



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

STAFF REPORT

COMMUNITY PLANNING AND PRESERVATION COMMISSION

REQUEST FOR LISTING IN THE ST. PETERSBURG REGISTER OF HISTORIC PLACES

For **Public Hearing and Recommendation to City Council on February 14, 2017** beginning at 3:00 P.M., Council Chambers, City Hall, 175 Fifth Street North, St. Petersburg, Florida

According to Planning and Economic Development Department records, Commissioner Jeff Wolf resides or has a place of business within 2,000 feet of the subject property. All other possible conflicts should be declared upon the announcement of the item.

CASE NUMBER: HPC 16-90300008

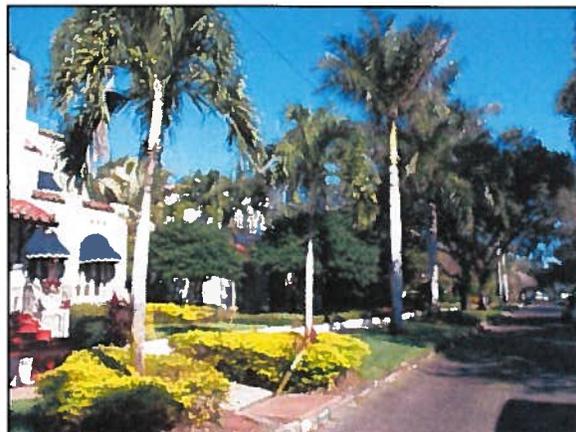
STREET ADDRESSES:	705 18 th Avenue Northeast	706 18 th Avenue Northeast
	715 18 th Avenue Northeast	726 18 th Avenue Northeast
	725 18 th Avenue Northeast	736 18 th Avenue Northeast
	735 18 th Avenue Northeast	746 18 th Avenue Northeast
	745 18 th Avenue Northeast	756 18 th Avenue Northeast

LANDMARK NAME: 700 Block of 18th Avenue Northeast Historic District

OWNER: Multiple

APPLICANTS: Mary Anne Boston and Elizabeth Skidmore

REQUEST: Listing of the 700 Block of 18th Avenue Northeast Historic District in the St. Petersburg Register of Historic Places



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OVERVIEW

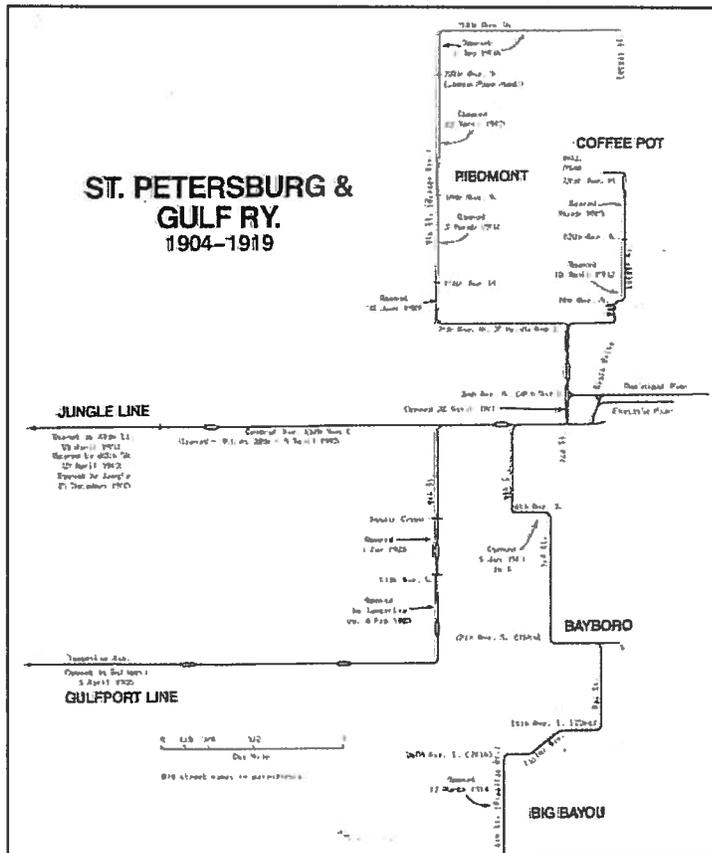
On December 30, 2016, an application for the listing of the 700 Block of 18th Avenue Northeast in the St. Petersburg Register of Historic Places as a local historic district was submitted by Mary Anne Boston and Elizabeth Skidmore, both of whom own property therein. The submission of this application followed a meeting held on December 16, 2016, which was hosted by City Staff at the applicants' request and attended by at least one homeowner from seven (7) of the 10 parcels encompassed by the proposed boundaries.

Following the application's receipt, City Staff prepared a ballot by which homeowners could show support or non-support of the application. Ballots were mailed to each of the 18 registered owners of the 10 properties within the proposed boundaries. A total of 12 ballots, representing all registered property owners of six (6) parcels, were received by City Staff on January 10, 2017, thus surpassing the ratio of fifty (50) percent plus one (1) parcel required to consider an application for local district designation complete. Since that date, an additional two (2) ballots, representing the support of both registered owners of one (1) additional parcel, have been received. As of the submission of this report, ballots have not been received from the owners of the remaining three (3) parcels within the proposed district. A copy of this ballot and a summary of returns are included in Appendix E.

NARRATIVE DESCRIPTION AND BACKGROUND

As noted in the Application (Appendix C), as well as in the contextual narrative for the North Shore National Register Historic District (Appendix F), North Shore was platted by the Snell & Hamlett Real Estate Company. The company was formed by C. Perry Snell and James C. Hamlett, who began purchasing the land that would come to be the North Shore neighborhood in 1909. The North Shore neighborhood was developed over a period of roughly 35 years, beginning in the 1910s with construction in the area's southernmost section, which lies just north of St. Petersburg's downtown business section. At the time, the distance between the northern portions of the North Shore neighborhood and St. Petersburg's small but growing downtown seemed expansive, so, as shown below, the company financed an extension of the city's streetcar line which ran up Locust Street to promote development.¹ Snell sought to promote his subdivisions as beautiful, exclusive, and prestigious through the addition of lush landscaping, neatly-gridded streets, and deed restrictions dictating the orientation and minimum cost of homes to be built therein, animals that could be kept, and even the race of residents.

¹ Kate Hoffman and Carl Shiver, *North Shore Historic District, Pinellas County, Florida*, National Register of Historic Places Registration Form, On file, Florida Department of Historic Resources, Tallahassee, Florida, 2003, section 8-page 4; James Buckley, *Street Railways of St. Petersburg, Florida* (Forty Fort, PA: Harold E. Cox, 1983), page 4.



Map showing 1915 street car extension to area of proposed district, from James Buckley, *Street Railways of St. Petersburg, Florida*

By the early 1920s, St. Petersburg’s population was welcoming a dozen or more new residents each day. Its population more than doubled between 1920 and 1926 to a total of over 30,000.² Though construction boomed throughout the city, North Shore had established itself as a high-end residential neighborhood by this time. “It is an admitted fact by everyone who knows that the most valuable residential section in St. Petersburg is the North Shore,” local realtor W. McKee Kelley was quoted as saying in 1923. “Every person familiar with St. Petersburg believes that St. Petersburg is going to grow very fast. As it grows, the demand for homes and lots in this choice section will steadily increase.”³

Homes built in North Shore during this period included both those constructed specifically for individual owners and those constructed by speculative builders. Samuel V. Schooley and Perry

M. Murphy were among the boom-era builders that had the greatest impact on the residential stock of St. Petersburg. Operating as the Schooley-Murphy Builders, they constructed hundreds of homes throughout the city, including three within the proposed district.⁴ Having both relocated to St. Petersburg from the Midwest with backgrounds in construction, the pair became known for single-family homes built of hollow-clay tile, a structural system which offered both a sense of permanence and stability, and decreased costs of maintenance and fire insurance, when compared to wood frame counterparts. Advertisements boast that the company’s intimate

² Raymond Arsenault, *St. Petersburg and the Florida Dream: 1888-1950* (Norfolk/Virginia Beach: The Donning Company, 1988), page 190.

³ *The Evening Independent*, “Three Schooley-Murphy Homes Bought Here for Investment,” January 23, 1923.

⁴ *The Evening Independent*, “Do You Really Know? Samuel V. Schooley,” February 6, 1924.

knowledge of the building trade resulted in efficiency of labor and the highest quality of materials obtained for the lowest prices.⁵ Schooley-Murphy homes, which often exhibited the fashionable Mediterranean Revival or Mission styles fit in well in the high-end North Shore section, and were purchased rapidly by investors, northerners seeking second homes, and full-time residents seeking to relocate to St. Petersburg permanently.



Advertisement for Schooley-Murphy Homes in North Shore Section, Evening Independent, January 11, 1923

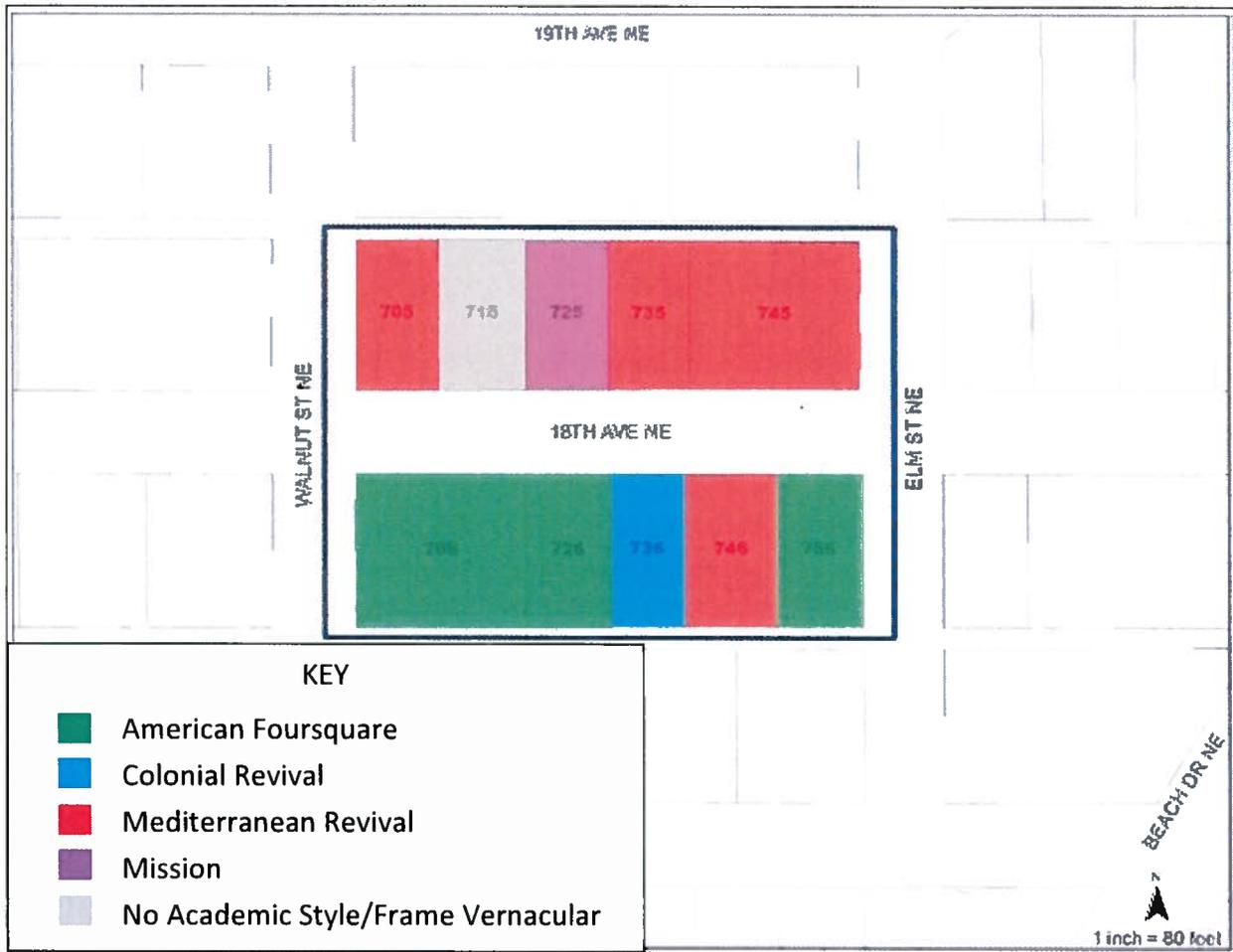
According to the National Register of Historic Places Registration Form and documentation for the North Shore Historic District, which includes the entirety of the proposed district,

The largest amount of building [in the North Shore neighborhood] took place during the Florida Land Boom years of the 1920s. More than 1,000 buildings in the neighborhood date to this period. Dominant architectural styles include the Bungalow, Prairie, Frame Vernacular [which includes several of the houses within the proposed district that have been categorized as American Foursquare for the purposes of this report], Colonial Revival, and Mediterranean Revival.⁶

An architectural description of each of the ten properties located within the proposed district's boundaries is included in the Application for Designation (Appendix C). The proposed district serves as a representative sample of the predominant architectural styles in the larger North Shore neighborhood. As shown below, 40% of the primary buildings exhibit the Mediterranean Revival style, 30% American Foursquare, and 10% each Colonial Revival, Mission Revival, and no academic style (sometimes classified as Frame Vernacular).

⁵ *The Evening Independent*, "Three Schooley-Murphy Homes Bought Here for Investment," January 23, 1923.

⁶ Kate Hoffman and Carl Shiver, *North Shore Historic District, Pinellas County, Florida*, National Register of Historic Places Registration Form, 2003. section 7-page 3 and section 7-pages 63-64.



While the house at 715 18th Avenue Northeast does not exhibit high academic architectural style as do the remaining properties within the proposed district, it nonetheless provides insight into the history of North Shore development. Interestingly, documentation suggests that this house was intended to be used as the garage apartment for a primary dwelling that was never built. The property was owned at the time by Benjamin L. Armstrong of New London, Connecticut, where he and his family operated the Brainerd & Armstrong Co., a silk manufacturer with four mills in Connecticut and selling agents across the United States.⁷ It is likely that Armstrong’s had intentions of completing a winter residence on the property that never came to fruition. St. Petersburg’s real estate bubble began to falter in 1926, only a year after the garage apartment’s 1925 construction. The garage apartment was occupied by a renter by 1926, though Armstrong, and later his wife Elizabeth, maintained ownership of the property until the mid-1940s.⁸ While the high styles of its neighbors speak to the optimism that marked the 1920s Florida “land boom,” the garage apartment at 715 18th Avenue speaks to the market’s cyclical nature and should, therefore, be considered a contributing resource within the proposed district.

⁷ City of St. Petersburg, *Property Card for 715 18th Ave. NE*, on file, City of St. Petersburg; Blair & Co., *Poor’s Manual of Industrials*, (New York: Poor’s Manual Co., 1918), page 1965.

⁸ *Polk’s City Directory for St. Petersburg Florida 1926*; City of St. Petersburg, *Property Card for 715 18th Ave NE*.

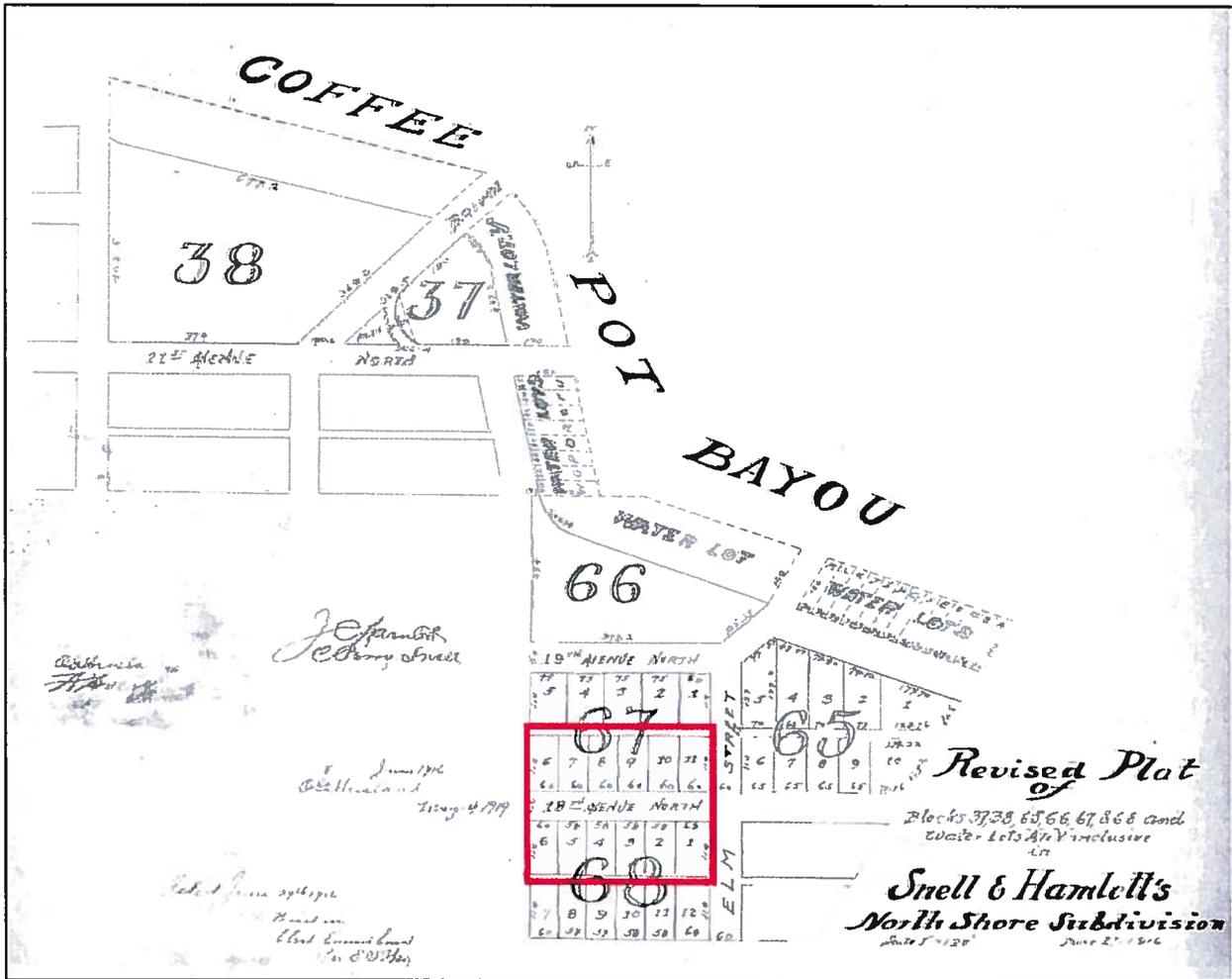
The proposed district retains its historic landscape features to a large degree. Materials such as hexagonal concrete block sidewalks, granite curbing, and vitrified brick street surface speak to the more labor-intensive methods of construction that preceded the poured concrete and asphalt surfaces common to later neighborhoods. Mature street trees and tropical landscaping frame the buildings within the proposed district and provide both a sense of grandeur and much-needed shade. Although the buildings within the proposed district exemplify numerous styles, they share an overall consistency of scale and form. A nearly uniform setback and massing further contribute to a feeling of harmony between the proposed district's resources. Collectively, the historic design, materials, and layout of the proposed district culminate in an overall historic feeling.

Status as Contributing Properties to National Register-Listed North Shore Historic District

The primary residence on each of the ten properties contained within the boundaries of the proposed local historic district is National Register listed as a contributing property to the North Shore Historic District (8PI09640), as are the garage apartments on the properties of 705 and 745 18th Avenue Northeast and the detached garages on the properties of 706, 725, 726, 736, 746, and 756 18th Avenue Northeast.

The North Shore National Register Historic District was listed in 2003 for its significance in the areas of Architecture and Community Planning and Development under Criterion A, "*The property is associated with events that have made a significant contribution to the broad patterns of our history,*" and Criterion C, "*The 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 represent a significant and distinguishable entity whose components lack individual distinction.*" While a property or district's listing in the National Register and St. Petersburg Register are the result of separate processes and provide distinct recognition and protection, their eligibility evaluations follow parallel sets of criteria. In the case of the proposed 700 Block of 18th Avenue Northeast Local Historic District, its status as a relatively small collection of houses within the much larger North Shore National Register Historic District warrants consideration when evaluating its local eligibility.

Since development of the North Shore area began at its southern boundary of Fifth Avenue North and spread northward, St. Petersburg as a whole had grown notably and was experiencing its section major construction boom by the time that construction reached the area of the proposed district at 18th Avenue Northeast. The plat for the area, shown below, includes the entirety of the proposed district and was revised in 1916. The parcels within the proposed district were all developed between 1922 and 1929. As noted, the 1920s were a time of tremendous growth for St. Petersburg as a whole, and the most significant period of construction for the North Shore area. Fairly high style houses began to cluster near the area's waterfront section during this time. These houses were built for and by the city's wealthier residents, many of whom were recent northern transplants, prompted to purchase winter or year-round homes in the North Shore section because of its reputation as the premier residential section in one of Florida's up-and-coming communities.



At the time of its listing, the North Shore National Register Historic District was found to have a total of 2,975 contributing buildings, including single-family and multi-family residential buildings, detached garages and garage apartments, and a small number of commercial buildings.⁹ The proposed 700 Block of 18th Avenue Northeast Local Historic District contains a total of ten single-family houses and nine detached garages or garage apartments, all of which are considered to contribute to the district’s context. Although it is part of a larger district, the proposed 700 Block of 18th Avenue Northeast Historic District demonstrates an impressive degree of integrity, retention of historic landscape elements – such as brick streets and granite curbs – and pervasiveness of high-style homes.

Roughly a decade before the North Shore National Register Historic District was designated as such, an architectural survey of North Shore, Roser Park, and a portion of Round Lake was conducted by Historic Property Associates, Inc. In addition to recommending the creation of what is now the North Shore National Register Historic District, the resulting report additionally identified a number of buildings within each of the three neighborhoods it covered that could be eligible for individual nomination to the National Register of Historic Places. A total of 32

⁹ Hoffman and Shiver, section 7 – page 1.

resources in the North Shore neighborhood were identified as having sufficient significance to warrant consideration of individual listing in the National Register. Two of those 32 properties, 705 and 725 18th Avenue Northeast, are located within the proposed 700 Block of 18th Avenue Northeast District.¹⁰ The results of the 1994 report, along with numerous other surveys that have been conducted throughout the city, were used in the 2016 draft compilation of the City of St. Petersburg's *List of Eligible Properties*, which is used as a reference by staff but has not been formally adopted by the Community Planning & Preservation Commission. Nonetheless, this concentration of significant properties, with two of the ten houses within the boundaries of the proposed district having been identified as potentially individually eligible as early as 1994, should be noted as further testament to the overall architectural significance of this collection of resources.

Although it may seem unconventional, or perhaps redundant to grant this subsection of the North Shore National Register Historic District the additional recognition of listing in the St. Petersburg Register of Historic Places as a local district, it should be noted that, though they follow parallel criteria, each distinction affords unique protections to its contributing resources. An example of a group of resources that was already contained within a National Register district but was later designated as a smaller local district can be found in Lang's Bungalow Court Local Historic District, which lies within the boundaries of the Downtown St. Petersburg National Register Historic District (designated 2004) but sought and was granted local designation in 2014.

Therefore, given the cohesive and intact nature of its resources Staff finds 700 Block of 18th Avenue Northeast section of the North Shore district to be worthy of designation as a local district in addition to its status as a portion of the much larger National Register district.

STAFF FINDINGS

Staff finds that the 700 Block of 18th Avenue Northeast Historic District is **eligible for inclusion as a local historic district in the St. Petersburg Register of Historic Places**. In St. Petersburg, such eligibility is determined based on evaluations of age, context, and integrity under a two-part test as found in Section 16.30.070.2.5(D) of the City Code. Under the first test, historic documentation demonstrates that the residences within the boundaries of the proposed district were constructed between 1923 and 1929, or between 95 and 88 years prior to this designation proposal, surpassing the minimum required age of 50. The period of significance for the proposed district is, therefore 1923 through 1929. Further, staff concurs with the application that the subject property satisfies criteria A, D, E, and F. Under the second test, staff finds that all of the seven factors of integrity are met.

Historic Significance and Satisfaction of Eligibility Criteria

The first portion of the two-part test to determine eligibility for the St. Petersburg Register of Historic Places examines a resource's historic significance with relation to nine criteria. One or more of these criteria must be met in order for a property to qualify for designation as an

¹⁰ Historic Property Associates, Inc. *St. Petersburg Great Neighborhood Partnership Survey Phase II: Survey of North Shore, Roser Park, and a Portion of Round Lake*, March 1994, pages 30-31.

individual landmark or district to be placed in the St. Petersburg Register. The nine criteria are based off of the National Park Service’s criteria for placement in the National Register of Historic Places, and are designed to assess resources’ importance in a given historic context with objectivity and comprehensiveness. In the case of the proposed 700 Block of 18th Avenue Northeast Historic District, nomination documentation suggests that the property satisfies the St. Petersburg Register criteria as follows.

<i>Is at least one of the following criteria for eligibility met?</i>								
A	B	C	D	E	F	G	H	I
Y	N	N	Y	Y	Y	Y	Y	N

A) Its value is a significant reminder of the cultural or archaeological heritage of the City, state or nation;

The proposed 700 Block of 18th Avenue Northeast Historic District is significant under Criterion A in the area of *Community Planning and Development*. It lies within the larger North Shore neighborhood, which was platted by the Snell and Hamlett Real Estate Company beginning in 1909. North Shore developed by a number of speculative builders and individual property owners, primarily between the 1920s and the 1940s. All ten parcels within the proposed district, however, were developed between 1923 and 1928. These years, retrospectively known as the “land boom,” represented a time of enormous growth for St. Petersburg as a whole. The North Shore neighborhood, in particular, was marketed as the growing young city’s premier residential section. The area promised a good life, marked by high-quality construction and prestigious neighbors. The high caliber of the neighborhood remains visible throughout the proposed district: from the neatly-gridded vitrified brick streets with granite curbs, to the carefully-spaced houses. Placed on narrow but deep lots with vehicular access limited to alley-facing garages, the parcels within the proposed district reflect a design intended to promote order in the early years of the personally-owned automobile.

Further, the mixture of architectural styles found within the proposed district is reflective of the imagination and individuality that marked the higher end “land boom” architecture of the mid-1920s, even during times of incredibly rapid construction. Of the ten primary houses, four (705, 735, 745, and 746 18th Avenue Northeast) are Mediterranean Revival in style, three (706, 726, and 756 18th Avenue Northeast) are American Foursquare, and one each Mission (725 18th Avenue Northeast) and Colonial Revival (736 18th Avenue Northeast). The remaining house, at 715 18th Avenue Northeast, does not exhibit an academic architectural style.

D) It is identified as the work of a master builder, designer, or architect whose individual work has influenced the development of the City, state, or nation;

Three of the proposed district’s ten properties were constructed by the Schooley-Murphy Company, which, as demonstrated by the applicant, remains noteworthy for the high-quality hollow-tile homes it built.

E) Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance; and

F) It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials;

As referenced above and by the application paperwork, numerous high styles are found within the proposed district. These include Mediterranean Revival, American Foursquare, Mission, and Colonial Revival, each of which experienced great popularity during the period of significance of 1923 through 1929. The clear differentiation between the individual properties within the proposed district, even those constructed by the same builders, further highlights the desire of early buyers to stand out among the crowd in this premiere neighborhood.

G) Its character is a geographically definable area possessing a significant concentration, or continuity of sites, buildings, objects or structures united in past events or aesthetically by plan or physical development; and

H) Its character is an established and geographically definable neighborhood, united in culture, architectural style or physical plan and development; or

The proposed district retains not only its historic architecture, but the landscape elements which unite its resources and create a sense of immersion in the city’s past. While the proposed district is made of a section of the larger North Shore National Register Historic District, property owners’ continued commitment to the preservation of its historic fabric and appearance, coupled with its fine representation of numerous themes and styles that are present throughout the neighborhood as a whole, merit the heightened level of protection afforded by listing in the St. Petersburg Register of Historic Places. The proposed district contains a total of ten houses and nine detached garages or garage apartments, all of which were constructed during the district’s period of significance of 1923-1929, resulting in a total of 19 contributing and zero non-contributing resources.

Historic Integrity

Per St. Petersburg’s Code of Ordinances’ Historic and Archaeological Preservation Overlay, Section 16.30.070.2.5, seven factors of integrity shall be considered once an individual resource or district is determined to meet one or more of the criteria for historic significance. However, because of their subjective nature, integrity of *feeling* and *association*, without meeting at least one other factor, are insufficient for designation. As shown below, the proposed district meets all seven factors of integrity.

