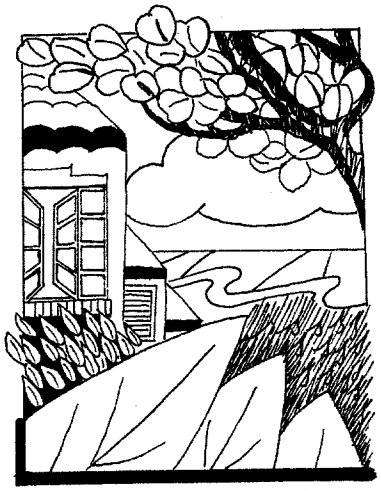

ALTOS DEL MAR

HISTORIC PRESERVATION DISTRICT

DESIGNATION REPORT

CITY OF MIAMI BEACH PLANNING DEPARTMENT

THE CITY OF MIAMI BEACH

HISTORIC PRESERVATION DISTRICT DESIGNATION REPORT FOR THE ALTOS DEL MAR DISTRICT

Prepared by:

CITY OF MIAMI BEACH PLANNING DEPARTMENT

JANUARY 1987

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ALTOS DEL MAR HISTORIC DISTRICT

DESIGNATION REPORT

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I. REQUEST

On September 24, 1986 the City Manager submitted a historic district nomination of the property between Collins Avenue and the Erosion Control Line from 77th Street to 79th Street. At the Historic Preservation Board meeting on October 2, 1986, the Planning Department submitted a preliminary evaluation of the nominated district. The Board voted (9-2) to direct staff to prepare a designation report on the nominated district with the addition of the blocks from 76th Street to 77th Street.

II. DESIGNATION PROCESS

The process of historic designation is set forth in Section 22-5(A) of the Miami Beach Zoning Ordinance. An outline of this process is provided below:

Step One: A request for designation is made either by the Historic Preservation Board, other agencies and organizations as listed in the Ordinance, or the property owners involved.

Step Two: The Planning Department prepares a preliminary evaluation and recommendation for consideration by the Historic Preservation Board.

Step Three: The Historic Preservation Board reviews the evaluation to determine compliance with the criteria for designation and then votes to direct the Planning Department to prepare a designation report.

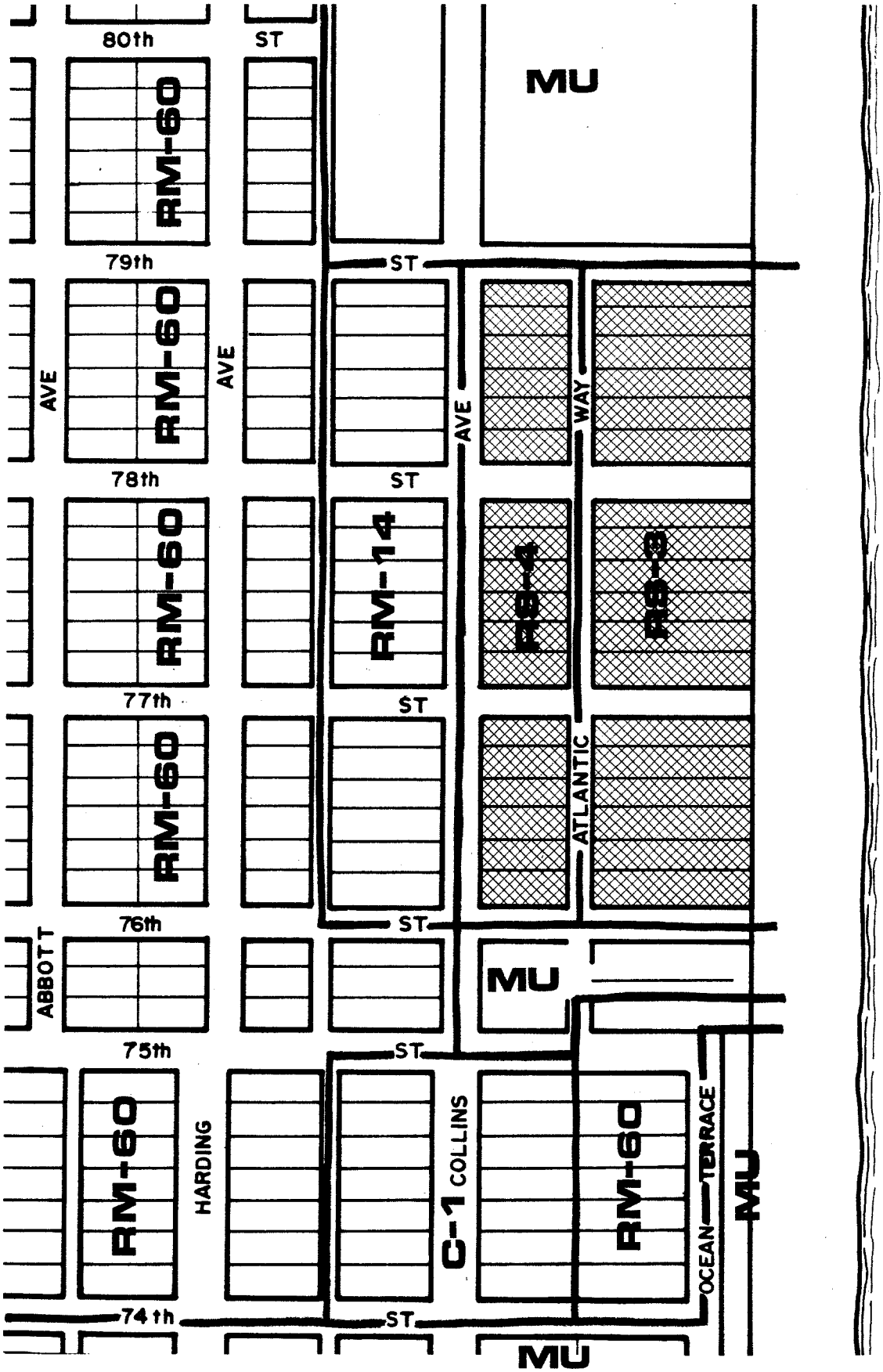
The designation report is a complete historical and architectural analysis of the proposed district or site. The report 1) serves as the basis for a recommendation for designation by the Board; 2) describes review guidelines to be utilized by the Board when a Certificate of Appropriateness is requested; and 3) will also serve as an attachment to the Zoning Ordinance creating the new zoning district.

