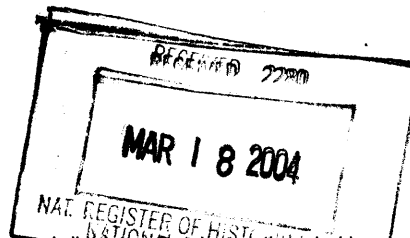


United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions on how to complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking 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 DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT

other names/site number N/A

2. Location

street & number Bounded by 5th Ave. N; Beach Drive NE; Central Ave., 9th Street N N/A not for publication

city or town St. Petersburg N/A vicinity

state FLORIDA code FL county Pinellas code 103 zip code 33701

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.)

Francis P. Gaska 3/3/04
Signature of certifying official/Title Date

Deputy 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) _____

for Signature of the Keeper Date of Action

Daniel J. White 4/30/04

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	
367	60	buildings
3	0	sites
11	0	structures
7	0	objects
388	60	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

12

6. Function or Use

Historic Functions

(Enter categories from instructions)

- DOMESTIC/Single Dwelling
- DOMESTIC/Multiple Dwelling
- COMMERCE/TRADE/Office Building
- COMMERCE/TRADE/Specialty Store
- RELIGION/Church
- RECREATION/CULTURE/Outdoor Recreation
- GOVERNMENT/City Hall
- GOVERNMENT/County Courthouse

Current Functions

(Enter categories from instructions)

- DOMESTIC/Single Dwelling
- DOMESTIC/Multiple Dwelling
- COMMERCE/TRADE/Office Building
- COMMERCE/TRADE/Specialty Store
- RELIGION/Church
- RECREATION/CULTURE/Outdoor Recreation
- GOVERNMENT/City Hall
- GOVERNMENT/County Courthouse

7. Description

Architectural Classification

(Enter categories from instructions)

See Continuation Sheet 10, Page 1

Materials

(Enter categories from instructions)

foundation Brick

walls Brick

Wood

roof Tar & Gravel

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
COMMUNITY PLANNING AND DEVELOPMENT
COMMERCE
ENTERTAINMENT/RECREATION

Period of Significance

c. 1888-1954

Significant Dates

c. 1888

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Arch: Unknown

Blder: Unknown

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 42 apprx.

UTM References

(Place additional references on a continuation sheet.)

1	17	337720	3073740
Zone	Easting	Northing	
2	17	339560	3073740

3	17	339200	3072840
Zone	Easting	Northing	
4	17	337720	3072840

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 Tim Clemmons/Rick Smith/Carl Shiver, Historic Preservationist

organization Bureau of Historic Preservation date January 2004

street & number R.A. Gray Building, 500 S. Bronough Street telephone (950) 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 _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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.

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National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
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Section number 7 Page 1

DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
DESCRIPTION

SUMMARY

The Downtown St. Petersburg Historic District comprises an assortment of mixed use buildings located in or near the commercial core of the city of St. Petersburg, Florida. The buildings in the approximately 42 acre area were erected between 1888 and 1954 and are grouped around three public parks. The mixed use character of residences, hotels, churches, retail businesses, professional offices, and public buildings is distributed throughout the district, but the majority of the commercial buildings are located along Central Avenue in the southern section of the district. In addition to commercial buildings, the district contains numerous detached, wood frame single family dwellings and apartment buildings that vary in type and style. Churches, public buildings, commercial buildings, and large hotels represent the major masonry resources in the district. The majority of these buildings embody various early 20th century revival styles. The historical street pattern of the downtown area of the city is based on a regular grid with three visual focal points: Williams Park, Straub Park, and Mirror Lake Park. The historic district contains 367 contributing and 60 noncontributing buildings. Twelve buildings in the district are already listed in the National Register of Historic Places. There are also eleven contributing structures, seven contributing objects (statues), and three public parks in the district that are counted as contributing sites.

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 Devil Rays major league baseball team.

PHYSICAL DESCRIPTION

The Downtown St. Petersburg Historic District is located in the northern portion of the original plat of the city laid out in 1888 and revised in 1889. The plat is unusual for its era in having 100 foot wide street rights-of-way. A number of blocks in the district are 400 feet wide by 420 feet long, with 20 foot wide alleys running east to west. Lots in these blocks are usually 50 feet wide by 200 feet deep, but a number of these have been subdivided or consolidated to suit the dimensions of the building or other property use. Many commercial lots

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are 40 feet wide by 100 feet deep on blocks which average 220 feet by 400 feet. The residential neighborhood northwest of Mirror Lake was platted in a piecemeal fashion between 1890 and 1912 by many real estate developers and the irregular street grid reflects this. Streets vary in width from 40 feet to 60 feet, and lots are small, averaging 50 feet by 125 feet.

The historic district is bounded on the east by Straub Park and the shoreline of Tampa Bay, on the north by the southern boundaries of the Northshore and Round Lake historic districts at 5th Avenue North, on the west by 9th Street North, and on the south by 1st Avenue South. The demolition of historic properties south of 1st Avenue South and west of 9th Street North that took place during the 1970s and 1980s have defined the southern and western limits of the historic district.

Streetscape

Between 1905 and 1913 downtown streets were paved in brick with granite curbs. Asphalt would be laid over most of the brick streets in downtown St. Petersburg by the 1940s with the only exceptions being in the residential sections of the district north of 5th Avenue North and portions of the district north and west of Mirror Lake. The city had an extensive streetcar system and rails existed on many of the district's streets prior to 1946, when the system was replaced by city buses. Street lighting was mounted on power poles but lamps on decorative cast-iron standards were used along Central Avenue and the main streets of the central business district. The most common type of historic sidewalk in the district consisted of hexagonal cast concrete pavers with a diameter about 12 inches to 16 inches. The pavers were often red, dark gray, or green in color and laid in geometric patterns. Most of the hexagonal block sidewalks in the district have been replaced with the more familiar poured concrete rectangles, but some stretches of the historic sidewalks can still be found in some parts of the district.

A Brief History Of The Green Bench

The first benches were an advertising device for a realtor named Noel Mitchell. In 1908 he had a St. Petersburg craftsman make him 50 benches that he painted orange. On the 50 benches he used a wide board painted with his company logo and the slogan "Mitchell The Honest Realtor, The Sandman Never Sleeps." This probably indicated that customers could call him anytime to purchase real estate. He set two of these benches in front of his business and soon folks would gather to rest their feet awhile and discuss important matters of the day. When they would ask him where he got these fine benches, he would strategically offer them free to people who were interested in having one for themselves. Soon enough his name was plastered across the city and his business thrived because of this novel advertising scheme. Other businesses followed in his footsteps and soon most buildings in the downtown core of St. Petersburg had benches out front of them.

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
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Until 1916 they were painted every imaginable color and though the concept was good, there was a need for conformity. Mayor Al Lang passed an ordinance that called for all of the existing benches to be painted green and that any new benches to be placed on any city streets shall be green.¹ As the city grew, it became famous for its hospitality mainly because of the extremely comfortable seating it offered its residents and visitors. Many postcards featured photos of the city streets crowded with people sitting on green benches. In the 1940s Time Magazine had a cover story on St. Petersburg & The City of Green Benches. In the 1960s attitudes towards the Green Benches changed and city officials felt that the city was getting a bad image from the mostly retired folks whiling away their time on the benches. The first idea for change was to paint the benches pastel colors to make them look more hip. Then in 1969 they removed them altogether, in favor of "streamlined" aluminum benches. In recent years some wooden benches modeled on the original green benches have been reappearing in the downtown area.

Public Parks

Downtown St. Petersburg has three public parks that anchor the east, central, and west sections of the district and have shaped the development of the downtown area almost since the founding of the community. Williams Park, located in the center of the downtown district, was designated as a town square in the original 1888 plat. This 420 foot by 350 foot block of land retains its historic function and ambiance with a richly planted grove of trees, mainly oaks. A steel and glass bandstand (Photo 1) is located on the north side of the park. Erected in 1952, this structure replaced a 1920s concrete bandshell. A wooden gazebo bandstand stood on the site from 1895 to 1921. The park also features a number of small monuments and markers commemorating historic persons and events, including a memorial to soldiers from St. Petersburg who died in World Wars I and II, and in remembrance of John C. Williams, co-founder of St. Petersburg, for whom the park is named.

The district's second oldest park is Straub Park, also known as Waterfront Park. It was created c. 1910 by dredging fill from what is now the north yacht basin. The park comprises a strip of land about 270 feet wide between Beach Drive and Bayshore Drive and is bounded by 1st Avenue North on the south and 5th Avenue North on the north. Located in the park is the noncontributing Museum of Fine Arts Building (Photo 2), constructed in 1966. The park is landscaped with trees and palms, and two notable large Banyan trees (*Ficus maysorensis*). In the mid-1920s the park was ornamented with cast concrete statuary. Facing Bayshore Drive North are three statues of maidens about 7 feet high representing the seasons, while in the center of the park are four pastoral statuary groups, each about six feet high, of shepherds courting shepherdesses (Photo 3). At the northeast corner of Bayshore Drive and Second Avenue Northeast is St. Mary's Comfort Station, an octagonal, brick, Romanesque Revival style public restroom, a local landmark built in 1927 (Photo 4).

¹ Grismer, 277.

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
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Mirror Lake Park lies in the northwest section of the downtown district. Its natural lake (Photo 5) served as the city's fresh water reservoir until it was modified in 1910 to its current form. The city filled the northern swampy one-third of the lake to create parkland and built a roadway encircling the lake. The sloping bank between the drive and lake is landscaped with oaks, Sabal, Roystonea, and Phoenix species of palmettos. The park features a 1940 Moderne style concrete sign (Photo 6) bearing the legend "Mirror Lake Park" which faces the intersection of 6th Street and Mirror Lake Drive. The Carnegie Public Library (NR, 1986) was built in 1915 on the east side of the lake at 300 5th Street North (Photo 7). This one-story buff brick, Beaux-Arts style building has a raised basement concealed by an earth berm and a cross gable roof covered with red clay tiles. The library was completely restored between 1990 and 1993. A new addition has recently been constructed on the south side of the library, replacing an earlier addition built in 1953.

Description of Building Types

The Downtown St. Petersburg historic district offers a mixture of commercial, civic, religious, recreational, and residential buildings that reveal the development pattern of the city as a tourist and winter destination. Since World War II the downtown area has suffered demolitions of such landmarks as the Florida and La Plaza theaters, the Soreno Hotel, the 1911 St. Petersburg High School, and the 1913 First Presbyterian Church, but still retains many historically and architecturally significant buildings that define its character. Twelve buildings in the historic district are listed individually on the National Register of Historic Places.² Most of the commercial buildings and hotels in the district range from one to three stories in height, although a few buildings, like the eleven-story Snell Arcade (NR, 1977) at 405 Central Avenue (Photo 8) do rise above the skyline, as do the steeples and bell towers of some of the churches. The prevalent construction materials for the commercial, civic, and religious buildings are brick and concrete, and many of the buildings have stuccoed exterior walls. Most of the residential buildings, and some small hotels and rooming houses, are constructed of wood. The exterior siding for the residences varies from weatherboard, to drop siding and wood shingles. The windows in all types of historic buildings in the district are either wood double hung sash or casement, both wood and metal. Most of the commercial buildings have flat, built-up roofs, while the residential roof types reflect those typical of the architectural style. Gable and hip roofs are common, but Mediterranean Revival style houses may have flat roofs with parapets. Most commercial buildings stand at the rear edge of the sidewalk, but the setback of the residential buildings varies according to the period in which they were constructed.

Mirror Lake Recreational Complex

In 1917 land north of the library on the corner of Fifth Street and Fourth Avenue became the home of the St. Petersburg Lawn Bowling Club (NR, 1980) located at 536 4th Avenue North (Photo 9). This complex of two paved courts and three small frame and masonry buildings was built in stages between 1918 and 1933. The

² See contributing building list.

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construction of a one-story senior citizens center (Photo 10) southeast of the facility in 1979-80 required the removal of a portion of the bowling lanes.

