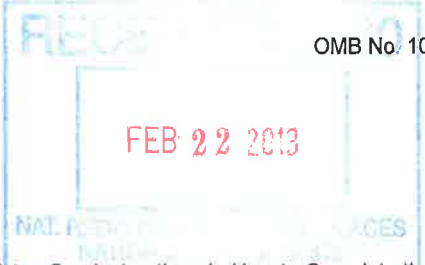


United States Department of the Interior
National Park Service



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NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name MCKEAGE, JOHN AND FLORENCE HOUSE

other names/site number N/A

2. Location

street & number 209 Park Street South N/A not for publication

city or town St. Petersburg N/A vicinity

state FLORIDA code FL countv Pinellas code 103 zip code 33707

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Barbara C. Mattick / DSHPO 2/15/2013
Signature of certifying official/Title Date

State Historic Preservation Officer, Division of Historical Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register See continuation sheet
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register See continuation sheet.
- removed from the National Register.
- other, (explain) _____

Edson H. Beall Signature of the Keeper Date of Action 4-9-13

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- buildings
- district
- site
- structure
- object

Number of Resources within Property

(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Name of related multiple property listings

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

DOMESTIC/Single Dwelling

Current Functions

(Enter categories from instructions)

DOMESTIC/Single Dwelling

7. Description

Architectural Classification

(Enter categories from instructions)

MODERN MOVEMENT/Moderne

Materials

(Enter categories from instructions)

foundation Stucco

walls Stucco

roof Tar and Gravel, Asphalt Shingles

other _____

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
B Property is associated with the lives of persons significant in our past.
C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations

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

Property is:

- A owned by a religious institution or used for religious purposes.
B removed from its original location.
C a birthplace or grave.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property.
G less than 50 years of age or achieved significance within the past 50 years

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 36) has been requested
previously listed in the National Register
previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey
recorded by Historic American Engineering Record

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1938

Significant Dates

1938

Significant Person

Cultural Affiliation

N/A

Architect/Builder

Arch: Staples, Edward N.

Blder: Staples, Edward N.

Primary location of additional data:

- State Historic Preservation Office
Other State Agency
Federal agency
Local government
University
Other

Name of Repository

#

10. Geographical Data

Acreage of Property Less than 1

UTM References

(Place additional references on a continuation sheet.)

1	1	7	3	2	8	4	4	0	3	0	7	2	8	0	0
	Zone		Easting						Northing						
2															

3															
	Zone		Easting						Northing						
4															

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Kimberly Hinder and Aimee Angel/Historic Preservation Planner/Carl Shiver

organization Florida Bureau of Historic Preservation date February 2013

street & number 500 South Bronough Street telephone (850) 245-6333

city or town Tallahassee state Florida zip code 32399-0250

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Paxton and Kathleen Mendelssohn

street & number 209 Park Street South telephone (727) 735-4048

city or town St. Petersburg state Florida zip code 33707

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and amend listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
DESCRIPTION

SUMMARY

The McKeage House at 209 Park Street South is an Art Moderne style residence constructed in 1938. The two-story concrete block building has exterior walls surfaced in smooth stucco. Most of the residence is topped with a flat roof, while the second story addition above the original garage has a gable roof. Significant features of the home include the flat roof with minimal coping on the parapet, the smooth, unornamented wall surface, corner windows, a lack of decorative detailing around the doors and windows, and an asymmetrical facade. Other notable elements include glass block, the round portal window in the entry, rounded corners and the horizontal emphasis created by horizontal lines, the banded stucco, and the second story balustrade. The Art Moderne style is carried over into the interior of the residence, with a fireplace designed to mimic the main entrance, a metal staircase balustrade with a horizontal emphasis, curved walls, stepped room openings, and stepped recessed ceilings. Several additions to the house were constructed over the years, including a second story constructed in 1980 above the original rear garage. In 1985, the original garage was enclosed to form a family room, and new garage wing was constructed on the northwest corner of the house in 1995. Historic windows consist of paired, 3-light and paired 4-light steel casement windows set on the corners as well as within the wall plane. Some of the original windows were replaced c.1957 with awning style windows. The windows were replaced again in 1985. Also in 1985, a picture window in the dining room was replaced with French doors. The original front screened door which featured a palm tree and flamingo design, was replaced with simplified wood screened door.

SETTING

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

Located on the west side of St. Petersburg at 209 Park Street South, the McKeage Residence is situated on Block 48 of the Revised Map of Davista. At the time of its construction, the area was sparsely inhabited with a few scattered residences. The property remains in a predominantly residential area with commercial retail and office uses extending along Central Avenue to the north.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 2

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
DESCRIPTION

DESCRIPTION

The John and Florence McKeage House is a two-story Art Moderne residence constructed in 1938. The house was designed and built by Edward N. Staples, a local contractor. The concrete block building has an irregular ground plan and rests on a continuous foundation concrete block foundation. The exterior walls are clad with smooth stucco. Most of the residence is topped with a flat roof, while the addition to the second story above the original garage has a gable roof. Additional significant features include a masonry chimney located on the south elevation, rounded corners, and horizontal banding that continues around all elevations. Banding on the first floor of the building is defined by scores in the stucco which align with the top of the window opening and the bottom rail of the upper sash. The banding on the second story is comprised of six horizontal scores in the stucco which begin slightly below the top rail of the bottom window sash. The band directly above the window is the greatest in width. Metal screened vents are regularly spaced between the fourth and fifth grooves. The original one-story southeast wing of the building also features three horizontal grooves near the roof line.

The original plan featured a two-story rectangular center portion flanked by a one-story wing on the southeast corner, and a one-story, slightly offset garage wing to the rear. Several additions were constructed during the history of the building including a second story addition constructed in 1980 above the original rear garage. In 1985, the garage was enclosed to form a family room. A new garage wing was constructed on the northwest corner of the house in 1995.

The main(east) facade overlooks Park Street (Photos 1-3). A rounded cantilevered porch defines the primary entrance which features a wooden slab door with a round window resembling a ship portal. Sidelights and fluted concrete panels flank the entrance. A rounded corner window with glass block also exists adjacent to the entry (Photo 4). The remaining windows on the historic portion of the residence are corner windows featuring 1/1-light single-hung sash metal frames (Photo 5). The north elevation (Photo 6) is a simple side elevation with minimal ornamentation. The banding present on the front elevation continues on this elevation. The fenestration consists of 1/1-light, single-hung metal sash windows.

