



CITY OF ST. PETERSBURG, FLORIDA

PLANNING AND DEVELOPMENT SERVICES DEPARTMENT

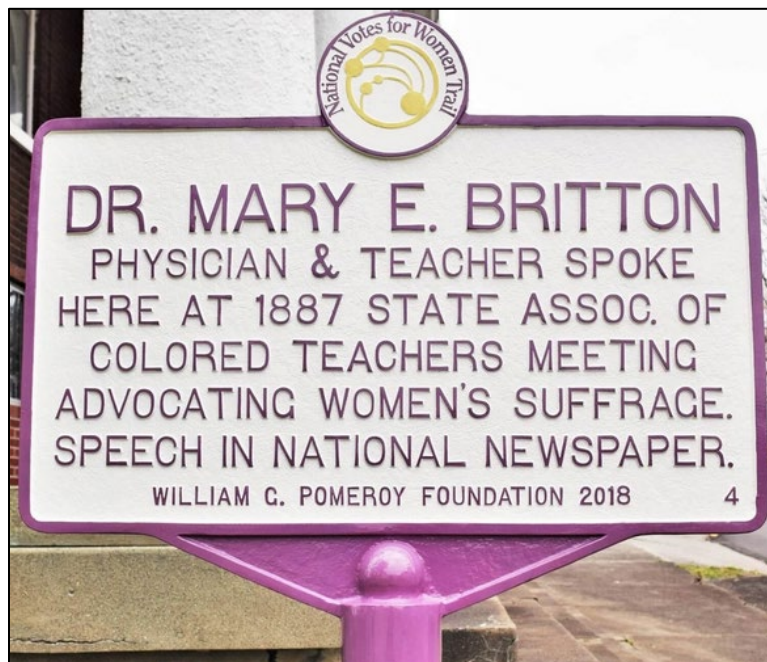
URBAN PLANNING AND HISTORIC PRESERVATION DIVISION

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## STAFF REPORT

### Community Planning and Preservation Commission Non-Standard Marker Request

Report to the Community Planning and Preservation Commission from the Urban Planning and Historic Preservation Division, Planning and Development Services Department, for Public Hearing and Executive Action scheduled for **Tuesday, October 12, 2021, beginning at 2:00 p.m.**, in Council Chambers of City Hall, 175 Fifth St. N., St. Petersburg, Florida. Everyone is encouraged to view the meetings on TV or online at [www.stpete.org/meetings](http://www.stpete.org/meetings).



Case No.:	21-90600001
REQUEST:	Review of a Non-Standard Marker to commemorate the Women's Suffrage march that took place during the Kermess Parade of March 4, 1919.
APPLICANT:	National Collaborative for Women History Sites & William G. Pomeroy Foundation
OWNER:	City of St. Petersburg
PROPERTY ADDRESS:	Southeast corner of 6 <sup>th</sup> St. and Central Ave.

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## PROJECT OVERVIEW

The National Collaborative for Women History Sites & William G. Pomeroy Foundation is requesting approval to install a non-standard, historic marker memorializing the Kermess Parade of 1919, where hundreds of suffragists marched in support of woman's right to vote.

The marker will be a plaque 32 inches wide by 18 inches high on a seven-foot-tall pole with a dark purple frame, and is proposed for the southeast corner of 6<sup>th</sup> Street and Central Avenue. This is where the suffragists congregated the morning of the parade which was the designated suffrage section of the parade. City Engineering has given approval to install a marker in this location.

## REVIEW OF MARKERS AND MONUMENTS

In 2001, City Council adopted an official policy regarding markers and monuments. Under the criteria of this policy, if the proposed marker is used to commemorate a historic event, building or person or group, it must be reviewed by the Community Planning and Preservation Commission ("CPPC") for consistency with the adopted policy. In this role, the CPPC is reviewing the application to decide whether the event that is the subject of the proposed marker made a significant contribution to history at a local, state, or national level, and certify that the proposed text is historically accurate.

