



**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 13, 2018** beginning at 2:00 PM, Council Chambers, City Hall, 175 Fifth Street North, St. Petersburg, Florida

According to Planning and Economic Development Department records, Community Planning and Preservation Commission members Bob Carter and Jeff Wolf reside or have places of business within 2,000 feet of the proposed district. All other possible conflicts should be declared upon the announcement of the item.



<b>CASE NUMBER:</b>	<b>HPC 17-90300005</b>	
<b>STREET ADDRESSES:</b>	100 19 <sup>th</sup> Avenue Northeast 114 19 <sup>th</sup> Avenue Northeast 120 19 <sup>th</sup> Avenue Northeast 126 19 <sup>th</sup> Avenue Northeast 136 19 <sup>th</sup> Avenue Northeast	140 19 <sup>th</sup> Avenue Northeast 146 19 <sup>th</sup> Avenue Northeast 156 19 <sup>th</sup> Avenue Northeast 162 19 <sup>th</sup> Avenue Northeast 166 19 <sup>th</sup> Avenue Northeast
<b>LEGAL ADDRESSES:</b>	Snell & Hamlett's North Shore Addition: Block 21, Lots 1 through 7	
<b>LANDMARK NAME:</b>	North Shore Section – Welch's Mediterranean Row Local Historic District	
<b>OWNER:</b>	Multiple	
<b>APPLICANT:</b>	Guy Keirn (owner of property within proposed district), with technical assistance from Robin Reed	
<b>REQUEST:</b>	Designation of the properties noted above as a local historic district to be added to the St. Petersburg Register of Historic Places	

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## BACKGROUND

The *North Shore Historic District* (referred to herein as the *North Shore National Register Historic District* for clarity), a residential area encompassing approximately 425 acres and over 3,000 buildings, was listed in the National Register of Historic Places in 2003. The proposed district consists of a single block face of properties within the *North Shore National Register Historic District*, each of which is listed a contributing property therein. These properties are united not only by the fairly broad developmental context of the North Shore area's development at large, but by their construction by developer M.B. Welch within a six-month period of time.

On October 11, 2017, at the request of an owner of property within the district, City staff held a meeting at Westminster Church of which owners of all ten properties were directly noticed. The possibility, process, and implications of designation as a local historic district were discussed at this meeting. Representatives of seven of ten properties within the proposed district attended this meeting.

St. Petersburg's Historic Preservation Ordinance, *City Code Section 16.30.070.2*, specifies that, in order for an application for local historic district designation to be considered complete and proceed to public hearing before the Community Planning and Preservation Commission (CPPC) and City Council, support for the application from owners of 50% + 1 parcels within the district must be shown through ballots issued by City staff. Individual ballots were mailed on October 23, 2017 by staff to each owner of property within the boundaries of the proposed district. These boundaries were suggested by the applicant and evaluated by staff to be in keeping with criteria for local historic district eligibility, as established by City Code and guided by national standards set by the National Park Service.

A total of seventeen ballots were mailed to owners of ten parcels. Per Code, each parcel is counted as a single vote, but conflicting votes from multiple owners of a single parcel shall cancel one another out. Votes of support have been received from all owners of nine of the proposed district's ten properties, or ninety percent. No ballot was returned from the single remaining property. A sample ballot and summary of returns is included in Appendix C of this report.

A completed Local Landmark Designation Application form and the required fee were received by staff on December 26, 2017. Since ballots showing sufficient support to proceed had already been received by that date, the application was determined to be complete at that time. Prepared by Guy Keirn, who owns property within the proposed district, with technical assistance from Robin Reed, the application (Appendix B) includes extensive research on the area's development and thorough documentation of the proposed district's existing conditions and the significance of its resources. An evaluation of the proposed *North Shore Section – Mediterranean Row Local Historic District's* eligibility for such designation follows.

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## STAFF FINDINGS

### Narrative Description and Historical Context

#### *Historical Context*

Much of Florida, particularly the southern portion of the peninsula, remained largely unsettled through the mid-nineteenth century.<sup>1</sup> The land which would eventually become Florida was estimated to have had a population of roughly 350,000 native people at the time of Ponce de Leon's first landing in the early sixteenth century. However, this number had dwindled to about 10,000 by 1821, when Florida became part of the United States, fairly evenly divided between Seminoles and European Americans, in addition to a relatively small number of African Americans, most of whom were enslaved. Development in the remaining decades of the nineteenth century was generally concentrated along the state's northern border with Alabama and Georgia.<sup>2</sup>

When Fort Brooke was established by the United States Army at the mouth of the Hillsborough River and across Tampa Bay from the Pinellas Peninsula, the peninsula is thought to have been mostly unsettled. A small coastal settlement of individuals who were possibly Seminoles or Spanish Indians was identified along the peninsula's western shore in 1821, but complete removal of Tampa Bay's Native American population was carried out by the government during and following the Second Seminole War of 1835 to 1842.

Around this time, a small number of European American settlers began to establish themselves near the site that would soon become St. Petersburg, beginning with Antonio Maximo Hernandez, a Spanish fisherman who operated a rancho at what is now known as Maximo Point. A small handful of other fishermen and homesteaders settled on the Pinellas Peninsula, generally seeking locations on the shoreline. The already-miniscule population decreased following a devastating storm in 1848, and again during the Civil War. Although the site of today's downtown St. Petersburg waterfront had been identified as a favorable location for a seaside rail depot and port in 1854, the sparse population that existed in the present-day "Sunshine City" was not concentrated in this area. Perhaps the most notable cluster of settlement was that of the Miranda-Bethell-Leonardi family, who established the Pinellas Village on the shore of Big Bayou beginning in the late-1850s.<sup>3</sup>

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<sup>1</sup> Due to the similarity of context, and to ensure a level of consistency in reporting, relevant portions of the following Historical Context, as well as other selected sections contained within this Staff Report, have been extracted from the 700 Block of 18<sup>th</sup> Avenue Northeast Local Historic District (HPC 16-90300008) and 200 Block 10<sup>th</sup> Avenue Northeast Local Historic District (HPC 17-90300004) staff reports, prepared by city staff in 2016 and 2017, respectively. Certain contextual information has additionally been distilled from the North Shore Historic District (8PI009640) National Register of Historic Places Registration Form by Kate Hoffman and Carl Shiver in 2003.

<sup>2</sup> William B. Stronge, *The Sunshine Economy: An Economic History of Florida Since the Civil War* (Gainesville, FL: University Press of Florida, 2008), 1.

<sup>3</sup> Raymond Arsenault, *St. Petersburg and the Florida Dream: 1888-1950* (Norfolk: The Donning Company, 1988), 29-30-40.

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As trains were the predominant method of long-distance transportation in the late nineteenth century, Pinellas remained remote with the nearest depot 90 miles away in Cedar Key. The expansion of railroad construction southward into the state, often financed by speculators, allowed a growing number of large-scale landowners to begin developing what had previously been agricultural or unsettled land. One such landowner was Peter Demens (born Pyotr Alexeyevitch Dementyev), a Russian immigrant and speculative real estate developer. Partially financed by fellow area landowner Hamilton Disston (who, at one point, was the largest landowner in the United States), Demens expanded a rail line into, and platted the land that would become St. Petersburg. The line's route was influenced by John Constantine Williams, who owned 1,600 acres on the Pinellas Peninsula – land he had collected with the ambition of establishing a town. When the first trains of the Orange Belt Railway arrived in the newly-named St. Petersburg in 1888, it was home to only thirty residents. The introduction of reliable rail transportation into the area provided access to new markets and brought tourists and permanent residents into the area; by 1892, when St. Petersburg was incorporated as a city, the population had grown to over 300.

Demens did not remain in Florida, but investors including Frank A. Davis, George Gandy, Charles Hall, C.M. Roser, and C. Perry Snell saw opportunity and moved to the young city to develop the land surrounding downtown St. Petersburg. While Florida as a whole remained disproportionately agricultural at the turn of the twentieth century, new rail connections allowed the young cities of the Tampa Bay area to urbanize. Hillsborough County (which included all of present-day Pinellas County until 1912) was the only county south of Orlando with a population density surpassing 20 people per square mile in 1900.<sup>4</sup> Into the early twentieth century, St. Petersburg's core and close-in suburbs continued to grow rapidly. Over 20,000 residential lots were created in St. Petersburg between 1911 and 1914 alone. Residential sections were platted and landscaped, and street lights and utilities run to the neighborhoods as their developers advertised the perks of Florida living to potential transplants.

The land that would ultimately become the proposed *North Shore Section – Mediterranean Row Local Historic District* is, as its title suggests, part of an area of the city that came to be known historically as North Shore, though the name "Old Northeast" is now more commonly used by locals. This area, extending north from St. Petersburg's downtown core and nestled between the Tampa Bay shoreline and Fourth Street, was purchased by C. Perry Snell beginning shortly after his relocation to St. Petersburg from Louisville, Kentucky in 1904. In Kentucky, Snell had operated a successful drug store; with financial backing from his wife Lillian Allen Snell, he began venturing into real estate development in St. Petersburg.<sup>5</sup>

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<sup>4</sup> Stronge, 2-3.

<sup>5</sup> Arsenault, 137.

Snell and several other investors organized the Bay Shore Land Company in 1905, and a year later

Snell purchased property formerly owned by the Orange Belt Railroad, including the Detroit Hotel and land between Mirror Lake and Crescent Lake, which he subdivided. In 1910, Snell partnered with Tennessee capitalist James C. Hamlett and began purchasing the land that became the North Shore neighborhood under the name Snell & Hamlett Real Estate Company. The company was acquired entirely by C. Perry Snell in 1919.<sup>6</sup>

North Shore developed over a period of approximately 35 years, beginning in the 1910s with construction in the area's lower section and spreading northward over time. Although secondary developers ultimately built many of the neighborhood's homes, Snell and the various real estate ventures that he commanded were instrumental in the establishment of the area's urban landscape and infrastructure. Snell advocated for, and later aided in the expansion of, William

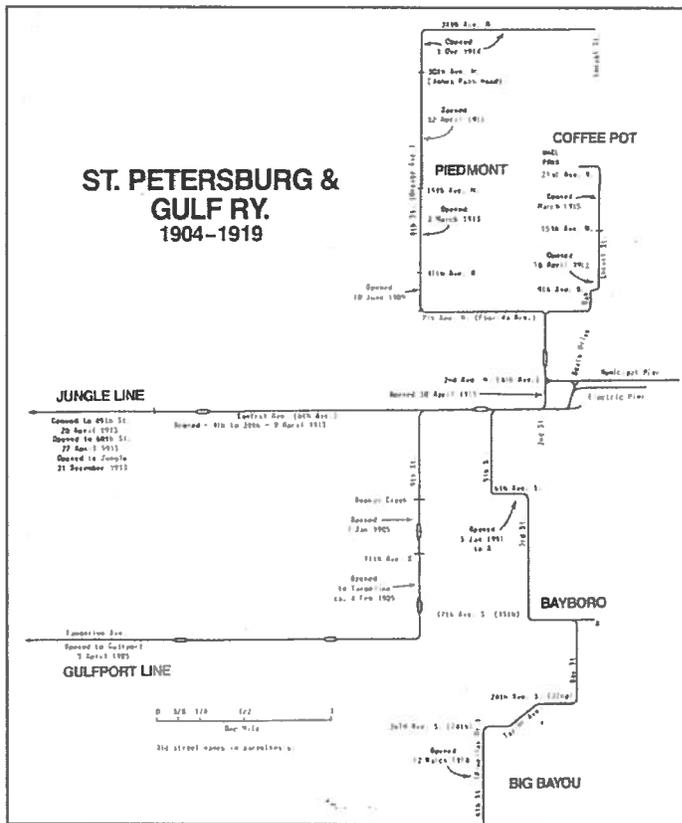


Figure 1: Map showing 1915 street car extension to area of proposed district, from James Buckley, *Street Railways of St. Petersburg, Florida*

Straub's Waterfront Park, which borders the neighborhood's Tampa Bay shore and creates its eastern border. His company additionally financed an extension of the City's streetcar line to run up Locust Street to foster development (Figure 1).<sup>7</sup> 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, and animals that could be kept.

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.<sup>8</sup>

<sup>6</sup> Edward Stevens "Perry Snell, Pioneer Local Developer, Dies," *St. Petersburg Times*, October 24, 1924.

<sup>7</sup> 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.

<sup>8</sup> Arsenault, 190.

Though construction boomed throughout the city, North Shore had established itself as a high-end residential neighborhood by this time (Figure 2). "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."<sup>9</sup>

Homes built in North Shore during this period included both those constructed specifically for individual owners and those constructed by speculative builders. The land now containing the proposed district was platted in 1911 as part of the fifteen-block *Snell & Hamlett's North Shore Addition Subdivision* (Figure 3).

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.<sup>10</sup>

**KNOW WELL**

**Who Will Be The Buyer**

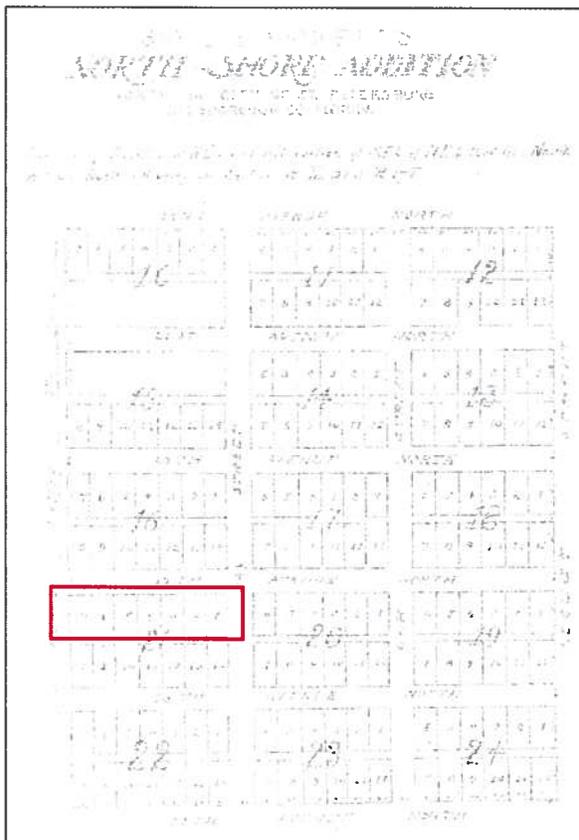
**of the Home Next Door to Yours**

What sort of youngsters will play with your children's children? It the selection of a home this thought will likely be one of the principal elements in your choice.

Figure 2: Advertisement for Schooley-Murphy Homes in North Shore Section, Evening Independent, January 11, 1923

<sup>9</sup> *The Evening Independent*, "Three Schooley-Murphy Homes Bought Here for Investment," January 23, 1923.

<sup>10</sup> 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.



**Figure 3: Plat for Snell & Hamlett's North Shore Addition subdivision, filed 1911. Plat Book H3, Page 77. Location of proposed district highlighted by staff.**

During the early 1920s, St. Petersburg, and cities throughout Florida, grew rapidly and created a period which came to be known as the Florida Land Boom. As infrastructure continued to be laid, destination hotels such as the Vinoy and the Soreno were constructed along the Tampa Bay waterfront in the Mediterranean Revival style. Throughout St. Petersburg, tracks were laid and roads were paved, connecting planned residential neighborhoods to the central business district. Developers, investors, and the City itself began promoting the "Sunshine City" heavily to tourists, transplants, and winter residents. In fact, St. Petersburg became the first American city government to hire a public relations director when John Lodwick was appointed in 1918. Promotional campaigns were successful, and as the city's population grew, so too did the number of boarding houses, apartments, and hotels.

The Florida Land Boom swept the state, and the Tampa Bay area, beginning in 1920. Properties throughout St. Petersburg were sold, subdivided, and developed at a frenzied pace as the city's population increased over fivefold

between 1915 and 1930. The city's growth was fueled not only by successful self-promotion, but by ever-increasing connections to Tampa and beyond. Most notably, the opening of the Gandy Bridge in 1924 reduced the length of the drive between Tampa and St. Petersburg from forty-three miles to nineteen and stimulated even more development north of the latter city's downtown core.<sup>11</sup> The pace of real estate speculation and development was only heightened by low interest rates, growing income, and the increased willingness of banks in Florida and throughout the United States to lend to investors.<sup>12</sup>

The North Shore area was, therefore, more desirable than ever to developers during the mid-1920s. The property surrounding the proposed district, which lies at the heart of North Shore, saw an incredible amount of construction during these years. The area appears only sparsely developed on the 1923 Sanborn "fire insurance" maps, but in an aerial photograph taken only three years later, small clusters appear on adjacent blocks, and then ten parcels of the proposed

<sup>11</sup> Stronge, 93-94.

<sup>12</sup> *ibid*, 98-99.

district have been developed (Figure 4). The land within the proposed district itself, shown as seven vacant lots in 1923, appears to have been purchased by developer A.R. Ray and his wife during the early 1920s. In late 1924 they transferred the entirety of the land along the southern edge of 19<sup>th</sup> Avenue Northeast, lying between First Street North and Bay Street Northeast, into the name of the Ray-Johnston Company, with the exception of the property that is now 126 19<sup>th</sup> Avenue Northeast.<sup>13</sup> It is possible that Mr. and Mrs. Ray intended to develop that property as a personal home or individual investment, but no record has been found of their residence there.

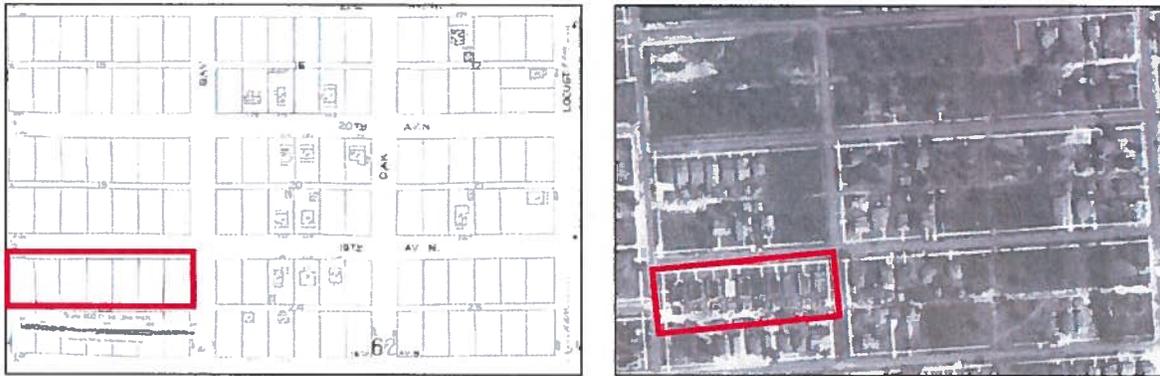


Figure 4: Proposed district and surrounding area, as shown on 1923 Sanborn “fire insurance” map (right) and 1926 USDA aerial photograph (left). Proposed district highlighted on each by staff.

Permits for the construction of the ten houses within the proposed district were each granted between September of 1924 and February of 1925 to A.R. Ray, the Ray-Johnston Company (sometimes spelled “Ray-Johnson”), or builder M.B. Welch. The homes were all constructed by Welch’s contracting firm for the Ray-Johnston Company and were united by their relatively small scale and “Spanish” designs, today generally referred to as Mediterranean Revival style architecture.

In many ways this collection of homes embody the optimism that defined the mid-1920s construction boom that swept St. Petersburg. “Where on October 6, only the empty stretch of Palmettos and pine land reached from First Street to Bay Street on Nineteenth Avenue,” a March 22, 1925 *St. Petersburg Times* article recounted, “today there are ten splendid frame and stucco houses of six rooms and bath, each unit with a double garage which stands as a monument to M.D. [sic] Welch, well-known local contractor.” The article notes that Welch, who was under 30 years old at the time of its writing, had “heard much of the land of sunshine and flowers and of the growth of St. Petersburg,” and been inspired to relocate to the city from Rockville, Indiana only two years earlier.

Welch’s building business followed a trajectory not uncommon among those who filled St. Petersburg’s close-in neighborhoods with tidy rows of homes during the growth period of the early 1920s. He moved to St. Petersburg with some experience in contracting under his belt, having worked with his father for a number of years in their home state of Indiana. The junior

<sup>13</sup> *St. Petersburg Times*, November 25, 1924.

Welch's first months in the "Sunshine City" were spent working with builder C.C. Clarkson, who taught him the nuances of building for St. Petersburg's southern climate.<sup>14</sup> As the local economy grew in 1924, Welch began working on his own accord as a contractor, first working with the Ray-Johnston Company in the construction of the proposed district, and later establishing M.B. Welch, Incorporated, which was said to have been one of the largest construction firms on Florida's west coast in its time, employing as many as 400 workers at its peak.<sup>15</sup> Welch constructed dozens of homes in St. Petersburg during the land boom, most of which are thought to have been in the North Shore area.

The designer of the ten homes within the proposed district was local architect C. Sedgwick Moss, who established his practice in St. Petersburg after moving from Natchez, Mississippi in 1923 at the age of 32. Moss designed a number of buildings in the city; it appears that he primarily designed residences. In the early 1930s, he held a position on St. Petersburg's Building Advisory Board and served as the secretary of the Florida Central Chapter of the American Institute of Architects.<sup>16</sup>

The Florida land boom peaked in 1925 before crashing in 1926-1927. Construction in St. Petersburg came to a virtual halt, though the local tourism industry remained fairly steady until 1930. Research suggests that building projects by M.B. Welch and the Ray-Johnston Company were few and far between after 1926. Although Welch (still a building contractor), wife Mary, and sons Maynard and Jerry Ray were noted as residents of St. Petersburg in the Florida Census of 1935, the fact that they were renters of a modest home, coupled with the indication that Jerry was born in 1933 in Welch's home state of Indiana, suggests that the development firm did not emerge from the "bust" with the same degree of business success it knew in 1925.<sup>17</sup> C. Sedgwick Moss was appointed to a position as an architect with the Federal government in 1932<sup>18</sup> and continued to practice in Washington, D.C. for some time.

The city's status as an "escape," being a winter resort town, helped the local economy survive the Great Depression despite the drastic slowdown of construction. Nonetheless, some residential building continued, primarily in the form of the filling-in of empty parcels in neighborhoods developed during the Land Boom.

#### *Existing Conditions*

The proposed district, as originally subdivided by C. Perry Snell, contained seven blocks; the Ray-Johnston Company redistributed the property into ten parcels, each of which is forty feet wide by 110 feet deep, with the exception of the sixty-foot wide parcel at 100 19<sup>th</sup> Avenue Northeast. The increased density of this row of homes, combined with a consistent setback of approximately

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<sup>14</sup> *St. Petersburg Times*, March 22, 1925, Accessed via newspapers.com.

<sup>15</sup> *St. Petersburg Times*, December 23, 1926, Accessed via newspapers.com.

<sup>16</sup> *St. Petersburg Times*, January 14, 1932, Accessed via newspapers.com.

<sup>17</sup> Florida Census 1935.

<sup>18</sup> *St. Petersburg Times*, January 14, 1932, Accessed via newspapers.com.

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forty feet from the street, and small side setbacks of roughly six to seven feet, creates the experience of an “urban wall” of buildings. Each home is between twenty-six and twenty-eight feet wide at its façade and connected to 19<sup>th</sup> Avenue Northeast by a pedestrian walkway.

No driveways pierce the front landscape of the proposed district, creating a human-scaled and pedestrian-oriented experience for the visitor. The proposed district retains many of the features that define its historic urban landscape, including hexagonal concrete block sidewalks along Bay Street and 19<sup>th</sup> Avenue Northeast and granite street curbing. This portion of the street has been paved in asphalt; historic vitrified brick pavement may exist beneath this surface.

The proposed district now consists of ten properties, each of which contains a one-story single family residence and detached garage.<sup>19</sup> Property cards indicate that each home originally had six rooms, a bathroom, and a two-car garage.

As noted above, the houses and their rear-yard, detached garages were each designed by St. Petersburg architect C. Sedgwick Moss in the Mediterranean Revival style. Architectural descriptions of each resource have been provided by the applicant in the attached nomination form. All of the ten homes within the proposed district feature frame construction with stucco exterior treatment. With the exception of the house at 166 19<sup>th</sup> Avenue Northeast (which has a gabled roof clad in clay tile), each has a flat roof with low parapet. Rooflines tend to be broken by elements such as small towers, visors, and shed-roofed porches clad in clay tile. To take advantage of the small lot sizes, the buildings’ footprints are generally rectangular overall, though elevations typically feature some degree of articulation to add visual interest, sometimes creating the opportunity for small window projections.

