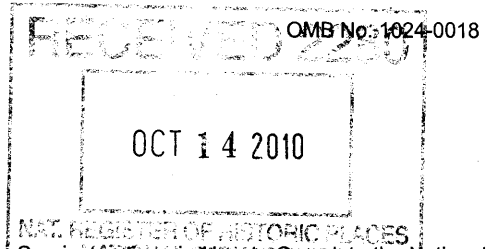


937



United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Fulford-by-the-Sea Entrance

other names/site number Fulford-by-the-Sea Monument/DA6992

2. Location

street & number Intersection of NE 172 Street and NE 23 Avenue n/a not for publication

city or town North Miami Beach n/a vicinity

state Florida code FL county Dade code 025 zip code 33160

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Barbara C. Mattick / DSHPO 10/8/10
Signature of certifying official/Title Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register See continuation sheet
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register See continuation sheet.
- removed from the National Register.
- other, (explain) _____

Edson H. Beall
Signature of the Keeper

11.29.10
Date of Action

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- buildings
- district
- site
- structure
- object

Number of Resources within Property
(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
0	0	buildings
0	0	sites
0	0	structures
1	0	objects
1	0	total

Name of related multiple property listings
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

n/a

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Landscape: Street Object

Current Functions
(Enter categories from instructions)

Landscape: Street Object

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH & 20TH CENTURY REVIVALS: Neoclassical Revival

Materials
(Enter categories from instructions)

foundation Concrete
walls Cast Stone
Stucco
roof Ceramic Tile
other Cast Stone

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 36) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1925

Significant Dates

1925

Significant Person

n/a

Cultural Affiliation

n/a

Architect/Builder

Architect: Beshgetoorian, Harry J.
Builder: Unknown

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal agency
- Local government
- University
- Other

Name of Repository

Fulford-by-the-Sea Entrance
Name of Property

Dade Co., FL
County and State

10. Geographical Data

Acreeage of Property Less than 1 acre

UTM References

(Place additional references on a continuation sheet.)

1	1 7	5 8 4 6 5 0	2 8 6 8 5 0 0
	Zone	Easting	Northing
2			

3			
	Zone	Easting	Northing
4			

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Craig Phillip Southern/Asst. City Planner & Barbara E. Mattick/DSHPO

organization Bureau of Historic Preservation date October 2010

street & number R.A. Gray Building, 500 S. Bronough Street telephone 850-245-6333

city or town Tallahassee state FL zip code 32399-0250

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name City of North Miami Beach

street & number 17011 NE 19th Avenue telephone 305-948-2939

city or town North Miami Beach state FL zip code 33162-3112

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and amend listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
DESCRIPTION**

SUMMARY

The Fulford-by-the-Sea Entrance is a Neoclassical Revival Style street object located at the intersection of N.E. 172nd Street and N.E. 23rd Avenue in what is now North Miami Beach. It was built to mark one of the entrances to Fulford-by-the-Sea, a subdivision that was opened in Dade County in 1925. The Entrance is built primarily of cast stone and concrete, and has a dome covered with mosaic tile. Each elevation is embellished with dentil cornices and pediments, and cast stone unicorns are located at each corner of the roof. In the center of the Entrance is an operational decorative fountain.

SETTING

North Miami Beach, a community of 42,000 residents, is located midway between Miami and Ft. Lauderdale in the northeastern part of Miami-Dade County, Florida. The easternmost boundary lies at the mouth of the Oleta River, which empties into the Intracoastal Waterway, an inlet to the Atlantic Ocean. The westernmost boundary is adjacent to the Golden Glades Interchange, where I-95, Florida's Turnpike, and the Palmetto Expressway meet. North Miami Beach is a part of the South Florida Metropolitan Area. Because the population of South Florida is largely confined to a strip of land between the Atlantic Ocean and the Everglades, the Miami urbanized area is about 100 miles (180 km) long (North to South), but never more than 20 miles (32 km) wide and in some areas only 5 miles (8.0 km) wide (East to West).¹ South Florida is longer than any other urbanized area in the United States except for the New York metropolitan area. It was the eighth most densely populated urbanized area in the United States in the 2000 census.² The Fulford-by-the-Sea Entrance is located in the Sunray East neighborhood of North Miami Beach in a multifamily residential area. The Entrance is situated within a circular intersection surrounded by crosswalks. A row of royal palms stand to the east of the intersection on landscaped medians on N.E. 172nd Street and N.E. 23rd Avenue, with additional landscaped medians and Chaiken Park adjacent to the west.

¹ Miami-Fort Lauderdale-West Palm Beach: Linear & Visionless - August 2006, <http://demographia.com/rac-mia.pdf>

² USA Urbanized Areas Over 500,000: 2000 Rankings - Rank by Density - September, 2006, <http://demographia.com/db-ua2000r.htm>

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 2

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
DESCRIPTION**

ORIGINAL AND PRESENT APPEARANCE

When the Entrance was erected in 1925, it was the main entryway feature into the new subdivision of Fulford-by-the-Sea (Photos 1 & 2). The Entrance was located on the 125-foot-wide Fulford Boulevard, which today is referred to as N.E. 172nd Street. The Entrance was erected at a height of 32 feet and was initially reported to be constructed of Indiana limestone. It is actually constructed of cast stone, scored to look like cut blocks.

The Fulford-by-the-Sea Entrance appears much as it did when first built (Photos 3-6). It features four intersecting triumphal arches. The arches are on a circular base which is three steps up from a shallow pool. A fountain and catch basin are located in the open space created by the intersecting arches. Pilasters with composite capitals at each corner support the entablatures, which are encribed with "FULFORD BY THE SEA" (Photo 3). The arches, supported by columns, are located between the pilasters (Photo 7). Each side has a pediment with dentiled cornices. The Entrance has a mosaic tile-covered hemispherical dome with a fleur-de-lis finial of cast stone (Photo 3). Four cast stone unicorn busts are located at each corner of the Entrance, around dome (Photo 8). The dome is covered with imported green and gold mosaic ceramic tile. A pedestal fountain with a central finial (Photo 9) originally sprayed water to a height of 10 feet under the domed arch of the Entrance. Although the finial is no longer in the bowl of the fountain, the water feature is functional (Photo 10). Water falls down along a series of four steps into a pool basin. Originally, the water display was lit with invisible multicolored lights especially designed for the Entrance. At the top of each series of steps there is a pedestal which supports a large urn or jardinière. As reported by the *Fulford By the Sea News* in 1925, these urns were intended to be planted with rare water flowers. The main pool, which surrounds the base of the Entrance, is 30 feet in diameter and has a water depth of two-and-a-half feet. The pool was intended to hold every known species of Florida water lily and many goldfish. The Entrance was the first of five such street objects that were to be built at the main entrances of the Fulford-by-the-Sea Subdivision, at a cost of \$15,000 each.³ The other Entrances were never built.

