



**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 **scheduled for Tuesday, September 8, 2020 at 2:00 p.m.** by means of communications media technology pursuant to Executive Order 20-69 issued by the Governor on March 20, 2020, and Executive Order 2020-12 issued by the Mayor on April 9, 2020. Everyone is encouraged to view the meetings on TV or online at [www.stpete.org/meetings](http://www.stpete.org/meetings).

According to Planning and Development Services Department records, Charles Copley Gerdes 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.



AGENDA ITEM:

CITY FILE NO.: 20-90300001

REQUEST:

Designation of Smalley-Green Auto Building as a landmark of the St. Petersburg Register of Historic Places

OWNER:

Another Little Central Avenue Building, LLC

AGENT:

Blake Thompson

ADDRESS:

1180 Central Avenue

PARCEL ID NO.:

07-31-17-28332-000-0860

LEGAL DESCRIPTION:

MCADOO'S REPLAT LOTS 15 AND 16

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## Contents

Overview .....	1
Narrative Description and Background.....	1
Narrative Description.....	1
Primary Character-Defining Features .....	3
Historical Context.....	3
Staff Findings.....	9
Historic Significance and Satisfaction of Eligibility Criteria.....	9
Historic Integrity .....	10
Property Owner Consent and Impact of Designation.....	10
Consistency with St. Petersburg’s Comprehensive Plan, Existing Land Use Plan, and Future Land Use Plan .....	11
Recommendation.....	11
References .....	11

## Appendices

Appendix A	Application for Designation to the St. Petersburg Register of Historic Places
Appendix B	Maps of the Subject Property
Appendix C	Florida Master Site File Form
Appendix D	Additional Photographs

## OVERVIEW

On January 31, 2020, a Local Landmark Designation Application for the listing of 1180 Central Avenue in the St. Petersburg Register of Historic Places (Appendix A) was submitted to the Urban Planning and Historic Preservation Division by the owner Blake Whitney Thompson. The owner has also applied for an *Ad Valorem Tax Exemption-Historic*, which is processed and approved by City Staff, pending the outcome of the designation application. Ad valorem tax exemption for historic properties is a local program for qualifying residential or non-residential historic properties that exempts the increased value of a qualifying rehabilitation project from ad-valorem property taxes for a ten-year period. There is presently no cap to the calculable rehabilitation expenses exempted. This benefit applies to property that is individually listed in the National Register of Historic Places, is designated individually as a Local Historic Landmark, or is identified as a contributing resource within a National Register Historic District or local historic district.

## NARRATIVE DESCRIPTION AND BACKGROUND

### Narrative Description

The subject property is largely characterized by its eclectic blend of Italian and Spanish Revival and Art Deco styles. The building is a one-story masonry structure on a concrete slab foundation that has a rectangular footprint with a front-gabled roof located behind a parapet with a highly decorative mansard roof. As indicated by historic photographs, the mansard roof was historically covered with wood shingles that were replaced at a later time with asphalt shingles. As part of the rehabilitation project, the owner has installed new wood shingles to restore the look of the building.

Below the mansard roof is highly ornate decorative brackets. Between the bottom of each bracket is a light bulb with a rectangular surround made of a textured egg and dart molding. Below the modillion is a row of the same textured egg and dart molding followed by a row of dentil molding. A decorative, recessed signboard is also situated below the modillion. The building has a primary storefront with a single door centered between two large display windows. Above the doorway is a wide fixed transom window that is made of a configuration of small, square glass panes with thin muntins.

On the front façade, the building is flanked by vertical projections with geometric detailing. Stucco is used to create a decorative banding, highlighting the vertical and curved features of the building. A large plaque with the relief of a woman's head is a signature feature on the eastern portion of the front façade. Historic photographs indicate that the relief is not original to the building and was added later. The eastern portion of the building also has a takeout window with two historic, wood transom windows above. It appears this portion of the building was enclosed at some point, as a curb detail indicates this area was used for automobiles. Staff suspects that it was enclosed when the building was converted into retail and no longer served automobiles.

The western and rear elevations are utilitarian in design, featuring few architectural details and fenestrations. The eastern elevation is attached to the neighboring Monroe Building at 1126 Central Avenue, and therefore, not visible.



Figure 1: Front façade



Figure 2: Bottom of Mansard roof, showing the decorative brackets, frieze, and lightbulbs



Figure 3: Vertical projection with geometric details and central motif



Figure 4: Curb detail, showing the automobile entrance that has been enclosed



Figure 5: Altered portion of the front façade which used to be an automobile entrance



Figure 6: West elevation of building

### Primary Character-Defining Features

- Mansard roof with exposed, carved brackets and lightbulbs;
- Decorative frieze with modillions, textured egg and dart molding, and dentils;
- Decorative signboard;
- Pedestrian-oriented, low-scale building;
- Storefront system with a single door, two large display windows, and transoms;
- Vertical projections with geometric details and motifs;
- Stucco exterior;
- Curb detail from building's early automotive use;
- Water table

### Historical Context

In 1875, Michigan native General John Williams purchased 2,500 acres of land on the southeast portion of what is now Pinellas County. General Williams' vision of beautiful parks and broad street would be later realized when Peter Demens, a Russian aristocrat from St. Petersburg, Russia extended the Orange Belt Railway to Williams' property.<sup>1</sup> Demens named the city after his birthplace, St. Petersburg, Russia.

Another early speculator, Jacob Baum settled in a nearby area the following year, obtaining 80 acres from the state and building a home on the south side of Mirror Lake. He planted an orange grove, later known as Jackson Grove, which extended across Central Avenue at the railroad tracks from 9th Street east to a point approximately between 6<sup>th</sup> and 7<sup>th</sup> Streets. With the Demens railroad extension plans in place, E.R. Ward came to the 9<sup>th</sup> Street section, opening a general store in 1885 at 9<sup>th</sup> Street and 1<sup>st</sup> Avenue South. St. Petersburg's first store operated out of a rundown structure that had been initially built as a gathering place for the settlers of the peninsular. Surrounding it were a few ramshackle domiciles for track laborers. Ward made a partnership arrangement with Baum, having purchased five acres from him that were platted as the Ward and Baum Addition, recorded on April 4, 1888. The development efforts may have built on the earlier promotion of the general area at the 1885 annual convention of the American Medical Association by Dr. W.C. Van Bibber, who pronounced "Point Pinellas" as the perfect location for a "Health City."

On June 8, 1888, the first train of the speculative railroad arrived after belabored financial efforts. A portion of the historic Orange Belt Railway ran through the area, now known as the Edge District, along what is now the Pinellas Trail. The railway brought growth to the fledgling area. Ward and Baum did a lively business selling lots available before the Williams-Demens plat was finally recorded in August of that year. In addition, the pair were able to sell clear titles as General Williams nor the railroad could not offer such security do due to construction debts. The Ward and Baum plat also differed from the St. Petersburg plat developed by Williams and the railroad company in that lots were smaller and the roads only 50 feet wide.

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<sup>1</sup> The following historical context was primarily written by Laura Lee Corbett for a historic structure survey of the Edge District prepared for the Florida Division of Historical Resources in 2016.

The first lot in the Ward and Baum plat was sold to W.A. Sloan, who later became postmaster. Prices for lots ranged from \$20 to \$60, sums considerably more affordable than what was subsequently asked for lots “downtown”. Thus began a rivalry between “uptown” and “downtown” St. Petersburg. The post office operated in Ward’s general store by Ella E. Ward in 1888 was moved in 1891 halfway to “downtown” when she was succeeded by D.W. Meeker as postmaster. In the following year, a school was built at another halfway point as well.

The 1890 federal census recorded 273 inhabitants, most of whom lived around 9<sup>th</sup> Street, presumably on the east side of the street. The area around 9<sup>th</sup> Street developed faster than did downtown St. Petersburg and was considered more fashionable for a time, with some of the best homes located in the vicinity. During this period of growth, St. Petersburg incorporated as a town on March 4, 1892. Central Avenue, then named 6<sup>th</sup> Avenue, opened up between 1<sup>st</sup> and 9<sup>th</sup> Streets in 1894, but to only 50 feet wide through the Ward and Baum’s Addition.

