



## CITY OF ST. PETERSBURG, FLORIDA

PLANNING AND DEVELOPMENT SERVICES DEPARTMENT

URBAN PLANNING AND HISTORIC PRESERVATION DIVISION

# STAFF REPORT

## COMMUNITY PLANNING AND PRESERVATION COMMISSION

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

For **public hearing** and **recommendation to City Council** on April 9, 2019 beginning at 2:00 P.M., Council Chambers, City Hall, 175 Fifth Street North, St. Petersburg, Florida.

According to Planning and Development Services Department records, no commission member resides or has a place of business within 2,000 feet of the subject property. All other possible conflicts should be declared upon the announcement of the item.



<b>CASE NUMBER:</b>	<b>HPC 18-90300010</b>
<b>STREET ADDRESS:</b>	774 36 <sup>th</sup> Avenue North, St. Petersburg, Florida 33704
<b>LANDMARK NAME:</b>	James E. "Doc" Webb Estate
<b>OWNERS:</b>	Merrill C. King II and Karen G. King
<b>APPLICANT:</b>	Anne Dowling on behalf of Allendale Terrace Neighbors United
<b>REQUEST:</b>	Designation of the James E. "Doc" Webb Estate as a local historic landmark to be listed in the St. Petersburg Register of Historic Places

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Appendix A	Application for Local Historic Landmark Designation
Appendix B	Maps of Subject Property and Proposed Boundaries
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## OVERVIEW

On November 6, 2018, a local historic landmark designation application (Appendix A) was submitted for the James E. “Doc” Webb Estate at 774 36<sup>th</sup> Avenue North (“the subject property”) by Anne Dowling on behalf of Allendale Terrace Neighbors United. Following an analysis of the subject property, its contextual history, and extant conditions, staff concurs with the applicant’s assertion that the subject property is eligible for inclusion in the St. Petersburg Register of Historic Places as a local historic landmark.

### Summary: James E. “Doc” Webb Estate / 774 36<sup>th</sup> Avenue North

<b>Property Name (Current/Common):</b>	James E. “Doc” Webb Estate
<b>Date of Construction:</b>	Circa 1925
<b>Date of Historically Significant Alterations:</b>	1935, circa 1950, 1957, 1960
<b>Period of Significance:</b>	1925 through circa 1964
<b>Predominant Architectural Style:</b>	Neoclassical Revival
<b>Architect/Builder:</b>	Unknown
<b>Criteria for Landmark Eligibility (Application):</b>	B, C, E, and F
<b>Criteria for Landmark Eligibility (Staff Recommendation):</b>	C, E, and F
<b>Areas of Significance:</b>	Architecture, Commerce
<b>Retention of Historic Integrity:</b>	Location, Design, Setting, Materials, Workmanship, and Feeling

## NARRATIVE DESCRIPTION AND BACKGROUND

### Historical Context

The application contains information on both the developmental history of the Allendale Terrace neighborhood in general, and the impact of James E. “Doc” Webb, one of the subject property’s earliest owners, on the commercial culture of St. Petersburg during its growth as a vacation spot on Florida’s Gulf coast.

As detailed by the application, Webb’s City, the “World’s Most Unusual Drug Store” evolved from a small and fairly traditional drug store, established during Florida’s 1920s boom years, to a downtown destination for tourists and residents under the leadership of the gregarious James E. “Doc” Webb. Established only a short time before the city’s booming economy entered a period of local decline and then slid into the Great Depression, Webb’s creative approach to salesmanship set his store apart from its struggling peers. Quite possibly due to his store’s growth and success during the lean years of the Depression, Webb purchased, slightly relocated, and significantly renovated the subject property’s primary residence in 1935. He continued to live there until at least 1964 and constructed a number of ancillary buildings and additions throughout his time there.

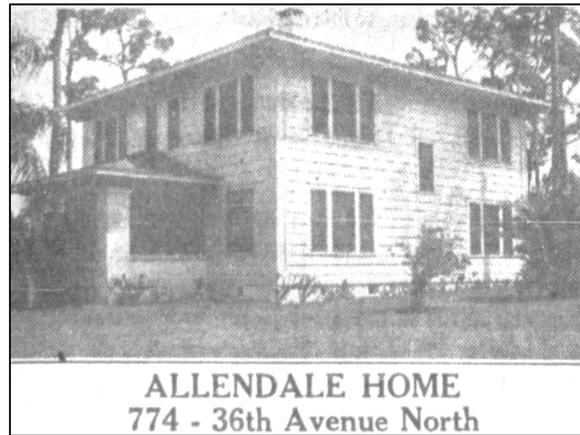
### Subject Property Background

The primary residence at the subject property was constructed circa 1925, likely for the widower George L. Monteiro and his children Helen, Marcel, and George Jr., who had moved to St. Petersburg from Northport, New York in 1923.<sup>1</sup> The family appears to have lived there until 1934 or 1935.<sup>2</sup> Although the house's builder was listed as local developer Cade Allen in at least one newspaper advertisement, this cannot be confirmed by City records,<sup>3</sup> and the building did not exhibit stylistic features typical to Allen's designs.

As originally constructed, the primary residence did not feature the neoclassical references that it does now, but presented as an American Foursquare with visible influences from the Prairie style. It featured the relatively square, two-story plan, hipped roof, wide boxed eaves with decorative brackets, double-hung multiple-over-one wood sash windows, and prominent one-story entry porch with massive, square supports that are typical to American Foursquare-Prairie homes. Images of the house's initial appearance are shown in Figure 1 and 2.



**Figure 1: Image of primary residence as shown in a *St. Petersburg Times* advertisement, February 25, 1934. Accessed via newspapers.com.**



**Figure 2: Primary residence as shown in *St. Petersburg Times* advertisement dated April 14, 1935. Accessed via newspapers.com.**

Property records indicate that Webb hired local house-moving company Burnett and Beck in November of 1935 to relocate the building from Lot 14, where the detached garage just east of the house is presently located, to Lot 13, its current location. That same month, Webb hired J.H. Bull to construct a new front porch for the residence and add a porte-cochere.<sup>4</sup>

Although they only affected the building's entrances and left much of the original massing and the original roofline, fenestration, and siding intact, Webb's 1935 alterations had a significant impact on the building's style and projected message. The Prairie style referenced in the building's original design is an eclectic and modern style that emerged during the early twentieth

<sup>1</sup> "Monteiro Burial to Be Saturday," *St. Petersburg Times*, December 27, 1923; "Miss Monteiro Entertains for Party at Home," *St. Petersburg Times*, March 21, 1925.

<sup>2</sup> "Miss Helen Monteiro," *St. Petersburg Times*, June 10, 1934.

<sup>3</sup> "Allen-Built Home," *St. Petersburg Times*, January 20, 1935.

<sup>4</sup> Property card for 774 36<sup>th</sup> Avenue North. On file, City of St. Petersburg.

century as one of the first truly American architectural styles. Its progenitors, including Frank Lloyd Wright, sought to use its forms as a means to democratize architecture and break free from the confines of European and classical precedents.<sup>5</sup> By expanding the building's visual size with a wider lot and broad porte-cochere and replacing the building's sturdy front entry porch with a full-height, neoclassical-style portico resting on ionic columns used in accouplement, or pairs, constructing a centered balconette at the façade, and likely adding a broad, sunburst fanlight above the front door, Webb created a home with a monumental presence. This approach to one's home seems quite fitting for an individual who managed to run a flourishing business during the nation's deepest economic downturn.



**Figure 3: Façade (north elevation) of the primary residence at subject property, showing Webb's 1935 alterations to entrance and added front portico. 1935 porte-cochere is visible at left. Staff photograph.**

Webb continued to expand the estate throughout his ownership of the property, with the addition of a wing at the west elevation constructed prior to 1951 and expanded in 1957 and 1960. The detached garage, which may have existed prior to Webb's purchase of the property, was expanded in 1957. In 1960, a pool and pool-house with bar were constructed, as was an underground fall-out shelter.<sup>6</sup> Earlier that year, the importance of Webb and Webb's City, and the national attention that it had brought to St. Petersburg, had been lauded by national, state, and local leaders via a series of articles, editorials, and request that St. Petersburg's City Council declare a "Doc" Webb Day.<sup>7</sup>

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<sup>5</sup> Virginia Savage and Lee McAlester, *Field Guide to American Houses*, (Alfred A. Knopf, New York: 1984), 439.

<sup>6</sup> Property Card.

<sup>7</sup> Pamela D. Robbins, *"Stack 'em High and Sell 'em Cheap,"* Florida State University Libraries, 2003, 59.

But Webb's benevolence to the local community may sadly not have been universal. Also in 1960, Webb responded to protesting members of the local chapters of the National Association for the Advancement of Colored People (NAACP) and the Congress of Racial Equality (CORE) by levying a legal injunction against them, claiming that they had unjustly interfered with his business. Although the lunch counters at Webb's City, and retailers throughout St. Petersburg, were integrated in 1961 and Webb stated that the injunction was not racially motivated, the case lasted until 1964, when the United States Supreme Court ruled the case moot but upheld the injunction, which would be used later in the decade against picketers involved in St. Petersburg's garbage strikes, a critical point in the city's Civil Rights Movement.<sup>8</sup>

### Narrative Description

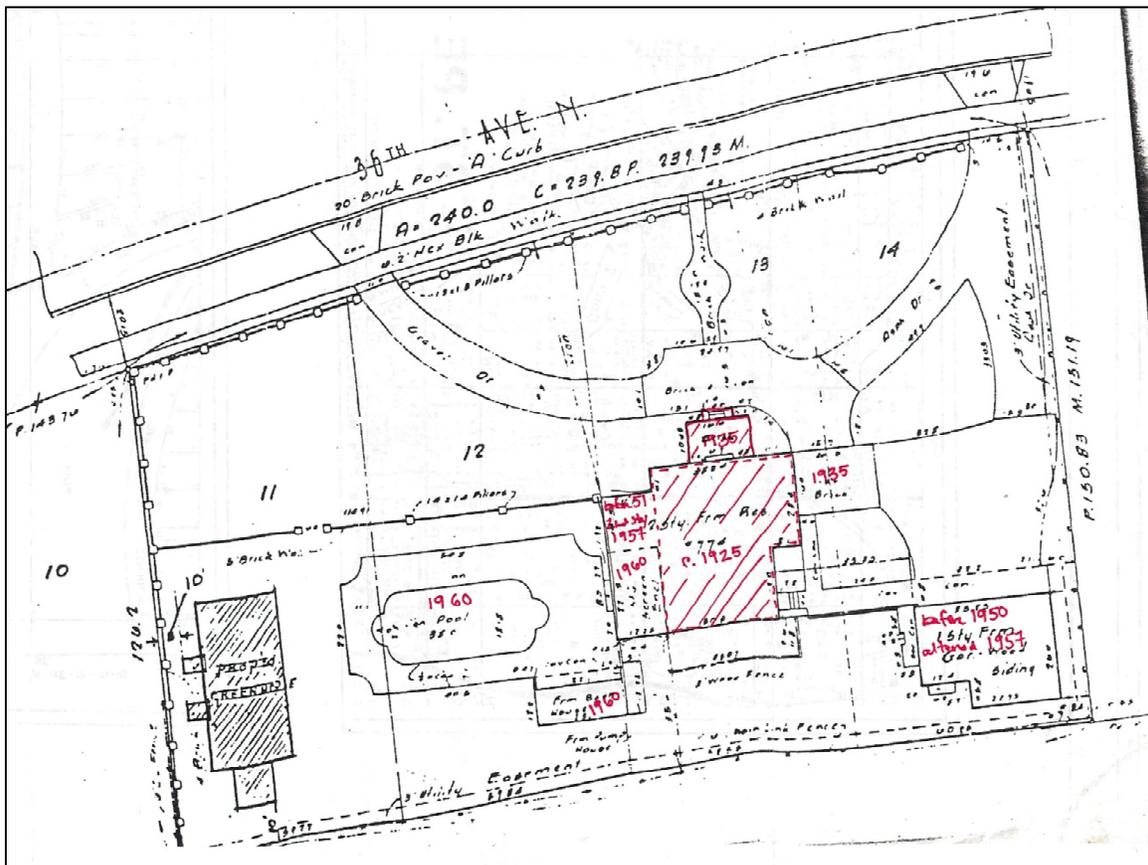


Figure 4: Circa 1990 survey of James E. "Doc" Webb Estate with construction dates of contributing buildings noted. Survey provided by owners; notes by staff.

The subject property, and proposed designation boundary, encompasses the James E. "Doc" Webb Estate including the primary residence, detached garage, pool area, and a noncontributing greenhouse which was constructed outside of the period of significance (Figure 4). This application is owner-opposed, and, as such, staff documentation occurred from public right of

<sup>8</sup> Robbins, 110-118.

way, limiting the ability to view ancillary buildings and structures such as the detached garage and pool area, as well as the west side and south (rear) elevations.

As discussed above, the primary residence is a two-story single family dwelling with a hipped roof, front-gabled, full-height portico, and one-story porte-cochere at its east side elevation, all clad in asphalt shingles. The building's exterior, including all additions that could be viewed, is clad in wood siding. Visible windows are primarily three-, four-, and five-over-one double hung wood sash; broader picture windows featuring transoms over fixed single-lite openings appear at either side of the façade. All of these windows appear to date to the building's construction as an American Foursquare. The front entry was likely modified during Webb's 1935 redesign of the front porch and features a single-action door (which appears to be a modern replacement), sidelights, and a fanlight. Fenestration does not occur at the street-facing elevation of the west side addition (Figure 5); windows at the west side and rear elevations cannot be seen from the street due to vegetation.



**Figure 5: Primary residence with west addition. Staff photograph.**

A number of mature oak trees dot the estate, most visibly surrounding the semicircular driveway at the front of the house and in the parkway between the brick-paved street and hexagonal

concrete block sidewalk. A low fence of cast iron above concrete blocks, anchored by brick posts, borders the front of the estate (Figure 6).



**Figure 6: Primary residence, front fence, and hexagonal concrete block sidewalk.**

#### Primary Character-Defining Features

- Primary residence:
  - Two-story, hipped-roof form featuring overall symmetry;
  - Original (1925) windows, including extant historic material, shape, placement, and configuration;
  - 1935 alterations, including front portico with ionic columns, balconette, front door, and porte-cochere;
  - Additions to residence that occurred during Webb's residency;
- Detached garage, dating to 1950 or earlier (likely as early as 1925) and altered in 1957;
- Pool area constructed during Webb's residency; and
- Landscape features dating to Webb's residency, including semicircular driveway and masonry and metal fence.

### Boundary Justification (Original Application)

The application proposes the designation of the entirety of parcel 07-31-174-00522-002-0110, as shown in Appendix B. This proposed boundary includes the primary residence, detached garage, pool and pool house, and landscape features including a site wall/fence along 36<sup>th</sup> Avenue North and a mosaic tiled walkway, all of which are known to relate to the subject property's historic significance. A noncontributing greenhouse near the southwestern corner of the parcel, constructed in the 1990s, is also present within the proposed boundary.

The proposed boundaries encompass the area historically associated with the James E. "Doc" Webb Estate during the period of significance, a timeframe during which Webb's store grew and evolved, thus gaining significance as a noteworthy and impactful element of St. Petersburg's commercial culture and broader image.

