



CITY OF ST. PETERSBURG, FLORIDA

PLANNING AND DEVELOPMENT SERVICES DEPARTMENT

URBAN PLANNING AND HISTORIC PRESERVATION DIVISION

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, March 14, 2023, 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.

Case No.: 23-90600001

REQUEST:

Review of a Non-Standard Marker to commemorate the original founding and location of Shorecrest Preparatory School, then-named the Shorecrest Outdoor School. The school is celebrating its 100th anniversary this year, 1923 - 2023.

APPLICANT:

Shorecrest Preparatory School

OWNER:

City of St. Petersburg

PROPERTY ADDRESS:

Application: Public Right-of-Way East of North Shore Drive NE across from 1200 North Shore Drive NE

Staff Analysis: Public Right-of-Way West of North Shore Drive NE at 1200 North Shore Drive NE



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 location 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:

2. **To Commemorate a Person or Group the person or group has to have made a significant contribution to the history and culture at a local, regional, statewide or national level. The marker should be placed on or near a site that is associated with the person or group that is being remembered. A person may be memorialized after they are deceased for one (1) year.**

It is unclear from the City’s official Markers and Monuments policy whether the proposed application should be reviewed for its association with the now-named Shorecrest Preparatory School (“Group”) or its association with the subject property at 1200 North Shore Boulevard NE (“Site”). Since this proposal is recognizing the original location of the then-named Shorecrest Outdoor School as part of the Group’s centennial celebration, and not a specific building or archaeological site or site of landmark importance, City staff is reviewing this application as the centennial recognition of a Group.

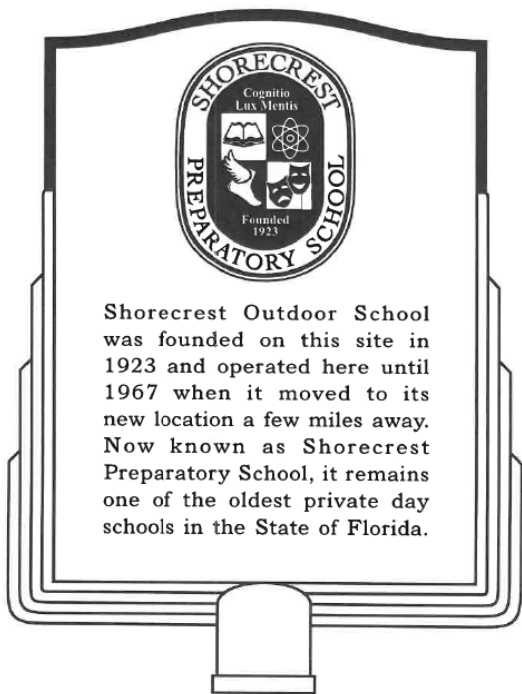
Per the application, “Shorecrest Outdoor School was founded in 1923 on the site that is now Shore Crest Condominiums located at 1200 North Shore Drive NE where the school operated until 1967 when it moved to its new location at 5101 First Street NE.”

3. **To Commemorate a Building or Site the building or site must be significant in the area of architecture or archaeology on a local, regional, statewide or national level. A building or site may also be marked for its association with a significant event or person. The building or site must be at least 50 years old (unless waived by the CPPC). The site should retain the physical characteristics that were present during the period for which it is significant.**

See above description.

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: Original proposal submitted with the application



This illustration was submitted with the original application. In response to staff comments expressing concern over commercial advertising by including a business logo, the applicant amended their submission as shown in Figure 2 and Figure 3 below.

The proposal to use either a photograph or illustration of the original school campus is not consequential to the request and can be finalized after the CPPC decision. Both concepts accurately depict the historic school and will likely include some variation based on the final proof and manufacturing process at the foundry.

Figure 2: Amended marker with photograph

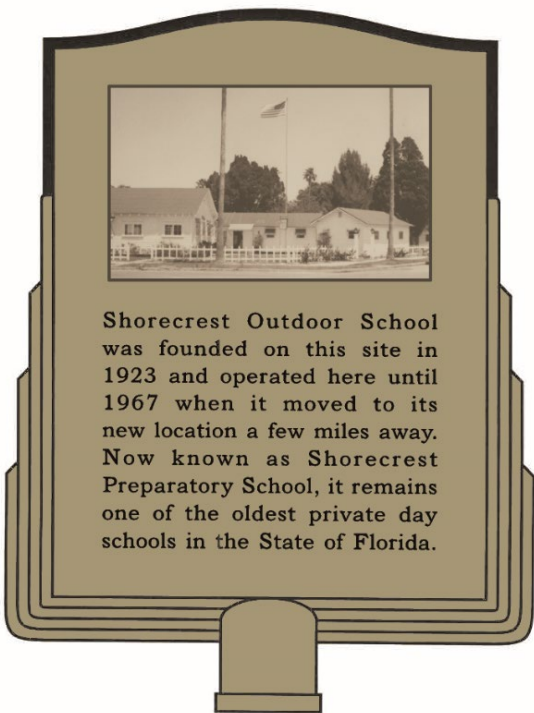
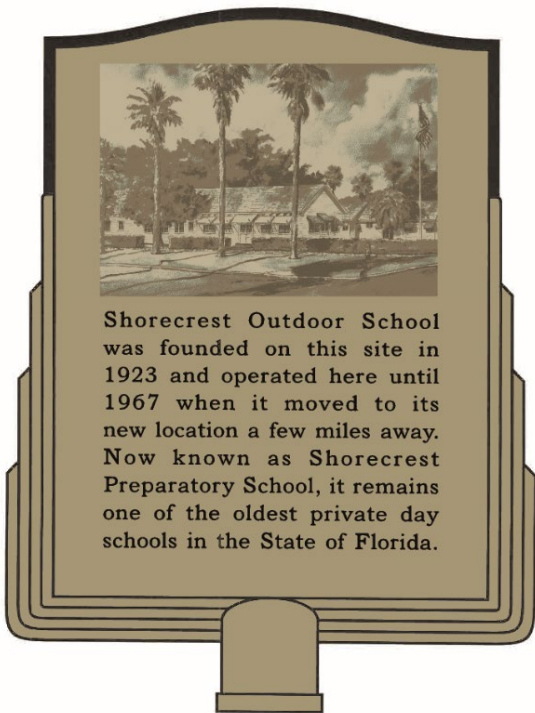


Figure 3: Amended marker with illustration



The proposed text makes the following statements:

Shorecrest Outdoor School was founded on this site in 1923 and operated here until 1967 when it moved to its new location a few miles away. Now known as Shorecrest Preparatory School, it remains one of the oldest private day schools in the State of Florida.

The founding date and location is verified by several newspaper articles from the *St. Petersburg Times* (Appendix A) and other related resources. The name of the building that replaced the school – Shore Crest - memorializes its association with the property. Whereas this building name and the older Sanborn Fire Insurance Maps describe the property as “Shore Crest” using two (2) words, the school itself and newspaper articles of its time consistently refer to the property as “Shorecrest” using one (1) word.

Figure 4: Sign for existing building.



The proposed text notes that the school, “...moved to its new location a few miles away.” The omission of a street address in this reference further clarifies the historic purpose of this request and helps mitigate concerns regarding off-site signage.

The text also describes the school as, “one of the oldest private day schools in the State of Florida.” This is loosely supported by the information included in Appendix B. According to City Staff research, the school was preceded by at least 17 other private schools still in operation statewide and one (1) of which is in St. Petersburg. At least two (2) other private schools were established in St. Petersburg prior to the Shorecrest Outdoor School; however, both are no longer operational. There are likely many more private schools that were established statewide prior to the Shorecrest Outdoor School that are no longer operational. City Staff recommends that the last sentence be amended, as follows:

Shorecrest Outdoor School was founded on this site in 1923 and operated here until 1967 when it moved to its new location a few miles away. Now known as Shorecrest Preparatory School, it remains one of the oldest private day schools still in operation in the State of Florida.

Finally, the proposed text does not editorialize and is not derogatory or offensive.

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

In its decision, the CPPC must evaluate whether establishment of the Shorecrest Outdoor School meets the threshold for having, "...made a significant contribution to the history and culture at a local, regional, statewide, or national level" thereby justifying installation in the public right-of-way. This determination should be weighed using information provided relating to the founding date and number of other private day schools through the mid-1920s.

B. (Programs): 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 [group], or building, with a custom designed marker.

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

The proposed marker will be designed and manufactured by Paul Zimmerman Foundries, 637 Hempfield Hill Road, Columbia, Pennsylvania., 17512. The application states that Shorecrest Preparatory School will "...fund 100-percent (%) of the costs including installation and maintenance."

The markers and monuments policy requires that, "The applicant will be responsible for all costs associated with the marker including manufacture, construction, permitting and maintenance fee" and "In order to maintain Markers and Monuments, a maintenance and conservation fee shall be assessed as follows: 10% of the price of the marker...will be charged to the applicant. These fees shall be held in a specified city account to be used by the City for the maintenance of the markers and monuments." For example, using the applicant's preliminary quote of \$3,176.00, this would require a one-time maintenance fee of \$317.60. The final purchase price and maintenance fee is subject to change.

- **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. When the marker is associated with an historic Event, Building, or Person [Group], the application shall be reviewed by the CPPC.**

Design. The marker impression was previewed in Figures 2 and 3 above. The applicant is proposing a single-sided marker measuring approximately 18-inches (1.5-feet) by 24-inches (2-feet). The marker is cast in bronze and will be secured atop a 7-foot pole. If the CPPC approves the proposed request, the final pole height must be coordinated and approved through the City's Engineering and Capital Improvements Department ("ECID"). The ECID will be evaluating several factors, including underground utilities, visibility, and traffic safety.

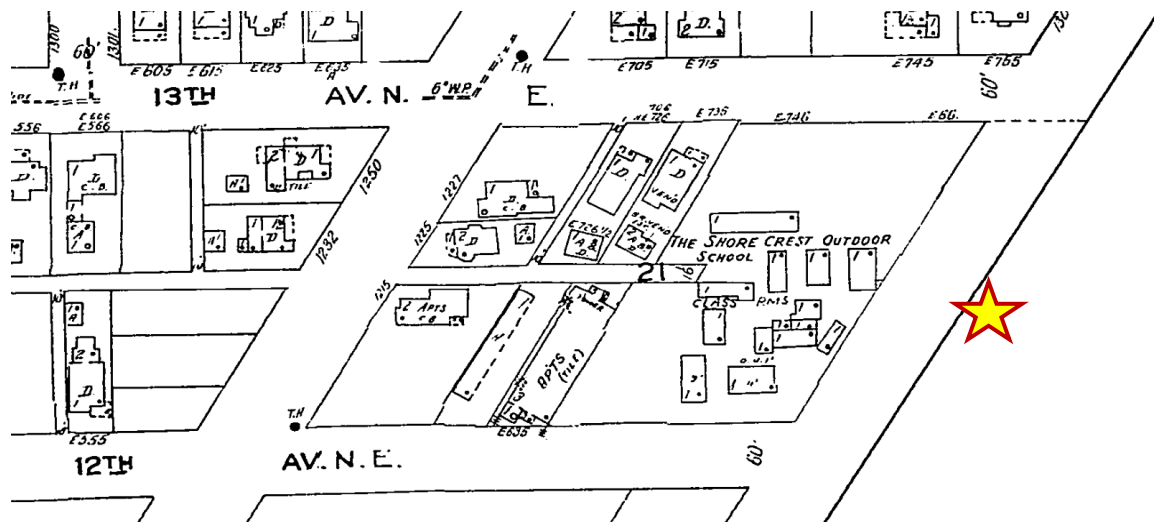
Text. The proposed marker text is evaluated above.

Location. The proposed marker location, east of North Shore Drive NE, is not supported by historic documentation showing the Shorecrest Outdoor School campus located *west* of North Shore Drive NE. The applicant's proposed location is identified in Figure 5 using a yellow star.

Figure 5: Showing the applicant's proposed location of historic marker.



Figure 6: Sanborn Fire Insurance Map showing the location of the school campus in 1953. The school campus is located west of the public right-of-way.



City staff brought this location concern to the applicant who responded with additional information. The applicant provided a 1947 photograph from the Florida Memory archives captioned, "Preschool children of the Shorecrest outdoor school - Saint Petersburg, Florida". The photograph appears to show student activities east of North Shore Drive NE. See Figure 7 below. The applicant also referenced a January 6, 1999, article in the Tampa Bay Times that describes a, "...postage stamp piece of property about 15-feet from Tampa Bay." See Figure 8 below. These references may be taken into consideration, but they do not provide clear evidence that the school's primary activities were conducted east of North Shore Drive NE.

Figure 7: Shorecrest student activities. Source: <https://www.floridamemory.com/items/show/67815>



Figure 8: Source: <https://www.tampabay.com/archive/1999/01/06/positive-wrinkles-at-75>

The school's heritage dates back to 1923, the year it was founded by northerner Florence D. Stern. She started what then was called the Shorecrest Outdoor School on a postage-stamp piece of property about 15 feet from Tampa Bay.

In the late 1930s, after it came under the ownership of Emma K. Vinal, whose family would run Shorecrest for three generations, the school began admitting local students. During that time, other pergolas and buildings were added to the school on North Shore Drive. From 1941 to 1948, there was a small high school.

Based on this information, City Staff maintains a more appropriate location is west of North Shore Drive NE within or adjacent to the historic school campus. See Figure 9 below.

Figure 9: City Staff recommended locations – private property (outlined in red with preferred locations highlighted in purple) and adjoining public rights-of-way (preferred locations highlighted in yellow)



For this type of recognition, the requested marker is typically installed on *private property* using a building-mounted (Figure 10) or free-standing (Figure 11) marker. Installation on private property does not require CPPC approval, but the applicant requested to proceed with consideration of the public right-of-way, as submitted.

Figure 10:

Display: Building-mounted, private property

Location: The Floronton Hotel – Hyatt Hotel at One St. Petersburg, 25 2nd Street North

Figure 11:

Display: Free-standing, private property

Location: Henry Bryan House – 146 4th Avenue North



Figure 12: Picture of the Shore Crest taken from the southeast corner and east. This building is situated on the historic site of the Shorecrest Outdoor School.



Figure 13: North Shore Drive NE looking south.



Please note that although installation on private property is the typical location for this type of marker, City Staff and the CPPC cannot mandate this option. Installation can only be authorized with a private agreement between the applicant and representatives for Shore Crest.

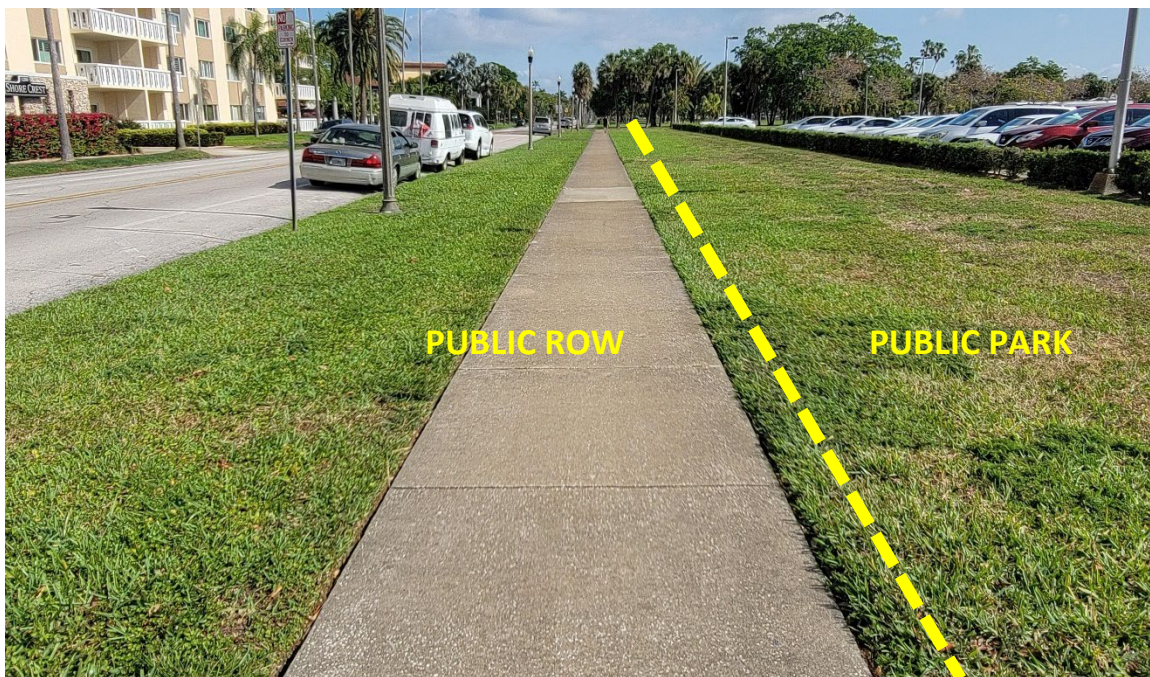
If the CPPC supports installation in the public right-of-way immediately adjoining the Shore Crest, then careful consideration must be given to the marker location and orientation. Ground floor units within the Shore Crest should not have visibility to the waterfront obstructed by a pole-mounted marker. This could be mitigated by use of a free-standing base or location at the northeast or southeast corners.

Figure 14: Sight lines along North Shore Drive NE looking south.



Finally, the applicant's request is to install the marker east of North Shore Drive NE. Figure 15 shows the subject right-of-way. As articulated throughout this report, City Staff recommends against this location due to its lack of connection to the documented school campus.

Figure 15: North Shore Drive NE looking north.



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

See analysis under B.2, page 5 above.

- **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 concept requires CPPC approval. No Certificate of Appropriateness (“COA”) is required.

SUMMARY

The CPPC is certifying the proposed marker’s historic accuracy and overall importance to St. Petersburg’s local history and heritage. Consideration should be given to:

- Overall historic importance;
- Proposed text; and
- Proposed location.

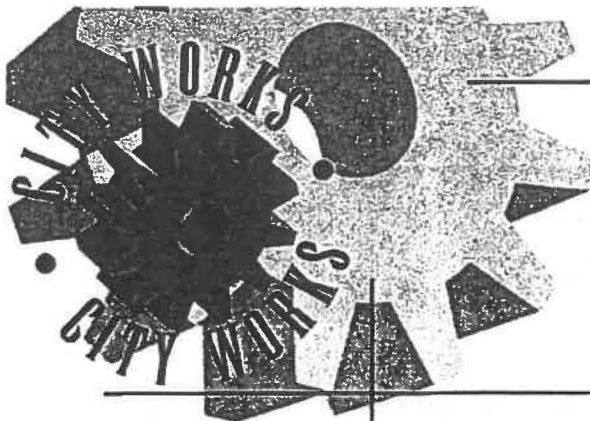
CONDITIONS OF APPROVAL

If approved, City Staff recommends the following conditions of approval:

1. The marker text shall be amended to clarify that it is one of the oldest day schools *still in operation* in the State of Florida.
2. Location and installation shall be coordinated through the: City’s Development Administration; Arts, Culture, and Tourism Department; Engineering and Capital Improvements Department; Transportation and Parking Management Department; and Urban Planning and Historic Preservation Division. If the proposed marker is suggested for installation east of North Shore Drive NE, the Parks and Recreation Department shall be included. Approval by the CPPC regarding historic importance and content does not constitute final approval for an exact location in the right-of-way, which must be approved through the Engineering and Capital Improvements Department.
3. Location shall be adjacent to the historic school campus, located west of North Shore Drive NE.
4. The applicant, Shorecrest Preparatory School, shall be responsible for all costs associated with the marker, including the manufacture, installation, and maintenance and conservation fee required by the Markers and Monuments policy.
5. Future relocation or removal, if required, shall be conducted in accordance with the City’s Markers and Monuments Policy.



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 Gerald Davis
Group/Organization Shorecrest Preparatory School
Address (of contact person) 200 Central Avenue, Suite 1600
St. Petersburg FL 33710
Phone 727-854-6141 E-mail gdavis@trenam.com

Location of Marker (i.e., Building/Address) East of North Shore Drive NE across
the street from Shore Crest Condominium at 1200 N. Shore Drive NE
(see attached google map) City can pick location
of sign

A. Criteria for Plaque

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

Proposed Text See attached roadside marker drawing
with proposed text.

Verification Sources Articles and advertisements in the St. Petersburg
Times; City maps/records (See attached examples)

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

Shorecrest Preparatory School was a pioneer in the
history of St. Petersburg. Initially catering to Northern
visitors seeking quality education for their children during the
winter months, it has become a driver for those seeking to live
and work here. As one of Florida's oldest private day schools,
it was a cornerstone of ~~building~~ building this area before air
conditioning or the explosive growth of the last 50 years

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)

See attached

Artist Name Paul Zimmerman Foundries

Address 637 Hempfield Hill Rd, Columbia PA 17512

Phone _____ E-Mail _____

Contractor Will obtain licensed, insured sign contractor to install

Proposed Location (specifically describe where proposed marker will be placed on property)

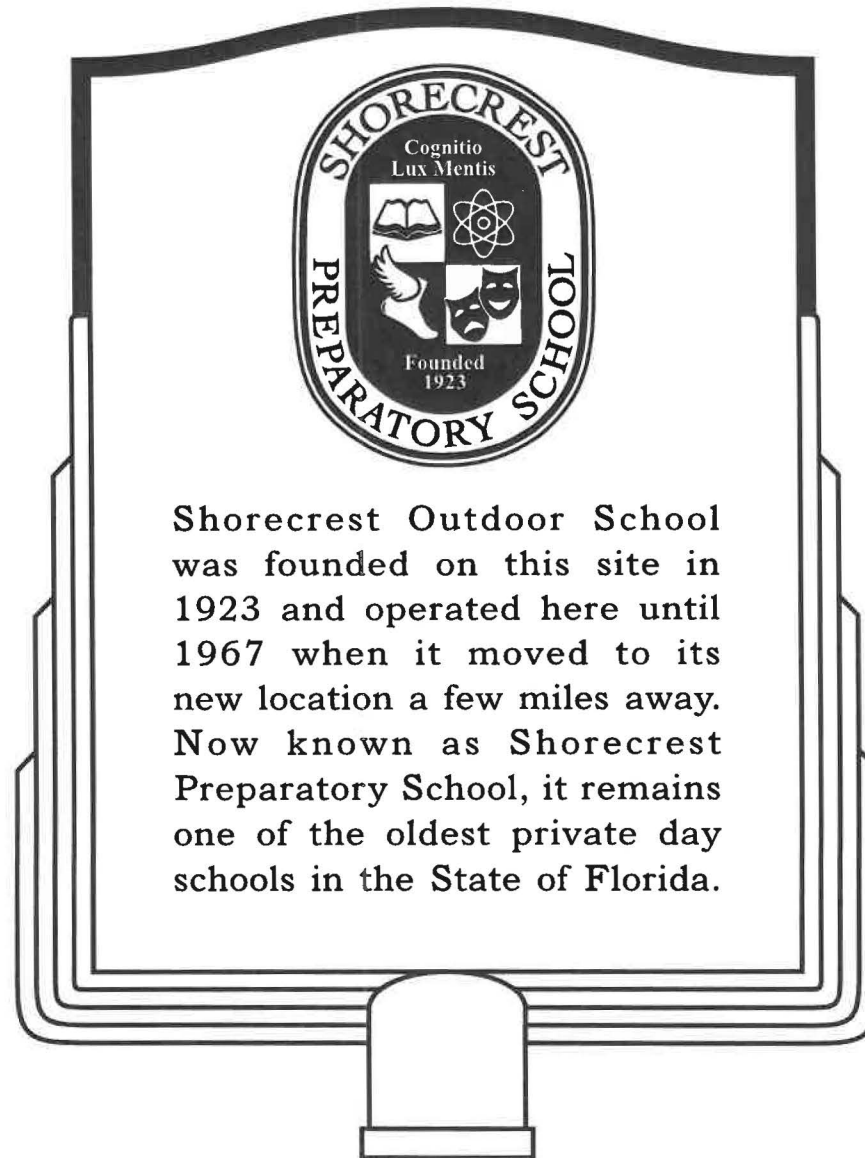
Cost (attach bids): See attached quote

Funding (specify funding source): Shorecrest will fund 100% of cost, including

Maintenance Program and Requirements

installation and maintenance

JOB #54980–18” X 24” (SINGLE SIDED) ROADSIDE MARKER DRAWING





Paul Zimmerman Foundries
637 Hempfield Hill Road
Columbia, PA 17512
dba ERIE LANDMARK COMPANY

Quote / Order Acknowledgement

Date	Estimate #
11/16/2022	54980

Bill To:

Gerald Davis
200 Central Avenue
Suite 1600
St. Petersburg, FL 33701

Phone # 727-824-6141
Fax # 727-822-8048
e-Mail Address gdavis@trenam.com

P.O. No.	Contact Person Gerald Davis	Terms On Approval	Ship Via	FOB Columbia	Must Have	Due Date
Description		Qty	Finish	Mount	Amount	Total
18" x 24" Bronze Roadside (Single Sided) [Includes 864 Characters] SHORECREST OUTDOOR SCHOOL...		1	Black	Cap & Bracket	2,387.00	2,387.00
7' Pole for Roadside Marker		1	Black		264.00	264.00
Creating a Custom Crate to Ship your Plaque		1			75.00	75.00
Shipping and Handling Ground (Approx. Cost)		1			450.00	450.00
Ship To: Billing Address						

Please sign and date here.

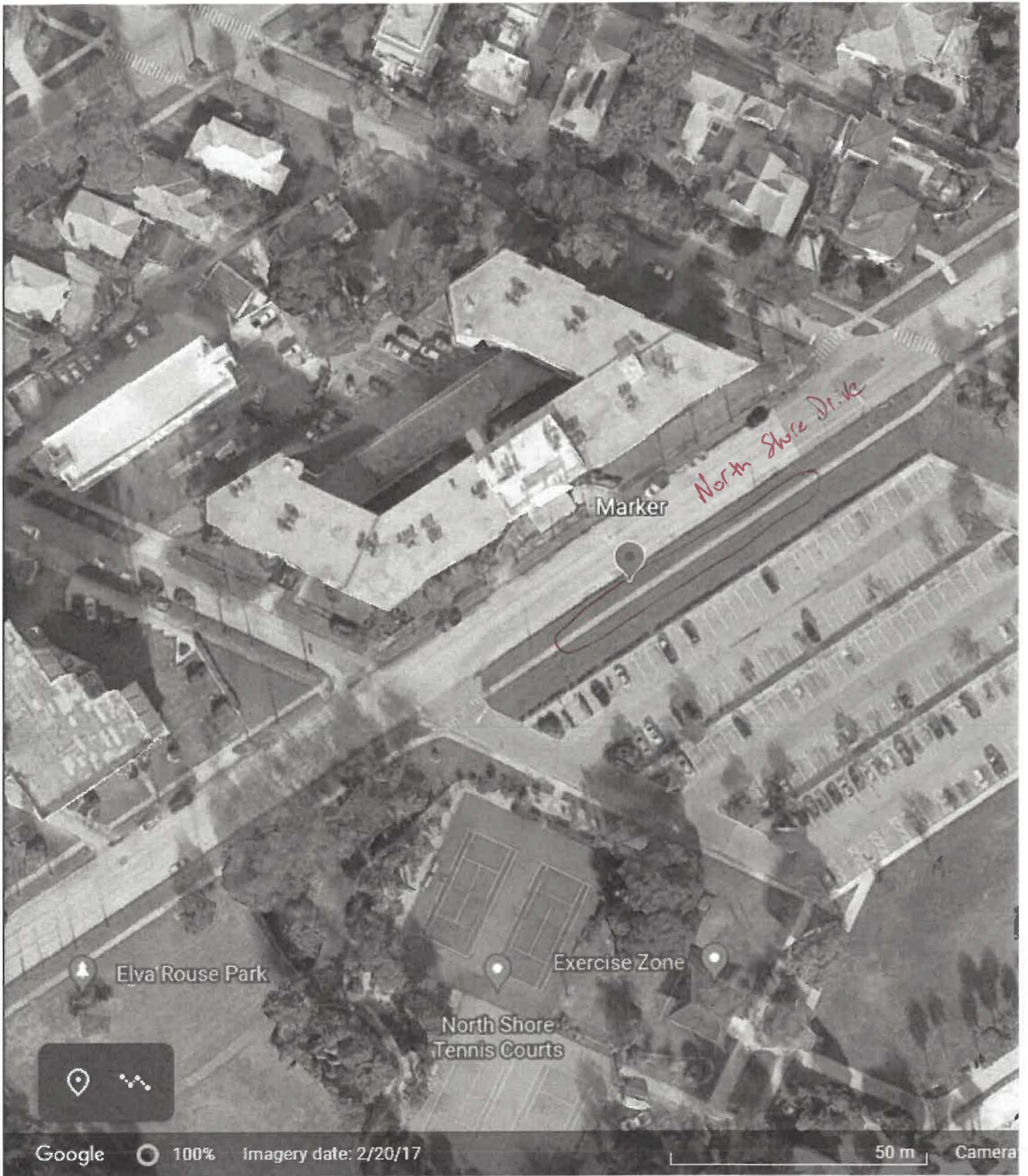
Please review art/pricing carefully and fax back to us with your approval signature or corrections. Customer is responsible for any errors that appear on final plaque.

Subtotal \$3,176.00

Sales Tax (0.0%) \$0.00

Total \$3,176.00

Phone #	Fax #	E-mail
(717) 285-5253	(717) 285-3166	pwzfoundries@erielandmark.c...



Shorecrest School To Move

By DICK BOWEN
Of The Times Staff

First you pass all the big new apartment buildings on St. Petersburg's North Shore Drive and then you come to it — a collection of small white cottages behind a white picket fence, tucked in among pines, palms and a single towering banyan tree.

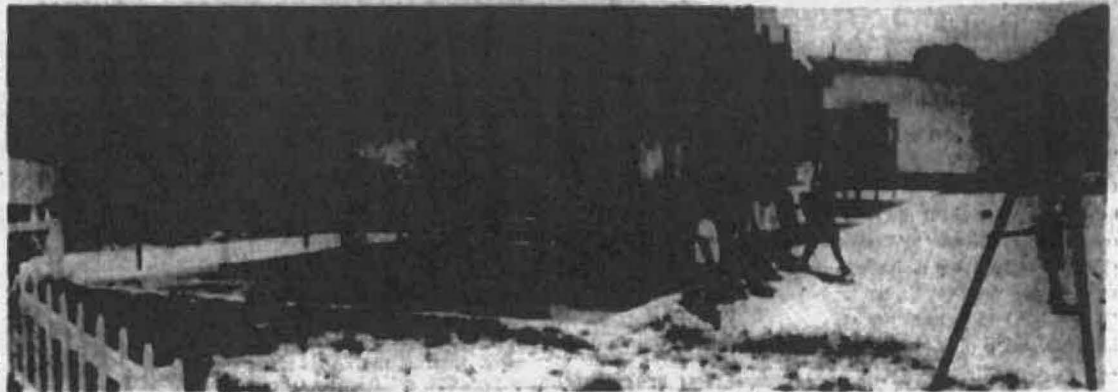
There are lots of big windows in the cottages and a breeze from Tampa Bay wanders through, cooling the young scholars. Outside on the playground, more youngsters whoop and laugh and play ball.

This is Shorecrest Outdoor School, founded 44 years ago at 1200 North Shore Drive NE, a local landmark which occupies a warm spot in the memory of thousands of residents.

It is St. Petersburg's only independent school (a word preferred to "private" by the staff) although there are church-sponsored schools.

OLD SHORECREST is moving, and the kids are all excited about it, all 180 of them. They'd like to take the school's picket fence along — and they just might.

The school is cramped for space. When the City developed North Shore Park across the street a few years ago, Shorecrest lost a lot of playground room.



Staff Photo By Fred Vichorn

Two Generations Of Children Have Played And Studied At Shorecrest School

So ground has been broken for a new campus at 5101 First St. N. on a six-acre site in a wooded area, to be occupied in August.

The school's present buildings are simple frame structures, wooden floors worn by innumerable small feet. There is an auditorium-lunchroom, an administration - library building and eight classrooms.

The new school will have a similar plan, with six classrooms, two classes to a room. But these buildings will be carpeted and air-conditioned.

YOU'LL STILL know it's Shorecrest, though — for the school will take its philosophy, faculty and students along with it.

"We feel these boys and girls are human beings," says Mrs. Ralph W. Haskell Jr., principal for the past 20 years. "We have respect for them as persons. I think a child senses this, tries to stand a little taller, walk a little straighter. We make the youngsters work, and expect them to do their best."

A high percentage of students are children of professional people — doctors and lawyers — who want their youngsters to have as solid an educational foundation as possible, and can afford the \$53 monthly tuition for a grade student. (Classes run up

through 7th grade, added this year; 8th will be added next year; 9th the following year.)

The school has a major attraction — classes which average 18 students per teacher — and offer more individual attention, in marked contrast to public schools which, struggling to cope with the birth rate, may have as many as 30 or more pupils per teacher.

TEACHERS LIKE Shorecrest. A good many have taught there 20, 25 years before retiring. Mrs. Gwen McDevitt, assistant principal, completed her quarter-century last year; Mrs. Lorine Tusting will do so this year.

The school is an accredited member of the Florida Council of Independent Schools. Mrs. Haskell is vice president of the council, a member of its board for 10 years.

An attractive, energetic woman who is crisply efficient yet polite, the principal knew Shorecrest when.

It all started when Miss Florence Stern, who had been principal of Milwaukee Country Day School came here in 1923 and started Shorecrest in its present location — with its present buildings:

"IT WAS STARTED to accommodate winter visitors with children, as a camp school," Mrs. Haskell says.

"There were several of these schools in Florida then. It didn't grow much in the 20s and 30s . . . As a child, I can remember when total enrollment would be only a few children until after Christmas when there would be maybe 22."

In 1926 — just as the Florida Boom went bust — the William Vinals moved to St. Petersburg from Hartford, Conn., with their daughter Carlene. With two partners, he bought an orange grove in Oakhurst (mid-Pinellas County) but it was poor timing:

"Besides the collapse of the boom, in quick succession we had two hurricanes and a freeze."

Little Mrs. Vinal, a 5-foot-1 dynamo — had taught school as a young woman; education was her consuming interest. She joined the faculty at Shorecrest, which consisted of herself and Mrs. Belle Stone.

AT THAT TIME Tampa Bay waters lapped where North Shore Park now stands. The "pergolas" (shelters) had chicken wire roofs with Spanish moss covering, rainproof and cool. Each classroom had a small wood-burning stove, but the "outdoor school really was:

"Even in cold weather," Mrs. Haskell recalls, "pupils

wrapped themselves in blankets and studied outside . . ."

In 1937 Miss Stern sold out to Mrs. Vinal and moved to Miami Beach.

Teaching continued to run in the family.

Carlene Vinal took her degree in education at Florida State University, taught four years at St. Petersburg High prior to her marriage to Ralph W. Haskell Jr., then a Maine businessman, in 1936.

THE LITTLE school on the bay grew steadily. By 1946, when Mrs. Haskell took over as principal following her mother's illness and retirement, Shorecrest had a junior and senior high department in addition to the original grades 1 through 8.

Perhaps the school's most exciting moments came during World War II, when the nearby Vinoy Park Hotel was home to Air Corps basic trainees.

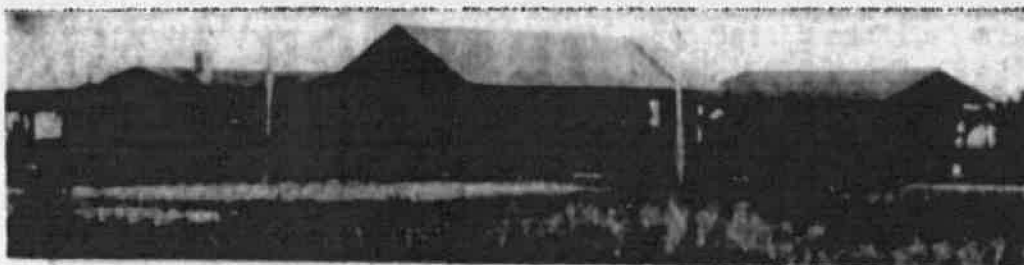
"They'd practice camouflage in the underbrush across the street," recalls Mrs. McDevitt. "You'd look over and see a bush moving around . . . one time they decided to capture the school, at which point Mrs. Haskell's mother just about had apoplexy — she was on the phone to the colonel 'You CANNOT capture my school!'"

Pinellas Favors Current Laws Governing Draft

Fair	48%
Unfair	35
Don't know	17

The present draft law receives its strongest backing from men and younger persons, especially teen-agers.

Per Cent Fair	48%
Total	



The view of Tampa Bay was unobstructed when Shorecrest Outdoor School opened in St. Petersburg in 1923. The fall

semester will mark the opening of new facilities at another location.

Shorecrest Expanding

DOLORES BENNETT
Northeast Correspondent

The Shorecrest Outdoor School will construct a new campus on a six-acre site at 5101 1st St. N. Groundbreaking ceremonies for the new facility were today with occupancy expected in mid-August.

Shorecrest was founded in St. Petersburg in 1923 by Miss Florence Stern at 1200 North Shore Drive N.E. — still the site of the school. In 1937 Mrs. Emma K. Vinal, then a teacher at the school, became the principal of Shorecrest. It has been in her family ever since. Her daughter, Mrs. Ralph W. Haskell Jr., is the present principal.

Shorecrest began with 20 pupils in grades one through eight and three faculty mem-

bers. Today there are 19 on the faculty and 180 students in grades one through seven and pre-school. The school expects to add the eighth and ninth grades in its new quarters to provide a curriculum through junior high school.

The school is an accredited member of the Florida Council of Independent Schools. Many of Shorecrest's alumni are business and community leaders in the Bay area today.

C. Randolph Wedding is architect of the new facility. The new campus is in a wooded area and its design concept will take advantage of this natural resource. There will be eight buildings, playground areas and athletic fields.

The campus will be divided into a library and administration building, auditorium and

dining building and six classroom buildings, carpeted and air conditioned. Each will accommodate two classes with an adjoining teachers office and conference area. Playgrounds for the various grades will be adjacent to their classrooms.

Cost of the new campus is expected to be more than \$225,000.

Junior Exchange

A barbecue sponsored by the Junior Exchange Club of St. Petersburg High School, will be at Lake Maggiore Park today from 5 to 7 p.m.

Prices are \$1.50 for adults, and 75 cents for children under 12.

Tickets may be obtained at the park gate, or from club members.

Shorecrest Outdoor School

Reopens Wednesday, October 1st

Grades—First through High School. Progressive Methods, Skillful Teachers. Strong in Character Building. Pupils taught how to study. Every pupil recites every day in every class.

Afternoon program includes Supervised Homework, Directed Athletics, Swimming.

Address: Miss Florence D. Stern, Principal

Corner 13th Avenue and North Shore Drive

Telephones 1556-J—School; 1206-L—Residence

Positive wrinkles at 75

By **Waveney Ann Moore** *Former Times staffer*

Published Jan. 6, 1999|Updated Sep. 28, 2005

Its unassuming facade of low-lying buildings hides a sprawling campus for the offspring of some of the area's most notable families.

For Shorecrest Preparatory School, which had its start 75 years ago under a thatch-roofed, moss-draped pergola, practical but simple structures long have been part of its legacy.

But as the school's trustees look toward Shorecrest's next milestone and beyond, plans are being made to launch a \$10.5-million campaign to build new, larger classrooms, an arts and media center and other amenities. Though not yet official, the fund-raising campaign already has netted \$3-million.

This comes as no surprise to Chris Borges, who heads Shorecrest's board of trustees.

"Certainly a lot of our money comes from our parents, the grandparents and the alumni. They believe in the school, and they believe in what it has done for their children and what it is doing for the current students," Borges said Tuesday.

Borges' assessment is one often heard from Shorecrest's supporters. They tout its family-like atmosphere, academic excellence and community contributions. They also talk about the prep school's legacy, revering its past while intent on safeguarding its future.

The school's heritage dates back to 1923, the year it was founded by northerner Florence D. Stern. She started what then was called the Shorecrest Outdoor School on a postage-stamp piece of property about 15 feet from Tampa Bay.

Miss Stern's school served the children of the city's winter visitors. A 1938 advertisement promised outdoor classes "under moss-covered pergolas and Florida's largest banyan trees" and "heated buildings for the few cool or stormy days."

In the late 1930s, after it came under the ownership of Emma K. Vinal, whose family would run Shorecrest for three generations, the school began admitting local students. During that time, other pergolas and buildings were added to the school on North Shore Drive. From 1941 to 1948, there was a small high school.

Vinal's daughter, Carleen Haskell, became principal in 1946.

"Shorecrest," said an item in the school's 1948 yearbook, "is proud to number among its students children of many of the most outstanding and representative families in the city."

Joining those from St. Petersburg were students from such places as Grosse Pointe, Mich.; Zanesville, Ohio; Jamaica, N.Y.; and Winnipeg, Canada. Noted jeweler Don Silverberg, who joined the school in the second grade, was a Shorecrest student then.

It was an era when saddle shoes were the last word in fashion, daily calisthenics the rule, and advertisements for War Stamps ran in school yearbooks.

For Shorecrest, major change came in 1967, when unable to renew their lease, Haskell and her son, Bruce Vinal Haskell, were forced to hunt for new property and money to construct new buildings. Their quest succeeded when the late Robert P. Crisp Sr. donated six acres at 5101 First St. NE, the school's present site, and Sophia Daily provided the money for the buildings. The two benefactors, along with Carleen Haskell, are honored as Shorecrest's founders.

More change came in 1972, when the upper school was added. In 1975, Shorecrest became a not-for-profit independent institution.

Then in 1984, Bruce Haskell, who had taken over as the school's head in 1973, stepped down. For the first time in almost half a century, Shorecrest would be run by someone outside of his family.

Haskell, who now works for Northwestern Mutual Life Insurance Co. in downtown St. Petersburg, has fond memories of Shorecrest.

"I went to school there from age 3 through sixth grade. As a student, I remember clearly that I saw my mother as two people. I saw her as the mom at home, as the sweet person who took care of me, and of course, I also saw her as the head of the school," he said.

"I remember one day being sent to the office. I was about 5 years old. I think I had pushed another boy off the slide. We both went to the office. We were really hoping to see Mrs. (Gwen) McDevitt, who was the assistant principal. I remember sitting outside and waiting. Unfortunately, it wasn't Mrs. McDevitt. It was mom. She was very forbidding. She was just stern to both of us."

This week McDevitt chuckled when she heard the story and told one of her own that captured the Haskell boys' disinclination to have their mother as their principal.

"I can remember what his older brother, Craig, said (that) it didn't take him long to find out what double jeopardy meant. I thought it was funny."

When Bruce Haskell, then 41, left his position as head of Shorecrest, John T. Ordeman, took the job. Mary H. Booker, the school's current head, succeeded him after a nationwide search.

Today the school, with its 61 classrooms, gymnasium, two libraries, three computer labs, small black box theater, three playgrounds and several sports fields, is embarking on yet another adventure as it plans renovations and new construction on its 28-acre campus.

The project, Booker said Tuesday, will "provide an enhanced setting for the growing academic programs that we will be offering in the next century. . . . I see the academic program at Shorecrest, which is very strong, continuing to grow."

No schedule has been set for the multimillion-dollar project, which will include a new lower school, a fifth- and sixth-grade center and an arts and media center that is being described as the future centerpiece of the campus. It will include a 700-seat theater, library, media and student centers.

The school, which employs 135 and has about 830 students, does not plan to raise tuition to finance the project, Booker said. Tuition for the school, which serves students from early childhood through 12th grade, ranges from \$5,800 to almost \$9,000 a year.

The independent school fills a "unique niche" in the community, Booker said.

"I think that its primary role, of course, is to educate young people, many of whom will hopefully return to St. Petersburg . . . and make significant contributions to their community," she said.

"Every single thriving city in this country offers a variety of educational choices for its citizens and among those choices is always a good independent education, and I think that it is critical that a community have that choice among its other choices in its education for its children," Booker said. "I see Shorecrest offering that choice to this community."

The school's head is exasperated that many people think Shorecrest is a school for the upper class.

"It's unfortunate that people have a general feeling that the kids who go to Shorecrest are privileged, with the feeling that privilege to them is that they have more money or they have been given more than other children," Booker said.

"We have a fairly diverse student body, and we have a number of young people whose parents work two jobs so they can be here. We have an extensive financial aid program which allows us to have economic diversity in our student body.

"If privilege means that the children who go to school here have parents who are committed to excellence in education and committed to involvement in their children's education, then yes, they are privileged. Then they are pretty lucky kids."

Booker, who has been at Shorecrest for 25 years, previously as a teacher and head of its lower school, said the college preparatory school, whose students go on to universities that include Harvard, Duke and Vanderbilt, is committed to economic, geographic and racial diversity.

Bruce Haskell agreed.

"There is still a very strong scholarship program at the school," he said. "I think that it is really critical that we continue to be aggressive in our scholarship funding as we have been or else it is not going to reflect the community that it is a member of. My daughters could not have gone to Shorecrest unless there had been a scholarship program."

Shorecrest's current enrollment includes Asian, Hispanic and African-American children. Lately, the school has been attracting more African-American students, Booker said.

"I don't know why we have been more successful in recent years," she said. "The Shorecrest community has made a conscious effort to increase the African-American enrollment. It may be a change in the community that led people to put their children in what was viewed as an all-white school. What we had to do is to get enough children of color so that the one or two who were here did not feel different."

Shorecrest students are expected to share their advantages with the larger community. For instance, they are developing a relationship with Academy Prep, a school for disadvantaged boys.

Shorecrest has benefited the area in other ways, Haskell said.

"An awful lot of our graduates have come back here to work," he said. "We have 19 practicing attorneys, at last count. That is just one profession."

Shorecrest's Borges, who has one son who is a junior at the school and another who graduated in 1997, sums up a common view of the school's advocates:

"It is important to establish a legacy."

[END]

February 21, 2023

Dear Sir/Madam

I am writing to you relative to our (Shorecrest) desire to place a marker/plaque on the eastern side of North Shore Drive and 13th Avenue N in celebration of our 100 th anniversary this year. As a senior faculty member,I have been given the role of piecing a history together and my exhaustive research suggests that this would be an appropriate place to put a marker. A little history is necessary to understand further what we would like to accomplish:

In the fall of 1923, Miss Florence Stern of Milwaukee WI came to St Petersburg with the intention of opening a school that would educate children of northern travelers spending the winter months in the area. This was during the height if the Florida land boom and she was successful in purchasing a plot on 13th Avenue N and North Shore Blvd.

-
- In an effort to find an original deed my research took me to Clearwater where unfortunately I started a quixotic effort to find some documentation. On my first attempt i presumed that the mortgagor was a private concern but while I saw many listings in which the City of St Pete was the mortgagor, I didn't make the connection that they may have deeded the property to Miss Stern. I went back this past December to give it another try. This proved to be looking for a needle in a haystack. The deeds on microfilm were typed on old fashioned typewriters and what is visible are names that have "bled" together making them practically indecipherable.
- So where does that put us? Through reviewing iterations of the Tampa Bay Times ,North Shore Park was designated as such in

2005. To the west of Shorecrest Out Door School was the Cranleigh School and North Shore Blvd in the 20s was a dirt road.

- With the absence of a deed there is no way of telling where the property line ended. It seems plausible that the school was given some rights of use as there is some pictorial evidence to suggest this. Certainly in an effort to successfully market the school, it would appear to be false advertising if we didn't at least have access to the "shore".
- We appeal to the City to take this all into consideration as we press forward with erecting a plaque honoring our and the City's history.

Very Truly Yours

Ron Heller

JOB #54980–18” X 24” (SINGLE SIDED) ROADSIDE MARKER DRAWING



Shorecrest Outdoor School was founded on this site in 1923 and operated here until 1967 when it moved to its new location a few miles away. Now known as Shorecrest Preparatory School, it remains one of the oldest private day schools in the State of Florida.

JOB #54980–18” X 24” (SINGLE SIDED) ROADSIDE MARKER DRAWING



Shorecrest Outdoor School was founded on this site in 1923 and operated here until 1967 when it moved to its new location a few miles away. Now known as Shorecrest Preparatory School, it remains one of the oldest private day schools in the State of Florida.



Appendix B:

Private Schools in Florida

Oldest Private Schools in Florida, Still Operating From 1866 - 1926

Source: <https://www.privateschoolreview.com/founding-date-stats/florida>

Note: This list is based on a single-source list of private schools throughout the State of Florida. Research by City Staff includes notes verifying the founding dates and operation status of those listed, but it does not represent a comprehensive history of all private schools pre-dating the Shorecrest Outdoor School.

YEAR FOUNDED	SCHOOL NAME	LOCATION	VERIFICATION
1866	St. Joseph Academy	St. Augustine	State chartered and founded in 1866 to provide education for newly freed persons – May have started as a boarding school. Transformed to day and boarding school by 1909.
1875	St. John the Evangelist School	Pensacola	Founded in 1874 according to website by Sisters of St. Joseph but shifted to Sister of Mercy in 1878.
1876	St. Joseph Catholic School	Jacksonville	Founded in 1867 according to website by Bishop Augustine Verot and Sister of St. Joseph
1881	Academy of the Holy	Tampa	Founded in 1881 by two Sisters of the Holy Names of Jesus and Mary on Zack Street according to website
1884	Saint Anthony Catholic School	San Antonio	Founded in 1883 by Mrs. Cecilia Morse according to website
1899	Jesuit High School	Tampa	Website says founded in 1899 as Sacred Heart College.
1907	Sacred Heart Cathedral School	Pensacola	Founded in 1906 according to website
1912	Junior Academy Seventh Day Adventist (“SDA”) Elementary School	St. Petersburg	Website does not include a historic narrative but does include a photograph showing established 1912. School logo also references 1912. Numerous articles circa 1952 describing new construction at the then-named <i>Junior Academy</i>.
1912	Montverde Academy	Montverde	Founded in 1912 as a boarding school according to website
1912	Aikin Open Air School for Boys and Girls	St. Petersburg	Located at 5th Avenue and Bay Street NE, school founded by Maude Aikin. NOTE: No longer operating but included because of date and location.

1915	Jesuit High School	Key West	Identified while researching history of Jesuit High School, Tampa, Fla.
1916	Cathedral Parish School	St. Augustine	Founded in 1916 according to website
1918	Forest Lake Academy	Apopka	Founded in 1918 as a Seventh Day Adventist (“SDA”) high school
1919	Cranleigh Outdoor School for Boys	St. Petersburg	Moved to Northshore at 1125 Beach Dr NE before Shorecrest opened. NOTE: No longer operating but included because of location.
1919	Mt. Calvary Seventh Day Adventist (“SDA”) Junior Academy	Tampa	Founded in 1919 as a black-owned protestant Christian school – the oldest in Hillsborough County according to Dec. 13, 1997 article in Tampa Tribune
1921	Palm Beach Day Academy	Palm Beach	Founded in 1921 as separate boys and girls school according to website
1923	Assumption Catholic School	Jacksonville	Founded in 1923 and taught by Sisters of St. Joseph
1923	St. Ann Catholic School	West Palm Beach	Founded on September 24, 1923 according to website
1923	St. Paul’s Catholic Elementary School – Riverside	Jacksonville	Founded on September 16, 2023 by Bishop William Barry according to website
1923	Shorecrest Preparatory School	St. Petersburg	Founded in the fall of 1923 by Florence D. Stern as Shorecrest Outdoor School
1924	The Out-of-Door Academy	Sarasota	Website says founded in 1924 but provides no information. Can’t be original name.
1925	LifePoint Academy of Seventh-day Adventists	Jacksonville	Website says founded more than 75 years ago but provides no information.
1925	Rosarian Academy	West Palm Beach	Founded in 1925 according to website
1925	St. Theresa School	Miami	
1926	The Biltmore School	Miami	
1926	Gulliver Preparatory School	Miami	
1926	St. Anastasia Catholic School	Fort Pierce	
1926	St. Anthony Catholic School	Fort Lauderdale	
1926	St. Patrick School	Miami Beach	