**A (Criteria)** For the City of St. Petersburg to consider the placement of a marker or monument on public property, the following criterion must be met:

- 1. To commemorate an Event, the event must have made a significant contribution to the history and culture at a local, regional, statewide, or national level. The location of the marker must have an association to the event or show just cause for its placement elsewhere within the City.**

On March 4, 1919, a Kermess Parade was held in St. Petersburg. Although this parade included marchers and entertainers from multiple organizations, the "suffrage section" of men, women, and children who gathered to support the cause of women's voting rights, contained hundreds of participants and would be remembered as the noteworthy cause of the day. The event drew attention to the call for woman suffrage.

- 4. Text: the text must be accurate in describing the significance of the event, person, site or building. The Marker may not editorialize, be derogatory or offensive to other members of our community.**



**Figure 1: Proposed marker, design and text**

The proposed text makes the following statements:

1. *On March 4, 1919, 500 to 1,000 suffragists formed up at Sixth St and Central Ave to march in support of woman's right to vote.*

This information is verified by several newspaper articles from the *St. Petersburg Times* (Appendix C).

2. All commemoration needs to be significant to the local culture and heritage of St. Petersburg.

The proposed marker not would not only serve as a reminder of the importance of women gaining the right to vote, but highlight the role that citizen activists played in the passage of the 19<sup>th</sup> Amendment.

**B. (Program):** Applications must designate the Marker program under which it will be reviewed.

**2. Non-Standard Marker Program:** A Non-Standard Marker may be used if a citizen would like to Commemorate or Memorialize an event, person, or building, with a custom designed marker.

- The applicant must coordinate all the design and manufacturing of the marker.

The design and manufacturing of the marker will be funded by the William G. Pomeroy Foundation.

- The applicant will be required to present the design, proposed text, location, and justification for the marker for review by Urban Planning and Historic Preservation staff.

The proposed text is shown above in Figure 1. Additional information on the marker's design is included in the application (Appendix A).

- The applicant will be responsible for all costs associated with the marker including the manufacture, construction, permitting, and maintenance fee.

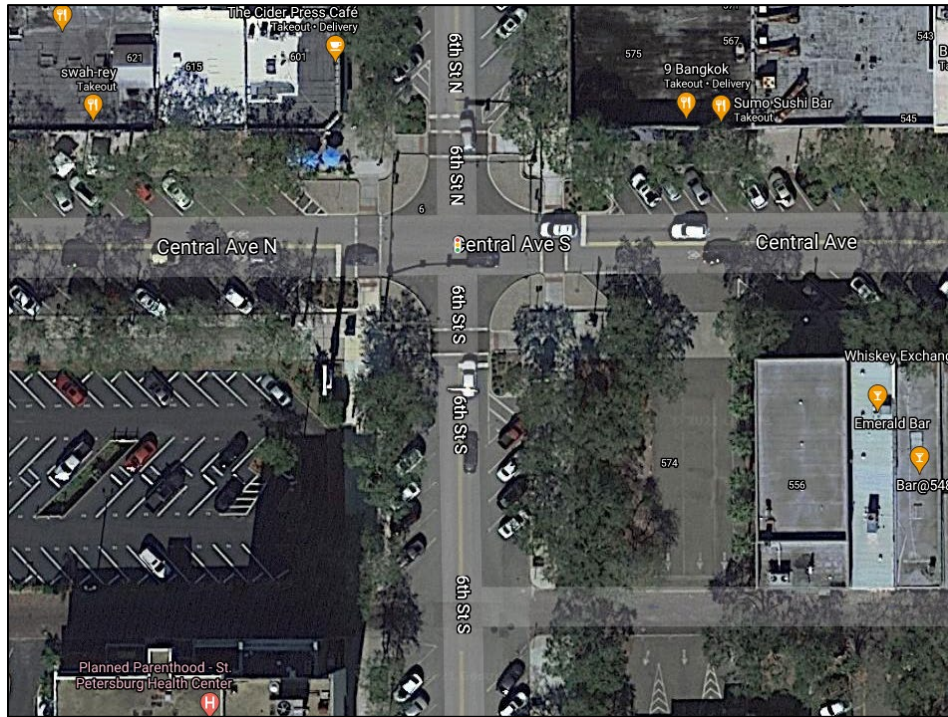
The applicant will furnish the marker, but the City will be responsible for costs for installation and maintenance.