Each house was constructed with an offset front porch, generally occupying just over half the width of the façade. Many of these front porches have since been enclosed to create additional living space, but these alterations have tended to follow the original porches’ openings, therefore retaining the resources’ historic design as much as possible. Canvas awnings, both flat and clamshell, provide shade to the windows of many homes within the proposed district in the absence of roof overhangs.

Windows appear to have historically consisted primarily of three-, four-, and six-over-one double hung wood sash windows, though these have been replaced in several homes with non-historic aluminum awning, jalousie, or single-hung sash windows. However, as in the case of noted porch enclosures, these replacement windows appear to have retained historic openings and, therefore, do not detract from the proposed district’s overall integrity of design.

The proposed district’s historic flow of pedestrian and vehicular traffic is a significant element of its cultural landscape. In addition to the importance of the unbroken sidewalk and pedestrian walkways from porch to street noted above, the alley-facing garages are a vital, if utilitarian, aspect of the historic urban design. Each garage was historically constructed to house two cars and featured a flat roof with little, if any, ornamentation. The vehicular entrances to the garages

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<sup>19</sup> In one case, 166 19<sup>th</sup> Avenue Northeast, a breezeway has been constructed connecting the primary residence and garage.

at the east and west edges of the proposed district face Bay Street Northeast and First Street North, respectively; all others face the alley lining the southern edge of the properties. The alley continues to act as a service area, providing a location for sanitation services as well as vehicular access, further enhancing the experience of the pedestrian from the public realm confined to the buildings' front yards. The garage at 120 19<sup>th</sup> Avenue Northeast was altered in 1946 through the construction of a second-floor, creating additional dwelling space. Although this alteration occurred outside of the Period of Significance, it has gained significance in its own rite, making the garage a contributing resource despite having been altered. Likewise, the primary residence and garage at 166 19<sup>th</sup> Avenue Northeast were connected in 1945 through the construction of a breezeway.

As a whole, the proposed district presents a visibly cohesive collection of modestly-scaled Mediterranean Revival single family homes. The integrity that has been retained with regards to both the individual resources, and to the landscape that ties them together, results in an enclave within the North Shore neighborhood that is at once a departure from the broader neighborhood's stylistic diversity, and in keeping with its representation of the various approaches to residential development that defined the height of St. Petersburg's early twentieth century development. Current photographs of the proposed district, landscape elements, and its contributing resources are found in Appendix D.

#### *Boundary Justification*

The proposed district's boundaries include the ten parcels at the southern edge of the 100 block of 19<sup>th</sup> Avenue Northeast, as bounded by Bay Street Northeast, First Street North, 19<sup>th</sup> Avenue Northeast, and the alleyway between 18<sup>th</sup> and 19<sup>th</sup> Avenues Northeast (Figure 5). These boundaries encompass the area of land that was originally subdivided by C. Perry Snell at the dawn of the growth of the North Shore neighborhood, then re-divided by the Ray-Johnston Company for development by builder M.B. Welch at the height of the Florida land boom. All designed by C. Sedgwick Moss and constructed by Welch's firm within a six month period in 1924-1925, these ten properties are united by the historic events surrounding their conception and construction, and continue to convey this unity through a highly visible degree of commonality of design.

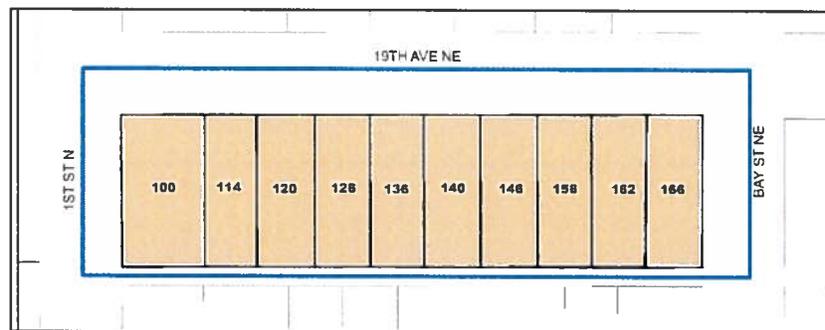


Figure 5: Proposed boundaries of North Shore Section – Mediterranean Row Local Historic District

*Contributing Structures*

Address	FMSF No.	Style	Builder	Architect	Date of Construction
100 19 <sup>th</sup> Ave NE and garage	8PI03571	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1925
114 19 <sup>th</sup> Ave NE and garage	8PI03572	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1924
120 19 <sup>th</sup> Ave NE and garage	8PI03574	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1924
126 19 <sup>th</sup> Ave NE and garage	8PI03576	Mediterranean Revival	Welch, M.B.	Moss, C.S.	c. 1924
136 19 <sup>th</sup> Ave NE and garage	8PI03577	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1925
140 19 <sup>th</sup> Ave NE and garage	8PI03579	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1925
146 19 <sup>th</sup> Ave NE and garage	8PI03580	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1924
156 19 <sup>th</sup> Ave NE and garage	8PI03582	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1924
162 19 <sup>th</sup> Ave NE and garage	8PI03584	Mediterranean Revival	Welch, M.B.	Moss, C.S.	1924
166 19 <sup>th</sup> Ave NE	8PI03585	Mediterranean Revival	Welch, M.B.	Moss, C.S.	c. 1924

## Historic Significance and Satisfaction of Eligibility Criteria

*Summary*

Staff finds the proposed *North Shore Section – Mediterranean Row Local Historic District*, with a period of significance of 1924 to 1925, the construction dates of resources therein, to be eligible for the St. Petersburg Register of Historic Places. The proposed district meets four of the nine criteria for significance as a local historic landmark, and all seven of seven aspects of historic integrity.

*Criteria for Significance*

Eligibility for the St. Petersburg Register of Historic Places is determined through 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 contributing resources within the proposed district were constructed between 1924 and 1925, making them each

approximately ninety-three years old at the time of this report. This surpasses the 50-year mark, which serves as the general milestone at which resources begin to be considered potentially historic.

Evaluation of potential local historic landmarks then considers 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 individual landmark or district to be placed in the St. Petersburg Register. The nine criteria are based on 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 *North Shore Section – Mediterranean Row Local Historic District*, staff concurs with the applicant’s finding that the resource satisfies the St. Petersburg Register criteria as follows. A full list of criteria for significance can be found in the application, which is attached as Appendix B.

<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	N	Y	Y	Y	N	N

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

In the area of Community Planning and Development, the proposed district represents the traditional urban landscape that defines early twentieth century residential suburbs, as recognized by the listing of the *North Shore National Register Historic District* by the National Park Service in 2003. Further, this collection of resources depicts the mark that speculative development had on Florida’s “American Riviera” during the boom years of the 1920s.

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

The proposed district features ten single family houses, each with a detached garage (though the primary residence and garage have been joined in one case). Designed by C. Sedgwick Moss, the scale of these Mediterranean Revival style homes is relatively modest when compared to some of the winter homes constructed in the North Shore area for wealthy northerners during the 1920s. Nonetheless, the primary residences feature the elements of design that portrayed the “Sunshine City” as a winter playground to potential transplants as a booming St. Petersburg marketed itself. From their materials such as stucco and barrel tile, to their varied and articulated footprints, flat roofs, and even the use of small towers, these homes incorporated, and retain, a high degree of style inspired by Florida’s association with “Mediterranean kitsch.”

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

The proposed district’s concentration of houses dating to the speculative building frenzy of the Florida Land Boom represents an incredibly important chapter in the development of St. Petersburg as the “Sunshine City,” a destination for retirees, winter residents, and families seeking a fresh start in a friendly climate.

*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;*

The proposed district possesses a high concentration of not only historically significant buildings, but structures such as granite curbs, and hex block sidewalks, as well as retaining the historic flow of a traditional residential suburb. The resources within the proposed *North Shore Section – Mediterranean Row Local Historic District* are united by their similarity of design by C. Sedgwick Moss, and their development by M.B. Welch in association with the Ray-Johnston Company.

Historic Integrity

The second portion of the two-part evaluation for eligibility for listing in the St. Petersburg Register of Historic Places questions whether at least one of seven factors of historic integrity have been met. In the case of the proposed *North Shore Section – Mediterranean Row Local Historic District*, staff finds all seven factors to remain intact.

<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*

All properties within the proposed district remain in their original locations.

*Design*

The intended design of both the district overall and its individual properties has been well-preserved.

*Setting*

The proposed district is entirely surrounded by the *North Shore National Register Historic District*, which remains a vibrant and intact historic residential neighborhood.

*Materials*

Although some individual properties have seen alterations such as the enclosure of porches and the replacement of windows, which has somewhat diminished this aspect of integrity, the district as a whole maintains sufficient historic materials to allow the viewer to read the district in its entirety as being composed of historic materials.

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### *Workmanship*

Workmanship is defined by the National Park Services as “the physical evidence of the crafts of a particular culture or people during any given period of history.”<sup>20</sup> The proposed *North Shore Section – Mediterranean Row Local Historic District* serves as physical documentation of the historic construction techniques that were prevalent during its period of significance. The aesthetic principals that guided the area’s development remain visible in the way that the landscapes and individual resources were constructed, from the retention of hexagonal concrete block sidewalks to the careful details at parapet walls concealing flat roofs on individual homes.

### *Feeling*

Feeling, a resource’s aesthetic or historic sense of a particular period of time, permeates the proposed district through its visible and undeniable representation of an early-twentieth century suburb.

### *Association*

Association is generally defined as the link between a resource and an important historic event. In the case of the proposed *North Shore Section – Mediterranean Row Local Historic District*, its retention of the other six aspects of integrity and continued use as a residential neighborhood with traditional traffic flow and its highly visible unity of architectural style provide this link and allow the district to represent its historic nature.

## CHARACTER-DEFINING FEATURES

In addition to the architectural significance of each property, the proposed *North Shore Section – Mediterranean Row Local Historic District’s* overall significance is enhanced by elements that unite its resources, including:

- Its properties’ consistency of scale, each being one story in height, and between twenty-six and twenty-eight feet wide at its façade;
- Consistent front setbacks of approximately forty feet and side setbacks of roughly seven feet;
- Overall rectangular plans which are given visual interest by articulation along the majority of elevations;
- Flat roofs with parapets, given interest with clay tile insets, towers, and visors;
- Stucco exteriors; double-hung windows that were primarily three-, four-, or six-over-one in configuration, historically;
- Asymmetrical facades, especially broad, off-set front porches;
- Vehicular access generally limited to the rear of properties via alleyways and a total lack of front driveways facing 19<sup>th</sup> Avenue Northeast; and
- Remaining historic streetscape materials throughout the district, including hexagonal concrete block sidewalks and granite curbs.

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<sup>20</sup> United States Department of the Interior, National Park Service, National Register Bulletin 15 – How to Apply the National Register Criteria for Evaluation.

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## PROPERTY OWNER CONSENT AND IMPACT OF DESIGNATION

This application was initiated by an owner of property within the proposed district. Ballots to determine support of this application were mailed to seventeen owners of the ten parcels within the boundaries of this proposed district on October 23, 2017. As established by City Code, ballots expressing the support of owners of 50% plus one parcels within a proposed local historic district must be returned to City staff within 60 days. As detailed in Appendix C, sufficient support to proceed with this application was received by staff on November 13, 2017. Supportive votes representing three additional parcels was also received as of the writing of this report, to total a support rate of ninety percent. One ballot (ten percent) has not been returned.

Since this proposed district is within an area already designated as a National Register historic district, certain benefits such as the Ad Valorem Tax Exemption for Rehabilitation and relief from some requirements of the Florida Building Code are already available to property owners. Additional listing at the local level will provide a heightened degree of protection against unnecessary demolition and unsympathetic alterations and infill construction through design reviews to be conducted by staff of the Urban Planning and Historic Preservation Division under the guidance of the Community Planning and Preservation Commission. The creation and preservation of historic districts enhances the city's historic character, fulfills the City's goals as a Certified Local Government in Historic Preservation, and reinforces a strong sense of place.

## 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

**Policy HP2.7:** An applicant may bring before the Commission designated in the Land Development Regulations and City Council for nomination as a City-initiated landmark district an area designated as a National Register of Historic Places district and not designated as a local landmark district, provided that the applicant secures approval from the owners of the properties in the proposed district as required by the Historic and Archaeological Preservation Overlay section of the Land Development Regulations.

#### DISTRICT NAME

The name recommended by staff for this designation, "*North Shore Section – Mediterranean Row Local Historic District*" follows a pattern that staff concludes will be useful as the City of St. Petersburg's historic preservation program continues to grow in the future. Local criteria, evaluations, and standards for designation are ultimately guided by the National Park Service and its approach to resources listed in the National Register of Historic Places. In that case, the National Park Service suggests choosing a name "that best reflects the property's historic importance or was commonly used for the property during the period of significance" when preparing nominations for the National Register of Historic Places. In naming districts, it is further suggested that designation applicants

Use traditional terms such as "village," "ranch," "courthouse square," or "townsite," or the generic terms "historic district" or "archaeological district," to indicate the kind of district when naming districts based on their location or historic ownership. Modifiers such as "prehistoric," "commercial," "civic," "rural," "industrial," or "residential" may also be used to define the predominant historic quality of a district. Names of historic and archaeological districts should reflect the area as a whole rather than specific resources within it.<sup>21</sup>

As discussed above, the significance of the potential local historic district being discussed herein was initially established by the listing of the *North Shore National Register Historic District* in the National Register of Historic Places. Additionally, the Historic Preservation Element of the St. Petersburg Comprehensive Plan, effective April 15, 2016, establishes the goal of local designation of St. Petersburg's National Register-listed districts, given that owner support is shown through the ballot process established by the Historic Preservation Ordinance.

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<sup>21</sup> U.S. Department of the Interior, National Park Service, *National Register Bulletin 16B – How to Complete the National Register Registration Form*, [https://www.nps.gov/nr/publications/bulletins/nrb16a/nrb16a\\_III.htm#name](https://www.nps.gov/nr/publications/bulletins/nrb16a/nrb16a_III.htm#name).

The *North Shore National Register Historic District* encompasses numerous individual subdivisions platted and developed over several decades. In the case of this application, staff has determined that it is reasonable for this small cluster of homes known locally as “Mediterranean Row,” which share a common history of development and are united by aesthetic style, to apply for designation as a local historic district. In the *North Shore Section – Mediterranean Row Local Historic District*, the name of the larger *North Shore National Register Historic District* is referenced through the prefix, *North Shore Section*. This is done to reference the significance of the larger National Register District, as well as the smaller collection of resources being discussed herein.

#### RECOMMENDATION

Given the *North Shore Section – Mediterranean Row Local Historic District’s* satisfaction of the criteria for designation as a local historic district to be added to the St. Petersburg Register of Historic Places, staff recommends **approval** of Case No. HPC 17-90300005, thus referring the issue to City Council for public hearing and a final determination.

## REFERENCES

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- Stevens, Edward. "Perry Snell, Pioneer Local Developer, Dies." *St. Petersburg Times*. October 24, 1942. Accessed via Newspapers.com Archives.
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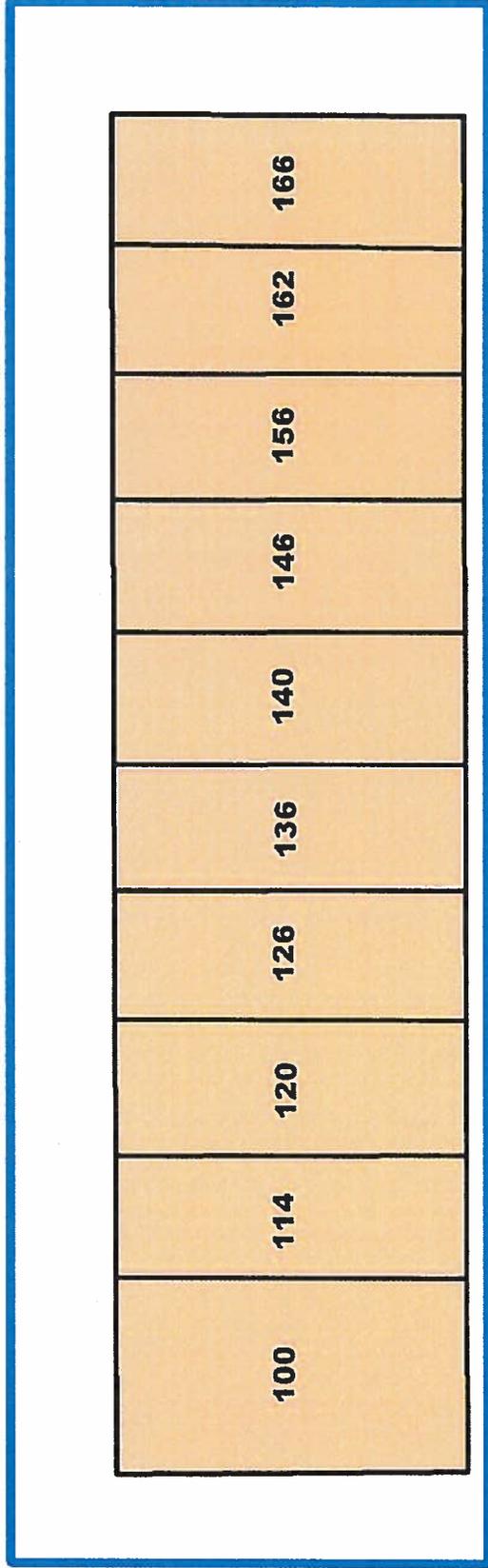
Appendix A  
Maps of Subject Property

**North Shore Section - Mediterranean Row Local Historic District  
Proposed Boundaries File No. 17-90300005**

19TH AVE NE

1ST ST N

BAY ST NE



18TH AVE NE



Appendix B  
Local Landmark Designation Application



# 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 and Hamlett's North Shore Addition

other names/site number 100 Block of 19<sup>th</sup> Avenue NE, Mediterranean Row

address 100 Block of 19<sup>th</sup> Avenue NE

historic address \_\_\_\_\_

## 2. PROPERTY OWNER(S) NAME AND ADDRESS

name See attached.

street and number 100, 114, 120, 126, 136, 140, 146, 156, 162, and 166 19<sup>th</sup> Avenue NE

city or town St. Petersburg state FL zip code 33704

phone number (h) \_\_\_\_\_ (w) \_\_\_\_\_ e-mail \_\_\_\_\_

## 3. NOMINATION PREPARED BY

name/title Guy Keirn with technical assistance from Robin Reed

organization Home owners

street and number \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

phone number (h) \_\_\_\_\_ (w) \_\_\_\_\_ e-mail \_\_\_\_\_

date prepared \_\_\_\_\_ 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)

## 5. GEOGRAPHICAL DATA

acreage of property More than 1 acre

property identification number See Site Files

100 Block of 19<sup>th</sup> Avenue NE  
Name of Property

**6. FUNCTION OR USE**

<u>Historic Functions</u>	<u>Current Functions</u>
Residential/single family	Residential/single family

**7. DESCRIPTION**

<u>Architectural Classification</u> (See Appendix A for list)	<u>Materials</u>
Mediterranean Revival	Wood
	Brick
	Stucco

**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>	<u>Contributing resources previously listed on the National Register or Local Register</u>
20		Buildings	All are contributing structures in the National Register, North Shore Historic District
		Sites	
		Structures	
		Objects	Number of multiple property listings
		Total	

100 Block of 19<sup>th</sup> Avenue NE

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

1924-1925

Significant Dates (date constructed & altered)

1924-1925

Significant Person(s)

Cultural Affiliation/Historic Period

Florida Land Boom

Builder

M.D. Welch

Architect

C.S. Moss

**Narrative Statement of Significance**

(Explain the significance of the property as it relates to the above criteria and information on one or more continuation sheets. Include biographical data on significant person(s), builder and architect, if known. Please use parenthetical notations, footnotes or endnotes for citations of work used.)

**10. MAJOR BIBLIOGRAPHICAL REFERENCES**

Please list bibliographical references.

# St. Petersburg Local Landmark Designation Application

Name of property \_\_\_\_\_

Continuation Section

Page \_\_\_\_\_

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## **CONTINUATION SHEET – 100 Block of 19<sup>th</sup> Avenue NE**

### ***BOUNDARY DESCRIPTION AND JUSTIFICATION***

The boundary of the 100 Block of 19<sup>th</sup> Avenue NE Historic District encompasses the south side of 19<sup>th</sup> Avenue NE between First Street NE and Bay Street. The properties are within the Subdivision Plat of Snell & Hamlett's North Shore Addition, recorded in Pinellas County Plat Book H3 77. 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; all of the houses are Mediterranean Revival style architecture.

### ***PHYSICAL DESCRIPTION***

The district consists of relatively flat terrain composed of well-drained sandy soil. All of the houses are single family. The lots are 40' wide and 110' deep with the exception of 100 19<sup>th</sup> Avenue NE which is 60' wide. All of the properties on the block except #166 have detached garages (one with living space above), bringing the total number of structures within the district to 20. Sidewalks along Bay Street and 19<sup>th</sup> Avenue in this block are hexagonal block pavers that are natural concrete and dark gray concrete in color, and laid in a random pattern. Curbing is granite. Palm trees and tropical landscaping complete the block.

### ***HOUSE DESCRIPTIONS***

All 10 houses on the south side of 19<sup>th</sup> Avenue NE between 1<sup>st</sup> Avenue NE and Bay Street were built by the same contractor, M.D. Welch, for the Ray-Johnson Company. The architect for the project was C.S. Moss; all the houses represent the Mediterranean Revival style of architecture. Each of the 1 story houses was constructed with 6 rooms, a bathroom, and a 2-car garage.

#### **100 19<sup>th</sup> Ave NE**

This frame, stucco-clad Mediterranean Revival house was constructed in 1925 at a cost of \$5,000. It has an irregular plan. The roof is flat with a hip roofed tower extension. Distinctive features include a west end brick chimney and decorative tile appliqués. The house has been altered by metal sash windows. In 1938, a bedroom was added to the rear of the house. Three windows and a door were added to existing openings in 1971.

#### **114 19<sup>th</sup> Avenue NE**

In 1925, this Mediterranean Revival, stucco-clad frame house was constructed for \$6,500. It has a rectangular plan and a flat roof. The fenestration is double hung sash with 4/1 lights. A flat-roofed entrance porch with arched openings and knee wall extends from the façade. It has a west end brick chimney and decorative ceramic tile appliqués.

### **120 19<sup>th</sup> Ave NE**

This 1 story house, also constructed 1925, cost \$6,500 to build. The stucco over frame structure has a rectangular plan and a flat roof. The fenestration consists of double hung windows with 3/1 lights. It features a west end brick chimney. Anna Fahey added an apartment over the existing garage in 1946.

### **126 19<sup>th</sup> Ave. NE**

The plan of this house is rectangular and is covered by a flat roof. A flat-roofed entrance porch with arched openings extends from the façade. Additional features include a west end brick chimney, a decorative terracotta crest and masonry window surrounds. The fenestration has been altered by the replacement of original windows with metal sash. The entrance porch has also been enclosed.

### **136 19<sup>th</sup> Ave NE**

This 1 story, stucco-covered frame home was constructed by M.B. Welch in 1925, at a cost of \$5,000. The plan is irregular with a flat-roofed gable extension. Fenestration consists of double-hung windows with 6/1 lights. The house has an exterior east end chimney and decorative ceramic tile appliquéés and canals.

### **140 19<sup>th</sup> Ave NE**

This 1 story rectangular plan house has a flat roof and a flat-roofed entrance porch with arched openings. It was constructed in 1925 by M.B. Welch. It features an exterior west end chimney. The fenestration has been altered by metal awning windows. In 1958, the entrance porch was enclosed.

### **146 19<sup>th</sup> Ave NE**

This stucco over frame house has a rectangular plan and flat roof. The 6 rooms, 1 bathroom and 2-car garage was built at a cost of \$6,500. The fenestration consists of pivot windows with 4 lights. The house features an exterior west end chimney and decorative ceramic tile appliquéés.

### **156 19<sup>th</sup> Ave NE**

This 6-room plus 1 bathroom house with 2-car garage was built in 1925, at a cost of \$6,500. It has an irregular plan and a flat roof, as well as a gable tower extension. Fenestration consists of double-hung windows with 4/1 lights. It features an east end exterior brick chimney.

### **162 19<sup>th</sup> Ave NE**

This house cost \$6,500 to construct in 1925. The plan differs from most others on the block in that it is L-shaped. It has a flat roof with a flat-roofed extension. Fenestration consists of double-hung windows with 4/1 lights. It has an east end exterior brick chimney. Decorative features include ceramic tile appliqués and canals.