On the west elevation, a second story addition was built over the original, now enclosed, garage and is distinguished from the historic building by a gable roof clad with composition shingle (Photo 7). The one-story, garage addition features a flat roof, a portion of which is used as a sundeck (Photos 8-9). Fenestration on the rear elevation includes 1/1-light, single-hung sash windows set near the corners. However, these windows do not completely wrap around the corner. A fixed light picture window flanked by 1/1-light, single-hung sash, metal frame windows is also extant and is centered within the wall plane. Several entrances exist on this elevation and include a three-light, wood door with a metal screen door, and a pair of fixed light French doors (Photo 10) flanked by five-light sidelights. A brick patio (Photo 11) surrounded by a curved masonry wall original to the building is located at the southwest corner. Fenestration on the south elevation is limited and

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 3

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
DESCRIPTION

includes a five-light, wood door flanked by five-light sidelights and featuring a metal frame screened door and 1/1-light single-hung sash, metal frame windows independently placed.

Interior

The main public spaces of the interior of the house still mainly retain their historic character. The first floor plan (Photo 12) shows a simple arrangement dominated by the stair hall and living room, a kitchen and a den. The entrance foyer (Photos 13-15) is simple but retains its original light fixture. The entrances to the living room and hallway to the rear of the house have corbelled arches. The stairs have modernistic fluted newel posts and pipe railings. Seen from the living room, the foyer exhibits a two-step pedestal for exhibiting small sculptures or objects d'art. On the other side of the foyer are the doors for what was originally the "maid's room" and the kitchen (Photo 16). The photo also reveals most of the glass block window found beside the entrance to the house and the corner of the built-in cabinetry next to the fireplace. The original ceiling recedes as it rises, reflecting the corbelling of the doorways. The view of the living room from the foyer (Photo 17) reveals a rather small intimate space. The doorway to the west side of the room provides access to the rear patio. The combination fireplace and bookshelves reflect a typical, streamlined Art Moderne design with its modernistic fluting and its tiled hearth. The decorative objects on the top shelf of the mantelpiece and the small glass and metal table reflect the tastes of the Art Deco and Art Modern period from the 1920 and 1930s; however, they are not original features of the house. The cabinetry, counters, and table in the kitchen are all reproductions of Art Moderne style installations. The dining room (Photos 20) also remains virtually unchanged, still having its recessed glass shelves, distinctive paneled ceiling and doorway flanked with 4-light sidelights that opens onto the rear brick patio. The family room (Photo 21), constructed in 1985 in the enclosed garage, continues the stepped ceiling plan and tiled floor, but there are otherwise no Art Moderne features. The garage was enclosed to form a family room, and new garage wing was constructed on the northwest corner of the house in 1995.

Alterations

Alterations to the property include the additions described above as well as the replacement of the roof in 1979 and 1984. Historic windows consisted of paired, 3-light and paired 4-light, steel casement windows set on the corners as well as within the wall plane. At least some of the original windows were replaced c.1957 with awning style windows. The windows were replaced again in 1985. Also in 1985, a picture window was replaced with French doors. The original front screened door which featured a palm tree and flamingo design, was replaced with simplified wood screened door.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 4

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
DESCRIPTION

Integrity

Although the evolution of the McKeage Residence resulted in some changes, the building largely retains its original appearance and integrity of location, design, setting, feeling, materials, workmanship, and association. Even though the windows were replaced and two additions were made to the rear of the building, the fenestration pattern remains intact and the additions are compatible with the original design. The additions were sensitively placed at the rear of the building thus limiting their impact to the overall structure. The style remains clearly identifiable with the original ornamentation intact.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 1

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

SUMMARY

The McKeage House is locally significant under Criterion C in the Area of Architecture as an excellent example of an Art Moderne style house. The building features an asymmetrical design with a smooth stucco finish accented by horizontal banding. Other defining elements include the flat roof, curved corners, the curved garden wall, corner windows, and a glass block curved corner window. The primary entrance is especially noteworthy with the slab door with a porthole framed by curved fluting and sidelights and shielded by a curved cantilevered overhang. The Art Moderne style is carried over into the interior of the residence with a fireplace designed to mimic the main entrance, a metal staircase balustrade with a horizontal emphasis, curved walls, distinctive stepped room openings and stepped recessed ceilings.

HISTORICAL CONTEXT

Initially surveyed in 1845 and 1848, the first tracts of land in present-day downtown St. Petersburg were purchased from the State of Florida in 1860.¹ An economic decline during and after the Civil War limited settlement in the area. The arrival of Detroit native John C. Williams in 1875 and the Orange Belt Railroad in 1888 served as the major impetus to the formation of a town. Hamilton Disston, who owned and developed thousands of acres in Florida during the 1880s, financed the construction of the Orange Belt Railway to the sparsely settled Pinellas Peninsula under the assumption that the railroad would terminate in his newest development, Disston City, now Gulfport. Instead, Orange Belt owner, Peter Demens, built the narrow gauge railroad to land situated northeast of Disston City owned by John C. Williams. The first train arrived in June 1888 to a settlement with little more than a store and a few residences. In return for Demens building the railroad to Williams' land, Williams deeded 250 acres to the Orange Belt Railway. The original city plat, prepared in August 1888, was officially filed in April 1889 and revised in October 1889.² Demens and Williams collaborated in their plans to build a new community around the terminus of the railroad, complete with a city park, depot, and hotel. In exchange for naming the city after Demens' birthplace, St. Petersburg, Russia, the hotel was named after Williams' hometown, Detroit, Michigan.³

Although the Orange Belt Railway was completed, it was not successful. In an effort to boost profits, the Railway started offering seaside excursions to St. Petersburg in 1889. Promotional literature cited the 1885 annual convention of the American Medical Association where Dr. Van Bibber endorsed the Pinellas peninsula as the perfect location for a "Health City" (Arsenault 1996, 62). These excursions were one of the first concentrated efforts by the community and the development company to attract tourists. In spite of these

¹ State of Florida. Plat Map. 1845 and 1848, www.dep.state.fl.us/lands/default.htm.

² Pinellas County Clerk of Circuit Court, Plat Book HI, Pages 27 and 49.

³ Arsenault, Raymond. St. Petersburg and the Florida Dream 1888-1950, 81-82; Grismer, The Story of St. Petersburg: The History of Lower Pinellas Peninsula and The Sunshine City, 271-272.

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Section number 8 Page 2

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

efforts, the railroad could not pay its debts, and the syndicate of Philadelphia financiers holding the debts took over the railroad and associated development company.⁴

Although the Orange Belt's advertising efforts failed to save the company, Frank Davis, a prominent publisher from Philadelphia who arrived in Florida to alleviate his own health problems, utilized Dr. Van Bibber's endorsement to heavily promote the benefits of St. Petersburg. Davis, along with other new residents including St. Petersburg Times editor William Straub and St. Petersburg Evening Independent editor Lew Brown, tirelessly promoted the community during the late 1800s and early 1900s.