The St. Petersburg Shuffleboard Club (Photo 11) complex at 559 Mirror Lake Drive, located immediately west of the lawn bowling courts, is an assemblage of small stuccoed masonry buildings, seven shuffleboard courts with over 100 concrete lanes, and a small tournament grandstand. Built in many phases between 1924 and 1941, the Club's structures and courts are configured randomly. This complex is well maintained by the club members and has few alterations to its historic fabric. Located on a small parcel of land between the Lawn Bowling Club and Shuffleboard Club is the St. Petersburg Chess Club (Photo 12). It is a small one-story Tudor Revival style clubhouse ornamented with half-timbering.

The St. Petersburg Coliseum (Photo 13) is located just north of the Shuffleboard and Lawn Bowling clubs at 535 Fourth Avenue North. Now divided by a one-way east off-ramp of I-375, the Coliseum is part of the Mirror Lake Park recreational complex serving complementary functions. This building combines features of the Mission and Prairie styles and occupies a 120-foot by 190-foot area of land. The stucco over metal lath structure has a curved roof that is supported by an unusual, semi-circular laminated wood truss system.

Churches

Tourists and winter residents spent about one-third of the year in the Sunshine City and consequently created institutions and social networks to sustain their lifestyle there. The religious congregations served the visitors' spiritual needs and created a place for people to meet and socialize. The large seating capacity of most of the historic downtown churches reflects the religious needs of the winter population rather than the number of permanent parishioners. During the tourist season many of the churches became centers of the city's social and cultural events as well as being venues for religious worship.

The nine existing and former churches located in the Downtown St. Petersburg Historic District are some of its largest and most architecturally significant buildings. All but two were designed in the Gothic and Mediterranean Revival styles. Three of the churches face onto Williams Park; two are located within three blocks of Williams Park; three others face Mirror Lake or located nearby; and one lies south of Mirror Lake at the intersection of 1st Avenue and 5th Street North. St. Peter's Episcopal Cathedral (Photo 14) at 140-150 4th Street North, built c. 1924, has a tan brick load bearing wall, and is designed in the English Gothic Revival style. The former First Congregational Church (Photo 15) at 256 4th Street North was built in 1923 and is a concrete block structure in the Gothic Revival style. The First Baptist Church (Photo 16), located at 120 4th Street North, was built in 1923 in the Classical Revival Style using tan brick.

The First United Methodist Church (Photo 17), located at 212 3rd Street North is dominated by a large corner bell tower (NR, 1990). Designed in the Gothic Revival style, this red brick church was constructed in

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
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1925. The First Church of Christ Scientist (Photo 18) located at 253 Fifth Avenue North is a tan brick Renaissance Revival-style edifice built in c. 1925. Two of the three churches facing Mirror Lake were designed in the Mediterranean Revival style. The First Christian Church (Photo 19) at 737 Mirror Lake Drive was built c. 1925. The Unitarian Universalist Church (Photo 20) at 719 Arlington Avenue North was built c. 1929. Trinity Lutheran Church (Photo 21) at 401 5th Street North is a tan brick Gothic Revival style church constructed around 1924. Finally, Christ United Methodist Church (Photo 22), a Mediterranean Revival building constructed in 1952, is located 467 1st Avenue North.

Public Buildings

Government related buildings within the historic district include two postal facilities, city hall and associated office facilities, an existing and former county courthouse, and three educational facilities. Most of these structures lie within view of Mirror Lake. The Open Air Post Office (NR, 1977), was constructed in 1917 (Photo 23) and designed in the Renaissance Revival style as a one-story terra cotta clad building located opposite the southwest corner of Williams Park. The St. Petersburg City Hall (Photo 24), located at 175 5th Street North was one of the last important Mediterranean Revival style buildings erected in the city, albeit with a modernist interpretation. Financed by a Public Works Administration grant, City Hall was constructed between 1937-1939 as the Municipal Utilities Building. The city's former mail sorting facility (Photo 25), another Mediterranean Revival building, is located at 863 3rd Avenue North.

Three original school buildings are located within the historic district, either facing Mirror Lake Park or located about one block away. The oldest structure is the two-story brick vernacular style Manual Training School constructed in 1900 (N.R. 1999). Situated east of City Hall at 440 2nd Avenue North, the building is now used as the City Hall Annex (Photo 26). Two Mediterranean Revival style former public schools front Mirror Lake Park on the north and northwest. The St. Petersburg Public High School, 701 Mirror Lake Drive, (Photo 27) was constructed in 1917 and is now a residential condominium. In the next block southwest of the high school is the St. Petersburg Junior High School at 296 Mirror Lake Drive, constructed in 1924, that now serves as the Tomlinson Adult Education Center (Photo 28).

Hotels

Hotel buildings in Downtown St. Petersburg range greatly in size, type, and age. The rapid growth of the city and the tourist industry caused many of the district's buildings to be altered and enlarged as the city gained more visitors. Among the early hotels in the district are the Detroit Hotel, the original section of which was constructed c. 1888 (Photo 29); the St. Charles Hotel, c. 1903, (Photo 30); and the Bishop Hotel, constructed c. 1912 (Photo 31). All three are located in the 200 block of Central Avenue or First Avenue North. In addition, many pre-World War I single family residences located in the downtown area were altered and

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
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enlarged to be used as hotels during the 1920s and 1930s. A typical example of this type is the Nelson Hotel (Photo 32) located at 430 5th Street North.

Hotels built after 1918 were constructed of masonry and designed in a historical style. The Alexander Hotel (NR, 1984) at 535 Central Avenue, constructed in 1922 (Photo 33), was among the first of this new type of hotel. It has brick load bearing walls that rise five stories and a Beaux-Arts style facade with extensive cast concrete ornament. The Renaissance Revival Hotel Cordova (Photo 34), now called the Pier Hotel, at 253 2nd Avenue North, constructed in 1921, also reflects the evolving character of downtown hotels after the First World War. Two hotels, the Hillcrest (Photo 35), constructed c. 1923, and the Ambassador (Photo 36), constructed c. 1925, are located next to one another at 220 and 226 5th Avenue North and are designed in the Mission Revival style. The Bond (Hollander) Hotel at 421 4th Avenue North (Photo 37), constructed c. 1930, is a muted example of the Mission Revival style.

The period from 1923 to 1926 saw the construction of the district's largest hotels, including the Princess Martha (Photo 38) at 411 1st Avenue North, constructed c. 1924; the Dennis (Photo 39) at 326 1st Avenue North, constructed c. 1925 (NR, 1986); the Pennsylvania (Photo 40) at 300 4th Street North, constructed c. 1926; and the Vinoy Park (Photo 41), constructed c. 1925 (NR, 1978), located at 501 5th Avenue Northeast. All are steel frame structures with fireproof construction, flat built-up roofs, and hollow tile exterior walls veneered in brick; except for the Vinoy Park which has a stucco exterior.

The district's Moderne style hotels of the mid to late 1930s returned to the smaller scale of the pre-Boom hotels. Good examples of this hotel type are the Bay Plaza Hotel (Photo 42) at 419 3rd Avenue North, constructed c. 1930, and the Randolph Hotel (Photo 43) at 200 4th Street North, constructed c. 1940.

Residential Buildings

1. Single-Family Dwellings

The Downtown St. Petersburg Historic District has a large number of detached, single-family residences that were constructed in close proximity to the commercial section of the city during the early years of the community's development. Although most of the early residential buildings once found immediately south and southwest of the commercial corridor have been demolished, many of those along 5th Avenue North and in the Lake Mirror area have survived. Starting in the 1890s, single-family vernacular residences built with Queen Anne decorative influences were constructed in the area between First and Fifth Avenues North from Beach Drive to Mirror Lake. Sanborn maps from 1898 to 1908 show the houses in this area varied in size and exhibited footprints ranging from small, rectangular cottages to large irregular residences. The houses were set back 10 to 15 feet from the front lot line. Side setbacks varied according to lot size, but a minimum 5-foot side setback was the norm.

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
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The rapid commercialization of this area during the 1920s boom years prompted homeowners who still occupied houses in the present commercial corridor to move to new residential developments on the fringes of downtown. The downtown houses that were not demolished were usually converted into small hotels, boarding houses, and apartment buildings. Therefore, many of these buildings have dual significance as early settlement period residences of the city's pioneer families and later as tourist lodgings. Some of the earliest residences include the 1905 Davenport House (Photo 45) at 259 4th Avenue North (Photo 44), the 1904 Bussey House located at 211 4th Avenue North, and the c. 1905 Bay Gables (Photo 46) located at 136 4th Avenue Northeast, all of which are good examples of larger residences with Queen Anne style design features.

The Veillard House, constructed in 1910 (NR, 1986), located at 262 4th Avenue North (Photo 47) has a corner tower and stained glass windows. The house is built of rusticated concrete block. The use of decorative concrete as a building material first appeared in St. Petersburg around 1910 and became very popular during the 1910s and 1920s.

Some of the early single family houses still surviving in the downtown district are Frame Vernacular, like the two-story house at 500-510 3rd Street North (Photo 48), constructed c. 1910, and the residence at 309 5th Avenue North (Photo 49), constructed c. 1904.

The Craftsman/Bungalow style became the most popular residential style in the city by the 1910s and remained the dominant style through the 1920s. By 1915, most of the lots in the downtown area were no longer available for residential development, except in the area west of Mirror Lake, where the bulk of the district's bungalows can be found. The majority of the bungalows in the district have weatherboard siding, or in some instances stuccoed exterior walls. Windows are typically wooden double-hung sash, but wooden casements were also popular. Roofs are generally front-gable and sheathed with asphalt shingles. Some notable of bungalows in the district include the residence at 126 5th Avenue North, constructed c. 1920 (Photo 50) and 142 5th Avenue North, erected c. 1920 (Photo 51).

2. Apartment Buildings

The apartment buildings distributed throughout the district were built mainly to house seasonal residents. The buildings are both frame and masonry construction, rectangular in plan and generally two to three stories high. Access to living units is typically via interior central hallways or by way of exterior porches and stairs. The apartment units average 350 to 450 square feet and usually consist of one or two small rooms, a bath, and a small kitchen. In style these apartments range from cheaply constructed Frame Vernacular buildings to elegant, masonry Mediterranean Revival buildings. The Miramar Apartments at 442 5th Avenue North (Photo 52), constructed c. 1923, is a good example of an early frame apartment building downtown, as is the apartment building at 217-219 8th Street North (Photo 53), which was constructed c. 1919. Among the larger

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apartment buildings are the LaSalle Apartments (Photo 54) at 610 5th Avenue North, constructed c. 1921, and the Poulsen Apartments (Photo 55) at 215-217 5th Street North, also constructed c. 1921.

The Lantern Lane Apartments (Photo 56) located at 340 Beach Drive Northeast, constructed c. 1923, is a good mid-1920s example of a Mediterranean Revival style apartment building. A good example of the Mission style is the building at 409 8th Street North (Photo 57), which was constructed c. 1922. An even more striking example of the Mission style is the Hunt Apartments at 442 3rd Avenue North (Photo 58), constructed c. 1921. Other apartments whose designs were influenced by the Mission and Mediterranean style include the Executive Apartments (Photo 59) at 221 5th Ave North, constructed c. 1928 and the building at 324 Grove Street North (Photo 60), also constructed c. 1928. The largest apartment building in the district is the seven-story Mediterranean Revival style, Flori-de-Leon Apartments (Photo 61) at 130 4th Avenue North, constructed c. 1927.

Secondary and garage apartments were also important building types that provided housing for St. Petersburg's permanent and temporary residential population. These buildings tend to be located in close proximity to single-family dwellings that have been converted to multifamily use or to larger apartment buildings. Usually located on alleys, these buildings are generally vernacular in design. Examples include the buildings at 145A 4th Avenue North (Photo 62), constructed c. 1923 and 324A 2nd Street North (Photo 63), constructed c. 1925. Garage apartments are two-story buildings with garages on the first story and apartments upstairs, such as the building at 326A 5th Avenue North (Photo 64), constructed c. 1921.

