The Picayune Strand State Forest
From Wetland Ecosystem to Failed Residential Development and Back

Kathy Worley
and
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Conservancy of Southwest Florida
1450 Merrihue Drive
Naples, Florida 34102
What is this? - 1974
FEDERAL TRADE COMMISSION DECISIONS
Modified Order 51 F. T. O.
IN THE MATTR OF
CHARLES ANTELL, INC. ET AL.
ORDER REOPENING PROCEEDING AND MODIFYING ORDER TO CEASE
AND DESIST, AND OPINION OF THE COMMISSION
Docket 6102. Order and, Opinion, Nov. 1954

Order modifying cease and desist order of December 19, 1953 to bring it into conformity with the stipulated facts so as to prohibit representations that the main ingredient from a percentage standpoint in respondents' product Charles Antell Formula No. 9 was lanolin, and that said product would remedy the cause of cracked or split hair.

Before Mr. John Levis hearing examiner.
Mr. William L. Pencke for the Commission.
Mr. Bernard H. Herzfeld of Baltimore, Md., for respondents

It is ordered that the respondent Charles Antell, Inc., a corporation, and its officers and respondents, Charles D. Kasher, Leonard L. Rosen and Julius Rosen, individually, and respondent T. A. A., Inc., a corporation, and its officers, and respondents respective agents, representatives and employees, directly or through any corporate, or other Charles Antell Formula No. 9 and Charles Antell Shampoo, or device, in connection with the offering for sale or distribution of or any products of substantially similar composition or possessing substantially similar properties, whether sold under the same names or any other names, do forthwith cease and desist from directly or indirectly:
Leonard

Who were these guys and how did they end up in Florida?
Cape Coral - 1959

Mangrove forest dredged in 1959 which is now Cape Coral.

Photograph reprinted from http://nsgl.geo.uri.edu/flsgp/flsgpm02003/flsgpm02003_part2h.pdf
Gulf American Corporation
a growing giant

You have read what Gulf American has accomplished to date. You have learned how, starting with a single piece of undeveloped property in 1957, the company has become the largest marketer of land of its kind in the world.

And, now, other dreams are aborning—dreams encompassing far wider horizons. Far from having attained full maturity, the Gulf American Corporation is still flexing its corporate sinews, still accelerating its ever-increasing diversification to include new fields and embrace new opportunities. Far from being a giant come of age, Gulf American today is a giant still growing.

Today, Gulf American is constructing homes...not only individual residences, but apartments, cooperatives and condominiums, too...is providing insurance protection of various kinds and is active in many other businesses, as well.

Obviously, the Gulf American Corporation has much to offer many people. For some...residents of its Florida communities...the company makes it possible to live and work and raise their families, or to retire in one of America's fastest growing major states. To others...those who are investing in properties at River Ranch Acres or Remora Ranch Grants (see footnotes, page 6)...Gulf American represents a chance to own land combining growth potential with the immediate enjoyment of outdoor living at its best. And to still others...men and women interested in becoming a part of the Gulf American organization itself...the company and its network of subsidiaries offer an opportunity to share in the destiny of a dynamic young corporation, which has already contributed enormously to today's flourishing economy...a company dedicated to building new worlds for a better tomorrow.

As of April 1, 1967...

FACTOR...The Gulf American Corporation's worldwide land holdings total 573,760 acres (986.5 square miles).

FACTOR...The Gulf American Corporation has contributed $1.1 billion to the economy of the State of Florida.

FACTOR...The Gulf American Corporation and its subsidiaries employ a total of 7,889 people.

FACTOR...The Gulf American Corporation has completed a total of 250 road miles of streets and boulevards.

FACTOR...The Gulf American Corporation has dredged and deepened 168 miles of canals and waterways.

FACTOR...The Gulf American Corporation has completed construction of 3,162 buildings of all types...with 140 additional under construction.

FACTOR...The Gulf American Corporation has sold Florida properties to residents of all 50 states and the District of Columbia, the Canal Zone, Wake Island, and the dependencies of the Caroline Islands, Guam, Puerto Rico and the Virgin Islands and 68 foreign nations.