³ *Fulford By the Sea News*. March 15, 1925.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 3

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
DESCRIPTION**

ALTERATIONS

Photos indicate that the central finial in the water fountain was removed by ca. 1960 (Photo 11). In 1987, to commemorate the City's sixtieth birthday, the Fulford-by-the-Sea Entrance went through its first restoration and was rededicated on October 28, 1987. At that time it was identified as the Fulford-by-the-Sea Monument. The fountain mechanism had not been in working condition since 1957, and sat dry while the resource collected other signs of aging, mildew, and graffiti. The City's Public Works Department conducted the laborious restoration work primarily by hand. With a working fountain and brick paver crosswalks newly added to each of the Entrance's four corners, the Fulford-by-the-Sea Entrance was once again restored to its original functional status.

The Fulford-By-the-Sea Entrance is still in working condition. Aside from normal aging, evidenced by exposed rebar, cracking, and fading or discolored paint, the only alterations are the 1987 additions of brick paving leading up to the Entrance on four sides, the addition of the commemorative plaques, and the installation of a new lighting system. The Fulford-by-the-Sea Entrance otherwise retains a remarkable level of integrity.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 1

FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE

SUMMARY

The Fulford-By-the-Sea Entrance, completed in 1925 at the entrance to the new Fulford-by-the-Sea Subdivision in what is now North Miami Beach, is significant at the **local level** under **Criterion C** for its **Architecture**. It is significant for its design, materials, and workmanship, and as an example of a typical device used to attract buyers to new subdivisions during the 1920s Florida Land Boom. The Entrance displays the Neoclassical Revival style, with dentiled temple fronts on each elevation, distinctive fanciful unicorn figures, a tile mosaic dome; and the use of cast stone, all demonstrating a high level of craftsmanship and workmanship.

HISTORIC CONTEXT

Early Development of Fulford

Settlement in the Fulford-by-the-Sea area, now the city of North Miami Beach, began with William Hawkins Fulford. Fulford (1834-1915) was born in North Carolina, the son of William and Syvil Pigoff Fulford of Carteret County, North Carolina. His father was the Keeper of the Cape Lookout Lighthouse in Carteret County. By 1890, the younger Fulford was a ship captain for a coastal ship operating from New Smyrna Beach down along the east of coast of Florida. The ship may have been a U.S. Lifesaving Service ship that served either in the late 19th century or early 20th century. The Lifesaving Service (formed in 1871) became part of the newly established U.S. Coast Guard in 1915.⁴ Captain Fulford was appointed keeper of the Biscayne House of Refuge, a life saving station in what is now Miami Beach.⁵ That same year, he also homesteaded a 160-acre land grant and began the community of Fulford. There, in 1901, he started building a home on the highest and driest point in the county at what is now N.E. 17th Avenue and N.E. 162nd Street.⁶ The Keeper's Log for the Biscayne House of Refuge refers to Keeper William H. Fulford, who was discharged from the House of Refuge Serve due to ill health in 1901, and returned to his home in Fulford, near Miami. Fulford and his wife had lived at the House of Refuge for about ten years (ca. 1890-1901). The *Miami Metropolis* for April 26, 1901, reported that Fulford was then living in his "pleasant" house and was the "efficient" postmaster of Fulford.⁷ Captain Fulford died in 1915. His wife, Mary Ann, died in

⁴ www.uscg.mil/tcyorktown/ops/nmlbs/Surf/surf1.asp.

⁵ <http://fulfordfish.com/history.aspx>.

⁶ Seth Bramson, *From Farms and Fields to the Future: The Incredible History of North Miami Beach* (Charleston, SC: The History Press, 2009), 28.

⁷ <http://digitalcollections.flu.edu/tequesta/files/1986/86-1-05-pdf>.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 2

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE**

1916, and the two are buried in the Edgewater New Smyrna cemetery, Edgewater Volusia County, Florida.

Florida Land Boom

The onset of World War I in Europe forced wealthy Americans to curtail their overseas travel and look to domestic lands for travel destinations. Florida's tourist trade prospered as many who would have travelled to Europe headed to Florida for summer vacations and to establish winter residences.

After the War, reports of large profits in real estate brought thousands of speculators to Florida. Huge tracts of land were bought and sold overnight at enormous profits. The state was soon inundated with speculators and winter residents, most of them going to South Florida. Between 1920 and 1925, the population of Florida increased four times faster than any other state in the nation. As real estate demands increased, so did demands upon the state. Lumber was a precious commodity, particularly in South Florida, because Florida had very few manufacturing centers in the 1920s and most building materials had to be imported. By 1926, railroad, water, and land transportation networks were unable to accommodate the tremendous demands upon them.

Added to these problems, the economic and financial difficulties caused bad publicity for the state. The practice of buying on margin, which was causing financial problems across the nation, was rampant in Florida. Reports of over speculation in Florida real estate was graphically reported in the press. In 1926, the sinking of a cargo ship in Biscayne Bay forced the closing of the Port of Miami to all water traffic. The resulting blow to Miami's economy heralded the beginning of the end of the Florida Land Boom. Overloaded railroad lines forced the rail companies to issue their own shipping embargoes, creating more hardship on industries already overextended. Then, in 1926 and 1928, two hurricanes further devastated the state. Unable to recover, many communities and developments went bankrupt. The Florida Boom came to an end.⁸

⁸ William W. Rogers, "Fortune and Misfortune: The Paradoxical Twenties," in *The New History of Florida*, edited by Michael Gannon. (Gainesville: University Press of Florida, 1996): 287-298; Charlton W. Tebeau, *A History of Florida* (Coral Gables: University of Miami Press, 1971): 382-388.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 3

