



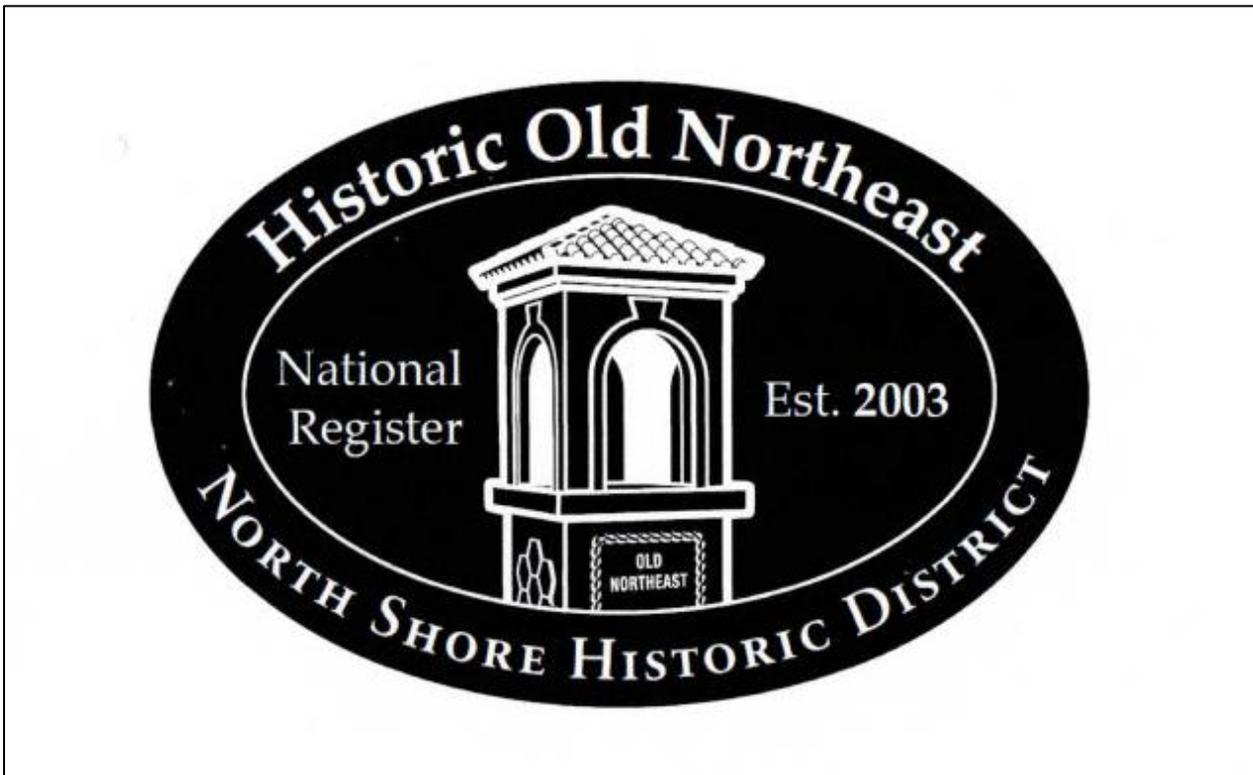
CITY OF ST. PETERSBURG, FLORIDA
PLANNING AND DEVELOPMENT SERVICES DEPARTMENT
URBAN PLANNING AND HISTORIC PRESERVATION DIVISION

STAFF REPORT

Community Planning and Preservation Commission
Certificate of Appropriateness Request

For **Public Hearing** and **Executive Action** on October 8, 2019 beginning at 2:00 p.m. in the Auditorium, The Sunshine Center, 330 Fifth Street North, St. Petersburg, Florida

According to Planning and Development Services Department records, Commissioners Jeff Wolf and Sharon Winters reside or have a place of business within 2,000 feet of the subject property. All other possible conflicts should be declared upon the announcement of the item.



