in favor of designation to the Planning Board and City Commission.

Step Five: The Planning Board will hold a public hearing on the proposed designation, and shall consider the proposed historic designation as an amendment to the Land Development Regulations of the City Code and, subsequently, transmit its recommendation to the City Commission.

Step Six: The City Commission may adopt an amendment to the Land Development Regulations of the City Code which thereby designates the Historic Preservation Site or Historic District after one (1) public hearing for a parcel of land less than ten (10) contiguous acres or after two (2) public

hearings for a parcel of land which is more than ten (10) contiguous acres.

### **III. RELATION TO ORDINANCE CRITERIA**

1. In accordance with Section 118-592 in the Land Development Regulations of the City Code, eligibility for designation is determined on the basis of compliance with the listed criteria set forth below.

(a) The Historic Preservation Board shall have the authority to recommend that properties be designated as historic buildings, historic structures, historic improvements, historic landscape features, historic interiors (architecturally significant public portions only), historic sites or historic districts if they are significant in the historical, architectural, cultural, aesthetic or archeological heritage of the city, the county, state or nation. Such properties shall possess an integrity of location, design, setting, materials, workmanship, feeling or association and meet at least one (1) of the following criteria:

- (1) Association with events that have made a significant contribution to the history of the city, the county, state or nation;
- (2) Association with the lives of persons significant in the city's past history;
- (3) Embody the distinctive characteristics of an historical period, architectural or design style or method of construction;
- (4) Possesses high artistic values;
- (5) Represent the work of a master, serve as an outstanding or representative work of a master designer, architect or builder who contributed to our historical, aesthetic or architectural heritage;
- (6) Have yielded, or are likely to yield information important in pre-history or history;
- (7) Be listed in the National Register of Historic Places;
- (8) Consist of a geographically definable area that possesses a significant concentration of sites, buildings or structures united by historically significant past events or aesthetically by plan or

physical development, whose components may lack individual distinction.

- (b) A building, structure (including the public portions of the interior), improvement or landscape feature may be designated historic even if it has been altered if the alteration is reversible and the most significant architectural elements are intact and repairable.

2. The Flagler Memorial and Monument Island are eligible for designation as an historic site as they comply with the criteria as specified in Section 118-592 in the Land Development Regulations of the City Code outlined above.

- (a) Staff finds the proposed historic site to be eligible for historic designation and in conformance with the designation criteria for the following reasons:

- (1) Association with events that have made a significant contribution to the history of the city, the county, state or nation;

In 1913, just two years before the incorporation of Miami Beach, Carl Fisher envisioned the south end of Miami Beach as an excellent vantage point for motor boat races that he hoped to conduct in a deepened yacht channel in Biscayne Bay. On July 1, 1913, Fisher and the Lummus brothers signed a contract with the Furst Clark Dredging Company of Baltimore to move six million cubic yards of material out of Biscayne Bay to build up 1,000 acres of land on the west side of Miami Beach and create a motor boat race course at the same time. The dredging and filling of the bay were completed on July 1, 1914.

While a dredge named the "Norman H. Davis" was piling up bay bottom to create the yacht channel near the Fisher and Lummus properties in 1913, it was also creating two small islands immediately to the west. The islands were created unintentionally as the dredge deposited sand and deepened the channel on the bay side of Miami Beach. Those two unintentional islands would eventually be expanded in size to become Star Island in 1918 and Monument Island in 1920.

Star Island was the first artificially created island in Biscayne Bay. Previously, dredges had only filled and extended the natural shoreline. The development of Star Island in 1918 inspired the



creation of Monument Island in 1920 and other new landfills or islands in the bay. After the construction of the County (now MacArthur) Causeway in 1921, Palm and Hibiscus Islands were created to adjoin it in 1921 and 1924, respectively. Other manmade landfills or islands constructed in Biscayne Bay were the four Sunset Islands in 1925, the Venetian Isles (Rivo Alto in 1922 and then Di Lido, San Marino, and San Marco in 1923), and the Venetian Causeway in 1926.

(2) Association with the lives of persons significant in the city's past history;

**Henry Morrison Flagler.** Railroad tycoon Henry Flagler (1830-1913) was the co-founder of Standard Oil with John D. Rockefeller in 1867. Flagler bought several railroads in northern Florida, formed the Florida East Coast Railway, and extended the line down the coast from St. Augustine to West Palm Beach in 1894, then Miami in 1896, and finally Key West in 1912. To attract tourists, he built huge resort hotels at each of the major stops along the railway, such as the Hotel Ponce de Leon and the Alcazar Hotel in St. Augustine, the Hotel Ormond in Ormond, the Royal Poinciana Hotel and the Breakers Hotel in Palm Beach, and the Royal Palm Hotel in Miami. Flagler's hotels and railroad system, which linked the entire east coast of Florida from Jacksonville to Key West, helped to establish agriculture and tourism as Florida's leading industries.

**Carl Graham Fisher.** Carl Fisher (1874-1939) was a high-living Industrialist from Indiana who made a fortune with Prest-O-Lite automobile head lamps and built the Indianapolis Speedway. In a short period of time, Fisher transformed the barrier island east of Miami into a playground for millionaires based on a genius for marketing that eclipsed his colleagues in land sales and development of Miami Beach.

Fisher revered Henry Flagler and had the Flagler Memorial built in his honor on Monument Island in Biscayne Bay in 1920. Fisher admired his fellow pioneer in large part because of Flagler's accomplishments along the east coast of Florida, and particularly Miami, which enabled Fisher and other developers to turn their eyes from Miami toward the seemingly worthless swampland across the bay.

- (3) Embody the distinctive characteristics of an historical period, architectural or design style or method of construction;

The Flagler Memorial is a wonderful cultural amenity in Miami Beach and a "backyard" landmark to the neighboring Star Island, Palm Island, Hibiscus Island, and the Venetian Islands. The early incentives to adorn the City's landscape with outdoor sculpture during the 1920's waned in the decades to follow with the proliferation of building construction in Miami Beach. Therefore, the retention of one of the few remaining public works of art from this time period is even more important. The Flagler Memorial is extremely valuable in providing a sense of history and place during the City's first land development period.

- (4) Possess high artistic values;

The construction of the Flagler Memorial and Monument Island was undertaken in 1920 and completed in early 1921 at a cost of about \$125,000. Monument Island, originally about 3.33 acres in size, was formed from the filling and expansion of a parcel of partially submerged land deposited in Biscayne Bay in 1913. Carl Fisher contracted with the John B. Orr Construction Company, a popular South Florida builder, for the erection of the monument on the tiny remote island. Nationally recognized sculptors, Ettore Pellegatta and H.P. Peterson, were commissioned to sculpt the monument. The Flagler Memorial and Monument Island were deeded to the City of Miami Beach by Fisher's Alton Beach Realty Company on February 13, 1939.

The Flagler Memorial is supported by 225 piles driven down into rock and surmounted by a concrete foundation. A terraced base, 24 square feet in size, rests on this foundation. The monumental, four-sided tapered shaft of the solid masonry obelisk soars 96 feet and culminates in a pyramidal apex. The obelisk features four graceful statues of heroic size around its two-tiered base. They symbolize Prosperity, Industry, Education, and the Pioneer. The figures rest upon stacked, rectangular shaped pedestals with scored blocks. Each two-tiered pedestal is inscribed with the figure's name in the upper block with "Flagler" underneath. Including the pedestal on which they stand, the statues are about 25 feet in height. In an aerial photograph from 1922, taken just two years after the monument was constructed, the shadow cast

from the obelisk over the circular island in conjunction with the perimeter wooden seawall creates the appearance of a large sundial.

- (5) Represent the work of a master, serve as an outstanding or representative work of a master designer, architect or builder who contributed to our historical, aesthetic or architectural heritage;

**John B. Orr.** Born in Scotland in 1886, John B. Orr moved to Miami in 1911 where he started in business as a plasterer, modeler, mason contractor, and general contractor. He built up his business, the John B. Orr Construction Company, with skilled workmen and opened offices in Miami, Palm Beach, and Atlanta. During the Land Development Boom of the 1920's, Orr was known for his superior workmanship in ornamental detailing and building construction throughout Florida.

Notable examples of Orr's work in plaster, stucco, and masonry include: the Helene Apartments, Pancoast Hotel, and Nautilus Hotel in Miami Beach (all now demolished); the James Deering estate (Villa Vizcaya), Daily News Tower (today's Freedom Tower), El Jardin (now the Carrollton School), McAllister Hotel, Strand Hotel, Clyde Court Apartments, Miami National Bank, and Lorraine Arcade Buildings in Miami; the Everglades Club, Danse De Mer, and numerous residences in Palm Beach; the Lake Court Apartments, Good Samaritan Hospital, El Verano Hotel, Palm Beach Guaranty Building, and Citizens Investment Building in West Palm Beach; the Casa Marina Hotel in Key West; the Ft. Lauderdale Bank and Trust Company Building in Fort Lauderdale; the Orange Court Apartments and San Juan Hotel in Orlando; the El Soreno Hotel in St. Petersburg; the Bon Air Hotel in Augusta, Georgia; and the Wesley Memorial Hospital and the Henry C. Heinz residence in Atlanta, Georgia.

As a general contractor, Orr constructed Allison Hospital (later renamed St. Francis Hospital) and the canal front residence at 1818 Michigan Avenue in Miami Beach; the Scottish Rite Temple, Central Arcade Building, and Tatum Building in Miami; and numerous fine residences for wealthy clientele in Coconut Grove, Palm Beach, and elsewhere.

Examples of the John B. Orr Construction Company's sculpture work in Miami Beach include Carl Fisher's Flagler Memorial on Monument Island in 1920 and various statues erected on the Nautilus Hotel grounds just north of 41st Street and Alton Road, such as "The Polo Player" in 1923 and "The Great Spirit" in 1924. Orr also built an ornamental fountain for John Collins in 1924 still standing in today's Liebman Square just south of 41st Street on Pinetree Drive.

**Ettore Pellegatta.** Ettore Pellegatta (1881-1966) was an Italian-born sculptor who worked in New York City, Washington, D.C., and South Florida. Notable examples of his work include the lions guarding the entrance to the New York City Public Library, located at the corner of 5th Avenue and 42nd Street, and the outstretched arm and head of Mercury on the front facade of Grand Central Terminal. In 1915, he moved to Miami to work on James Deering's estate, Villa Vizcaya. He carved garden statues and decorations on many of the gates and smaller buildings. He is noted for carving figures on the bow of the landmark stone boat in front of Vizcaya in Biscayne Bay.

After leaving Vizcaya, the artist went to work with the John B. Orr Construction Company. While Orr was under contract with Carl Fisher, Pellegatta sculpted the four statues at the base of the Flagler Memorial in 1920. He created various statues for Carl Fisher's Nautilus Hotel grounds just north of 41st Street and Alton Road, which include a collection of sporting statues in 1923, "The Polo Player" in 1923, and "The Great Spirit" in 1924.

Pellegatta later established his own studio in the Paramount Building in Miami where he carved six life-size nudes for the interior of the theater. In Miami, he was responsible for the capitals at the Main Post Office, the statues atop the Huntington Building, and the door carvings on the First Federal Bank. He executed works for the Boca Raton Country Club, and he worked on many of the public buildings in Coral Gables, Boca Raton, Hollywood, Miami, and Miami Beach.

Pellegatta was brought up in the tradition of anonymous architectural decoration as an integral part of the building trade. He believed that building decoration should be done, as it always

has been, anonymously by good craftsmen who are thinking not of fame but merely of doing good strong work that will last.

- (6) Have yielded, or are likely to yield information important in pre-history or history;

Retention of the Flagler Memorial and Monument Island promotes the general welfare of the City by providing an opportunity for the study and appreciation of the early development of Miami Beach. The Flagler Memorial is a landmark which represents the architectural and cultural history of not only Miami Beach but also the entire South Florida region. Adjusting for scale, the Flagler Memorial is the local equivalent to the Statue of Liberty in New York harbor, and it is a monument designed to attract attention to a prominent figure in American history.

- (7) Be listed in the National Register of Historic Places;

Currently, the Flagler Memorial and Monument Island are neither listed individually as an historic site nor are they located within an historic district on the National Register of Historic Places. However, they appear to have clear potential to be determined to be eligible for national historic designation.

- (8) Consist of a geographically definable area that possesses a significant concentration of sites, buildings or structures united by historically significant past events or aesthetically by plan or physical development, whose components may lack individual distinction;

This criterion is not applicable to an individual historic site designation.

- (b) A building, structure (including the public portions of the interior), improvement or landscape feature may be designated historic even if it has been altered if the alteration is reversible and the most significant architectural elements are intact and repairable.

Although the Flagler Memorial maintains its original architectural integrity, it suffers from vandalism and a deteriorated condition due to many years of deferred maintenance prior to Miami Beach's recent economic revitalization. Restoration and appropriate renovation of the Flagler

Memorial and Monument Island could be successfully completed by careful analysis of on-site conditions and high quality historical photographs. Despite its deteriorated condition, the Flagler Memorial is a beautiful landmark that is prominently located between the MacArthur and Venetian Causeways in Biscayne Bay.

#### **IV. DESCRIPTION OF BOUNDARIES**

The Flagler Memorial and Monument Island are located between the MacArthur and Venetian Causeways in Biscayne Bay in Miami Beach, Florida. A detailed legal description of the boundaries of the proposed historic site is as follows:

A tract of land known as "MONUMENT ISLAND," located in Section 33, Township 53 South, Range 42 East, bounded by the High Water Mark, and more particularly described as follows:

Commence at the point of intersection of the west line of West Avenue and the south line of 14th Street, as shown in the PLAT OF THE SUBDIVISION OF THE NORTH 230 FEET OF LOT 1 OF THE SUBDIVISION OF BLOCK 80 OF THE ALTON BEACH REALTY COMPANY recorded in Plat Book 34, at Page 25, Public Records of Miami-Dade County, Florida; thence run South 88° 26' 30" West, along the south line of said 14th Street for a distance of 637.12 feet; thence North 1° 33' 30" West for a distance of 5.41 feet; thence North 86° 10' 02" West across Biscayne Bay for a distance of 2,552.29 feet; thence South 40° 12' 50" West for a distance of 260.10 feet; thence South 55° 56' 20" West for a distance of 211.18 feet to the POINT OF BEGINNING of the tract of land herein described; thence along the following courses:

South 83° 50' 56" East for a distance of 71.15 feet; North 55° 48' 20" East for a distance of 99.61 feet; North 46° 34' 38" East for a distance of 79.90 feet; North 55° 10' 14" East for a distance of 73.47 feet; North 48° 21' 04" East for a distance of 58.45 feet; North 34° 35' 34" East for a distance of 84.93 feet; North 12° 09' 31" East for a distance of 74.10 feet; North 4° 53' 49" West for a distance of 32.15 feet; North 29° 25' 26" West for a distance of 26.28 feet; North 50° 58' 18" West for a distance of 152.34 feet; North 65° 58' 36" West for a distance of 29.55 feet; North 83° 03' 21" West for a distance of 38.13 feet; South 86° 17' 27" West for a distance of 40.84 feet; South 62° 55' 22" West for a distance of 42.88 feet; South 20° 02' 40" West for a distance of 71.04 feet; South 43° 06' 37" West for a distance of 37.11 feet; South 59° 17' 28" West for a distance of 147.67 feet; South 50° 08' 01"

West for a distance of 62.59 feet; South 16° 24' 16" West for a distance of 43.27 feet; South 16° 45' 18" East for a distance of 93.91 feet; South 34° 52' 53" East for a distance of 65.54 feet; South 42° 40' 51" East for a distance of 105.03 feet to the POINT OF BEGINNING. Said lands located, lying, and being in the City of Miami Beach, Miami-Dade County, Florida, and containing 3.6723 acres (more or less), together with full riparian rights.

The described boundaries, as recommended by the Planning Department, are shown in the proposed historic site map (see **Map 1**).

#### **V. PRESENT OWNERS**

The City of Miami Beach has owned and controlled the Flagler Memorial and Monument Island since the property was deeded to the City of Miami Beach by Carl Fisher's Alton Beach Realty Company on February 13, 1939. (The Warranty Deed which transfers the described property from the Alton Beach Realty Company to the City of Miami Beach was recorded in Deed Book 1945, Page 181, on February 13, 1939.)