TOP TEN PUBLICLY OWNED FLORIDA BASED CORPORATIONS - 1966*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of Company</th>
<th>In 1966</th>
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<tbody>
<tr>
<td>1</td>
<td>Southern Bell Telephone</td>
<td>3965</td>
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<tr>
<td>2</td>
<td>Florida Power &amp; Light Co.</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Atlantic Coastline R.R.</td>
<td>93</td>
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<tr>
<td>4</td>
<td>GULF AMERICAN CORPORATION</td>
<td>6</td>
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<tr>
<td>5</td>
<td>Winn Dixie Stores, Inc.</td>
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<tr>
<td>6</td>
<td>Florida Power Corp.</td>
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<tr>
<td>7</td>
<td>National Airlines, Inc.</td>
<td>8</td>
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<td>8</td>
<td>Jim Walter Corporation</td>
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</tr>
<tr>
<td>9</td>
<td>General Telephone &amp; Electric Co.</td>
<td>9</td>
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<tr>
<td>10</td>
<td>Tampa Electric Co.</td>
<td>10</td>
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Tied for fourth position.
A grid of roads and canals
The community of Golden Gate, Florida, is a fine place to visit...and live! A wide variety of clubs assures Golden Gate residents of being able to pursue their hobbies with others whose special interests are similar to their own. A constant round of social events scheduled throughout the year make an active social life possible for people of all ages. Truly, to live is to enjoy life...at lovely Golden Gate.

Facilities are superb. People who play here for the first time are delighted to discover that the nine-hole Golden Gate Course is unsurpassed in terms of enjoyment and challenge...and will be pleased to learn that a second "nine" will soon be ready for play. This highly professional course has already been the scene of important tournaments. All facilities, locker rooms, pro shop, etc., are, of course, completely up-to-date and the finest of their type available.

Immediately adjacent to the Golden Gate Country Club is the magnificent new Golden Gate Inn. Combining the best and most beautiful elements of Colonial architecture with every conceivable modern comfort and convenience, it is truly one of the handsomest hotels in the world. Inside, you'll discover all the magnificent touches that do so much to recreate the warmth and charm of a more leisurely age: A perfectly appointed dining room, the Country Square, offers exquisite cuisine and superb service, and the more intimate Beaux Brummel Room is available for cocktails. The Empire Ball Room, on the second level, features a special innovation in the form of a movable parquet dance floor, and can accommodate hundreds of guests for special functions.

Plans were made for the more practical aspects of life in one of America's fastest growing major states. Provision was made for a central water system, a sewerage treatment plant, telephone and power lines. The community had to sup anything available anywhere and affordable by families of average means. A country club was established...one of the finest in the entire country!
Golden Gate Estates

IMPROVED ACREAGE . . . WITH GROWTH POTENTIAL

AND Gulf American has made provision for additional land investment in adjoining Golden Gate Estates. Here, on improved acreage only thirteen road miles from Naples, the company has made available some 164 square miles of land specifically to investors who recognize the potential inherent in Florida land investment and are anxious to share in that potential. At Golden Gate Estates, investors enjoy the opportunity to purchase larger units of land improved with access roads and drainage facilities only . . . at a cost commensurately lower than that of fully developed properties. Gulf American is convinced that the combination of the dynamic growth of the lower Gulf Coast, the excellent location of the property (Golden Gate Estates is bisected by the Everglades Parkway) and the development activities of the company itself make Golden Gate Estates a most attractive investment possibility at this time.

Properties at Golden Gate and Golden Gate Estates are not offered for sale in the State of New York at this time.

Forget your weather worries in the year 'round Florida sunshine
Free flights – Free Meals – Free Sales Pitch

Modern Air Transport, Inc.

Modern Air Transport is a leading provider of high-quality air transportation services. Their commitment to safety, reliability, and customer satisfaction is evident in every aspect of their operations.

