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Coral Gables:
A contemporary Urban Utopia

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to my father
to my family

Table of Contents

Table of Contents	vii
List of Figures	ix
Vita and Publications	xi
Acknowledgements	xiii
Abstract	xv
Introduction	1
The Gilded Age	5
Technical Advances	8
Economic Growth	10
Politics	16
Rural and Urban Life	29
South and West	33
Patronage and refinement	37
Planned City and Utopian Movement	44
Utopian movements	46
City Beautiful Movement	53
Garden City Movement	59
New Town Movement	66
Planned Communities Florida in the 19 th and 20 th Century	72
Coral Gables	81
George E. Merrick's vision	84
The Design of the Master Suburb	91
Coral Gables after George Merrick	118
Preserving Coral Gables' Past	121
Tax incentives	138
Conservation/preservation easements	139
Revolving Funds	141
Commercial Property Tax Credits	141
Entrepreneurial Programs	142
Partnership between public and private	143
Issuance of bonds	146

Public-private campaigns	146
Foundations	146
Multi-property residential buildings	147
Florida Preservation program	148
Great Floridians Program	155
State Historical Marker Program	155
State Archeological landmark and State Archeological landmark zone	156
Florida Folklife Programs	157
Florida's Comprehensive Historic Preservation Plan	159
Historic Preservation Program of Coral Gables	162
Comprehensive Plan	164
Zoning Code	167
Conclusions	176
Guidelines for implementation	178
Bibliography	181

List of Figures

1. Tropical garden (2013).	14
2. Comprehensive Map of Northern Section of Coral Gables, Fla., February 1926, E. Friedman Engr., F.M. Button, Landscape Architect (HMA)	27
3. Waterway (2013).	35
4. Coral Way (2013).	40
5. Plaza at Granada Boulevard and Coral Way (2013).	41
6. Detail of the wall at the corner of S Greenway Drive and Castile Avenue (2013).	42
7. Coral Gables, Miami's Master Suburb. Map by W.C. Bliss and F. M. Button, 1921 (HMA).	50
8. Study of the new Coral Gables hotel at the Goulf Course, Martin Hampton, February 1924 (HMA).	56
9. Biltmore Hotel from the Goulf Course (2013).	57
10. Coral Gables, Comprehensive Map, January 1924 (HMA).	65
11. Alhambra Boulverd and Columbus Boulevard (2013).	77
12. Aerial View of Coral Gables looking north, 1931.	80
13. Coral Gables, Miami Riviera, December 1924 (HMA).	82
14. Coral Gables, Miami Riviera, May 1925 (HMA).	87
15. Perspective view of Columbus esplanade, drawing by Livingstone, 1924 (HMA).	94
16. The Country Club Prado designed by Denman Fink, drawing by Livingstone, 1924 (HMA).	95
17. Douglas Entrance, drawing by Walter DeGarmo, Phinias Paist and Denmark Fink, associate architects, 1924 (HMA, R5D-56).	96
18. University of Miami aerial view. Preliminary study by Denmark Fink, Phineas Paist and Paul Chalfin, 1925.	98
19. Proposed Gymnasium Building for the University of Miami, Coral Gables - Florida, Phineas E. Paist and Harold D. Steward Architects (n.d.) (UMA 8-10-5).	100
20. Tentative Comprehensive Map of Biscayne Bay Section, F.M.	

Button, 1925 (HMA).	102
21. Biera Mar Boulevard, drawing by Denmark Fink, 1925.	103
22. French Country Village, Caligula Avenue (2013).	107
23. Chinese Village, Maggiore Street (2013).	108
Chinese Village, interior garden (2013).	108
24. French XVIII Century Townhouse Village, Cotorro Avenue and Leonardo Street (2013).	109
French XVIII Century Townhouse Village, Hardee Road (2013).	109
25. Colonial Village, Santa Maria Street (2013).	110
Colonial Village, view from the golf course (2013).	110
26. Dutch South African Village, Maya Avenue (2013).	111
French Provincial Village, LeJeune Road (2013).	111
27. Coral Gables Bank and Post Office Building, elevation, Walter DeGarmo (HMA, R5E-50).	124
28. Cottage n. 1, plans, Walter DeGarmo (HMA, R5C-60).	126
29. Cottage n. 1, perspective and front elevation, Walter DeGarmo (HMA, R5C-60).	127
30. 1126 Obispo Av. (2013).	134
31. 908 Obispo Av. (2013).	135
32. 825 Obispo Av. (2013).	136
33. Garden and Interior (2013).	142
34. The Colonnade building, Coral Way and Ponce de Leon Boulevard. Phineas Paist, Walter De Garmo and Paul Chalfin, architects, 1926 (CGHR).	144
35. The Colonnade Building with the Colonnade Hotel in the background. Spillis Candela & Partners, Inc. architects, 1988 (2013).	145
36. 1920 Alhambra Circular (2013).	151
37. 717 Alhambra Circular (2013).	152
38. 1018 Alhambra Circular (2013).	153
39. Venetian Pool (2013).	158
40. Merrick House, 907 Coral Way (2013).	167
41. 937 Coral Way (2013).	168
42. 901 Coral Way (2013).	169
43. Coral Rock House (2013).	170

Vita and Publications

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Abstract

The historic City of Coral Gables was designed and developed starting from 1921 as a full-fledged new town, following the dreams and vision of its founder George Merrick. Since the very beginning the development was conceived not as a mere residential suburb but as a functionally integrated garden city. The large-scale plan reveals the influences of the City Beautiful Movement (use of the geometric pattern, the rigorous grid that orders the functional parts of the system, and the use of the diagonals) and the Park Movement and Garden City principles (progressive opening up of the urban structure to accommodate the green public spaces, the canals, the curving street), which guided the harmonious design and planning of the residential suburbs, business and craft sections, public spaces and venues, “entrances” at the main access to the city from Miami, “plazas” at the principal boulevard intersections, public buildings such as schools, churches, the city hall, hotels, and the University. Today’s cityscape is almost unchanged in its essential features, in its architectural components of Mediterranean inspired style, as well as in the urban relationships between the various historic elements originally designed by George E. Merrick. If this is true especially for the residential areas of the first section, built architectural elements such as gates and squares, the scale ratio between the new buildings and the few remaining historical fabric in the downtown area may not be fully adjusted. The investigation of the current preservation policies and tools has revealed that state and local laws have been effectively enforced by the Local Administration and suggests to design the implementation of a database, built on the Florida Master Site File, to support policy decision making, management and research.

Introduction

The city of Coral Gables in Florida was conceived and built by George E. Merrick starting from 1921 as a residential suburb for the middle class - although larger and more prestigious dwellings were also included at a later stage - and then became an independent municipality in 1925. The city projects show that, from the very beginning, it was conceived as a comprehensive settlement with all those functions needed for urban life, autonomous yet in constant dialogue with the neighboring city of Miami (of which it was originally meant to be – and still is – an attractive pole for some of those functions, as in the case of the university), wisely harmonized with the surrounding environment thanks to a careful landscaping design and to the architectural style chosen, described as Mediterranean by George Fink himself, which integrates well with the local tropical climate. The unitary project was characterized by high design and construction standards, the strict monitoring of building and planning parameters, the widespread presence of public functions and facilities and clear zoning. These components and characteristics are today preserved along with an extensive part of the historical architectural heritage which is mainly concentrated in residential areas; however, since the mid 1940s, a substantial loss of the original buildings in the downtown areas as a result of their demolition for speculative reasons, a change in the architectural design culture – less prone to the use of a style considered “old” – and the development of the Biscayne Bay Section, characterized by the widespread presence of gated communities – an anomaly with respect to Merrick’s thought, who perceived the city as an open and accessible space – have been experienced. Therefore, the current regulations have been analyzed in order to assess their effectiveness and to provide possible guidelines for their implementation.

This paper has been organized according to macro-topics, whose in-depth analysis has allowed creating the historical, social and cultural knowledge base to understand the design, planning and development of the city of Coral Gables, in order to ultimately assess the historicized city today and its state of preservation and integrity.

This study has aimed at showing the deep changes in the American society during the second half of the nineteenth century, which, amongst other things, laid the foundations of the progressive – albeit slower than in the rest of the country – growth of Florida, where George Merrick's project took shape and was successful. In the first chapter, the main events that characterized the Gilded Age – a period of the American history ranging from the end of the Civil War to 1901 – are treated, by outlining the sequence of the events that led to new production, economic, social and cultural models, and highlighting their contradictions and conflicts but also the dynamics that gave rise to these changes, also taking into account the stakeholders. Within this framework, attention was paid to Florida, in order to contextualize the progressive interest of the country and, hence, the massive inflow of capital from the rich North – which Merrick himself resorted to in order to complete his project and later to save the city from debts – in a territory regarded and promoted as a semi-tropical paradise initially for wealthy tourists and then for residents as well.

It was also deemed necessary to trace back and identify the possible cultural references underlying the idea of Coral Gables' project, which are treated in the second chapter, in the shape of the urban reform movements that spread in the United States at the turn of the century, in a period characterized by strong industrial and demographic growth, high migration flows and deep changes in the urban environment. These include the City Beautiful Movement, the Garden City Movement and the New Town Planning, which fall within the utopian movements in the urban and social contexts. About these, the philosophical thought, the main features and the design tools to facilitate the definition of a reference system for the comprehension of the Coral Gables urban design have been stressed. A few significant examples of contemporary planned

cities in Florida allow a meaningful comparison to assess the complexity and completeness of Merrick's project.

Chapter 3 is devoted to the analysis of the design and construction process of Coral Gables, which took place according to the two main stages of continuous expansion, identified in the two plans published in 1925, as well as a third stage announced that same year, the Biscayne Bay Section, which was actually never completed as originally designed. The main formal elements of composition that define the urban character, the articulation of the hosted functions and their locational choice, the architectural work and the hierarchies have been highlighted. This allows deepening the unitary idea of the project adopting – even in the tenacity in putting it in place – a quasi-idealistic approach supported by precise policy choices in which public spaces and facilities play a significant role. At the same time, collecting this important information, if compared with the historicized city, allows a study to be conducted on the state of preservation of the historical heritage, on environmental protection and, in particular, on the way this concept has evolved since the 1940s, as well as on the awareness about this issue today and in the future.

In the last chapter, the US regulatory protection scenario has been thoroughly analyzed, by outlining the historical and legal evolution, in order to understand the changes in and the expansion of the areas and categories of heritage over time. This has allowed stressing the decision-making hierarchies in the field of historic heritage preservation, the relevant authorities and their competence, highlighting their more incisive institutional level, understanding their scope and identifying their strengths and weaknesses which can be leveraged in order to implement the current protection system. As regards the means of protection, which have proven to be not only regulatory but also fiscal and economic, these have turned out to be the most effective, thanks to the owners' informed decision to use them, provided that the intervention at issue meets specific design and operational parameters.

While on a federal level the government prepares the guidelines, it is at

the state level, and especially at the local level, that the regulatory instruments appear to be more effective. Therefore, the specific protection-related regulations of the City of Coral Gables have been analyzed, within the framework of the Zoning Code in force, to detect any weaknesses and strengths in order to formulate hypotheses for their implementation and for the creation of a heritage monitoring system.

Chapter 1

The Gilded Age

The era is marked by the revolution of the American economy engendered by sporadic immigration of Europeans and Asians with steady growth of industries. The production of iron and steel increased drastically due to amplified urge for lumber, silver and gold questing for enhanced infrastructure. Railway network was instilled to transport oil and steel that was in great demand in the East. Various business moguls were made from the trade such as Andrew Carnegie, a steel trade tycoon, John Rockefeller oil mogul and John Pierpont Morgan an entrepreneur. The Gilded Age inherited its name from the fortune it created and lifestyles that evolved from wealth supplied. The name was coined by a satirical writer Mark Twain in his book *The Gilded Age: A Tale of Today* (1873) whereby he mocked an era of thin gold gilding masking critical social problems. The name gained acceptance in the 1920s referring to era spanning from 1868 to around 1900 where there was extreme materialism coupled with abject poverty isolating the affluent from the poor class of the society¹. The era defined the lavish lifestyle that introduced theaters, operas, restaurants, and clubs where the ruling class spent and invested their time with money.

The defining moment of the era was in 1890 when more than 90% of the entire population languished below the poverty line. The variance enforced rural to urban migration resulting to overcrowding, flourishing of tenement yards, increased crime rates and scattering of filth around

1. Robert Spencer, *History: United States: The Gilded Age 1876-1900*, (University of South Maine), pp.12.

the city. The workers in the mill, factories and sweatshop rallied for unrests daily as they seek to free themselves from economic slavery. The poor class would seek relief in political setting though corruption ruled the nation, corruption scandals unraveled sequentially implicating senior state officers. As the French Prime Minister highlighted during his visit, the country had evolved from barbarism to decadence with no civilization being achieved. The only beneficiaries of the era were the middle class and the affluent class whose quality of life kept improving while disparities increased. The workers and farmers on the other hand were not incorporated in the prosperity agenda thereby had to bear extreme conditions and long working hours which yielded low incomes². The majority of the Americans then believed a reform was necessary but disagreements arose whether to initiate political or social reforms. The different views were brought by the fact that majority of the political leaders were corrupt and ineffective to administer the oath of duty. Therefore a social reform would be opposed by the unchanged political arena while as a reform in politics would be no economic gain to the disadvantaged group of the society.

The economic growth of the United States was rapid and fast empowering the country to lead in industrialization ahead of the Britain powerhouse. In a few decades the country progressed to explore new areas of growth which included coal mining, railways and heavy industries. The transcontinental rail was completed in 1869 connecting the ranching regions and mining zones in the west. The transportation was greatly enhanced considering a journey that previously would take six months now required only six days. The new rail network linked the isolated regions to the market stimulating mining, ranching, commercial farming and creating a global market place. The profit margins were maximum control of raw material prevented emergence of opponents hence creating a monopolistic market. The mechanization of the industry increased the output of the industries while lowering production costs. Specialization was realized by supervision of unskilled labor by a skilled fore-

2. Sean Cashman, *America in the Gilded Age From the death of Lincoln to the rise of Theodore Roosevelt*, NYU Press, 1993, pp.12-15.

man, the highly skilled labor force were the engineers. Machine shops emerged rapidly as skilled and unskilled labor increased due improved wage rates. Engineering colleges were introduced to meet the high demand for expertise³. Railroads implemented modern management systems with proper chain of command, intricate bureaucratic systems and arithmetical reporting.

Labor unions emerged using strikes as the mode to labor market, most the unions had biased memberships in terms of racial and gender discrimination. Labor unions pioneered unrests that in 1877 railroad workers downed their tools; the strike lasted for 45 days entailing eighty thousand rail works⁴. The effects were catastrophic with several hundred participant losing their lives while myriads sustained injuries and millions worth property belonging was destroyed resulting in military intervention from the president of the United States.

The economic recessions during the age which was witnessed by low incomes, low profits, and high levels of urban unemployment, slow economic growth and minimal immigration generated a political tension. The major parties of the era Democrats and Republican participated in tight rope contest where they rallied to control public offices in order to reward party patriots; the elections experience high voter torn out of more than 80%. Political machines that controlled major metropolitan areas emerged; they were financed by the failed political system⁵. The rampant political corruption pioneered by business people who did not want the government to regulate their business dealing, the government was therefore handicapped in maintaining neutrality in order to protect the rich⁶. The political machines crippled the government with inefficiency, favoritism, corruption, bribery and waste. The Democrats

3. Rebecca Edwards, *New Spirits: American in the "Gilded Age": 1865-1905*, Oxford University Press, 2006, pp.5-25.

4. Robert Spencer, *History: United States: The Gilded Age 1876-1900*, University of South Maine, p.168.

5. Sean Dennis Cashman, *America Ascendant: From Theodore Roosevelt to FDR in the Century of American Power, 1901-1945*, NYU Press, 1998, p.105.

6. Edward Bellamy, *Looking Backward*, New York, Dover Thrift Edition, p.118.

ideology of low tariffs, low taxes, and free market policies was opposed by the Republican who maintained high wages propelled national prosperity and lowering it would flood the market with goods from low-waged Europe.

The critical view of Gilded Age argues that the economic turmoil experienced were uncalled for but necessary. The prosperity of the nation was therefore dependent on competition, economic and social growth while material growth was achieved as a result of economic disparities. The tribulations the farmers, works and urban dwellers went through the transitional period delivered the improved service delivery, better goods, and high wage rates for majority of the population. The Gilded Age shifted the public consensus about their perspectives on political leaders guiding the country to prosperity and loyalty to political parties operated by political machines that did not propagate the general public agenda. The increased pressure when it was mounted on the affluent class most of them realized the need to merge disparity while defending their practices. Rockefeller and Carnegie the established businessmen of the time extended large proportions of their wealth to philanthropy to mollify the American tradition instead of assuming it⁷.

Technical Advances

The American financial market at Wall Street experienced investment from Paris and London through few established corporation is known as Trusts which dominated the majority of the industry including sugar, oil, steel, farm machinery and the meat industry. The trusts integrated vertically ensuring they controlled all aspects of production while maximizing the profits and limiting competition by controlling the access to raw materials. Though integration could occur both horizontally and vertically, this last one was preferred for its effectiveness in controlling cost at phases of production. The strategy monopolized the market to the advantage of the trusts as the final products fetched the maximum

7. Robert G. Barrows. *The Gilded Age: Perspectives on the origins of modern America*, ed. Urbanizing America in Charles Calhoun, Maryland, Rowman & Littlefield publishing, 2007, pp.231.

price possible. The Gilded Age was coupled with the mechanization of the industry to lower production costs. It's in this aspect Frederick Taylor realized the efficiency of the workers in the steel production would be enhanced using stopwatch issued to a skilled foreperson who would be in charge of the unskilled labor force; hence the invention of job specialization. Other machines were also introduced with their demand increasing the machine shops blossomed around the industrial localities. The high appetite for skilled labor necessitated the establishment of engineering colleges to supply the expertise thereby setting a defined career track. The specialized job was mainly composed of finance managers, manufacturing and fabrication engineers and business consultants who supplemented the emerging middle class from the small businesses.

The Gilded Age placed the United States as the leaders of applied technology ahead of the London powerhouse. The patent for new inventions increased in the period by over 700%, where airbrakes for the train were invented, the telephone, electrical lighting and incandescent lamps. The electric streetcars facilitated faster movement either to work or shopping which was enhanced by lighted streets at night. The success of the era was a result of large national market equating to Europe with no tariff barriers. Goods and services could be easily shipped around the country with a universal financial system, legal structure, and language. The construction of railroads which was partly financed by the American government and private corporation initiated the dramatic expansion of the private financial system. At the beginning of the era, the railroad stock and bond accounted for \$1.2 which rose to around \$10.6 by the end of the century, the 10% government funding was informed of land grants that were realized when a certain trackage was opened. The growing railroad network becomes involved in management with civil engineers taking over the management; which comprised simultaneous coordination due to the large size which could not be navigated from one central location. The career path invented guaranteed permanent jobs with medical and insurance cover where pension scheme was later formulated and adopted. The central administration was tasked with hiring, firing and setting the wage rates and every role was redefined

just as the expected compensation.

Apart from the railroad trackage rising from 35,000 miles in 1865 to 245,000 miles in 1900, sleeper cars were introduced which made human commuting more comfortable. Refrigerated vehicles were added to transport meat, fruit, and vegetables from the source to various markets across the country. The growing demand for the carriage required the rail industry to improve the efficiency for reliability; hence in 1880 to 1890 the standard track gauge was adopted to enable varying equipment on the same railroad. Earlier, the train passage had to change trains due to the different rail gauge depending on the company. The industry also introduced a standardized time to end the conflict between towns which initially set time differently according to the sun position.

The Gilded Age provided the perfect opportunity to realize the Transcontinental Railroad linking Atlantic and Pacific oceans thereby opening the West for settlement and create a new market for the eastern manufacturers. The railroad increased the size of American states from the western territories of New Mexico and Arizona. While, the completion of the rail in 1869 marked by the hammering of the golden spike at Promontory Summit by Leland Stanford created cheaper, faster and simpler means of travel across the continent. The 640 acres of land for a completed mile of rail provided a cheap form of compensation from the government to pioneer technological advancement in the era.

Economic Growth

Corporation dominated the business environment while scientific inventions led the evolution of business operations. The businesspeople created town and cities which had factories hiring diverse workers mainly European migrants. The ever growing companies had pioneered the economic growth which can be indicated by statistics; the total wealth in 1860 was \$16 billion which increased to \$88 billion by 1900 hence doubling the national per capita income from \$500. The growing industries could be seen from the revenue they generated which increased from \$3 billion to around \$13 billion by the end of the era. Likewise, the labor force rose from 13 million to 19 million which was supplemented by the immigrants. In the early years the company repatriated their profits

back to the corporation expansion agenda; by the end of 19th-century banking industry blossomed extending the source of capital. The civil war had ended, and more personal savings were available to the financial institution which they could advance to business borrowers thus fuelling economic growth.

The unforgiving economy forced new forms of business structures to be coined to cope with the youthful economic growth, volatile production seasons, overproduction and market contraction. The new industry framework comprised of various independent business coming together to form cartels that dictated the price and production levels. The cartels compacted to formal cooperatives referred as the trusts which refrained from state laws that forbid monopoly while enjoying maximum benefits by controlling the entire market. In the trusts, the stock certificated of companies involved were exchanged with trust certificates while handing the management to the board of trustees that oversaw the governance of virtually independent companies. At the end of the 1890s, the business adopted mergers to enable centralization where the market leaders absorbed their competitors while edging out small businesses out of the market.

The economic development achieved in the Gilded Age can be attributed to the laissez-faire culture of the American elite society; it had confidence in businesspeople and industrialist and thus government interference was not permitted in their efforts. It was the principle of Laissez-faire economic the society had endorsed; the ideology was opposed to government interference with the economy, and the economic forces should enjoy maximum freedom in their dispensation. The logic was a combination of economics and ethics since government intervention would distort natural and equitable powers of economic development while the legislation would be unjust and synthetic reallocation of authority and resources from one group to another. Therefore, from the ideology, the business operated from the public goodwill which was enhanced by court translation of the philosophy into practical rules that ensured companies operated with significant autonomy.

Though, trade abuses were rampant in the economy, where greedy public officials would generous terms to some traders while keeping

the rates a secret. A clear illustration is where each railroad company set its shipping rates which were not revealed hence oppressing unaware small scale farmers. The shipping companies drew agreement to keep rates above certain rates that suppressed the public forcing the Congress to respond in 1887 by forming Interstate Commerce Commission which was never active in its mandate administration. Despite the exploitation of the public, they reaped more benefits from the developed market and sources. The goods became cheap as variety increased and their access accelerated. The country had ignited momentum in economic growth from now the efficient and reliable transport web linking it to one commercial block.⁸

John Rockefeller a bookkeeper by profession brought order in the chaotic oil industry by monopolizing it through horizontal integration. Oil prices experienced constant fluctuations due to the uncontrolled production; a discovery of new oil field resulted to overproduction by the wealth seekers. The prices would collapse, and investor ends up making losses, Rockefeller realized the disorder could be alienated if a single bottleneck in the production process was established. In 1868 Rockefeller formed Standard Oil in Cleveland which refined 5% of the total national oil; the rest was controlled by other thirty refineries which he strategized on acquiring them. In the span of a decade, Rockefeller signed secret contracts with the railroad for preferential treatment for his wares while attracting lower transportation rates. The rebate scheme enabled Standard Oil to supply oil at lower prices than the competitor and with growing market the company demanded drawbacks from the railroad after transporting the competitors' products. Therefore, Rockefeller managed to create a bottleneck production process by controlling 90% of the entire nation oil refinery; the priced structure was drawn as he controlled all phases from drilling to delivery to consumers.

The Rockefeller strategy was adopted by other industrialists to get stability and profitability in their respective industries. Andrew Carnegie, a steelwork investor, realized the inferior quality of the steel in

8. Leland H. Jenks, *Railroads as an economic force in American development*. «Journal of Economic History» (1944), pp. 1-20.

the American market as compared to the one distributed in the English market. In 1870s Carnegie built the largest steel industry in America which adopted the latest technologies in its manufacturing operations⁹. Carnegie was aggressive in crushing competitors while suppressing the workers' attempts to create a union. His industrial monopolizing methods were defensible hence more acceptable to the society than those deployed by Rockefeller. The vertical integration scheme chosen enabled Carnegie to control the entire production process from the iron mining, steel production to the final product distribution. The Carnegie holding comprised of iron mines, refineries, steamships, and steel works which maintained a low cost of production due technology adoption and large-scale production. The Carnegie scheme in monopolizing the market was more acceptable as it honored free market competition and edged out competitors without illegal methods coercion like those employed by Rockefeller.

John Pierpont Morgan completed the triad of the Gilded Age by establishing a monopoly in his sector of the economy, though, deploying unique strategies from those of his counterparts Carnegie and Rockefeller; Morgan had recognized set of holdings. In the era of civil war, Morgan sold guns at inflated prices at the battlefield through the telegraph line he had installed in his office. In the Gilded Age Morgan aimed at monopolizing the rail industry and thus he had majority stakes in railroads that included South Atlantic, Erie, Atchison, Reading, Northern Pacific, Santa Fe, and B&Q among others. Morgan also invested in other industries such as electricity where he merged Thompson-Houston Electric with Edison General to form the General Electric Company. J.P Morgan is also attributed in forging the merger of several steel companies with that of Carnegie to form the U.S steel¹⁰. The various financial moves he initiated in the industries to create great corporations drove the American economic growth in the 20th century.

9. Klein, Maury *The Change Makers*, Macmillan, 2004, p.57.

10. Garraty, John A. *The United States Steel Corporation versus Labor: the Early Years*. «Labor History» (1960), pp. 3–38.



1. Tropical garden (2013).

The homage accorded to the Gilded Age triad overshadows the contribution of 75 million American populations in the burgeoning industrial economy. The economic character of the people at the bottom of the economic ladder was not recorded though they were the unskilled industrial workers that enabled industrial giants to amass wealth by working 60 hours per week with a compensation of 10 cents per hour equating to \$2 on the current market value. The expanding American underclass was accommodated in the urban slums where middle and wealthy avoided vehemently. The poorly ventilated and overcrowded New York's dumbbell tenements which were 32000 in number housed more than a million people while the slums of Chicago are believed to have been most compacted than any other slums in the world. The living conditions in the tenement yards were pathetic with the rampant outbreak of diseases such as cholera and tuberculosis. Water, sewerage, and other social amenities were extremely strained since the city government at many times did not want to build the facilities faster than the wild swelling population. The Gilded Age, therefore, is a juxtaposition of immense wealth beside the crushing abject poverty.

Industrialization in the age grew the real wage by over 60% spread out across the constant booming labor force. The salary increased proportionally to inflation and specification of the workforce. According to the Census Bureau, the annual wage of industrial worker grew by 48% between 1880 and 1890; which brought the average increase of annual to around 53% for the entire Gilded Age. While comparing America to the rest of Europe the standard of living was higher despite the high cost of living in the United States. On comparing Birmingham, England, and Pittsburgh, USA; two industrial cities had their unskilled labor exposed to the same standard of living while the skilled labor in Pittsburgh experiences 50% to 100% higher standard of life than their counterparts in Birmingham. The better quality of life attracted skilled workers to American industries from across Europe while grilling the unskilled labor to poverty with the less than \$800 annual wage. The peanut income earned created the bad blood between the employer and the unskilled laborers who used militant unions to fight wage slavery and restructure the salary system afresh.

The contributions of the greater American population to the vast economic growth were inversely proportional to their income, wealth, and property they held. In fact, the wealthy 10% claimed 75% of the national wealth while an estimated 40% had no wealth accumulated. Likewise regarding property distribution the most affluent 1% population dominated 51% of all the American property with poorest 44% claiming only 1.1% of the national property. The notable disparity in the lifestyles and working conditions among the waged community gave birth to socialists, populist and anarchist movements to tame back the country into the pioneering ideal. Despite the high accident rates in the American industries no workman compensation that had been initiated; putting the unskilled labor to more risks and trauma after injuries in the workplace. Labor unions were crafted after 1870 with their number increasing steadily, invoking frequent short strikes to help them in gaining control of the job market and wading competition from rival unions. The membership was open to the natives and European immigrants while blocking women, Chinese and African descent from joining the unions but railroad workers had their independent union. The Chinese were excluded because they used to accept any job at very low salary hence they were used to break the strikes. The most significant union was an anarchist group known as Knights of Labor who were highly regarded for their nonviolence demonstrations. Though, the reputation plummeted after bombing of police in the riot of 1886, resulting random shooting of the crowd by the police officers. The police apprehended the anarchists and some members being hanged after the trial. The movement which once held a population of more than 700000 memberships during its climax lost popularity and collapsed with time¹¹. As the gap between the rich and the poor widened, strikes ruled the day with the Gilded Age experiencing more than 40000 riots. The most notable being The Great Strike of 1877 by the Railroad workers, The Haymarket Riot of 1886 called by the Knights of the Labor, The Homestead Strike of 1892 of the steelworkers, and the Pullman Strike of 1894. Some were short and

11. Zinn, Howard, *A People's History of the United States*. New York, Harper Perennial Modern Classics, 2005, p. 272.

violent especially in times of economic depression hence less successive in their quest but in times of prosperity, they proved a crucial tool for enhancing the welfare of the workers.

Politics

The Gilded Age resonate the memories of significant accomplishments in the American soil by entrepreneurs, thinkers, writers, inventors and social justice promoters who put the country on the path of prosperity. The political arena maintained a low tone in the transformation process of the country. Also, to the presidency little power and influence profile, the Congress was ubiquitously corrupt. State officer blatantly routed the public funds and resources while locking the public interests. Corruption ruled the day with the Third Party System that comprised of two major political parties while Democrats and Republican with minor parties being suffocated. The inefficiency of the Congress was evident with the constant lack of quorum as the members disrespected the chambers and the subsequent attempts to manipulate the approval of new laws, thus favouring personal and lobbies interests. On the other hand, the Senate was a Rich Man's Club with seats being auctioned to the highest bidder. It was a marketplace where political favors were traded while the doomed legislators playing myopic to the needs of the working class. The Senate which dominated federal government manipulated the presidency to its advantage.

The political era spanning from 1854 to 1934 when a Democratic political machine controlled the city of New York is referred as the Tammany Hall. Though its formation can be traced in the late 18th century, and completion was marked in the 1960s. The Tammany Society of New York was formed in 1986 as a social, fraternal organization, but their policies were compromised with politics to the extent of the body becoming the proponents of the Jeffersonian policies. The Tammany improved their association with Democrats gaining control of the New York City in the process. The agency deepened its control over the city by attracting the loyalty of the increasing immigrants whom they helped to secure job, obtain residence and gain citizenship so that they can vote in Democrat's candidate in the city and state elections. By 1854, Tammany was

a political force with the hegemonic proportion of the city and would confer authority to corrupt political bosses propagating the mischief further.

During the New Immigration the Tammany Hall provides a great relief to the public welfare system since most of the immigrants were vested with abject poverty. Therefore the organization would provide necessities such as coal, food, job or rent in cases of emergency and served as the intermediary between the settlers and the new state Tammany Hall integrated the immigrants in the American political institution and society by naturalizing their citizenship. The organization through corrupting city officials and judges would help with paperwork; lend the citizen registration fees and provision of witnesses. The famous political cartel survived from the mayoral eras of Fernando Wood to the rise of Fiorello La Guardia as the mayor of New York City in 1934.

The American Presidents occupying the White House in the era were unpopular to the extent of being regarded as the Forgettable Presidents. Andrew Johnson the 17th President who served 1865 to 1869 rose to power after the assassination of President Abraham Lincoln. He initiated a quick restoration of the seceded states back into the Union without protecting the former slaves, a decision that didn't auger well with Republican dominated Congress. The hatred to Johnson Presidency culminated to House of Representatives impeaching him only to be saved by the Senate with a single vote. Johnson was succeeded by Ulysses S. Grant who served in the years 1869-1877, a war hero who had no previous experience in elected position before the presidency. He was dependent on incompetent advisors; his secretary sold Indian land and pocketed the money while the private secretary routed the whiskey tax from Treasury Department. He was heavily criticized for protecting a corrupt individual who sunk the country into severe economic depression though he exonerated himself; Ulysses lacked the audacity to appoint officers of integrity.

Rutherford B. Hayes succeeded Ulysses as the President of the United States where he served for a single term 1877-1881 due to the fraudulent process that ascent him to power. Hayes was a man of integrity, but popularity was diminished by the Republican biased electoral body the

declared him the winner with disputed electoral votes. After managed to be elected at the White House the public regarded his presidency a fraud limiting his ruling power. President James Garfield succeeded to Hayes, the only sitting House Member to clinch position but his term was cut short four months after being elected when he was assassinated. The Vice President Chester Arthur ascended to power and changed the political landscape that previously occupied the civil service. He terminated the era of nepotism and bribery in government jobs when he signed Pendleton Civil Service Act that opened the jobs to competitive examination in disregard of the political connections. The Republican Party considered Arthur's work a betrayal to the political class and rewarded him with rejecting his Presidential nomination in the preceding general election¹².

Grover Cleveland was elected on Democrat ticket to succeed Arthur on 1884 and he was described as a man of respect. The Republican Mugwumps dissatisfied with high levels of corruption in the government supported his election bid abandoning their party's candidate. President William McKinley ascended to power after Cleveland second term expired; he was the last war veteran to serve as president and also the last in the Gilded Age. McKinley built frameworks that his successor Theodore Roosevelt enhanced to become the most progressive president in American history. He passionately pursued conservative and pro-business agenda; Roosevelt made on these policies including maintaining the majority of McKinley cabinets throughout his two terms.

The Gilded Age was occasioned with Congressional Supremacy with the Republican enjoying the majority stake of the presidency and Congress during the era. The House of Representatives and the Senates were bodies almost controlled by the big business to ensure they continue enjoying minimal government interference. Few laws regulated campaigns hence big amounts of money brought up the government of interest. On the other side city government were managed by political machines while a small network of people accessed and dominated

12. Kennedy, David M.; Cohen, Lizabeth *The American Pageant – A History of the American People*, Fifteenth ed. Cengage Advantage Books January 1, 2013, p. 486.

power¹³. The networks would amass public treasury and use it to secure their welfare and posts while enriching themselves contrary the purpose of the offices they held. The political machines at municipal levels awarded contracts depending on the size of bribes. The business was lucrative as cities were swelling with migrants from rural areas and immigrants from Europe and facilities such as gas lines, sewer, roads, and staffing of various departments had to be extended to meet the demand. The political goons grew richer day by day as they embezzled funds meant to develop the facilities for the rapidly expanding cities. A good illustration is the Tammany Hall in New York where a loyal member of the organization earned himself around \$3 million for his 'work' in the construction of the new city hall.