Step Four: The designation report is presented to the Historic Preservation Board at a public hearing. If the Board determines that the proposed designation meets the intent and criteria set forth in the Ordinance, they transmit a recommendation in favor of designation to the Planning Board.

Step Five: The Planning Board processes the proposed designation as a Zoning Ordinance amendment.

As such, the Planning Board will hold a public hearing on the proposed designation and subsequently transmit its recommendation to the City Commission.

Step Six: The City Commission may, after two (2) public hearings, adopt the amendment to the Zoning Ordinance, which thereby designates the Historic Preservation District.

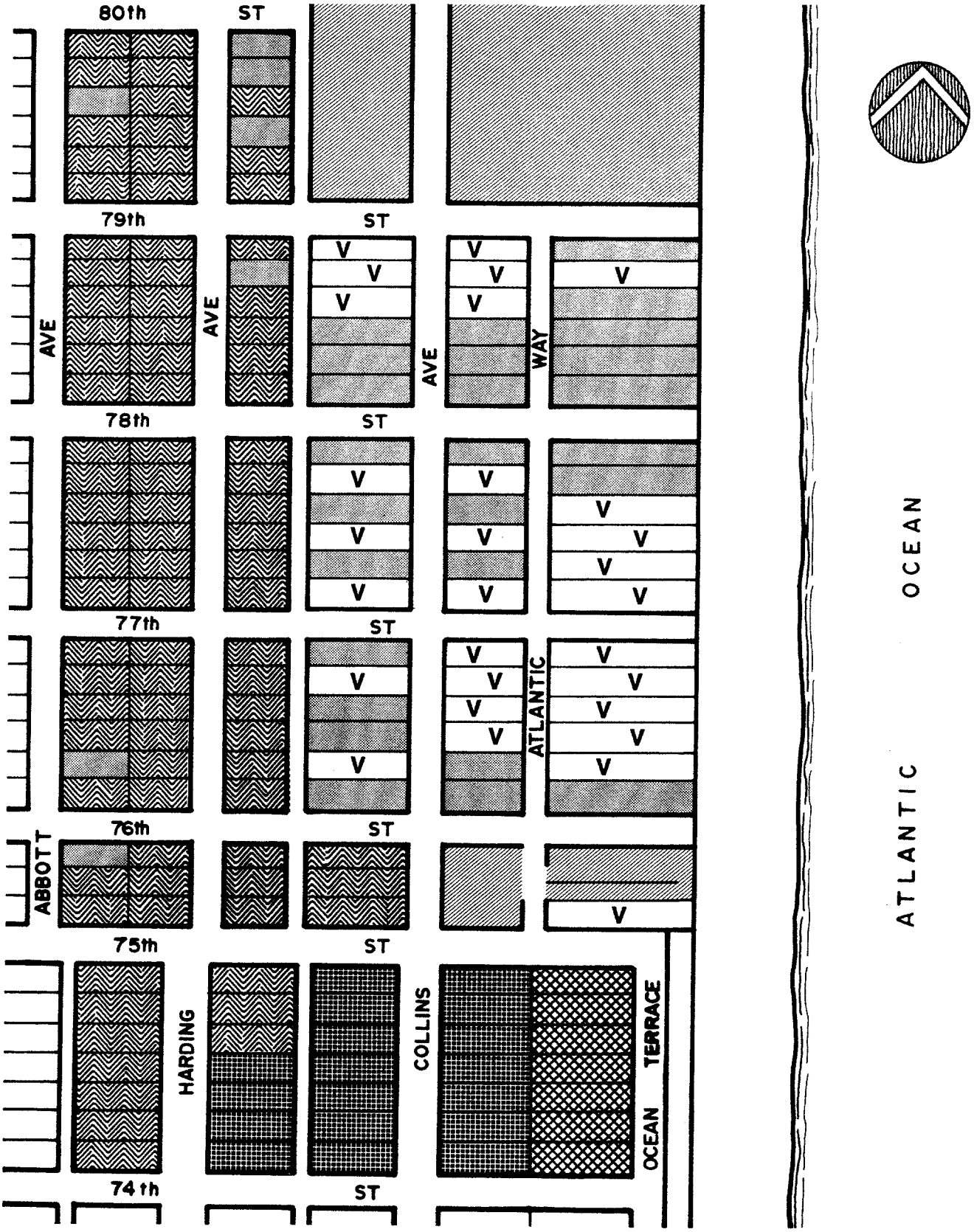


SUBJECT PROPERTY

ZONING MAP

LEGEND

RS-3 SINGLE FAMILY
RS-4 SINGLE FAMILY
RM-14 MULTIPLE FAMILY LOW DENSITY
RM-60 MULTIPLE FAMILY MEDIUM DENSITY
C-1 NEIGHBORHOOD BUSINESS
MU MUNICIPAL USE



LEGEND

- SINGLE FAMILY
- MULTI-FAMILY
- COMMERCIAL
- HOTEL
- MUNICIPAL USE
- V VACANT

LAND USE MAP

DEC. 1986

III. PLANNING DEPARTMENT ANALYSIS

1. GENERAL INFORMATION

Location: The area is generally bounded by:
The Erosion Control Line to the east; 76th Street to the south; 79th Street to the north; and, Collins Avenue to the west. The area includes blocks 5 (lots 1-6), 6 (lots 1-6), 7 (lots 1-6), 10 (lots 1-6), 11 (lots 1-6), and 12 (lots 1-6) of Altos Del Mar No. 1. Subdivision. See map and legal description attached.

Present Owners: Multiple owners, a complete list is available from the Miami Beach Planning Department.

Present Use: Single Family residential.