- When the marker is associated with an historic Event, Building, or Person, the application shall be reviewed by the CPPC and if the building is a local landmark, the applicant will also require COA approval.

The proposed marker will not be installed within a local historic landmark. Therefore, no COA is required.



Figure 2: Area of proposed location at southeastern corner of intersection of Central Ave. and 6<sup>th</sup> St.

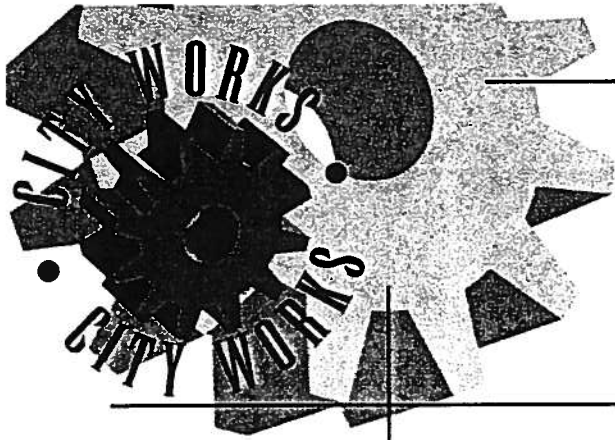


## RECOMMENDATION

The CPPC is certifying the proposed marker's historic accuracy and overall importance to St. Petersburg's local history and heritage. City Administration and Staff find that the proposed marker meets the criteria for the City's Markers and Monuments Policy and recommends the Community Planning and Preservation Commission **APPROVE** the contents of the marker.



**Appendix A:  
Markers and Monuments Application**



**Department of Urban Design &  
Historic Preservation**

# **Monuments and Markers Policy**

## **Checklist**

### **Review Process**

- UDHP Staff
- HPC
- CA Staff
- Arts Commission
- Gifts Panel
- State Marker Program

### **Departments Involved**

- Parks
- Traffic Engineering
- Utility
- Other
- Other

Approved

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Conditions

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Contact Information**

Name Killian ODonnell

Group/Organization National Collaborative for Women History Sites & William G. Pomeroy Foundation

Address (of contact person) 2459 Buttonwood Ct Clearwater, FL 33763

Phone 727-474-7016 E-mail floridawomansuffrageproject@gmail.com

Location of Marker (i.e., Building/Address) se corner Central Ave and 6th St 27.771132, -82.641674

**A. Criteria for Plaque**

- To Commemorate an Event
- To Commemorate a Person or Group
- To Commemorate a Building Site

Proposed Text Kermess Parade: On March 4, 1919, 500-1,000 suffragists formed up at Sixth St and Central Ave to march in support of woman's right to vote.

Verification Sources Tampa Bay Times (St Petersburg, FL), Fri, Feb 28, 1919, page 1  
Tampa Bay Times (St Petersburg, FL), Sat, Mar 1, 1919, page 3  
Tampa Bay Times (St Petersburg, FL), Tue, Mar 4, 1919, page 5 and page 6  
Tampa Bay Times (St Petersburg, FL), Tue, Mar 11, 1919, page 7

How is this significant to St. Petersburg's local culture and heritage?

**This National Votes for Women (NVWT) marker commemorates a little piece of St Pete's history that helped expand democracy in the United Staes. The 19th Amendment enfranchised more American voters at once than any legislative act. Twenty-five million people were admitted to the electorate. The NVWT was developed to help highlight that history, a history the citizens of St Pete did NOT want to be forgotten from. On the front page of the St Petersburg Daily Times on Dec 13, 1914, St Pete citizens declared they were part of the woman suffrage movement and wanted to be counted. It was reported that in addition to the thousands who participated in the parade, thousands others watched; it was a great success in increasing support for woman suffrage, helping to win municipal suffrage in St Pete just a couple months later. Let's count St Pete now with a NVWT marker.**

**B. Programs**

- Standard City Marker Program
- Non-Standard Marker Program
- State Historic Markers Program
- Monuments and Commemorative Artwork Program
  - Three Dimensional Monuments or Plaque Presentations Without Sculpture
  - Monuments and Memorials With Artwork
  - Artwork



Describe plaque or artwork (attach drawing of design)

NVWT Markers: 18" X 32"

Title Line: 15 characters

Body Lines: 5 lines, 27 characters per line

Marker Frame: dark purple

Marker Background: light purple

Pole: 7'

Note: In the bottom right corner is the number of NVWT markers installed throughout the county incremented by one for each marker installed.



Artist Name National Collaborative for Women History Sites & William G. Pomeroy Foundation

Address 492 E. Brighton Ave Syracuse NY 13210

Phone 315-913-4070

E-Mail susan@wgpfoundation.org

Contractor Sewah Studios

Proposed Location (specifically describe where proposed marker will be placed on property)  
se corner Central Ave & 6th St (27.771132, -82.641674)

Cost (attach bids):  
The City would be responsible for marker installation and maintenance

Funding (specify funding source):  
The William G. Pomeroy Foundation funds the marker, pole, and shipping

Maintenance Program and Requirements  
The City would be responsible for marker installation and maintenance

Sewah Studios provides instructions:

<https://sewahstudios.com/install-1-post/>

<https://sewahstudios.com/delivery-inspection>



**Appendix B:  
Authorization from Engineering Department**



September 20, 2021

William G. Pomeroy Foundation  
492 E. Brighton Ave.  
Syracuse, NY 13210

To Whom It May Concern:

I, Brejesh Prayman, Director of Engineering & Capital Improvements for the City of St. Petersburg, give the National Coalition for Woman's History Sites permission to install a Suffrage Centennial Marker in honor of the women suffragists who marched at the 1914 Kermess Parade, within the City's Right of Way on the southeastern corner of Central Avenue and 6<sup>th</sup> Street. This approval is contingent upon receipt of funding from The William G. Pomeroy Foundation and approval from the Community Planning and Preservation Commission. Please contact me if you have questions or concerns.

Sincerely,

Brejesh Prayman, P.E., Director  
Engineering & Capital Improvements

cc: Elizabeth Abernethy, Planning & Development Services  
Derek Kilborn, Planning & Development Services  
Evan Birk, Engineering & Capital Improvements  
ECID Records



City of St. Petersburg  
P.O. Box 2842  
St. Petersburg, FL 33731-2842



## **Appendix C: Research**

## 210 REGISTER TO MARCH WITH SUFFRAGETTES

### Booth Lists Advocates at Downtown Corner for Big Parade

A total of 210 men, women and children from 18 states registered at the suffrage parade booth on the corner of Fourth and Central yesterday. Those signing agree to march in the suffrage division of the Kermess parade Tuesday night. The booth will be kept open daily until Tuesday and it is hoped by advocates of that political revolution that 1,000 marchers will line up at the appointed hour. One of the workers at the booth yesterday said:

"The women conducting the suffrage registration booth at Fourth street and Central avenue, where all suffragists—men and women, are registering to march in the suffrage division of the Kermess parade Tuesday night, are meeting with many novel experiences. Many women are stopping to talk, stating they have never been interested in suffrage until since the war, but they now certainly believe the American women should be enfranchised if for no other reason than to offset the alien vote. Of course the real reason women should be enfranchised is that there is absolutely no reason why they should not vote.