### STAFF FINDINGS

In St. Petersburg, eligibility for designation as a local historic landmark is determined based on evaluations of age, context, and integrity under a two-part test as found in Section 16.30.070.2.5(D) of the City Code. Under the first test, age and criteria for evaluation are considered. Historic documentation demonstrates that the primary residence at the James E. "Doc" Webb Estate was initially constructed approximately 94 years ago and altered approximately 84 years ago, surpassing the minimum required age of 50. Remaining historic resources within the proposed boundaries were also constructed prior to 1969 and have been related to Webb's ownership of the property. Further, staff finds that the subject property satisfies criteria C and E. Under the second test, staff finds that six of the seven factors of integrity are met.

### Historic Significance and Satisfaction of Eligibility Criteria

The first portion of the two-part test to determine eligibility for the St. Petersburg Register of Historic Places examines a resource's historic significance with relation to nine criteria. One or more of these criteria must be met in order for a property to qualify for designation as an 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 listing 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 James E. "Doc" Webb Estate, the applicant proposes that the property be designated under criteria B, C, E, and F. Staff has determined that the property satisfies the St. Petersburg Register criteria as follows:

<i>Is at least one of the following criteria for eligibility met?</i>		
No	A	Its value is a significant reminder of the cultural or archaeological heritage of the city, state, or nation.
No	B	Its location is the site of a significant local, state, or national event.

Yes	C	<b>It is identified with a person who significantly contributed to the development of the city, state or nation.</b>
No	D	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.
Yes	E	<b>Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.</b>
Yes	F	<b>It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.</b>
No	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.
No	H	Its character is an established and geographically definable neighborhood, united in culture, architectural style or physical plan and development.
No	I	It has contributed, or is likely to contribute, information important to the prehistory or history of the city, state, or nation.

While the subject property's significance due to its association with Webb, and because of its distinct architecture and site design are clear, staff respectfully disagrees with the applicant's proposition that it is the location of a significant event or series of events, as the Webb's City store was located in downtown St. Petersburg. However, the fact that all physical traces of the store itself have been demolished does strengthen the importance of the subject property as a resource representing his life and impact on the city's commercial culture.

The subject property has also previously been recorded as significant and/or eligible for listing in the St. Petersburg Register of Historic Places in the course of citywide and neighborhood historic resource surveys, as discussed in the attached Florida Master Site File form (Appendix C).

*C) It is identified with a person or persons who significantly contributed to the development of the city, state, or nation;*

A building or site is generally considered to be significant due to association with an individual and his or her contribution to history if either: a) the event which makes that individual important to history occurred at that site, or b) in the case of a significant individual's residence, if he or she resided at that place during the time that his or her significant contributions to history occurred. In the case of the James E. "Doc" Webb Estate, Webb resided at, and affected the physical layout and appearance of, the subject property for approximately three decades during the peak of his store's impact on the city. This impact took the form of Webb's personal theatrics and the incorporation of attractions such as mermaid shows and dancing chickens, of his avid defense of his price-cutting tactics Court, and of his response to Civil Rights-era protests.

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

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

Large estates of multiple, historic buildings dating to the early twentieth century are increasingly rare in St. Petersburg, and the fact that the more opulent elements of the subject property date to the Great Depression underscores its uniqueness. Through the property's site design and architecture alike, the James E. "Doc" Webb Estate depicts a period of financial success in the owner's life, and exemplifies the aesthetics and physical design of that success.

### Historic Integrity

Under the second part of the two-part assessment of eligibility for designation as a historic landscape, staff finds that the James E. "Doc" Webb Estate retains integrity in six of seven given criteria, surpassing the requirement of one or more.

<i>Is at least one of the following factors of integrity met?</i>						
Location	Design	Setting	Materials	Workmanship	Feeling*	Association*
Yes	Yes	Yes	Yes	Yes	Yes	No
*Must be present in addition to at least one other factor.						

#### *Location*

The estate remains in the same location that it has been since its establishment by James E. "Doc" Webb in 1935. The primary residence's slight move in that year is significant for its association with the vision of an estate-like property, and, therefore, does not detract from this aspect of the property's integrity.

#### *Design*

The primary residence's 1935, 1951, 1957, and 1960 alterations, and the alteration or construction of other buildings or structures on the estate during those years, are representative of Webb's associate with the subject property. Non-historic alterations appear to be impressively minimal.

#### *Setting*

The subject property is located the Allendale subdivision, which retains a concentration of homes dating to the 1920s through the 1950s. Further, the layout of Allendale, has been retained, including the traditional streetscape materials adjacent to the subject property, the mature landscape both at and surrounding the subject property, and the greenspace it overlooks.

#### *Materials and Workmanship*

The materials of the original house and 1935 alterations appear to remain intact to a high degree.

### *Feeling*

The subject property affects a feeling of grandiosity, even as surrounded as it is by notable examples of various early- to mid-twentieth century architectural styles.

### *Association*

Webb vacated the property in the mid- to late 1960s. Although it remains in use as a single-family residence, it is no longer associated with James E. "Doc" Webb.

## **Boundary Evaluation**

As the national parallel to the St. Petersburg Register of Historic Places, the National Register of Historic Places and its associated designation policies are often used to guide best practices for local designation. The proposed boundaries are consistent with *National Register Bulletin 21: Defining Boundaries for National Register Properties*, which recommends that one

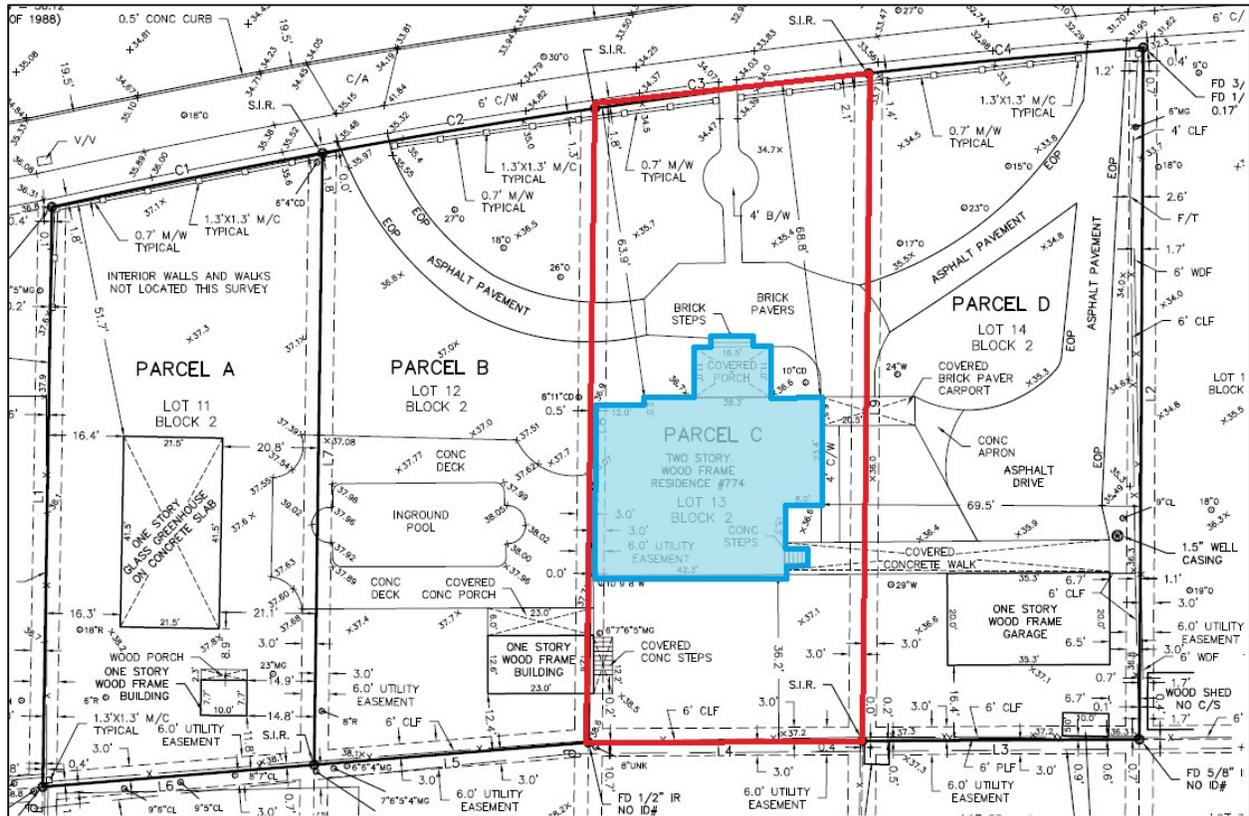
select boundaries that encompass the entire resource, including both historic and modern additions. Include surrounding land historically associated with the resource that retains integrity and contributes to the property's historic significance.<sup>9</sup>

However, it is acknowledged in this case that the most inclusive boundaries, which would capture the entire estate, include an area that could by the subject property's underlying zoning classification, be developed with up to four (4) residential properties. Since the property's redevelopment potential has been a main source of the owners' opposition, and in an effort to preserve the element of the resource with the highest and most visible degree of significance, alternative boundaries are being proposed by City staff, as shown in Figure 7.

As shown in Figure 4, the circa 1925 primary residence and the majority of the additions/alterations associated with Webb's 1935 remodel are concentrated on Lot 13 (labeled "Parcel C" in Figure 7). Given that the preceding evaluation of historic significance of the estate as a whole has led to the conclusion that it does possess historic significance and integrity, and, therefore, qualifies for designation to the St. Petersburg Register of Historic Places, the consideration of alternative boundaries is primarily a question of whether or not the proposed, less inclusive, boundaries would still present sufficient significance and integrity to warrant designation.

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<sup>9</sup> Donna J. Seifert, *National Register Bulletin 21: Defining Boundaries for National Register Properties*, (U.S. Department of the Interior, National Park Service) 1995, revised 1997, 7.



**Figure 7: Approximate alternative boundary being proposed shown in red; structure to be retained shown in blue.**

As noted above, the primary residence was constructed circa 1925 and altered in 1935 shortly after Webb's purchase. The subject property's historic significance under Criteria C (association with a significant individual) and E and F (architectural significance) is highly visible through the primary residence and the alterations associated with Webb and dating to the Period of Significance. The most notable changes dating to 1935 include alterations to the front entrance, which would be preserved by the amended boundaries, and the construction of the porte-cochere, which would be required to be removed to allow the proposed redevelopment of the adjacent Lot 14 ("Parcel D," above). Other ancillary buildings including the detached garage and pool house would also be demolished to facilitate redevelopment if the boundaries shown in Figure 7 are approved.

It is staff's determination that the smaller boundaries, which preserve the majority of the primary residence's footprint and character-defining features, do meet the criteria for historic significance and integrity discussed above. Although it is an interesting note in the subject property's evolution and enhances the residence's grandeur by visually extending the building's width, the porte-cochere's removal will diminish but not negate the building's integrity of design. Further, its minimal connection to the remainder of the building should allow its potential removal without proving detrimental to the residence's overall integrity of materials.

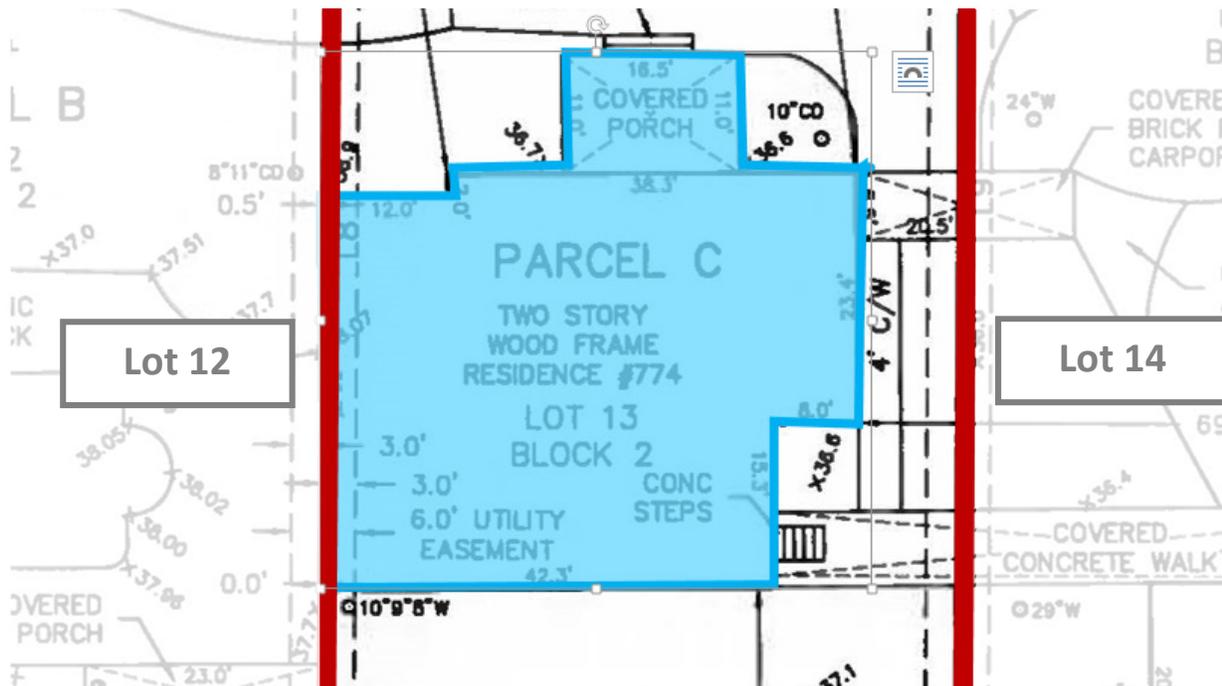
The goals of thoughtful historic preservation and redevelopment can sometimes work in concert, though in this case the full estate boundaries proposed by the designation application are in

conflict with the property owners' vested rights, established by a *Buildable Lot Letter* issued on August 31, 2018 by the City's Development Review Services (Zoning) Division (Appendix D). In the interest of preserving the most critical element of the subject property, staff recommends approval of the application with amended boundaries to include only the parcel legally defined as ALLENDALE TERRACE BLK 2, LOT 13, with variances, lot line adjustment(s), and a 3-foot maintenance easement, discussed below.

**VARIANCES**

Approval of the local historic landmark designation application with amended boundaries, as proposed by City staff, will require two (2) variances. The purpose of these variances is to provide designation options to the CPPC and City Council, as well as, preserve maximum flexibility between the buyer and seller.

**Variance No. 1: Interior Side Yard Setback (West Side)**



	Required	Proposed	Variance	Variance %
<b>Interior Side Yard Setback (West Side)</b>	6-feet	0-feet	6-feet	100.0 %

Lot 13 is zoned NT-2 (Neighborhood Traditional)

Pursuant to City Code, Section 16.70.040.1.6, the basis for granting a variance shall be guided by several factors:

1. *Special conditions exist which are peculiar to the land, building, or other structures for which the variance is sought, and which do not apply generally to lands, buildings, or other structures in the same district. Special conditions to be considered shall include, but not be limited to, the following circumstances ... Historic Resources. If the site contains historical significance.*

The goals, objectives, and policies of the City's historic preservation program and the Comprehensive Plan's Historic Preservation Element is to preserve and conserve historic buildings. A variance to the minimum interior side yard setback will provide for an alternative to the possible demolition and redevelopment of the subject building, while still maintaining its historic integrity.