It's evident that in the Gilded Age only corruption crippled the American political life. The inadequacy in political figures created inefficiency in the main political parties propagating the rapidly changing needs of the American society. Though, the American citizen remained participatory in the political scene with an average of 78% voter turnout in all the elections held between 1865 and 1900. The Americans would turn out simply because they owe their organization bosses their votes for the favors of job opportunities they had. Despite the political parties being distinct, they were indistinguishable regarding policies and electorate voted by culture, ethnicity, and religion inconsiderate of policies or ideologies. The two principal political parties had different philosophies with Republican favoring government intervention in social and economic issues. Democrats on the theory opposed government involvement in the economy while advocating non-encroachment of moralistic personal freedoms. The problem is neither of the party was ambitious to transform the theory into policies; they would rather propel policies that would attract patronage.

The inspired political lethargy brought about by the convergence of several factors made Gilded Age politically unambitious and unimaginative. The competitiveness of politics stagnated with contests decided by narrow votes. Republican-dominated sixteen states while Demo-

13. Jaycox, Faith, *The Progressive Era*, Infobase Publishing 2005, p. 78.

crats claimed ownership for fourteen states is leaving a swing region of five states; Nevada, Connecticut, New York, California and Indiana who could turn the election to anyone's favor. A robust response by the government was inhibited by the subscription of the Americans to laissez-faire ideology that limited the powers of federal government through the constitution¹⁴. It took almost a century for the policymaker to debate and permit the federal government to generate revenue through tariff to be used in internal improvements such as rail network. The American federal government was only responsible for monitoring currency with the constitution being misrepresented on the authority accorded over the economy. Also, antislavery activist used impatient and self-righteous zeal in the Reconciliation Period which forced destructive war by rejecting the conciliatory and compromising strategy provided by the framers of the constitution.

The entrance of a third party into the political arena in 1892 shook the system and pointed towards a new direction as the party focused on the needs of the American farmers. After the civil war, the urban population grew rapidly while demanding for the agricultural product in Europe increased. The Gilded Age was therefore inspired to increase food production by expanding the farm acreage. 430 million acres were brought under cultivation while applying new technologies and fertilizers to get optimum output from the farm; the market was enormous as railroad extended to Far East markets and ports for shipping to European markets. The increased production of agricultural goods in Europe and South America weakened the lucrative markets. Also the farmers faced the blunt side when European markets introduced tariffs to block American export while the new technology meant the market demand could be met by fewer farmers. The massive debts owed to financial institution enlightened the farmers who founded corporations; The Grange and Farmers Alliance to facilitate them with credits, marketing, and processing equipment. In 1882 they decided to take their outcry to the next level by forming a political party; Populist Party to articulate

14. Jensen, Richard J. *The Winning of the Midwest: Social and Political Conflict, 1888-1896*, U. Of Chicago Press. 1971, pp. 89-110.

their grievances in the government agenda. The party was to evaluate and resolve local exploitation by banks and railroads as opposed to structural changes in the international market.

The United farmers under Populist Party strategized to settle their predicaments through government involvement in the economy. The Interstate Commerce Commission which had been formed to oversee and regulate railroads had proved ineffective in its mandate; proposing the government need to assume ownership of railroads and telegraph lines. The farmers demanded the formation of postal saving banks under the control of locally elected leaders to facilitate credit to rural borrowers at lower rates as compared to national and state banks. The Populist wanted property tax to be replaced with graduated income tax while reclaiming the nationalized during railroads construction and be availed to agrarian settlers. The servicing of debts forced farmers to sell their product at low prices hence the want the authority to create credit institutions that would lend them a percentage of their crops as they waited for the prices to better up. The People's Party had many agenda that it wanted implemented to better the incomes of the farmers which include inflationary monetary policies among others. The policy-oriented party shrugged off historical and philosophical inhibitions making the other parties reorganize and restructure for the better.

The Democrats usually relied on the southern and western votes, so they were the worst hit by defection to the Populist Party. Politics being mind games Democrats co-opted the Populist thunder issue which was a free coinage of silver. The resultant quandary created fusionist who urged fellow party members join hand in endorsing Democrat's nominee for the presidency. The conservative in the party believed Democrat would never adopt all of their platforms while a merger would mean losing the distinct character of the movement. The fusion managed to compel the mid-roaders even placed a Populist running mate for a presidential candidate. The enthusiasm of the party was lost by accepting the candidature of old established political powerhouses. The situation got worse when the Democrats lost the election and the confidence of the Populist in the political action vanished altogether. Other factors converged to weaken the party further which included the gold discov-

ery that resulted in inflation while poor harvests in Europe boosted the price. Though the party did last for long, it reinvented the roles of the government in the industrial era henceforth parties became responsive to public expectations.

The common political issues were currency reform, tariff and civil service reforms with the first being the business people focus. The investors spent time and resources to lobby for friendly monetary policies and favorable tax legislations. The civil servant reforms were reactions from the waged workers to the prevalent political corruption spread throughout the economy. The Americans were exposed to two kinds of tariffs that were discrete and served different purposes¹⁵. Taxation was complicated issue which required expert analysis for common citizens to comprehend its calculation. The ordinary revenue tax was placed on goods imported facilitate agencies responsible for incoming people and cargo. The tax was either particular where it was charged in dollars or ad valorem where it was accused as a percentage of the value of imported product. Protective tariff was purposed to support the American industries and innovations. They enable perfect competition since they are passed along to consumers hence making imported goods more expensive and lesser appealing to the buyers. In the Gilded Age, the tariffs were no benefits but were marketed to the industrial workers with threat on their job if the local industries lost competitiveness to foreign products.

The prevalent economic issue vibrating across the political arena was currency reform with the ideology the worth of the money is dependent on the amount in circulation. In the Gilded Age, the government had little gold and silver reserve and the common believe if paper money is not backed by these reserves it will lose value quickly hence the currency had low cost sometimes as little as two cents for a dollar. The additional western states put pressure on Congress to support silver coinage which would have inflationary effects benefitting the farmers.

The United States of America is a country built by immigrants, it is estimated that after the Civil War and around 1900 more than 25 mil-

15. C. Vann Woodward, *Origins of the New South, 1877-1913*, 1951.

lion people migrated to America looking for jobs, adventures, escaping persecutions or seeking other opportunities. Before the wave of immigrants, the population of America stood slightly above 5 million but at the end of Gilded Age, the population rose to over 75 million people. The increase of the population can be attributed to the two waves of immigrants the Old who migrated between 1820 and 1870, and the New who migrated after 1870. In the Old Colonists, they were mainly Germans, Britons and Scandinavians descent who crossed the Atlantic Ocean to extend their dreams in the United States. The incoming were literate and subscribed mainly to Protestant or Jewish faith, except the Irish Catholics all could easily integrate into to the American society. To the Irish incumbents, America was the land of opportunities as they could easily secure jobs, with their religious authorities helping them and explaining the ease of travel and how to acquire land in new found home. Hence, the high cost of migration could not outrun the benefits of real cheap land in every State and Territory of America especially in the western region. The Germans were also encouraged to migrate in escape for political and societal conflicts in their fatherland, and get into the bastion of freer life and myriads of opportunities in the American prairie.

The New Colonists didn't easily integrate into the American culture, and they were faced with struggles as a thought for settlement. The new migrant came from various countries especially in Eastern Europe, Italy, Russia, Poland, Greece and Asian states like China. With limited education, they had little or no resources regarding wealth, their integration was also marred with religion challenges as they were Catholics, Greek Orthodox or Jewish. Resulting from amalgamation problem they congregated in small communities composed of their ethnicity only. The influx of Catholics in the mid 19th century changed the perception of Catholicism as the initial migrants were English speakers, social intellects, and wealthy business moguls. Contrary, the later immigrants from Eastern European Catholics were diverse, came from different countries and spoke different languages. The population of Catholics increased hastily, becoming the largest religious grouping in United State. The negative perception was developed towards them

by Natives and pro-Protestant Societies who openly discriminated and forced refuge in Catholic Churches¹⁶. The other large group of colonist from Central and Eastern Europe was Jews 2.5 million in number free-ing economic hardships and government persecution. The Jews settled in the major cities and Jewish town where they could speak Yiddish and conduct Jewish businesses.

The Chinese came to America as rail worker who provided cheap labor to the contractors and were also employed by businesses to break strikes and counteract request for higher wages, hence they were disliked by European American for their alien lifestyle. The Central Pacific Railroad was constructed by Chinese laborers who were estimated to 63000 with the number increasing later to 10.600¹⁷. Labor unions strongly opposed the presence of the Chinese in the job market and didn't allow their membership in unions. The growing hatred of the Chinese mounted pressure on the government to regulate immigration with the society blaming them for overcrowding, unemployment and pandemics outbreaks in urban centers. The first regulation was Immigration Act of 1882 that stipulated what type of people would not be allowed in the country. It restricted idiots, lunatics, convicts and individual who were a public liability though the act excluded political asylum seekers. The Chinese Exclusion Act of 1882 banned Chinese immigrants and imposed one-year jail term and a fine of \$500 to any smuggler of Chinese drudge. The Chinese communities in the United States being, therefore, unwelcome usually settled in Chinatown in the outskirts of the major cities though their population decreased with time to around 37000. The exclusion act stood until it was challenged by Wong Kim Ark in 1950 at the Supreme Court which ruled a child born on American soil is an American citizen.

In the Gilded, Age industrialization caught with many cities hence the many migrants seeking job and investment opportunities. The influx of

16. Thomas Adams Upchurch, *Historical Dictionary of the Gilded Age*, Scarecrow Press, 2009, p. 160.

17. See Historical Census Statistics on the Foreign-born Population of the United States: 1850–1990 U.S. Bureau of the Census.

people brought with them infectious diseases that were previously localized but now spread quickly due to overcrowding. The high number of incumbents and demand for cheap housing resulted in poorly built houses with no personal hygiene. The cramped tenements with no regular provision of basic amenities provided conducive conditions for the spread of infectious ailments and bacterial while providing a breeding ground for pests, parasites and infections carrying insects. The unorganized and uncontrolled sanitation and sewer system drastically spread the disease in the times of epidemics as inhabitants typically relied on outhouses, outdoors and privies. The outdoors were emptied, and the filth flowed freely in the streets of the cities creating further health hazards. The regular eruptions of diseases such as malaria, yellow fever, smallpox, cholera, typhoid and tuberculosis usually swept more than 5000 people at each instance. The high levels of infant and young adult mortality rates resultant from pollution forced the working families to adopted large families as some of the kids would not survive to maturity.

The immigrants started schools and churches while they adapted to American culture. The interactions instilled admiration to the American democracy unlike in their homeland where education and politics were restricted. The new arrivals squabbled into quarters formed by religious line as a tendency of individual to relate with people who act and think like themselves. The prominent discrimination was the Irish who were ethnically different from the rest of British Isles. The rejected migrants moved to live in the poor districts of the cities where abuse was prevalent. The immigrants providing cheap labor and relief to the striking workforce were treated with oppressive conditions in the industries and unsteady unemployment. Gang violence, on the other hand, was used to solve disagreements between ethnic minorities.

The national wealth was consolidated around the Anglo-Saxon Protestants and with the wave of immigration, wealth disparity increased resulting in restrictions on new settlers. The quota system slated 150000 immigrants annually while their admission was based on whether they belonged to ethnically established communities in America. The ideology was based on the Social Darwinism philosophy reverberating the

Gilded Age. The theory stipulates that the fittest and strongest will survive while unfit and weak will perish from the society. The Social Darwinism just like the law of the jungle indicated that people should leave to compete for survival hence the government should not intervene on social issues while operating a laissez-faire economy. An English Philosopher Herbert Spencer coined the cutthroat economic competition and survival for the fittest from the Darwin's Theory of Evolution. The impacts of Social Darwinism were detrimental to the disregarded poor immigrants who were even segregated in the social ranks.

The Gilded Age immigration resulted in nativism where the established American citizens were accorded preference against the foreigners.¹⁸ The nativist belief was the prejudicial attitude towards the nation of origin, religion, race, or ethnic background of the immigrants. The doctrine led xenophobia and stringent laws curbing new arrivals being enacted. The rise of nativism is attributed to the theory of Social Darwinism which embraced the belief of racial and cultural superiority. Nativists formerly snubbed the Irish Roman Catholics who paid tribute to the pope while opposing republicanism as an American ideal. The resultant effect of the doctrine belief was the formation of Nativists movements to propel and propagate their ideas amongst the American society.

The American Protective Association was founded in 1887 as anti-Catholic society mainly established by the Irish Protestants from Canada. The movement boasted of attracting membership from all political factions while the only religious group exempted was the Catholics. APA argued it had no issues with Catholicism but were opposing the sinister maneuvers of the Roman Catholic Church to take control of the government. Considering a vast majority of the Irish Immigrant were Catholics and settled in the slums on the outskirts of the major cities, the Protestant claimed the Catholics congregated around the major cities to bar them from the elective post in those regions. The Catholics were deemed unfit to serve in the government as they were illiterate and they secured job opportunities through patronage. The APA further opposed the increasing untaxed church property such as schools and hospitals

18. H.B Entzinger et al., *Migration between States and Markets*. Ashgate, p. 19.

and also the Romanization of the American military where priest secreted the American flag.

The immigration increased the American population therefore proving the industries with cheap labor and a chance to oppress the workers. The oppressions in the organization gave rise to reformers such as the Noble and Holy Order who advocated for Equal Pay for Equal Work. The movement evolved to The Knights of Labor a unions aimed at ending the wage slavery through boycotts and arbitration. Another union was formed the American Federation of Labor with intentions shorten the working hours to eight, better pay scale and right for collective bargaining. The proposal to curb immigration to eliminate the cheap labor and strike breakers was enshrined as one the union's goal. The American Federation of Labor among other unions was ethnically biased as they blamed one ethnicity for their tribulations in the job market. The revolutionary war that spread across Europe between the labor and capital was sparked by labor leaders who used violence to advocate for labor reforms. The immigrant workers in the United States after the civil war were armed radical social ideas. After housing the Communist International Headquarters in 1872 at New York unions became radicalized and violent strikes erupt including the Pullman, Homestead, Haymarket and The Great Railroad Strike. All the strikes were pioneered by the immigrant workers from Europe who the majority labor forces and trade unionist.

Rural and Urban Life

In the Gilded Age, the value of rural life appreciated as was the population. As the number of farms tripled from 2 million to 6 million, rural dwellers rose from 10 million to 30 million, and the value of farms realized a \$30 billion from the previous \$8 billion valuations. Under the Homestead Act of 1862, the government issued the settlers with 65 ha tracts of land while the Railroad contractor marketed their compensational land across Europe at fairly low prices to attract more users of rail tracks. The productions from the farms were increased as new technology was integrated and also the acreage increase as the West was opened up by the Railroad. The bad harvest in European farms kept

the wheat prices high but the market stalled when harvest resumed, and South America invested in farming. The farms established far in the west, become highly dependent on the railroad for voyaging to the market and the railroads, grain elevator owners and bankers exploited them to the extent of forming the Populist movement¹⁹. The Grange Movement was the first to address the concern of rural inhabitants in 1867; the campaign focused on social activities to alleviate the isolation of farm families hence encouraged women membership. The organization set up by U.S Agricultural Department set up marketing systems, factories, processing plants, factories and stores which went bankrupt with economic recessions and panics.

It was uncommon for single men to attempt farming in the 19th century as they believed in shared roles. The advancement and changing generations the women left the fields and redefined new roles such sewing and operating washing machines. Despite the negative perception of lonely and bleak farm life in the prairies; the rural folks enjoy a very rich social life. The resident would join local Grange branches and local churches where practical work, food, and entertainments were offered. The Grange meetings, school functions and church services held the community together while women on the part organized potluck events, extended family visits, shared meals, and cooking.

The North expanded with urban centers after the Civil War. The increasing demand for unskilled labor in mining camps, mill towns, and industrial sites meant the localities developed to cities as the laborer attracted other facilities providing social amenities. These cities invited architects to design skyscrapers to host increasing business demands and also host the emerging middle and upper wealth class. In 1885 Chicago became of 10 story building to host the Home Insurance Company. The growth of these cities necessitated better transport system as opposed horse carts; electric trolleys and subways were hence introduced and their use mostly made by the middle class as the majorities of unskilled labor were poor and lived in tenement yards surrounding the

19. William Clark, *Farms and farmers: the story of American agriculture*, 1970, p. 205.

cities and in close proximity to the industries thus walking to work. The increasing immigrants caused the housing and crowding havocs; raising the poverty levels. The crime rates appreciated, and mortality rate exceeded that of the countryside by far.

The development of cities in the north and northwest was enhanced by the improved technology that displaced the small scale farmers and demand for labor. The distribution of the towns was not even as they were either concentrated around Great Lakes or coastal regions which favored industrialization hence they experienced rural urban migration to provide labor. The centers thereby acted as the nerve centers by bringing together businesses, factories, workers railroad yards and financial institutions. The great number of industries that evolved around a city implied that more services were supplied and products being provided in the locality hence larger population being attracted. However the development of these cities was uncoordinated and unplanned meaning construction and land use was the decision of the landowner or developer on maximizing profits and gains.

The constructions in towns would take the lowest cost while hosting the most users at the same time; in scenarios where industries were built to fight competition they had to be built quickly while labor being outsourced and housed nearby. Since there was no design or plan the cities sprawled uncontrollably. The unplanned development of towns brought about challenges to the available housing as they could not meet the demand. The increased population with unemployment resulted to crimes to be propagated against properties and societal morality. The environment was highly degraded with untreated waste being released to water bodies, while forests were being destroyed for reasons attributed to the city growth such as provision of expansion areas and timber products. The resultant elements in the cities were overcrowding and diseases plaguing the dwellers of the urban centers.

The fatality attitude in the cities was caused by a fact that the Americans were unaware how or why the contracted infectious ailments at very alarming rates. In the Gilded Age, the germ theory was adopted to explain the phenomenon. The truth was poor living conditions spread the disease, but no scientific support had been providing so investments

on better housing, sewer systems and public sensitization on personal hygiene were adopted. The responsibility of the sickness was left to individual hence the poor carried the cross of spreading maladies. Later in the period scientist analyzed transmission patterns of contagious diseases and understood how pathogens caused the infections. The acceptance of the theory meant doctors and health officials focused on testing food, water, and blood samples for traces of bacteria causing germs. The government assumed new tactics to combat epidemics that included educating the public about frequent hand wash, proper food cooking and avoidance of personal contact with suspicious infected objects and persons.

The urban land became expensive and investors had to make optimum use of the property they held hence the cities started expanding upwards through skyscrapers. The invention of elevators in 1861 and availability of steel provided the basis for the construction durable towers such as Wainwright Building in 1892 at St. Louis. The invention of electricity provided lively lifestyles at night while supporting luxuries for the upper and middle class they now could enjoy electric irons, sewing machines and fans. The distribution of electricity and telephone were limited to big cities which stimulated development of suburbs where rich people would live and enjoy these facilities. The suburbs were there stimulated by income level segregation as people of equal economic strength sought to live together as homogenous community. The new communities would move to build their villages away from factories and stores unlike tenements which were prominent in these areas. To protect theses residences from manipulation and disorientation of the scenery, zoning codes were developed. Although, some businesses were moved away or located in the outskirts of towns due to the need of bigger and cheaper land to hold their ventures.²⁰

The prominent suburbs to be developed in the era are Brightwood, Woodruff and Irvington all were incorporated between 1870 and 1876. The founders of the towns had distinctive plans for them; Jacob Julian

20. Kenneth Jackson, Stanley Schultz, *Cities in American History*, New York, 1972, pp. 444-446.

and Sylvester Johnson pioneered the growth of Irvington into a middle class town from an initial 320 acres subdivided into 109 plots of various sizes. The suburb hosted community institutions, residential houses and private businesses. Brightwood was inceptioned by manufacturers in 1872, the investors wanted to bring labor and capital to close proximity. The pioneers built companies and businesses in the location while putting up rental residential houses. The Woodruff suburb on the other hand was planned and developed by James Woodruff. The initial plan was to construct luxurious fenced estate with decorative statues and fountains; it was only to contain residential buildings.

The curving streets of Irvington indicate a desire to leave trees undisturbed while equal plot sizes indicate the target potential buyer of homogeneous wealth. The provision of public space for park and school ensued comfort, education and beauty. The inclusion of stipulations on the sales deeds were to ensure the development of the suburb remains in course and no offensive or vicious activities would be propagated in the suburb hence making it a community. The residents contributed to the construction of roads and a railroad to serve them to Indianapolis. Contrary to Irvington, Brightwood had no restriction on construction neither it didn't have stipulation to mold the suburb into a community but roadbeds were doubled tracked by Bee Line to serve the industries and inhabitants. Woodruff differed from Irvington and Brightwood in purpose as well as design, the suburb had reserved space for fence, streets were not meant for public use but residence and fence and streets were to be treated as private property. The estate was located in Indianapolis hence there was no need for transport while lack of public amenities emphasized its goal of residential only.

South and West

The completion of Transcontinental Railroad in 1869 opened the west for mining and ranching, a combination of two rail networks, the Union Pacific running from Omaha to Utah and Central Pacific running from Utah to California, made the region new economic hub. Immigrants from Europe were the lure to this area by relatives or advertisement from railroad companies who offered cash discounts, cheap prices, vir-

gin prairie lands and the opportunity of a new life. Despite the harsh climatic conditions, lightening fires and water problems the new farmers determined to improve their economic status choose to invest in the adventurous west. The merchants and traders were in pursuit of customers and leadership opportunities; producers were seeking cheap and fruitful land. Laborers on their side were pursuing rich pay and improved working conditions hence the Great Plains which promised these was swiftly scrambled by the end of Gilded Age. The Homestead Act supplemented these efforts with settling citizens in this region railroad was dispossessing land at low and accessible cost..

The South was much poorer as compared to North and East, mainly remaining a rural area where residents were dependent on farming for a livelihood. The Reconstruction benefited the South after the Civil War where sharecropping was adopted. The farmers were to share equally their farm produce with the land owners in exchange for agricultural inputs, essential supplies, and seeds. It was estimated that 80% of all black farmers and 40% of all white farmer were beneficiaries of this policy. The vicious circle of debts locked sharecropper and the way to freedom were to increase farm acreage. The resultant problems were enormous ranging from cotton and tobacco overproduction lowering the prices, soil exhaustion, and distributed poverty among tenants and landowners²¹.

Cities were sparsely scattered, with small courthouse to serve the population. The politics were naive revolving around local politicians and lawyers based in the courthouse. Racial segregation was prevalent and rarely challenged being on the contrary maintained by mean of violence and threats. Mill towns set up to produce textile and manufacture cigarettes brought a new dawn to the poor inhabitants who depended on cash crop farming for survival. The reluctance of the dwellers to move north or to cities caused the land to proliferate as the population grew. It may be attributed either they were tenant farmers who owned animals and tools with no land, or they were destitute to the extent of working under the supervision of the landowner and hence had petite hope in

21. Edward L. Ayers, *The Promise of the New*, 2007.



3. Waterway (2013).

succeeding in the case of migration. The cash in circulation was small as the farmers operated on credit from local merchants and paid their debts once they harvested. The region was invested with small churches, few elementary schools which were dilapidated and very few high schools, in addition, the private academies.

The majority of the black population occupied the south where they found themselves locked in the nadir of race relations when the promises of reconstruction and emancipation faded out. All the Southern State had enacted Jim Crow laws in the post Civil War era, which segregated the black community in all public places. The separate but equal role for blacks put them in inferior facilities as compared to the White American counterparts. It was a systematic strategy to disadvantage the blacks economically, socially and educationally as schools were very few, under-resourced and relied on Northern Philanthropist. There was no constitutional protection for freedmen, and they were later barred from voting except in the Border States.

The federal government endorsed policies for the Native Americans by which after 1865 the natives had the option to be assimilated in the communities or remain in their reservation where the government would provide subsidies. The natives were no longer allowed to fight or roam they're ancestral, and the military was mandated to enforce these policies. By 1890 violence had ceased while the buffalo herds for economy hunting had disappeared. In the reservation camps, the native were provided with supplies, education, food and medical care from the government while native who choose integration were given preferential treatment in owning farms and ranches. The traditionalist objected the moves as it was encroaching on their culture and customs. The Dawes Act of 1887 divided out the communal land with individual receiving a share of 160 acres, and being awarded title deed to enable loan and mortgaging. The individualized land ownership reduced the native share by more than 50% as the sold out their lands while the assimilated percentage was converting to Christianity ending their trace.

The southern states oversaw many disputes before the advent of the Gilded Age as they tried to succeed from the United States; After the experience of the Civil War, which was followed by the reconstruction

that ended in 1877, Florida was discovered and appreciated as a tourist destination for its semi-tropical climate and environment. The restoration transformed Florida from a chaotic state to a tourist destination. The metamorphosis was pioneered by Henry Flagler and Henry Plant who constructed the railroads and accommodations in the east coasts of Florida to which proved essential infrastructures for hosting tourists in the state. Flagler built six states of art grand resorts, series of fascinating antiques and memorabilia all these architectural distinct structures well connected by the railroad to promote the tourism venture.

The completion of Ponce de Leon Florida East Coast Railway in 1888 indicated the accessibility of the new-found by the gilded patrons from the rich Northern States. The fleets of hotels owned by Flagler by 1890 were centers of attraction to the beautiful sceneries in the city of St. Augustine. The empire continued to thrive, with extending of rail tracks to Palm Beach where he opened another fascinating resort between the Atlantic Ocean and Lake Worth. Flagler owned other small hotels in Florida, but his main contribution was creating of railroads that opened the East and West Coast beaches for tourism.

The linking of Florida opened up other opportunities as state hospital Florida Asylum for the Indigent Insane is opened at Chattahoochee and a state prison relocated to Raeford in 1877. The amenities evolving in Florida attracted the captains of the industries to build their homes in the beautiful sceneries. The quest for privacy meant the wealthy merchants built their home on vast tracts of lands making the homes sparse. Though, some homes were big enough and self-sufficient to be considered estates such as the Hearst Castle and Biltmore which was constructed later.

The setting of palatial homes saw the construction of prominent properties such as Cairnwood, Whitehall, and Villa Vizcaya. While some of the structure may have been built to reflect on the social status others were construction from passion for design and art collection. The societal social segregation thus played a key role in designing of these homes that transpired to plan towns' developments. The explosive technology growth inspired wealth that promised utopia where people could develop to their highest purpose. The capital could support architect

to study at Ecole des Beaux Arts while acquiring antiques from Italy, Spain, and France. It's therefore through these dispositions, and utopian believes that cities were developed; the designers of Coral Gables and Palm Beach owe their inspirations from the Villa Vizcaya, a private residential at Biscayne Bay.

Patronage and refinement

In addition to the family lifestyles in Gilded Age the was the abundant life that attracted exhibitions and auction houses to market the American arts, literature, rich customs, fashions, among other products of interests to the established middle and wealthy class. These fares put New York as a center for marketing international arts. Therefore, apart from the beauty of art, it served more purposes to elevate the social status of individuals. An illustrational portrait of James Hazen Hyde put him to the state of financial whiz despite mismanaging of the family business while the portrait of naïve Ovington enabled her short-lived marriage with elderly millionaire Nathan Appleton. The artistic works were meant to put recognition for the country as leader of Western civilization hence a social statement of identity.

The portraits displayed at various exhibitions in New York portray prominent beauties and powerful titans in business and industry who contributed to country's economic and cultural growth. The beauty element oscillates between person physical appearance, ethical and moral values and artistic techniques of the individual. The portrait market depicted competitiveness with Europe for patronage and keen desire to establish and affirm personal identity. The Portrait Loan Exhibitions of 1894, 1895 1st 1898 organized by New York's social elite which included work of prominent artist across the globe relied on numerous portraits of patroness to attract attention hence target funds. On the other hand family portraits over several generations was used to emphasize the American legacy while underlying factors of celebrity, art, exclusivity, and beauty justified the philanthropic purpose of the event.

The portraiture climax was achieved in the 1890s when the American upper class would avail themselves for European portraitists' talents. The shows would emphasize the American class sophistication, ele-

vated social status, and cosmopolitan taste. The palatial homes built in Gilded Age also yearned for luxurious furnishings and art which stimulated the market for paintings from the European master that could be bought from noble families in disgrace across the Atlantic. It also invited an influx of renowned foreign artist who earned lucrative commissions as compared to the American counterparts. In many ways, the portraits of men in display represented aggressive entrepreneurial energies which would be equated with the valour of military action.

The mansion's interior painting attests to the exceptional color reproduction that contributed to arts in the Gilded Age. Majority of the art collectors during this period displayed their works at homes, and when the work progressed the work circulated in the dining rooms, libraries gathering places. Thomas Walker an art collector who built a gallery in 1887 later to become an exhibition as the artifacts increased open to the public. The private strategies of presentation in the Gilded Age reflect the materialistic nature of the patrons in the era.

The era developed its culture of mass consumerism where there youths forming the greater proportion. Stereotypes and segregation played a role in entertainment where camping, bike riding and public parks picnic were prevalent. The culture encouraged an increase in the printing of novels, poetry, and newspapers. Professional sporting activities evolved with play dominating the theater and horse riding, baseball and boxing were emerging as favorites for the upper and middle class. In the big cities areas of mass entertainments such as vaudeville halls and entertainment, dens provided the residents with songs and comedy.

The growing wealthy class yearned for their visual representation to posterity hence paintings of their portraits. The services of the prominent painters James Whistler and John Sargent were in high demand until the idea of working with great European masters lured them to England. An American postwar painter Winslow Homer is highly regarded for his realistic graphics of Union soldiers during the Civil War. Most of his works were put on the cover of Harper's Weekly magazine. He spent most of later life capturing the countryside, life in the cities and the fascinating majestic coast of New England. Thomas Eakins,



4. Coral Way (2013).

a Philadelphian illustrator, was best at depicting local behaviors, The Gross Clinic being the most controversial as it illustrated a live medical operation.²²

The proliferation of squalid conditions in the cities overwhelmed the churches and city government inviting well-wishers from the general public. Professional women social workers moved to fill the gap by creating settlements structures to alleviate in the appalling state of the industrializing cities. The women offered education on basic sustainability and also English classes to the slum dwellers. The settlement house group worked with the political class on modalities to improve public health while outlawing child labor. A renowned settlement house women was Jane Adam whose home was vocational center offering academic and practical education the people living in the slums.

22. Artistic and Literary Trends, Retrieved August 26, 2016.



5. Plaza at Granada Boulevard and Coral Way (2013).

Educated women in the society during the Gilded Age had few opportunities to put their knowledge into practice. The highly regarded profession in the society such as law, military, medicine, higher education, ministry or business management had excluded women. The jobs that female professional were entitled were in the clerical below the executive management and primary and secondary education while the rest were manual such as work in factories, domestic, nursing and missionary. It can therefore be argued the settlement house movement was found from frustration since social work profession was not elaborate during the era. The volunteer social works obtained financial support from parents, husbands, and like-minded businessmen.

In the industrial era, many job opportunities were created increasing the capacity of working women by over 300%. The clerical job workers were initially composed of 4% women while their proportion rose to 50% though they could get to management. The educated upper and middle class women worked at maternal healthcare with a large per-



6. Detail of the wall at the corner of S Greenway Drive and Castile Avenue (2013).

centage of the working demographic choose independence and never got married. Other college graduates constituted literary clubs to further academic goals while the populace that didn't join college but had acquired secondary education worked in the corporations as typists, switchboard operators and sales agents though they received lower wages as compared to male counterparts.

The married middle class women could afford to stay at home while the poor women had even to get reinforcement from their children in expense of education. The workers were in a quagmire as unions would not entertain their membership while still blaming women for undercutting wages! There existed separate female unions such as International Ladies' Workers' Union which lead a massive strike against the sweatshops in New York City. The female union leaders came from the middle class and usually were insistent in tactics as opposed to male unionist who were more militant. Child labor wasn't an issue in the era as children population engaged in the farms or family business.

The efforts of prominent activist such as Sojourner Truth, an abolitionist cannot be disregarded. A woman born into slavery but escaped to freedom with her daughter in 1826 and later recovered her son through a legal battle. In the civil war, Truth recruited black soldiers for the Union Army. After the war, Truth formed a public forum where she lectured on women's right, abolition, prison reforms and preached to Michigan parliament on capital punishment. Another prominent figure was Mother Jones, a teacher, and dressmaker who become an activist, community organizer, and coordinator. Apart from co-founding Industrial Workers of the World she was a good strike organizer hence working for Knights of Labor and the United Mine Workers as an organizer. After an effective strike of the mine workers and their families against the mine owners, she was described as the most dangerous woman across the country. Mother Jones was unpopular with fellow female activists due to her ideological aversion of women suffrage. It's therefore; clear the Gilded Age Brought about economic and political gains for the middle class white women. The women would engage in frontier movements for conservation and other social works.

Chapter 2

Planned City and Utopian Movement

A complete hypothetical foundation of arranging thoughts and developments which purportedly affects city development is complex and has a long history. In contrary, city planning is an ideal presented formally in a century ago though ancient cities show a form layout and functional design. The early human were nomads, but domestication of animals, cultivation of crops, and evolvement of social and cultural organization necessitated permanent residence. The old cities emerged as trading, manufacturing or central repository for the community hence they developed at road intersections, bounded regions or any place the public congregated. The early cities were highly secured government centers which had strong walls surrounding; community talents, experts, innovation and economic surplus were assembled here.

The physical features that citadels such as hills, valleys, and water bodies, current proves obstacles to city development. The alignment of current city considers wind direction, sun orientation, fresh water sources and proximity to the established transport routes. It is, therefore, prudent for city planners to consider the transportation network, a building which should include residential, business and industrial complex. Also, the proper planning of open space determines the effectiveness of the strategy. The later cities of the Romans and Spanish were the first to indicate city planning with long streets, symmetry in building and authority located at the center.