### **166 19<sup>th</sup> Ave NE**

This house also features an L-shaped plan although it differs from #162 in that it has a gable roof, a cross-gable extension, and hip-roofed tower. It is constructed of stucco over frame. The fenestration consists of double hung windows with 8/8 lights and 9-lite casements. It also has an east end exterior chimney. A breezeway was constructed between the house and the garage in 1945. In 1973, jalousie windows were replaced in the Florida room by single hung windows.

### ***SETTING***

Located within the Historic old Northeast neighborhood between First Street and Bay Street, the 100 Block of 19<sup>th</sup> Avenue NE is two blocks east of the busy 4<sup>th</sup> Street corridor and fourteen blocks north of 5<sup>th</sup> Avenue, the southern boundary of the neighborhood. It is three blocks south of 22<sup>nd</sup> Avenue NE, a connector road which bisects the neighborhood east to west.

The majority of the zoning is single family . Until 1977, the entire neighborhood was zoned multi-family. Minor changes were made during this time until a major zoning effort for the entire city was undertaken in 2009. Remaining multi-family units were grandfathered, and many of those remain today, especially in the southern parts of the neighborhood.

The 100 Block of 19<sup>th</sup> Avenue NE has retained integrity of setting, design, materials, and workmanship. Modern alterations to the homes are minimal.

Retention of hex block sidewalks and granite curbs contribute to the integrity of the setting, as well as the palm trees in the parkway and landscaping.

## **SIGNIFICANCE**

### ***Community Planning and Development***

- (A) Its value is a significant reminder of the cultural or archaeological heritage of the City, state or nation.
- (E) Its value as a building is recognized by the quality of its architecture, and it retains sufficient elements showing its architectural significance.
- (F) It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.
- (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.

The 100 Block of 19<sup>th</sup> Avenue NE meets four of the criteria set forth for historic designation. The houses maintain a high degree of integrity, with few significant changes made over their almost 100 years of existence.

The block displays a unique continuity within the confines of the National Register North Shore Historic District. All ten houses are in the Mediterranean Revival style of architecture, all were designed by the same architect, and all were constructed by the same builder for one company. They are all built of stucco over wood framing, a typical construction method of that era. Although all are in the same style and all were originally built with six rooms and one bathroom, the design of the houses is not identical; these are not the typical cookie-cutter houses often seen today. This unusual concentration of architectural style from a single developer/builder is unusual, and is noticed and appreciated by residents throughout the neighborhood.

The proposed 100 Block of 19<sup>th</sup> Avenue Northeast Historic District is an intact example of suburban development expanding from the core of St. Petersburg in the booming 1920s. The homes form a definable sub-neighborhood with unifying characteristics within the larger neighborhood. Those unifying characteristics include the hex block sidewalks (along Bay Street and 19<sup>th</sup> Avenue on this block), granite curbs and palm trees located in the parkway.

All of the houses in the proposed district are in the Mediterranean Revival style of architecture. Features of this style include flat roofs, stuccoed facades, flat-roofed entrance porches often with arched openings, and ceramic tile decoration. The style is noted for its adaptation to the the southern climate. Special attention is paid to ventilation and orientation to the sun. This was a very popular style in the warmer climates of Florida and California even though examples can be found across the country.

## ***HISTORICAL CONTEXT***

### ***Development of 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 9<sup>th</sup> 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 Bay View Subdivision which ran from 9<sup>th</sup> Avenue to 13<sup>th</sup> Avenue and from Locust Street west to 4<sup>th</sup> Street. The plat was filed on April 18, 1910 (Wells 2006, 50, 53, 54, 76).

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 which ran along Locust Street 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, exceptionally large homes have replaced a number of homes located throughout the neighborhood, causing concern on the part of many residents.

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

The neighborhood's early 20<sup>th</sup> 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 20<sup>th</sup> 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.

### ***Architect***

The architect for these 10 homes was C. Sedgwick Moss. Born in Iowa in 1891, Mr. Moss was living in Natchez, Mississippi in 1920 when he married Miss Abbie Lee. In 1923, they moved to St. Petersburg where he practiced his profession for 9 years.

During his residency in St. Petersburg, Mr. Moss designed commercial properties as well as personal residences. According to the St. Petersburg Times, he was the architect for the 3<sup>rd</sup> open-air theater built in the city. Like the houses on 19<sup>th</sup> Avenue NE, the Capitol Theater was designed in the Spanish revival style, with an inner patio serving as the "theater". The Mosses moved to Washington, DC after the birth of their son in 1932. During his professional career, Mr. Moss was a member of the American Institute of Architects (1929-1943).

### ***Builder***

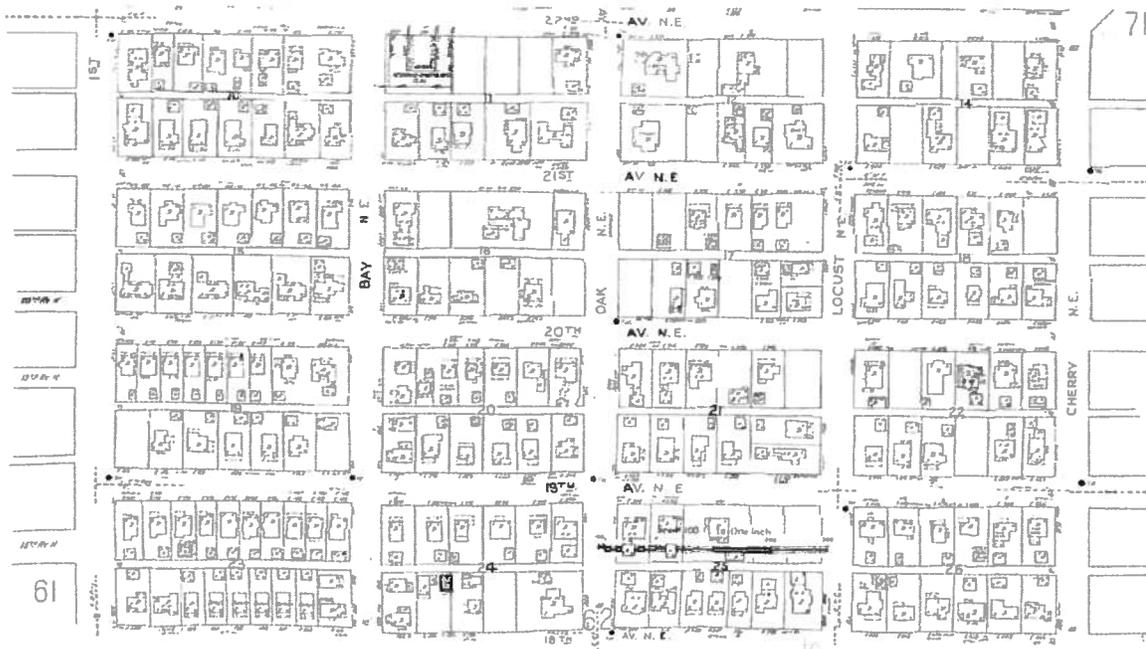
M.D. Welch, the builder of these 10 homes, was from Rockville, Indiana where he was in the construction business with his father. According to the St. Petersburg Times, Mr. Welch was a prolific builder, constructing approximately 63 homes in a single year.

For a brief time, he was associated with another St. Petersburg builder, C.C. Clarkson, who educated him about building for a southern climate. He built homes in various architectural styles ranging from Colonial Revival, to Bungalow, to Mediterranean Revival.

***HOMEOWNERSS AND THEIR ADDRESSES – 200 Block of 10<sup>th</sup> Avenue NE***

## Sanborn Map showing the 100 Block of 19<sup>th</sup> Avenue NE

Saint+Petersburg+1923-Nov+1951+vol1+1+1923-Oct...51+Sheet+66.pdf ☆  
Modified on October 12



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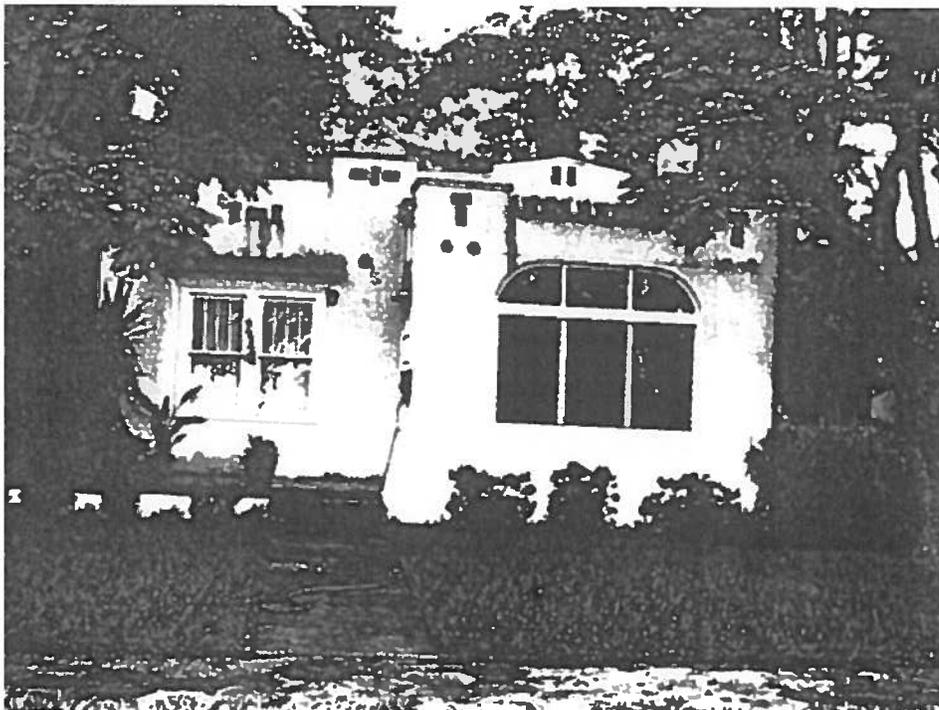
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1993



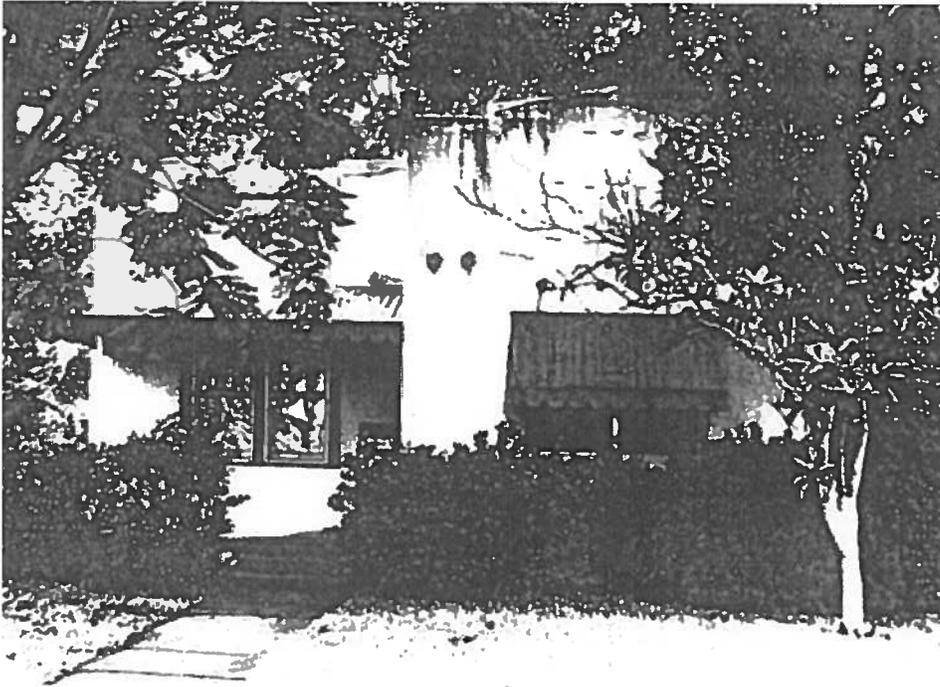
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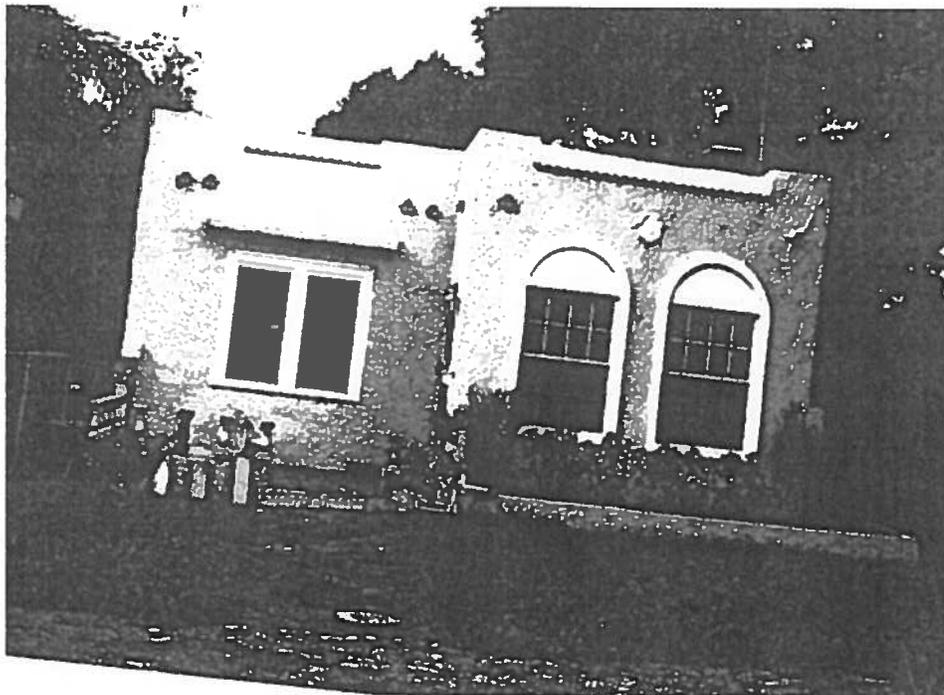
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126 19<sup>th</sup> Ave NE

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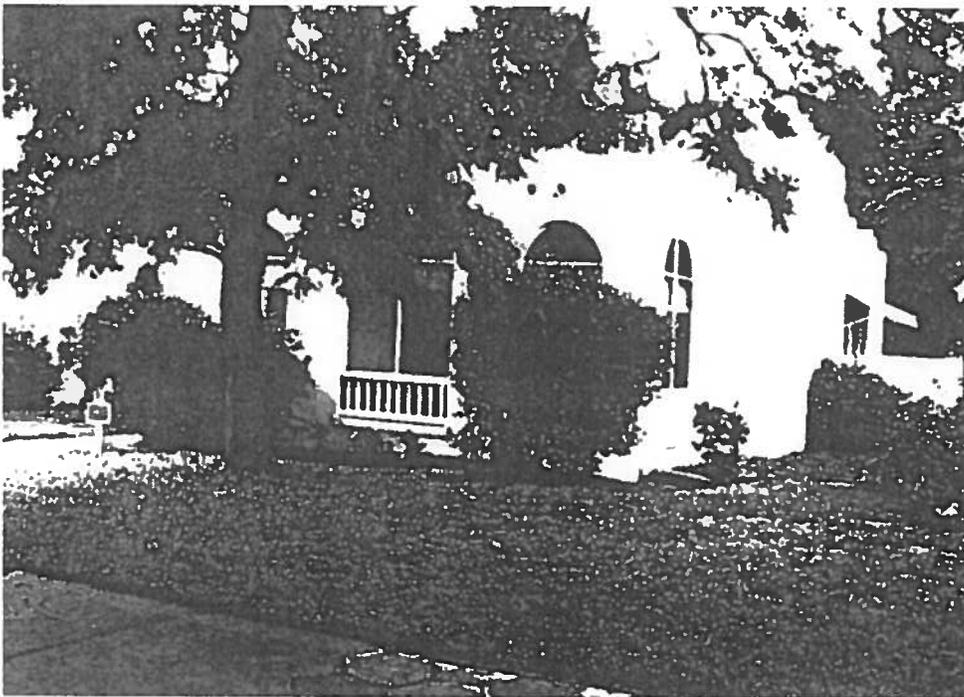
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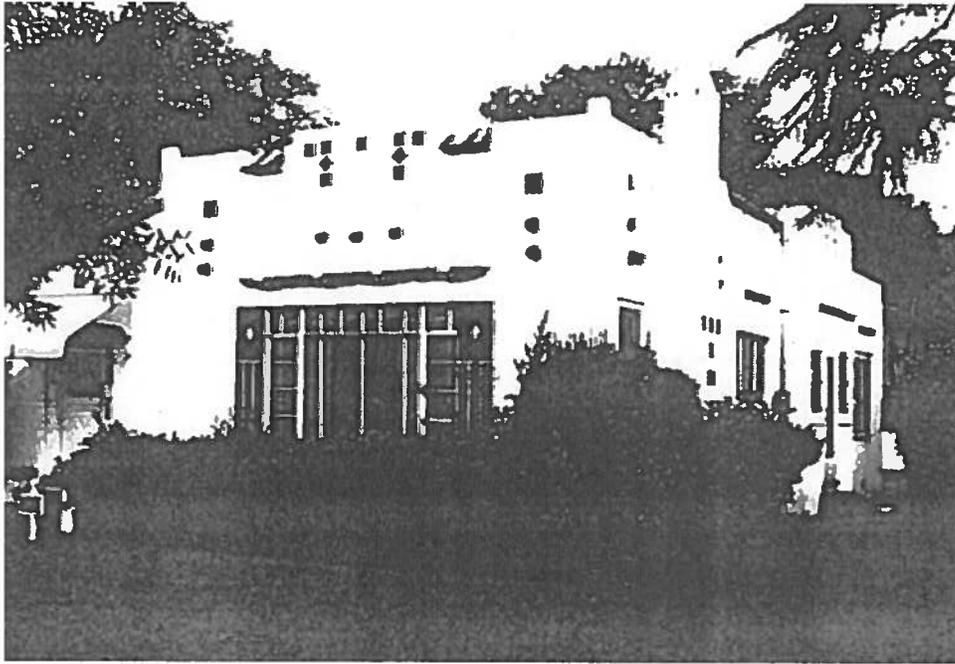
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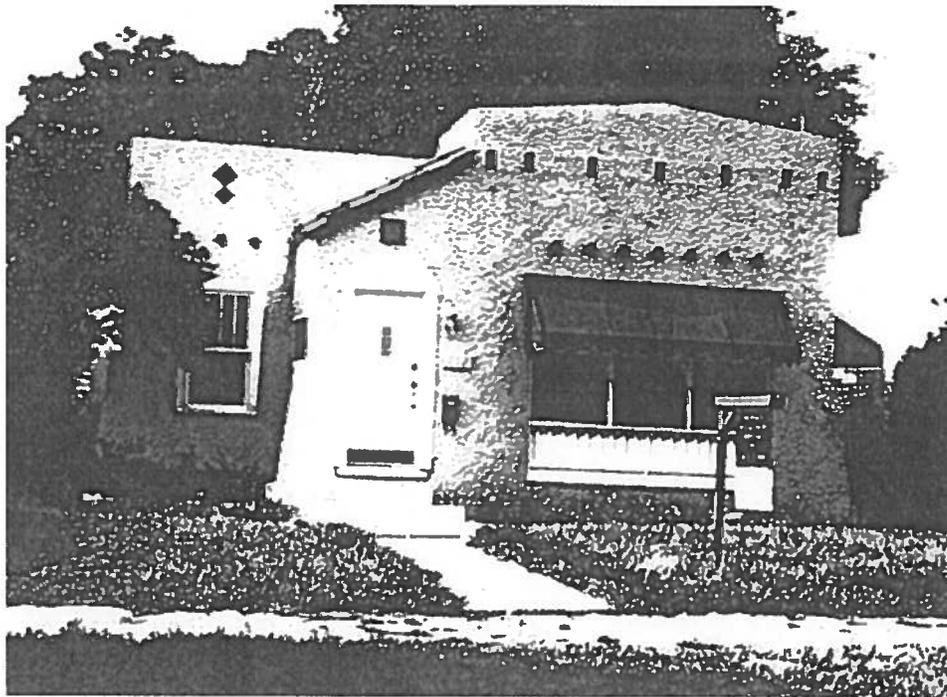
156 19<sup>th</sup> Ave NE

1993



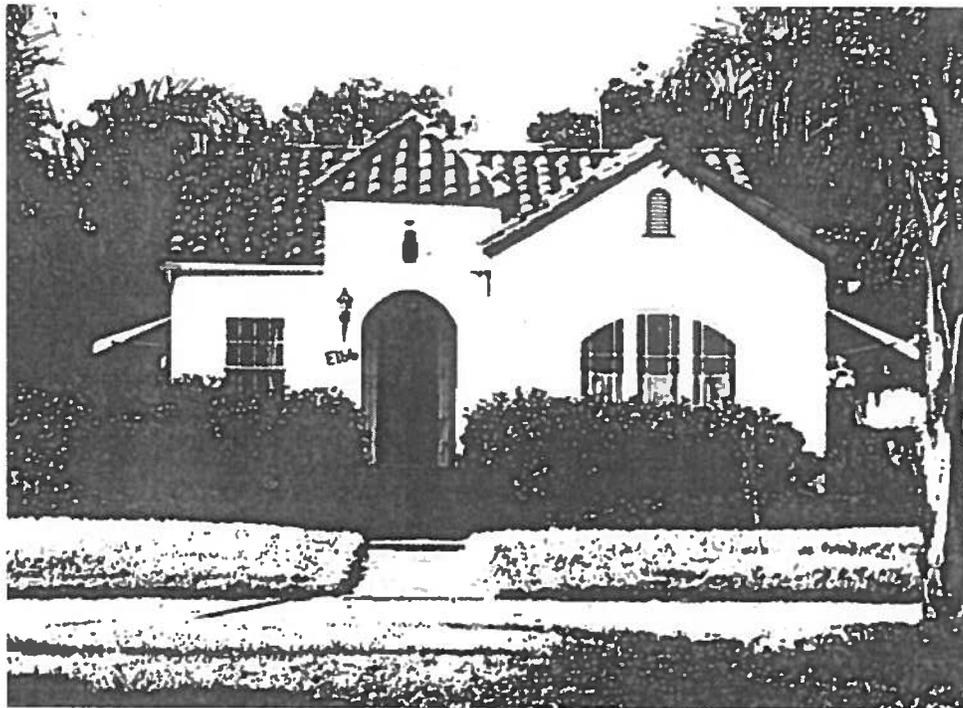
162 19<sup>th</sup> Ave NE

1993



166 19<sup>th</sup> Ave NE

1993



Appendix C  
Public Information Session Invitation, Sample Ballot,  
and Summary of Returns



Mailed  
9/26/17

# NOTICE OF INFORMATION SESSION

## REGARDING THE POTENTIAL DESIGNATION OF A LOCAL HISTORIC DISTRICT

<b>REQUEST:</b>	This is a letter of notice regarding an upcoming public information session.  The purpose of the meeting is to discuss the potential impacts of an owner-initiated application for the designation of a local historic district to the St. Petersburg Register of Historic Places.  The proposed district includes all parcels at the southern edge of 19 <sup>th</sup> Avenue Northeast between First Street North and Bay Street Northeast.
<b>FILE NO:</b>	17-90300005 North Shore Section – Mediterranean Row Local Historic District ( <i>name to be determined</i> )
<b>DATE:</b>	Wednesday, October 11, 2017
<b>TIME:</b>	6:00 p.m.
<b>PLACE:</b>	Westminster Presbyterian Church – 126 11 <sup>th</sup> Avenue Northeast, St. Petersburg, FL 33701
<b>MORE INFO:</b>	Laura Duvekot, Historic Preservationist, (727) 892-5451 or <a href="mailto:laura.duvekot@stpete.org">laura.duvekot@stpete.org</a>

Ownership records indicate that you are an owner of property located within an area that may be nominated to the St. Petersburg Register of Historic Places as a local historic district. Earlier this month, you were notified of a meeting that was scheduled for September 13, 2017; that meeting was later cancelled because of the effects of Hurricane Irma. It has been re-scheduled for Wednesday, October 11.

The meeting will be an opportunity to learn about the process and impacts of local historic district designation and have questions or concerns addressed. No votes regarding the pursuit of designation will take place at this meeting; it is being held to assist you in making an informed decision for an upcoming vote.