2. *The special conditions existing are not the result of the actions of the applicant;*

This request for a variance to the minimum interior side yard setback results from an effort to find common agreement among the various parties, thereby resulting in designation and protection of the subject building.

3. *Owing to the special conditions, a literal enforcement of this chapter would result in unnecessary hardship; and 4. Strict application of the provisions of this chapter would provide the applicant with no means for reasonable use of the land, buildings, or other structures;*

A literal enforcement of the interior side yard setback is not a hardship as the property owner retains the right to raze the building and develop individual single-family houses. This would be *unnecessary* however given the City's stated goals, objectives, and policies for supporting historic preservation.

5. *The variance requested is the minimum variance that will make possible the reasonable use of the land, building, or other structure;*

The variance requested is the minimum variance necessary to achieve the objectives of the City's historic preservation program while reasonably accommodating the challenges associated with preservation of this historic buildings.

6. *The granting of the variance will be in harmony with the general purpose and intent of this chapter; and 7. The granting of the variance will not be injurious to neighboring properties or otherwise detrimental to the public welfare;*

The granting of this variance will comport with the goals, objectives, and policies of the City's historic preservation program and the Comprehensive Plan's Historic Preservation Element. Further, the granting of this variance will not be injurious or otherwise detrimental to the occupants, neighboring properties, or public welfare. Development as a single-family house and sale of the adjoining Lot 12 will post-date the granting of this variance, making its effects known to any future purchaser.

If granted, City staff recommends establishment of a 3-foot maintenance easement along the encroaching elevation to allow access for general maintenance and repair of the subject building.

Finally, it appears that the subject building encroaches approximately 0.5-feet over the shared lot line between Lots 12 and 13. If Lot 12 is excluded from the local historic landmark designation, a lot line adjustment is required to eliminate this encroachment. A lot line adjustment is an administrative review meaning no public hearing is required; City staff has already reviewed this request and expressed their support, if needed. If the lot line adjustment measures at least 3.5-feet, then this will negate the need for a 3-foot maintenance easement.

***Variance No. 2: Design Variance for Vehicle Parking Forward of the Front Façade Line***

City Code Section 16.20.010.11 states, “Access for new garages and driveways shall be designed to take advantage of the first available alternative in the following prioritized list: In the absence of an alley and a side street, a single lane width curb cut, and driveway shall be allowed which shall be located to the side of the principal structure. Required parking shall be allowed only behind the front façade line of the principal structure, including the porch, if any.” In this instance, a driveway must be designed across the legal front yard.

If subdivided as proposed by City staff, then a variance to accommodate vehicle parking forward of the front façade line is required. There does not appear to be enough space east of the subject building to accommodate a driveway and parking behind the front façade line.

Although not required as part of the recommendation for amended boundaries, the property owner is encouraged to consider a minor lot line adjustment between Lots 13 and 14. A minor lot line adjustment will allow a driveway to the rear of Lot 13.

**CONSISTENCY WITH ST. PETERSBURG’S COMPREHENSIVE PLAN, RELATIONSHIP BETWEEN THE PROPOSED DESIGNATION, AND EXISTING AND FUTURE LAND USE PLANS FOR THE DEVELOPMENT OF THE CITY**

The proposed local historic landmark 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

#### PROPERTY OWNER CONSENT AND IMPACT OF DESIGNATION

The application for the proposed local landmark designation was submitted by a third party with expressed owner opposition.

The benefits of designation include increased heritage tourism through the maintenance of the historic character and significance of the city, some relief from the requirements of the Florida Building Code and FEMA regulations, and tax incentives, such as the local ad valorem tax exemption and federal tax credit for qualified rehabilitation projects. The designation of historic landmarks protects and enhances the St. Petersburg's historic character, fulfills the City's goals as a Certified Local Government in Historic Preservation, and reinforces a strong sense of place.

#### RECOMMENDATION

Staff recommends *approval* of the request to designate the James E. "Doc" Webb Estate, located at 774 36<sup>th</sup> Avenue North, as a local historic landmark, with the amended boundaries discussed above, thereby referring the application to City Council for first and second reading and public hearing.

Staff recommends *approval* of variance no. 1 as described above, thereby permitting a 0-foot interior side yard setback for the subject building, along the west elevation where it is adjacent to Lot 12, and subject to the following condition:

1. Establish a 3-foot maintenance easement on Lot 12 to accommodate future maintenance and repair needs of the subject building. If the required lot line adjustment between Lots 12 and 13 measures at least 3.5-feet, then a maintenance easement is not required.

Staff recommends *approval* of variance no. 2 as described above, thereby permitting vehicle parking forward of the front façade line of the subject building.

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## REFERENCES

- "Allen-Built Home." *St. Petersburg Times*. January 20, 1935. Accessed via newspapers.com.
- "Allendale Home." *St. Petersburg Times*. April 14, 1935. Accessed via newspapers.com.
- City of St. Petersburg, Florida. Property Card for 774 36<sup>th</sup> Avenue North. On file, City of St. Petersburg, Florida.
- "Miss Helen Monteiro." *St. Petersburg Times*, June 10, 1934. Accessed via newspapers.com.
- "Miss Monteiro Entertains for Party at Home." *St. Petersburg Times*. March 21, 1925. Accessed via newspapers.com.
- "Monteiro Burial to Be Saturday." *St. Petersburg Times*. December 27, 1923. Accessed via newspapers.com.
- "Open for Inspection, 2 to 5:30 Today," *St. Petersburg Times*. February 25, 1934.
- Robbins, Pamela D. "*Stack 'em High and Sell 'em Cheap:*" *James "Doc" Webb and Webb's City, St. Petersburg, Florida*. Dissertation submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, Florida State University. 2003.
- Savage, Virginia and Lee McAlester. *Field Guide to American Houses*. Alfred A. Knopf, New York. 1984.
- Seifert, Donna J. *National Register Bulletin 21: Defining Boundaries for National Register Properties*. U.S. Department of the Interior, National Park Service. 1995, revised 1997. Accessed online at <https://www.nps.gov/nr/publications/bulletins/pdfs/Boundary.pdf>.

Appendix A  
Application for Local Historic Landmark Designation



# Local Landmark Designation Application

Type of property nominated (for staff use only)

building  structure  site  object

historic district  multiple resource

CITY OF ST. PETERSBURG  
NOV 06 2018  
PLANNING & ECONOMIC DEVELOPMENT

### 1. NAME AND LOCATION OF PROPERTY

historic name Allendale Terrace - Doc Webb Estate

other names/site number \_\_\_\_\_

address 774 36th Ave N, St. Pete, FL 33704-1246

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

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

name Mernil C King and Karen King

street and number 774 30th Ave N

city or town St. Petersburg state FL zip code 33704

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

### 3. NOMINATION PREPARED BY

name/title Anne Dowling

organization Allendale Terrace Neighbors United / Issues to Action

street and number 803 35th Ave N

city or town St. Petersburg state FL zip code 33704-1246

phone number (h) 727-366-1207 (w) \_\_\_\_\_ e-mail \_\_\_\_\_

date prepared 11/6 signature [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)

07-31-17-00522-002-0110 - Lots 11-14

### 5. GEOGRAPHIC DATA

acreage of property .56 acres - ?

property identification number 07-31-17-00522-002-00-00-Lot 11-14

Doc Webb Estate - Allendale Terrace  
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)

Doc Webb - Cuban  
House is architectural of interest  
History of City of St. Petersburg

Period of Significance

Significant Dates (date constructed & altered)

Significant Person(s)

Cultural Affiliation/Historic Period

Builder

Architect

**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.)

**10. MAJOR BIBLIOGRAPHICAL REFERENCES**

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



Planning Department  
310 Court St., First Floor  
Clearwater, FL 33756  
~~(727) 464-8200~~  
~~Fax: (727) 464-8201~~

Type of Nomination (for staff use only)

Building Structure

Site

Object

Historic District

Multiple Resources

Tracking # \_\_\_\_\_

### Local Landmark/Landmark Site Designation Application

- City of St. Pete, FL  
Div. of Urban Design and  
Historic Pres.

Date: 11/5/2018

#### Applicant

Name/Title Anne C. Dowling

Organization Allendale Terrace Neighbors United / Issues + Actm

Address 803 35<sup>th</sup> Ave N

City St. Petersburg State FL Zip Code 33704

Phone 727-366-0207

Email A.C.DERLEK@AOL.COM

#### Property/District

Historic Name Allendale Terrace

Property Address 774 36<sup>th</sup> AVEN

City St. Petersburg, FL State FL Zip Code 33704-1246

Tax Parcel Identification Number 07-31-17-00522-002-0110

Lots 11-14

#### Property Owner(s)

Name Merrill C King II, Karen King

Address 774 36<sup>th</sup> Ave N

City St. Petersburg State FL Zip Code 33704-1246

Phone \_\_\_\_\_

Email \_\_\_\_\_



**Criteria for Designation**

Please check all applicable boxes if the resource(s) you are submitting for designation is/are:

- Associated with distinctive elements of the cultural, social, political, economic, scientific, religious, prehistoric, or architectural history that have contributed to the pattern of history in the community, the county, southwestern Florida, the state or nation.
- Has yielded, or are likely to yield, information on history or prehistory.
- Listed or have been determined eligible for listing in the National Register of Historic Places.
- Associated with the life or activities of a person of importance in local, state, or national history.
- Is the site of a historic event with a significant effect upon the county, state or nation.
- Exemplary of the historical, political, cultural, economic, or social trends of the community in history.
- Associated in a significant way with a past or continuing institution which has contributed substantially to the life of the community.
- Embodies the distinctive characteristics of a type, period, style or method of construction or are the work of a master; or that possess high artistic value; or that represent a distinguishable entity whose components may lack individual distinction.
- It portrays the environment in an era of history characterized by one or more distinctive design element or architectural styles;
- It embodies the characteristics of an architectural style, period or method of construction.
- It is a historic or outstanding work of a prominent architect, designer, or landscape architect.
- It contains elements of design, detail, material, or craftsmanship which are of outstanding quality or which represented, in its time, a significant innovation, adaptation or response to the southwest Florida environment.

**Incentives**

Are any historic preservation incentives being sought in association with this application (e.g., historic property tax exemption, variance from building code/zoning)? If so, please elaborate below.

None  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Disclosure Information (This information must be supplied pursuant to County Ordinance No. 74-15)**

A. If the owner is a corporation, partnership, or trust, list all persons (i.e. partners, corporate officers, all members of the trust) who are a party to such as well as anyone who may have a beneficial interest in the property which would be affected by any ruling on their application.

N/A

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Specify interest held: \_\_\_\_\_

B. Is there an existing contract for sale of subject property:  Yes  No

If yes, list names of all parties to the contract including all partners, corporate officers, and members of any trust:

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---

---

Is contract conditional or absolute?  Conditional  Absolute

C. Are there any options to purchase on subject property?  Yes  No

If so, list names of all parties to option including all partners, corporate officers and members of any trust:

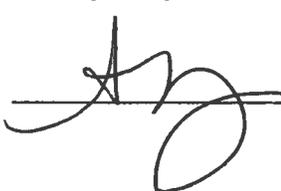
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**Signature of Property Owner**

I hereby certify that all information is correct:

 Anne C. Dowling



**Function or Use**

Historic Function:

Home of the legendary "Doc Webb" - site of significant cultural importance to St. Petersburg.

Current Function:

Single-family home

Proposed Use:

Single-family home

**Written Description of Proposed Landmark or Landmark Site**

As an attachment, please provide a narrative summary explaining the significance of the property as it relates to the above criteria for designation. The narrative should explain the archaeological, historical, architectural, or cultural significance of the proposed landmark, as well as the period of significance, date constructed, biographical data on significant persons who may have resided in the structure, the cultural affiliation/historic period, who the builder and architect were, etc., if known/applicable.)

Please see articles attached. Doc Webb is a known historian of V. Ave - this home is also of historic value located in Allendale Terrace.

**Additional Evidence and Supporting Materials**

Please provide the following, as attachments to this application:

- (a) Photographs which are inclusive of all elevations, architectural details and significant exterior features.
- (b) Copy of Florida Master Site File, if one exists.
- (c) Survey, or legal description, of property/structure.

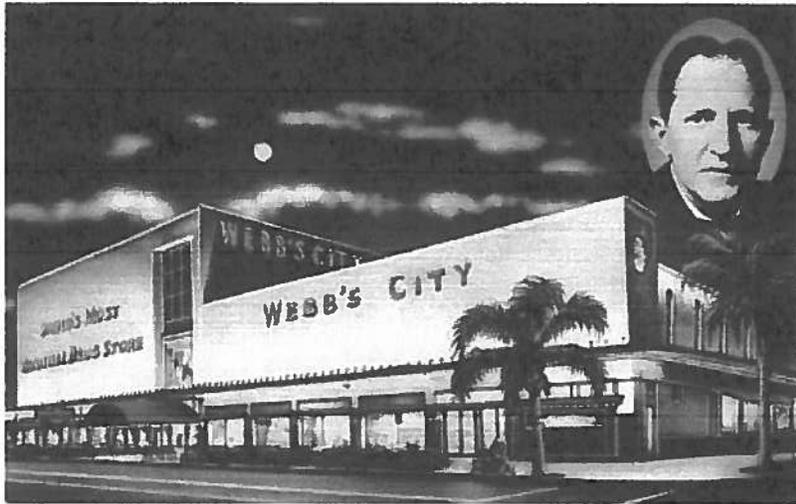
On applications for the designation of historic districts, the applicant shall also submit:

- (d) A written description of the boundaries of the district; and - In Green Bench Article on Allendale.
- (e) List of contributing resources. Cade B. Allen, A Life Remembered 2007

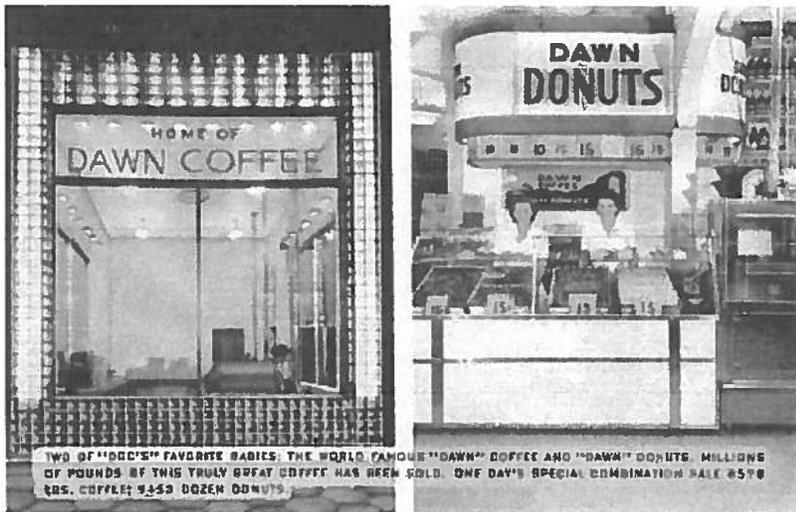
Note: If this application is for designation of a historic district, please refer to the additional requirements in Sec. 146-6 (b) and (c) of the Pinellas County code.

