To: The Honorable Ed Montanari, Chair, and Members of City Council

Subject: A resolution authorizing the Mayor or his designee to accept a Historic Preservation Grant ("Grant") from the Florida Department of State, Division of Historical Resources ("Department") for the Central Avenue Commercial History Trail: Legacy Businesses, Historic Buildings, and the Evolution of St. Petersburg’s Commercial Spine at a maximum reimbursement amount of $50,000; to execute an Historic Preservation Grant Award Agreement and all other documents necessary to effectuate the Grant; and approving a supplemental appropriation in the amount of $50,000 from the increase in the unappropriated balance of the General Fund (0001), resulting from these additional revenues, to the Planning and Development Services Department, Administration Division (370.1537), Central Avenue Commercial History Trail Project (TBD); and providing an effective date.

Explanation: The Florida Department of State, Division of Historical Resources ("Department") has awarded a Historic Preservation Small Matching Grant in the maximum reimbursement amount of $50,000 to the City of St. Petersburg ("City") for the Central Avenue Commercial History Trail: Legacy Businesses, Historic Buildings, and the Evolution of St. Petersburg’s Commercial Spine ("Project"). Initiated by the City’s Urban Planning and Historic Preservation Division, there will be three elements of the Project: a brochure providing summary information and mapping, approximately a dozen small-scale signs, which will be incorporated into existing infrastructure such as trolley stops and wayfinding signage where feasible and roughly five focal point signs, which will highlight a selection of the Trail’s significant themes and landmarks, and a page on the City’s website that will allow trail-goers to access more detailed information. The Project will provide residents and visitors alike with numerous opportunities not only to learn about the structures that presently exist along this route, but to view the city’s central business district and westward expansion as a dynamic and ongoing process. The result will be a trail that not only highlights the city’s history, but emphasizes the importance of informed and mindful continued development and preservation.

The Central Avenue Commercial History Trail will not only serve as a traditional self-guided architectural history walking tour, but will additionally recognize the corridor’s intangible cultural heritage with an exploration of its storefronts’ changing uses and physical adaptation over time, as well as the recognition of “Legacy Businesses” which continue to operate after forty or more years. The Trail will extend approximately twenty-eight blocks down the city’s historic spine.
beginning at the corner of 2nd Street, the location of St. Petersburg’s earliest extant commercial structures and locally dubbed “First Block,” and ending near 34th Street where the 1952 construction of the Central Plaza shopping center is viewed as a juncture signaling the end of downtown dominance as the sole center of business. The length of this span will facilitate an analysis of the changing social, historical, developmental, and architectural themes that are depicted by buildings ranging from grand arcades to humble twelve-foot storefronts. These structures continue to function, often in new capacities, while they embody moments spanning the arrival of the Orange Belt Railroad in 1888 to the influx of veterans that followed World War II.

Recommendation:

The Administration recommends approval of the attached resolution authorizing the Mayor or his Designee to accept a Historic Preservation Grant (“Grant”) from the Florida Department of State, Division of Historical Resources (“Department”) for the Central Avenue Commercial History Trail: Legacy Businesses, Historic Buildings, and the Evolution of St. Petersburg’s Commercial Spine at a maximum reimbursement amount of $50,000; to execute a Historic Preservation Grant Award Agreement with the Department; and to execute all other documents necessary to effectuate the grant; approving a supplemental appropriation in the amount of $50,000 from the increase in the unappropriated balance of the General Fund (0001), resulting from these additional revenues, to the Planning and Development Services Administration Department, Administration Division (370.1537), Central Avenue Commercial History Trail Project (TBD); and providing an effective date.

Cost/Funding/Assessment Information:

Revenues of up to $50,000 are to be received into the General Fund (0001) from the Florida Department of State, Division of Historical Resources and deposited into the General Fund (0001). Funds will be available after a supplemental appropriation in the amount of $50,000 from the increase in the unappropriated balance of the General Fund (0001), resulting from these additional revenues, to the Planning and Development Services Department, Administration Division (370.1537), Central Avenue Commercial History Trail Project (TBD); and providing an effective date.