Industrialization expounded the urban populace as more people joined to provide labor. Technology advancements facilitated further sprawl as

transport system improved and communication became faster and more efficient hence the population would spread over the wider geographical area. The cities were still confined to the center where industries and office buildings were located. The railroads converged at these points where shops and other social amenities thrived. The laborer lived in nearby places close to their employment sites. Though some factories were initially located away from the central business district but close to rivers, harbors or raw material, the invention of the steam engine meant they could be situated in any area of convenience which resulted into manufacturing zones. The renowned primary zones were Detroit and Pittsburgh which had reinforced by the need for larger land areas and relocation from the polluted towns.

The emergence of railroads and electric trolleys had enabled the upper class to settle in countryside and suburbs away from congested and filthy city centers while horse cars enabled the middle class to move to fringe residences. There the city disintegrated into two with the inner zone where the town started and exterior outskirts which have been planned since conception. Though, most of the structure built before planning having brought down to pave the way for streets and modern constructions while new towns and city beautiful have not been a success in the United States to contain radical sprawl.

City planners have always focused on economic sustainability, but the globalization provides a challenge as the city is in competition worldwide not only in the locality. The modern day planning has, therefore, to take numerous considerations while trying to describe an ideal city. Architects, philosophers, and developers have over the years struggled to define entire towns which usually end at design with no actualization. The utopian towns can be found within different movements and individuals. The planning model can, therefore, be illustrated by the social and economic life of the ideological movements.

City development can be premeditated by the government either at the state or local levels which will determine what kind of structures and where to place them. The city planners initiated various policies that would guide the growth of the urban centers which evolved to zoning. It subdivides the city into the discrete region with each having dedicated

use and buildings. Though zoning cannot be equated to planning plans, plans are implemented through zoning.

Utopian movements

The utopian plan of the city offers insight on how future towns are supposed to be developed. The ideal provides new strategies that overshadow the existing methods, or otherwise, they give models on upcoming cities as they integrate social, economic and technological changes. The advancements of the utopian development such as the stipulating of Octagon City by Kansas Emigration Company, Fordlandia by Henry Ford instigated architects and city planners to view city plans as an invention which is dynamic to meet the mounting challenges. The utopian city tries to solve the real issues affecting the urban centers with applicable methods which are unique such as the application of the recent technology to build a Techno-city.

The planning of city should be done before their conception to curb any problem that may arise rather than solve problems to existing towns. The comprehensive plan should cover the general layout and the role of the residents and government to the success of the new city. It should fast-track the planning which would otherwise have been a gradual process as the city grows thereby utopian cities develops an urban center from scratch without buildings or infrastructure that would otherwise compromise the integrity of the plan. The ideal planning provides a chance to reformers to able to evaluate how city are supposed to function and how they function. The utopian cities were assessed and tested as compared to the current day planning which cannot be proved to the associated costs. Therefore they provide relevant information to new urban development as compared to speculative in their absence. Utopia refers to an imaginary society or community with almost perfect qualities which are highly desirable. The ideology endorses egalitarian principles of government, economic and justice equity. The term was developed by Sir Thomas More in his Latin written book *Utopia* of 1516 describing a fictional society in an island in Atlantic Ocean. Henceforth the term has been used to describe ideal methodological and structural

implementations¹. Though even before the emergency of the term there was still literature describing a utopian society; Plato in his published proposal of *The Republic* advocates for classification of citizens into four rigid social economic classes. Iron, bronze silver and golden who would attend fifty years education program to become benign oligarchs. The wisdom acquired by these leaders would eliminate poverty and deprivation through fair distribution of resources; but Plato did not outline the strategy the oligarchs would apply to achieve utopian community. The resultant society would have no laws, no wars but would hire neighbors to fight against each other edging themselves out and the utopian succeeding.

In the midst of chaos, war and general disorders in Northern Europe resulting from founding of Protestant sects, the majority of the peasants joined Millenarian and Anabaptist groups. Hutterian Brethren an instance of such grouping started to practice communal based ownership of property. Persecutions were inherent in Europe forcing the sects to migrate to America spreading and developing communal ideology in the United States. Ephrata community is an example of such migrants in Pennsylvania (1732), a large extent of the community was destroyed for helping soldiers of Brandywine Battle in 1777.

A global utopia in universal peace would achieve the ultimate goal of world's history by applying models described for interactions between different identities and cultures in the participating societies. James Harrington, an English political philosopher influence the design of American colonies with economic, physical and social designs utopian integrated. The colonies were Carolina, Pennsylvania and Georgia all founded in the 17 century. Georgia on its design adopted agrarian equality where land was equally allocated and additional acquisition either by purchase or inheritance was disallowed. The Georgian plan formed the foundation of yeoman republic a vision by Thomas Jefferson.

In the 19th century the utopian ideology was rekindled with the people believing social disruption was creation resulting from the development of capitalism and socialism hence the birth of utopian socialist movements.

1. Nicole Pohl, *Utopian Journal: Society for Utopian Study*, Triannual Publication, p.14.

The utopian movements emerged in America as it sort distinct cultural identity with no Europe imitation; the American economy had grown richer and larger hence the argument. The Americans seeking individual improvement founded clubs, societies and associations where they would share provocative ideas of interest on how reorganization would regenerate ultimate perfection of the society². Therefore these groupings adopted utopian model communities within the greater society. The majority of the utopian movements have a foundation in religion precisely in adopting communal living resembling monastic context.

The philosophical ideology of the Enlightenment was positively receipted and drafted into the American Constitution. The First Amendment of the Constitution gifted the Freedom of Religion which attracted immigrants from Europe who were faced with religious persecutions. The colonizers came ready to start utopian movements with the religious or secular beliefs far from overcrowded cities where they would practice agrarian which was communal in nature. Their charismatic leaders possessed towering secular or religious moral principles. The myriads of ethnic settlers introduced to America new and unique models of marriage, wealth, labor and government; most of the societies were assimilated in others or winded out hence disappearing without any trace. The prominent societies which left eminent mark on American history either positive or negative were Oneidas, Shakers, Brook Farm, Amana and the Rappites. Other communities also arose and impacted the development of Utopian cities such as Plat of the City of Zion which was developed by Mormonism.

Plat of the City of Zion was visualized in 1833 by Joseph Smith, the founding leader of the Jesus | Christ of Latter Day Saints. The movement was established in a period when the society yearned for economic reorganization, free land, nationalism, and perfectionism. The establishing plan was simple with no purpose highlighted in it. Joseph Smith only indicated the plan as the invention of the church to prepare the way for the second coming of Christ. Hence it didn't gain much attention as opposed if he purported it was a revelation. The Plan considered a community

2. Lewis Mumford, *The Story of Utopias*, New York: Viking Press, 1922, p.24.

with a population of around 15000 to 20000 living in a square mile. The streets were to form a grid while intersecting at right angles and partitioning the city into blocks of 10 acres. The individual lots were half an acre facing each other. The lots were set 25 foot from the street which was 132 foot, and all the structures were to be built of similar stones and bricks. The block in the center of the city was wider than the rest to accommodate school, twelve temples, and storehouse. The belt surrounding the residence was the farming area which was set away from the central business district. The initial plan was never implemented by it influenced the cities founded by Mormons in Utah such as Missouri. Therefore, most of the cities founded later borrowed some concept from Plat of the City of Zion especially the wide streets, grid system and model village development.

The Vegetarian Kansas Emigration Company led by Henry Clubb founded the Octagon City in 1856 which was to be a vegetarian utopia located in Kansas. The city was to be composed of vegetarians inspired by scientific ideas. The experimental octagonal architecture by phrenologist Orson Squire Fowler was used to design the city. The new colony was to be built around the octagonal central structure located at the center of four square miles of land. The city designer imagined eight roads emerging from the primary structure at the center to the edges of the town square. Sixteen triangular shaped villages would surround the town square extending the octagon outwards. The whole community was to build four such self-sustaining cities with farmhouses, public buildings, and town squares. The design was believed to be most practical due its light permeability in the villages and town square. The main set back of the plan was populating the city with vegetarians hence admitting the general public with the allure of town life only to find one log cabin constructed. The proposed city population was therefore decimated by the harsh climatic conditions and disease outbreak.

Fruitlands was formed by the transcendentalists who converted to the ideology of Charles Fourier. The new formed Fourierists movements had the concept of phalanxes to build talents and inclinations against the capitalist tradition. The community founded in 1843 at Harvard was based on self-reliance hence members were to grow their food, give out



7. Coral Gables, Miami's Master Suburb. Map by W.C. Bliss and F. M. Button, 1921 (HMA).

personal property and produce their clothes from linen. The organized group consisted of 1620 members who maintained their natural trading

activities. A senior advocate of the ideology Arthur Brisbane believed the movement would accomplish the unfinished revolution ending of wage slavery if it were correctly propagated. In 1840s Brisbane had garnered more than a hundred phalanxes spreading from Texas to New York, the wide distribution and large voluntary membership failed the small organized communities order. The members were also overwhelmed by industrialization and the success of capitalist order.

The Oneida Colony combined the ideologies of cooperative movements from Fourierists and the Shakers marriage taboos. The utopian movement was founded at New York in 1848 by John Noyes. The Oneidas were characterized by complex marriage system where all the members were married to each other; the concept was to outrun monogamy marriage as the ideal for gender equality³. The communities channeled their skills into manufacturing, processing and milling industries. The properties acquired were owned communally with meals and child rearing being a joint venture to ensure they access education. The community regulated child birth and care. The movement was profitable in its silverware despite its founder Noyes escaping to Canada to free from adultery prosecution in 1879. The complex marriage came to an end in 1881 when the Oneida Community Mansion which had been built to house the community being listed as Joint Stock Corporation.

The increased population of Oneida community outgrown the log cabins and farm houses hence quest for a larger structure. Erastus Hamilton designed the new structure with the guidance of Noyes with tent room and communal table which was the dining area. The mansion was overcrowded with time and Hamilton; the village architect was tasked again to design a new house. The three-story building occupied 45 by 60 feet was constructed of bricks reflecting the values of the community. The structure was built on Italian Villa Style architecture but the south wing that was added later used Second Empire architecture. The mansion consisted of individual bedrooms, guest bedrooms, visitors' reception, office, communal sitting rooms and library all spread out through

3. Constance Robertson, *Oneida Community: The Breakup, 1876-1881*, (Syracuse University Press, 1981), Pp. 42

the three stories. The northeastern corner of the residence there was a five-story Italian tower served by a separate entrance.

In the 1930s, Henry Ford designed Fordlandia in the Amazon of Brazil which was supposed to be surrounded by a rubber plantation. Ford relocated employees into the city which had a golf course, power plant, hospital, library and workers' houses. The new town was built on American lifestyle including legal stipulations indicating the Americans efforts to export city planning ideologies. The strict working conditions were especially working in the intense midday sunlight as opposed to the norm of operating in the early morning and late evening shifts. Also the lack of technical expertise to propel the growth of rubber trees resulted in riots hence the city failed.

The Experimental City of Tomorrow was developed in 1966 by Walt Disney to build a city based on the recent technology. The city would not have refined form to resolve the contemporary issues but would the continuous state of resolution. The concept pioneered to curb urban sprawl, redesign the town center and downtown and apply technology in facilitating the livelihoods of the city dwellers. Disney purchased a swamp-land in Orland, Florida to operate Experimental City of Tomorrow on the 27443 acres piece of land. The location was accessible by Interstate 4 and Sunshine Highways which would enable the visitor to access plan actualization; the project adopted the radial plan of City Garden Movement, but now it resembled a flower. The central business district was located at the center of the City surrounded by apartments separated from low-density residential by a greenbelt of recreational parks.

The entire utopian city would accommodate 20000 inhabitants within the two belts surrounding the central business densely populated occupying 50 acres. The business district would contain mall, skyscraper, and hall which are covered with a dome to protect them from rain, hurricanes, frost and heat. The transport system to the city was by automobile but within the city monorail and WED Enterprises technology was to be adopted. The system was layered into a lower lever for heavy trucks accessing the dock, the middle layer for general traffic heading to the hotels and parks. The third layer consists the monorail for longer distances in the city and WEDway for short commuting. The model of transport

eliminated as private vehicles were limited to the lower layer otherwise for weekend trips only. The residential zone was served with People-Mover to the center of the town hence less driving while the industrial area was incorporated in the residences. Walt Disney passed away without completing the description of The Experimental City of Tomorrow though cities like Disney World and Celebration are based on this ideal. There have been numerous utopian cities which have never actualized, but the ideals are incorporated into modern cities development, suburb constructions and urban planning. The planned communities that have been developed in the 19th and 20th century borrow a lot of concepts from the movements. The location of the business center, residential housing and industrial can all be attributed to experimental models especially those designed in the 19th century. The utopian movement planning of city proposes radical strategies that cannot be altered which form the current day zoning code. The availability of public spaces ties the city as a community. In the 20th century, most of the towns adopted implemented the utopian strategies in preserving uniqueness. Coral Gables, Opa-Locka, and Celebration had predefined architectures that were permitted in these cities just as the structures of the Utopian City of Plat of Zion. The reservation for parks and schools in Palm Beach City emphasized the importance of the city unifying as a community. The city of Seaside in Florida serves as an illustration of Utopian ideals which have been complemented with the new urbanism.

City Beautiful Movement

The City Beautiful Movement was initiated as a reform philosophy to urban planning and buildings architecture which was highly recognized in the peak years of American industrialization supplementing beatification with monumental grandeur in the cities. Also, to promoting city beauty, the movement created civic and moral virtues among the urban dwellers. Its advocate considered the action as a tool to promote harmonious social order would extemporarily improve the quality of life⁴. In

4. Basset, Thomas J., *Rapping on the Margins: A Century of Community Gardening in America*, «Landscape», 1981, pp. 1-8.

contrast, the critics argued that the architectural design cult was meant to indoctrinate the masses with aesthetics at the expense of the much needed social reforms considering it was the period of blatant corruption in the American government. The architectural approach of the movement scrounged a lot of characteristics from the fashionable Neoclassical and Beaux-Arts architectures which were modeled on requisite emphasize for order, harmony and dignity.

The early years of the 20th century provided a turning point in the American society; the economy was in distress to define itself. The industrial revolution had taken over and became the backbone and livelihood of the Americans. The majority of the population lived in the cities which offered civic idealism, urban blight, crime, and poverty. The definition of the urban centers was turning from a dream into a nightmare. The cities which housed businesses and the best recreational facilities were being avoided by the real consumers; they were no longer residents of the towns but mere visitors. The upper-middle class chooses to retreat into beautiful and comfortable suburbs as they would occasionally visit to do business and consume leisure in town as the transport system was fast and reliable.

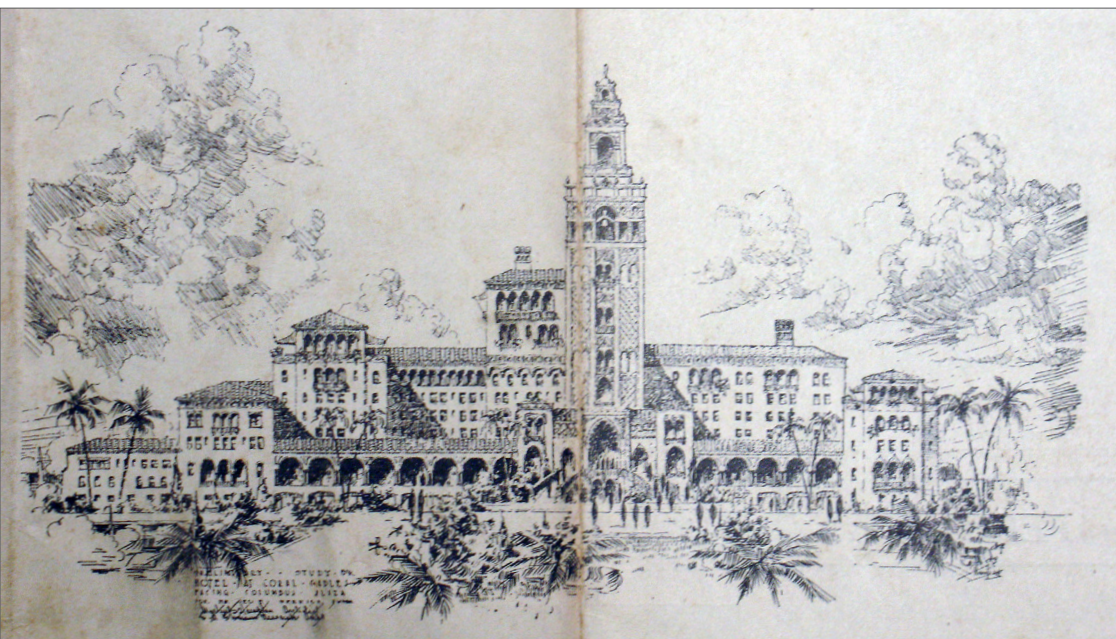
The swelling tenement yards accommodated more than 75% of the urban population; it clearly indicated blatant public neglect and grotesque greed among the private citizen. The activism for action didn't rise in the interest of the poor but concern to protect the upper-middle class from the growing urban masses. The social reformers and philanthropist were preoccupied with an interest to control the behavior of vast urbanized populace. The safety of intellect class and viability of the business the poor need to be moral though against Darwin's theory survival for the fittest. Thereby viewing themselves as the member of community covered together by social and moral values. Hence the creator of City Beautiful Movement expressed moral and civic virtue through its architecture. Daniel Burnham, the leading proponent of the movement, implied landscape reform would complement burgeoning restructures in another sector of concern to the society⁵. The different city reformers had

5. Daniel M. Bluestone, *Journal of the Society of Architectural Historian* University of

varied approaches which included improvement of sanitary conditions and founding missions, while the movement subscribers empathized on the creation of a beautiful city that would inspire it, inhabitants, to adopt civic and moral intrinsic worth. The American reform movement which previous was concerned with corruption in government, exploitation of laborers by labor barons and other civil and social transformation embraced the beautiful city concept as an American goal.

The city extraordinary development was the American urban improvement initiated by planners, scene modelers and additionally the reformers that was conspicuous between the 1880s and the 1920s. The City Beautiful Movement was the principle originator of composed extensive urban organization in the United States. The City Beautiful Movement guaranteed that plan was interwoven from the social issues, consequently, ought to advocate urban pride and also engagement. The impact of this development was basically protuberant in urban areas including Chicago, Washington DC, and Cleveland.

The movement initially picked up its ground in the year 1893 with the World's Columbian Exposition in Chicago. Daniel Hudson Burnham who coordinated the World's Columbian Exposition propelled the development that achieved its apogee following fifteen years as plot in his epochal Plan of Chicago. He was a designer and organizer with an incredible capacity to immediate and invigorate the outline endeavors of other individuals. Burnham turned into the pioneer of movement after the demise of John Wellborn Root to accomplish a social equality between America urban communities and Europe's extraordinary urban focuses. They utilized these customs to speak to the cognizance of a more noteworthy consistency. Besides, these modelers humiliated urban pioneers into the acknowledgment that in municipal luxuries similarly in social and political value, the United States dragged woefully behind. In reality the Movement's promoters summoned the Fuller's courageous woman that expressed that his moto was staying aware of the parade yet he needed to lead such a parade on the off chance that he could. In such manner, parade was an allegorical image for City Beautiful.



8. Study of the new Coral Gables hotel at the Goulf Course, Martin Hampton, February 1924 (*Coral Gables Bulletin*, March 15, 1924, HMA).

Subsequently, the provenance and push of City Beautiful arranging stayed traditional and in addition Baroque as to its weight on the parades of the structures and also open spaces masterminded in companions whatever the style of specific structures inside its arrangements. The City Beautiful Movement, for the parallax impact, depended on the individual development or human parade, by means of the space from a specific range to another. The backers of this Movement sited different Great structures and landmarks as the terminal vistas of long, askew and merging tomahawks. The specific impact on the person of such a course of action, reiteration and also stylized parade included noticeably in the City Beautiful and Baroque, and was calculatedly amazing, effective and additionally moving. At the 1893 World's Fair, City Beautiful Movement turned out to be formally dispatched by its pioneer, Burnham. The White City remains the run of the mill or fundamental picture of this current



9. Biltmore Hotel from the Goulf Course (2013).

ditionally associated suburbia one with the others. The City Beautiful arrangement put the parks at the bleeding edge seeing its motivation and in addition Burnham's feeling of community amicability. The object of good city arranging, as indicated by Burnham, is a decent national. Burnham was convinced that city recharging could offer sound exercises to the natives who were not able bear the cost of the broad voyaging. Burnham held this since these urban communities depended on the city for both recreational and social advancement. As needs be, the Burnham got to be concerned that congestion would incur annihilating social consequences for the city occupants. For this situation, Daniel H. Burnham led the development of the reasonable transitory city viewed by numerous orderlies as "White City". White City was a semi-perfect world whereby visitor were required to be protected or protected from the wrongdoing and neediness.

The Burnham's unique arrangements for the site incorporated the outlines of the planners who were prepared at the École des Beaux-Arts in Paris. They matched the parity and concordance of the Neoclassical and additionally Baroque design with the tasteful building and cityscape of the Chicago. The Columbian Exposition scene that incorporated the Lagoons close by the enormous green scopes was the work of Sir Fredrick Law Olmsted in light of its outline. Sir Fredrick got to be famous for the Central Park outline that won and got things started in the year 1857 in New York City's desert garden. The City Beautiful Movement was significant in upgrading the presence of the city and additionally encouraging the stream of vehicle close by passerby activity.

The City Beautiful Movement likewise went for consolidating a community focus, parks and in addition fantastic lanes. Burnham supported both multipurpose and all-encompassing procedure to urban arranging. It has stayed at the cutting edge of engineering, scene engineering, and plan for quite a long while. The effect of Burnham configuration is as yet being felt in a few urban communities over the United States. It was additionally intended to shape the American urban scene as indicated by those in Europe that were planned in the Beaux-Arts stylish close by making the urban communities organized and bearable. The development was seen as that system by which the US could make obvious and also persisting binds to the European Classical custom. Be that as it may, this development confronted resistance from Louis Sullivan and Frank Lloyd Wright who supported the creation of another and really American style as opposed to reproducing the European configuration.

The City Beautiful ideology could not be separated with social issues in the design of the cities like Washington D.C. and Cleveland. It emerged in the U.S when the population was rapidly migrating from the rural areas. The increased populace required outdoor recreational facilities as the city had become congested and kitchen gardens no longer existed. Washington became the first city in 1902 to endorse the concept by limiting the height of structures, and positioning new monuments and structures throughout the city to create a uniform aerial composition. The planning of Chicago in 1909 made the pinnacle of the movement; it extended a radius of 95km from the city center. The improvement involved

the extension of roads and rail system, Boulevard for general traffic and a series of parks. The parks were to be constructed along the shoreline of Lake Michigan while boulevards were to connect the city with suburbs and between suburbs.

The movement thrived over several decades with the construction of monuments and influencing the design plans of urban cities in the 20th century. The achievement spread far to Britain manipulating the contemporary planning of new suburbs in London. Back in the United States a suburb of Miami, Florida was planned entirely on City Beautiful Movement. At the peak of Florida land boom in the 1920s, George Edgar Merrick developed Coral Gables with fountains, obelisks, and monuments situated at streets roundabouts, city buildings, parks and even around the city.

In the 20th and 21st century, attention has shifted from towns as industrial centers to cities as recreation hubs where consumption and leisure thrive. The consumption power increases as wealth level rises and therefore demands luxurious goods such as theater and restaurants increases. The facilities are found in the major cities and well-designed suburbs where the upper and middle class congregate. To entice spending City Beautiful has advocated for the beatification of urban centers to improve the civic and living conditions of the dwellers. The ideology has been known to spur demographic distribution and hence economic development. Cities such as Barcelona in Spain, Oklahoma City in U.S and Glasgow in Scotland have leveraged public spending through City Beautiful. In the new era, people are attracted to good looking cities. Hence the jobs are also situated in them. The planned communities of Palm Beach and Coral Gables though developed in the early 1900s have continued to attract Multinational Corporations to locate their head offices in them. The moves have helped the cities to continue upholding their initial design policy to stay relevant.

Garden City Movement

The thought of a legitimate Garden City at the Ebbsfleet in Kent was presented by Ebenezer Howard that appeared to back the communist development for aggregate area change. Garden city is an expression

accepted to be a precept for the center England perfect of privet supports and additionally jerking shades. In any case, it began a radical battle for the co-agent improvement that was built up by the parliamentary stenographer, Ebenezer Howard in the 1890s. Howard's thought for the Garden City Movement required the foundation of new towns of little size, with earlier arranging and surrounded by a lasting belt of rural area. The thought drew sufficient consideration nearby the monetary sponsorship to start Letchworth which was the spearheading venture of whatever Howard expected would ended up being a mass development. The development got to be more grounded before the end of the First World War and another town called Welwyn Garden was built and propelled. Howard had a nonexistent model of what the Garden City would look like, for example, having a ring and spiral example, and his arrangement was favored by numerous journalists of the time since it showed up the designing and structural observation.

Howard arranged Garden City would have a changeless support of open and rural area dodging the town which turned into a basic part of the arranging precept of British that at last grew practically to authoritative opinion. The Howard's most amazing proposition identified with his promotion for the making of a ring of new towns past the Greenbelt of London (Greater London in 1944) which got to be powerful after the entry of the New Town Act in 1946. Howard gave a set number (32,000 individuals) to possess the Garden City and went further to give a structure on how the additional populace will be managed once the utmost was come to.

Howard reacted to the congestion and modern contamination of the growing Victorian urban communities by dispatching his vision for a progression of perfect towns that were contained by moving green belts equipped for isolating lodging from industry also blend the best of the city and the wide open. He upheld for wedding both town and nation that was intended to spring another trust, new life and new human advancement. The garden cities were expected to establish the primary civic functions in a Central Park based on a concentric model. They were ringed by a massive glass shopping arcade above that would lie halos of schools and housing as encircled by the peripheral necklace of the ser-

vices alongside the factories. The idea of this movement also based on the fact that it would be upheld in the community. Accordingly, each citizen was to be a shareholder alongside the unearned increment remitted back into civic facilities instead of absenting landlords or speculative investors. The plan meant that the blue-and-white collar employees would reside side by side in the pastoral harmony. The first garden cities were Letchworth and Welwyn that were constructed in the year 1910s and 1920s. These two building stood as a testament to Howard thinking. Despite the fact that both of them have strived to remain affordable, their desirability has remained high due to their low-density planning alongside fine arts and crafts houses. The proximity to London made it more commuter dormitory town compared to self-sustaining city. The affluent garden suburbs alongside the postwar new towns were anticipated to be the garden city legacy of the subsequent decade since the two would depart from the original conception of community-led planning of Howard⁶.

Sir Ebenezer Howard initiated a model of urban planning in 1898 to be applied in the United Kingdom; which he called Garden City Movement. The model had the intention to create self-contained communities who are surrounded by greenbelts with impartial localities of agriculture, residences, and industries. Howard with limited education migrated to America to participate in farming where he was unable to meet the demands of the lifestyle. He, therefore, worked at Chicago as court and newspaper report before returning home to England and a job in firm publishing official Parliamentary Reports; worked there for the rest of his life. Inspired by utopian novels Progress and Poverty and Looking Backward he published his first work To-morrow: a Peaceful Path to Real Reform in 1898. The book called for the new planned town of limited size fenced by the permanent strap of agricultural land⁷. Howard's ideas gained enough attention and backing to issue a new edition of the book Garden Cities of To-morrow in 1902.

The Garden City plan was as a result of the dire need to improve the

6. George E. Merrick, *Planning the greater Miami for tomorrow*, 1927, p.44.

7. Ebenezer Howard, *Garden Cities of To-morrow* (2nd ed.), London: S. Sonnenschein & Co, 1902, pp. 2-7.

quality of life in urban centers which had deteriorated from overcrowding and uncontrolled sporadic growth since the era of industrial revolution. Howard deemed it necessary to resolve the pressing issue of rural depopulation emanating from the sprawl of towns and cities. It was, therefore, necessary to create new series of planned cities with a combination of urban amenities and rural environment. The scheme Howard invented entailed purchase of large belt around the planned city, planning of a compacted town surrounded by the rural life, accommodation of the industries, residences and agriculture within town boundaries⁸. The town growth was to be regulated ensuring it doesn't encroach the arable ring fence while the appreciation of land value within the town was only for its general welfare.

The ideal garden city would occupy 6000 acres while accommodating a population of 32000 residents. The town would have concentric pattern separated by open spaces and public parks. 37m wide boulevards would run from the center of the town being six in number for each garden city. The self-sufficient garden city would not attract overpopulation as on reaching optimum another would be built nearby. The garden cities were supposed to be satellites of the big central city of 250000 residents where they would link road and rail networks. The ideal cities were intended to be constructed on prime land that was only in agricultural use. The land would be owned by a small group of individuals who will retain the ownership hence controlling its use. The revenues to pay for the city services, mortgages and other communal facilities in the town would only be raised through rent. Private industries were only to be allowed to borrow and develop land in the city space while the predetermined number of residents grows a portion of the track area and the rest being a reserve for agricultural and recreational activities.

The garden city concept would save the working class the deteriorating conditions and overcrowded cities by giving them an alternative to working in the farms or more healthy cities that were free from overpopulation. To actualize the vision Howard needed finance to acquire the

8. Susan S. Fainstein, Scott Campbell, *Readings in planning theory*, Malden, Massachusetts: Blackwell, 2003, p. 46.

land hence he formed the Garden Cities Association to help in raising funds. The Association was later renamed to Town and County Planning Association (TCPA) and started the plan to create the first garden city of Letchworth⁹. The pioneers would earn interest if their investment in the city generated profits through the rent. Howard was overambitious by inviting the working class organization to invest in the project, but they weren't ready to offer any financial support. Failing in this Howard had to adjust his plan to suit the wealth investors that were willing to join the force. He eliminated the community ownership of the scheme with no landlords, short-term increase in rent and architect opposing the rigid design plans.

An architect and town planner, Raymond Unwin with partner Barry Parker, won the completion to undertake the planning of Letchworth in 1904. The new city was to be located 34 miles away from London, at the center of Letchworth estate where there was large tracts of land to provide the agricultural greenbelt. The architect agreed with Howard's idea the workers needed better healthy towns but didn't ascribe to his symmetric design opting to replace it with the more organic design. The new city attracted more populations as manufacturer shipped in to take advantage of low rents, low taxes, and bigger spaces. Despite the initial plans of affordability and efforts by Howard the property appreciated and the blue collar workers couldn't avoid living in the city. The population of the city was left to the skilled and middle-class workers who could afford the hiking rents. After a decade since the inception of the project, it becomes self-sufficient and paid dividends to the investors. The public regarded it a success in town plans, but the government was not ready to buy the idea.¹⁰

About the failed government support, a friend and successor of Howard in Garden City Association; James Osborn claimed that the only way to get things done is by taking the initiative to do them yourself. Frus-

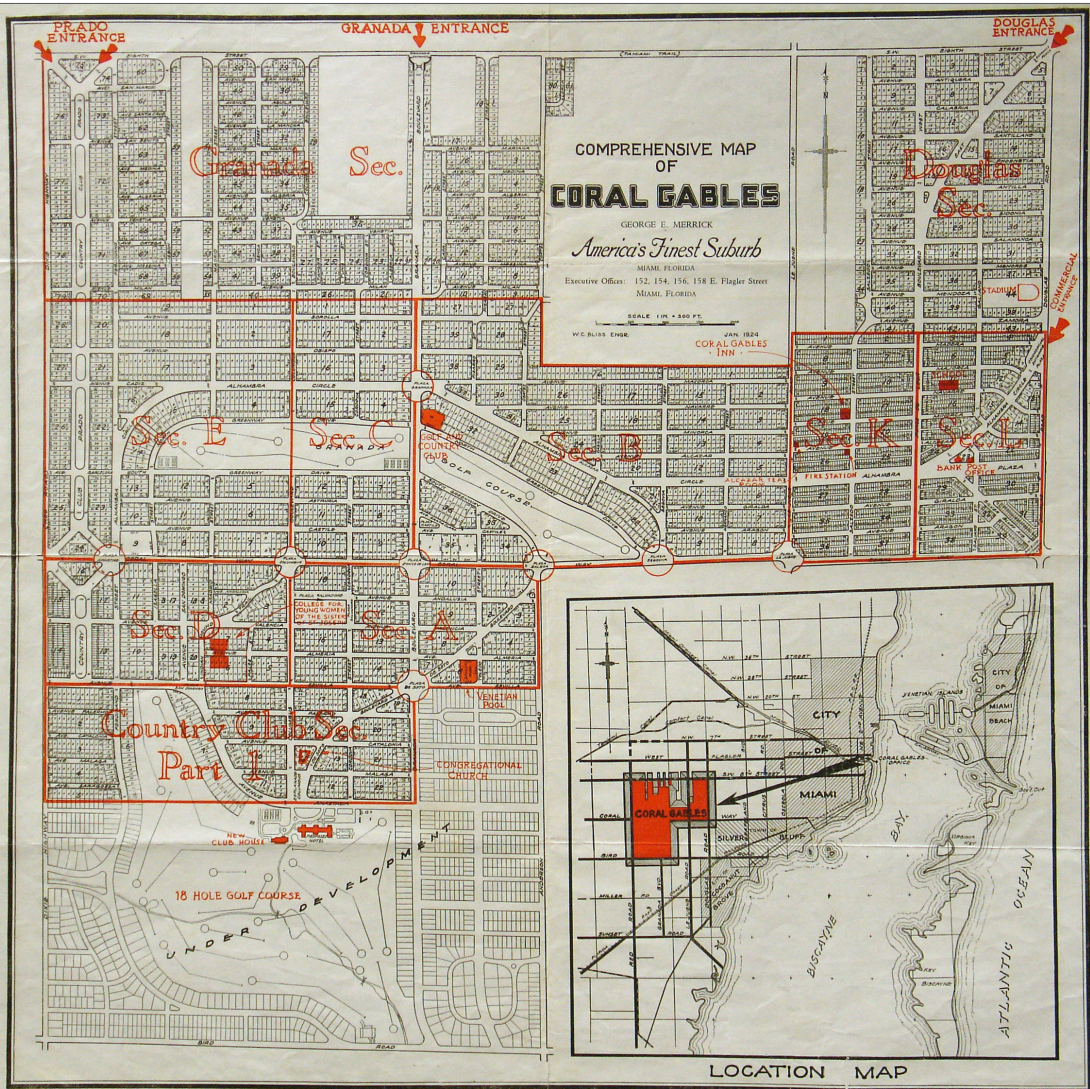
9. Hardy, D. (1999), 1899–1999: The TCPA's first hundred years, and the next ..., Town and Country Planning Association, London., p. 4.