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Modern Air Transport's dedicated team of professionals is committed to providing exceptional service. They pride themselves on their ability to meet the needs of their customers, offering personalized attention to each individual or group.

Modern Air Transport's fleet includes a variety of aircraft, each designed to accommodate the needs of their clients. From small, private jets to larger, corporate planes, Modern Air Transport has the resources to handle any type of transportation requirement.

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Phone: 1-800-FLIGHTS
Email: info@modernair.com
Website: www.modernair.com
Remuda Ranch/Port of the Islands – GAC was everywhere

Jump in; only 80% of the land is underwater
The Demise of Gulf American Corporation

1968 – Grand Jury Investigation

July 1968 – Leonard Rosen retires

10 days later – Gulf American Corporation sold to General Acceptance Corporation

1975 – Gulf American Corporation filed for Bankruptcy

1980 – General American Corporation was renamed Avatar Holdings Incorporated
Golden Gate Estates
Map showing grid of roads and bisection of GAC holdings by I-75 into Northern Golden Gate Estates and Southern Golden Gate Estates
Golden Gate Estates
Canal Systems

(a)
Early Hydrologic Studies

1974 - Black, Crow and Eidsness, Incorporated
surface and ground water hydrology

1977 – Golden Gate Estates Redevelopment Study

1986 – Conservancy of SWFL
groundwater level fluctuations

1977 – Hydrologic Effects of the Canal System on
Fakahatchee Strand

1988 – U.S. Army Corps of Engineers Hydrologic Study
alternatives to modifying the Faka Union Canal System
Weirs on drainage canals - Southern Golden Gate Estates
Miller Blvd. was once proposed as a hurricane evacuation route by a member of the Collier County Commission.
Signs of the times! – Southern Golden Gate Estates
Agricultural Investment

Marijuana plant – 1 of 214
Bad Luck Prairie – Dry Season
Jeep Cherokee – Bad Luck Prairie
Some day all of the Bad Luck Prairie will look like this.
Will someone please tell me where on a warranty deed it says that a buyer is guaranteed to make money on land purchased in Florida, especially if the land is swamp.
Miami Herald – 1987

LONGTIME OWNERS SELL AT A LOSS: PRICE THEN SOARS

In 1964, Martha Asbill and her husband went to dinner in Peoria, Ill., and came home with what they thought was a bargain—2 3/4 acres near Naples for $5,500. A salesmen told them Florida was booming and they’d make a big profit in no time.

But it was 23 frustrating years before somebody finally offered to buy the 76-year-old widow’s investment— for $3,500. That’s about what she lost on the deal, considering interest and the $20-a-year taxes she’d paid over the years.

“We were stupid dogs for buying that land,” she said of her undeveloped Golden Gate Estates lot. “I felt like I was lucky to get out of it.”

On March 2, Asbill’s sale to a Coral Gables attorney was recorded at the Collier County Courthouse. That day, the attorney transferred the deed to Avatar Properties Inc. of Miami. Avatar, in turn, sold the same plot on the same day to Lazaro Hernandez— for $15,000.

The lot that Asbill couldn’t unload in 23 years had exploded in value, suddenly appreciating more than 300 percent. Moreover, the company that sold the lot—Avatar—traced its roots to Gulf American Corp., the firm that sold Asbill her lot in 1964.

In the past two years, hundreds of similar transactions have been recorded in Golden Gate Estates, a 173-square-mile subdivision 80 miles west of Fort Lauderdale with a checkered history of high-pressure land sales, one of the biggest company bankruptcies in Florida history and wide-scale ecological damage.

Most of the recent Golden Gate land sales have been made by Avatar, although another Miami firm, American Prime Group Inc., also has been negotiating sales heavily in the area since September.

The pattern for both is similar: longtime landowners willing to sell at a loss; the buyers transferring the property to a real estate firm; the real estate firm shortly selling the land at a big markup. In most cases, the real estate firm also takes the mortgage— financing the purchase at 7.5 to 10 percent interest, thus making additional profit on the deal.