## Searching for Webb's City

BIG D



I grew up hearing about Webb's City in St. Petersburg, but I never had a chance to visit that famed shopper's paradise. The so-called "World's Most Unusual Drug Store" had already closed in 1979. But during its heyday, Webb's City was renowned (and attacked) for its "stack it high and sell it cheap" philosophy and its fearlessly tacky gimmicks that included dancing chickens, mermaids, and dollar bill-sales (95 cents per buck). Webb's City was a southern tradition.



Launched as a cut-rate drug store in 1925, Webb's City grew fast during the Depression thanks to "Doc" Webb's willingness to do anything to attract customers. He was particularly beloved for his two-cent breakfasts in those early days, when anyone who could scrounge up some pennies got an egg, a bacon strip, and a side of buttered toast, along with a cup of coffee and a glass of orange juice. Thus fortified, anyone could go shopping at Webb's.

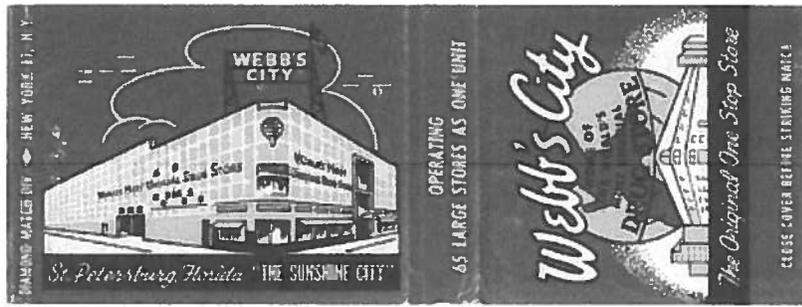


Webb fashioned himself as a man of the little people, selling goods below prices set by their producers and fighting lawsuits that challenged his cut-rate tactics. In *St. Petersburg and the Florida Dream: 1888-1950*, Raymond Arsenault quotes Webb's philosophy, "I don't care a damn about money . . . I wanted customers."

## **Are You Parked on On A Webb City Lot?**

**A \$2.00 PARKING FEE WILL BE  
COLLECTED . . . If You Trade Else-  
where Than WEBB CITY STORES**

At its zenith, Webb's City included 77 stores covering seven city blocks, selling groceries, hardware, surgical supplies, electronics, clothes and, of course, drugs. Webb's City offered a combination of history, hucksterism, and value that can only now be experienced, I suppose, in South Dakota's Wall Drug. I'd love to learn more about Webb's City, so if you ever visited "Doc" Webb's beloved xanadu of values, please leave a comment.



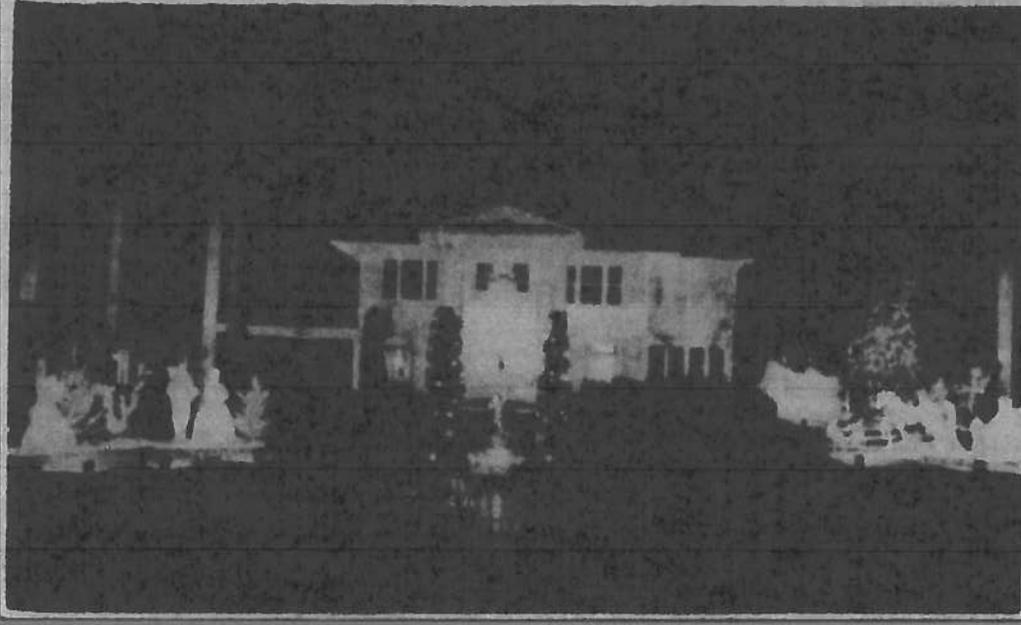
## Learn More

- *Crazed Fanboy*, A profile of J.E. "Doc" Webb - - Florida Folk Hero and Entrepreneur Extraordinaire
- *St. Petersburg Times*, Follow the dancing chicken

## Glittering Displays

Home, above, owned by George T. Romig, 400 36th St. N., was a first prize winner in the "Most Representative" class of the annual Christmas lighting contest of the St. Petersburg Kiwanis Club. All homes entered in the contest were judged by the Art Club of St. Petersburg. The house below, owned by J. E. (Doc) Webb at 714 36th Ave. N., St. Petersburg, was judged first in the "Most Impressive" class of the Kiwanis contest. Strings of lights outline the Colonial-type home, figures representing old-time Christmas are on lawn.

House



## web house

Clipped By:

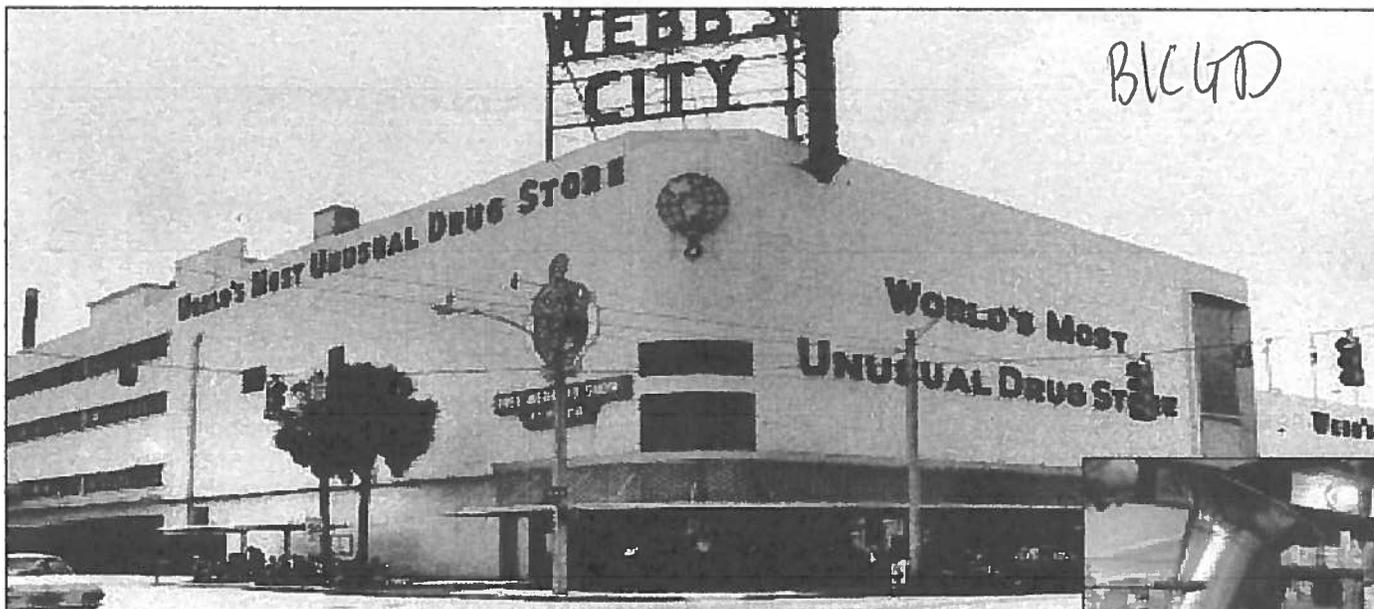


eolwyn  
Tue, Nov 6, 2018

## DOWNTOWN



including Old Northeast and Snell Isle



## ALL ROADS LEAD TO WEBB'S CITY

Ask any resident who lived in St. Petersburg prior to the Nixon Administration about their favorite place to shop, and you will most likely be inundated with fond memories and grand tales of one place: Webb's City and its charismatic owner, James Earl Webb. What began as a 17-by-28 foot storefront, on the "wrong side of the tracks" in 1925, rapidly ballooned into a monolithic empire which took up nearly 10 city blocks thanks to the vision on James Webb. "I don't give a damn about money, I want customers," he once declared in an interview. And did he ever get them – up to 60,000 of them daily.

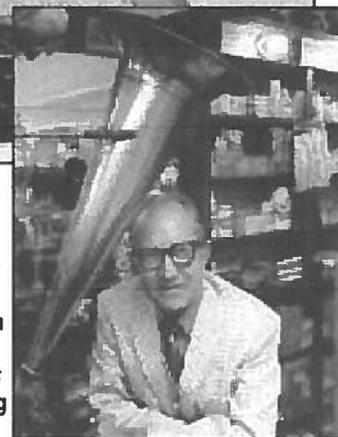
A natural born salesman, James Webb hawked newspapers at the age of 9 in 1905 for Nashville's largest daily, The Tennessean. Soon he was managing a crew of 14 other newsies and was making a whopping \$8 monthly. Always wanting to offer the customer more, Webb began selling hot German bread to his customers three days a week. His family had a garden and a cow, so he started selling them vegetables and milk, too. Not one to sit still, the youngster mowed lawns and sold lemonade at a curbside stand. He took any unsold ade and made sherbet for the next day's customers. At the ripe age of 12, Webb decided he was too busy for school and dropped out in the 5th grade. That same year, the family relocated to Knoxville where Webb promptly found work setting pins at a bowling alley, working the soda fountain and helping around a local pharmacy, Economy Drug Company.

By age 20, Webb had married and become manager and part owner of the drug store. It was here that James Webb earned a lifelong nickname as "Doc." That moniker fit the slight 5 foot 5 man, as he was always testing and marketing quick-cure remedies and elixirs. Without license requirements or FDA interference, pharmacists like Doc took advantage of the lack of regulation on patent medicines. Soon he began selling his cure-all "Doc Webb's 608." Primarily intended to treat gonorrhea, the concoction was little more than 70 cents worth of gum acacia and sandlewood. He sold it for \$5.50 a bottle. It sold like hotcakes.

With a growing bank account and desire for a new venture he could call his own, Doc was offered a managing partnership in a friend's St. Petersburg drug store in 1925. For the next year the duo operated the Seaboard Drug store (named for its proximity to the Seaboard rail line). Then came the bust of Florida's land boom.

Webb's partner, most likely nervous about the rapid decline in the economy, sold his portion of the store to Doc and headed back to the hills of Tennessee. Webb immediately began slashing prices to lure in cash-strapped customers. By 1932, Doc had incorporated the store as Webb's Cut Rate Drug Co. and topped \$500,000 in sales. He topped the cool million mark four years later.

Always a fighter for the common man, Doc refused to raise prices and constantly ran advertisements announcing that he would undercut any competitor's price by ten percent. It worked... sometimes too well. ... Continued inside



OR Current Resident

Story Nevin D. Sittler, Director of Education and Outreach – St. Petersburg Museum of History. Photos courtesy of St. Petersburg Museum of History and the St. Petersburg Times

PRESORTED  
STP  
US POSTAGE  
PAID  
Permit No. 400  
St. Petersburg, Fla.

## WEBB'S CITY, *Continued*

During a 1938 visit to the growing Webb's store, William Bristol – of Britsol-Myers Corp. – became so enraged at Doc's low prices on their products that Doc found himself in court defending his rights to sell his goods at his own chosen price and not that of the manufacturer's suggested price. He won, although he would find himself in court many more times on similar supplier complaints.

Incorporated as Webb's City in 1946, Doc's empire flourished. As customers began requesting more items for purchase, Doc responded. Folks wanted gas and tires, he opened a gas station next door. Folks wanted foodstuffs, he opened a grocery store. Haircuts, sure, you can get one for 50 cents in the barbershop, and get a free ice cream cone afterwards. Doc sold it all. From carpet to cantaloupes to clothes and curtains, customer's came in droves to visit dozens of different stores at Webb's City. And not just for the low prices. Always a salesman (and certainly a showman) Webb provided seemingly endless attractions. Mermaid shows, dancing chickens, bathing beauties and three ringed circuses entertained weary mothers and restless children.

Gimmicks were Doc's forte. You never knew when a sale would happen or where. Want to save 20 percent on women's underwear? On sale at the cigar counter for the



next 5 minutes. He even once sold dollar bills for 95 cents each. Anything to lure the customer in and to keep them shopping. Which they did. Doc even contemptuously proclaimed in a 1949 advertisement that "All roads lead to Webb's City."

The 1950s and 1960s were the golden decades for the "World's Most Unusual Drugstore." In 1970, Webb's City consisted of more than 70 individual stores in seven buildings with a total of 3,000 parking spaces. Sensing a downturn in the economy, and with the arrival of urban shopping malls, Webb sold his 56 percent share of the company to Texas interests in 1974. Perhaps the loss of its greatest promoter was too much for Webb's City, for it went into bankruptcy and closed a few years later. A sad day in St. Pete, for sure.

Webb remained in St. Petersburg with his third wife, Dorothy, passing away in 1982. Although nearly thirty years have elapsed since St. Petersburg's greatest showman left the stage, the memories and mermaids remain in the hearts of thousands. There will never be another Doc Webb.

# 7 Average doctor's visit? minutes

*Herding is for Farms, Not Medical Care*



- 24/7 MD Direct Access by Cell, Text or Email
- Same or Next Day Appointments
- Home or Office Appointments
- Guaranteed 30 Minutes Minimum
- Excellent Personalized Medical Care

*Wellness, Prevention, Weight Loss,  
Hormone Therapy*

**DOWNTOWN ST. PETERSBURG**

200 Central Avenue, Suite 280 • **RobinsonMed.com** • Call 727.329.8859



Property  
Info.