10. Susan S. Fainstein, Scott Campbell, *Readings in planning theory*, Malden, Massachusetts: Blackwell, 2003, p. 48.

trated Howard and acquired a land at Welwyn through public auction in 1919 using the money borrowed from friends. The property would house the second garden city and Welwyn Garden City Corporation to oversee its construction. The city didn't grow to be self-sustaining due to its proximity to the town of London which was 20 miles away. England remained with the two garden cities until 1930 when the Garden Cities Association succeeded on emphasizing for prior urban planning policies that gave birth to the New Town Movement. The permanent arable girdle concept was part of the British planning doctrine that oversaw the Greater London Plan of 1944 thus the New Town Act of 1946 incorporated it¹¹. The idea of garden cities was to produce a virtually economic independent town with residents experiencing short commuting time while the countryside environs is being preserved. On contrary to this, garden suburbs do not have industrial sections hence they located on the cities outskirts and rely on efficient transport network to deliver workers to the city. Mumford, a disciple of Howard, refined the difference between the garden cities and suburbs referring the cities as integrated foundations for efficient urban life suburb being its antithesis. The garden suburbs emerged in the 18th century when the prosperous merchant's adopted new types of transport that were more reliable. The English estate owners were the first to build the suburbs when they deemed it necessary to relocate or build villages on their lands. It started as houses to garden suburbs ending with suburb towns which had landscaped public spaces with feeder roads.

The garden suburbs decorated the United States in the last half of the 19th century, taking the garden enclave and garden village topologies. The garden communities of America were independent of the city with shops and civic buildings but connected to the city by roads, rail or streetcars. The failure of Radburn tainted the perception of the Garden City Movement though it influenced future designs. The conceived during in the same era as Radburn have remained overshadowed though employing the same concept. The towns like Mariemont, Ohio, Coral Gables and Venice Flori-

11. Ward, C (1998), *Sociable Cities: the Legacy of Ebenezer Howard*, Chichester: John Wiley & Sons, p. 46.



10. Coral Gables, Comprehensive Map, January 1924 (HMA).

da, and Westwood, Los Angeles are some of the successive Garden City.¹² In contrast, the garden enclaves are purposely residential with only private space defined by land use controls, currently the zoning code. It is, therefore, evident the garden suburbs were contrary to Howard ideology which aimed at preventing suburbanization of London and the latter concept promoted urban sprawl. In Critics, the Garden City movement destroys the economy, damages the nature aesthetic beauty and provides environmental inconvenience. Also the typical laneways used as entry and exit to the city provides ghettoize communities promoting crime activities.

The City Beautiful Movement can be traced in Coral Gables organization, the use of the grids and diagonal streets to establish shorter route. The city lies in geometry constrain of two miles and four miles long with streets at intervals defining the location of the prominent structures. The trees and vegetation throughout the parks, streets and golf course emphasize the garden nature of the city.

New Town Movement

The new town movement is a description of towns that were erected after World War II; they were evaluated, planned purposefully, developed and constructed to remedy the rampant problems in the established cities. The new towns would solve population congestion, overcrowding, and the separate structures built in ad hoc manner. The goal of these new towns was to decongest existing industrial centers, house people decently, new and more vibrant planned town that were self-sufficient and accommodated diverse community needs. The new city concept had vividly long, interesting career starting with ideas of self-sustaining settlements housed on absolutely new buildings¹³. The proponent of the movement believed the concept should be adopted in the present met-

12. Jean-François Lejeune, *Il reticolo, il parco e il modello T alla ricerca del paradiso: città-giardino in Florida / The Grid, the Park and the model-T searching for Paradise: Garden Cities in Florida*, in Tagliaventi, Gabriele (ed.), *Città' Giardino. Cento anni di teorie, modelli, esperienze / Garden City, a century of theories, models, experiences*, Roma: Gangemi Editore, 1994, pp. 223.

13. Architectural Forum. *Industry Builds Kitimat*, Vol. 101, No. 1, July 1954, pp. 128-147.

ropolitan and national urbanization policies. The history of the strategy dates to the days when the Romans used it to control and settle on newly acquired territories. The concept was also used in the early days to replace the existing communities.

The conditions in the towns were dire including sanitation, sewerage and housing and hence pioneers of urban planning started realizing achievement when social issues were highlighted in the government agendas of the 20th century. Frederick Osborn coined a term for defining all the urban problems collectively referring them as urban disease. The industrial revolution is blamed for emitting urban disease as by-products as they located themselves in populated areas for cheap labor. The vicious cycle was completed by industries attracting rural-urban migration to job seekers and further industries mushrooming in the locality to take advantage of ample energy supply. The consequence was increased pollution and larger population that attracted more compact living conditions while the rural areas become more uncommon due to the rapidly declining populace¹⁴. In addition to the reeking situation, there was no legislation to protect migration of wealthy families to open areas or even preventing industries emerging in populated locations. The fringe growth opted and, its vigor suffocated the existing towns with deteriorating conditions. The escapee to fringe suburbs bolstered the same congestion problem that they flee from in the industrial cities.

The aspiration to disperse great cities dates to their inception dates. It wasn't until 1817 when Robert Owen presented an acceptable model of communities that would address the overcrowded cities. Owen proposal was mentored by Bellers' 1695 scheme for College of Industry in which the disadvantaged people would live in a colony enabling them to work while their children accessed education. Hence Owen advocated for small self-reliant communities of 1200 residents. The members would be dependent on agriculture though some industries should prevail to them. Other models presented were turned down due to inability to convince the business viability. The founder of Garden City Movement

14. Peterson, William, *The Ideological Origins of Britain's New Towns*, «Journal of the American Institute of Planners», Vol. 34, No. 3, May 1968, pp. 160-169.

affirmed that New Town Movement was an economically beneficial concept. The New Town order contained all policies of the garden city movement on that they incorporated the time they were built, unlike the predecessor. The idea of time made them more achievable hence the advocates of the concept urged the government to build 100 new towns after the Second World War.

Osborn New Town champion spent the best part of his life arguing them out. Having attained modest intellect with no university education, he supplemented education dwarfism with wise and ambitious career choices. After meeting Howard the father of Garden City at Howard Cottage Society, he converted to a New Town champion and proponent. The establishment of New Town failed as new houses were built at the fringes of cities against the Garden City ideology. The sprawling urban disease saw Britain in 199 enacting the first town planning legislation. Although the Act technically opposed development on city outskirts they were not prevented and the municipal realized how cheap it was to construct suburbs as compared to New Towns which would require government intervention and commitment¹⁵. After the First World War, the New Townsmen reinvented the Garden City movement principle to attend to post-war rebuilding. In the next two decades, the over four million affluent buildings were put up albeit the wrong locations. Efforts were made to design and rebuild existing cities that had an industrial extension but still these were not New Towns.

Interwar duration involved the government in studying the unhealthy city areas and town concentration which was done through a commission chaired by Chamberlain. The recommendations to restrict new industries in London while devolving some to the garden suburbs were shelved. Prime Minister Chamberlain adopted Departmental Committee recommendation of new towns in line with the garden city movement to be built while the Special Area Report restricted new industries in London generating political and public interest. The post-war rebuilding initiated new plans for London that included decentralization for the

15. Donald Foley, *Idea and Influence: The Town and Country Planning Association*, «Journal of the American Institute of Planners», Vol. 28, No. 1, Feb. 1962, pp. 10-17.

first time. In 1943 the County of London Plan realized the importance of displacing people out of London while providing employment if the city was to be rebuilt with appropriate population density. The Greater London Plan aimed at displacing over a million people to rural towns, satellite suburbs, and new towns. The New Town committee formed in 1945 was mandated with establishing, developing, organizing and administering the new cities¹⁶. The Committee issued comprehensive study within eight months recommending construction of new city cities. New Town Act of 1946 and Town and County Planning of 1947 were the drivers of new cities resulting in twenty-eight new towns being built within half a century.

New towns were spread out in the British colonies such as Hong Kong but other countries the concept was understood and approved, but planners failed to convince the merits of the new concept. The United States adopted the New town policies in the 1960s and strategies enacted through grants had been provided to make slums after the Second World War. Hence the post-war reconstruction started with the aim to increase housing, improved towns and fabricate roads. The greenbelt cities of 1930 were the first the government applied the new urban planning advocated by the Garden City movement. And just the small communities in Norris and Tennessee, the government, was committed to their site selection, it's planning, and development. Other community like New Jersey and Ransburg developed before this were private initiated and financed. The private new town is an outgrowth of rising income, decentralized economic activities, credit availability, the emergence of large real estate corporations, flexible land use, big tracks of private lands among other factors. The private developer should have proper zoning and convince the investors the town will be formulated as in the plan.

The reasons to advocate for new cities are numerous with most is they conserve the land resource, providing social experimentation, it allows new ground plan and design without interfering with existing develop-

16. American Community Builders. *Park Forest, Illinois: Proving Ground for Community Planning Techniques*, «Architectural Record», May 1951, pp. 94- 110.

ment patterns¹⁷. The New Town provides a solution to sprawling cities, without constraining the available resource at disposal for metropolitan while accommodating the projecting population. The dilemmas that face the establishment of new towns range from size and location of the project, financing to the rate of sale¹⁸.

The new town planning is called the new urbanism design movement that promotes the environmentally friendly behaviors by establishing the walkable neighborhoods entailing a vast range of jobs and housing types. The movement emerged in the United State in the early 1980s. It has gradually dictated various aspects of the real estate development, municipal land use mechanisms as well as urban planning. The new urbanism is firmly determined by the urban design practices which were famous up to the emergence of the automobile before the World War II. The movement covers ten fundamental principles including the traditional neighborhood design as well as the transit-oriented development. The idea of new urbanism movement can be traced back to the concepts of development of ecological and building a sense of community practices.

The authorized organization body for the New Urbanism is the Congress for the New Urbanism that was formed in 1993. The Charter of the New Urbanism was the main foundational text.¹⁹ This text advocated the restructuring of the public policy as well as development practices possible of supporting the subsequent principles. It also stressed that the neighborhoods need to show a great diversity in the use as well as population. In addition, the New Urbanism Movement required the communities to be designed for the pedestrian as well as transit. The movement also supported the regional planning for open space, context-relevant architecture and planning as well as ensuring sufficient provision of infrastructure like sporting resources, community centers, and libraries

17. Edgardo Contini, *New Cities for America*, «The Centre Magazine», Vol. 1, No. 1, Oct/Nov. 1967, pp. 42, 43, 102.

18. G. Holmes Perkins, *The Regional City*, «The Future of Cities and Urban Redevelopment», Coleman Woodbury, Ed. Chicago: University of Chicago Press, 1953, pp. 26-43.

19. George E. Merrick, *Planning the greater Miami for tomorrow*, 1927, pp. 39.

alongside the balanced development of housing and jobs.

The proponents of the New Urbanism believed that this strategy could reduce the traffic overcrowding by encouraging the population to walk or use bikes. There was also a great hope that this design would increase the supply of the affordable housing. The new town planning movement emerged during the 1918 when the sanitary coverage affected urban residents adversely. The relationship that existed between social issues and the town planning was gradually being felt. The town problems were referred cumulatively as the 'urban disease'.

However, the aspiration became prominent in 1817 where the first model communities were proposed by Robert Owen, a social reformer to overcome the overcrowding of the cities. Owen wished-for small, self-contained communities that could contain 1200 people who depend on agriculture alongside other few industries. The revolutionary ideas, however, foundered the Owens's proposal. The model community ideas continued to ascend, but they were dismissed due to the view that they unpersuasive as the business ventures. Ebenezer who founded the Garden City Movement entered this discussion and showcase that new towns could remain economically viable. Subsequently, Bernard Shaw affirmed the possibility of economically viable idea though its garden city movement. The derivation of the new town movement was from the Garden City Movement that had been formulated in the late 1800s by Ebenezer Howard.

The new town movement was to become an alternative to the congested, polluted, miserable as well as chaotic industrial cities. The new towns can be argued as the Garden Cities since all of the initial ideas and concepts of Howard feature greatly in the New Towns. The only modification relates to the ability of the New Towns to adapt to the setting of the period in which their construction took place. The New Towns as a result of their adaptability became more appealing compared to the Garden Cities.

The implementation of the New Town Planning was facilitated by the formation of the New Townsmen's group which went further to advocate the development of a hundred new cities to be constructed by the government. However, this campaign failed in the first attempt to create the New Towns. Even though the housing was constructed,

it remained in the form of garden suburb. Sometimes the housing was located on the edge of the already operating cities as it happened with London, Wellington and Melbourne which was the principle antithesis of the Garden City concept.

Howard became convinced that it was a waste of time to lobby the government since he had an increased lack of faith in the government be responsible for the public housing and new towns. The New Townsmen reasserted the principles of the Garden City towards the end of the World War I. The development of the New Towns, however, faced challenges due to the demand for post-war housing which culminated in the new suburbs' prioritization over new towns.

Understanding the history of City of Coral Gables is an important topic that needs a detailed research. The overview of urban planning movements in the United States at the end of 1800 as well as during the beginning of 1900 gives an effective background and insights into the need to further explore this topic to see the connection right from the City Beautiful Movement through Garden City Movement and to the New Town Planning Movement.

The new town movement was designed to relocate a considerable population from the large cities by grouping hospitals, shopping centers, industries, homes and recreation centers to form autonomous communities. The new centers are developed on virgin lands a considerable distance from the main city. The critic idea of new towns is that they are static in conception and really consider personal mobility and increased commuting. An instance of Vallingby, Sweden planned 1952 where industrial workers commute to the city while a large proportion of residents move daily to Stockholm thwarting its self reliance.

Planned Communities Florida in the 19th and 20th Century

Planned community also referred as planned city is community in which strategic plan was drawn before its inception; the city is then developed in marginal land in orderly manner contrasting ad hoc towns where land conflict is prominent. In the colonization day so the USA by the Briton they planned new towns that were developed on fresh ground or ruined

Amerindian cities.²⁰ The first city of this kind in United States was St. Augustine which was planned 1565, followed later by cities like Charleston in South Carolina, Albany, Philadelphia, New York and many others. In early 1920 the booming land business in Florida attracted modern planned cities; they coined and used Mediterranean style which was grafted from Arabia, Spain and Mexico architecture. The cities developed in Southern Florida in the 19th century were Coral Gables, Miami Springs, Opa-locka, Palm Beach and Oldsmar located in Central Florida.

Ebenezer Howard outlined strategy for a new town which would be restricted in size and density while being surrounded by strap of undeveloped terrain. The concept gained acceptance also in United States, in 1920 Radburn was built making the new beginning of planned cities in the country²¹. In 1980 after economic recession inhibited with dwindling house construction; New Urbanism was adopted which changed the planning to incorporate a workable and livable city; which would exploit mass transit and make better use of previously developed structures and lands. Andres Duany and Elizabeth Plater-Zyberk New Urbanism concept introduced adjustment to the development of planned communities.

The planned communities in the early days were developed out a purpose; Gary in Indiana was founded in 1906 to be the home for United States Steel Corporation and named after the moderator of the new steel mill Gary Works, who was known, Albert H. Gary. The steel mill being the largest in the world acted as the heart of the town hence it fluctuated proportionally to the company. Later in the United States, when Sunbelt states started experiencing suburban growth it coincided with Master Planned Communities in the established suburbs. Las Colinas, Texas was initiated in 1973 with 12000 acres and a planned community; the consistent growth forced the resident in 2006 to allow construction of higher density mixed-use structures.

Also in 1970 the Woodlands a commercial and residential planned com-

20. Sean Dennis Cashman, *America Ascendant: From Theodore Roosevelt to FDR in the Century of American Power, 1901-1945*, NYU Press, 1998, p. 26.

21. T.H Weighall, *Boom in Florida*, London: John Lane, 1931, p. 43.

munity was incepted by Gorge Mitchell a petroleum executive. Presently the community is one of the premier residential and business destinations across Houston. The town still continues to experience explosive growth while contributing to the development of suburban in the north of Houston. The recently planned cities have strict growth limits to avoid conurbations with existing established cities. Automatic circuit breakers have been adopted to impose a moratorium on residential construction if the job opportunities in the city fall below predetermined figure. Ave Maria, Florida a recent incorporated planned community founded in 2007 by a Catholic University will host a large Catholic Church in the middle which will be surrounded by residential and commercial developments.

Opa-locka is planned community in Miami-Dade County, Florida. The city was developed in 1926 by Glenn Curtiss on 11km²; it is based on the One Thousand and One Night theme. The city employed Moorish architecture, but majority of the building were destroyed by Miami hurricane of 1926. The streets of the city to date bear the Moorish characters in the narrative actualizing the mythical stories. The currently remaining 20 building has been listed in National Register of Historic Places. After the hurricane the U.S Navy commissioned a base at the airport this was meant to stimulate growth and recovery of the city²². The base was shutdown in 1950s resulting to the decline of the city and lost the ambience with which it was founded. The city has various facilities including general airport, railway station, parks and lakes which support the industrial, commercial and residential zones. It is also prominent with movie makers.

The planned city of Opa-locka was incorporated to run on city manager government in 1926. The American architect Bernhardt Muller designed eighty six building in Mooish Revival Style. The elements in the building were minarets, onion shaped domes, watchtowers, crenellated parapets, mosaic tiles, exterior spiral-like stairway, and arches. The streets reflected Arabian nights with names like Sharazad, Aladdin, Ali Baba,

22. Mark Miller & David Raterman, *National Geographic Traveller: Miami & the Keys*, (Miami: University of Pennsylvania Press, 2010), p 27.

Caliph, Sesame and Sinbad. The Kosroushar Palace inspired Administration Building had dazzling domes, arches and minarets that combine delightfully to form a magical city. Though, it will remain the on pioneer models of planned communities of the 19th century, but currently only history will narrate the ordeals of the current city which sprawled on the magnificent works of Glenn Curtiss.

Miami Springs founded in 1920s by an aviation expert Glenn Curtiss was a planned community in Dade County Florida. The original name was Country Club Estates reflecting distinguished Pueblo architecture and ambience resembling a Pueblo village. The city was renamed before incorporation in 1926 after a Miami spring that provided fresh water to the regions of broader Miami. The original city was triangular shaped occupying 3 square miles where the street and two canals joined to demarcate its boundary. Bearing in mind the city was founded by aviation pioneer its strategies are linked with those of aviation industry considering it borders Miami International Airport in the south. The airport provided the city livelihood with economic engagements thus financial sustainability of the project. The Miami springs city still holds landmarks to date which include Curtiss Mansion the home of the founder, Fair Haven Nursing Home which initially served as Hotel Country Club designed by architect Muller. In the crash of 1929 Curtis sold the hotel to Harvey who operated it as Miami Battle Creek Sanitarium before it was later converted to a home for the elderly.

The city of Oldsmar dates back to 1916 when automobile pioneer Ransom Olds initiated the project by acquiring a land sized 151.92km² in Pinellas County, Florida²³. Olds named most of the streets himself; the city was comprised of parks, downtown and commercial area. The city had cisterns and wells which supplied water; a water tower was built by the city in 1920, which pumped water every morning. There was no bridge linking Tampa and St. Petersburg hence the route as through Oldsmar; hence the city was best suited for workers. The city was designed by Boston surveyors and engineers after Washington D.C, tree boulevards led the bays to downtown and a power plant was also instilled in the city.

23. City Of Oldsmar official Website

The Oldsmar city hosted various social amenities Wayside Inn, Oldsmar Library, casino and also dairy and agricultural farms. Other structures like golf course were never realized after devastating hurricane of 1921 which destroyed structures and hindered plan implementation.

Palm Beach was established as a service town by Henry Morrison Flagler who made the locality accessible by Florida East Coast Railroad. He built two resorts Breakers Hotel and Royal Poinciana Hotel across Lake Worth in 1894. Flagler hired renowned designer to build Beaux-Art mansions which were sold to Gilded Age tycoons. The Whitehall and Flagler Kenan Pavilion structures had typical elements of Beaux Art architecture including arched windows, symmetry, sculptures, and hierarchy of spaces. The city grew and was incorporated in 1912 while it evicted the filthy site of Styx to erect recreational parks, roads and other planned structures.

The visitation of the locality in 1917 by Paris Singer and Addison Mizner who initiated a 10-year plan to create a resort city equivalent to French Riviera equipped with shops, theater, and clubs. Mizner discarded the prevalent Shingle style in the island for his invented romantic style that would suit single houses and commercial building. The success of Everglades Club built on the Romanesque architecture attracted commissioning of more structures. Mizner managed to convince the architects of the new buildings to adopt his style hence Palm Beach filled with a fleet of conceived structures. The development of a mixed use commercial hub at Worth Avenue defined Palm Beach as a resort center. The hub was made of Vias constituted by arcaded shops and narrow pedestrian streets running through the blocks that prohibited automobiles from polluting the center which formed a village in the city.

Palm Beach attracted more professionals like Addison Mizner a Mediterranean Revival architect who's believed to have been inspired by the success of Coral Gables. He designed the Boca Raton in the south of Palm Beach City; a Spanish Colonial revival and resort city with strict development code. The super suburb was to occupy 1600 acres spanning two miles from the shoreline. The blocks in the suburb had distinct architectural traits, but the most prominent feature was the transformation of least valuable land far from the sea into Ritz-Carlton Park with



11. Alhambra Boulevard and Columbus Boulevard (2013).

winding streets. Boca Raton was designed to contain waterways, plazas, golf course, bridges, towers, airport, and railway station among other facilities to make a self-sustaining. Further, it had its suburb of Pearl City to house the blue collar workers.

Hollywood was established by Joseph Wesley Young when he purchased a square mile of farmland in 1920 to build a resort town. Working with engineer George Schmidt and architect Preston Rubush, Young designed a city with a bisecting boulevard running from Everglades in Palm Beach to Intracoastal Waterway in Boca Raton. The 10-acre patches of land intersecting the Hollywood Boulevard were meant for the park, military academy, and city hall while the boulevard terminated at Riverside reserved for a hotel. The central business district was initiated

by the garage completed in 1922, followed by Hollywood Hotel and Hollywood Beach Hotel that was capped with twenty-four residential built on Spanish architecture. Later in 1923 young bought more land to build Liberia an African American town with forty blocks of building a park in the middle.

The ambitious plan of making Ringling Isle a resort city in Atlantic coast of Florida was conceived in 1924 by John Ringling. The city would occupy the uninhabited shores of Sarasota and 2000 acres of Longboat Key. The 1.35-mile long boat causeway connected Armand's Key to the mainland. Armand's Key would contain the luxurious homes located in quarters formed from the division of the oval shape island by two boulevards meeting at the central park. The only bathhouse was constructed from the original design at Lido Key though it did boost the environment economy. John Nolen, a prominent architect, drew several plans for garden cities with the most successive being Clewiston and Venice. Other cities were never constructed including Alturas, Belleair and Maximo estates among others. San Jose designed by Nolen in 1925 was located at 4.5 miles from Jacksonville on 1000 acre piece of land. The suburb would attract a waterfront sports with the esplanade at St. Johns River and golf course while the supporting facilities would be two hotels, country club, yacht club, business center, parks and swimming pools. The town would have two entrances with gate towers designed by William Mulford Marsh and Harold Fredrick Saxelbye. Only a few structures were completed by 1926 when development was halted by the collapse of Florida land boom.

Seaside City is planned community in Walton County, Florida it is located between Destin and Panama City Beach. It was the first city to be built New Urbanism concept. The idea was instigated in 1946 when Robert Davis bought 32ha along the coastline of Northwest Florida. In 1979 Davis toured the area aiming to transform it into old fashioned shoreline town. Seaside is privately owned and therefore the government had no control over its design allowing the architect to implement their own zoning code. The commercial hub of the city has radiating pedestrian streets and open spaces throughout the building. The designer of the city required each housing unit to distinct in design; it also stated the hous-

ing should be hundred meters from the sea water. The resort community is relatively small and accessible by walk; vehicles are permitted in the city but emphasize is paid on pedestrian.

Celebration is a census-designated location and planned community located in Osceola County, Florida. The city was developed by Walt Disney Company neighboring the Walt Disney World Resort, after its founding Disney progressed to disburse the control of the town. Though most of Disney's businesses continue occupying building in the town there has been establishment of utility companies to offer services to the resident. The town is still connected to Walt Disney World Resort with it one of the primary street. The development of various structures in the town has being designed by various renowned designers and architects. The pioneer project was laid on 20km² in Reedy Creek Improvement District at a cost of \$2.5 billion. The 1990 town was designed with 20th century architectural style destined to carry low density population. The city was to carry the Disney brand hence the company paid attention to its structural design. It partner with various stakeholders such as health, education, and technology in implementing the policies and visions of the town.

The architectural design inherited most of the New Urbanism concept to fight the creeping and sprawling urbanization of U.S acreage. The design was organized to small towns with accessible pedestrian lanes, housing stock and abundant public spaces.²⁴ Despite the ambient design the city was more theoretical than practical as it failed to achieve racial and cultural diversity and security assurances due to its tendency to design everything including advertisement graphics. The over-engineering of the project brought about its failure, it was hurriedly built and most structures were substandard. By 2008 most of the houses had wearied off due their low quality that could not withstand climatic hostilities. The structures were rushed in construction and also unqualified labour force was deployed.

24. Stern, Robert, Massengale, John, *The Anglo-American Suburb*, Architectural Design Profile, 1982, p. 347.



F(4-25-31-11:35 AM - 2000) MIAMI-BILTMORE HOTEL, CORAL GABLES, FLA

12. Aerial View of Coral Gables looking north, 1931 (Image reproduced from Behar, Culot, 1997).

Chapter 3

Coral Gables

Coral Gables was created as a residential suburb of the nearby city of Miami in the early twenties of the twentieth century by the artistic and poetic but also speculative vision of George E. Merrick, a pragmatic man who invested in South Florida during the years of the housing boom.

Merrick moved to South Florida from Massachusetts with his family in 1899 at the age of thirteen, settling in Coconut Grove's hinterland where his father, Reverend Solomon Merrick, had bought a farm property of 160 acres, the Gregory Homestead. Within twenty years, the original land was transformed into a plantation of more than 1000 acres with citrus and guava trees, becoming the largest producer in South Florida by 1920.

In 1921, Merrick started the transformation of the plantation, by now expanded to more than 1,500 acres in a clearly and sharply designed suburb in which urban functions and houses are integrated in an environment characterized as an extended garden, mixing the green private property with the green public spaces of the large parks and of the extended boulevards to create a large urban garden. This project was conceived as a suburb for the American middle class, and went on to include houses and larger and more prestigious buildings, of which the Biltmore Hotel – a luxury hotel – is perhaps the most significant example.

The principles underlying the design of the suburb are inspired by the ideas theorized by the City Beautiful Movement and the Garden City Movement, which promoted aesthetic and functional improvements in the cities involved in the invasive and extensive industrialization pro-

cess. George E. Merrick embraced their key design principles, such as the use of the network, the diagonals, the separation of functions within the urban space, the extension of nature, of the wide boulevards, of public green spaces, the use of sculptural elements, the construction of civic and social centers and buildings. This makes them an integral part of the design of the new suburb, deepening, detailing and combining them, to harmonize them in a mutual dialogue with architecture, thus emphasizing the compositional, artistic and pictorial aspects of the whole environment. Large squares were created at the intersections of the main roads, entrances at the gates of the roads into the city, waterways going through the suburb from north to south and connecting it to the ocean, whose banks are overlooked by the dwellings. Merrick promoted Coral Gables for its “40 Miles of Waterfront”, which – with this double canal-garden view – created a typological variation of residences, a public swimming pool with Venetian atmosphere, as evoked by its name “Venetian pool”, sinuous streets interrupting the regularity of the road network, as well as the two extensive recreational green spaces of the golf courses.

Within just four years of the sale of the first lot, which occurred in November 1921, a city was modeled within a total area of 4,000 acres – that would reach the extent of 10,000 acres with the addition of the Biscayne Bay Section in late 1925, a total investment of \$ 100 million against a profit of \$ 150 million – designed and defined in all its parts and complete with all urban functions and services: it includes houses, public spaces, two theaters, a shopping area, a craft area, offices, schools at all levels of education, universities, the military academy, a concert hall, the public transport and lighting systems.

Architecture played a key role in the overall picture as it turned out to be an instrument whereby Merrick gave shape to his aesthetic and social aspirations and, at the same time, a connecting and harmonizing element in tune with the natural environment in which it is found. The design of the buildings is careful, complete and controlled in all its parts: the urban-planning standards of the construction, the size of the lots in relation to the areas of the houses, the distances from the borders, the materials to be used were studied, the details of the roofs

were analyzed, the colours of the facades were specified. But most importantly, through the study and the fine processing of the examples of the architecture of the Mediterranean coasts, in particular the Spanish, Italian and Moorish architecture, a new American architecture was defined, the *Mediterranean Style*, which could adapt and integrate better with the subtropical climate typical of the Florida region. The project supervision would be entrusted to Phineas Paist, who was responsible for maintaining quality and adherence to the original idea, anticipating the role currently played by the Board of Architects.

George E. Merrick's vision

The Coral Gables maps published in support of the promotional ads for the opening of the new sections allow for an analysis of the city's project in its compositional structure. Formally, the design of the city can be read as a superposition of two networks which form the scaffolding of the garden at the urban level. The first one, constituted by the road network, with its hierarchy of main axes and secondary roads recalling the general use of the City Beautiful network, is joined by a second one, made up of elements from the Park Movement principles, such as the canals that meander in a sequence of variously curved or straight patterns, the wide green spaces of the golf courses and parks, the diagonal roads, which loosen the stiffness and increase the scope of the environment. Two main roads cut through the grid, Coral Way in an east-westerly direction and the Granada Boulevard from north to south, a central axis that connects the city to the Beira Mar through the Biscayne Bay Section, the panoramic route along the ocean coast. "The Granada System would have completed the central axis by drawing upon the vastness of the bay to establish the breadth and scale of the city garden". The boulevards, also designed as large gardens, are long and wide green galleries including episodes of public gardens on a local scale, the wide squares, designed as a change compared to the private gardens of the houses¹, in a mutual dialogue emphasized by the clever

1. Behar, Roberto M.; Culot, Maurice G. (ed.), *Coral Gables. An American Garden City*, Paris: Norma Editions, 1997, p. 68-69.

play of openings in the architectures that define the space of these places. Here, the low walls variously articulated in coral rock, the pergolas, fountains and seats represent cozy resting places. The minor roads – whether in the commercial or the residential areas (although the botanical choices are different from each other) – also contribute to convey the general idea of a garden. The theme of the long green boulevards exists alongside that of the canals which – through the subsequent sections – reach the ocean, thus introducing the water theme into the city “that would expand the picturesque program and naturalistic imagery of the boulevards and streets”.² Merrick would propose the theme of water in multiple forms, going as far as to provide it with architectural depth in fountains, basins, water towers, culminating in the Venetian Pool.

The meshes of the network organize the functions of the city according to defined and regular spaces and, at the same time, make it other than what it is outside its borders – the chaotic expansion of the Miami suburbs – visually identified by the monumental urban-scale entrances placed at the main access roads. In the districts east of LeJeune Road, where the craft, commercial and industrial areas are concentrated, as well as along the Biltmore Way and further south in the University Course, the rectangular block – with narrow long lots – which allows the construction of shops and small houses is dominating. In residential areas, the street hierarchy determines its prestige by giving rise to the *functional zoning*³, through which the transformation parameters of the areas are defined, affecting the maximum lot size and allowing modulating the minimum selling prices of the dwellings that overlook them.

“A great garden set with houses, a park where all people can live to their best capacities”⁴, Coral Gables was conceived as an ideal place conveying the idea that a careful and complete design closely and consistently combining nature and construction – inferring its architectural

2. Ibidem, p. 77.

3. Lejeune, Jean-François, op. cit, p. 234-234.

4. Marjory Stone Douglas, *Coral Gables America's Finest Suburb*, Miami Florida, (about 1920), p. 4.

language and form from nature itself to better adapt to and integrate with the context – can create a better place for human life. According to Merrick, “Coral Gables is a City founded on what men usually, and of long custom, called intangibles [...] something of the ideas of Beauty and Romance, Poetry, yes and Music too that had impelled, yes and driven him, into the building of this City”.⁵ Each element of the design contributes to that effect, and great attention was paid in order for the implementation of the project to remain faithful to the original idea. The design of the houses was regulated by a number of building and zoning regulations that dictated the minimum distance of the building from the street, the minimum construction costs, ranging from \$ 4,000 to \$ 25,000 along the main avenues such as Granada Av., the compulsory purchase of additional lots for construction, determined according to the same hierarchy. The building types could therefore range from small cottages to more structured and larger houses. Exceptions to the regulations about the minimum distances from the street and the use of the Mediterranean style were introduced in 1925 for the construction of thematic villages. The regulations were also extended to the construction area, by making the exclusive use of concrete, coral rock, concrete blocks or bricks for the structural parts and the external infill compulsory; this should have been plastered, with the sole exception of the stone and brick masonry⁶. As from 1922, the first houses in coral rock were joined by plastered houses, introducing the plasterwork theme to enhance the play of light and shadow of the tropical climate of the place. The houses were variously provided with garages, jutting volumes, loggias, porches, inner patios – elements that allowed the design and the spaces of the house to be articulated by acting as a filter between the outside environment, the nature and the cozy internal spaces. The variously articulated use of fireplaces, chimneys, differently made vents, balconies, openings, iron railings, stone frames and curtains enriched the prospects, creating variety. The roofing material, for preferably sloping roofs, should have

5. Arva Moore Parks, *George Merrick, Son of the South Wind. Visionary Creator of Coral Gables*, University Press of Florida, 2015, p. 236-237.