By 1890, the population grew from less than 50, prior to the arrival of the railroad, to 273 residents. With two hotels, two ice plants, two churches, a school, a pier, and a sawmill, the economy remained largely dependent on commercial fishing.⁵ Incorporated in 1892, the town grew following a series of severe freezes during the winter of 1894-95 which destroyed the citrus groves throughout north and central Florida. Many property owners in these areas relocated to coastal areas, such as St. Petersburg, which did not experience severe freezes. By 1900, the community had received telephone, public water, and electric service.⁶

During the early 1900s, the creation of St. Petersburg's waterfront park system, the incorporation of a trolley system, and the construction of the Electric Pier drew additional tourists and new residents to the area.⁷ By 1905, the newspaper advertised nine hotels with a capacity for 675 guests in the city, including the Detroit, the Manhattan, Colonial, Huntington, Wayne, Chataugua, Paxton House, Belmont, and Central Hotels.⁸

Largely through the efforts of city boosters to attract businesses and residents, developers such as Frank A. Davis, H. Walter Fuller, Noel Mitchell, Charles Hall, Charles Roser, and C. Perry Snell triggered the city's first real estate land boom from 1909 to the start of World War I.⁹ The resulting development created a pattern for future growth. In 1902, Frank A. Davis formed the St. Petersburg Investment Company, largely utilizing capital from former associates in Philadelphia. The Investment Company served as the holding company for both the city's electric and streetcar companies. The first trolley line was completed in 1904 and extended to present-day Gulfport the following year.¹⁰

⁴ Grismer, 70, 97, 111; "Heavy Real Estate Deal: Old Company Goes Out of Business." St. Petersburg Times, December 15, 906.

⁵ Arsenault, 52-61.

⁶ Ibid, 64, 81-82.

⁷ Ibid, 87-89.

⁸ Grismer, 124; Miller, "Pinellas Past and Present." St. Petersburg Times. December 16, 1991.

⁹ Arsenault, 136.

¹⁰ Grismer, Karl H. History of St. Petersburg: Historical and Biographical; 67-79, 273; Grismer, The Story of St. Petersburg, 119, 304-306.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 3

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

Taking advantage of the local real estate boom starting in 1909, the St. Petersburg Investment Company, led by general manager H. Walter Fuller, acquired an option from Jacob Disston to purchase approximately 4,000 acres west of the city. The company subdivided several large tracts in 1911 and 1912, backing a plan to extend Central Avenue west to Boca Ceiga Bay. One of the subdivisions platted in 1912 was Davista, which was named in honor of Frank A. Davis. Immediately north of Davista, the St. Petersburg Investment Company opened the Jungle Terrace subdivision which incorporated the Jungle Country Club and Golf Course, the city's first golf course.¹¹

The original plat for Davista, completed in November 1912, depicted a park along Boca Ciega Bay and the trolley line along Central Avenue and Park Street. Sunset Drive was originally labeled Beach Drive. Block 48, on which the McKeage Residence was later constructed, was subdivided into 18 lots. Incorporating brick streets and paved sidewalks, lots were placed on the market during the winter and spring of 1913. Advertisements for Davista, situated in an area now known as Pasadena, proclaimed the development as "The Gem of All Florida Developments." The high-end residential neighborhood was supported by the extension of the trolley line and the brick paving of the western end of Central Avenue in 1913 and 1914. As part of the Davista development, the company donated Sunset Park to the City of St. Petersburg in 1913. When constructed, Central Avenue came to a dead end at the park, which was situated along the shore of Boca Ciega Bay. Across from the park, on the northeast corner of Central Avenue and Park Street, the St. Petersburg Investment Company leased land to a developer for the construction of the Sunset Hotel.¹²

The Sunset Hotel opened in 1916 as the first hotel built beyond walking distance of downtown. Many residents doubted it would succeed, but the proximity of the Jungle golf course and direct access from downtown via the trolley proved a boon to the hotel. With 35 rooms, the building served as a promotional tool to house prospective buyers interested in purchasing lots in the Davista and Jungle subdivisions.¹³ It was one of many efforts by developers to showcase the city and available real estate to investors. Promotional efforts by the Atlantic Coast Line railroad, created in 1902 from the former Orange Belt Railroad and Henry Plant's South Florida Railroad) brought organized tourist trains from New York in 1909 and from the Midwest in 1913. Many of these tourists continued to winter in the city with some even relocating to St. Petersburg.¹⁴

The City's administration started to formally encourage tourism with promotional campaigns following the election of Al Lang as mayor in 1916. Lang was elected after he arranged to bring the Philadelphia Phillies baseball team to the city for spring training. Under his leadership, the City publicly encouraged tourism and

¹¹ Ibid; Plat Book 1, Pages 61-64 and Plat Book 4, Page 18.

¹² Grismer, Karl H. *History of St. Petersburg: Historical and Biographical*; 67-79, 201, 273; Grismer, *The Story of St. Petersburg*, 119, 304-306; Plat Book 1, Pages 61-64, Plat Book 3, Page 12, and Plat Book 4, Page 24.

¹³ Leland Thorpe, Interview by Diane Greer, 1973; Walter P. Fuller, *St. Petersburg and Its People*. St. Petersburg: Great Outdoors Publishing, 1972, 138-140; "Pinellas Past and Present." *St. Petersburg Times*. December 16, 1991.

¹⁴ Arsenault, 135-37, 144-45.

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CONTINUATION SHEET**

Section number 8 Page 4 MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

made efforts to improve the physical appearance of the city. With approximately 83 real estate companies operating in the city in 1914, the focus turned increasingly to winter residents, with the local population doubling during the season. These winter residents even formed tourist societies organized by state or region of origin which acted as booster clubs in their native states. With the growth of tourism and new seasonal and permanent residents, the demand for new houses, rental units, and hotels escalated.¹⁵

With the outbreak of World War I, the real estate market slowed and depression ensued. The St. Petersburg Investment Company had borrowed heavily in 1912 and 1913 to finance the installment of infrastructure in their developments. The subsidiary which owned the inadequate and deteriorating electric plant also borrowed to finance the construction of a new facility. As lots failed to sell during the war, the company's outstanding debts could not be paid. When F.A. Davis died in January 1917, the companies that he had founded faltered and failed. In October 1917, General Manager H. Walter Fuller resigned, and the Investment Company, as well as the electric and trolley companies, entered receivership the following year.¹⁶ By February 1918, lots on west Central Avenue and in Davista started selling at public auction. The Davis companies completely collapsed over the following year with the City eventually acquiring the trolley line and investors forcing the sale of the electric plant and the mortgaged lands.¹⁷

In spite of the fluctuations of the real estate market during the 1910s, the city's population grew from 4,127 in 1910 to 14,237 by 1920. Although the onset of World War I limited tourism, St. Petersburg quickly rebounded following the war with the winter season of 1918-1919 more profitable than before the war. Thanks in part to the efforts of John Lodwick, publicity agent for the Chamber of Commerce and the City of St. Petersburg, the hotels and boarding houses were filled to capacity during the season.¹⁸ At the onset of this post-war boom in 1919, H. Walter Fuller, in partnership with his son, Walter P. Fuller, purchased most of the land once owned by the St. Petersburg Investment Company, utilizing a loan from a Philadelphia investor. Four years later, H. Walter Fuller conveyed his portion of the St. Petersburg real estate interests to his son, Walter P. Fuller. Fuller focused on expanding the Jungle Terrace development north of Davista and sold most of the vacant land west of 64th Street between 5th Avenue North and 7th Avenue South to developer Jack Taylor in 1922. Taylor opened Pasadena Estates, Inc. to develop and sell the remaining vacant lots in the former Davista subdivision and Gulfport area. Improvements to the area included the rejuvenation of Sunset Park, located at the west end of Central Avenue, by Pasadena Estates, Inc. and the park board in 1923.¹⁹

¹⁵ Ibid.