<i>Is at least one of the following factors of integrity met?</i>						
Location	Design	Setting	Materials	Workmanship	Feeling*	Association*
Y	Y	Y	Y	Y	Y	Y
*Must be present in addition to at least one other factor.						

Location

No buildings have been relocated within the proposed district.

Design

Despite an expected degree of alterations to individual residences, the intended designs of the buildings within the proposed district remain clearly visible.

Setting

The proposed district is located within the North Shore National Register Historic District, a residential area which remains among St. Petersburg's most historic and celebrated areas.

Materials and Workmanship

Maintenance, alterations, and additions to the properties have introduced some new materials and methods into the proposed district's overall historic fabric. This is to be expected over time, and, in many cases, is necessary for a group of historic residences to remain useful as needs change. Overall, however, the proposed district's materials and workmanship have been maintained and are clearly visible, further conveying the resources' status as significant.

Feeling and Association

The proposed district successfully conveys its historic nature as a community of single-family residences dating to the Florida "land boom" of the 1920s.

Character-Defining Features

The character-defining features of a historic district are those elements that shall be retained in order for its historic significance to continue to be conveyed. In the case of a district containing multiple architectural styles, as is the case with the proposed 700 Block of 18th Avenue Northeast Historic District, care should be taken in order to respect each resource's individual historic style as identified in this report, using the methods outlined for specific architectural elements in *St. Petersburg's Design Guidelines for Historic Properties*.

In addition to the architectural significance of each property, the proposed 700 Block of 18th Avenue Northeast Historic District gains additional significance from those elements that unite its resources, including:

- Consistent front setbacks
- Overall consistency of height, with buildings one- to two-stories and low-pitched hipped or gabled or flat roofs,
- Vehicular access to properties generally limited to rear, detached garage buildings, accessible via alleyways,
- Historic street and sidewalk materials, including vitrified brick streets, granite curbing, and sidewalks constructed of hexagonal concrete blocks or poured concrete with manufacturers' cartouches.

PROPERTY OWNER CONSENT AND IMPACT OF DESIGNATION

The application for the designation of the 700 Block of 18th Avenue Northeast Historic District as a local historic district to be listed in the St. Petersburg Register of Historic Places was submitted by Mary Ann Boston and Elizabeth Skidmore, owners of two of the ten parcels contained within

the proposed district. Following the application's receipt, City Staff prepared a ballot by which homeowners could show support or non-support of the application. Ballots were mailed to each of the 18 registered owners of the 10 properties within the proposed boundaries. A total of 12 ballots, representing all registered property owners of six (6) parcels, were received by City Staff on January 10, 2017, thus surpassing the ratio of fifty (50) percent plus one (1) parcel required to consider an application for local district designation complete. Since that date, an additional two (2) ballots, representing the support of both registered owners of one (1) additional parcel, have been received. As of the submission of this report, ballots have not been received from the owners of the remaining three (3) parcels within the proposed district. A copy of this ballot and a summary of returns is included in Appendix E.

The benefits of designation include increased heritage tourism through the maintenance of the historic character and significance of the city, some relief from the requirements of the Florida Building Code and FEMA regulations, and tax incentives, such as the local ad valorem tax exemption and federal tax credit for qualified rehabilitation projects.

CONSISTENCY WITH ST. PETERSBURG'S COMPREHENSIVE PLAN, EXISTING LAND USE PLAN, AND FUTURE LAND USE PLAN

The proposed local historic landmark district designation is consistent with the City's Comprehensive Plan, relating to the protection, use and adaptive reuse of historic buildings. The local landmark designation will not affect the Future Land Use Map (FLUM) or zoning designations, nor will it significantly constrain any existing or future plans for the development of the City. The proposed landmark designation is consistent with the following objectives:

Objective LU10: The historic resources locally designated by the St. Petersburg City Council and Community Planning and Preservation Commission (CPPC) shall be incorporated onto the Land Use Map or map series at the time of original adoption, or through the amendment process, and protected from development and redevelopment activities consistent with the provisions of the Historic Preservation Element and the Historic Preservation Ordinance.

Policy LU10.1: Decisions regarding the designation of historic resources shall be based on the criteria and policies outlined in the Historic Preservation Ordinance and the Historic Preservation Element of the Comprehensive Plan.

Policy HP2.3: The City shall provide technical assistance to applications for designation of historic structures and districts.

Policy HP2.6: Decisions regarding the designation of historic resources shall be based on National Register eligibility criteria and policies outlined in the Historic Preservation Ordinance and the Comprehensive Plan. The City will use the following selection criteria [for city initiated landmark designations] as a guideline for staff recommendations to the CPC and City Council:

- National Register or DOE status
- Prominence/importance related to the City
- Prominence/importance related to the neighborhood

- Degree of threat to the landmark
- Condition of the landmark
- Degree of owner support

RECOMMENDATION

Staff recommends **approval** of the application to add the 700 Block of 18th Avenue Northeast Historic District to the St. Petersburg Register of Historic Places, thereby referring the application of City Council for first and second reading and public hearing.

REFERENCES

Arsenault, Raymond. *St. Petersburg and the Florida Dream, 1888-1950*. Norfolk/Virginia Beach, VA: The Donning Company Publishers. 1988.

Blair & Co. Investment Securities. *Poor's Manual of Industrials*. New York: Poor's Manual Co. 1918.

Buckley, James. *Street Railways of St. Petersburg, Florida*. Forty Fort, PA: Harold E. Cox, 1983.

City of St. Petersburg. *Property Cards*. On file, City of St. Petersburg.

The Evening Independent. "Do You Really Know? Samuel V. Schooley." February 6, 1924.

The Evening Independent. "Three Schooley-Murphy Homes Bought Here for Investment." January 23, 1923.

Historic Property Associates, Inc. *St. Petersburg Great Neighborhood Partnership Survey Phase II: Survey of North Shore, Roser Park, and a Portion of Round Lake*. Submitted by Historic Property Associates, Inc. to the St. Petersburg Planning Department. On file, City of St. Petersburg. March, 1994.

Hoffman, Kate and Carl Shiver. *North Shore Historic District, Pinellas County, Florida*. National Register of Historic Places Registration Form. On File, Florida Department of Historical Resources, Tallahassee, Florida. 2003.

Polk's City Directories, St. Petersburg Florida. On file, St. Petersburg Museum of History. 1925-1940.

Appendix A:
Maps of Proposed District

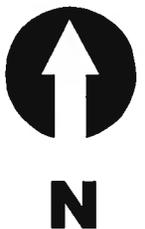


Community Planning and Preservation Commission

700 Block of 18th Avenue NE Historic District

**AREA TO BE APPROVED,
SHOWN IN** 

**CASE NUMBER
16-90300008**



1 inch = 250 feet

21ST AVE NE

20TH AVE NE

19TH AVE NE

COFFEE POT BLVD NE

POPLAR ST NE

18TH AVE NE

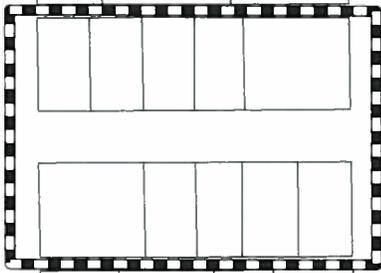
17TH AVE NE

ELM ST NE

BEACH DR NE

WALNUT ST NE

16TH AVE NE



Community Planning and Preservation Commission

700 Block of 18th Avenue NE Historic District

AREA TO BE APPROVED,

SHOWN IN



CASE NUMBER

16-90300008



N

1 inch = 250 feet

Appendix B:
Additional Photographs



Farmer's Concrete Works stamp in poured concrete



Vitrified brick streets as remain intact throughout proposed district



Brick streets, granite curbs, and mature street trees within proposed district



Streetscape within proposed district

Appendix C
Application for the St. Petersburg Register of Historic
Places



Local Landmark Designation Application

Type of property nominated (for staff use only)

- building structure site object
 historic district multiple resource

1. NAME AND LOCATION OF PROPERTY

historic name SNELL & HAMLETT'S NORTH SHORE ADD REV. REPLAT Block 67/68

other names/site number 700 Block of 18th Avenue Northeast

address 700 Block of 18th Avenue Northeast

historic address _____

2. PROPERTY OWNER(S) NAME AND ADDRESS

name See Attached

street and number 700 block of 18th Avenue NE

city or town St Petersburg state FL zip code 33704

phone number (h) _____ (w) _____ e-mail _____

3. NOMINATION PREPARED BY

name/title Mary Anne Boston, Elizabeth Skidmore

organization property owners

street and number _____

city or town _____ state _____ zip code _____

phone number (h) _____ (w) _____ e-mail maryanneboston@gmail.com

date prepared December 28th, 2016 signature _____

4. BOUNDARY DESCRIPTION AND JUSTIFICATION

Describe boundary line encompassing all man-made and natural resources to be included in designation (general legal description or survey). Attach map delimiting proposed boundary. (Use continuation sheet if necessary)

see Continuation Sheet

5. GEOGRAPHIC DATA

acreage of property more than one acre

property identification number see Florida Master Site File attachment

700 Block of 18th Avenue NE Historic District

Name of Property

6. FUNCTION OR USE

Historic Functions

RESIDENTIAL/single-family

Current Functions

RESIDENTIAL/single-family

7. DESCRIPTION

Architectural Classification

(See Appendix A for list)

Arts and Crafts/Craftsman

Mediterranean Revival

American Foursquare

Mission Colonial Revival Frame Vernacular

Materials

wood, brick, stucco over hollow tile,

terra cotta tile

Narrative Description

On one or more continuation sheets describe the historic and existing condition of the property use conveying the following information: original location and setting; natural features; pre-historic man-made features; subdivision design; description of surrounding buildings; major alterations and present appearance; interior appearance;

8. NUMBER OF RESOURCES WITHIN PROPERTY

<u>Contributing</u>	<u>Noncontributing</u>	<u>Resource Type</u>	Contributing resources previously listed on the National Register or Local Register
18		Buildings	<u>All are contributing historic structures in the National Register, North Shore Historic District</u> 10 homes, 8 garages
		Sites	
		Structures	
		Objects	Number of multiple property listings
18		Total	

700 Block of 18th Avenue NE Historic District

Name of Property

9. STATEMENT OF SIGNIFICANCE

Criteria for Significance

(mark one or more boxes for the appropriate criteria)

- Its value is a significant reminder of the cultural or archaeological heritage of the City, state, or nation.
- Its location is the site of a significant local, state, or national event.
- It is identified with a person or persons who significantly contributed to the development of the City, state, or nation.
- It is identified as the work of a master builder, designer, or architect whose work has influenced the development of the City, state, or nation.
- Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.
- It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.
- Its character is a geographically definable area possessing a significant concentration, or continuity or sites, buildings, objects or structures united in past events or aesthetically by plan or physical development.
- Its character is an established and geographically definable neighborhood, united in culture, architectural style or physical plan and development.
- It has contributed, or is likely to contribute, information important to the prehistory or history of the City, state, or nation.

Areas of Significance

(see Attachment B for detailed list of categories)

Architecture

Community Planning and Development

Period of Significance

1923-1956

Significant Dates (date constructed & altered)

1923-1956

Significant Person(s)

Cultural Affiliation/Historic Period

Builder

P.M. Murphy, Schooley & Murphy, W.D. Berry

Architect

Henry Dupont

Narrative Statement of Significance

(Explain the significance of the property as it relates to the above criterial and information on one or more continuation sheets. Include biographical data on significant person(s), builder and architect, if known.)

10. MAJOR BIBLIOGRAPHICAL REFERENCES

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

St. Petersburg Local Landmark Designation Application

Name of property 700 Block of 18th Avenue NE Historic District

Continuation Section

Page _____

see Continuation Sheets

St. Petersburg Landmark Designation Application

Name of Property 700 Block of 18th Avenue NE Historic District

Page 1

BOUNDARY DESCRIPTION AND JUSTIFICATION

The boundary of the 700 Block of 18th Avenue NE Historic District consists of all of the lots on both the North and South sides of the 700 block of 18th Avenue Northeast between Elm Street Northeast and Walnut Street Northeast. The properties are within the Subdivision Plat of Snell & Hamlett's North Shore Addition Revised Replat Block 67 (lots 6-11) & Block 68 (lots 1-6) recorded in Pinellas County Plat Book 4, page 39. All properties on the block are listed in the National Register of Historic Places as contributing properties to the North Shore Historic District. The block is remarkably intact and displays a wide range of architectural styles.

PHYSICAL DESCRIPTION

The district consists of relatively flat terrain composed of well-drained sandy soil. All 10 homes on the street are single family homes on lots ranging from 120 feet to 54 feet with 60' foot lots being the average. The property at the Northeast corner (745) and Southwest corner (706) are both double lots, creating a feeling of space within the district. Several properties on the block have detached garages, some with living space above, bringing the total number of structures within the district to 18. Eighteenth Avenue bisects the district and is paved with brick, which is primarily Augusta Block. The service alleys to the north and south are paved with asphalt, but evidence of earlier brick pavers remain. Sidewalks are a mixture between continuous concrete pour and hexagonal block pavers that are natural concrete and dark gray concrete in color and laid in a ransom pattern. Curbing is granite. Mature trees and tropical landscaping complete the block.

Property Descriptions

705 18th Avenue NE

This 2-story Mediterranean Revival style house was constructed c. 1925 of hollow tile with rough stucco finish. It has an irregular plan consisting of a flat main roof and a domed roof over the one story section at the SE corner of the front elevation. The fenestration consists primarily of double hung sash windows with 1/1 lights. The arched windows of the one story southeast corner section are flanked by columns in the Gothic Moorish style. Additional notable architectural elements are the west end exterior chimney and an ornamental second floor balcony protruding over the arched front door.

In 1946, a 4-foot extension was added to the garage which is stuccoed to match the main house. Attached to the garage is a carport constructed of a stuccoed masonry knee wall and ornamental iron structure with barrel vault canvas roof. The garden is enclosed on the west with ornamental iron fencing and gate.

St. Petersburg Landmark Designation Application

Name of Property 700 Block of 18th Avenue NE Historic District

Page 2

706 18th Avenue NE

This is an American Foursquare style house, the prominent feature of which is a Classical Revival entry porch that has a half circle plan with roof and balustrade supported by four Tuscan Order columns. The 2-story yellow brick veneer structure has a hip roof design, deep overhanging eaves and a gable dormer. The fenestration consists of double hung sash windows (replacements) with 1/1 lights. It has an east end exterior chimney. The garage matches the house in materials and roof style.

The house was constructed in 1928 by John Carson, a prominent St. Petersburg and Evansville, Indiana businessman and civic leader. It originally had a 2-car garage and cost \$14,000 to build. A third bay was added to the garage in 1934, and in 1936, a room and a porch were added to the rear of the house. In 1985, the wall between this room and the porch was removed. A pool was added to the property in 1984/85.

715 18th Avenue NE

This house was constructed in 1929 by B.L. Armstrong in the Frame Vernacular style of architecture. The 2-story building sits back at the alley and was originally constructed as a garage with 4 rooms above the garage bays. It is wood-framed and sided mostly with beveled wood clapboard, but also has stuccoed panels mixed into the façade design. The asphalt shingled roof has a hip design with deep overhanging eaves and decorative wood brackets. The fenestration has double-hung sash windows that are either 3/1 or 4/1 lights. The front door is trimmed with an ensemble of flat pilasters on its flanks and broken pediment detail at the head. The building has a south end painted brick exterior chimney. A shadow box wood fence encloses the front yard. In 1956, 1st and 2nd story porches were added to the structure. A portion of the porch was enclosed in 1978.

725 18th Avenue NE

This 2-story rough texture stucco-clad, hollow tile house is an example of Mission style architecture. It has an irregular plan and a flat roof. The off-white stucco walls and parapets are accented with burnt red terra cotta tiles which include barrel shaped roof tiles as well as flat diamond shaped wall tiles and flat window sills. Another terra cotta accent in the façade is the use of tubular canals above windows. The fenestration consists of double-hung sash windows with 3/3 lights. A flat-roofed entrance porch with arched opening extends from the front façade. The entrance walk and steps are covered with terra cotta tiles. A notable architectural feature is the east end exterior chimney.

The property card indicates that the house was constructed in 1924 by P.M. Murphy who also built 735 and 746 18th Avenue NE. It originally had 8 rooms

St. Petersburg Landmark Designation Application

Name of Property 700 Block of 18th Avenue NE Historic District

Page 3

and was built at a cost of \$8,000. In 1927, a 1-story, 3-room addition was put on the house. Well-known developer/contractor Cade B. Allen was hired to put in a new kitchen for the then-owner, Lotta Schick, in 1948. A porch which added an additional bay to the facade was added to the front of the house in 1990.

726 18th Avenue NE

This 2-story wood-frame house is an example of the American Foursquare style. It has a rectangular plan and a hip roof with deep overhanging eaves. Fenestration consists of double-hung sash windows with 6/1 lights. The windows that face the street have applied decorative shutters. It has a west end, exterior chimney. The building has been altered by the addition of aluminum siding. The two car wood frame garage has a gable roof and vertical siding.

According to the 1923 Sanborn map, this house was in existence in 1923. In 1969, the garage was demolished, and rebuilt in 1973. At this time, a front porch was added and the aluminum siding put on the house. A "glass room enclosure" was added in 1986.

735 18th Avenue NE

This 2-story, masonry house is in the Mediterranean Revival style. It has an irregular plan and a flat roof. The exterior wall surface is Permastone, a simulated stone veneer. Some of the parapet wall and balcony rail wall copings are barrel shaped terra cotta roofing tiles. Tubular shaped terra cotta tile canals also accent the façade. The fenestration consists of double-hung sash windows with 3/3 lights. The front door is sheltered by a sloped metal canopy structure that is supported with ornamental metal brackets and is covered with barrel shaped terra cotta roofing tiles.

The one story garage with laundry room has a gable roof with asphalt shingles and is sided with a plywood paneling in a vertical board and batten style. The property card for this building indicates that it was constructed in 1924 of hollow tile by P.M. Murphy at a cost of \$12,000. The canopy over the front door was added in 1940. In 1948, it was refaced with Perma-stone (which should be considered historic). That same year a laundry addition was added to the garage. In 1982, a pool was added to the property.

736 18th Avenue NE

This 2-story wood frame house is an example of Colonial Revival style. It has an irregular plan and a gable roof. Fenestration consists of casement windows with 8 lights. Other notable architectural elements include an east ridge chimney and a decorative broken pediment door surround. The structure has been altered by the application of aluminum siding. The rear accessory structure has a gable roof and siding that matches the main house.

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Name of Property 700 Block of 18th Avenue NE Historic District

Page 4

This house is shown on the 1923 Sanborn Map. In 1959 a bedroom was added. Considerable interior changes were made in 1975. A family room was added, and the location of the dining room and kitchen-family room were reversed. A ribbon driveway, the only on the block, extends from 18th Avenue to the rear of the property.

745 18th Avenue NE

This 2-story, rough stuccoed hollow tile house is in the Mediterranean Revival style of architecture. It has an irregular plan and has a combination of hip, mansard and gable style roofs covered with barrel shaped terra cotta tiles. The fenestration facing the street at ground level has three arched, glass double doors that have divided lights. The arched motif is incorporated into the entry portico, the windows of the east ground level extension and the garden wall openings. Upper level windows are primarily 6/6 double hung sash. The east garden is enclosed by a chest high wall that is stuccoed to match the house. All garden entrances have metal ornamental gates. The garage off the alley with its second floor residential quarters is stuccoed and roofed to match the main house.

The house and the 1-story cement tile garage were constructed in 1926 by C.W. Sensenbaugh at a cost of \$15,000. The contractor for the 8-room house was W.D. Berry. In 1935 a 2-story, 2-room addition was put on the house. Architect Dupont designed servants' quarters on the 2nd floor of the garage in 1940. In 1979, a pool was added, and a year later a family room.

746 18th Avenue NE

This 2-story hollow tile, rough stucco clad house is an example of Mediterranean Revival style architecture. It has an irregular plan and flat roof, parapet walls of which are accented with barrel shaped terra cotta coping tiles. The one story entry section has a sloped roof with barrel shaped terra cotta roofing tiles. The front entry, accessed by decorative terra cotta steps with decorative metal guard rails, has an arched ensemble of a carved raised panel wooden door and glass sidelights. The window immediately east is in the same design. Decorative ceramic tiles are inlaid into the stucco above the first and second floor north windows. The fenestration primarily has double-hung sash windows with 6/6 lights. Other notable architectural features include a west end, exterior chimney and decorative terra cotta canals.

The property card for this house indicates that it was constructed in 1924 by P.M. Murphy at a cost of \$8,000. F.J. Burns resided there for at least 35 years starting in 1926. That same year a 2-story, 2-room addition was added to the garage.

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Name of Property 700 Block of 18th Avenue NE Historic District

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756 18th Avenue NE

This 2-story house is basically an American Foursquare design with Italian influence. The prominent hip and shed design roof with its barrel shaped red terra cotta roofing tiles, the deep overhanging eaves with decorative wooden brackets, and the smooth stucco walls evoke the image of detached grand Italian houses. The fenestration consists of double hung sash windows with 6/6 lights. An entrance porch with a hip roof, overhanging eaves and pointed arches is prominent on the north elevation. Other notable architectural elements include a south offset chimney and decorative ceramic tile and terra cotta crests.

The house was constructed according to the property card, in 1925 by Hallowell. In the late 1980s it was lived in by Paul Tash, current CEO of the Tampa Bay Times, who added a pool to the property.

Setting

Located within the Historic Old Northeast neighborhood, between Walnut Street and Elm Street, the 700 block of 18th Avenue Northeast is situated three blocks west of North Shore Park and midway between 5th and 30th Avenues, the southern and northern boundaries of the neighborhood. The immediate area is almost entirely single-family residential. The stately homes on the block were constructed between 1922 and 1929. By 1924, the immediate neighborhood was being built out. The 1924 city directory records two homes each on the 600 and 700 blocks of 18th Avenue Northeast (636, 645, 726, 736) and four homes on the 800 block (805, 806, 809, and 825).

The 700 Block of 18th Avenue Northeast Historic District has retained excellent integrity of setting, design, materials and workmanship. Modern alterations of the homes are minimal and all still exhibit a remarkable degree of integrity of both design and material.

The retention of the hexblock sidewalks, brick street, granite curbing as well as individual landscape features such as and the cast concrete walls and gates and the mature tropical landscaping further contributes to the integrity of the setting.

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STATEMENT OF SIGNIFICANCE

Historical Context

Development of the Historic Old Northeast

On December 15, 1909, C. Perry Snell and James C. Hamlett formed the real estate company of Snell and Hamlett and together began to purchase vast tracts of farmland and wilderness north of the downtown area stretching to the tip of Coffee Pot Bayou. These purchases became some of the earliest planned neighborhoods of St. Petersburg. One of the largest purchases was of the "Tinson-Tunno-Flannery Property" stretching from 9th Avenue North to Coffee Pot Bayou. At the request of the property owners, the City annexed this land in 1914. This land was divided into numerous small subdivisions, including the 1916 Snell and Hamlett's North Shore Addition Replat which solely consisted of blocks 67 and 68. Snell and Hamlett made many land improvements prior to selling the individual lots for development, including the Coffee Pot seawall, roads, sewers and gas lines. Snell also invested in a trolley line to create easy access to the new subdivisions.

Snell and Hamlett promoted the North Shore neighborhood as the premier residential section of St. Petersburg. Deed restrictions were placed on the properties sold requiring all homes face north or south, with the exceptions of corner lots. All homes were to cost a minimum of \$5,000. Livestock was not permitted to be kept in the premises. African Americans were not permitted to live in the primary homes, though those employed by home owners could live in the accessory buildings. Individuals who purchased lots built homes of varying architectural styles, including Mediterranean, Craftsman, Prairie, Mission, Tudor, Colonial and vernacular versions of these styles.

Although a number of the houses were constructed in the teens, the majority of the land was developed in the 1920s, 30s, and 40s. Following World War II, predominantly one-story homes were built on the remaining lots. More recently, larger homes have replaced a number of those located on Coffee Pot Bayou.

The neighborhood grew until the boundaries included the land from Fifth Avenue North to Thirtieth Avenue North. The eastern boundary stretched from Tampa Bay north to Coffee Pot Bayou. The Fourth Street North Business District defines the western boundary. The waterfront became the site of grand homes facing the bay and a string of parkland stretching south to downtown. Throughout the rest of the neighborhood, more modest homes randomly

St. Petersburg Landmark Designation Application

Name of Property 700 Block of 18th Avenue NE Historic District

Page 7

alternate with larger ones, creating a unique blend of styles and sizes, appealing to a diverse group of homeowners.

The neighborhood's early 20th century development pattern resulted in narrow, gridded streets with spacious sidewalks, alleys, and deep narrow lots. The homes were built in a traditional pattern with porches and entryways to the front and garages to the rear. Although most homes are single-family, there are a number of small, high-quality early 20th century and mid-century modern apartment buildings located primarily in the southern part of the neighborhood.

Today, the neighborhood is still characterized by a diversity of architectural styles, waterfront green space, brick streets, granite curbs, hex block sidewalks and front porches. An enveloping street tree canopy reinforces the pedestrian quality of the neighborhood. Preserved waterfront parks form the eastern boundary of the neighborhood. To the west, on Fourth Street, Sunken Gardens has undergone major restoration and the business district is the site of redevelopment into a dining, retail and business corridor leading to downtown. The North Shore National Register District was created in 2003.

The 700 Block of 18th Avenue displays a remarkable architectural diversity, even within the context of the Historic Old Northeast neighborhood.

Significance

Architecture

- (1) It has distinguishing characteristics of an architectural style valuable for the sturdy of a period, method or construction of use of indigenous materials.

The 700 Block of 18th Avenue displays a remarkable architectural diversity, even within the context of the Historic Old Northeast neighborhood. Each of the residential structures is of a unique design. Five of the ten residential structures were built in the Mediterranean Revival style, two are American Foursquare, one is Colonial Revival, one is Mission Revival, and one is considered a Frame Vernacular.

Three of the homes (725, 735, and 746) were constructed by P.M. Murphy of the Schooley-Murphy Company. Schooley-Murphy was known for using hollow tile in construction and designing in the Mediterranean Revival and Mission Revival Style. They constructed numerous homes throughout St. Petersburg with concentrations in the Snell Isle, Euclid, Pasadena, Lakewood, and North Shore Neighborhoods. They also constructed several commercial and multi-family

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Name of Property 700 Block of 18th Avenue NE Historic District

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structures such as the Tamiami Hotel and the Schooley-Murphy Hotel and office building.

Community Planning and Development

- (1) Its character is a geographically definable area possessing a significant concentration or continuity of sites, buildings, objects or structures united in past events or aesthetically by plan or physical development.
- (2) Its value is a significant reminder of the cultural or archaeological heritage of the City, state or nation.
- (3) Its character is an established and geographically definable neighborhood, united in culture, architectural style or physical plan and development.

The 700 Block of 18th Avenue Northeast Historic District is an intact example of the typical suburban development expanding from the core of St. Petersburg in the booming 1920s. It displays a rich mix of architectural styles to suit buyers from around the country who were flocking to St. Petersburg.

The 700 Block of 18th Avenue Northeast is carved out of a later subdivision of J.C. Hamlett and C. Perry Snell's North Shore Addition. Despite the inclusion of two separate platted blocks, the homes facing one another on 18th Avenue form a definable sub-neighborhood with unifying characteristics within the larger neighborhood.

The development of the North Shore as one of the premier residential neighborhoods in the city is clearly readable within the block with the fine single family homes located along the brick avenue. True to the tradition of Snell and Hamlett's development, all the homes were constructed by the individuals who purchased the lots and the styles vary according to personal taste.

Sources Consulted

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St. Petersburg Times - Jan 4, 1923 [Browse this newspaper](#)

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Hollow Tile and Stucco Homes, you think of character, economy, satisfaction, practicability, ideal location, highest values, spacious rooms, perfect ventilation.

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SPORTSMAN, CIVIC WORKER, DIES HERE

BODY WILL LIE IN STATE TO-
DAY; FUNERAL SERVICES
TO BE HELD IN
INDIANA

John Carson, 68, prominent St. Petersburg and Evansville, Ind., businessman, sportsman, and civic worker, died yesterday afternoon at 3:45 o'clock at his home, 708 Eighteenth avenue northeast, following an illness of several months.

The body will lie in state until 6 o'clock this evening at the Wilhelm chapel. Funeral services will be held Monday afternoon at 2 o'clock in Evansville, where burial will take place.

Mr. Carson, a resident of this city since 1930, operated a number of Coca-Cola bottling plants in several northern cities, including large plants in Evansville.

Known for Charities



John Carson, prominent St. Petersburg and Evansville, Ind., business man and civic leader, who died here yesterday.

a director of the Elks Harry-Anna Crippled Children's home at Umatilla.