Commercial Buildings

Central Avenue was the city's "main street" from the time of its inception through the early 1950s and exhibits a variety of smaller and larger scale commercial buildings. While noted for some of its larger commercial structures, much of the Downtown St. Petersburg Historic District is composed of one- to three-story masonry vernacular buildings. Construction during the 1920s added height to the city's skyline and provided it with distinctive architectural styles. Redevelopment and increased density occurred during each of the city's boom periods and, therefore, few pre-World War I structures have survived. Zero-lot-line zoning and masonry construction is typical of buildings along Central and First Avenue North. The earliest surviving buildings were constructed with brick or concrete block load bearing walls and are one or two stories high. They typically have flat roofs and are built on grade. Ground floors are concrete slab or often "hex-block" pavers laid on compacted sand. These buildings featured commercial shops on the ground floor and had either offices or residential rental rooms on the second floor.

One and two-part block buildings were, and remain, a common building form in downtown. Characterized by a single use, with either one or two floors, this building form was constructed throughout the historic period in the district. The former Orange Blossom Cafeteria (Photo 65) located at 220 4th Street

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North, constructed c. 1935, is a good example of the one-part block building, embellished with tanned polished brick complete with a Mission parapet and details.

Shopping arcades were a common building type in downtown St. Petersburg, numbering about a dozen during the historic period. Remaining examples of this type of buildings are the Crislip Arcade (Photo 66) at 641-647 Central Avenue, constructed c. 1925; the Green Richman Arcade (Photo 67) at 689 Central Avenue (NR 1998), constructed c. 1924; and the Snell Arcade (NR, 1977) at 405 Central Avenue (Photo 8).

Except for the Boom Period hotels most of the commercial buildings in downtown St. Petersburg remained low-rise edifices. One notable exception, in addition to the Snell Arcade, was the Kress Building (NR, 2001) at 475 Central Avenue, which was constructed in 1927 (Photo 68).

Williams Park Bandshell

The glass and steel bandshell (Photo 1) was built in 1952 and designed by William Harvard, Sr., who was also responsible for designing the current St. Petersburg Pier. The Bandshell won an AIA award in the 1950s.

Major Alterations to the District

The Downtown St. Petersburg Historic District has been modified primarily through urban redevelopment during the 1950s, 1960s and 1970s. This includes construction of new buildings, the renovation of existing historic buildings with new exterior finishes, and the demolition of historic buildings leaving vacant lots. Most noticeable are the new county government buildings constructed in the 1970s along the southeast shore of Mirror Lake, and the extensive demolition in the 1880s of buildings between 1st and 2nd Streets North, east of the historic district. The most recent demolition of historic buildings has occurred within the past two years along 1st Avenue North at 5th Street North to create street level parking.

A number of the contributing historic buildings in the district have experienced various degrees of modifications that took place more than 50 years ago. These changes may include new exterior finishes, window replacement, enclosed porches, and rear additions. Two examples of buildings exhibiting historical alterations are the Gower Apartments (Photo 69) at 131 4th Avenue North, constructed c. 1901, that had a masonry facade grafted onto it c. 1951 and the former single family dwelling at 460 3rd Street North (Photo 70), also constructed c. 1901, which received stuccoed masonry additions c. 1950. Historic buildings altered in more recent years yet still contributing include the Suwannee Hotel (Photo 71) at 501 1st Avenue North, which was constructed c. 1922 and renovated around 1980 and the Garden Piano Exchange (Photo 72) at 232 2nd Street North which was constructed c. 1923 and altered in the late 1960s.

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The historic district has sustained a number noncontributing intrusions within its boundaries and on its periphery that have affected its integrity. In the Mirror Lake area, the Pinellas County Courthouse (Photo 73) at 501 1st Avenue North is a example of brutalism architecture that was constructed in 1966. The seven-story Sebring Building (Photo 74) at 525 Mirror Lake Drive constructed c. 1968 is a typical example of modern modular architecture. The parking garage (Photo 75) associated with the Suwannee Hotel (Photo 71) and the Legal Building (Photo 76) at 447 3rd Avenue North were built in the 1970s and 1980s. Two major intrusions located in the middle of the district are the United Bank building (Photo 77) at 333 4th Street North, the site for which occupies an entire city block, and the Huntington Townhomes (Photo 78) at 350 2nd Street North, which were built c. 1998.

Contributing and Noncontributing Resources

Contributing resources in the Downtown St. Petersburg are those which have been documented with a Florida Site File and built before 1954 and largely retain their architectural integrity. Noncontributing resources are those which were built after 1954 or have been significantly altered and no longer retain their architectural integrity.

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Inventory of Contributing and Noncontributing Resources

Based on survey and mapping work, 388 contributing buildings, structures, sites, and objects have been identified in the Downtown St. Petersburg Historic District. There are 67 noncontributing buildings, but no other types of noncontributing resources. This count indicates 84% of all resources counted are contributing to the significance and character of the district.

CONTRIBUTING BUILDINGS AND STRUCTURES

<u>Address</u>	<u>Use</u>	<u>Site Name</u>	<u>Style</u>	<u>Date</u>	<u>FMSF #</u>
<u>1st Avenue N</u>					
208-226	Retail/w Apts.	—	Masonry Vernacular	c. 1920	PI03053
242-248	Retail/w Apts.	Benson's Gold Star Lounge	Mission	c. 1924	PI10466
256-260	Hotel	Bishop Hotel	Masonry Vernacular	c. 1912	PI00312
326-330	Hotel	Hotel Dennis (NR)	Renaissance Revival	c. 1925	PI00301
336	Retail/w Apts.	Women's Town Improvement Ass.	Renaissance Revival	c. 1913	PI00311
400	Post Office	Open Air Post Office (NR)	Mediterranean Revival	c. 1920	PI00223
401-411	Commercial	Princess Martha Hotel	Beaux-Arts	c. 1924	PI00280
451	Offices	Christ United Church	Masonry Vernacular	c. 1952	Pending
467	Church	Christ United Church	Mediterranean Revival	c. 1952	Pending
501	Offices	Suwannee Hotel	Mediterranean Revival	c. 1922	Pending
669	Offices	—	Masonry Vernacular	c. 1951	Pending
685	Offices	—	Masonry Vernacular	c. 1944	Pending
699	Offices	—	Masonry Vernacular	c. 1940	Pending
701	Offices	Invesco Real Estate	Masonry Vernacular	c. 1920	PI10415
721	Offices	Englander & Fischer, PA	International Style	c. 1930	PI10423
<u>1st Street N</u>					
133	Offices	—	Mediterranean Revival	c. 1923	Pending
340	Apartments	—	Frame Vernacular	c. 1916	PI10312
341	Apartments	—	Frame Vernacular	c. 1916	PI10313
350	Apartments	—	Art Deco	c. 1940	PI10314
356	Apartments	Gordon Arms Apartments	Frame Vernacular	c. 1916	PI10315
432	Retail	Vinoy Market	Masonry Vernacular	c. 1920	PI10416
<u>2nd Avenue N</u>					
253	Hotel	Hotel Cordova	Renaissance Revival	c. 1921	PI00304
440-442	City Hall Annex	Manual Training School (NR)	Masonry Vernacular	c. 1900	PI00307
465	Offices	—	—	c. 1935	Pending
745	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI10427

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2nd Avenue N (cont.)

745A	Duplex	—	Frame Vernacular	c. 1920	PI10427
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2nd Avenue NE

100	Offices	—	—	c. 1925	Pending
126	Hotel	—	Frame Vernacular	c. 1921	Pending
—	Public Restrooms	St. Pete Comfort Station	Romanesque Revival	c. 1920	PI00276

2nd Street N

25	Offices	Tropicana Hotel	Masonry Vernacular	c. 1925	PI03054
232	Piano Store	Garden Cafeteria	Mission	c. 1923	PI03043
256	Restaurant/Lounge	The Corner	Frame Vernacular	c. 1937	PI10468
300	Apartments	West Coast Inn	Frame Vernacular	c. 1900	PI00260
308	Apartments	Sunray	Frame Vernacular	c. 1925	PI10470
308A	Duplex	—	Masonry Vernacular	c. 1925	PI10470
316	Single Family Dwelling	—	Craftsman/Bungalow	c. 1920	PI10471
323	Apartments	—	Frame Vernacular	c. 1923	PI10472
324	Apartments	Spanish Oaks Retirement Center	Frame Vernacular	c. 1900	PI10473
324A	Duplex	—	Masonry Vernacular	c. 1925	PI10473
325	Apartments	Lee Apartments	Frame Vernacular	c. 1910	PI10475
357	Hotel	Carleve Hotel	Masonry Vernacular	c. 1938	PI10476
416	Apartments	—	Craftsman/Bungalow	c. 1920	PI10477
416A	Duplex	—	Masonry Vernacular	c. 1920	PI10477
424	Apartments	—	Frame Vernacular	c. 1915	PI10478
424A	Garage	—	Frame Vernacular	c. 1920	PI10478
436	Offices	—	Prairie	c. 1915	PI10317
436A	Apartments	—	Frame Vernacular	c. 1915	PI10317
522	Garage Apartment	—	Masonry Vernacular	c. 1925	PI10480
524	Duplex	—	Craftsman/Bungalow	c. 1925	PI04326
525	Duplex	—	Frame Vernacular	c. 1925	PI00700

3rd Avenue N

219	Hotel	Campbell Hotel	—	c. 1920	PI10430
227	Single Family Dwelling	—	Frame Vernacular	c. 1913	PI10431
234	Hotel	Heritage Hotel	Masonry Vernacular	c. 1924	PI03098
235	Apartments	Oak Lodge	Craftsman/Bungalow	c. 1910	PI03040
235A	Garage Apartment	—	Frame Vernacular	c. 1903	PI03040
245	Apartments	Monticello Apartments	Masonry Vernacular	c. 1920	PI00284
245A	Garage Apartment	—	Frame Vernacular	c. 1920	PI00284
342	Apartments	Lee Manor Apartments	Mission	c. 1920	PI10434
419	Hotel	Bay Plaza Hotel	Art Moderne	c. 1930	PI10396

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3rd Avenue N (cont.)

419A	Hotel Annex	—	Masonry Vernacular	c. 1930	PI10396
419B	Hotel Annex	—	Masonry Vernacular	c. 1930	PI10396
420A	Apartments	Lucerne Apartments	Frame Vernacular	c. 1916	PI10410
420B	Garage	Lucerne Apartments	Frame Vernacular	c. 1920	PI10410
435	Apartments	Biltmore Apartments	Craftsman/Bungalow	c. 1916	PI10405
435A	Apartments	Biltmore Apartments	Frame Vernacular	c. 1916	PI10405
442-446	Apartments	Hunt Apartments	Mission	c. 1921	PI10407
737	Church	First Christian Church	Spanish Colonial	c. 1927	PI10334
819	Apartments	—	Masonry Vernacular	c. 1916	PI10334
819A	Garage Apartment	—	Frame Vernacular	c. 1916	PI10334
824	Apartments	—	Frame Vernacular	c. 1920	PI10435
824A	Garage	—	Frame Vernacular	c. 1920	PI10435
832	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI10436
832A	Garage	—	Frame Vernacular	c. 1920	PI10436
833	Single Family Dwelling	—	Frame Vernacular	c. 1916	PI10336
833A	Single Family Dwelling	—	Frame Vernacular	c. 1916	PI10336
833B	Single Family Dwelling	—	Frame Vernacular	c. 1916	PI10336
840	Single Family Dwelling	—	Craftsman/Bungalow	c. 1920	PI10437
840A	Garage Apartment	—	Frame Vernacular	c. 1920	PI10437
841	Apartments	—	Frame Vernacular	c. 1915	PI10337
841A	Single Family Dwelling	—	Frame Vernacular	c. 1915	PI10337
863	Food Bank	Mail Sorting Annex	Mission	c. 1927	PI10338

3rd Street N

133-163	Retail	Museum Row	Masonry Vernacular	c. 1935	PI10482
211	Apartments	Mitchell Apartments	Frame Vernacular	c. 1912	PI10483
212	Church	First United Methodist Church (NR)	Gothic Revival	c. 1924	PI00885
225	Hotel	Stanton Apartments Annex	Masonry Revival	c. 1940	PI10484
232	Duplex	—	Frame Vernacular	c. 1918	PH10485
232A	Duplex	—	Masonry Vernacular	c. 1928	PH10485
233	Apartments	Endicott House	Shingle	c. 1915	PH03044
241	Hotel	Whitney Hotel	Masonry Vernacular	c. 1925	PI10486
252	Offices	Schuh Building	Masonry Vernacular	c. 1953	Pending
259	Law Offices	Skelton, Willis & Bennett	Craftsman/Bungalow	c. 1920	PI10487
341	Apartments	Victoria Apartments	Frame Vernacular	c. 1924	PI03035
415-419	Apartments	Sunrise Apartments	Masonry Vernacular	c. 1920	PI10488
423-427	Apartments	—	Mission	c. 1925	PI10489
432	Retail/Apartments	—	Mission	c. 1922	PI10318
460	Apartments	Dr. Peabody's	Frame/Masonry Vernacular	c. 1901/1950	PI00300
500-510	Apartments	—	Frame Vernacular	c. 1910	PI00693

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3rd Street N (cont.)