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE**

Development of the Fulford-by-the-Sea Subdivision

The idea for Fulford-by-the-Sea began with Lafe Allen, who would become the single most important name in the history of North Miami Beach, and his partner, Joshua Reynolds, who bought Fulford's property, as well as other adjoining acreage totaling 557 acres, in 1913. It was they who would name the area "Fulford-by-the-Sea."⁹ In 1912, Lafe Allen, who was a printer, editor, and newspaper owner, had come to Florida to buy a share of the *Miami Metropolis*, a local newspaper. He arrived too late to complete the deal and, instead, started the Fulford Improvement Company with banker Joshua Reynolds. They purchased Captain Fulford's original land grant of 160 acres and shortly thereafter acquired a total of 557 acres of property with the idea of developing a planned community. At that time, most of the people in the village of Fulford were truck farmers and growers.¹⁰ In 1917, Allen made plans for a "perfect city," calling for 80-foot residential streets, 100-foot business streets, and 125-foot boulevards. The 1918 state gazetteer showed a population of 200, most of whom were citrus or tropical fruit growers. By 1922, boats began to ferry prospective land buyers in from Miami to investigate the area. Lots were sold for between \$700 and \$1500. At the beginning of the Florida Land Boom, Allen and Reynolds capitalized on the economic and social phenomenon, and in 1924 sold their 557 acres to two other developers, Merle C. Tebbetts and Edgar C. Linn. The sale contract contained a reverter clause that provided that lot sizes and street widths as planned by Lafe Allen must not be changed.¹¹ Tebbetts and Linn abided by this condition and made further improvements to the subdivision, which they named Fulford-by-the-Sea. They were contemporaries with other noted developers in South Florida: Carl Fisher (Miami Beach), George Merrick (Coral Gables), Ellen Spears Harris and Hugh Anderson (Venetian Causeway and Miami Shores), and Harvey Baker Graves (Sunny Isles).¹²

Merle C. Tebbetts and Edgar C. Linn created the Florida Cities Finance Company to further the improvements to Fulford-by-the-Sea, and brought prospective buyers to the property using a yacht-like boat called the *Sea Foam*.¹³ The main entryway feature into the

⁹ Seth H. Bramson, *From Farms and Fields to the Future: The Incredible History of North Miami Beach* (Charleston, S.C.: The History Press, 2009), pp. 16, 28, 29, and 38.

¹⁰ *R.L. Polk & Co.'s Florida Gazetteer and Business Directory, 1911-1912* (Jacksonville: R.L. Polk & Co., 1911).

¹¹ North Miami Beach – Welcome Guide to City Services, pamphlet, December 1993 2nd Edition, North Miami Beach Public Library, Miami-Dade County, FL.

¹² Bramson, 38.

¹³ *Ibid*, frontispiece.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 4

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE**

subdivision was the Fulford-by-the-Sea-Entrance, built to welcome residents and prospective home owners for the 3500 lots they laid out, with prices ranging from \$700 to \$1500 (Figure 1). A newspaper ad (Figure 2) focused on the fountain, and demonstrates the advertising tactics used:

Towering 32 feet above the street level, with a base 30 feet in circumference, this magnificent electric fountain, designed by Harry J. Beshqeidorion [sic], the noted artist of Miami, is now under construction at the Dixie Highway entrance to this gigantic development of 3500 acres.

It is the first of several beautiful fountains which will mark the five similar entrances ways to the property, to be erected at a cost of \$75,000.

Development work of such a high character can only be carried out by an organization pre-eminently filled by experience and high ideals to execute such masterpieces. This fountain from which water will play softly over colored lights marks one of the Beauty spots in Fulford By-the-Sea designed to make life more worthwhile in the New City north of Miami at the head of Bay Biscayne.

But to you as a shrewd investor it is but typical of the high grade of developments throughout the entire tract that spells large profits. You who have only casually watched development work in the Miami zone know now as you never did before that values double and treble, again and again, as construction work of quality rises above the ground.

Today your opportunity is here – here to take advantage of moderate prices before the completion of such construction work as the fountain described above. And the fountain and many homes now building merely mark the beginning of a \$60,000,000 development program surpassing in scope and beauty any in the Miami zone if not in the entire state.¹⁴

The Florida Cities Finance Company began to erect the Entrance in 1924 and fully completed it by May 1925 (Figure 3). Tebbetts and Linn utilized the Florida Cities Finance Company to build the first water plant in the area; the first radio station in South Florida,

¹⁴ *Fulford By-the-Sea News*, 1925.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 5

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE**

WGBU; and the world's fastest one-mile-and-a-quarter oval, which was a wooden speed bowl for automobile racing. Some derisively called it "Fulford's Folly." The speed bowl was capable of seating 15,000 occupants in the grand stands, with an infield of 100 acres, which provided ample room for thousands of automobiles to park.¹⁵ The million dollar track was completed by January of 1926. On February 22, 1926, the first and only official race to take place on the track was won by Pete de Paola.

Trouble for the entire endeavor, however, was brewing. In April 1926, the Florida Cities Finance Company went into bankruptcy, following the arrest and conviction of Tebbetts on mail fraud charges that stemmed from the exaggerated promises made in national advertisements for Fulford-by-the-Sea, promises that were never kept.¹⁶ Then, in September 1926, a hurricane hit South Florida, dealing a major blow to the larger Florida Land Boom, destroying over 13,000 homes in South Florida. A total of 115 were killed in Miami and a tidal wave drowned 300 people in Belle Glade and Moore Haven. The news that people drowned in a wave 30 miles from the Atlantic Ocean amazed people around the world. South Florida's major developments were in ruins, many of them unable to recover. It would take years to rebuild the area.

In Fulford-by-the-Sea, the wooden speed bowl was badly damaged and later demolished, as were many of the homes in the nascent community. Fulford-by-the-Sea had been unincorporated at the time of the hurricane in 1926 and sustained devastating damage. The radio tower for WGBU was also blown down and demolished. Tebbetts, who was then in jail, and Linn lost everything; the subdivision reverted back to Allen and Reynolds.¹⁷ The local residents, in an effort to obtain funds and assistance to alleviate their losses and suffering, banded together as the Town of Fulford in 1926, and in 1927 incorporated as the City of Fulford (Figure 4). In 1931, the city's name was changed to North Miami Beach, the name it retains today.¹⁸

On September 22, 1983, the Fulford-By-the-Sea Entrance was designated as a historic site by Miami-Dade County. The Fulford-By-the-Sea Entrance represents one of the few remaining legacies from the Florida Land Boom era in the northeastern part of Miami-Dade County,

¹⁵ *Fulford By- the- Sea News*. March 15, 1925.

¹⁶ Bramson, *From Farms and Fields to the Future*, 40.

¹⁷ Florida in the 1920's -The Great Florida Land Boom Website, <http://floridahistory.org/landboom.htm>.