Finally, St. Petersburg incorporated as a city in June 1903. In the same year, 6<sup>th</sup> Avenue’s name was changed to Central Avenue and Railroad Avenue was formally renamed 1<sup>st</sup> Avenue South. Central Avenue was deemed the dividing line of the new city by naming avenues in accordance to their position north or south of Central. By the spring of 1906, Central Avenue was beginning to be widened and straightened to 9<sup>th</sup> Street. These efforts made the section in the Ward and Baum plat to conform to the 100-foot width of the remainder of the street as initially platted by Williams. The project was completed by 1909 with an approved \$8,000 bond issue, though met with opposition from citizens who felt it a waste of money to make a wide thoroughfare beyond 6<sup>th</sup> Street.

Further extension of Central Avenue west of 9<sup>th</sup> Street to Boca Ceiga was championed by local businessman H. Walter Fuller of the St. Petersburg Investment Company. With enthusiasm lacked by his fellow citizens, Philadelphia investors of the F.A. Davis Companies financed Fuller’s plan with the creation of the John’s Pass Realty Company in order to acquire the required land. Large tracts were purchased between 1909 and 1912. By 1911 the John Pass Realty Company had acquired properties up to 16<sup>th</sup> Street. Anticipating further demand, the land between 9<sup>th</sup> and 16<sup>th</sup> Streets was divided into smaller holdings with higher prices. Fuller and E.V. Pechin organized the Central Land & Title Company for the purpose of acquiring these key properties and within months purchased a half mile strip from 50 different property owners for the sizeable sum of \$175,000.

As head of the electric light company, Fuller was also instrumental in building a new power plant at 16<sup>th</sup> Street and 1<sup>st</sup> Avenue North, still a function of this property today. In addition, he was responsible for the street railway tracks extension from seven to 23 miles. The district was becoming more industrial, arising around the Atlantic Coast Line Railroad hub, with lumberyards, sawmills, livestock barns, garages, and hardware suppliers.

The district also became the home to manufactories and the inexpensive housing for support workers, many of whom were African American. Reportedly, blacks had been living in the area since the late 1890s in an area called “Coopers Quarters.” These dozen shacks built by L.B. Cooper were located on 9<sup>th</sup> Street between the railroad and 2<sup>nd</sup> Avenue South. This section south of Central Avenue had poor drainage, swampy topography and the railroad. Due to these factors,

property values in the district remained low just as downtown was becoming more established. Fashionable homes were constructed on more desirable higher ground on the north side of Central Avenue.

A “boomlet” of development occurred in St. Petersburg from 1912 to 1914. More African Americans were attracted to the area for employment on public improvements that included paving streets, laying sewers, and developing parks. During this time, many settled around the district in areas called “Methodist Town,” just north of Central and west of 9<sup>th</sup> Street, and in the south Booker Creek “valley.” “Pepper Town” was established earlier by African Americans employed to construct the railroad and their families. It was located on 4<sup>th</sup> Avenue South between 7<sup>th</sup> and 9<sup>th</sup> Streets, just south of the railroad tracks. A Methodist Episcopal church appears on the 1899 Sanborn map on 6<sup>th</sup> Avenue between 7<sup>th</sup> and 6<sup>th</sup> Streets. The 1908 Sanborn map indicates Bethel Baptist and a Methodist Episcopal church on 2<sup>nd</sup> Avenue South, on either side of 9<sup>th</sup> Street. A “Negro public school” is shown near the corner of 2<sup>nd</sup> Avenue South and 10<sup>th</sup> Street South in 1913. Later in 1918, Bethel Baptist and a “Graded School (Negro)” appear on the corner of 3<sup>rd</sup> Avenue South and 10<sup>th</sup> Street South. African Americans made up 20% of St. Petersburg’s early 20<sup>th</sup> century population and mostly lived in substandard rental housing owned by white people.

The municipal Gas Plant was constructed on 3<sup>rd</sup> Avenue and 12<sup>th</sup> Street South in 1914 as well. The two large, gas fuel tanks that towered over the neighborhood gave the district the moniker “The Gas Plant.” In the same year, brick pavement along Central Avenue from 16<sup>th</sup> Street to the bay was opened, thus opening the western boundary of the EDGE district. Just a half block north of Central Avenue, Baum Avenue (formerly 5<sup>th</sup> Avenue) led the westward development in the District, with a variety of businesses (many industrial, but also retail and a hotel) and residences as shown in the 1918 Sanborn map.

A year later, World War I brought about a local depression and shortly after the war, and several local efforts were made to address the slum areas that had developed around the city. Little was achieved to condemn the substandard residences rented by African Americans from politically influential whites. Compounding the matter, the general public was apathetic to providing decent housing to the city’s “Colored” population.

Relying on natural and recreational amenities, St. Petersburg also took strides to plan for and preserve these features. Supporting businesses and hoteliers met an increasing demand from winter visitors. In the 1920s, the state’s first big development boom brought a major influx of tourists who arrived by auto, railroad, and yacht. St. Petersburg was caught up in the speculation of the Florida Land Boom that began in 1920 and peaked in 1925, when the city building permits for the year totaled \$24 million in construction and local banks held \$46 million in deposits.

Within the district, the early 1920s was a time of great growth expanding westward. In 1921, the 9<sup>th</sup> Street Bank and Trust Company occupied its new building at the northeast corner of 9<sup>th</sup> and Central. In the same year, Starr and Melody, a company specializing in vulcanizing and retreading tires, moved across the street advertising that they were “Moving to our new and commodious headquarters at the corner of Baum and 9<sup>th</sup> Street North.” In 1923, Smalley Company Battery Shop extended their plant at 1120 Central Avenue and enlarged their showroom. These

companies contributed to the significant early cluster of automotive businesses that would occupy the district for years to come. Central Avenue further developed with an influx of new buildings, catching up with Baum Avenue as indicated by the 1923 Sanborn map. However, Baum continued to be considered the main thoroughfare as demonstrated by a large Halloween parade held there in 1928.

By 1924, an estimated 26,000 people lived in St. Petersburg, a figure that would grow to 40,425 by 1930. The influx in capital also brought public improvements including the 1924 opening of the Gandy Bridge, cutting travel time to Tampa by more than half and positioning St. Petersburg to become Pinellas County's largest city. Hotel rooms increased from 675 in 1905 to 7,000 in 1925 after the construction of ten major new hotels in St. Petersburg and the surrounding area. Within the district, smaller, more modest hotels proliferated such as the Wilmer Hotel, constructed in 1926 for August Hilton. A 1927 advertisement touted a "European Plan" for the Hotel Gregory and "steam heat and bath in each room" at the Wilmer Hotel.

By 1924, the height of the Boom was evident in the district when an advertisement by Stephenson Realty read "Baum Avenue is to be paved" offering a 50 x 167 lot for \$21,000 "that will double in value when this improvement is made."

The following year, Smitz Realty offered "\$1,000 per foot on one end of proposed new 1<sup>st</sup> Avenue North and other end of lot 50 x 114 between 11<sup>th</sup> and 13<sup>th</sup> Streets." However by the mid-1920s, this frenzied development came to a halt. The real estate boom crashed between 1926 and 1927 in St. Petersburg with construction virtually ceasing, although the tourist trade continued unabated until the 1930 season. By 1930, there were more than 140 hotels in St. Petersburg. The Great Depression was evident when the private sector failed to develop any major hotels in lower Pinellas County between 1926 and 1939.

St. Petersburg recovered, though, thanks to large Public Works Administration projects in the 1930s, which helped the city begin its economic recovery with \$10 million in new investment. St. Petersburg's City Hall was built with New Deal federal funds in 1939. Progressive local efforts finally gained some momentum to provide decent housing for people in the lowest income group. This was largely due to the U.S Housing Authority financing low cost housing projects throughout the country at this time.

During the Depression, the district became home to a number of furniture businesses. Wilson Mattress Manufacturing Company purchased 1126 Central Avenue in 1937 for \$20,000. In 1940 Wilson Brothers Bedding and Furniture advertised that "We are out of the high rent district, own our own building," thus reinforcing the lower land value in this industrial and commercial area. St. Petersburg continued to grow during this period, as the permanent population reached 60,812 in 1940, filling the vacant structures and lots created during the boom era.

It wasn't until 1944 that the city regrouped efforts to open 1<sup>st</sup> Avenue North, as was touted nearly 20 years before. The city purchased the White House Inn on Baum and partially demolished it in order to open 1<sup>st</sup> Avenue North from 9<sup>th</sup> Street to 11<sup>th</sup> Street. In the same year, WWII further contributed to the growth of the district with the establishment of the Consumers Cold Storage and Locker Company on Baum Avenue.