¹⁶ Grismer, The Story of St. Petersburg: The History of Lower Pinellas Peninsula and The Sunshine City, 132-33, 305-306.

¹⁷ Ibid.

¹⁸ Arsenault, 124, 186-190.

¹⁹ Grismer, 132-33, 305-306; Fuller, Walter P. St. Petersburg and Its People, 172.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 5

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

A relatively healthy tourist trade initially kept the local economy afloat following the downturn of the real estate market in 1926 and the devastating hurricanes which damaged south Florida in 1926 and 1928. However, the crash of the stock market in 1929 kept the traveling public at home during the ensuing national depression. A dismal tourist season during the winter of 1929-1930 led to business failures, mortgage foreclosures, and unemployment throughout the city. Developer Jack Taylor abandoned his Pasadena development at the first decline in the market in 1926. As a result, many of the lots in the Davista subdivision remained vacant throughout the Great Depression. Federal relief projects helped revive the city's economy by the mid 1930s. Local projects included the construction of Bay Pines Veterans' Hospital, an addition to Albert Whitted Airport, Bartlett Park, an addition to Mound Park City Hospital, a beach water system, a new city hall, the construction of the U.S. Coast Guard Air Station near Bayboro Harbor, the North Shore sewer system, a National Guard armory, and a new campus for the St. Petersburg Junior College.²⁰ One of the most far-reaching local projects undertaken during this period was the construction of the Treasure Island Causeway.

The causeway, built to connect Central Avenue to Treasure Island, was initially proposed when Central Avenue was built to Boca Ciega Bay in 1914. However, the idea was rejected when the economy slowed following the onset of World War I. As a result, limited development occurred on the island from the 1910s through the 1930s. Realizing that growth would only continue with a direct link to the mainland, the City of Treasure Island financed construction of a causeway designed by Kunde, Driver, Simpson, and Associates. Completed at a cost of over \$1 million, the 1.8 mile causeway consisting of three bridges formally opened on November 15, 1939.²¹ The causeway opened the Gulf beaches not only to tourists and facilities to accommodate them, but also to accommodate day trips by St. Petersburg residents. The increase in traffic on Central Avenue also improved the visibility of the West Central Avenue neighborhoods to potential visitors and residents

SIGNIFICANCE

By providing construction projects throughout the nation, the New Deal agencies brought economic recovery to residents of St. Petersburg as well as other cities. With an improved financial outlook, tourists and winter residents returned to St. Petersburg during the late 1930s. In 1937, new winter residents Guilliame and Mae McKeage acquired a home at 620 Pass-A-Grille Road South (later renamed Pasadena Avenue South). The couple, along with their four children, periodically visited St. Petersburg but retained their permanent residence in Montrose, Pennsylvania, where he was the proprietor of the Beach Manufacturing Company, which built woodworking machinery. Henry L. Beach had established the company in the 1860s utilizing several patents that he and his father had received. Beach died in the early 1900s and Guilliame McKeage relocated to Montrose, Pennsylvania, c. 1909 to manage the company. Both of his sons, John and Robert, played significant roles in the company as adults. Following their 1930 marriage, John and Florence McKeage had maintained a

²⁰ Arsenault, 257-260.

²¹ Ralph Reed, Tourist News, January 9, 1926,; Roy A. Jackson, Historic Highway Bridges of Florida, 66-67.

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MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

residence in New Rochelle, New York, where she was raised. He worked as a salesman. In 1938, John and Florence McKeage occupied his parent's Pass-A-Grille Road home during the winter while awaiting the completion of their new winter residence at 209 Park Street South.²²

As residents of suburban New York City, the McKeages wanted to utilize the most fashionable style for the design of their new St. Petersburg residence. Instead of purchasing an existing home they hired contractor Edward N. Staples to design and build a new residence. Staples and his wife, Ethel, had arrived in St. Petersburg around 1922 from their native Michigan. Initially serving as one of the proprietors of Central Speedometer Company, Staples opened his own contracting business during the late 1920s. Staples obtained a permit for the construction of the residence at 209 Park Street South in late December 1937. The two-story, eight-room residence with an attached garage was estimated to cost \$10,000. By April 1938, construction was nearing completion when St. Petersburg Times reporter Lillian Blackstone profiled the residence and the McKeages in her regular article, "Little Visits to St. Petersburg Homes."²³

Blackstone stated in her article:

Outside are all the earmarks of the modernistic home, such as rounded corners, horizontal grooves, low insulated white roof and sun decks. The modern keynote predominates within too, and the streamlined decorative appointments give the impression of considerably more space, light and ventilation than in many homes of other architectural styles.

Florence McKeage planned to spend the winter with her two children and mother at the St. Petersburg home, while her husband John, who still worked for Beach Manufacturing, planned a "succession of brief winter holidays in St. Petersburg."²⁴ Both John and Florence and his parents retained ownership of their separate St. Petersburg homes and regularly visited St. Petersburg throughout World War II.²⁵

The McKeages were included in the 1945 Florida State Census as residents of St. Petersburg. John McKeage still worked in manufacturing, while his wife was listed as a housewife. His parents still resided at 620 Pass-a-Grille Way. In the census records, his father was listed as a merchant, his mother as a housewife, and his brother, George, served in the armed forces.²⁶ As the war drew to a close, the McKeages retained ownership of their homes, but visited infrequently. By the early 1950s, when the McKeages again started to regularly visit St.

²² Polk's St. Petersburg Directory, 1920-1998.

²³ St. Petersburg Times, April 24, 1938.

²⁴ Ibid.

²⁵ Polk's City Directory, 1939-1944.

²⁶ Ancestry.com, "Florida State Census, 1867- 1945."