¹⁸ North Miami Beach – Welcome Guide to City Services, pamphlet, December 1993 2nd Edition, North Miami Beach Public Library, Miami-Dade County, FL.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 6

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE**

Florida. The street where the Entrance is located remains a wide boulevard, and the surrounding area is still a quiet residential neighborhood. The Entrance, with its elegant Neoclassical Revival features and exuberant unicorns, is the most prominent reminder of the beginnings of what is now North Miami Beach, reflecting Lafe Allen's dream for a "perfect city" and Merle C. Tebbetts and Edgar C. Linn's desire to bring that dream into fruition.

ARCHITECTURAL CONTEXT

Neoclassical Revival Style

The Neoclassical Revival Style was popularized by the World's Colombian Exposition in Chicago in 1893. It remained popular from 1895-1950. A Neoclassical theme, as mandated by the exposition's planners, led to the design of dramatic colonnaded buildings arranged around a central court. The Neoclassical Revival Style gained popularity through dissemination in photographs, reporting, and attendance at the exposition.

Constructed on a monumental scale, the style is based on the Greek and Roman architectural orders. General characteristics of the style include colossal pedimented porticos supported by colossal smooth or fluted Ionic or Corinthian columns; and symmetrical facades, often featuring dentil-corniced temple fronts with a plain tympanum.¹⁹

Subdivision Entrances

Arches and other street objects for new subdivisions were common in Florida during the 1920s land boom. They were used as devices to call attention to the unique aspects of the community. One of the more well known examples of elaborate entrance features was in George Merrick's Coral Gables, where the first such entrance, the Granada Entrance, was built in 1923. The Florida Master Site File records the existence of about a dozen such entryways in Florida; most, like the Granada Entrance, are arches designed in the Mediterranean Revival Style.²⁰ The Fulford-by-the-Sea Entrance, with its Neoclassical Revival features and fountain, and its location in the middle of a roadway intersection, is particularly distinctive.

¹⁹ Virginia & Lee McAlester, *A Guide to American Houses* (New York.: Alfred A. Knopf, 1996), 343.

²⁰ Stuart Welcome Arch National Register nomination, NR 2004.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 7

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE**

Harry J. Beshgetoorian

Construction of the monumental Entrance was completed in May of 1925, with the initial design in conception by the early part of 1924 by architect Harry J. Beshgetoorian. Beshgetoorian was listed in Polk's City Directory of Miami in 1924 as working with August Geiger, one of the most prominent American architects in South Florida from 1905 to the late 1940s.²¹ Most noted for his works in the Mediterranean Revival Style, Geiger was also known for the design of many of Miami's early public buildings. Geiger was the architect for Villa Serena in 1913, the Miami City Hospital in 1915, now known as Jackson Memorial Hospital; and associate architect for the Dade County Courthouse in 1925 (NR 1989), among many other early civic structures in Miami. By 1925, Beshgetoorian was listed as working for Degarmo and Paist, who were also prominent architects during the Florida Land Boom. Phineas P. Paist, the supervising architect for Coral Gables, designed the Charles Deering Estate in 1922, and worked as an associate with Paul Chalfin in the design and construction of Villa Vizcaya (NHL 1994). While it is conceivable that Beshgetoorian might have been involved with much of the architectural look for Coral Gables, it is difficult to pinpoint what specific projects he was involved with. Traditionally, credit for the design and work of many projects went to the owners of the architectural firm. Beshgetoorian might not have individually designed any buildings of significance, or at least no evidence has been found to support that, but he did work with several prominent architects of the Florida Land Boom era.

ARCHITECTURAL SIGNIFICANCE

The Fulford-by-the-Sea Entrance remains as a significant illustration and example of the impact of the Florida Land Boom of the 1920s. The Entrance demonstrates how cast stone was popularized in America in the 1920s. Cast stone is a highly refined precast concrete building stone manufactured to simulate natural cut stone. It is one of the oldest known types of concrete and is the most aesthetically refined form of concrete known today. Cast stone is used as a masonry product to provide architectural trim, ornamentation or functional features on buildings and other structures. The earliest known use of cast stone

²¹ Alan Sokol, telephone interview, North Miami Beach, May 2010.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 8

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
SIGNIFICANCE**

was in 1138. The product was first used extensively in London in 1900, and in America around 1920. The Cast Stone Institute was incorporated in 1927. Since the early 1920s, cast stone has earned widespread acceptance in the architectural community as a suitable replacement for many masonry materials and for all types of natural cut building stones.²² Cast stone is used mostly as a decorative exterior veneer product, similar in detail to natural limestone, marble and granite.²³

The Fulford-by-the-Sea Entrance is also significant as a type of construction common during the Florida Land Boom, a street device designed to attract buyers to new subdivisions. It is a reminder of the early development of what is now North Miami Beach. Unlike typical entrances built during the Land Boom, it is very Neoclassical in its design as opposed to the more common Mediterranean Revival Style gateways built in South Florida. Unique to Fulford-by-the-Sea since the 1920s (Figure 5), the Entrance has been used as a symbol of the community, and its image now serves as the logo for the City of North Miami Beach.

²² Continental Cast Stone Manufacturing, Inc., <http://www.caststone.net>.

²³ Continental Cast Stone Manufacturing, Inc., <http://www.caststone.net>.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 9 Page 1

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
MAJOR BIBLIOGRAPHICAL REFERENCES**

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**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 9 Page 2

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
MAJOR BIBLIOGRAPHICAL REFERENCES**

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**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 9 Page 3

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
MAJOR BIBLIOGRAPHICAL REFERENCES**

Maps

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 10 Page 1

FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
GEOGRAPHICAL DATA

Verbal Boundary Description

Fulford-by-the-Sea Amended Plat Section C, Plat Book 25, p. 8 circular median at the intersection of NE 172 Street and NE 23 Avenue, Section 9, Township 52 S., Range 42 E.

Boundary Justification

The boundary encompasses the circular base of the Entrance, which is the area that has been historically associated with the property since 1924.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Photos _____ Page 1

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
LIST OF PHOTOGRAPHS**

PHOTOGRAPHS

1. Fulford-by-the-Sea Entrance
2. North Miami Beach, Miami-Dade County, FL
3. Unknown
4. 1925
5. City of North Miami Beach
6. Aerial View of Fulford-By-the-Sea Entrance before home construction began
7. Photo 1 of 11

1. Fulford-by-the-Sea Entrance
2. North Miami Beach, Miami-Dade County, FL
3. Richard B. Hoit
4. 1925
5. City of North Miami Beach
6. Fulford Boulevard, showing the Entrance to the east
7. Photo 2 of 11

1. Fulford by-the-Sea Entrance
2. North Miami Beach, Miami-Dade County, FL
3. Craig Southern
4. August 2009
5. City of North Miami Beach, FL
6. Entrance, northeast elevation, looking southwest
7. Photo 3 of 11

The information for the remaining photos is the same unless noted otherwise.

6. Entrance, north elevation, looking south
7. Photo 4 of 11

6. Entrance, east elevation, looking west
7. Photo 5 of 11

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Photos _____ Page 2

**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
LIST OF PHOTOGRAPHS**

6. Entrance, south elevation, looking north

7. Photo 6 of 11

6. Entrance, northwest corner, showing detail of fluted pilasters, capitals and dentils

7. Photo 7 of 11

6. Entrance, southwest corner, showing example of unicorn bust

7. Photo 8 of 11

3. Unknown

4. 1930s

6. Entrance, color wash

7. Photo 9 of 11

6. Entrance, west elevation, looking east, showing spray of the water fountain

7. Photo 10 of 11

3. Unknown

4. 1960s, color

6. Entrance

7. Photo 11 of 11

Figures

Unknown artist's rendering of the proposed Entrance, 1925

Figure 1 of 5

Advertisement for Fulford-by-the-Sea, *Fulford By the Sea News*, 1925.

Figure 2 of 5

Cover of the *Fulford By the Sea News*, July 1, 1925

Figure 3 of 5

City of Fulford Location Map, 1927

Figure 4 of 5

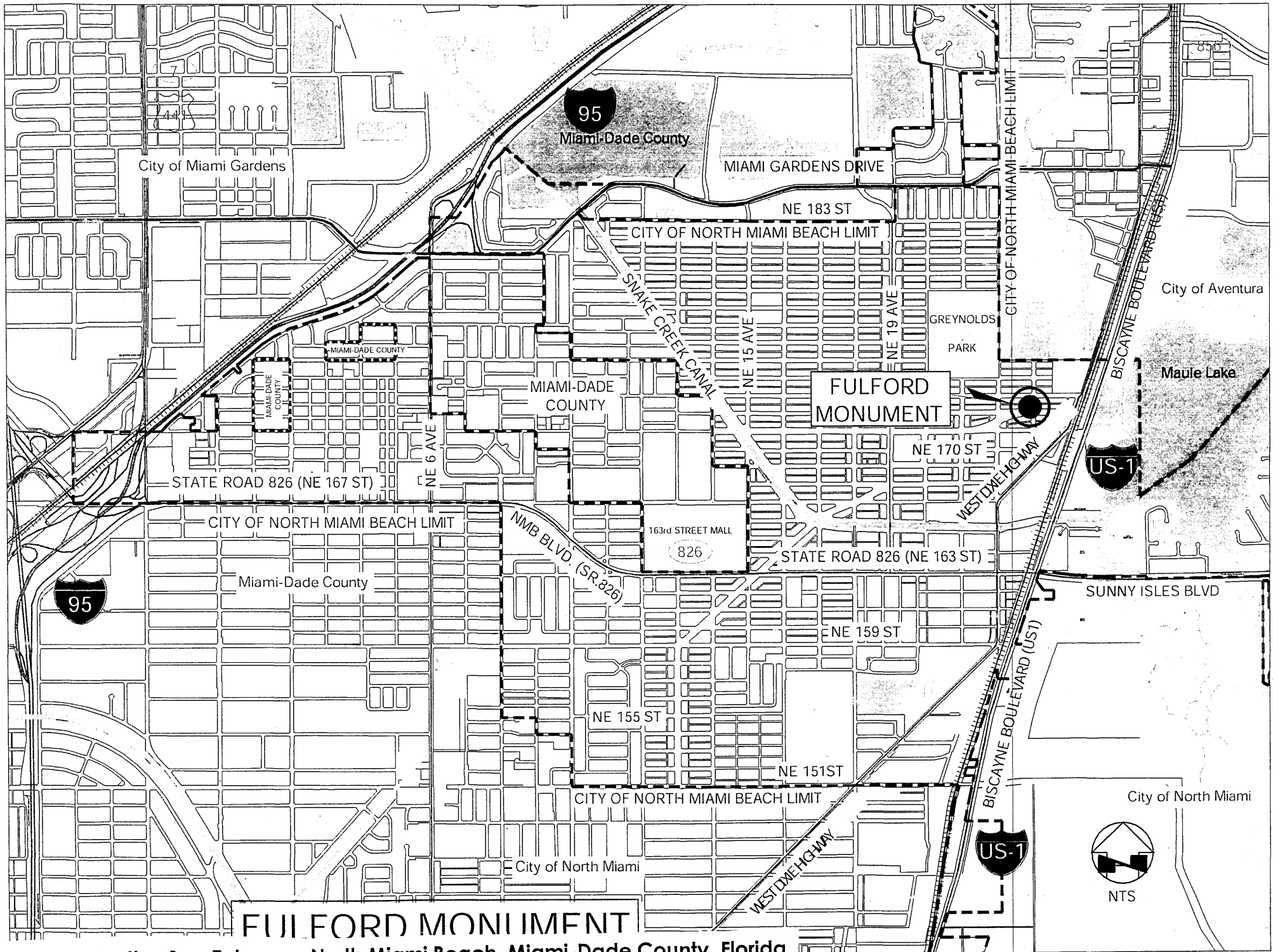
**United States Department of the Interior
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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Page 3