Attachment: Resolution

Approvals:

Administration:

Legal:

Budget:
Resolution No. 2020-_______

A RESOLUTION AUTHORIZING THE MAYOR OR HIS DESIGNEE TO ACCEPT A HISTORIC PRESERVATION GRANT ("GRANT") FROM THE FLORIDA DEPARTMENT OF STATE, DIVISION OF HISTORICAL RESOURCES ("DEPARTMENT") FOR THE CENTRAL AVENUE COMMERCIAL HISTORY TRAIL: LEGACY BUSINESSES, HISTORIC BUILDINGS, AND THE EVOLUTION OF ST. PETERSBURG’S COMMERCIAL SPINE AT A MAXIMUM REIMBURSEMENT AMOUNT OF $50,000; TO EXECUTE A HISTORIC PRESERVATION GRANT AWARD AGREEMENT WITH THE DEPARTMENT; AND TO EXECUTE ALL OTHER DOCUMENTS NECESSARY TO EFFECTUATE THE GRANT; APPROVING A SUPPLEMENTAL APPROPRIATION IN THE AMOUNT OF $50,000 FROM THE INCREASE IN THE UNAPPROPRIATED BALANCE OF THE GENERAL FUND (0001), RESULTING FROM THESE ADDITIONAL REVENUES, TO THE PLANNING AND DEVELOPMENT SERVICES DEPARTMENT, ADMINISTRATION DIVISION (370.1537), CENTRAL AVENUE COMMERCIAL HISTORY TRAIL PROJECT (TBD); AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of St. Petersburg ("City") is proud of its heritage and history; and

WHEREAS, the “Central Avenue Commercial History Trail: Legacy Businesses, Historic Buildings, and the Evolution of St. Petersburg’s Commercial Spine” ("Project") initiated by the City’s Urban Planning and Historic Preservation Division; and

WHEREAS, the Project will not only serve as a traditional self-guided architectural history walking tour, but will additionally recognize the corridor’s intangible cultural heritage with an exploration of its storefronts’ changing uses and physical adaptation over time, as well as the recognition of “Legacy Businesses” which continue to operate after forty or more years; and

WHEREAS, the Project will extend approximately twenty-eight blocks down the city’s historic spine, beginning at the corner of 2nd Street, the location of St. Petersburg’s earliest extant commercial structures and locally dubbed “First Block,” and ending near 34th Street where the 1952 construction of the Central Plaza shopping center is viewed as a juncture signaling the end of downtown dominance as the sole center of business. The length of this span will facilitate an analysis of the changing social, historical, developmental, and architectural themes that are depicted by buildings ranging from grand arcades to humble twelve-foot storefronts. These structures continue to function, often in new capacities, while they embody moments spanning the arrival of the Orange Belt Railroad in 1888 to the influx of veterans that followed World War II; and

Page 1 of 2
WHEREAS, the Florida Department of State, Division Of Historical Resources ("Department") has awarded an Historic Preservation Small Matching Grant to the City in the maximum reimbursement amount of $50,000 for the design, construction, and installation of approximately fifteen, single-unit interpretive signs, a minimum of five (5) low-profile, tripartite interpretive signs; a corresponding webpage on the City’s website, and other related print materials; and

WHEREAS, a supplemental appropriation of $50,000 from the increase in the unappropriated balance of the General Fund (0001) resulting from these additional revenues is required.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of St. Petersburg, Florida, that the Mayor or his designee is authorized to accept a Historic Preservation Grant ("Grant") from the Florida Department of State, Division of Historical Resources ("Department") for the Central Avenue Commercial History Trail: Legacy Businesses, Historic Buildings, and the Evolution of St. Petersburg’s Commercial Spine at a maximum reimbursement amount of $50,000; to execute an Historic Preservation Grant Award Agreement with the Department; and to execute all other documents necessary to effectuate the Grant; and

BE IT FURTHER RESOLVED that there is hereby approved from the increase in the unappropriated balance of the General Fund (0001) resulting from these additional revenues, the following supplemental appropriation for FY20:

<table>
<thead>
<tr>
<th>General Fund (0001)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning and Development Services Department, Administration Division</td>
</tr>
<tr>
<td>(370.1537), Central Avenue Commercial History Trail Project (TBD)</td>
</tr>
<tr>
<td>$50,000</td>
</tr>
</tbody>
</table>

This resolution shall become effective immediately upon its adoption.

Approvals:

Administration:

Legal:

Budget: