



CITY OF ST. PETERSBURG, FLORIDA
PLANNING AND DEVELOPMENT SERVICES DEPARTMENT
URBAN PLANNING AND HISTORIC PRESERVATION DIVISION

STAFF REPORT

Community Planning and Preservation Commission

Request for Review of a Nomination to the National Register of Historic Places

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 11, 2022, 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 https://www.stpete.org/connect_with_us/stpete_tv.php.

According to Planning & Development Services Department records, no Commission member or his or her spouse has a direct or indirect ownership interest in real property located within 1,000 linear feet of real property contained with the application (measured in a straight line between the nearest points on the property lines). All other possible conflicts should be declared upon the announcement of the item.

INTRODUCTION

The Peninsular Fruit Company Building, which is located at 10000 Gandy Blvd N, was individually designated as a local historic landmark in 2021. The current owner, Gandy 10K, LLC, has worked with the Florida Division of Historical Resources to submit a nomination for listing in the National Register of Historic Places. According to procedures established by the National Historic Preservation Act, before a property within the jurisdiction of the Certified Local Government may be considered by the State for nomination to the National Register, the local preservation commission and chief local elected official shall have the opportunity to comment. Within sixty days of the notice from the SHPO, the City shall submit a report as to whether the property meets the eligibility criteria and the recommendation of the commission and local elected official.

PROCEDURAL OVERVIEW

Section 16.30.070.2.4 of the Historic and Archaeological Preservation Overlay (HAP Overlay) of the Land Development Regulations (LDRs) outlines the application and approval procedure for nominations of a property to the National Register of Historic Places. The Certified Local Government Guidelines for Florida require the Community Planning and Preservation Commission's (CPPC) involvement in the process for nominating properties to the National Register of Historic Places. These responsibilities include rendering an opinion on the technical completeness of the proposed nomination as well as assessing the proposal's eligibility for inclusion in the Register. Criteria for determining technical completeness include an adequate physical description of the property, historical overview of the city in which the property is located and its placement within the context of that history, demonstration that the property is significant under one of the four criteria used by the National Park Service (NPS) and evidence the property retains its integrity as specified by the standards used by the NPS.

As part of this process, the property owner, the Mayor of St. Petersburg, and the Chair of the Pinellas County Commission have the opportunity to voice support or opposition to the proposed nomination request. The CPPC shall forward to the State Historic Preservation Officer (SHPO) its action on the nomination and the recommendations of the local officials within 60 days of the mailing of the application from the SHPO.

If either the CPPC, the Mayor, or the Chair of the Pinellas County Commission, support the nomination, the SHPO will schedule the proposal for consideration by the Florida National Register Review Board at its next regular meeting. If both the CPPC and the chief local elected official recommend the property not be nominated to the National Register, then the SHPO will take no further action unless an appeal is filed with the State.

STANDARDS FOR REVIEWING NATIONAL REGISTER NOMINATIONS

To be listed in the National Register of Historic Places, a property must be significant under the National Register criteria and retain its integrity. Significance may be found in one of four aspects of American history recognized by the National Register Criteria:

- Criteria A – Association with historic events or activities,
- Criteria B – Association with important persons,
- Criteria C – Distinctive design or physical characteristics,
- Criteria D – Potential to provide important information about prehistory or history.

The Peninsular Fruit Company Building is significant at the local level under Criterion C in the area of ARCHITECTURE as an example of the Mediterranean Revival architectural style.

RECOMMENDATION

NR 22-90700001: Staff recommends that the Community Planning and Preservation Commission **APPROVE** the attached letter of support for listing the Peninsular Fruit Company Building located at 10000 Gandy Boulevard in the National Register of Historic Places.

**Appendix A:
National Register Nomination**



FLORIDA DEPARTMENT *of* STATE

RON DESANTIS
Governor

CORD BYRD
Secretary of State

September 8, 2022

Mr. Derek Kilborn
Manager
Urban Planning and Historic Preservation
Post Office Box 2842
St. Petersburg, Florida 33731-2842

Re: Peninsular Fruit Company (PI00487), 10000 Gandy Boulevard North St. Petersburg, Florida 33702

Dear Mr. Kilborn:

A Florida National Register Nomination Proposal for the above referenced property has been prepared by the State Historic Preservation Office. We solicit your review and recommendation concerning eligibility in accordance with the procedures established by the National Historic Preservation Act, as amended (54 U.S.C. 302504), which created the basis for the participation of Certified Local Governments in the Florida National Register of Historic Places nomination process.

According to the Act, before properties within the jurisdiction of the certified local government may be considered by the State to be nominated for inclusion on the National Register, the State Historic Preservation Officer shall notify the owners, the applicable chief local elected official, and the local historic preservation commission. The commission, after reasonable opportunity for public comment, shall prepare a report as to whether or not such properties meets the eligibility criteria. Within sixty days of the notice from the State Historic Preservation Officer, the chief local elected official shall transmit the report of the commission and their recommendation to the State Historic Preservation Officer. If no such report and recommendation are received within sixty days, the State shall proceed with the nomination process.

If either the preservation agency or the chief local elected official supports the nomination of the property, the proposal will be scheduled for consideration by the Florida National Register Review Board. We have tentatively scheduled the nomination for the above property for consideration by the Florida National Register Review Board at their November 10, 2022, meeting.

If both the commission and the chief local elected official recommend that a property not be nominated to the National Register, the State Historic Preservation Officer shall take no further action, unless within thirty days of the receipt of such recommendation by the State Historic Preservation Officer an appeal is filed with the State. Any party may file an appeal with the State Historic Preservation Officer. If the State Historic Preservation Officer, after hearing the appeal, determines that the property is eligible, he

Division of Historical Resources
R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399
850.245.6300 • 850.245.6436 (Fax) • FLHeritage.com



Mr. Derek Kilborn
September 8, 2022
Page Two

shall proceed with the nomination process. The State Historic Preservation Officer shall include any reports and recommendations from any party along with the nomination submitted to the Keeper of the Register.

We look forward to your recommendation and comments regarding this property. If we can be of any further assistance to you, please do not hesitate to contact me at Ruben.Acosta@dos.myflorida.com or 850-245-6364.

Sincerely,



Ruben A. Acosta
Survey and Registration Supervisor
Bureau of Historic Preservation

RAA/grl

Enclosures



FLORIDA DEPARTMENT *of* STATE

RON DESANTIS
Governor

CORD BYRD
Secretary of State

September 8, 2022

The Honorable Ken Welch
Mayor, City of St. Petersburg
175 5th Street North
City Hall, Second Floor
St. Petersburg, Florida 33701

Re: Peninsular Fruit Company (PI00487), 10000 Gandy Boulevard North St. Petersburg, Florida 33702

Dear Mayor Welch:

A Florida National Register Nomination Proposal for the above referenced property has been prepared by the State Historic Preservation Office. We solicit your review and recommendation concerning eligibility in accordance with the procedures established by the National Historic Preservation Act, as amended (54 U.S.C. 302504), which created the basis for the participation of Certified Local Governments in the Florida National Register of Historic Places nomination process.

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Mayor Welch
September 8, 2022
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We look forward to your recommendation and comments regarding this property. If we can be of any further assistance to you, please do not hesitate to contact me at Ruben.Acosta@dos.myflorida.com or 850-245-6364.

Sincerely,



Ruben A. Acosta
Survey and Registration Supervisor
Bureau of Historic Preservation

RAA/grl

Enclosures

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

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

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

1. Name of Property

historic name Peninsular Fruit Company Building

other names/site number PI00487

2. Location

street & number 10000 Gandy Boulevard North not for publication

city or town St. Petersburg vicinity

state Florida code _____ county Pinellas code _____ zip code 33702

3. State/Federal Agency Certification

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

Signature of certifying official/Title Date

Florida Department of State, Division of Historical Resources, Bureau of Historic Preservation
State or Federal agency and bureau

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:	Signature of the Keeper	Date of Action
<input type="checkbox"/> entered in the National Register <input type="checkbox"/> See continuation sheet	_____	_____
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain) _____	_____	_____
_____	_____	_____
_____	_____	_____

5. Classification

Ownership of Property

(Check as many boxes as apply)

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

Category of Property

(Check only one box)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any previously listed resources in the count)

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

Name of related multiple property listings

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

"N/A"

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade/specialty store

Agriculture/Subsistence/processing

Current Functions

(Enter categories from instructions)

Vacant/Not in Use

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th and Early 20th Century Revivals:

Mediterranean Revival

Materials

(Enter categories from instructions)

foundation Slab on grade

walls Brick

Stucco

roof TPO

other

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1926

Significant Dates

N/A

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Primary location of additional data:

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

Name of Repository

10. Geographical Data

Acreage of Property <1 acre

UTM References

(Place additional references on a continuation sheet.)

1 1 7 3 3 8 7 7 3 3 0 8 3 1 8 6
Zone Easting Northing
2

3 Zone Easting Northing
4

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Mariah Justice, Historic Preservationist

organization Florida Division of Historical Resources date

street & number 500 South Bronough Street telephone 850-245-6341

city or town Tallahassee state Florida zip code 32399

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Clear and descriptive photographs under separate cover. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Each photograph must be numbered in the order they are referenced in the manuscript, and that number must correspond to the photograph number on the photo log.

Additional items

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

Property Owner

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

name Gandy 10k LLC

street & number 1230 South Myrtle Ave Suite 101 telephone

city or town Clearwater state Florida zip code 33756

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

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

United States Department of the Interior
National Park Service

Peninsular Fruit Company Building

Name of Property

Pinellas County, Florida

County and State

N/A

Name of multiple listing (if applicable)

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

SUMMARY

The Peninsular Fruit Company Building is a historic citrus packinghouse located in St. Petersburg, Florida. Constructed in 1926, the building exhibits a high form of Mediterranean Revival architectural style, uncharacteristic of contemporary packinghouses in the locale. It occupies a prime location on Gandy Boulevard on the Pinellas Peninsula where travelers arriving and departing the city by automobile accessed Gandy Bridge. While the building underwent minor alterations following its use as a packinghouse, the building retains a high degree of integrity and continues to convey its boom-era history.

SETTING

The Peninsular Fruit Company Building is located at 10000 Gandy Boulevard North in St. Petersburg. The surrounding area is comprised primarily of mixed-use buildings constructed in the mid-century or later. The subject building is located on the curve of Gandy Boulevard North as accessed from 4th Street North, traveling northbound. The curve of Gandy Boulevard North permits travelers to merge onto the primary, east-west Gandy Boulevard North as it traverses Tampa Bay by way of Gandy Bridge.

NARRATIVE DESCRIPTION

Exterior

The Peninsular Fruit Company Building is a one and two-story masonry building finished with stucco on a continuous concrete foundation. The original two-story building is rectangular in plan. A 1920s one-story trapezoidal addition is attached to the northwest of the building.

The southeast elevation serves as the main façade (Photograph 1). The façade is organized symmetrically into eleven bays with the center bay serving as the entrance into the building. A parapet wall with masonry coping rises above the flat roof. The remaining ten bays of the first floor are comprised of paired, eight-light wood casement windows with masonry sills and are topped by six-light wood fan lights in arched openings. The bays are separated by twisted, engaged columns with composite order capitals, creating the appearance of a blind arcade along the façade. The second floor bays are comprised of paired, eight-light wood casement windows with masonry sills. The second, fourth, eighth, and tenth bays are topped by a blind arch. A set of two-by-three scuppers occupies the wall space above both the third and ninth bays.

The entrance bay in the center of the symmetrical façade has a single glass door entrance recessed in a decorative arch surround. Glass blocks cover the walls around the entrance in the recessed arched surround. A dentillated cornice spans the length of the entrance bay above the arched surround. Two pilasters rise from opposite ends of the cornice and project above the parapet wall. Both pilasters are capped by masonry finials. A paired, eight-light casement window lies between the pilasters above the cornice. A blank signboard and crested cartouche are above the window, between the pilasters.

The southwest and northeast façades of the rectangular building are identical (Photographs 2 & 3). Three bays comprise these elevations with paired, eight-light wood casement windows in arched openings occupying the

United States Department of the Interior
National Park Service

Peninsular Fruit Company Building

Name of Property

Pinellas County, Florida

County and State

N/A

Name of multiple listing (if applicable)

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Section number 7 Page 2

first floor. A six-light wood fanlight tops each window. Engaged twisted columns with composite order capitals flank each window and support the arched surrounds giving the appearance of a blind arcade. A paired eight-light wood casement window with a masonry sill occupies each bay of the second story. The center window is placed within an arched surround.

The single-story 1920s addition is attached to the northwest elevation of the original rectangular building (Photograph 4). Only the easternmost paired, eight-light wood casement window and six-light fanlight is visible on the first floor of the original rectangular building. The nine bays of the second story on northwest elevation of the original building are visible over the flat roof of the addition. Each bay is comprised of a paired, eight-light wood casement window. The third and ninth bays are completely covered over by wood. The sixth and eighth bays are partially covered by wood. A cantilevered steel emergency exit stairway provides access from the ninth bay of the second story.

The southwest elevation of the trapezoidal addition has three openings enclosed by masonry along the façade (Photograph 5). All openings retain their masonry sills.

The west elevation of the addition has three windows with masonry sills (Photograph 6); the southern eight over eight wood double-hung sash window remains visible while the northern openings are closed over with wood. A square stuccoed chimney stack with concrete coping rises from the corner of the west and northwest of this addition.

The northwest elevation of the addition has large wood paneled double doors within a slightly recessed entryway (refer to photograph 4).

The north elevation of the addition has two windows with masonry sills arranged on opposite ends of the façade (Photograph 7). The westernmost window is closed over with wood while the easternmost window is an eight over eight wood double-hung sash.

The northeast elevation of the addition has a single door, topped with a three panned transom window, flanked by two windows (Photograph 8). The northern window opening is enclosed by wood while the southern opening is a fixed one over one window.

Interior

The primary entrance to the building through the southeast façade leads to a double loaded corridor with a storage room and stairway leading to the second floor on the northwestern end. To the southwest, the door opening leads to a large room separated asymmetrically by a partition wall (Photograph 9). Two separate rooms are asymmetrically divided along the southwestern end of this room. Both doorways retain a wood framed, inoperable transom window. The masonry walls of the building are partially exposed through peeling plaster along the southeast wall of this room. Three doors on the northwest wall lead to a private restroom, storage area, and entrance into a corridor that provides access to the 1920s addition.

United States Department of the Interior
National Park Service

Peninsular Fruit Company Building

Name of Property

Pinellas County, Florida

County and State

N/A

Name of multiple listing (if applicable)

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The northeast doorway of the double loaded corridor leads to a large room (Photograph 10). This room is partially covered with wood flooring, with the remainder of the flooring comprised of the scored concrete foundation. The masonry walls of the building are partially exposed through peeling plaster along the southeast and northeast wall of this room. Wainscoting with wooden shelving above occupies the northwestern wall. Two smaller rooms are enclosed on the north and west corners of this room. A doorway in the center of northwest wall leads to a corridor containing a stairway to the second floor.

The second floor of the original 1926 building is divided into two large rooms by the central double loaded corridor. Both rooms are identical (Photographs 11 & 12). Both rooms retains their original wood flooring. The masonry walls are exposed through peeling plaster. The rafters are completely visible along the ceiling.

The interior of the trapezoidal addition is a single open space with the exception of a small trapezoidal masonry room with a concrete ceiling along the north wall (Photographs 13 & 14). A three paneled wooden double door to the exterior is along the north northwest wall.

ALTERATIONS

The largest alteration to the Peninsular Fruit Company Building was the trapezoidal addition on the northwest elevation of the building sometime shortly after the construction of the original rectangular building. This is evidenced by the continuity of construction materials and the documented use of the property as a citrus packinghouse. The interior of the addition alludes to its use as a space for citrus packing (Figure 1). Therefore, this addition would have been added before the property ceased to operate as a packinghouse in 1929. However, since this addition was completed in the 1920s, this is considered a historic alteration and contributes to the significance of the property.

Some openings on the trapezoidal addition were altered at unknown dates. Some windows are covered in either wood or masonry, although the organization of fenestration remains identical to the period of significance.

Glass block was added on entrance bay on southeast façade, likely sometime in the mid-century. It is likely that this alteration occurred with the conversion of the building into a furniture retail store in 1952.¹

Interior alterations were undertaken to suit new building uses following the period of significance. A portion of the original wainscoting has been removed and some plaster deterioration has occurred, exposing the brick construction. Some shelving has been added along the walls of the first story, however, this appears to be removable.

INTEGRITY

The Peninsular Fruit Company Building retains integrity of location as it remains in its original location along Gandy Boulevard. The integrity of location contributes considerably to the significance of the building as the Peninsular Fruit Company owners purposefully selected its location close to Gandy Bridge. The location of the

¹ Mark D. Leon, Draft, National Register Nomination for Yardage Unlimited, 25 Oct. 1994.

United States Department of the Interior
National Park Service

Peninsular Fruit Company Building

Name of Property

Pinellas County, Florida

County and State

N/A

Name of multiple listing (if applicable)

National Register of Historic Places
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building, combined with its high architectural style, was intended to capture the attention of passing motorists as they traveled to and from St. Petersburg via Gandy Bridge (Figures 2 & 3).

Despite the expansion of modern roadways and development, the setting of the Peninsular Fruit Company Building remains minimally impacted. The building remains visible as motorists pass along Gandy Bridge. While the setting of the property has been impacted by development of the peninsula in subsequent decades, these changes have little impact on the significance of the building. Because of the building's architectural significance as a high style packinghouse and retail store located in close proximity to Gandy Bridge, the change in setting has a minimal impact on integrity.

The Peninsular Fruit Company Building retains a high degree of integrity of design. The building retains virtually all of its exterior character defining features that convey its Mediterranean Revival style. Significant features such as the stuccoed exterior, parapet wall, finials and cartouche, arched openings, blind arcade, and twisted engaged columns are extant. The fenestration pattern on the original rectangular portion of the fruit company building remains identical to that of the period of significance. While some openings on the historic trapezoidal addition have been closed with masonry or wood, their original location remains evident along the exterior façade. The mid-century addition of glass blocks around the primary entrance on the southeast façade have little impact on integrity as they minimally detract from the overall Mediterranean Revival character of the building.

While the design of the interior has been somewhat impacted due to the use of the building as a furniture and kayak store, this has little impact on integrity. The organization of interior spaces remains largely as its original design, with a central double loaded corridor and large open spaces to the southwest and northeast. The interior of the trapezoidal addition, what served as space for packing fruit during the period of significance, remains as a large open space, similar to the period of significance (refer to Figure 1).

The Peninsular Fruit Company Building retains integrity of materials and workmanship. The building retains its original cladding, wood casement windows, and fanlights. While some openings on the exterior of the trapezoidal addition have been closed over, the original windows remain visible from the exterior. Although the interior is in a deteriorated condition, it retains its integrity of materials through retention of original wainscoting and plastered masonry walls. The second floor retains its original wood flooring.

Although the building no longer serves as a citrus retail store and packing plant, it retains integrity of feeling and association through its architectural design and location in St. Petersburg. The Mediterranean Revival architectural style is reflective of 1920s boom-era Florida where the style became associated with the state's identity as a place for tourism. Its southeast façade remains iconic along Gandy Boulevard, as it would have during the period of significance, as travelers access Gandy Bridge.

United States Department of the Interior
National Park Service

Peninsular Fruit Company Building

Name of Property

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County and State

N/A

Name of multiple listing (if applicable)

National Register of Historic Places Continuation Sheet

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SUMMARY

The Peninsular Fruit Company Building is locally significant under Criterion C for Architecture for its high Mediterranean Revival style for the period of significance 1926. The building occupies a prime location directly across from Gandy Bridge, which linked St. Petersburg to the Florida mainland. Constructed in an uncharacteristically high architectural style for a packinghouse and retail store, the Peninsular Fruit Company Building was designed to attract the eye of travelers passing across Tampa Bay.

HISTORIC CONTEXT

1920s Florida

A land boom dominated Florida in the decade following World War I. A real estate fever gripped the state as speculators secured loans to purchase vacant land at a low costs and then sold the land at a highly inflated price. Often, the inflated sale of land was purely speculative – speculators sometime sold a single parcel of completely undeveloped land several times for profit, based solely on the confidence in its value. With such real estate fever, the state witnessed a period of massive investment, particularly concentrated in coastal urban areas.

Prior to the 1920s, Florida remained a largely rural state, with 63 percent of residents occupying rural areas.² Migrants settled in rural areas where job opportunities were associated with the large agricultural sector. However, as a result of the land boom, Florida began to urbanize. Migrants settled in urban areas that provided job opportunities associated with construction and development. The urban environment within the state transformed as hotels, commercial buildings, and subdivisions proliferated to accommodate the influx of migrants and seasonal winter visitors. As these urban areas expanded, so did the need for supporting infrastructure in order to meet the needs of the growing population. Jobs in the urban environment, particularly in the trade and service sectors, swelled; employment within the state increased substantially by 55 percent.³ By the end of the decade, the urban population within the state surpassed the rural population for the first time, with 52 percent of residents living in urban areas.⁴

In 1926, the land boom collapsed as the collective speculative confidence in land value faltered. Local infrastructure was unable to accommodate laborers, an increasing cost of living pressed wages upward, and transportation capacity lagged woefully behind demand. A catastrophic hurricane in the same year further solidified the downfall of the real estate market in the state. Many development projects declared bankruptcy as financial backing disappeared, and local governments witnessed revenue from property taxes plummet.

The 1920s land boom is notable for not only the severity of the price collapse, but the impact on Florida's economic structure. The decade proved to be transitional in terms of Florida's economic development by solidifying the presence of a "sunshine sector" – industries dependent upon the warm and sunny climate of the

² William B. Stronge, *The Sunshine Economy: An Economic History of Florida Since the Civil War* (Gainesville, FL: University Press of Florida, 2008), 92.

³ *Ibid*, 91.

⁴ *Ibid*, 92.

United States Department of the Interior
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state.⁵ While still largely supported by a frontier economy, including ranching and lumber, the development of the state in the 1920s fostered the expansion of sunshine agriculture and tourism. Despite the economic downturn during the latter half of the decade, the land boom transformed Florida from a rural state supported by agriculture and raw material extraction to an urban state supported by a service-sector economy.

Sunshine Sector

Tourism comprised an integral part of Florida's sunshine sector economy. Prior to statehood, Florida was a destination for tourism. The waterways within the state, such as the St. Johns and Ocklawaha Rivers, enticed visitors, primarily from northern states, with tours of beautiful and mysterious scenery. During the early twentieth century, Florida's tourism industry continued to develop as transportation infrastructure, such as railways and roads, expanded and improved. Extension of railway systems along the east and west coast of the state provided tourists with an easier and less expensive means to travel and experience the favorable climate during the winter months. Roadway and automobile infrastructure expansion increased the connectivity of growing Florida cities. Coupled with the affordability of the automobile for middle-income Americans, tourists were provided a more accessible means to travel to the state.

As a result of transportation accessibility and real estate investment, the tourism industry in Florida exploded in the early twentieth century. From 1919-1928, hotel rooms and lodgings within the state more than quintupled.⁶ The amount of Florida jobs in the tourist industry more than doubled within the same decade. Building types aimed at housing and entertaining tourists proliferated along coastlines and waterways.

Citrus production comprised another aspect of the growing sunshine sector industry. Growers capitalized on Florida's favorable climate for citrus production. The industry in Florida originally dominated the northern region of the state. However, the Great Freeze of 1894-1895 severely damaged the industry and pushed growers to explore production southward into the peninsula. Facilitated by the expansion of railway systems, citrus groves prospered in the warmer climate.

While citrus production is an agricultural enterprise, it ties itself to the tourism industry in Florida. As most citrus is matured and ready to harvest in the winter months, this coincided with the winter tourist season within the state. To further an identity and public image, local citrus growers directly marketed their fresh products towards winter visitors. Contemporary newspapers frequently advertised baskets of fresh citrus fruits available for shipment to northern states as gifts. Citrus retail stores were a common feature of downtowns, often a must-see stop for the seasonal tourist.

From 1900-1930, sunshine sector industries grew dramatically. Florida's sunshine industries comprised less than ten percent of production value in 1900. Thirty years later, sunshine industries comprised 24 percent of Florida's

⁵ Ibid, 111.

⁶ William B. Stronge, *The Sunshine Economy*, 91.

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total economic production – equal to that of the maritime sector. With this shift, Florida began its move away from raw material extraction to a service based economy.

Early Twentieth Century St. Petersburg

The tourism industry provided the foundation for St. Petersburg as the city developed primarily as a winter resort destination. In 1885, a scientist from American Medical Association documented Pinellas Point to be one of the sunniest regions in the United States.⁷ Although a common incentive for travelers to visit many Florida cities, St. Petersburg capitalized on the frequent sunshine by naming itself as the “Sunshine City.” The city formally promoted tourism within the early twentieth century, spending an estimated \$1,000,000 on advertising its adopted name (Figure 4).⁸

Prior to 1914, the Pinellas Peninsula on which St. Petersburg is situated remained largely isolated as it was only accessible by the Atlantic Coast Line Railroad or ferry from the Florida mainland. The Atlantic Coast Line organized tourist trains from New York and the Midwest to attract businesses and residents to the city. In 1914, the Tampa and Gulf Coast Railroad, later the Seaboard Air Line, established a depot in the city. Facilitated by a greater railway connection to the Florida peninsula, St. Petersburg experienced the rapid development that swept the state in the 1920s. Formal tourist societies developed to create familiarity for visitors in St. Petersburg. Often organized according to regional origin, tourist societies hosted social events and actively boosted the promotion of migrating to the city.⁹ Despite relative isolation, St. Petersburg’s population grew steadily as a direct result of this tourism promotion.

The completion of the Gandy Bridge in 1924 linked St. Petersburg to Tampa – further connecting the city to the Florida peninsula. The bridge reduced the traveling distance from the mainland to the Pinellas Peninsula from 43 to only 19 miles.¹⁰ The completion of the bridge further propelled St. Petersburg’s growth as travelers accessed the city by automobile in a matter of hours in lieu of days (Figure 5). Despite an exorbitant toll for passing motorists, Gandy Bridge provided the fundamental link between the Pinellas Peninsula and the Florida mainland. Real estate prices along newly graded 4th Street North skyrocketed as the roadway served as the primary link between Gandy Bridge and St. Petersburg. Beginning with 14,000 residents in 1920, the city swelled to 50,000 residents by 1925.¹¹ Undergoing the fourth largest increase in urban population during the decade, the city credited its exponential growth to improved transportation connections and the pointed expansion of

⁷ Federal Writers’ Project of the Works Progress Administration for the State of Florida, *The WPA Guide to Florida*, (New York: Oxford University Press, 1939), 260.

⁸ Ibid.

⁹ Raymond Arsenault, *St. Petersburg and the Florida Dream: 1888-1950* (Norfolk, VA: The Donning Company, 1988), 146.

¹⁰ Ibid, 197.

¹¹ Federal Writers’ Project of the WPA, *The WPA Guide to Florida*, 262.

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its tourism industry.¹² By 1928, Pinellas County supported a staggering 29,204 hotel rooms and lodgings for visitors.¹³

Citrus production in St. Petersburg was key to the growth of the city. In 1915, only four citrus groves were recorded in St. Petersburg, however, by 1924, the market expanded considerably with 29 citrus groves producing fruit.¹⁴ Several fruit companies vended their products in downtown stores and invited guests to their packinghouses located near groves away from the city center. The industry bolstered the tourist economy; retailers marketed citrus fruits directly toward tourists in the form of fruit baskets, particularly as Christmas gifts to send loved ones in northern states.

Peninsular Fruit Company

The Peninsular Fruit Company originated sometime before 1921 as the Campbell-Walker Company under the ownership of L. Campbell and H.D. Walker of Pinellas County.¹⁵ The company operated out of a packing plant located at 33 Seventh Street South and marketed a variety of citrus fruits, primarily oranges and grapefruits, harvested from surrounding groves in Seminole and Largo.¹⁶ It appears as if the Campbell-Walker Company was well known, as the Chamber of Commerce used the company's Christmas boxes of citrus fruits to distribute city boosting literature.¹⁷ In 1921, Campbell and Walker opened the Seminole Realty Company from an office located on First Avenue North, presumably due to the beginnings of the land boom in Pinellas County.

In 1923, H.D. Walker chartered The Peninsular Fruit Company.¹⁸ The company continued to operate citrus shipments and sales from the Seventh Street location in downtown St. Petersburg.¹⁹ The Peninsular Fruit Company was among nine fruit "growers, packers, and shippers," operating in St. Petersburg in 1924.²⁰ In 1925, The Peninsular Fruit Company diversified their revenue streams and created a more "modern" office by constructing a three-story hotel and retail space located in downtown St. Petersburg (Figure 6).²¹ The building was located on 53 7th Street South and operated as the Peninsular Hotel.

¹² William B. Stronge, *The Sunshine Economy*, 93.

¹³ *Ibid*, 93.

¹⁴ *Polk's St. Petersburg City Directory* (Jacksonville, FL: R.L. Polk & Co., 1915). *Polk's St. Petersburg City Directory* (Jacksonville, FL: R.L. Polk & Co., 1924).

¹⁵ "Fruit Packers in Realty Game," *Tampa Bay Times* (St. Petersburg, Florida), 2 Aug 1921.

¹⁶ Advertisement, *Tampa Bay Times* (St. Petersburg, Florida), 23 Jan 1923. "Fruit Packers in Realty Game," *Tampa Bay Times* (St. Petersburg, Florida), 2 Aug 1921.

¹⁷ "Will Back Up Traffic Rules," *Tampa Bay Times* (St. Petersburg, Florida), 25 Oct 1921.

¹⁸ "From Near and Far," *Fruit Trade Journal and Produce Record*, National League of Wholesale Fresh Fruit and Vegetable Distributors, 8 Sep 1923, 11.

¹⁹ *Polk's St. Petersburg City Directory*, 1924.

²⁰ *Ibid*.

²¹ "Fruit Company Plans Building," *Tampa Bay Times* (St. Petersburg, Florida), 30 Apr 1925.

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In 1926, due to the volume of increased business, the company expanded operations and constructed the Peninsular Fruit Company Building to serve as their packing plant along Gandy Boulevard, across from the newly opened Gandy Bridge.²² Polk's City Directory first lists the building in 1927 as a "factory" at the Gandy Boulevard and 4th Street North location. Newspaper articles advertise the property as a "packing house" and welcome guests to visit the building and purchase baskets of citrus fruits (Figure 7).²³ By 1928, the Peninsular Fruit Company was one of 33 fruit retailers in St. Petersburg.²⁴

The factory along Gandy Boulevard ceases to appear in Polk's City Directory in 1929, along with the Peninsular Hotel. The lack of available information on the building and operating business can partially be attributed to the bust of the Florida land boom. By 1929, Florida entered a period of economic depression that negatively impacted local businesses, particularly those supported by the tourism industry. It appears as if the Peninsular Fruit Company may have succumbed to the economic depression, although historic records remain unclear.

The building is not listed in Polk's Directory again until 1947 as the Alveo Chemical Company, a manufacturer of cosmetics.²⁵ In 1952, the building was leased to Yardage Unlimited, a fabric outlet store (Figure 8).²⁶ The building was used as a kayak store sometime in the twenty-first century, but has lain vacant since 2018.

ARCHITECTURAL CONTEXT

Mediterranean Revival Style

The Mediterranean Revival Style traces its origins to the Eclectic Movement of the nineteenth and twentieth centuries. In eclecticism, design incorporated a blend of elements from styles and motifs originating from other cultures or architectural periods. The Mediterranean Revival style emerged in the United States in the late nineteenth century, particularly concentrated in areas previously occupied by the Spanish Empire. While largely associated with Spain, the style draws from elements from the North Africa region along with other Mediterranean countries, such as Italy and France. Architects used the style to foster a tangible, romanticized connection with the Old World past.

In Florida, the style appeared later in the twentieth century as it proliferated with the 1920s land boom. The state sought to embrace and romanticize its ties to its Spanish influenced heritage and used the style to promote a new image as a tropical destination to migrants and visiting winter tourists. The style became associated with luxury, tourism, and the emerging "Florida lifestyle." Communities applied the style to suburban housing

²² "Fruit Company Re-Opens Today," *Tampa Bay Times* (St. Petersburg, Florida), 29 Nov 1926.

²³ Advertisement, *Tampa Bay Times* (St. Petersburg, Florida), 6 Dec 1926.

²⁴ *Polk's St. Petersburg City Directory*, 1928.

²⁵ *Polk's St. Petersburg City Directory* (Jacksonville, FL: R.L. Polk & Co., 1947).

²⁶ Florida Master Site File, PI00487.

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developments along with hotels, commercial, and educational buildings. The style was easily adapted to suit Florida's hot and humid climate as common design features provided shade.

Mediterranean Revival style is largely characterized by stuccoed cladding and flat or low-pitched clay tiled roofs. Buildings are typically two stories in height. Arched entryways, openings, and arcades are common design features. The primary façade is often ornamented including features such as parapets, columns, iron grilles, or other decorative elements. Windows and doors are typically constructed of wood, although their configurations may differ. Balconies are commonly used in the design. The style was adapted to suit the Florida climate, making use of design features such as roof visors and loggias to create airflow and produce shade to cool interior spaces.

In St. Petersburg, the Mediterranean Revival style was used on a variety of building types, particularly those associated with the burgeoning tourism industry. Hotels, stores, and residential developments applied the style to promote a resort style image associated with the city. The iconic casino located on St. Petersburg's Million Dollar Pier was constructed in 1926 in a high Mediterranean Revival style, with arched arcades, clay-tiled roofs, towers, and tall finial (refer to Figure 4). The Plaza Theatre, later renamed La Plaza Theatre, opened in 1913 and presented a high Mediterranean Revival style (Figure 9). The theatre featured symmetrical recessed windows and doorways in arched openings, separated by pilasters, creating a blind arcade. The theatre was demolished in 1953 and remains a parking lot in modern day.

Comparable Resources

The Robbin's Fruit Company, Incorporated packinghouse located at Gandy Boulevard and 102nd Avenue North was a contemporary of the Peninsular Fruit Company Building. The building was constructed in a vernacular, utilitarian style of what appears to be timber (Figure 10). Like the Peninsular Fruit Company, the Robbin's Fruit Company used the packinghouse as a retail store where they vended their products. The company's packinghouse was also located along Gandy Boulevard where Gandy Bridge provided increased automobile traffic. However, when compared to the Peninsular Fruit Company Building, the Robbin's Fruit Company packinghouse does not display a high architectural style. The building is no longer extant.

ARCHITECTURAL SIGNIFICANCE

The Peninsular Fruit Company building is significant for its architectural design, as it is an excellent, and largely unaltered, example of the Mediterranean Revival style used in the early twentieth century land boom era of St. Petersburg. Despite multiple changes in use following its time as a citrus packinghouse and retail store, the exterior retains virtually all of its character defining features. The stuccoed exterior, engaged, twisted columns, blind arcade, casement windows, finials, cartouche, and parapet wall remain extant from the original Mediterranean Revival design.

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The Peninsular Fruit Company building is unique in that its high style is uncommon for utilitarian buildings such as packinghouses and retail stores. While the rear addition is utilitarian and vernacular in style, the original 1926 portion of the building visible from the roadway continues to portray a high architectural style, uncharacteristic of contemporary packinghouses. This was likely due to its location along Gandy Boulevard and proximity to Gandy Bridge. As the bridge served as the main access to the city by automobile, the Peninsular Fruit Company likely desired the building to appeal to passing tourists entering and exiting St. Petersburg. The Peninsular Fruit Company Building combines the marketed Mediterranean Revival style of boom era St. Petersburg with the city's influential citrus past. The Peninsular Fruit Company Building remains an icon along Gandy Boulevard and a testament to St. Petersburg's boom time development and origins as the Sunshine City.

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Years: 1915, 1924, 1928, 1947.

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Newspapers

Tampa Bay Times

Years: 1921, 1925, 1926.

St. Petersburg Times

Years: 1930.

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Verbal Boundary Description

The boundary encompasses all of tax parcel 18-30-17-11322-009-0060 of the Pinellas County Property Appraiser's Office files (date accessed June 2022). The legal description is as follows: that unplatted portion of Block 9, Bridgeview Subdivision, according to Plat thereof recorded in Plat Book 7, page 25, public records of Pinellas County, Florida, less that part deeded to Department of Transportation for State Road 600, Section 15240-2502 # 162.1.

Boundary Justification

The boundary encompasses all of the historic resources associated with the Peninsular Fruit Company building.

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Additional Documentation (Figures, plans, historic photos)



Figure 1: Interior of an unknown citrus packinghouse in St. Petersburg on a 1920s postcard (Florida Memory, State Library and Archives of Florida).

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Figure 2: 1923 Sanborn Map showing Gandy Bridge and approximate future location of the Peninsular Fruit Company Building.

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Figure 3: Modern day map showing integrity of location of the Peninsular Fruit Company Building in relation to Gandy Bridge.

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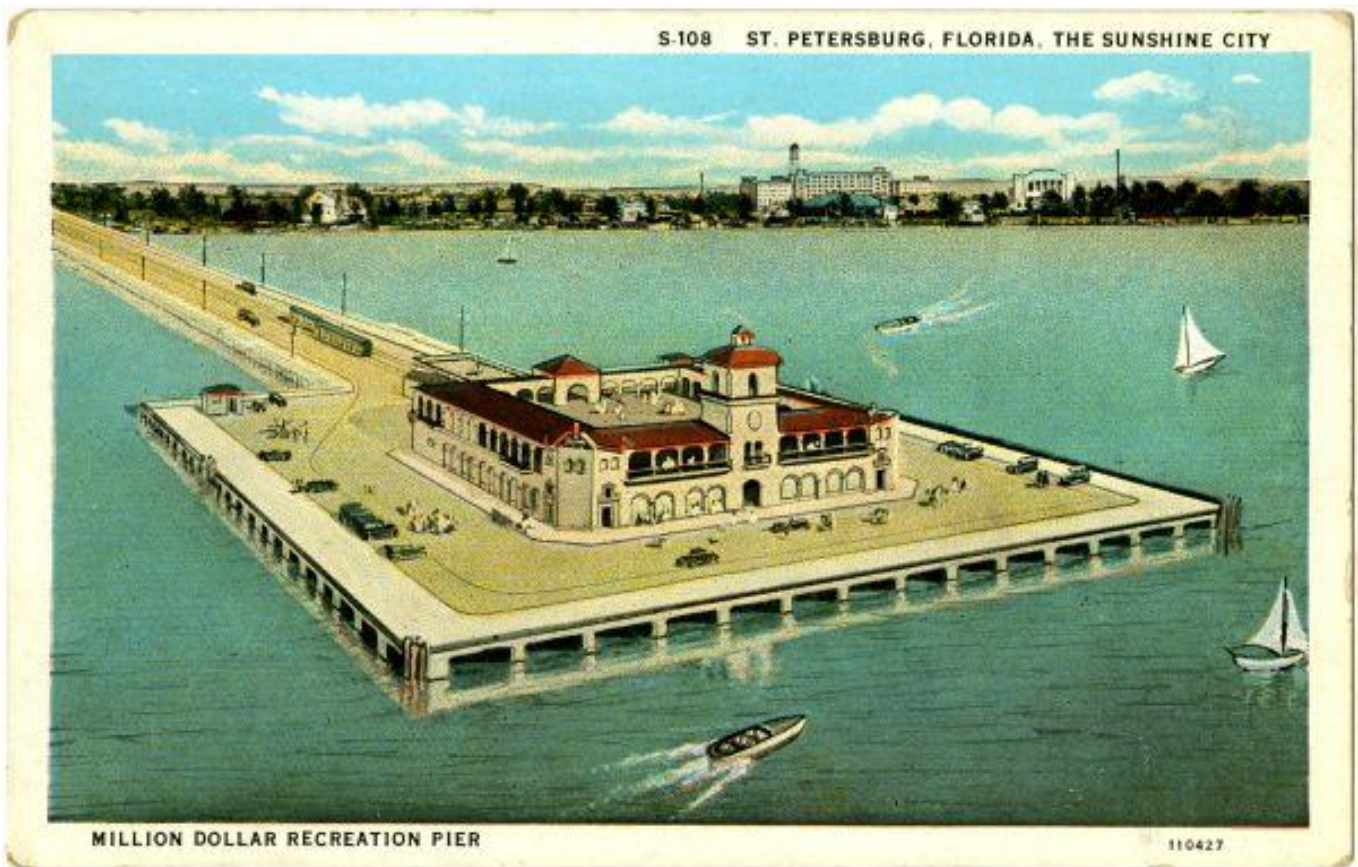


Figure 4: 1926 Postcard of St. Petersburg's Million Dollar Pier advertising the city as a place for recreation and relaxation (Florida Memory, State Library and Archives of Florida).

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Figure 5: 1925 photo of automobiles traversing Gandy Bridge across Tampa Bay (Arsenault, 216-217).

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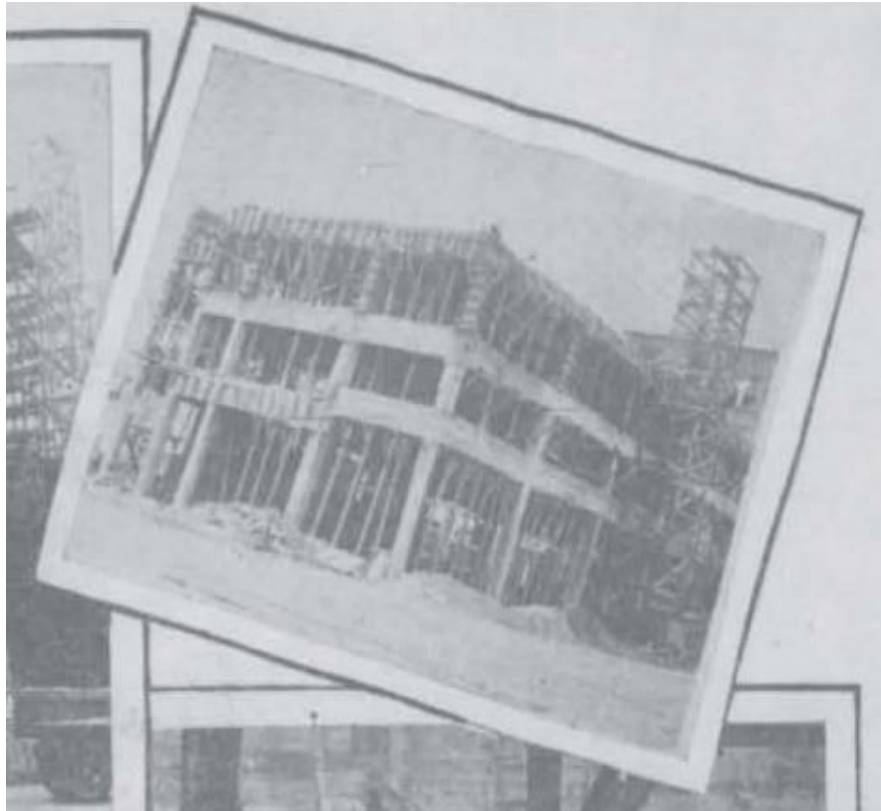


Figure 6: Newspaper image of the Peninsular Fruit Company Hotel under construction in 1925 (*Tampa Bay Times*, 09 Aug. 1925).

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**Christmas
FRUITS**

Now is the time to be able to insure prompt deliveries

Order your gift boxes, fruits, nuts and jellies
from a reliable concern. Investigate first.

Remember, we are the Pioneer Packers and Shippers

Tenth Season Open Evenings

VISITORS WELCOME

TO OUR NEW PACKING HOUSE ON FOURTH STREET AND
GANDY BOULEVARD

**PENINSULAR
FRUIT COMPANY**

"THE OLD RELIABLE"

33 SEVENTH STREET SOUTH

Figure 7: 1926 newspaper advertisement inviting visitors to the newly constructed packinghouse on Gandy Boulevard (*Tampa Bay Times*, 06 Dec. 1926).

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Figure 8: Photograph of the Peninsular Fruit Company Building during its use as a fabric outlet store (date unknown, FMSF PI00487).

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Figure 9: 1920s postcard of The Plaza Theatre exhibiting a high Mediterranean Revival style (Florida Memory, State Library and Archives of Florida).

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ROBBIN'S FRUIT COMPANY, Inc.
Wishes To Thank The Thousands

Wishes to thank the many friends, customers, agents and the thousands of growers and shippers that have made possible the greatest volume of fruit ever that we have ever handled.

Plenty of Fruit for the Season

We have plenty of choice fruit to supply to the east of our customers throughout the season.

There follows in the history of our business has been treatment of shippers throughout these years is as as they have this year, with others who operated many years and hundreds of our customers about town have no occasion that our service and quality of fruit are still as good as before. — Thank fully, however, as to how able in our accomplishments and look forward to having these same persons visit many years ago as we now have our own packing house and look will come down's long years to continue.

Let Us Take Care of Your Fruit Sales Needs

We will handle and retail fresh fruit from throughout the entire state... prices cheerfully quoted upon request.

The largest citrus fruit display in St. Petersburg are now invited to give the opportunity of complete inspection, sample arrangements and access to the finest quality fruits obtainable. — Your business means COMPLETE SATISFACTION to us.



Packing House, County Department at 1114th Avenue North.



Wholesale Department, 1180 Fourth Street North.

ROBBIN'S FRUIT COMPANY, Inc.

Wholesale Department: 1180 Fourth Street North. J. Albert Robbins, President Packing House: County Dept at 1114th Ave North
J. B. Hall, Treasurer

Figure 10: 1930 newspaper advertisement for the Robbin's Fruit Company, Inc. packinghouse (top) (St. Petersburg Times, 30 Mar. 1930).

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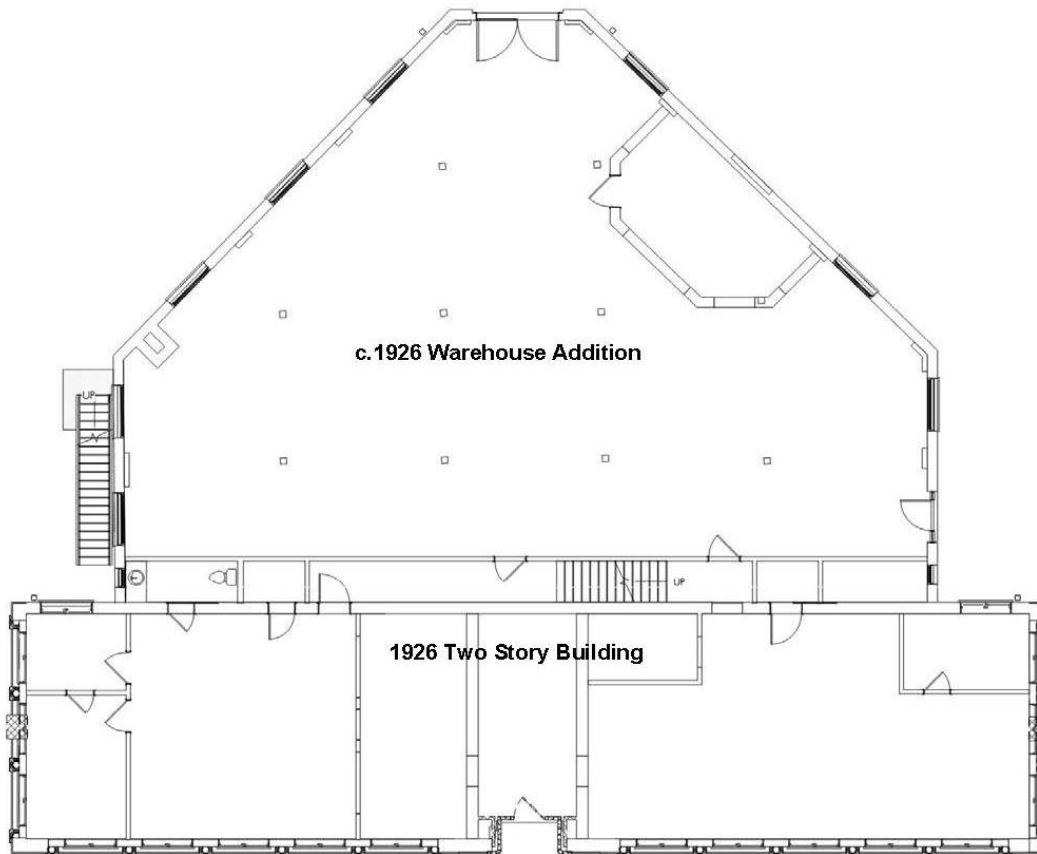


Figure 11: First floor site plan (Thomas A. Hammer, 2022).

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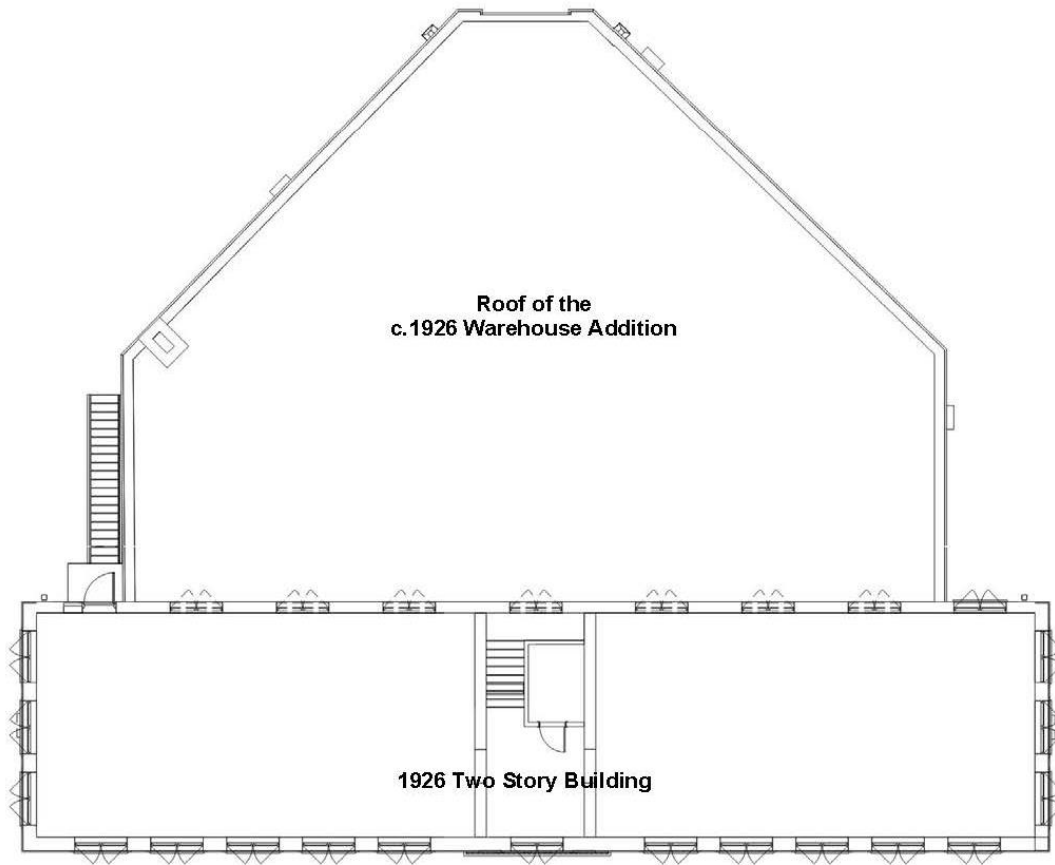


Figure 12: Second floor site plan (Thomas A. Hammer, 2022).

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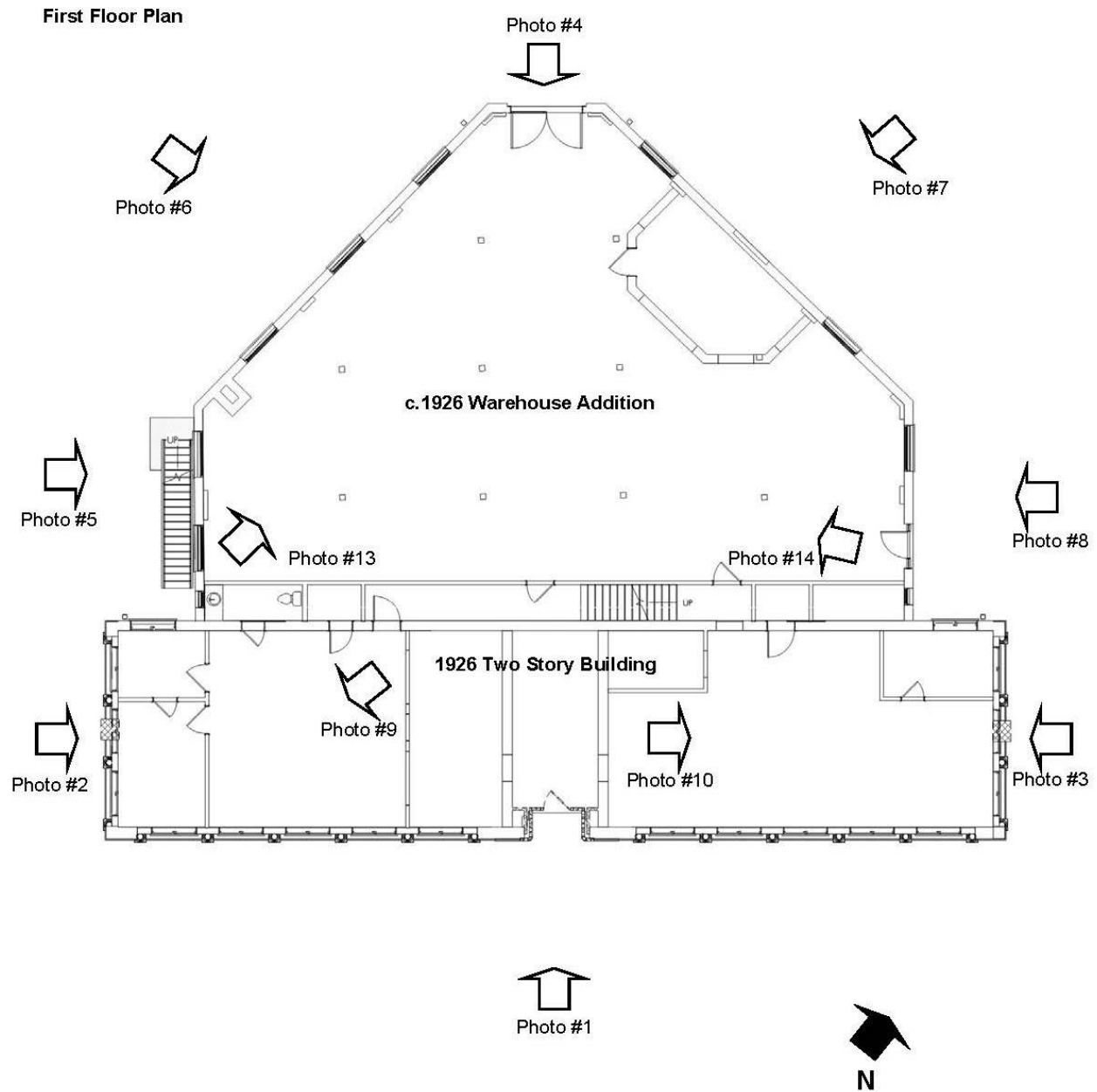


Figure 13: First floor photo key (Thomas A. Hammer, 2022).

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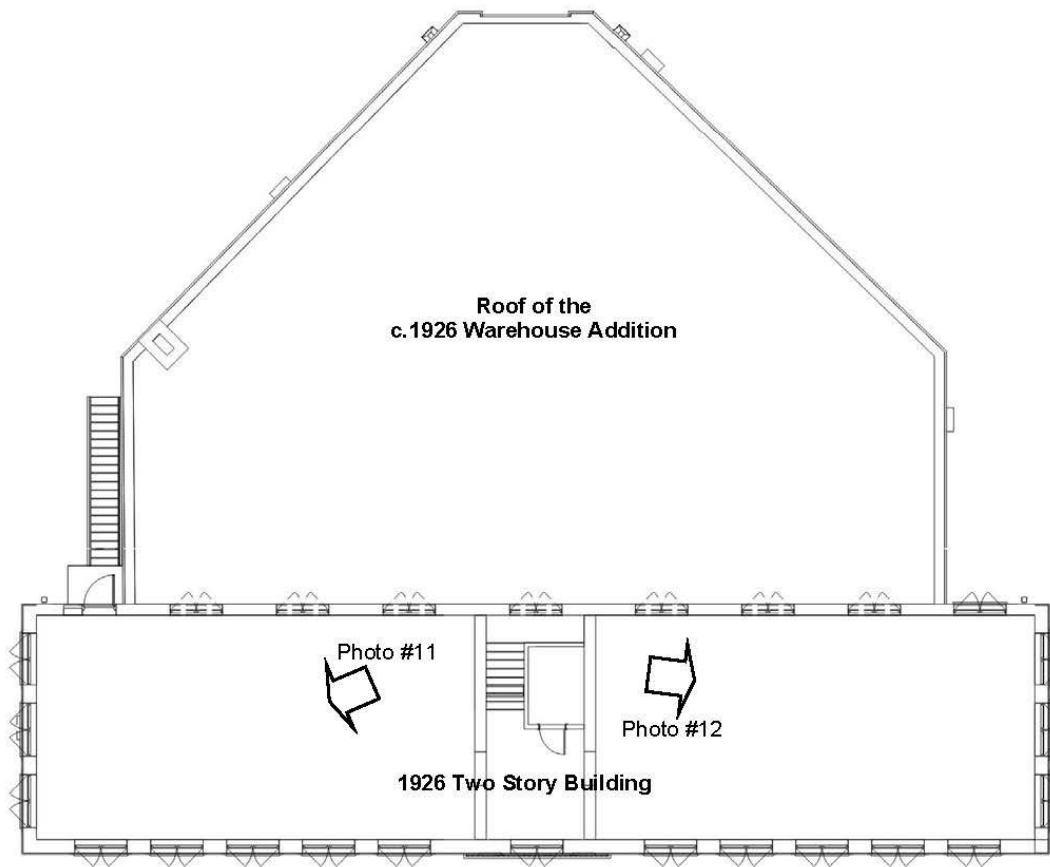


Figure 14: Second floor photo key (Thomas A. Hammer, 2022).

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Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered in the order they are referenced in the manuscript, and that number must correspond to the photograph number on the photo log.

Property Name: Peninsular Fruit Company Building

City or Vicinity: St. Petersburg County: Pinellas State: FL

Photographer: Tom Hammer Date Photographed: June 2022

Description of photograph(s) and number, including description of view indicating direction of camera:

1. View of southeast façade. View facing northwest.
2. View of southwest façade. View facing northeast.
3. View of northeast façade. View facing southwest.
4. View of northwest façade. View facing southeast.
5. View of southwest façade of the trapezoidal addition. View facing northeast.
6. View of west façade of the trapezoidal addition. View facing east.
7. View of north façade of the trapezoidal addition. View facing south.
8. View of northeast façade of the trapezoidal addition. View facing southwest.
9. View of southwest room of the first floor of the rectangular building. View facing south.
10. View of northeast room of the first floor of the rectangular building. View facing northeast.
11. View of southwest room of the second floor of the rectangular building. View facing south.
12. View of northeast room of the second floor of the rectangular building. View facing northeast.
13. View of trapezoidal addition interior. View facing north.
14. View of trapezoidal addition interior. View facing west.

Peninsular Fruit Co. Building Boundary Map


PI00487

10000 Gandy Blvd., N
St. Petersburg, Pinellas Co.
Florida, 33702

UTM: 17R338773 3083186

Parcel No.: 18-30-17-11322-009-006

Legend

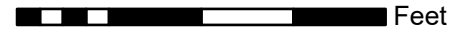
 Peninsular Fruit Company Building


 Pinellas Co Parcels

Date: 9/8/2022

Scale: 1:1,500

Datum: WGS 1984

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 Feet

 Meters
0 5 10 20 30 40

Source:
State of Florida, Maxar, Esri Community Maps Contributors, University of South Florida, City of Tampa, County of Pinellas, FDEP, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA




Peninsular Fruit Co. Building Street Map

PI00487

10000 Gandy Blvd., N
St. Petersburg, Pinellas Co.
Florida, 33702

UTM: 17R338773 3083186

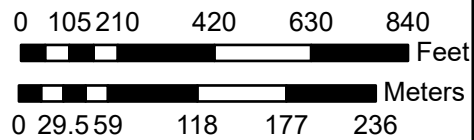
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 Peninsular Fruit Company Building

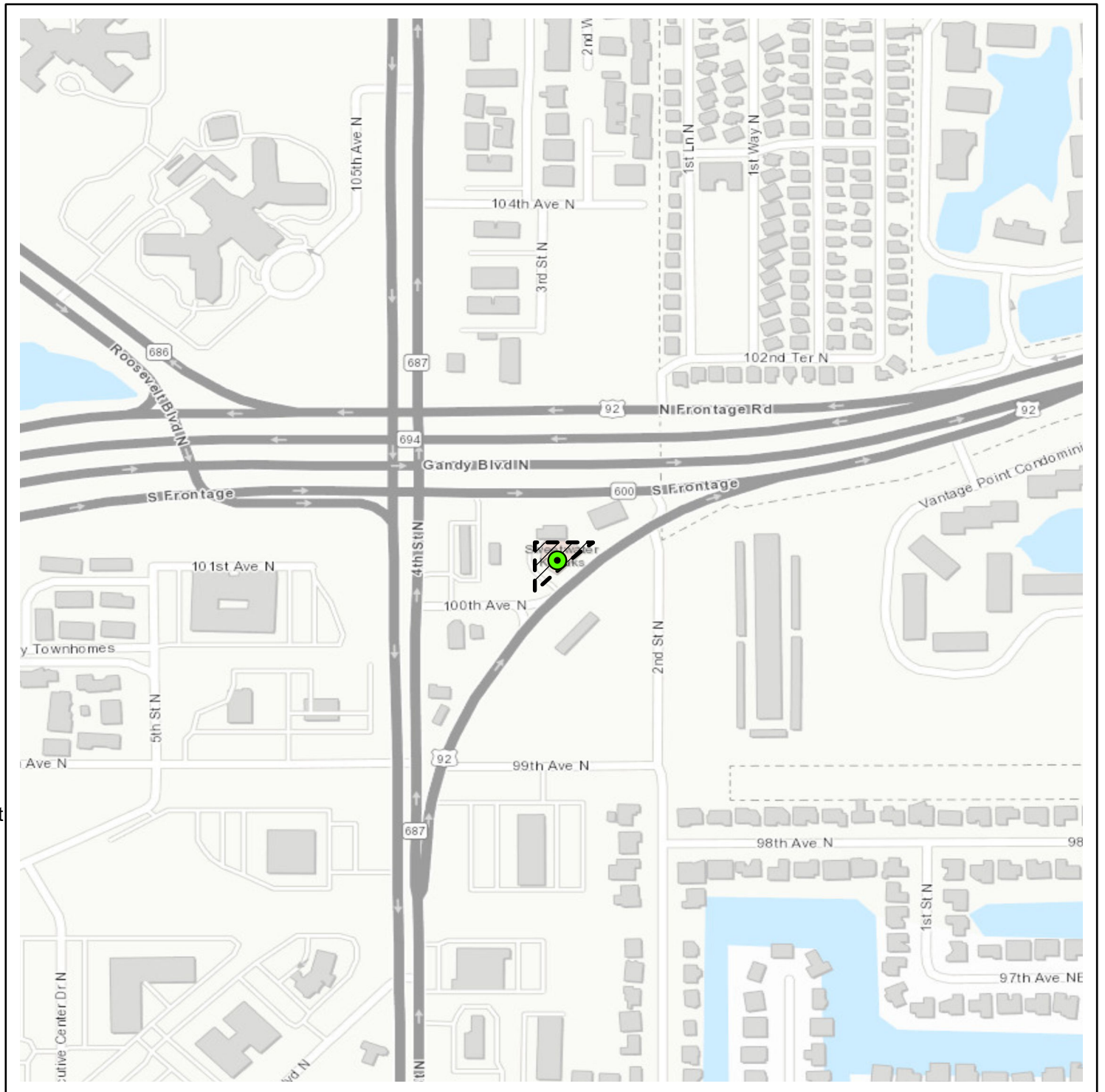
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Datum: WGS 1984



Source:
University of South Florida, City of Tampa, Esri, HERE, Garmin, GeoTechnologies, Inc., USGS, METI/ NASA, EPA, USDA



Peninsular Fruit Co. Building USGS Map


PI00487

10000 Gandy Blvd., N
St. Petersburg, Pinellas Co.
Florida, 33702

UTM: 17R338773 3083186

USGS Quad: St. Petersburg, FL

Legend

 Peninsular Fruit
Company Building

Date: 9/8/2022

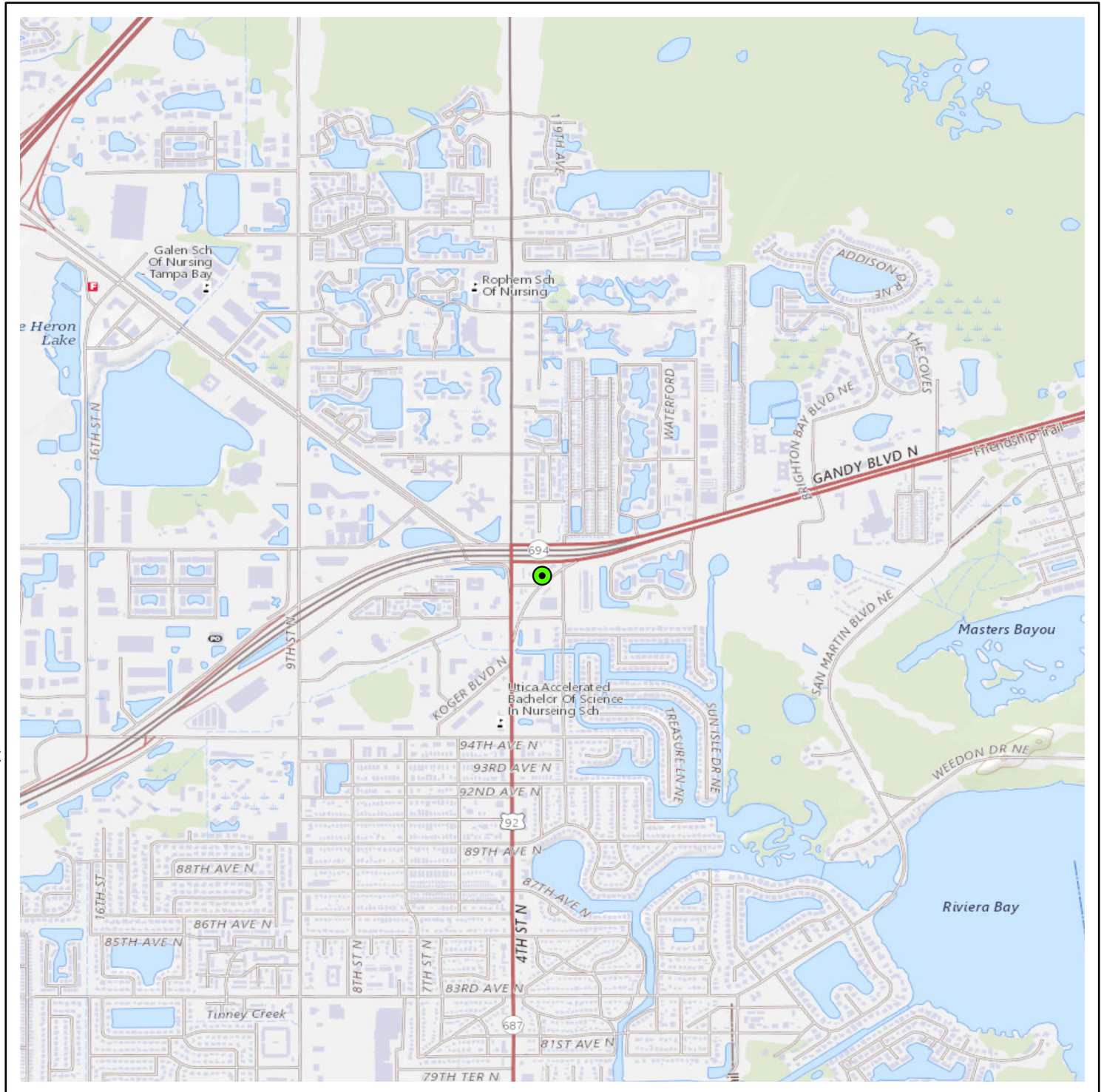
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Feet

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Meters

Source:
USGS The National Map: National Boundaries
Dataset, 3DEP Elevation Program, Geographic
Names Information System, National
Hydrography Dataset, National Land Cover
Database, National Structures Dataset, and
National Transportation Dataset; USGS Global
Ecosystems; U.S. Census Bureau TIGER/Line
data; USFS Road Data; Natural Earth Data; U.S.
Department of State Humanitarian Information
Unit; and NOAA National Centers for
Environmental Information, U.S. Coastal Relief
Model. Data refreshed June, 2022.





10000 GANDY BLVD





NO PARKING
VIOLATORS
TOWED AT
OWNER'S RISK

NO PARKING
VIOLATORS
TOWED AT
OWNER'S RISK



Life Storage

FRESH Florida SEAF









BERRY LANE

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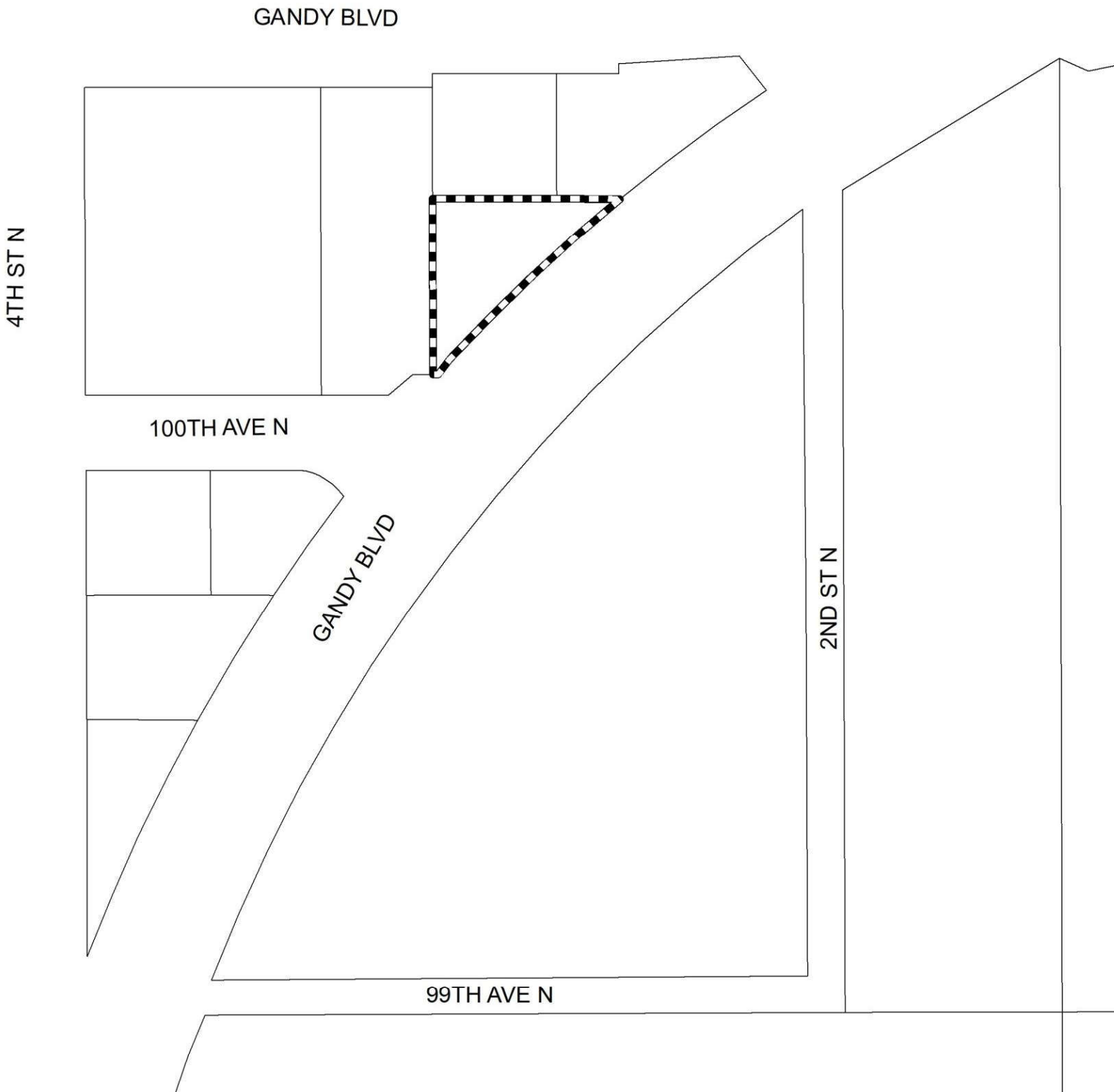








Appendix B: Maps

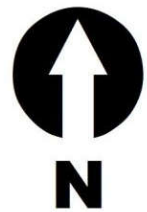


Community Planning and Preservation Commission

10000 Gandy Blvd N / Peninsular Fruit Company Building

**AREA TO BE APPROVED,
SHOWN IN** 

**CASE NUMBER
22-90700001**



SCALE:
1" = 125'



Community Planning and Preservation Commission

10000 Gandy Blvd N / Peninsular Fruit Company Building

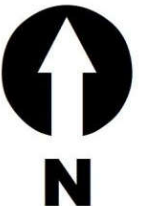
AREA TO BE APPROVED,

SHOWN IN



CASE NUMBER

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**SCALE:
1" = 125'**

Appendix C: Letter of Support



CITY OF ST. PETERSBURG, FLORIDA
PLANNING AND DEVELOPMENT SERVICES DEPARTMENT
URBAN PLANNING AND HISTORIC PRESERVATION DIVISION

October 12, 2022

Mr. Ruben A. Acosta
Survey and Registration Supervisor
Division of Historical Resources
Bureau of Historic Preservation
R.A. Gray Building
500 S. Bronough Street
Tallahassee, Florida 32399-0250

Re: Nomination of the Peninsular Fruit Company Building (PI00487), 1000 Gandy Blvd N., St. Petersburg 33702, to the National Register of Historic Places

Dear Mr. Acosta:

As the Chair of the Community Planning and Preservation Commission of the City of St. Petersburg, I am pleased to inform you that the Commission is in support of listing the Peninsular Fruit Company Building to the National Register of Historic Places.

As the Commission charged with determining eligibility of properties for both the local and National Register, we are excited to support this designation of an early citrus company building exhibiting such unique Mediterranean Revival architecture. Our hope is to educate the public regarding the importance of every aspect of our history and architectural legacy. This is an important step. Therefore, our Commission commends the owner in this valuable initiative to designate and preserve this gem of pioneer construction. Thank you for your consideration.

Sincerely,

Sharon Winters, Chair
Community Planning and Preservation Commission