Many Latin buyers

Most often, too, the buyers are Latinos from Miami, attracted by Spanish-language television and newspaper advertising that touts booming growth and the appeal of owning a one-to-five-acre Florida finca, or ranch.

“They really convinced us that this was a good investment,” said Alvaro Moreno, 32, a Miami upholsterer and apartment renter who purchased a 3.5-acre lot for $1,600 from Avatar in October, putting $5,000 down and signing a 10-year mortgage with $134 monthly payments.

The same plot was deeded to Avatar in July after it was purchased for $3,000 from Walter R. Jackson of Jacksonville. Jackson had purchased the land in 1971 for $4,600.

Wall Street Journal - 1996

Avatar Deals in Dreams—for a Premium

As the holidays approach, developers are betting that the buyers who have been waiting for the “perfect” Florida home will be the ones willing to pay extra for the “right” home. And that means developers are offering incentives to entice buyers to make the decision to buy now.

At Avatar Holdings Inc.'s 130-acre community in Orange County, Florida, buyers can now receive special discounts and closing costs. The company is also offering a variety of financing options to make buying a home more affordable.

Avator Holdings Inc. has been selling homes in its community for several years, but this year the company is offering more incentives than ever before. The reason? They believe that now is the perfect time to sell homes.

The company says that it has seen a recent increase in the number of buyers looking for homes in the area, and they want to take advantage of this opportunity to sell as many homes as possible.

As a result, Avatar Holdings Inc. is offering special incentives to buyers who purchase a home before the end of the year. These incentives include discounts on the purchase price and closing costs, as well as a variety of financing options.

Despite these incentives, the company says that it is not planning on lowering its prices. Instead, they are focused on selling as many homes as possible in order to make a profit.

Avatar Holdings Inc. is one of many developers in Florida that is offering incentives to buyers this holiday season. These incentives are intended to entice buyers to make a decision to buy now, and they are hoping that these incentives will help them sell as many homes as possible.
Land Acquisition Progress

1995 – 15,000 acres acquired from property owners


1998 – Lawsuit settled - 2968 acres acquired
Land Acquisition Progress

1998 – Florida cabinet purchased 8526 acres from Avatar

2001 – Florida cabinet authorized the State to offer 25% more than the appraised value to willing sellers

2002 – Gov. Jeb Bush authorized acquisition by eminent domain (1800 acres)

2005 – Jesse Hardy sold his land (160 acres)

2005 – Miccosukee Tribe sold 800 acres to the State

2006 – Acquisition Finally Completed
1998 – Southern Golden Gate Estates was identified as an essential part of the effort to restore the Western Everglades.

**Acceler 8 Projects**

**C-43 West Reservoir**
- Test cells complete; Design under way

**EAA* Stormwater Treatment Area Expansion**
- Initial expansion complete; “Buildout” in design phase

**EAA* Reservoir A-1**
- Test cells complete; Construction under way

**Picayune Strand**
- Construction under way

**Water Preserve Area Acme Basin B**
- C-1 Canal Improvement complete; Construction under way

**C-44 Reservoir/STA**
- Test cells complete; Construction under way

**Caloosahatchee Reservoir with ASR and Caloosahatchee Backpumping with STA**

**Caloosahatchee Estuary Water Supply**

**Everglades Agricultural Area (EAA) Storage**
- Modify G-404 and S-140 Pumps

**Big Cypress/L-281 Modifications**

**Partial Decompartmentalization of Water Conservation Area 3 and Everglades National Park**

**Everglades Agricultural Area Restoration**
- L-8 Modifications and Storage

**WCA-1 Internal Canal Structures**

**Water Preserve Areas: Above Ground Storage, ASR and Seepage Management**

**Lower East Coast Water Conservation and Broward County Secondary Canals**

**Water Preserve Areas: North and Central Lake Belt Storage**

**31 N Loxee Seepage Management**

**West and South Miami-Dade Reuse**

**Biscayne Bay Coastal Wetlands**

**C-111N Spreader Canal**

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*Everglades Agricultural Area*
Conservation areas surrounding Southern Golden Gate Estates
And 35 years later...
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