

PH0038873

DATA SHEET

Form 10-300
(Rev. 6-72)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: Florida
COUNTY: Pinellas
FOR NPS USE ONLY
ENTRY DATE: APR 3 1975

1. NAME

COMMON:
Don Ce Sar Hotel

AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER:
3400 Gulf Blvd.

CITY OR TOWN:
St. Petersburg Beach

CONGRESSIONAL DISTRICT:
Eighth

STATE:
Florida

CODE:
012

COUNTY:
Pinellas

CODE:
103

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input type="checkbox"/> Site <input type="checkbox"/> Object <input checked="" type="checkbox"/> Building <input type="checkbox"/> Structure	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	Yes: <input checked="" type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input type="checkbox"/> No

PRESENT USE (Check One or More as Appropriate)

<input type="checkbox"/> Agricultural	<input type="checkbox"/> Government	<input type="checkbox"/> Park	<input type="checkbox"/> Transportation	<input type="checkbox"/> Commercial
<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Industrial	<input type="checkbox"/> Private Residence	<input type="checkbox"/> Other (Specify)	
<input type="checkbox"/> Educational	<input type="checkbox"/> Military	<input type="checkbox"/> Religious		
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Museum	<input type="checkbox"/> Scientific		

4. OWNER OF PROPERTY

OWNER'S NAME:
William Bowman, Jr.

STREET AND NUMBER:
3400 Gulf Blvd.

CITY OR TOWN:
St. Petersburg Beach

STATE:
Florida

CODE:
012

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Pinellas County Courthouse

STREET AND NUMBER:

CITY OR TOWN:
Clearwater

STATE:
Florida

CODE:
012

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:
N/A

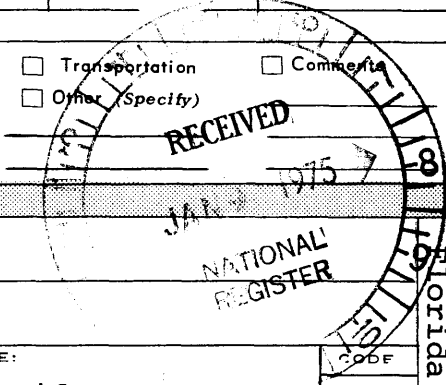
DATE OF SURVEY:
 Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:

STREET AND NUMBER:

CITY OR TOWN:
STATE:
CODE:

SEE INSTRUCTIONS



STATE: Florida

COUNTY: Pinellas

ENTRY NUMBER: APR 3 1975

DATE:

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7. DESCRIPTION

CONDITION	(Check One)					
	<input checked="" type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input checked="" type="checkbox"/> Altered	<input type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The main mass of this "boom" hotel is five stories in height with wings and additions reaching a height of ten stories. The building is constructed of Belgian concrete and is stuccoed over and painted a bright pink color, hence references to the "Pink Palace." Originally the building was entered at ground level and guests climbed a grand stair to the lobby. Now however, as a result of recent additions, a double ramp and porte cochere are located on the main facade of the hotel whereby visitors enter the building at the second level and descend five steps to the lobby. In its exterior decoration, the building is treated in a manner typical of the period. An excess of ornament of an eclectic Spanish, Italian and Mediterranean flavor is seen all over the building. The roof is covered with red barrel tile and the four towers atop the main mass of the hotel are at least reminiscent of the type of tower associated with the Spanish Colonial Revival. Round arches used both in loggias and for window shapes, wrought iron grilles and wooden balconies are all used in combination with terra cotta applied decoration, most of which is painted white to contrast with the pink stucco. Fenestration is regular for the most part and windows are casement and sash in combination. The building with its various wings and towers presents a very erratic silhouette against the skyline of St. Petersburg Beach.

The interior is a composition of international materials including Italian marble, ornamental Spanish tile, California redwood, Belgian wall fabrics and Austrian crystal chandeliers. Despite minor alterations to the building, particularly with respect to interior remodeling, the structure is definitely one of the finest of Florida's great tourist hotels which survives today recalling the elegance and opulence of the 1920's land boom.