6. Behar, Roberto M.; Culot, Maurice G. (ed.), op. cit., pp.123.

been in channel tiles. It is to be noted that the roofs of the first houses were built with old recycled tiles imported from Cuba, later replaced with tiles manufactured in the Craft Section, by using Cuban clay.

As a variation to the housing typology of the individual home, Merrick made extensive use of apartment buildings and hotels. Both types were allowed only in commercial areas and along the boulevards or the main streets; in the latter case, the buildings should comply with the specific regulations of the residential areas, thereby meeting – amongst other things – the constraints about the distance from the street and showing a more elaborate decoration pattern to adapt to the context.

The importance of the project and the consistency and harmony of the whole environment are exemplified by Phineas Paist, the architect chosen by Merrick to act as Colour Consultant, at first entrusted with preparing a colour plan for the city, who went on to become Supervising Architect, responsible for the final approval of all projects to be carried out in the city. Colour plays an important role in the intense light of Florida, and is widely included in the architectures with fixtures, curtains, canopies. The plaster itself is made with a primer with an intense tone to be damped by the subsequent application of a differently shaded but more transparent film, the combination of which gives rise to a warm shade⁷.

The choice of a Mediterranean style for the Coral Gables architecture, which George Fink described for the first time in an interview with *The Miami Metropolis* in 1923 as “a modified and americanized Spanish with daring exterior development”⁸, was Merrick’s recognition that this architecture would better fit the tropical climate and the natural environment of Florida and, at the same time, the desire to define a uniform style for the architecture of the city.

Merrick himself noted: “Just how I carne (*sic!*) to utilize the Spanish type in Coral (*sic!*) Gables, I can hardly say, except that it always seemed to me to be the only way houses should be built down there in those tropical surroundings. I made a trip to Mexico and Central America and was

7. Ibidem, p. 25.

8. Arva Moor Parks, *op. cit.*, p. 168.

more convinced than ever of the possibilities offered by the adaptation of the Spanish and Moorish type of architecture. The gleaming white coral rock, the palm trees, tropical flowers and verdure seemed to me to provide a natural setting with which Spanish architecture alone would harmonize". Marjory Stoneman further pointed out that the style adopted was a "modified type of Spanish architecture, thoroughly adapted to local needs" which would allow for "the right adaptation of an old charm to new ways of living and a new and unique setting"⁹. This style was actually not new since it had been widely used by Mezner in Palm Beach since 1916 and was anticipated by the use of the colonial style – a clear reference to the historical heritage of the state. As of 1912, James Deering was also building – in the Biscayne Bay, according to a project by architect F. Burrall Hoffman – Villa Vizcaya, an impressive Italian Renaissance villa with a large garden of Venetian and Tuscan Renaissance influences, which would be completed in 1922, with the collaboration of Phineas Paist and Paul Chalfin, both of whom were Coral Gables reference designers.

In Merrick's idea to build a complete community, educational institutions played a significant role and, to foster their foundation in the city, Merrick exposed personally by donating lands and money. Institutions of all types and at all levels were created in the city, including the Military Academy in the Business Section, of which the university is certainly the main element, emphasized by the central position in the Riviera Section design, based on this composition pattern. The schools, whether public or private – especially those run by religious institutions, which are variously represented in schools as well as from the more specifically religious point of view, with the construction of many churches – are mainly concentrated in the area of the city north of Bird Road, the first core of the development, often in the vicinity of the religious order they belong to. By 1926, the Elementary School in the Business Section had already been built, while the Ponce de Leon High School in the Riviera Section was being completed.

9. *Coral Gables. America's Finest Suburb. Miami, Florida. An Interpretation by Marjory Stoneman Douglas*, Coral Gables, Parker Art Print, 1925, pp. 20-21.

Religious buildings were equally important, and their construction was fostered by Merrick through the donation of lots to the various professions and congregations, with construction investments made by each of them for over \$ 500,000¹⁰. By the end of 1926, Coral Gables was housing the religious buildings of eight professions; the first of them to be completed was the Congregational Church, which Merrick belonged to.

True to what Culot described as “visionary practicality”¹¹, Merrick made extensive use of promotional and marketing materials to promote the Coral Gables project and encourage the purchase of lots by potential local buyers as well as by the rich North, where commercial offices would be opened. In newspaper articles and then in brochures, Merrick cleverly combined romantic descriptions often accompanied by drawings, in the first of which the theme of garden was widely used, while stressing the cost benefits of the purchase and highlighting the successful sales with an indication of the receipts obtained. The promotion of the region, the investment, the creation of the idea of a dream to buy were inspired by the recent American past with the promotion of the territories in the period of expansion to the west or south during the Gilded Age. Merrick cleverly exploited and gave value to these techniques and tools by developing new ideas and marketing techniques, such as the extensive photographic campaign entrusted to W.A. Fishbaugh, who portrayed the birth and development of Coral Gables throughout the attendant works – the photos were used for the various promotional campaigns and represent a valuable archive for the knowledge of the city and its architecture, as individually documented by the photographer – and the bus and train tours in the city from nearby towns, as well as the creation of social events associated with the suburb tours and with promotional events and sales of lots. Merrick created another interesting form of promotion for the city by commissioning famous writers such as Rex Beach and Marjory Stoneman Douglas to write stories and tales: they wrote *The Miracle of Coral Gables* and *Coral Gables America’s Finest*

10. A.Moore Parks, *op. cit.*, 246

11. Behar, Roberto M.; Culot, Maurice G. (ed.), *op. cit.*, p. 15.

Suburb, respectively.

The transformation of Coral Gables into a city was for Merrick somehow unavoidable and, as he stated himself, he wished that it went on to become a part of the city of Miami. Following the purchase of the last 6,000 acres of land from James and Charles Deering, what would be billed as the third expansion, the Biscayne Bay Section, Merrick realized that one single person would be unable to manage and implement such an extensive project, which by now had reached 10,000 acres (40.46 km²). In March 1925, he therefore decided to give legal form to the entity that would handle the real estate transactions by founding the Coral Gables Corporation. This operation was followed by a formal request to the Senate to turn the suburb into an autonomous municipality. After the Governor's approval, the city was founded on April 29th 1925 and the administrators appointed were the same as those for the Coral Gables Corporation.¹² Merrick became the chairman and held the majority of shares, an operation that would allow him to continue to monitor the implementation of the city both during the design phase and in the executive stage, as well as to make economic choices that would guarantee its completion. This is especially true for public facilities and infrastructure that Merrick deemed it necessary to include in the city and whose construction he would deal with almost by himself starting from 1925, outsourcing the building of homes. To this end, Merrick adopted policies aiming at donating lands and money, granting interest-free loans, reducing construction costs by making sure that the work estimates submitted by him were the lowest in order to be awarded the contract.

The Design of the Master Suburb

The development of Coral Gables took place in three stages, occurring from 1921 to 1926, as can be seen from the maps, which were always cadastral maps since they were meant for the sale of lots, and were later published to announce the development of new sections of the suburb. Indeed, Merrick consistently expanded his project with the regular pur-

12. Edward L. Dammers, Telfair Knight, Charles F. Baldwin, F. Wingfield Webster and George Merrick.

chase of new lands, which would cause the city limits to include the ocean for a total area of over 10,000 acres.

The map dated October 1921¹³, drawn up by Button and Bliss, is the earliest complete graphic representation of the nucleus of Coral Gables, which is located in a part of what was originally the citrus fruit plantation including the initial 160 acres of the Gregory Homestead¹⁴. It was published in November in support of the promotional material for the sales of what, in late October, was described as the “Subdivision Deluxe Just West of the City” by an article in *The Miami Metropolis*. This article mentioned the designers and emphasized the Spanish inspiration theme and the unique architecture, the extension of the paved streets, the coloured concrete pavements, and anticipated that what was being done was just a portion of a larger project for a new planned community that would be completed within 10 years.¹⁵ The map drawn up by Button for the zoning includes an area spreading out from Av. Sorolla, north of Coral Way, to Bird Road to the south and is bounded between Red Road to the west and Anderson Road to the east. In the northern part, a smaller section touches LeJeune Road. The design of the area is defined by a rigid rectangular grid bound to the zoning scheme used to define the individual plots of land of the plantations, a 160-acre squared area. The road system that separated the lots of farmhouses is now the network of the main streets, which the secondary roads system is set on. The regularity of the network is interrupted by such diagonal paths as the De Soto Boulevard or the Alhambra Circle and the two large green areas of the golf courses proposed in a still provisional position whose

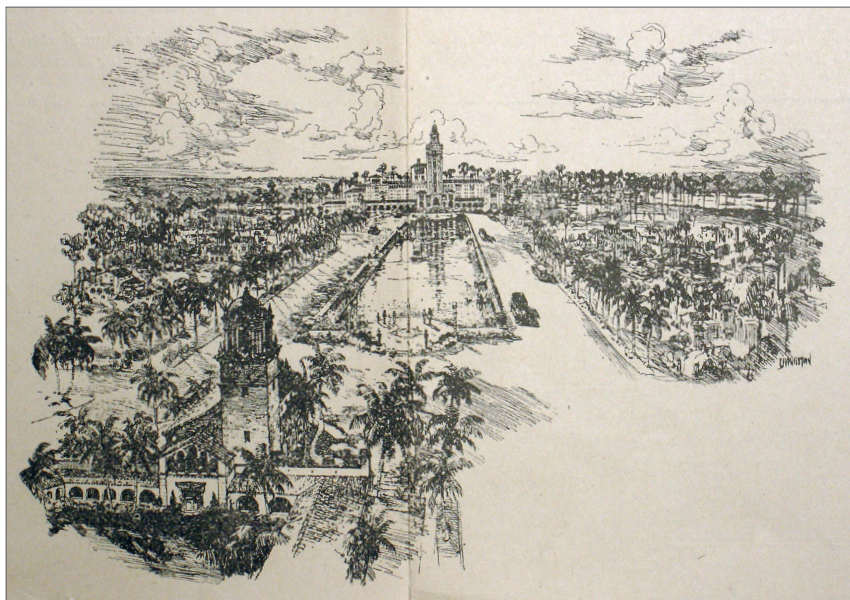
13. The map identifies the zoning as Coral Gables. “*Miami’s Master Suburb*” and bills George E. Merrick as the owner and developer, W.C. Bliss as civil engineer, F.M. Button as Landscape Architect, Dammers & Gillet and Harry A. Burnes as Selling Agents.

14. A drawing published by Arva Moore Parks represents the farm property of Coconut Grove in 1899, the year of purchase of the Gregory Homestead by Salomon Merrick. At that time, what was to become Coral Gables was the hinterland of Coconut Grove. The drawing shows the current name of the streets and identifies the property bounded by the current Coral Way to the south, Sorolla to the north, Columbus to the west (p.54). Anderson Road would border the property to the east.

15. Arva Moore Parks, *op. cit.*, p. 150.

design was just sketched, and then would be developed and included in the final map of 1924. With respect to its latest configuration, the Granada Golf Course here does not extend further than Granada Boulevard and goes beyond Coral Way in a land described in the map as “leased land”. The large squares are also already identified along Coral Way – a road system that connects the suburb with the nearby city of Miami to the east – at the intersection with the axes extending in a north-south direction such as Granada Boulevard and Columbus Boulevard. To the west, in the area that is now part of the Country Club Prado, a locational choice that might be explained by the expected expansion of Miami to the west, the project includes a business district spreading out between the virtual extension of the current Anastasia Avenue towards Red Road up to Coral Way, facing Plaza Augustine. Just east of this, a block is intended for public use, with a school, a church and a library; south of Alhambra Circle, in Columbus Boulevard, another block is meant for a “Hotel site”. All these destinations prefigure the clear and determined vision of Merrick in wanting to include public functions in his project, to be largely modulated in the sections that he would go on to develop.

In the next map dated January 1924, once again drawn up by Bliss, the suburb boundaries were expanded, extending north up to the Tamiami Trail, thus completing what was mentioned in the previous design where the Granada Boulevard extended beyond Sorolla Av. To the east, following the purchase of 140 acres announced in April 1922, they reach Douglas Road and include sections K and L and the Douglas Section to the north. The southern portion – already referred to as “under development”, in the map of 1921 – outlines the Golf Course with the lakes and canals in a quasi-final configuration and identifies the location of the upcoming Biltmore Hotel, here still generically referred to as “Proposed Hotel”, as well as the New Country Club; the surrounding area is also only hinted, and its final configuration will then be readable in the map of 1924. With respect to the previous design, the business district is now relocated to the east, between LeJeune and Douglas Roads. This was most likely due to this new area being closer to the expanding city of Miami, thus making it become a filter element with respect to the



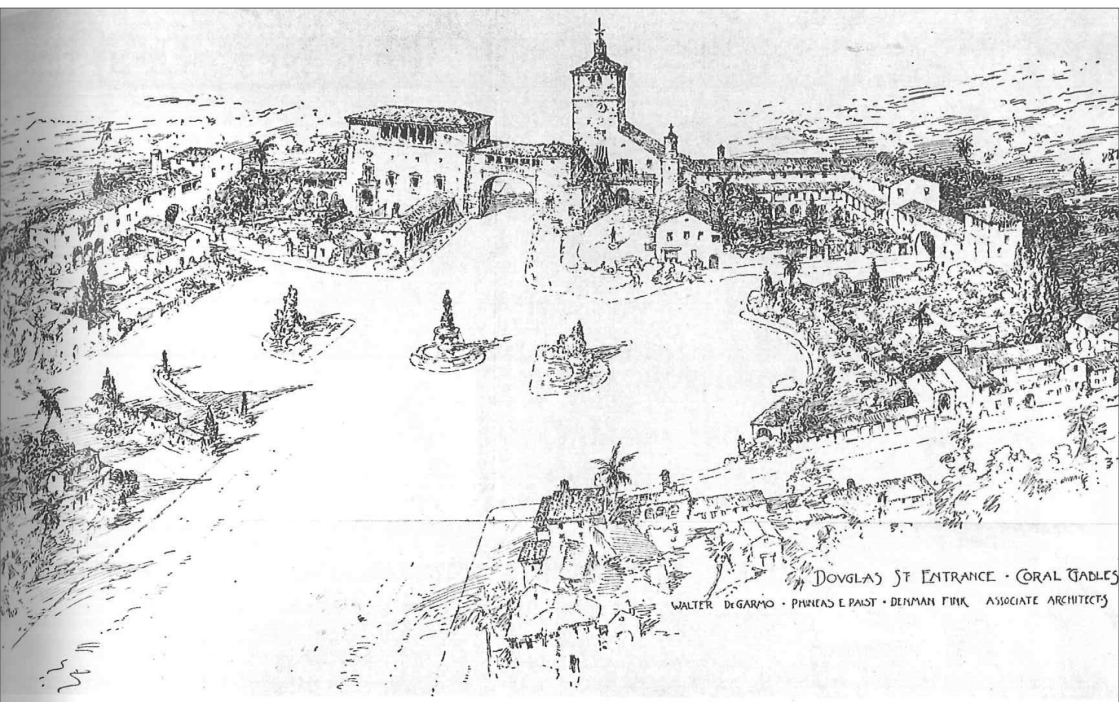
15. Perspective view of Columbus esplanade, drawing by Livingstone, 1924 (*Coral Gables Bulletin*, March 15, 1924, HMA).

residential area that was preferably concentrated west of LeJeune Road. The eastern area was reworked in the shape of a long 50-foot wide tree-lined boulevard, the Country Club Prado, spreading out from Sevilla Av. to the Tamiami Trail to the north, flanked on both sides by wide driveways. The map, compared to the previous version, showed a more elaborate and defined project in which the key elements of the overall design started to become more evident and were organized within the regular grid of blocks in various forms, thus creating variation and movement while facilitating the connection between the various parts of the suburb. The hierarchy of the paths was now evident, underlined by the presence of large squares along their length. Granada Boulevard identified the north-south axis, which – spreading out from Tamiami Trail to the north – went through the entire suburb from north to south up to the Cocoplum Plaza, which would host the last section – that of Biscayne Bay. While in the first section the route had a linear trend, in



16. The Country Club Prado designed by Denman Fink, drawing by Livingstone, 1924 (*Coral Gables Bulletin*, March 15, 1924, HMA).

the final part of the design the reference to the curve introduced the sinuosity that characterized the path in the Country Club Section further south. Coral Way, with the several squares that run throughout it, became the west-east connection axis that, with its extension, would connect the suburb to the nearby city of Miami to the east. At the intersection of these two axes with minor road axes there are many of the city's squares, mainly located in this first development section of the city, whose spatiality was normally anticipated by the coral rock columns hosting the architectures that defined the space, decorated with fountains, basins, pergolas, variously high walls including doors or views towards the neighboring gardens, which contributed to the creation of a common garden where public space and private space merged together. The central role of the Coral Way axis would be reflected primarily in the section included in the commercial area. In this part, which would be referred to as Miracle Mile during the 1940s, indeed, the main build-



17. Douglas Entrance, drawing by Walter DeGarmo, Phinias Paist and Denman Fink, associate architects, 1924 (HMA, Walter C. DeGarmo Architectural Drawings, R5D-56).

ings and the most impressive buildings in the city would be constructed. These include the new Sales Office, located on the corner of Coral Way and Ponce de Leon, designed by Phineas Paist, Denman Fink and Paul Chalfin. The announcement of its creation, in August 1925, was accompanied by the project of an impressive architecture, the Colonnade, based on the design of the Palace of Charles V in the Alhambra.

Interestingly, the map also shows the first major public buildings of the city. In addition to the Proposed Hotel in the area “under development”, these included the Golf and Country Club on the corner of Granada Boulevard and Greenway Drive facing the Granada Golf Course, south of Coral Way, the College of Young Women of the Sisters of St. Joseph,

a catholic school built in Spanish style and designed by DeGarmo and Paist in the block between Indian Mound Trail and Sevilla Av., as well as the Congregational Church near the upcoming Biltmore and finally, on the corner of Sevilla and Toledo, the Venetian Pool. The indication of "Grotto Park" on the 1921 Bliss map near a basin specified the location where it would be built, which was originally the site of the quarry with which the first houses were built in Coral Gables. A painting by Denman Fink published in March 1924 in *The Miami Herald* shows what would be the core of the system of the leisure facilities designed for the city. The smooth lines of the pool evoke a natural environment, as is also demonstrated by the emergence of the rocks and the project of the green space, deliberately sought out by Fink, who inserted the bodies of the service buildings in the background, with the towers that become a privileged place of observation during the events. The works for the "Pool at Coral Gables to be Venetian Lake" began in March 1923, underwent many slow-downs due to the continuous changes made by Fink to the project, and ended in December 1924.

The Business Section hosts the indication of a hotel, the Coral Gables Inn, of the Alcazar Tea Room, a fire station, a bank and a post office in Alhambra Plaza and, a few blocks north, the Coral Gables Elementary School, which would be built in the adjacent block to the south. Finally, a proposed stadium is located in the Douglas Section near the Commercial Entrance.

Along the northern and eastern borders, at the main entrance ways to the city, is an indication of the gateways, the Prado, Granada, Douglas and Commercial, respectively. Real access doors, architectures that define the city limits, the separation from the outside, they are never perceived and designed as barriers, though. The El Prado Entrance, located on the northwestern border of the city on the Tamiami Trail, is introduced by a symmetrical design of pillars with lanterns, placed along the two access roads converging to a semicircle. At the center is a fountain, in a raised position that sets the composite axis of the subsequent southern composition. On the sides of the fountain, two vaulted passages defined by two pillars lead to the two pergolas that flank the long rectangular

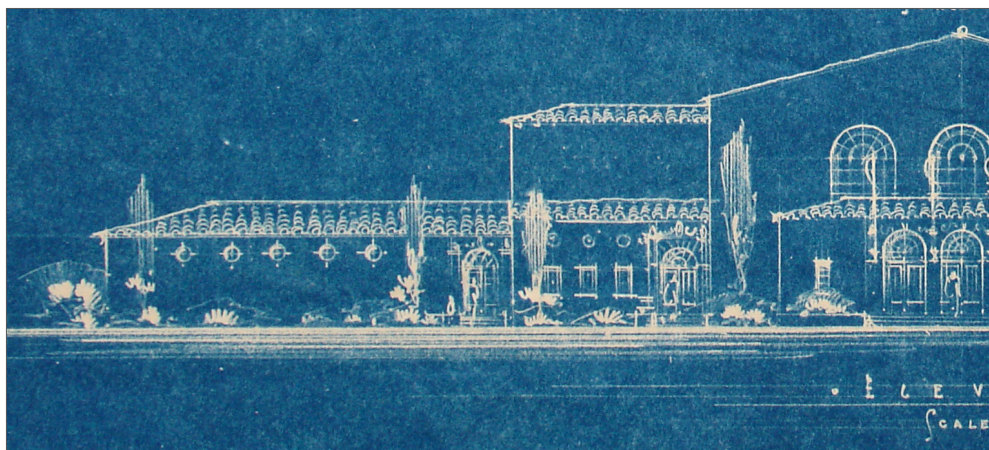


18. University of Miami aerial view. Preliminary study by Denmark Fink, Phineas Paist and Paul Chalfin, 1925 (image reproduced from Behar, Culot, 1997).

basin in its length, which culminates in a circular basin with a central second fountain. Beyond a new pergola passage, this time perpendicular, there is a green lawn, dotted by trees on its sides, which continues for another nine blocks. This large formal Renaissance garden was probably designed as a connecting element between the upcoming city of Coral Gables and the future suburbs of Miami, which were believed to be going to develop to the west of the city, including the expansion of the same city represented in a map of 1934. Merrick was the one who wanted this expansion, to include the new Seaboard Railroad Station in Coral Gables, thus transforming this area into a new Industrial Section

that would favor the industrial growth of the inland areas. These new areas of expansion would host more affordable houses, still built according to the quality and aesthetic standards of the city, proving that high-quality architecture could also be applied to low-budget housing.¹⁶ The Granada Entrance, also placed on the Tamiami Trail to the east, introduces the main compositional axis that runs along the north-south direction, dotted all along by large squares with pergolas, fountains (at the intersection of Coral Way) and basins (de Souto). Completed as early as in 1923, it is a true gateway to the city inserted into a town-wall. The design of the massive and yet elegant structure in coral rock, with a tiled roof, is characterized by its symmetrical pattern set on the main depressed-arch passage for cars in the street. On its sides, two smaller and shorter pedestrian walkways are preceded by a pergola structure supported by pillars on one side and leaning against the wall in coral rock on the other side which, developing perpendicularly to the building, spreads to the sides to delimit and introduce the entry space. Located on the Tamiami Trail at the intersection with Douglas Road, the Douglas Entrance (also called Puerta del Sol) is the first access to the city when coming from Miami, distinguishing itself from these by the articulated and elaborate design that extended to the creation of an entire village. The design by DeGarmo, Paist and Fink of 1924 shows a set of Mediterranean-style buildings made around a large square at the center of which is a polylobed fountain serving as a road intersection. The impressive complex, in whose play of volumes the entrance stands out, together with a large depressed arch hosting what appears to be a windowed corridor, and the adjacent ones of the tower and buildings on the sides, also included buildings for apartments designed by M. Hampton. The original design was completed only in the case of the main buildings of the entrance, those adjacent to it and the side wings, that is the portion facing Douglas Road and the Tamiami Trail - compared to their intersection, the built complex was rotated by 45 degrees. By now, the Douglas Entrance has lost its access function to the city and its presence has become, unlike the other gates, hard to perceive and

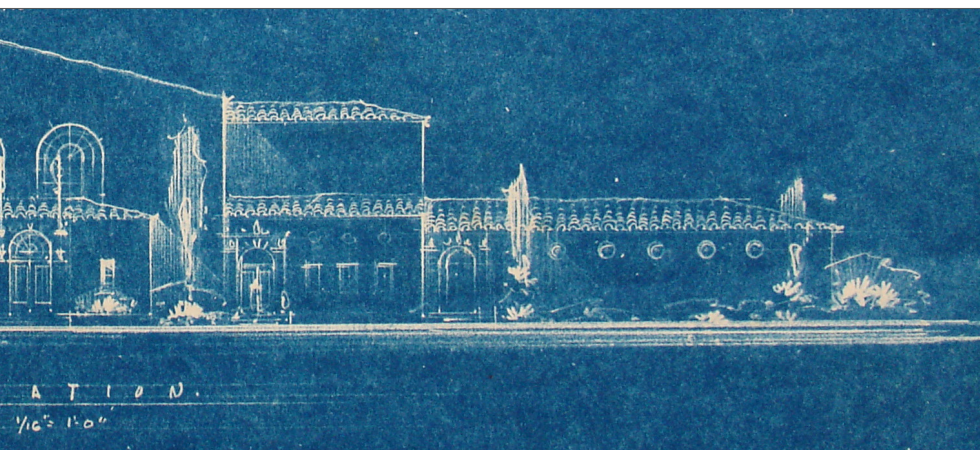
16. Arva Moore Parks, *op. cit.*, p. 159.



19. Proposed Gymnasium Building for the University of Miami, Coral Gables - Florida, Phineas E. Paist and Harold D. Steward Architects (n.d.) (UMA 8-10-5).

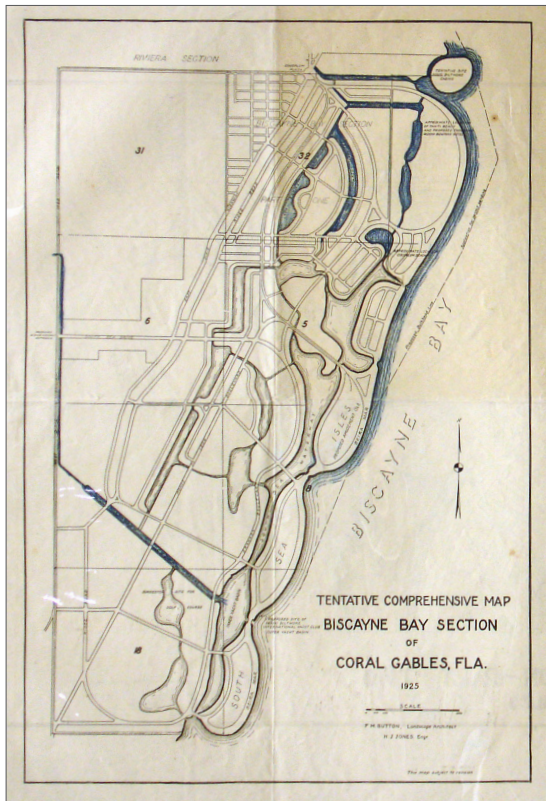
recognize due to both the lush vegetation that hides it – which, however, does not conceal the visible high buildings that surround it – and the road network being closed at the intersection. This has transformed the area facing the gate in a parking lot and has changed the view of the place both from the main roads and in the interior of the block. Although the visual axis of perspective is maintained here – the roads are today secondary service roads to the structures found in the block and, anyway, are perceived as private due to the presence of the sidewalk and the reduced width of the street – the historical complex is, however, suffocated by the construction of a large number of high rise buildings, even very close to one another.

The Alhambra Entrance (originally Commercial Entrance) is located in Douglas Road at the entrance of the diagonal and then sinuous road network going through the regular mesh of the city from east to west and continuing south nearly to S Dixie Hwy, crossing the shopping area and then the residential area of the first two extensions to reach the university. The entrance has a coral rock architecture similar to that of the Granada Entrance, although on a smaller scale and with an unsymmetrical design livened up by the turret, with a vaulted passage at the inter-



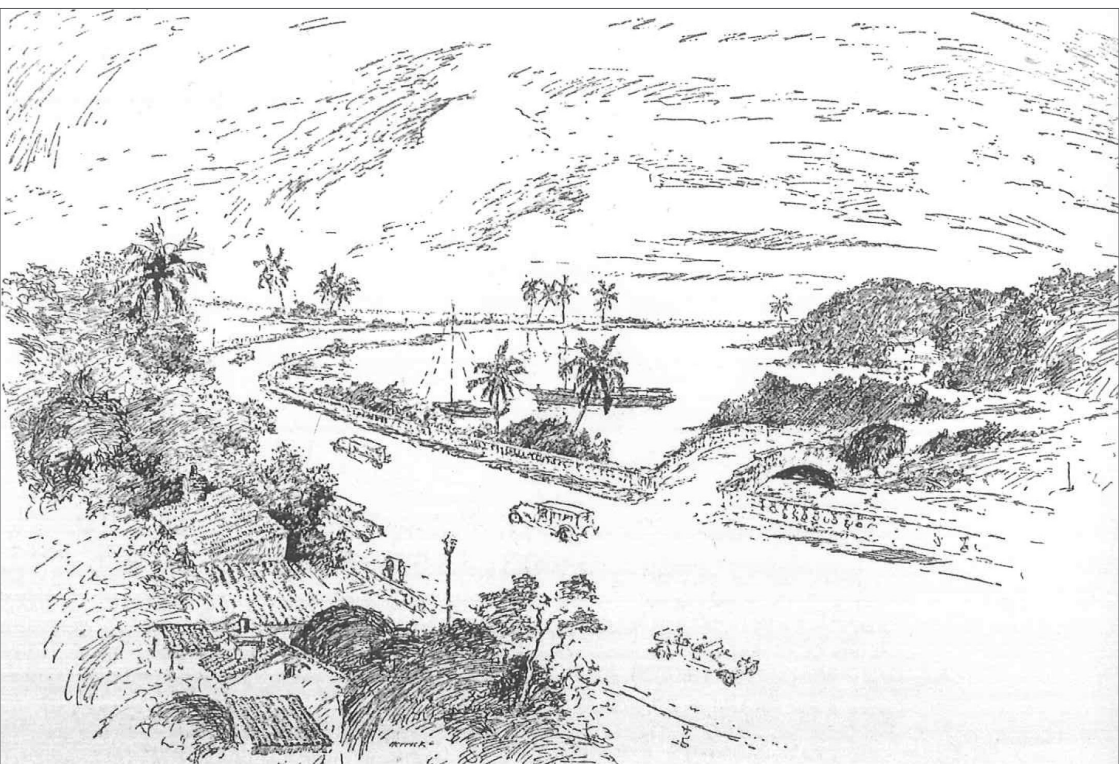
section of one of the two running directions, while the other is defined by two pillars and, right by the two arched walkways, a pergola.

The continuing expansion of the Coral Gables project follows the incessant Merrick's land acquisition policy, as can be seen from the map dated December 1924 that shows that, in less than one year, the city limits spread out, south of Coral Way, from Anderson Road to the west up to Douglas Road and touched Bird Road to the south. In this new territory, which also includes a residential area, in the district between the border with the city of Miami and LeJeune Road, the Craft Section was created south of Coral Way, in order to host the production and craft activities, even in support of the construction works of the city itself. Announced in November 1924 and designed by Phineas Paist, this new section with its compact shape would host, in addition to a public market, craft shops and stores and, on the top floor of the buildings, the homes. The Art Center, completed in June 1925, was intended to house the artists, engineers and architects from the Coral Gables Corporation and also included an architecture library and F. Button's office. A large central square, a long shaped park bordered by long arcade passages connecting the two horseshoe-shaped buildings, located in the Ponce de



20. Tentative Comprehensive Map of Biscayne Bay Section, F.M. Button, 1925 (HMA).

Leon Boulevard road system, between Seville and Palermo, was meant to house a Permanent Exposition Hall for products made by local artisans. The Coconut Grove Section south of this area and Flagler Street north of the Tamiami Trail completed the area destined to the services and the tertiary sector, which was thus becoming a compact block with a strategic location adjacent to the city of Miami. A long central road, the Ponce de Leon Boulevard, crosses the area from north to south linking its parts and becoming a focal element not only composition-wise but also from the functional point of view. All along, in this portion of the project which is still purely linear, beyond the sinuous movement that



21. Biera Mar Boulevard, drawing by Denmark Fink, 1925 (image reproduced from Behar, Culot, 1997).

characterizes its initial part in the north – counterbalanced by a geometrically irregular block – the diagonal and variously curved streets start at the gates of the city, the Antilla East Hotel (now E Ponce de Leon Boulevard) from the Douglas Entrance, the Alhambra Circle from the Commercial Entrance, the Coconut Grove Drive from the Coconut Grove Entrance and the current Merrick Way from the Bayside Entrance; the latter two entrances were newly designed but have never been built. In the Craft Section, below the central square, the Anastasia Drive connects – with its curvilinear shape – the eastern area with the residential area of the city and, finally, the large green lung of the current Biltmore Golf Course, thus connecting itself to the north-south axis of Granada

Boulevard by Bird Road.

To the west of LeJeune Road, in the new expansion project, the Biltmore Section was announced in August 1925. Built in a 160-acre area purchased for \$ 2.5 million, this section included a commercial area in Biltmore Way and luxury apartments; a luxury hotel with 310 rooms designed by George Fink in what would be described as pure Mediterranean style, the Anastasia Hotel, was also expected to be created in the following Country Club Section part 6, and these show a clear change in Merrick's approach to the creation of a city for the bourgeoisie. The hotel looked like a massive three-storey building that stretched on a triangular lot with an octagonal tower on its corners as a connecting element of the composition, inside which there was a large patio.

This first expansion area is characterized by the highest density of accommodation facilities such as hotels and hotel apartments, some of which were created for the purpose of hosting the employees of Coral Gables Corporation, such as the San Sebastian Apartment, between LeJeune and Anastasia (today, University Drive), designed by Paist in the Craft Section.

In this area, on the border with the city of Miami, in the block between Douglas Road and Coconut Grove Ride, the first medical facility of the city – the Tallman Hospital – would also be built and opened in 1926. A project of the building shows a high, massive and variously articulated structure in height, allegedly a raised part that was never built, spreading over thirteen floors, the last of which features a pentagonal loggia. A second health facility was planned in the area that the map of December 1924 identified as "Sanitarium".