Present Zoning: RS-4 (Collins Avenue to Atlantic Way); RS-3 (Atlantic Way to the Erosion Control Line).

Proposed Zoning: RS-3/HPD-3
RS-4/HPD-3

General Description of Nominated District

The nominated district is zoned single family residential and consists of 36 lots, twenty of which are currently vacant. On each of the remaining (16) lots exists one (1) residential structure or one main structure with an associated structure such as a gate house or garage. Of the (16) existing structures, two date from the 1920's, eight from the 1930's, three from the 1940's, and one from the 1950's. 7710, 7729 and 7737 Collins Avenue and 101 - 78th Street are listed on the Dade County Significant Historic Sites Master Survey. Each was rated three (3) (lowest score) on Architectural and Historic Significance and two (2) (middle rating) on Contextural Significance.

Seven structures front on Collins Avenue with Atlantic Way forming the rear property boundary. One structure fronts on 78th Street. Eight structures front on Atlantic Way and are oceanfront.

To the north of the district is North Shore Open Space Park, to the east is the Atlantic Ocean, to the south is municipally-owned property, and to the west is low density multi-family residential.

2. SIGNIFICANCE

A. Historical

The nominated district lies within the Altos Del Mar Subdivision platted in May, 1919 by brothers Smiley, Bethel and Johnson Tatum, prominent Miami developers, who established the Tatums Ocean Park Company for the purpose of developing Miami Beach's north shore. This Subdivision was eventually replatted to correct an error in street dimensions and was filed on July 8, 1929 as Altos Del Mar No. 1.

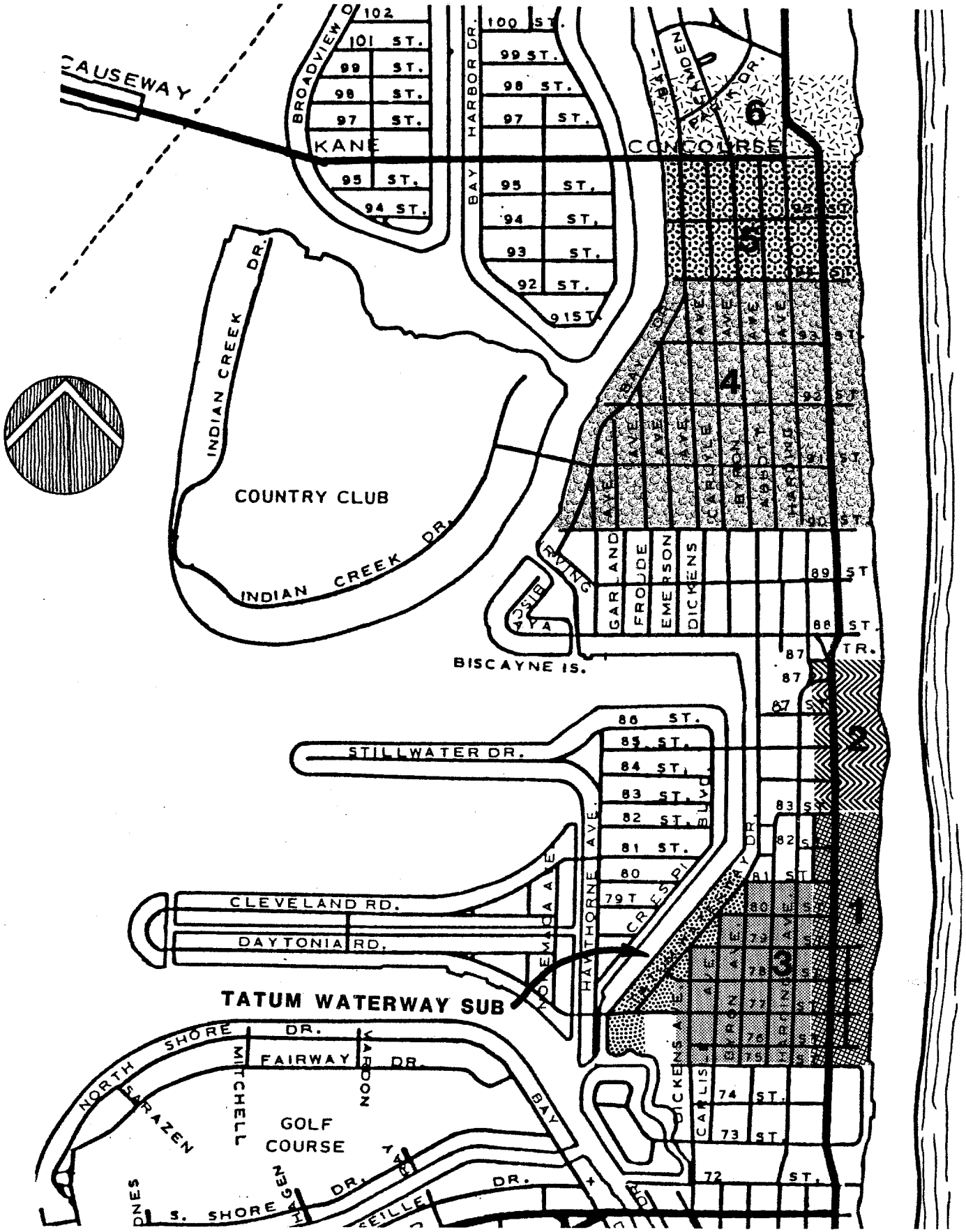
The Tatum Brothers came to Miami at the turn of the century, and over the next