Case No.:	MM 19-9060002
Location:	North Shore National Register Historic District, Welch's Mediterranean Row Local Historic District, 200 Block of 10 th Avenue Northeast Local Historic District, and 700 Block of 18 th Avenue Northeast Local Historic District
Owner(s):	City of St. Petersburg
Applicant:	Robin L. Reed on behalf of the Historic Old Northeast Neighborhood Association
Request:	Review of a Markers and Monuments application for a signage plan in the North Shore National Register Historic District and North Shore Section local historic districts

Project Overview

The applicant, Historic Old Northeast Neighborhood Association (HONNA), is requesting approval from the City of St. Petersburg to install a series of markers to identify the local historic districts located within the Historic Old Northeast neighborhood. The proposed signs are similar to the existing Granada Terrace Historic District signs that are already in place. These new signs will be placed on two corners of each local historic district:

- 200 Block of 10th Avenue Northeast
 - SE corner of Bay Street and 10th Avenue NE
 - NW corner of Oak Street and 10th Avenue NE

- 700 Block of 18th Avenue Northeast
 - SE corner of Walnut Street and 18th Avenue NE
 - NW corner of Elm Street and 18th Avenue NE

- Welch's Mediterranean Row
 - SE corner of 1st Street and 19th Avenue NE
 - SW corner of Bay Street and 19th Avenue NE

HONNA has included a future marker for the Historic Old Northeast neighborhood in the application, but has no plans to move forward with that marker. Therefore, that marker is not under review.

Review of Markers and Monuments

In 2001, City Council adopted an official policy regarding the acceptance of markers and monuments. Under the criteria of this policy, if the marker is used to commemorate an historic event, building or person or group, it must be reviewed by the Community Planning and Preservation Commission ("CPPC") for consistency with the adopted policy. In this role, the CPPC is reviewing the application to certify whether the Building or Site, that is the subject of the proposed monument, made a significant contribution to history at a local, state, or national level.

- A. For the city of St. Petersburg to consider the placement of a plaque or monument on public property the following criterion must be met:
 1. **To Commemorate a Building or Site, the building or site must be significant in the area of architecture or archaeology on a local, regional, statewide or national level. A building or site may also be marked for its association with a significant event or person. The building or site must be at least 50 years old (unless waived by the HPC). The site should retain the physical characteristics that were present during the period for which it is significant.**

The markers proposed in this project incorporate an area that has been identified as historically significant on the national and local level, including one National Register historic district and three local historic districts, all known for their architectural styles and period of development during Florida's 1920s land boom. The North Shore National Register Historic District was listed on the National Register of Historic Places in 2003 as an example of a collection of more than 1,000 buildings of multiple architectural styles (Bungalow, Prairie, Frame Vernacular, Colonial Revival, and Mediterranean Revival) that represented the Florida Land Boom years of the 1920s. Sections of the North Shore National Register Historic District have been identified locally as historic districts. The 700 Block of 18th Avenue Northeast Local

Historic District was designated in 2017 as a collection of ten houses that exhibit the primary architectural styles of the 1920s land boom: Mediterranean Revival, American Foursquare, Colonial Revival, and Mission Revival. The 200 Block of 10th Avenue Northeast, also designated in 2017, contains a group of 14 structures that exhibit the diverse building design and styles of the overall North Shore National Register Historic District. Finally, Welch’s Mediterranean Row Local Historic District, a block of ten, small-scale, Mediterranean Revival houses developed in a six-month period in the mid-1920s by M.B. Welch, was designated in 2018. Staff contends that these districts still retain the physical characteristics that represent their periods of significance.

B. Program

2. **Non-Standard Marker Program: A Non-Standard Marker may be used if a citizen would like to Commemorate or Memorialize an event, person, or building, with a custom designed marker.**

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

The applicant is coordinating all design and manufacturing of the proposed monument. Additional details are included in the attached application.

- *The applicant will be required to present the design, proposed text, location, and justification for the marker for review by Urban Planning and Historic Preservation staff.*

The applicant has submitted all required information to City staff for review and inclusion in this report.

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

The applicant will be responsible for all costs associated with the marker, including manufacture, installation, and maintenance.

- *When the marker is associated with an historic Event, Building, or Person, the application shall be reviewed by the CPPC and if the building is a local landmark, the applicant will also require COA approval.*

Some of the markers will be placed in local historic districts, and therefore a Certificate of Appropriateness will be required. Staff will review those applications at the administrative level in accordance with this Markers and Monuments application.

Recommendation

City Administration and Staff finds that the proposed markers meet the criteria for the City’s Markers and Monuments Policy and recommends the Community Planning and Preservation Commission (“CPPC”) **approve** the contents of the marker proposal **with conditions**:

1. The CPPC is recommending approval of the proposed content thereby certifying its importance to St. Petersburg’s local architectural history. The final design shall be coordinated for approval

through Community Services Staff, including Susan Ajoc, prior to manufacturing and implementation.

2. Relocation or removal, if required, shall be conducted in accordance with the City's Markers and Monuments Policy.
3. Markers located within historic districts shall require COA approval before installation. The Certificates of Appropriateness can be processed administratively.

Appendix A:

Application No. 19-9060002



CERTIFICATE OF APPROPRIATENESS

APPLICATION

All applications are to be filled out completely and correctly. The application shall be submitted to the City of St. Petersburg's Planning and Development Services Department, located on the 8th floor of the Municipal Services Building, One Fourth Street North, St. Petersburg, Florida. Laura Duvekot, Historic Preservationist II, (727) 892-5451 or Laura.Duvekot@stpete.org

GENERAL INFORMATION

Kulch's Mediterranean Row, 700 Block
 Property Address 18th Ave. NE, 200 Block 10th Ave. NE Parcel Identification No.
Historic District Signage
 Historic District / Landmark Name Corresponding Permit Nos.
None Show National Registered District
 Owner's Name Property Owner's Daytime Phone No.
City (Historic Old NE Neighborhood Assn.)
 Owner's Address, City, State, Zip Code REP. ~~Owner's~~ Email
Natalie DeVicente, President 727-825-0480
 Authorized Representative (Name & Title), if applicable Representative's Daytime Phone No.
Rubin L. Reed, Chair, HONNA Planning and Preservation Committee RLREED@TAMPABAY.PR.COM
 Owner's Address, City, State, Zip Code Representative's Email

APPLICATION TYPE (Check applicable)		TYPE OF WORK (Check applicable)	
<input type="checkbox"/>	Addition	<input type="checkbox"/>	Window Replacement
<input type="checkbox"/>	New Construction	<input type="checkbox"/>	Door Replacement
<input type="checkbox"/>	Demolition	<input type="checkbox"/>	Roof Replacement
<input type="checkbox"/>	Relocation	<input type="checkbox"/>	Mechanical (e.g. solar)
<input type="checkbox"/>	Other:	<input type="checkbox"/>	Repair Only
		<input type="checkbox"/>	In-Kind Replacement
		<input type="checkbox"/>	New Installation
		<input type="checkbox"/>	Other:

AUTHORIZATION

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

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

Signature of ^{PRESIDENT} Owner: Natalie DeVicente Date: August 16, 2019
 Signature of Representative: Rubin L. Reed Date: Aug. 16, 2019

COA for Historic District Signage in the Historic Old Northeast Neighborhood

August 16, 2019

In an effort to recognize new local historic districts in Old NE, and to engender pride in those districts, the Historic Old NE Neighborhood Association is proposing to place appropriate new signage to identify the districts.

Design:

The signs have been designed by a sign professional currently working for a large company in Boston. Most of the design work is being done *pro bono*.

The signs have been designed to complement earlier signage developed for the Granada Terrace Historic District a number of years ago. The poles for the signage have the same design as that used for the Granada Terrace signs, and the paddle design is similar.

Locations:

One sign will be located at each end of the three blocks under consideration (six signs in total). The poles will be located on the right hand (driver's side) of the street at each end of the block, except for Welch's Mediterranean Row which encompasses only the south side of the block. In that case, both poles will be located on the south side of the street.

The poles can be placed in the parkway corners, near where the sidewalks intersect, or that same location when only one sidewalk exists.

Street Name Signage:

We are requesting that the City allow us to move the street signs to these poles, so that in future when funds are available, we can have all of our street signs on decorative poles, whether or not they are part of a historic district and have a paddle attached with historic district information. Currently, the Granada Terrace historic signage incorporates the street signs.

Installation:

Installation will be done by the sign company, Creative Sign Designs. They have worked with other neighborhoods in St. Petersburg, and were recommended by Susie Ajoc. HONNA will work with the City and the company to facilitate installation.

Location and Map:

The locations of the six poles have been marked on the attached map of the Old NE.

1. 200 Block of 10th Ave NE
 - a. SE corner of Bay St and 10th Ave NE
 - b. NW corner of Oak St and 10th Ave NE

2. 700 Block of 18th Ave NE
 - a. SE corner of Walnut St and 18th Ave NE
 - b. NW corner of Elm St and 18th Ave NE