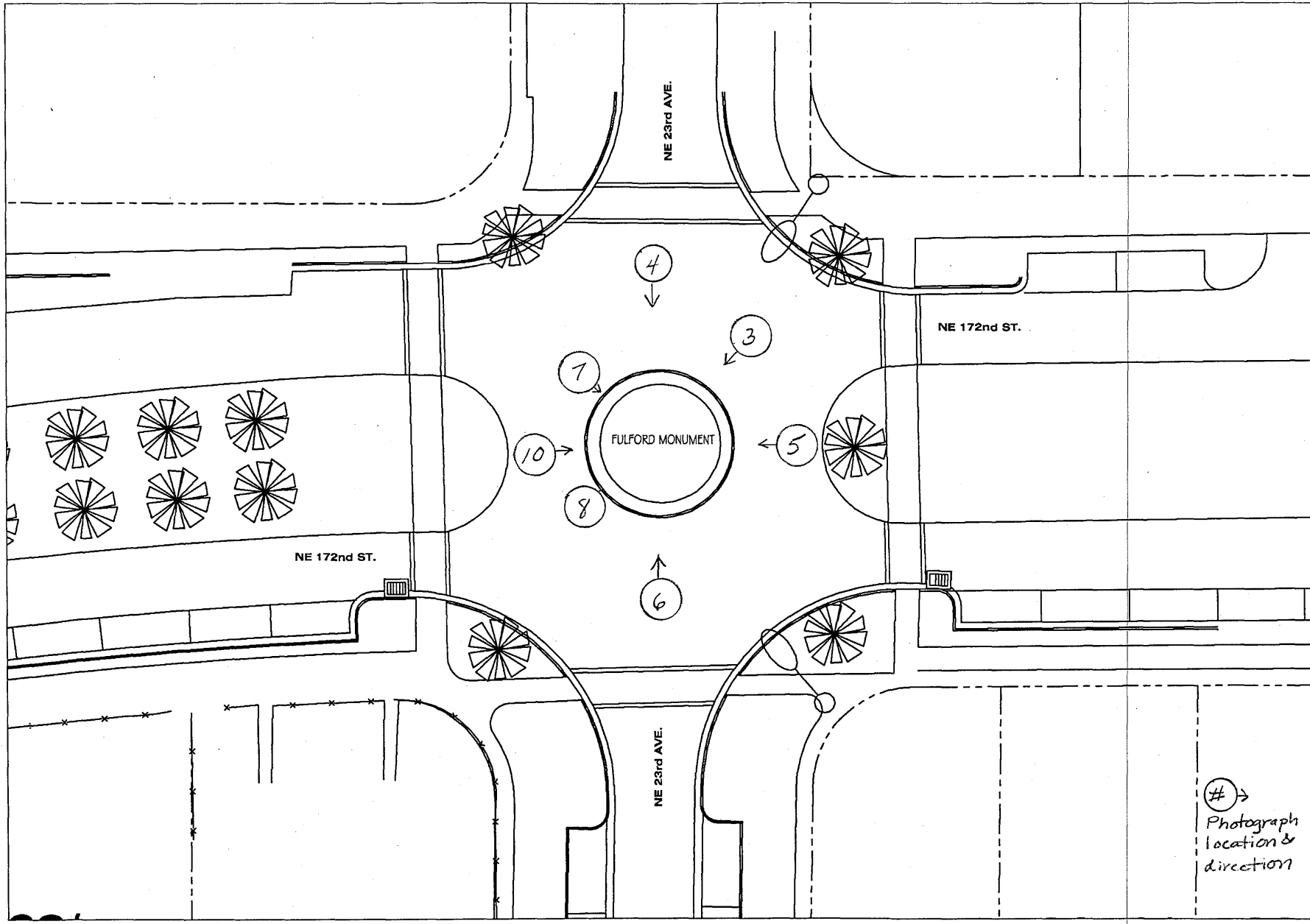
**FULFORD-BY-THE-SEA ENTRANCE
NORTH MIAMI BEACH, DADE COUNTY, FLORIDA
LIST OF PHOTOGRAPHS**

Sheet Music for *Fulford I Hear You Calling*, published in 1925 by the Florida Cities Finance Company.
Figure 5 of 5



FULFORD MONUMENT

Fulford-by-the-Sea Entrance, North Miami Beach, Miami-Dade County, Florida



Project No.

**Fulford Monument Fountain
Location Map**

City of North Miami Beach
Department of Public Services
Capital Improvements Program



→
Photograph
location &
direction

Date: 8/28/20
Drawn by: D.M.K.
Scale: 1"=100'

Sheet No.:
1 of 01

Fulford-by-the-Sea Entrance, North Miami Beach, Miami-Dade County, Florida



City of North Miami Beach
Miami-Dade County Florida

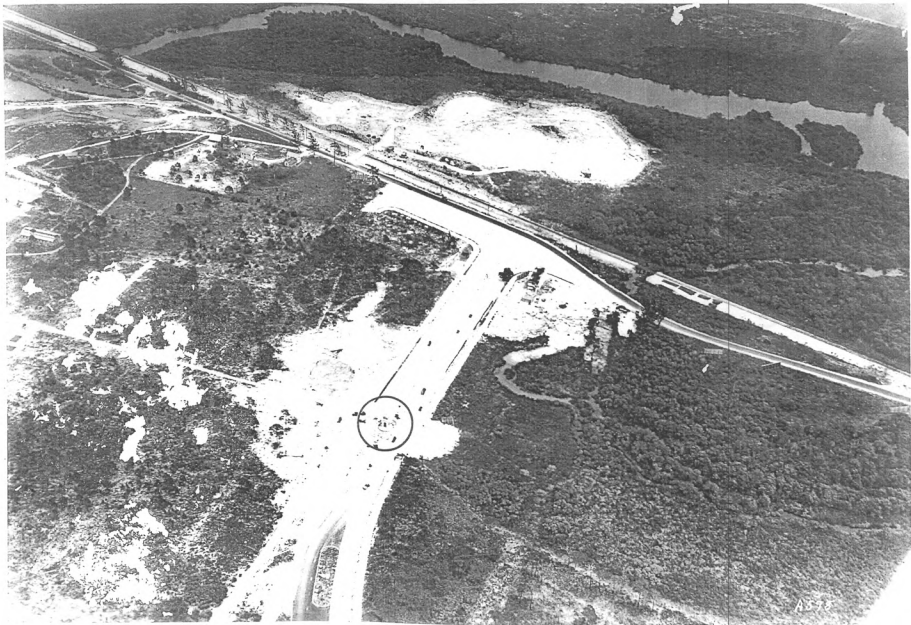
CITY OF NORTH MIAMI BEACH LIMIT

FULFORD BY THE SEA MONUMENT
N.E. 172 Street & N.E. 23 Avenue
North Miami Beach, Florida

NE 175th ST.