several years filed plans for large subdivisions all over Dade County.[1] In particular, the Tatums were known for the early efforts involving dredging and development of Everglades swampland and their accompanying promotional activities. For example, they filed a plan in 1911 for a large settlement called "Detroit" carved from 22,000 acres of swampland purchased from the State. Although a canal was cut to drain the seasonally inundated land, ten acre parcels were offered for sale long before they were ready for development. Originally called "New Detroit", the name arose from the site of one of the earliest Florida land sale promotions, conducted by the Tatum Brothers sales representative Edward Stiling in Detroit, Michigan. The successful sales campaign attracted 30 families to settle in "Detroit", which the new citizens voted to name Florida City when it was incorporated in 1914. This eagerness for sales exhibited by the newly formed company gave way in later years to a more restrained approach befitting the successful image of the then established company, as the Tatums apparently eschewed the promotional gimics employed by others less financially secure. A 1924 newspaper advertisement noted of the Tatum brothers that "while we do not run bus or boat sight-seeing trips, our salesmen will gladly show you the properties on any week day",[2] and challenged investors to "compare (Altos Del Mar) with any others and see why Tatum properties are BOUGHT, not sold"[3]. The Tatum Brothers also enjoyed a fine reputation as developers of the Lawrence Park Subdivision, one of Miami's most popular residential neighborhoods platted in 1912. Thus it is with an established reputation for both land sales and promotion that the Tatums sought to develop the north shore, eventually coming to dominate the area's development and establishing standards by which future subdivisions would be judged.

Altos Del Mar, or Highlands of the Sea, was a very early attempt at residential subdivision on Miami Beach, and is particularly important for the role it played in opening up the City's north shore and its environs to development. The original Altos Del Mar Subdivision ran from 75th Street to 83rd Street and included both sides of Collins Avenue. The main focus of the neighborhood, however, was the newly created Airoso Way, (now Atlantic Way) running between Collins Avenue and the beach, creating 250' deep oceanfront lots, and 125' lots between Airoso Way and Collins Avenue to the west. The Aptly named Airoso Way - Spanish for breezy - was changed to the present Atlantic Way in 1929. Similarly, the east-west cross streets lost their romantic floral names to the more uniform numbered streets. Thus, for example, Bouganvillea Street became 76th Street, Clematis Street became 77th Street, Dahlia Street became 78th Street and Eulalia Street became 79th Street.

The Tatum Brothers followed up the initial Altos Del Mar Subdivision with Altos Del Mar No. 2 (1919), No. 3 (1923), No. 4 (1925), No. 5 (1923) and No. 6 (1924), eventually being responsible for the subdivision and platting of virtually the entire area between 75th Street in Miami Beach and the northern Dade County line. Included, in addition to a significant portion of Miami Beach's north shore, was most of the present day town of Surfside, Bal Harbor Village, Sunny Isles and Golden Beach. The original Altos Del Mar subdivision produced the seed around which the north shore would develop, as others soon followed the Tatum Brothers lead and, based on the success of the pioneer subdivision, filed plats of their own. The Tatum Brothers eventually completed their development of the area after the close of WWII when they filed the Tatum Waterway Subdivision in 1946.

Platted in 1919, the initial success of the Altos Del Mar subdivision was limited to land sales, as the neighborhood did not see construction of its first home until



ALTOS DEL MAR SUBDIVISIONS
1 THRU 6

six years later, in 1925. The lag in construction can probably best be explained by the subdivisions isolated location at the far northern reaches of the City limits. Land sales, however experienced no such lag, as Altos Del Mar and each ensuing development of the Tatums Ocean Park Company was an immediate and unqualified success, and properties exchanged hands at a rapid pace. The Tatum Brothers Company (realtors) was established in 1883 to handle sales in the developers subdivisions, with a main office in downtown Miami, and a Beach office at the cormer of 5th Street and Meridian Avenue with R.A. Russell in charge of sales. The 1924-25 issue of the Miami Beach City Directory notes "we handle everything in real estate" [4] and proclaimed "our specialty, Miami Beach Lots".[5] The Tatums did not, however, maintain an exclusive right to sales, and a 1923 real estate column notes sales of five lots in the Altos Del Mar Subdivision by B.E. Rainey from his office at 213 5th Street and noted that "Mr. Rainey is looking for a big season".[6]

Initially at least, the subdivisions of Altos Del Mar seemed created more for investors than for homeowners, and it is "investment opportunities" [7] and "the ready resale of Tatum properties" [8] which were stressed over other features such as price, climate or location. Advertisements boasted "we have made tremendous profits for all our buyers" [9] and warned potential buyers of Altos Del Mar lots, "Don't wait until they are gone".[10] For those unfamiliar with the Tatum Brothers reputation, it was noted that references could be obtained from "any bank or individual". [11]

A 1924 newspaper advertisement for Altos Del Mar No. 6 boasted "Several investors in No. 5 made one hundred per cent profit on their investment in 30 days" [12] and noted that "No building lots ever placed on the market in either Miami or Miami Beach, have made such phenomenal records for quick and unusual profits as have ... Altos Del Mar Nos. 1, 2, 3 and 5". [13] The ad went on to note that the No. 6 Subdivision, just six weeks old at the time, was already 70% sold". [14]

Altos Del Mar homesites near both the Atlantic Ocean and Biscayne Bay, advertised in December 1923 were priced from $995 to $3,000 with cash payments of $250 to $750. By March of 1924, these prices had risen to $1,295 to $1,895 for non-waterfront parcels, $5,000 to $6,500 for bayfront parcels, and $12,500 for oceanfront lots. Included in the price were "pure good water, paved streets, (and) electric lights", "a water plant with a capacity for 10,000 people already in place", as well as the assurance that "If the Tatums say so, its so". [15]

B. Architectural

The Mediterranean Revival Style dominated construction in the nominated Altos Del Mar district for several reasons, particularly the styles ascendancy in South Florida in the early decades of the 20th century when construction in the area began. This Spanish-influenced style of architecture also seemed most appropriate for a subdivision with the Spanish name Altos Del Mar - literaly highlands of the sea, whose main throughfare was Airoso Way (Spanish for breezy). The strong, solid romanticism of the Mediterranean style is readily adaptable to the climatic conditions of the South Florida tropics in general, and this breeze swept oceanfront setting in particular. Interior courtyards, wide, overhung porches and terraces, thick masonry walls and generous use of indigenous materials such as native woods and stone are a few of the characteristic features which relate building to environment. Finally, the

Spanish influence in appelation, architecture and environment enhances the nobility and integrity of Altos Del Mar, and conveyed a sense of tradition and permanence in a region of stark newness and flux.