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Section number 8 Page 7

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

Petersburg, Pasadena Estates was in the midst of substantial development. Located along one of the primary routes to the Gulf beaches, contractors filled many of the surrounding lots with Ranch style homes which were so popular during the early 1950s. In 1956, John and Florence McKeage divorced. He returned to live full time in Montrose, Pennsylvania, where he continued to work for Beach Manufacturing and remarried the following year. Florence McKeage retained the Park Street residence in St. Petersburg as her permanent home. Under her ownership, she added a screened porch on the northwest side of the residence and replaced some of the original casement windows with awning windows in 1957. She lived in the home until 1978 when she sold it to Alyn and Bonnie Towne.

As investment shifted to the coastal beaches by the 1960s and 1970s, Pasadena Estates as well as the downtown area and other mainland neighborhoods entered a period of decline and abandonment. Since the 1980s, these areas have experienced a surge in reinvestment and rehabilitation. In 1980, the Townes added a bedroom above the existing garage on the rear of the home. In 1985, they enclosed the garage to form a family room and replaced the windows. In 1993, the Townes sold the property to David and Allison Matheny who added a one-story garage on the northwest corner at the rear of the residence in 1995. The Mathenys sold the property to the current owners, Paxton and Kathleen Mendelsohn, in 2004.

ARCHITECTURAL CONTEXT AND SIGNIFICANCE

The Art Moderne style experienced a brief period of popularity during the 1930s. Most examples of Art Moderne are apartment buildings, hotels, or large civic buildings, such as armories, schools, and auditoriums, funded through public works projects under the New Deal agencies. With few residences built during the 1930s, the Art Moderne style home is relatively rare. The onset of World War II virtually eliminated new construction, and by the end of the war, architectural trends had returned to simplified, colonial inspired styles or the newly popular Ranch style.

The Art Moderne style evolved from the modernistic Art Deco style which developed during the 1920s as a rejection of historical precedent. Popularized during the mid-1920s, Art Deco focused on rectilinear massing, vertical elements, stylized ornament, and polychromatic exteriors. With the evolution of streamlined industrial design for ships, airplanes, and automobiles, the Art Moderne style gained impetus after 1930. The style emphasized a streamlined horizontal line through the use of flat roofs with coping, horizontal grooves and balustrades, and curved corners. Other typical elements of the style include corner windows, cantilevered overhangs, glass block windows, round windows imitating ship portholes, smooth stucco wall surfaces, slab doors, and an asymmetrical facade.

The McKeage Residence is the only significant example of an Art Moderne style house recorded in Pinellas County. The building features an asymmetrical design with a smooth stucco finish accented by horizontal banding. Other defining elements include the flat roof, curved corners, the curved garden wall, corner windows,

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MCKEAGE, JOHN AND FLORENCE HOUSE
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SIGNIFICANCE

and a curved corner window built of glass block. The primary entrance is especially noteworthy with the slab door with a porthole framed by curved fluting and sidelights and shielded by a curved cantilevered overhang. The Art Modeme style is carried over into the interior of the residence with a fireplace designed to mimic the main entrance, a metal staircase balustrade with a horizontal emphasis, curved walls, stepped room openings, and stepped recessed ceilings. Built in the Art Moderne style popularized during the 1930s, the McKeage Residence remains not only the best example of the style in St. Petersburg but also the only true example of a residence employing the Art Moderne style in Pinellas County so far recorded. The alterations to the house are found primarily on the rear elevation and do not significantly affect the architectural integrity of the house. The interior of the house retains its most significant features, such as the stepped arches that frame the doorways, to a high degree,.

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MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
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CONTINUATION SHEET**

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MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
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CONTINUATION SHEET**

Section number 9 Page 3

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
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CONTINUATION SHEET**

Section number 10 Page 1

MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
GEOGRAPHICAL DATA

Boundary Description

The boundary is defined as Parcel 19/31/16/20484/048/0110, described as Block 48, Lots 9, 10 and 11 of the Revised Map of Davista, according to the plat thereof, as recorded in Plat Book 4, Page 24 of the Public Records of Pinellas County, Florida, together with the unsubdivided land to the west of Lot 10 between Sunset Drive and Boca Ciega Bay.

Boundary Justification

The above boundary encompasses of the historic resources associated with the John and Florence McKeage House.

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MCKEAGE, JOHN AND FLORENCE HOUSE
ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
LIST OF PHOTOGRAPHS

LIST OF PHOTOGRAPHS

1. John and Florence McKeage House
2. 209 Park Street, South, St. Petersburg (Pinellas County), Florida
3. Elaine Lund
4. July 2009
5. N/A, Digital Photos
6. Main (East) Facade, Looking Southwest
7. Photo 1 of 21

Items 2-5 are the same unless otherwise indicated.