Mr. Carson was well known to members of the local Elks lodge.

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Operates Mountain Railroad

Helping his uncle who was the builder of the incline railroad up Lookout mountain, he was the first to take a train up the incline. Previous to this he had worked with Mr. Crass on the construction of Chickamauga Natural park in Chattanooga.

After the three years in Chattanooga he went to Paducah, Ky., where he, with his father and brother, Luther, obtained bottling rights for Coca-Cola in that district and opened a plant in March, 1903.

After two successful years in Paducah, he and his brother, Luther J. Carson, bought the franchise for portions of Indiana, Illinois and Kentucky and opened a plant at Evansville, Ind.

He soon became one of the leading business men of Evansville. He began enlarging his plants and eventually acquired 11 large plants in three states.

During his years in Evansville he was active in numerous organizations, including the Evansville Country club. He was a Mason and an honorary life member of both the Elks and the Shrine. He also was past exalted ruler of the Elks.

Body to Lie in State

After he moved here he continued to visit his country home in McCutchanville, about five miles northeast of Evansville. Both in Evansville and St. Petersburg he was an ardent golfer.

Survivors include his widow, Mrs. Nellie Carson; one daughter, Mrs. Wally Bishop; a brother, Luther P. Carson, Paducah, Ky.; a nephew, William Carson, Bloomington, Ill., and a niece, Jane Carson, Paducah.

The body will lie in state from 3 until 6 o'clock this afternoon at the Wilhelm chapel. It will be sent to Evansville late today.

John Carson, 63, prominent St. Petersburg and Evansville, Ind., businessman, sportsman and civic worker, died quietly yesterday afternoon at 3:45 o'clock at his home, 706 Eighteenth avenue northeast.

Mr. Carson, who moved here from Evansville in 1932, was known as a tireless advocate of game and fish conservation. He was a prominent worker in behalf of various charitable organizations, and was named a director of the Elks' Harry-Anna Crippled Children's home at Umatilla in 1937.

Maintained Own Preserve

He owned a game and fish preserve on the Withlacoochee river and maintained his fishing boat, the Lommel. His sports activities had been curtailed in recent months, however, because of ill health.

Mr. Carson was born on July 19, 1870, in the little town of Kirksby, Ky., the son of Tom C. and Rattle Carson.

As a boy he attended the public school as any other lad and enjoyed no more than the ordinary boy's chances. Working with his father, he made no great name for himself, but was well liked by the people of that town.

He married Nellie Wilbur, of Chattanooga, Tenn., while living in Kirksby, and in 1900 he moved to Chattanooga to enter business with his uncle, John J. Crass.

Operates Mountain Railroad

Helping his uncle who was the builder of the incline railroad up Lookout mountain, he was the first to take a train up the incline. Previous to this he had worked with Mr. Crass on the construction of Chickamauga Natural park in Chattanooga.

After the three years in Chat-

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[sburg Times - May 7, 1933](#) [Browse this newspaper](#)

ounced later by the Endicott funeral home.

NOAH W. WILBUR

Noah Webster Wilbur, 90, winter visitor here for the past 10 seasons from Chattanooga, Tenn., died Saturday morning at 3 o'clock at his home, 706 Eighteenth avenue northeast. He was a retired realtor.

He is survived by four daughters, Mrs. John Carson and Mrs. Eva Perzina of this city; and Mrs. Willard Clippinger, Lookout Mountain, Tenn.; and Mrs. E. W. Scott, River Forest, Ill.; three sons, Webster Wilbur of St. Louis, Mo., Louis Wilbur of Bedford, Ind., and Jerry Wilbur of Johnstown, Pa.; and a brother, Woren Wilbur, Quincy, Mich.

The body will be sent to Chattanooga, this afternoon for funeral services and interment. Local arrangements are in charge of the J. W. Wilhelm funeral home.

ST. PETERSBURG, FLORIDA, FRIDAY, DECEMBER 9, 1938

Succumbs



JOHN CARSON

DEATH CLAIMS
JOHN CARSON
AT HOME HERE

Body Will Lie in
State Today

ITALO-FRENCH
CRISIS GROWS
OVER COLONY

Tension Increased
by Rioting

PARIS.—(P)— Something like a European crisis has arisen over Italy's "unofficial" clamor for French-protected Tunisia.

Italian and anti-Italian demonstrations and disorders in the French north African protectorate, heavy reinforcement of the mobile guard there and reports that Italians in Tunisia were planning to defend themselves were the newest factors of the near-crisis yesterday.

Reports from the French-Spanish border that 40,000 Italian troops were massed in insurgent Spain just across the Pyrenees from France emphasized fears that Italy might be preparing to translate agitation into military action.

In the style of street demonstrations in Italy which followed Foreign Minister Ciano's Nov. 30 speech on Italian "aspirations," thousands of French students

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705 18th Ave NE



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706 18th Ave NE



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715 18th Ave NE



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725 18th Ave



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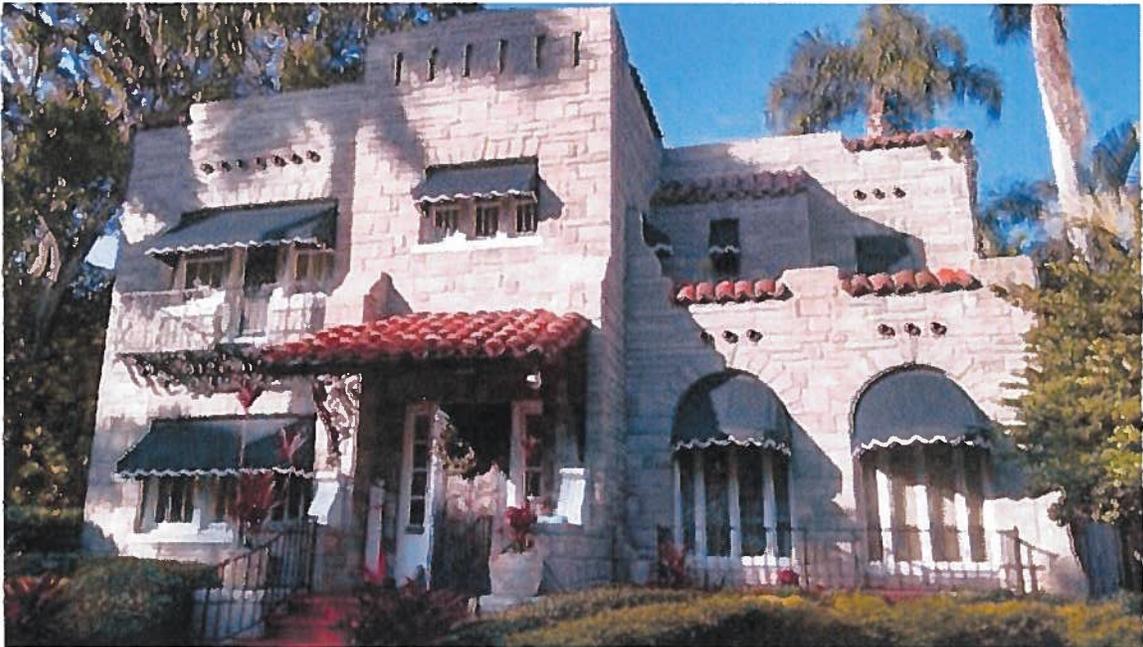
726 18th Ave NE



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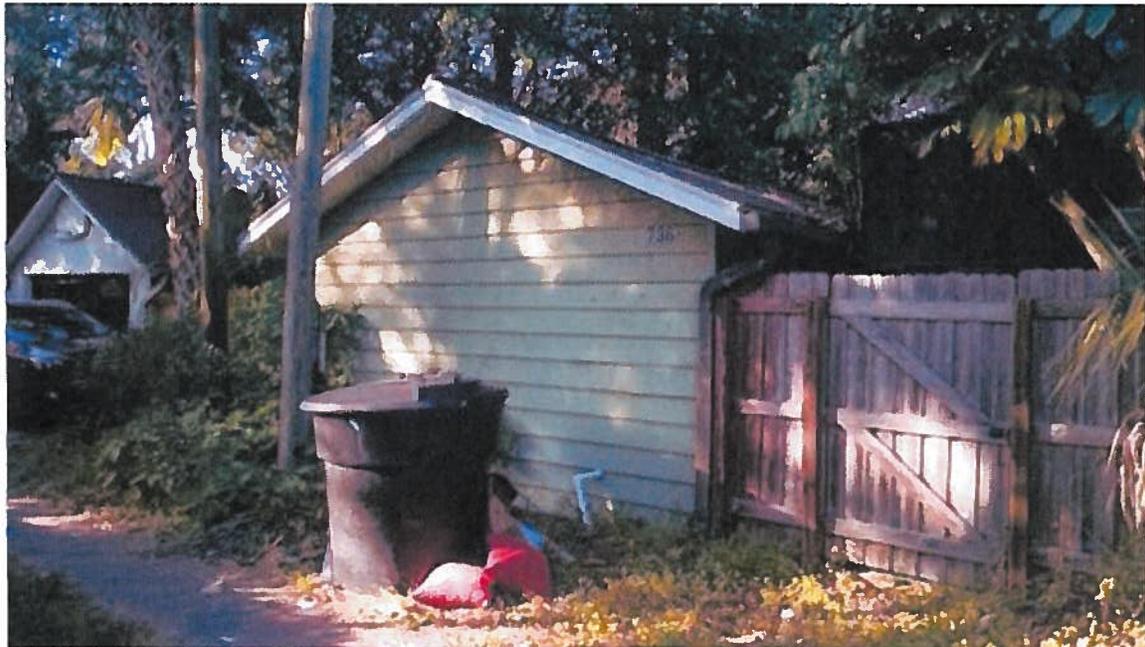
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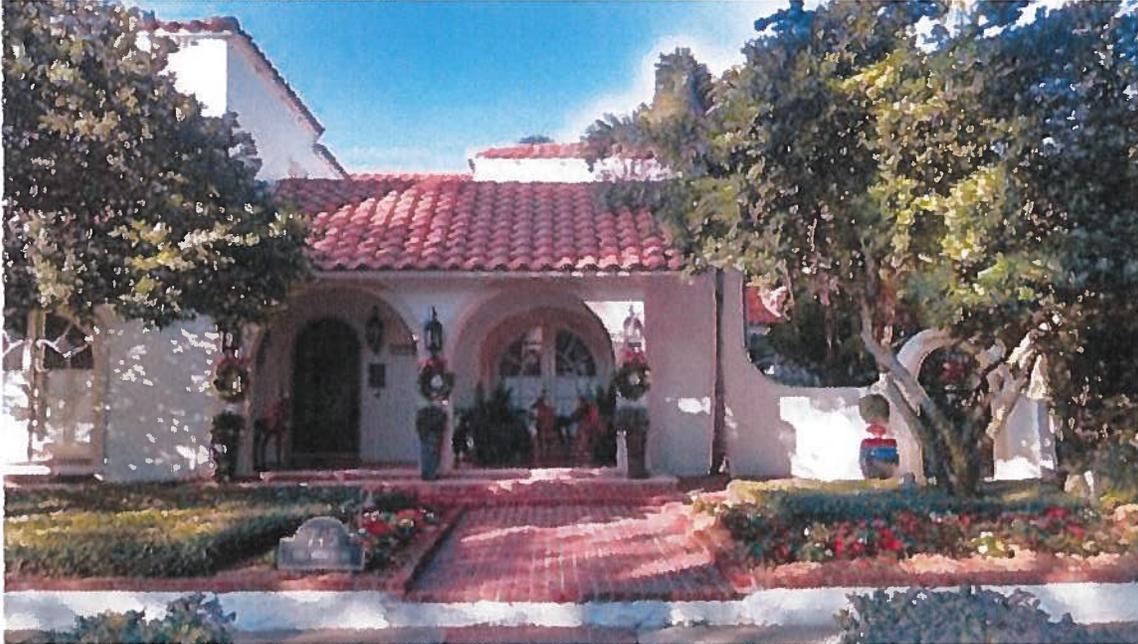
736 18th Ave NE



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745 18th Ave NE



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746 18th Ave NE



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756 18th Ave NE

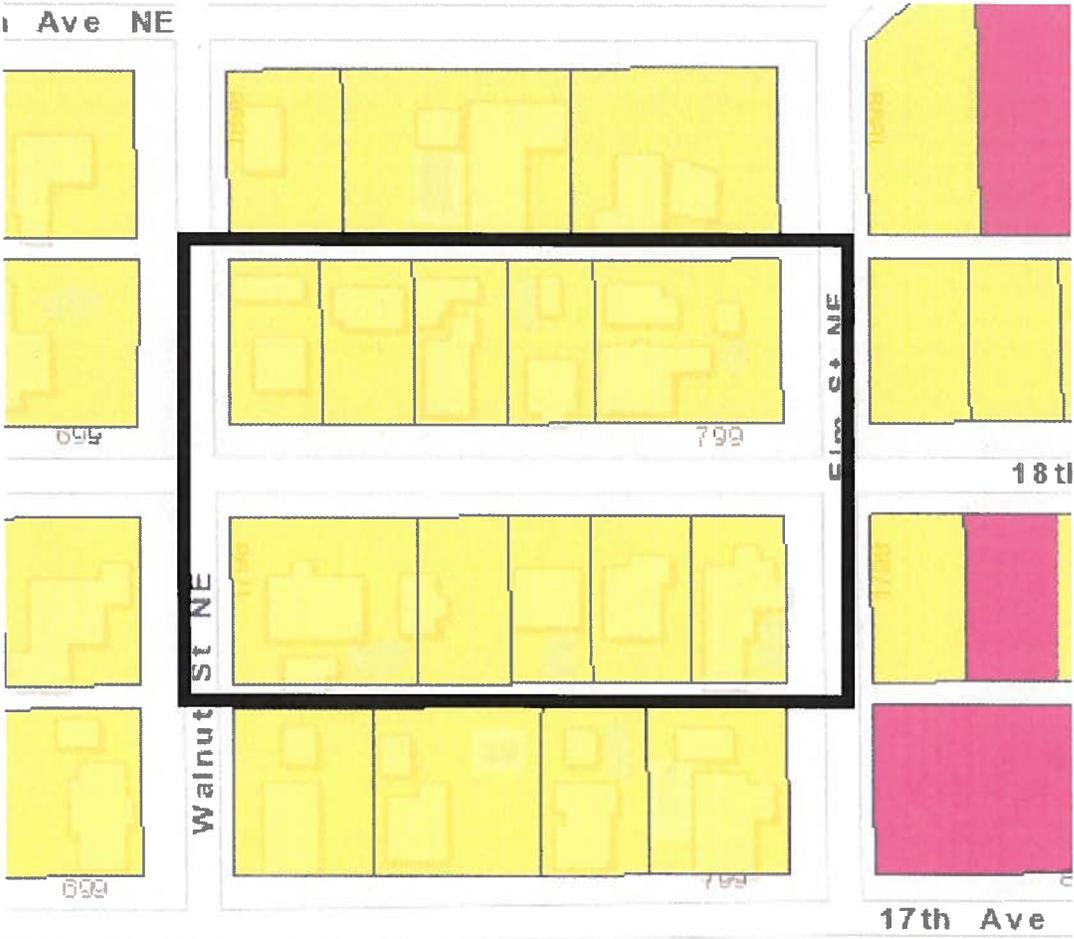


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MAPS

Map Showing District Boundaries



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Property Owner Consent for Initiation of Designation

Letter of Intent to Apply for Designation as a Historic District

The below signed property owners on the 700 block of 18th Avenue NE between Elm Street and Walnut Street would like to complete an application to have our block designated a historic district.

NAME	ADDRESS	SIGNATURE
Elizabeth & David Seidmore	744 18th Ave NE	[Signature]
Ward and Mary Anne Boston	745 18th Ave NE	Mary Anne Boston
Darc + Alexis Naval	735 18th Ave NE	Alexis Naval
T. Kim Cromwell + Kathleen Cote	706 18th Ave NE	TK Cromwell
William + CATHERINE COBB	726 18th Ave NE	[Signature]
JERRY & MARY JO ROBINSON	705 18th Ave NE	[Signature]
Matthew + Mary Gresek	756 18th Avenue	[Signature]

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Appendix D
Public Comment

No public comment has been received as of February 7, 2017.

Appendix E
Ballot Initiating Application to Consider Designation and
Summary of Returns



OFFICIAL BALLOT

Must be returned or postmarked on or before March 7, 2017.

I, _____ (Print Name), owner of the property located at
_____ (Insert Street Address), St. Petersburg, Florida 33704:

- SUPPORT
 DO NOT SUPPORT

Initiating an application to consider designation as a local historic district. The proposed district boundary includes of a portion of 18th Avenue Northeast, bound by Walnut Street NE to the west and Elm Street NE to the east, as shown on reverse. A forged signature is an illegal signature that may be prosecuted accordingly; the City of St. Petersburg reserves the right to verify signature authenticity with the ballot recipient.

(Signature)

(Date)

For Your Records

Ballot Instructions:

Please sign and return this ballot on or before March 7, 2017. The ballot may be:

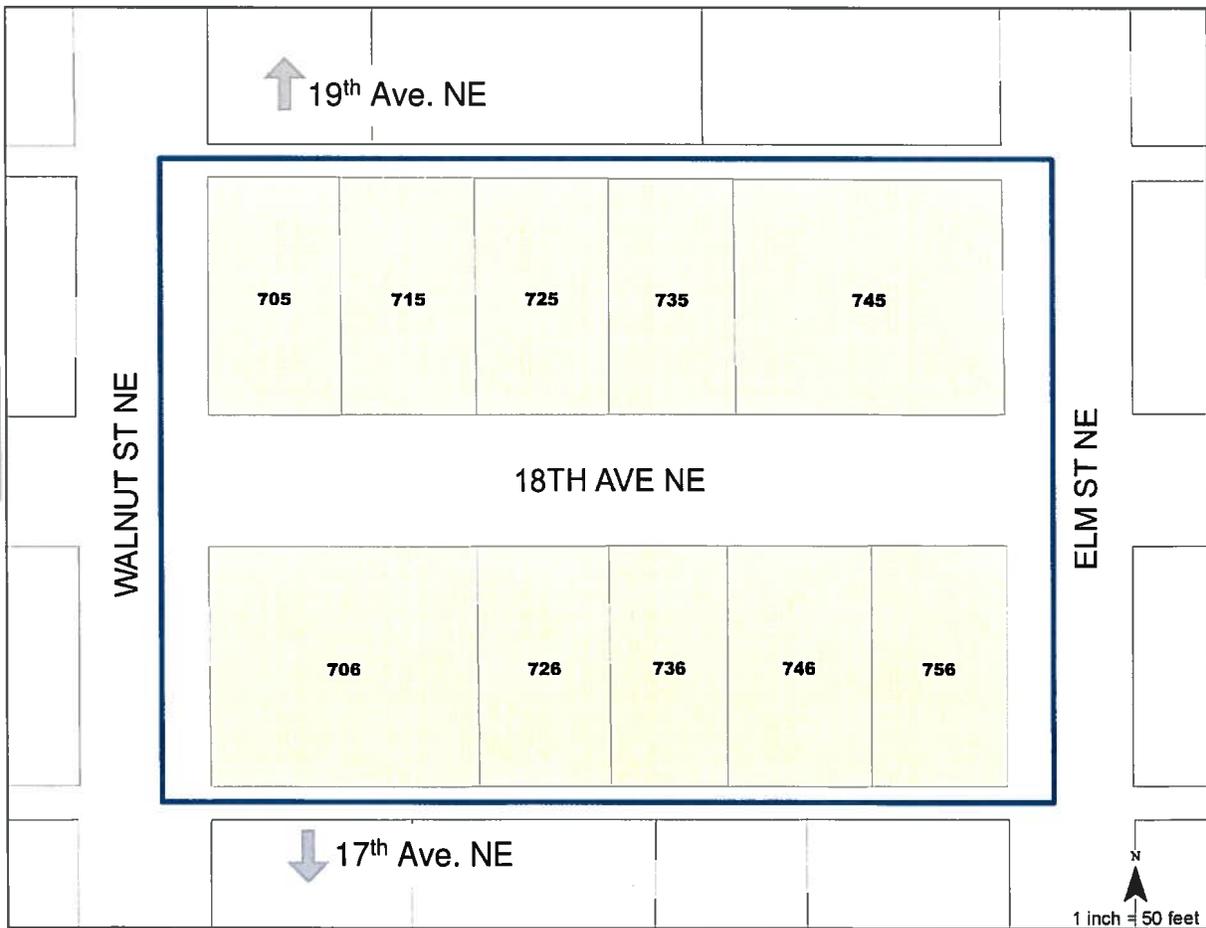
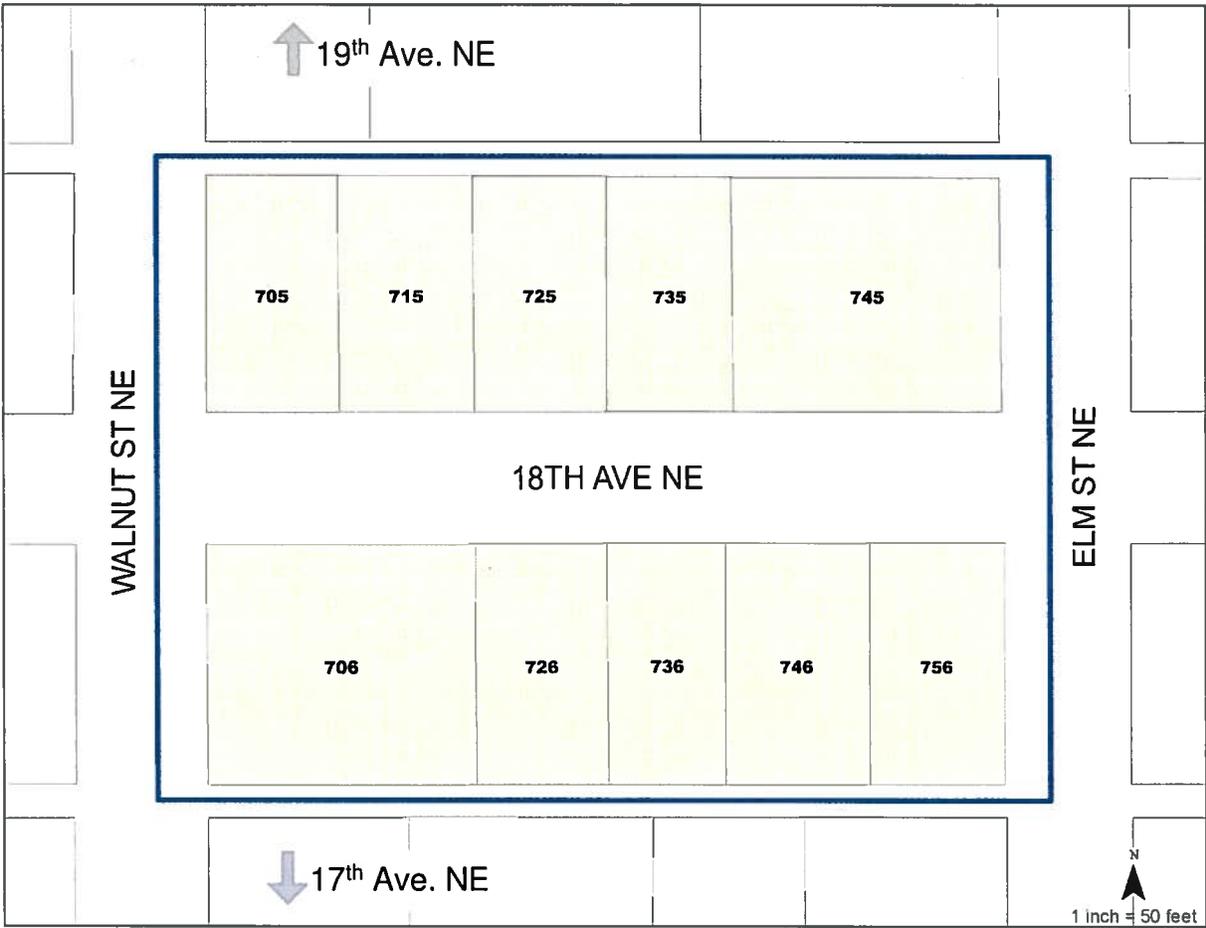
- Delivered in person to the *Urban Planning and Historic Preservation Division, 8th Floor of the Municipal Services Center, One Fourth Street North, St. Petersburg, FL 33701;*
- Mailed to *Official Ballot, 18th Ave. NE LHD c/o Laura Duvekot, Urban Planning & Historic Preservation Division, PO Box 2842, St. Petersburg, FL 33731-2842.*

A demonstration of support from 50% + one (1) of the tax parcels located within the proposed boundary is required for this application to proceed to the Community Planning & Preservation Commission ("CPPC") and City Council. The application will be deemed complete immediately upon receipt of "support" votes representing at least six (6) of the tax parcels.

The response for each tax parcel will be counted as one (1) vote; in the case of conflicting votes among multiple owners of a single tax parcel, the vote will be counted as nonsupport. Following return of the ballot, your position may not be changed for the purposes of meeting the minimum requirements to initiate the application.

Ballots not received or postmarked on or before March 7, 2017 will be recorded as a nonresponse and counted as a "do not support" vote.

This vote is to initiate the application process only; it does not finalize the decision of whether a historic district will be officially created. If sufficient support is demonstrated and the application forwarded to the CPPC and City Council, you will be given a minimum of 10 days notice of a public hearing at which you may provide input regarding the potential district designation.



700 Block of 18th Ave NE Local Historic District – Ballot Returns

	Address	Name	Vote	Received
1S	705 18 th Ave NE	Robinson, Jerry	Support	1/10/2017
		Robinson, Mary Jo	Support	1/10/2017
2S	706 18 th Ave NE	Cote, Kathleen A	Support	1/10/2017
		Cromwell, Teresa K	Support	1/10/2017
3S	726 18 th Ave NE	Cobb, Catherine Ross	Support	1/10/2017
		Cobb, William T. Jr.	Support	1/10/2017
4S	735 18 th Ave NE	Novak, Alexis	Support	1/10/2017
		Novak, David	Support	1/10/2017
5S	745 18 th Ave NE	Boston, Ward III	Support	1/10/2017
		Boston, Mary Anne	Support	1/10/2017
6S	746 18 th Ave NE	Skidmore, Elizabeth H	Support	1/10/2017
		Skidmore, J David Jr.	Support	1/10/2017
7S	756 18 th Ave NE	Grecsek, Matthew	Support	1/17/2017
		Grecsek, May	Support	1/17/2017

Appendix F
Excerpts from National Register Nomination for North
Shore Historic District

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 NORTH SHORE HISTORIC DISTRICT PI 4640
other names/site number Old Northeast Residential Neighborhood

2. Location

street & number Bounded by 4th St N, 5th Ave N, Tampa Bay, 30th Ave N N/A not for publication
city or town St. Petersburg N/A vicinity
state FLORIDA code FL county Pinellas code 103 zip code 33701/04

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.)
Barbara E. Mattick / DSHPO for S+R 1-2-03
Signature of certifying official/Title Date
Florida State Historic Preservation Officer, Division of Historical Resources
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:
 entered in the National Register See continuation sheet
 determined eligible for the National Register See continuation sheet.
 determined not eligible for the National Register See continuation sheet.
 removed from the National Register.
 other, (explain) _____
Signature of the Keeper Date of Action

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	
2,975	514	buildings
3	0	sites
0	0	structures
4	0	objects
2,982	514	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)

DOMESTIC/Single Dwellings

DOMESTIC/Multiple Dwellings

Current Functions

(Enter categories from instructions)

DOMESTIC/Single Dwellings

DOMESTIC/Multiple Dwellings

7. Description

Architectural Classification

(Enter categories from instructions)

See continuation sheet: Section 7, Page 8

Materials

(Enter categories from instructions)

foundation Brick

walls Wood

Stucco

roof Asphalt

other Wood: Porch

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.)

- Criteria A, B, C, D with checkboxes and descriptions.

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions.

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):

- Checkboxes for documentation types: preliminary determination, previously listed, National Register, landmark, survey, engineering record.

Areas of Significance

(Enter categories from instructions)

- ARCHITECTURE
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

c. 1910-1950

Significant Dates

c. 1910

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Architect: Unknown

Builder: Unknown

Primary location of additional data:

- Checkboxes for State Historic Preservation Office, Other State Agency, Federal agency, Local government, University, Other.

Name of Repository

#

NORTHSHORE HISTORIC DISTRICT
Name of Property

Pinellas Co., FL
County and State

10. Geographical Data

Acreege of Property 425 apprx.

UTM References

(Place additional references on a continuation sheet.)