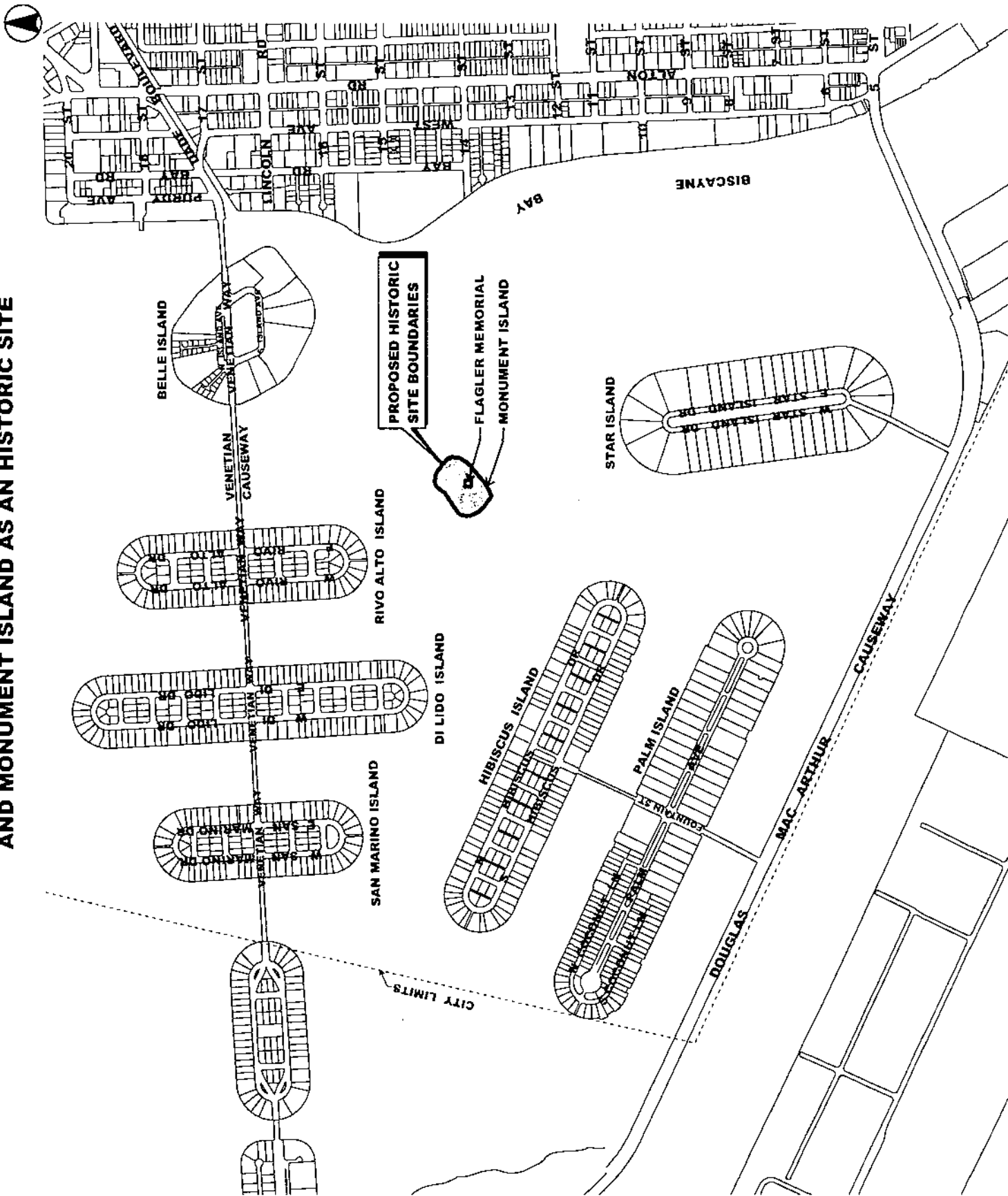
#### **VI. PRESENT USE**

The current use on Monument Island is a passive park-like setting.

#### **VII. FUTURE LAND USE/ZONING**

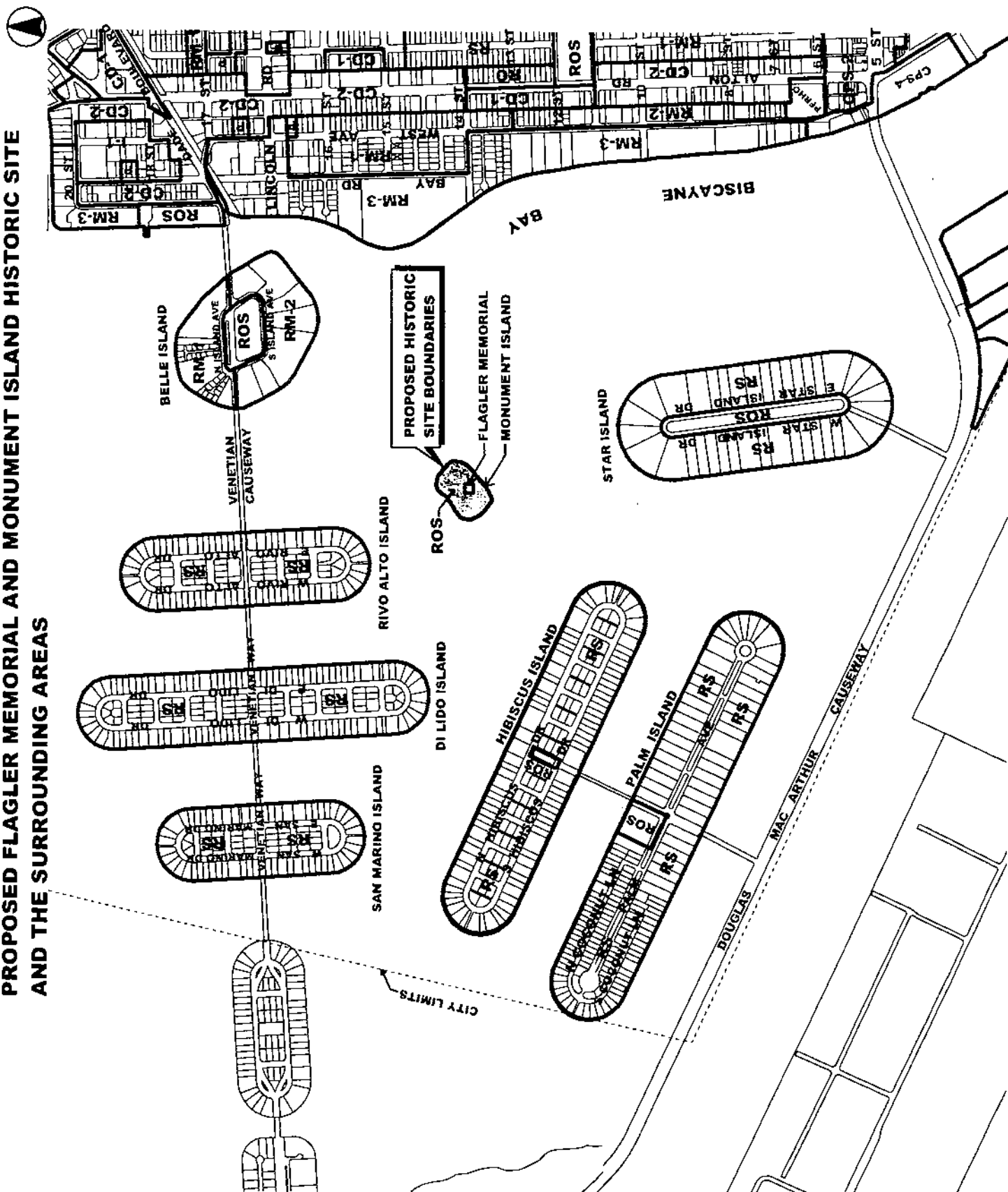
The established Future Land Use/Zoning District within the boundaries of the proposed historic site is ROS or Recreation and Open Space. Please refer to the future land use/zoning map for more detailed information (**Map 2**).

MAP 1 : PROPOSED DESIGNATION OF THE FLAGLER MEMORIAL  
AND MONUMENT ISLAND AS AN HISTORIC SITE





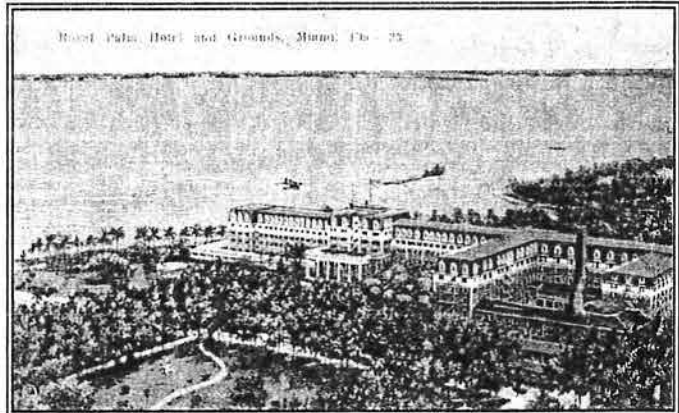
**MAP 2 : FUTURE LAND USE / ZONING DISTRICTS WITHIN THE BOUNDARIES OF THE  
PROPOSED FLAGLER MEMORIAL AND MONUMENT ISLAND HISTORIC SITE  
AND THE SURROUNDING AREAS**



## VIII. HISTORICAL BACKGROUND

**Historical Overview.** In order to better understand the creation of Monument Island and the Flagler Memorial by Carl Fisher in 1913 and 1920 respectively, it is necessary to recall the early development history of both Miami and Miami Beach.

Railroad tycoon Henry Flagler, the co-founder of Standard Oil with John D. Rockefeller, bought several railroads in northern Florida, formed the Florida East Coast Railway, and extended the line down the coast from St. Augustine to West Palm Beach in 1894, then Miami in 1896, and finally Key West in 1912. To attract tourists, he built huge resort hotels at each of the major stops along the railway.<sup>1</sup>



**Figure 4** Henry Flagler built the Royal Palm Hotel at the mouth of the Miami River in 1896. Looking east across Biscayne Bay, residents of Miami viewed an uninviting sight of a long, low tangle of mangrove swamp (today's Miami Beach).

Flagler originally intended Palm Beach to be the terminus for his railroad, but he was persuaded by Julia Tuttle to extend the railroad south to Miami. When the first train arrived in Miami on April 15, 1896, Flagler's Royal Palm Hotel was already under construction in downtown Miami. In order to provide services to his new hotel and railroad stop, Flagler's surveyor quickly laid out the town. Work began on the construction of streets and worker housing. Flagler embarked on public improvements and installed a sewer system, a water plant, and an electric plant. The City of Miami was incorporated on July 28, 1896. The official opening of the Royal Palm Hotel occurred on January 16, 1897. In addition to its natural resources, Miami now had a luxury hotel to attract tourists.<sup>2</sup>

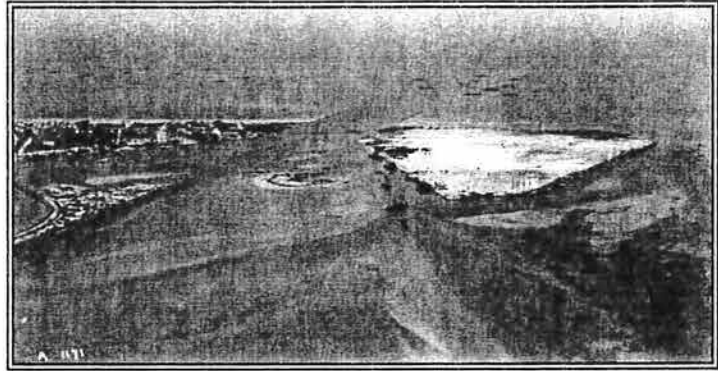
As early as 1902, Henry Flagler was frustrated with the shallow waters of Biscayne Bay and the channels leading to the Atlantic Ocean. Flagler intended to establish Miami as a great seaport, and he sought ways to provide better shipping routes to the area. At the time he was extending his railroad from West Palm Beach to Miami in 1896, Flagler deepened the channel leading from Cape Florida to the Miami River. However, this route to the ocean was still inconvenient for shipping. An arrangement was made with the Federal Government in 1901. The Flagler interests would dredge

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<sup>1</sup> Ann Armbruster, *The Life and Times of Miami Beach*, 1995, pp. 8-9.

<sup>2</sup> Metropolitan Dade County, *From Wilderness to Metropolis*, 1992, pp. 20-22 and 27.

an 18-foot-deep channel from the Port of Miami to the western edge of the barrier island to become known as Miami Beach if the Federal Government would cut an 18-foot-deep channel through the narrow peninsula north of Norris Cut and dredge a basin inside Biscayne Bay. Government Cut, the channel between the ocean and the bay in what is now Miami Beach, was completed on March 14, 1905.<sup>3</sup>



**Figure 5** This 1918 photo shows an aerial view of Government Cut with Miami Beach to the north (left) and current day Fisher Island to the south (right). Flagler was instrumental in the cutting of the channel through the narrow peninsula. Government Cut was completed on March 14, 1905.

Looking east across Biscayne Bay, residents of Miami viewed an uninviting sight of a long, low tangle of mangrove swamp. Miami Beach was originally part of the 65-mile coastal tract that was planted with coconuts in a plantation scheme by New Jersey investors Ezra Osborn, Elnathan Field, and Henry Lum in 1882. Imported coconuts were planted on oceanfront land from Key Biscayne to Jupiter, Florida.<sup>4</sup>

One of the investors in the coconut plantation scheme was John S. Collins, a Quaker and a horticulturist from New Jersey. When Collins came to Miami in 1896 to investigate the failed project, he still saw agricultural promise in the coastal tract. In 1907, seven years after the death of Ezra Osborn, Collins bought out Field's land interest, and he became sole owner of 1,675 acres of land between 14th Street and 67th Street from the Atlantic Ocean to Biscayne Bay in today's Miami Beach.<sup>5</sup>

Collins' Miami Beach Improvement Company (formed on June 3, 1912) platted some of their land holdings for sale and dredged the marshy southern end of Indian Creek (today's Lake Pancoast). The company also planned two other ambitious projects: a canal linking Indian Creek to Biscayne Bay and a 2.5 mile-long wooden bridge across the Bay. After an arduous dredging process, the Collins Canal was completed in 1912 and still survives as the oldest manmade structure in the City.

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<sup>3</sup> Howard Kleinberg, Miami Beach, 1994, pp. 22-23.

<sup>4</sup> Howard Kleinberg, Miami Beach, 1994, pp. 10-14.

<sup>5</sup> Howard Kleinberg, Miami Beach, 1994, p. 20.

The construction of the bridge across Biscayne Bay, however, strained Collins' finances to the limit: *"A long struggle to get the permit was followed by failure of his contractors, and just when things looked blackest an angel was found in Carl G. Fisher (1912), who...provided the cash and zip to transform a desolate sand bank into the world's most dazzling resort."*<sup>6</sup>

Indeed, it was John Collins' ambitious bridge project at age 75 that first caught Carl Fisher's attention and admiration and introduced him into the history of Miami Beach. With Fisher's financial assistance, the Collins Bridge was completed in 1913, an engineering marvel and the longest wooden bridge in the world at the time. Miami Beach was developing so rapidly that the bridge quickly outgrew its usefulness after only a dozen years of use. The Collins Bridge was dismantled in 1925 and then replaced by the Venetian Causeway in 1926.<sup>7</sup>



Figure 6 With Carl Fisher's financial assistance, the Collins Bridge was completed in 1913. It was an engineering marvel and the longest wooden bridge in the world at the time. The bridge was the first permanent link between Miami and Miami Beach.

*"Carl Fisher was a high-living Industrialist from Indiana who made a fortune with Prest-O-Lite automobile headlamps and built the Indianapolis Speedway. When he learned of Collins' financial difficulty, Fisher decided to bail him out and include himself in. On January 21, 1913, he advanced Collins \$50,000 in bonds to complete the bridge and, in turn, was given 200 acres of land on the beach. It ran from the ocean to the bay, 1,800 feet wide north and south. It was but a beginning for Fisher, who was to carve an empire out of it."*<sup>8</sup>

Previously, James E. and John N. Lummus, established bankers who came to Miami in 1895, formed the Ocean Beach Realty Company in 1912. They purchased 500 acres of agricultural land on the southern end of the beach from Charles Lum and Edward Wilson for the sum of \$80,000, and another 80 acres from Jennie Richardson of Detroit, Michigan. The Lummus Brothers intended to develop this property, which extended south from 5th Street to Government Cut, as a modest seaside resort

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<sup>6</sup> Lorey More, Florida Hotel and Travel Guide, 1942, p. 282.

<sup>7</sup> Howard Kleinberg, Miami Beach, 1994, p. 104.

<sup>8</sup> Howard Kleinberg, Miami Beach, 1994, p. 30.

community. On July 9, 1912, they filed the first plat on the beach; five months before Collins and six months before Fisher.<sup>9</sup>

On March 27, 1913, J.N. Lummus borrowed \$150,000 from Fisher and turned over to him 150 acres of Ocean Beach realty west of Washington Avenue. Fisher, who had acquired 200 acres of land from Collins just two months earlier, now had 350 acres of land on the beach. There were three major companies who would develop the beach: John Collins' Miami Beach Improvement Company to the north, Fisher's soon-to-be-named Alton Beach Realty Company in the center, and J.N. Lummus' Ocean Beach Realty Company to the south. *"For all parties, the arrival of Fisher and the completion of the Collins canal and bridge were the seeds from which would grow a great tourist resort."*<sup>10</sup> Miami Beach was incorporated as a town on March 26, 1915, and as a city on May 1, 1917.

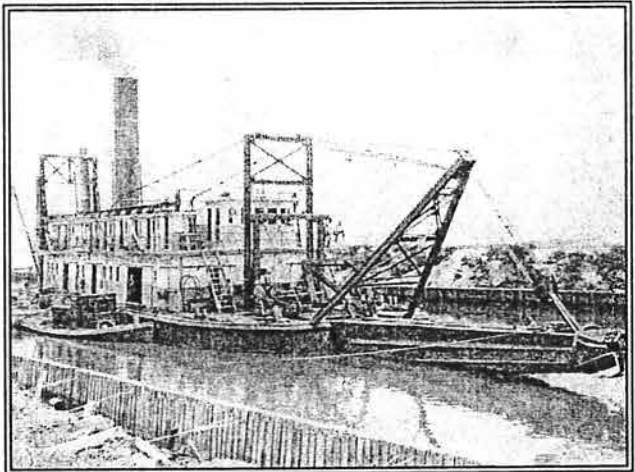
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<sup>9</sup> Howard Kleinberg, Miami Beach, 1994, p. 27.

<sup>10</sup> Howard Kleinberg, Miami Beach, 1994, p. 40.

**Construction of the Flagler Memorial and Monument Island.** In 1913, just two years before the incorporation of Miami Beach, Carl Fisher envisioned the south end of Miami Beach as an excellent vantage point for motor boat races that he hoped to conduct in a deepened channel in Biscayne Bay. His desire for a yacht channel was strengthened by his interest in boat racing and his great friendship with legendary speedboat racer and builder Gar Wood. Fisher had a lifetime love of racing competition which began with bicycles, then automobiles, and later boats. He believed that spectacular water sports events would bring abundant free publicity to his new land development in Miami Beach.

On July 1, 1913, Fisher and the Lummus brothers signed a contract with the Furst Clark Dredging Company of Baltimore to move six million cubic yards of material out of Biscayne Bay to build up 1,000 acres of land on the west side of Miami Beach and create a motor boat race course at the same time. Fisher invested \$285,000 and the Lummus brothers contributed \$315,000 towards the project. The dredging and filling of the bay were completed on July 1, 1914.<sup>11</sup>



**Figure 7** This photo shows the 1000-horsepower Norman H. Davis with its suction pipe and rotary cutter above water. The dredge was used to create the yacht channel in Biscayne Bay near the Fisher and Lummus properties in 1913.

*"The reshaping of Biscayne Bay was slow and expensive. The work was slow because the sludge that was dredged, then forced through mile-long pipes by pressure and poured into required locations, was a watery mixture of lime deposits, sand, and water which, according to one source, was about the consistency and color of Cream of Wheat. The workers called it 'soup.' It took a least a week, often longer, for the substance to congeal to the point that it could support any significant weight. The 'soup' was also full of marine life that rotted and then dried... Workers and passersby were swathed in ungodly smells. Six more months were required for the sun and rain to complete the 'sweetening' process. Only then could the new land be developed. The newly formed land looked strange. Wholly barren of vegetation after it dried, the hardpan was extremely light in color. In bright sunlight, the surface produced a strong glare... When the winds blew, sand clouds hung over it, stinging the faces of nearby boaters, fishermen, and swimmers."*<sup>12</sup>

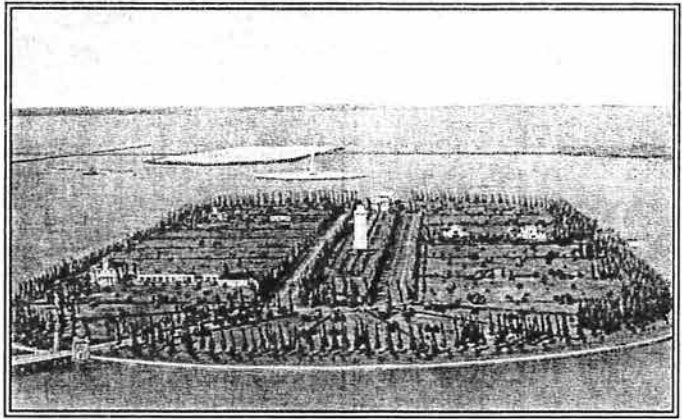
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<sup>11</sup> J.N. Lummus, The Miracle of Miami Beach, 1952, pp. 9-10.

<sup>12</sup> Mark Foster, Castles in the Sand, 2000, pp. 155-156.



While a dredge named the "Norman H. Davis" was piling up bay bottom to create the yacht channel near the Fisher and Lummus properties in 1913, it was also creating two small islands immediately to the west. The islands were created unintentionally as the dredge deposited sand and deepened the channel on the bay side of Miami Beach to allow access for yachts and speed boat racing competitions. Those two unintentional islands would eventually be expanded in size to become Monument Island and Star Island.<sup>13</sup>



**Figure 8** This circa 1922 postcard depicts Star Island and its elegant water tower (foreground) as well as the Flagler Memorial on Monument Island (background). Notice that the Venetian Islands are still under construction and the Collins Bridge has not yet been replaced by the Venetian Causeway.

The "Norman H. Davis," a colossal steel-hulled dredge, was a half million dollar sand sucker which boasted a 1,000 horsepower triple expansion engine that was capable of throwing a 20-inch stream of material through a pipe of this diameter a mile long. It could account for 20,000 cubic yards of fill in 24 hours. In addition to its mighty power plant, it had a complete machine and repair shop and its own ice plant aboard.<sup>14</sup>

After the deepened boat channel in Biscayne Bay was completed in July of 1914, the first Mid-Winter Regatta was held in January of 1915. The two-day event was the highlight of the Magic Knights of Dade Festival (which later evolved into today's Orange Bowl Festival).<sup>15</sup> The two-mile race course lay south of the Collins Bridge in Biscayne Bay. A grandstand was erected for spectators around 11th Street.<sup>16</sup> The Mid-Winter Regattas were among the highlights of the tourist season and brought some of the biggest names in boat racing to Miami Beach.

On March 28, 1917, the United States Secretary of War issued a permit to Fisher and the Lummus brothers' Miami Ocean View Company (formed in April of 1916) granting them the authority to build Star Island from a parcel of submerged land in Biscayne Bay. This permit allowed the company to construct an island 1,000 feet by 2,600

<sup>13</sup> Howard Kleinberg, *Miami Beach*, 1994, p. 55.

<sup>14</sup> Charles Edgar Nash, *The Magic of Miami Beach*, 1938, p. 108.

<sup>15</sup> Howard Kleinberg, *Miami Beach*, 1994, pp. 44-45.

<sup>16</sup> Historical Museum of Southern Florida, *Carl Fisher Papers*, Box 11, Miami Ocean View Company, Property Map of the Miami Ocean View Company, July 1918.

feet by dredging material from the bay.<sup>17</sup> John Levi, secretary-treasurer of the Miami Ocean View Company, was the engineer in charge of the original dredging and filling of Fisher's land.<sup>18</sup> The filling and expansion of Star Island was completed between 1917 and 1918.<sup>19</sup> Tons of reinforcing steel and thousands of barrels of cement were used for the necessary retaining walls, and then the dredge material was pumped in from the bottom of the bay.<sup>20</sup> In 1919, the Miami Ocean View Company began building exclusive new residences on Star Island, and they constructed an elegant water tower in the center of the island's park.<sup>21</sup>

Star Island was the first artificially created island in Biscayne Bay. Previously, dredges had only filled and extended the natural shoreline. The development of Star Island in 1918 inspired the creation of Monument Island in 1920 and other new landfills or islands in the bay. After the construction of the County (now MacArthur) Causeway in 1920,<sup>22</sup> Palm and Hibiscus Islands were created to adjoin it in 1921 and 1924, respectively.<sup>23</sup> Other manmade landfills or islands constructed in Biscayne Bay were the four Sunset Islands in 1925, the Venetian Isles (Rivo Alto in 1922 and then Di Lido, San Marino, and San Marco in 1923), and the Venetian Causeway in 1926. *"(With the creation of new landfills and islands), developers forever affected the natural flow of water in the bay - and drew the wrath of naturalists much as did the draining of the Everglades."*<sup>24</sup>

Around 1919, Fisher began planning a memorial to honor fellow pioneer Henry Flagler on a tiny island in Biscayne Bay. In a letter dated June 2, 1919, Fisher provided Thomas Pancoast with an update of business activities in Miami Beach, which included a reference to the status of the Flagler Memorial and Monument Island. Fisher states, *"No publicity has been given to the Flagler Monument as Brown has not yet received*

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<sup>17</sup> City of Miami Beach, City Clerk's Office, Star Island Park, File No. WD-31, Florida Title Company, Abstract of Title No. 213,493, Star Island Park, nos. 59 and 75.

<sup>18</sup> Kenneth Ballinger, Miami Millions, 1936, pp. 89-90.

<sup>19</sup> Polly Redford, Billion-Dollar Sandbar, 1970, p. 99.

<sup>20</sup> "Star Island's Growth Steady," Miami Daily News, 26 July 1925.

<sup>21</sup> Howard Kleinberg, Miami Beach, 1994, pp. 55 and 62.

<sup>22</sup> Polly Redford, Billion-Dollar Sandbar, 1970, p. 129.

<sup>23</sup> Miami Public Library, Florida Room, "Palm and Hibiscus Islands," Florida: The East Coast, circa 1924, pp. 236-237.

<sup>24</sup> Howard Kleinberg, Miami Beach, 1994, pp. 53 and 55.



deed from the State for the three-acres (of the island)."<sup>25</sup> Although John Levi was Fisher's directing engineer at the outset, W. E. Brown was an engineer who remained with Fisher throughout his development projects in Miami Beach.<sup>26</sup>

Later that same year, a statement was released which provided a summary of the improvements to be completed in Miami Beach before January 1, 1921, by the Alton Beach Realty Company, Miami Beach Bayshore Company, Miami Ocean View Company, and the Peninsula Terminal Company. (Fisher had financial interests in all of these development companies.) The companies' work program of 1920 states: *"We have received the permit from the (United States) War Department for the filling of the Flagler Memorial Island.*

*The contract for building the shaft of the Flagler Memorial has been let for over six months. We expect to see this island and shaft completed before January 1 of next year (1921)."*<sup>27</sup>

The construction of the Flagler Memorial and Monument Island was undertaken in 1920 and completed in early 1921. Monument Island, originally about 3.33 acres in size, was formed from the filling and expansion of a parcel of partially submerged land in Biscayne Bay. (This submerged parcel of land was originally created in 1913 when a dredge deposited bay material to the west of the deepened yacht channel near the Fisher and Lummus properties.)



Figure 9 This circa 1924 aerial photo was taken looking across the Venetian Islands from Miami Beach four years after the construction of the Flagler Memorial and Monument Island. The Flagler Memorial is located directly across from Carl Fisher's Flamingo Hotel (center-left). Notice that the obelisk is located in the exact center of the once perfectly circular island.

<sup>25</sup> Historical Museum of Southern Florida, Carl Fisher Papers, Box 10, Miami Beach Development Summaries, Thomas Pancoast Letter, 2 June 1919, p. 1.

<sup>26</sup> Ruby Leach Carson, "Forty Years of Miami Beach," Tequesta, volume XV, 1955, pp. 14-15.

<sup>27</sup> Historical Museum of Southern Florida, Carl Fisher Papers, Box 10, Miami Beach Development Summaries, Work Program of 1920, circa 1919, p. 1.

The Miami Metropolis announced on May 29, 1920, that the "Biscayne," a large dredge, began work the previous day on pumping 50,000 cubic yards of sand up from the bay bottom to fill in and expand the round island for the Flagler Memorial. It was reported that it would take approximately three weeks to fill in the staked areas of the island.<sup>28</sup>

Fisher contracted with the John B. Orr Construction Company, a popular South Florida builder, for the erection of the Flagler Memorial on Monument Island. The memorial consisted of a 96-foot high obelisk surrounded by allegorical figures of Prosperity, Industry, Education, and the Pioneer. Nationally recognized sculptors, Ettore Pellegatta and H.P. Peterson, were commissioned to sculpt the monument.<sup>29</sup>

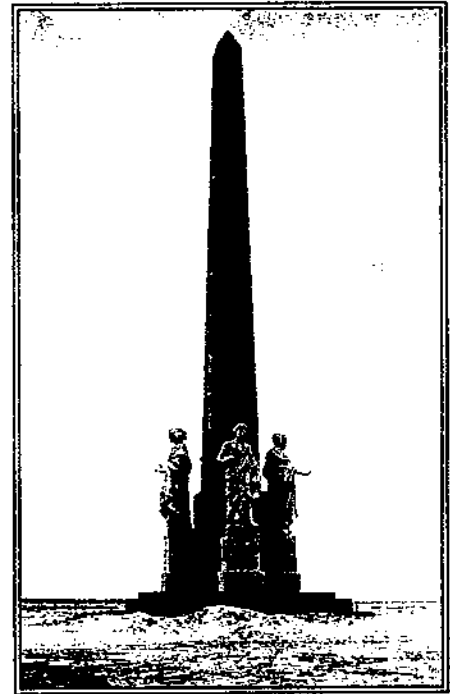


Figure 10 The construction of the Flagler Memorial and Monument Island was undertaken in 1920 and completed in early 1921.

By June 8, 1920, the four carved figures of the Flagler Memorial were completed and on exhibition in the display window of the John B. Orr Construction Company at 147-149 N.E. Sixth Street in Miami.<sup>30</sup>

The Miami Metropolis announced on December 16, 1920, that the structural staging for the erection of the Flagler Memorial was then underway, and the interior steel work of the monument was in the process of being bolted together.<sup>31</sup>

The construction of the Flagler Memorial and Monument Island was completed in early 1921 at a cost of about \$125,000.<sup>32</sup> The monument and artificial island were later deeded to the City of Miami Beach by Fisher's Alton Beach Realty Company for a sum of ten dollars on February 13, 1939,<sup>33</sup> just five months before Fisher's death.

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<sup>28</sup> "Dredge Is Filling in Island for Monument," Miami Metropolis, 29 May 1920.

<sup>29</sup> Smithsonian, Inventories of American Painting and Sculpture, Flagler Monument.

<sup>30</sup> "Carved Figures for Monument Base Made," Miami Metropolis, 8 June 1920.

<sup>31</sup> "Putting Up Steel Work for Flagler Memorial," Miami Metropolis, 16 December 1920.

<sup>32</sup> Charles Cromer, "Memorial to Flagler Desecrated by Vandals," Miami Herald, 5 March 1939.

<sup>33</sup> City of Miami Beach, City Clerk's Office, Flagler Memorial Park, File No. WD-26, Warranty Deed from the Alton Beach Realty Company, recorded 13 February 1939, book 1945, p. 181.

Fisher revered Flagler and had the memorial built in his honor in 1920, seven years after Flagler's death. Fisher admired his fellow pioneer in large part because of Flagler's accomplishments along the east coast of Florida, and particularly Miami, which enabled Fisher and other developers to turn their eyes from Miami toward the seemingly worthless swampland across the bay.