Further speculative construction was taking place as O.J. Stewart constructed 1045 Central in 1946 for \$12,000 as a store on the first story with residential above.

After WWII, St. Petersburg, Pinellas County, and the Gulf Beaches grew rapidly, spurred by several factors. Wartime frugality and restrictions lifted, creating a postwar boom unrivaled by the 1920s. Furthermore, many soldiers who had trained in the area returned with their families to settle down or as tourists. The advent of air conditioning brought a considerable amount of housing for retirees with steady sources of income from social security payments and private retirement pensions. The convergence of these factors unleashed the most spectacular growth in the history of Pinellas County during the 1950s with many of the servicemen who trained locally returning to work in the construction and service industries. The local American Veterans (AMVETS) chapter was located in the district at this time.

During this mid-20th century period, downtown began to lose tourists to the new motels along the nearby Gulf beaches. Retail shops moved from the urban core to suburban shopping malls like Central Plaza and Tyrone Gardens Shopping Center. The streetcar tracks were removed downtown to make way for automobiles. Major infrastructure improvements were occurring in the region that would hasten the development of Pinellas County and St. Petersburg. In 1954, the first span of the Sunshine Skyway opened, connecting Pinellas with Manatee County and replacing the outdated Bee Line Ferry Service at Pinellas Point in southern St. Petersburg. The Howard Frankland Bridge opened in 1960, connecting Hillsborough County with Pinellas County. Finally in 1962, the Pinellas Bayway connected mainland Pinellas with the beaches at its southernmost point, and opened for more intensive development many of the “finger” fills of land created during the dredging of Boca Ciega Bay in the 1950s.

Despite these sprawling developments, the area’s African American population was compressed to the areas of the Gas Plant and Methodist Town.

The 1960s brought more public improvements to St. Petersburg, such as the construction of the Municipal Marina, the Museum of Fine Arts, the Main Library, and the Bayfront Center. The first desegregation of Pinellas schools occurred in 1961 when black students were admitted to St. Petersburg Junior College, then operated by the Pinellas School Board. In 1964 a group of black parents, along with the NAACP Legal Defense Fund, filed a suit against the School Board demanding an end to segregated education. The suit noted that only 200 of the county’s 10,000 black students were attending schools with white students. In the following year, U.S. District Judge Joseph P. Lieb ordered the desegregation of Pinellas County schools. However, segregated areas were still indicated on the 1967 Sanborn maps, including the nearby 1<sup>st</sup> Baptist Institutional Church (Colored) at 3<sup>rd</sup> Avenue South and 16<sup>th</sup> Street. During this period, the district was composed of car dealerships, finance companies and automotive repair shops.

The early 1970s, I-275 was extended closer to the downtown area. The 1970s also saw the beginning of St. Petersburg’s quest for construction of a multi-purpose domed stadium. In July of 1986, the St. Petersburg City Council voted 6-3 to build a new baseball stadium, which later became Tropicana Field. Construction of the stadium displaced the largely African-American population of the area. Due to proximity to Tropicana Field’s domed stadium, the area was

labeled "The Dome District" at this time. Redevelopment opportunities intensified after the successful acquisition of the Tampa Bay Devil Rays Major League Baseball franchise.

*1180 Central Avenue – Smalley-Green Auto Building*

Built in 1921 by Bob C. Smalley and Tom G. Green, the Smalley-Green Auto Building was constructed as an electrical service station that specialized in automobile electrical equipment. Designed by local architect William S. Shull, the building was constructed with a "Spanish architectural idea."<sup>2</sup> Shull was a young and upcoming architect, who supervised the building of the Alexander Hotel (535 Central Avenue) and designed the Rutland Estate (5030 Sunrise Drive South). Unfortunately, he died in 1922 in an automobile accident.<sup>3</sup> The structure was built by contractor Charles Du Bois, who declared, "I believe I have built for the Smalley-Green Company the most attractive exclusively electrical service station in the south. Their building and equipment is a credit to St. Petersburg."<sup>4</sup>



**Figure 7: Undated photograph of 1180 Central Avenue.**

Former schoolmates, Smalley and Green formed the Smalley-Green Company in 1921. Smalley had a background in real estate, having been in development with Perry Snell and Green had the background in electrical work.<sup>5</sup> They selected an area just west of a burgeoning automotive center at 9<sup>th</sup> Street and Central Avenue. By 1923, the few buildings on the 1100, 1200, and 1300 block of Central Avenue were primarily auto-focused enterprises. 1200 Central Avenue was used as an automobile painting shop.<sup>6</sup> 1101 Central Avenue was a battery service station, and 1300 Central Avenue was an automobile garage.<sup>7</sup> Soon after opening in 1921, Smalley-Green Company expanded their services to sell automobiles, such as the Hupmobile.<sup>8</sup> Their partnership was short lived, and by 1923, the Bob C. Smalley Company was operating at 1180 Central Avenue.

The Bob C. Smalley Company operated at that location until the end of 1924 when Smalley identified 4<sup>th</sup> Street North as a potential automobile row. Considered a pioneer in the field, he built a new automobile showroom building at 4<sup>th</sup> Street North and 18<sup>th</sup> Avenue North and

<sup>2</sup> "New Electric Firm Formed," *St. Petersburg Times*, October 27, 1921.

<sup>3</sup> "Burn Signs Affidavit," *St. Petersburg Times*, August 26, 1922.

<sup>4</sup> "We Beg to Announce the Opening of the Smalley-Green Company," *St. Petersburg Times*, December 18, 1921.

<sup>5</sup> "New Electric Firm Formed," *St. Petersburg Times*, October 27, 1921.

"Bob C. Smalley is One of the Pioneers in the Field," *St. Petersburg Times*, December 20, 1925.

<sup>6</sup> "We Do It All," *St. Petersburg Times*, November 16, 1919.

<sup>7</sup> 1923 Sanborn map, Sheet 1.

<sup>8</sup> "No Closed Car Offers Finer Luxury," *St. Petersburg Times*, November 12, 1922.

experienced great success as 4<sup>th</sup> Street North developed after the completion of the Gandy Bridge.<sup>9</sup>

1180 Central Avenue continued to be used as various automotive purposes – a showroom, service shop, auto glass work – until 1934 when Art Tex Paint Company began operating there. Art Tex remained at that location until the early 1950s. For the rest of the 20<sup>th</sup> century, the building operated as various stores and offices, such as a furniture store, gun shop, and as the Kennedy-Johnson headquarters in 1960. Throughout the years, the building has had few physical changes, retaining a high level of integrity.

**STAFF FINDINGS**

In St. Petersburg, eligibility for the local Register of Historic Places is 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. Historic documentation demonstrates that the subject property was built in 1921, approximately 99 years ago, surpassing the minimum required age of 50.

Further, staff recommends listing under Criteria E and F. Staff recommends listing under the Areas of Significance of Architecture, Community Planning and Development, and Commerce. Staff recommends listing the subject property with a Period of Significance of 1921 through 1970. Six of seven factors of integrity are met overall.

**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 (9) 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 (9) criteria are based off of the National Park Service’s criteria for placement in the National Register of Historic Places, and are designed to assess resources’ importance in a given historic context with objectivity and comprehensiveness. In the case of the proposed Smalley Green Auto Building, nomination documentation suggests that the property satisfies two (2) of the St. Petersburg Register criteria as follows.

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

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

As noted above, the subject property contains a unique blend of architectural styles – Italian and Spanish Revival with elements of Art Deco. The building was designed by an up-and-coming architect, William S. Shull, whose life was cut short in an automobile accident following the completion of this structure. 1180 Central Avenue is considered to be one of the most

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<sup>9</sup> “Bob C. Smalley is One of the Pioneers in the Field,” *St. Petersburg Times*, December 20, 1925.

architecturally interesting buildings in the Edge District.<sup>10</sup> It was unusual for a building that was constructed as an automotive shop to have been designed with such a high level of architectural style and detail. The eclectic blend of these different styles and details has created a building that has no equivalent in terms of architectural style.

The building still retains much of its original fabric and design, such as the storefront system, the mansard roof, with its decorative brackets and highly ornate stucco details, such as the textured egg and dart molding and dentil molding.

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

As noted, the subject property was constructed in an eclectic blend of Italian and Spanish Revival and Art Deco architecture. The structure represents 1920s Florida Land Boom era development and demonstrates a very unique blend of the Mediterranean style of architecture that was commonly utilized during this period.

**Historic Integrity**

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

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

The building retains a high level of integrity. The single area in which integrity has been somewhat diminished is Association; this is due to the fact that the property is no longer used as an automotive-centric shop. By 1934, the building was operating as a paint store and remained in that use for almost two decades. From the 1950s to today, the building served as various retail stores and office spaces. In the past few months, the building was converted into a restaurant.

**PROPERTY OWNER CONSENT AND IMPACT OF DESIGNATION**

The proposed local landmark designation was submitted and is supported by the subject property’s owner.

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

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<sup>10</sup> Corbett, Laura Lee. “Historic Structures Survey of the Edge District, St. Petersburg, Florida.” Prepared for the Florida Division of Historical Resources. 2016. Page 20.

Building Code and FEMA regulations, and tax incentives, such as the local ad valorem tax exemption and federal tax credit for qualified rehabilitation projects.

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

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

- Objective LU10:** The historic resources locally designated by the St. Petersburg City Council and Community Planning and Preservation Commission (CPPC) shall be incorporated onto the Land Use Map or map series at the time of original adoption, or through the amendment process, and protected from development and redevelopment activities consistent with the provisions of the Historic Preservation Element and the Historic Preservation Ordinance.
- Policy LU10.1:** Decisions regarding the designation of historic resources shall be based on the criteria and policies outlined in the Historic Preservation Ordinance and the Historic Preservation Element of the Comprehensive Plan.
- Policy HP2.3:** The City shall provide technical assistance to applications for designation of historic structures and districts.
- Policy HP2.6:** Decisions regarding the designation of historic resources shall be based on National Register eligibility criteria and policies outlined in the Historic Preservation Ordinance and the Comprehensive Plan. The City will use the following selection criteria [for City-initiated landmark designations] as a guideline for Staff recommendations to the CPC and City Council:
- National Register or DOE status
  - Prominence/importance related to the City
  - Prominence/importance related to the neighborhood
  - Degree of threat to the landmark
  - Condition of the landmark
  - Degree of owner support

#### RECOMMENDATION

Staff recommends **approval** to add the Smalley-Green Auto Building to the St. Petersburg Register of Historic Places, thereby referring the application of City Council for first and second reading and public hearing.

#### REFERENCES

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*St. Petersburg Times*. "Bob C. Smalley is One of the Pioneers in the Field." December 20, 1925.

*St. Petersburg Times*. "Burn Signs Affidavit." August 26, 1922.

*St. Petersburg Times*. "New Electric Firm Formed." October 27, 1921.

*St. Petersburg Times*. "No Closed Car Offers Finer Luxury." November 12, 1922.

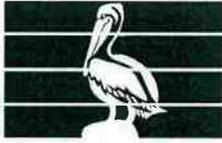
*St. Petersburg Times*. "We Beg to Announce the Opening of the Smalley-Green Company."  
December 18, 1921.

*St. Petersburg Times*. "We Do It All." November 16, 1919.

University of Florida Digital Collections. Sanborn Fire Insurance Maps of St. Petersburg.

## Appendix A

### Application for Designation to the St. Petersburg Register of Historic Places



# Local Landmark Designation Application

Type of property nominated (for staff use only)

- building    structure    site    object  
 historic district    multiple resource

## 1. NAME AND LOCATION OF PROPERTY

historic name \_\_\_\_\_

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

address 1180 Central Avenue, St. Pete FL 33705

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

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

name Another Little Central Avenue Building, LLC

street and number PO Box 7598,

city or town St. Petersburg state FLORIDA zip code 33734

phone number (h) 727.498.3330 (w) \_\_\_\_\_ e-mail bthompson@blakeip.com

## 3. NOMINATION PREPARED BY

name/title \_\_\_\_\_

organization \_\_\_\_\_

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

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

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

date prepared \_\_\_\_\_ signature \_\_\_\_\_

## 4. BOUNDARY DESCRIPTION AND JUSTIFICATION

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

## 5. GEOGRAPHIC DATA

acreage of property 0.09

property identification number 24|31|12|53478|000|0150

\_\_\_\_\_  
Name of Property

**6. FUNCTION OR USE**

Historic Functions

Current Functions

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. DESCRIPTION**

Architectural Classification

(See Appendix A for list)

Materials

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Narrative Description

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

**8. NUMBER OF RESOURCES WITHIN PROPERTY**

<u>Contributing</u>	<u>Noncontributing</u>	<u>Resource Type</u>	Contributing resources previously listed on the National Register or Local Register
_____	_____	Buildings	_____
_____	_____	Sites	
_____	_____	Structures	
_____	_____	Objects	Number of multiple property listings
_____	_____	Total	_____

\_\_\_\_\_  
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)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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 criterial and information on one or more continuation sheets. Include biographical data on significant person(s), builder and architect, if known.)

**10. MAJOR BIBLIOGRAPHICAL REFERENCES**

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

# St. Petersburg Local Landmark Designation Application

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

Continuation Section

Page \_\_\_\_\_

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## Appendix A

### Categories for Architectural Classification

Category	Subcategory	Other Stylistic Terminology
Late Victorian		Victorian or High Victorian Eclectic
	Gothic	High Victorian Gothic; <b>Second Gothic Revival</b>
	Italianate	Victorian or High Victorian Italianate
	<b>Second Empire</b>	Mansard
	Queen Anne	Queen Anne Revival; Queen Anne-Eastlake
	Stick/Eastlake	Eastern Stick; High Victorian Eastlake
	Shingle Style	
	Romanesque	Romanesque Revival; Richardsonian Romanesque
	Renaissance	Renaissance Revival; Romano-Tuscan Mode; North Italian or Italian Renaissance; French Renaissance; <b>Second Renaissance Revival</b>
Late 19 <sup>th</sup> and 20 <sup>th</sup> Century Revivals	Beaux Arts	Beaux Arts Classicism
	Colonial Revival	Georgian Revival
	Classical Revival	Neo-Classical Revival
	Tudor Revival	Jacobean or Jacobethan Revival; Elizabethan Revival
	Late <b>Gothic</b> Revival	Collegiate Gothic
	Mission/Spanish Colonial Revival	Spanish Revival; Mediterranean Revival
	Italian Renaissance	
	French Renaissance	
	Pueblo	
Late 19 <sup>th</sup> and Early 20 <sup>th</sup> Century <b>American Movements</b>		Sullivan-esque
	Prairie School	
	<b>Commercial Style</b>	
	<b>Chicago</b>	
	<b>Skyscraper</b>	
	Bungalow/Craftsman	<b>Western Stick</b> ; Bungaloid
<b>Modern Movement</b>		New Formalism; <b>Neo-Expressionism</b> ; Brutalism; California Style or Ranch Style; Post-Modern; Wrightian
	Moderne	<b>Modernistic</b> ; Streamlined Moderne; Art Moderne
	International Style	Miesian
	Art Deco	
Mixed		More than three styles from <b>different</b> periods