"It is hoped that all women with babies, who are interested in having pure milk and unadulterated foods to feed those babies, will bring the babies in their baby buggies and join the women in the parade."

## SUFF SECTION OF PARADE TO BE A BIG ONE

### Signers Indicate That Few Spectators Will Be Left on Street

That suffragist section in the Kermess parade Tuesday is in danger of being the biggest thing in the whole line of march. In spite of the bad weather yesterday several hundred more people signed up contracts at the Fourth and Central booth to march in the parade. What surprised the "antis" was that a big percentage of the signers were real, full grown men, apparently in their right minds. There were 210 signers Thursday and a larger number yesterday. If the movement is not stopped in some way there will be no spectators on the sidewalks, to look at the thing and then the whole effect will be spoiled.

The flag, by the way, which flies from the top of the booth, is a duplicate of the original flag made by Betsy Ross, the patentee of the United States flag. The Betsy Ross flag was first displayed on the lawn of the Cooch mansion, at the battle of Cooch Ridge, New Jersey. (Revolutionary War). The flag was loaned the suffragists by Fred S. Smith, good roads and good government (equal suffrage) man. He is a cousin of the present Cooch generation who still own the house. This is the seventh generation and the house is 250 years old. However, that is getting somewhat off the subject. Here is what the suffrage parade press agent had to say yesterday:

"The lovely yellow suffrage booth at Fourth street and Central avenue is the talk of the town, and Florida is at last imbued with the spirit of real democracy. Men and women in large numbers are registering to march in the suffrage parade Tuesday evening, which will be in connection with the Kermess parade. The women by their work for suffrage are doing more to advertise the Kermess and make it a success for the city of St. Petersburg than any other faction of people, but this is not surprising because suffragists are the live women who always succeed. It has been the suffragists and their organizations that have led in all women's Liberty Loan drives, War Savings Stamps sales and Red Cross work."

## SUFFRAGE WILL GET BIG BOOST DURING PARADE

### Long List of Signers Agree to March in Woman's Division

The women active in organizing the big woman's suffrage section of the Kermess parade tonight insist that their correct title is suffragists and not suffragettes. They say that the Washington women who have been making themselves famous and obnoxious by picketing the White House are suffragettes but the true workers for the cause are suffragists. And they ought to know if anybody does. Anyhow the following statement was issued from the Fourth street booth yesterday:

"The most sought for coin of the United States is yellow, the national flower is yellow, oranges, lemons, grapefruit, kumquats are yellow, many beautiful flowers are yellow, but the most popular yellow today is that of the suffrage cause, which signifies true democracy. The little suffrage booth at Fourth and Central where people and women (some courts have held that women are not people) are registering for the suffrage division of the Kermess parade, is radiating hope and good cheer to all who linger there. The good cheer is that which comes to a people who have long faced defeat in a cause of undeniable right, and the hope is that the women of Florida may gain their freedom in the legislature next month, and thereafter be people too."

Among the tourists who will march in tonight's suffrage parade is Mrs. Virginia Hay, of Illinois, who is the mother of Mary Garratt Hay, member of the national republican committee. Mrs. Hay has weight of years and will be taken in Mrs. S. Wycoff's automo-

## WHITNEY MAY HEAD PARADE ON ELEPHANT

### Kermess Event Tonight Promises to Prove a Big Success

A big elephant with L. A. Whitney secretary of the board of trade, in the howdah, will lead the giant Kermess parade tonight at 7:30 when several thousand people will parade down Central avenue and many times several thousand will stand on the sidewalks and look at them. There will be two other elephants and a camel. Several other prominent local men and women have been asked to ride the other animals. Mr. Whitney said last night he was perfectly willing to AGREE to ride the elephant but he might forget the appointment.