Even though they never met, Fisher did have conversations or correspondence with Flagler before Flagler's death in 1913. In a December 17, 1931, letter to H.N. Rodenbaugh of the Florida East Coast Railway, Fisher wrote, *"The last conversation I had with the late Mr. Flagler was regarding the deeper water port at Miami; he told me that...he had decided to make a port at Key West. I told Mr. Flagler at that time, which was in the early days of Miami Beach, that I expected to be in considerable competition with him at Palm Beach. Mr. Flagler congratulated me on my efforts, and told me that he would cooperate in every way that he could... I believe if Mr. Flagler had lived he would have made every effort possible to change (the port) from Key West to this point (Miami)."*<sup>34</sup> (Flagler's main interest was transportation and the extension of his railroad to Key West, where his passengers could connect with the steamship company of which he was president.<sup>35</sup> Although unsuccessful, Fisher's Peninsula Terminal Company sought a deep water harbor at today's Fisher Island on the east side of Biscayne Bay. Causeway Island became Fisher's "port" in Miami Beach; the island housed Fisher's trolley cars, an electric power plant, and a ferry service to Fisher Island.<sup>36</sup>)

Fisher *"...was quite conscious of following in Flagler's footsteps, and said so: 'I am a great admirer of the late Mr. Flagler. I think he was a great American with a splendid vision of the possibilities of Florida - and that regardless of these possibilities he took great pains and labor to develop the country as much as he could, to the limit of his finances - and I think Florida owes Mr. Flagler more than any other man who has ever set foot in Florida.'"*<sup>37</sup> Why would Carl Fisher say that? Brief biographies of Henry Flagler and Carl Fisher are provided in the following sections of this report.

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<sup>34</sup> Historical Museum of Southern Florida, Carl Fisher Papers, Box 10, Miami Beach Development Summaries, H.N. Rodenbaugh Letter, 17 December 1931, p. 2.

<sup>35</sup> Ruby Leech Carson, "Forty Years of Miami Beach," Tequesta, volume XV, 1955, pp. 4-5.

<sup>36</sup> Howard Kleinberg, Miami Beach, 1994, pp. 68 and 81-83.

<sup>37</sup> Polly Redford, Billion-Dollar Sandbar, 1970, p. 117.

**Henry Morrison Flagler.** Born on January 2, 1830, Henry Morrison Flagler was the son of a Presbyterian minister in Hopewell, New York. His parents were very poor, and he left school at the age of 14 to make his own way in life. He first worked as a clerk in a country store in Ohio, then entered the salt manufacturing business in Michigan, and later the grain business in Cleveland. He made the acquaintance of John D. Rockefeller while he was working in Cleveland. Rockefeller worked for a merchant through whom Flagler had business contacts. During the mid 1860's, Cleveland was the center of the oil refining industry in America, and Rockefeller left the grain business to start his own oil refinery. Flagler formed a partnership with John D. Rockefeller and Samuel Andrews in 1867 for an oil refining company, which would become the Standard Oil Company in 1870. By 1872, Standard Oil led the American oil refining industry producing 10,000 barrels per day.<sup>38</sup>



**Figure 11** Henry Flagler was the co-founder of Standard Oil with John D. Rockefeller in 1867. He was born the son of a poor minister in 1830. When he died in 1913, he was one of the wealthiest men in America.

In 1883, Flagler traveled to St. Augustine where he found the city charming, but the hotel facilities and transportation systems were inadequate. He became interested in Florida and its potential to attract out-of-state visitors.<sup>39</sup> Flagler's first building venture in the state was the construction of the Hotel Ponce de Leon in St. Augustine in 1887. Realizing the need for a sound transportation system for his new hotel, he purchased the Jacksonville-St. Augustine and Halifax River Railroad and several other lines consolidating them into the Florida East Coast Railroad (FEC) in 1886. The railroad was extended to Daytona in 1882, Palm Beach in 1894, and Miami in 1896. In 1905, Flagler decided the railroad should be extended from Biscayne Bay to Key West, 128 miles past the tip of the Florida peninsula. The Florida Overseas Railroad was completed when it reached Key West in 1912.<sup>40</sup>

West Palm Beach was the original terminus for the FEC railroad; however, severe freezes in the area in 1894 and 1895 caused Flagler to rethink his original decision. The town known today as Miami, located 60 miles to the south, was reportedly

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<sup>38</sup> "Biography of Henry Morrison Flagler," Flagler Museum, 1995.

<sup>39</sup> Ibid.

<sup>40</sup> City of Miami Beach Archives, "Henry M. Flagler," Highlights of Greater Miami, 1953, pp. 18-19.

unharmd by the freeze. Prodded by widow Julia Tuttle, Flagler was convinced to extend the railroad to Miami when he was offered land in exchange for laying rail tracks. Flagler received half of Tuttle's lands on the north bank of the Miami River and some land from William Brickell's settlement in Fort Lauderdale. He also acquired land from the Florida Coast Line Canal and Transportation Company. He invested \$100,000 in the financially strapped canal company; and in return, he received 1,500 acres of land for each mile of the railroad extension that was completed between West Palm Beach and Miami.<sup>41</sup>

When the railroad reached Biscayne Bay in 1896, *"Flagler dredged a channel, built streets, instituted the first water and power systems, and financed the town's first newspaper, the Metropolis. When the town was incorporated in 1896, its citizens wanted to honor the man responsible for its growth by naming it 'Flagler.' He declined the honor, persuading them to use an old Indian name, 'Miami.'"*<sup>42</sup>

Along the FEC railroad route, Flagler built world renowned resort hotels, which included the Hotel Ponce de Leon and the Alcazar Hotel in St. Augustine, the Hotel Ormond in Ormond, the Royal Poinciana Hotel and the Breakers Hotel in Palm Beach, and the Royal Palm Hotel in Miami. Flagler's hotels and railroad system, which linked the entire east coast of Florida from Jacksonville to Key West, helped to establish agriculture and tourism as Florida's leading industries.<sup>43</sup>

Relative to his personal life, Flagler married Mary Harkness on November 9, 1853. They had three children, Jennie Louise in 1855, Carrie in 1858, and Harry in 1870. Following a long illness, Mary died at the age of 47 on May 18, 1881. Two years after Mary's death, Flagler married Ida Alice Shourds. Ida Alice was institutionalized for mental illness in 1895. Flagler divorced Ida Alice in 1901. He married Mary Lily Kenan on August 24, 1901. The couple moved to their Palm Beach estate, Whitehall, in 1902.<sup>44</sup>

Flagler's *"...omnipotent sweep into South Florida was not an unprecedented occurrence from a national perspective. During the latter half of the nineteenth century the railroads became one of the most significant factors in America's economic growth, and railroad executives among the most influential people. Henry Flagler made*

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<sup>41</sup> Howard Kleinberg, Miami Beach, 1994, pp. 18-19.

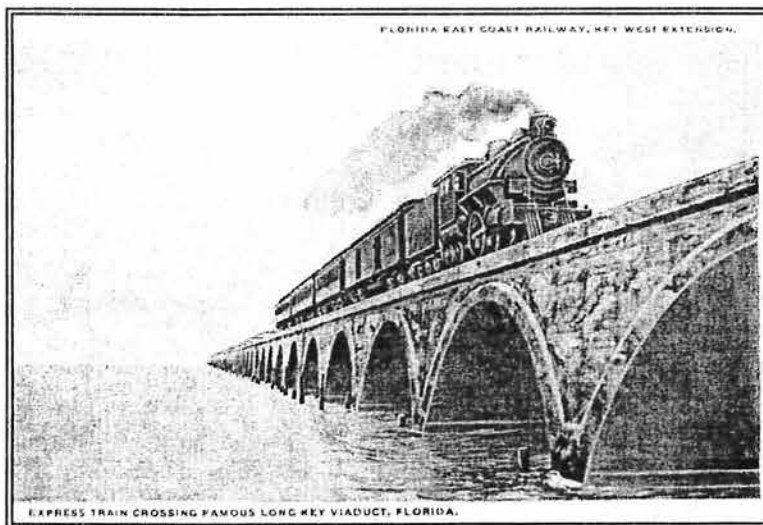
<sup>42</sup> "Biography of Henry Morrison Flagler," Flagler Museum, 1995.

<sup>43</sup> Ibid.

<sup>44</sup> Ibid.

his fortune as a partner and founder, with John D. Rockefeller, of the Standard Oil Company. Later in life he became a true railroad tycoon."<sup>45</sup>

*"(Flagler) invested \$40,000,000 in this practically new state (Florida) with little profit. From a country store clerk to one of the richest men in the nation required hard work and little play, but here Flagler found his fun in spending money, transforming wastelands into playgrounds and gardens. He erected churches, hospitals, schools, and libraries...insisting always that his gifts be anonymous. A great capitalist, builder, and humanitarian, Henry M. Flagler died on May 20, 1913, at the distinguished age of 83, at his home 'Whitehall' in Palm Beach."<sup>46</sup> (Ironically, Flagler's death occurred just two days before the Collins Bridge was completed; the bridge was the first link between Miami and Miami Beach.)*



**Figure 12** This circa 1912 postcard depicts an express train crossing the famous Long Key Viaduct on the Key West Extension of Flagler's Florida East Coast Railway. The first train arrived in Key West on January 22, 1912. The Key West Extension was considered one of Flagler's greatest triumphs and the grand culmination of his legendary career.



**Figure 13** This current photo shows a close up view of the figure Industry at the base of the Flagler Memorial. Notice that the model held in Industry's right arm matches the design of Flagler's Long Key Viaduct with a circa 1912 train, as seen in the historic postcard (left, Figure 12).

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<sup>45</sup> Metropolitan Dade County, *From Wilderness to Metropolis*, 1992, pp. 20-21.

<sup>46</sup> City of Miami Beach Archives, "Henry M. Flagler," *Highlights of Greater Miami*, 1953, p. 19.



**Carl Graham Fisher.** Carl Graham Fisher was born in Greensburg, Indiana, on January 12, 1874. He left school after he completed only the sixth grade. At the age of 12, he sold newspapers and candy on the train that passed through Greensburg, a town about 50 miles southeast of Indianapolis. His next job was a clerk in a bookstore, and later he held a position in a bank. When he was 17 years old, he moved to Indianapolis with his family where he opened a bicycle repair shop with his two brothers. Although he never won any championships, Fisher was popular as a bicycle racer. His interest in racing led him to the automobile.<sup>47</sup>



**Figure 14** Miami Beach pioneer Carl Graham Fisher (1874-1939) carved a great city from a jungle.

In 1904, Fisher broke a record when he drove two miles in 2.01 minutes around a race track in Chicago. About the same time, he took a gamble on an automobile product that would produce millions for him. He invested \$10,000 in the Prest-O-Lite Company for the development of a gas headlamp which would provide better light and not blow out when motorists increased their speed. Fisher relinquished his controlling interest in the Prest-O-Lite Company to Union Carbide for \$9,000,000 in order to develop the Indianapolis Motor Speedway. In 1909, the famous Indianapolis Motor Speedway was completed. It was known as the greatest automobile race track in the world.<sup>48</sup>

In 1912, Fisher dreamed of driving an automobile across the United States from the east coast to the west at a time when the only cross-country routes were railroads and old wagon trails. He believed that one way to create a market for automobiles and its products was to construct better roads and more of them. Fisher was responsible for building the Coast-to-Coast Rock Highway, later renamed the Lincoln Highway; it was completed around 1915. Previously, in 1914, Fisher decided to construct a north to south highway across the United States. This road would provide better access to his new South Florida project, Miami Beach. The Dixie Highway, which spanned from Chicago and Upper Michigan to Miami, was completed around 1915.<sup>49</sup>

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<sup>47</sup> Howard Kleinberg, *Miami Beach*, 1994, p. 35.

<sup>48</sup> Ibid.

<sup>49</sup> Howard Kleinberg, *Miami Beach*, 1994, pp. 38-39 and 45.

But all of these accomplishments were only a prelude to his grandest adventure, as a primary developer and promoter of Miami Beach. Fisher's arrival in South Florida was purely accidental. He was supposed to meet his yacht in Jacksonville, but when John Levi sailed out of the Gulf of Mexico, around Cape Sable, and into Biscayne Bay, he wired a telegram which said, *"Arrived safely. Miami pretty little town. Why not meet me here instead of Jacksonville?"*<sup>50</sup> Fisher arrived in Miami in February of 1910 and quickly fell in love with the warm tropical breezes. Later that same year, Fisher bought a house sight unseen, which he named the Shadows, at today's Southeast 14th Street and Brickell Avenue in Miami.<sup>51</sup>

On January 21, 1913, Fisher received 200 acres of land on Miami Beach from John Collins in exchange for \$50,000 in bonds to complete his bridge. Fisher now owned an undeveloped piece of the peninsula, and it was just the beginning for him. When Fisher took his young wife, Jane, to see the property, she protested. *"No one knew why Carl wanted this ribbon of swamp...I refused to see any charm in this deserted strip of land...But Carl was like a man seeing visions." Taking a stick and drawing lines in the sand, Carl bubbled, 'Look, honey, I'm going to build a city here! A city like magic, like romantic places you read about and dream about, but never see. It's going to be a place where the old can grow young, and the young never grow old - the sort of place Ponce de Leon dreamed about.'*<sup>52</sup>

After his investment in the Collins Bridge, Fisher poured millions of dollars into the development of Miami Beach as a winter playground. He cleared mangrove trees and dredged and filled swampland. He provided public improvements necessary for any new city, such as streets, sidewalks, landscaping, bridges, seawalls, water towers, and water and sewer lines. He built fine residences and office and commercial buildings. He demonstrated his commitment to Miami Beach when he constructed his own personal residence, the Shadows, at the foot of Lincoln Road by the Atlantic Ocean in 1914 and later a private estate at 5010 North Bay Road in 1925. His office was located at Lincoln Road and Washington Avenue in 1917<sup>53</sup> and moved to 846 Lincoln Road (now the Van Dyke building) in 1924.

Fisher's first development company, the Alton Beach Realty Company, was formed in 1913. Fisher was also a partner in other development corporations in Miami Beach,

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<sup>50</sup> Mark Foster, *Castles in the Sand*, 2000, pp. 136-138.

<sup>51</sup> Howard Kleinberg, *Miami Beach*, 1994, pp. 37-38.

<sup>52</sup> Mark Foster, *Castles in the Sand*, 2000, p. 149.

<sup>53</sup> Ruby Leach Carson, "Forty Years of Miami Beach," *Tequesta*, volume XV, 1955, p. 15.



which included the Lummus brothers' Miami Ocean View Company (formed in 1916) and the Collins family's Miami Beach Bay Shore Company (formed in 1919). He held financial interests in the Peninsula Terminal Company and the Collins family's Miami Beach Improvement Company (originally formed in 1912).<sup>54</sup>

In 1913, Fisher dredged a channel on the bay side of Miami Beach to provide yacht access and a motorboat race course. That same year he filled in swampy land to create Belle Isle. In 1918, Fisher completed the construction of the first artificial island in Biscayne Bay, Star Island. In 1920, he finished the construction of another manmade island in the bay, Monument Island. He built La Gorce Island and Allison Island at the mouth of Indian Creek around 1923 and later Collins Island and Johns Island for the Nautilus Hotel's pool area and cottage colony in 1924.<sup>55</sup>

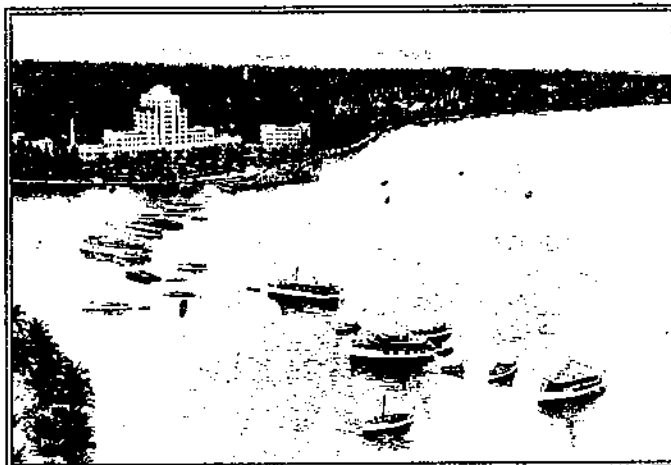


Figure 15 This circa 1922 aerial photo depicts Fisher's Flamingo Hotel (top-left) overlooking Biscayne Bay. Notice that motorboat races are underway across from the hotel (top-right) and in view of the yachts anchored in the basin (foreground).

Fisher constructed luxury hotels in Miami Beach, such as the Lincoln Hotel in 1916, the Flamingo Hotel in 1921, the Nautilus Hotel in 1924, the King Cole in 1925, and the Boulevard Hotel in 1926.<sup>56</sup> He financed the construction of a post office and cable office at Fifth Street in 1920. He built a street car line, an electric power plant (Miami Beach Electric Company), and a cold-storage plant in 1920. He erected a dairy (Miami Beach Dairy) near 41st Street and Prairie Avenue in 1921. Fisher forged Lincoln Road out of a mangrove jungle and created a trendy shopping district. On Lincoln Road, he built the City's first permanent church, Miami Beach Community Church, in 1920 and the Miami Beach First National Bank in 1921. Fisher financed the first public school on the west side of Washington Avenue between 13th and 14th Street in 1920. He later donated land for the site of St. Patrick's Catholic Church and School in 1928.<sup>57</sup>

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<sup>54</sup> Howard Kleinberg, Miami Beach, 1994, pp. 28, 42, 53, 83, and 136.

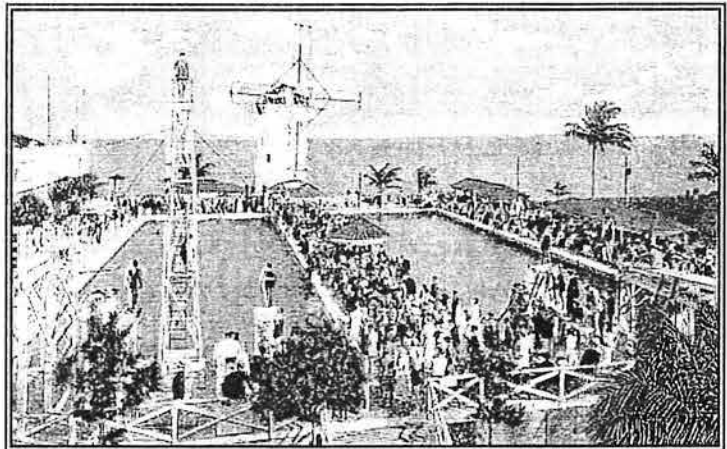
<sup>55</sup> Howard Kleinberg, Miami Beach, 1994, pp. 42-43, 55, 91, and 109.

<sup>56</sup> City of Miami Beach Archives, "Fisher Hotels," Highlights of Greater Miami, 1953, p. 74.

<sup>57</sup> Howard Kleinberg, Miami Beach, 1994, pp. 62-64 and 111-112.

*"Whereas most nineteenth-century retreats, including Henry M. Flagler's development in Palm Beach, emphasized sedentary recuperation and restoration, Fisher's new resort featured action, including a third 'r,' recreation... The secret of Fisher's ultimate success in Miami Beach was his ability to draw visitors into a fantasy world. In essence, he taught many serious, sober-minded, and well-heeled Americans how to play."*<sup>58</sup>

Fisher was determined to attract a racier set and create a livelier atmosphere than Flagler's Palm Beach. He believed that if he could attract the rich to his tropical paradise in Miami Beach he could sell them on investing in and promoting his adventure. Fisher provided popular sports of the wealthy. He conducted speedboat races in Biscayne Bay and arranged deep-sea fishing expeditions for guests. He constructed four golf courses, tennis courts, swimming pools, horse bridle paths, and polo fields. He created the famous Roman



**Figure 16** In 1916, Fisher created the famous Roman Pools at the former Collins/Pancoast Bathing Casino at 23rd Street and Collins Avenue. The signature windmill pumped water from two holding tanks into two swimming pools. Fisher hired nationally renowned divers and other water acts to entertain the guests.

Pools at the former Collins/Pancoast Bathing Casino at 23rd Street and Collins Avenue in 1916.<sup>59</sup> Miami Beach became America's winter playground.

Fisher was a great promoter of Miami Beach and was considered to be his own best publicity man. Numerous advertisements and publicity photos of bathing beauties, bronzed lifeguards, and beach scenes were released for publication in magazines and newspapers. Fisher attracted large crowds and brought abundant publicity to Miami Beach when he hosted such popular events as the Miami Mid-Winter Regatta in 1915 and later the La Gorce Open Golf Tournament in 1928. He drew nationally recognized players for polo matches, golf tournaments, tennis matches, and power boat races in Miami Beach.<sup>60</sup>

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<sup>58</sup> Mark Foster, *Castles in the Sand*, 2000, p. 173.

<sup>59</sup> Mark Foster, *Castles in the Sand*, 2000, pp. 178-190.

<sup>60</sup> Ibid.

Fisher's promotional flair was exemplified with the employment of his two elephants, Carl II (later renamed Nero) in 1921 and then Rosie around 1923. Besides providing manual labor, these elephants were the subjects of thousands of publicity photos.<sup>61</sup> When President-elect Warren Harding came to visit Miami Beach in 1921, Fisher fully capitalized on his stay and was rewarded when Harding enthusiastically pitched Miami Beach in a public statement. Harding said, *"This beach is wonderful. It is developing like magic."* Harding even posed for a picture on the golf course with Carl's elephant who was acting as his caddie.<sup>62</sup>



Figure 17 Fisher's elephants, Carl II (later renamed Nero) and Rosie, were the subjects of thousands of publicity photos to promote Miami Beach. This circa 1925 photo depicts a golfer on top of an elephant on the golf course.

In 1925, Fisher purchased approximately 10,000 acres on a remote tip of Long Island, New York, with the idea of developing a summer resort and deep-water trans-Atlantic port. He planned to create Montauk Point as a Miami Beach of the North. His new focus on Montauk marked the decline of Fisher's domination of the Miami Beach scene. Fisher made a bundle of money in Miami Beach, but Montauk eventually wiped out his bankroll.<sup>63</sup>

Relative to his personal life, Fisher married Jane Watts, a woman 20 years his junior, on October 23, 1909. They had only one child, Carl Jr., who was born in Indianapolis on November 13, 1921, and died just 26 days later from a stomach obstruction. In 1922, Carl refused to take part in Jane's adoption of a two-year old boy named John, nicknamed Jackie. Carl's obsession with his projects and the death of their son drove a wedge between Jane and him. Carl began to drink heavily. Carl and Jane Fisher divorced in 1926. Carl Fisher then married his former secretary Margaret Collier in June of 1927. By the time of Carl's death in 1939, Margaret was living apart from him in New York.<sup>64</sup>

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<sup>61</sup> Howard Kleinberg, Miami Beach, 1994, pp. 79-80 and 124.

<sup>62</sup> Mark Foster, Castles in the Sand, 2000, pp. 203-204.

<sup>63</sup> Howard Kleinberg, Miami Beach, 1994, p. 98.

<sup>64</sup> Howard Kleinberg, Miami Beach, 1994, pp. 35, 94, 88, and 134.

On July 15, 1939, Carl Graham Fisher died at the age of 65 at St. Francis Hospital in the city of his fulfilled dreams, Miami Beach. A memorial to honor Fisher was constructed at Alton Road and 50th Street. It was designed by Russell Pancoast and built by Grover Hodge. The original plan was to bury Fisher at the memorial, but his wife Margaret insisted that his remains be interred in the family mausoleum in Indianapolis. The memorial dedication ceremony was held in the park on April 10, 1941. The inscription on the Carl Fisher Memorial reads, "*He carved a great city from a jungle.*"<sup>65</sup>

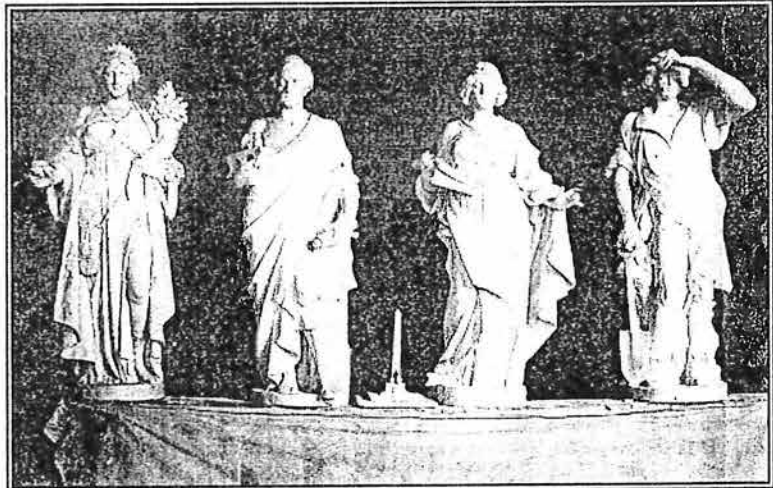
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<sup>65</sup> Howard Kleinberg, Miami Beach, 1994, pp. 135-136.

## IX. ARCHITECTURAL BACKGROUND

**Architectural Background.** The Flagler Memorial is located on Monument Island between the MacArthur and Venetian Causeways in Biscayne Bay. The illuminated obelisk can be seen both night and day from public and private boat tours on Biscayne Bay as well as by people traveling on the MacArthur and Venetian Causeways. It is considered to be a "backyard" landmark to the luxurious private estates on the neighboring Star Island, Palm Island, Hibiscus Island, and the Venetian Islands.

Carl Fisher began planning a memorial to honor fellow pioneer Henry Flagler around 1919. The construction of the Flagler Memorial and Monument Island was undertaken in 1920 and completed in early 1921 at a cost of about \$125,000. Monument Island, originally about 3.33 acres in size, was formed from the filling and expansion of a parcel of partially submerged land deposited in Biscayne Bay in 1913.



**Figure 18** This circa 1920 photo shows a model of the Flagler Memorial's obelisk and base on display (center). The model is surrounded by the allegorical figures (as seen from left to right) Prosperity, Industry, Education, and the Pioneer.

Carl Fisher contracted with the John B. Orr Construction Company, a popular South Florida builder, for the erection of the monument on the tiny remote island. The memorial consisted of a 96-foot high obelisk surrounded by allegorical figures of Prosperity, Industry, Education, and the Pioneer. Nationally recognized sculptors, Ettore Pellegatta and H.P. Peterson, were commissioned to sculpt the monument.<sup>66</sup> The casting and installation of the memorial took about three months to finish.<sup>67</sup> By June 8, 1920, the four carved figures of the Flagler Memorial were completed and on exhibition in the display window of the John B. Orr Construction Company at 147-149 N.E. Sixth Street in Miami<sup>68</sup> (see **Figure 18**). (It was reported in 1939 that the original plaster casts were still intact and located in the shop of John B. Orr, Inc., which had

<sup>66</sup> Smithsonian, *Inventories of American Painting and Sculpture*, Flagler Monument.

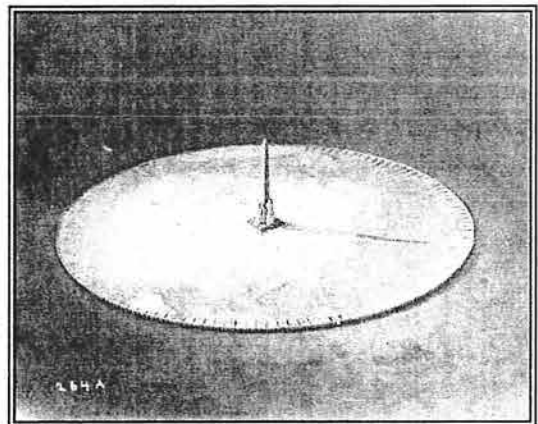
<sup>67</sup> Charles Cromer, "Memorial to Flagler Desecrated by Vandals," *Miami Herald*, 5 March 1939.

<sup>68</sup> "Carved Figures for Monument Base Made," *Miami Metropolis*, 8 June 1920.

moved by then to 25 N.E. 20th Street in Miami.)<sup>69</sup> In early 1921, the construction of the Flagler Memorial's obelisk and base was finished, and the four carved figures were installed at the base.

Ettore Pellegatta is credited for carving the four allegorical statues at the base of the Flagler Memorial.<sup>70</sup> During a 1956 interview with the Miami Herald, Pellegatta stated that he was particularly happy about the Flagler Memorial "...because I did the work on that myself. It is a huge work and was done in pieces, which were then fitted together. The four 18-foot figures...were carved in limestone without benefit of models."<sup>71</sup>

The Flagler Memorial is located approximately in the center of Monument Island. Since its construction 81 years ago, the once perfectly circular island has gradually eroded, been built back up, and eroded again. The island is presently a rough oval shape about 3.6723 acres in size with an irregular shoreline. In an aerial photograph from 1922 (see **Figure 19**), taken just two years after the monument was constructed, the shadow cast from the obelisk over the circular island in conjunction with the perimeter wooden seawall creates the appearance of a large sundial.<sup>72</sup> Refer to **Figure 29 through Figure 34** for aerial photographs which document the historical evolution of Monument Island from its original site conditions to its present physical state.



**Figure 19** This aerial photo was taken in 1922 just two years after the Flagler Memorial and Monument Island were constructed. Notice that the shadow cast from the obelisk over the once circular island in conjunction with the perimeter wooden seawall creates the appearance of a large sundial.

The memorial is supported by 225 piles driven down into rock and surmounted by a concrete foundation. A terraced base, 24 square feet in size, rests on this foundation.<sup>73</sup> The monumental, four-sided tapered shaft of the solid masonry obelisk

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<sup>69</sup> Charles Cromer, "Memorial to Flagler Desecrated by Vandals," Miami Herald, 5 March 1939.

<sup>70</sup> Edward Dodge, "Ettore Pellegatta," Encyclopedia of American Biography, 1968, p. 218.

<sup>71</sup> Doris Reno, "Vizcaya & Flagler Sculptor Modest Man," Miami Herald, 9 September 1956.

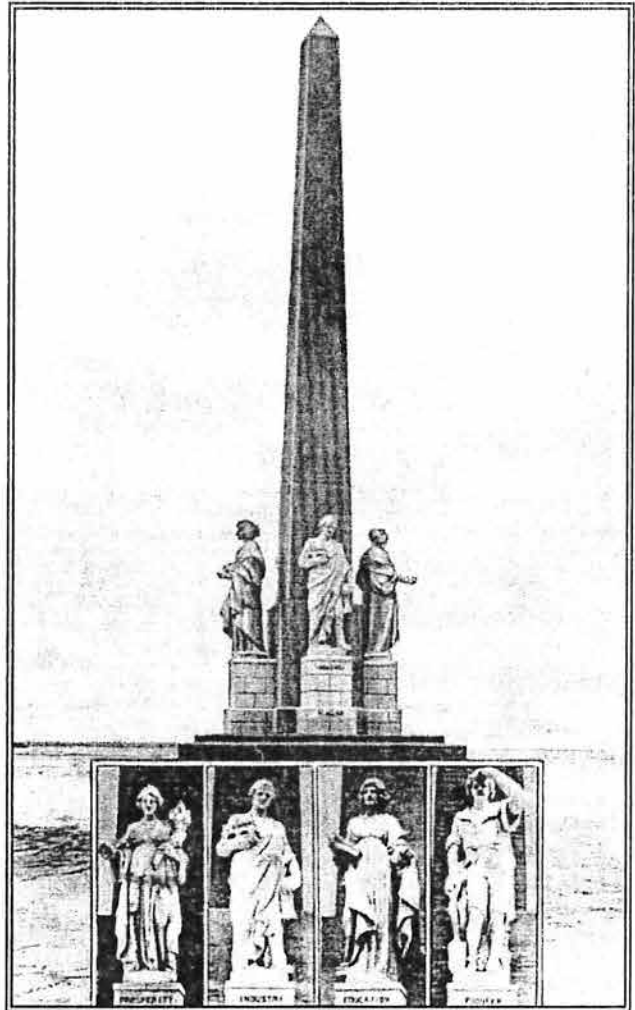
<sup>72</sup> Florida State Archives, Florida Photographic Collection, "Flagler Island Monument," Print Collection, 1922, image no. pr02126.

<sup>73</sup> "Monument Is Lasting Tribute to Memory of 'Empire Builder,'" Miami Herald, 29 July 1929, p. 6-D.



soars 96 feet and culminates in a pyramidal apex. It rises *"above the bay's aquamarine waters like a smooth ivory sword."*<sup>74</sup> The obelisk features four graceful statues of heroic size around its two-tiered base. They symbolize Prosperity, Industry, Education, and the Pioneer. The figures rest upon stacked, rectangular shaped pedestals with scored blocks. Each two-tiered pedestal is inscribed with the figure's name in the upper block with "Flagler" underneath. Including the pedestal on which they stand, the statues are about 25 feet in height. A detailed description of each statue is provided below.

The Pioneer, the southern figure, is a man dressed in a loose fitting shirt with an open collar and rolled up sleeves. He is wearing pants raggedly torn above the knees and ankle-high boots. A plant peeks out from behind his legs. The figure is shading his eyes with his left hand as he looks south over Biscayne Bay. He is supporting a shovel with his right hand, and an ax is slung from a belt across his right hip. The Pioneer is symbolic of Flagler's raw ambition to turn the east coast of Florida from a wilderness and wasteland into a world renown tourist destination. (Refer to **Figure 21** and **Figure 22** for historic and current photos of the Pioneer.)



**Figure 20** This circa 1920 postcard portrays the Flagler Memorial with close up views of the surrounding allegorical figures (from left to right) Prosperity, Industry, Education, and the Pioneer.

Education, the eastern figure, is a woman in an Empire style dress with a high cinched waist. A long flowing shawl is wrapped around her shoulders. Her hair is swept up from her stoic face. She is holding an open book in her left arm and her right arm is extended with a partially open hand. Her right foot rests upon a closed book at her feet. Education is representative of Flagler's great humanitarian efforts in Florida through his generous anonymous donations to not only schools and libraries but also churches and hospitals. It is interesting that Education was selected as one of the

<sup>74</sup>Michael Zimny, "Flagler on the Bay," *Florida History and the Arts*, vol. 9, no. 2, Spring 2001, p. 29.

memorial's allegorical figures because Fisher and Flagler quit school at ages 12 and 14, respectively. (See **Figure 23** and **Figure 24** for historic and current images of Education.)

Industry, the northern figure, is a man in a Roman toga with a bare right shoulder and open toe sandals on his feet. A Classical pedestal is located behind his left leg. Short hair frames his somber face. Industry grasps a partially unfurled parchment scroll in his left hand and a model train mounted on a viaduct in his right arm. The model train and viaduct held by Industry matches the design of Henry Flagler's Long Key Viaduct on the Key West Extension of the Florida East Coast Railway with a circa 1912 train (see **Figure 12**). Industry is symbolic of Flagler's railroad system which connected the entire east coast of Florida from Jacksonville to Key West. The railroad was a significant player in the transportation of fruits and vegetables to northern markets. Flagler's construction of world renown hotel resorts along the railroad route helped to establish the tourist industry along the east coast of Florida. (Refer to **Figure 25** and **Figure 26** for historic and current photos of Industry.)

Prosperity, the western figure, is a woman dressed in flowing Classical robes with a purse slung low over her right hip. A pointed crown rests carefully on her head of upswept hair. Prosperity is holding a piece of fruit in her right outstretched hand and a cornucopia (a horn which symbolizes an abundant supply of food and drink) filled with fruit in her left arm. The figure represents the economic prosperity Flagler brought to the east coast of Florida through the extension of the FEC railroad and his numerous contributions to the development of the cities along the way. The cornucopia symbolizes the agricultural prosperity of Florida. Flagler's railroad enabled fresh produce from Florida to be shipped to previously unavailable northern markets, and thus established agriculture as a leading industry in the state. (See **Figure 27** and **Figure 28** for historic and current images of Prosperity.)

It is worth mentioning that Flagler's Hotel Ponce de Leon (now Flagler College), built in St. Augustine in 1887, featured allegorical figures in the murals painted by George Maynard on the rotunda dome. The two sets of allegorical female figures alternated in the coves of the dome. The first set symbolized Adventure, Civilization, Conquest, and Discovery. The other set of figures represented Earth, Air, Fire, and Water. Although it may be coincidental, these allegorical figures may have inspired a similar theme for the design of the Flagler Memorial.<sup>75</sup>

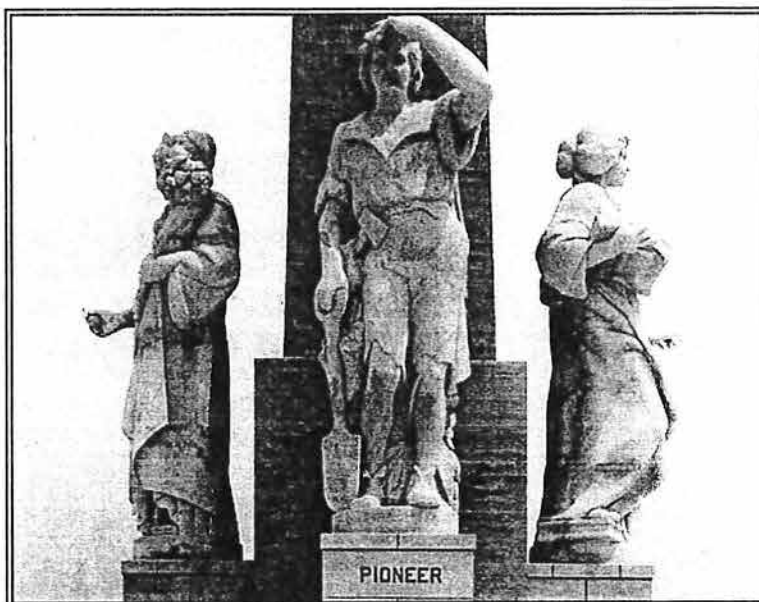
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<sup>75</sup> Thomas Graham, "Henry M. Flagler's Hotel Ponce de Leon," The Wolfsonian/Florida International University Journal of Decorative and Propaganda Arts, volume 23, 1998, p. 103.



## THE PIONEER

### The Southern Figure of the Flagler Memorial



**Figure 21** This historic photo was taken of the Pioneer, the southern figure of the Flagler Memorial, together with Prosperity (left) and Education (right) in May of 1921. The Pioneer is a man dressed in a loose fitting shirt with an open collar and rolled up sleeves. He is wearing pants raggedly torn above the knees and ankle-high boots. A plant peeks out from behind his legs. The figure is shading his eyes with his left hand as he looks south over Biscayne Bay. He is supporting a shovel with his right hand, and an ax is slung from a belt across his right hip.



**Figure 22** This current photo of the Pioneer was taken on May 18, 2001. It shows the present deteriorated conditions of the Flagler Memorial's figures and obelisk.

## EDUCATION

### The Eastern Figure of the Flagler Memorial

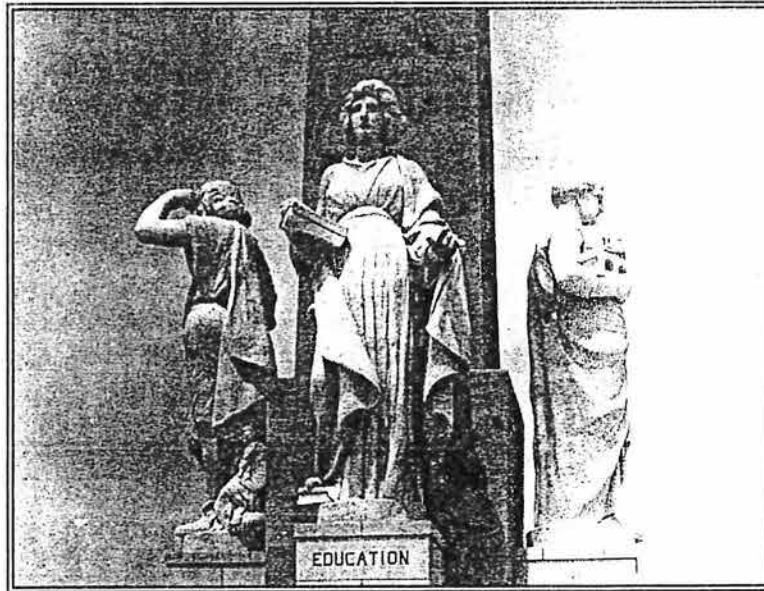


Figure 23 This historic photo was taken of Education, the eastern figure of the Flagler Memorial, together with the Pioneer (left) and Industry (right) on May 10, 1925. Education is a woman in an Empire style dress with a high cinched waist. A long flowing shawl is wrapped around her shoulders. She is holding an open book in her left arm and her right arm is extended with a partially open hand. Her right foot rests upon a closed book at her feet.



Figure 24 This current photo of Education was taken on May 18, 2001. It shows the present deteriorated conditions of the Flagler Memorial's figures and obelisk.

## INDUSTRY

### The Northern Figure of the Flagler Memorial

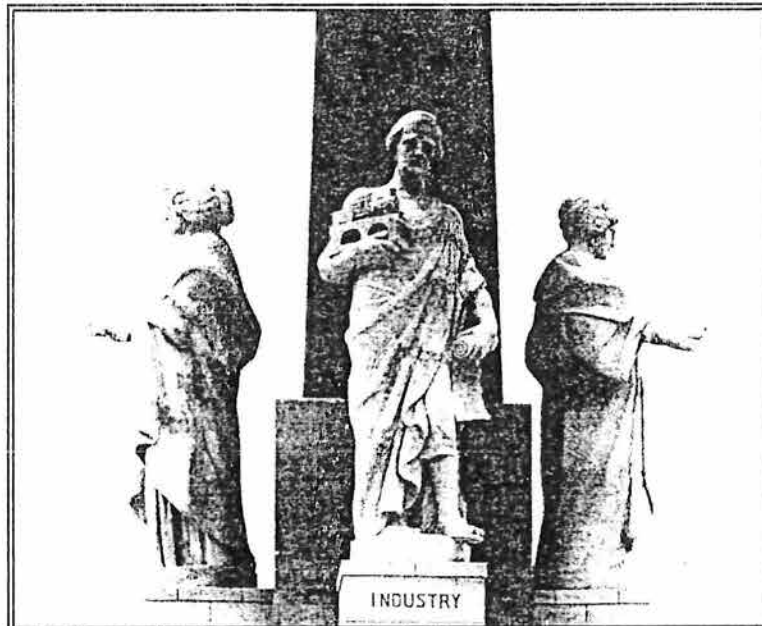


Figure 25 This historic photo was taken of Industry, the northern figure of the Flagler Memorial, together with Education (left) and Prosperity (right) on May 10, 1921. Industry is a man in a Roman toga with open toe sandals on his feet. A Classical pedestal is located behind his left leg. He grasps a partially unfurled parchment scroll in his left hand and a model train mounted on a viaduct in his right arm. The model train and viaduct held by Industry matches the design of Henry Flagler's Long Key Viaduct on the Key West Extension of the Florida East Coast Railway with a circa 1912 train (see Figure 12).

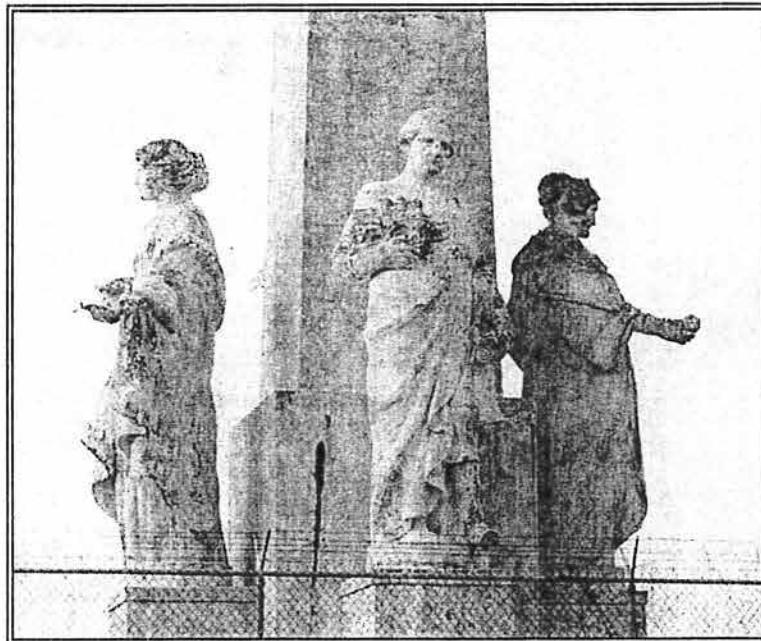


Figure 26 This current photo of Industry was taken on April 21, 2001. It shows the present deteriorated conditions of the Flagler Memorial's figures and obelisk.

## PROSPERITY

### The Western Figure of the Flagler Memorial

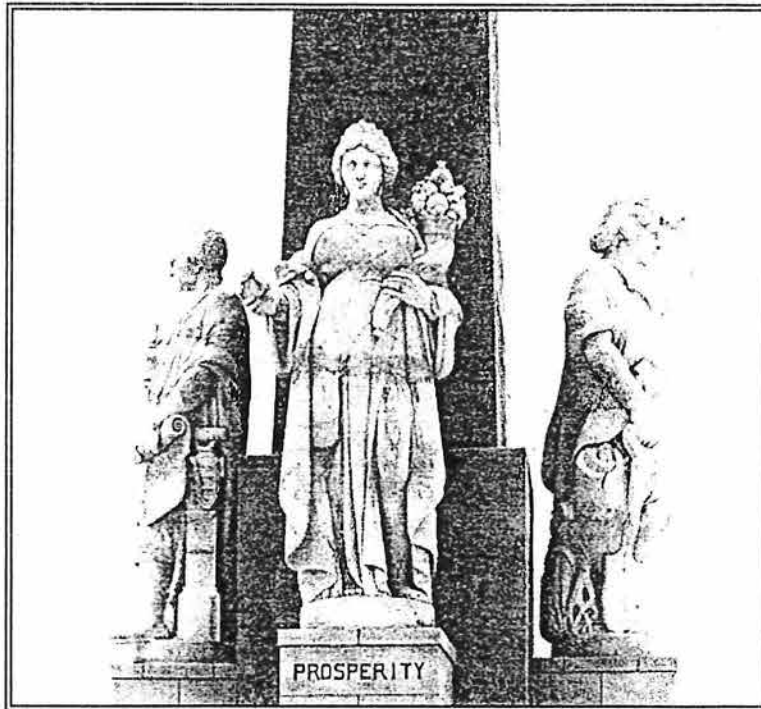
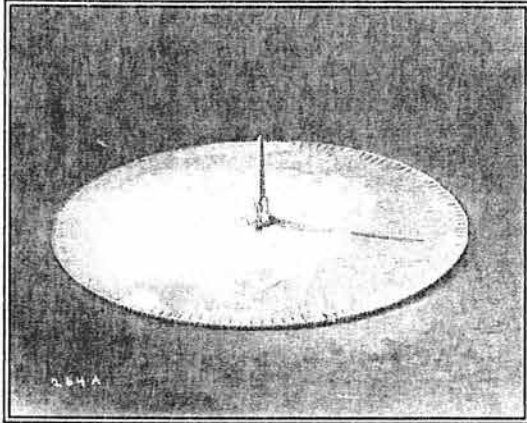


Figure 27 This historic photo was taken of Prosperity, the western figure of the Flagler Memorial, together with Industry (left) and the Pioneer (right) on May 10, 1922. Prosperity is a woman dressed in flowing Classical robes with a purse slung low over her right hip. A pointed crown rests carefully on her head. The figure is holding a piece of fruit in her right outstretched hand and a cornucopia filled with fruit in her left arm.

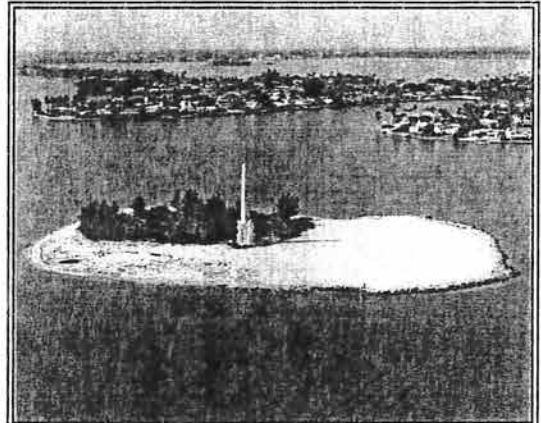


Figure 28 This current photo of Prosperity was taken on May 18, 2001. It shows the present deteriorated conditions of the Flagler Memorial's figures and obelisk.

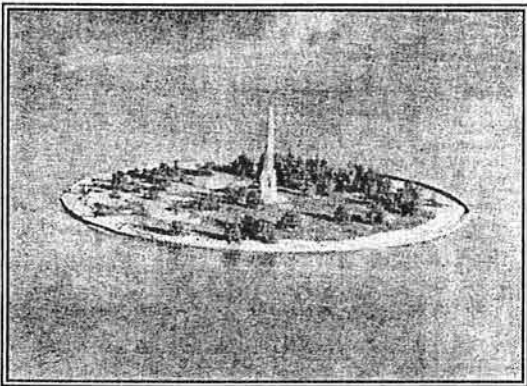
## THE HISTORICAL EVOLUTION OF MONUMENT ISLAND



**Figure 29** As seen in this 1922 aerial photo, taken just two years after its construction, Monument Island was once a perfectly circular island (about 3.33 acres in size) with wooden bulkheads. The Flagler Monument was located in the exact center of the island.