1	17	338540	3075860
Zone	Easting	Northing	
2	17	339060	3075860

3	17	340160	3074700
Zone	Easting	Northing	
4	17	339220	3073440

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 Kate Hoffman, Historic Consultant/Carl Shiver, Historic Sites Specialist

organization Florida Bureau of Historic Preservation date January 2003

street & number R.A. Gray Building, 500 S. Bronough Street telephone (850) 245-6333

city or town Tallahassee state Florida zip code 32399-0250

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

Representative black and white photographs of the property.

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 N/A

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1 NORTH SHORE HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

SUMMARY

The North Shore Historic District (also known as the Old Northeast Neighborhood) represents one of the most extensive and eclectic mixtures of residential architecture in the city of St. Petersburg. It comprises early to mid-twentieth century houses and apartment buildings interspersed with 1950s era and later infill construction. This district includes a high percentage of architectural styles that typify the Florida Land Boom era of the 1920s and that reflect the broad settlement patterns of the city of St. Petersburg. It encompasses approximately 425 acres and contains a variety of residential architectural styles, including Frame Vernacular, Masonry Vernacular, Classical Revival, Colonial Revival, Craftsman/Bungalow, Prairie, Mediterranean Revival, Minimal Traditional, Mission, Tudor Revival, Ranch, Art Moderne, and Monterey. The contributing resources in the district consists of one- and two-story residences built between c. 1910 and c. 1950. Of the 3,489 buildings in the district, 2,975 are contributing and 514 are noncontributing, a ratio of 77 percent contributing to 23 percent noncontributing. Of the contributing buildings, 1,305 (43 percent) represent garages or garage apartments. In addition to the residential buildings, the district also contains three landscaped traffic circles (plazas) and four contributing objects: two pergolas, an urn, and a fountain. Noncontributing buildings include those that were erected prior to 1950 that have lost their historic physical integrity through alterations made less than fifty years ago and those that were constructed after 1950.

SETTING

The city of St. Petersburg is located on the west coast of central Florida, in Pinellas County, at the south end of the Pinellas Peninsula, which separates Tampa Bay from the Gulf of Mexico. Other communities found on the peninsula, like Clearwater, Largo, Pinellas Park, and Gulfport, have grown with St. Petersburg to form an almost continuous urban landscape. St. Petersburg and its surrounding communities are part of the St. Petersburg/Tampa metropolitan area which has a population of more than 2,000,000 residents. The city is connected to Tampa and its environs by bridges across the bay, and to Bradenton and Sarasota by the twin span, 15 mile Sunshine Skyway Bridge across Tampa Bay and a part of the Gulf of Mexico. St. Petersburg has a subtropical climate and is principally a resort and residential city. The economy depends largely on tourism through visitors to the many beaches along St. Petersburg's 33 miles of waterfront. Focal points of downtown tourist activity are Bayfront Auditorium and the Municipal Pier, both of which are located on Tampa Bay.

The North Shore Historic District is located north of downtown St. Petersburg on relatively high and well-drained land that slopes toward the water. It is bounded on the west by the 4th Street commercial area, on the east by Coffee Pot Bayou and Tampa Bay, on the north by 30th Avenue, and on the south by 5th Avenue. The dominant geographic theme is the waterfront, as virtually all areas of the neighborhood are in close proximity to the shores of either Tampa Bay or Coffee Pot Bayou.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 2

NORTH SHORE HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

PHYSICAL DESCRIPTION

The district consists of 160 partial or complete blocks. With the exception of Granada Terrace, subdivisions within the current neighborhood, as originally platted, consist of a network of parallel streets and avenues with associated alleys. Today, the street and block pattern maintains the same configuration as the original plats, and many of the streets and alleys retain the red brick paving original to the neighborhood. (Photos 1-2). A total of sixteen north-south streets and twenty-six east-west avenues traverse the neighborhood which is laid out on a rectangular grid system, except along the meandering waterfront (Photo 3) and within the Granada Terrace subdivision. It is connected via several major thoroughfares, including North Shore Drive Northeast and Beach Drive on the eastern edge and 4th Street on the western perimeter. The primary internal arteries are 1st Street, 9th Avenue, 22nd Avenue, Beach Drive, and Locust Street. Today, five non-historic entry monuments mark the major gateways into the neighborhood: the Snell Isle Bridge, 22nd Avenue, Beach Drive, and 1st Street (Photo 4). All of these structures lie outside the boundaries of the of the historic district.

The district is primarily composed of single family residences on single lot parcels (Photo 5). The majority of the houses within the district are owner occupied, particularly in that area north of 9th Avenue. In addition to the residences, a substantial number of outbuildings, including garages and garage apartments, exist (Photos 6 and 7). The neighborhood reflects the early influence of automobiles through its original garage outbuildings that architecturally complement the main houses. Garage entrances are relegated to parallel alleys located to the rear of the house, and many of these original garages remain with only minor modifications (Photos 8 and 9). The district also maintains many features of the original streetscape such as brick streets, granite curbs, hexagonal block sidewalks, and lush landscaping (Photos 10, 11, 12, and 13). Many of these elements remain in good to excellent condition. Contributing apartment buildings also exist within the district (Photos 14, 15, and 16), as well as four contributing objects, three of which are associated with the Granada Terrace subdivision. These resources include the Plaza Andalusia Pergola, the Granada Vista Pergola, and the Plaza Valencia Urn located within small parks with tropical landscaping (Photos 17, 18, and 19). The fourth contributing object consists of a fountain located at 2800 1st Street North (Photo 20).

Present Appearance

The North Shore District, which represents the largest and most intact residential neighborhood in St. Petersburg, developed from its southern perimeter (5th Avenue) northward. More than two dozen different subdivision plats and re-plats are recorded in the county record books, but today the entire neighborhood is called North Shore. The largest plat in the neighborhood is Snell and Hamlett's North Shore subdivision, which along with Granada Terrace, contains some of the most distinctive residential buildings in the city. Examples include the Classical Revival style home located at 836 16th Avenue Northeast, the Mediterranean Revival style residence situated at 1400 Beach Drive Northeast, the Georgian style residence located at 201 14th Avenue North, and the Renaissance Revival style house located at 206 25th Avenue North (Photos 21, 22, 23, and 24).

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 3

NORTH SHORE HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

The buildings in the North Shore District exhibit a variety of forms and styles dating from the c. 1910-1945 time period. The majority of the outbuildings reflect the style characteristics of the main structure on the property. The most common styles include Frame Vernacular and Bungalow, which account for 26 percent and 25 percent of the buildings, respectively. Other prevalent styles include Prairie (11 percent), Georgian (13 percent), Mediterranean Revival (8 percent), and Masonry Vernacular (5 percent).

The earliest intact subdivisions in the North Shore neighborhood date from the 1890s and are located in a two block area south of 9th Avenue. This region contains almost all of the buildings constructed before 1913. Over thirty subdivisions were platted between 1910 and 1917. The most significant include Snell & Hamlett's North Shore and Bayview additions (1910), Erastus A. Barnard's subdivision (1910), North Bay Heights (1912), Jackson's subdivision (1912), and Colonial Heights (1917). By 1918, most of the areas were subdivided, but few buildings had been constructed. The remaining major subdivision was Perry Snell's Granada Terrace, which was platted in 1924. Granada Terrace, which fronts Coffee Pot Bayou, features a Spanish theme, curvilinear streets, circular and oblong green spaces, and decorative landscape structures. The residences located at 2320 Andalusia Way Northeast and 2326 Andalusia Way Northeast represent the Mediterranean Revival typical of this subdivision (Photos 25 and 26). Both are considered to be contributing features of the neighborhood.

A total of 109 existing buildings in the neighborhood were constructed between 1914 and 1918. The dominant architectural styles of these early subdivisions were Frame Vernacular, Masonry Vernacular, and Craftsman/Bungalow. Many of the early residences in the neighborhood are simple one-story and two-story wood frame vernacular structures. An interesting example of the Frame Vernacular style is located at 195 23rd Avenue North (Photo 27). This two-story house features a cross-gable extension with a louvered vent, a side-gable roof, an offset entrance, and a porch with simple columns. The windows consist of double-hung sash and the exterior decoration is minimal.

Another early Frame Vernacular house is located at 940 Locust Street NE (Photo 28). This one-story house features a steeply-pitched gabled roof with a louvered vent and a cross-gable extension. Windows are double hung, and the house has an offset entrance. The original porch is now enclosed with wooden double-hung windows; but this enclosure also appears to be historic.

The largest amount of building construction took place during the Florida Land Boom years of the 1920s. More than 1,000 buildings in the neighborhood date to this period. Dominant architectural styles include Bungalow, Prairie, Frame Vernacular, Colonial Revival, and Mediterranean Revival. Also associated with the 1920s Land Boom period are a number of Tudor Revival, Renaissance Revival, and Classical Revival residences.

United States Department of the Interior
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NORTH SHORE HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

A substantial number of the residences in the neighborhood exhibit the Craftsman/Bungalow influence. The most common type of house to which this style was applied was the one-story and one and a half story residence. An ornate and interesting example is the residence located at 806 18th Avenue Northeast (Photo 29). The low roof pitch of this one-and-one-half story building emphasizes the horizontal intent of the design. The exterior wall fabric consists of wood shingle and brick mixed with concrete fragments set in a random pattern. An entrance porch extends from the facade and features decorative trusswork, truncated columns, and massive piers. A prominent end chimney rises from the west side of the building. Another example of a less elaborate two-story Bungalow is located at 445 11th Avenue Northeast (Photo 30).

Examples of undecorated and simple Bungalow influenced residences common throughout the neighborhood include those located at 325 19th Avenue Northeast and 526 16th Avenue Northeast (Photos 31 and 32).

The residence at 535 20th Avenue Northeast represents the Prairie style (Photo 33). This building exhibits a basic rectangular main unit with two one-story extensions. The roofs exhibit a low pitch with wide overhanging eaves. Paired brackets, while not a common element associated with this style, extend from the center of the facade. Pairs of double-hung sash windows flank the main entrance. The same type of window pierces the facade above the porch. Other examples of the Prairie style include the residences located at 125 8th Avenue Northeast and 245 8th Avenue Northeast (Photo 34 and 35).

Frame Vernacular houses are found throughout the neighborhood. A particularly notable example is the house located at 635 17th Avenue Northeast (Photo 36), because of its association with Babe Ruth, who occupied in the house during the 1920s when the New York Yankees baseball team did their Spring Training in the Tampa Bay area. Another vernacular building associated with the team, and which is unique in the North Shore Historic District, is a one-story log building located at 740 14th Avenue NE (Photo 37). This building, which sits on the back of the lot on the alley and is partially obscured by dense vegetation, served as the Yankee clubhouse during the 1920s.

Another Frame Vernacular house typical of those found throughout the neighborhood is located at 206 8th Avenue North (Photo 38). This two-story frame house features a low hip roof with a central gable vent and a wide veranda, now enclosed as a screened porch

An example of a Colonial Revival house is located at 300 8th Avenue Northeast (Photo 39). This frame building consists of a center block plan with a west wing. The gabled roof features a central gabled dormer. Fenestration consists of paired, double-hung sash windows with six-over-one lights. A portico with an arched roof and column supports is centered on the main facade. Another Colonial Revival style building is the house located at 605 17th Avenue Northeast (Photo 40). Although less elaborate than the previously discussed

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NORTH SHORE HISTORIC DISTRICT
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DESCRIPTION

residence, this one-story frame house exhibits the central block with wing, gable roof, paired sash windows and portico typical of the Colonial Revival style.

The Dutch influenced variant of the Colonial Revival style is also found within the North Shore District. A representative example is located at 215 11th Avenue North (Photo 41). This building features a center block with wing plans, and a gable roof with a combination hip and shed dormer. The roofing material is slate, and the exterior walls consist of brick and stucco. A portico with an arched roof and Tuscan column supports is centered on the facade. A larger and somewhat more elaborate example, which faces the waterfront, is located at 1416 North Shore Drive Northeast (Photo 42).

Hegrado Apartments, located at 210 22nd Avenue Northeast represents a large and ornate example of the Mediterranean Revival style (Photos 14 and 15). This building features a U-shaped plan and a flat roof with an encircling parapet. A tiered arcade with a shed roof extends from the inside walls that face a landscaped courtyard. The inside corners of the building have hip roof towers with narrow casement windows, and terra cotta crests adorn the base of each tower. Two sets of arched windows with spiral column dividers exist on the third story. Examples of Mediterranean Revival style residences include those located at 555 16th Avenue Northeast, 2321 Brevard Road Northeast, and 2320 Brevard Road Northeast (Photos 43, 44, and 45).

An example of a Masonry Vernacular residential building is located at 224 12th Avenue North (Photo 46). This building is constructed of concrete block finished with stucco and features a low-pitched roof with enclosed overhanging eaves. The only decorative feature consists of a round crest located in the center of the facade.

Although not a dominant style in the neighborhood, several buildings were constructed in the Mission style. San Rafel Apartments, located at 360 13th Avenue Northeast, represents a good example (Photo 47). This apartment building features a central curvilinear parapet and a domed tower. An arcade with round arches, which is currently partially enclosed, originally extended the length of the facade. The tower has two groups of recessed windows accentuated by spiral columns and topped with blind arches. The Old Northeast Bay Apartments located at 205 16th Avenue Northeast represents another less ornate example of a Mission style commercial building (Photo 48).

An example of a single family Mission style residence is located at 725 18th Avenue Northeast (Photo 49). This building has a flat roof with two curvilinear parapets. The exterior fabric is rough stucco and fenestration consists of single and triple double-hung sash windows. Decorative elements include ceramic tile appliqués, barrel tile parapet cresting, canales, and barrel tile roofs. Other examples include the residences located at 114 19th Avenue Northeast, 156 19th Avenue Northeast, and 162 19th Avenue Northeast (Photos 50, 51, and 52).

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NORTH SHORE HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

Several Tudor Revival Style buildings exist throughout the neighborhood. A common example is the residence located at 136 21st Avenue Northeast (Photo 53). This building features design elements typical of the style: a steeply-pitched gable roof, recessed arched entrance, decorative half-timbering, and an exterior chimney. Another Tudor Revival style house is located at 116 21st Avenue Northeast (Photo 54). Like the one previously described, this building also features a sharply-pitched gable roof and decorative half-timbering.

Although not as popular as other architectural revival styles, the Renaissance Revival style is represented in the North Shore district. One example is the residence at 1730 Beach Drive Northeast (Photo 55). This building features a low-pitched hip roof with barrel tile and wide eaves supported by decorative brackets. An ornate cornice encircles the main block of the house. The second story contains various groupings of casement windows with the spaces between the windows accented by masonry boxes filled with pebble-dash stucco. The main entrance, which consists of a pair of eight-panel doors, topped by a transom, is located in a flat roof sun porch that extends from the east side of the house. A one-story hip extension with notched rectangular openings projects from the northern elevation. Other decorative features include a round balconette, masonry window boxes, and sconces.

The house at 656 18th Avenue Northeast represents a less elaborate example of this style (Photo 56). It consists of a central block main unit with two projecting wings. The roof is clad with ceramic barrel tile and the eaves exhibit support brackets. The exterior fabric is brick and the central doorway includes fanlight and sidelight surrounds. A flat roof portico with paired columns extends from the main facade to cover the main entrance.

A fine example of a Classical Revival style home is "Seven Oaks" located at 1700 North Shore Drive Northeast (Photo 57). This grand building includes a symmetrical facade dominated by a full-height pedimented gable portico supported by massive Ionic colonnades. A balustraded balcony extends from the second story above the main entrance. Fenestration consists of double-hung sash windows with nine panes per window frame and a fan light above the entrance door. Another impressive example with a wrap-around second story balcony and pedimented portico is located at 166 6th Avenue Northeast (Photo 58). The exterior fabric of this building consists of rusticated block, while modillions accent the entablature, and massive Tuscan colonnades support the portico.

Most of the remaining available lots were developed during the 1930s and early 1940s. During the Great Depression of the 1930s, buildings constructed during this period tended to be smaller in scale and less elaborate than those built during the boom. Styles representative of this period include the vernacular designs, as well as Minimal Traditional, Ranch, Split Level, and Monterey.

Only a few examples of the Art Moderne style are found within the North Shore Historic District. The Hotel Lenox located at 325 6th Avenue North exhibits many elements characteristic of this style (Photo 59).

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**NATIONAL REGISTER OF HISTORIC PLACES
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Section number 7 Page 7

NORTH SHORE HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

These include a flat roof, smooth stucco siding, masonry coping, corner pivot windows, and cantilevered overhangs. Another example is the Pan American Apartments located at 145 10th Avenue North (Photo 60). This two-story building features a flat roof and smooth stucco exterior walls. Curved balconies with horizontal pipe railings lend this building a nautical flare.

An example of a typical Ranch style residence is located at 105 17th Avenue Northeast (Photo 61). This low one-story building, which sits parallel to the street, has a low-pitched hip roof, a horizontal facade, and a corner window. A smaller Ranch style house with a low-pitched roof, casement windows, and low horizontal facade is located at 115 17th Avenue Northeast (Photo 62).

Although not prevalent, examples of the Monterey Style are scattered throughout the neighborhood. Two examples are the residences located at 224 26th Avenue North and 606 20th Avenue Northeast (Photos 63 and 64). The building at 224 26th Avenue features a low-pitched gable roof with a one-story cross-gable extension. A second story balcony covered by the principal roof faces the street and fenestration consists of double-hung sash windows with wooden shutters. The first and second stories of this residence, as well as the one at 224 26th Avenue North, exhibit different materials, a common element of the Monterey Style.

A typical Tudor Revival style building is located at 146 21st Avenue Northeast (Photo 65). The residence displays an arched entrance, a steeply pitched facade gable roof and front end chimney. The exterior fabric is frame and fenestration consists of pivot windows. Another example is located at 316 18th Avenue Northeast (Photo 66). This building also features a Tudor Revival influenced entrance, a large front-end chimney stack and a front-facing gable.

Two examples of Minimal Traditional style buildings in the historic district are the residences located at 436 20th Avenue Northeast and 516 21st Avenue Northeast (Photos 67 and 68). Both display the simple planning and vague references to historical styles that typify this type of house which had its origins in the 1930s.

ALTERATIONS

The majority of alterations within the neighborhood consist of exterior alterations, including window replacements, enclosed porches with aluminum jalousie, awning, or other modern windows, and vinyl or other siding. Most of the buildings remain structurally intact and possess good to excellent integrity. Exterior alterations to the garages and garage apartments consist primarily of modern garage doors, modern windows, and vinyl siding.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 8

NORTH SHORE HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

ARCHITECTURAL STYLES

1. Frame Vernacular
2. Masonry Vernacular
3. Bungalow
4. Mediterranean Revival
5. Mission
6. Colonial Revival
7. Tudor Revival
8. Art Moderne
9. Monterey
10. Minimal Traditional
11. Prairie
12. Classical Revival

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SUMMARY PARAGRAPH

The North Shore Historic District is significant at the local level under criteria A and C in the areas of Community Planning and Development and Architecture. Representative of the early residential development of the city of St. Petersburg during the first half of the twentieth century, the neighborhood was one of the first suburban residential areas to be developed outside of the central business area of the city. Comprising a distinctive and sizable collection of intact early twentieth century suburban architecture, the North Shore Historic District is also architecturally significant. A wide variety of residential architectural styles from c. 1910 to c. 1945 are represented in the historic district. The district also retains many of its original design features, including brick streets and alleys, hexagonal block sidewalks, and granite curbing as well as its original layout and grid pattern with alleys that parallel the avenues. Based on this concentration of historic buildings and the retention of the historic character, the North Shore Historic District reflects the architectural influences of the decades before, during, and after the Florida Land Boom era of the 1920s.

HISTORICAL CONTEXT

For more than two decades following the conclusion of the Civil War, the southern portion of Florida remained a wilderness and predominantly unsettled.¹ During this period, the state of Florida was faced with a financial crisis involving the title to public lands. The trustees of the state's Internal Improvement Fund had pledged public lands to underwrite the issuing of railroad bonds. This plan to bring the railroads to Florida left the state on the verge of bankruptcy and the public lands heavily mortgaged. This mortgage debt had to be cleared before the state could sell the land. Hamilton Disston, a wealthy Philadelphian, offered to purchase 4,000,000 acres of land in central and south Florida for twenty-five cents an acre, which in turn alleviated the state's debt and allowed for new railroad construction.

With the possibility of new settlement and transportation improvements, many large landowners transferred their interests from agriculture to speculative development. One such man was John Constatine Williams, who owned 1,600 acres of land along the Pinellas Peninsula. William and Peter Demens, the owners of the Orange Belt Railroad, orchestrated an arrangement with Williams that would bring their rail line into the area. In 1888, a town site was surveyed and platted at the rail line terminus; this town was named St. Petersburg after the Demens brothers' birthplace in Russia. Henry Bradley Plant, who incorporated the short line into this rapidly expanding interstate rail system, subsequently purchased the Orange Belt Railroad. The existence of a reliable rail transportation system provided the agricultural community with access to northern markets and brought new settlers and tourists to the area.

¹ Much of the information for the "Historical Context" section was taken from the Roser Park Historic District National Register Nomination, prepared by Janus Research in 1997.

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In the early years of the twentieth century, improvements were undertaken in the expanding community of St. Petersburg. In 1904, a streetcar line was opened, streets were paved, and more developers purchased land for resale to prospective settlers. By the mid-1910s, a second railroad arrived and the first major motor vehicle road to the peninsula was completed. Four notable developers, Noel Mitchell, Charles Hall, C.M. Roser, and C. Perry Snell, converged upon St. Petersburg competing for the business of the hundreds of new residents and tourists arriving daily. These men platted numerous subdivisions and made infrastructure improvements in order to entice potential buyers to purchase building lots within their developments. Streets were laid out, trees were planted, streetlights were installed, and water and sewerage were provided to make the property more attractive.

The residential subdivisions of St. Petersburg grew rapidly during the Florida Land Boom of the 1920s. St. Petersburg's population increased by 36,000 people in five years. Major destination hotels in St. Petersburg, such as the Vinoy (NR 1978) and the Soreno (destroyed 1992), were constructed in the Mediterranean Revival style and sited on the city's waterfront. These hotels accommodated seasonal visitors and prospective land buyers. During this period, \$12 million dollars were spent on road paving. The Municipal Pier opened in 1924, and the Gandy Bridge connecting Tampa to St. Petersburg was completed in 1925. However, by the mid-1920s, the development and construction frenzy of the Land Boom began to show a dramatic decline.

Several factors contributed to the failure of Florida's real estate market. In the spring of 1925, many investors began to cancel all Florida real estate transactions as they became panicked by news of bogus Florida real estate ventures. The bust was brought on by excessive speculation that drove up the price of land and articles in the northern newspapers warning buyers of the Florida "land shark." As building activity began to slow, other unfortunate events affected the area. In 1926 and 1928, devastating hurricanes swept through south Florida destroying thousands of buildings and completely halting further development plans in the area. Also, a Mediterranean fruit fly infestation threatened Florida's profitable citrus industry. These incidents proved to be disastrous for Florida, which entered an economic depression several years before the rest of the country.

With the onset of the Great Depression of the 1930s, the local economy and construction industry further declined. The construction of new buildings declined rapidly, mortgage financing became problematical, and builders were out of work. Banks throughout Florida failed during the first years of the decade, including the Central and National Bank and Trust Company, which had been instrumental in financing real estate growth in St. Petersburg. Fortunately, the semi-tropical climate and the area's Gulf of Mexico beaches continued to draw tourists to St. Petersburg during the 1930s. Also, financial relief projects undertaken during the administration of President Franklin D. Roosevelt assisted in the economic recovery of the city. Works Progress Administration projects helped boost building activity once again. The programs included housing industry revitalization measures such as insured bank deposits, the refinancing of home mortgages, and the financing of public construction projects.

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The 1940s were dominated by the military activity of World War II, which brought over 120,000 military personnel into the Tampa Bay area. During and after World War II, infill housing was prevalent in the neighborhoods that had been platted during the Land Boom of the 1920s. The widespread demand for housing intensified and the city witnessed another building boom. After the end of the war, returning veterans were offered low interest, long term mortgages for the construction of new residences, and new technology and building materials allowed for buildings to be constructed quickly and inexpensively. Although many of St. Petersburg's neighborhoods were largely built-out, houses and low-rise apartment buildings were constructed on many of the remaining vacant lots at this time. The increase in growth continued on from the 1950s through the 1970s, much of this expansion occurring in the residential neighborhoods outside of the city's central core. In recent years, residents living within St. Petersburg's older neighborhoods have made concerted efforts to revitalize the city's historic areas. This National Register nomination reflects the desire of citizens to recognize and preserve their architectural and historic resources.

COMMUNITY PLANNING AND DEVELOPMENT

The property that presently makes up the North Shore Historic District remained largely uninhabited until the first years of the twentieth century, when several families settled on the land near Coffee Pot Bayou. One of the largest private landowners at this time was Erastus A. Barnard, a businessman from Chicago. Barnard's land, which encompassed the northwestern portion of the current neighborhood, was initially used for agricultural purposes and was later subdivided for residential construction as the city of St. Petersburg began to grow rapidly. During this same period, the Tison-Turner Company of Savannah, Georgia, also controlled a large portion of the land that extended along the waterfront to Snell Isle.²

As the development of the North Shore got underway, C. Perry Snell, who would become one of the primary developers of the North Shore area, arrived in St. Petersburg. Snell, a pharmacist and drugstore owner from Louisville, Kentucky, had vacationed in St. Petersburg several times with his heiress wife, Lillian Allen. The Snells decided to make the city their place of permanent residence in 1904, and shortly thereafter Snell established the Bay Shore Land Company with F.A. Wood, A.E. Hoxie, and A.C. Lewis. Snell's new organization quickly platted two large subdivisions south of Coffee Pot Bayou that were the beginnings of St. Petersburg's landmark North Shore Park and the precursors to the North Shore neighborhood.³

A couple of years later, Snell teamed up with J.C. Hamlett to buy several hundred acres to add to his development. Platted in 1910, Snell and Hamlett's North Shore Addition and Snell and Hamlett's Bayview Addition were created from land formerly owned by the St. Petersburg Land and Improvement Company, the

² Mike Dailey, "An Environmental History of North Shore," Unpublished manuscript, 1992, p.8.

³ Raymond Arsenault, St. Petersburg and the Florida Dream 1888-1950, (Norfolk, VA: The Donning Company, 1988), p. 137.

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Tison-Turner Company, and Erastus Barnard.⁴ By 1911, Snell owned the major portion of the northeastern portion of the city. At this time, advertisements and articles appeared in the St. Petersburg Times and Evening Independent enticing potential buyers to purchase land in the North Shore area with promises of quality homes and progressive infrastructure such as artesian and soft water systems, sewerage systems, and sidewalks.⁵ Additionally, Snell addressed claims from critics that North Shore was too far from the center of the city, by financing a streetcar spur line to Coffee Pot Bayou.⁶ A number of residences were constructed in the North Shore area during the 1910s, but significant growth and expansion was yet to come.

As the Land Boom got underway in the 1920s, Snell platted two additions to the North Shore neighborhood including C. Perry Snell's North Shore Addition in 1920 and Granada Terrace in 1924. Since residential development was rampant throughout St. Petersburg in the 1920s, Snell had to set his subdivisions apart from the others in the city; he did this by creating "residential areas of prestige and beauty."⁷ He landscaped his neighborhoods with palms, magnolias and oak trees. Statuary and other decorative elements, such as tiles, which Snell acquired on buying trips to Europe and Mexico, were placed throughout North Shore.⁸ Granada Terrace, which was intended as an exclusive portion of the North Shore neighborhood, featured vine covered pergolas, curvilinear streets, open green spaces, and unobstructed views of Tampa Bay.⁹

During the Land Boom, hundreds of homes were constructed in the North Shore neighborhood. Throughout Florida at this time, Spanish influenced architectural styles were the most popular and were being applied to residential and commercial buildings in the state. Although numerous homes of various styles—including Bungalow, Colonial Revival, and Frame Vernacular—were being constructed in North Shore, Snell promoted the Mediterranean Revival style in the neighborhood and in the city of St. Petersburg. Snell was considered the "Master of Mediterranean Kitsch," encouraging the construction of the style in Granada Terrace and building structures such his own extravagant home and golf club on Snell Isle, another of his speculative developments.¹⁰

Boom time subdivisions such as Snell's North Shore, as well as large hotels like the Vinoy, greatly affected the growth and development of St. Petersburg in the early 1920s. The physical size of the city expanded in response to increase in population. However, by late-1925, the collapse of the Land Boom was imminent, and even the successful C. Perry Snell was not immune to the effects of the Bust. During 1925, with the decline of the Florida real estate market on the horizon, Snell continued moving forward on his

⁴ Mike Dailey, p.6.

⁵ Mike Dailey, p.10.

⁶ Raymond Arsenault, p. 137.