500-510A	Apartments	—	Frame Vernacular	c. 1925	PI00693
524	Apartments	—	Frame Vernacular	c. 1925	PI10490

4th Avenue N

130	Apartments	Flori-de-Leon Apartments	Mediterranean Revival	c. 1927	PI00883
131	Apartments	Gower Apartments	International Style	c. 1901	PI10438
145	Apartments	Southland Apartments	Frame Vernacular	c. 1923	PI10439
145A	Apartments	—	Frame Vernacular	c. 1923	PI10440
159	Apartments	North Apartments	Frame Vernacular	c. 1920	PI10441
205	Apartments	Parsley House	Mission	c. 1920	PI03034
205A	Garage Apartment	—	Masonry Vernacular	c. 1930	PI03034
211	Offices	Bussey House	Frame Vernacular	c. 1915	PI10443
219	Hotel	Mount Vernon Hotel	Frame Vernacular	c. 1936	PI10443
249	Apartments	Sarven Apartments	Frame Vernacular	c. 1922	PI00273
259	Offices	Davenport House	Queen Anne	c. 1905	PI10444
262	Residential	Veillard House (NR)	Queen Anne	c. 1901	PI00263
301	Apartments	Colony Apartments	Masonry Vernacular	c. 1950	PI10445
301A	Apartments	—	Masonry Vernacular	c. 1950	PI10445
301B	Apartments	—	Masonry Vernacular	c. 1950	PI10445
301C	Apartments	—	Masonry Vernacular	c. 1950	PI10445
301D	Apartments	—	Masonry Vernacular	c. 1950	PI10445
343	Hotel	Clinton Crest	Frame Vernacular	c. 1916	PI10343
414	Offices	Tourtelot Brothers, Inc.	Masonry Vernacular	c. 1950	PI10344
421	Hotel	Bond (Hollander) Hotel	Masonry Vernacular	c. 1930	PI10345
435	Apartments	Lee Plaza Apartments	Frame Vernacular	c. 1916	PI10398
435A	Apartments	—	Frame Vernacular	c. 1916	PI10398
443	Hotel	Avalon Inn	Masonry Vernacular	c. 1920	PI10399
443A	Garage Apartment	—	Frame Vernacular	c. 1920	PI10400
453	Apartments	—	Frame Vernacular	c. 1916	PI10397
453A	Garage Apartment	—	Frame Vernacular	c. 1916	PI10397
535	Coliseum	St. Petersburg Coliseum	Mediterranean Revival	c. 1924	PI00306
536	Clubhouse	St. Petersburg Lawn Bowling Club (NR)	Mediterranean Revival	c. 1933	PI00751
536A	Workshop	Bowls Testing Building	Masonry Vernacular	c. 1940	PI00751
536B	Bowling Court #1	—	N/A	c. 1924	PI00751
536C	Bowling Court #2	—	N/A	c. 1924	PI00751
538	Clubhouse	St. Petersburg Chess Club	Tudor Revival	c. 1922	PI10346
704	Garage Apartment	—	Frame Vernacular	c. 1920	PI10347
706	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI10348
718	Single Family Dwelling	—	Craftsman/Bungalow	c. 1920	PI10349
730	Apartments	—	Masonry Vernacular	c. 1915	PI10350
746	Apartments	—	Queen Anne	c. 1916	PI01713
754	Single Family Dwelling	—	Masonry Vernacular	c. 1920	PI10351

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4th Avenue N (cont.)

754A	Garage	—	Frame Vernacular	c. 1920	PI10351
755	Single Family Dwelling	—	Craftsman/Bungalow	c. 1926	PI10352
770	Offices	Rosemary Antiques	Mediterranean Revival	c. 1952	PI10353
773	Duplex	—	Bungalow	c. 1924	PI10354
773A	Single Family Dwelling	—	Frame Vernacular	c. 1951	PI10354
779	Apartments	—	Frame Vernacular	c. 1921	PI10355
803	Garage Apartment	—	Frame Vernacular	c. 1925	PI10357
804	Apartments	—	Frame Vernacular	c. 1925	PI10358
804A	Single Family Dwelling	—	Frame Vernacular	c. 1925	PI10358
805	Apartments	—	Frame Vernacular	c. 1925	PI10359
809	Apartments	—	Frame Vernacular	c. 1925	PI10360
809A	Garage Apartment	—	Frame Vernacular	c. 1925	PI10360
812	Apartments	—	Craftsman/Bungalow	c. 1921	PI10361
814	Duplex	—	Craftsman/Bungalow	c. 1921	PI10362
814A	Garage	—	Frame Vernacular	c. 1921	PI10362
840	Single Family Dwelling	—	Craftsman/Bungalow	c. 1928	PI10448
852	Single Family Dwelling	—	Masonry Vernacular	c. 1928	PI10385
858	Single Family Dwelling	—	Craftsman/Bungalow	c. 1925	PI10387

4th Avenue NE

116	Apartments	—	Frame Vernacular	c. 1916	PI10339
118	Single Family Dwelling	—	Frame Vernacular	c. 1919	PI10340
126	Hotel	Morrison Hotel	Craftsman/Bungalow	c. 1910	PI10341
136	Apartments	John Smith House	Queen Anne	c. 1910	PI1889
146	Offices	Henry-Bryan House	Frame Vernacular	c. 1916	PI10342

4th Street N

120	Church	First Baptist Church	Classical Revival	c. 1924	PI00884
136	Church Offices	St. Peter's Cathedral (Episcopal)	Masonry Vernacular	c. 1952	Pending
140	Church Activities	St. Peters Cathedral (Episcopal)	Gothic Revival	c. 1924	PI00275
150	Church	St. Peter's Cathedral (Episcopal)	Gothic Revival	c. 1924	PI00275
200	Hotel	Randolph Hotel	Masonry Vernacular	c. 1940	PI03046
208	Retail	—	Masonry Vernacular	c. 1920	PI10492
219	Church Offices	St. Peter's Cathedral (Episcopal)	Art Moderne	c. 1938	PI10493
220	Retail	Orange Blossom Cafeteria	Mediterranean Revival	c. 1935	PI03045
230-236	Apartments	Coburn Apartments	Masonry Vernacular	c. 1920	PI10494
240	Offices	Pilgrim Hall	Masonry Vernacular	c. 1923	PI00887
256	Vacant	First Congregational Church	Gothic Revival	c. 1923	PI10495
300	Hotel	Pennsylvania Hotel	Masonry Vernacular	c. 1926	PI00282
314-330	Retail	Keystone Club	Masonry Vernacular	c. 1920	PI10496
417	Apartments	Hamilton Apartments	Frame Vernacular	c. 1913	PI10319

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4th Street N (cont.)

419	Apartments	Cunningham House	Frame Vernacular	c. 1907	PI10320
419A	Garage	—	Frame Vernacular	c. 1920	PI10320
428	Retail	—	Frame Vernacular	c. 1935	Pending
430	Apartments	—	Frame Vernacular	c. 1913	PI10321
434	Hotel	Wirick Hotel	Moderne	c. 1920	PI10498

5th Avenue N

111	Apartments	Veranda Lodge	Frame Vernacular	c. 1920	PI03162
118	Retail	Olivia's Flowers	Craftsman/Bungalow	c. 1924	PI10451
118A	Garage Apartment	—	Frame Vernacular	c. 1924	PI10451
121	Single Family Dwelling	—	Frame Vernacular	c. 1910	PI04312
121A	Single Family Dwelling	—	Frame Vernacular	c. 1910	PI04312
126	Apartments	—	Craftsman/Bungalow	c. 1920	PI10452
127	Single Family Dwelling	—	Craftsman/Bungalow	c. 1920	PI04313
127A	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI04313
127B	Garage	—	Frame Vernacular	c. 1920	PI04313
135	Single Family Dwelling	—	Frame Vernacular	c. 1910	PI04314
136	Antique Store	—	Colonial Revival	c. 1920	PI10453
142	Single Family Dwelling	—	Craftsman/Bungalow	c. 1920	PI10454
142A	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI10454
142B	Shed	—	Frame Vernacular	c. 1920	PI10454
145	Single Family Dwelling	—	Craftsman/Bungalow	c. 1920	PI04260
155	Single Family Dwelling	—	Frame Vernacular	c. 1925	Pending
205	Apartments	Fifth Avenue Apartments	Masonry Vernacular	c. 1920	PI04317
211	Apartments	The Executive	Frame Vernacular	c. 1925	PI10457
216	Apartments	Ambassador Hotel	Masonry Vernacular	c. 1925	PI10363
220	Hotel	Hillcrest Hotel	Mission	c. 1923	PI10364
220A	Single Family Dwelling	—	Frame Vernacular	c. 1930	PI10364
221	Apartments	Executive Apartments	Mission	c. 1928	PI04318
221A	Garage	—	Masonry Vernacular	c. 1928	PI04318
225	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI10458
226	Apartments	Barnum Apartments	Frame Vernacular	c. 1926	PI00608
236	Apartments	—	Craftsman/Bungalow	c. 1924	PI10365
253	Theater	First Church of Christ Scientist	Renaissance Revival	c. 1925	PI04320
253A	Storage Building	—	Masonry Vernacular	c. 1925	PI10459
309	Single Family Dwelling	—	Frame Vernacular	c. 1904	PI04408
319	Single Family Dwelling	—	Frame Vernacular	c. 1925	PI00684
319A	Garage	—	Frame Vernacular	c. 1925	PI00684
326	Apartments	Blocker Villa Apartments	Frame Vernacular	c. 1921	PI00842
326A	Garage Apartment	—	Frame Vernacular	c. 1921	PI00842
326B	Single Family Dwelling	—	Frame Vernacular	c. 1921	PI00842
327	Apartments	—	Frame Vernacular	c. 1925	PI00688

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5th Avenue N (cont.)