6. Main (East) Facade, Looking West
7. Photo 2 of 21

6. Main (East) Facade, Looking Northwest
7. Photo 3 of 21

6. Main (East) Facade, Door Detail, Looking West
7. Photo 4 of 21

6. Main (East) Facade, Glass Brick Detail, Looking Southwest
7. Photo 5 of 21

6. North and East Elevations, Looking Southeast
7. Photo 6 of 21

6. West Elevation, Looking Northeast
7. Photo 7 of 21

6. North Elevation, Looking South
7. Photo 8 of 21

6. North and East Elevations, Looking Southwest
7. Photo 9 of 21

6. West Elevation, Dining Room Door, Looking East
7. Photo 10 of 21

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ST. PETERSBURG, PINELLAS COUNTY, FLORIDA
LIST OF PHOTOGRAPHS

- 6. Brick Patio, Looking North
- 7. Photo 11 of 21

- 6. First Floor Plan, 1938
- 7. Photo 12 of 21

- 6. Foyer, Looking Southeast
- 7. Photo 13 of 21

- 6. Foyer and Stairs, Looking Northwest
- 7. Photo 14 of 21

- 6. First Floor Hall, Looking West
- 7. Photo 15 of 21

- 6. Living Room, Looking North toward Foyer
- 7. Photo 16 of 21

- 6. Living Room, Looking South from Foyer
- 7. Photo 17 of 21

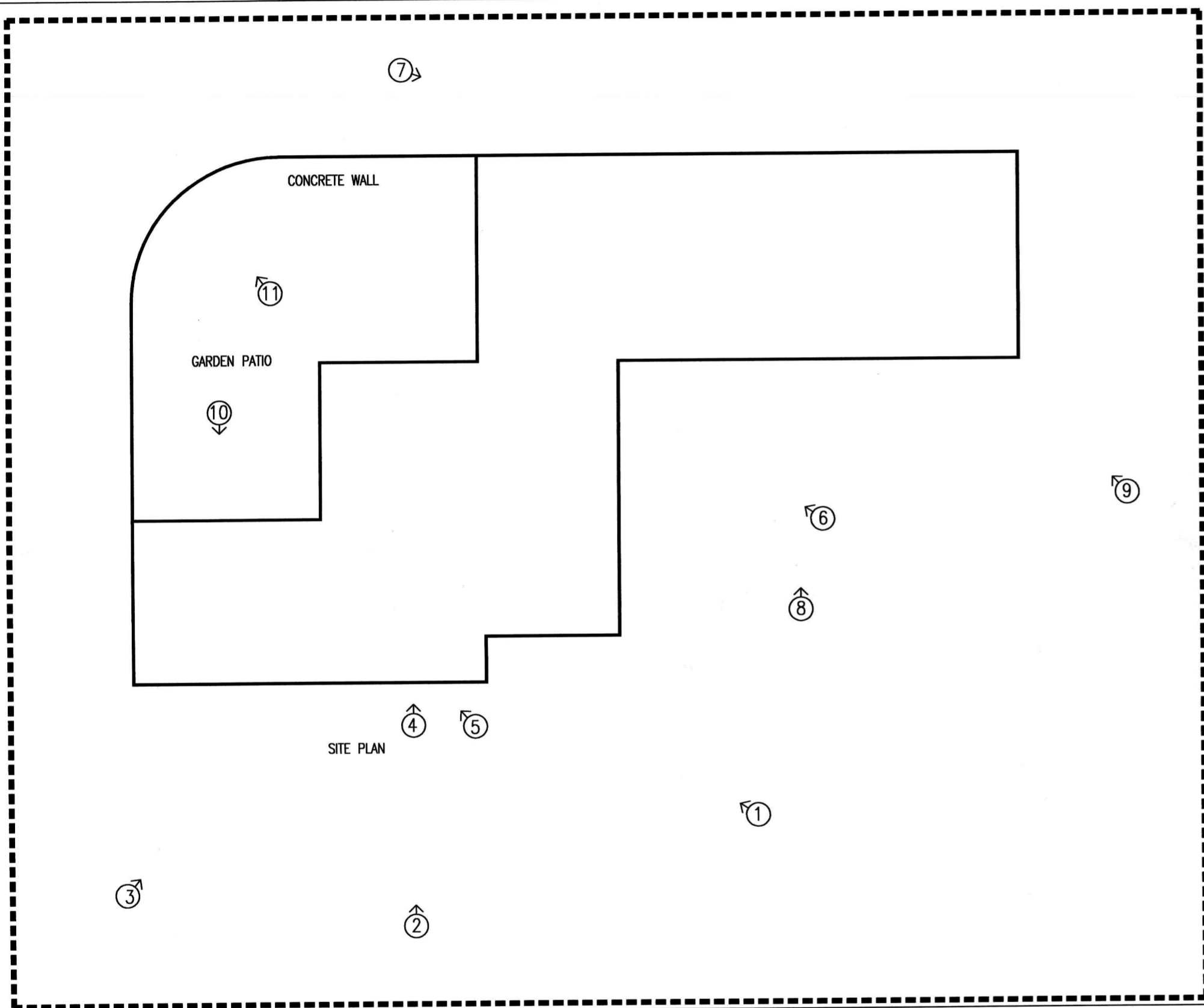
- 6. Living Room Fireplace, Looking North West
- 7. Photo 18 of 21

- 6. Kitchen, Looking Northwest
- 7. Photo 19 of 21

- 6. Dining Room, Looking West
- 7. Photo 20 of 21

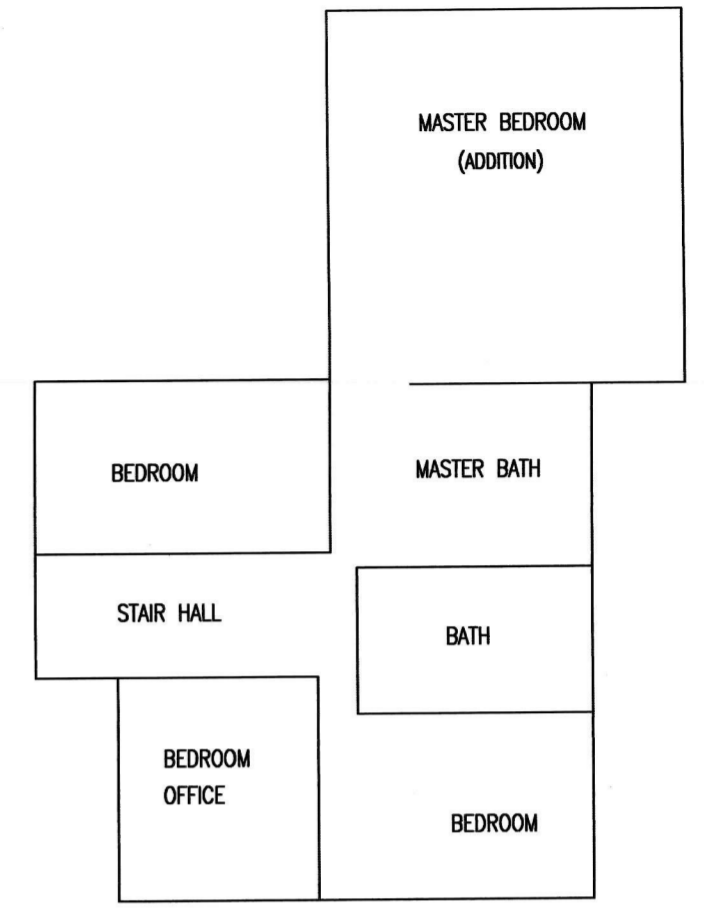
- 6. Family Room, Looking West
- 7. Photo 21 of 21