The historic significance of this area has already been recognized through the 2003 listing of the North Shore Historic District in the National Register of Historic Places. Additional listing as a local historic district in the St. Petersburg Register of Historic Places would provide a heightened degree of protection intended to preserve the area's character by encouraging sensitive changes over time.

Following the meeting on October 11<sup>th</sup>, City staff will mail an official ballot to each registered owner of all property within the proposed district. Votes in support of the application must be received from the registered owners of 50% plus one tax parcels in order for the application for district designation to proceed. Documentation of the district's resources and a narrative discussion of its historic significance will also be submitted to City staff by the applicant along with an application fee.

If a sufficient number of votes of support are received, two public hearings will then be held as part of the designation process. During the first, the Community Planning and Preservation Commission will make a recommendation for or against approval of the application based on their determination of the proposed

Information Mtg Notice

Mediterranean Row

owner1	address1	city	state	zip
MACS, LAURA	148 OAK ST	NATICK	MA	01760-1961
MACS, ERIK A	148 OAK ST	NATICK	MA	01760-1961
TONY, PAMELA B	2610 COFFEE POT BLVD NE	ST PETERSBURG	FL	33704-2906
DICKSON, LEA E	162 19TH AVE NE	ST PETERSBURG	FL	33704-4531
BARNHART, SHARYN L	162 19TH AVE NE	ST PETERSBURG	FL	33704-4531
DINGES, JERALD JOSEPH	140 19TH AVE NE	ST PETERSBURG	FL	33704-4531
BOBICK, JAMES MICHAEL	140 19TH AVE NE	ST PETERSBURG	FL	33704-4531
SYVERTSEN, SANDY LEE TRUST	114 19TH AVE NE	ST PETERSBURG	FL	33704-4531
SYVERTSEN, SANDY LEE TRE	114 19TH AVE NE	ST PETERSBURG	FL	33704-4531
HEATH, TRACY A	166 19TH AVE NE	ST PETERSBURG	FL	33704-4531
PINEO, RUTH F LIVING TRUST	148 OAK ST	NATICK	MA	01760-1961
PINEO, RUTH F TRE	148 OAK ST	NATICK	MA	01760-1961
MACS, LAURA POA	148 OAK ST	NATICK	MA	01760-1961
PLUMMER, JAMES C	126 19TH AVE NE	ST PETERSBURG	FL	33704-4531
YOUNG, GEORGIANA	100 19TH AVE NE	ST PETERSBURG	FL	33704-4531
*****	136 19TH AVE NE	ST PETERSBURG	FL	33704-4531



**Instructions for Ballot to Determine Support/Opposition of an Application for the Designation of the Proposed North Shore Section – Mediterranean Row Local Historic District**

File Number:	HPC 17-90300005
Boundaries of Affected Area:	19 <sup>th</sup> Avenue Northeast, the parallel alley to the south of 19 <sup>th</sup> Avenue Northeast, First Street North, and Bay Street Northeast, as shown below.
Legal Description:	Snell & Hamlett’s North Shore Addition, Block 21, Lots 1 through 7.
Applicant:	Guy Keirn
Request:	Listing of the <i>North Shore Section – Mediterranean Row Local Historic District</i> in the St. Petersburg Register of Historic Places

Dear Property Owner,

Per the *St. Petersburg City Code, Historic and Archaeological Preservation Overlay, Section 16.30.070.2.5.2.a*, you are receiving this notification and attached ballot because you are the owner of property that is located within a proposed local historic district. A public information session regarding this application, of which your household was directly noticed, was held on October 11, 2017 at Westminster Church. If you were unable to attend the meeting or have additional questions about the impacts of this proposal, please contact City staff using the information listed below.

The support of property owners representing more than 50% of the subject tax parcels is required for the application process to proceed. This vote will not finalize the designation of the above-referenced local historic district, rather it is required in order for the application to be considered by the Community Planning and Preservation Commission (CPPC) and the City Council.

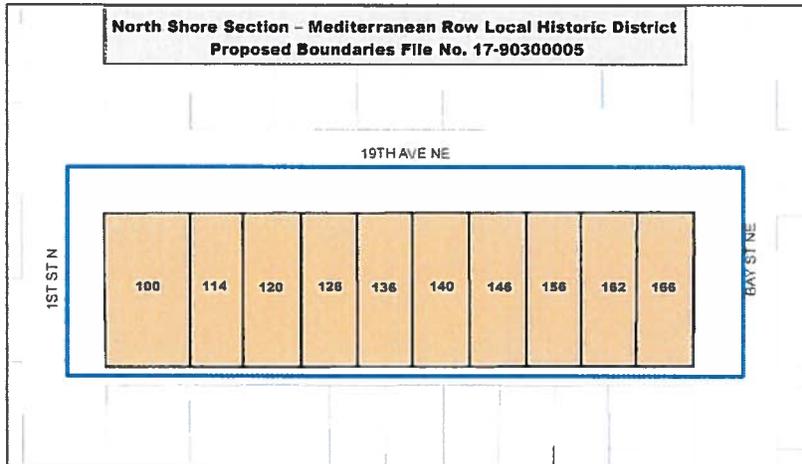
***Process for Tallying Votes***

Each tax parcel is counted as one vote, regardless of the number of owners registered to that property. However, in the case of properties with multiple owners, each registered owner will receive a ballot and have the opportunity to vote. If ballots representing conflicting votes among multiple owners of a single tax parcel are received, the vote for that parcel will be counted as a vote of non-support. If there are multiple owners of a property and only one ballot has been received by Friday, December 22, 2017, then the vote indicated on the returned ballot will be counted for the entire parcel. Properties from which no ballot has been returned by December 22, 2017 will be considered to express nonsupport/opposition.

There are ten (10) properties within the proposed district. If support from the owners of six (6) properties and all other materials required for the submission of a designation application, including an application fee, have been provided to the City, then the district application will be certified complete and proceed to quasi-judicial hearing and review by the CPPC. Once a district application has been certified complete, no permits shall be issued for any exterior alterations, demolitions, or new construction, except in cases of ordinary repair and maintenance, until the City Council has rendered a final decision on the designation request.

***Next Steps in the Designation Process***

Both you, as a property owner, and the owners of properties within 200 feet of the proposed boundary, will be notified a minimum of ten days prior to the CPPC quasi-judicial hearing. This hearing will include a presentation by City staff of an analysis of the potential district’s historic significance and integrity. This will be followed by a presentation from the applicant and an opportunity for public input. After hearing from staff, the applicant, and any interested parties, the CPPC will vote for or against recommendation of designation of the proposed district.



Within 60 days following the CPPC meeting, the City Council will evaluate the proposed district designation at a quasi-judicial hearing. Property owners and owners of properties within 200 feet of the proposed boundary will again be notified a minimum of ten days prior to the quasi-judicial hearing of its time and location. The hearing will be conducted in the same manner as the CPPC hearing and followed by a discussion and final decision of the City Council.

***Impacts Should the Proposed District Application Be Approved***

If the application is approved by the City Council, your property will be recorded as either a *contributing* or *non-contributing* property within the local district. As such, a Certificate of Appropriateness (COA) will be required for future exterior alteration, new construction, demolition, or relocation. The COA process is essentially a design review that is generally conducted concurrently with the issuance of other necessary building or demolition permits. The process, which has recently been streamlined, is not designed to hinder owners' ability to update and maintain their properties, but aims to ensure the sensitivity of alterations and additions to the historic nature of a designated district or individual local landmark.

***Ballot Remittance and Status Updates***

Contact Laura Duvekot, Historic Preservationist, at 727.892.5451/[laura.duvekot@stpete.org](mailto:laura.duvekot@stpete.org) or visit [www.stpete.org/history](http://www.stpete.org/history) for further information on the City's historic preservation program and this application.

***Please consider your choice of support or opposition/nonsupport and return the attached ballot to:***

Official Ballot, Mediterranean Row LHD  
c/o Laura Duvekot  
Urban Planning & Historic Preservation Division  
PO Box 2842  
St. Petersburg, FL 33731-2842

Signed ballots must be postmarked on or before Friday, December 22, 2017 or delivered in person by 4pm on that date to the Urban Planning & Historic Preservation Division, 8<sup>th</sup> Floor, Municipal Services Center, One Fourth Street North, St. Petersburg. Please note that the results of this vote are not exempt from relevant public records laws.

Respectfully,

Derek Kilborn, Manager  
Urban Planning & Historic Preservation Division  
Planning and Economic Development Department  
/ld

cc: Dave Goodwin, Director, Planning & Economic Development Department  
Michael Dema, Assistant City Attorney, City Attorney's Office



# OFFICIAL BALLOT

Must be returned or postmarked on or before December 22, 2017.

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

- SUPPORT
- DO NOT SUPPORT

the initiation of an application for designation of the *North Shore Section – Mediterranean Row Local Historic District* in the St. Petersburg Register of Historic Places. The proposed district boundary includes the ten properties between 19<sup>th</sup> Avenue Northeast, the alley that parallels 19<sup>th</sup> Avenue Northeast to the south, First Street North, and Bay Street Northeast.

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 Friday, December 22, 2017. The ballot may be:

- Delivered in person to the *Urban Planning and Historic Preservation Division, 8<sup>th</sup> Floor of the Municipal Services Center, One Fourth Street North, St. Petersburg, FL 33701;*
- Mailed to *Official Ballot, Mediterranean Row LHD c/o Laura Duvokot, 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 final decision regarding this application will be determined by City Council action, not by the outcome of this vote. The application will be deemed complete immediately upon receipt of: "support" votes representing at least six (6) of the ten (10) tax parcels within the proposed district a complete application for the designation of the proposed area as a local historic district, and a processing fee from the applicant.

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. If there are multiple owners of a property and only one ballot has been received by December 22, 2017, then the vote indicated on the returned ballot will be counted for the entire parcel. Following return of the ballot, your position may not be changed.

Ballots not received or postmarked on or before December 22, 2017 will be recorded as a nonresponse and counted as a "do not support" vote, except among multiple owners of a single tax parcel where one or more ballots have been remitted. These will be recorded as described above.

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 the public hearings at which you may provide input regarding the potential district designation.

**North Shore Section - Mediterranean Row Local Historic District  
Proposed Boundaries File No. 17-90300005**

19TH AVE NE

1ST ST N

100	114	120	126	136	140	146	156	162	166
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

BAY ST NE

18TH AVE NE



**North Shore Section - Mediterranean Row Local Historic District  
Proposed Boundaries File No. 17-90300005**

19TH AVE NE

1ST ST N

100	114	120	126	136	140	146	156	162	166
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

BAY ST NE

18TH AVE NE



Tally	Property	Name	Response	Date Received
	100 19th Ave NE	Young, Georgiana		
7 Support	114 19th Ave NE	Syvertsen, Sandy Lee Tre	Support	11/17/2017 Mail
	114 19th Ave NE	Syvertsen, Sandy Lee Trust		
1 Support	120 19th Ave NE	Tony, Pamela B.	Support	10/30/2017 Mail
2 Support	126 19th Ave NE	Plummer, James C.	Support	10/30/2017 Mail
3 Support	136 19th Ave NE	*****	Support	10/30/2017 Mail
	136 19th Ave NE	*****	Support	10/30/2017 Mail
4 Support	140 19th Ave NE	Bobick, James Michael	Support	10/30/2017 Mail
	140 19th Ave NE	Dinges, Jerald Joseph	Support	10/30/2017 Mail
8 Support	146 19th Ave NE	C/O Macs, Laura POA	Support	12/14/2017 Mail
	146 19th Ave NE	Pineo, Ruth F. Living Trust	Support	12/14/2017 Mail
	146 19th Ave NE	Pineo, Ruth F. Tre	Support	12/15/2017 Mail
9 Support	156 19th Ave NE	Macs, Erik A.	Support	12/14/2017 Mail
	156 19th Ave NE	Macs, Laura	Support	12/14/2017 Mail
6 Support	162 19th Ave NE	Barnhart, Sharyn L.	Support	11/13/2017 Mail
	162 19th Ave NE	Dickson, Lea E.	Support	11/13/2017 Mail
5 Support	166 19th Ave NE	Heath, Tracy A.	Support	11/13/2017 Mail

Appendix D  
Additional Staff Photos

**Streetscapes and Landscape Elements**



**Hexagonal concrete block sidewalk, facing east**



**Homes within proposed district, facing east**



Homes within proposed district, facing west



Detached garages and alleyway to south of primary residences within proposed district, facing west

100 19<sup>th</sup> Avenue Northeast



114 19<sup>th</sup> Avenue Northeast



120 19<sup>th</sup> Avenue Northeast



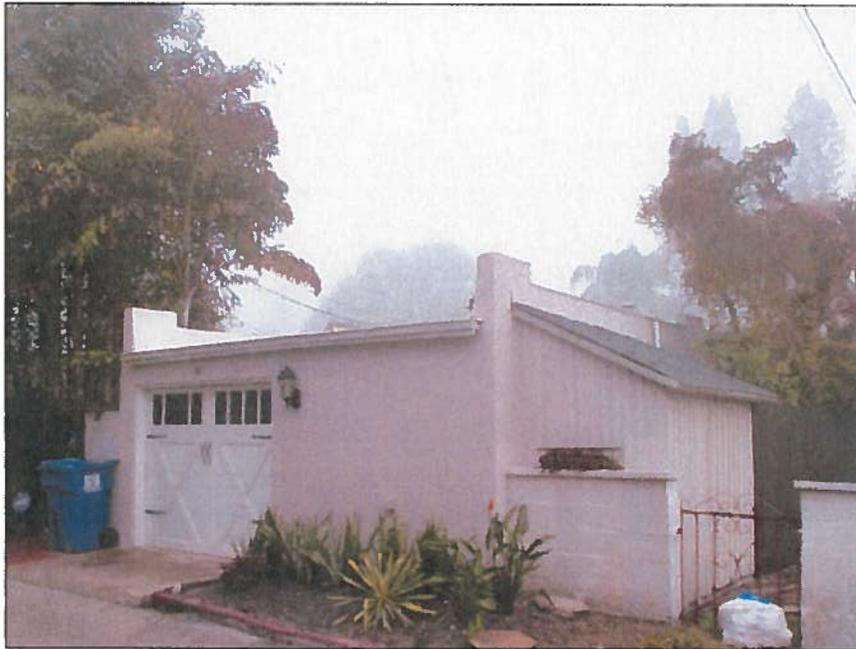
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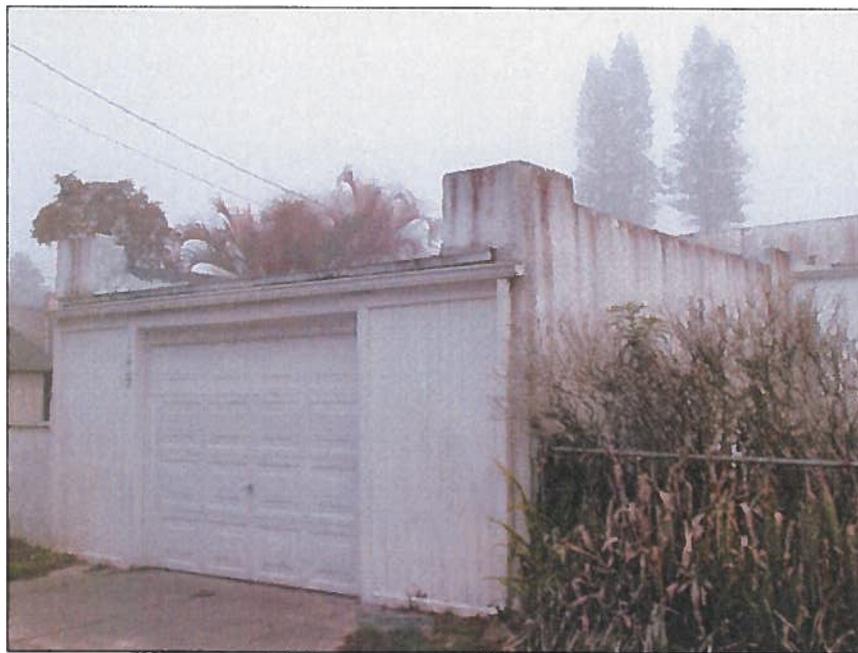
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140 19<sup>th</sup> Avenue Northeast



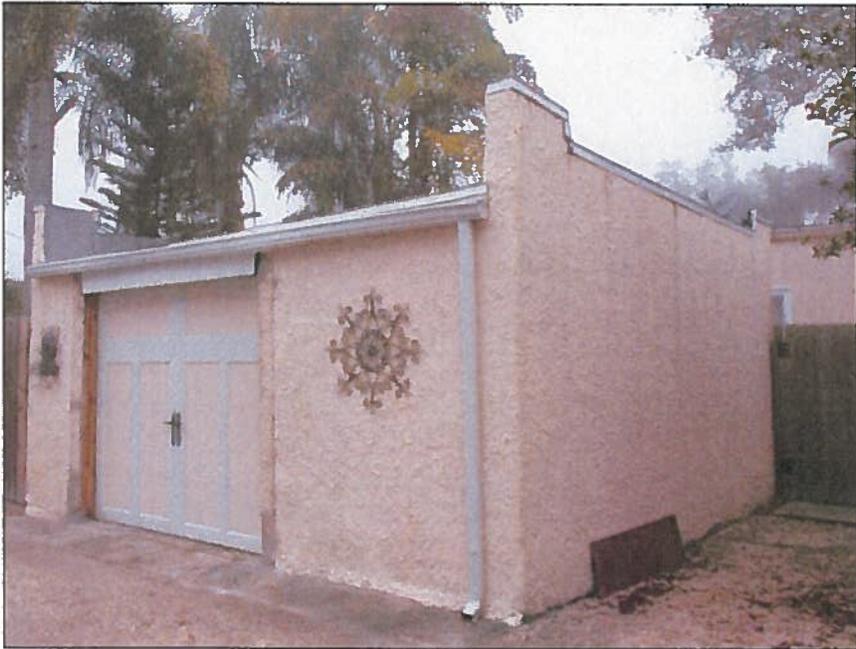
146 19<sup>th</sup> Avenue Northeast



156 19<sup>th</sup> Avenue Northeast



162 19<sup>th</sup> Avenue Northeast



166 19<sup>th</sup> Avenue Northeast





## CITY OF ST. PETERSBURG, FLORIDA

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT  
URBAN PLANNING & HISTORIC PRESERVATION DIVISION

### STAFF REPORT

#### COMMUNITY PLANNING & PRESERVATION COMMISSION CERTIFICATE OF APPROPRIATENESS REQUEST

For **Public Hearing** and **Executive Action** on February 13, 2018 beginning at 2:00 P.M., Council Chambers, City Hall, 175 Fifth Street North, St. Petersburg, Florida

According to Planning and Economic Development Department records, Jeff Wolf and Sharon Winters reside or have 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.:** 17-90200047

**Address:** 736 18<sup>th</sup> Avenue Northeast

**Legal Description:** SNELL & HAMLETT'S NORTH SHORE ADD REV. REPLAT BLK 68, W 54FT OF LOT 3

**Parcel ID No.:** 17-31-17-83221-068-0030

**Local Landmark:** North Shore Section-700 Block of 18<sup>th</sup> Ave NE- Historic District (HPC-16-903000008)

**Owner:** Richard McGinniss

**Request:** New Construction of a two-story single-family dwelling with attached garage and carport



Figure 1: Contributing dwelling at subject property, pre-demolition. Photograph by staff



Figure 2: Proposed new construction. Drawing provided by applicant.

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## Summary of Staff Findings

With certain exceptions and Conditions of Approval, that would render a more appropriate building, the effects of the proposed building upon the District appear to be generally **compatible** in that: 1) no historic building is being altered; 2) the proposed architectural styling, borrowing from the Monterey Revival, is generally appropriate; and 3) the size and scale of the proposed building have similarities with past precedents.

The effects of the building, as proposed, to the District appear to be generally **incompatible** in that: 1) the proposed metal roof cladding is not sufficiently documented historically in the District or appropriate to the proposed style; 2) the proposed window patterns are inappropriate, as described in detail below; 3) insufficient information has been submitted to allow evaluation of landscape preservation and wall composition; and 4) the proposed carport design is not found historically in the District.

## History and Significance

The North Shore Section-700 Block of 18<sup>th</sup> Ave Northeast (the "District") was designated as a local historic district in 2017. As its name suggests, the District consists of two partial city blocks bifurcated by a street with all of its included dwellings facing the street and representing an enclave of the much larger North Shore National Register Historic District listed in 2003. North Shore was an early, close-in streetcar suburb of downtown St. Petersburg developed under the guidance of C. Perry Snell and James C. Hamlett beginning in 1909. The houses within the block were constructed between 1923 and 1929, and therefore, the period of significance for the District is also 1923-1929.

All ten primary residences in the District are considered contributing, as well as certain detached garages. The District is representative of this varied architectural legacy, and contains buildings displaying American Foursquare, Colonial Revival, Mediterranean Revival, and Mission Revival styles, as well as a number of detached rear garages and garage apartments which do not conform to a singular or formal architectural style. While the stylistic variety adds interest to the District, the consistency of height, setback, scale, and massing of the homes unites the individual resources and creates a feeling of cohesiveness throughout.

### Cultural Landscape

The district retains a number of significant, contributing landscape features in addition to its historic buildings, including its historic vitrified brick street, granite curbs, and much of its original hexagonal concrete block sidewalks. The residences immediately surrounding the subject property have maintained fairly consistent setbacks on either side of the street, with the exception of the house at 715 18<sup>th</sup> Avenue Northeast, which appears to have been originally intended for use as garage apartment to a primary dwelling, the latter not being constructed, though the extant building has become historically significant in its own right. Several of the properties have been expanded with rear additions; the properties at the southwest and northeast corners, which both sit on double parcels, have been expanded with side additions.

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## Background

The subject property contains a two-story Colonial Revival residence and detached garage that were constructed circa 1923 and later listed as contributing structures in both the *North Shore National Register Historic District* (2003), and the *North Shore Section – 700 Block of 18<sup>th</sup> Avenue Northeast Local Historic District* (2017). The application for total demolition of both contributing buildings was filed by the property owner on July 19, 2017. Any proposed demolition within a locally designated historic district in St. Petersburg requires the owner to first, apply for a COA for demolition, which in this case, was submitted and heard by the CPPC on October 10, 2017. At this meeting and public hearing, the CPPC voted unanimously to approve the demolition of the contributing buildings. A second COA for new construction is also required, as also identified in the demolition COA approval condition, and that a complete set of drawings for a building permit be submitted prior to the demolition permit being granted.

### Previous Alterations to the Subject Property

The subject property has retained its basic form and design at its frontal façade, though some alterations are noteworthy. A second-floor bedroom was added to the east elevation wing in 1959.<sup>1</sup> A family room addition was constructed at the rear elevation, along with a swimming pool and deck in 1976; the AC was relocated from the rear to the west elevation at this time, subsequently preventing frontal access to the garage and rendering the driveway partially obsolete. Evidence of a ribbon driveway appears by 1926.<sup>2</sup> The extant vinyl siding may also have been added around 1976. A screen pool enclosure was constructed in 1985.<sup>3</sup> Windows have additionally been replaced, and the entrance appears to have been altered.

Regarding the subject property's underlying site, it appears to have been altered prior to 1962 by the construction of a driveway moving south toward the rear from 18<sup>th</sup> Avenue NE and running adjacent to the west elevation of the dwelling to a detached garage at the southwest corner of the parcel.<sup>4</sup> The driveway form does appear as a ribbon drive in a 1926 aerial photograph. This is the only frontal driveway within the District, though not entirely uncommon for the overall North Shore area since these types of frontal driveways are found on numerous properties throughout. *As stated above*, the intended flow of this driveway to the garage was rendered inaccessible by the 1976 relocation of the AC unit.

### Previous Alterations to the Historic District

**It is important to consider changes that have occurred in the District setting over time in addition to the subject property.** Most buildings and their landscape features change across decades of time as different owners affect physical characteristics pursuant to regular maintenance, familial needs, and their individual and unique tastes and emerging technology

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<sup>1</sup> Property Card for 736 18<sup>th</sup> Avenue Northeast. On file, City of St. Petersburg.

<sup>2</sup> 1926 aerial photograph. On file, City of St. Petersburg Engineering Department.

<sup>3</sup> *ibid.*

<sup>4</sup> Florida Department of Transportation, Aerial, 1962.