327A	Duplex	—	Masonry Vernacular	c. 1940	PI00688
327B	Garage Apartment	—	Masonry Vernacular	c. 1925	PI00688
335	Apartments	—	Frame Vernacular	c. 1925	PI04407
335A	Single Family Dwelling	—	Frame Vernacular	c. 1925	PI04407
340	Single Family Dwelling	—	Frame Vernacular	c. 1925	PI10366
341	Offices	C.M. Blanc Building No. 2	Masonry Vernacular	c. 1947	PI04406
341A	Garage Apartment	—	Frame Vernacular	c. 1920	PI04406
432	Offices	Casa Administration Offices	Craftsman/Bungalow	c. 1920	PI10402
432A	Garage	—	Frame Vernacular	c. 1920	PI10402
442	Apartments	Miramar Apartments	Frame Vernacular	c. 1923	PI10469
442A	Duplex	—	Frame Vernacular	c. 1923	PI10469
442B	Shed	—	Frame Vernacular	c. 1923	PI10469
450	Hotel	Avon Hotel	Frame Vernacular	c. 1923	PI10403
450A	Apartments	—	Masonry Vernacular	c. 1923	PI10403
466	Apartments	—	Craftsman/Bungalow	c. 1930	PI10411
466A	Garage	—	Frame Vernacular	c. 1930	PI10411
610	Apartments	LaSalle Apartments	Masonry Vernacular	c. 1921	PI10371

5th Avenue NE

105	Apartments	Mansion House	Frame Vernacular	c. 1920	PI04261
105A	Apartments	—	Frame Vernacular	c. 1920	PI04261
105B	Apartments	—	Masonry Vernacular	c. 1920	PI04261
115	Apartments	—	Prairie	c. 1920	PI00690
115A	Apartments	—	Masonry Vernacular	c. 1920	PI00690

5th Street N

175	Government	St. Petersburg City Hall	Mediterranean Revival	c. 1939	PI00308
215-217	Apartments	Poulsen Apartments	Masonry Vernacular	c. 1921	PI10499
233	Apartments	DeVoe Apartments	Masonry Vernacular	c. 1920	PI10500
249	Apartments	Park View Apartments	Frame Vernacular	c. 1919	PI10406
300	Public Library	St. Petersburg Public Library (NR)	Mediterranean Revival	c. 1915/1950	PI00285
319-325	Offices	—	Masonry Vernacular	c. 1941	PI10322
401	Church	Trinity Lutheran Church	Gothic Revival	c. 1924	PI10404
426	Duplex	—	Frame Vernacular	c. 1930	PI10323
426A	Utility Building	—	Frame Vernacular	c/ 1930	PI10323
430	Apartments	Nelson Hotel	Frame Vernacular	c. 1909	PI10324
430A	Duplex	—	Frame Vernacular	c. 1909	PI10324

6th Street N

33	Offices	—	Modernist	c. 1953	Pending
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7th Street North

108	Apartments	—	Frame Vernacular	c. 1915	PI10505
114	Apartments	Mirror Lake Apartments	Masonry/Frame Vernacular	c. 1920	PI10327
338	Apartments	—	Masonry Vernacular	c. 1954	PI10326
344	Apartments	—	Frame Vernacular	c. 1925	PI10507
344A	Duplex	—	Masonry Vernacular	c. 1947	PI10507
350	Apartments	—	Craftsman/Bungalow	c. 1925	PI10327

8th Street North

15	Offices	—	Masonry Vernacular	c. 1925	PI10508
107	Apartments	Erin Apartments	Masonry Vernacular	c. 1921	PI10509
145	Mortuary	—	Masonry Vernacular	c. 1925	PI10510
217-219	Apartments	—	Frame Vernacular	c. 1919	PI10511
225	Apartments	—	Frame Vernacular	c. 1937	PI10512
262	Apartments	—	Frame Vernacular	c. 1920	PI10513
270	Single Family Dwelling	—	Craftsman/Bungalow	c. 1925	PI10514
280	Apartments	—	Frame Vernacular	c. 1921	PI10515
288	Apartments	—	Frame Vernacular	c. 1916	PI10516
288A	Duplex	—	Masonry Vernacular	c. 1916	PI10516
298	Apartments	—	Craftsman/Bungalow	c. 1924	PI10517
330	Apartments	—	Frame Vernacular	c. 1920	PI10328
333	Single Family Dwelling	—	Frame Vernacular	c. 1901	PI10329
333A	Duplex	—	Frame Vernacular	c. 1926	PI10329
337	Apartments	—	Craftsman/Bungalow	c. 1910	PI10330
337A	Single Family Dwelling	—	Masonry Vernacular	c. 1947	PI10330
340	Apartments	—	Moderne	c. 1939	PI10331
341	Single Family Dwelling	—	Craftsman/Bungalow	c. 1901	PI10332
341A	Apartments	—	Masonry Vernacular	c. 1932	PI10332
364	Apartments	—	Frame Vernacular	c. 1916	PI10356
364A	Garage	—	Frame Vernacular	c. 1920	PI10356
405	Apartments	—	Frame Vernacular	c. 1921	PI10518
409	Apartments	—	Mission	c. 1922	PI10519

Arlington Avenue

715	Church	Unitarian Universalist Church	Mediterranean Revival	c. 1929	PI03052
735	Offices	Arlington Centre	Classical Revival	c. 1936	PI10528
757	Food Bank	St. Vincent de Paul Food Center	Masonry Vernacular	c. 1920	PI10529

Beach Drive NE

144	Retail	—	Masonry Vernacular	c. 1937	Pending
340	Apartments	Lantern Apartments	Mediterranean Revival	c. 1923	PI03161

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PINELLAS COUNTY, FLORIDA
RESOURCE LIST

Beach Drive NE (cont.)

501	Hotel	Vinoy Park Hotel (NR)	Mediterranean Revival	c. 1925	PI10527
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Burlington Avenue N

803	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI10530
809-811	Duplex	—	Frame Vernacular	c. 1925	PI10531
809-811A	Duplex	—	Frame Vernacular	c. 1925	PI10531
809-811B	Garage	—	Frame Vernacular	c. 1925	PI10531
817	Duplex	—	Frame Vernacular	c. 1920	PI10532
817A	Duplex	—	Frame Vernacular	c. 1920	PI10532
827-833	Apartments	—	Frame Vernacular	c. 1920	PI10533
827-833A	Garage	—	Frame Vernacular	c. 1920	PI10533
827-833B	Garage	—	Frame Vernacular	c. 1920	PI10533

Calla Terrace N

801	Apartments	—	Frame Vernacular	c. 1910	PI10372
803	Single Family Dwelling	—	Frame Vernacular	c. 1921	PI10373
804	Single Family Dwelling	—	Frame Vernacular	c. 1925	PI10374
805	Single Family Dwelling	—	Frame Vernacular	c. 1925	Pending
805A	Garage	—	Frame Vernacular	c. 1925	Pending
806	Single Family Dwelling	—	Frame Vernacular	c. 1925	Pending
806A	Garage	—	Frame Vernacular	c. 1925	Pending
807	Single Family Dwelling	—	Frame Vernacular	c. 1925	Pending
807A	Garage	—	Frame Vernacular	c. 1925	Pending

Central Avenue

215	Condominium	Detroit Hotel	Masonry Vernacular	c. 1888	PI00113
231-235	Retail/w Apts	James Hotel	Masonry Vernacular	c. 1907	PI00991
241	Retail/w Apts	Barber Groves	Masonry Vernacular	c. 1907	PI00313
243	Retail	St. Charles Hotel	Masonry Vernacular	c. 1903	PI00278
401-409	Offices	Snell Arcade (NR)	Mediterranean Revival	c. 1928	PI00279
425	Retail	McCrary's	International Style	c. 1920	PI10535
410-424	Offices	—	Masonry Vernacular	c. 1920	Pending
449	Offices	Central Arcade	Art Deco	c. 1920	PI10536
465	Retail	Thrifty Discount	Moderne	c. 1928	PI10537
475	Offices	Kress Building (NR)	Mediterranean Revival	c. 1927	PI00290
501	Retail/w Apts	Rutland Building	Moderne	c. 1940	PI10538
526	Retail/w Apts.	—	Masonry Vernacular	c. 1915	Pending
530-540	Retail	—	Masonry Vernacular	c. 1927	Pending
531	Retail	Art Gallery	Art Deco	c. 1947	PI10540
535	Offices	Alexander Hotel (NR)	Beaux-Arts	c. 1922	PI00315

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Central Avenue (cont.)

548	Retail	—	Masonry Vernacular	c. 1929	Pending
550	Retail	—	Masonry Vernacular	c. 1935	Pending
556	Offices	—	Masonry Vernacular	c. 1941	Pending
551-561	Retail	—	Art Deco	c. 1921	PI03056
567-575	Retail	—	Masonry Vernacular	c. 1952	Pending
601	Retail	Tudor Antiques	Masonry Vernacular	c. 1920	PI10542
611-615	Retail	—	Masonry Vernacular	c. 1920	PI10543
621-631	Retail	—	Masonry Vernacular	c. 1920	PI10544
633-635	Retail	—	Mission	c. 1920	PI10545
641-647	Retail	Crislip Arcade	Masonry Vernacular	c. 1925	PI00888
648-650	Retail	—	Masonry Vernacular	c. 1923	Pending
649-653	Retail	—	Masonry Vernacular	c. 1920	PI10546
654-656	Retail	—	Masonry Vernacular	c. 1923	Pending
655-659	Retail	—	Moderne	c. 1930	PI10547
658-670	Retail	—	Masonry Vernacular	c. 1920	Pending
661-665	Retail	—	Moderne	c. 1930	PI10548
667-671	Retail	—	Masonry Vernacular	c. 1930	PI10549
681	Retail	—	Art Deco	c. 1925	PI10550
683-685	Retail	—	Masonry Vernacular	c. 1921	PI00270
687	Theater	Alexander National Bank	Renaissance Revival	c. 1924	PI10551
689	Offices	Green-Richman Arcade (NR)	Mediterranean Revival	c. 1924	PI10552
719	Retail	Center for the Arts	Art Deco	c. 1925	PI10553
733	Retail	Metro Charlie's	Masonry Vernacular	c. 1920	PI10554
895	Offices	Ninth Street Bank & Trust	Classical Revival	c. 1924	Pending

Grove Street N

324	Apartments	—	Mediterranean Revival	c. 1928	PI10414
330	Duplex	—	Craftsman/Bungalow	c. 1925	PI10413
330A	Utility Building	—	Frame Vernacular	c. 1925	PI10413
340	Single Family Dwelling	—	Craftsman/Bungalow	c. 1923	PI10412
340A	Garage	—	Frame Vernacular	c. 1923	PI10412
343	Apartments	—	Craftsman/Bungalow	c. 1923	PI10376
343A	Apartments	—	Frame Vernacular	c. 1923	PI10376
344	Apartments	—	Craftsman/Bungalow	c. 1910	PI10401
346	Single Family Dwelling	—	Craftsman/Bungalow	c. 1913	PI10377
350-354	Apartments	—	Frame Vernacular	c. 1912	PI10555

Lang Court N

330	Single Family Dwelling	—	Craftsman/Bungalow	c. 1923	PI10378
332	Single Family Dwelling	—	Frame Vernacular	c. 1915	PI10379
334	Single Family Dwelling	—	Frame Vernacular	c. 1916	PI10380

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PINELLAS COUNTY, FLORIDA
RESOURCE LIST

Lang Court N (cont.)

335	Duplex	—	Mission	c. 1925	PI10381
335A	Garage	—	Frame Vernacular	c. 1925	PI10381
336	Single Family Dwelling	—	Craftsman/Bungalow	c. 1925	PI10382
345	Single Family Dwelling	—	Craftsman/Bungalow	c. 1920	PI10383
345A	Utility Building	—	Frame Vernacular	c. 1920	PI10383
349	Single Family Dwelling	—	Frame Vernacular	c. 1920	PI10384
353	Duplex	—	Frame Vernacular	c. 1925	PI10386
353A	Garage	—	Frame Vernacular	c. 1925	PI10386
361	Duplex	—	Frame Vernacular	c. 1921	PI10388
361A	Single Family Dwelling	—	Frame Vernacular	c. 1921	PI10388

Mirror Lake Drive N

200	Residential	—	Masonry Vernacular	c. 1920	PI10557
216	Single Family Dwelling	—	Frame Vernacular	c. 1925	PI10558
248	Offices	—	Mediterranean Revival	c. 1941	PI10559
250	Residential	—	Mediterranean Revival	c. 1937	PI03100
296	Education	St. Pete Junior High School	Mediterranean Revival	c. 1922	PI10560
559	Clubhouse	St. Petersburg Shuffleboard Club	Masonry Vernacular	c. 1937	PI00750
559A	Building A	—	Tudor Revival	c. 1929	PI10419
559B	Building B	—	Tudor Revival	c. 1929	PI10420
559C	Building C	—	Mission	c. 1932	PI10421
559	Grandstand	—	N/A	c. 1929	PI10424
559	Shuffleboard Court1	—	N/A	c. 1929	N/A
559	Shuffleboard Court2	—	N/A	c. 1929	N/A
559	Shuffleboard Court3	—	N/A	c. 1929	N/A
559	Shuffleboard Court4	—	N/A	c. 1929	N/A
559	Shuffleboard Court5	—	N/A	c. 1929	N/A
559	Shuffleboard Court6	—	N/A	c. 1929	N/A
559	Shuffleboard Court7	—	N/A	c. 1929	N/A
701	Multi-Residential	Mirror Lake High School	Mediterranean Revival	c. 1918	PI00286

Moffet Court N

324	Apartments	—	Mediterranean Revival	c. 1925	PI10561
331	Duplex	—	Craftsman/Bungalow	c. 1920	PI10389
339	Single Family Dwelling	—	Craftsman/Bungalow	c. 1921	PI10390
340	Apartments	—	Frame Vernacular	c. 1921	PI10391
349	Single Family Dwelling	—	Craftsman/Bungalow	c. 1925	PI10392
351	Single Family Dwelling	—	Frame Vernacular	c. 1923	PI10393

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
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RESOURCE LIST

Williams Park

Williams Park Bandstand	—	Modernistic	c. 1952	Pending
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OTHER CONTRIBUTING RESOURCES

Sites

Williams Park	—	—	1888	
Straub Park	—	—	c. 1910	
Mirror Lake Park	—	—	1910	

Objects

Seven Statues (Straub Park)	—	—	1920s	
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NONCONTRIBUTING BUILDINGS AND STRUCTURES

<u>Address</u>	<u>Use</u>	<u>Site Name</u>	<u>Style</u>	<u>Date</u>	<u>FMSF #</u>
<u>1st Avenue N</u>					
270	Retail	—	Masonry Vernacular	c. 1966	N/A
300	Offices	—	Masonry Vernacular	c. 1988	N/A
320-322	Retail/w Apts.	—	Masonry Vernacular	c. 1913	N/A
340	Retail	—	Masonry Vernacular	c. 1956	N/A
352	Retail	—	Masonry Vernacular	c. 1965	N/A
360-364	Retail	—	Masonry Vernacular	c. 1965	N/A
435-445	Offices	—	Masonry Vernacular	c. 1960	N/A
451	Church Offices	Christ United Methodist Church	Masonry Vernacular	c. 1960	N/A
532	Offices	—	Masonry Vernacular	c. 1925	N/A
538	Retail	—	Masonry Vernacular	c. 1928	N/A
544	Offices	—	Masonry Vernacular	c. 1928	N/A
545	Government	Pinellas County Courthouse	Masonry Vernacular	c. 1975	N/A
600	Offices	—	Masonry Vernacular	c. 1966	N/A
647	Offices	—	Masonry Vernacular	c. 1964	N/A
696	Offices	—	Masonry Vernacular	c. 1985	N/A
700	Offices	—	Masonry Vernacular	c. 1999	N/A
770	Offices	—	Masonry Vernacular	c. 1982	N/A

1st Street N

500	Apartments	—	Masonry Vernacular	c. 1977	N/A
500A	Garage	—	Masonry Vernacular	c. 1977	N/A

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PINELLAS COUNTY, FLORIDA
RESOURCE LIST

2nd Avenue N

745B	Duplex	—	Masonry Vernacular	c. 1963	N/A
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2nd Street N

333	Hotel	Carleve Hotel Annex	Masonry Vernacular	c. 1966	N/A
350A	Condominiums	Huntington Townhomes	Masonry Vernacular	c. 1998	N/A
350B	Condominiums	Huntington Townhomes	Masonry Vernacular	c. 1998	N/A
350C	Condominiums	Huntington Townhomes	Masonry Vernacular	c. 1998	N/A
350D	Condominiums	Huntington Townhomes	Masonry Vernacular	c. 1998	N/A
350E	Condominiums	Huntington Townhomes	Masonry Vernacular	c. 1998	N/A
350F	Condominiums	Huntington Townhomes	Masonry Vernacular	c. 1998	N/A
350G	Condominiums	Huntington Townhomes	Masonry Vernacular	c. 1998	N/A
425	Apartments	—	Masonry Vernacular	c. 1956	N/A

3rd Avenue N.

420	Apartments	Lucerne Apartments	Frame/Masonry Vernacular	c. 1916	PI10408
430	Apartments	Lucerne Apartments	Frame/Masonry Vernacular	c. 1916	PI10409
447	Offices	Legal Building	Masonry Vernacular	c. 1965	N/A

3rd Street North

333	Bank	United Bank	Masonry Vernacular	c. 1958	N/A
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4th Avenue N

116	Apartments	—	Masonry Vernacular	c. 1970	N/A
125	Power Station	—	Masonry Vernacular	c. 1963	N/A
309-335	Townhouses	Straub Court Townhomes	Masonry Vernacular	c. 2001	N/A
309-335A	Townhouses	Straub Court Townhomes	Masonry Vernacular	c. 2001	N/A
309-335B	Townhouses	Straub Court Townhomes	Masonry Vernacular	c. 2001	N/A
440	Apartments	Peterborough Apartments	Masonry Vernacular	c. 1981	N/A

4th Avenue NE

176	Offices	Etching Studio	Masonry Vernacular	c. 1948	N/A
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4th Street N

201	Church Offices	First United Methodist Church	Masonry Vernacular	c. 1964	N/A
241	Vacant	—	Masonry Vernacular	c. 1967	N/A
275	Offices	—	Masonry Vernacular	c. 1965	N/A
401	Offices	—	Masonry Vernacular	c. 1976	N/A

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
RESOURCE LIST

4th Street N (cont.)

433	Offices	—	Masonry Vernacular	c. 1959	N/A
451-455	Retail	—	Masonry Vernacular	c. 1903/1969	N/A

5th Street N

330	Senior Center	Sunshine Center	Masonry Vernacular	c. 1976	N/A
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Arlington Avenue N

719	Church Offices	—	Masonry Vernacular	c. 1967	N/A
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Beach Drive NE

130-138	Retail	—	Masonry Vernacular	c. 1972	N/A
255	Museum/Gallery	St. Pete Museum of Fine Art	Classical Revival	c. 1965	N/A
330	Retail/Offices	—	Masonry Vernacular	c. 1966	N/A
332	Restaurant/Lounge	—	Masonry Vernacular	c. 1997	N/A
348	Offices/Retail	—	Masonry Vernacular	c. 1979	NA

Burlington Avenue N

750	Clubhouse	Save Our Homes	Masonry Vernacular	c. 1956	N/A
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Central Avenue

245	Restaurant	—	Masonry Vernacular	c. 1965	N/A
277	Retail	—	Masonry Vernacular	c. 1906	N/A
695	Offices	—	—	c. 1923	N/A
725	Retail	—	—	c. 1925	N/A

Grove Street N

308	Apartments	—	Frame Vernacular	c. 1901	PI10375
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Lang Court N

370	Single Family Dwelling	—	Masonry Vernacular	c. 1956	N/A
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Mirror Lake Drive N

230	Apartments	—	Masonry Vernacular	c. 1963	N/A
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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

SUMMARY PARAGRAPH

The Downtown St. Petersburg Historic District is locally significant under Criteria A and C in the areas of Architecture, Commerce, Community Planning and Development, and Entertainment and Recreation. The district contains a wide variety of residences, apartments, hotels, churches, government buildings, schools, and commercial buildings that are representative of the historic period of significance, including wood frame vernacular structures, bungalows, and distinctive examples of the revival and romantic styles. The district is notable for its parks and recreational and entertainment facilities that have served the permanent, seasonal, and transient tourist populations for many decades. It contains over three hundred buildings and other features associated with the historical development of St. Petersburg, Florida, as a tourist and recreation area during the period 1888-1954.

HISTORIC CONTEXT

The event that spurred the first significant settlement of the Pinellas Peninsula was the Disston land purchase in 1881. After Florida gained statehood in 1845, its development depended on the ability of the state and federal governments to convey land to the public. Other than land whose title was derived from Spanish land grants, land in Florida belonged to the state and federal government. By an act of Congress in 1850 the federal government gave the state some 10 million acres of swamp and overflow land for the purpose of drainage and reclamation. To manage that land and the 500,000 acres that the state had received upon entering the Union, the Florida Legislature created in 1851 the Board of Trustees of the Internal Improvement Trust Fund. The Board of Trustees consisted of the governor, comptroller, treasurer, secretary of agriculture, and the registrar of state lands. In 1855, the legislature set up the Florida Internal Improvement Fund, a trust in which title to state lands was vested.³

The fund became mired in debt after the Civil War. Under state law no land could be sold until the debt was cleared. In 1881, the trustees began looking for a purchaser to buy enough state land to pay the fund's debt and permit the sale of the remaining millions of acres the state controlled. The search ended when Governor William D. Bloxham contacted his occasional fishing partner, Hamilton Disston of Philadelphia. Disston (1844-1896), a wealth saw manufacturer, worked out a deal with the Florida Internal Improvement Fund Committee for the purchase of 4,000,000 acres of land at a cost of twenty-five cents an acre. The "Disston Purchase" enabled the state to clear its debt and distribute large land subsidies to railroad companies in exchange for constructing rail lines throughout the state.⁴

³ Tebeau, *History of Florida*, pp. 189-191.

⁴ *Ibid.*, p. 287.

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

St. Petersburg, Florida, was formally established in 1888 when the site was chosen as the terminus of the Orange Belt Railroad. In 1885, the Orange Belt Railroad, headquartered in Sanford, Florida, was sold to an ambitious Russian refugee named Peter A. Demens (1860-1919). Hamilton Disston contracted with Demens to extend the railway to Disston City (now Gulfport). Demens built the narrow gauge railroad to Pinellas County, but slighted Disston by placing its terminus well northeast of Disston City on 1,600 acres of land owned by John C. Williams (1816-1892), a Detroit real estate developer. In return Williams gave Demens' railroad 250 acres of prime waterfront land in the area platted as the town of St. Petersburg. Williams wanted to name the new town after his native city of Detroit, but in a coin flip, the town was instead named for Demens' native city of St. Petersburg. Shortly after naming the new town after his birthplace, Demens went bankrupt and left Florida.⁵ The Plant system of railroads acquired the Orange Belt Railroad in 1895 and improved its tracks and passenger system. The Plant railroad promoted winter tourism to St. Petersburg, which became the basis of the local economy as the town grew from 273 people in 1890 to 1,575 in 1900.⁶

In 1895, Hamilton Disston transferred title to his large property holdings in Pinellas to his brother Jacob who spent the rest of his life trying to develop the land with a group of fellow Philadelphia investors that included Frank A. Davis (1850-1917), George Gandy (1851-1937), and Charles R. Hall (1869-1939). They created several companies to finance and promote real estate development in St. Petersburg. By 1924 this group had platted thousands of acres of land surrounding downtown St. Petersburg as residential communities linked to the business district through an extensive streetcar system. These developments included the present-day towns of Gulfport, Pinellas Park, and Pasadena as well as the Jungle, West Central, Davista, and Pinellas Point subdivisions of St. Petersburg. The scale, financing methods and marketing of their real estate holdings would serve as an example for other real estate developers around the state during the Florida Land Boom of the 1920s.⁷

To draw attention to this thinly populated area of Florida, Jacob Disston and his partners had to create a market for their Pinellas real estate. Frank Davis, president of the F. A. Davis Publishing Company of Philadelphia, the country's largest publisher of medical books and journals, vigorously promoted the healthful climate of the region. He was the architect of the advertising campaign that would transform St. Petersburg into a major winter tourist resort. From 1897 to 1917 doctors throughout the country read in their journals about "the Sunshine City" and prescribed a winter in St. Petersburg to their patients. The convalescing visitors to the resort town were lured into buying property by the numerous real estate agents who worked the hotel lobbies of downtown St. Petersburg.⁸

⁵ Grismer, 217-220; Arsenault, 52-60.

⁶ Grismer, 50.

⁷ Grismer, 67-79.

⁸ Grismer, 1924, 67-68.

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DOWNTOWN ST. PETERSBURG HISTORIC DISTRICT
PINELLAS COUNTY, FLORIDA
SIGNIFICANCE

Local newspaper editors, including William Straub and Lew Brown, would continue the drumbeat by filling the pages of the St. Petersburg Times and the St. Petersburg Evening Independent with tourist news and stories depicting the Sunshine City as America's premiere vacation land. One noteworthy stunt was Bill Carpenter's four month odyssey to the west coast in 1916 to lure visitors. Nicknamed the "Alligator Man," Carpenter set off with a six-foot alligator named "Trouble" and wandered the country with a pile of promotional brochures. Carpenter went on to become a real estate promoter in the city until his death in 1973⁹.

The first string of tourist trains from New York rolled into St Petersburg in 1909. In 1913, the City welcomed its first tourist train from the Midwest—an Atlantic Coast Line special carrying two hundred sun worshipers from Ohio and Indiana.¹⁰ With this influx, the city began promoting itself as a tourist destination. Recognizing the importance of tourism to the city, Mayor Al Lang (1871-1960), who was mayor from 1916 to 1919, played a leading role in the creation of the Festival of States, an annual city festival designed to increase the flow of winter visitors. Grafted on to the city's traditional Washington's birthday and Mid-Winter Fair Celebrations, the Festival of States made its first appearance in March 1917. Lang's tourist-oriented administration represented a turning point in the city's economic and political history. From then onward the public effort to encourage tourism would be formal and uninterrupted.

Instrumental in the early development of tourism in St. Petersburg were the tourist societies that aided materially in making St. Petersburg one of the most famous resort cities in the world.¹¹ The societies provided an ideal means for tourists to mingle together and become acquainted. Meetings were held by all of the societies at regular intervals, and speakers were often invited to address the members on a variety of subjects.¹² In addition to the indoor meetings, each society had one or more outdoor events during the season—a clam bake, a picnic, or an excursion on Tampa Bay. Tourists from Illinois formed the first society in 1902, followed by Michigan (1907), Wisconsin (1908), New York/New Jersey (1909), Pennsylvania (1913), Canada (1913), Ohio (1914), Indiana (1914), Iowa (1917), Southland (1919) and Maine (1920).¹³ By 1924, practically every section of the country was represented by a society in St. Petersburg and the total membership exceeded twelve thousand people.

The City also had many attractions designed to draw visitors, particularly in the vicinity of Mirror Lake Park. One such venue was the St. Petersburg Coliseum (Photo 13). Constructed in 1924, the Coliseum became a major southern destination for well-known entertainers and musicians during the 1920s and 1930s. Many of the "Big Band" era orchestras performed there, including Count Basie, Les Brown, Jimmy Dorsey, Duke Ellington, Benny Goodman, Guy Lombardo, and Glenn Miller. Also located near Mirror Lake, the Lawn

⁹ Arsenault, 146.

¹⁰ Arsenault 144.

¹¹ Grismer, 194.

¹² Ibid.

¹³ Grismer, 196.

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Bowling Club began hosting national and regional lawn bowling championships in the 1920s to draw winter visitors. The membership of the club grew steadily until it reached a peak of 483 in 1952-1953. Finally, the Mirror Lake Shuffleboard Club also provided recreational opportunities for the winter visitor beginning in 1923.

The city's massive self-promotion campaign became more sophisticated after World War I. In 1918, St. Petersburg became the first city in the country to hire a public relations director, John Lodwick. His barrage of creative news releases and manipulation of the print media obtained millions of dollars in free advertising for the city during the 1920s.¹⁴

The Davis and Lodwick media campaign paid off handsomely. The city grew from 1,575 in 1900 to 14,237 in 1920; by 1924 an estimated twenty-six thousand people lived in St. Petersburg, while hotel rooms (excluding boarding houses and apartments) increased from 675 in 1905 to 7000 in 1925 after the construction of ten major new hotels in St. Petersburg and its environs.¹⁵ St. Petersburg was caught up in the speculation of the Florida Land Boom that began in 1920 and peaked in 1925 when city building permits for the year totaled \$24 million in construction and local banks held \$46 million in deposits.¹⁶ The real estate boom crashed between 1926 and 1927 in St. Petersburg and construction dropped dramatically, but the tourist trade continued unabated until the 1930 season. By then, the city's population had grown to 40,425.¹⁷

Even though the real estate boom had collapsed, St. Petersburg's economy fared better than many other Florida cities, thanks largely to its reputation as a popular winter resort. By 1930, there were over 140 hotels in St. Petersburg, but the Great Depression would take its toll, as no other major hotels would be built in lower Pinellas County until Harry Playford built The Tides at Redington Beach in 1939.¹⁸ The permanent population of St. Petersburg also continued to grow, reaching 60,812 in 1940, mainly filling vacant residences that had been constructed during the boom era.¹⁹

War restrictions on travel imposed after the attack on Pearl Harbor on December 7, 1941, halted tourism in St. Petersburg and the rest of Florida for the duration of World War II, but the local economy was saved from disaster when empty hotels such as the Vinoy, Soreno, and Princess Martha were converted into military barracks. Other available rooms and residences were procured for use by non-military personnel working for the war effort. Only the Suwannee Hotel (Photo 71) was available for non-military visitors, set aside by

¹⁴ Arsenault, 186.

¹⁵ Grismer, 202.

¹⁶ Arsenault, 254.

¹⁷ Ibid., 253.

¹⁸ Fuller, 159.

¹⁹ Arsenault, 272.

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common consent for the thin stream of commercial people who still came to town.²⁰ Between 1942 and 1943 more than 100,000 military personnel passed through St. Petersburg.²¹

The post-war 1940s saw a tremendous population boom in St. Petersburg with many of the servicemen who trained here returning to work in the construction and service industries. By 1950 the population had reached 96,836. Twenty years later it would exceed 216,000, mainly composed of retirees who built homes in the vast subdivisions platted in the 1920s boom.²² The historic downtown area would begin to lose its tourists to the new hotels and motels being constructed along the nearby gulf beaches, and retail businesses moved to suburban shopping malls.

STATEMENT OF SIGNIFICANCE

Architecture

The Downtown St. Petersburg Historic District contains a variety of architectural styles typical of American cities that developed in the first half of the twentieth century. It also has a significant number of Mediterranean Revival style buildings associated with the 1920s Florida Land Boom. In addition to many masonry vernacular buildings contributing to the character of downtown, the styles in the district include Beaux-Arts, Classical Revival, Gothic Revival, Renaissance Revival and Modernist architecture.

Masonry Vernacular is one of the more common building styles downtown, particularly in the older areas. Many of the older buildings in the downtown historic district share similar characteristics such as shared party walls and maximization of the entire lot with the building's footprint. Masonry Vernacular commercial buildings are generally of two kinds: one-part and two-part block. The one-part block is a one story building formed by a structural framework consisting of columns, bulkheads or kick-panels, and a cornice topped by a parapet. Large, show windows were generally placed within this framework to display merchandise and light the interior. The two-part block is a multistory building, organized into an upper and lower zone, with distinct uses in each zone. The design of the lower zone was essentially the same as the one-part facade and generally housed public spaces such as retail stores or hotel lobbies. The upper zone provided space for private uses, including apartments, offices and hotel rooms. Exterior materials for these commercial structures include brick, and later terra cotta tile and concrete block.

Two good examples of the style are the St. Charles Hotel (Photo 30), located at 245 Central Avenue and the Bishop Hotel (Photo 31) located at 256 1st Avenue North. Both are two-part blocks in which the bottom floor consists of columns, bulkheads, and a cornice topped with a parapet. Large windows were provided to

²⁰ Fuller, 190.

²¹ Arsenault, 299.

²² Arsenault, 312.

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display merchandise and light the interior for distinctly commercial uses or public spaces. The upper floors provided private spaces, apartments and hotel rooms and usually had double hung windows. A good example of the one-part block is the Mission-style Orange Blossom Cafeteria on 4th Street North (Photo 65).

Two important buildings are categorized as masonry vernacular but differ in form and pattern from the one and two-part block formula described above. The Detroit Hotel (Photo 29), the city's first hotel, was originally built as a wood frame Victorian building around 1888, but evolved into a masonry vernacular structure beginning with the construction of two additions, the first c.1906 and the second around 1916. Subsequent alterations were made at various times into the 1940s.

The Manual Training School played an important role providing valuable vocational training for children (Photo 26). The brick masonry vernacular building served as a community center for the residents of St. Petersburg. The Manual Training School operated as an educational center specializing in vocational training from 1901 through 1925, after which these activities were moved to St. Petersburg Junior High School located across the lake on Mirror Lake Drive.

Frame Vernacular buildings are those exhibiting common wood frame construction of self-taught builders passed on from generation to generation. Dwellings and associated outbuildings comprised the most common wood frame property type, although many Frame Vernacular churches and commercial and industrial buildings were also constructed. Frame construction was made simpler with the advent of balloon frame construction which began in Chicago in the 1830s and reached Florida by the 1870s. This style featured closely spaced two-inch deep boards of varying widths joined by nails. Corner posts and principal horizontal members consisted of two or more two-inch boards nailed together. Studs in multi-story buildings rose continuously from the floors to the roof. Balloon framing allowed cheaper and more rapid construction by eliminating the need for hand-hewing the principal wall timbers and allowed for taller frame buildings. Frame vernacular buildings that remain in St. Petersburg are principally in residential use, with the best examples located north of Third Avenue North and east of 4th Street North. Some examples of substantial Frame Vernacular buildings in the district are the two-story house at 500 3rd Street North (Photo 48) and the residences at 309 5th Avenue North (Photo 49), 145 4th Avenue North (Photo 79), and 450 5th Avenue North (Photo 80).

Craftsman/Bungalow residences are found in the northeastern and western part of the historic district. These buildings were constructed mainly in the 1910s and 1920s for use by residents of modest income. The Craftsman style was the most popular design for small residential buildings built throughout the country in the first three decades of the twentieth century. Influenced by the English Arts and Crafts Movement and Oriental and Indian architecture, the style was popularized by the work of two brothers, Charles S. and Henry M. Greene. The Greenes designed a number of large, elaborate prototypes of the style. Their innovative designs received a significant amount of publicity in national magazines. By the turn of the century, the design had been adapted to smaller houses, commonly referred to as bungalows. It was this scaled down version of the

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Craftsman style that became a ubiquitous feature of Florida's residential neighborhoods during the early twentieth century. Some typical examples include the residences at 126 5th Avenue North (Photo 50) and 142 5th Avenue North, erected c. 1920 (Photo 51), also built c. 1920.

Prairie style originated in Chicago at the turn of the 20th century with a group of architects heavily influenced by the prototypical designs of Frank Lloyd Wright in the suburbs of Oak Park and River Forest, Illinois. While the style had its genesis in the Midwest, pattern books quickly spread the style throughout the country. Prairie style houses appear in Florida between approximately 1915 through 1929. Low-pitched, hipped roofs with widely overhanging eaves, bands of narrow casement windows, and simple rectangular ground plans combine to create the characteristic horizontality of the style. There are no typical examples of the style in the historic district. The Coliseum (Photo 13) at 535 Fourth Avenue North combines features of the Mission and Prairie styles. The otherwise vernacular Victoria Apartments at 341 3rd Street North (Photo 81) and Fifth Avenue Apartments at 205 5th Avenue North (Photo 82) exhibit the massing and some minor details of Prairie Style.

Tudor Revival style first became popular in America during the first three decades of the 20th century. It was loosely based on a combination of references to the architecture of early sixteenth century Tudor England and a variety of Medieval English prototypes. Most Tudor residences in Florida date from the 1920s when the style reached its peak in popularity throughout the country. Some of the typical features of the Tudor style include steeply pitched roofs; decorative half-timbering and stucco siding; tall, narrow casement windows with multi-paned glazing; and massive exterior chimneys frequently located on the main elevation. The St. Petersburg Chess Club (Photo 12) at 538 4th Avenue North, constructed c. 1922 is the most well-developed example of the Tudor style in the historic district.

Mediterranean Revival buildings generally fall into two categories, Mission and Spanish Colonial styles. The two styles, which came to prominence in Florida in the 1920s, were derived from many sources including colonial Spanish missions in California as well as architecture from Renaissance-era Spain. Features of the style include multi-story buildings with asymmetrical massing, stuccoed wall surfaces and low-pitched, red tile roofs. Arches are used to mark doors and major windows. Doors are typically wood and may be ornamented further by inset tiles, carved stone, columns or pilasters on their surrounds. Often the building will have a focal window, sometimes tripartite in arrangement and occasionally fitted with stained glass. Balconies and window grilles are common and are typically made from wrought iron or wood. Ornamentation can range from simple to dramatic and may draw from a number of Mediterranean references.