⁷ Hap Hatton. Tropical Splendor: An Architectural History of Florida, (New York: Alfred A. Knopf, 1987), p. 75.

⁸ Ibid.

⁹ Mike Dailey, p. 11.

¹⁰ Hap Hatton, pp. 75-76

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developments, such as the exclusive Snell Isle and the \$750,000 Snell Arcade Building (NR 1982) located in the heart of downtown St. Petersburg. Unfortunately, as Florida entered an economic depression, many of the land buyers in his developments were defaulting on their payments, causing Snell to put out a larger amount of his own capital. As the national Depression immersed the country further in financial turmoil, Snell eventually lost properties such as the Snell Building in foreclosure.¹¹

By the end of the Land Boom era, the majority of the lots in the North Shore neighborhood had been built upon. Nonetheless, homes that had cost \$40,000 to build several years before were selling for as little as \$7,000 during the Depression.¹² In those hard economic times, some of the larger homes were subdivided in order to create rooming houses or apartments, but overall, the fabric of the neighborhood changed very little during these years.¹³ Following World War II and the subsequent increase in population, simple homes, low-rise apartment buildings and small condominium buildings were constructed on many of the remaining lots in the North Shore area.

ARCHITECTURAL SIGNIFICANCE

The North Shore Historic District largely retains the architectural character of its development from the 1910s through the 1940s. The architectural styles reflect the trends and tastes of the first half of the twentieth century; consequently, the elaborate Victorian and Romantic styles of the late nineteenth century are not present in the district. The district possesses a high concentration of Frame Vernacular and bungalows. It also contains other notable buildings constructed in a number of architectural styles, including Frame Vernacular, Masonry Vernacular, Colonial Revival, Mediterranean Revival, Prairie, Tudor Revival, Minimal Traditional, Ranch, Mission, Classical Revival, Art Moderne, Renaissance Revival, Mission, and Monterey. Historic objects found within the district, such as pergolas, do not exhibit an architectural style. This large historic district also features numerous intact garages and garage apartments designed to compliment the main buildings. The majority of the buildings in the district maintain good to excellent integrity. Some buildings were constructed prior to 1920 and others date from the 1930s and 1940s, but the bulk of the buildings were constructed in the Land Boom years of the 1920s. Because of the overall architectural and contextual cohesiveness of the district and the retention of historic features such as the hexagonal sidewalk pavers, granite curbstones, and landscaping, the North Shore Historic District is distinguishable from other neighborhoods within the city of St. Petersburg.

¹¹ Ibid.

¹² Raymond Arsenault, p. 255.

¹³ Mike Dailey, p.11.

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ARCHITECTURAL STYLES

Frame Vernacular

The predominant house style within the North Shore Historic District is Frame Vernacular. These buildings were generally designed and constructed by local builders from readily available materials. The houses are usually rectangular in plan for economical construction. Most of the buildings have horizontal weatherboard siding. The overhanging roof eaves provide shade for the sides of the house and dormers supply additional air circulation. Common features are the hipped or gabled rooflines, roof overhangs with exposed rafter tails, and slat porch balusters. By the 1920s, the Craftsman bungalow began to significantly influence vernacular house designs. As a result, post-1920 Frame Vernacular houses often feature some Craftsman elements such as knee braces, exposed rafter tails, and crossover gabled roofs.

Masonry Vernacular

A number of single family residences and apartment buildings within the district are considered Masonry Vernacular. Similar to the Frame Vernacular houses in the district, Masonry Vernacular houses were inexpensive to construct and simple in design. In most cases, the houses constructed in this style date from the 1920s through the 1940s. They are constructed of brick, hollow tile, or concrete block, often covered with stucco and then painted. The houses are generally rectangular in plan, one to two stories in height, and exhibit little or no ornamentation. Like the Frame Vernacular residences in the district, the Masonry Vernacular houses in the neighborhood often have bungalow or even Prairie style elements. Masonry Vernacular buildings from the 1930s and 1940s show influences of the International and Modernistic styles such as bands scored in the stucco.

Craftsman/Bungalow

Bungalows are among the other prevalent house types in the district. Inspired by construction techniques and aesthetics of the English Arts and Crafts movement, Craftsman architecture was popularized in America primarily by the work of Greene and Greene, brothers and architects from California. During the first three decades of the twentieth century, the Craftsman bungalow became the favored house type throughout the country. Bungalows are typically one or two stories high and feature low-pitched, gabled roofs with wide eaves and exposed roof rafters. Decorative beams or knee braces are commonly added under the gables and tapered square columns support the porches. Exterior materials can vary among weatherboard, shingles, and stucco. Windows often have a three-over-one light configuration, but can also exhibit various multi-light windowpane configurations.

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Colonial Revival

The Colonial Revival style embodies the massing and details of the early English and Dutch houses built in America during the seventeenth and eighteenth centuries. Although based primarily on the eighteenth century classical Georgian and Adam styles, the Colonial Revival houses found in the district are an eclectic mixture of several periods without reference to a particular period or formal style. These houses were popular in the United States from the 1910s through the 1930s, with a resurgence during the post-World War II years. Typical features include side-gabled roofs, symmetrical plans, front doors with pediments, transoms, fanlights, and sidelights, and small entrance porches with classically inspired columns. The most recognizable feature of Dutch Colonial Revival residences is the gambrel roof.

Prairie

The Prairie style was developed in Chicago and derived its name from the prairies of the Midwest and its low silhouette. This architectural style is exemplified through a horizontal emphasis and wide projecting eaves. It was developed primarily by architect Frank Lloyd Wright and his followers, who advocated a style that was integrated with the landscape and in harmony with its setting. Massive square piers that serve as porch supports, bands of windows, flat or low-pitched hipped roofs, and wide eaves characterize this style. Simplicity is a characteristic of these buildings, which is often reflected by an emphasis on massing versus decorative details. In this neighborhood, some examples of the style have paired brackets underneath the roof eaves that are not commonly associated with the Prairie style.

Mediterranean Revival

The Mediterranean Revival style is the architectural style most intimately linked with the 1920s Florida Land Boom. The style in Florida has its origin in the desire of early twentieth century architects to create a building style appropriate to the history of the Sun Belt areas of the United States. The style was intended to embody the history and romance of the state's Spanish heritage, and draw new residents and winter tourists to the picturesque resort area. Sometimes referred to under various subheadings, including Spanish Colonial Revival, the style was influenced by building traditions in Spain and other countries along the Mediterranean Sea, including Italy and France. The style was often applied to domestic buildings in upper or middle class developments of the 1920s. The Mediterranean Revival homes and apartment buildings in the North Shore neighborhood are characterized by an eclectic mix of details such as cast stone columns and plaques, as well as stuccoed wall surfaces, and low-pitched red clay barrel tile roofs. Doors and windows are often arched and balconies are common.

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feature a combination of elements from various English precedents such as steeply-pitched roofs, front-facing gables, overlapping gables, half-timbering, multiple exterior materials, casement windows, and prominent chimneys.

Mission

The Mission style originated in California during the 1880s and 1890s in response to its Spanish heritage and the romantic Franciscan mission churches found along the state's coastline. In keeping with Florida's Spanish roots, the Mission style also became popular in the state during the Land Boom years. Generally, Mission houses are simple in design and were inexpensive to build. The district features one- and two-story residences and apartment buildings constructed in the Mission style, which often display flat roofs obscured by a shaped parapet and/or red barrel tile roof overhangs, stucco wall surfaces, and arched openings. Since the defining characteristic of the Mission style is simplicity, some examples are hard to distinguish from masonry vernacular residences.

Classical Revival

Held in Chicago, the World's Colombian Exposition of 1893 revived an interest in the classical architectural designs of the ancient Greeks and Romans. Throughout the country, buildings inspired by classical precedents were being constructed at this time. The Classical Revival style was often applied to civic or commercial buildings, but it was also found on residences as well. Its occurrence in residential construction dates from c. 1895 to c. 1950. One of the main characteristics of the style includes a full-height entry portico or porch with massive columns. The porch roof, which is supported by classical columns, can be gabled, hipped, or flat. Windows are usually double-hung sash types, and doorways often feature Greek Revival, Georgian, or Adamesque accents.

Monterey

The Monterey style is a modern interpretation of the Anglo-influenced Spanish Colonial houses of northern California. Built from the 1920s through the 1950s, the houses combined Spanish adobe construction with pitched-roof, massed-plan English forms brought to California from the eastern United States. Examples from the early 1920s usually favor Spanish detailing, while those from the 1940s to the 1950s generally reflect American Colonial Revival elements. A common characteristic of the type is a full-width balcony on the second story of the main facade.

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Art Moderne

The few examples of Art Moderne architecture in the historic district should be more aptly be called Modernistic, since they lack the elaborate decorative detailing of the Art Deco. Modernistic buildings, including residences, enjoyed a limited popularity in the United States during the 1920s and 1930s. The buildings usually feature smooth stucco wall surfaces, flat roofs with a low parapet or coping at the roof line. Horizontal grooves or lines in walls gave the buildings a horizontal emphasis, and balconies were often bordered with pipe metal balustrades.

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LIST OF RESOURCES

18th Avenue, NE (cont.)

446A	Garage	—		
455	Residence	Mediterranean Revival	c. 1935	PI03549
455A	Garage	—		
456	Residence	Prairie	c. 1923	PI04111
505	Residence	Prairie	c. 1925	PI03375
516	Residence	Mediterranean Revival	c. 1925	PI03419
516A	Garage Apartment	—		
525	Residence	Colonial Revival	c. 1925	PI03376
525A	Garage Apartment	—		
526	Residence	Masonry Vernacular	c. 1923	PI03420
526A	Garage	—		
535	Residence	Colonial Revival	c. 1925	PI03377
535A	Garage Apartment	—		
536	Residence	Masonry Vernacular	c. 1923	PI03421
536A	Garage	—		
546	Residence	Bungalow	c. 1923	PI03422
546A	Garage	—		
555	Residence	Tudor Revival	c. 1925	PI00550
605	Residence	Renaissance Revival	c. 1925	PI00548
605A	Garage	—		
606	Residence	Frame Vernacular	c. 1925	PI03423
606A	Garage	—		
636	Residence	Colonial Revival	c. 1925	PI03424
636A	Garage	—		
645	Residence	Classical Revival	c. 1923	PI03378
645A	Garage Apartment	Classical Revival		
656	Residence	Mediterranean Revival	c. 1925	PI00549
705	Residence	Mediterranean Revival	c. 1925	PI03379
705A	Garage Apartment	—		
706	Residence	Frame Vernacular	c. 1925	PI00547
706A	Garage	—		
715	Residence	Frame Vernacular	c. 1925	PI03380
725	Residence	Mission	c. 1925	PI00546
725A	Garage	—		
726	Residence	Frame Vernacular	c. 1923	PI03425
726A	Garage	—		
735	Residence	Mediterranean Revival	c. 1925	PI03381
736	Residence	Colonial Revival	c. 1923	PI03426
736A	Garage	—		
745	Residence	Mediterranean Revival	c. 1925	PI03382
745A	Garage Apartment	—		
746	Residence	Mediterranean Revival	c. 1925	PI03427
746A	Garage	—		

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756	Residence	Renaissance Revival	c. 1925	PI00545
756A	Garage	—		
805	Residence	Masonry Vernacular	c. 1940	PI03383
806	Residence	Bungalow	c. 1923	PI00592
815	Residence	Frame Vernacular	c. 1923	PI03384
815A	Garage	—		
825	Residence	Bungalow	c. 1918	PI03385
825A	Garage Apartment	—		

19th Avenue, N

110	Residence	Colonial Revival	c. 1925	PI04701
124	Residence	Mediterranean Revival	c. 1925	PI04702
124A	Garage	—		
144	Residence	Frame Vernacular	c. 1923	PI04708
144A	Garage	—		
150	Residence	Frame Vernacular	c. 1925	PI04703
150A	Garage Apartment	—		
160	Residence	Bungalow	c. 1925	PI04704
180	Residence	Masonry Vernacular	c. 1940	PI04706
190	Residence	Masonry Vernacular	c. 1940	PI04707

19th Avenue, NE

100	Residence	Mediterranean Revival	c. 1925	PI03571
100A	Garage	—		
114	Residence	Mediterranean Revival	c. 1925	PI03572
114A	Garage	—		
115	Residence	Frame Vernacular	c. 1925	PI03573
115A	Garage	—		
120	Residence	Mediterranean Revival	c. 1925	PI03574
120A	Garage Apartment	—		
125	Residence	Frame Vernacular	c. 1930	PI03575
125A	Garage	—		
126	Residence	Mediterranean Revival	c. 1925	PI03576
126A	Garage	—		
135	Residence	Bungalow	c. 1925	PI03578
135A	Garage	—		
136	Residence	Mediterranean Revival	c. 1925	PI03577
136A	Garage	—		
140	Residence	Mediterranean Revival	c. 1925	PI03579
140A	Garage	—		
145	Residence	Bungalow	c. 1925	PI03581

Appendix G
Timeline of Early Ownership and Alterations

Address	Year	Owner	Notes	Action	Value	Source
705 18 th Ave NE	1925		Mediterranean SFR Revival	Construction (approx.)		PCPAO
	1926-1927	Occupied by Mrs. Pauline Hodgson				1926,1927 Polk's
	1930	Owned and occupied by Pauline Hodgson (widow, 62 b NY) and daughter Marion Hodgson (single, 25, b NY)			\$25,000	1930 Census
	1940	Home owned and occupied by James E. Harned (60, b IL) and wife Margaret Harned (50, b WI)			\$8,000	1940 Census
	1945	Owner Carson	Brown Roofing Co.	Reroof garage	\$200	Property Card
	1946	Owner Mrs. Hammond	Contractor: Sherman King	4' addn to W. elevation of garage	\$250	Property Card
	1950	Owner Mrs. May Hammond		Interior alterations (new bathrooms)	\$800	Property Card
	1966	Owner Mrs. May Hammond	Contractor: Industrial Roofing Co.	Reroof	\$175	Property Card
	1985	Owner McClenathen	Contractor: Roofing	Reroof	\$720	Property Card
	1986	Owner Ernest L. Fiedman		Footing and concrete block (carport?)	\$650	Property Card
	1928	Owner John F. Carson	American Foursquare SFR	2-story brick veneer w/ 9 rms and garage	\$14,000	Property Card
	1930	Owner John Carson	John: manufacturer, 59 y/o born KY; living with wife, Nettie Carson (48, born TN) and widowed sister-in-law Eva Perzina (42, born MI)		\$25,000	1930 Census
	1934	Carson		Addition to garage	\$100	Property Card
1936	Carson	Maynard, Inc.	1-story frame addition (1 room and porch) to res. And reroof	\$3,000	Property Card	
706 18 th Ave NE						

Address	Year	Owner	Notes	Action	Value	Source	
715 18 th Ave NE	1940	No record of John Carson or W. Heagerty in St. Petersburg FL in 1940 Census					
	1951-1954	Owner W.H. Heagerty				Property Card	
	1954	Haggerty				Property Card	
	1970-1974	Owner Jerry Bell				Property Card	
	1984	Owner Richard Nelson		Swimming pool and deck	\$5,300	Property Card	
	1925	Owner B.L. Armstrong		2-story frame garage bldg, 4 rooms 24 x 36	\$3,500	Property Card	
	1926-1927	Occupied by Sidney B. Minen					1926, 1927 Polk's Census
	1930	Benjamin L. Armstrong (59 and retired, born NJ) living in and owning \$10,000 house at 33 Granite Street, New London CT with wife Elizabeth HC Armstrong (59, born CT), female single cousin B.D. Huntington (35, born NY) cook Ida Percival (52, born MA) and waitress Mary Fischer (20, born NC)					1930 Census
	1930	House rented by Eugene M. Binion (32, b AL, department head of a department store), wife Aletha R. Binion (26, b AL), and son Rutland Binion (5, b MS).					1930 Census
	1943	Owner Mrs. Armstrong	E.H.		Repair fire damage	\$1,100	Property Card
	1947	H. Skyrn			Range		Property Card
	1948	Owner Helen A. Skyrn			Reroof	\$250	Property Card
	1956	Helen Skyrn/Skyrm			2-story porch addition	\$800	Property Card
1958	Skyrm			Correct violations		Property Card	
1964	?			Meters for upper and lower apts		Property Card	
1978	Owner Noel Francis Haney			Remodel, new kitchen, new bath, central A/C, make breezeway, storage wall side	\$7,000	Property Card	

Address	Year	Owner	Notes	Action	Value	Source
725 18 th Ave NE	1986	Owner Hainy/Haney		of porch, window in bathroom, and sliding glass from BR to front patio		Property Card
	1924	Owner P.M. Murphy		Fence/combine meters	\$8,000	Property Card
	1926-1927	Occupied by Robert J. Mefford				1926, 1927 Polk's
	1927		R.J. Mefford	1-story tile addition, 2 rooms	\$1,600	Property Card
	1930	RJ Mefford living in \$30,000 house at 416 Brightwaters Boulevard with wife Harriet and maid Emma McDonald				1930 Census
	1930	Accountant for Industrial Engineering firm, William A. Schick living in and owning \$15,000 house at 125 Addington Road, Brookline MA with wife Lotta B. Schick, son George B. Schick, and servant James B. Mayor. Lotta B. Schick Park is now at rear of that parcel.				1930 Census
	1934	Owner Lotta B. Schick	Variance approved to encroach on front setback.	Glass in front porch and repairs	\$400	Property Card
	1948	Owner Mrs. William Schick	Contractor Cade Allen	Remodel kitchen	\$300	Property Card
	1964	W.A. Schick		Electrical/ A/C		Property Card
	1974	Owner Shick		Gas upgrades		Property Card
1925		American Foursquare SFR	Approx. construction		PCPAO	
1926-1927	Occupied by Sherman McVeigh				1926-7 Polk's	
726 18 th Ave NE	1933	Owner McVeigh				Property Card
	1945	Owner McVeigh		Reroof	\$170	Property Card
	1950	Owner Mrs. Chamberlain	M.M.	Install Heating System	\$700	Property Card

Address	Year	Owner	Notes	Action	Value	Source
	1969	Owner Anne Bywater		Demo existing garage		Property Card
	1972	Owner James Leavengood		Reroof		Property Card
	1973	Owner James Leavengood		Addition of bath to 2 nd floor, enclose front porch, construct 20x24 frame garage	\$4,200	Property Card
	1973	Owner James Leavengood	Florida Housecraft, Inc.	Install aluminum siding	\$2,190	Property Card
	1986	Owner John Holmes	Paul Browlee Contractor	Slab for glass room enclosure	\$10,000	Property Card
	1924	Owner P.M. Murphy		2-story residence, 8 rooms	\$12,000	Property Card
	1926	Occupied by Frank Huber				1926 Polk's
	1927	Vacant				1927 Polk's
	1939	Mrs. Clara Tyree		Electrical		Property Card
	1940	Owner Mrs. Frank Tyree		Canopy over front entrance		Property Card
735 18 th Ave NE	1940	House owned and occupied by Clara B. Tyree, 65 y/o widow born WV and Melissa Bardisk, 92 y/o widowed mother				1940 Census
	1947	Owner Dr. R.R. Purdy		Reroof	\$105	Property Card
	1948	Owner Dr. R.R. Purdy	Peninsular PermaStone, Inc.	Reface house with perma stone	\$4,250	Property Card
	1948	Purdy		Addition to garage for laundry	\$600	Property Card
736 18 th Ave NE	1925		Colonial Revival SFR	Approx construction date		PCPAO
	1926	Occupied by Henry D. Wallin				1926 Polk's

Address	Year	Owner	Notes	Action	Value	Source	
745 18 th Ave NE	1927	Vacant				1927 Polk's	
	1930	No Dr. F.J. Burns in 1930 Census					
	1930	Property owned and occupied by Henry D. Wallin (41, b GA, automobile agent and dealer), wife Pearl D. Wallin (42, b OH), and daughter Virginia E. Wallin (10, b TN)			\$20,000	1930 Census	
	1940	House rented by insurance company office manager Evelyn R. Arnold (38 y/o widow, b IL), and mother Elizabeth Erickson (63 y/o widow, b Sweden), both of whom had lived in Birmingham in 1935				1940 Census	
	1952	Owner Dr. FJ Burns		a/c		Property Card	
	1959	Owner Dr. FJ Burns		Bedroom addn to side, 8x14	\$1,300	Property Card	
	1970	Owner Robert T. Pittman		Reroof		Property Card	
	1975	Owner Robert T. Pittman		Pool enclosure, addh of 16.5x14.5 family room and switch location of kitchen and dining room; 400 sq ft wood deck	\$9,500	Property Card	
	1976	Pittman		Swimming pool		Property Card	
	1985		Rear yard encroachment	Room addition and screen pool closure		Property Card	
	1926	Owner C.W. Sensenbauch	W.D. Berry Contractor	2-story block residence, 8 rooms	\$15,000	Property Card	
	1926		W.D. Berry Contractor	1-story cement tile garage, 2 cars/1 room	\$2,000	Property Card	
	1930	Sensenbauch in St. Petersburg, per 1930 Census.					
	1935	Sensenbauch		2-story, 2 room addition	\$1,200	Property Card	

Address	Year	Owner	Notes	Action	Value	Source
746 18 th Ave NE	1938	Sensenbaugh		General repair	\$500	Property Card
	1940		Architect Dupont	Servants quarters on 2 nd floor of garage and interior alterations on first floor		Property Card
	1969	Owner Bywater				Property Card
	1979	Owner McVeigh Bywater	Capri Pools, Inc	14x28 swimming pool and deck	\$7,196	Property Card
	1980	Owner Anne Bywater	Floyd B. Baker contractor	22x16 Florida Room addition	\$5,000	Property Card
	1984	Owner Ron Holehouse		Split meters for ADU in garage apt		Property Card
	1924	Owner P.M. Murphy		Construction of 2-story tile residence, 33x46, 8 rooms. Construction garage	\$8,000	Property Card
	1925	Owner F.J. Burns		Water heater		Property Card
	1926-7	Occupied by F. Joseph Burns				1926, 1927 Polk's
	1926	Owner F.J. Burns		2 nd Story 2-room block addition over garage	\$2,000	Property Card
	1930	Dr. F.J. Burns not found in 1930 Census				
	1940	House owned and occupied by Real Estate Broker F.J. Burns (42, b Erie PA), wife Marie Burns (41, b NY), and son F.J. Burns, Jr (13, b. NJ), all of whom lived in same place in 1935. Value \$14,000				1940 Census
	1946	Owner F.J. Burns		"install small washroom 4x4 consisting of toilet & lavatory (ground floor) for use of	\$300	Property Card

Address	Year	Owner	Notes	Action	Value	Source
756 18 th Ave NE	1951	Owner Burns		yard man and maid"		
	1969	Nash		1 lavatory/1 closet in 1 st floor closet	\$200	Property Card
	1970	Owner Richard Nash		A/C		Property Card
	1988	Owner Allen		Reroof and fence		Property Card
	1925		American Foursquare SFR and garage	Kitchen remodel		Property Card
	1925	Charles F. Walker or Charles Walker Hayes		Approx Construction		PCPAO
	1926-7	Occupied by Charles F. Walker		Power		Property Card
	1930	Owned and occupied by Charles F. Walker (64, b NY) and wife Sarah B. Walker (65, b NY)			\$20,000	1926, 1927 Polk's
	1940	House vacant. Resident Charles Walker "gone north)				1930 Census
	1967	Owner AL Price		Water Heater		1940 Census
	1975	Owner AL or AW Price		Reroof		Property Card
	1988	Owner M. Tash		Pool	\$11,000	Property Card



CITY OF ST. PETERSBURG, FLORIDA
PLANNING & ECONOMIC DEVELOPMENT
DEPARTMENT, URBAN PLANNING & HISTORIC
PRESERVATION DIVISION

STAFF REPORT

COMMUNITY PLANNING AND PRESERVATION COMMISSION - CERTIFICATE OF APPROPRIATENESS (COA) REQUEST

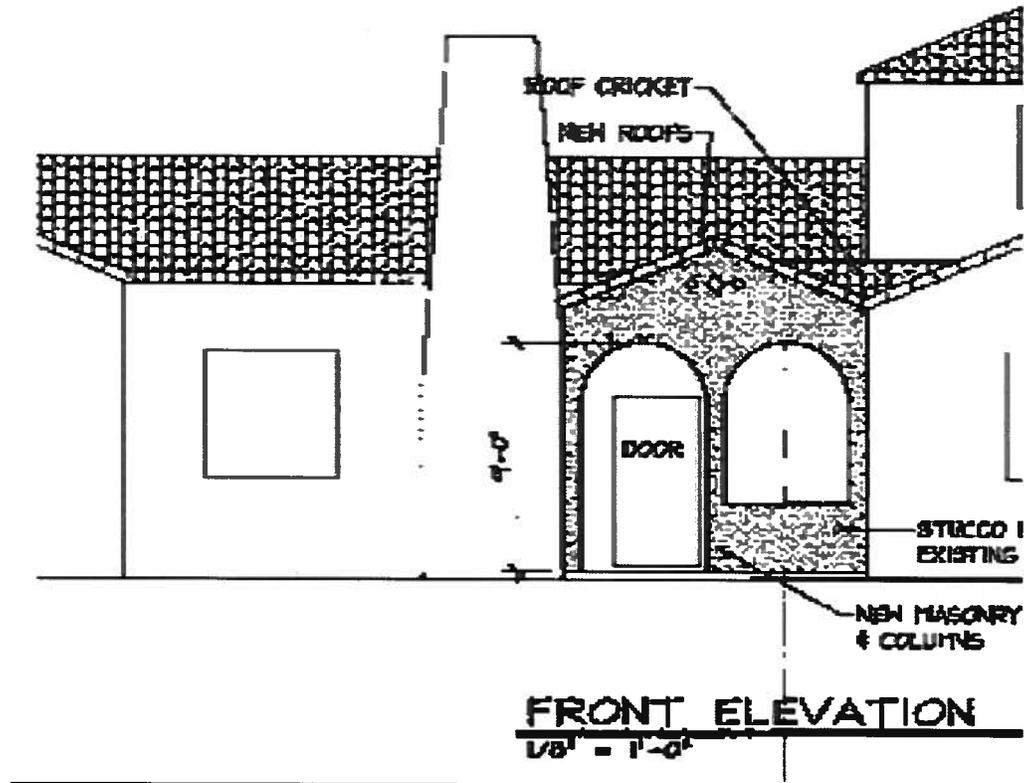
For Public Hearing and Executive Action on February 14, 2017 beginning at 3:00 P.M., Council Chambers, City Hall, 175 Fifth Street North, St. Petersburg, Florida

According to Planning and Economic Development records, Robert Carter resides or has a place of business within 2,000 feet of the subject property. All other possible conflicts should be declared upon the announcement of the item.

Case No.:	16-90200053
Address:	2209 Brevard Road NE
Legal Description:	GRANADA TERRACE ADD BLK 7, (GRANADA TERRACE HISTORIC DISTRICT) LOT 15 LESS N 4FT
Parcel ID No.:	07-31-17-32562-007-0150
Local Landmark	Granada Terrace Historic District (HPC #88-02)
Owner(s):	Karen Trapane
Request:	Request for a Certificate of Appropriateness for the construction of a Portico ADDITION



West elevation and frontal entry, 2209 Brevard Road NE, looking easterly. Photo by Staff 2017.



Proposed portico addition; drawing submitted by applicant, 2016.

PROJECT OVERVIEW

The subject property is a contributing property to the Granada Terrace Historic District listed in the St. Petersburg Register of Historic Places (HPC 88-02). It is located at the edge of the historic district and retains frontage along two streets, with the main entry occurring along the more minor street. As part of a local historic district, exterior alterations or additions to the building require a Certificate of Appropriateness (COA). The evaluation of alterations and additions are important in terms of compatibility with the date and style of historic architecture as it relates to design, scale, mass, and orientation, as well as its historic appearance and relationship to the surrounding neighborhood and the individual site upon which it is constructed.

The property owner is requesting a COA for the construction of an attached, 135± square-foot gabled portico located at the main frontal entry. A setback variance is not needed since an allowable encroachment provision in the LDRs (16.60.050.2) permits open porches to five feet from the setback line (normally 15 feet because of the reverse frontage orientation), which in turn permits a 10-foot setback. Regardless, in this case, the outer vertical wall of the portico is proposed at just over 15 feet.