The map of December 1924 shows a progressive variation in the mesh design that, in its southern portion, near the golf course, began to be characterized by the softer and less regular shapes of the blocks due to the introduction of a more organic and fluid pattern of roads, a clear reference to the City Beautiful, which would be further developed in the Riviera Section as is shown in the map published in May 1925. To the south of Bird Road, indeed, especially in the eastern part, the design of the blocks is characterized by curves and sinuous shapes which ul-

timately allow the mesh to be rotated, thus adapting it to the diagonal line defined by the Miami-Homestead Highway (today, S Dixie Highway), as well as to connect the design of the section south of this, setting a new composition axis focused on the future University of Miami, also emphasizing the role attributed by Merrick to this institution from the compositional point of view. Beyond the diagonal road system, the new generating line perpendicular to the major road – as a discontinuity element in the overall design of this section, which today appears to be a real barrier and separation element between the areas north and south of that section – connects the university area with the University High School and, along Mall Street which virtually proceeds along the Yacht Basin, finally joins the Biscayne Bay Section in Coconut Plaza. An artificial canal system articulates the space, integrating in the urban fabric and introducing a material and visual variation element, which helps create that idea of extensive garden, where the natural and artificial components come together, and which pervades the conception of the city. The canals are then compositional elements of the design that runs through the whole section, going north in the Granada Golf Course, finally joining the Miami canal system to the east. But it is also a communication system and a “romantic” link between different parts of the city, which are connected from north to south by it, with a view of a city facing the ocean and of a direct link, with original Venetian gondolas, between the Biltmore Hotel and the future luxury resort on the coast as planned in the Biscayne Bay project. Finally, the canals also offer the opportunity for a new type of residence, with double outlook, one over the city – the land – and the other over the water, thus opening new views with respect to the hinterland.

The road system in the Riviera Section sets out the main north-south arterial roads of the northernmost section, creating a continuous connection between the two parts, but here they adapt to the design by assuming a winding course that runs diagonally through the area. The long straight perspective of the Granada Boulevard, widened in its regular section only at the two large squares of Ponce de Leon and De Soto, near Bird Road bends in a curve and then adapt to the fluid design of the canal that runs along the golf course and then the university

site, and finally continues along the canal and the yacht basin to end in Cocoplum Plaza, where LeJeune Road also ends. Unlike the Granada Boulevard or Riviera Drive, which also ends in Cocoplum Plaza, LeJeune Road keeps intact its straight path throughout the inner part of the city, despite the map hints at a bending movement, which did not actually occur, in the industrial section, at the planned Dock Basin, also unfinished. This definitely resulted from the rigid network of the first expansion phase and, to the south of the University Concourse, to its bordering function with Miami. The Ponce de Leon Boulevard in the project plays a key role in relation to the transport and traffic issues, about which Merrick was particularly sensitive as he was aware that the access to the national transportation system would also reduce the distances and help the growth of the city.¹⁷ Along the way, indeed, the rapid transit line from the north was scheduled to be created which, as indicated by the map, would cross the commercial area, the craft area - here in the vicinity of the Permanent Exposition Hall, a second station was planned to be built which would have been served by an extension of the Seaboard Railroad line - and the industrial area up to the University Concourse where, opposite to the university, the new Florida East Coast railway station would be built; from here, the rapid transit line would continue along the new extension of the Ponce de Leon Boulevard up to Sunset Drive.¹⁸ A 1925 drawing shows the proposed new station, a compact two-storey building, with exhibition halls in the upper floor, on whose sides there was a long loggia, parallel to the University

17. This view is reflected in the expansion to the west to acquire the Seaboard Railroad Station.

18. Following the arrival of the trolley in 1925, Merrick contributed to the construction of the Coral Way, then interrupted at Douglas Road, up to the SE 3rd Av. Through the Coral Gables Corporation, he also started a new company aimed at dealing with the creation of the Coral Gables Rapid Transit line. This would connect the city to Downtown Miami, continuing from Flagler Street to Miami Av. to the south up to SW 13th St and then to the west, along Coral Way up to Ponce de Leon Boulevard. The trip would last about 20 minutes. In June 1925, one month after the completion of the Rapid Transit line, the circular route of the electrically-powered tram was inaugurated; starting from the intersection of Coral Way and Ponce de Leon Boulevard, the route proceeded along Biltmore Way and then down to Segovia, up to Bird Road and finally turned back.



22. French Country Village, Caligula Avenue (2013).



23. Chinese Village, Maggiore Street (2013).
Chinese Village, interior garden (2013).



24. French XVIII Century Townhouse Village, Cotorro Avenue and Leonardo Street (2013).
French XVIII Century Townhouse Village, Hardee Road (2013).



25. Colonial Village, Santa Maria Street (2013).
Colonial Village, view from the golf course (2013).



26. Dutch South African Village, Maya Avenue (2013).
French Provincial Village, LeJeune Road (2013).

Concourse. The map also included the University High School, a group of buildings designed by Denman Fink in the classical style of Coral Gables over a total area of 165 acres, the Mahi Shrine Club provided with a temple and a golf course, washed to the south by the Mahi Waterway, a canal flowing into the Coral Gables Waterway by the yacht basin, which closes the ring that, departing by Blue Road, creates the broad stretch of water in front of the university. In the east, in Riviera Drive, at the intersection of two canals, a nursing home (sanitarium) was proposed, while in the industrial section immediately above it, a docking basin fed by one of the canals was indicated, the industrial waterway, actually interrupted at the Riviera Drive for failure to complete the basin. The area of the Sanitarium would host the second health facility in the city, "The Towers", a Kellogg Institute-like rest resort consisting of five blocks of buildings flanked by two high towers.¹⁹

The idea of a hotel provided with a country club was included in the map as early as in 1921. In February 1924, Merrick announced the early project of a hotel with 350 rooms worth \$ 1.25 million, designed by Martin L. Hampton in Mediterranean style. The high tower, developed according to the Giralda in Granada, is the focal point – though it is in a non-central location – of the composition of volumes that, assuming various heights, give movement to the whole structure; an extended use of arches connects the protruding volumes and disengages the space. A subsequent announcement in May 17th 1924, accompanied by a new project by architects Schultze & Weaver from New York, marked the end of the negotiations with John McEntee Bowman, the owner of the Bowman-Biltmore Corporation, for the construction of the Biltmore Hotel. The new facility, a 400-room hotel, also in Mediterranean style, looks like an impressive building with a symmetrical design dominated by a fifteen-storey tower that ends with a dome on three levels. The tower, which just like in the previous project was inspired by the Giralda, is part of a thirteen-storey block with a lower volume on its sides, inclined with respect to the central body of the structure, thus resulting in an

19. Arva Moore Parks, *op. cit.*, p. 245.

upward movement focused on the tower itself. In addition to the hotel and the adjacent Country Club complex, there are a golf course and a swimming pool. Started in February 1924, the works were concluded after less than two years and the facility was inaugurated in January 1926. Designed from the very beginning as a landmark piece of architecture of the city with its imposing mass dominated by the high tower – until a few years ago the only visual focus of the city, a hierarchy now altered by the presence of high-rise buildings in the downtown section – the opposite area was initially designed to accentuate the picture, with a play of reflections in the basin-mirror, at the same time making it communicate with the facing Congregational Church. The formal parterre with a length of 1,000 feet and a width of 300 feet, the Columbus Esplanade, was described as an “atmosphere of an Italian garden with a fountain”. The long mixtilinear basin at the center of the composition, represented in Livingstone’s perspective sketch,²⁰ comes with a green edge and on its short sides, at the two semicircles, a circular “square in the square” with a central fountain in the form of a water jet at ground level; all around there are roads for the access and passage of cars.

Miami University is the project for Coral Gables that Merrick pursued with the greatest tenacity and to whose construction he also contributed financially by donating land and subsequent money. Merrick recognized the key cultural role of the institution, including in relation to the future development of the area and of the city of Miami, realizing its potential role as a meeting point between the United States and South America, thanks to the favorable geographical location of Florida. The construction of the university complex was announced with an advertising campaign in local newspapers on June 3rd 1925, which also included the launch of a fundraising campaign for its implementation. The map of May 1925 identifies the 160-acre area, donated by Merrick, which would house its construction and which stood out in the design as a central element of the composition of the Riviera Section. The ambitious project represented in Denman Fink’s, Phineas Paist’s and

20. The sketch was published in the Coral Gables Bulletin in March 15th 1924.

Paul Chalfin's designs consisted of a complex of twenty-two buildings in Spanish Renaissance style. The main building, centrally located and overlooking the lake, is the focal point of the Riviera Section project, of which it is also the organizational axis; the wide staircase underlines its grandeur and the high tower on the side of the access portal highlights its central role in the composition. A long portico connects the main complex to the other buildings that are variously positioned on the site, which include an administration building, a library, a chapel and separate buildings for the various disciplines. On the left, there was the area probably meant for recreational activities, with the stadium, separated from the main academic area by a circular square with an obelisk in the middle.

Although the foundation stone of the Administration Building, dedicated to his father Salomon G. Merrick and the first construction site of the area, was laid in February 4th 1926 and the works were started in the spring of that year, its construction, as well as that the university, was suspended for more than two decades because of the reduced availability of funds for the completion of the institute, exacerbated by the deep economic crisis. The university site was transferred in October 1926, at Merrick's suggestion, to the Anastasia Hotel, under construction between Anastasia Av. and Segovia Street, modified on the basis of a project by Phineas Paist and Denman Fink, who adapted the premises to host the new function. The nearby San Sebastian Apartment Building was instead intended to accommodate the female dormitory, located on the third floor of the building, while a part of the first floor was meant for the cafeteria. On the other hand, the male dormitory was created by a private developer, J. E. Hines, who built a structure to accommodate 350 students close to the campus. With the end of World War II, the works in the original location were resumed to implement the 1926 project, albeit with a completely different design and a modern architectural language. At first, temporary wooden facilities were built in order to accommodate activities and students, followed as from 1955 by a massive building campaign that led to the permanent transfer of all activities to the new premises in 1967.

The land boom of 1924 speeded up the expansion and construction of Coral Gables. The purchase of individual lots for the construction of private residences was accompanied by real estate investment by companies or national groups that would make important economic transactions with large capital flows and high execution ability, with the construction of even 400 homes in eighteen months by one single company. The presence of these domestic investors introduced new professionals, renowned architects but also companies always operating under the direct supervision of Merrick and his team. The Coral Gables Corporation, now engaged almost exclusively in the construction of public facilities, outsourced the construction of homes to these external builders as of 1925. In August 1925, an investment plan was announced by the American Building Corporation, a group of industrialists from Cincinnati, valued at \$ 75 million for the construction of 1,000 new homes, which would include a series of villages in styles other than the Mediterranean style used in the design of the city, resulting in thematic variations within the rigid uniformity of styles that multiply and modulate the concept of thematic architecture of Coral Gables itself, built in a Mediterranean style represented by the combination of elements of the Spanish, Venetian, Moorish and Italian styles. The new buildings, as announced, would have a minimum cost of \$ 30,000 and would be designed in Venetian, Persian, Italian, pioneer, Tangier, Mexican, French, African bazaar, Eastern-Indian, South-African Dutch styles, designed by architects experienced in every style. Out of the villages originally planned, only seven were built, variously located mainly in the Riviera Section. Here the American Building Corporation created the French Country village in Hardee Road, designed by architect Phillip Goodwin from New York and the Normandy-style French Village on a 5-acre lot between LeJeune Road and Riviera Drive, designed by local architects John and Coulton Skinner, as well as a group of houses in Italian style and colonial style (the Florida Pioneer Village) down Santa Maria Street facing the golf course to mix the two green spaces.

The Chinese Village south of Dixie Highway, immediately beyond the canal, whose works – though announced in June 1925 with the publication of some drawings in *The Miami News* – did not begin until the

following year according to the project by Henry Killam Murphy. The Chinese Village, with limited size if compared to the other villages, was characterized by the bright colour range of its architectural and decorative elements, and especially by the sophisticated and interesting harmonious contrast generated by the association of elements from the tropical imagination such as palm trees and lush vegetation with those from the Eastern culture.

The announcement of the purchase of 6,000 acres of land in February 1925 from James and Charles Deering – for a price of \$ 6 million – started the implementation of the Biscayne Bay Section project that would allow the city to have an outlet to the sea, thus reaching with this section a total area of 10,000 acres (40.46 km²), with a total investment – at the end of 1925 – of \$ 100 million. The ads published would read: “A city with six miles of bayfront, with miles of broad boulevards, the International Yacht Club, imposing hotels, thousands of homes”.²¹ The new area also included a series of small islands that the Tentative Comprehensive Map of 1925 named South Sea Isles, connected by an elevated panoramic route, the Beira Mar, based on the seafront promenade of Rio de Janeiro or the Havana Malecon, originating near Cocoplum Plaza. The project involved the construction of three extensive lagoons connected to one another, a South Seas-like beach, the Tahiti Beach – the only project actually implemented by Merrick in the area – the construction of a luxury hotel with 1,000 rooms and the adjoining casino of the Biltmore chain and a yacht basin, as well as the construction of more than 5,000 small homes in Italian, French, Egyptian and Algerian styles that would provide access to the area even to the people with lower income, as well as apartment and trade buildings. It was a total investment of \$ 100 million. This area, and especially the hotel on the coast, would be connected to the Biltmore Hotel and to the area north of the city by a still existing canal system which today, in Cocoplum Plaza, opens up towards the ocean. Designed by Paul Chalfin by adapting a previous design prepared for James Deering, the Tahiti Beach is a

21. Arva Moore Parks, *op. cit.*, p. 230.

large and picturesque public space hidden by the vast and thick forest of mangroves. The white sandy beach lined with palm trees and a South Seas atoll would host accommodation and entertainment facilities such as the dance floor with the bandstand and the huts that took inspiration from those of the tradition of the local tribe of Seminoles; it is an extravagant place – if compared to the larger and structured spaces in the city – but well-connected to these by the canal system – and a transition element to the accommodation facilities that would be built further to the south.

The hurricane that struck Miami in September 1926, the worsening of the economic crisis, with the insolvency of land owners in paying the installments of loans and municipal taxes, aggravated the financial situation of the municipality, as well as Merrick's economic situation. This forced him to abandon the projects of the new section and to try to work out with banks and investors a refinancing plan of the city's debts, which would be signed after years of negotiations in April 1942 and for whose finalization Merrick definitively relinquished any operational and decision-making role within the city and the companies that – in various capacities – were dealing with the construction or the management of the Coral Gables activities. In spite of the hard economic situation, the works continued – though at a slower pace – in the other sections, completing what had been started. Among the most significant works, in 1928, the City Hall – located centrally at the intersection of Coral Way and LeJeune Road – was completed; the works, based on the project by Paist, DeGarmo and Denman Fink, had been started two years earlier. The building, in classic style, is constituted by a regular volume of three floors with different height including a half-rotunda with peristyle with Corinthian columns which identifies its main (elevated) floor. Above the pavilion roofing of the central body is a tower, in a central position with respect to the composition, which, with its height, gives movement to the raised structure.

Coral Gables after George Merrick

During the war years, the construction activity in the city was suspended and then resumed in the mid-40s, with operations concentrated mainly in the still undeveloped area south of Bird Road. The most significant project was the construction of the university on the site originally intended for this purpose by Merrick, by enlarging it with the purchase of new land - the site initially included only one small building in Mediterranean style for apartments and the skeleton of the Administration Building, which had been previously built – and concentrating on the campus all the functions that over the last twenty years had been performed in the Anastasia Building and in several other properties subsequently acquired in adjacent areas. In 1945 the then rector, in conflict with the original Merrick's plan, entrusted the design of the new campus in modern style to Marion Manley,²² and the existing skeleton of the administration building was also used as a load-bearing structure for the construction of a building complying with the new style.

The colonial style that began to be used in the late thirties spread greatly alongside the modern style, resulting in concern and perplexity in the population, because they saw the new city distance itself from its original image, which required a type of architecture taking as a reference only the Spanish, Italian and Moorish styles and was subjected to strict regulations. The attempt by the municipality to limit the dissemination of these new buildings was not successful despite the extension of the planning and zoning board, of the competences and powers vested in it and the inclusion of Denman Fink in that board. The new aesthetic orientation, which DeGarmo himself believed that "threatened to destroy the City Beautiful uniqueness"²³, had a great impact on the Business district as well. In an attempt to revive this area, starting from 1944, restructuring and demolition policies were implemented in the area between LeJeune and Douglas Roads for "old fashioned" buildings to transform it not without controversy, along the same lines as the coeval Lincoln Road in Miami Beach, in what Arva Moore Parks described as a modern

22. Arva Moore Parks, *op. cit.*, p. 342.

23. *Ibidem*, p. 342.

“fashionable, high-end retail district”.²⁴

The coexistence of these two antithetical souls in the city, the traditional Mediterranean-style architecture and a more modern and functional style resulted in division among the residents, which also arose within the Architectural Board: this ultimately agreed to assess the appropriateness of the interventions and of the style used in relation to the character of the individual areas of the city.

A stylistic caesura was then created in the city between the first development area north of Bird Road and the area to the south of the road axis, quite undeveloped until the '50s and undergoing new building expansion, partly due to the flow of soldiers that were returning to live and study in Coral Gables, settling in the area adjacent to the university. The first high-rise buildings also appeared, albeit with height limited to thirteen floors – a typology actually planned by Merrick too, as is shown by the designs about enlargement of the medical facility, but never implemented – in Biltmore Way and in the area between LeJeune and Douglas Roads, which transformed the face of the commercial area, helping to alter its original perception and the scale ratio between buildings.

These changes in the architectural typology and in the style used, supported by the choices of the zoning boards responsible for evaluating the projects, gave rise from the mid '50s to the establishment of the first groups of citizens worried by the progressive loss of the urban tissue and of the historical image of the city, as well as by the recurring danger of demolition and abandonment of important buildings such as the Alhambra Water Tower or the Merrick Home, or the recovery of monumental facilities, raising awareness of the need for the preservation and protection of the historical heritage as the very identity of the historical city of Coral Gables, in both the citizens themselves and – more importantly – in the authorities, thus laying the foundations for the future preservation policies of the city. This resulted in the preparation of a first survey campaign about the historic buildings of the city in 1971, which was coordinated by the University of Miami and followed the next year

24. Ibidem, p. 342.

by the establishment of the Historic Monument Board of Review, as a result of the adoption by the city of the first protection ordinance enacted by the State of Florida. In 1973, using the criteria defined at the federal level by the US Department of the Interior and the National Trust for Historic Preservation, the city issued an ordinance for the designation of the historical heritage to be protected, which entailed a new survey campaign for the historic buildings to be subjected to constraints in the city center. The deeper understanding of the historical heritage and the acquisition of a general interest in the preservation and enhancement of monumental architecture led to the progressive purchase of buildings such as the Biltmore Hotel by the city, for which an initial interest was expressed in 1947; this became reality in 1971 and saw its inclusion in the list of the National Historic Landmark in 1966, followed by a project and a recovery and restoration intervention which had it reopened in 1987. The Merrick Home was finally purchased in January 1976, despite a first awakening attempt by Ethel Merrick to having the property purchased by the city in 1954.

Chapter 4

Preserving Coral Gables' Past

The cultural heritage protection system laid its foundations at the federal level in 1906 with the enactment of the Antiquities Act¹, legitimizing the safeguard of “historic landmarks, historic and prehistoric structures, and other objects of historic or scientific interest that are situated upon the lands owned or controlled by the Government of the United States” and empowering the President to declare particularly valuable heritage assets as national monuments, thus extending the declaration of interest to a portion, albeit limited, of the area in which these assets are placed, to favour the protection of the environment. This text also sets out the first procedures, with the prior consent of the Secretaries of the Interior, Agriculture, and Army, under penalty of sanctions for the “examinations, excavations, and gatherings of objects of antiquity” which can only be carried out by qualified institutes to “the benefit of reputable museums, universities, colleges, or other recognized scientific or educational institutions, with a view to increasing the knowledge of such objects, and that the gatherings shall be made for permanent preservation in public museums”. Finally, the Secretaries are responsible for periodically drafting and issuing “uniform rules and regulations”.

The role of the government in heritage protection was extended in 1935 with the Historic Site Act in which it was stated that “it is the national policy to preserve for public use historic sites, buildings, and objects of

1. The Antiquities Act is the first nationwide rule, although parks and reserves had already been established before, such as the Yellowstone National Park in 1872, legitimized by a special law promulgated by the Congress and approved by the President.

national significance for the inspiration and benefit of the people of the United States", thus expanding the scope of protection and that of the recipients of the protection benefit, which now included the entire American people. This law defines the tasks - including the task to perform survey campaigns of historical and archaeological sites, buildings and objects, conduct studies and research to deepen knowledge of historical and archaeological facts - and the powers of the Secretary of the Interior, implemented through the National Park Service, and establishes the national Park System Advisory Board, identifying the skills and expertise of the members and defining their duties, including the task to make recommendations on the designation of national historical monuments and national landscape heritage. Thus, the meaning of heritage protection, as well as the scopes and assets to be protected are getting more and more complex and structured. While the recognition process of the value was initially addressed to individual structures and buildings related to the lives of prominent military figures and from the colonial period, it was later extended to the urban and regional scales including neighborhoods, districts, the natural and anthropized landscape and intangible resources, and recognizing complexity as a distinctive feature of protection. This complexity is to be taken into account when arranging protective measures which are also reflected through restoration interventions, re-use (adaptive use), interpretation and a careful planning policy safeguarding the integrity of the heritage asset.

In 1966, the United States Congress enacted the National Historic Preservation Act (NHPA), a national law whereby the government confirmed that "the historical and cultural foundations of the Nation should be preserved as living part of [America's] community life and development", thus legitimizing the protection of historical heritage while stating that the preservation of historic resources constitutes the public interest "so that its vital legacy of cultural, educational, aesthetic inspirational, economic end energy benefits will be maintained and enriched for future generations of Americans". This law is a strong response to a series of federal investments made in the 50s in projects and programs aimed at creating affordable housing, federal highways, but also to the "ever-in-

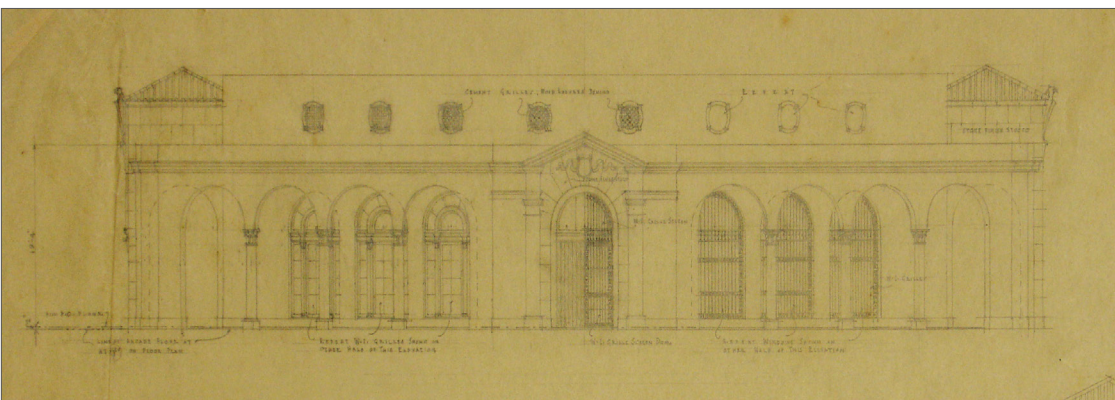
creasing extensions of urban centers [...] and residential, commercial, and industrial development”² which, having been implemented in an uncontrolled and widespread manner, have irrevocably changed the face of local communities by demolishing whole districts in central areas of major cities, historic buildings, archaeological sites and creating ring roads (bypasses) that have altered the landscape. Said law sets the national guidelines for the protection of historical heritage³, and makes the federal government the promoter of safeguard actions through the definition, execution and management of programs and implementing instruments, the coordination of the participation of the various administrative and governmental levels in the planning and decision-making processes, the direct management of historical resources of which the government is the holder or the administrator. This law also entrusts the federal government with contributing to the protection of private property by encouraging agencies, organizations and individuals operating with their own resources to preserve and protect that heritage. The key role of these stakeholders in heritage protection is legitimized and fostered by the fact that “the major burdens of historic preservation have been borne and major efforts initiated by private agencies and individuals, and both should continue to play a vital role”, thus laying the groundwork for a tax incentive policy in support of their activities.

The NHPA implements the management and planning tools of protection by structuring the program according to repeatable components and

2. National Historic Preservation Act as amended through December 19, 2014 and Codified in Title 54 of the United States Code, Subtitle III - National Preservation Programs, Division A-Historic Preservation.

3. The NHPA establishes conservation programs for the Indian tribes; these programs can be implemented by them according to the specific needs of each tribe, which often concern the possibility of access to the holy lands. A widespread protection mechanism for the management of access to the holy lands is the signing of conservation easements. In this respect, see Owley, Jessica. *Cultural heritage conservation easements: Heritage protection with property law tools*. «Land Use Policy» 49 (2015), pages 177-182.

The regulations also provide for the possibility to include in the National Register of Historic Places “properties of traditional religious and cultural importance to an Indian tribe or Native Hawaiian organization”.



27. Coral Gables Bank and Post Office Building, elevation, Walter DeGarmo (HMA, Walter C. DeGarmo Architectural Drawings, R5E-50).

criteria applicable to the three government levels that allow the uniform application of safeguard policies and confer wide delegation powers on public agencies for certified private entities in performing their tasks.

The National Register of Historic Places is one of the components of the protection program authorized by the NHPA and is the register, the official list of cultural resources of national interest, and hence worthy of protection, which include “districts, sites, buildings, structures, and objects significant in American history, architecture, archaeology, engineering, and culture”; assets can be registered as either individual monuments (individual National Historic Landmark) or as a group of historical buildings, often with similar architectural characteristics and cultural cohesiveness (National Historic District or National Historic Landmark District). The aforementioned law defines the criteria for the asset nomination, the asset inclusion in or removal from the register, for its designation⁴ and suspension of its recognition as National Historic

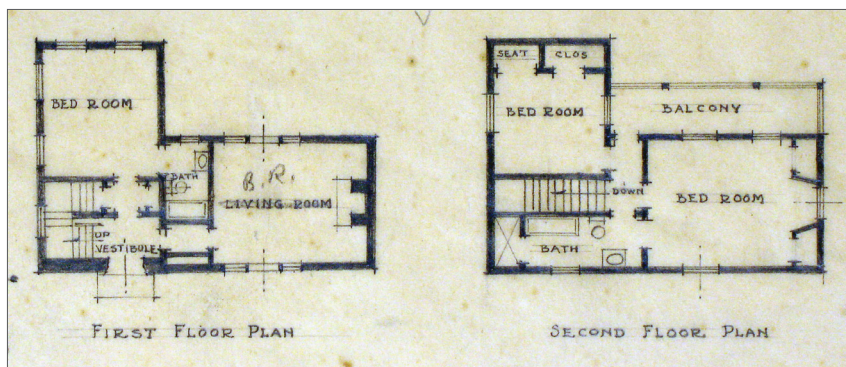
4. The National Historic Preservation Act includes the following definitions in Section 1(c) (4): “(A) “designation” means the identification and registration of properties for protection that meet criteria established by the State or the locality for significant historic and prehistoric resources within the jurisdiction of a local government; (B) “protection” means a local review process under State or local law for the proposed demolition of, changes to, or other action that may affect historic properties designated pursuant to this subsection”.

Landmark, as well as the inclusion of historical property in the World Heritage List, the entities responsible for filing the relevant applications and the procedure for acceptance and notification to “any appropriate local governments, and the general public, when the property is being considered for inclusion on the National Register, for designation as a National Historic Landmark or for nomination to the World Heritage List”. The definition and updating of the criteria are delegated to the Secretary of the Interior in consultation with the national associations for historic and archaeological protection. The Secretary of the Interior is also responsible for enacting and updating the regulations to define uniform procedures and standards for documenting historic properties by public and private entities, in order to include this information in the national historical archives of architecture and engineering.

The application for the nomination of a heritage asset may be submitted by any State that has a protection program in force approved by the Secretary, in accordance with the requirements contained in the NHPA. In the event that the State in which the asset to be nominated is located does not have a protection program approved by the federal government, the application may be submitted directly to the Secretary by private entities or local authorities, since, allegedly, there are no competent auditing bodies for the application of the procedures and acceptance criteria that evaluate “the integrity of location, design, setting, material, workmanship, feeling and association”.

The law establishes and regulates the right to participate in the nomination process by a private entity (or entities if the nomination is relating to a historic district) holding the nominated asset which “shall be given the opportunity, including a reasonable period of time, to concur in, or object to, the nomination of the property or district for such inclusion or designation”. If the owner should oppose the designation of the heritage asset and its inclusion in the list, a nomination revision procedure shall be initiated by the Secretary to determine eligibility; if the interest in the nomination is confirmed, the final opinion shall be notified to federal, state and local competent authorities and to the owner.

In the case of historical resources on private properties meeting the requirements for inclusion in the National Register, the Secretary is re-



28. Cottage n. 1, plans, Walter DeGarmo (HMA, Walter C. DeGarmo Architectural Drawings, R5C-60).

sponsible for defining, in consultation with the Advisory Council, the guidelines for their protection in order for the preservation of these resources to be part of the federal and state policies and of the specific protection tribe programs. The protection programs must provide the private owners with information on the need and procedures for the protection of such resources, so as to maintain the integrity of the asset and not to change its location, and fiscal and economic incentive programs should be included in case of donation of resources or preservation easement applied thereto. In case of archaeological excavations conducted by the private owner of the land, these are encouraged to be carried out according to parameters allowing access to federal funds, as well as the donation of finds to research institutions and their accessibility for study and research purposes.

At the state level, the NHPA establishes the institution of the State Historic Preservation Programs and defines the requirements for the approval of the protection instrument by the Secretary of the Interior.⁵ Such parameters include, inter alia, the appointment of a State Historic Preservation Officer and the staff thereof, responsible for the management of the

5. Such criteria are promulgated and amended by the Secretary of the Interior in consultation with the National Conference of State Historic Preservation Officers and the National Trust for Historic Preservation.



29. Cottage n. 1, perspective and front elevation, Walter DeGarmo (HMA, Walter C. DeGarmo Architectural Drawings, R5C-60).

program, the audit committee if the establishment of such a committee is not explicitly excluded by a state law, adequate public participation in the protection program with the involvement of private entities and citizens in the nomination process of the historical assets to the National Register. The frequency of revision of the state program is also set out, to verify that the compliance requirements are maintained over time and each State is empowered to delegate all or part of its protection duties to recognized and qualified non-profit associations and to schools by entering into cooperation agreements and protocols.

The State Historic Preservation Officer is in charge of managing the State Historic Preservation Program, by preparing and carrying out a detailed survey of the historical heritage of the State and maintaining an archive of the inventoried property, dealing with identification and nomination procedures for cultural heritage assets or with the management of the applications for inclusion in the national register filed by local authorities, and the preparation and implementation of the most comprehensive possible protection program, as well as by providing federal and state agencies and local authorities with assistance and technical advice during their protection activities, with the collaboration of public entities at all government levels and of private stakeholders, whether organizations or individuals, so as adequate protection can be ensured to historical heritage at every stage during the planning and development

of projects implemented by them. The State Historic Preservation Officer must also cooperate with the local authorities in the certification process as Certified Local Governments, as well as implement information, education and training policies. A recurrent issue in the regulatory text is the importance of disseminating knowledge about cultural heritage and the activities carried out for its preservation through education, in all its forms, in schools and in the professional sector, as well as at the community level, to raise awareness of the past, to be expressed through recognition of the tangible and intangible cultural heritage as “shared source of remembrance, understanding, identity, creativity”. With these aims, the NHPA establishes an educational and training program, sensitive to the research, analysis and interpretation of heritage, as well as to technical training, and extended to the involvement of black communities, to Native Americans and Hawaiians.

The state preservation programs in accordance with the NHPA must include procedures for the certification of local authorities to ensure that the measures adopted at the local level will comply with the regulations in force and pursue the protection goals defined at the state and national levels; finally, the recognition allows the local authority to receive a percentage of the funds allocated by the Federal Government to the States for cultural heritage protection, as well as to participate in the nomination and revision procedures for the inclusion of local historical assets in the National Register of Historic Places. Certified authorities in whose jurisdiction heritage assets are located are indeed responsible for verifying that such assets meet the eligibility requirements provided for by the federal regulations and for expressing their opinion on the continuation of the procedure; this opinion shall be submitted, including any recommendations, to the state officer and eventually to the Department for final approval. Among the certification criteria of local authorities, a qualified review board is required to be established by the state or local legislation, which board shall be entrusted with assessing projects about historical heritage assets, the realization of major campaigns and the classification of local historical resources, the certainty of public participation in the local protection

program, the fulfillment of all tasks delegated to it by the State in accordance with the NHPA. In the absence of any approved state protection programs, local authorities can receive their certification from the Secretary of the Interior.

Certifying the compliance of a local administration in terms of protection goals pursued by implementing a program authorized and periodically checked according to the policy orientations defined at the federal level, as well as the application of minimum but implementable standards, ensure the uniformity and quality of protection policies and instruments throughout the national territory, while enabling the states and local authorities to set forth the local regulations in a binding way.

The rule provides for a financing program managed by the Secretary of the Interior, with funds allocated by the Congress as matching-funds for states or direct contributions to preservation interventions (National Historic Landmark) for monuments in danger of demolition or damaging and for the conservation of World Heritage Significance assets, for the training of qualified personnel or the support to small businesses in designated historic districts; grants are also provided for the National Trust for Historic Preservation and current provisions are put in place for programs intended to interventions on religious heritage assets included in the NRHP. The granting of government subsidies is subject to the recipient's acceptance to bear the costs for the ordinary and extraordinary maintenance of the property and its management according to the standards/parameters defined by the Department of the Interior.

The federal participation ceiling in financing projects managed by the State Historic Preservation Officer may not generally exceed 60 %, unless otherwise stated in the laws of individual states or except in case of financing to the National Trust for Historic Preservation in the United States; for the granting of such contribution, whose management is delegated by the Secretary to the National Park Service, the Federal Government requires in most cases the existence of non-federal co-financing to cover the overall expected costs of the project.

The Federal Government, among the programs supporting heritage conservation, includes loans for projects relating to assets that are in-

cluded in the National Register. Prerequisites for access to the program are the existence of conditions such as the verification of the conservation project by the Secretary of the Interior in consultation with the State Preservation Officer and the demonstration of its high level of quality, the duration of the loan, which is required not to be shorter than the lifetime of the financed asset and otherwise no less than forty years, as well as the certification of the capital lender issued by the Secretary and the application of an agreed interest rate. As a guarantee for the loan, the Secretary may, in the event of seizure, obtain the ownership of the property in the name and on behalf of the Federal Government and then lease it and recoup the insured amount; in order for the continued protection of the asset to be ensured, its ownership can be assigned to governmental or non-governmental bodies. If this procedure is not deemed to be suitable and appropriate, the Secretary shall put the asset on the market, using the proceeds of the sale for the Historic Preservation Fund. This fund is set up at the Department of the Treasury and is intended exclusively for the financing of operations carried out for such purposes as defined in the NHPA.