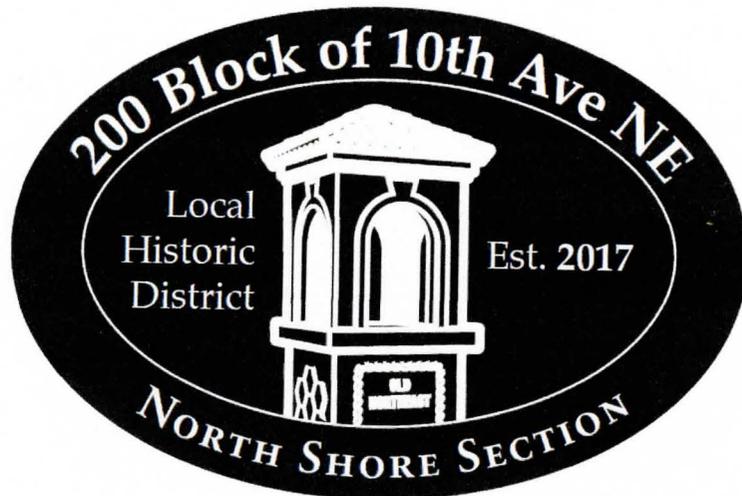
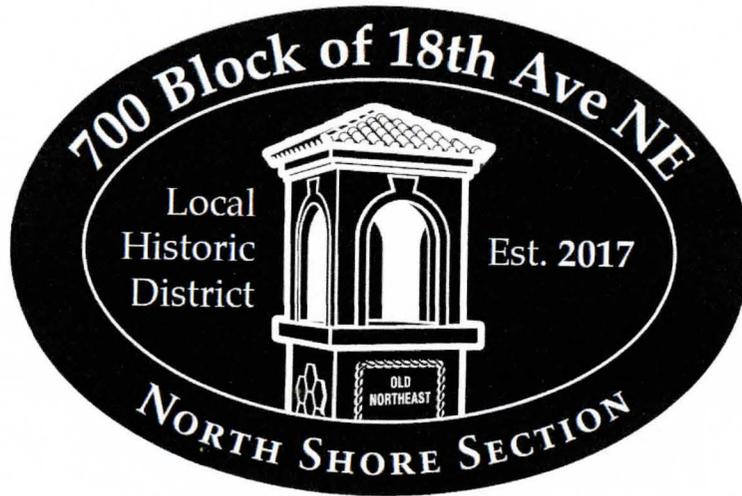
3. Welch's Mediterranean Row
 - a. SE corner of 1st St and 19th Ave NE
 - b. SW corner of Bay St. and 19th Ave NE

Future Signage:

The fourth design presented is for future proposed signage for those entry streets that do not currently have a monument or wishing well.

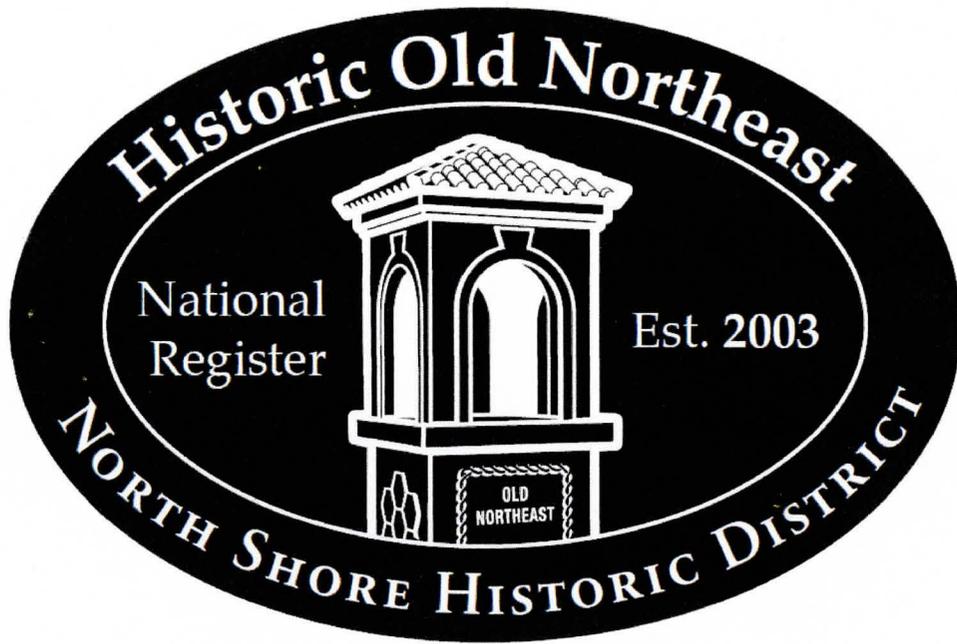
The first locations for consideration will be 9th and 30th Avenues at 4th Street. Specific placement has not been determined since these are proposed for a future time.