The use of the Mediterranean Revival style for Altos Del Mar is both visually pleasing and contextually appropriate. While the selection of this style to represent the nascent subdivision of the 1920's is of no surprise, it is unusual that it remained the dominant style throughout the next two decades - a time which saw the rise in popularity of the related Art Deco and Streamline Modern Styles as well as the International Style. Elsewhere in the City, throughout the 1930's and 1940's modernism in its various forms became popularly enshrined, yet those involved in the creation of Altos Del Mar - property owners, architects, landscape architects and builders - remained steadfastly supportive of traditional architectural styles, particularly that of the romantic, visually and historically rich Mediterranean Revival style.

The oceanfront home at 7827-7837 Atlantic Way was the first home to be built in Altos Del Mar, in June 1925. This one story cottage-style residence as well as a garage/gate house abutting Atlantic Way are in the Mediterranean Revival style, the style which would be followed for decades to come. Both buildings, however, show signs of substantial alteration.

In 1927, this lone outpost was joined by two adjacent homes at 7823 Collins Avenue and 7827 Collins Avenue, since demolished. The home at 7823 is an outstanding and pristine example of the early Mediterranean Revival style on Miami Beach. A slight Mission influence, most notably at the parapet, is detected in the modest bungalow, built at a cost of $3,500 by owner Paul Weiss. A long driveway leads to a rear garage abutting Atlantic Way, and a port cochere added in 1944 frames this drive.

Perhaps the purest of the remaining Mediterranean style homes in Altos Del Mar, 7729 Collins Avenue, was built in 1930 by George L. Pfeiffer, a German born and European trained architect who came to Miami before the turn of the century.[16] By the time of this homes construction, Pfeiffer had created a solid reputation in the Miami area with his partner, American Gerald J. O'Reilly. Pfeiffer's European schooling seems evident in this finely articulated facade featuring elaborate door and window surrounds with twisted pilasters, obelisk finials, bracketed window sills and other elements common to Mediterranean Revival architecture. A recessed one bay attached garage to the South has been converted, though the long driveway remains.

In 1932, the only wood frame home remaining in Altos Del Mar was constructed by the office of well known local architect Carlos Schoeppl at a cost of $3,000. In addition to its unusual frame construction, this home is notable for its finely proportioned garage/guest house abutting Atlantic Way.

Three noteworthy homes built in 1935 remain in the nominated district, each representing various degrees of adherence to the traditional architecture styles. The home at 7737 Atlantic Way, and its 2 story garage/guest house is the most authentic Mediterranean Revival of the three, with its red-clay barrel tile roof, wooden shutters, clay scuppers and covered gallery connecting the main home to the adjunct. It was designed by architect Alexander Lewis at a cost of $10,000. 7735 Collins Avenue has the early inclinations of a ranch style, long and low with a wooden bracketed overhung roof covered with flat red tiles, arched doorways,

wood casement windows and small octagonal windows and attic vents in the second floor. Its designer, August Geiger, enjoyed a very fine professional reputation as architect for Miami Beach pioneer developer Carl Fisher. Traditionally inspired, and mediterranean in massing and solidity, 75 78th Street is the grandest of Altos Del Mars remaining residences. Architects Schoeppl and Southwell employed numerous Mediterranean Revival conventions, the most outstanding of which is the walled entry courtyard and 2 story octagonal entry tower.

In 1938, noted local architect Harry O. Nelson designed 101 78th Street in a pure Mediterranean style, with a wide overhung wooden-bracketed barrell tile roof, colorful tile entry surround, large chimney and metal casement windows. In addition a two (2) car garage abuts Atlantic Way.

Closing out construction in Altos Del Mar in the 1930's is 7611 Collins Avenue, a vernacular style designed by Gene E. Baylis and built in 1939 at a cost of $6,000. This bungalow-style home features a white barrell tile roof, chimney, wood sash windows and a decorative front porch and rails.

The remaining homes in Altos Del Mar were constructed through the 1940's and 1950's in styles increasingly removed from the traditional and clearly lacking in the homogenity that so successfully bound their neighbors into a distinct, unified neighborhood.

3. RELATION TO ORDINANCE CRITERIA

In Accordance with Section 22-5(B) of the Zoning Ordinance, eligibility for designation is determined on the basis of compliance with listed criteria. There are two levels of criteria. The first is referred to as a Mandatory Criteria, which is required of all nominated sites or districts. The second level is referred to as Review Criteria. Compliance with at least one of several listed review criteria is required.

A. Mandatory Criteria

Integrity of location, design, setting, materials, workmanship, and association. Staff finds the nominated district to be in conformance with the mandatory criteria for the following reasons:

The proposed Altos Del Mar Historic District lies fully within the Altos Del Mar subdivision, as platted May 10, 1919 by Tatums Ocean Park Co. Johnson H. Tatum was company president, while brother Bethel served as secretary. Along with a third brother S.M. (Smiley), later to assume the company presidency, the Tatums were prominent and well regarded Miami developers who were to become known on Miami Beach primarily for their development of the north shore.

Integrity of location is the nominated district's most outstanding characteristic, as it is the last remaining single-family oceanfront neighborhood in a city in which oceanfront land was historically developed for this purpose. In addition, the Altos Del Mar subdivision was the forerunner of residential neighborhoods for north Miami Beach, Surfside, and Bal Harbor.

Construction in the Altos Del Mar neighborhood began in the 1920's in the Mediterranean Revival style which was the dominant architectural style in South Florida at that time. In the ensuing decades of the 1930's and 1940's, however, as conventional taste in the city progressed to the Art Deco and Streamline Moderne styles, homes in this oceanfront neighborhood remained relatively true to tradition-bound architectural styles, particularly the Mediterranean Revival.

The Altos Del Mar neighborhood owes its existence to its oceanfront setting, and it is this proximity to and integration with the ocean which stimulated and guided its development, as well as dictated both architectural style and environmental design.