The Secretary is authorized to accept donations of funds to be used exclusively for projects promoted by public entities at the state and local levels and non-profit organizations, for purchasing, restoration and conservation purposes and for the acquisition of data and information concerning the assets included in the NRHP, determining the priority of intervention on the basis of the national historical value of the asset, the imminent danger of destruction and the will of the donor.

Government agencies are responsible for the protection and preservation of the historic heritage owned or directly administered by them, whose knowledge is to be implemented through appropriate campaigns of identification, documentation and assessment for the possible nomination of the assets to the National Register. The regulatory text favors the implementation of a safeguard and conservation policy for these historic buildings, even by raising awareness of their use when the agency needs to expand business, rather than by purchasing, constructing or leasing real estate owned by others; any recovery

works needed should be performed in accordance with the professional standards established by law. The protection responsibility of federal agencies, ensured by the Preservation Officer, is also extended to the possible negative impact of the projects directly developed or supported by them, which can result in the risk of substantial alteration or demolition of the property. In this case, agencies are required, even after consultation with the Advisory Board, to take any action to mitigate such negative effects. If this is not possible, the law requires documentation campaigns to be timely arranged about the historical asset before it can suffer damaging or alteration, for the archiving of the information at the Library of Congress. The documents regarding the procedures applied and the decisions made during the development or execution of federal activities with impact on historical assets must be submitted by the head of the agency department, without possibility of delegation of this function to third parties.

The law authorizes government agencies to identify any compatible uses for unused assets belonging to the property assets by renting them out to private individuals and organizations, to trade with equivalent historic properties or delegate the management of such assets to third parties by entering into an agreement, thus promoting their conservation with a continued use of the asset. The sale of historic public property, whether they have “prehistorical, historical, architectural or culturally significant values”, when deemed necessary, must be reviewed and approved by the Secretary of the Interior so that the transfer of ownership maintains the recognized intrinsic value of the asset.

In performing their heritage protection tasks as prescribed in the text of the law, government agencies are required to penalize any fraudulent or neglectful conduct. Indeed, they are not authorized to grant any loans, loan guarantees, permits, licenses or professional assistance to any applicants that have deliberately and significantly damaged the historical asset for which the grant is being requested, whether they were able to prevent the damage or allowed it to occur, unless the verification of the particular circumstances under which the contribution is requested can justify a government intervention. If a Memorandum of Agreement is signed, its contents shall guide any activities and actions

required for the completion of the project.

In performing their tasks in connection with historical assets owned or controlled by the Federal Government, government agencies are required to apply professional standards, as defined by the Secretary of the Interior in consultation with the Council, the relevant agencies and the professional associations related to the disciplines involved in the protection activity (more specifically, archaeology, architecture, conservation, history, landscape architecture and planning). These standards are required to be complied with by external contractors, and the professional qualifications of the personnel have also to meet specific standards, subject to revision every two years.

The actions and decisions of the personnel as to the historical heritage owned or controlled by the Federal Government, as well as the choice of the staff profiles, including personnel from outside the agencies, must be guided by professional standards. These are defined by the Secretary of the Interior in consultation with the Council, the relevant agencies and the professional associations related to the disciplines involved in the protection activity (more specifically, archaeology, architecture, conservation, history, landscape architecture and planning) and are subject to regular revision every two years.

The NHPA establishes an independent advisory body, the Advisory Council on Historic Preservation, entrusted with assessing - before the release of the authorizations to projects of the government or funded by the Federal Government - "any possible effect of the undertaking on any district, site, building, structure or object that is included or eligible for inclusion in the National Register" and, where necessary, requesting changes and the inclusion of mitigation measures. The preliminary review by the Advisory Council is also required for projects that can have an impact on an asset with recognized historical interest but not yet formally included in the National Register of Historic Places. For the fulfillment of its duties, the Advisory Council is authorized to issue rules and regulations setting out the procedures to facilitate the participation of local authorities in the procedures for the assessment of the programs undertaken at the federal level. The original purpose of

the regulation to provide a preventive protection body with binding decisions for federal projects appears to be somewhat weakened by the introduction of the possibility, for government agencies, to sign negotiated documents, the Memoranda of Agreement. The signing of these agreements allows federal agencies to develop projects and complete them without receiving the opinion from the commission, provided that the exemption from the verification process is consistent with the NHPA⁶, thus reducing the time for implementation, while maintaining the possibility of less heritage-sensitive interventions in the future. The Advisory Council is also required to advise the President and the Congress on protection-related issues, recommend measures fostering the coordination of the preservation activities at the three government levels and with private agencies and entities, as well as the dissemination of such practices, promote public interest and participation in the protection practices, training and education, review the protection policies of federal agencies and propose ways to increase their effectiveness. On a yearly basis, the Advisory Council shall provide the President and the Congress with a report containing recommendations on protection, as well as proposals for the adoption of laws or measures it deems necessary to implement the suggested recommendations. Finally, the provision of the law identifies the components of the committee, made up of representatives from all government levels of the institutions, the main public bodies and private protection agencies, experts in the field of heritage protection, citizens and representatives of Indian tribes and Native Hawaiians⁷.

6. "The Council, with the concurrence of the Secretary, shall promulgate regulations or guidelines, as appropriate, under which Federal programs or undertakings may be exempted from any or all of the requirements of this Act when such exemption is determined to be consistent with the purpose of this Act, taking into consideration the magnitude of the exempted undertaking or program and the likelihood of impairment of historic properties", Title II, section 214.

7. The Advisory Council on Historic Preservation is made up of twenty members including the Secretary of the Interior, the Architect of the Capitol, the Secretary of Agriculture and the heads of four government agencies whose activity has implications for the protection of the American heritage, a governor, a mayor, the president of the National Conference of State Historic Preservation Officers, the President of the National Trust for Historic Preser-



30. 1126 Obispo Av. (2013).

The revision of projects concerning historical property included in the national registers - whether at state level or at local level and deemed to meet the requirements for nomination to the registers - is entrusted, in accordance with current state-level legislation in the case of authorities with Historic Preservation Ordinances/programs, to administrative boards comprised of local community members. The number of board members shall be determined in accordance with the requirements of the National Historic Preservation Act (NHPA) and ranges from five to nine; in the same section the composition is stated, which must be

vation, four experts in the field of protection from related disciplines such as architecture, history, archeology, three representatives of citizens and a member of an Indian tribe or of Native Hawaiians. The appointment of the chairman of the advisory council - chosen among American citizens - and of the members is made by the President of the United States.



31. 908 Obispo Av. (2013).

heterogeneous, with professionals from preservation-related disciplines and non-professional members with proven knowledge or deep interest in the protection field. The board performs a revision task for four categories of interventions such as modifications, demolition, new buildings and subdivisions⁸. Despite playing a role in building density increase, with a subsequent impact on the surrounding environment to be assessed by the board, if properly designed, new buildings and subdivisions do not result in a heavy alteration of historical buildings. Modification interventions, including simple modifications to the type of fixtures, as well as radical modifications such as elevated parts and additions, can even substantially change the historical character of the building and, in extreme cases, cancel it. The owners of historic buildings, whether

8. Dennis, Stephen N. *Many Partners and Manu Methods. The U.S. Experience*. «ICOMOS-Hefte des Deutschen Nationalkomitees», 26 (2015), page 92.



32. 825 Obispo Av. (2013).

included in the registers or considered eligible for nomination, may require the demolition of the building, with the possibility of acceptance by the competent bodies, subject to authorization by the Historic Preservation Commission, if it is proven that its recovery would cost them more than the demolition and the construction of a new building. As was already mentioned, just because an asset is included in the National Register of Historic Places does not prevent its possible demolition. Commissions are therefore the only bodies capable of implementing real protection policies for the conservation of local private historical resources. Since the decisions of the commission are generally not supported by binding regulations, in case of complaints from any owners who believe that their rights have been infringed as holders of private assets, the validity of the commission's decision can be maintained due to objectivity of judgment, supposedly guaranteed by the technical expertise of the commission members chosen among the protection-related professions.

Also, the American case law, on the basis of many favourable judgments in the past, has accepted the validity of the opinions and decisions of the Historic Preservation Commission or Committee formulated according to compliance or non-compliance with the standards and guidelines set out by the Secretary of the Interior. The inclusion in the text of the local ordinances on heritage protection of the clear reference to the Standards for the Treatment of Historic Properties, ensures that no appeal can be made against the decisions taken by the commissions and guarantees their adequacy from the legal point of view. Finally, the choice made by some local authorities, such as the cities of Coral Gables, Miami and Miami Beach, to include the text of the ordinances in their planning regulations, making it inseparable from them, strengthens the role of local protection commissions that are awarded the task to pursue, with their own decisions, the welfare and health of the community.

The creation of a local historic district allows for the introduction of specific planning parameters for the area concerned, such as varied maximum heights, reduced if compared to those applicable in the neighboring areas, to discourage/limit projects of demolition of buildings in favor of subdivisions for the construction of high-density buildings.

Today, many countries are reconsidering the founding principles of the national and local regulations on cultural heritage protection. The regulations in force were drawn up at a different historical and political time and are inadequate to serve the original purpose, i.e. the protection of cultural heritage. Since the State has to respond to and cope with many new challenges presented by the contemporary reality, such as urban development and continued urban growth, strong population growth, pollution, mass tourism, which have become a political priority that requires investment of considerable economic resources as well, governments are turning to the private sector to search for support in the protection, conservation and enhancement of cultural heritage, traditionally considered an area of public interest.

In the USA, the historical heritage protection system is structured on three governmental levels: at federal level, at State-level and at local levels. The role of the federal state in heritage conservation (landmarks and

sites) has always been very limited, as a result of the legal and decentralized control system, delegated to the individual states and primarily managed at the local level, whereby the land use policies through the planning instruments are enacted and implemented. In general, the States have limited power in the protection field and they mainly play a supervisory role over the federal government's actions to contain any policies that may have a negative impact on the historical and cultural resources in their territory. The legislative and management fragmentation results in the absence of a unique protection program defined at the federal level. This situation has led the State to intervene in the heritage safeguarding, not so much through the enactment of laws and regulations but rather through a system of tax benefits and financing in order to facilitate the implementation of appropriate restoration projects and maintenance programs.

The government grants for the protection of architectural heritage are very limited and their extent and availability have had a fickle trend over time; private individuals, the owners of particularly valuable or precious property have reduced access to federal financing, which is often no longer available. At the state level, there is strong asymmetry because each state determines the possible allocation, the extent and conditions for access to aid independently. The Congress annually allocates funds exclusively meant for the maintenance and restoration of sites owned by the federal government. Funds, albeit limited, are made available to non-profit organizations by government agencies, through donations made by private individuals or companies, contributions from foundations, profits derived from donations, as well as tourism-related, cultural and commercial activities. A special status is that of the National Trust for Historic Preservation, which receives annual financing from the federal government whose allocation is specifically included in the National Historic Preservation Act of 1966. The State Historic Preservation Offices receive support from the government for the administration of national programs at state level. In recent years, these agencies have experienced a reduction in the availability of resources as a result of the budget cuts made by the central government

and they have also resorted to the private sector in search of extra funds that would enable them to carry out their own institutional activities for heritage protection.

The federal state compensates for its limited active role in the heritage safeguarding through a complex system of tax incentives to encourage private individuals to invest in the protection of historical and cultural resources, thus raising awareness of their value. The availability of such tax incentives has stimulated, over the past fifty years, the inception and consolidation of a widespread and complex network of non-profit associations⁹ that take direct responsibility for the protection and preservation of an important and significant architectural and landscape heritage. Over the years, these associations - which represent a self-generated response of the community to the needs that public administrations have proven unable to meet¹⁰ - have played an increasingly important role, instrumental in safeguarding cultural heritage through direct interventions, by finalizing restoration and preservation projects, as well as by means of lobbying activities in the legislative field, by supporting and encouraging the adoption of new protection laws and most importantly through their ability to define protection policies¹¹.

The success of these protection practices, which has also been fostered by the development of innovative strategies, has prompted the legislator to stimulate direct private participation in the protection and preserva-

9. American non-profit associations are established as stock corporations, only to be transformed into non-profit organizations to gain access to the tax benefits regulated by the Federal State and receive donations from private entities. See Dennis, Stephen N. *Many Partners and Many Methods. The U.S. Experience*. «ICOMOS-Hefte des Deutschen Nationalkomitees», 26 (2015), page 89.

10. Dizionario Giuridico Simone, *Enti non profit*.

11. The large number of organizations working in the field of heritage conservation has highlighted the need for the coordination of efforts for the protection, as well as for the definition of common objectives and policies. To this end, an informal team has been created, the Historic Preservation Coordinating Council, in which the main national organizations confront opinions and strategies and whose meetings are attended by observers from government agencies that want to learn about the mechanisms of formation of decisions and strategies in the field of heritage protection.

tion of historical heritage through fiscal mechanisms, at the national and local levels, as well as the creation of partnerships between public and private.

Tax incentives

Direct tax deduction for contributions to non-profit organizations

American law allows taxpayers to deduct from taxes, for a maximum of 50 % of their income in the aggregate, the donations made to legally recognized non-profit associations. In turn, these contributions given to non-profit associations are exempt from taxation. This deduction mechanism has two advantages: on the one hand, it is regarded by the State as an alternative to its direct intervention and allows it to reduce its expenditure items allocated in areas such as healthcare, culture and education, in which non-profit organizations are more active; on the other hand, direct deduction allows taxpayers to allocate a part of their taxes to organizations and associations operating in the areas of their own interest, making them consciously active. It must be noted, however, that despite this possibility, annual donations above 1 % of income are only a minimum part, and they are primarily meant for the educational and health-and-welfare sectors and for religious organizations. The private bodies of heritage protection, finally, represent a small percentage of cultural associations; hence, the main financing source for statutory activities lies in funds other than tax-derived funds¹².

Conservation/preservation easements

These are legal instruments, provisions created on a voluntary basis, associated with the asset and handed down with it in case of transfer of ownership; they are non-possessory instruments – that is, they are not bound to the title holder but to the asset itself. Private goods such as buildings or natural areas (natural environment, but also archeological and cultural sites when authorized by the legislation of individual states)

12. Burnham, Bonnie. *Heritage Conservation in the United States: Law as an Incentive for Private Initiative*. «ICOMOS-Hefte des Deutschen Nationalkomitees», 26 (2015), page 85.

whose important intrinsic qualities are recognized and acknowledged and whose integrity and preservation are or may be affected by poor maintenance, an advanced state of neglect, or possible interventions and development projects may be protected by local groups with heritage preservation purposes (local preservation groups) or by individuals, who acquire the rights to the protection of a part of the property. Such provisions require the current and future owners to respect and ensure the protection requirements for the property, such as the preservation of facades, the waiver of building projects and the increase in the building volume of a lot, all interventions anyway performed in compliance with the urban planning and protection regulations in force. The sale of these provisions allows the owner of an asset to get the funds needed for the preservation, recovery and restoration of that asset, thus increasing its value. The increase in value generally results in an increase in rents, which in turn generates an economic flow that promotes the sustainability of the maintenance of the asset portion and of its urban context. Many states recognize in their legislative systems the validity of the use of conservation easements and the federal State establishes tax benefits in the event that the protection constraint on the property¹³ is perpetual, which is the most frequent case, although many States allow non-perpetual agreements to be entered into. These voluntary protection constraints, which can be described in detail according to the specific characteristics of the asset, can be created either in the absence of other forms of protection or for their integration; being more binding, they can ensure, at least in a short period of time, a higher level of protection for the aspects of the property included in the agreement.

The nature of conservation easements, of the entities that promote and hold them reveal critical issues and raise important questions about the role the State should play in the process of identification of the historical heritage, as well as in the control/supervision when setting out rules

13. The Internal Revenue Service (IRS) recognizes claims for tax deduction of conservation easements for certified property, such as the property included in the National Register of Historic Places and buildings belonging to a historic district.



33. Garden and Interior (2013).

and policies for its protection¹⁴. CEs are mainly entered into and held by private non-profit organizations (trusts) that negotiate with private owners, with minimal supervision by the State, as regards the property to be subjected to “constraint” and the modalities and rules for conservation. Since they are often private, perpetual and static agreements which cannot be modified over time, conservation easements may limit the ability of the protected site to adapt to future changes and thus to possible

14. Owley, Jessica. *Cultural heritage conservation easements: Heritage protection with property law tools*. «Land Use Policy» 49 (2015), page 177.

transformations (inherent in the very nature of a cultural site), as well as the possibility for the communities concerned to review and amend the constraints. The possible lack of balance between public and private interests caused by the limited participation of the State in defining protection priorities and methods, may result in the exclusion of important sites from this heritage safeguarding mechanism in that their historical and cultural value is not recognized; likewise, assets not subject to real speculative interests may be burdened with ineffective constraints.

Revolving Funds

The purchase, recovery and subsequent sale of historic property, often located in key points of the urban fabric, by local groups or associations for purposes of historical heritage protection to qualified buyers (sic!); the sale may be subject to the purchaser's acceptance of a periodic property restoration clause according to defined and agreed standards. This system favors the triggering of a mechanism for the recovery of degraded urban areas, fed by the reinvestment of the proceeds from sales in new revitalization and restoration projects, thus attracting new investments. The positive impact of such programs on urban centers is also shown, as in the case of the historic city of Charleston, by the increased flow of tourists, attracted by the charm of a revived historic district.

The offer of low-interest loans by local associations or organizations at the state level to the owners of historical buildings for the construction restoration work is an alternative to the revolving funds for the safeguarding of the asset and the recovery of the character of the place.

Commercial Property Tax Credits

The law provisions, which still exist despite the significant cuts in the available funds, allow for the tax deduction of the overall cost of the recovery works for existing commercial and industrial buildings. This incentive had been promoted by the Federal Government to help the sustainability of recovery of commercial buildings in city centers, thus limiting their demolition for the construction of new buildings of lesser quality.



34. The Colonnade building, Coral Way and Ponce de Leon Boulevard. Phineas Paist, Walter De Garmo and Paul Chalfin, architects, 1926 (CGHR).

Entrepreneurial Programs

This is a real estate market mechanism promoted and managed by some local protection associations to reorganize the legal situation of a building considered to be particularly valuable or precious. The building is then sold to another owner or holder of an interest in the asset with a strengthened protection constraint, such as a recovery or restoration project.

The direct tax relief system for donations from private individuals and enterprises promoted by the government has allowed non-profit associations to accumulate capital to be reinvested in order to generate profits that could go on to be used for new recovery projects in favor of an increased socio-economic welfare of the community. The availability of additional benefits such as the non-applicability – in many American states - of the value added tax for construction materials or the exemption from the real estate tax for property owned by non-profit organiza-



35. The Colonnade Building with the Colonnade Hotel in the background. Spillis Candela & Partners, Inc. architects, 1988 (2013).

tions has fostered the consolidation of these associations as privileged stakeholders in the protection of historical heritage, a role recognized and supported by the government.

Partnership between public and private

The joint investment between public and private sectors has allowed - thanks to agreements signed by local protection associations with governmental agencies - recent important restoration projects for public buildings of particular historical interest in the United States. The implementation of these partnership programs is supervised by state bodies which perform a control function to verify the methods of allocation of funds and the quality of the work, set out the standards for the evaluation and selection of projects and approve recovery plans. Government agencies, which operate at the national level such as the National Park Service or at the state or local levels are also entrusted with convening

citizens' committees on a periodical basis, responsible for examining the projects with a view of their approval. Citizens, therefore, have the opportunity to be involved in decision making, while being trained to become aware that their actions and decisions have an impact on the surrounding environment and, therefore, are crucial in the protection of cultural resources of their country. Interestingly, the idea of education and empowerment of citizens and, in general, of users, through a knowledge acquisition process, is widespread in the programmatic texts drawn up by the Federal Government (statewide preservation programs) and in the regulatory texts within the framework of historical heritage protection. The specific national legislation, the Historic Preservation Act (1966 as amended), gives a clear indication of the need to create educational programs to awaken citizens to the preservation of their historical memory in the broadest sense. In general, the federal regulations, also adopted by the legislative framework at the state and local levels, are not detailed but establish general guidance policies for the protection of historic resources. The government agencies, in the case of privately owned historical heritage, play a protective role that may be called indirect since they are unable to intervene with ad hoc measures in order to "conform and regulate rights and behaviors relating to cultural heritage"¹⁵. The institution of private property in the United States is a key right and, as such, subject to minimum restrictions. No governmental program of heritage protection, "no governmental body, at any level of government in the United States, has the power to make binding decisions that will affect all owners of important historic monuments, no matter how important they may be individually"¹⁶. Not even the inclusion of a historical asset in the National Historic Landmark Register or in the National Register Historic Site, the highest level of appointment at the federal level, protects the asset from possible major alterations or demolition, as well as does not guarantee access to economic contributions to its preservation.

15. D. Lgs. 22 Gennaio 2004, n. 42 Codice dei beni culturali e del paesaggio, art. 3 com. 2 e successive modifiche e integrazioni.

16. Dennis, Stephen N. *Many Partners and Many Methods. The U.S. Experience*. «ICOMOS-Hefte des Deutschen Nationalkomitees», 26 (2015), page 90.

The existing regulatory framework highlights the several restrictions that the government and the protection bodies have to face in safeguarding private historical heritage, which is the most significant since only a fraction of the assets that can be considered among those worthy of protection, buildings and sites, are the property of the Federal Government, of the States or of non-profit associations.

Another limit of the protection, at all three legislative levels, and of the preparation of conservation programs, lies in the choice of preferring, and thus promoting - in particular for private assets - the preservation of the visible structures and components of buildings, such as facades, available to the general public. Therefore, the preservation of the historic originality of the interior is not fully pursued despite being regulatorily suggested and, like in the case of Coral Gables, leads to the loss of the building elements, materials, furnishings and original planimetric configurations. The attribution of the social purpose to the protection of private historical heritage seems to be the only way to justify conservation, in that it entitles government agencies and advisory bodies to make decisions that can partially limit the right of private citizens for the common good and safety.

Issuance of bonds

Restoration projects whose completion requires wide availability of resources, but with expected return on investment, can be funded through the issuance of State-guaranteed bonds by the community with fixed maturity, the proceeds of which are earmarked for specific projects. The initial investment of the project is financed with low-interest loans, and the payment of the relevant installments will compensate the holder of the bonds upon their maturity.

Public-private campaigns

Forms of cooperation between public and private sectors have been put in place for the organization of campaigns to raise funds for important historical sites, such as the campaign for the Statue of Liberty and Ellis Island in New York, with contributions from multiple sources such as donations from private individuals, royalties, sales of licensed products,

direct State funding.

Foundations

Foundations are important entities in the public-private partnership. They are subject to stringent regulations by the government, which controls their activities in order to ensure the fulfillment of the statutory objectives. In order to be entitled to the tax benefits of the non-profit sector (such as the exemption from the income tax, the capital gains tax, the real estate tax), foundations are required to allocate an annual fixed share of their profits to activities promoted by non-profit organizations; this does not apply to government-subsidized organizations. The projects promoted by many foundations as part of their institutional activities include the setting up of qualified and important programs at the local or national level and sometimes even internationally, for the allocation of funds to activities falling within their terms of reference¹⁷. One of the main and most popular American foundations for the protection of cultural heritage is the World Monuments Fund, a private non-profit foundation operating at an international level.

Multi-property residential buildings

In large cities, residential buildings are often structures with multiple owners, whose daily management is entrusted to a board or an association, in charge of making decisions about the maintenance of the building and, consequently, the conservation of its unique architectural and historical elements. Maintenance operations are thus regulated, subject to approval and checked for consistency with respect to a project authorized by the management body. Finally, multi-property protects the building from possible demolition as this should be approved unanimously.

Tax incentives for the owners of historic buildings can be available locally thanks to programs promoted by local authorities. The choice of local

17. Burnham, Bonnie. *Heritage Conservation in the United States: Law as an Incentive for Private Initiative*. «ICOMOS-Hefte des Deutschen Nationalkomitees», 26 (2015), page 87.

authorities to implement tax policies does not only result from the public welfare generated by the recovery, conservation and enhancement of the historical memory of a given community. Indeed, the most part of the annual revenue for local authorities comes from the taxes on real estate located in their administrative territories. Since taxes are calculated on the actual purchase price of the property, interventions that increase its economic value are fostered (in case of restoration works or renovations, the increase in the commercial value of the property is calculated), a mechanism that on a large scale engenders a widespread increase in the market price of real estate. This often results in an increase in the well-being of the community while generating an increased cash flow for such local authorities. The most common financial incentives at the local level take the form of a freezing, for a period of five years or longer, of the tax amount at the beginning of the renovation works; this benefit is conditional on the execution of the construction works in full compliance with the approved project. This type of benefit is very advantageous to real estate owners, especially in city centers where recovery and restructuring interventions increase the value of an asset significantly, resulting in a higher tax burden for the property. Some local authorities have introduced programs that allow direct deduction from the tax amount for a part of the restructuring costs. The tax incentive policies issued at the government and local levels, often in cooperation with or with the support of the state-level authorities, tend to favor responsible behavior from the private property, or to prevent this from acting noxiously to historical heritage in order to access funds allocated.

Although the regulatory framework shows that protection policies are more effective at a local level, especially if matched to and coupled with the urban planning legislation (land use), the recognition that not only the historical heritage but also the natural or anthropized environment that hosts it must be preserved has highlighted the need for collaboration and coordination at the interstate level in the planning of protection policies. Indeed, historical resources often fall under the jurisdiction of more than one governmental entities.

Florida Preservation program

The policies set out at national level in the National Historic Preservation Act of 1966 are incorporated in the 2015 Florida Statute, the protection of historic resources is significantly treated in Chapter 267 - Historical Resources of Title XVIII governing the Public Lands and Property, since in the United States heritage protection is a matter related to land use and hence regulated in the relevant section. The text of this act endorses the main definitions of heritage or historic resource, as well as that of preservation, outlined at national level, thus expanding the scope of protection with the inclusion of categories of assets recognized to be significant and an integral part of the intangible cultural heritage of the Florida State too¹⁸. These include folklife traditions – that is, oral traditions, languages, performing arts, social and ritual practices, craft skills and knowledge and related spaces, specifically itemized and described in the current Statewide Historic Preservation Program prepared for 2013-2017, extending in particular the issue of protection and enhancement of Hispanic cultural resources as part of the celebrations for the fifth centenary of the landing of Ponce de Leon on the coasts of what he called La Florida in 1513. Recognizing the importance and richness of its heritage, which represents more than 10,000 years of human history, and the serious consequences for “the state’s quality of life, economy and cultural environment” of the present and future generations in case of loss of these non-renewable resources, the State of Florida declares heritage protection a focus of its policies, which are reflected in the direct management of property resources, whether legislative or advisory for public and private entities and individuals who carry out heritage protection activities. The State of Florida implements these policies through the Division of Historical Resources, whose main

18. The regulatory text defines “historic property” or “historic resource” any prehistoric or historic district, site, building, object, or other real or personal property of historical, architectural, or archaeological value, and folklife resources”, including “monuments, memorials, Indian habitations, ceremonial sites, abandoned settlements, sunken or abandoned ships, engineering works, treasure trove, artifacts, or other objects with intrinsic historical or archaeological value, or any part thereof, relating to the history, government, and culture of the state”, The 2015 Florida Statutes, Title XVIII Public Lands and Properties, Section 267.021(5).



36. 1920 Alhambra Circular (2013).

responsibilities and functions, as defined in federal law, are identified in the consultation and advice on the conduct of institutional activities for the protection of public and private institutions, the preparation and implementation of significant campaigns, in cooperation with the relevant stakeholders, covering the whole administrative territory in order to arrange for the establishment and maintenance of an inventory of the cultural heritage found in this state: the Florida Master Site File. This is essential to improve knowledge of land resources for the definition of a comprehensive and effective protection plan, the Statewide Historical Preservation Plan. The Division is also active in the identification and nomination of assets for inclusion in the National Register in case of resources owned by government agencies, as well as in the management of the nomination and approval procedures to be forwarded to the Secretary if the nominated assets are private, and in the information and education of the public on the activities undertaken by the Department.



37. 717 Alhambra Circular (2013).

The Statute includes the protection and management of abandoned historical resources, such as wrecks, among the tasks of the Division¹⁹. For these heritage assets, the Division is authorized to release permits, whose management must be regulated by appropriate legislation, for survey and exploration activities, as well as for carrying out excavation

19. "Protect and administer historical resources abandoned on state-owned lands or on state-owned sovereignty submerged lands. The Division may issue permits for survey and exploration activities to identify historical resources and may issue permits for excavation and salvage activities to recover historical resources. The Division may issue permits for archaeological excavation for scientific or educational purposes on state-owned lands or on state-owned sovereignty submerged lands. The Division may also issue permits for exploration and salvage of historic shipwreck sites by commercial salvors on state-owned sovereignty submerged lands. The Division shall adopt rules to administer the issuance of permits for all such activities. In addition, the Division shall adopt rules to administer the transfer of objects recovered by commercial salvors under permit in exchange for recovery services provided to the state.", Florida Statute, Chapter 267.031(5)(n).



38. 1018 Alhambra Circular (2013).

campaigns for scientific or academic purposes and wreck recovery by specialized private companies. In case of archaeological heritage, the regulations also provides for the possibility of signing memoranda of agreement, even in cooperation with universities, for the creation of a network of public archaeological centers to assist the Division in performing its institutional tasks of “recognition, protection and preservation of the archeological sites and artifacts.”

Furthermore, the Governor, on the advice of the Secretary of the Interior, is responsible for appointing a State Historic Preservation Officer, who shall perform his/her duties in accordance with the guidelines from the Secretary.

The protection policies authorized in the Statute adopt the guidelines set out in the National Historic Preservation Act, such as the support – even through financial incentives and technical assistance - to the private or-

ganizations and individuals that carry out preservation activities with their own resources, the assistance for the implementation of the local heritage protection programs of local authorities. The text also specifies the need to foster “the utilization of elements of the state’s historically built environment” and that the assets with intrinsic, historical or archaeological value abandoned in state-owned areas are to be considered the property of the State, with a view to comply with the specificity of the Florida environment, where there are numerous archaeological sites and, along the coast, submerged areas with shipwrecks from different eras. The document reaffirms the responsibility of government agencies for dealing with the documentation and preservation of the information and evidence relating to historical heritage, while also providing, in the case of Florida, for the “archeological salvage excavation or other recovery action to document the property as it existed prior to demolition or alteration” should it not be possible, while carrying out projects and public initiatives, to define alternative or mitigation solutions that may have a lesser negative impact on the preservation of cultural heritage.

To pursue the protection goal even through participation initiatives and by involving citizens, the Statute creates the Florida Historical Commission, an advisory body of the Department of State entrusted with supporting the head of the Division of Historical Resources in pursuing the objectives, duties and responsibilities of the Division. These include the definition of priorities for the identification, acquisition and protection of historical properties and sites and, the parameters (criteria) to identify any historically or archaeologically relevant asset, to examine the requests for economic contributions administered by the Division, by also giving indications on the funding priorities defined according to the assessment of the purpose of the projects, and the return on investment and for the community, the location of the property, the compatibility with the conservation priorities at state level, as well as the costs thereof. The Commission is also responsible for identifying and expressing the goals of the community and gathering the community ideas in order to formulate alternative and better protection policies for heritage protection than those in place. The contribution to the protection discipline is not a hierarchical or purely technical aspect, hence it is objective

but sensitive to the social process of identification and construction of a memory-related value, which was adopted in the preparation of the Statewide Preservation Program. During the preliminary study of the document, indeed, public meetings were scheduled in the territory, coordinated and led by experts from the sector. These were attended by a very diverse audience, with the aim of obtaining information on the daily protection practice, on its critical issues and possible strengths.

The regulatory text discloses the composition of the Commission, reasserting its multi-disciplinary nature and the essentiality of this feature, as was indicated in the NHPA, in the selection of individuals being appointed. Among the eleven members, only five with technical expertise in the disciplines of architecture, American history, architectural history, prehistoric archeology and historical archeology hold position in Florida's National Register Review Board, the commission entrusted with assessing the applications for nomination to the National Register of Historic Places forwarded by the local authorities certified or submitted by the State Historic Preservation Officer.

Section 267.0617 provides for the creation of financing programs meant for activities and projects of "identification, acquisition, protection, preservation, rehabilitation, restoration, or construction of historic sites and properties, or Florida history, or the planning of such activities", whether they are presented by public entities at various levels of government of the State or commercial or non-profit private entities. The formal requests for contributions are subject to assessment by the Florida Historical Commission for the assignation of a score according to criteria established by the Division of Historical Resources. Part of these funds can come from donations, loans and legacies, which the Florida Statute authorizes the Division of Historical Resources to accept, as federal agencies are also allowed to do by the national legislation.

The State implements its policy for the knowledge and protection of historic resources by creating specific programs, as well as by promoting, supporting and managing the activities of historical museums and encouraging the learning of history and the knowledge of historical

heritage in schools.

Great Floridians Program

It recognizes and documents the activities of prominent people, either living or from the past, who were born or lived in Florida and made an important contribution to the progress and welfare of the State or the entire nation. The Division of Historical Resources is responsible for compiling a list of names, identified by a special commission²⁰ with the advice from experts of local history; among them, the Secretary of the Interior chooses at least two candidates to be awarded the title of Great Floridians, whose lives and accomplishments are made available to the general public through documentaries and publications.

State Historical Marker Program

This program identifies, by affixing signs, historical buildings, people, events, facilities and other property belonging to the history and culture of the State of Florida that are relevant to the American history, architecture, archeology or culture in order to promote the sense of community and interest in the protection of resources and of the places where these are located, even for tourism-related purposes.

The resources are divided into four categories: Florida Heritage Landmark, State Historic Highway, Florida Heritage and special series established by the Division to facilitate the recognition and interpretation²¹ of historical sites or statewide resources such as historical or scenic paths, anniversaries, recurring events. The Statute establishes a central register of all installed signs and a Florida Register of Heritage Landmarks, whose management and updating are entrusted to the Division of Historical Resources. The Florida Register of Heritage

20. The commission is made up of representatives of the institutions at state level and of the Secretary of the Interior.