PROPOSED SIGNAGE FOR NEW HISTORIC DISTRICTS



FUTURE NEIGHBORHOOD 'ENTRY MARKER'

Proposed for streets that enter the neighborhood which do not have an entry monument or wishing well



EXISTING GRANADA TERRACE SIGNAGE

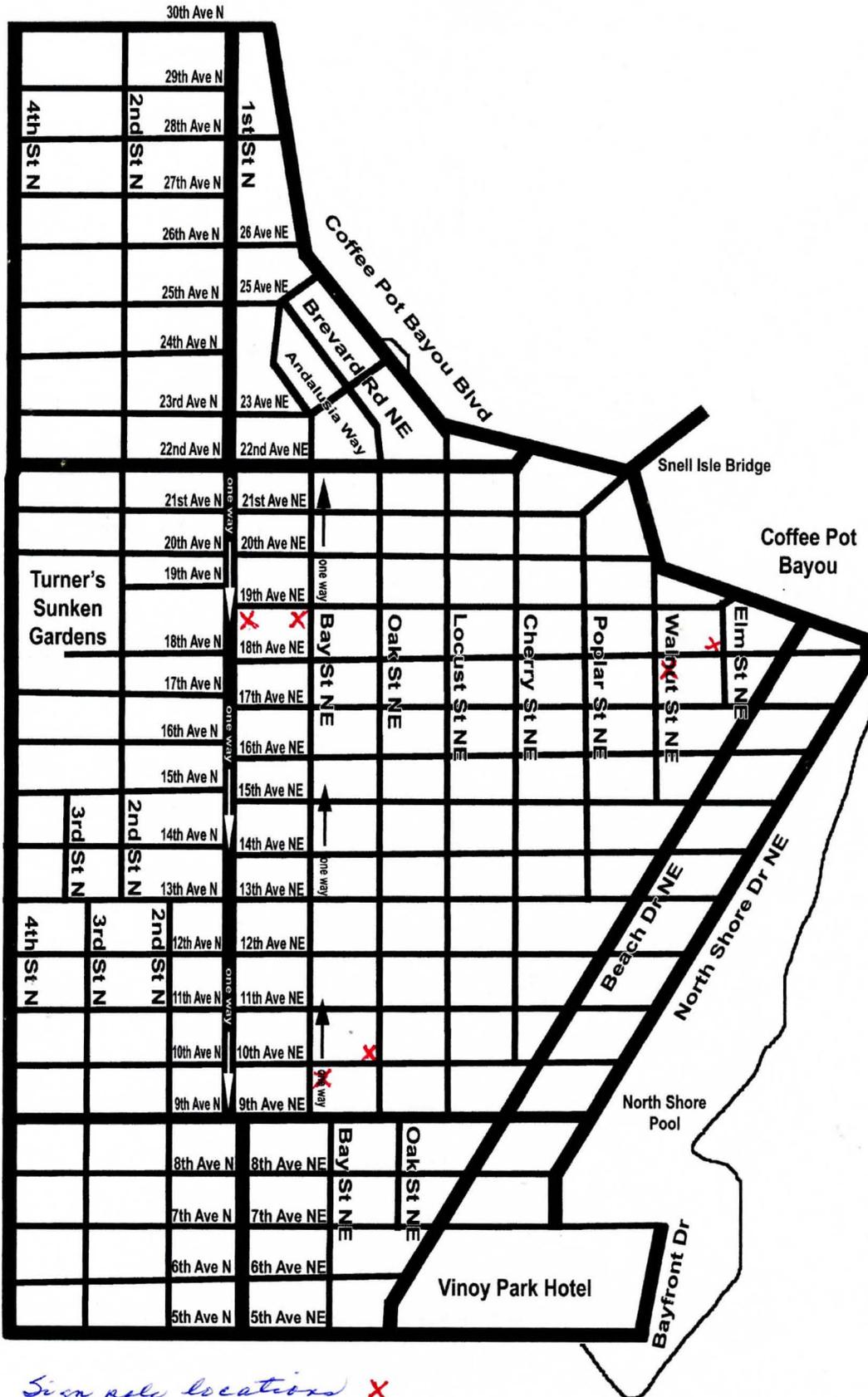


Historic Old Northeast Neighborhood

200 Block of 10th Ave. NE

700 Block of 18th Ave. NE

Welch's Mediterranean Room



Sign pole locations X

700 Block of 18th Avenue NE



Wells's Mediterranean Road



SE Corner of Walnut Street and 18th Avenue NE



NW Corner of Elm Street and 18th Avenue NE

5W Corner of Bay St. and 19th Ave. NE SE Corner of 15th Street and 19th Ave NE

206 Block of 10th Avenue NE



NW Corner of Oak Street and 10th Avenue NE



SE Corner of Bay Street and 10th Avenue NE