ALLEY

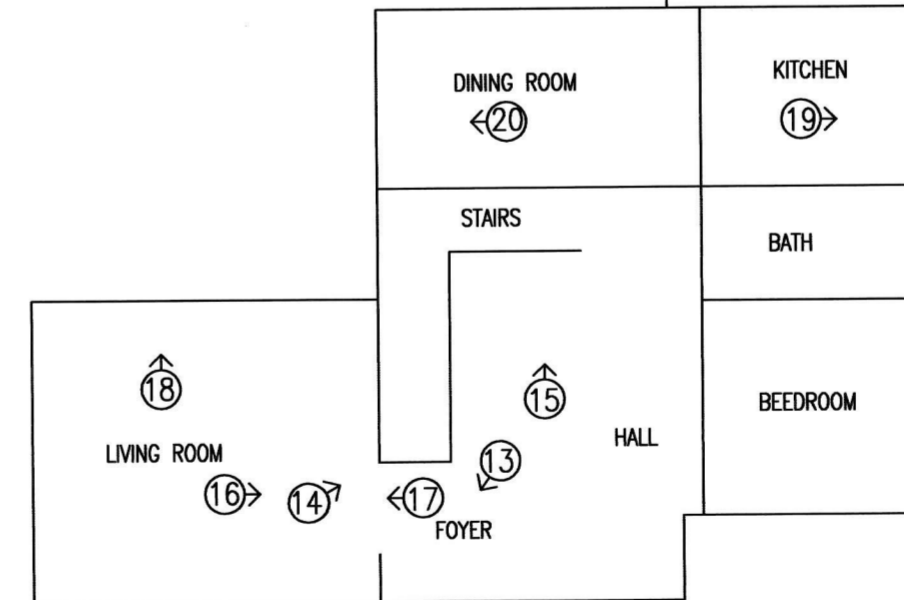
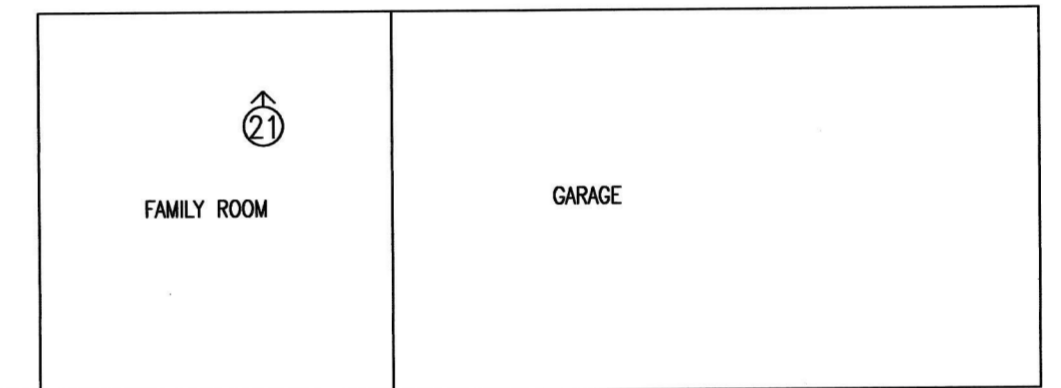


SITE PLAN

PARK STREET SOUTH



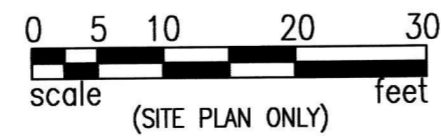
SECOND FLOOR
(PHOTOS FOR SECOND FLOOR NOT AVAILABLE)



FIRST FLOOR

McKEAGE HOUSE
209 PARK STREET SOUTH
ST. PETERSBURG (PINELLAS COUNTY), FLORIDA

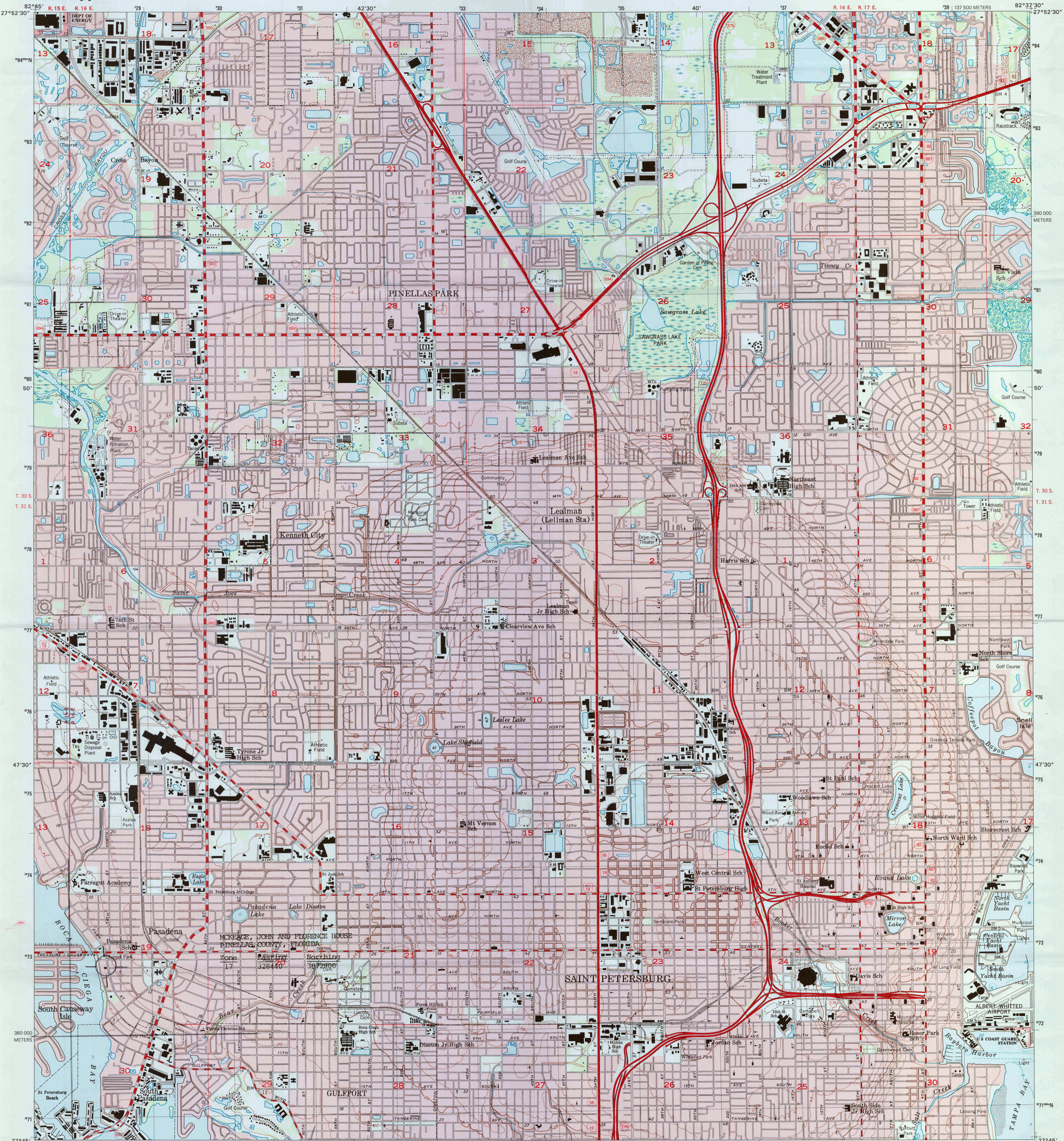
PLAN DRAWN BY W. CARL SHIVER
HISTORIC PRESERVATIONIST
FLORIDA BUREAU OF HISTORIC PRESERVATION
FEBRUARY 2013