The proposed portico design reveals a frontal open arched entry and related open arched window; the single existing exterior window and the main entry door are preserved and not affected. Two large, matching rounded arched openings are proposed for the north elevation of the portico, with a tile inlay that references what occurs above the garage doors. This reference may be an important differentiation between old and new in that both would be later alterations. The frontal orientation of the primary residence along its horizontal axis is not common for developed parcels within the district, and the parcel is referred to as a “reverse frontage and

corner lot.” The dimensional footprint of the portico addition is approximately 11’10” x 11’5”. The proposed height at the tiled peak of the frontal gable is approximately 13.6’ above a new concrete slab. This height is lower than the existing two-story mass behind it, and just over one-foot lower than the adjacent gable to the right. The proposed portico is also slightly setback, or offset from the frontal edge of the existing, adjoining ell by approximately one foot. The subservience in stature between the proposed portico and the existing ell is a preferable presentation for this type of addition adaptation. The transparency via the openings is generous. The architectural design is intended to match the existing historic materials and form of the building, and would replace a four-foot porch extension supported by what appears to be out-of-character, simple, metal posts.

Historical Significance, Description

The subject property was determined in 1988 to be a contributing resource to the local Granada Terrace Historic District, and was similarly determined in 2003 to be a contributing resource to the North Shore Historic District listed in the National Register of Historic Places. Constructed in 1939, the building was considered by City Staff as part of the 1988 designation to be the last designed with the Spanish Eclectic, or Mediterranean Revival architectural styling. The reference as the last to be designed tends to increase the importance of the residence and its architecture since a comparison of it to the many earlier buildings can provide useful information regarding technology evolution of design components, layout, materials, and structure.

Sanborn Maps of the subject property reveal a building that was likely constructed of concrete block on concrete slab. Only the front and rear porches were originally constructed of wood framing. The surface elevations reveal a smooth exterior stucco beneath mostly gabled roof forms with a second-story cap in a hipped form, all beneath barrel tile and other roofing. The Sanborn Maps also reveal that two different types of roof material appeared on the building early on including tar and gravel composition and a non-combustible material that may have been barrel tile; however the appearance of barrel tile up to 1967 has not been determined. What is evident from the pre-1967 maps is that the garage and the breezeway adjoin it revealed a composition material that was likely part of a flat roof system. The remaining roofs appeared to have non-combustible materials that could have been tile.

The asymmetrical massing of the building is certainly horizontally pronounced, with the frontal elevation comfortably presented with a triple gable set, bifurcated by a tall tapering frontal chimney rising to full height of the second story that is perhaps its most prominent characteristic individual architectural component. The existing open front and rear porch elements appear historically. Decorative wrought iron provides suggestive Spanish stylistic detailing to both the existing front porch and the large casement sets at the far right gable. Clay vents in an appealing quincunx fashion appear in the upper gables. The attached two-car garage appears at the extreme left suggesting the later cultural influence of the automobile on the house design. It appears to have a frontal parapet with a concealed built-up roof behind it. Based on what appears on the Sanborn Maps up to 1967, and from visible evidence today, the garage size was likely converted from a different footprint that was covered with tar and gravel materials. However, the 1939 permit on record identifies it as a two-car structure. A narrow breezeway appears as a connector between the garage and the main house, and it likely revealed a tar and gravel roof also.

The second story rising mass at the south end with its hipped roof design appears balanced with the bulk of the elongated lower story that answers the former’s height with length and upward movement of the three gables. Rounded archways complement large squared window openings with what appear to be original metal casements. Large window openings were less

common on 1920s Mediterranean Revival residences. An exquisite tile surround frames the frontal entry door. A later ribbon driveway is referenced leading to the garage openings.

The architect for the original building is unknown, though Maynard, Inc., appears to have been the building contractor. The cost of \$10,000 to construct the building in 1939 would calculate today to approximately \$170,000.

Previous Alterations

Early alterations are fairly documented though incomplete. The 1944 permit for repairing the garage roof with tar and gravel suggests that a flat roof prevailed at that time. The rear porch was enclosed with a jalousie system in 1956. The existing frontal porch does not appear to be original in its configuration; its unusual framing appears out of sync with the more technological design of the building. Also, the existing support posts do not appear to match the higher aesthetic integrity of the building, which at one point could have been altered during the 1956 rear porch enclosure. While not entirely clear, the 1951 Sanborn Map does appear to indicate a partial porch frame, while the later 1952 Sanborn Map indicates a different partial frame. Fire damage occurred in 1973 and some building alterations may have resulted, mostly affecting the kitchen area, though the extent of exterior repairs, if any, is not completely documented. Later garage doors are obvious, though it appears that the garage was altered somehow. The diamond tile inlays above the garage doors are not centered and appear as later additions. The existing tile roof is a replacement from 2012. Parapet tile caps appear as later alterations. A storm door appears to shield the existing frontal entry door that is otherwise stylistically relevant.

REVIEW OF CERTIFICATE OF APPROPRIATENESS

The evaluations of alterations and new construction as part of the COA process are important in terms of ensuring compatibility with the historic character of local historic landmark buildings as it relates to design, scale, size, mass, and orientation, relating in part to its appearance and architectural styling. In reviewing COA applications, the CPPC shall consider the criteria below as part of their decision-making process. These criteria are based on the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, the *St. Petersburg Design Guidelines for Historic Properties*, and recognized standards of urban design, cultural landscape, and historic preservation review. The guidance provided by U.S. Secretary of the Interior is intended to assist reviewers and decision-makers in considering how additions and alterations can be made compatible with local approved historic buildings, in part by recommending that:

A new addition should be simple and unobtrusive in design, and should be distinguished from the historic building—a recessed connector can help to differentiate the new from the old;

A new addition should not be highly visible from the public right of way; a rear or other secondary elevation is usually the best location for a new addition;

The construction materials and the color of the new addition should be harmonious with the historic building materials; and

The new addition should be smaller than the historic building—it should be subordinate in both size and design to the historic building.

General Criteria for Granting Certificates of Appropriateness

1. *The effect of the proposed work on the landmark or the property upon which such work is to be done.*

For a proper evaluation, it is important to assess the impact to the physical materials of the historic building, and how inconspicuous or not the proposed addition is in relation to the historic building according to two points. The first point is whether the proposed portico is architecturally compatible. The second point considers any loss of materials or original design.

Under the first point, the portico design is generally compatible to the architectural style of the building in its use of similar materials of stucco, and in its form that mimics the arched fenestration common to the style. While it is also common to properly differentiate between old and new, in this case, there would appear to be no differentiation other than upon close inspection of connecting points and materials that will not be clearly discernible. A new mass does occur as part of the proposal, and the disappearance of an existing exterior window is not necessarily incompatible in that it is still exposed to the exterior of the main dwelling—a fairly common design. The proposed gable design does add a new design element to the façade, which appears to be appropriately offset and not flush to the adjacent gable vertical wall. The open fenestration at the front and side of the proposed structure adds much transparency to it that lightens any dominating effect over the historic façade appearance and keeps it subservient to the main facade. However, from a design standpoint, a flat roof may also be considered for the portico, and perhaps render a more appropriate alteration (see Condition 1).

While aesthetics of a flat or gabled roof are fairly debatable and imprecise in this case, either design appears as a positive improvement in comparison to the existing roof extension, roof frame, and slender posts that appear out of sync with the rest of the building, and simply appears too modern for the building as a whole. It must be noted that similar shed roof extensions can be found historically on the earliest 1920s Spanish Eclectic buildings in Florida. The otherwise transitional alteration is supported by any previous alteration of the front entry area, which may have already diminished the historic accuracy of how the frontal façade and entry appeared. After completion, it is anticipated that the proposed portico would appear inconspicuous to the typical observer of the building.

Regarding the second point, only a minor amount of damage is expected as part of the demolition of the existing structure and where the new structure will be attached. The proposed addition adds to the existing building rather than takes away from it. The simple character of the frontal entry will be altered, though a projecting front portico is not uncommon for the building style or the district. The proposed portico addition can be considered only fairly reversible since its elimination under a future proposal would result in the continuance of the existing historic walls, though the roof extension, which is a questionable historic element as currently configured, will have been displaced.

2. *The relationship between such work and other structures on the landmark site or other property in the historic district.*

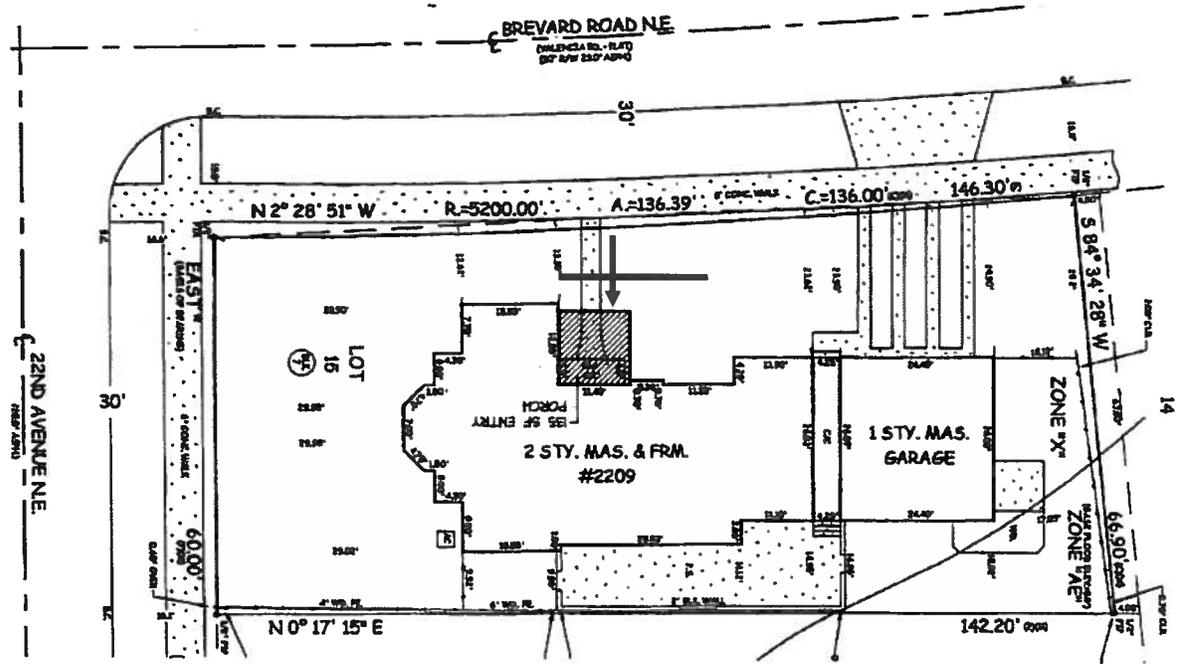
The subject property is located within the Neighborhood Traditional-3 (NT-3) zoning district. The minimum lot width for the district is 60 feet, and the minimum front yard setback is 23 feet for an open porch. The minimum lot area requirement for the district of 7,620 square feet with the subject parcel being approximately 8,640 square feet. As already referenced

above, the subject parcel is considered to be a “reversed frontage and corner” lot according to Section 16.60.010.7 of the LDRs, as follows:

The term "*reversed frontage lot*" means a lot in which the shorter roadway frontage is at right angles, or approximately right angles, to the general pattern established by other lots in the same block and in the block on the opposite side of the street. A *reversed frontage lot* may be a corner lot or an interior lot.

The proposed portico addition is harmonious with the character of the subject property, as well as, with other similar styles of architecture in the Granada Terrace Historic District. No character-defining features are destroyed to a significant degree, though a new mass that has a fair degree of architectural appropriateness, as proposed, may change the main focal point of the overall building. The proposed portico would be a highly visible addition and alteration to the historic building; after construction, the addition will likely be considered to be an original component of the building to most observers, and therefore be inconspicuous.

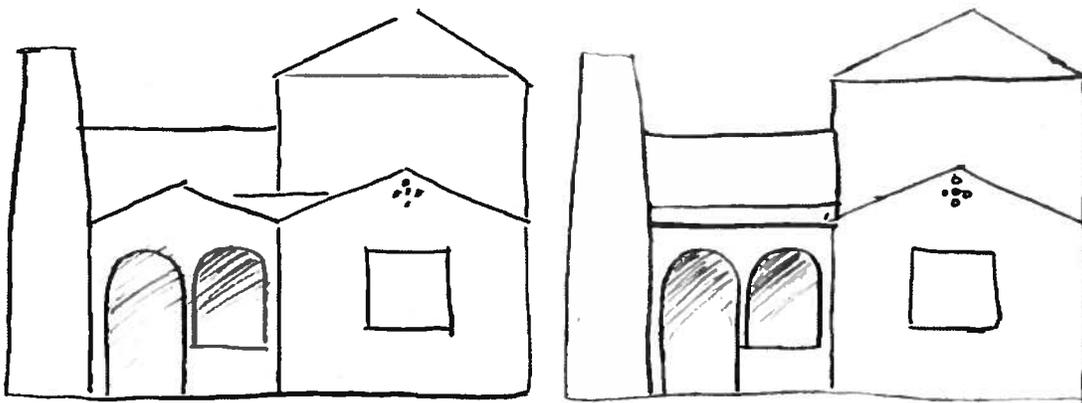
The proposed portico would result in a front setback of just over 15 feet, which meets the typical requirement for buildings constructed on reversed frontage lots. Typically in the NT-3 district, the setback for an addition is 23 feet for common lot/building orientations. The LDRs allow for an additional allowable encroachment that could reduce this setback even further to 10 feet for an open porch. It must be noted that the right ell of the building already encroaches into the setback by 2.38 feet, and the portico would serve as a conforming offset extension of this vertical surface. The graphic below indicates the position of the proposed portico (red line) in relation to the property line and allowable encroachment setback (blue line).



- 3. The extent to which the historic, architectural, or archaeological significance, architectural style, design, arrangement, texture, materials, and color of the landmark or property will be affected.

The overall effect of the building's design from the proposed portico would be recognizable, yet minimal regarding its historic timing to most observers, since it would be fairly harmonious to the architectural styling and would appear as a blended addition that appropriately utilizes existing forms and design details. Differentiation is attained through an offset from the existing building and the referential tile inlay that appears to match another later inlay above the garage doors. Similar or matching materials are proposed for compatibility, though a flat roof would also suffice, though more problematic for shedding water.

The effect of the proposed portico actually appears to be an improved result when comparing it to the existing porch elements that tend to subjugate the main entry too much rather than allow it to dominate more efficiently. Simple main entries are found in the district, though the range of simplicity to ornate is wide. It must be noted that the appearance of what would be a double gable does itself appear contrived in referencing the existing gable elements, though it will be slightly smaller, slightly lower, and somewhat offset from the adjacent gable, forming a massing of stacked gable forms. Portico roofs in the district are also widely configured with variations present that reflect individual designer's and property owner's tastes. The simple drawing below compares the two types of portico roofs, though either is appropriate stylistically.



Simple drawing by Staff, 2017.

4. *Whether the denial of a Certificate of Appropriateness would deprive the property owner of reasonable beneficial use of his property.*

There is no evidence presented to indicate that denial of this COA will deprive the owner of reasonable beneficial use of the property.

5. *Whether the plans may be reasonably carried out by the applicant.*

The proposed plan for a portico addition is reasonably designed and does not appear to present any major obstacles at this time for being carried out by the applicant/owner.

6. *Certificates of Appropriateness for non-contributing structures in a historic district shall be reviewed to determine whether the proposed work would negatively impact a contributing structure or the historic integrity of the district. Approval of a COA shall include any conditions necessary to mitigate or eliminate the negative impacts.*

Not applicable.

Additional Guidelines for New Construction

1. *The height of the proposed building shall be visually compatible with contributing resources in the district.*

The height of the proposed portico addition reaches to just under 14 feet above slab at its tiled gable peak. The beginning roof line (vertical wall at eave) measures to just under 11 feet. The maximum heights for the NT-3 District are 24 feet to the beginning roofline, and 36 feet to the peak. The proposed addition is well within the prescribed height range and appears compatible in height to the existing building overall. Formal symmetry of rooflines, openings, and architectural presentation do not occur in Granada Terrace buildings. There is wide variety in massing, and rooflines are quite mixed with gables, sloping, and flat profiles between buildings; in some cases, multiple presentations occur on a single building reflecting individual tastes. The graphic above reveals that the portico with either a flat or gabled roof appears to be aesthetically appropriate, though the juxtaposition of the two gables seems rare in the district. Regardless, its proposed design renders it as subordinate to both the taller two-story section that dominates the right elevation, and the adjacent gable.

2. *The relationship of the width to height of the frontal elevation shall be visually compatible with contributing resources in the district.*

The width to height is fairly appropriate since there is limited opportunity for alternative porticos due to the presence of the chimney at left and the ell extension at right. A less wide portico would not be appropriate, though the lack of any cover at the entry is common in the district. At first, the proposed design appears too heavy, does not frame the entry door perfectly, and creates an odd double peak that some may consider lacking compatibility by creating a false sense of architectural history. However, the lack of a window on the existing front elevation (right of the door), and the proposed rounded openings seem to provide a better treatment in scale and design, and depth and transparency that are not evident as of the date of this report. The offset from the vertical wall of the existing front ell serves the portico's relationship to the right gable surface and the building height appropriately and should at least be as deep (Condition 2).

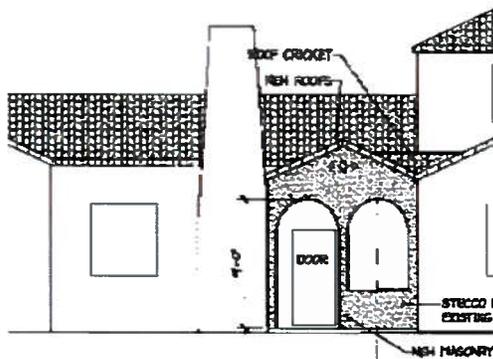
3. *The relationship of width of the windows to height of windows in a building shall be visually compatible with contributing resources in the district.*

Windows are not proposed for the portico. Instead, rounded openings penetrate the structure that are appropriately scaled in relation to the overall façade of the building and related fenestration package. The rounded arch currently appears at the breezeway adjoining the garage.

4. *The relationship of solids and voids (which is the pattern or rhythm created by wall recesses, projections, and openings) in the front façade of a building shall be visually compatible with contributing resources in the district.*

The solids and voids pattern created by the proposed portico creates a more distinctive pattern that compliments the existing historic building while also aligning with other nearby properties. The additional transparency and ratio of voids to blank walls is actually improved with the two side openings and the frontal arch leading to the entry door; the frontal rounded arches provide transparency and texture where it may be currently lacking. The proposed portico also references its historic arched main entry at the left elevation, as well. The

photographs below provide a comparative of the proposed portico and other fenestration compositions in the neighborhood.



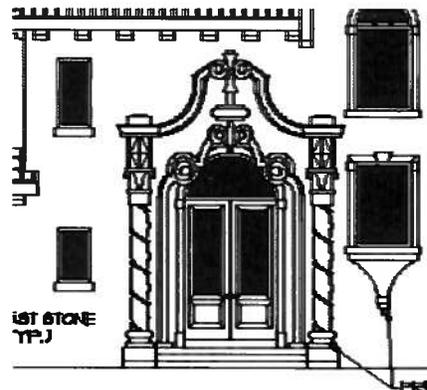
Photos: Upper left, right, and lower right by Staff: 2015; Lower left proposed portico by applicant, 2016.

5. The relationship of buildings to open space between it and adjoining buildings shall be visually compatible with contributing resources in the district.

The proposed addition does not directly affect open space elements between buildings. Though the proposed portico does encroach into the front yard more so than most of the contributing buildings in the district, it does not travel beyond the pre-existing encroachment of the right (south) ell.

6. The relationship of entrance and porch projections to sidewalks of a building shall be visually compatible with contributing resources in the district.

The proposed portico is compatible with contributing resources in the district, as explained and shown in the photographs above. In Granada Terrace, frontal entries are quite varied ranging from very simple flush versions to highly ornate, the latter found on the new construction approved in 2015 under COA 15-90200053 at the end of the subject property's block, and shown below. In addition, a mix of rounded and squared openings are found, some of which are also shown in the photographs above.



Highly ornate frontal entry under construction at Granada Terrace. Graphic by D. Dawson, 2015.

- 7. *The relationship of the materials, texture, and color of the façade of a building shall be visually compatible with the predominant materials used in contributing resources in the district.***

The proposed portico is designed to match the existing historic stucco materials and texturing. The color scheme will match or complement what prevails on the existing building.

- 8. *The roof shape of a building shall be visually compatible with contributing resources in the district.***

The proposed roof shape succinctly refers to the front gabled roof form of the historic building, and is found as a common element throughout the district. Several contributing buildings have varied roof forms that complete their overall roof design above an asymmetrical massing.

- 8. *Appurtenances of a building such as walls, wrought iron, fences, evergreen, landscape masses, building facades, shall, if necessary, form cohesive walls of enclosures along a street, to insure visual compatibility of the building with contributing resources in the district.***

This criterion is not applicable since no relative peripheral enclosures are proposed.

- 10. *The size of a building, the mass of a building in relation to open spaces, the windows, door openings, porches and balconies shall be visually compatible with contributing resources in the district.***

The size and mass of the proposed portico in relation to the windows, doors, openings, and overall form features are compatible with the historic building. It is smaller in scale and emphasizes the main entry while also being subservient to the overall building. In fact, the proposed portico may appear more compatible to the historic building than the sloped roof extension and detailing array that currently exists.

- 11. *A building shall be visually compatible with contributing resources in the district in its directional character, whether this be vertical character, horizontal character or non-directional character.***

It can be argued that the proposed portico should have been designed as part of the building originally, and there is insufficient evidence to suggest that, though some form of covered entry was an original part of the building. Regardless, the gable form and somewhat slighter mass that is being added achieves a reasonable balance regarding both an

anchoring and completion of the existing building, as well as, a softening agent that better balances the weight of the chimney at left, and the piggy-backed roof triangle planes to the right. A flat roof can also be considered.

- 12. New construction shall not destroy historic materials that characterize the property. The new construction should be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment;**

The proposed portico will not destroy any significant amount of historic material except for surface stucco and by adding attachments at connection points. The existing façade walls will be unaffected and will remain as they currently are. The proposed portico will be somewhat differentiated by its slight offset back from the existing ell vertical wall. In this case, differentiation is otherwise hidden, whereby the sensitive treatment is intended to convey a historically compatible appearance that is sensitive, yet distinguishable by the updated materials intended through close inspection.

- 13. New construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.**

Removal of the proposed portico would render a fairly unchanged historic building since the connection points are minimal and the existing roof is likely been altered previously, and its original materials no longer extant.

Additional Guidelines for Alterations

- 1. A property should be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.**

The property will continue to be used for its historic purpose as a single-family residence and garage. The scope of this project does not change the historic use.

- 2. The distinguishing historic qualities or character of a building, structure, or site and its environment shall be preserved. The removal or alteration of any historic material or distinctive architectural features shall be avoided when possible.**

No significant historic materials, qualities, or character-defining features are proposed for removal. Alteration of the frontal entry is via a portico addition that has only limited connecting points, creating a reversible attachment. While the frontal entry is character-defining, it will not be altered except for partially enclosing it with an appropriately designed structure. It is acknowledged that the existing frontal entry and corner recess will no longer be exposed through they will be preserved.

- 3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings shall not be undertaken.**

No conjectural features are proposed to be added. The proposed portico relies upon the existing historic form and design as opposed to any dependence on conjectural elements. New details such as the inlaid tiles reference a similar motif at the garage, which is a later construct. Of course, there is an assumption that the gable roofs are original to the building.

4. *Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

Based on available documentation, some changes have been made to the building. This includes what are possible alterations to the garage, various roof forms, and the frontal entry area. However, the building, as it currently exists, has been determined by the local and national designation evaluations to be fairly unchanged with a high degree of integrity, which may not be an accurate description. The addition of the proposed portico does not alter a significant extent of what is historic. Instead, it matches what is historic, which is a preferred treatment for this residence, while creating a focal point that leads to the frontal entry, which to date has been subdued due to the length of the façade and its uncommon orientation to the minor road.

5. *Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.*

No significant amount of historic materials are affected, with minimal intrusion at attachment points of the proposed portico.

6. *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*

This is not applicable to this application.

7. *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

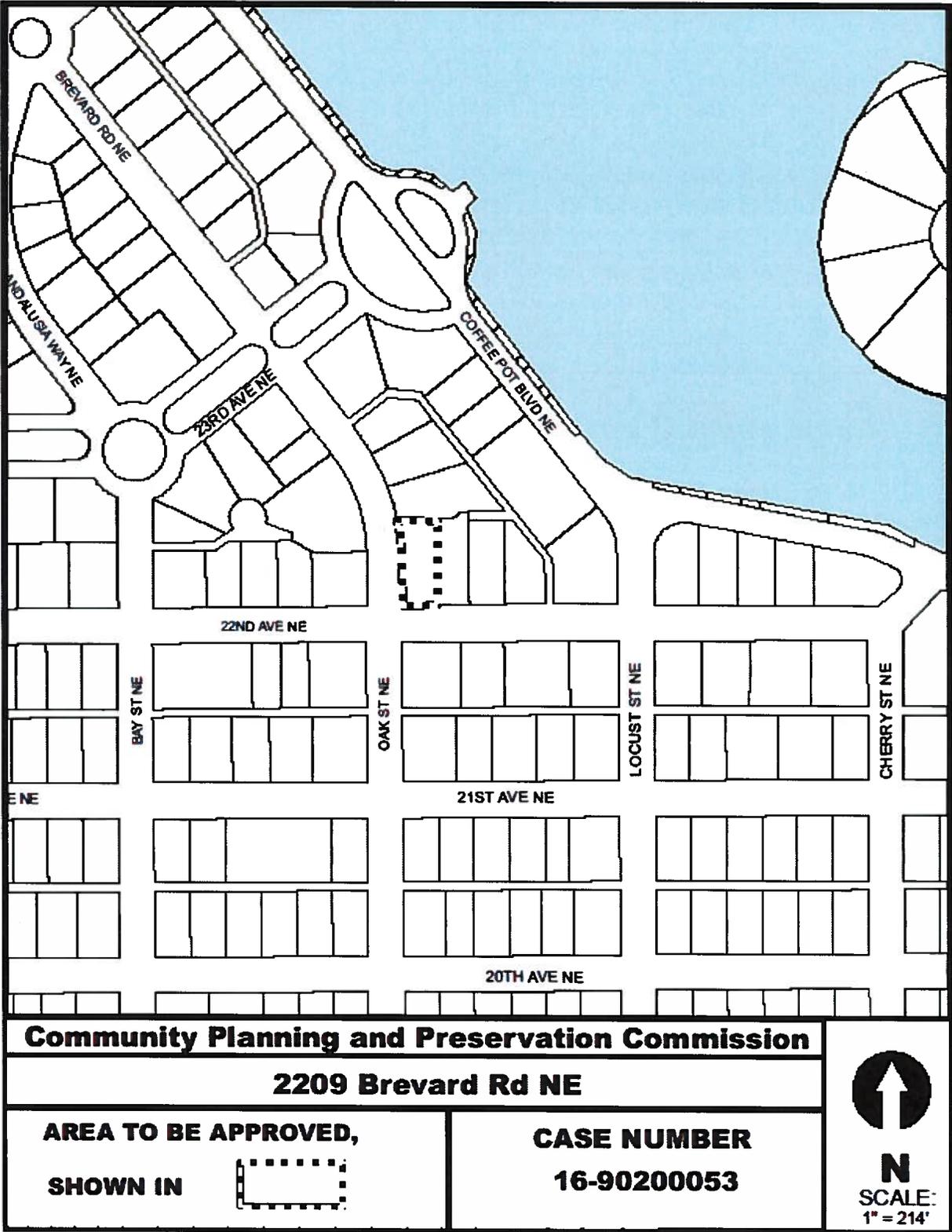
This is not applicable to this application.

RECOMMENDATION

COA 16-90200053: City staff recommends that the Community Planning and Preservation Commission **Approve with Conditions** the Certificate of Appropriateness request for the construction of the proposed addition located at 2209 Brevard Road NE, subject to the following Approval Conditions:

1. The applicant may consider a flat roof versus a gabled roof.
2. The proposed front elevation of the proposed portico offset of at least one foot shall be retained and that no further encroachment that reduces the distance of this offset occur.
3. Damage to existing historic surfaces and materials shall be limited to connecting points and the existing windows and frontal entry area doors and openings will be preserved.
4. Any revisions pursuant to this Staff Report and these Approval Conditions, or architectural details not mutually agreed upon pursuant to these Approval Conditions, shall require a follow-up public hearing by the CPPC for review and approval.

Appendix A
Maps





Community Planning and Preservation Commission

2209 Brevard Rd NE

AREA TO BE APPROVED,

SHOWN IN



CASE NUMBER

16-90200053



N

**SCALE:
1" = 214'**

Appendix B
Public Input

No public input has been received by the Urban Planning and Historic Preservation Office as of February 7, 2017.

Appendix C
Photographs



Photo 1: Looking easterly at frontal entry. Photo by Staff, 2017.



Photo 2: Frontal view looking northeasterly. Photo by Staff, 2017.



Photo 3: Frontal view of garage and breezeway. Photo by Applicant, 2016.