CITY OF NORTH MIAMI BEACH LIMIT





Fulford-by-the-Sea Entrance, North Miami Beach, Miami-Dade County, Florida
Photo 1. With a circle around the entrance

Print

Bing Maps

NE 23rd Ave & NE 172nd St, North Miami Beach, FL 33160

My Notes

.. **FREE!** Use **Bing 411** to find movies, businesses & more: **800-BING-411**

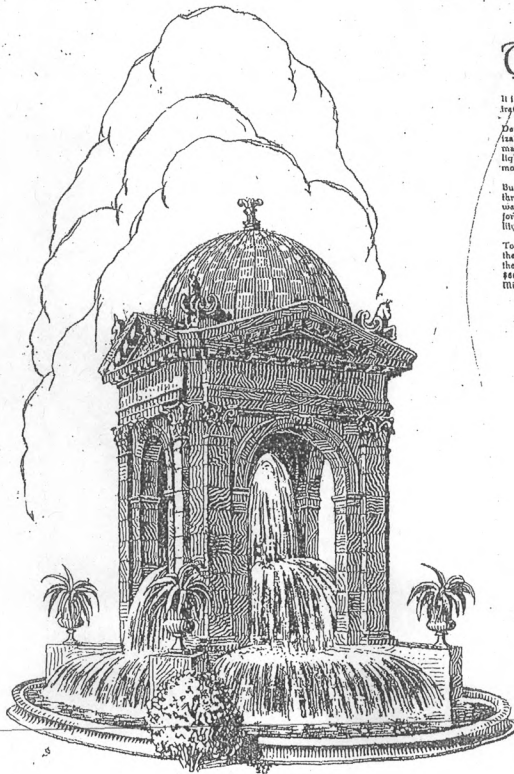


Fulford-by-the-Sea Entrance, North Miami Beach, Miami-Dade County, Florida



Fulford-by-the-Sea Entrance, North Miami Beach, Miami-Dade County, Florida
Figure 1. Unknown artist's rendering of the proposed entrance, 1925

Beauty that spells Large Profits for early investors



TOWERING 32 feet above the street level, with a base 50 feet in circumference, the magnificent electric fountain, designed by Henry J. Desbagnon, the noted artist of Miami, is now under construction at the Dixie Highway entrance to this gigantic development of 4300 acres.

It is the first of several beautiful fountains which will mark the first similar and logical ways to the property, to be erected at a cost of \$75,000.

Development work of such a high character can only be carried out by engineering and professional firms filled by experience and high ideals to execute such masterpieces. This fountain from which water will play softly over colored light marks only the beauty spots in Fulford By-the-Sea designed to make life more worthwhile in the New City north of Miami at the head of Bay Biscayne.

But to you as a second investor it is but typical of the high grade of development throughout the site tract that spells large profit. You who have only casually watched development work in the Miami zone know now as you never did, before that value, value and profit, again and again, as construction work of quality rises above the ground.

Today your opportunity is here—here to take advantage of moderate prices before the completion of such construction work as the fountain described above. And the fountain and many homes now building mark the beginning of a \$40,000,000 development program surpassing in scope and beauty any in the Miami zone if not in the entire state.

Fulford By the Sea

World City Project
by C. R. Fulford, Inc.



YOU are cordially invited to take a few leisurely drives up Dixie Highway to the property. It is one of the most delightful trips we ever around Miami. Free transportation will be secured on your arrival at the production. Don't lose these offices for hours, at 10.30 in every day except Sunday.

BRANCH OFFICES: 120 N. E. Second Ave.; 215 W. Flagler St.; 20 S. E. Second Ave.; 204 N. E. First Ave., Flagler St. and Bay Shore Drive;

56 W. Flagler St.; 505 N. E. First Ave.; Strand Arcade; 3024 N. E. Second Ave.; 242 N. Miami Ave.; 50 S. E. First St.; 1010 N. Miami Beach

Fulford By the Sea News



JULY 1, 1925.

No. 5.

SPEED: KING

printed by Permission from the Miami Beach Call.)

With the throb of roaring motors tearing the air, fifteen vividly tinted racing cars were off to a beautiful start in a 250 mile a day classic which was designed to make new history within the State of Florida. Shooting from the starting line apparently not a fraction of an inch difference between the balloons tied to the cars—a breathless moment of eyeing—the hoarse cry of a maddened crowd in the main grandstand, and when two cars led the steep embankment at a steep angle and rounded the corners of the oval bowl at 100 miles an hour. And Florida's first mobile race run under the sanction of the American Automobile Association was under way for a cash prizes of \$25,000.00.

And it is this scene which will be enacted this year in the Miami event when the big league drivers of the world gather on January 1 to drive in competition for the Carl G. Fisher Trophy at the antique wooden speed bowl now under construction at Fulford By-the-Sea, nine miles north of Miami Beach, on the Ocean Blvd. loop.

Winter visitors have been entertained with every form of amusement and entertainment from surfing to horse racing and automobile racing now rounds out the sports program in a most interesting event in America has attracted all classes of people to such an extent as has auto racing and when one has visited the wooden speed bowls of Culver City, California, of Charlotte, North Carolina, and of Altoona, Pa., on race days one of the curious things has been to see dignified physicians rubbing elbows with ice cream and French maids hobnob-

HERE is the beautiful electric fountain just inside the Dixie Highway Entrance at Fulford By-the-Sea. It was erected at a cost of \$15,000.00 and stands completed except for the placing of a few cut stone ornaments. It is the first of several fountains which will be built throughout the new city.



BROADCASTING STATION WGBU GOES ON AIR; MODULATION PRAISED

Letters and Telegrams Pour In From All Sections Congratulating Co.

Miami's new 500 watt radio broadcasting station, WGBU, at Fulford By-the-Sea, which took the air a little over a week ago has met with instantaneous recognition and letters and telegrams have been pouring in from all over the country and from the Islands off the east and south of the Coast of Florida.

The station is a Western Electric 500 watt type of the latest design and is so tuned that the wave band is very narrow, not spreading out like a fan as do many stations in the country. The modulation of this station is coming in for a great deal of praise and it is equipped with a type of modulator such as is used at Station WEAJ in New York. The station is already earning itself the reputation of having the best modulation south of the Mason Dixon Line and east of the Mississippi river at the present time. The operation of the station is in charge of Herbert Quick, formerly of Miami and more lately of Big Creek, Calif., where he was employed by the California Edison

station, located at Fulford By-the-Sea, and is so situated that it is equal distance from the bandshell and from the studio, both of these being used for the broadcasting of concerts. The Fulford By-the-Sea Marimba Band broadcasts from the band-

FULFORD, FLORIDA

Fulford is one of the oldest communities in South Florida. It was incorporated as a town in 1926 as a city in 1927. Operates under Charter from State Legislature.

Locally located, approximately 12 miles north of Flagler Street, Miami. Is well watered and three-quarters a mile from the north limit of Miami.