## Appendix B

### Categories for Areas of Significance

<b>Category</b>	<b>Definition</b>
AGRICULTURE	The process and technology of cultivating soil, producing <b>crops</b> , and raising livestock and plants.
ARCHITECTURE	The practical art of designing and constructing buildings and structures to serve human needs.
ARCHAEOLOGY	
<i>Prehistoric</i>	Archaeological study of aboriginal cultures before the advent of written records.
<i>Historic-Aboriginal</i>	Archaeological study of aboriginal cultures after the advent of written records.
<i>Historic-Nonaboriginal</i>	Archaeological study of non-aboriginal cultures after the advent of written records.
ART	The creation of <b>painting, printmaking, photography, sculpture</b> and decorative arts.
COMMERCE	The <b>business</b> of trading goods, services, and commodities.
COMMUNICATIONS	The technology and process of transmitting information.
COMMUNITY PLANNING & DEVELOPMENT	The design or development of the physical structure of communities.
CONSERVATION	The preservation, maintenance, and management of natural or manmade <b>resources</b> .
ECONOMICS	The study of the production, distribution, and consumption of wealth; the <b>management</b> of monetary and other assets.
EDUCATION	The process of conveying or acquiring knowledge or skills through systematic instruction, training or study.
ENGINEERING	The practical application of scientific principles to design, construct and operate machinery, and structures to serve human needs.
ENTERTAINMENT/ RECREATION	The development and <b>practice</b> of leisure activities for refreshment, diversion, amusement, or sport.
ETHNIC HERITAGE	The history of persons having a common ethnic or racial identity. May include histories of Asians, African-American, <b>European</b> , Hispanic, Native American, Pacific Islander or other groups such as those hailing from the <b>Middle East</b> or North Africa.
EXPLORATION/ SETTLEMENT	The investigation of unknown or little-known regions; the establishment and earliest development of new settlements or communities.
HEALTH/MEDICINE	The care of the sick, disabled, and <b>handicapped</b> ; the promotion of health and hygiene.
INDUSTRY	The technology and process of <b>managing</b> materials, labor, and equipment to <b>produce</b> goods and <b>services</b> .
INVENTION	The art of <b>originating</b> by experiment or ingenuity an object, system, or <b>concept</b> of practical value.
LANDSCAPE ARCHITECTURE	The practical art of designating or arranging the land for human use and enjoyment.
LAW	The interpretation and enforcement of society's legal code.
LITERATURE	The creation of prose and poetry.
MARITIME HISTORY	The history of the exploration, fishing, <b>navigation</b> , and use of coastal and deep sea waters.
MILITARY	The system of <b>defending the territory</b> and <b>sovereignty</b> of a people.
PERFORMING ARTS	The creation of <b>drama, dance, and music</b> .
PHILOSOPHY	The theoretical study of thought, <b>knowledge</b> , and the <b>nature of the universe</b> .
POLITICS/ GOVERNMENT	The enactment and administration of laws by which a nation, State, or other political jurisdiction is <b>governed</b> ; activities related to political process.
RELIGION	The organized system of beliefs, practices, and traditions regarding mankind's <b>relationship</b> to perceived natural forces.
SCIENCE	The systematic study of natural law and <b>phenomena</b> .
SOCIAL HISTORY	The history of efforts to promote the welfare of society; the history of society and the lifeways of its social <b>groups</b> .
TRANSPORTATION	The process and <b>technology</b> of <b>conveying</b> passengers and materials.
OTHER	Any area not covered by the above <b>categories</b> .



January 31, 2020

**VIA ELECTRONIC MAIL ONLY**

Derek Kilborn  
Kelly K. Perkins  
Laura Duvekot

Re: 1180 Central Ave

Dear Kelly and Laura

Thank you for taking the time to meet with me in-person to walk me through some of the options available for the 1180 property.

Can you please confirm that the subject property is available for the ad valorem tax exemption currently based on the information that has been gathered based on city initiatives, etc. Please confirm that all we need to do is file a property tax exemption pre construction application part 1. Also please confirm that the attached application is acceptable and timely. We don't want to start work on this renovation without this confirmation. Please also confirm our understanding that we will be exempt for 10 years. The current property is assessed at \$440,000. If we do \$500,000 in renovation to the building, which is certainly above the 10% of the property's beginning value, we will not have any tax increases for 10 years, correct?

Are there any programs whereby ad valorem taxes dropped to zero? Is that a facade grant? Should we apply?

With respect to the federal tax income credit, you were going to collectively check with Tallahassee to confirm if I needed to do anything more in order to qualify for the National Register of Historic Places or to be identified as a contributing resource within a national historic district. Please indicate what additional steps we need to take to get confirmation that Tallahassee would feel this is an appropriate property for federal tax credits.

As you might have gathered, this process has been a bit overwhelming for me as it requires a familiarity with the different organizations and agencies as well as familiarity with tax codes. Is there any willingness on your side to meet with me again to make sure all of our forms are completed correctly and that we are going things in the right order? Also, under the Florida Building Code Exemption, line item #7 on your information page, can you give me some examples where building code exemptions have been provided and what types of exemptions were given and which are acceptable to the City?



Under section 8 of your info sheet, can you please do the calculations of the TDR that would be available for this site and if there is a market for them currently, and the process to register those?

Under section 10, can you speak to whether or not there are any local grants available for this project and how we can interpret section 10?

Under section 11, can you speak to the process by which we could do a conservation/preservation easement under Florida Statute 704, and if that too needs to be filled out and completed/submitted prior to either starting work or getting a permit? Do you have any paperwork for that process? Is there an understanding on the tax deduction value for that process?

Under section 14 of your information schedule, does this qualify for any grant, block grant funding?

While I know I am basically asking for a lot of help I want to make sure that if we do this, we can use it as an example of how making a decision to protect significant properties in the area can be financially rewarding for the developer. I think we both have an incentive to use us as another great example as well.

Are you available next Tuesday, February 4th for us to come to your office? We will invite our accountant and Amanda from my office. Please provide a few options for times.

With appreciation for your time and consideration, I am,

Sincerely,

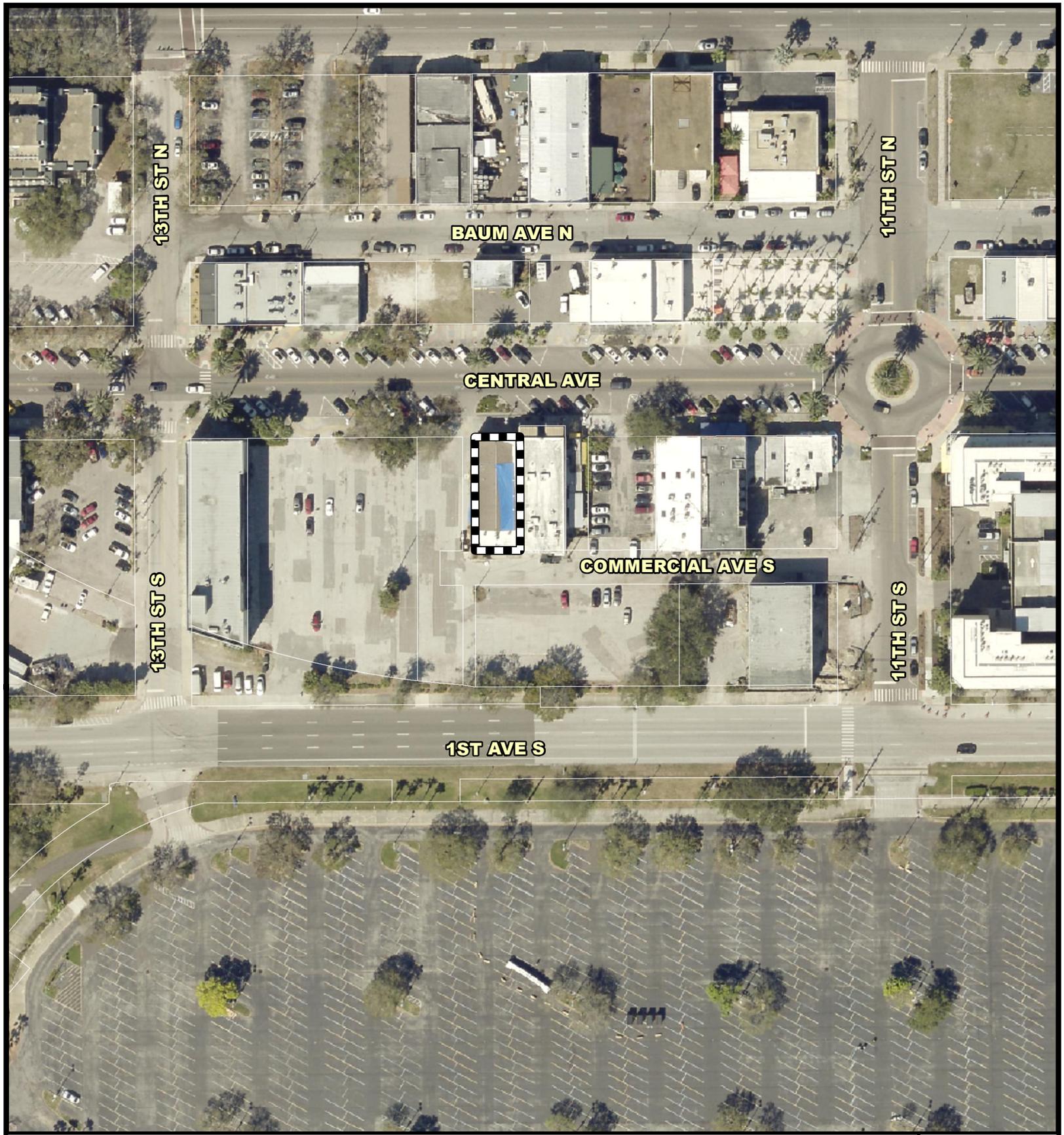
BLAKE INVESTMENT PARTNERS, LLC

---

Blake Whitney Thompson

# Appendix B

## Maps of the Subject Property



**Community Planning and Preservation Commission**

**1180 Central Avenue**

**AREA TO BE APPROVED,**

**SHOWN IN**



**CASE NUMBER**

**20-90300001**



**N**

**SCALE:  
1" = 125'**

13TH ST N

11TH ST N

BAUM AVE N

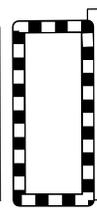
CENTRAL AVE

13TH ST S

11TH ST S

COMMERCIAL AVE S

1ST AVE S



**Community Planning and Preservation Commission**

**1180 Central Avenue**

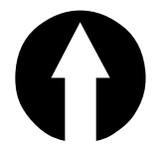
**AREA TO BE APPROVED,**

**SHOWN IN**



**CASE NUMBER**

**20-90300001**



**N**

SCALE:  
1" = 125'