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advances. As a collective within the District, the most notable changes include frontal porch enclosures, window replacements and the use of window grid devices which are inappropriate, roof cladding replacements, and additions to the side and rear elevations. At least two primary dwellings appear to have been combined with their detached garage/apartment buildings to create a single attached building structure, and thereby increasing an overall building footprint and massing, such as at 746 and 756 18<sup>th</sup> Avenue NE. Porch extensions occurred on buildings along the south side of the street such as at 706 18<sup>th</sup> Avenue NE. Building heights may have been affected by the alteration of some rooflines if they changed from flat to hipped. Perhaps one of the most visible alterations in the District occurred in 1948 with the fully-clad addition of *PermaStone* veneer siding to the dwelling directly across the street from the subject property.

Landscape changes are constantly in flux with the addition of swimming pools and enclosures, decks, replacement of entry walkway surfaces, and small landscape features such as yard walls, landscape beds, and maturing and replacement vegetation. Extension and enclosure walls may be original in part to two or three properties, though the yard wall system immediately to the east (746) of the subject property appears to have been constructed in 1961.

## Project Review

The property owner is requesting a Certificate of Appropriateness (COA) for the construction of a new single family dwelling with attached garage and recessed carport. The proposed dwelling would replace an existing (at the time of this report) dwelling, the demolition of which was approved in October, 2017 under COA 17-90200031. The proposed design plans submitted on December 28, 2017, and through later revisions, suggest a living space of 3,135 square feet with a 777 square foot garage, to total 3,569 square feet. The proposed two-story building would include 1,412 square feet on the first floor living area and 1,723 square feet on the second floor living area.

### General Appearance

The proposed Monterey style of the design features a degree of inspiration from Dutch and English Colonial and Modern architectural forms and styling. The result is an eclectic-modern hybrid which represents a contemporary expression of architectural change and adaptation. The appearance of a recessed second-story terrace to the right, behind a low-wall surround, references adobe forms and materials, yet fails to incorporate the open railing systems and cantilevered balconies that generally typify Monterey homes. The balcony itself is one of the key-defining features of the Monterey style. It acts as the most prominent feature here as a reference only, since it does not function as usable outdoor open space.

The suggested plan overall forms an irregular U shape and consists of asymmetrical massing at the façade. The main body of the dwelling is oriented to the left in an abbreviated L-shape in which first floor living space is functionally detached. The second level follows this pattern but adds massing to the right front with additional living area. This results in a street view that allows both levels to appear integrated overall and create the illusion of an unbroken two-story façade.

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The eccentricity of the roof parapets and the resulting lack of roof overhangs found at each gable – most notably at the left side of the façade – are not represented elsewhere in the District. Abruptness of the roof ends is not uncommon for Monterey styling, however, some form of roof cladding is typically visible, a feature not present in this case. Distinguishable roof eaves, typical for some buildings in the District, are presented at limited points on the proposed dwelling, but not compelled by the overall Modern design. The applicant suggests that the roof cladding would be a standing seam metal type, which is not found in the District, nor is it appropriate for Monterey architecture, which tends to favor wood shingles, and less commonly, Spanish barrel tiles.

The frontal entry to the proposed dwelling is behind a deeply recessed porch that is engulfed by the physical structure creating a cave-like appearance, yet retains an interesting double door set with fixed left-side panel and glazed upper transom. Windows are typically shuttered and placed in formal order along the façade, while arranged more randomly elsewhere. Window glazing appears well-adorned with generously divided patterns appropriate to the architecture. The applicant has indicated that windows will feature true divided lights, an element of design that will respect the overall texture of the District. Perhaps one of the most dramatic departures from historic referencing is the proposed dwelling's two-story vertical ribbon of divided windows at the front gable wall, which emphasizes the verticality and upward direction of the wall and its pointed gable.

A frontal three-foot high masonry wall extends the full width of the façade, creating a courtyard appearance, yet it actually defines an elevated patio flush with the finished first floor—also elevated due to flood design standards. The entry steps are plain and puncture the wall for access without adding the more common cheek walls<sup>6</sup> that are found on many historic dwelling entry area steps, though not a prerequisite historic feature for Monterey styling. Taller yard walls extend the full depth of the building along each side yard, and to their respective property lines from side to side, creating enclosed open space that is typical of Mediterranean styles of architecture, though there is a loss of the openness and depth between facades of individual buildings that may affect historic rhythm of the block as proposed. However, some wall enclosures do exist in the District.

The rear (south) elevation faces an alley and appears awkward with the left side view (west) appearing as if it were somehow cut in half due to the roof lines terminating abruptly at two separate parapets. This type of verticality almost appears to reference much denser, semi-detached housing types which share party walls. When applied to a single-family dwelling's individual elevation, it is not found in the District, nor is it readily found in St. Petersburg as a whole. The awkwardness of the terminus is mainly due to the U shape of the overall footprint, and the proposed garage as an attached unit that delivers no apparent open space or depth between it and the transition of the parcel toward the street frontage. However, the two neighboring properties to the east have been altered to reflect this type of combined spatial

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<sup>6</sup> Cheek walls are side walls that, in this case, would border and define the edges of the step unit.

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effect, while remaining historically contributing. The Monterey style does tend to favor the abrupt terminus of the roof and vertical wall, where any overhang at a gable end is typically restricted. Perhaps, it is the parapet form and that creates this disconnect between historic and contemporary styling.

Regarding the actual garage space, its entry is enclosed by a modernized garage door system with upper lights that do reference barn door aspects according to an earlier plan, which is appropriate for a modernized entry system in the District. The enclosed garage space adjoins a recessed carport, also built into the dwelling structure. This type of recessed carport is not typically found in the District, though the alley pattern for similar rectangular, albeit enclosed openings does tend to create a compatibility. This carport also includes a large opening at its west elevation, thereby creating a void in what would otherwise be a large blank plane with a smaller entry.

### Proposed Dimensions

Pursuant to the submitted plans, the proposed dwelling's dimensional footprint (which does not account for its second floor), appears to fall within mid-range compared to other properties within the District when based on size alone. However, when considering that it will occupy the smallest piece of property within the district, the proposed dwelling appears to be overly large for its parcel. The dimensional footprint appears to calculate at 44% of the parcel's area, which would make it occupy the largest amount of space of any home along the south side of the block. By comparison, the property to the east occupies 38% of its parcel, and that to the west occupies 25%. Of course, this analysis is dependent upon the sizes of the parcels, which vary. It should also be noted that double parcels occur at two corners of the district, creating anchor sites. The overall building would, however, have a higher footprint area than the other four buildings along the south side of the street block.

Per a Staff measurement of the submitted plans, the height of the building, from existing surrounding grade, would total approximately 35' 8". The subject parcel is partially located within a Special Flood Hazard Area, and as a result this new construction is required to be elevated roughly two feet above current grade. The height of the proposed dwelling is as follows:<sup>7</sup>

- New fill (thus raising ground level of site): 2' 4"
- First floor (above filled ground elevation): 2' 2"
- Beginning roofline (from filled ground elevation): 23' 4"
- Roof peak (measured at peak of tallest parapet): 33' 4"

The proposed dwelling's front elevation faces 18<sup>th</sup> Avenue Northeast, and measures approximately 39' 2" in width, extending to approximately 54 feet when adding the two side yard wall extensions. The strength of the vertically upward flow of the parapet gable at left is

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<sup>7</sup> All numbers are approximate and determined by staff based on plans submitted by applicant. Please note that the applicant's plan appears to have conflicting height measurements, and no study of actual ground level datum between properties is presented by staff. Since the submission of original plans, the applicant has provided alternative "options" which may affect these measurements. Initial evaluations are based on the original submission, with alternatives addressed later in this report.

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enhanced by the lack of any capping structure, as well as by the vertically-oriented window openings. It therefore appears virtually uninterrupted in its directional character. However, there is also a soft horizontal flow to the right created by the recessed upper façade wall and its bank of windows. This enclosing frontal wall does tend to break up the appearance of an overt height caused by the design that, by itself, would not affect the historic rhythm of the block's façade row. A graphic depiction of the proposed dwelling's height in relation to neighboring residences has been provided by the applicant and is included in Appendix C.

The left side (east) elevation has a length of approximately 74 feet extending to approximately 82 feet when adding the front porch/raised courtyard. This elevation reveals a strong horizontal character with a single wall plane below a large but smaller roof plane. The elevation is punctured by a modest, irregular window pattern with no presence of offsets or architectural detailing. The wall appears to be uncharacteristic of side elevations typically found in the District. This elevation faces a neighboring contributing Spanish Eclectic style dwelling.

The right side (west) elevation has a total length of 74 feet, as well, with the same 8-foot porch extension toward the street. It is broken into three offset planes at the upper level, and three similar planes and a recess at the lower level, roughly forming a truncated U configuration. The first floor includes generous transparency at its mid-section. The north structural element at the first floor gives the appearance of being separate from the primary dwelling, though it is attached by the second floor space. A courtyard appears within the U-shaped open area and is exposed to the west. The second floor wall plane is also generously glazed and is flanked by two gables with the plane of the roof flowing in and out to break up monotony.

The rear (south) elevation has a width of 35'4" running along the rear alley. There is a single gable end at its upper right. As noted above, the visible roof planes at left are visibly terminated in an abrupt manner that creates an unusual aesthetic for the District. A recessed carport creates an attached, internalized open portal at left, which is obviously contemporary.

## **Review of Certificate of Appropriateness Application**

The evaluation of new construction as part of the COA process is important in terms of ensuring compatibility with the historic character of the North Shore Section-700 Block of 18<sup>th</sup> Ave NE Historic District as it relates to design, scale, size, mass, and orientation, relating in part to its appearance and architectural styling. In approving or denying COA applications for new construction, the CPPC shall consider the *Request for New Construction Assessment* criteria below as part of their decision-making process. These criteria are based on the *St. Petersburg Design Guidelines for Historic Properties* and the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, as well as recognized review standards for urban design, cultural landscapes, and historic preservation.

### **General Criteria for Granting Certificates of Appropriateness**

In approving or denying COA applications for alterations and new construction, the CPPC shall evaluate the following:

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

For new construction in historic districts, there is merit in examining how the proposed dwelling appropriately references the prominent character-defining elements of the District. Also, and perhaps unlike other locally-designated historic districts, there is justification in referencing the larger *North Shore National Register Historic District* since, according to the designation review of the *North Shore Section – 700 Block of 18<sup>th</sup> Avenue Northeast Local Historic District*, the significance of the latter is, in part, drawn from its representation of a more complete contextual consistency that supports smaller historic enclaves within it.

In addition, as appropriate to this case, the following features of the District should be considered:

- All existing primary residences within the District feature two stories;
- Roof forms within the District are split primarily between flat with parapet and hipped, with one example of a gable and another with a dome as secondary roof elements;
- Fenestration throughout the District is rich;
- Some primary residences in the District have been altered to connect with and incorporate formerly detached garage buildings;
- Several properties within the District have yard wall structures;
- Front setbacks from the sidewalk are varied, yet within a rhythmic range; and
- Land contours create an elevated feeling for certain properties.

In addition to the proposed dwelling's aesthetic character, there are several **special circumstances** that are evaluated in separate sections of this report. These include, but are not limited to possible impacts to the District's coherence and rhythm within the historic setting (harmony), height, scale, and pedestrian experience.

#### Aesthetic Character

The aesthetic character of new construction within a historic district has the potential to either remain in dialogue with the district's character-defining elements as they pertain to the period of significance (in this case, 1923 to 1929), or to be places in conflict with its surroundings and, therefore, have a negative impact the integrity of the historic district overall. The character of an individual property includes elements such as: 1) architectural styling, roof form, dimensional characteristics and layout or orientation that are compatible with the various architectural styles found in the District, and as previously occurring on or near the subject property; 2) windows, doors, and other openings (part of fenestration) that reference those found in the District primarily as double sashes in various configurations and typical generous transparency programs; and 3) frontal entry open to the public sidewalk.

The **architectural styling** proposed for the dwelling references a strong affection for the Monterey Revival style, with inspirations taken from Dutch and English Colonial, and Modern architectural forms. The applicant also suggests architectural influences from the Caribbean, which is visible when considering the roof and façade presentation, precedents being found in

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Dutch Colonial regions. The proposed dwelling would replace an existing building which retains a fairly basic Colonial Revival façade and wing with no major pronouncements such as a front porch. This soon-to-be demolished contributing building, constructed circa 1925, incorporates a common side gabled roof and detached garage.

The proposed dwelling features a garage and a carport built as part of the primary structure, which is atypical for the District, though some owners have created additions that connect main houses with garages, therefore altering historic massing and side-rear elevation relationships. Others within the District have added second-story and elongated wings. One contributing property was never built-out, leaving a garage apartment unit that has historically become the primary dwelling. While there is an odd Colonial essence to the appearance of this building, the parcel and its relationship to the District is set apart, just as the two double-parcel properties are also out of sync yet still considered harmonious.

The proposed gable **roof form** that is highly present at the façade of the proposed dwelling references a roof form that is not common in the District, though it appears as an abstract reference to the gabled roof form found in the North Shore area. One gabled roof dormer does appear in the District as a secondary element. The entirety of the proposed gable form is designed as a medium pitch with gable parapet serving as the roof terminus at points. The roof pitches in the District are either low-running or flat. **Historically, Monterey styles reveal lower-pitch roofs than proposed; that of the proposed dwelling is steeper and considered medium pitched, and therefore, overt in its presence and proposed height.** Parapets are found on buildings in the District that are derived from Mediterranean precedents, though the predominant form for these existing parapets is flat rather than pitched. The basic gable form terminating at the roof edge without any extended eave or roof cladding component is not found in the District, but does appear as part of different styles in the larger North Shore area on Colonial Revivals, Tudor, and Minimal Traditional. There is a close reference of the façade to a similar looking building that is located at 746 17<sup>th</sup> Avenue NE. **Therefore, the basic roof form as proposed from the façade may not be inappropriate for the District if its scale is modulated to fit into the District scale for roof form, height, and street visual.**

Perhaps the most contrasting appearance of the proposed roof occurs when viewing the rear elevation in that the left extent of the vertical wall system is abruptly terminated, as if part of an attached residential complex but lacking neighbors. This type of abbreviated form is not easily found in the District, if at all locally. This element would not be visible from the façade and more public space of 18<sup>th</sup> Avenue Northeast, however the alley is part of the District's protected cultural landscape, and this form would nonetheless result in dramatic change that may be considered odd or out of harmony. The feeling some may perceive from this perspective is one that brings to mind an unfinished townhome, with the truncated side waiting for the next unit to be constructed. The basic inquiry here leads to a debate as to whether or not the proposed roof form from both the front and rear creates the addition of a new form and design into the District that is not abstractly referenced to what is historic. One must also consider that while

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such suggestive forms differentiate, they may not be compatible with the historic rhythm and character of historic proportion of façades along both sides of the street.

#### Dimensions and Footprint

The **footprint** of the proposed dwelling is irregular given the layout of the first floor structures. However, when considering the proposed yard walls, which present an encompassing enclosure that surrounds the front and both side yards attached to the primary building, the footprint and street visual becomes inconsistent within the District in that it lacks the historic visual openness. No meaningful offset or articulation is established that softens the extent of the wall. This is a common feature for Modern architecture. Walls do exist within the District and surrounding area, being most commonly used at the sites of homes inspired by Mediterranean Revival style architecture. Despite the existence of this precedent, the continuity between the proposed dwelling's façade and flush yard walls increases the building's visual footprint and may be inappropriate to the District.

At 2,618 square feet (including garage and carport), the proposed dwelling has a footprint nearly 900 square feet greater than that of the building that will be demolished but is ultimately 81 square feet smaller than the footprint of the existing building complex. This area additionally falls below the footprint areas of the two neighboring properties, which are 3,238 and 2,721 square feet<sup>8</sup>. The dwelling directly across the street is significantly smaller at 1,859 square-feet. Some dwellings here have basement areas, which are not included in these calculations. It must be noted that the proposed dwelling would contain the highest footprint area on its lot at roughly 44%, versus the lower placements at 38%, 35%, 34%, and 25%.<sup>9</sup>

The **layout and orientation** of the proposed building is centered on its parcel, and is placed according to setback minimums at the side yard lot lines. Yard walls at the side elevations extend to the property lines with no apparent setback, while the rear yard walls are proposed to be set back by 13' 1" and 12' 11" at the two opposite corners. Only a ten-foot minimum setback is required. However, when comparing linear feet of side yard setbacks along this side of the District block, the proposed dwelling, with its line-to-line horizontal façade and yard walls, would use the highest amount when considering overall frontal dimensions. For example, from the frontal view, the proposed primary dwelling structure would leave approximately 15 feet of setbacks from side lot to side lot, which actually become zero (0) since the proposed wall extension gives the appearance of no setback provided. The neighbor to the west reveals 15 feet of total side yard setbacks, while the remaining properties reveal 19, 36, and 60 feet of available setback each.

Regarding the proposed dwelling's front setback from the property line near the public sidewalk, the applicant appears to have received approval from the City's Planning and Economic Development Department for a reduced front yard setback from a required 30-foot distance to 23 feet. Though there is an appearance of a commonness in setbacks in the District, there is in

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<sup>8</sup> Based on Pinellas County Property Appraiser data.

<sup>9</sup> Roughly calculated by Staff based on data from the Pinellas County Property Appraiser website.

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fact a slight irregularity of setbacks among the front vertical walls and porch stoops. Based on GIS data, setbacks along the south side of the block vary from approximately 29 feet from the sidewalk to the vertical wall of the facade, to approximately 21' 6", with the pre-existing dwelling at the subject property being set back approximately 28' 6". **The vertical wall of the proposed dwelling would be appropriate for this range; however, the front porch extension of eight feet, encroach to a 15-foot setback, causing the overall building to appear closer than other dwellings on this side of the District block.** It is important to note that the dwelling across the street does give the appearance of being extremely close to the public sidewalk there, given its more elaborate step entry and stoop system. **It must be noted that landscaping, while an excellent design tool for softening harsh building effects, cannot be relied upon to mitigate these effects due to their ephemeral nature.**

#### Windows, Doors, and Other Openings

The proposed **window configuration** is a fairly consistent fixed and double sash pattern of small divided lights placed in a consistent pattern at the façade, and in a random pattern on the side and rear elevation walls. The applicant has not provide any window details regarding materials or operational effects.

Windows along the façade include two double sash, nine-over-nine sets along the ground floor of the right side, with three matching sets above these at the second story. The smaller lights reflect an appropriate Colonial derivation. These windows each have shutter attachments, with those at the lower floor having additional decorative panels that run to the floor and are copied at the main entry.

The left side of the façade reveals a window with a matching light pattern but mixed overall presence. In this case, there is a paired vertical band of windows that run through both stories with fixed nine-light sets above, nine-over-nine double sash sets in the middle, and 18-light French doors at the ground floor opening onto the porch. While this arrangement is functional for the open interior atrium, this configuration is too modern for the District in that no other historic reference can be found. **Here, a break between floors should occur for improved compatibility.**

While window sills are provided, they are in reverse order compared to the District with large stucco header bands above more diminutive lower bands. A single, vertical gable vent appears at left, though the applicant refers to it as a decorative shutter, so it is unclear if this is a window covered by a shutter, other type of opening, or actual vent, though its decorative character is appropriate.

The right (west) elevation contains a mixed window set that matches the small light configuration of the frontal façade. More opening coverage is provided by a large quadruplex of 15-light fixed panels at mid elevation, with a lower run of sliding glass doors that travel for one-half of the entire elevation. The sills mimic the façade, though the shutters are singular for the left doorway and window set, with a double shutter toward the rear opening (no window or door) leading into

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the carport. The same decorative shutters appear at both gables. No other shutters are proposed at this elevation.

The left (east) elevation is interspersed with nine over nine window sets and shutters at the upper story in an offset placement, while also appearing at lower, again in an offset placement decided by internal room functions. One entry with double shutters occurs lower to the left. There does not appear to be any other meaning full wall articulation, providing a collective of rather large, blank wall planes.

The rear elevation gable also retains a vertical decorative shutter, with a paired nine over nine double sash to the left, and a single matching at right-both upper. The proposed garage door reflecting a typical barn door type is at right lower, while the open carport occurs to the left.

#### Front Porch and Entry

The proposed open **front porch** system presents a large, elevated structure that is mostly uncovered as it runs the full width of the façade with a walled surround, leading into a recessed alcove of the main building, which is covered by the second story structure. Having over 300 square feet of area, the overall porch system far exceeds the minimum 48 square foot requirement of the LDRs. Its orientation would be readily accessible to a general public view and it is accessible to the public sidewalk via a paved walkway. The existing paver block walkway of the existing dwelling would likely be replaced with a new paver-block design. The proposed porch system is not totally unprecedented in the District, as it is found on two contributing properties across the street - 735 and 745. The wall surround actually helps to relieve some of the height of the primary façade wall and its highly vertical gable. The wall also helps to alleviate the appearance of height increase that would be caused by the required design flood elevation. Some articulation of the wall such as indentations or inserts, as well as, terminating the width at the left elevation may create more compatible terms of appropriateness with the richness of neighboring buildings. Also, the entry stair may better fit in the District's standards by allowing it to wrap in front of the wall, and perhaps creating a wider entry opening so that it does not promote a tunnel feeling.

It must be noted that a ribbon driveway does extend along the right (west) elevation leading from the public right-of-way. This historic driveway is a 1920s construct, but would be demolished since no access from 18<sup>th</sup> Avenue Northeast is proposed. Instead, rear alley vehicular access is proposed. This vehicular flow is in keeping with that of the overall district.

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

The applicant proposes a new dwelling unit to be constructed that would replace a contributing historic building in the District. The subject property is located near the center of the District block between two contributing properties, with additional contributing properties facing it across the street. All existing dwellings within the District are two-story buildings. The proposed two-story dwelling relates appropriately in both its use and basic form, with certain exceptions noted throughout this report.

<b>Table 1. Dimension Comparisons – Buildings along South Side of Block</b>					
	756	746	<b>736</b>	726	706
Approximate Height Beginning/Peak from ground level <sup>1</sup>	21'4" / 24'6"	Varied / 25'4"	<b>23'4" / 33'4"</b>	18'8" / 21'8"	21'5" / 27'4"
Fill Height/Peak	n/a	n/a	<b>25'8" / 35'8"</b>	n/a	n/a
Facade Width <sup>2</sup>	41' of 60' front used—a side wall offset from the front is not included	34' + 3' wall of 70' front used	<b>39'1" (54' with wall extension) of 54' front used</b>	43' of 58' front used	58' of 118' front used
Distance to dwelling structure from sidewalk <sup>3</sup>	13'6"	23'6"	<b>25' wall, 17' stoop enclosure</b>	19'	29' wall / 22'6" porch tangent
Side Lengths (typ) <sup>3</sup>	58' + 20' garage	86'	<b>74' + 8' wall extension</b>	41' + 20' garage	44' + 21' garage
Footprint Area <sup>3</sup>	1992 main+88 porch = 2080+440 garage = 2520 total	2259 main+462 garage=2721 total	<b>1527.3 main+313.6 frontal wall+777.3 garage and carport = 2618.2 total</b>	1695 main+480 garage=2175 total	2398 main+126 porch+714 garage = 3238 total
Percentage - Footprint vs. Lot Area	2520\6600 = <b>38%</b>	2721\7700 = <b>35%</b>	<b>2618.2\5965 = 44%</b>	2175\6380 = <b>34%</b>	3238\12980 = <b>25%</b>
Architectural Style	Prairie	Spanish Eclectic	<b>Monterey Eclectic</b>	Prairie	Colonial Revival
<sup>1</sup> Calculated using door height method with GoogleMaps <sup>2</sup> Determined from PinellasCounty Property Appraiser database <sup>3</sup> calculated using GoogleEarth aerial mapping					

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

The proposed dwelling would replace an existing contributing historic building. Therefore, the entire historic fabric and the contributing status of the parcel will reflect a degree of loss of integrity to the District. Any new construction would have to be determined appropriate in its referencing of the historic character-defining elements of the District. While no specific architectural style is mandated by the LDRs and Design Guidelines, and the prior Colonial Revival style not required to be replicated, the proposed building should render a compatibility with its scale, form, materials, placement, detailing, mass, and its composure in the historic setting.