Appendix D
COA Application



2/17/17 CMC

CERTIFICATE OF APPROPRIATENESS

Application No. 16-90200053

All applications are to be filled out completely and correctly. The application shall be submitted to the City of St. Petersburg's Planning and Economic Development Department, located on the 8th floor of the Municipal Services Building, One Fourth Street North, St. Petersburg, Florida.

GENERAL INFORMATION	
NAME of APPLICANT (Property Owner): Karen Trapane	
Street Address:	2209 Brevard Rd NE
City, State, Zip:	Saint Petersburg, FL 33704
Telephone No:	727.365.4321
Email Address:	karenitrap@yahoo.com
NAME of AGENT or REPRESENTATIVE: Karen Trapane / Self	
Street Address:	2209 Brevard Rd NE
City, State, Zip:	Saint Petersburg, FL 33734
Telephone No:	727.365.4321
Email Address:	karenitrap@yahoo.com
PROPERTY INFORMATION:	
Street Address:	2209 Brevard Rd NE
Parcel ID or Tract Number:	07-31-17-32582-007-0150
General Location:	Granada Terrace
Designation Number:	08-02

AUTHORIZATION

City staff and the designated Commission will visit the subject property during review of the requested COA. Any code violations on the property that are noted during the inspections will be referred to the city's Codes Compliance Assistance Department.

By signing this application, the applicant affirms that all information contained within this application packet has been read and that the information on this application represents an accurate description of the proposed work. The applicant certifies that the project described in this application, as detailed by the plans and specifications enclosed, will be constructed in exact accordance with aforesaid plans and specifications. Further, the applicant agrees to conform to all conditions of approval. It is understood that approval of this application by the Commission in no way constitutes approval of a building permit or other required City permit approvals. Filing an application does not guarantee approval.

- NOTES:
- 1) It is incumbent upon the applicant to submit correct information. Any misleading, deceptive, incomplete or incorrect information may invalidate your approval.
 - 2) To accept an agent's signature, a notarized letter of authorization from the property owner must accompany the application.

Signature of Owner / Agent: Karen Trapane Date: 19 Dec 16



CERTIFICATE OF APPROPRIATENESS

NARRATIVE (PAGE 1 OF 2)

All applications must provide justification for the requested COA based on the criteria set forth in the Historic and Archaeological Preservation Overlay (City Code Section 16.30.070). These criteria are based upon the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties (available online at www.nps.gov/history/hps/tpe/standards_guidelines.htm). Please type or print clearly. Legible responses will not be accepted. Please use additional sheets of paper if necessary.

GENERAL INFORMATION

Property Address: 2209 BREVARD RD NE COA Case No: 16-90200053

- | Type of Request | Proposed Use |
|--|---|
| <input checked="" type="checkbox"/> Alteration of building/structure | <input checked="" type="checkbox"/> Single-family residence |
| <input checked="" type="checkbox"/> New Construction <i>Add'n</i> | <input type="checkbox"/> Multi-family residence |
| <input type="checkbox"/> Relocation | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Hotel/Motel |
| <input type="checkbox"/> Alteration of archaeological site | <input type="checkbox"/> Office |
| <input type="checkbox"/> Site Work | <input type="checkbox"/> Commercial |
| | <input type="checkbox"/> Other |

Estimated Cost of Work: \$30,000

WRITTEN DESCRIPTION OF PROPOSED WORK

Explain what changes will be made to the following architectural elements and how the changes will be accomplished. Please provide a detailed brochure or samples of new materials.

1. Structural System

Expansion of existing porch from 10.8' x 4.0' to 11.4' x 12.85'

2. Roof and Roofing System

Covered roof over porch to match style of house - pitched to match garage northwest face and bedroom southwest face, see exterior photos. Roof tile to match existing.



CERTIFICATE OF APPROPRIATENESS

NARRATIVE (PAGE 2 OF 2)

3. Windows

NA

4. Doors

NA

5. Exterior siding

Exterior stucco to match existing.

6. Decorative elements

Porch entry and openings are arched to match breezeway - breezeway is between garage and dining room, see exterior photos. Floor of porch tiled to match similar to tile in kitchen - cement tile with red/green border and internal pattern (minus white floral border), see interior kitchen floor photo.

7. Porches, Carriage Porch, Patio, Carport, and Steps

Expansion of existing porch from 10.8' x 4.0' to 11.4' x 12.85'. covered roof over porch to match style of house with roof tile to match existing and porch floor tile similar to tile in kitchen.

8. Painting and/or Finishes

Paint to match existing.

9. Outbuildings

NA

10. Landscaping, Parking, Sidewalk, Garden features

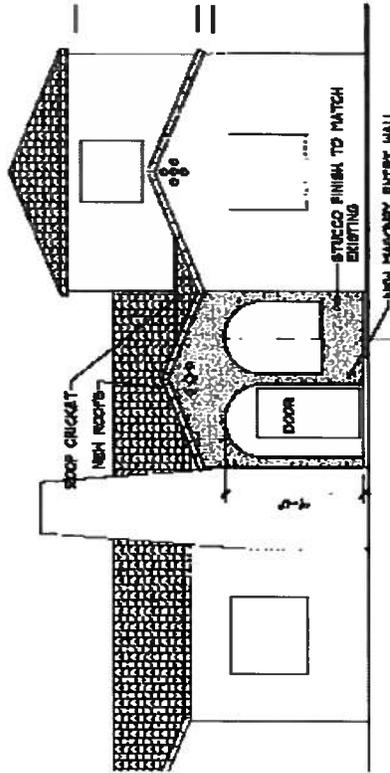
NA

11. Other

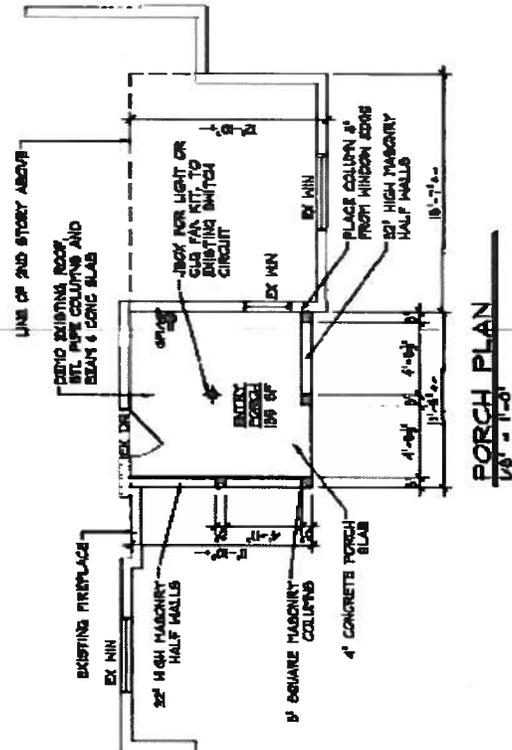
NA

Appendix E
Plans and Drawings

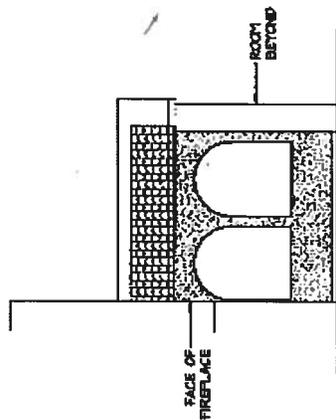
DESIGNER SCOTT K. SMITH <small>524 CANTONMENT AVE. N. ST. PETERSBURG, FL. 33703-2545</small>	AN ENTRY PORCH PROJECT FOR KAREN TRAPANE <small>2201 BREWSTER RD NE ST. PETERSBURG, FL.</small>	ARCHITECT <small>FOR AND PROJECT BY TERRY M. BIRD 2201 BREWSTER RD NE ST. PETERSBURG, FL. 33703-2545</small>	A2
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FRONT ELEVATION
1/8" = 1'-0"

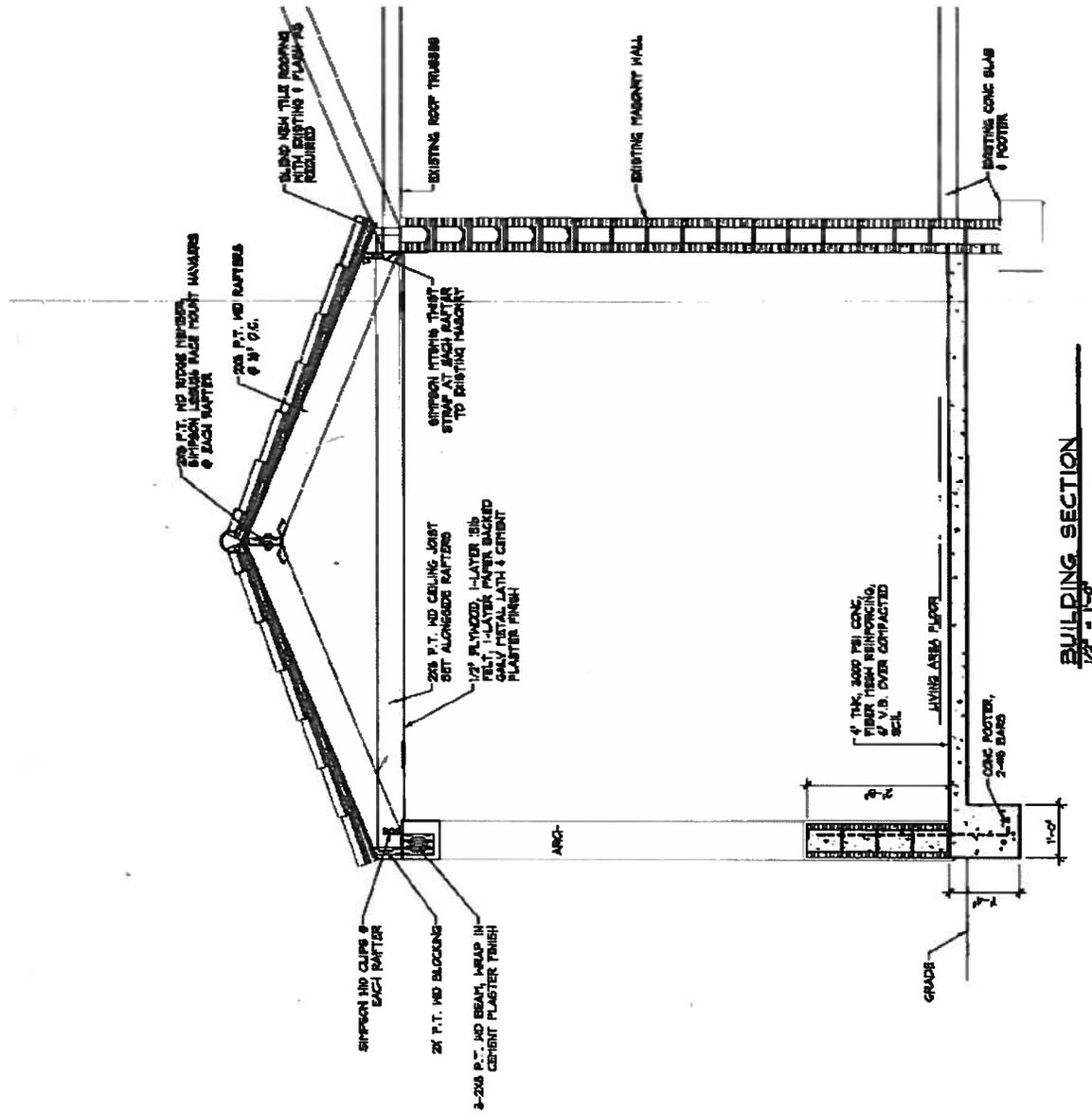


PORCH PLAN
1/8" = 1'-0"



PARTIAL LEFT ELEVATION
1/8" = 1'-0"

DESIGNER SCOTT K. SMITH <small>2000 CORPORATE BLVD. N. ST. PETERSBURG, FL 34782 (813) 421-4949</small>	AS ENTRY PORCH PROJECT FOR KAREN TRAPANE 2200 WINDWARD RD NE ST PETERSBURG, FL	ARCHITECT <small>1000 10th Avenue NE Room 1000 St. Petersburg, FL 34709</small>	A5
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City of St. Petersburg
Community Planning & Preservation Commission

HERITAGE TOURISM STUDY

DRAFT

UPDATED FEBRUARY 2016

Prepared by:

Will Michaels, Ph. D.
Commissioner

Heritage Tourism Study

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**St. Petersburg
Community Planning & Preservation Commission**

HERITAGE TOURISM STUDY

Draft

December 2016

The St. Petersburg Community Planning & Preservation Commission (CPPC) has identified the growth of Heritage Tourism as highly important to the future of the city. This study reviews the state of Heritage Tourism in the St. Petersburg area and makes recommendations for further enhancing heritage tourism.

Heritage Tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation defines Heritage Tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past," and "heritage tourism can include cultural, historic and natural resources." Heritage Tourism is also known as Cultural Heritage Tourism. Heritage Tourism in this study primarily addresses visiting historic sites and places, including museums, and participating in community activities that celebrate the diverse heritage of our city's people.

Economic Impact of Tourism

Tourism in Florida and in Pinellas County and St. Petersburg is at an all-time high. There were 105 million tourists in Florida in 2015, a 29% increase since 2009. Tourism in Florida reached a record of 85 million visitors in the first nine months of 2016. This represented a 5.5% increase over previous year (Tampa Bay Times 11/22/16; 12/10/16). In 2015 there were 6,197,500 visitors to Pinellas County. St. Petersburg was named one of the top 52 Destinations to Visit by the *New York Times* in 2014.

Tourism is critical to both the state and local economies. Tourism/Recreation Taxable Sales in Florida reached a record high in the first six months of 2016. They accounted for \$48.8 billion, an increase of 5.9% compared to the first six months of 2015. In 2015 Tourism/Recreation Sales accounted for \$89.1 billion (Visit Florida). Tourist-related jobs in Florida set a record in the third quarter of 2016—1.24 million people, up 4% from previous quarter (Tampa Bay Times 11/22/16).

Pinellas County is the leading destination on the Gulf Coast, drawing some 15 million visitors in 2014, including some 5.8 million overnight guests (Pinellas CVB). In 2015 the number of overnight visitors had increased to 6,197,500. They spent approximately \$4.7 billion and had a total economic impact on the local economy of \$9.3 billion. They spent an average of \$856 per person per trip (Research Data Services, Inc., "Annual 2015 Visitor Profile," Prepared for Visit St. Petersburg/Clearwater). Between 2004 and 2014 Pinellas County collected \$258M in tourist ("bed") taxes. In March 2016 Pinellas County collected \$7 million in bed taxes for the first time. The county is

on pace to collect \$50 million by year's end. This compares with \$40 million collected in 2015 (Tampa Bay Times 11/22/16). Approximately One-third of the sales tax collected in Pinellas County is paid by tourists, including the Penny for Pinellas (Tampa Bay Times 12/7/16). Tourism remains Pinellas County's number one employer (Visit St. Pete/Clearwater Annual Plan 2016).

Benefits of Heritage Tourism

While tourism in general is of great economic importance to Pinellas County and St. Petersburg, Heritage Tourism in particular has powerful economic benefit. U.S. cultural travelers spend 60% more than those who do not participate in cultural or heritage attractions. The total amount spent by the heritage tourist in 2013 was \$1,319, an increase of 32% over the average spent in 2009. Some 60% of travelers say they are likely to take a cultural/heritage trip, up from 51% in 2009 (Mandala Research 2013). Nationally, historic sites are now more important than recreational assets as a tourist draw (*Forum Journal*, "Selling America's Heritage Without Selling Out"). Heritage visitors spend more per day, stay longer, and visit more places than tourists in general (National Trust for Historic Preservation). Compared to the average trip in the U. S., historic/cultural trips are more likely to be seven nights or longer and include air travel, a rental car, and a hotel stay. Historic/cultural travelers are also more likely to further extend their stay to experience history and culture at their destination. Four in ten added extra time to their trip specifically because of a historic/cultural activity (Travel Industry Association of America). Heritage Tourism data related specifically to Florida is as follows:

- ❖ 47% of US Tourists Visit a Historic Site in Florida. Heritage tourists to Florida in 2007 spent an estimated \$4.13 billion, and 46.7% of all U. S. visitors to Florida reported visiting an historical site during their stay. (Center for Government Responsibility, University of Florida, "Economic Impacts of Historic Preservation in Florida" (Updated 2010).
- ❖ In 2008, 13 million people visited a history museum in Florida. (Center for Government Responsibility, University of Florida, "Economic Impacts of Historic Preservation in Florida" (Updated 2010).
- ❖ Six in ten tourists in Florida participate in some history-based activities. (Visit Florida/Florida Department of State)

A recent survey of 32 nonprofit museums, theaters and other centers of artistic endeavor, including heritage institutions, in St. Petersburg counted 1.6 million out-of-town customers and \$32 million in receipts. Food and lodging expenditures by these tourists boosted that dollar infusion several times over, according to "The Economic Impact of Arts and Culture in St. Petersburg 2015," commissioned by the St. Petersburg Arts Alliance and underwritten by the Bank of America.

For additional information on the benefits of Heritage Tourism see U. S. Department of Commerce and the President's Committee on the Arts and Humanities, "Cultural and Heritage Tourism in the United States" 2005.

St. Petersburg's Primary Historic Assets

Heritage Tourism is built upon a community's historic assets. These can range from small town historic main streets and period architecture to cities such as St. Augustine, which centers their tourist marketing around their rich historic resources such as Aviles Street and nearby Ft. Matanzas. St. Petersburg's prime historic assets are listed below. Logically, a program of Heritage Tourism marketing would focus upon and highlight these places, sites, and events.

Developed Historic Destinations:

- **Historic Downtown Waterfront Parks.** One of the largest and oldest waterfront parks in the United States, dating from 1910. Effectively, St. Petersburg's "Town Square."
- **Architecture.** Distinctive Mediterranean Revival and Craftsman Style architecture, including three locally designated Historic Districts (Roser Park, Granada Terrace, and Lang's Bungalow Court) and five National Historic Districts (Downtown St. Petersburg Historic District, Kenwood Historic District, North Shore Historic District, Roser Park Historic District, and Round Lake Historic District).
- **Historic Hotels.** Vinoy Hotel, Jungle Hotel (now Admiral Farragut), Rolyat Hotel (now Stetson Law School), and nearby Don CeSar Hotel. Also the Princess Martha (now a retirement home), Suwanee (now county government offices), Ponce de Leon, Sunset (now Crystal Bay health residence), and Williams Park Hotel. Many of these hotels or former hotels are city landmarks.
- **Ft. De Soto and Egmont Key.** Perhaps the most visited sites in the St. Petersburg Area, Ft. De Soto and Egmont Key are most known for their beaches and bird life. Yet these sites are also rich in local history and present an opportunity to engage the recreational and ecological tourist in local history and heritage activities.
- **Indian Mounds.** Rare complexes of Native American Indian Mounds at Maximo Park, Boca Ciega Bay, and Weedon Island Preserve. Weedon Island is well developed with a major visitors' center and gallery, and is included in the statewide guide to visiting Florida's Indian Heritage Sites known as the Trail of Florida's Indian Heritage. The Anderson-Narvaez Mound at Jungle Prada in Mound Park abutting Boca Ciega Bay and the Safety Harbor Mound at Philippe Park in nearby Safety Harbor are also included in the guide. Maximo Park and Boca Ciega Bay require further development. Weedon has a well-developed archaeological educational program (Archaeology Academy). The Mounds at Maximo are accessible to the public while those at Weedon Island are not. Abercrombie Park, also on Boca Ciega Bay, is another Indian Mound site. The City recently purchased additional property adjacent to the park with the intention exhibiting Indian artifacts on the site at some future date.
- **Midtown.** Vibrant African American main street historic district (22nd Street and 9th Avenue South) with African American Heritage Trail.
- **Museums and Related Sites.** Historic museums and sites include the St. Petersburg Museum of History; Carter G. Woodson African American Museum; Holocaust Museum; Pioneer Park; Pinellas Pioneer Settlement at Boyd Hill Nature Preserve; Sunken Gardens ("St. Petersburg's Oldest Living Museum"); Weedon Island Preserve Cultural & Natural History Center; the St. Petersburg Clay Company at the historic 1926 Seaboard Coastline Train Station; Ted Williams Museum & Hitters Hall of Fame at Tropicana Field. Also within the Greater St. Petersburg Area are the Armed Forces

Museum; the Tampa Bay Automobile Museum, and Heritage Village at Largo. Soon to be built will be the Museum of The American Arts and Crafts Movement.

Historic Destinations Requiring Development:

- **Narvaez Expedition.** Boca Ciega Bay is the site of the start of the first Spanish (Narvaez) expedition into the interior of North America (1528). At or near the landing site is Jungle Prada de Narvaez Park and adjacent private property owned by the Anderson family (also referred to as the Anderson-Narvaez Mound at Jungle Prada Mound Park). The Narvaez “Entrada” was the first Spanish expedition into the interior of Southeast United States, and as such has international and national as well as local significance. The site could potentially become an important cultural center with its own visitor’s facility.
- **Babe Ruth’s Longest Home Run.** Site of the longest home run in major league pitching hit by Babe Ruth in 1934 (now Al Lang Stadium).
- **Birthplace of the World’s First Airline (1914).** The St. Petersburg Museum of History has a gallery designated to the First Airline. Plans are underway to replace the present modest historic marker on the Pier Approach with a new world-class destination First Airline Monument.
- **First Block (Central & Second Street).** This is the site of the oldest remaining major building in what was originally St. Petersburg, the Detroit Hotel dating to 1888. The Detroit is designated as a local city landmark. The block also contains the Binnie-Bishop Hotel (1912-21), also a local landmark. This block remains faithful to the city’s first decades of development (1888-1925) and is the oldest, most intact example of pioneer commercial development of contiguous buildings in the city. There are in total 16 buildings, all but one considered historic. Aside from the block’s historic importance, the block is also ideally situated in the heart of the downtown to tell much about the city’s early history and architecture.
- **1920s Pier Bait House.** The 1920s Pier Bait House was saved from the recent Pier demolition and will be incorporated into the pending Pier and Approach planning.
- **The Schooner *Lynx*.** Discussions are now underway to bring the *Lynx*, a replica of an 1812 Baltimore Clipper schooner to the Pier. The original *Lynx* took part in the War of 1812. The replica is a floating museum offering educational programs. While the *Lynx* has no direct association with St. Petersburg history, it is representative of the early sailing vessels that sprinkled the Downtown Waterfront and contributed to St. Petersburg’s early economy and Sense of Place, and a touch of national history.

Areas of Strategic Focus for Promotion of Heritage Tourism

How can Heritage Tourism be better promoted and marketed? The following recommendations address strategic areas for focus, promotional literature, websites and social media. Much has already been accomplished and set in place to appeal to the Heritage Tourist. Generally, the approach taken here is to build upon the foundation for Heritage Tourism already put in place by area stakeholders. These stakeholders include governmental agencies such as the City of St. Petersburg (particularly the Historic Preservation Division and the Marketing Department) and Pinellas County Visit St.

Pete/Clearwater (also known as the Convention and Visitors Bureau), the St. Petersburg Chamber, the St. Petersburg Downtown Partnership, heritage groups such as St. Petersburg Preservation, the St. Petersburg Folk Festival Society, the Florida Aviation Historical Society, and the Tony Jannus Distinguished Aviation Society, the Arts Alliance, and museums such as the St. Petersburg Museum of History, the Carter G. Woodson African American Museum, and the Florida Holocaust Museum. Also, such government staffed locations as the Weedon Island Preserve, Heritage Village, and Ft. De Soto and Egmont Key should be directly involved.

Strategic considerations for enhancing Heritage Tourism include 1) focusing on local residents first; 2) interesting recreational and eco tourists in Heritage Tourism; and 3) targeting tourists at key gateways. Some 44% of Pinellas overnight tourists stay with family or friends. What these tourists visit is heavily influenced by their hosts. Generally, a strategic approach to growing Heritage Tourism is to first increase awareness among local residents regarding local historic resources. Residents then in turn will influence their guests to visit historic sites and activities. Another strategic approach is to convert the recreational and eco tourist into also being heritage tourists. And thirdly, gateways should be identified where potential heritage tourists can be easily accessed and where they would be most receptive to Heritage Tourism information.

A focus on tourists staying with families or friends is not to say that significant efforts to attract potential Heritage Tourists staying in motels and hotels should be diminished. It is important to continue to connect with these potential tourists as well, and the power of advertising has a major role. Visit St. Pete/Clearwater previously employed creative video advertising showing a Spanish conquistador. It is this type of approach that may go far in attracting the Heritage Tourist, or creating them.

Recommendations/Ideas

- **Vigorously Protect Our Historic Assets.** Vigorously protect, nourish, and further develop St. Petersburg's historic assets. These are the core of Historic Tourism as well as fundamental to our city's Sense of Place and Keeping St. Pete Special.
- **Convert Recreational Tourists to Also Be Heritage Tourists.** Given that heritage tourists stay longer, a strategic objective would be to convert the recreational tourist to also be a heritage tourist, and seek to convenience the tourist to spend additional time in the St. Petersburg area by adding history and heritage attractions to their visit. If 25% of overnight tourists spent even one additional day this would result in a direct economic impact of \$234 million. One measure which could be taken to achieve this is to assure that information about nearby heritage sites is readily available at prime recreational and eco tourist sites.

One such site is Ft. De Soto. While Ft. De Soto is a county park not within the city limits of St. Petersburg, it is generally perceived as being a part of St. Petersburg and within the Greater St. Pete Area. Ft. De Soto has been ranked as No. 1 U. S. Beach by both Dr. Beach and TripAdvisor. Ft. De Soto was among the top four tourist attractions in 2015 for Pinellas overnight visitors. Presumably most were visiting as recreational or possibly eco tourists but many of these also visited the historic fort with its Quartermaster Museum. Possibly those doing so could be redirected through promotional information to other heritage sites beginning with nearby Egmont Key and possibly Maximo Park. Ranking sixth in visitation was the Dali

Museum. Again, possibly the Dali could be evaluated as a central point from which to redirect art visitors to city heritage sites and activities.

- **Focus First on Local Residents.** Some 44% of Pinellas tourists stay with family or friends. What these tourists visit is heavily influenced by their hosts. A strategic approach to growing Heritage Tourism is to increase awareness among local residents regarding local historic resources. Residents then in turn will influence their guests to visit historic sites and activities. Consideration should be given to development of incentives for residents to direct their visiting friends to historic sites. An example could be “Two-For” admissions where city residents receive a free admission when accompanied by an out-of-area guest.
- **Focus on Tourist Gateways.** Focus on tourist gateways or points of entrance to the St. Petersburg area, particularly area airports. Tampa International Airport handled nearly 19 million passengers (both arriving & departing) in 2015, making it the 31st busiest airport by passenger movements in North America. Nearly 70% of Pinellas tourists arrived by plane in 2015, and 68% of those arriving by plane used Tampa International Airport. Some 12% used St. Petersburg/Clearwater International (Research Data Services). Collateral heritage information especially should be disseminated at such gateways.
- **Focus on Out of Area Baseball Fans.** Focus on out of area Rays game attendees (approximately 450,000 annually). Seek to extend attendees stay by one day by creating a local baseball heritage tour designed especially for out of area Rays fans to include the Rays own Ted Williams Museum and Hitters Hall of Fame, Schrader’s Little Cooperstown world’s largest collection of autographed baseballs at the St. Petersburg Museum of History, perhaps Historic James Oliver Field at Campbell Park, Kids and Kubs Game, Babe Ruth site tour including Longest Home Run Site near Al Lang Stadium, Hall of Fame Walk on Central Avenue, etc.
- **Maximo Park.** Proceed as a priority with designation of Maximo Park as a National Historic Site and seek to add Maximo and the nearby Pinellas Point mound to the Trail of Florida’s Indian Heritage.
- **First Block**—Provide markers noting the historic significance of the block as a whole in addition to markers for each landmark and other historic building.
- **New First Airline Monument**—Efforts are underway led by the “Flight 2014” Coalition to erect a new First Airline Destination Monument near the site of the original airline hangar on the Approach to the Pier.
- **Markers or Memorials.** Use of markers or plaques is an effective way to educate the public regarding historic sites and to promote Heritage Tourism. Current markers in St. Petersburg include various State of Florida markers, City markers, and markers provided by Saint Petersburg Preservation for the National Downtown Historic District. The City and Saint Petersburg

Preservation collaborated via a grant to place markers at some downtown landmark sites and the City and the African American Heritage Association developed the African American Heritage Trail in Midtown. History panels chronicling the history of the Downtown Piers have been erected near the History Museum. Some subjects for new markers would include the historic buildings on First Block and the 55-year Sister City partnership with Takamatsu, Japan. (A listing of markers may be found at lat34north.com/HistoricMarkersFl/County.)