At any rate the parade promises to be one of the most spectacular events of the season. Lit up with red fire, and headed by all the dignataries of the city, the marchers will make an impressive spectacle. The mayor of the city, the commissioners, and the city police will follow the larger animals. Scattered through the line will be three bands, the Highlanders, the Johnny Jones Jazzers, and the high school orchestra. The 750 members of the Kermess cast will be in full costume. It is expected that there will be between 500 and 1,000 suffragists, besides County Guards, civil war veterans, the Great War veterans, Boy Scouts and other units.

The parade starts at 7:30 from various points on Central avenue and will circle around the Yacht club and counter march up the avenue again. No automobiles will be allowed on the boulevard as they might get frightened at the elephants or the red fire. The elephants, by the way, are the real article borrowed from the Jones carnival.



The order of march and the places where the different units for the parade will form are as follows:

County Guards and band at Seventh street, facing east on Central avenue.

Union and confederate veterans and Spanish war veterans, on Fifth street, facing north just off Central avenue.

Returned soldiers on Central avenue, facing east at Eighth street.

Boy Scouts in rear of German war veterans.

High school band on Sixth street, facing north off Central avenue.

Woman's suffrage section, on Sixth street facing south, just off Central avenue.

Johnny Jones' band, at Sixth and Central avenue.

Kermess cast, on Fifth street, facing south.

E. C. Reed has been named assistant marshal to assist Capt. Shallcross. Captain Shallcross says all those who are going to be in the parade must be at their appointed places at 7:15 o'clock and the parade will start at 7:30 sharp.

Orders have been issued by Captain Riley and Captain Shallcross calling out the members of Companies A and B, F. C. G. The men are to report at the armory at 7:15 p. m.

## NEWSPAPERMEN PROVED HUMAN BY CARD TEST

Suffragists "Get By"  
Just Because They  
Thank "Editor"

Newspaper men are human after all, in spite of your personal opinion on the matter. That statement can be proven. The suffragists of the city brought to The Daily Times an article thanking the various persons who helped make the suffrage section of the Kermess parade a success. The case hardened editor, knowing from sad experience that similar articles in the past have caused trouble, decided that this one would go into the paper press kept down stairs to bale up waste paper. But he happened to glance through the article and saw that he had been thanked along with the human beings who had helped; so he prints it, which proves beyond a doubt that he is human too. Here it is:

### Right Here It Is.

The suffragists are very happy to have been of service to the City of St. Petersburg, by helping to make the Kermess Parade the success it was. And now the Suffrage Association desires to thank the many people who so kindly assisted them in their registration work and many other ways. Some of them are: Mrs. Mary Boardman, Executive Chairman; Mrs. Louisa Gates, Mrs. Albert Hertz, Mrs. Musselman, of New York, Mrs. Mary Kingsley, of Illinois, Mrs. Joseph Diekemper, Miss Mae Helmer of Indiana, Mrs. Horace Hill, of Washington, Mrs. Chas. Esterly, were unceasing in their work at the registration booth; Willson Chase furnished the booth, Mrs. Tippetts assisted by Miss Geneva Bonfoey, extended the hospitality of the Belmont for the women while forming the parade, Mr. Freer the druggist at the corner extended every assistance to the women in the booth, also the Transfer Company phone was at the service of the women, the driver of the Haven Beach Bus furnished his car for the parade, F. F. Smith, loaned the historic flag which decorated the suffrage booth, Commodore Hibbert of New York, and Mrs. Burland of St. Petersburg loaned flags, Mr. H. R. Culbertson of Indiana, acted as Marshal, and the many others who furnished cars and helped in every way possible—to these and each of them the suffragists of Pinellas County feel deeply grateful.

And especially are the women grateful of The Daily Times for their liberal publication of suffrage news, and to the Columnist for his clever write-up. The suffragists here feel that the thread-worn argument of the antis that men will not be courteous to women (or give them seats in street cars) when the women have the ballot has been forever disproved by the great courtesy shown the suffragists by the men in St. Petersburg.

Lillian A. Rusling, County Chairman  
Suffrage Association.