**Figure 32** In 1972, Monument Island was rebuilt from material that was dredged from Biscayne Bay. The originally circular island was now a rough oval shape (about 3.6723 acres in size) with an irregular shoreline.



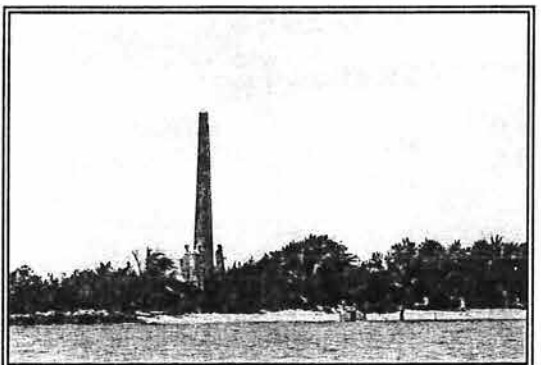
**Figure 30** This circa 1935 aerial photo reveals that Monument Island was casually landscaped with trees. Notice that the landfill around the perimeter of the island was already eroded by the bay water currents and tides. In 1938, the City replaced the island's wooden bulkheads.



**Figure 33** This recent aerial photo of Monument Island was taken sometime after a large fire in 1998. A careless picnicker set the island ablaze and destroyed \$250,000 worth of landscaping.



**Figure 31** By 1969, the east side of Monument Island was eroded, as can be seen by the water shadow of the original large circle in this photo. The Flagler Memorial was dangerously close to being swallowed by the surrounding bay water.



**Figure 34** This current photo of the Flagler Memorial was taken from a boat looking at the north side of the island on April 21, 2001. Notice that the landscaping on Monument Island is now overgrown.

**Natural and Human Damages.** The Flagler Memorial and Monument Island were deeded to the City of Miami Beach by Fisher's Alton Beach Realty Company for a sum of ten dollars on February 13, 1939.<sup>76</sup> The City took responsibility for the upkeep of the memorial and island prior to their acquisition of the property. In 1938, the City replaced the original wooden bulkheads around the island after they became unsightly and dangerous for navigation (see Figure 30).<sup>77</sup>

Accessible only by boat, the remote Monument Island has been a favorite haven and picnic spot for boaters throughout the years. Unfortunately, the Flagler Memorial's isolated location in the bay has made it susceptible to both natural and human damages.

On March 5, 1939, the Miami Herald reported: *"Vandals have left their marks, someone even going to the trouble of climbing the 30-foot statue of the figure symbolizing 'Prosperity,' to daub with red paint the lips of the heroic character. 'Prosperity's' cheeks similarly have been smeared grotesquely with paint and the 'vandal artist' even added heavy black eyebrows. Bases on the figures are marked with names in black and red paint. The figure of 'Education' is marred with a skull and cross bones at the base. Many initials smear the base of the 'Pioneer,' while 'Industry' is as badly marked up... In order to land on the island and get close enough to observe the truly heroic proportions of the statue, one must wade through the water, clamber over slippery clay and then trek through thorny grass... Miami's only memorial shaft to the genius that was Henry M. Flagler's thus goes to waste in an unkempt wilderness. Inaccessible to the public... (tourists are unable to land on the island) ...who might photograph and immortalize in truth the name of a great man and a great work of art."*<sup>78</sup>

In 1940, the vandal-defaced Flagler Memorial was repaired by one of the same sculptors who created it, Ettore Pellegatta. The City awarded Pellegatta, who was then associated with the Sellick Stone Studio, a \$2,500 contract to restore the monument. He worked for five weeks on the restoration of the Flagler Memorial. Pellegatta's work on the monument included the removal of paint smeared on by the vandals, the repair of any damages caused by natural deterioration, and the replacement of any missing parts from the statues' hands and arms.<sup>79</sup> To prevent

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<sup>76</sup> City of Miami Beach, City Clerk's Office, Flagler Memorial Park, File No. WD-26, Warranty Deed from the Alton Beach Realty Company, recorded 13 February 1939, book 1945, p. 181.

<sup>77</sup> Charles Cromer, "Memorial to Flagler Desecrated by Vandals," Miami Herald, 5 March 1939.

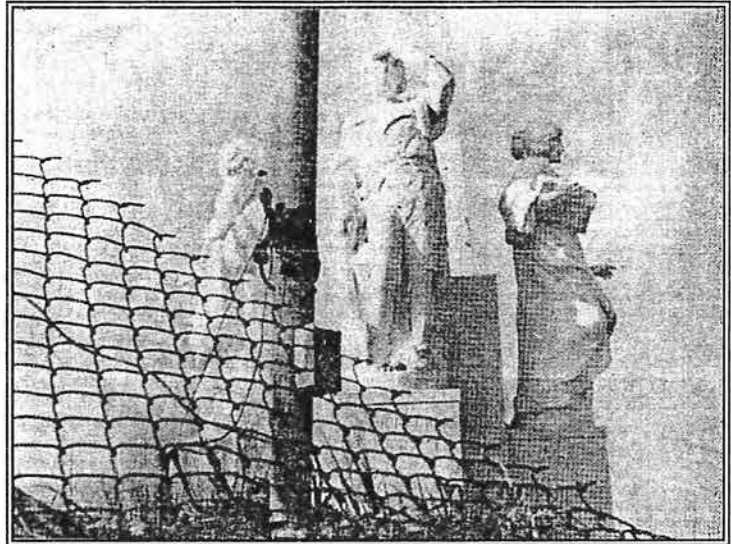
<sup>78</sup> Ibid.

<sup>79</sup> "Vandal-Defaced Flagler Isle Restored by Original Artist," Miami Herald, 23 June 1940.



further damages, the City installed floodlights to illuminate the monument at night and constructed a small fence around the memorial.<sup>80</sup>

By 1969, the Flagler Memorial had fallen back into disrepair, and tides were quickly eroding the east side of the island (see **Figure 31**). The once centrally located monument now stood at the far eastern edge of the island with high tide rising to less than two feet from its base. The monument was in serious danger of being swallowed by the surrounding bay water. It was reported that the fence had collapsed and was often under water, the floodlights were now rusted in the bay, and the beach had disappeared. The landscaping around the base of the monument was replaced with weeds and sand spurs.<sup>81</sup>



**Figure 35** By 1969, the Flagler Memorial had fallen into disrepair, and tides were quickly eroding the east side of Monument Island.

In an effort to relieve the City of future maintenance of the monument and island, Miami Beach once considered transferring the ownership of the property to the Federal Government. On September 1, 1971, the Miami Beach City Commission unanimously passed a resolution endorsing the Flagler Memorial and Monument Island as a national monument.<sup>82</sup>

On September 13, 1971, Congressman Claude Pepper introduced a bill to the United States House of Representatives, which reads in part, "*That the Secretary of the Interior is authorized and directed to acquire, by donation from the city of Miami Beach, Florida, the Flagler Monument located near such city, and such of the surrounding real property as he deems appropriate for its use and development as a national monument. Upon acquisition, such property shall be designated as the Flagler National Monument. The Secretary of the Interior, acting through the National Park Service, shall administer, protect, develop, and maintain the Flagler National*

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<sup>80</sup> Susan Burnside, "Prosperity Drowning," Miami Herald, 27 December 1970.

<sup>81</sup> Edna Buchanan, "Flagler Monument Falling Victim to Tides?" Miami Beach Sun, 26 February 1969.

<sup>82</sup> "Monument Backed," Miami Beach Sun, September 2, 1971.

*Monument.*"<sup>83</sup> The bill was referred to the Committee of Interior and Insular Affairs. Although the site was inspected by the State Historic Preservation Officer on December 1, 1971, it appears that no other action was taken to designate the Flagler Memorial as a national monument.

Perhaps the reason why the national monument designation was not pursued further was that the City discovered a way to address the island's severe erosion problem. In a newspaper article from October 28, 1971, it was revealed that a solution to save the memorial and island had been found. The City was coordinating with a dredging company who was doing work on the Miami side of the bay. The company had excess dredge material and volunteered to barge the fill over to Miami Beach to repair the eroded island.<sup>84</sup> The island was to be rebuilt from material that was dredged from the bay bottom of the Intracoastal Waterway just off the Venetian Causeway. The commencement of the rebuilding of the island was announced in a newspaper article from December 14, 1971; it stated, "*Prosperity, whose statue has been in danger of drowning along with Industry, Education, and Pioneering, is winning a reprieve from the depths of Biscayne Bay.*"<sup>85</sup> The eroded island was filled with the donated dredge material during the summer of 1972.<sup>86</sup> The originally circular island was now a rough oval shape (about 3.6723 acres in size) with an irregular shoreline (see **Figure 32**).

Although the Flagler Memorial maintains its original architectural integrity, it suffers from vandalism and a deteriorated condition due to many years of deferred maintenance prior to Miami Beach's recent economic revitalization. One of the greatest damages to Monument Island was done in 1998 when a careless picnicker set it ablaze and destroyed \$250,000 worth of landscaping (see **Figure 33**). The island endures overgrown vegetation and piles of garbage (see **Figure 34**). Litter is a constant problem from jet skiers and boaters who frequent the remote island. A disjointed effort by the City, Miami-Dade County, and the private sector to address these issues has met with little success in the past.

Presently, public and private funds are actively being sought in order to establish one single continuous effort for the restoration and regular maintenance of not only the Flagler Memorial but other historically significant monuments throughout Miami

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<sup>83</sup> Florida Department of State, Division of Historical Resources, Flagler Memorial File, H.R. 10611, 13 September 1971.

<sup>84</sup> Linda Kleindienst, "Monument May Be Saved," Miami Beach Sun, 28 October 1971.

<sup>85</sup> "Prosperity Gets More Front Yard," Miami Herald, 14 December 1971.

<sup>86</sup> Florida Department of State, Division of Historical Resources, Flagler Memorial File, Florida Master Site File Form, "Flagler Memorial Monument," 18 September 1972.



Beach.<sup>87</sup> The future of Monument Island has been discussed with nearby island residents. Several of the issues raised so far focus on the island's accessibility to the public, types of amenities to be offered (if any), development of a landscaping plan, addressing shoreline stabilization, and establishing a budgeted continuous maintenance program.

Restoration and appropriate renovation of the Flagler Memorial and Monument Island could be successfully completed by careful analysis of on-site conditions and high quality historical photographs. Despite its deteriorated condition, the Flagler Memorial is a landmark which represents the architectural and cultural history of not only Miami Beach but also the entire South Florida region. Adjusting for scale, the Flagler Memorial is the local equivalent to the Statue of Liberty in New York harbor, and it is a monument designed to attract attention to a prominent figure in American history.

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<sup>87</sup> Lissette Corsa, "Statutory Rape," Miami New Times, 6 July 2000.

John B. Orr. Born in Glasgow, Scotland, on August 26, 1886, John B. Orr received his early education in the public schools of Camalachie, Newlands, and Glasgow. He studied at the West of Scotland Technical College Art School. This scholastic training was followed by an apprenticeship of six years as an ornamental plasterer and modeler. After his apprenticeship, he traveled 18 months in the United States and Canada. In 1907, he returned to Glasgow and started a business at the age of 21. After two years, he sold his business in Glasgow and moved to the United States in 1909.<sup>88</sup>



Figure 36 During the Land Development Boom of the 1920's, John B. Orr was known for his fine ornamental detailing and construction work throughout Florida.

In 1911, Orr established a business in South Florida as a plasterer, modeler, mason contractor, and general contractor. He built up his business with skilled workmen and opened offices in Miami, Palm Beach, and Atlanta. The John B. Orr Construction Company was located at 147-149 N.E. Sixth Street in Miami.

(It was later renamed John B. Orr, Inc., and moved to 25 N.E. 20th Street in Miami.)<sup>89</sup> During the Land Development Boom of the 1920's, Orr was known for fine plastering, stucco and mason work, and construction throughout Florida.<sup>90</sup>

*"Mr. Orr's influence in the development of the artistic possibilities of plaster, stucco, and cement is national in its scope, and for a number of years he has served as a member of the Advisory Committee on the Treatment of Concrete and Stucco Surfaces in the American Concrete Institute. His services as an interior and exterior decorator are in constant demand, and this branch of his work is now of considerable importance and necessitates a large staff of skilled decorators being constantly maintained to undertake contacts in the Southern States."*<sup>91</sup>

Examples of Orr's work in plaster, stucco, and masonry include: the Helene Apartments, Pancoast Hotel, and Nautilus Hotel in Miami Beach (all now demolished); the James Deering estate (Villa Vizcaya), McAllister Hotel, Strand Hotel, Clyde Court

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<sup>88</sup> Miami Public Library, Florida Room, "John B. Orr," Florida: The East Coast, circa 1924, p. 117.

<sup>89</sup> Charles Cromer, "Memorial to Flagler Desecrated by Vandals," Miami Herald, 5 March 1939.

<sup>90</sup> Miami Public Library, Florida Room, "John B. Orr," Florida: The East Coast, circa 1924, p. 117.

<sup>91</sup> Miami Public Library, Florida Room, "John B. Orr," Florida: The East Coast, circa 1924, p. 250.

Apartments, Miami National Bank, and Lorraine Arcade Buildings in Miami; the Everglades Club, Danse De Mer, and numerous residences in Palm Beach; the Lake Court Apartments, Good Samaritan Hospital, El Verano Hotel, Palm Beach Guaranty Building, and Citizens Investment Building in West Palm Beach; the Casa Marina Hotel in Key West; the Ft. Lauderdale Bank and Trust Company Building in Fort Lauderdale; the Orange Court Apartments and San Juan Hotel in Orlando; the El Soreno Hotel in St. Petersburg; the Bon Air Hotel in Augusta, Georgia; and the Wesley Memorial Hospital and the Henry C. Heinz residence in Atlanta, Georgia.<sup>92</sup>

Orr was recognized for his superior workmanship in ornamental detailing on Kiehnel and Elliot's El Jardin (now the Carrollton School) at 3747 Main Highway, Miami, in 1917 and later Schultze and Weaver's Daily News Tower (today's Freedom Tower) at 600 Biscayne Boulevard, Miami, in 1925. *"The fine craftsmanship of the intricate cast stone decoration and wrought iron grillwork is a trademark of John B. Orr, builder of some of the major construction projects in the Miami area during the boom years (of the 1920's)."*<sup>93</sup>

As a general contractor, Orr constructed Jim Allison's hospital at 250 West 63rd Street on Allison Island in Miami Beach in 1925. Allison Hospital (later renamed St. Francis Hospital) was built at a cost of \$3.5 million. The three-story Spanish-style building was designed by August Geiger. The state-of-the-art hospital catered to the wealthy.<sup>94</sup>

In 1925, Orr was the general contractor for the canal front residence at 1818 Michigan Avenue in Miami Beach. The structure was designed by the internationally recognized firm of Schultze and Weaver as a model apartment for a luxury apartment building called Villa Biscayne, which never materialized. This building was widely publicized in its time in tinted postcards and atmospheric photographs which depict its Venetian-style canal front complete with gondolas.<sup>95</sup>

Orr was the general contractor for Kiehnel and Elliot's Scottish Rite Temple at 471 N.W. Third Street, Miami, in 1922. He constructed the Central Arcade Building and Tatum Building in Miami. Orr built magnificent residences for John Bindley in Coconut

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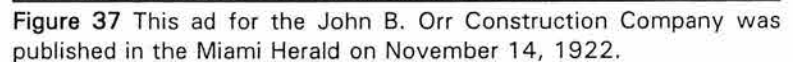
<sup>92</sup> Miami Public Library, Florida Room, "John B. Orr," Florida: The East Coast, circa 1924, pp. 117 and 250.

<sup>93</sup> Metropolitan Dade County, From Wilderness to Metropolis, 1992, pp. 102-103 and 139.

<sup>94</sup> Howard Kleinberg, Miami Beach, 1994, pp. 109-110.

<sup>95</sup> City of Miami Beach, Planning Department, Palm View Historic District Designation Report, 1999, pp. 14 and 16.