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2. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input checked="" type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known) 1928

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input type="checkbox"/> Political	<input type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input type="checkbox"/> Other (Specify)
<input type="checkbox"/> Historic	<input type="checkbox"/> Industry	<input type="checkbox"/> Science	_____
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Sculpture	_____
<input checked="" type="checkbox"/> Architecture	<input type="checkbox"/> Landscape Architecture	<input type="checkbox"/> Social/Humanitarian	_____
<input type="checkbox"/> Art	<input type="checkbox"/> Literature	<input type="checkbox"/> Theater	_____
<input type="checkbox"/> Commerce	<input type="checkbox"/> Military	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Music		
<input type="checkbox"/> Conservation			

STATEMENT OF SIGNIFICANCE

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The Don Ce Sar Hotel was originally conceived by developer Thomas J. Rowe at the height of the great Florida land boom. It was completed at a cost of \$1,150,000 in January, 1928, after the boom had collapsed and less than two years before the stock market crash and the onset of the Great Depression of the 1930's. Nevertheless, its renown as a luxury resort hotel attracted such noted figures as F. Scott Fitzgerald, Clarence Darrow, Babe Ruth and Lou Gehrig, Faith Baldwin, Dr. Walter Mayo, and various members of New York's Macy family among its many distinguished patrons.

After the American entry into World War II, the hotel was purchased by the federal government and converted for use as a rest and rehabilitation center for Air Corps Officers. From 1945 until 1969, it served as a federal office building serving many of the federal agencies in the St. Petersburg area. Vandalism set in immediately after the last federal offices were closed. By 1970, a committee of local citizens had formed to work for the preservation of the structure.

In 1971, William Bowman, Jr. became interested in the structure and began negotiating its purchase. Two years later he began a program of rehabilitation designed to restore the structure to its original function and retain the aura of luxury and opulence that had been eroded by its long and varied career. Minimal structural alterations were necessitated by modern building codes and surrounding development. Interior renovation utilized a wide variety of materials from foreign sources to recreate the spirit and substance rather than the precise form of the original, adapted to modern standards of comfort and convenience.

Throughout its history, the Don Ce Sar has served literally, as well as figuratively, as a landmark. Its mass and distinctive appearance continue to physically dominate the St. Petersburg Beach area, making it a valuable aid to maritime and aerial navigation. Restored to its original use, the Don Ce Sar will also continue to mark a significant period in the development of modern Florida.

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Grismer, Karl H. The Story of St. Petersburg: The History of Lower Pinellas Peninsula and the Sunshine City. St. Petersburg: P. K. Smith, 1948.

St. Petersburg Times, January 16, 1928.

10. GEOGRAPHICAL DATA

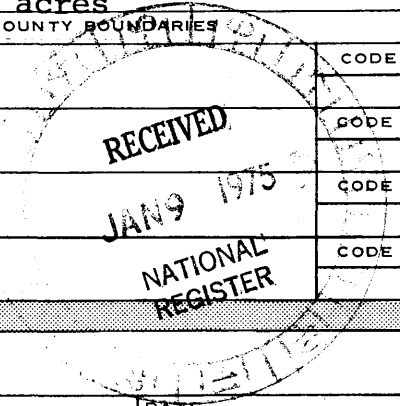
LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	° ' "	° ' "		N27° 42' 32"	W82° 44' 15"	
NE	° ' "	° ' "				
SE	° ' "	° ' "				
SW	° ' "	° ' "				

17/328700
3066000
C2

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: **approx. three acres**

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE:
Diane D. Greer, Historic Sites Specialist

ORGANIZATION: **Div. of Archives, History & Records Management** DATE: **10-11-74**

STREET AND NUMBER:
Department of State, The Capitol

CITY OR TOWN: **Tallahassee** STATE: **Florida** CODE: **012**

12. STATE LIAISON OFFICER CERTIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National State Local

Name: Robert Williams
Title: Preservation Officer

Date: December 16, 1974

NATIONAL REGISTER VERIFICATION

I hereby certify that this property is included in the National Register.

Robert Williams
Director, Office of Archeology and Historic Preservation

Date: 4/13/75

ATTEST:
W. J. Hunter
Keeper of the National Register

Date: APR 2 1975