- **Heritage Tours.** Current heritage tours include Downtown, Waterfront, and select neighborhood and special tours (for example Babe Ruth sites and Mid-Century Architecture) sponsored by Saint Petersburg Preservation. Ghost Tours are also held downtown presenting real city history mixed with entertainment. Saint Petersburg Preservation recently published, in association with Southern Roots Realty, a Downtown and Waterfront Walking Tour Guide, and the African American Heritage Trail markers constitute a self-guided walking tour. City Preservation Staff are currently working with Saint Petersburg Preservation to enhance the downtown heritage tourist experience. Tours, including self-guided tours may be incorporated with suggested brochures (See Appendix--City Art, Historic Restaurants, etc.). The related efforts of the Sunshine Street Team are also noted. Team volunteers mobilize in the Downtown Waterfront Parks and along Beach Drive and Central Avenue every Friday, Saturday, and Sunday during November-May to provide directional entertainment and cultural center guidance to city visitors.
- **Historic Murals.** In order to continue to position St. Petersburg as an international arts destination, St. Petersburg, in partnership with the Suncoasters, hosted the first SPF – St. Petersburg Festival of the Arts. As part of SPF, the city hosted and funded “Shine”: St. Petersburg Mural Festival which resulted in more than a dozen murals by local, national and international artists to complement existing murals throughout downtown, Grand Central and the Warehouse Arts District. Tours of these murals have become a notable tourist attraction. Also the City has worked with students to design art work for some of the concrete bunkers found along the Pinellas Trail.

The City and Shine should consider integrating the existing collection of murals with a series of murals celebrating our city’s history. One resource for this could be a group of artists known as “The Walldogs.” The Walldogs are a group of highly skilled sign painters and mural artists from all over the globe that specialize in historic murals. The WEDU Arts Plus Program recently featured the work of the Walldogs in Delavan, Wisconsin. Information about the Walldogs may be found at thewalldogs.com. A launch date or month for painting the murals might be June 8th. It was on June 8, 1888, that the Orange Belt Railway delivered its first train to the new city of St. Petersburg. It was on that date St. Petersburg was effectively founded, although it was not formally incorporated as a Town until 1892. Some suggested content for historic murals is included in the appendix.

There are a few historic murals currently, notably Carrie Judus’ “A Glimpse Through the Mangroves” (at Weedon Island). (Note: There does not appear to be a self-guided mural walking tour giving a complete listing of murals with addresses available on-line or in print. There are interactive maps, but these are difficult to navigate and use to plan a self-guided tour. Guided tours are available once weekly. See <http://www.floridacraftart.org/events/walking-mural-tours-in-the-central-arts-district/>)

- **Heritage & History Annual Major Event.** Consider creating an annual “Heritage & History” event, possibly on the Downtown Waterfront Parks. Saint Petersburg Preservation, the Chamber, the City, and possibly the St. Petersburg International Folk Festival Society (SPIFFS) could partner together as sponsors. The event could build-on and expand the annual SPIFFS heritage festival. Activities might include period costumes; tours of historic sites in the downtown; history and heritage cuisine at downtown restaurants; free admission for the day at participating museums; flag-raising ceremony; an airboat fly-over (World’s First Airline); reenactment of Union gunboat attack at Pinellas Village; etc.
- **Consider Specialty Collaterals.** Promotional materials should speak directly to the heritage tourist (and potential heritage tourist) along with the recreational and eco tourists. Attention should be given to social media as well as websites. Some ideas regarding possible brochures and enhancements of other collaterals may be found in the appendix.
- **Websites.** Some 94% of Pinellas Tourists used the internet to obtain travel information for their trip in 2015. 80% booked reservations for the trip on-line (Research Data Services). One of the best website models for Heritage Tourism is VisitPensacola.com. Like St. Petersburg, Pensacola also is a major Beach Destination and this rightfully receives prime focus. However, significant emphasis is also given to “History & Heritage.” Navigation is easy: “Things To Do” leads directly to this tab. History and Heritage contains a brief overview statement and is then subdivided into Archaeology, Family Fun, Forts & Historic Sites, Multicultural Heritage, Museums, and Parks and Trails with brief overviews of Pensacola historic information. Information relevant to those interested in Heritage Tourism is pulled together in one place. Some information is repeated as it fits more than one category, but this facilitates navigation. The Pensacola website may serve as a template against which to test the websites of St. Petersburg Area stakeholders. Suggested content for the six subtabs and other website content may be found in the appendix.
- **Grant Programs.** Stakeholders should be alert to grant opportunities to promote Heritage Tourism. For example the African American Trail in Midtown was accomplished with grant funding as was the recent Saint Petersburg Preservation Downtown & Waterfront Walking Tour Guide.
- **Media Support.** Seek to obtain greater media coverage of local heritage and history activities with the goal of increasing heritage tourism. As an example, the Tampa Bay Times might run regular features promoting Heritage Tourism and possibly a Heritage Tourism supplement.
- **Coordination of Heritage Tourism Promotion.** It is recommended that Heritage Tourism stakeholders coordinate their efforts in promoting Heritage Tourism. It is suggested Saint Petersburg Preservation take the lead in forming a steering committee of interested stakeholders. One goal could be prioritizing recommendations from this report with the intent of implementing two or three a year. Such an effort might eventually lead to the formation of a

St. Petersburg Heritage Tourism Association composed of government (Ft. De Soto Park, Boyd Hill Preserve, Weedon Island Preserve, etc.), non-profits (Saint Petersburg Preservation, museums, etc.), and businesses relating to the heritage tourist (historic hotels, restaurants in historic buildings, for-profit tour companies, etc.). An example of a successful Heritage Tourism Association is in San Juan Capistrano, California (<http://www.missionsjc.com/volunteers-partners/heritage-tourism-association/>).

APPENDIXES

Appendix A

Top Countries for International Tourism in Florida (Tampa Bay Times 3/3/16)

1. Canada, 4 Million
2. United Kingdom, 1.6 Million
3. Brazil, 1.6 Million
4. Argentina, 720,000
5. Columbia, 594,000
6. Venezuela, 490,000
7. Germany, 448,000
8. Mexico, 430,000
9. Australia, 320,000
10. France, 313,000
11. China, 271,000

Note: British tourists spend more per capita than Canadian tourists. In 2015 British tourists spent \$1.5 Billion, more than Germany, Mexico, Australia, China and Indian combined. The average British length of stay is 13.3 days compared to 4.9 days for U. S. visitors. (Tampa Bay Times 12/10/09)

Appendix B

Place of Visitor Origin for Pinellas County Overnight Tourists (Annual Visitor Profile 2015)

Midwest	1,803,370
Europe	1,146,672
Northeast	1,421,525
Florida	707,996
Southeast	407,093
Markets of Opportunity	196,493
Latin America	178,600

Appendix C

Number of Visitors to Select St. Petersburg Area Venues

Morean Arts Center	816,779*
Museum of Fine Arts	666,762*
Dali Museum	400,000
Florida Holocaust Museum	250,641*
Weedon Island Preserve	100,000
Great Explorations Children's Museum	96,728
St. Petersburg Museum of History	45,173*
Armed Forces Museum	25,000
Museum Carter G. Woodson of African American History	3,185*
Saint Petersburg Preservation	2,535*

Notes and Sources:

* It is estimated that 32% of stated arts venue visitors are from outside the St. Petersburg area (St. Petersburg Arts Alliance, "The Economic Impact of Arts in St. Petersburg 2015.")

Figures for Great Explorations do not include Off-Site Attendance of 82,760. Figures for Weedon Island include 14,000 persons visiting the Cultural & Natural History Center. Armed Forces Museum data is from the Tampa Bay Times 12/1/16.

Ft. De Soto has the Spanish-American dated fortifications that are visited by tourists, most going for the beaches, camping, and fishing. Annual park attendance is more than million visitors. No count is made of those specifically visiting the fortifications. The 12-inch mortar batteries, located at the fort for which the park was named, was listed in the National Register of Historic Places in 1977. Adding to the historical interest at Fort De Soto, two British breech-loading, rapid-fire rifles of 1890 vintage were installed in 1982. These were originally at nearby Ft. Dade on Egmont Key. Markers show the original building locations and a Quartermaster Storehouse Museum.

Nearby is Egmont Key State Park. While the Park is primarily a wildlife refuge, it has a rich history including association with Spanish and English explorers, Seminole Wars, and Civil War. The lighthouse dates to 1847 (rebuilt in 1858). Remnants of the Spanish-American Ft. Date may also be visited. The County and Florida State Park websites are excellent.

Appendix D

Top Attractions/Theme Parks Visited by Pinellas Overnight Tourists in 2015

Orlando Theme Parks	18.2%
Bush Gardens	12.6%
Clearwater Marine Aquarium	12.5%
Fort De Soto	9.1%
Tarpon Springs	7.7%
Dali Museum	7.1%

Source: Research Data Services, Inc., "Annual 2015 Visitor Profile."

Appendix E

USA Today 10 Best Museums in St. Petersburg/Clearwater

1. Florida Holocaust Museum
2. Dali Museum
3. Museum of Fine Art
4. Armed Forces Museum
5. St. Petersburg Museum of History
6. Tampa Bay Automobile Museum
7. Great Explorations Children's Museum
8. Lee Ratner Museum of Art
9. Dunedin Historical Museum
10. Gulf Beaches Historical Museum

Appendix F

Trip Advisor Top Things To Do in St. Petersburg (Selected from 123 Venues)

- 1 Dali Museum
- 6 Vinoy Park
- 8 Holocaust Museum
- 9 Museum of Fine Arts
- 11 Sunken Gardens
- 13 Weedon Island Preserve
- 20 Boyd Hill Nature Preserve (Pioneer Settlement)
- 26 Great Explorations Children's Museum
- 30 North Straub Park
- 34 Demens Landing Park
- 35 Ted Williams Museum & Hitters Ball of Fame

36	St. Petersburg Museum of History
44	Maximo Park (Local Landmark)
45	Al Lang Stadium
48	Palladium (Landmark Building)
51	Historic Kenwood (National Historic District)
56	Pioneer Park
59	South Straub Park
75	Historical & Heritage Tours
81	Narvaez Site
82	Carter G. Woodson African American Museum
86	North Shore Historic District (National Historic District)
90	Jungle Prada de Narvaez Park
96	Historic YMCA (Landmark building)
106	Williams Park

Appendix G

Brochure & Other Collaterals Ideas

Listed below are ideas for possible heritage-related brochures and collaterals. While stakeholders will necessarily need to be selective in terms of published material due to cost, all of the ideas listed lend themselves to less-costly, and more accessible, digital options.

- Possible Brochure—"Heritage Tourism in Greater St. Petersburg" (Highlighting major area heritage tourism sites and activities)
- Possible Brochure—"Things to Do at Historic Buildings"
- Possible Brochure—"City Public Art"
- Possible Brochure—"Places to Eat in Historic Buildings"
- Possible Brochure—"Historic Hotels"
- Possible brochure—"Historic Markers and Monuments"
- Creole Café highlights the inspiration of Mary Brayboy Jones, long-time resident, in creating this Midtown restaurant.
- The Hangar Restaurant—Develop brochure about the history of the Albert Whitted Airport.
- The Birchwood Restaurant —Develop brochure regarding its designation as a local landmark.
- Official Trolley Map of PSTA—Add information about 5-10 historic sites along on the trolley route.
- Discover Pinellas Trails & Bicycle Lanes Guide (Pinellas County Metropolitan Planning Organization)—Has good timeline of the history of the trail; possibly add listing of historic landmarks and sites near the trails (does include Weedon Island Preserve Cultural & Natural History Center)
- Downtown St. Petersburg & The Gulf Beaches Visitors Map (Downtown Segway)—Add information regarding historic sites.

- Downtown Guide & Map (Discover Downtown) –Includes “Attractions & Points of Interest” section that addresses historic resources to some extent; but recommend further development; maybe have its own section.
- St. Petersburg’s Visitor Guide (Chamber) — in 2014 the Chamber mailed 31,809 tourist guides to prospective visitors. While this is an excellent guide it should be reviewed for opportunities to add information regarding historic sites and attractions. (See recommended website template regarding content).
- The VisitFlorida/Florida Attractions Association (Florida Suncoast Tourism Promotions, Inc.) “Attractions Map” only includes the Tampa Bay Automobile Museum among the various heritage tourism sites discussed in this study. Consideration should be given for additional venues.

Appendix H

Suggested Content for Historic Murals

- Tocobaga Indian life and Indian Mounds.
- The Narvaez Expedition.
- The Union Gunboat Attack on Abel Miranda’s fish rancho in the Driftwood area.
- City founders John C. Williams, Sarah Williams, and Peter Demens in association with the Orange Belt Railway, the first train station, and the Detroit Hotel.
- Tony Jannus, Thomas Benoist, Percy Fansler, and Mayor Abe Pheil and the first take-off of the World’s First Airline.
- The Manhattan Casino with Elder Jordan, George Grogan and performers.
- Babe Ruth hitting his longest home run at Waterfront Park Field.
- James Oliver playing in the Negro Leagues and his baseball star son Nate.
- The Kids and Kubs three-quarter century baseball club.
- The Waterfront Parks, Piers, and William Straub.
- Civil Rights leaders Ralph Wimbish, Fred Alsop, James Sanderlin, Joe Savage, and Mayor Don Jones.
- Doc Webb and the World’s Most Unusual Drugstore.
- Sister City Takamatsu, Mayor Herman Goldner, and Mayor Teruta Kunito.

Appendix I

Suggested Content for Website Subtabs (Based on VisitPensacola)

Part 1

Archaeology:

- Emphasize visitation of the Maximo Park Indian Mounds in the Skyway Marina District and the 3700 acre Weedon Island Preserve in North St. Pete. While the mounds at Weedon Island are not public accessible there is a major interpretation facility, the Cultural and Natural History Center, which includes exhibit of a unique one-thousand year old 40 foot canoe discovered at the Preserve.
- Also narrate the ill-fated expedition of the Spanish Conquistador Panfilo de Narvaez (and other Spanish influences in the St. Petersburg area). This was the first of the Spanish expeditions to explore the interior of Florida and the Gulf Coast states. Hopefully the approximate site of the beginning of the expedition on Boca Ciega Bay will be developed in the future as a major heritage site having local, state, and national interest. The approximate site, known as the Anderson-Narvaez Mound at Jungle Prada Mound Park, is included in the Trail of Florida's Indian Heritage.

Family Fun: *The emphasis of this section is on fun things to do while appreciating local history.*

- Again a visit to the Weedon Island Preserve with its unique combination of Cultural and Natural History Center, fishing pier, kayak and canoe paddling trails, and hiking trails is a great way to combine history, ecology, and recreation. The Center and nearby Indian mounds tell the story of the Weeden Island Culture dating back 1800 years. Also the colorful more recent Weedon history of airports, speakeasies, and Hollywood movies.
- In nearby Largo is Heritage Village, a collection of over 30 historic structures moved from various parts of the county including St. Petersburg (Harris School, H. C. Smith Store, and replica of Williams Parks Bandstand). This assembly of historic structures also is presented with lots to do including such major yearly events as a weaving demonstration; "Jubilee" (Flea Market), Farm Day, and Holliday Village.
- St. Petersburg has its own Heritage Village, called the Pioneer Settlement, located at the Boyd Hill Nature Preserve. It contains seven historic structures including the Brantley House (1888) and the Endicott House (1898). It is only open for special events, including children's day camps. Perhaps in the future in can evolve into a tourist site that can be visited daily.
- Museums also serve as places for fun, often with exhibits that are interactive. These include the St. Petersburg Museum of History with its First Airline, World-Class Baseball, and St. Petersburg History Exhibits; The Holocaust Museum; The Ted Williams Museum & Hitters Hall of Fame at Tropicana Field; and Armed Forces History Museum in nearby Largo. Also, not to be forgotten is Haslam's Book Store operating since 1933 has perhaps the best local offering of books on local history and culture and other Florida ("Florida's Greatest Rainy-Day Attraction").

Forts & Historic Sites: *While Pensacola's historic forts are more elaborate than those in the St. Petersburg area St. Petersburg does have Ft. De Soto and Ft. Dade and other sites which are engaging to visit.*

- Ft. De Soto dates to the Spanish-American War and many elements of its fortifications remain and may be visited (including the last four 12-inch M 1890-MI mortars remaining in North America). Pinellas County Government and the Friends of Ft. De Soto provide excellent information, including a self-guided walking tour brochure, at its website pinellascounty.org. (also available in hard copy at the entrance to the Park). Visit St. Pete/Clearwater has an excellent on-line video regarding Ft. De Soto.
- Also of great interest is nearby Egmont Key, site of Ft. Dade and the lighthouse dating to 1848. Again the Pinellas County website provides excellent information. Also, Friends of Weedon Island at <http://friendsofweedonisland.org/>.
- Historic Hotels include the storied 1920s era Vinoy Renaissance and Don CeSar Hotels with their distinctive Mediterranean Revival style architecture. The Don CeSar Hotel was named the "Best Historic Hotel" in its category in 2015 by the Historic Hotels of America organization (part of the National Trust for Historic Preservation (*Tampa Bay Times*, 10/16/15). A former hotel, previously the Rolyat, is Stetson Law School. This is also an excellent example of well-preserved Mediterranean Revival architecture, and is also the site where Babe Ruth signed his 1932 \$75,000 contract with the Yankees.
- Historic and architecturally significant sites in Downtown St. Petersburg may be visited via tours conducted by Saint Petersburg Preservation. Saint Petersburg Preservation also recently published (in cooperation with Southern Roots Realty) an excellent "Downtown & Waterfront Walking Tour Guide" for those unable to take a guided tour. The Guide should be made available on stakeholder websites and social media. Tours are also conducted in Gulfport and there is a "Westward Ho" tour conducted in the Kenwood Bungalow Neighborhood. A special site is the Seaboard Coastline Railroad Station on 22nd St. South dating from 1926, now occupied by the Creative Clay Company providing studios to ceramic artists and a retail galley.
- The Coliseum Complex includes the historic 1920s Coliseum building and adjacent shuffleboard and lawn bowling courts and chess club situated at picturesque Mirror Lake. Many city events are held at the Coliseum, but the Shuffle Board Courts ("The Oldest & Largest in the World") have really taken off in recent years, and are open to the public daily. VisitSt.Pete/Clearwater has an excellent promotional video on its website.
- The African American Heritage Trails. There are two walking trails that provide a small glimpse into the varied culture of the Midtown part of the city. The 22nd Street South (popularly known as "The Deuces") trail is titled "Community, Culture, and Commerce" and focuses on the rich cultural heritage of the neighborhood, community leaders, landmark businesses, and the evolution from the Jim Crow era to desegregation and the Civil Rights Movement. The 9th Avenue South trail is titled "Faith, Family, and Education" and delves into the more personal aspects of life in the community, highlighting the local schools, housing stock, community organizations, and churches that enriched the social fabric of the neighborhood.
- Historic sites previously mentioned also fit this category: Weedon Island Preserve and Maximo Park. Also Sunken Gardens, while considered mainly a botanical center, has a rich history, and is located adjacent to the popular Great Explorations Children's Museum. (The Children's Museum also includes a history-related exhibit entitled "I Spy St. Pete.")

Multicultural Heritage: *Pensacola has a diverse population including Native American, African, Latin, European, and Asian—many with deep historical roots in the city. This section briefly summarizes the*

historical narrative of these cultural groups and describes a few multi-cultural locations for tourists to visit.

St. Petersburg also has a multi-cultural heritage. Our first inhabitants were of course Native Americans. These were followed by the Spanish. Famed early settler Able Miranda was of Minorcan heritage. During the Civil War diarist Robert Watson wrote about Confederates in the Tampa Bay area as “truly cosmopolitan” including not just Southern whites but also “Yankees, Crackers, Conchs, Englishmen, Spaniards, Germans, Frenchmen, Italians, Poles, Irishmen, Swedes, Chinese, Portuguese, Brazilians,” and “half Indians.” Canadians such as Sarah Williams and Henry Sweetapple were instrumental in founding the city along with the Russian Peter Demens. A significant number of African Americans worked for the Orange Belt Railway and permanently located in St. Petersburg. Many early settlers were British bringing with them their Anglican Church. Over the years numerous ethnic groups made St. Pete their home, assimilating into the community but yet maintaining their distinctive traditions. In 1975 many of these groups came together under the umbrella of the St. Petersburg International Folk Fair Society.

- St. Petersburg International Folk Fair Society (SPIFFS). SPIFFS is composed of approximately 35 ethnic group members and has held an annual multi-cultural festival for over 40 years. SPIFFS and member groups hold a variety of heritage activities throughout the year. SPIFFS is the only independent multiethnic organization of its kind in the United States and has been named as a local legacy by the Library of Congress.
- St. Petersburg’s 55 year + Sister City relationship with Takamatsu, Japan. A range of cultural activities have been held over the past 55 years including student, teacher, and government staff exchanges, and baseball exhibit games. It is suggested that the mayors discuss what might be done to further increase tourism between the two cities.
- Carter G. Woodson African American Museum. The mission of the Dr. Carter G. Woodson African American Museum is two-fold: 1) to preserve, present, and interpret African American history and to engage a broad and diverse audience through these activities. 2) To promote an understanding among various groups that make up the St. Petersburg community in order to enhance our ability as a society to respect and value diversity and foster equal rights and social justice. In addition to the museum’s memorialization of the city’s African American history it also functions as an important cultural center.

Parks & Trails: *The Parks and trails tab first includes summaries of parks and plazas that have historic connections (noting the association), followed by listings of all parks (with photos). Parallel construction for websites in St. Petersburg would include the historic Waterfront Parks, Weedon Island Preserve, Maximo Park, Ft. De Soto, Egmont Key, etc. Both City of St. Petersburg and Pinellas County websites have well developed listings of parks and preserves generally.*

Appendix J

Draft Heritage Tourism Website Template Part II

Heritage & History (Short Background Statement)

- Archaeology
- Family Fun
- Forts & Historic Sites
- Multicultural
- Museums
- Parks & Trails

Museums of History

- St. Petersburg Museum of History ([link](#))
- Carter G. Woodson African American Museum ([link](#))
- Florida Holocaust Museum ([link](#))
- Boyd Hill Pioneer Settlement ([link](#))
- Weedon Island Preserve Cultural & Natural History Center ([link](#))
- Ted Williams Museum & Hitters Hall of Fame at Tropicana Field ([link](#))
- Armed Forces History Museum ([link](#))
- Heritage Village ([link](#))
- Tampa Bay Automobile Museum ([link](#))

Major Historic Destinations (Other Than Museums)

- Downtown Waterfront Parks & Pier
- Weedon Island Preserve
- Ft. Desoto and Egmont Key
- Maximo & Pinellas Point Indian Mounds
- African American Heritage Trail (“The Duces”)
- Coliseum (Events & Shuffleboard)
- Sunken Gardens
- Seaboard Coastline Railroad Station (Creative Clay)
- Historic Districts
 - First Block
 - Roser Park
 - Granada Terrace
 - Lang’s Bungalow Court
 - Downtown
 - Kenwood
 - North Shore (Old Northeast)
 - Round Lake

Major Historic Architectural Venues (Examples)

- Snell Arcade (Mediterranean Revival)
- Open-Air Post Office (Renaissance)
- Detroit Hotel (Victoria/Vernacular)
- Studebaker Building
- St. Mary's Catholic Church (Roman)
- State Theater (Beaux Arts)
- Williams Park Band shell (International)
- St. Peter's Cathedral (Florida Gothic)
- Carnegie Library (Beaux Arts)
- Veillard House (Queen Anne)
- Coliseum Complex (Shuffle Board, Lawn Bowling, Chess Club)
- Bethel A. M. E. Church (Gothic Revival/Romanesque Revival)
- Vinoy Park Hotel (Mediterranean)
- Jungle Prado
- C. Perry Snell's 3rd Residence (Brightwaters)
- Jordan Elementary
- Bahama Shores Ferdon-Designed Residence
- Sunset Hotel
- Admiral Farragut (Jungle Hotel)
- Stetson Law School (Rolyat Hotel)
- Don Cesar Hotel (Mediterranean Revival)
- Roser Park Bradshaw Home (Colonial Revival)
- Vinoy Renaissance Golf Club/Sunset Golf & Country Club (Romantic Revival)

Walking Tours

- Saint Petersburg Preservation Sponsored Tours
 - Downtown
 - Waterfront Parks
 - North Shore
 - Kenwood
 - Gulfport
- African American Heritage Trail
- Vinoy Renaissance Hotel Tours
- Segway Tours (Doo's Amazing Tours) (gyroglides.com)
- Ghost Tours
- Skyway Historical Tours
- StPeteMuralTour.com (partnered with [Florida CraftArt](#))
- [Link to Self-Guided Walking Tour Brochure](#)

Restaurants in Historic Buildings

- Hofbrauhaus (Tramor Cafeteria Landmark)

- 1100 Block Central (Green Bench, Ricky P, Bodega, Mercado)
- The Hideaway
- Burg Bar & Grill
- Alesia
- Enigma
- Ceviche Tapas Bar & Restaurant
- Craftsman House
- Rococo Steak
- Hollander
- Birchwood
- Vinoy
- Bombay Grill
- McDinton's Irish Pub & Restaurant
- Mirror Lake Lyceum
- Mastry's Bar & Grill

Historic Hotels/ Bed & Breakfasts

- Vinoy Renaissance (Landmark)
- Don CeSar
- Hollander
- Williams Park
- Indigo
- Birchwood (Landmark)
- Cordova (Landmark)
- Dickens House
- La Veranda
- Beach Drive Inn
- Larelle House
- Sunset Inn (Landmark)

Baseball

- Babe Ruth Associated Sites
 - Princess Martha
 - Miller-Huggins—Stengel Park
 - Waterfront Park/Al Lang
 - Admiral Farragut (Jungle Hotel)
 - Stetson Law School (Rolyat Hotel)
 - Waterfront Park/Al Lang
 - Flori-de-Leon Apartments
 - Snell Apartments

Additional Notes Regarding Websites

- Have a "Historicstpete" website or major tab at the chamber, history museums, city, SPP, Visit St. Pete/Clearwater. (See Pensacola example)

- Pinellas County Website (www.pinellascounty.org) Visit tab leads to Visit St. Pete/Clearwater; Cultural Arts and Events; Heritage Village; and Weedon Island Preserve.
- The Weedon Island Preserve tab is excellent, serving as a model, and includes videos featuring historical information about all aspects of the Preserve.
- The Fort De Soto tab is also excellent including history and a self-guide to the historic fort area and a history of nearby Egmont Key (Ft. Dade and historic 1848 lighthouse).
- Note: Visit St. Pete/Clearwater site lacks information about the Carter G. Woodson African American Museum.
- County, City of St. Pete, VisitSt.Pete/Clearwater, and St. Pete Chamber websites should be reviewed in light of core historic preservation landmarks and venues in St. Petersburg; and promotion of heritage-related tours.
- No website appears to include a self-guided walking tour or more general listing with map of “Historic Sites of Note to Visit”

Social Media would parallel the above.

Appendix K

Organizational Mission Statements

St. Petersburg City Marketing & Communications Department

The mission of the St. Petersburg City Marketing & Communications Department is to provide citizens, businesses, and visitors of the city information to enhance their lives, opportunities, and experiences through the promotion of the city's services, programs, diverse communities, and cultural events and organizations. Services provided include Editorial and Promotion; TV; Administration; Website; Graphic Support and Departmental Communications, and Marketing Outreach.

Visit St. Petersburg/Clearwater (Pinellas County Convention & Visitor’s Bureau)

Visit St. Petersburg/Clearwater Area Convention and Visitors Bureau is a department of Pinellas County Government and is the official tourism marketing and management organization for the St. Petersburg/Clearwater Area. The CVB is charged with enhancing the county’s economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry. The organization works domestically and internationally to develop and enhance sustainable tourism for the St. Petersburg/Clearwater area in both the leisure and meetings markets and targets consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs touting beaches, sports, arts and culture and nature-based opportunities. The CVB also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in development of new attractions and redevelopment of others.

St. Petersburg Area Chamber of Commerce

The St. Petersburg Area Chamber of Commerce shall be the preeminent leader of business in order to ensure the economic growth and vitality of our community.

Resources (Persons Interviewed)

Appreciation is extended to the following persons for their participation in this study.

Rui Farias, St. Petersburg Museum of History

Terri Scott, Carter G. Woodson African American Museum

Peter Betzer, Downtown Partnership

Kristina Alspaw & Chris Steinocher, St. Petersburg Chamber of Commerce

Emily Elwin, Saint Petersburg Preservation

Jeff Abbaticchio, Visit St. Pete Clearwater

Nina Mahmoudi, City of St. Petersburg Marketing Department

John Collins, St. Petersburg Arts Alliance

Brian Neimann & Holly Rush, Weedon Island Preserve