Architecturally, the materials and workmanship of the buildings in the proposed district are of high quality reflecting both the prevalent design standards of the period and the aspirations of the neighborhood's successful residents. The combination of fine quality, often indiginous materials with craftsman-like workmanship is a hallmark of the Mediterranean Revival style, and the homes in the Altos Del Mar neighborhood are no exception.

A sedate and ordered vision is achieved through a similar, understated, design vocabulary employing thick stucco walls, clay barrell-tile roofs, wrought iron window grills and decorative hardware, colorful tiles, sun porches and verandas. This results in clear sense of neighborhood within a defined area.

B. Review Criteria

2. **Association with the lives of persons significant in our past.**
The nominated district lies within the Altos Del Mar subdivision as platted by Tatums Ocean Park Company in 1919. The Tatum brothers, Smiley, Bethel and Johnson were early, prolific and highly prominent developers in the Miami area and its southern environs, and with the ensuing Altos Del Mar subdivisions #2 through #6 played a major role in the development of Miami Beach's North Shore.

3. **Embody the distinctive characteristics of a type period or method of construction.**
Homes in the Atlantic Way District are unusually uniform in their adherence to traditional architectural styles, particularly Mediterranean Revival, throughout the first three decades of its construction history. Thick stucco or masonry walls, clay barrel-tile roofs, arched windows and wrought iron grill work are all common Mediterranean influenced design features which establish the neighborhoods strength, solidity and propriety as well as an underlying coherence.

4. **Possess high artistic values.**
Homes in the nominated district posses high artistic value both in building form and design ornamentation, achieving a finely articulated, though understated, design vocabulary based on the Mediterranean Revival style.

5. **Represent the work of a Master.**
Several of the homes in the Atlantic Way neighborhood represent the work of prominent and accomplished local "master" architects, including August Geiger, Albert Anis, L. Murray Dixon, Carlos Schoeppl, and Gene Baylis.

7. **Represent a significant and distinguishable entity whose components may lack individual distinction.**
The nominated district is most noteworthy as the last remaining single-family oceanfront neighborhood in the City, and is an easily distinguishable entity by virtue of its distinct boundaries, formed by municipally owned property to the North (North Shore Open Space Park) and to the South (Miami Beach Library), the Atlantic Ocean to the east and Collins Avenue to the west. Homes in the Atlantic Way District defer to each other and to their oceanfront setting, an introspection resulting in a feeling of harmony and seclusion. The combination of a clearly defined geographical area with a common basic architectural style, set in an environment of mature plant materials and narrow, unpaved rights-of-way contributes to a pervasive sense of privacy and coherence.

4. PLANNING CONTEXT

A. Present Trends and Conditions

It is likely that a significant percentage of the property included within the nominated district will be owned by the State of Florida. The State is seeking conservation easements (contracts prohibiting future development inconsistent with the single family neighborhood) from those properties it is unable to purchase. It is the intention of the State that the nominated district, along with the adjacent North Shore Open Space Park, will be included within a new State owned and operated park. The State considers a historic district to be an important element within the proposed park and intends to create some type of interpretive center which would explain the history of the district and Miami Beach.

At the time of this report, the State of Florida has yet to finalize its plans for the park in general and the historic district in particular. Potential land uses within the district include retention of existing single family uses, housing for park personnel (such as the park ranger), development of new single family housing, and office space for park related activities as well as for lease to appropriate environmental and/or resource conservation organizations. It is also the State's intention to keep much of the property within the district vacant to allow for controlled access to and from the beach and the interpretive center while maintaining sufficient buffers for the single family homes. All property owned by the State, including vacant property, interior roads and walkways will be landscaped and maintained by the State. The district as well as the neighboring park would be fenced along Collins Avenue for security and access control.

B. Conservation Objectives: Historic designation would serve to compliment and reinforce the objectives of the State of Florida's plan for this district and its role in the overall State Park design. More specifically Historic Preservation District designation would accomplish the following goals:

1. enhance the status and recognition of the area as a historic resource;

2. to preserve the historic character and architectural intergrity of the nominated district; and,

3. to ensure new construction within the nominated district is compatible with the district character and existing structures.

IV. PLANNING DEPARTMENT RECOMMENDATION

1. District Boundaries

Because of the reasons stated in Section III of this report, it is the opinion of the Planning Department that the nominated district meets the criteria and intent of Historic Preservation District designation as listed in the Zoning Ordinance. Although there is substantial vacant property throughout the district, and particularly between 76th and 77th Streets, the Department feels that a distinct neighborhood is formed by the area between 76th and 79th Streets. This opinion is reinforced by the boundaries formed by public use property to the north and south, a major roadway (Collins Avenue) to the west, and the revegetated beach dune to the east. It is also reinforced by the history of the area and future plans by the State to purchase the entire area (76th - 79th Streets) for inclusion into the Park. The Planning Department recommends the designation of a Historic Preservation District to be located from 76th Street to 79th Street, from Collins Avenue to the Erosion Control Line.

To add to the historic character of the district, the Department recommends that Atlantic Way (located entirely within the nominated district) be re-named Airoso Way as in its original platting. The Department also recommends that 76th through 79th Streets, east of Collins Avenue, have their original floral names added to their current numerical names.