Appendix C  
Florida Master Site File Form

Original  
 Update



# HISTORICAL STRUCTURE FORM

## FLORIDA MASTER SITE FILE

Version 4.0 1/07

Site #8 PI12770  
Field Date 5-20-2016  
Form Date 5-27-2016  
Recorder # \_\_\_\_\_

Shaded Fields represent the minimum acceptable level of documentation.  
Consult the *Guide to Historical Structure Forms* for detailed instructions.

Site Name(s) (address if none) 1180 Central Avenue Multiple Listing (DHR only) \_\_\_\_\_  
Survey Project Name EDGE District Historic Survey Survey # (DHR only) \_\_\_\_\_  
National Register Category (please check one)  building  structure  district  site  object  
Ownership:  private-profit  private-nonprofit  private-individual  private-nonspecific  city  county  state  federal  Native American  foreign  unknown

### LOCATION & MAPPING

Street Number 1180 Direction \_\_\_\_\_ Street Name Central Street Type Avenue Suffix Direction \_\_\_\_\_  
Address: 1180 Central Avenue  
Cross Streets (nearest / between) between 11th & 13th Streets South  
USGS 7.5 Map Name ST. PETERSBURG USGS Date \_\_\_\_\_ Plat or Other Map \_\_\_\_\_  
City / Town (within 3 miles) St. Petersburg In City Limits?  yes  no  unknown County Pinellas  
Township 31S Range 16E Section 24 1/4 section:  NW  SW  SE  NE Irregular-name: \_\_\_\_\_  
Tax Parcel # 24-31-16-53478-000-0150 Landgrant \_\_\_\_\_  
Subdivision Name McAdoo's Replat Block \_\_\_\_\_ Lot 15 & 16  
UTM Coordinates: Zone  16  17 Easting      Northing       
Other Coordinates: X: \_\_\_\_\_ Y: \_\_\_\_\_ Coordinate System & Datum \_\_\_\_\_  
Name of Public Tract (e.g., park) \_\_\_\_\_

### HISTORY

Construction Year: 1925  approximately  year listed or earlier  year listed or later  
Original Use Auto dealership From (year): 1923 To (year): 1925  
Current Use Shop From (year): \_\_\_\_\_ To (year): 2016  
Other Use paint manufacturing From (year): 1929 To (year): 1950s  
Moves:  yes  no  unknown Date: \_\_\_\_\_ Original address \_\_\_\_\_  
Alterations:  yes  no  unknown Date: 1-1-1945 Nature "major renovation" & noted in article  
Additions:  yes  no  unknown Date: \_\_\_\_\_ Nature \_\_\_\_\_  
Architect (last name first): \_\_\_\_\_ Builder (last name first): \_\_\_\_\_  
Ownership History (especially original owner, dates, profession, etc.) MIS-EN-CHIC INC current owner. Bob C. Smalley Co. (1923), Chandler Dealership (1925), Art-Text Paint & Varnish (1929-50s)  
Is the Resource Affected by a Local Preservation Ordinance?  yes  no  unknown Describe \_\_\_\_\_

### DESCRIPTION

Style Art Deco Exterior Plan Rectangular Number of Stories 1  
Exterior Fabric(s) 1. Stucco 2. \_\_\_\_\_ 3. \_\_\_\_\_  
Roof Type(s) 1. Gable 2. \_\_\_\_\_ 3. \_\_\_\_\_  
Roof Material(s) 1. Composition shingles 2. \_\_\_\_\_ 3. \_\_\_\_\_  
Roof secondary strucs. (dormers etc.) 1. \_\_\_\_\_ 2. \_\_\_\_\_  
Windows (types, materials, etc.) Fixed, transom, side by side

Distinguishing Architectural Features (exterior or interior ornaments) Geometric details & vertical projections at roofline. Plaque w/female relief. Exposed, carved brackets & decorative frieze w/modillions & dentils.

Ancillary Features / Outbuildings (record outbuildings, major landscape features; use continuation sheet if needed.) Parking lot at West elevation. Colored geometric pattern in sidewalk, landscaped bump out, & streetlight. Trellises at West & South elevations.

DHR USE ONLY		OFFICIAL EVALUATION		DHR USE ONLY	
NR List Date	SHPO - Appears to meet criteria for NR listing: <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> insufficient info	Date		Date	Init. _____
<input type="checkbox"/> Owner Objection	KEEPER - Determined eligible: <input type="checkbox"/> yes <input type="checkbox"/> no	Date		Date	
	NR Criteria for Evaluation: <input type="checkbox"/> a <input type="checkbox"/> b <input type="checkbox"/> c <input type="checkbox"/> d (see <i>National Register Bulletin 15</i> , p. 2)				

## DESCRIPTION (continued)

Chimney: No. 0 Chimney Material(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_  
 Structural System(s): 1. Concrete block 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 Foundation Type(s): 1. Slab 2. \_\_\_\_\_  
 Foundation Material(s): 1. Poured Concrete Footing 2. \_\_\_\_\_  
 Main Entrance (stylistic details) Glazed door at center of larger bay just off sidewalk.

Porch Descriptions (types, locations, roof types, etc.) NA

Condition (overall resource condition):  excellent  good  fair  deteriorated  ruinous

Narrative Description of Resource "Paints & Oils" use on 1951 & used furniture use on 1967 Sanborn maps.

Wilmer Hotel garage listed at this address in 1930 city directory.

Archaeological Remains \_\_\_\_\_  Check if Archaeological Form Completed

## RESEARCH METHODS (check all that apply)

- |  |  |   |  |
|--|--|---|--|
| <input checked="" type="checkbox"/> FMSF record search (sites/surveys) | <input checked="" type="checkbox"/> library research | <input type="checkbox"/> building permits         | <input checked="" type="checkbox"/> Sanborn maps   |
| <input checked="" type="checkbox"/> FL State Archives/photo collection | <input checked="" type="checkbox"/> city directory   | <input type="checkbox"/> occupant/owner interview | <input checked="" type="checkbox"/> plat maps      |
| <input checked="" type="checkbox"/> property appraiser / tax records   | <input checked="" type="checkbox"/> newspaper files  | <input type="checkbox"/> neighbor interview       | <input type="checkbox"/> Public Lands Survey (DEP) |
| <input checked="" type="checkbox"/> cultural resource survey (CRAS)    | <input checked="" type="checkbox"/> historic photos  | <input type="checkbox"/> interior inspection      | <input type="checkbox"/> HABS/HAER record search   |
| <input type="checkbox"/> other methods (describe) _____                |  |   |  |

Bibliographic References (give FMSF manuscript # if relevant, use continuation sheet if needed) 1951, 1952 & 1967 Sanborn Maps; St. Petersburg Times - Sep 25, 1923 p. 9; St. Petersburg Times - Aug 2, 1925 p.1; St. Petersburg Times - Sep 11, 1945 p. 9; The Evening Independent - May 23, 1949 p.9

## OPINION OF RESOURCE SIGNIFICANCE

Appears to meet the criteria for National Register listing individually?  yes  no  insufficient information

Appears to meet the criteria for National Register listing as part of a district?  yes  no  insufficient information

Explanation of Evaluation (required, whether significant or not; use separate sheet if needed) High level of integrity of historic design & fabric. Eclectic blend of Art Deco, Spanish & Italian Revival styles. Represents period of significant commercial development of the district.

Area(s) of Historical Significance (see *National Register Bulletin 15*, p. 8 for categories: e.g. "architecture", "ethnic heritage", "community planning & development", etc.)