**Record Date:** 1/1/2014

**Book Type:**  
SUBDIVISIONPLAT - SUBDIVISIONPLAT Book Type

**Book / Page:** 4/66

**Secondary #:**

**Number of  
Pages:** 1

**Doc Type:** SUBDIVISIONPLAT  
-  
SUBDIVISIONPLAT  
Document Type

**Grantor:** ALLENDALE TERRACE BLKS A-B-

07-31-17-00522-002-0110

Compact Property Record Card

Tax Estimator

Updated November 3, 2018

Email Print

Radius Search

FEMA/WLM

Ownership/Mailing Address Change Mailing Address	Site Address
KING, MERRILL C II KING, KAREN G 774 36TH AVE N ST PETERSBURG FL 33704-1246	774 36TH AVE N ST PETERSBURG



Property Use: 0110 (Single Family Home)

Total Living: SF: 3,096 Total Gross SF: 4,742 Total Living Units: 1

[\[click here to hide\]](#) Legal Description

ALLEDALE TERRACE BLK 2, LOTS 11 THRU 14

Mortgage Letter <input type="checkbox"/> <a href="#">File for Homestead Exemption</a>			2019 Parcel Use	
Exemption	2018	2019		
Homestead:	Yes	Yes	*Assuming no ownership changes before Jan. 1	
Government:	No	No	Homestead Use Percentage: 100.00%	
Institutional:	No	No	Non-Homestead Use Percentage: 0.00%	
Historic:	No	No	Classified Agricultural: No	

## Parcel Information Latest Notice of Proposed Property Taxes (TRIM Notice)

Most Recent Recording	Sales Comparison	Census Tract	Evacuation Zone (NOT the same as a FEMA Flood Zone)	Plat Book/Page
06321/2105	\$1,003,000 Sales Query	121030239001	NON EVAC	4/66

## 2018 Interim Value Information

Year	Just/Market Value	Assessed Value / SOH Cap	County Taxable Value	School Taxable Value	Municipal Taxable Value
2018	\$813,954	\$310,965	\$260,965	\$285,965	\$260,965

[\[click here to hide\]](#) Value History as Certified (yellow indicates correction on file)

Year	Homestead Exemption	Just/Market Value	Assessed Value	County Taxable Value	School Taxable Value	Municipal Taxable Value
2017	Yes	\$714,536	\$304,569	\$254,569	\$279,569	\$254,569
2016	Yes	\$581,180	\$298,305	\$248,305	\$273,305	\$248,305
2015	Yes	\$511,272	\$296,231	\$246,231	\$271,231	\$246,231
2014	Yes	\$408,782	\$293,880	\$243,880	\$268,880	\$243,880
2013	Yes	\$384,641	\$289,537	\$239,537	\$264,537	\$239,537
2012	Yes	\$342,354	\$284,697	\$234,697	\$259,697	\$234,697
2011	Yes	\$396,143	\$276,405	\$226,405	\$251,405	\$226,405
2010	Yes	\$524,485	\$272,320	\$222,320	\$247,320	\$222,320
2009	Yes	\$615,840	\$265,161	\$215,161	\$240,161	\$215,161
2008	Yes	\$679,100	\$264,896	\$214,896	\$239,896	\$214,896
2007	Yes	\$795,200	\$257,181	\$232,181	N/A	\$232,181
2006	Yes	\$761,500	\$250,908	\$225,908	N/A	\$225,908
2005	Yes	\$556,800	\$243,600	\$218,600	N/A	\$218,600
2004	Yes	\$415,700	\$236,500	\$211,500	N/A	\$211,500
2003	Yes	\$388,200	\$232,100	\$207,100	N/A	\$207,100
2002	Yes	\$329,500	\$226,700	\$201,700	N/A	\$201,700
2001	Yes	\$247,700	\$223,200	\$198,200	N/A	\$198,200
2000	Yes	\$248,500	\$216,700	\$191,700	N/A	\$191,700
1999	Yes	\$226,000	\$211,000	\$186,000	N/A	\$186,000
1998	Yes	\$224,000	\$207,700	\$182,700	N/A	\$182,700
1997	Yes	\$217,400	\$204,300	\$179,300	N/A	\$179,300
1996	No	\$29,700	\$29,700	\$29,700	N/A	\$29,700

## 2018 Tax Information

2018 Tax Bill	Tax District: SP
2018 Final Millage Rate	21.7154

Do not rely on current taxes as an estimate following a change in ownership. A significant change in taxable value may occur after a transfer due to a loss of exemptions, reset of the Save Our Homes or 10% Cap, and/or market conditions.

Please use our new [Tax Estimator](#) to estimate taxes under new ownership.

Amendment 1 - Will you Benefit?

[Check Estimated 3rd Homestead Exemption Benefit](#)

Ranked Sales (What are Ranked Sales?) [See all transactions](#)

Sale Date	Book/Page	Price	Q/U	V/I
	06321 / 2105	\$275,000	M	

## 2018 Land Information

Seawall: No

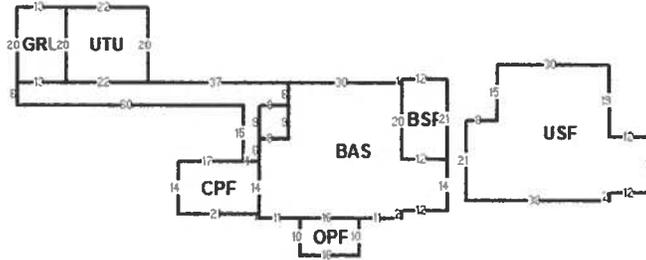
Frontage: None

View: Park/Cons/Pres

<b>Land Use</b> Single Family (01)	<b>Land Size</b> 240x138	<b>Unit Value</b> 3800.00	<b>Units</b> 240.0000	<b>Total Adjustments</b> 0.6695	<b>Adjusted Value</b> \$610,584	<b>Method</b> FF
---------------------------------------	-----------------------------	------------------------------	--------------------------	------------------------------------	------------------------------------	---------------------

[click here to hide] **2019 Building 1 Structural Elements Back to Top**  
 Site Address: 774 36TH AVE N

Building Type: Single Family  
 Quality: Excellent  
 Foundation: Continuous Footing  
 Floor System: Wood  
 Exterior Wall: Frame Siding  
 Roof Frame: Gable Or Hip  
 Roof Cover: Shingle Composition  
 Stories: 2  
 Living units: 1  
 Floor Finish: Carpet/Hardtile/Hardwood  
 Interior Finish: Upgrade  
 Fixtures: 11  
 Year Built: 1925  
 Effective Age: 41  
 Heating: Central Duct  
 Cooling: Cooling (Central)



**Compact Property Record Card**

[Open plot in New Window](#)

**Building 1 Sub Area Information**

Description	Living Area SF	Gross Area SF
Utility Unfinished	0	440
Upper Story	1,428	1,428
Open Porch	0	652
Garage Unfinished	0	260
Carport	0	294
Base Semi-finished	252	252
ase	1,416	1,416
<b>Total Living SF: 3,096</b>		<b>Total Gross SF: 4,742</b>

[click here to hide] **2019 Extra Features**

Description	Value/Unit	Units	Total Value as New	Depreciated Value	Year
POOL	\$32,000.00	1.00	\$32,000.00	\$12,800.00	1958
PATIO/DECK	\$9.00	1,760.00	\$15,840.00	\$6,336.00	1958
PORCH	\$22.00	400.00	\$8,800.00	\$3,520.00	1958
SHED	\$25.00	100.00	\$2,500.00	\$1,000.00	1925
GREENHOUSE	\$60.00	861.00	\$51,660.00	\$20,664.00	1958

[click here to hide] **Permit Data**

**Permit information is received from the County and Cities. This data may be incomplete and may exclude permits that do not result in field reviews (for example for water heater replacement permits). We are required to list all improvements, which may include unpermitted construction. Any questions regarding permits, or the status of non-permitted improvements, should be directed to the permitting jurisdiction in which the structure is located.**

Permit Number	Description	Issue Date	Estimated Value
No Permit Data Found			





[Interactive Map of this parcel](#)

[Map Legend](#)

[Sales Query](#)

[Back to Query Results](#)

[New Search](#)

[Tax Collector Home Page](#)

[Contact Us](#)

774 36TH AVE N, ST PETERSBURG 33704-

Map Id: 1114.0 1.00 1.00 1.00 AREA = 11; NEB = 14

0110 Single Family Home

\*\*VALUE SUBJECT TO CHANGE\*\*

PineHills County Property Appraiser Office

BUILDING CHARACTERISTICS		QUALITY
EXCELLENT	GOOD	POOR
2 CONTINUOUS	100	3.00
3 WOOD	100	12.0
2 EXTERIOR	100	23.0
1 GABLE OR	100	6.00
3 SHINGLE	100	5.00
3 CARPET/HARD	100	10.0
3 UP GRADE	100	39.0
6 CENTRAL	100	5.00
COOLING	100	3.00

CATEGORY	PTS
STORIES	2.00
FIXTURES	11.00
LIVING UNITS	1.00

CATEGORY	ADJ
TOTAL LIVING UNITS	1
DEPRECIATION ADJ	0.0000
EXTERNAL OBSOLESCENCE	0.0000
OTHER	0.0000

TYPE	QU	HA/NHX
01	04	100.0
RCND	YB	EA
256201	1925	40

SAR	AREA	% B	EFF. AREA
BAS	1,416	100	1,416
OFF	492	20	98
UTU	440	25	110
GRU	260	25	65
OFF	160	20	32
4,742			3,282

TAXING DISTRICT	SP	JUST VALUE/SF
262.90		

L	N	FEATURE	DESCRIPTION	BD	NHX	LEN	HX/
1	1204	GREENHOUSE			100	21	
2	0703	SHED			100	10	
3	1003	PORCH		1	100	25	
4	0101	PATIO/DECK			100	0	
5	0203	POOL			100	0	

L	T	N	CODE	LAND USE	HX/	R	FRONT	DEPTH	FF	FRONT FT	SIZE
C	1	01	SINGLE	100			240.00	138.0	50	65.00	1.00

UT	D	DEPTH	FACT	INFLUENCE	DESCRIPTION
130	1.03	1.00			

UNIT	VALUE	ADJ UNIT	VALUE	SALES PRICE	REASON	Q	V	INSTR	DATE OF SALE	OFFICIAL PAGE	BOOK	N	SALES	PRICE	M	SELLER	BUYER	SALES NOTE
32,000.00		32,000.00		275,000	N	U				2105	06321	1						

UNIT	VALUE	ADJ UNIT	VALUE	BLT	EFF	YEAR	AGE	BLT	GOOD	%	XF	VALUE	NOTES
60.00		60.00		1958	50	1958	50	1958	40	20,664	21X41		
25.00		25.00		1925	50	1925	50	1925	40	1,000	10X10		
22.00		22.00		1958	50	1958	50	1958	40	3,520	25X16		
9.00		9.00		1958	35	1958	35	1958	40	6,336	1760		
32,000.00		32,000.00		1958	35	1958	35	1958	40	12,800	760		

UT	D	DEPTH	FACT	INFLUENCE	DESCRIPTION
130	1.03	1.00			

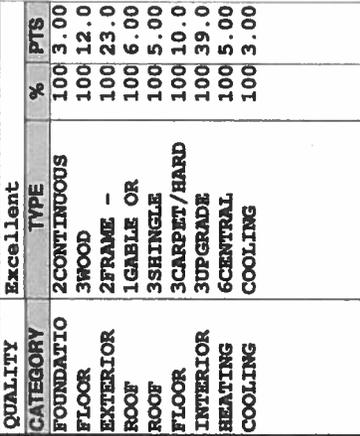
UNIT	VALUE	ADJ UNIT	VALUE	LAND	VALUE	OTHER ADJ
3,800.00		2,544.10		610,584	17	UT IV

PERMIT	TP	ST.	EST VAL	ISSUE DATE
			50,000	

PRIOR JUST MARKET VALUE	714,536
CURRENT JUST MARKET VALUE	813,954
ASSESSED VALUE	310,965
HX/NHX CAP BASE YEAR	1994
TAXABLE VALUE	260,965
HX	Yes
% HX	100.00
TOT EXEMPTIONS VALUE	50,000

BUILDING NOTES	
2007R NAR. 2013R NC	

APPRaisal DATES	REVIEW DATE	FIELD NUMBER	REVIEW TYPE
4/30/2018	224	Oblique	



QUALITY	EXCELLENT
---------	-----------

VALUE SUMMARY
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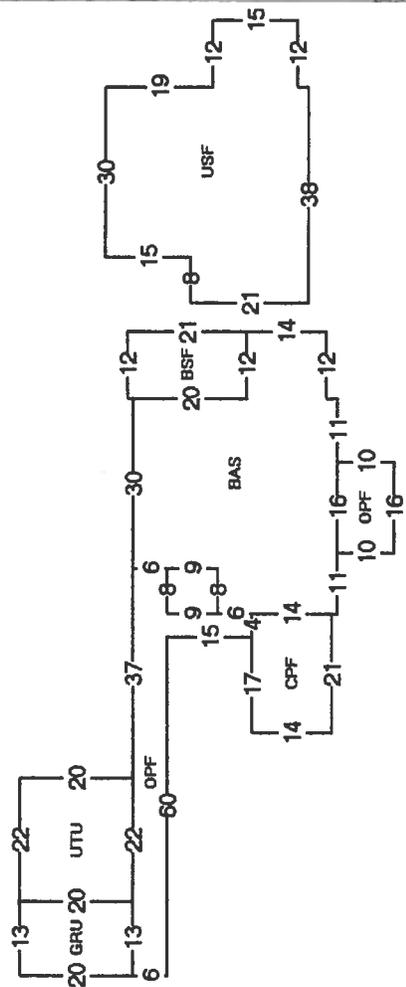
BUILDING CHARACTERISTICS		QUALITY	
EXCELLENT	TYPE	%	PTS
2 CONTINUOUS	FOUNDATIO	100	3.00
3 WOOD	FLOOR	100	12.0
2 FRAME -	EXTERIOR	100	23.0
1 GABLE OR	ROOF	100	6.00
3 SHINGLE	ROOF	100	5.00
3 CARPET/HARD	FLOOR	100	10.0
1 SUPGRADE	INTERIOR	100	39.0
6 CENTRAL	HEATING	100	5.00
1 COOLING	COOLING	100	3.00

CATEGORY	UNITS
STORIES	2.00
FIXTURES	11.00
LIVING UNITS	1.00
TOTAL LIVING UNITS	1
DEPRECIATION ADJ	ADJ
EXTERNAL OBSOLESCENCE	0.0000
EXTERNAL OBSOLESCENCE	0.0000
OTHER	0.0000

TYPE	QU	HX/NHX	
01	04	100.0	
RCND	YB	EA	
256201	1925	40	
SAR	AREA	% B	EFF. AREA
BAS	1,416	100	1,416
OPF	492	20	98
UTU	440	25	110
GRU	260	25	65
OPF	160	20	32
4,742			3,282

TAXING DISTRICT	SF JUST VALUE/SF	262.90	
L	EXTRA		
N	FEATURE		
	DESCRIPTION	HX/	
		BD	
		NHX	
		LEN	
1	1204 GREENHOUSE	100	21
2	0703 SHED	100	10
3	1003 PORCH	1	25
4	0101 PATIO/DECK	100	0
5	0203 POOL	100	0

L	N	OFFICIAL	DATE OF SALE	INSTR	Q	V	REASON	SALES PRICE	M	SELLER	BUYER	SALES NOTE
L	N	BOOK	PAGE	U	I	M						MONTH/YEAR OF
1	06321	2105		U		M		275000	N			
BUILDING: 1												
L	N	FRONT FT	DEPTH	UNITS	UNIT VALUE	ADJ UNIT VALUE	BLT YEAR	EFF AGE	BLT	% GOOD	XF VALUE	NOTES
1	204	65.00	138.0	50	861.00	60.00	1958	50	1958	40	20,664	21X41
2	0703			10	100.00	25.00	1925	50	1925	40	1,000	10X10
3	1003			16	400.00	22.00	1958	35	1958	40	3,520	25X16
4	0101			0	1,760.00	9.00	1958	35	1958	40	6,336	1760
5	0203			0	1.00	32,000.00	1958	35	1958	40	12,800	760



CATEGORY	PERMIT	TP ST.	EST VAL	ISSUE DATE
PRIOR JUST MARKET VALUE			714,536	
CURRENT JUST MARKET VALUE			813,954	
ASSESSED VALUE			310,965	1994
HX/NHX CAP BASE YEAR			260,965	Yes
TAXABLE VALUE			100.00	50,000
HX				
% HX				
TOT EXEMPTIONS VALUE				
BUILDING NOTES				
2007R NAR. 2013R NC				

L	N	USE	LAND USE	HX/	R	FRONT	DEPTH	FF	T	FRNT FT	UNITS	UNITS	INFLUENCE DESCRIPTION	UT	D	DEPTH	SIZE	FACT	FACT	UNIT VALUE	ADJ UNIT VALUE	LAND VALUE	OTHER ADJ AND NOTES
C	1	01	SINGLE	100		240.00	138.0	50	65.00	240.00	FF	130	1.03	1.00						3,800.00	2,544.10	610,584.17	DT IV

APPRaisal DATES		
REVIEW DATE	4/30/2018	
FIELD NUMBER	224	
REVIEW TYPE	Oblique	

2018 07-31-17-00522-002-0110  
KING, MERRILL C II  
774 36TH AVE N  
ST PETERSBURG, FL 33704-1246

774 36TH AVE N, ST PETERSBURG 33704-

Map Id: 1114.0 1.00 1.00 1.00 AREA = 11; NEB = 14

0110 Single Family Home

\*\*VALUE SUBJECT TO CHANGE\*\*

Phenix County Property Appraiser Office

6P

QUALITY	BUILDING CHARACTERISTICS	EXCELLENT	%	PTS
CATEGORY	TYPE			

ALLENDALE TERRACE ([HTTPS://GREENBENCHMONTHLY.COM/CATEGORY/NEIGHBORHOOD/ALLENDALE-TERRACE/](https://greenbenchmonthly.com/category/neighborhood/allendale-terrace/))

HISTORY ([HTTPS://GREENBENCHMONTHLY.COM/CATEGORY/ST-PETERSBURG-HISTORY/](https://greenbenchmonthly.com/category/st-petersburg-history/))

MAY '17 ([HTTPS://GREENBENCHMONTHLY.COM/CATEGORY/ISSUE-05-17/](https://greenbenchmonthly.com/category/issue-05-17/))

## Building a Neighborhood: Allendale Terrace

👤 Jack Spinrad (<https://greenbenchmonthly.com/author/jack/>)

📅 May 24, 2017 (<https://greenbenchmonthly.com/neighborhood/allendale-terrace/building-a-neighborhood/>)

I have often driven the brick streets of Allendale Terrace. The first things I notice when approaching this neighborhood are the majestic oak trees shading the area's streets and homes. One can't help but marvel at the stately old homes, many of which were built in the 1920s and 1930s. Due to my inborn interest in the history of St. Petersburg (<https://greenbenchmonthly.com/category/st-petersburg-history/>), I wondered about the history of Allendale Terrace. I'm really becoming friendly with the folks at our local library.

The history of Allendale Terrace is written largely in much of the life Cade B. Allen. It was Allen who conceived and developed Allendale. He was a former brick mason from New York who came to St. Petersburg in 1912, reportedly for the health benefits of its climate. Beginning in 1918, Allen made nine purchases of land around Crescent Lake. He established a truck garden (a garden where vegetables are grown for market) and dairy farm on this property. Some of his cattle actually grazed on what is now Miller Huggins Field. The second of these land purchases was from Perry Snell.

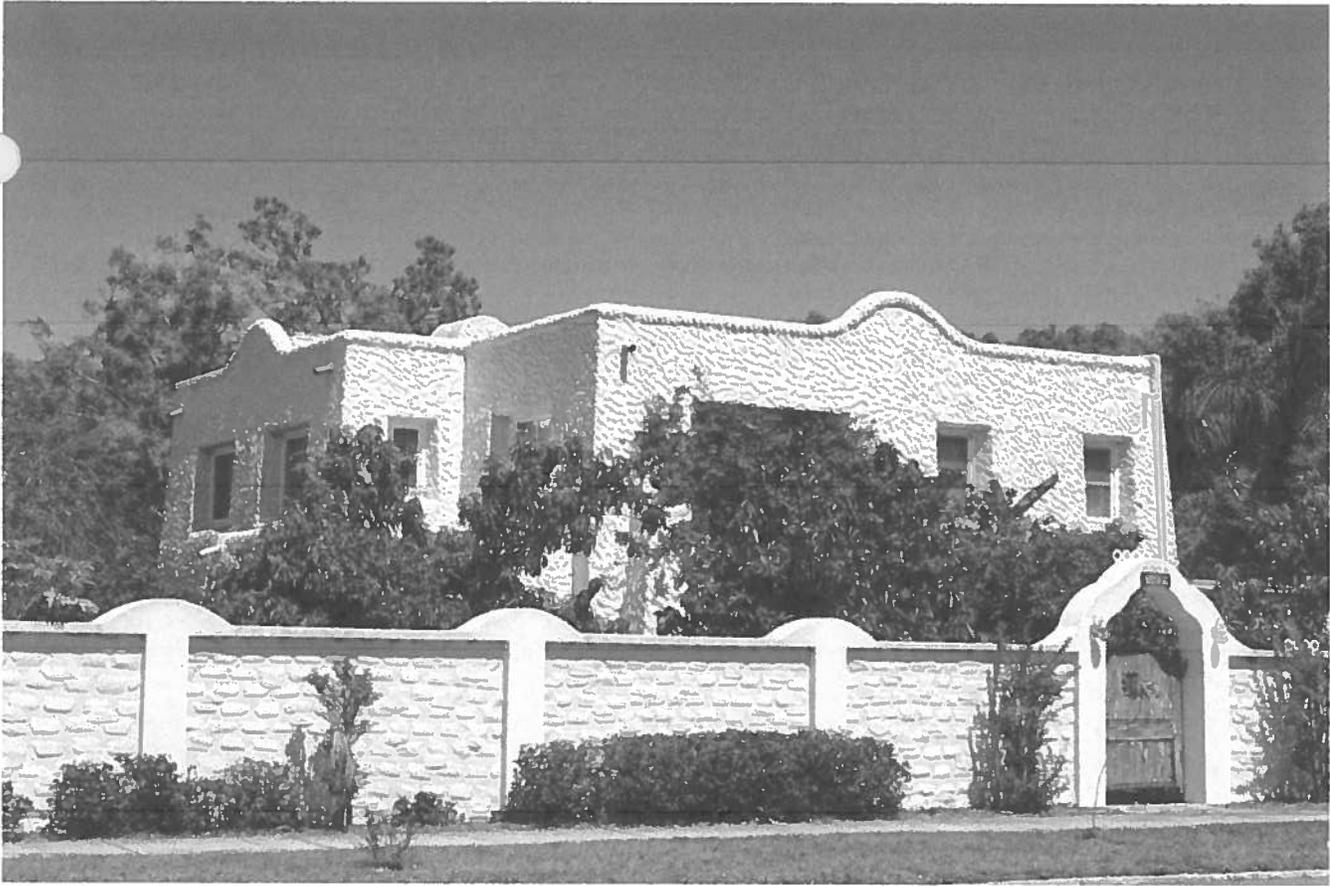
During this time he became friendly with Harold Smith, who was a member of the same church. In 1922 Allen sold this property and went into business with Smith, who was a real estate developer. St. Petersburg's public records show the registration of a deed to Cade B. Allen and Harold Smith for 135 acres bought from the estate of W.L. Foster and his wife Amanda in December of 1922. The area had been known as "The Foster Grove" and Cade's son Donald believed the price was \$188,000.

Development was soon under way when the two men engaged George F. Young Civil & Landscape Engineers of St. Petersburg to survey and lay out a street and block plan for the land. The plat for Allendale Park, named after Mr. Allen, was recorded on April 4, 1923, and soon, with plan in hand, brick streets with granite curbs were constructed.

Harold Smith and Cade Allen shared a real estate office on Central Avenue, and then on 4th Street, until Allen opened his own real estate office at 3649 Haines Road. Around that time Mr. Allen also bought out Smith's interests in the Allendale subdivision.

Between 1922 and 1954, Cade Allen and his sons built a total of 40 houses in Allendale, many with a distinct appearance that makes them easily recognizable today. All of these houses were built with hollow clay tile, and a stone veneer was then added to many of them. Some of the homes used local coquina rock, while others were faced with different types of stone, including granite, sandstone, and fieldstone from Georgia, Alabama, North Carolina and Tennessee, brought in by rail.

Over the years, Mr. Allen and his family (which included his wife, Eva and their eight children) actually lived in six different houses in Allendale. First was the original frame house that came with the purchase of the property. It had eight brick chimneys, which were torn down, and the brick was used as a veneer on the frame house and stuccoed. The house was located at 3850 Foster Hill Drive.



*3405 9th St N is the first house that Allen built for his family. Photo by Bill Stringer.*

The second house, which was the first Allen built for the family, was located at 3405 9th St. N. (Euclid Blvd.). It was called the "Snow House" because it was so white. The family lived there for about a year, from 1924 to 1925.

The third Allen residence in Allendale Terrace is the gray granite house at 3600 9th St. N. (Euclid Blvd.), completed in 1925. The contemporary address for this beautiful home is now 3601 Foster Hill Drive N. The fourth house in Allendale Terrace occupied by the Allen family, built in 1928 and located at 944 39th Ave. N., was a large masonry, Spanishstyle home. The family lived here until 1947.

The fifth home was built in 1939 and was sold to a Mr. William Garrison. The Allens bought the house back in 1950. The address was 945 40th Avenue N.



*845 40th Ave N built by Cade Allen. Photo by Bill Stringer.*

The sixth and last house that Allen designed and built as Cade B. Allen & Sons was 1020 41st Ave. N. Built in 1954 of pink and white marble imported from Georgia, the home was occupied by Cade and Eva until Cade's passing in 1959. Eva continued to live in the house until 1966; she died in 1971.

In total, 74 homes were built in Allendale Terrace prior to World War II. Between the War and 1960, there were an additional 188 homes built, with another 50 homes built since then.



Allendale

Terrace

One of the advantages of living in Allendale Terrace is the fact that it is built on a rise, often referred to as "The Ridge", which puts the homes above the flood zone elevations, so residents are not required to purchase flood insurance. By comparison, other sought-after historic neighborhoods closer to the water, such as Old Northeast and Snell Isle—while lovely—would be evacuated in a severe storm, and residents there must purchase flood insurance.

Known for its giant oak trees and large estate homes, Allendale Terrace is considered by many to be the finest area of St. Petersburg that is not located on the water. The area spans from 34th Avenue North to 42nd Avenue North, between 7th Street and 9th Street (MLK). It also includes the area between 34th Avenue North and 38th Avenue North, from 9th Street (MLK) to Haines Road.

The Allendale Terrace Neighborhood Association was formed in 1966, according to its former president, Hardy Bryan, to protect property development rights. As a result, Allendale is one of the few neighborhoods in St. Petersburg where you will not find any apartments or stores within its boundaries. Although the association is not currently active, the neighborhood does have a well-known Crime Watch program. If you get a chance, take a drive or a stroll through the area to view some of the impressive and distinctive Cade Allen homes. To connect with Allendale Terrace residents, log on to [nextdoor.com](http://nextdoor.com) (<http://nextdoor.com>).

Tags: *Architecture* (<https://greenbenchmonthly.com/tag/architecture/>), *Cade Allen* (<https://greenbenchmonthly.com/tag/cade-allen/>),

*Preservation* (<https://greenbenchmonthly.com/tag/preservation/>)

f facebook (<http://www.facebook.com/sharer.php?u=https://greenbenchmonthly.com/neighborhood/allendale-terrace/building-a-neighborhood/>)

t twitter (<https://twitter.com/share?url=https://greenbenchmonthly.com/neighborhood/allendale-terrace/building-a-neighborhood/>)

G+ google+ (<https://plus.google.com/share?url=https://greenbenchmonthly.com/neighborhood/allendale-terrace/building-a-neighborhood/>)

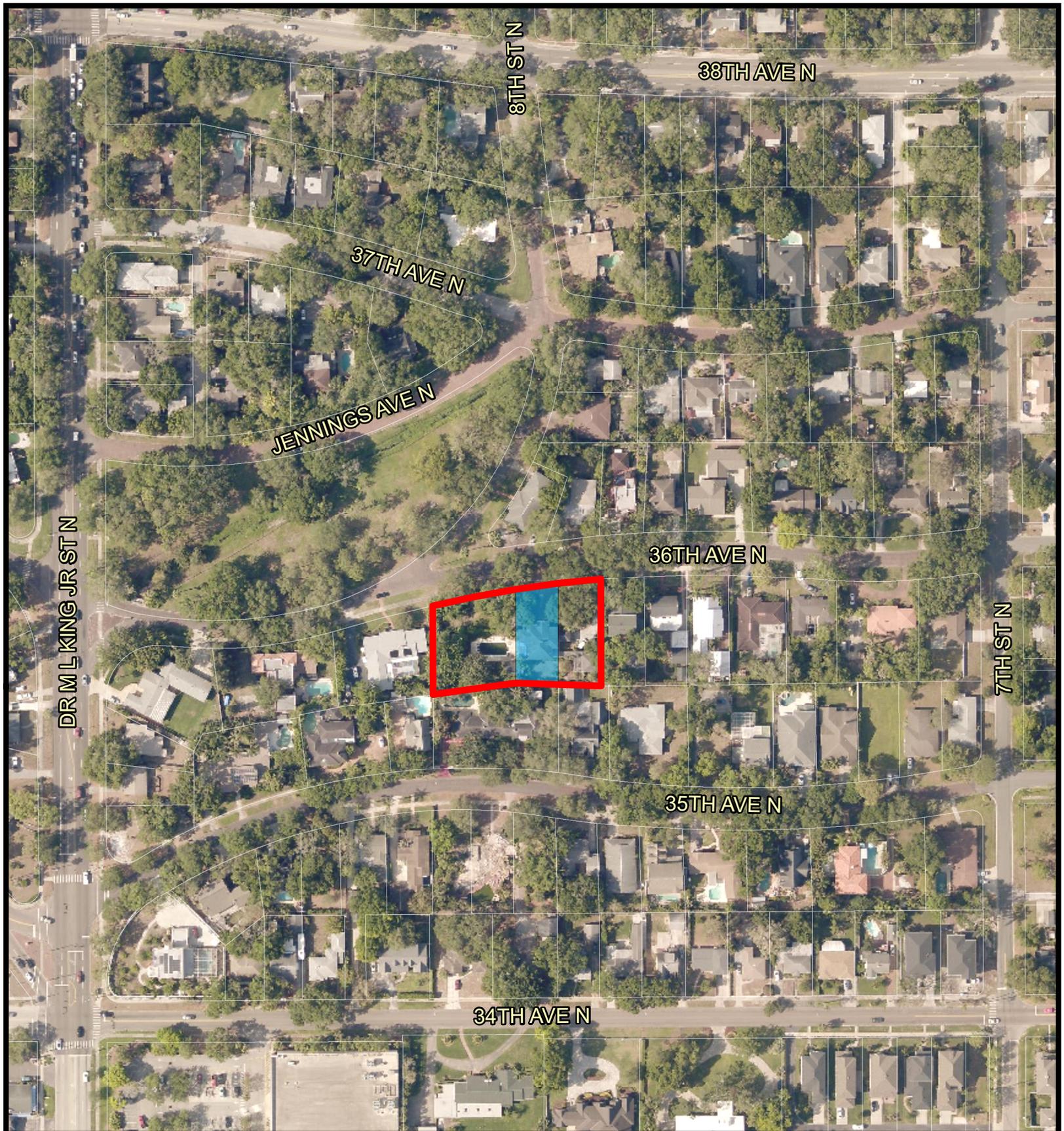
In pinterest (<https://www.linkedin.com/shareArticle?mini=true&url=https://greenbenchmonthly.com/neighborhood/allendale-terrace/building-a-neighborhood/&title=pinterest&summary=Building a Neighborhood: Allendale Terrace&source=Building a Neighborhood: Allendale Terrace>)

pinterest (<http://pinterest.com/pin/create/button?url=https://greenbenchmonthly.com/neighborhood/allendale-terrace/building-a-neighborhood/&media=https://greenbenchmonthly.com/wp-content/uploads/2017/05/3801-9th-1-1.jpg&description=Building a Neighborhood: Allendale Terrace>)

Aerial view Google -  
774 36th Ave N  
- House



Appendix B  
Maps of Subject Property



**Community Planning and Preservation Commission**

**774 36TH AVE N**



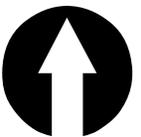
**Original Application**



**Recommended Approval**

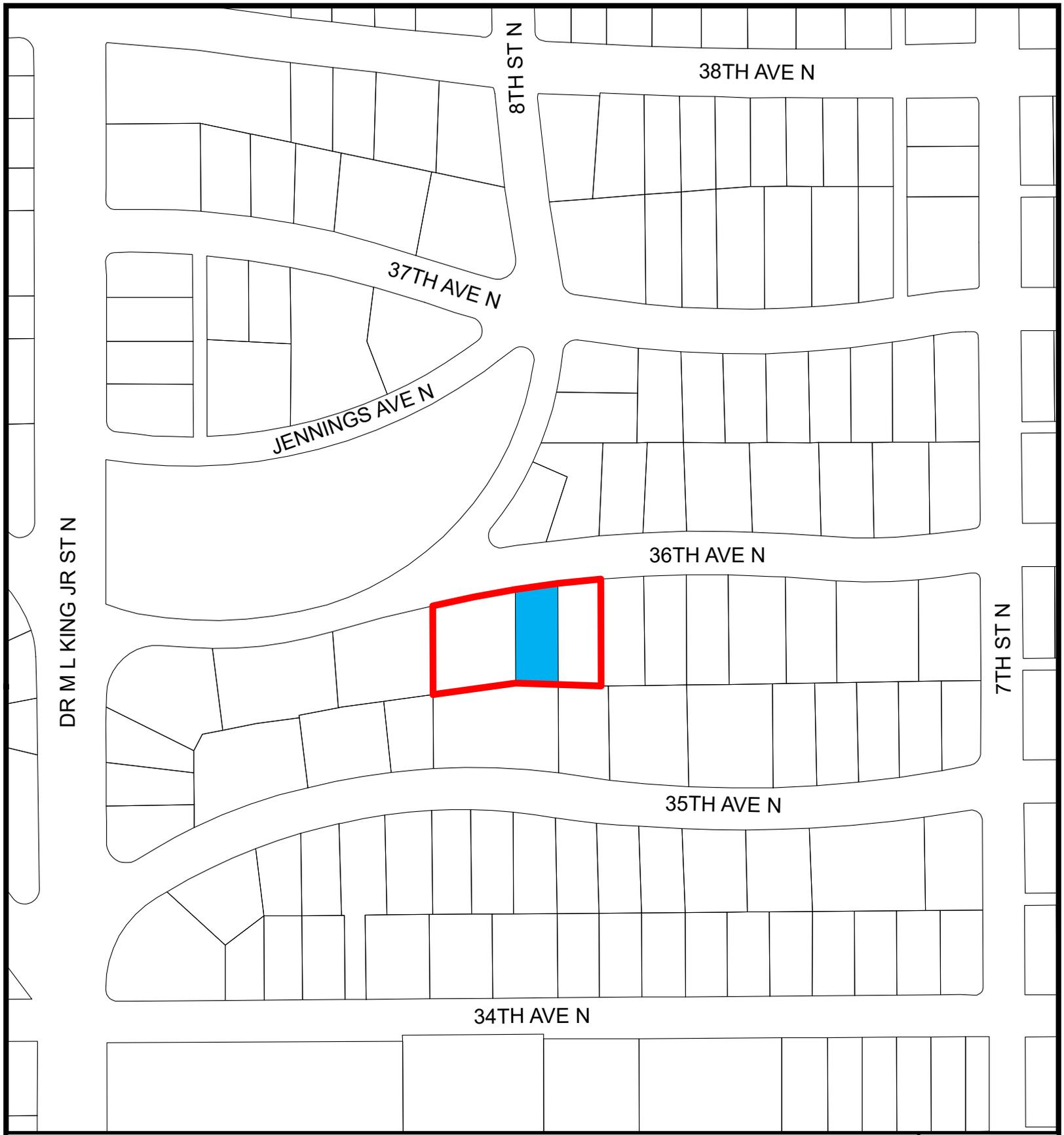
**CASE NUMBER**

**18-90300010**



**N**

**SCALE:  
1" = 200'**



**Community Planning and Preservation Commission**

**774 36TH AVE N**



**Original Application**



**Recommended Approval**

**CASE NUMBER**

**18-90300010**



**N**

**SCALE:  
1" = 200'**

## Appendix C

Florida Master Site File Form 8PI00465



# HISTORICAL STRUCTURE FORM FLORIDA SITE FILE

Version 2.0 7/92

 Site #8 PI 00465  
 Recorder # 198  
 Field Date 9/10/96  
 Form Date 11/8/96

 Original  
 Update

(formerly) James E. "Doc" Webb House

 SITE NAMES (addr. if none) 774 36th Avenue N [MULT. LIST. #8 \_\_\_\_\_]  
 SURVEY St. Petersburg Neighborhood Survey Phase V [SURVEY # \_\_\_\_\_]  
 NATIONAL REGISTER CATEGORY  building \_\_\_\_\_ structure \_\_\_\_\_ district \_\_\_\_\_ site \_\_\_\_\_ object \_\_\_\_\_

## LOCATION & IDENTIFICATION

 ADDRESS (Include N,S,E,W; st., ave., etc.) 774 36th Avenue N  
 CROSS STREETS nearest/between S side, between 7th & 9th Streets N  
 NEAREST CITY/TOWN St. Petersburg IN CURRENT CITY LIMITS  yes  no  
 COUNTY Pinellas TAX PARCEL # \_\_\_\_\_  
 SUBDIVISION NAME Allendale Terrace BLOCK 2 LOT NO. 11-14  
 OWNERSHIP  private-profit  priv-nonprofit  priv-indiv  priv-unspecified  city  county  state  federal  unknown  
 NAME OF PUBLIC TRACT (e.g., park) \_\_\_\_\_  
 ROUTE TO \_\_\_\_\_

## MAPPING

 USGS 7.5' MAP NAME St. Petersburg 1956 PR 1987  
 TOWNSHIP 31S RANGE 17E SECT. 7 1/4 NW 1/4-1/4 NW IRREG. SECT.?  y  n  
 UTM: ZONE 16 17 EASTING 01 NORTHING 01  
 PLAT OR OTHER MAP (Map's name, location) F-20 Planning Department, Municipal Services Center,  
One Fourth Street N, St. Petersburg, 33701

## DESCRIPTION

 STYLE Neoclassical Revival EXTERIOR PLAN rectangular NO. STORIES 2  
 STRUCTURAL SYSTEMS wood frame  
 FOUNDATION: Types continuous Materials concrete block  
 EXTERIOR FABRICS wide clapboard  
 ROOF: Types hip Materials composition shingles  
 Secondary strucs. (dormers etc.) \_\_\_\_\_  
 CHIMNEY: No. 1 Materials brick LOCATIONS interior center  
 WINDOWS (types, materials, and placements) 5/1 & 3/1 wood double-hung

 MAIN ENTRANCE (stylistic details) braces over entrance, elliptical fanlight & sidelights, balcony on triangular knee  
 PORCHES: #open 2 #closed \_\_\_\_\_ #incised \_\_\_\_\_ Locations front (N), side (E)  
 Porch roof types gable w pediment, 2 story fluted paired Ionic columns; gable, porte cochere  
 EXTERIOR ORNAMENT wood, flat eaves brackets

 INTERIOR PLAN unknown CONDITION:  excellent  good  fair  deteriorated  ruinous  
 SURROUNDINGS (N=None, S=Some, M=Most, A=All or nearly all)  commercial  residential  institutional  rural  
 ANCILLARY FEATURES (No., type of outbuildings; major landscape features) 1 story garage, hip roof,  
@ SE of house; property is a full 4 lots in size w a decorative iron & painted brick  
fence across it

 ARCHAEOLOGICAL REMAINS AT SITE Archaeological form completed?  y  n (No-explain; yes-attach!)  
 Artifacts or other remains none observed

 NARRATIVE (E.g. description of interior, landscape, architecture, etc; please limit to 3 lines and attach full statement on separate sheet)  
This house was built at an unknown date, likely around 1925, and it was moved one lot  
west by "Doc" Webb in 1935. The porte cochere was built and the front porch rebuilt in  
1935 too, it appears. A garage addition and second floor expansion of the house were  
finished in 1957. The rear yard received a screened porch and pool house, pool and fallout  
shelter in 1960. Interior remodeling was done in 1975, and a detached greenhouse in 1978.



HISTORY

CONSTRUCTION DATE 1925      CIRCA    yes   no  
 ARCHITECT: (last name first) unknown, or none  
 BUILDER: (last name first) unknown  
 MOVES    yes   no Dates 1935 Orig. addr. moved W from Lot 14 to Lot 13 int. remodel  
 ALTERATIONS    yes   no Dates 35 57 75 Nature rebuilt ent. portico, interior work, complete  
 ADDITIONS    yes   no Dates 35 57 60 78 Nature porte cochere, garage/2nd fl. add'ns, rear v  
 ORIGINAL USES (give dates)            private residence porch/pool/pool house/fallout shelter,  
 INTERMEDIATE USES (give dates) private residence greenhouse  
 PRESENT USES (give dates) private residence  
 OWNERSHIP HISTORY (especially original owner) The owner in 1935 was James E. Webb, who owned the property until the late 1960s or early 1970s. The owners in the 1970s were Dr. and Mrs. Richard Perry (Anne).

SURVEYOR'S EVALUATION OF SITE

Potentially elig. for local designation? yes   no   insuff. info | Local Designation Category  
 Individually elig. for Nat. Register?   yes no   insuff. info |   D  
 Potential contributor to NR district? yes   no   insuff. info |           

HISTORICAL ASSOCIATIONS (ethnic heritage, etc.) Architecture and Construction; Commerce

EXPLANATION OF EVALUATION (required; limit to three lines; attach full statement on separate sheet)

One of St. Petersburg's best-known tourist attractions was Webb's City, and this was the home of its founder, "Doc" Webb. James E. Webb owned the property for well over thirty years. The Neoclassical Revival style house from circa 1925 is significant in its own right, apart from its associations with Webb, and contributes to the overall architectural significance of            the Allendale neighborhood.

CROSS-REFERENCES

BIBLIOGRAPHIC REFERENCES (Author, date, title, publication information. If unpublished, give FSF Manuscript Number, or location where available) Plat, Zoning and House Numbers Maps, Aerial Maps--Planning Dept. and Engineering Dept. Property Cards--Construction Services Dept. City of St. Petersburg. Construction Information from Property Appraiser, Pinellas County.

PHOTOGRAPHS (REQUIRED) B&W print(s) at least 3 x 5, at least one main facade. Label the back of the print with the FSF site number (site name if not available), direction and date of photograph: use pencil. Attach to back of the second to last page with a plastic or coated clip. Location of negatives/neg. nos. City of St. Petersburg/96-7-30

RECORDER

NAME (last first)/ADDR/PHONE/AFFILIATION Kitchen, Judith L., Architectural Historian c/o City of St. Petersburg, Planning Department, PO Box 2842, 33731. (813) 893-7153

FOR DETAILED INSTRUCTIONS: *Guide to the 1992 Historic Structure Form of the Florida Site File.*

DHR USE ONLY		OFFICIAL EVALUATIONS				DHR USE ONLY	
NR DATE		KEEPER-NR ELIGIBILITY*:	y	n	pe	ii	Date / /
/ /		SHPO-NR ELIGIBILITY*:	y	n	pe	ii	Date / /
DELIST DATE		LOCAL DESIGNATION*:					Date / /
/ /		Local office					

\* y=Yes; n=No; pe=Potentially Eligible; ii=Insufficient Information

- REQUIRED:
- (1) USGS MAP WITH STRUCTURE PINPOINTED
  - (2) LARGE SCALE STREET OR PLAT MAP
  - (3) PHOTO OF MAIN FACADE, PREFER B&W, AT LEAST 3X5





FLORIDA MASTER SITE FILE

Site Inventory Form

*Yes* category D/E

*F-20  
427*

FDAHRM 802==  
Site No. PI-465 1009==

Site Name Residence 830== Survey Date 7806 820==

Instruction for locating (or address) 774 36th Avenue N.  
St. Petersburg, Fl. 33704 813==

Location: Allendale Terrace / 2 / 12, 13, 14 868==  
subdivision name block no. lot no.

County: Pinellas 808==

Owner of Site: Name: Perry, Richard E. and Anne P. ;

Address: 744 36th Avenue N.  
St. Petersburg, Fl. 33704 902==

Occupant, Tenant, or Manager:  
Name: \_\_\_\_\_ 904==

Type of Ownership private 848== Recording Date \_\_\_\_\_ 832==

Recorder:  
Name & Title: Davies, Doug and Nuccio, Margaret, Historic Researchers  
Address: 205 Ninth Street N.  
St. Petersburg, Fl. 33701 818==

Condition of Site:	Integrity of Site:	Original Use <u>Private Residence</u> 838==
Check one	Check one or more	Present Use <u>Private Residence</u> 850==
<input type="checkbox"/> Excellent 863==	<input checked="" type="checkbox"/> Altered 858==	Dates: Beginning <u>+1925</u> 844==
<input checked="" type="checkbox"/> Good 863==	<input checked="" type="checkbox"/> Unaltered 858==	Culture/Phase <u>American</u> 840==
<input type="checkbox"/> Fair 863==	<input type="checkbox"/> Original Site 858==	Developmental Stage <u>20th century</u> 842==
<input type="checkbox"/> Deteriorated 863==	<input type="checkbox"/> Restored ( ) Date: ( ) 858==	
	<input type="checkbox"/> Moved ( ) Date: ( ) 858==	

NR Classification Category: Building 916==

Threats to Site:

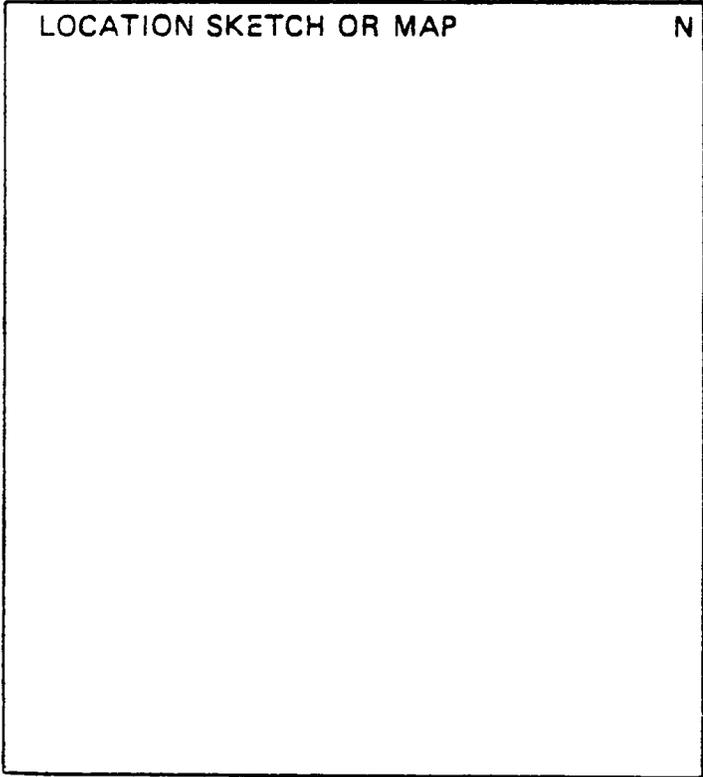
Check one or more		
<input type="checkbox"/> Zoning ( ) ( ) 878==	<input type="checkbox"/> Transportation ( ) ( ) 878==	
<input type="checkbox"/> Development ( ) ( ) 878==	<input type="checkbox"/> Fill ( ) ( ) 878==	
<input type="checkbox"/> Deterioration ( ) ( ) 878==	<input type="checkbox"/> Dredge ( ) ( ) 978==	
<input type="checkbox"/> Borrowing ( ) ( ) 878==		
<input type="checkbox"/> Other (See Remarks below): _____ 878==		

Areas of Significance: Historical, Architectural 910==

Significance:  
See Attached Statement of Significance  
911==

Photographic Record Numbers AL - 06 - 08, 09 860==

ARCHITECT \_\_\_\_\_ 872==  
 BUILDER \_\_\_\_\_ 874==  
 STYLE AND/OR MODE Colonial Revival ~~Federal~~ 964==  
 PLAN TYPE rectangular 966==  
 EXTERIOR FABRIC(S) wood clapboard 854==  
 STRUCTURAL SYSTEM(S) frame 856==  
 FOUNDATION: continuous footing 942==  
 ROOF TYPE: hip/gable 942==  
 SECONDARY ROOF STRUCTURE(S): 942==  
 CHIMNEY LOCATION: interior/ rear slope 942==  
 WINDOW TYPE: DHS 5/1 942==  
 CHIMNEY: stucco 882==  
 ROOF SURFACING: composition shingle 882==  
 INTERIOR WALLS: plaster 882==  
 ORNAMENT INTERIOR: 882==  
 ORNAMENT EXTERIOR: Ionic columns 882==  
 NO. OF CHIMNEYS 2 952== NO. OF STORIES 2 950==  
 OTHER (SPECIFY) \_\_\_\_\_ 954==  
 Map Reference (incl. scale & date) \_\_\_\_\_ 809==  
 Latitude and Longitude: \_\_\_\_\_ 800==  
 ° : " ° ' "

LOCATION SKETCH OR MAP N  


Township	Range	Section

812==

UTM Coordinates;

890==

Zone Easting Northing

Contact Print

Statement of Significance (use continuation sheet if necessary)

James E. "Doc" Webb resided at this location. Born in 1899, Webb came to St. Petersburg in 1925 and opened a 17' x 28' drugstore at the corner of Ninth Street and Second Avenue South. From those humble beginnings, Webb, through his unique and ingenious methods of promotion and salesmanship built an empire that at its peak saw 40,000 people shop daily at 77 individual departments and bring in \$30 million annually. Indeed Webb's City can actually be considered St. Petersburg's first "shopping center".

Shortly after Webb arrived in St. Petersburg, he bought out one competitor after another and gradually and steadily added one department after another thereby enlarging his original tiny drug store into a large department store complex. Department was added to department and soon Webb was selling almost everything in his "shopping center", including groceries, clothing, electrical supplies and household appliances, hardware, baked goods, luggage, photographic supplies, and of course, drugs. Webb's City also had a floral shop, beauty salon, barber shop, gift shop, coffee shop, travel bureau, numerous soda fountains and a cafeteria where thousands ate daily. Webb's City became known as "The Worlds Most Unusual Drug Store."

Shortly after Webb founded his drugstore back in 1925, the St. Petersburg land and building boom broke, but with different publicity stunts daily, continuous bargains and much newspaper advertising, "Doc" made money while most other merchants lost it. Merchants fought back at Webb but he was always a step ahead of his competitor by either cutting prices or promoting different shows and gimmicks. "Doc" was particularly noted for his gimmicks and shows as he established Webb's City on the principle that excited crowds meant money in the till and he was right as year after year his store was enlarged to take care of the increasing throng of customers.

Feature writers from nationally known magazines and newspapers spread the fame of Webb's City throughout the country. They gave the store and St. Petersburg as well, millions of dollars worth of publicity. As a result many thousands of winter visitors to Florida stopped in St. Petersburg to see what Webb's City was all about; few were disappointed.

Webb's various publicity stunts included selling dollar bills for \$.89 and then buying them back for \$1.35, giving away two packs of cigarettes after his competitor had given away one pack; dancing on a counter to promote his vitamins; and most famous of all, developing his "Poster Girls", pageant beauties handpicked by "Doc" to represent him and the store in tours and shows. Also part of the entertainment were live animal acts, carnivals and circus acts in the parking lots and a mermaid show.

His many bargains included selling butter for \$.19 a pound when elsewhere it sold for \$.79 a pound; selling tires for \$9.95 when others were selling them for double that price; selling \$2.95 spray guns which he obtained for \$.10 each for \$.69; and most famous and successful of all his bargains, Webb offered a three cent breakfast during the Depression which consisted of one egg, three slices of bacon, three slices of toast and hominy 911==

CONTINUATION SHEET

911

grits with ham gravy.

Webb was not merely a showman - he was also a very shrewd businessman. He was able to offer good bargains because he purchased so many car-loads and truck loads of merchandise in cash directly from wholesalers and manufacturers. Because of his volume purchases from manufacturers and wholesalers, which made them quite dependent upon him, Webb could almost insist on getting the first chance to either buy or refuse anything they had to offer.

As the years passed, the downtown area began to decline and Webb's City suffered as a result. Finally in 1974, almost 50 years after he founded Webb's City as a tiny drug store, "Doc" Webb sold his controlling interest in the store to a Texas business firm. Today he lives in retirement in a condominium.

Fuller, Walter P. St. Petersburg and Its People, 1972, pp 230 - 233.

Goldberg, Hyman "Million-Dollar Medicine Man" Cosmopolitan, February 1953, pp. 104-111.

Grismer, Karl Story of St. Petersburg, 1948, pp. 391 - 392.

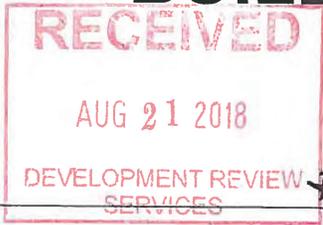


Appendix D  
Buildable Lot Letter



st.petersburg  
www.stpete.org

# BUILDABLE LOT LETTER



Application No. 18-40000061

Request Letter for 4 platted conforming Lots

Buildable lot letters identify the buildable status of any platted lot or parcel. When a parcel is under common ownership and consists of more than one lot of record, a survey of all lots is required, if there are structures to remain on any of the lots. All applications are to be filled out completely and correctly. Applications are submitted to the City of St. Petersburg's Development Review Services Division, located on the 1<sup>st</sup> floor of the Municipal Services Building, One 4<sup>th</sup> Street North, St. Petersburg, Florida.

GENERAL INFORMATION	
NAME of APPLICANT (Property Owner):	MERRILL KING
Street Address:	774 36 <sup>th</sup> Ave NORTH
City, State, Zip:	ST PETE 33704-1246
Telephone No:	727-688-2151
Email Address:	merrillkgp@aol.com
NAME of AGENT or REPRESENTATIVE:	J. DENNIS JOHNSON, JR.
Street Address:	1057 S. CLEARVIEW Ave
City, State, Zip:	TAMPA FL. 33629
Telephone No:	813-244-2600
Email Address:	JDJOHNSONTAMPA@GMAIL.COM
PROPERTY INFORMATION:	
Street Address or General Location:	774 36 <sup>th</sup> Ave NORTH
Parcel ID#(s):	07-31-17-00522-002-0110
Indicate if there are any structures to remain:	ALL STRUCTURES TO BE DEMOLISHED

## FEE SCHEDULE

The fee for a buildable lot letter: \$40.00; Cash, credit, checks made payable to "City of St. Petersburg"

## AUTHORIZATION

Signature of Owner / Agent\*: [Signature] Date: 8-21-18  
\*Affidavit to Authorize Agent required, if signed by Agent.  
MERRILL KING

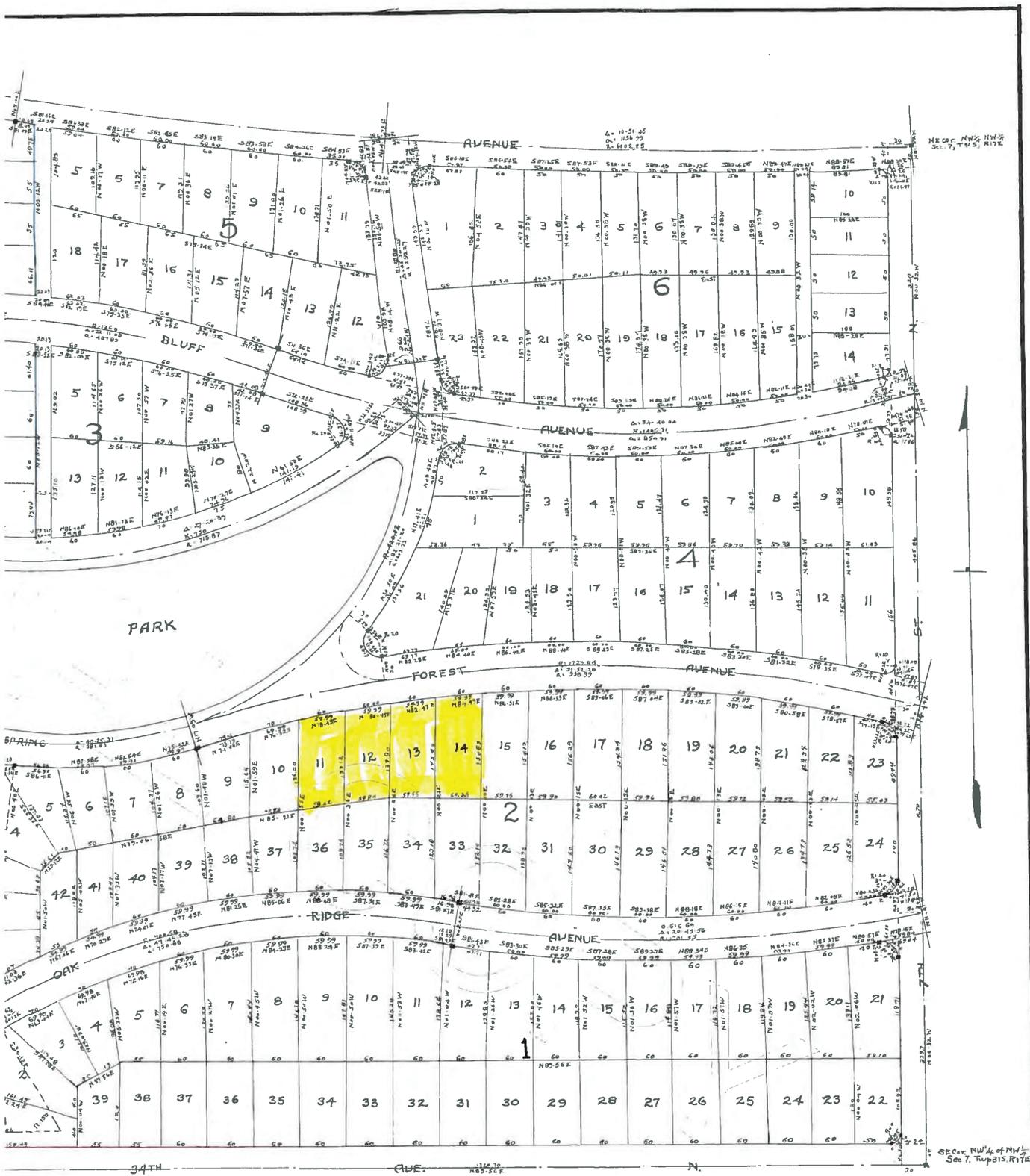
## FOR OFFICE USE ONLY - DO NOT WRITE BELOW LINE

Based upon the property card, property deed, parcel ID number (PIN), and the survey provided by the applicant, the subject property (S) / IS NOT buildable for a single family home and accessory dwelling unit.  
Lots 11, 12, 13 and 14 are each individually buildable.

This determination is effective as of the date of this letter, and is subject to change upon any future amendment to the Land Development Regulations. Future development on the subject parcel shall be subject to all applicable codes at time of permitting; including, but not limited to, Land Development Regulations and Building and Life Safety codes.

Conditions of Approval: All existing structures must be demolished for all four lots to be buildable.

Signature of Designated City Staff: [Signature]  
Printed Name: Jaime T. Jones Date: 8/31/18



SEE CON. NW 1/4 OF NW 1/4  
SEC 7, TWP 15 N, R 17 E

G. F. YOUNG  
Eng. in Charge  
St. Petersburg  
Fla.

City of St. Petersburg, Florida

\*\*\* CUSTOMER RECEIPT \*\*\*

Oper: TLKELEHE Type: CC Drawer: 1  
Date: 8/31/18 01 Receipt no: 1008457

Year	Number	Amount
2018	40000061	
PZ	50 PLANNING & ZONING	

Trans number:	21287059
CCF	COLLECTIONS CONV FEE
	1.00
	\$2.00

Trans number: 21287061

Tender detail	
AM AMERICAN EXP	\$42.00
Total tendered	\$42.00
Total payment	\$42.00

Trans date: 8/31/18 Time: 15:23:29

\*\*\* THANK YOU FOR YOUR PAYMENT\*\*\*

CENTRAL CASHIERS  
325 CENTRAL AVE  
ST PETERSBURG, FL 33701

08/31/2018 15:23:09

CREDIT CARD

AMEX SALE

Card #	XXXXXXXXXX1002
SEQ #:	42
Batch #:	231
INVOICE	42
Approval Code:	129103
Entry Method:	Manual
Mode:	Online

SALE AMOUNT \$42.00

CUSTOMER COPY