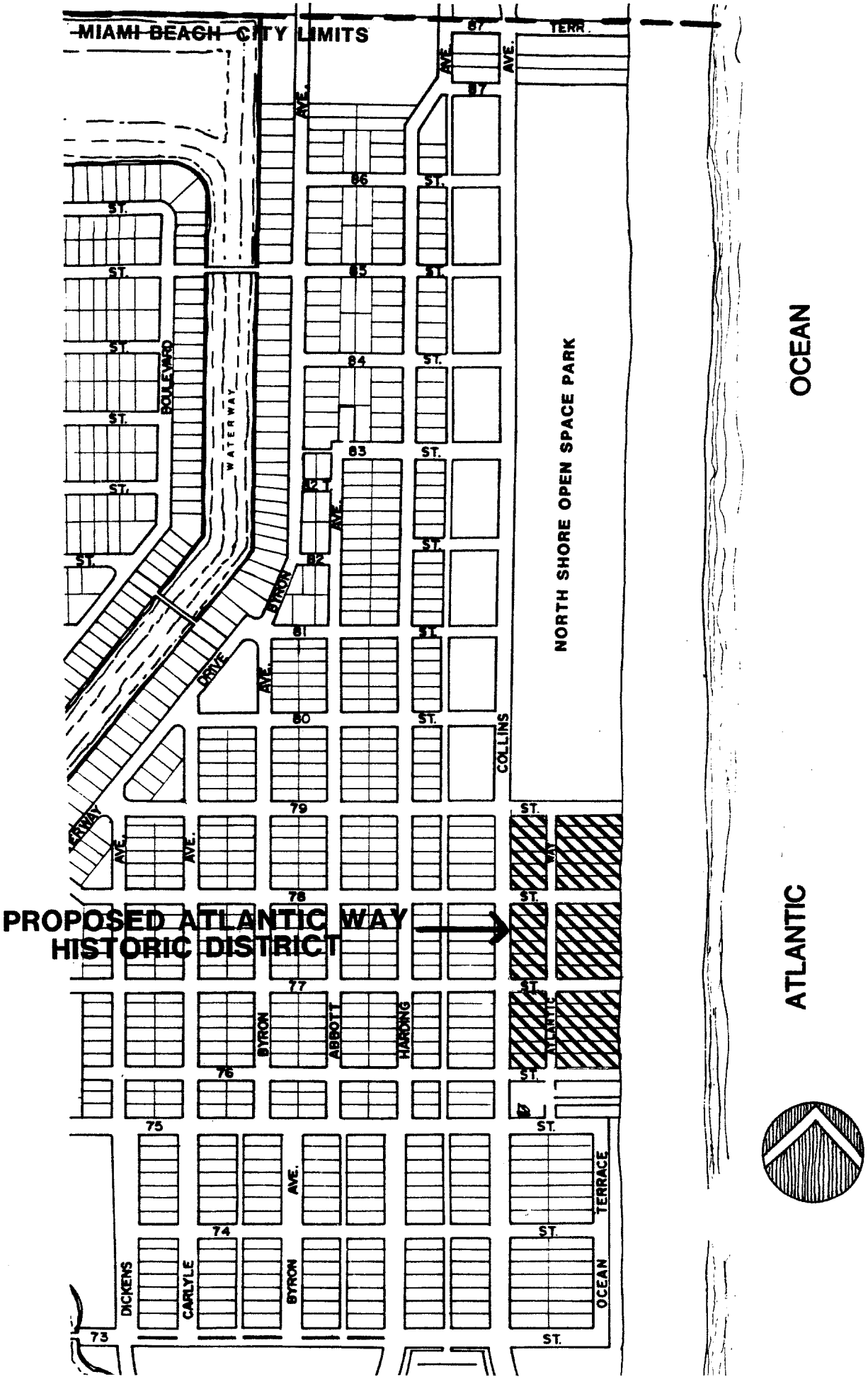
2. Review Standards

In accordance with Section 22-5(A)(3) of the Zoning Ordinance, the Planning Department recommends the Secretary of the Interior Standards for Rehabilitation of Historic Structures be adopted as the review standards for existing buildings within the Altos Del Mar Historic Preservation District. These review standards shall be augmented by the following guidelines.

New construction within the district shall be compatible with existing structures in terms of site, scale, setbacks, use of materials, site lines, etc. Imitative architecture is not encouraged, while contemporary design utilizing those characteristics listed above is recommended.

Landscape improvements (plant materials, fences, walls, walkways, lighting) shall be compatible with and enhance the oceanfront setting of the district and the historic pattern of utilizing native materials.

The Department recommends that State owned property be incorporated under the Municipal Use (MU) zoning district, subject to these regulations as well as reviews by the Historic Preservation Board for requests for Certificates of Appropriateness for construction permits.


MIAMI BEACH CITY LIMITS
TERR.
AVE.
ST.
BOULEVARD
WATERWAY
BYRON
DRIVE
NORTH SHORE OPEN SPACE PARK
COLLINS
PROPOSED ATLANTIC WAY
HISTORIC DISTRICT
ABBOTT
HARDING
ATLANTIC
TERRACE
DICKENS
CARLYLE
OCEAN
OCEAN
ATLANTIC

V 1. **FOOTNOTES**

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2. Advertisement, The Miami Herald, March 16, 1924. p.7-A.

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10. Advertisement, The Miami Beach Register, December 24, 1923. p.5.

11. Advertisement, The Miami Beach City Directory, 1924-1925 Volume I, p.27.

12. Advertisement, The Miami Herald, March 16, 1924. p. 7-A.

13. Ibid.

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15. Ibid.

16. Metropolitan Dade County Office of Community and Economic Development, Historic Preservation Division, From Wilderness to Metropolis, Appendix II. Selected List of Architects and their work.

V. 2.

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VI LEGAL DESCRIPTION

Beginning at a point at the intersection of the centerlines of Collins Avenue and 76th Street, eastward to the Erosion Control Line, northward to the eastern extention of the center line of 79th Street, eastward to the centerline of Collins Avenue, southward to the point of beginning. Specifically, this includes Lots 1-6 of Blocks 5, 6, 7, 10, 11, and 12 of the Altos Del Mar No. 1 Subdivision.

CH:RSR:hm
HP 4

A TATUM DEVELOPMENT FROM OCEAN TO BAY

6

ON OCEAN BOULEVARD NORTH OF MIAMI BEACH

A Long Time Ago Some One Said

There Are No Muscle Fortunes

Since that time a few men have achieved wealth by muscular exertion but they were prize fighters and CHAMPIONS at that.

Even then they achieved leadership only by the proper co-ordination of muscles and BRAINS

The figures in your bank book tell a story
Of opportunities passed—
Or opportunities grasped;
INVESTMENT OPPORTUNITIES.