- |  |                    |          |
|--|--------------------|----------|
| 1. <u>Architecture</u>                         | 3. <u>Commerce</u> | 5. _____ |
| 2. <u>Community planning &amp; development</u> | 4. _____           | 6. _____ |

## DOCUMENTATION

Accessible Documentation Not Filed with the Site File - including field notes, analysis notes, photos, plans and other important documents

- |                            |                                |
|----------------------------|--------------------------------|
| 1) Document type _____     | Maintaining organization _____ |
| Document description _____ | File or accession #'s _____    |
| 2) Document type _____     | Maintaining organization _____ |
| Document description _____ | File or accession #'s _____    |

## RECORDER INFORMATION

Recorder Name Laura Lee Corbett Affiliation Laura Lee Corbett Consulting

Recorder Contact Information 1422 Devils Dip, Tallahassee, Florida, 850.264.4611, LLCorbett@earthlink.net  
 (address / phone / fax / e-mail)

## Required Attachments

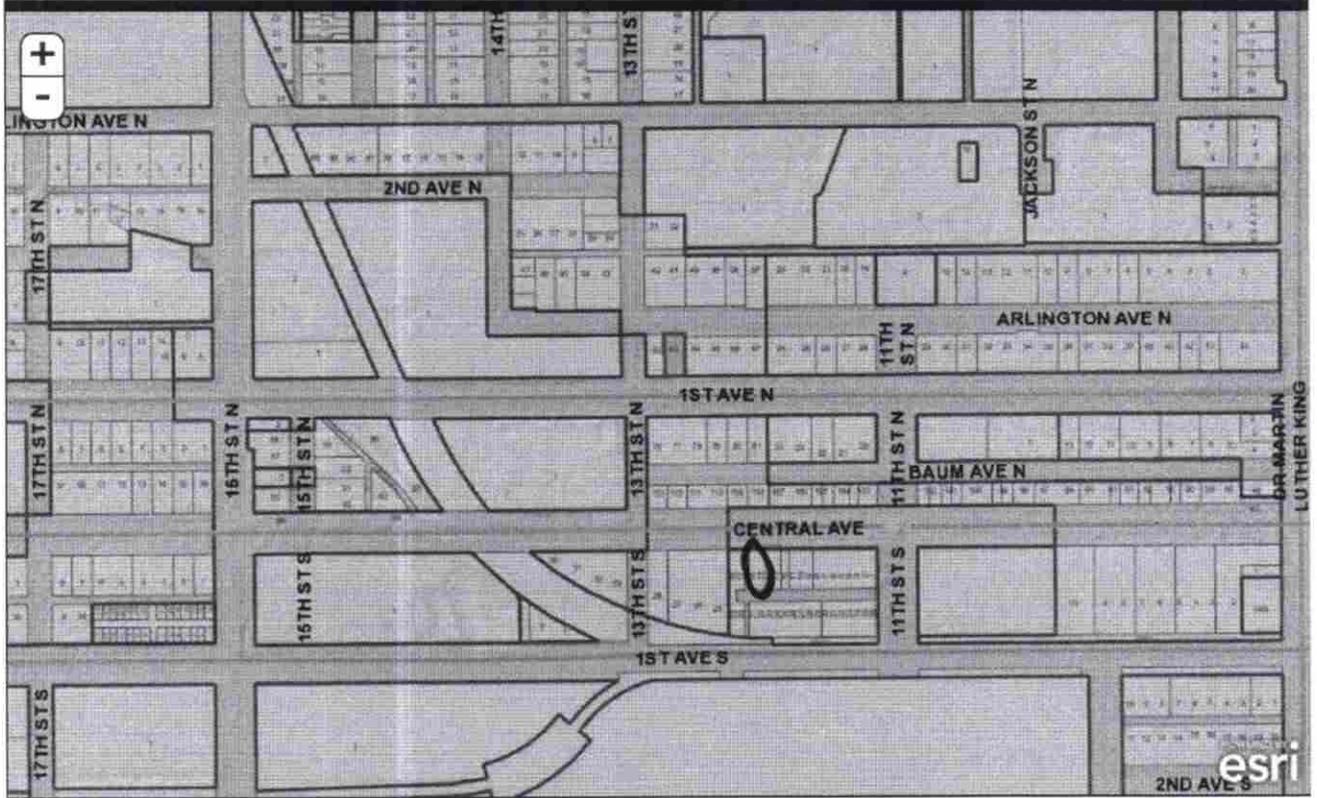
① USGS 7.5' MAP WITH STRUCTURE LOCATION PINPOINTED IN RED

② LARGE SCALE STREET, PLAT OR PARCEL MAP (available from most property appraiser web sites)

③ PHOTO OF MAIN FACADE, ARCHIVAL B&W PRINT OR DIGITAL IMAGE FILE

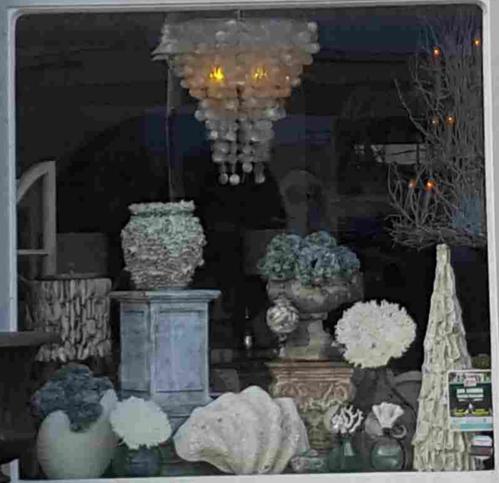
If submitting an image file, it must be included on disk or CD AND in hard copy format (plain paper is acceptable).  
 Digital image must be at least 1600 x 1200 pixels, 24-bit color, jpeg or tiff.