As such, the proposed construction will have tangible and intangible effects based on architectural style, design, arrangement, texture, materials and color, as evaluated in this section, and elsewhere in this report. While the new dwelling will be a non-contributing resource if approved, its location and prominence as a visual reference to the actual integrity of the larger District requires a design that is architecturally compatible with nearby contributing historic buildings, given the above context. It should also be compatible with others that set the

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architectural precedents for the period of significance dating from 1923 to 1929. While exact copying of these historic precedents is rarely expected due to changing contemporary standards, contemporary methods and applications for achieving harmonious and compatible architecture is quite possible and can add to the character of the District as a product of its own time and as part of its evolving character and appeal. **Contemporary expressions of architecture and detailing are appropriate when they do not obscure, dominate or replicate, or create completely different juxtapositions. As referenced throughout this report, and as part of the Conditions of Approval, certain modifications to the proposed plan and design of the dwelling would render a more compatible building given the historic character of the District.**

It is acknowledged that the proposed building offers a Modern hybrid approach to design that references general historic themes, forms, and materials. For example, the proposed dwelling reveals distinctive gable roof forms that are common, but with less common roof parapets, though parapets are found on many historic properties. The proposed stucco is common to several architectural styles in the District, as well, most notably Spanish Eclectic and American Foursquare (Prairie derivation). The proposed window configuration is generally compatible as double-hung sashes, but certain applications tend to become too bold and inappropriate for the District. The footprint and scale of the proposed building is also a concern in that the height will tend to dominate the other dwellings due to a flood plain elevation requirement. The massive wall along the left (east) elevation does not appear to create any meaningful offsets to alleviate this concern, including how the surrounding yard wall is designed. The building coverage on the parcel is also a concern since it may appear as too encompassing and lacking the common open space areas which generally define historic buildings in the District.

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 submitted to date indicating that the denial of this COA will deprive the owner of reasonable beneficial use of the property, since other designs may be considered more appropriate and approved accordingly.

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

The proposed plans mostly appear to be reasonably designed, and there is no evidence to conclude that they cannot be reasonably carried out by the applicant.

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.

The proposed dwelling would replace an existing contributing historic building. Therefore, the entire historic fabric and the contributing status of the parcel will reflect a loss of integrity to the District. Any new construction would have to be determined appropriate in its referencing of the historic character-defining elements of the District. While no specific architectural style is mandated by the LDRs and Design Guidelines, and the prior Colonial Revival style not required to

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be replicated, the proposed building should render a compatibility with its scale, form, materials, placement, detailing, mass, and its composure in the historic setting.

The proposed dwelling would be a non-contributing resource if approved, its location and prominence as a visual reference to the actual integrity of the larger District requires a design that is architecturally compatible with nearby contributing historic buildings, given the above context. As referenced throughout this report, and as part of the Conditions of Approval, certain modifications to the proposed plan and design of the dwelling would therefore render a more compatible building.

#### Additional Guidelines for New Construction

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

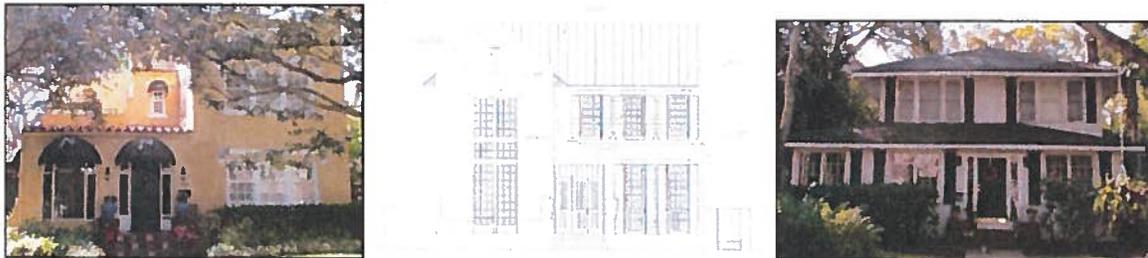
All dwellings in the District are two-stories. The appearance of height is quite varied and difficult to evaluate due to varied offsets and roof styles. In this case, however, the more steeply pitched roof is less common to the Monterey style than it is to Colonial Revival, though a Tudor style with its steep roof lines and with integrity may have been found to be appropriate for the District as a contributing building. The maximum allowable roof peak height in the NT-3 District is 36 feet; however, none of the existing roofs on the south side of the District appear to exceed this height. It is important to note that zoning maximums do not trump the historic height pattern of the District, and therefore any height evaluation should consider this. According to the plans submitted as part of the COA application (Appendix C), the height of the beginning roofline from ground level would be  $\pm 23'4''$ . The peak height (top of parapet) is proposed at  $33'4''$ . However, pursuant to Special Flood Hazard Area standards, the applicant is required to increase finished floor elevations to meet design flood elevation.

In this case, the applicant proposes to add  $2'4''$  of fill, which relates to a more realistic parapet peak height of approximately  $35'8''$ . However, upon review by the City's Community Rating System Coordinator, adding fill to the site yard, extending beyond the footprint of the proposed dwelling itself, is prohibited in the Special Flood Hazard Area because of the runoff issues this elevation may create for neighbors. Once an Elevation Certificate for this site is obtained, coordination between Historic Preservation staff and City Plans Examiners will be necessary to ensure that the required height of the main floor is met in a way that minimizes the visual impact of this increase.

While the proposed height is still within the allowable height for the NT-3 zoning district, it raises both the ground level appearance and the roof peak line along the block and in relation to its immediate neighbors. The rhythm of the two-story buildings along the block could therefore be altered negatively from its historic appearance to one that is dominated by an inharmonious and conspicuous building, where its contemporary value is lessened due to a lack of adequate historic referencing.

There are various methods for mitigating the effects of height of buildings in historic districts, or that are individually designated. While various program modifications are recommended herein,

one of the first elements to consider is proper treatment of the foundation and its above-ground appearance. This may be especially important for the subject property since design flood elevation requirements will dictate additional structural elevation techniques or fill on the property. A system that compares and evaluates what is historic versus what is proposed, such as a scaled graphic analysis of height levels from the public sidewalk may help to provide remedial treatment and design recommendations that preserve the historic character of the block, while also reaching a compatibility as a new construct with the historic buildings.



The above graphic provides a comparative view of the relationship between immediate neighboring dwellings; the proposed dwelling is in the middle. Graphic at left from City Staff, 2017 (not scaled); middle graphic by Applicant; Photo at right from City Staff, 2017.

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

Please refer to Appendix D for a photographic collage of existing dwellings in the District, all of which have been determined to be contributing. The proposed frontal (north) elevation faces 18<sup>th</sup> Avenue NE and measures 39' 2" in width from the outside vertical walls. The dwelling front is unusual though it does follow Monterey architectural massing, and otherwise appears well-balanced as a Modern interpretation. The prominence of the frontal façade's left elevation wall reveals a strong vertical appearance which is enhanced by vertically-oriented window openings; in contrast, verticality is then attenuated by the extension of the east/west roof structure, and the frontal stoop wall and side wall extensions at its base. Similar vertical forms, especially as a prominent tower or elevation wall feature are present in many historic architectural designs. In fact, a similar form is presented directly across the street where a strong frontal entry tower structure appears before unfolding wall elements. Immediately to the east is another version of a tower among various geometric blocks. While there is indeed more articulation of wall elements on these dwellings, Modernist forms such as proposed tend to be flatter and less fastidious and more streamlined. In this case, however, the more steeply pitched roof is less common to the Monterey style than it is to Colonial Revival. This type of design expression has been used historically, as well, with at least two such streamlined examples found to be contributing apart from more traditional designs in local historic districts.<sup>10</sup>

<sup>10</sup> For example, see Roser Park, 913 Prospect Court South, 924 8<sup>th</sup> Street South, and the now demolished building at Lang's Bungalow Court.

- 
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.*

Historically, windows in the District have been designed for vertical orientation, with individual sashes appearing taller than they are wide, and often occurring as pairs or ribbons. Several window sets throughout the District have been replaced with non-historic materials, though most reference the historic configuration of openings and light divisions.

The LDRs require a minimum of 30% fenestration for the front and west (street side) elevations, and 20% for the rear and interior side (east) elevations. It is also unclear if the window glass transparency minimum of two-thirds is met, since the applicant has not provided the required calculations to evaluate this standard. It must be noted that the historic window pattern reveals an abundance of windows, often complementing bold entry doors. Bold trim and structural forms are mixed.

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 primary evaluative inquiry here is whether the proposed façade relates to the architectural assembly of other buildings on the block. Façade and massing assembly articulation in the District are fairly rich with occasional offsets, such as projections and punctures, occurring that create depth and mitigate monotony. Vertical forms, many at varied heights, are typically intersected by horizontal forms to create an array of directional flow. Large walls are typically made more interesting through pitched, textured roofs, roof hoods, and frontal porch features.

Large wall planes within the District are typically punctured with generous glazing and arched window openings. The relationship between solids and voids of the proposed dwelling falls to these precedents occurring in the District, as well as to historic configurations conveyed by multiple stylistic constructions. From the façade, the proposed dwelling presents an enhanced solid to void relationship when compared to the building it would replace. There is also an enhanced solid to void relationship between the proposed dwelling and its most reasonable comparison found on 17<sup>th</sup> Avenue Northeast. Seen below, this example is a contributing building in the North Shore National Register Historic District.



Photograph revealing similarity of façade. From GoogleMaps, 2018.

The textures and perceived depth of the historic dwellings are also mixed historically, with some quite elaborate and others quite plain. For example, the dwelling in the District featuring the smallest degree of ornamentation is perhaps the historic building which has been approved for demolition on the subject property. This extant historic dwelling features a fairly modest façade, no substantial roof appeal, and a basic entry lacking a refined porch structure. This is in stark contrast to the remaining dwellings, all of which seem to create a variety of voids and offsets, which add to the aesthetic appeal of the District. It must also be suggested that any new building will likely be considered more dominant and lot-consuming than that which is to be demolished due not only to its contemporary character, but also to the freshness of materials, especially stucco.

The proposed dwelling does create interesting void/solid relationships that exudes interest and transparency. The wide porch entry opening seems too small for the door set, which could be made more appropriate by altering the step system as referenced above. The wood-like texture of the doors and the transom here, while appealing, creates a more confined look. The overall vertical walls of the proposed dwelling are to be clad with a stucco finish material. This exterior finish is found readily in the District. Differentiation of textures occurs with the use of functional shutters which provide a horizontal design treatment to the façade. There does not appear to be any trim package proposed for the dwelling, though openings are proposed to be recessed. Some decorative panels appear below the lower window set to the right on the façade, and of course, the shutters provide meaningful texture. What appear to be cement window sills are emphasized at the top of each window, while smaller forms are presented at lower.

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

In the District, there is a varied setback placement. Frontal yards, though appearing fairly similar, are varied in depth due to varied distances between the public sidewalk and the vertical walls of dwellings. Porch placement, along with the type of walkway designed affects the feeling of open space and similarity. It is the differences in how owners affect this public area through their own design tastes and vegetation planning that creates the open space, which is typically always changing over time between owners. In some cases, any pattern may also be affected by features that undulate according to privacy wall and fence construction or lack thereof, later additions alongside elevations that are now historic in character or not, elaborateness of porch systems, the historic open and latently closed character of porches, type of frontal walkway, land contours, ground textures, and other primary entrance features. This undulation is tempered by a commonness of how the front facades relate to the public sidewalk and how the pedestrian would experience them. Unlike other historic districts, such as Granada Terrace (HPC-88-02), where a particular identity is deemed to be historically characteristic (Mediterranean Revival), and other forms such as Tudor, which may be historic yet not significant due to context, most of the entire North Shore area welcomed a variety of architectural designs.

Historically, the existing dwelling that will be demolished was placed close to its east property line. Other dwellings were placed at what appear to be minimum setbacks along their respective side yards, which is important to consider given the larger scale of the two-story houses that were developed on the block. On each side of the block, the dwellings at diagonally opposite corners were developed on double lots, which then tends to skew any opportunity for observing a distinct pattern for building setbacks alongside area in the District. The development of what are typically larger homes with wider frontal presence establishes a historic relation that is assumed to be compatible even though the variation of scale is different between viewing a single lot versus a double—each with a single dwelling at its front.

Whereas the side streets for the properties would appear to have deeper setbacks, the remaining two corners would not. The same is said for many other properties along these side streets where no substantial setback in comparison creates a historic inconsistency in side yard setbacks and the perception of actual open space. The proposed dwelling reveals side and rear setbacks that appear to conform to required setbacks for the NT-3 District, except for the subject property's pre-demolition dwelling which encroaches into its east side yard by over three feet; the proposed dwelling would eliminate this encroachment and meet the required minimum setback distance—i.e., from 3' 2" to 7' 6". However, at the frontal elevation, the proposed dwelling elevation encroaches into the required setback, resulting from approved Variance # 17-56000011 as approved by the DRC in December, 2017. This includes reduced frontal setbacks from the property line from 30 feet to 21' 6" for the building, from 23 feet to 16' 8" for the porch, and from 20 feet to 14' 7" for the stoop. An additional 2' 8" should be added for the distance to the sidewalk south edge.

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

Historically, buildings in the District were sited closer to their frontal property lines to allow for garages in the rear. A variety of frontal setbacks occur, and certainly varied designs in porch and stoop configurations also affect actual setbacks and the perception of them for public rights-of-way. At least one dwelling is much deeper on its lot in the District since it appears to have been developed as a garage unit and the primary building perhaps never constructed. Along the District's south block, there is a varied frontal setback pattern from the frontal property lines to the vertical wall of each of the five dwellings. While three dwellings are within two feet of each other's measured distance, one is setback approximately 10 feet further, and the subject property within half of that. Measurements to the porches and stoop for each also varies suggesting no strict development standard. The two dwellings across the street at 725 and 735 reveal the most encroachment into the frontal setback than all other buildings for their vertical walls, though number 735 has stoop/porch system that encroaches to within 5.5 feet of its property line---much closer than all others. This undulation is tempered by a commonness of how the front facades relate to the public sidewalk and how the pedestrian would experience them.

However, at the frontal elevation, the proposed dwelling elevation encroach into the required setback, resulting from approved Variance #17-56000011 as approved by the DRC in December, 2017. This includes reduced frontal setbacks from the property line from 30 feet to 21' 6" for the building, from 23 feet to 16' 8" for the porch, and from 20 feet to 14' 7" for the stoop. An additional 2' 8" should be added for the distance to the sidewalk south edge. Therefore, there appears to be a flexibility for placing a new construction that falls within these distances, as does the proposed dwelling's vertical wall, which would be set back further from the public sidewalk than three of the existing contributing properties on the same side of the block.

The Applicant proposes a recessed porch behind a large frontal stoop with centered entry steps. The proposed wall would run the full width of the façade. It appears to include flanking six-foot tall ends that are molded as ornamental. The proposed frontal wall is similar in concept to other entry systems in the District and surrounding areas, though favoring a more streamlined design to reflect its Modern character. The proposed wall does tend to anchor the overall building to the ground, and along with the side wall extensions, softens the upward directional flow of the gable at left. However, height of the building increases automatically with the introduction of flood design standards. The applicant is asked to provide a graphic that compares existing and proposed finished construction comparisons for what is proposed versus what is existing on either side.

There are additional methods for retaining a frontal wall and stoop that mitigate the upward flow of the façade. Articulation of the stoop wall in the form of offsets, and perhaps a terminating left end would add to the depth in order to trap height flow. In addition, it is recommended that either entry step cheek walls and/or the wrapping of the first risers and treads along the wall front be explored as articulating methods.

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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 most visible materials of the proposed dwelling appears to be controlled by planes of stucco (over block), with composite reserved for architectural elements and details. Textured elements are added through the addition of functioning shutter components and the intended roof cladding. Generous window divisions also add texture that reference generous glazing in the District. What appear to be larger concrete window headers appear above each window and door set rather than below as is typical in the District. This represents a Modern adaptation to windows that would still be inserted deep in their openings, but with no trim, which is not uncommon for Mediterranean styles. **It may be prudent, given the height of the proposed dwelling, to consider the avoidance of stark white for coloration, though color restrictions are not entirely enforceable into the future. The use of earth tones would help to reduce the dominance of the new building in the District (not conditioned as part of any approval, herein).**

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

In this case, however, the more steeply pitched roof is less common to the Monterey style than it is to Colonial Revival. From the frontal view, the proposed cross-gabled roof system with a medium pitch is not specifically found in the District as a strict form type, though this type of roof design is common in many historic districts in St. Petersburg. The gable ends with parapets as proposed, are also not found in the District, and are infrequently found in the larger North Shore Historic District. There are numerous examples both with the District and in other historic areas where roof edges terminate at their vertical walls, where no suggestive eave is incorporated. Therefore, the roof, as proposed does reference historic forms at the frontal façade, though the rear appearance is oddly appropriated due to its abrupt termination vertical line. Extended eaves are proposed for the side elevations and referential to the District, but are not referenced along all roof lines, which adds to the Modern character of the building. It is likely that these eaves will include soffit enclosures.

The proposed metal roof cladding of standing seam metal panels is not found in the District, with no evidence found historically. At present, roof cladding in the District is composite and clay tile materials, and further research reveals that historically roofing in the District consisted primarily of the same. **Though metal has not been found to exist in the District, a precedent for approving metal on a Craftsman style dwelling was established by the CPPC for a new construction in the Roser Park Historic District.** Typically, and in spite of its attractive appearance, metal roofing as a mainstream approach would not have been used in more affluent neighborhoods of the North Shore area. Most historic review guidelines recommend that similar materials be used and that any introduction of new materials be avoided since there is a concern of changing the design or integrity of a District.



Photo reveals an inappropriate scale and design of rooflines within the North Shore area. Photo by Staff, 2018.



Photo reveals a dominating roofline with inappropriate closure of a side elevation plane with a lack of openings in the North Shore area. Photo by Staff, 2018.

9. *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.*

The Applicant proposes a full-depth wall enclosure along both side yards running 74 feet from front to rear. In addition, a frontal wall would also enclose the lower portion of the façade for its full length. Yard walls do exist in the District on houses with Mediterranean influences. These walls tend to be shaped and sometimes serves as side attachments that incorporate gates and

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arcades. Newer examples appear along yard property lines, with the earliest found documented to 1961.

**Lacking roof pitch adjustment, the overall height of the dwelling is a concern, though its verticality resulting from the frontal gable wall is somewhat mitigated by a slightly deeper setback, while the proposed wall and side wall extensions help to anchor the overall building to the ground. However, the proposed system of walls, without certain offset treatment, may create an appearance of large blocks upon large blocks, which could negatively affect the street rhythm of historically placed buildings to the ground and the effect of open space between them.**

There is also a concern that the additional 2' 4" of new fill would cause a disruption of the horizontal rhythm of the façade and its presence along the frontal public areas. Further mitigation is important due to the required elevation of the dwelling's finished floor to a design flood elevation minimum. In this case, a wall, which does reference from the District, obscures what would be a disparity between ground elevations of neighboring properties. The wall system also enhances articulation of the stucco wall as a horizontal amenity, though some modification of may have merit such as terminating the wall at its left extent, creating indentations, adding cheek walls, and partially wrapping the entry steps around the front of the wall. In addition, it may be important to create a significant offset of at least three feet of the side wall extension back from the two frontal walls. This would add depth while retaining the design intent.

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.*

**Size:** The proposed dwelling is specified for two stories at 3,135 square feet of living area and approximately 825 square feet additional space as part of the garage, carport and frontal entry recess alcove. Its perceived shape is rectangular, though its footprint form reveals a U-shape, being deeper than it is wide when facing the frontal elevation. It would have an average size of 2,618 square feet pertaining to building footprint dimension, but is fairly similar to contributing houses nearby, and elsewhere in the District. Side and front yard walls and height present the most dramatic effects that must be treated.

**Massing:** In architecture, mass or massing deals with the arrangement of built forms related to scale, bulk, and proportions of width to height to length. These issues can be considered to reflect a building's visual posture and stability, and how visually appropriate it is comparatively with other extant buildings in the District. Sometimes these notions are considered to inform a viewer as to how intelligible the overall mass of a building is, i.e., does it look too tall or too big, or is it easy to understand why it was constructed in a certain way. Coordination of large structures can achieve compatibility, not only with the size of the parcel, but also in terms of prominence in the District through a building's vertical wall articulation, fenestration, architectural ornamentation, and certain horizontal treatments including roof design. Orientation of a building on a lot also plays a role in what might be considered successful massing of a building.



Graphic by Staff reveals approximate footprint compared to other dwellings in the District.

Though the common detached garage is absent, the proposed dwelling is not overly large or small for the District, though it does present itself as large for its small lot size. Its two-story character blends well into the District, which consists only of two-story dwellings, as long as vertical height can be attenuated through design treatments such as pitch reduction, offsets, and fenestration. Height, in which roof lines of the proposed, i.e., peak and beginning at eave, should be harmoniously constructed according to existing precedents along the block. Additional height is amenable if beginning rooflines are similarly expressed in relation to each other.

So, massing compatibility would reflect a two-story building as a replacement. For comparison, the existing building's mass presented a large rectangular block with a one-story wing originally, followed later by a second-floor addition to the wing. This building has a horizontal, side gable appearance. The proposed building references this horizontal appearance in its frontal gable and the extended horizontal perpendicular of the roof. The vertical flow also represented by the proposed building, adds an adaptation of the historic to it. In other words, a front gabled partial mass, which is common to historic districts in St. Petersburg, generally, would be referenced. Some may debate that the distinctiveness of the vertical gable itself along the façade as a primary, structural massing form in the District is not found. However, it is important to note that vertical tower presentations are found in the District at 725 and 725 18<sup>th</sup> Avenue NE, and to a degree, at 756—the latter which may not be historically accurate as it exists today. It is certainly representative of the Monterey architectural style, as well as, the pre-railroad type of vernacular. The proposed building adds additional depth and movement to the frontal mass, aided further by a fenestration package. **Unlike the existing building that is to be demolished, fenestration**

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along the frontal elevation is more dynamic, with various elements referencing historic character of buildings in the District. This is created by walls, generous windows and shutters, and the potential to create an improved effect for the frontal entry, such as widening its step treats, creating cheek walls, and adding differentiation of wall horizontals and planes.

The front also appears at first glance to be L-shaped with its left gable façade block adjoining the perpendicular right extension of the dwelling. This is somewhat of a fiction as the dimensional footprint reveals a flatter massing that is actually triangular at the front with upper and lower recesses, and then extending in a deep triangle to the rear. The overall building does reveal a two-story rectangular box except where the mass is indented at its right elevation forming its ultimate U-shape carved out of what would otherwise be a large, two-story rectangular block. Soft indentations and offsets do upset the mass in subtle ways, while the roof lines help to define the U-shape. Modification of some of these elements is recommended for a more compatible building.

The rear massing is quite dissimilar from the front and only partially and vaguely references the frontal form. Instead, the odd shape appears to be cut in half, as if part of the building is missing. This is partly due to the use of two side (west) elevation gables that accentuate the historic gable there as a reference. As part of the alleyway elevation perspective, the wall is otherwise unremarkable. It is recommended that a pair of course bands be incorporated into the visible wall planes in order to differentiate floors and to create a division of the two-story wall effect.

The right (west) elevation is well glazed and does have some appeal. There is no basic symmetry to the proposed building, and any semblance of symmetry would be found at this elevation. **The proposed two-story gables and lengthy roof line that dominates behind the gable pair may appear to loom large in the District and over its neighbor to the west.** While one-third of this elevation is set back to accommodate a courtyard area, the table blocks would extend to 7'6" from their respective property lines. The proposed wall enclosure that would be constructed along the property line here may serve to mitigate height of the gables, as may be found on the dwelling to the east. **It is still likely, given the smaller size of the parcel, that the west neighbor may feel an uncomfortable encroachment of the verticality of the proposed development.**

The left (east) elevation appears as a lengthy wall with an unbroken roof plane that terminates toward the rear in an awkward, unconventional manner. While not as striking or imposing as the west elevation, it is less interesting yet does somewhat reference other side elevation walls in the District. This wall may benefit from an indentation or series of offsets, including a height reduction at some point in order to break up the large, punctured mass. Additional treatment appears necessary toward the rear, though the utility character of this area does not seem to compel additional treatment as a contemporary response. Again, a primary concern is how the proposed elevation would lie in composure and relate to its immediate neighbor. **Again, it is still likely, given the smaller size of the parcel, that the west neighbor may feel an uncomfortable encroachment of the verticality of the proposed development.**

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**Windows:** Historically, windows in the District were largely comprised of double sash and casement sets occurring individually and in groups across each elevation. The Applicant proposes a fairly consist sash type on the frontal façade composed of 9-light configurations, mostly double sash. A modern window curtain appears in the center of the gable tower at left which may be too modern given the restraint of vertical window bands in the District (see Additional Guidelines 3, above, regarding "*The relationship of width of the windows...*"). All windows opening would be recessed into the wall. The Applicant indicates that window sill forms will be included but in an unusual reverse order where the larger sill appears at the top as a lintel form, and the diminutive sill at the lower. Functional decorative shutters are proposed at the façade wing, whereas, there appearance on the remaining elevations is sporadic.