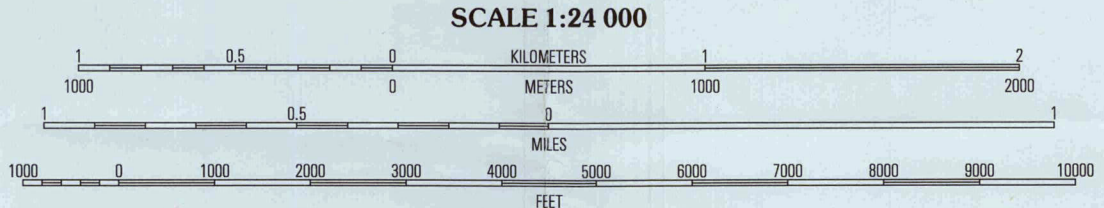
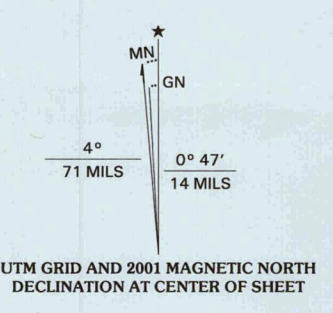
PLANS DRAWN USING HAND SKETCHED PLANS PROVIDED BY KIMBERLY HINDER, HISTORIC PRESERVATION PLANNER, PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT, CITY OF ST. PETERSBURG, FLORIDA, USING AUTOCAD AND AERIAL PHOTOGRAPHS AND PHOTOGRAPHS OF THE EXTERIOR AND INTERIOR OF THE RESIDENCE.

FLORIDA BUREAU OF HISTORIC PRESERVATION
500 SOUTH BRONOUGH STREET
TALLAHASSEE, FLORIDA 32399-0250
TEL: (850) 245-6333
FAX: (850) 245-6437

----- = HISTORIC BOUNDARY
⑫➤ = PHOTOGRAPHS



Produced by the United States Geological Survey
Topography compiled by planimeter surveys 1956. Planimetry derived from imagery taken 1958 and other sources. Public Land Survey System and survey control current as of 1956.
Selected hydrographic data compiled from NOS charts 587 (1953) and 1257 (1955).
This information is not intended for navigational purposes.
North American Datum of 1983 (NAD 83). Projection and 1 000-meter grid: Universal Transverse Mercator, zone 17. 2 500-meter ticks: Florida Coordinate System of 1983 (west zone).
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software.
There may be private inholdings within the boundaries of the National or State reservations shown on this map.
Landmark buildings verified 1956.



CONTOUR INTERVAL 5 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048
DEPTH CURVES AND SOUNDINGS IN FEET-DATUM IS MEAN LOWER LOW WATER
THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE
THE MEAN RANGE OF TIDE IS APPROXIMATELY 2 FEET



ROAD CLASSIFICATION
Primary highway hard surface
Secondary highway hard surface
Light-duty road, hard or improved surface
Unimproved road
Interstate Route
U.S. Route
State Route

1	2	3	1 Clearwater
4	5	6	2 Safety Harbor
7	8		3 Gandy Bridge
			4 Seminole
			5 Port Tampa
			6 Pass-A-Guille Beach
			7 Cockroach Bay

SAINT PETERSBURG, FL
1998
NIMA 44391 SW-SERIES 1847















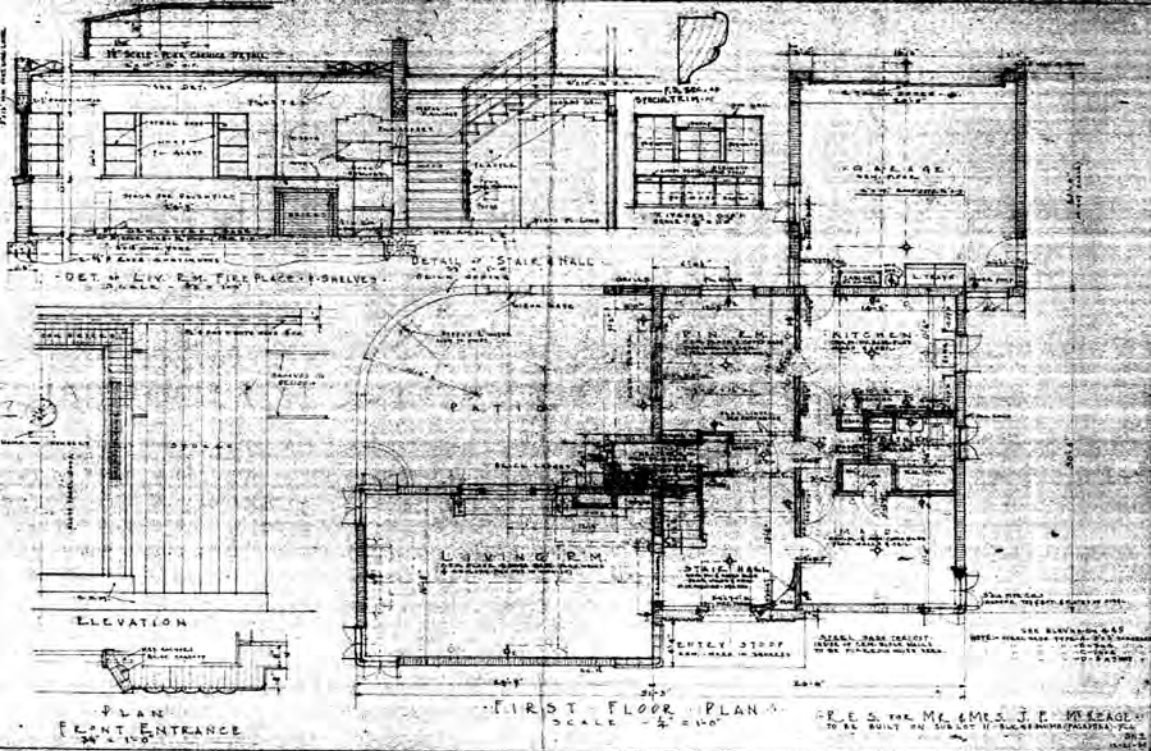






























UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: McKeage, John & Florence, House

MULTIPLE NAME:

STATE & COUNTY: FLORIDA, Pinellas

DATE RECEIVED: 2/22/13 DATE OF PENDING LIST: 3/21/13
DATE OF 16TH DAY: 4/05/13 DATE OF 45TH DAY: 4/10/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000145

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 4.9.13 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in
The National Register
of
Historic Places**

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



FLORIDA DEPARTMENT of STATE

RICK SCOTT
Governor



KEN DETZNER
Secretary of State

February 15, 2013

Ms. Carol Shull, Keeper
National Register of Historic Places
Department of Interior
1201 Eye Street, N.W., 8th Floor
Washington, D.C. 20005

Dear Ms. Shull:

Enclosed are the nomination and additional materials (nomination form, continuation sheets, site plan, Google map coordinates, color digital images and disk) for the submission of

McKeage House, St. Petersburg, Pinellas County, Florida

Please do not hesitate to contact me at (850) 245-6364 if you have any questions or require any additional information.

Sincerely,

Barbara E. Mattick, Ph.D.
Deputy State Historic Preservation Officer
for Survey & Registration

Enclosures

DIVISION OF HISTORICAL RESOURCES

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