21. Paul Risk defines interpretation as “the translation of the technical or unfamiliar language of the environment into lay language, with no loss in accuracy, in order to create and enhance sensitivity, awareness, understanding, appreciation, and commitment”, Paul H. Risk, *Interpretation: A Road to Creative Enlightenment*, CRM, Vol. 17, No. 2 (1994), pages 37-40.

Landmarks includes properties deemed worthy of protection activities due to their exceptional historical value and integrity from the architectural or archaeological viewpoint, with more than fifty years of age; a derogation of the age requirements is only permitted in case of exceptionally significant heritage assets to the State or the nation. The asset identification and nomination process, as well as the compliance and subsequent constraint assessment, with the advice of the State Historical Marker Council²² should meet criteria defined beforehand by the Division. The regulatory text clearly points out that, in case of private property, the Heritage Landmark nomination “does not prohibit under Florida law or regulation any actions which may otherwise be taken by the property owner with respect to that property”, thus confirming the clear distinction, already specified in the national regulations, between the direct protection level exercised by the State for public property and for private property. In fact, the full right to private property is guaranteed, which can eventually be exercised – as happens with historical heritage assets – by substantially altering or even destroying that asset. This is a contradiction in terms with respect to the idea of protection inherent in the recognition of the status of Heritage Landmark for an asset due to its “exceptional historical significance to the state as a whole or a region of the state” and, hence, also due to its “architectural or archeological integrity”.

State Archeological landmark and State Archeological landmark zone

The law allows the protection of any archaeological sites that are scientifically relevant or significant for history, prehistory or the aboriginal past, by even publicly nominating them – if this does not jeopardize the integrity of the site – as State Archeological Landmarks or, in case of a group of archaeological sites with the same characteristics, as

22. The State Historic Marker Council is an advisory body created with the aim to increase the participation of communities in the identification and interpretation of the historical and cultural heritage of Florida; it assists the Division in the evaluation of the resources to be included in the program and identifies its purposes. The Council consists of three members, identified on the basis of the parameters defined in the NHPA and appointed by the Secretary of the Interior to represent different areas of the State.



39. Venetian Pool (2013).

State Archeological Landmark zones; nevertheless, the nomination of private sites is subject to the written consent of the owner. The nomination also allows the preservation of the site by means of excavations and research campaigns authorized by the Division of Historical Resources according to defined and binding procedures; the non-compliance with the foregoing will result in the application of sanctions to be quantified depending on whether the act committed is misdemeanor or crime.

Permissions for excavations or surveys released by the Division may cover only the operations performed on lands owned or controlled by

the State, or within the borders of State Archeological Landmarks and State Archeological Landmark zones, while the excavation operations are carried out by educational and research institutes with specific expertise in the fields of archeology, analysis and interpretation to ensure the publication of the research made. According to the regulatory purpose, research activities on privately owned lands other than those standardized by the State Archeological Landmarks and the State Archeological Landmark zones are not recommended.

The Statute also regulates the title of archaeological heritage rights from authorized excavations, owned by the state, as well as the purchase, the preservation, enhancement and utilization activities, such as temporary or permanent lending for research purposes, as well as the sale for reasons of conservation, if the value of the asset for research, exhibition or educational purposes no longer exists or due to the purchasing of other assets deemed more significant for the institutional purposes of the Department.

Florida Folklife Programs

The protection of the Florida intangible heritage is confirmed by the establishment of the Florida Folklife Program whereby the Division, backed up by the Florida Folklife Council²³, deals with the identification, research, interpretation and dissemination of the various expressions of the popular cultures reflected in the arts and popular traditions, habits and customs, cultural heritage, artists, musicians. The Division, in pursuing its protection goal, is entitled to enter into contracts or agreements to delegate its tasks, to accept donations, bequests or leg-

23. Created as part of the Department of State, the advisory body consists of seven members appointed by the Secretary of the Interior and chosen in such a way as to be representative of the geographical, ethnic and professional diversity. The commission is responsible for promoting and encouraging the public involvement and interest in popular traditions and folk arts, developing and promoting artists and popular performers, festivals, life-related projects and popular resources, favoring the development of projects for the identification, collection, protection of cultural resources, making them accessible throughout the State, as well as assisting the State Folklorist in developing funding proposals in support of the projects and objectives of the intangible cultural heritage protection program.

acies of money.

Finally, the protection program includes the establishment of Advisory Councils, within the Department of State, entrusted with assisting the Division of Historical Resources in the administration, management and protection of specific entities, such as The Grove Advisory Council, an advisory body for the protection of the historical house museum The Call/Collins House in Tallahassee, with the signing of agreements with non-profit organizations (Florida Keys and Tallahassee Contract for Historic Preservation) and universities (for the management of state property, as well as publishing projects and the establishment of citizens' organizations in support of the programmatic activities of the Division).

Title XXVIII of the Statute, Chapter 380 - Natural Resources - conservation, reclamation, and use, which sets the principles for the use of soil and water resources in order to guide the policies for local development and growth, includes additional protective measures for historical and archaeological heritage. To this end, the "Areas of Critical State Concern" are identified – i.e., areas "containing, or having a significant impact upon, historical or archeological resources, sites, or statutorily defined historical or archeological districts, the private or public development of which would cause substantial deterioration or complete loss of such resources, sites or districts"; these require specific rules and parameters to be adopted during the preparation of development projects.

Florida's Comprehensive Historic Preservation Plan

The Statewide Historic Preservation Plan is the programmatic guidance instrument for the protection policies implemented in the State of Florida, established by Chapter 267 of the Florida Statutes and recognized in the Statewide Comprehensive Plan, the highest instrument of territorial governance in which the mechanisms and goals for the protection of cultural resources are defined. The Statewide Comprehensive Plan does not only identify, among the heritage protection objectives, the ones outlined in the national regulatory test, but also the revivification of ur-

ban centers, by fostering the localization of “commercial, governmental, retail, residential and cultural activities”, the retrieval and sustainable use of historic property through tax incentives and technical assistance, the participation of the private sector in the support of historical and cultural projects. The implementation of urban planning instruments, which also provides for the ability to insert parameters (further binding elements) to better safeguard the territorial diversity, is entrusted to the Regional Planning Councils and, in particular, to the local governments. The objective pursued by the legislator in the Statewide Preservation Plan is to set out the guidelines that can assist the entities dealing with protection activities in the preparation and implementation of effective procedures for locating, identifying and protecting the multiple and multicultural resources found in the State of Florida. Careful planning is indeed considered an important tool to identify the strengths and the criticalities inherent in the preservation practices, such as the limited availability of funds, a more widespread education and information of citizens and authorized persons, the need for and the complexity of the coordination of the multiple levels of government, in order to find possible solutions and define the best practices. It is also recognized that strategic planning has a positive impact especially if it is able to adapt and respond to the needs shown by the stakeholders. Since protection is a set of actions that, to be effective, must greatly involve the community, citizen participation at all stages of the definition of a shared outlook, of protection targets and criticalities is considered essential and has been one of the guiding principles in the plan preparation.

The document gives an overview of the numerous protection programs²⁴ that are underway in Florida, some of which have been established by the national regulations which delegate their management to the state level, as well as by the Florida Statute, which reflects the state multiculturalism and multiplicity of resources, and identifies the numerous federal, state²⁵

24. These include the Florida Forever, program established with the aim of preserving the natural and cultural resources of Florida and make accessible urban open spaces or the academic training programs.

25. It is worth mentioning here the Florida State Parks, administered by the Division of

and local partners, as well as the private partners, such as non-profit organizations, local neighborhood associations and house museums, which operate in the preparation, management and implementation of programs, providing the details of their roles, actions and goals.

Finally, the SHPP identifies the seven major protection goals, mainly focused on educational and training aspects, specifying their purposes and the precise intervention strategies to achieve them:

- the growth and spread of knowledge of the history of Florida and the participation in protection activities through the increased involvement of the population, of young people and ethnic communities; the knowledge of multicultural historic resources, of the difficulties/criticalities and positive effects of their preservation; what should be pointed out in the document is the need to carry out continuous awakening of the local communities and, in particular, of the owners of historic structures, to the significance/importance of heritage protection in order to preserve the social value of a heritage asset as a place of collective memory that does not undermine the property right;
- the increase in the technical knowledge of the stakeholders capable of influencing the policies and practices for the protection of historic and archaeological heritage by arranging specific training programs and technical material, as well as by encouraging the recovery and reuse of the existing structures;
- promoting the support to the protection practices, also thanks to the provision of tools to assess the impact of protection activities from the economic and cultural points of view and on the quality of life;

Recreation and Parks within the Florida Department of Environmental Protection (DEL), which manages the largest historical heritage owned by the State, consisting of 160 parks, more than half of which host highly valuable property including more than 300 structures and 1,800 known archaeological sites, while almost all of the remaining parks include archaeological sites and historic structures identified but whose historical value has yet to be assessed.

- the diversification of the financing sources for protection measures, by soliciting the participation of private entities;
- encouraging the creation of a network of preservation partners also by creating specialized lists of professionals and organizing meetings to share protection experiences;
- the extension and implementation of the institutional activities already carried out by the Division of Historical Resources, even by simplifying the procedures and operations of the Division through the growth of the Certified Local Governments and the creation of organizations;
- ensuring the maximum visibility to cultural heritage on the occasion of the Viva Florida 500 celebrations, this being closely linked to a specific anniversary but with surely repeatable purposes and dissemination tools.

Historic Preservation Program of Coral Gables

Coral Gables is one of the first cities in the United States to have implemented policies for the protection of its historical heritage by promulgating, in 1973, of the Historic Preservation Ordinance. This law came in response to the gradual loss - that was occurring at that time - of the original buildings designed and made by Merrick, due to the widespread neglect also attributable to poor knowledge of historical heritage, as well as to speculative interests related to an increase in the value of the urban lands, which prompted the owners to demolish historic buildings in favor of new constructions. This phenomenon occurred mainly in the eastern commercial, productive and tertiary-related part of the city, between LeJeune Road and Douglas Road, where modernist buildings out of scale with respect to the surrounding environment - whose architectural character is perceived to be in contrast with the historical context in which they are located - were erected in the fifties. The residential area, maybe due to the binding urban planning parameters that have always been applied in this portion of the city, has kept almost intact its original character consisting of Mediterranean-style architecture with vertical development generally limited to two floors, surrounded by green

spaces expanding/extending towards the elaborately planted streets and avenues, thus creating “an image of continuity, stability and shared wealth”²⁶. In 1984, one second ordinance is issued, incorporated in the building code, which updated and extended the previous document by establishing the Historic Preservation Board²⁷, while its amendment of 1990 introduced the revision procedure for the nomination of historical assets to the National Register of Historic Places and a list of widely accepted definitions, concepts, terms and procedures in the field of the protection of historic resources, in addition to increasing the persons authorized to apply for historic designation, while the requirements for the deposition of the site following demolition of a historic landmark were amended.

In 2003, the Historic Preservation Ordinance was included in the Zoning Code; this step makes the protection measures contained therein more binding, particularly for private historic resources, since their implementation is now due to reasons of welfare and safety of the community²⁸. The ordinance includes measures to regulate the demolition of property and the application of sanctions, and provides the Historic Preservation Board with the power of derogation of urban planning parameters, if deemed necessary for purposes of the protection and direct nomination

26. Behar, Roberto M.; Culot, Maurice G. (ed.). *Coral Gables. An American Garden City*, Paris: Norma Editions, 1997, page 11.

27. Currently, the Historic Preservation Board is composed of nine members, seven are appointed by the city Commission and one by the City Manager. These members select an additional member who has to be confirmed by the City Commission. All members, who serve for a two-year term, are required to have been residents of Coral Gables for at least five years prior to their appointment. The multidisciplinary expertise of the Boards is provided by including at least a registered architect, an historian, a certified city planner or registered landscape architect, a professional in the field of real estate, development of licensed general contractor, a certified public accountant or an executive with a financial institution, and an attorney. Upon request of the Board, the City Commission may appoint a special advisor.

28. In the current Zoning Code, *Section 1-103. Purpose of the City of Coral Gables Zoning Code*, it is stated that “the purpose of the City of Coral Gables, Florida Zoning Code is to implement the Comprehensive Plan (CP) of the City [...] for the protection and promotion of the safety, health, comfort, moral, convenience, peace, prosperity, appearance and general welfare of the City and its inhabitants”.

of such properties as Local Historic Landmarks²⁹.

In 2007, the Zoning Code underwent an overall revision which extended and enhanced the preservation ordinance by introducing the benefit of the ad valorem tax for a number of historic assets for commercial use and the article in which demolition by neglect is disciplined. On the occasion of the revision of the urban planning instrument, the land use regulations contained in the Comprehensive Preservation Plan were also revised.

The cultural heritage of the city is now protected by the urban planning instruments of the Comprehensive Plan and the Zoning Code through the Historic Preservation Department responsible for managing the protection program jointly with the Historic Preservation Board.

Comprehensive Plan

Prepared in compliance with the regulatory requirements of the Florida Statute prompting local authorities to adopt a territorial governance instrument, the Comprehensive Plan is the guidance instrument that outlines the guidelines and defines the policies for the management of the administrative territory of Coral Gables; it identifies the objectives and expresses the strategies for the economic and social development of the community. The current plan, approved in 2010, includes the Historical Resources among the strategic development elements, as well as the Natural Resources which are treated separately; it sets out the vision for protection and enhancement and defines goals, objectives and policies.

Thus, the plan lays the foundations for the protection of the historical and cultural resources of the city including “buildings, structures, sites, districts, objects, archeological sites, and other landmarks”, but also for their enhancement, thereby introducing a term which is rare in the regulations at the state level, and absent at the national level³⁰, although

29. Prior to the adoption of this measure, the Historic Preservation Board used to play an advisory role in nominating historical heritage assets, which needed to be submitted to the City Commission for final approval. See M. Anderson, in «Urban Environment Newsletter», April 2003.

30. The word “enhancement”, which identifies all the activities aimed at improving the knowledge and preservation conditions of cultural heritage and promoting the public

the enhancement measures are provided for in the regulatory texts. The goals identified are the following:

- the incentivization of the identification process for historical resources, including “manmade or natural landscape elements, works of art or the integrated combination thereof”, in order to arrange suitable planning instruments for their protection and preservation. It was confirmed that the documental research activities need to be carried on to increase the amount of resources to be included in the Coral Gables Register of Historic Places as both individual local landmarks or areas within the local historic districts, as well as in the National Register of Historic Places³¹, also specifying the amount of assets to be included every year in such registers;
- the continuation of the educational activities to awaken citizens and young people to the value of heritage conservation, by enhancing the training and educational programs at both the civic and academic levels with the issue of publications also including technical aspects, promoting technical and fiscal assistance for access to the economic incentives for heritage protection and organizing meetings and classes for students from primary, secondary and high schools and training periods;
- the continuation of the activities for the protection and conservation of the historical and cultural resources of the Coral Gables city by strengthening the protective measures set out in the Zoning Code or in any other regulatory instruments adopted at all levels of gov-

enjoyment of the heritage assets, can be found in the Florida Statute only in the section that provides for the protection and management of state-owned historic properties in West Florida, delegated to the University of West as direct-support organization, whereas it is not found in the updated text of the National Historic Preservation Act, as amended through December 19, 2014 and Codified in Title 54 of the United States Code.

31. As of 2015, the Coral Gables Register of Historic Places contains 1000 historical assets in the aggregate, including buildings, structures and formal landscape features, as well as 21 local historic districts. As of the same date, 12 historical assets were registered in the National Register of Historic Places.



40. Merrick House, 907 Coral Way (2013).

ernment, also implemented following the revision and amendment, to be made on an annual basis, of the land development regulations in contrast with the objectives of protection; besides, public and private entities conducting studies for infrastructure, town-planning or construction works are required to analyze the impact of such interventions on cultural heritage;

- the identification of the impact of urban growth on historic properties through the close collaboration between the various municipal offices in performing their duties in order to assess the effects and impact of the decisions made on the assets and areas nominated, on those which have yet to be nominated or which are potentially historically significant. To this end, the Historical Resources Department must keep on with the revision of the building practices such as the permits for construction, extensions and modifications and the applications for demolition of potentially historic structures, as



41. 937 Coral Way (2013).

well as supervise and monitor the construction works performed by the municipality;

- fostering the use of economic incentives to encourage protection activities by promoting the existing incentives and conceiving and establishing new fiscal and economic mechanisms, as well as encouraging the use of the ad valorem tax for historic properties, the Transfer of Development Rights (TDRs) for the conservation and protection of historic landmarks, properties and areas, whose employment is recommended to be extended, the revolving funds administered by the Dade Heritage Trust and the Florida Trust for Historic Preservation, the low-interest loans managed through the Dade Heritage Trust revolving Fund for the renovation of buildings in the working-class and middle-income areas, the taxable base reduction for those who carry out approved improvement works. Starting from December 2010, the coordination with local banks is



42. 901 Coral Way (2013).

expected to establish conventions to the benefit of owners, contractors and any other qualified entities acting on historic properties.

- The cooperation with non-profit protection organizations is also fostered in order to ensure the procurement of funds for protection activities.

Zoning Code

Division 11 - Historic Preservation: Designations and Certificates of Appropriateness, Article 3 -Development Review regulates the building activity for historical resources by specifying, in particular, the procedures for the designation of heritage assets and the issuance of the Certificate of Appropriateness, and assists public authorities and private entities in obtaining tax incentives and financing for heritage preservation actions.

The designation of an asset is based on the assessment of the existence of significant character, interest or value “as part of the historical, cultur-



43. Coral Rock House (2013).

al, archeological, aesthetic or architectural heritage of the City, state or nation”; for the historic landmark districts, moreover, the historical or thematic areas to describe “the historical relationship of the properties” should be determined. It is to be noted that the text introduces, as a significant factor in the assessment of interest, the aesthetic value of the property, to emphasize the high quality and harmony of the built and anthropized environment which was conceived and implemented by Merrick and is still preserved today, mostly in the residential area that has been less affected by the speculation of the fifties. The qualification criteria, just like the criteria considerations, are derived from those defined by the U.S. Department of the Interior, National Park Service, to assess the eligibility for the inclusion in the National Register of Historic Places³², and further de-

32. The adoption - for the identification of significant historical resources - of the criteria defined at the federal level, which are widely recognized as valid and hence accepted even though their specific use is not prescribed in the current regulations, ensures an unbiased evaluation process by the public authorities with respect to the private entity owning the property on which - following the designation - specific “constraints” will stand on; ac-

tailed and specified to accommodate the uniqueness of the context. Four categories of values can be identified – that is, historical-cultural, architectural, aesthetic and archaeological, together with the entities delegated to the submission of applications to the Historic Resources Department for a first proof of eligibility, such as the Board of Architects, the owner of the property or any citizen who submits a preliminary document containing a “legal description of the property and the statement explaining its historic, cultural, aesthetic or architectural significance”. If deemed appropriate, the application is submitted to the Historic Preservation Board and, if approved, requires the preparation of the designation report to be presented in the public hearing. During this last approval stage, pending the final assessment that comes after the public hearing, any procedure for the release of building permits is suspended. The procedures are accelerated in case of assessment for the demolition permit application.

The designation report, worked out by the Historic Preservation Officer, must specify the perimeter of the area to be designated, which in the case of individual assets corresponds normally to the entire property where the historic building stands on, while, in the case of a historic landmark district, its extension must be such as to “include all appropriate properties reasonably contiguous within an area and may include noncontributing properties which individually do not conform to the historic character of the district, but which require regulation in order to control potentially adverse influences on the character and integrity of the district”³³. The designation report must also give indications about any optional internal boundaries, i.e. sub-areas and transitional areas where, given the close interrelationship between the landmark and its surroundings, every intervention on the latter may adversely affect the conservation of the asset, about any requirements in addition to those contained in the Zoning Code or any adjustments thereof, and about any designation of the interior³⁴; a significance analysis should also be in-

cording to the American law, these can undermine the foundations of private property.

33. Section 3-1104(B)(1).

34. This rule does not protect the privately owned interior, original materials and furnishings except in the case of some existing structures of exceptional architectural, artistic or

cluded to specify, amongst other things, the designation criteria and the goals and public targets expected for future conservation, development or redevelopment. The regulations provide, in compliance with state and national provisions of law, for the establishment of procedures to notify the owner of the application acceptance for recognition of the asset as a historic landmark or landmark district and for the arrangement of a public hearing. If the designation decision of the Board is confirmed during the public hearing, it is transmitted to the relevant municipal offices, to the City Clerk, to the owner and to any other municipal agency concerned with the establishment of the constraint and recorded in public registers. The timing and procedures for the appeal are finally defined, and the non-compliance therewith shall make the decision of the Board final.

Since 1986, when the city of Coral Gables was recognized Certified Local Government (CLG), the Historic Preservation Board has been responsible for reviewing the nomination practices of local historical assets to the National Register of Historic Places and for sending the nomination to the Florida Review Board of the National Register, if these are found to be compliant with the criteria set out by the federal state.

The Certificate of Appropriateness is the document issued by the Historic Resources Department certifying that the interventions concerning buildings, structures, landscape features, archaeological sites designated as historic landmarks or landmark districts, as well as non-contributing structures located within historic landmark districts fulfill all the protection requirements and guidelines set out for the safeguarding of cultural heritage within the administrative borders of the City of Coral Gables. The regulations recognize as criteria for project conformity assessment the US Secretary of the Interior's Standards for Rehabilitation and define the priorities of the Board in their application – that is, the promotion of sustainable interventions for historic properties such as maintenance,

historical value. This regulatory deficiency has led to the loss of the original planimetric configurations, frequently altered or no longer legible especially in the case of residential buildings of greater extension, while in the case of smaller size housing as cottages, it is more common to still find original environments. The preservation of the interior is entrusted to the sensitivity of the owners.

recovery or adaptive use, adapting to and integrating in the context even as for design, materials, colors, proportions, scanning and size of the openings in the case of new constructions, additions and changes. To pursue these goals, the Board is authorized to use additional evaluation parameters, especially in case of special features unique to the City. The regulations make a distinction between two authorization procedures, the Standard and the Special Certificates of Appropriateness and define the timings and procedures for their release. In the case of the Standard Certificate, the procedure is based on the enforcement of the standards for rehabilitation, the designation report and the documentation attached to the application. The application for the issuance of the Special Certificate must be submitted in case of alteration, addition, restoration, renovation, excavation, demolition or moving, accompanied by all graphic and technical documentation, as well as by samples of the materials used, so as to provide an overall picture of the intervention and define the impact on the environment. In case of alteration, addition, restoration and renovation projects, the Building and Zoning Department must first verify their planning compliance. Demolition interventions and interventions concerning reconstructed buildings are also subject to the release of the Special Certificate, as they will be clearly identified for the public: indeed, in specific cases, the potential historical value of reconstructed buildings is recognized by the Zoning Code. The final decision of the Board³⁵, which must always be accompanied by the attendant grounds and, in case of approval, indicate the specific public interest which is intended to be preserved, can instruct the issuance of the Special Certificate of Appropriateness, the release of the certificate with requirements, the refusal to issue the certificate or its approval with deferred effective date. Demolition interventions and interventions concerning reconstructed buildings are also subject to the release of the Spe-

35. The text specifies that the decisions should not cause undue economic hardship for the owner: if this were the case, the owner might appeal against the decision of the Board and obtain its invalidation, in that validity would involve an unlawful economic burden for the private ownership.

cial Certificate³⁶, as they will be clearly identified for the public: indeed, in specific cases, the potential historical value of reconstructed buildings is recognized by the Zoning Code.

The regulations contain indications of additional useful criteria for assessing the eligibility of demolition applications, including the impact of the asset on the value and the historical architectural integrity of the site or district, being the latest example of a particular asset in the neighborhood, province or district, as well as reasons of safety, public interest and proven unreasonable or undue economic hardship for the owner. In the latter case, the possibility of introducing additional incentives and subsidies to encourage the conservation of the property, including the extension of the duration of the ad valorem tax exemption would need to be assessed. The text also allows for the denial of the special certificate for demolition works indefinitely, which must be notified in writing, explaining the reasons of public interest accounting for the denial, as well as the release of a special certificate to demolish with a deferred effective date in the case of historic property of particular value, so that the Board can undertake, within the predetermined due date, safeguarding actions which may also include purchasing requests from public or private entities and moving part of the structures or elements to elsewhere. The issuance of a standard or special certificate for demolition of a historic property can be finally approved by the Board provided that, at the expense of the owner, special architectural or decorative elements, as well as the building materials to be used for other recovery works are preserved, and an heritage asset documentation campaign must be arranged before the demolition for archival purposes. Any demolition permits for buildings and structures considered as non-contributing ones must still be approved by the Historic Preservation Officer, who is responsible for assessing the possible historical and cultural interest in order to initiate with the Board the necessary designation procedures

36. The recognition of the value of the asset as a resource to be protected and preserved in the interests of the current and future generations is inherent in identifying and designating an asset as Historic Landmark. The demolition action is therefore ideologically opposed to the idea of public interest associated with heritage protection.

for protection. The revision of the Zoning Code of 2007 introduced the concept of demolition-by-neglect – that is, the demolition resulting from the failure to apply, whether intentionally or accidentally, the minimum maintenance standards for a historically designated resource, as would be required by the current regulations at the state and the local levels³⁷. In case of non-compliance with the standards, the owner shall be notified of the restoration of the architectural stability and integrity of the property, specifying the timing for the execution of the works, as well as the access to the property by representatives of the municipality, even after service of formal notice in the event of the owner's refusal, in order to make an inspection and check the state of the property and impose the presence of professionals specializing in the recovery of buildings. The municipality is authorized to issue an enforcement order, at the private owner's expense, and possibly to seek civil penalties in case of delayed restoration works or failure to carry out such works. Derogations from the provisions contained in the Code are permissible only in case the owner proves that the correction and restoration works generate an unreasonable or undue hardship. For damaged, destroyed or demolished bonded assets, the application of the ad valorem tax exemption cannot be approved.

The Code also regulates the possible relocation for a significant improvement, discouraged but admissible if it is essential to the preservation of the property and the new location is such as to preserve its historical architectural integrity; the removal, moving, concealment or destruction of landscape features and archeological sites within the boundaries of a historic landmark or historic landmark district, operations for which the issuance of the Certificate of Appropriateness is authorized only for

37. In Section 3-1108(B)(1) of the Zoning Code it is stated that "It is the intent of this Section to preserve from deliberate or inadvertent neglect, the interior, exterior, structural stability and historic and architectural integrity of any historically designated building, structure, landscape feature, improvement, site or portion thereof. All such properties, buildings and structures shall be maintained in accordance to minimum maintenance standards, preserved against decay, deterioration and demolition and shall be free from structural defects through prompt and corrective action to any physical defect which jeopardizes the building's historic, architectural and structural integrity".

proven reasons of safety, unjustified hindrance to the use of the property or if the vegetal element is inappropriate for the context; construction or excavations operations in archaeological areas; reconstruction of historical assets³⁸ damaged by catastrophic events on condition that the urban planning parameters, the Secretary of the Interior's Standards for Rehabilitation and the criteria for the issuance of the Certificate of Appropriateness are complied with, and there is no increase in the urban load (number of units). The Board is authorized to waive the regulations in force only in case of release of a Special Certificate of Appropriateness, with a derogation limited to the specific authorization.

The regulations include the provision of tax incentives for historic properties, only applicable for taxes owing to the City of Coral Gables and with a total duration of 10 years on condition – as per a written agreement between the owner and the municipality – that the asset undergoes regular maintenance during this period of time and that the works carried out comply with the standards set out by the Secretary of the Interior and the state regulations. Historical heritage concerned with restoration, renovation and rehabilitation works can take advantage of a tax deduction equal to 100% of the assessed value of all improvements, while some buildings for commercial use or for non-profit purposes can have a 50% reduction of the ad valorem tax provided that they are regularly open to the public for a minimum period of time as defined by the same regulations. The heritage assets entitled to the tax incentives are those included in the National Register of Historic Places, as well as a contributing property that is part of a district entered in the national register and individual properties or properties belonging to a district and included in the Coral Gables Register of Historic Places. The final approval of the tax incentive for a given property, after evaluation of the application by the Historic Preservation Board, is subject to the vote of the City Commission.

Conclusions

38. The Code identifies historic buildings, structures, landscape features, improvements or sites as rebuildable assets.

Today's cityscape of Coral Gables is almost unchanged in its essential features, in its architectural components, especially its residential areas, gates and squares, as well as in the urban relationships between the various elements designed and manufactured by its founder George E. Merrick: he had conceived the city as an open space, where the public and the private parts would merge into one single environment in which citizens could move freely. This purpose was actually betrayed in the third expansion, announced in December 1926, with the plans of Biscayne Bay Section never completed by Merrick, where subdivisions would later be authorized involving the construction of luxurious out-of-scale residential buildings and the creation of "gated communities" the access to which is limited or even discouraged.

The significant loss of historical heritage, in terms of total demolition of the buildings originally built by Merrick, focused mainly on the eastern area of the city, between Le Jeune Road and Douglas Road, hosting the Business Section and the Craft Section, as a result of the speculative operations that have been implemented since the fifties. These have seen the construction of high-rise buildings, buildings that, stylistically but also dimensionally and from the elevation point view, do not mix well with the historic buildings still existing today (characterized by compact dimensions and limited height and by the use of traditional materials), often almost overwhelming them, thus concealing the original relationship with the surroundings, as happens with the Sevilla Hotel, now Place St. Michael, encircled by tall buildings on three sides. The Mediterranean Architectural Ordinance enacted in 1986 and today implemented through the Coral Gables Mediterranean Style Design Standards, tried to mend the relationship between the historical city and the contemporary economic requirements and life needs, encouraging owners and entrepreneurs who use elements from the Mediterranean Style vocabulary also creatively by granting development bonuses but maybe without fully adjusting the scale ratio between the new buildings and the historical fabric, save for a few cases, as happened with the Colonnade Building.

On the other hand, the residential areas have maintained greater integrity of the landscape character, as can be seen from the survey and mapping

of the buildings included in the Coral Gables Register of Historic Places. It is in the area around the Granada Golf Course, where the Comprehensive Plan identifies most Historic Landmark Districts that the historical designated assets are concentrated, only to thin out while moving away from the green lung, with episodes or isolated grouping in other parts of the city and the presence - to the south of the Biltmore Hotel - of the landmark districts, consisting of thematic villages. The favorable conservation status of a large number of historic buildings is certainly to be attributed to the local protection system, considered one of the pioneers, which implemented the national legislation so bindingly and effectively, even by including the preservation ordinance in the Zoning Code, and made the most of the social value of the protection interventions promoted. This has made it possible to legitimize the protection of private historical assets with a view to the collective interest which, therefore, prevails over the private interest, and over time has raised awareness of the value and positive impact of conservation, often pushing the owners of historical assets to make independent and informed protection-related decisions. However, it should be noted that, due to the justified social character of the protection of historic resources, the regulations tend to preserve almost exclusively the elements visible from the public spaces, normally streets, thus focusing the regulatory efforts on the external aspects and components of buildings or properties, such as facades, covers, volumetric ratios of buildings and scanning of the openings in case of volumetric additions, or on the structural aspects which are essential for the asset to keep on existing. The preservation of the interior, that is maintaining the original layout of the spaces, materials and distribution elements is actually limited to publicly owned heritage assets: though provided for by the regulations (including the national legislation) and desirable anyhow, this protection activity involves private assets only in case of exceptional value.

Guidelines for implementation

An effective protection policy, allowing for informed choices and appropriate regulatory instruments, should be focused on the thorough understanding of the historical heritage to be safeguarded and on shared information to create widespread awareness of the value of the property and its conservation. Indeed, it is necessary to have full knowledge of its history, the cultural environment in which it was conceived and created, the transformations experienced, the material consistency, the space and structural components and the construction techniques. This information is often incomplete or not readily available for the historical heritage of Coral Gables, partly because of the fragmentary nature of the direct historical data resulting from the lack of original documents produced by Merrick and his team, scattered among multiple archives, some of which being private or hardly accessible. It is therefore desirable to allow for an integrated-management archiving system, preferably in GIS platform, on a cartographic basis superimposed on a georeferenced orthophoto in order to facilitate the identification of the historical emergencies included in the Coral Gables Register of Historic Places or considered as contributing buildings. Such an archiving system could possibly rely on the Florida Master Site File, already in GIS platform, implementing it in order to maintain one single database for the State of Florida as indicated in the Comprehensive Plan. Every historical asset shall be associated with information describing it in detail in terms of location, history, space, structural system, planimetric conformation, structural and vertical connection elements, materials and finishes. These elements are partly already contained in the application for registration to the Site Master File but the inclusion of much information is free. Therefore, the data required shall need to be supplemented while limiting the non-mandatory fields, so that data collection is as comprehensive as possible. The data sheet of each property will also contain information on the inclusion in specific registers of historic places, in addition to the National Register, today already provided for and completed with the inclusion of the Designation Report, as well as any possible public and private protection tools such as TDRs, revolving funds, conservation easements, tax incentives and designated additional parameters established by the Historic Preservation Board upon the designation of the property as landmark, to understand and

monitor the protection level for the asset and the entities that promote it. Finally, each property should be accompanied by graphic documentation with the original drawings related to its construction (if any), the attendant building permits issued over time, photographic documentation (including historical photos) and any other archive documents such as newspaper articles in which the asset is treated.

The access to the information (even on line) could take place according to different levels depending on the user category, in order to ensure appropriate safety levels in accordance with current regulations in the State of Florida. This condition would also favor the retrieval of data by individual owners: through the preparation of a historical report – a document that might be attached to the applications for the release of the Certificate of Appropriateness – they would deepen the knowledge of the asset and, therefore, their design choices would be informed and respectful of the historical heritage. The database is thus conceived as a constantly updated digital archive containing information for scientific research purposes, proving to be an indispensable tool for the territorial management and the planning of protection policies.

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Abbreviations - Archives

CGHR, Coral Gables Historical Resources Department

HMA, HistoryMiami Archives

UMAL, Paul Buisson Architecture Library, University of Miami

UMSC, Special Collection, University of Miami

UMA, University of Miami Archives