**Door openings, porches, and balconies:** Overall, the proposed door system is atypical for the District. The only exception would be the frontal façade entry, which is the primary grand entry, which retain its Modernistic qualities, while also referencing historic detailing. The west elevation reveals very generous transparency and access through the use of two separate sliding glass door walls that access the internal courtyard and open corridor at the first floor. Smaller scale doors that fold or collapse may be a better treatment for referencing historic forms. Sliding glass doors are obviously not a reference to the District's historic detailing, though outside of the District there is precedence for Mid-Century glass use in this manner.

The rear garage and carport openings reflect the character of the alleyway, and the large carport opening at the rear west elevation is simply a Modern version of a typical access found on historic buildings. On at least one set of plans by the applicant, a barn-door type of garage door was indicated. This type of design would be recommended given the architectural styling and to maintain some historic continuity at this elevation. The east elevation has a single door opening leading from the garage, which is otherwise unremarkable. Each gable end reveals a vent-like opening that strongly references historic gable vents. The Applicant proposes a strongly vertical shape that while it does break up the gable wall plane, also adds to the vertical directional flow.

No balconies are proposed, although these features are common to the District. The Monterey style typically involves the use of balcony assets, oftentimes cantilevered out from the primary vertical wall. Later, historic styling finds many such balconies in the North Shore area, and around St. Petersburg. The proposed dwelling's only porch occurs at the façade entry. It includes a system of structures beginning with the wide frontal stoop that extends the full width of the façade projecting eight feet toward the sidewalk from the exterior wall. The stoop is really a large platform elevated to a height of several risers appearing as an open porch feature. A pair of doors leads onto the platform from the interior of the dwelling. The secondary porch is more of a recessed portico that leads from this stoop into an internal corridor that is open to the elements, yet furnishes access to the living spaces of the dwelling. **The CPPC should consider a wrought-iron fence system along the frontal stoop wall that may attenuate height. Also, a frontal balcony at the second story that incorporates a metal railing may also help to attenuate the starkness of the wall planes.**

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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.*

The composition of the proposed dwelling could have a fairly compatible presence in the District if certain design refinements are made. The dwellings constructed within the District are larger, two-story buildings. Each has varying views of horizontal and vertical expressions. However, the vertically-expressed dwelling façade seems to be dominant. Given some modification to attenuate height at the façade and for treating certain elevations, the proposed dwelling does not appear to be incompatible in its directional flow or placement when compared to other contributing buildings.

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 dwelling is a new construction that would replace a contributing dwelling and garage whose demolition has been previously approved by the CPPC. Therefore, as part of this COA review, no historic materials are assumed to remain or be preserved. The proposed design features a modernized expression of architectural styles found in the District and other historic areas of St. Petersburg. Certain treatments and architectural orchestrations such as gabled roof forms, divided window sashes, and a generous open porch with recess provide strong historic references while also maintaining sufficient differentiation between what is historic and what is new in the District. A further evaluation for providing design refinements is recommended, as referenced elsewhere in this report. The massing and scale of the proposed dwelling is explained in Additional Guidelines 10, above. The proposed dwelling would be built upon a contributing parcel that would then be revised to a non-contributing status in the District.

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 construct in the future would not restore or preserve any historic integrity of the contributing property, and represents a complete loss of historic fabric, other than the site, its parcel dimensions, and its orientation to the rights-of-way. A return to a vacant parcel would cause a break in the developed rhythm of the street.

## **Staff Recommendation**

Based on a determination of general consistency with Chapter 16, City Code of Ordinances, Staff recommends that the Community Planning and Preservation Commission **Approve with Conditions** the Certificate of Appropriateness request number COA 17-90200047 for the construction of a single family residence located at 736 18<sup>th</sup> Avenue Northeast.

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### Required Conditions of Approval

1. *A lower roof pitch of two feet shall be required to attenuate the effect of the proposed dwelling's height. A parapet cap of contrasting metal or natural stone shall be applied to each parapet rake to further detract from the dwelling's appearance of verticality.*
2. *The surround walls shall be designed to assist with mitigation of the building's height, by:*
  - *Creating offsets from façade walls;*
  - *Adding entry cheek walls;*
  - *Shortening the front stoop at the left side of the façade, allowing the full vertical primary wall to reveal itself and adding a horizontal course near the foundation area; and*
  - *Indentations/offsets of walls along the east elevation.*
3. *The front vertical window set shall be modified to eliminate the two sashes immediately above the paired door set, subject to staff approval.*
4. *The roof cladding shall be changed to an appropriate tile or natural material. A high quality architectural shingle may suffice pending review by staff.*
5. *Ornamental wrought iron railing should be considered by the CPPC as a historic design reference to the top of the front stoop—the height of the stoop wall may be shortened to accommodate this effect; the same treatment should be considered for the frontal, second-floor window run, which may reference the historic railing of the Monterey architectural style and lessen the amount of surface stucco.*
6. *Any design changes not included as part of this COA review and approval, shall require the approval of the CPPC, except for minor changes as deemed appropriate by Staff.*

**APPENDIX A**  
**Aerial Map & Parcel Map**



**Community Planning and Preservation Commission**

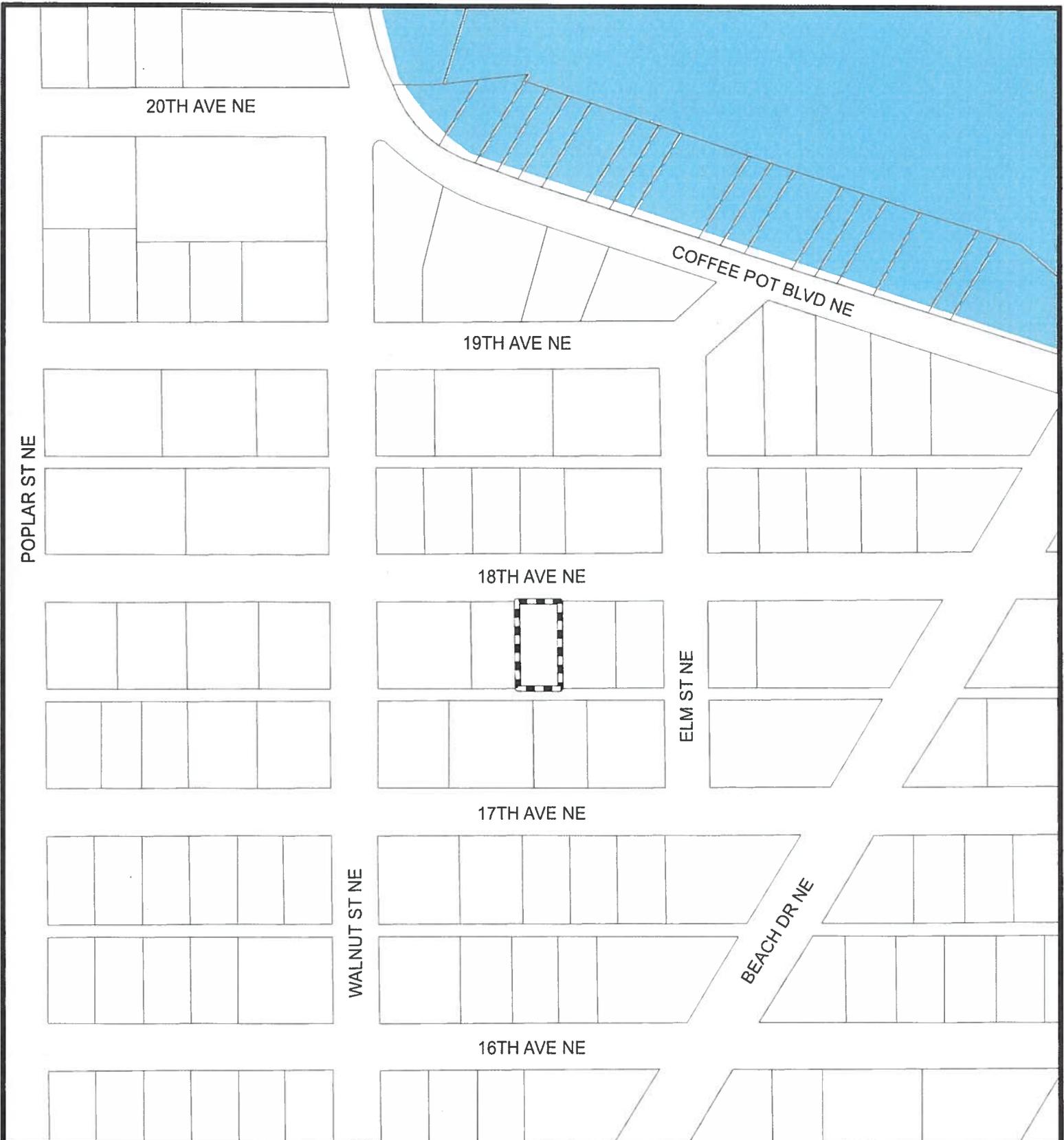
**736 18th Ave NE**

**AREA TO BE APPROVED,  
SHOWN IN** 

**CASE NUMBER  
17-90200047**



**N**  
**SCALE:**  
1" = 180'



**Community Planning and Preservation Commission**

**736 18th Ave NE**

**AREA TO BE APPROVED,**

**SHOWN IN**



**CASE NUMBER**

**17-90200047**

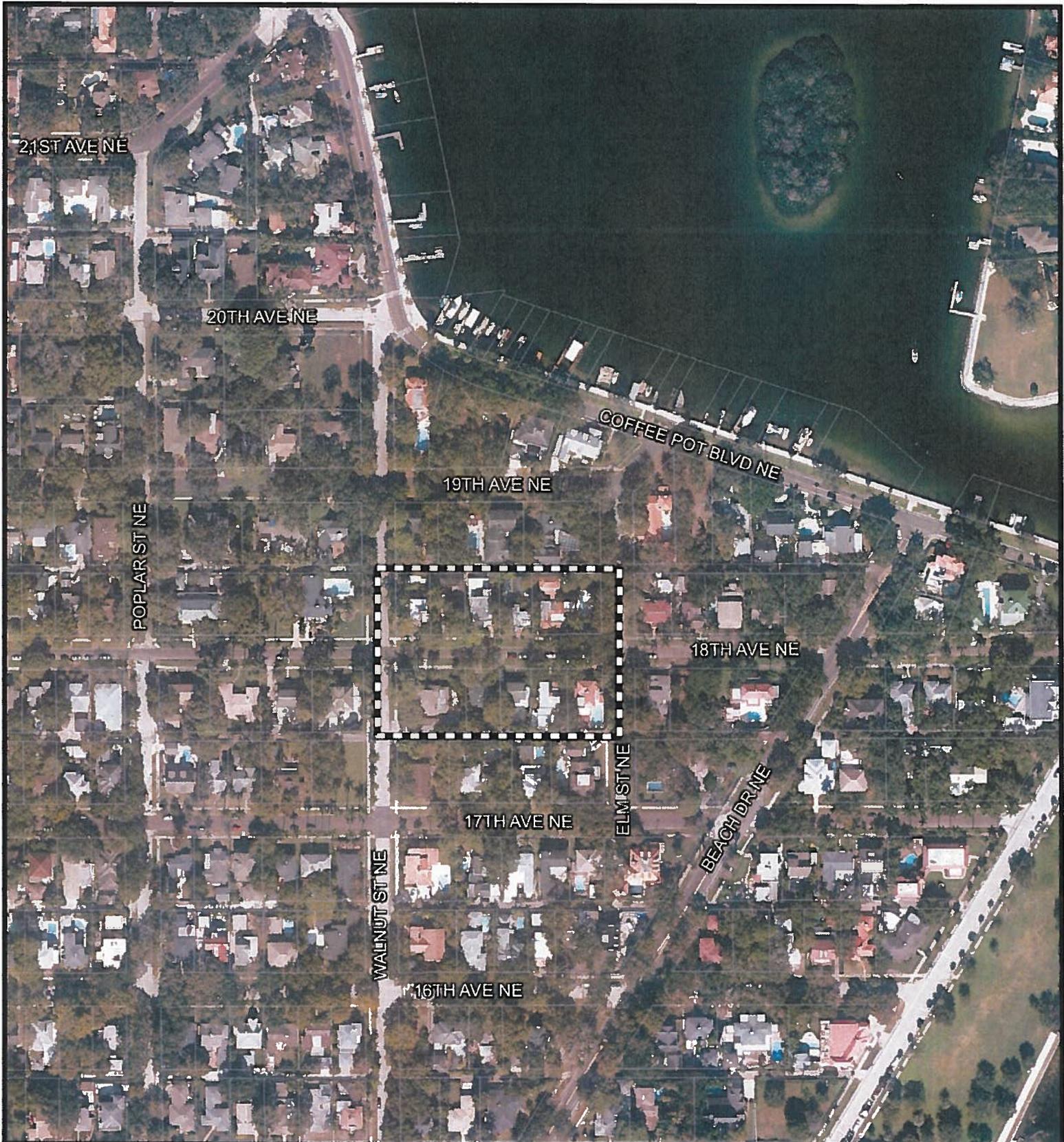


**N**

**SCALE:  
1" = 180'**



**APPENDIX B**  
**Contributing Properties Map**



**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



**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 C**  
**COA Plans and Elevations**

5267

5267

5267

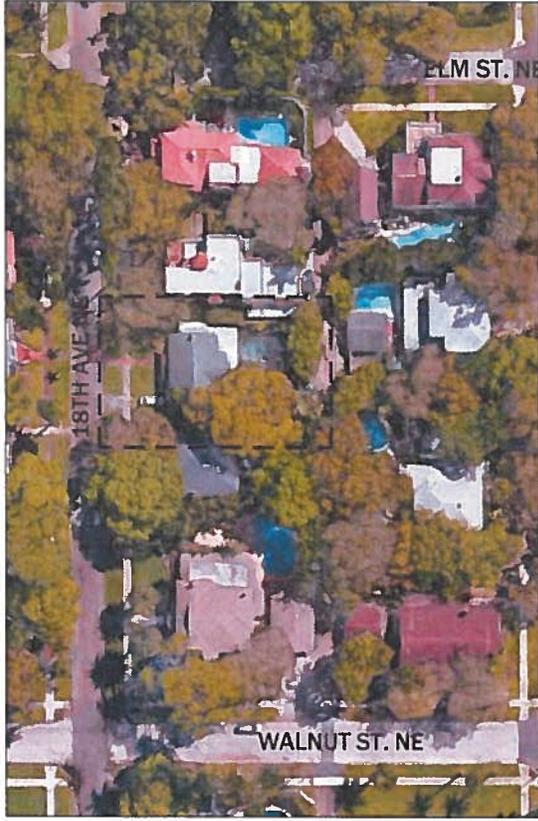
5267



# 18TH AVE.

736 18TH AVE. NE | ST. PETERSBURG, FL

PROJECT SITE VICINITY MAP



## INDEX OF DRAWINGS

DRAWING	DRAWING TITLE	PERMIT SET
COVER	COVER	01-15-2018
L1.00	SITE PLAN	01-15-2018
L1.01	LANDSCAPE CALCULATIONS	01-15-2018

## CONSULTANTS



Architect

MODERN TAMPA BAY HOMES  
2250 CENTRAL AVE.  
ST. PETERSBURG, FL 33712

18TH AVE

PROJECT NUMBER: 15052

PERMIT SET 1-15-2018



CONSULTANTS

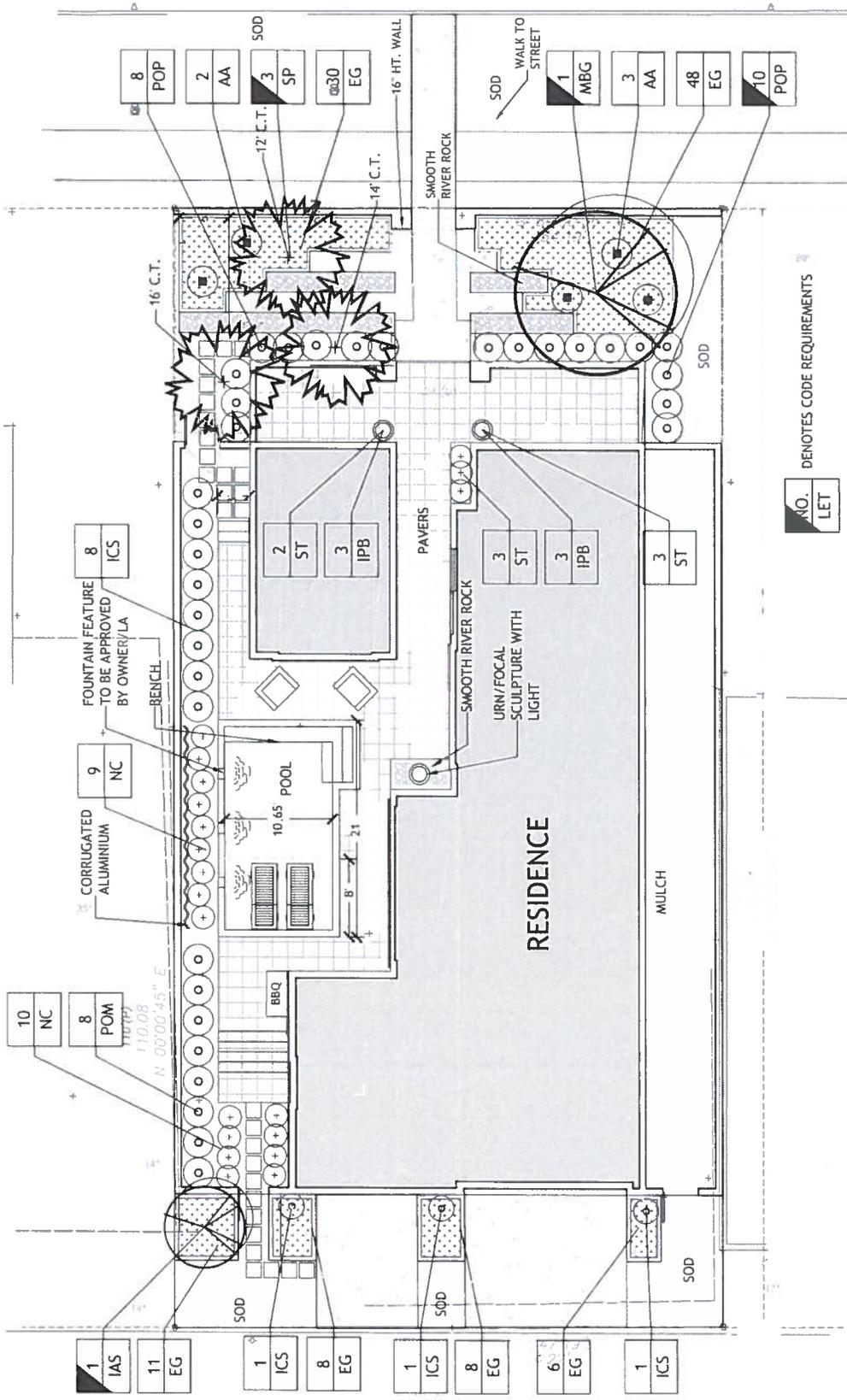
736 18th Ave NE  
ST. PETERSBURG | FL  
LANDSCAPE REVISION

NO.	LET	REVISIONS

REFERENCE SHEET(S)

CHECKED BY: HB  
DRAWN BY: CP, KF  
01/15/18  
15052

**L1.00**



NO. DENOTES CODE REQUIREMENTS



# PLANT MATERIAL SCHEDULE

QTY	CODE	BOTANICAL NAME	COMMON NAME	SPECIFICATION	NATIVE	DROUGHT TOLERANCE
5	AA	AGAVE ATTENUATA 'BLUE'	BLUE FOX TAIL AGAVE	7 GAL., 24-30" HT x 24-30" SPR.	NO	YES
115	EG	EVOLVULUS GLOMERATUS	BLUE DAZE	1 GAL. 6-8" HT. FULL	NO	YES
1	IAS	ILEX ATTENUATA 'SAVANNAH'	SAVANNAH HOLLY	10' HT. X 4' SPD., FULL TO BASE	YES	YES
16	ICS	ILEX CRENATA 'SKY PENCIL'	SKY PENCIL HOLLY	3 GAL. 18"-20" HT. x 10" SPD.		
6	IPB	IPOMOEA BATATAS 'BLACKIE'	SWEET POTATO VINE 'BLACKIE'	1 GAL. 10" SPD.	YES	YES
1	MGB	MAGNOLIA GRANDIFLORA 'BRACKENS'	BRACKENS BROWN BEAUTY MAGNOLIA	10-12' O.A., 3" DBH	NO	YES
19	NC	NEOMARICA CAERULEA 'REGINA'	GIANT APOSTLE'S IRIS	3 GAL., 26" HT. x 10" SPD.	NO	YES
8	POM	PODOCARPUS MACROPHYLLA	PODOCARPUS	15 GAL., 5" HT. x 3' SPD., DENSE	NO	YES
18	POP	PODOCARPUS MACROPHYLLA 'PRINGLES'	DWARF PODOCARPUS	3 GAL., 24" HT. x 1.2" SPD., DENSE	YES	YES
3	SP	SABAL PALMETTO	CABBAGE PALM	SEE PLAN FOR CLEAR TRUNK HEIGHTS	YES	YES
5	ST	SANSEVIERIA TRIFASCIATA LAURENTI	VARIEGATED SNAKE PLANT	3 GAL., 15-18" HT., FULL	NO	YES

SITE IMPERVIOUS	
SYMBOL	SURFACE TYPE
PERCENT	BREAKDOWN
65%	
TOTAL IMPERVIOUS: 3,833 S.F. MAXIMUM IMPERVIOUS: 3,833 OR 65%	

TREE REPLACEMENT	
LOT SIZE: 5,940 S.F.	SHADE TREES REQUIRED: 3
	SHADE TREES (OR EQUIVALENT) PROVIDED: 3
	(1 MAGNOLIA + 2 SABAL PALMS + ILEX ATTENUATA)
TOTAL TREE REPLACEMENT: 3,833 S.F.	



1515 UNIVERSITY BLVD. SUITE 200  
 W. PALM BEACH, FL 33411  
 561.833.1800

736 18th Ave NE  
 ST. PETERSBURG FL  
 LANDSCAPE CALCS.

REFERENCE SHEET(S)
REVISIONS
CHECKED BY: HB
DRAWN BY: KR, JMB
01/15/18
15052
L1.00





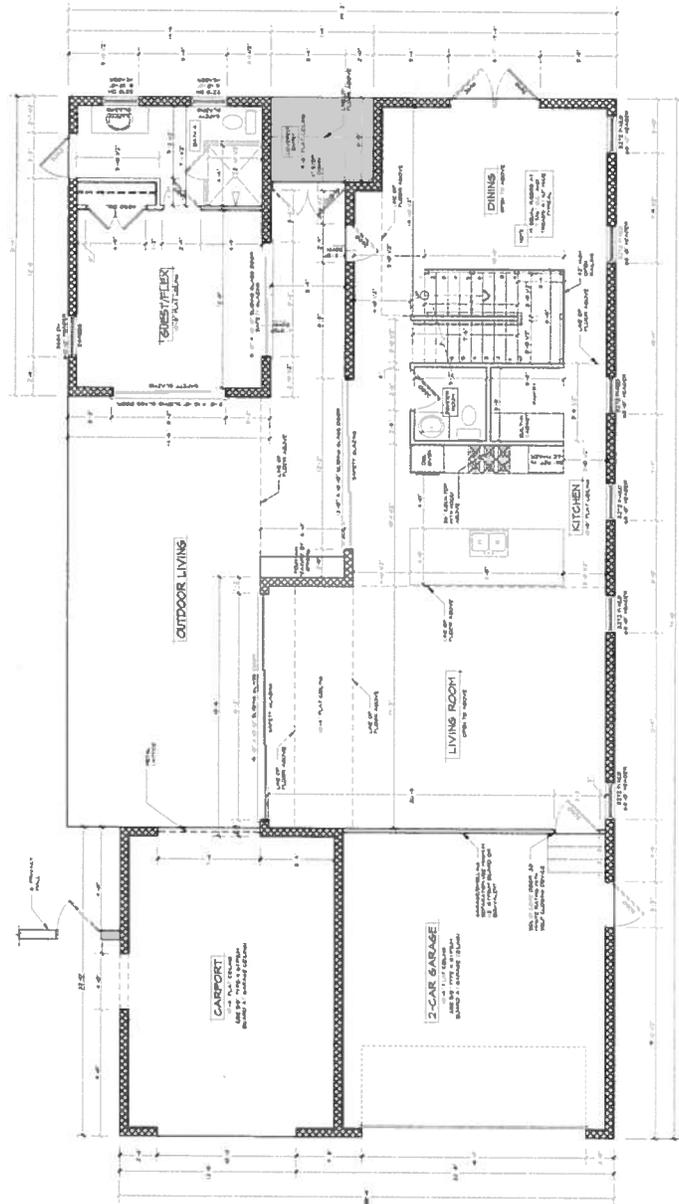
REVISIONS

2-STORY RESIDENCE  
 176 10TH AVENUE N  
 ST. PETERSBURG, FL 33710



A S and E, INC.  
 2470 STATE ROAD 54  
 LITTLE ROCK, AR 72204  
 TEXAS  
 25010 LITTLE TEXAS TRAIL  
 KATY, TEXAS 77449  
 PHONE: (817) 440-2812  
 FAX: (817) 440-2812  
 PROJECT: (817) 440-2812  
 DRAWING NO.: 17-142  
 DATE: 12/09/2011

DATE: 12/09/2011  
 SCALE: AS NOTED  
 DRAWN BY: ASSE  
 CHECKED BY: VPE  
 PROJECT: 17-142  
 SHEET DESCRIPTION:  
 FIRST FLOOR ARCHITECTURAL PLAN  
 A1



FIRST FLOOR ARCHITECTURAL PLAN  
 SCALE 1/4" = 1'-0"

1st LA	1412 SF	GARAGE	434 SF
2nd LA	1729 SF		
TOTAL LA	3135 SF		
			TOTAL SF 3569 SF

TOTAL FLOOR AREA RATIO (FAR)	
LOT AREA: 5965 SQ.FT.	
REQUIRED: 60% FAR: 3579 SQ.FT.	
BUILDING FLOOR AREA: 3569 SQ.FT.	