PI12770





# Mis en Chic



ir

WILSON





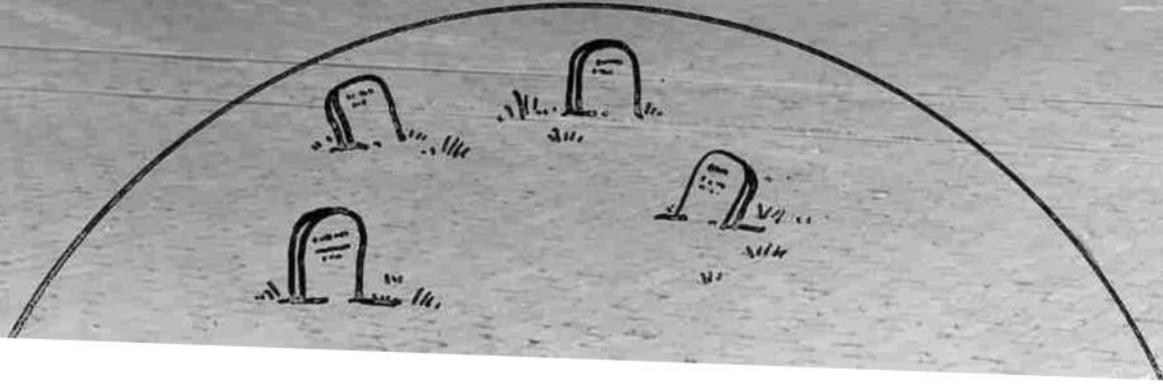
NO  
PARKING  
ANY  
TIME

Mis en Chic  
Decor - Apparel - Garden - Gifts



ART TEX  
PAINT CO  
MANUFACTURERS OF  
HIGH GRADE  
COLD WATER  
PAINTS

1180

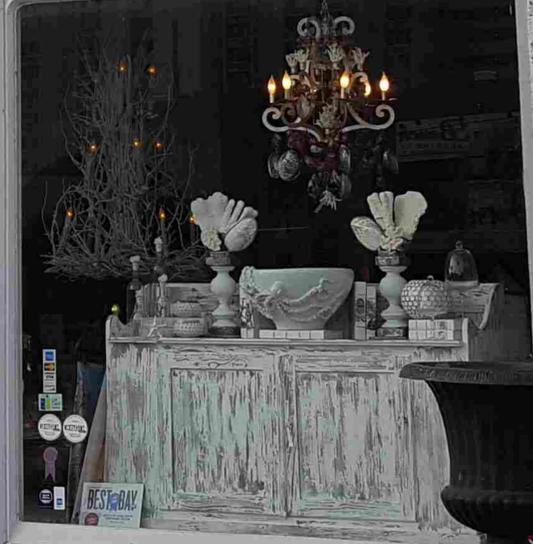


ITV.\*  
af \*

A  
3



Mis en Chic

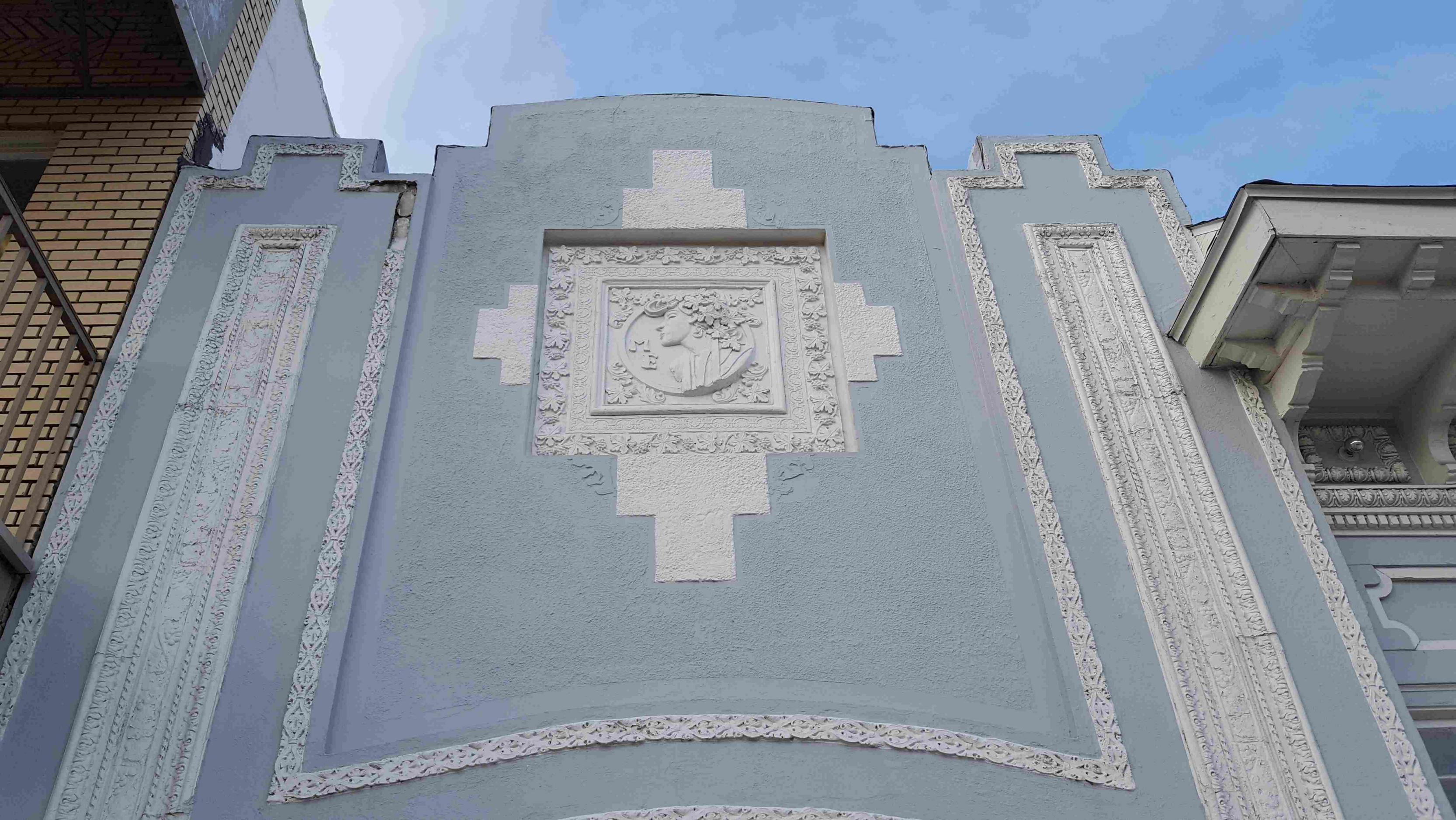




Mis en Chic

180





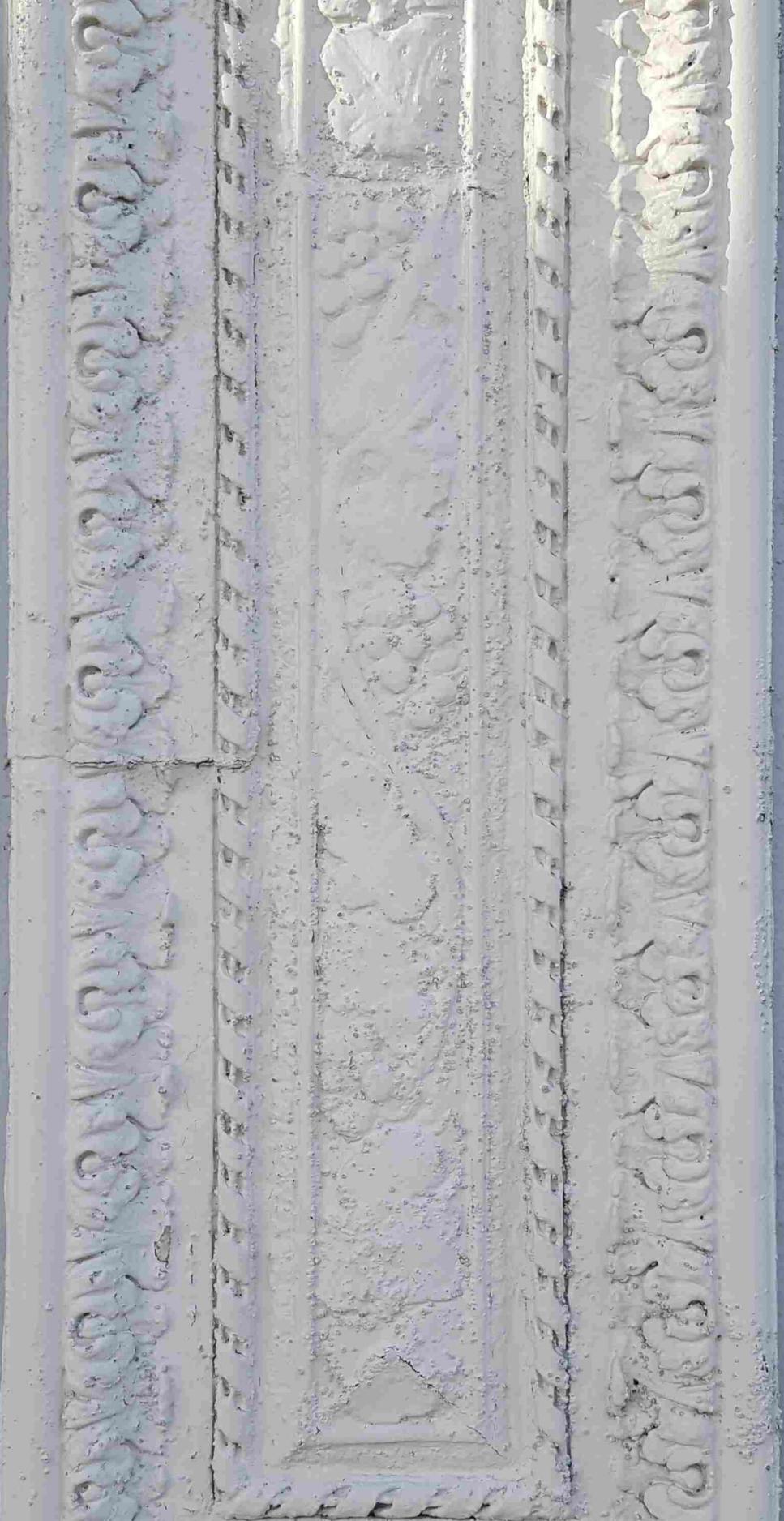


Mis en Chic  
Decor - Apparel - Garden - Gifts



Mis en Chic





# Appendix D

## Additional Photographs



PUBLIC PARKING

717 SEVEN ONE SEVEN  
PARK  
PAY BY APP  
PUBLIC PARKING • 24/7



ORDER  
HERE

**BODEGA**

Taking the big screen  
to places you never  
thought possible.

SONY



the big screen  
is you never  
possible.  
SONY

ORDER  
HERE

ORDER  
HERE







ORDER  
HERE

1180

**BODEGA**





1180

**B★DEGA**



P  
PUBLIC PARKING

BODE