A 1922 advertisement for the John B. Orr Construction Company in the Miami Herald reads, *"Service beyond the contract. When you think of building, think of Orr. James Stanley Joyce residence, Flagler Rite Temple - Four monuments embodied in the modern method achievements. Your every desire work of this organization in v Artists are combined in building*



*Stanley Joyce residence, Flagler Memorial, John Bindley residence, and the Scottish Rite Temple - Four monuments to the science of building with speed and precision as embodied in the modern methods, we...produce masterpieces in keeping with 'ORR' achievements. Your every desire and expectation fulfilled. ...The efficient, painstaking work of this organization in which constructive skill and the handiwork of Master Artists are combined in buildings of beauty as well as utility.*<sup>198</sup>

<sup>98</sup> "John B. Orr, Service Beyond the Contract," *Miami Herald*, 14 November 1922.

Orr took an active part in various fraternal organizations, such as the James Carnell Lodge of Masons, Simon Cyrene Commandery, Knights Templar, Miami Consistory, Morocco Temple, and Mystic Shrine. In 1921, Orr served as Master of Kodosh in the Scottish Rites Masons. He served as president of the Miami Shrine Club from 1920 until 1921 and later as potentate of the Mahi Shrine Temple.<sup>99</sup>

Relative to Orr's personal life, he married Esther Strandell and had three children, John B., Jr., Ellen Mary, and George Edie. They resided at 1797 N.E. 18th Street in Miami.<sup>100</sup> In 1956, John B. Orr, Jr., was a first-term member of the Florida House of Representatives from Dade County. He was the only member of the Florida House of Representatives and Senate to vote against segregationist bills proposed by then Governor LeRoy Collins in response to the United States Supreme Court's school desegregation rulings. John B. Orr, Jr., said that he endorsed the gradual integration of schools as the court had ordered because segregation was morally wrong. No legislator spoke in his support. John B. Orr, Jr., was later re-elected to the Florida House of Representatives despite his position on desegregation, but only because he had already been re-nominated and the Republican party did not have a candidate. He lost his seat two years later to an avowed segregationist. John B. Orr, Jr., did not retain public office again until he was elected Mayor of Dade County in 1972. He died of cancer two years later.<sup>101</sup>

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<sup>99</sup> Miami Public Library, Florida Room, "John B. Orr," Florida: The East Coast, circa 1924, p. 250.

<sup>100</sup> Ibid.

<sup>101</sup> Martin Dyckman, "Orr's Deserving Recognition," St. Petersburg Times, 17 June 2001.

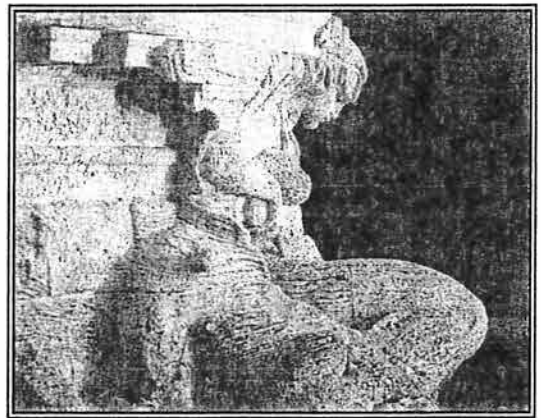
**Ettore Pellegatta.** Sculptor Ettore Pellegatta was born in Viggiu, near Milan, Italy, on February 16, 1881. Luigi Pellegatta, his father who died in 1882, was a sculptor famous for his monuments throughout Italy and elsewhere. Ettore Pellegatta studied at the Milan Academy of Art. After working in Northern Italy and serving two years of military service, he came to the United States in 1901 where his brother was already established as a sculptor.<sup>102</sup> Pellegatta was an artist who sculpted custom work for clients.



**Figure 38** Ettore Pellegatta was a nationally recognized sculptor who worked in South Florida, New York, and Washington, D.C.

Pellegatta created sculptures for many of the public buildings in New York City, one of his most noted works being the lions guarding the entrance to the New York City Public Library. Some of his other works include the huge capitals in the main nave of the Cathedral of St. John the Divine and some of the detail work on the Columbia University Building. He also worked on the front pediment of Grand Central Terminal by carving the outstretched arm and head of Mercury. In Washington, D.C., he worked on the Cathedral of the Immaculate Conception and the two enormous sphinx for the Masonic Temple.<sup>103</sup>

In 1915, he was one of nine sculptors who moved to Miami to work on James Deering's Neo-Renaissance estate, Villa Vizcaya. Since he always had a longing for the tropics, he immediately fell in love with Miami and decided to stay. Pellegatta worked in Vizcaya's gardens for five years and later was called back annually to repair damages to the outdoor sculpture. While working at Vizcaya, he carved garden statues and decorations on many of the gates and smaller buildings. He is noted for carving the figures on the bow of the landmark stone boat in front of Vizcaya in Biscayne Bay.<sup>104</sup>



**Figure 39** This photo provides a close view of the mermaid carved by Pellegatta in 1915 on the bow of the great stone barge in front of Villa Vizcaya in Biscayne Bay.

<sup>102</sup> Edward Dodge, "Ettore Pellegatta," *Encyclopedia of American Biography*, 1968, pp. 217-218.

<sup>103</sup> Ibid.

<sup>104</sup> Doris Reno, "Vizcaya & Flagler Sculptor Modest Man," *Miami Herald*, 9 September 1956.



After leaving Vizcaya, the artist went to work with the John B. Orr Construction Company, which employed four sculptors at that time. While Orr was under contract with Carl Fisher, Pellegatta sculpted the four statues at the base of the Flagler Memorial in 1920. He created various statues for Carl Fisher's Nautilus Hotel grounds just north of 41st Street and Alton Road, which include a collection of sporting statues in 1923, "The Polo Player" in 1923, and "The Great Spirit" in 1924.<sup>105</sup>



Figure 40 Sculpted by Pellegatta in 1923, the statue of two polo players on horseback identified the polo fields east of the Nautilus Hotel (seen in background).

"The Polo Player" is now located in Polo Park on the Nautilus School grounds at North Michigan Avenue and West 42nd Street. It is one of three statues depicting polo players (the others now destroyed) which were located at the polo fields east of the former Nautilus Hotel.<sup>106</sup> The statues which portrayed models fishing, golfing, playing tennis, and bathing on Collins Island as part of the Nautilus Hotel grounds are all now destroyed.<sup>107</sup>

"The Great Spirit" depicts a Native American in a chief's headdress mounted on a horse with its head lowered to the ground. It originally stood near the Nautilus Hotel with another of Pellegatta's Native American works, "The End of the Trail."<sup>108</sup> "The Great Spirit" was relocated in 1959 from the Nautilus Hotel grounds to its present location just south of 41st Street on Pinetree Drive. "The End of the Trail" reportedly was moved to Key West, but it hasn't been seen since its relocation."<sup>109</sup>

Pellegatta later established his own studio in the Paramount Building in Miami where he carved six life-size nudes for the interior of the theater. In Miami, he was responsible for the capitals at the Main Post Office, the statues atop the Huntington

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<sup>105</sup> Ibid.

<sup>106</sup> Smithsonian, *Inventories of American Painting and Sculpture*, The Polo Player.

<sup>107</sup> Smithsonian, *Inventories of American Painting and Sculpture*, John B. Orr.

<sup>108</sup> Elizabeth Morgan, "'Spirit' Rides Again," *Miami Herald*, 22 December 1980.

<sup>109</sup> Ibid.

Building, and the door carvings on the First Federal Bank.<sup>110</sup> He executed works for the Boca Raton Country Club, and he worked on many of the public buildings in Coral Gables, Boca Raton, Hollywood, Miami, and Miami Beach. After retiring in 1940, he continued to make small carvings.<sup>111</sup>

During an interview with the Miami Herald in 1956, the modest Pellegatta wondered why he would be the subject of a story since he had already been retired for 15 years. He said that he had only one mild regret: that so much of the work he did on the facades of Miami buildings had been destroyed, or soon will be destroyed, in the interest of "modernization." He asked, *"What's there so attractive about straight up-and-downness in a building?"* Pellegatta was brought up in the tradition of anonymous architectural decoration as an integral part of the building trade. He believed that building decoration should be done, as it always has been, anonymously by good craftsmen who are thinking not of fame but merely of doing good strong work that will last.<sup>112</sup>



Figure 41 Around 1910, Pellegatta sculpted the famous lions guarding the entrance to the New York Public Library at 42nd Street and Fifth Avenue. Over the years, passing library patrons have developed a ritual of patting the lions.

Relative to his personal life, Pellegatta married Lina Casartelli in Bergamo, Italy, on April 27, 1913. They had two children, Hector and Ethel. After Lina died in 1941, Ettore married for the second time to Amelia Galli in Brooklyn, New York.<sup>113</sup> They resided at 325 N.E. 31st Street in Miami. Hector Pellegatta *"broke the line of sculptors in the family."* Ettore's daughter, Ethel Muffatti (later Ethel Stanley), became a commercial artist.<sup>114</sup> On September 6, 1966, Ettore Pellegatta died at the age of 85 in Miami.

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<sup>110</sup> Doris Reno, "Vizcaya & Flagler Sculptor Modest Man," Miami Herald, 9 September 1956.

<sup>111</sup> Edward Dodge, "Ettore Pellegatta," Encyclopedia of American Biography, 1968, pp. 217-218.

<sup>112</sup> Doris Reno, "Vizcaya & Flagler Sculptor Modest Man," Miami Herald, 9 September 1956.

<sup>113</sup> Edward Dodge, "Ettore Pellegatta," Encyclopedia of American Biography, 1968, pp. 217-218.

<sup>114</sup> Doris Reno, "Vizcaya & Flagler Sculptor Modest Man," Miami Herald, 9 September 1956.



**Other Sculptural Work.** The following historic photographs document examples of sculptural work executed by the John B. Orr Construction Company and artist Ettore Pellegatta in Miami Beach. These statues were created for Carl Fisher's Nautilus Hotel grounds just north of West 41st Street and Alton Road during the mid-1920's. The Nautilus Hotel opened its doors on January 10, 1924. The hotel was converted to a military hospital during World War II. Immediately after the war, it became a veteran's hospital. In 1949, it was purchased from the Veteran's Administration by Mount Sinai. The structure was demolished in 1968 to make room for more additions and buildings for the growing medical center.<sup>115</sup>

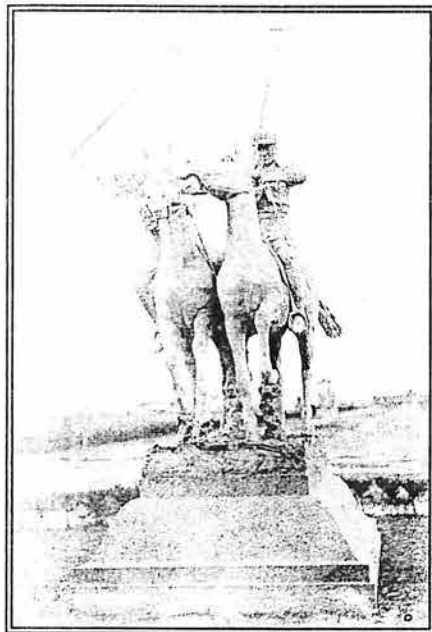


Figure 42 Created in 1923, the polo player statues (Figure 42 and Figure 43) were located on the polo fields just east of the Nautilus Hotel. The polo fields were bounded by West 46th Street to the north, West 41st Street to the south, Alton Road to the west, and North Meridian Avenue to the east. The polo player statues (left) are now destroyed.



Figure 44 Created in 1923, this statue featured a saddled polo horse with a polo cap and mallet at his feet. It was situated by the horse barns just south of the Nautilus polo fields. The riderless polo horse is now destroyed.



Figure 43 "The Polo Player" still exists today. It is now located in Polo Park on the Nautilus School grounds at North Michigan Avenue and West 42nd Street.

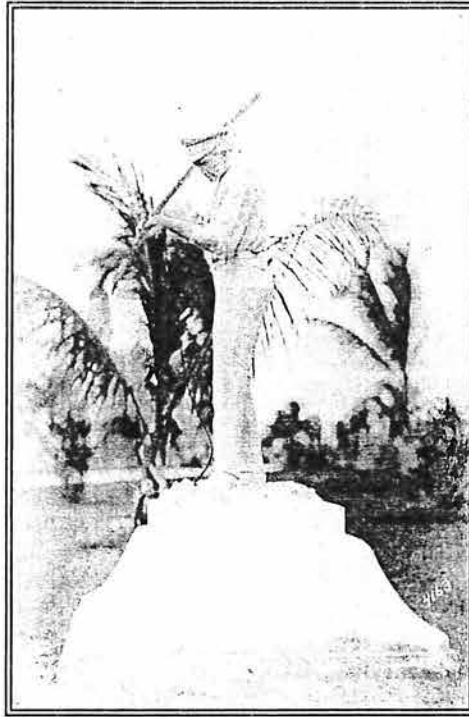


Figure 45 Erected in 1924, "The Great Spirit" statue was originally located just west of the Miami Beach Garden in a median island bordered by Alton Road, North Bay Road, and West 41st Street. It identified the nearby southern entrance to the Nautilus polo fields. The statue was relocated to its present site at Pinetree Drive and 41st Street in 1959.

<sup>115</sup> Agnes Ash, "Nice Things They Did with Moses' Money," *Miami News*, 15 November 1964.



**Figure 46** Created in 1923, these sporting statues (Figure 46, 47, and 48) were located on Collins Island as part of Carl Fisher's Nautilus Hotel grounds. Collins Island (dedicated to John Collins) provided a cottage community. The neighboring Johns Island (named after John Levi) featured a swimming pool and cabanas. These manmade islands were infilled for the construction of the Julie Tuttle Causeway in 1959. The sporting statues are all now destroyed.



**Figure 48** This monument depicted a man spear fishing. The statue may have commemorated Captain Charlie Thompson's catching of "The World's Largest Fish," sometimes called "The Thing."



**Figure 47** Carl Fisher constructed luxury resort hotels on the bayside in Miami Beach. He provided popular sports of the wealthy to attract them to his tropical paradise, such as golf courses, tennis courts, swimming pools, motorboat races, deep-sea fishing expeditions, horse bridle paths, and polo fields. This statue (left) portrayed a woman playing golf.

**X. PLANNING DEPARTMENT RECOMMENDATIONS**

1. **Criteria for Designation:** The Planning Department finds the proposed Flagler Memorial and Monument Island Historic Site to be in compliance with the Criteria for Designation listed in Section 118-592 in the Land Development Regulations of the City Code.
2. **Site Boundaries:** On June 12, 2001, the Historic Preservation Board reviewed the preliminary evaluation report and adopted the boundaries as recommended by the Planning Department for the proposed designation of the Flagler Memorial and Monument Island as an historic site. (Refer to **Section IV, Description of Boundaries**, for more information.)

On November 13, 2001, the Historic Preservation Board unanimously approved a motion (6 to 0; 1 absence) to recommend approval of the designation of the Flagler Memorial and Monument Island as an historic site in accordance with staff recommendations, as reflected in this designation report.

On January 22, 2002, the Planning Board unanimously approved a motion (7 to 0) to recommend approval of the designation of the Flagler Memorial and Monument Island as an historic site.

On March 20, 2002, the City Commission unanimously approved the designation (6 to 0; 1 absence) of the Flagler Memorial and Monument Island as an historic site on first and final reading public hearing.

3. **Areas Subject to Review:** The Planning Department recommends that the following areas within the boundaries of the proposed historic site shall be subject to review by the Historic Preservation Board: all exterior elevations of the Flagler Memorial, all site and landscape features of Monument Island, all new construction on the historic site (inclusive of structures, docks, and ramps), and all improvements to the perimeter of the island.
4. **Review Guidelines:** The Planning Department recommends that a decision on an application for a Certificate of Appropriateness shall be based upon compatibility of the physical alteration or improvement with surrounding properties and where deemed applicable in substantial compliance with the following:
  - a. The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, as revised from time to time;

- b. Other guidelines/policies/plans adopted or approved by resolution or ordinance by the City Commission;
- c. All additional criteria as listed under Sections 118-564(b) and 118-564(c) in the Land Development Regulations of the City Code;
- d. City of Miami Beach Design Guidelines as adopted by the Joint Design Review/Historic Preservation Board on October 12, 1993, amended June 7, 1994, as may be revised from time to time.

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