CONTRACTOR TO FIELD VERIFY ALL DIMENSIONS, LOCATIONS AND ORIENTATIONS PRIOR TO CONSTRUCTION. PLEASE NOTIFY A S and E, INC. OF ANY DISCREPANCIES OR OMISSIONS IN ANY DRAWINGS THAT ARE NOT FULLY UNDERSTOOD.  
 PHONE (817) 440-2812







**Zoning District  
NT-2 and NT-3**

**CITY OF ST. PETERSBURG  
PLANNING & ECONOMIC DEVELOPMENT DEPT.  
DEVELOPMENT REVIEW SERVICES DIVISION**

Neighborhood Traditional Analysis Calculator	
Site Address:	736 18TH AVENUE NE
Parcel ID or Lot #:	LOT 23
Zoning District:	NT-3
Permit # if Known	
1st Submittal Date:	
Revision Date:	

Note: Lot Area and One of the two below lines must be filled in for results to show in grey fields below.

Lot Area in Sq Ft	5,965
Front Yard Area in Sq Ft (area between the front building setback line & the front property line)	1,245
OR	
Front and Street Side yard Area Combined in Sq Ft (Front = area between the front building setback line & the front property line, Side = area between the Street Side building setback line & the Street Side property line)	

Only fill in numerical values in this calculator in the white cells, grey cells have formulas embedded

**16.20.010.5 Maximum Development Potential**

BUILDING COVERAGE					
Includes all enclosed structures.					
	Lot Total Square Feet	% of Building Coverage Area Allowed	Square Feet of Building Coverage Allowed	Actual Building Coverage in Square Feet	Actual Building Coverage in Percentage
If primary is not one story	5,965	55%	3,281		0.00%
OR					
If primary is one story	5,965	60%	3,579		0.00%

IMPERVIOUS SURFACE RATIO (Site Ratio)					
Impervious surface means a surface that has been compacted or covered with a layer of material so that it is resistant to or prevents infiltration by stormwater. It includes, but is not limited to, roofed areas, pools, and surfaces such as compacted sand, limerock, or clay, as well as conventionally surfaced streets, sidewalks, parking lots, pavers, and other similar surfaces. For purposes of calculating the ISR, 50 percent of the surface area of decks shall be included as impervious surface.					
Deck means a structure consisting of a floor that is raised above the finished grade of the lot, typically, the structure is elevated on piers and constructed of wood or simulated wood materials. The pier construction eliminates the need for changes to the existing grade.					
	Lot Total Square Feet	% of Impervious Area Allowed	Sq Ft Allowed	Actual Impervious Area In Square Feet	Actual Impervious Area In Percentage
Entire Site	5,965	65%	3,877	2,809	47.09%
Interior Lot - Front Yard	1,245	45%	560		0.00%
OR					

Corner Lots Only - Front Yard and Street Side Yard Combined	0	25%	0	#DIV/0!
---	---	-----	---	---------

email [devrev@stpete.org](mailto:devrev@stpete.org) for a digital version or download at [www.stpete.org/LDR](http://www.stpete.org/LDR)

**FLOOR AREA RATIO**

Floor area ratio (FAR) is the measurement of intensity of building development of a site. A floor area ratio is the relationship between gross floor area on a site and the gross land area. The FAR is calculated by adding together the gross floor area of all buildings on the site and dividing the sum by the net land area. For example, a floor area ratio of 1.0 means one square foot of building may be constructed for every one square foot of lot area.

In the NT zoning districts the FAR includes any enclosed space above the required design flood elevation line, including enclosed garage space, but excludes that portion of the enclosed space that is below the required design flood elevation and up to 500 sf of the floor area of any detached accessory dwelling unit.

				<b>Total Square Feet</b>
Total Allowed FAR Base	0.40			2,386
FAR Potential with Bonuses Requested from Next Page - But cannot exceed max Immediately below this row	0.24			1,432
<b>Max FAR Allowed is .40 base plus potential of .20</b>	0.60			3,579

**Proposed Gross Floor Area New Plus Existing**

Actual First Floor (Exclude Percentage of Space Below Design Flood Elevation)	2,000
Actual Second Floor	1,000
Attic if Accesible via Stair	
Actual Garage	200
Actual Other Enclosed	
500 Square Foot Exemption for Accessory Dwelling Unit (Enter as Negative 500)	
<b>Total FAR Requested</b>	<b>3,200</b>
<b>Max FAR Allowed</b>	<b>3,579</b>

**FLOOR AREA RATIO**

Residential Floor Area Ratio Bonus. An FAR bonus of up to 0.20 shall be granted when structures incorporate design elements set forth herein. The following options may be utilized in any combination, however, the maximum FAR bonus is 0.20.

<b>R Bonus Points Requested</b>	<b>Max Allowed</b>	<b>Bonus Requested</b>	<b>Drawing Detail / Sheet #</b>
a. One story covered front porch with a separate roof structure with a minimum width of 60% of the front façade: 0.08 bonus. No bonus is allowed if there is a second story deck, porch or roof structure.	0.08		

b. Additional second story front setbacks: .01 bonus for every 1 foot of additional front setback of the entire facade, and .005 bonus for every 1 foot of additional front setback of at least one third of the facade but which is less than the entire facade, no bonus is allowed unless the setback is at least six feet, maximum 0.10 bonus. No bonus is allowed if there is a second story deck, porch or roof structure.	0.10		
c. Additional second story side setbacks: .01 bonus for every 1 foot of additional side setback of the entire facade, maximum 0.05 bonus per side.	0.05/side		
d. Total residential floor area of the second story does not exceed 75% of the first story (excludes garage sf): 0.05 bonus.	0.05		
e. Reduction of the height of both the peak and roofline of a two story building from the maximum allowed height: 0.02 bonus per foot, maximum 0.06.	0.06		
f. The entire peak of the primary roof structure of the front facade is parallel to the front property line: bonus 0.02, or if the entire peak of the primary roof structure of the front facade is parallel to the front property line and the roof has dormer(s) which are equal to at least 20% of the width of the front facade: 0.04 bonus.	0.04		
g. Side facade articulation: side facades which feature offsets of at least two feet in depth that are at least twelve feet in length that divide the building design and are in the front two thirds of the side facade: 0.02 bonus per side, maximum 0.04.	0.04	0.02	
h. Front facade articulation: front facades (excluding the porch) which feature offsets of at least six feet in depth for a minimum of one third of the front facade, 0.06 bonus for each additional foot, maximum 0.10	0.10		
i. All windows have true or simulated divided light muntins on interior and exterior surfaces: 0.03 bonus.	0.03	0.03	
j. One story - principal structure: 0.15 bonus.	0.15		
k. One story - all structures: 0.20 bonus.	0.20		
l. Style, materials and detailing consistent with an Architectural Style in St. Petersburg's Design Guidelines for Historic Properties: .10 bonus	0.10	0.1	
m. Planting of larger shade trees between the front facade and the curb - 4" min caliper measured 6" above grade, Spread 8" -10", Height 4-ft to 16-ft, 100 gallon container grown: 0.01 bonus per tree, maximum 0.20 bonus.	0.02	0.02	
n. LEED or Florida Green Building Coalition Certification: 0.05 bonus.	0.05	0.05	
o. Solar Ready: .02 bonus.	0.02	0.02	
<b>Total of Bonuses Requested</b>		<b>0.24</b>	

Repetitive Design		
Design of homes on the same block face on either side of the street or within an adjacent block face on either side of the street shall be varied, such that a substantially similar design will not be replicated. There shall be a minimum separation of three parcels in every direction before a substantially similar design can be repeated. Variation shall include at least three of the following elements: architectural style, roof form (principal or porch), materials, architectural details (doors, windows, columns, porches).		
Yes	No	
		I have another model within three parcels.

**16.20.010.11 Building and Site Design**

**Wall composition and transparency.**

**Doors, windows and other appropriate fenestration, architectural details, and features shall be incorporated into all sides of a building. There shall be no blank facades, except that garages located at the rear one-third of the lot may have blank facades but not on the street side.**

No portion of a facade shall contain a blank area greater than 16 feet in width.

**Facade is the face or elevation of a building:**

To determine the facade area:

The area of the regulated exterior facade corresponds to the height measurement from the finished floor to the ceiling of the interior space multiplied by the exterior length.

Less any intersecting wall(s) and exterior roof structure(s) within the above area.

For multiple story building; the exterior facade area corresponding to any floor joist(s) is/are not included.

**Fenestration - windows, doors and other exterior openings in a building and includes trim, shutters and other architectural details and features.**

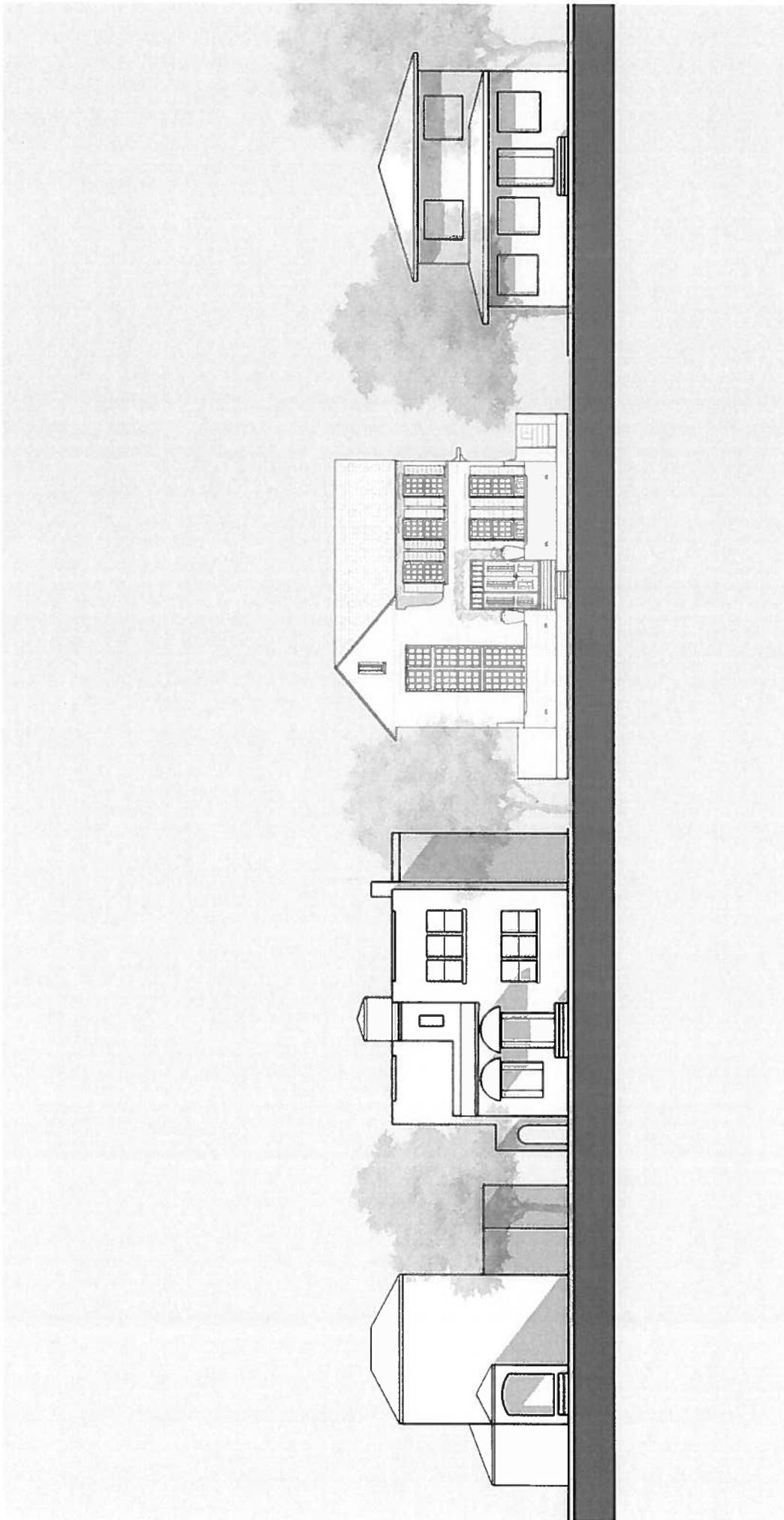
Entry doors and garage doors count toward fenestration.

**Transparency - glass or other transparent or translucent materials that are installed on the exterior facade.**

On front, street side, or rear elevations on corner lots the area of the opening in a porch which has no wall in the background counts towards transparency.

On interior side elevations the area of the opening in a porch counts towards transparency.

Height in Feet - Floor to Ceiling			Total Sq. Ft of Façade	Fenestration Required	Square Ft Actual Fenestration	Transparency Required	Square Ft Actual Transparency
<b>Front Elevation</b>	<b>Façade Length in Feet</b>			30%		50.00%	
10.33	39.10	First Floor	403.903	121.1709	260	60.58545	87
9.50	39.10	Second Floor	371.45	111.435	170	55.7175	105
		<b>Total</b>	<b>775.35</b>	<b>232.61</b>	<b>430.00</b>	<b>116.30</b>	<b>192.00</b>
<b>Interior Side Elevation</b>	<b>Façade Length of front 2/3</b>			20%		50.00%	
10.33	74.00	First Floor	764.42	152.884	487	76.442	329
9.50	74.00	Second Floor	703	140.6	216	70.3	201
		<b>Total</b>	<b>1467.42</b>	<b>293.48</b>	<b>703.00</b>	<b>146.74</b>	<b>530.00</b>
<b>Interior Side Elevation</b>	<b>Façade Length of front 2/3</b>			20%		50.00%	
10.33	74.00	First Floor	764.42	152.884	172	76.442	90
9.50	74.00	Second Floor	703	140.6	167	70.3	78
		<b>Total</b>	<b>1467.42</b>	<b>293.48</b>	<b>339.00</b>	<b>146.74</b>	<b>168.00</b>
<b>Street Side</b>	<b>Façade Length in Feet</b>			30%		50.00%	
0.00	0.00	First Floor	0	0		0	
0.00	0.00	Second Floor	0	0		0	
		<b>Total</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Rear Elevation</b>	<b>Façade Length in Feet</b>			10%		50.00%	
13.00	35.30	First Floor	458.9	45.89	230	22.945	80
9.50	35.30	Second Floor	335.35	33.535	96	16.7675	66
		<b>Total</b>	<b>794.25</b>	<b>79.43</b>	<b>326.00</b>	<b>39.71</b>	<b>146.00</b>



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## **APPENDIX D**

### **Photo Collage of Contributing Properties**

(All photos by Staff, 2018)



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## **APPENDIX E**

### **Public Comments**

**Laura Duvekot**

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**From:** Elizabeth Skidmore <eskid64@gmail.com>  
**Sent:** Thursday, February 01, 2018 9:37 AM  
**To:** Laura Duvekot; David Skidmore  
**Cc:** Derek Kilborn; Mary Anne Boston; Robinson Mj; Jerry; Sayles; alexis4000@aol.com; David; Marti Katcha; Peter Katcha; John Peter Barie; Robin Reed; Kim Cromwell; Matthew Grecsek; mvebarle@yahoo.com; Kendall Reid; Douglas Gillespie; Cobb; Cobb  
**Subject:** 736 Plans COA

Hi Laura-

David and I are not supportive of the current plans for 736 18th Ave NE. We are very concerned the plans do not support/respect/comply with our historic district and the guidelines set forth by the City of St Petersburg.

As this will be the first new home in our historic district and in the city neighborhood historic districts recently established, it will be precedent setting and will send a message as to what will be allowed and how it will look.

We understand that the Community Planning & Preservation Commission (CPPC) will review the COA for 736 on Feb 13th at 2 pm. We will be in attendance and express our concern as such.

Thank you.

Elizabeth and David Skidmore  
746 18th Ave NE

## Laura Duvekot

---

**From:** Peter Katcha (Personal Account) <p\_katcha@tampabay.rr.com>  
**Sent:** Friday, February 02, 2018 9:51 AM  
**To:** Laura Duvekot  
**Cc:** 'Martha'  
**Subject:** 736 18th Ave NE Plans & COA

Laura,

Thank you for your time addressing this issue and reading our email.

Marti and I are not in support of the submitted plans for the house to be built at the location side of 736 18th Ave NE.

We feel the submitted plans take liberties with the designated design criteria of the 700 block of 18<sup>th</sup> historic district and feel a full review should be conducted. We do not claim to be experts in the code or historical review, but want to ensure the proper due diligence and design review are completed prior to COA approval.

As we share the alley with this home, we are also concerned by the new building's height, set back from the ally of the designed 2 story garage and subsequent rain runoff to the adjacent properties and alley. The drawings appear to be "maximizing" lot lines which has not been consistent with many of the homes in the district.

This will be the first home constructed in this historic district. The precedent it establishes will affect this and all other historical districts in the ONE. Now is the time to set a proper standard and balance of design and application.

We understand that the Community Planning & Preservation Commission (CPPC) will review the COA for 736 on Feb 13th at 2 pm. We will be not be able to attend but trust this letter will be added to the record.

Thank you,

Peter Katcha and Martha Collins – 749 17<sup>th</sup> Ave NE (in the alley directly behind the proposed location)

Peter J. Katcha (Personal email account)  
727-324-8668

## Laura Duvekot

---

**From:** Mary Anne Boston <maryanneboston@gmail.com>  
**Sent:** Saturday, February 03, 2018 12:42 PM  
**To:** Laura Duvekot; Derek Kilborn  
**Subject:** 736 18th Avenue NE

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello, Laura and Derek. We would like to go on record stating that we do not support the proposed plans for the new construction at 736 18th Avenue NE. Our biggest concerns are the scale of the new home and the design of the facade. We feel that both are inconsistent with the historic designation of our block, and do not comply with the guidelines as set forth by the city of St. Petersburg for a historic district. As proposed, this new home would tower over any existing home on the block and do very little to blend in with any of the existing architectural styles. We are hoping that the city will protect the historic designation and character of our block. Thank you.

Ward and Mary Anne Boston  
745 18th Avenue NE  
Sent from my iPad

## Laura Duvekot

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**From:** CATHERINE COBB <catcobb@mac.com>  
**Sent:** Tuesday, February 06, 2018 12:39 PM  
**To:** Laura Duvekot  
**Cc:** Derek Kilborn  
**Subject:** Opposition to current proposed structure at 736 18th Avenue NE St. Pete

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Laura,

My name is Catherine Cobb and live at 726 18th Avenue NE, directly next to 736 18th Avenue NE (west side). My husband Britt has already expressed his lack of support of the current plans proposed by Mr. Richard McGinnis, and I am writing to do so as well.

I am concerned Mr. McGinnis' plans for the demolition of a contributing historic structure that could easily be restored (and if he picked up the trash that has accumulated outside since moving into the house, and maybe some dog droppings, even better).

Personally I see no reason whatsoever that this house should be torn down when it only needs the TLC and restoration that most houses in the neighborhood need/get over time with usually outstanding results.

Clearly he could spend the money to have it restored instead of building a large modern home, or better, sell it to a historic-minded individual who would lovingly fix it with honestly hard-earned funds. We purchased our home in 2000 (We lived in another 1920s home on 11th Avenue NE for three years prior to that). While we have yet to restore our home as we would like, we have patiently fixed things over time as funds have permitted. Maybe that is a long time to wait, but clearly McGinnis' need for instant gratification should be rewarded in a neighborhood welcoming the style and size he is requesting. There are many quite nearby!

However, if demolition *is* what has to happen, I believe the home should be replaced with an appropriate structure. Indeed it should be required to fit with the scale and character of our hard won, greatly loved and protected historic district as well as the guidelines set forth by the City of St Petersburg and the Community Planning & Preservation Commission (CPPC). That Mr. McGinnis can continue to propose his current plans or anything closely resembling them following the marvelous Historic Designation our block earned is both insulting and wasteful of our time and energy, of which many many hours have already been spent. This could be time otherwise spent enjoying family or leisure time, fixing our own home, doing community service or maybe even spending time doing the work we are paid to do.

If built, this will be the first new home in our historic district and in the city neighborhood historic districts recently established. Thus it will most definitely be precedent setting and sending a clear message as to what will be allowed and how it will look. If he builds this house as proposed, I believe the Historic Designation will be adulterated at best but more likely (de facto) nullified. Mr. McGinnis' plans do not fit in any way with the scale, character and ambience of our historic district. Furthermore, I believe he is motivated only by profits and has no intention of actually living in this house despite his protests that he does. The plans seem to be closely aligned with a house I believe he built last year on 13th Ave NE and that I believe he sold for about \$1.3 million. I don't know his cost but I can only assume he made a huge profit on that house since it was last sold in 2010 for \$130,000.

Mr. McGinnis has been living next door to us since the fall of 2016 if I recall correctly, and yet I do not believe (I could be wrong) he has a Homestead Exemption there. I am wondering if he has one elsewhere and if that is actually legal if he lives next door. And trust me, he is most definitely living in this house full time. Perhaps the fact that he plans

demolition exempts him from Homesteading in your primary residence, but I am not completely familiar with the intricacy of those rules.

In any case, I understand that the Community Planning & Preservation Commission (CPPC) will review the COA for 736 on Feb 13th at 2 pm. I will be in attendance and reiterate my absolute concern over his plans. Feel free to contact me with any questions.

Thank you.

Sincerely,  
Catherine R. Cobb  
726 18th Avenue NE  
St. Petersburg, FL 33704  
727-698-3551

## Laura Duvekot

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**From:** T. Kim Cromwell <tkcromwell@mac.com>  
**Sent:** Monday, February 05, 2018 10:45 PM  
**To:** Laura Duvekot; Derek Kilborn  
**Cc:** Cote Kath  
**Subject:** 736 18th Ave NE

Dear Laura and Derek,

We know that our neighbors at 736 18th Ave NE are proposing to construct a new home where the current home exists.

We have no problem with their taking down the old home, and replacing it with a new structure.

However, we feel strongly that any new structure conform both to Zoning and Historic guidelines set by the city. We adopted the Historic Guidelines for our block so as to preserve the historic feel and appropriate scale for the neighborhood.

Thank you for considering our input.

Sincerely,

Kim Cromwell  
Kathleen Cote

706 18th Ave NE

## Laura Duvekot

---

**From:** Alexis Novak <alexis4000@aol.com>  
**Sent:** Wednesday, February 07, 2018 7:34 AM  
**To:** Laura Duvekot  
**Cc:** David Novak  
**Subject:** 736 18th Ave NE

Hi Laura,

My husband Dave and I are in opposition of the plans for 736 18th Ave NE. This home would not align with our historical block in either style or scale. I hate to think of the precedent this type of home would set for our neighborhood.

Sincerely,  
Alexis and Dave Novak  
735 18th Ave NE

Sent from my iPhone