Fulford embraces about 19 square miles of territory.

Fulford has a City Planning Commission which is concerned with systematic development of the entire city. Includes one and one-half miles of beach, hotel, high housing, casino, racetrack, golf courses, stores, etc.

Two schools, the F. F. C. and S. A. I. are in the city. A rare combination of water and rail facilities offers the most industrial opportunities.

Fire and Police protection. Women's club. P. T. A. and public library.

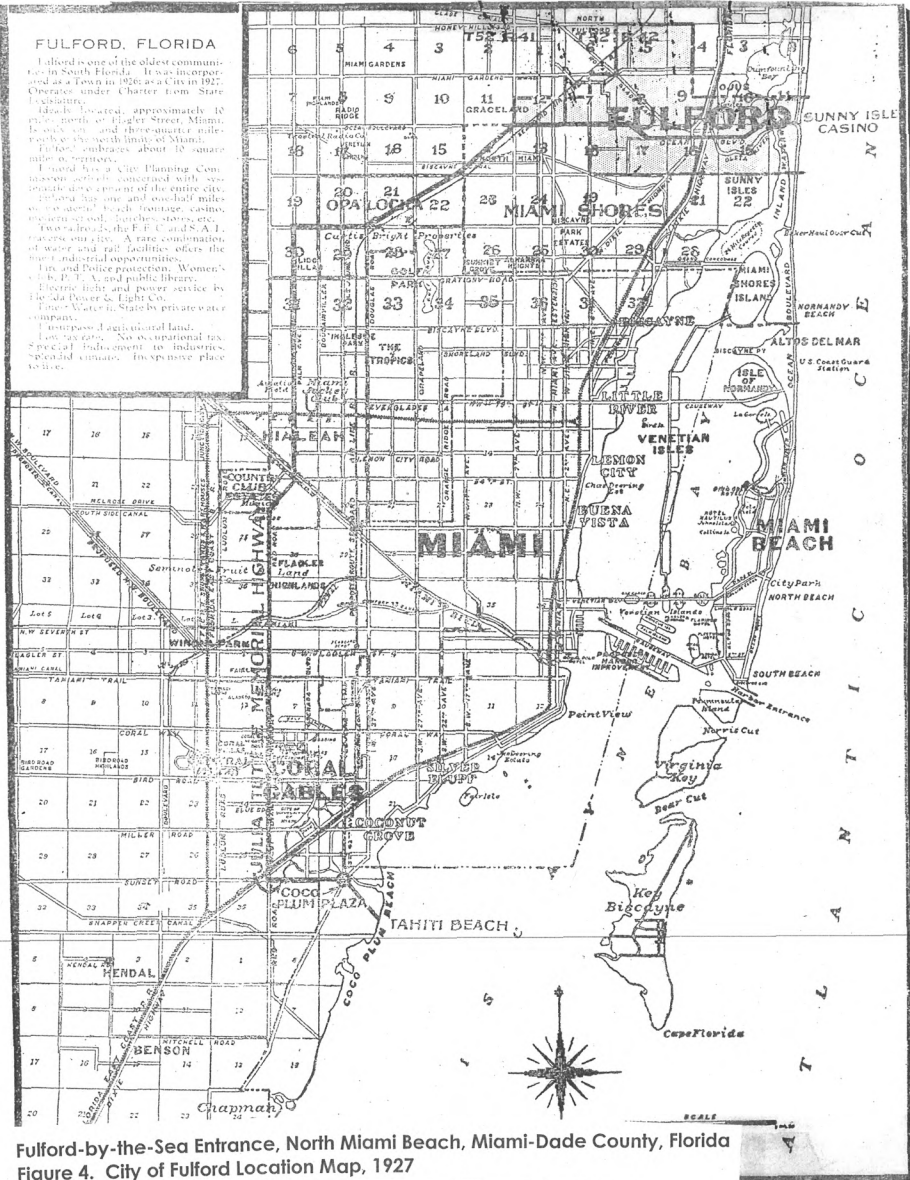
Electric light and power service by Florida Power & Light Co.

Electric Water Co. State's private water company.

Fortress Legion of land.

Low taxes. No excise or other special burdens to industries.

Scenic climate. Inexpensive place to live.



Fulford-by-the-Sea Entrance, North Miami Beach, Miami-Dade County, Florida
Figure 4. City of Fulford Location Map, 1927

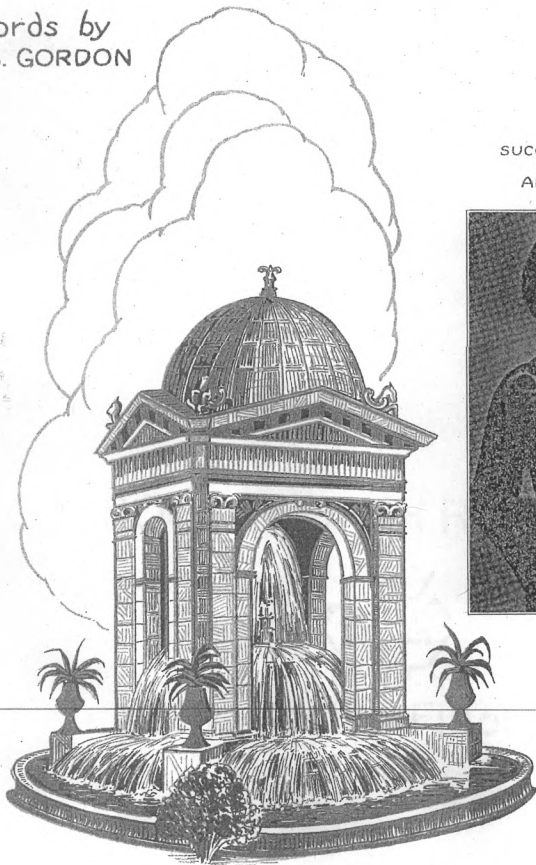
FULFORD

I HEAR YOU CALLING

Words by
JAS. GORDON

Music by
JOHN HOFFMAN

SUCCESSFULLY INTRODUCED
by
ARELYN GORDON



PUBLISHED BY
THE FLORIDA CITIES FINANCE CO.,
145 E. FLAGLER ST., MIAMI, FLA.

Fulford-by-the-Sea Entrance, North Miami Beach, Miami-Dade County, Florida
Figure 5. Sheet Music for Fulford I Hear You Calling, published in 1925 by the
Florida Cities Finance Company