HERE IS OPPORTUNITY

To Be Exact Here Are 101 Opportunities

There are 74 Lots Left Between Ocean and Bay	There Are 12 Ocean Fronts Left	There Are 15 Bay Fronts Left
$1,295 TO $1,895	$12,500.	$5,000 TO $6,500

ALTOS DEL MAR

N. 6

No building lots ever placed on the market in either Miami or Miami Beach, have made such phenomenal records for quick and unusual profits as have all previous allotments of Altos Del Mar Nos. 1, 2, 3 and 5.

Investors in these beautiful, ocean to bay developments have made, one, two and three hundred per cent profit on money invested in less than a year. Several investors in No. 5 made one hundred per cent on their investments in 30 days.

NO. 6 IS SIX WEEKS OLD AND IS NOW 70% SOLD

One reason for the ready re-sale of Tatum properties is the certainty, universally recognized, that all improvements will be COMPLETED when and as promised.

Included in the price are these improvements: Pure, Good Water, Paved Streets, Electric Lights. The water plant with a capacity for 10,000 people is already in operation. Mains are laid as far as the Ocean Front.

Visit No. 6

Compare it with any others and see why Tatum properties are BOUGHT, not sold.

While we do not run bus or boat sight-seeing trips, our salesmen will gladly show you the properties on any week day.

TATUM BROS. CO.

REALTORS

Main Office
E. Flagler at 2nd Ave.

Beach Office
5th St., Corner Meridian Ave.

"IF THE TATUMS SAY SO, IT'S SO"

TATUM BROTHERS

REALTORS

Established 1883

We Handle Everything In Real Estate

Our Specialty

MIAMI BEACH LOTS

Owners of Several Miles of

OCEAN AND BAY FRONTS

Creators and Developers of

ALTOS DEL MAR

Along the Ocean Drive all the way from Miami Beach City Limits to Golden Beach, North of Sunny Isles.

Lots are sold on easy terms with only 6% on deferred payments at

$1200 AND UP

Paved Streets, Electric Lights and Pure Water at Our Expense. We have made tremendous profits for all our buyers and our services are freely offered to prospective investors. Write for maps and price lists.

We maintain offices in Miami and Miami Beach. Address

Tatum Brothers

REALTORS

Tatum Building Miami, Fla.

Reference: Any Bank or Individual.

ORDINANCE NO. 87-2565

AN ORDINANCE OF THE CITY OF MIAMI BEACH, FLORIDA AMENDING THE COMPREHENSIVE ZONING ORDINANCE NO 1891; PROVIDING FOR AN AMENDMENT TO SECTION 22-5, C.4, CREATING THE ALTOS DEL MAR HISTORIC PRESERVATION DISTRICT FOR PROPERTIES LOCATED ON THE EAST SIDE OF COLLINS AVENUE FROM 77th TO 79th STREETS EXTENDING TO THE EROSION CONTROL LINE AND LISTING SAME AS A DESIGN REVIEW DISTRICT IN SECTION 21-3 OF THE ZONING ORDINANCE; PROVIDING FOR INCLUSION WITHIN THE COMPREHENSIVE ZONING ORDINANCE NO. 1891; PROVIDING FOR A REPEALER; PROVIDING FOR SEVERABILITY AND PROVIDING FOR AN EFFECTIVE DATE.

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA:

~~Dashed Words~~ = Deleted Language
Underlined Words = New Language

SECTION 1: That Section 22-5, C.4 of Zoning Ordinance No. 1891 is hereby amended to read as follows:

4.e. ALTOS DEL MAR HISTORIC DISTRICT: The east side of Collins Avenue to the Erosion Control Line from 77th Street to 79th Street and both sides of Atlantic Way from 77th Street to 79th Street. (All of Blocks 5, 6, 11 and 12 of the Altos Del Mar No. 1 Subdivision). Those properties which are owned by the State of Florida or the City of Miami Beach shall retain their MU Municipal Use District Zoning designation. Those properties which are privately-owned shall retain their Single Family Zoning District classification of RS-3 or RS-4, respectively. Development within the historic district whether on City, State, or privately owned lots, shall be reviewed by the Planning Board and approved by the City Commission pursuant to the Conditional Use procedures as set forth in Section 7-IB(6) of this Ordinance.

SECTION 2: That Section 21-3, A of Zoning Ordinance No. 1891 is hereby amended to include subsection 21-3, A-7

7. ALTOS DEL MAR HISTORIC DISTRICT: All property including lots owned by the City, State of Florida, or privately between 77th-79th Streets and Collins Avenue to the Erosion Control Line. Design guidelines shall be those as set forth in the Altos Del Mar Historic Preservation District Designation Report prepared by the Planning Department, January 1987.

SECTION 3: INCLUSION IN ZONING ORDINANCE NO. 1891.

It is the intention of the City Commission, and it is hereby ordained that the provision of this ordinance shall become and be made a part of the City of Miami Beach Zoning Ordinance No. 1891 as amended; that the sections of this Ordinance may be renumbered or relettered to accomplish such intention; and that the word "ordinance" may be changed to "section" or other appropriate word.

SECTION 4: REPEALER. All Ordinances or parts of Ordinances in conflict herewith be and the same are hereby repealed.

SECTION 5: SEVERABILITY. If any section, sub-section, sentence, clause, phrase, or portion of this Ordinance is, for any reason, held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such hold shall not affect the validity of the remaining portions of this Ordinance.

SECTION 6: EFFECTIVE DATE

This ordinance shall become effective ten (10) days after adoption on May 16, 1987.

PASSED AND ADOPTED 6th day of May, 1987.

MAYOR

ATTEST:

CITY CLERK

1st Reading - April 15, 1987
2nd Reading - May 6, 1987

JK:hm:cmf
4/7/87
ZO Prop 2

FORM APPROVED
LEGAL DEPARTMENT
BY:
DATE: 4-7-87

RECEIVED
PLANNING DEPARTMENT
CITY OF MIAMI BEACH
By

MAY 13 1987