The Mediterranean Revival style first emerged in Florida through the work of Richard Kiehnel on El Jardin (NR, 1974) in Miami in 1917. The use of the style was carried further by such men as Addison Mizner, Maurice Fatio and Joseph Urban in Boca Raton, and became favorite format for many of the architects who designed buildings in Miami Beach during the 1920s Florida Land Boom. St. Petersburg's physical and

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aesthetic form and in particular the Downtown Historic District has been greatly influenced by Mediterranean Revival architecture. The Vinoy Park Hotel (Photo 41) represents one of the finest designs of Henry Taylor, while Kiehnel would elevate Pinellas County's association with Mediterranean Revival through his design of the Snell Arcade (Photo 8) on Central Avenue (NR, 1982). Other Mediterranean Revival buildings in downtown include the Lantern Lane Apartments (Photo 56) and two churches facing Mirror Lake Park. The First Christian Church (Photo 19) is a large stucco building that seats two thousand built in 1925-1926 at a cost of \$250,000 (Photo 27). The Unitarian Universalist Church (Photo 20), located at 719 Arlington Avenue, was built for a cost of \$35,000 after the land boom's collapse in 1929.

The Mission style was very popular in St. Petersburg for both residences and commercial buildings during the 1920s. One of the best examples of a Mission style residence in the district that has been converted into apartments is the building at 205 4th Avenue North (Photo 84), constructed c. 1920. It features a shaped parapet, bracketed soffit, clay tile roof overhangs and other details make the building a textbook example of the early Mission style. Another striking example of the Mission style is the Hunt Apartments at 442 3rd Avenue North (Photo 59), constructed c. 1921. More restrained in the use of Mission details is the building at 409 8th Street North, which was constructed c. 1922 (Photo 58). The Garden Piano Exchange (Photo 72) at 232 2nd Street North, constructed c. 1923, is an example of the Mission style applied to a commercial building..

St. Petersburg also had early Spanish Colonial style buildings that fit seamlessly into the Mediterranean Revival style while imparting a sense of continuity with the Spanish influence. Examples include the St. Petersburg Mirror Lake High School (Photo 27) and its neighbor St. Petersburg Junior High School (Photo 28) and the Flori-de-Leon Apartments (Photo 61).

The **Beaux-Arts** style emerged as a popular choice of wealthy Americans for grand residences during the late nineteenth and early twentieth century. Beaux Arts is a highly ornamental style of architecture that originated from the Ecole des Beaux-Arts which spawned a generation of American Classical architects and buildings. The high cost of executing the design relegated it almost exclusively to people of wealth, and the style was applied also to banks, government buildings, and social clubs during the decade before the collapse of the Florida land boom in 1926. It emphasizes a strongly symmetrical facade with bays divided by pilasters with classical capitals and may feature classical detailing, such as the dentils, pilasters, cornice returns and masonry walls adorned with decorative garland and rusticated stonework. Examples of the style in Downtown St. Petersburg include the Princess Martha Hotel (Photo 38) located at 401 First Avenue North, and the Carnegie Library (NR, 1986) located at 300 5th Street North (Photo 7). Another example of the style is the Alexander Hotel (NR, 1984), located at 535 Central Avenue (Photo 33), which also was one of the first modern hotels built in St. Petersburg during the Florida real estate boom following the First World War. Notable features reflecting the style include a three-tiered veranda supported by Tuscan columns decorated with bas-relief detailing, a symmetrical "H" plan, and an entryway with rusticated pilasters framing arches which carry a broken pediment with finial. The entry and flanking windows are surmounted by a keyed fanlight.

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The **Classical Revival** style is less commonly found downtown although it was a dominant style for buildings throughout the country during the first half of the twentieth century. This revival of interest in classical models dated from the World's Columbian Exposition, held in Chicago in 1893. The exposition planners mandated a classical theme, and many of the best-known architects of the day designed dramatic colonnaded buildings arranged around a central court. The style provided a more subdued alternative to the Beaux Arts, which featured ostentatious, sculptured ornament and highly ornamented and decorated moldings. The facades of the Classical style buildings are dominated by a full-height porch with a roof supported by classical columns, reflecting an adaptation of the Greek temple front. These columns typically have Ionic (volute) or Corinthian (acanthus leaves) capitals. The main facade has symmetrically balanced windows and a centered door.

The second floor may contain a centrally placed balcony, while dentils or modillions may decorate the cornices. The main entrance, often beneath a transom, usually opens at the center of the facade. The best example of the Classical Revival style in the downtown district is the First Baptist Church (Photo 16). Built in 1923 at a cost of \$150,000, the church seated three thousand people and replaced the small wooden church relocated to the rear of the site in 1922. Another example of the Classical style is the Ninth Street Bank and Trust Building (Photo 84) located at 895 Central Avenue, which was designed by M. Leo Elliot. The structure demonstrates elements of the Classical Revival style of architecture, incorporating the symmetrical facade, masonry walls of light colored stone, decorative garland, flat roof and a classical treatment of the main entrance (Photo 85).

Gothic Revival style architecture achieved popularity in the United States between 1840 and 1870 and was the most popular church style in America among all denominations. It is estimated half the churches built during the nineteenth century were designed in the Gothic Revival style²³ Identifying features of the Gothic Revival style include steeply pitched gable roofs, often with one or more intersecting cross gables; decorative vergeboard work in the gables; open eaves wood siding, often board and batten; corner towers; and varied window treatments, including lancet, oriels, and double hung sash windows, often with diamond pane glazing. Through its use of free plans, asymmetrical massing, and the exploitation of color and texture, Gothic Revival made an important contribution to the history of American architecture by paving the way for eclectic architecture such as Queen Anne, Romanesque Revival, Mission Revival and other styles that would be manifest in the late nineteenth and early 20th century.

Noteworthy examples of Gothic Revival churches in downtown St. Petersburg include St. Peters Episcopal Cathedral (Photo 14) at 140 Fourth Street North and Trinity Lutheran Church (Photo 21) at 401 Fifth Street North. The First United Methodist Church (NR, 1990) located at 212 Third Street North is perhaps St.

²³ Jones, 2.

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Petersburg's finest example of English-inspired High Gothic architecture (Photo 17). Built c. 1925 the main facade of the Church faces south onto Williams Park and consists of three bays—the easternmost bay with its 144-foot tall bell tower dominates the facade. The ten windows of the east and west walls of the sanctuary on the lower level depict major events in the life and passion of Christ. Another good example of the style is the former First Congregational Church (Photo 15) at 256 Fourth Street North, which was constructed c. 1923 during St. Petersburg's first land boom.

Renaissance Revival drew its inspiration from 14th and 15th century Italian architecture, particularly churches and palaces constructed in Florence and Rome. Features that convey the style include formal balanced facades, round arches, and the use of classical columns and decorative details. The most notable example of the style in St. Petersburg is the former First Church of Christ Scientist (Photo 18), located at 255 5th Avenue North, designed by the Boston, Massachusetts firm of Woolpert, Brown, Smith & Associates. It was built c. 1925 at a cost of \$260,000. The Hotel Cordova (Photo 34) is another good example of Renaissance Revival. The Hotel is rectangular in plan, constructed of masonry and clad with stucco scored to resemble stone. Scoring is a technique which was frequently used both in the nineteenth and twentieth centuries to give buildings the appearance more expensive materials were utilized in their construction. The main facade of the Cordova features decorative columns supporting the open, arcaded entrance. The five keyed arches form the base of the decorative classical entablature.

Romanesque Revival forms actually derive from the 11th and 12-century architecture of France and Spain, although the style enjoyed a resurgence in the 1880s due to the work of architect H. H. Richardson. It was used for many building types, including houses, clubs, and commercial buildings, before its popularity ended in the late 1890s. Among its identifying features are round arches over windows and entryways; thick, cavernous entryways and window openings; thick masonry walls, rounded towers with conical roofs; asymmetrical facades; and variable stone and brick facades. On elaborate examples, they have polychromatic facades with contrasting building materials.

In St. Petersburg the Romanesque Revival presents itself in the form of a public restroom (Photo 4). St. Mary's Comfort Station, which was constructed by the city in 1927 is located on the northeast corner of Bayshore Drive and 2nd Avenue Northeast. It was designed by architect Henry Taylor. The building has an octagonal shape and is capped with a red tile roof and a copper cupola and finial. The octagonal shape stems from the Greek cross shape used in early Roman churches. The building is constructed of several colors of brick, which is typical of Romanesque Revival style buildings. The lines of deeply recessed, rounded arched windows that are often found in Romanesque Revival style buildings are also seen on the Comfort Station. The exterior of the Comfort Station is adorned with stone carved title panels, columns, and colonettes.

Modernist architecture, including Art Moderne, Art Deco, and International Style architecture, represents an aesthetic break with earlier architectural movements. The style gained favor in the United States

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after 1930 when industrial designs began to exhibit more streamlined and curvilinear shapes. Buildings with Art Moderne styling generally have flat roofs, smooth exterior surfaces, glass blocks, horizontal detailing, corner casement windows, cantilevered overhangs, and rounded corners. Buildings reflecting International style influence are the Englander & Fischer Law Firm (Photo 85) at 721 1st Avenue North, constructed c. 1930 and the Colony Apartments (Photo 86) at 301 4th Avenue North, constructed c. 1950. A building with a distinctive Art Moderne flavor is the Glory Apartments (Photo 87) at 340 8th Street North, constructed c. 1939. To a lesser degree, the Moderne style is also exhibited by the St. Petersburg Federal Savings and Loan Association building (Photo 88) located at 556 Central Avenue, constructed c. 1941. Aspects of modernism reflected on the building include the symmetrical dark green stone surrounding the doorway, two metallic cylinder-shaped light fixtures on either side of the door and two large vertical windows trimmed by a scallop pattern.

Community Planning and Development

The early development of St. Petersburg was influenced by the City Beautiful Movement of the late 19th and early 20th centuries. Early city boosters sought to improve the urban environment by creating an environment that integrated the urban business center with a system of parks and other beautification measures that would inspire civic loyalty and create a more inviting city center in which to work and spend money.

The City Beautiful Movement grew out of the Colombian Exposition of 1893 in Chicago, which with its emphasis on the unity of design elements and harmony between man and land “changed the course of urban building in the United States and led to the birth of modern American urban planning.”²⁴ The City Beautiful Movement embodied a vital turn-of-the-century reformism that sought improvements to the growing chaos of urban life in a wide-range of areas including sanitation, planning, Classical outdoor art and sculpture, public parks and spaces, moral crusades such as temperance, rationalized urban functions through the segregation of land uses, and civic improvement²⁵ The term “City Beautiful” was coined by Charles Mulford Robinson, a journalist and planner, who advocated garden cities and called for planning to include landscape architecture, open spaces, site planning and dramatic vistas.

Downtown St. Petersburg’s three parks—North Straub Park, Williams Park, and Mirror Lake Park—directly and indirectly visually define the historic district. North Straub Park is passively used as a landscaped promenade along the bayshore. Williams Park was part of the original plat of St. Petersburg laid out in 1888. It was designed to serve as the town square and has functioned that way to the present. For many years it was called just City Park. Later, it was named Williams Park in honor of city co-founder John C. Williams. Nothing was done to improve park until the town women organized the Park Improvement Association in 1893.

²⁴ Roth, 214.

²⁵ Wilson, 60.

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They completed the walks, built a fence to keep out wandering cows and hogs, and in 1895 raised enough money to erect a bandstand. The Women's Town Improvement Association developed and maintained the park from 1901 to 1910, after which the city government took over maintenance. Hundreds of people congregated there during the winter months to enjoy musical concerts and other events. Concerts are still staged at the park's large bandstand.

Mirror Lake Park is located in the western part of the historic district and consists of a small lake encircled by a drive. The land around the lake was acquired by the city between 1906 and 1908 when the lake served as the city's water supply. In 1910 the property was declared park land when the city installed artesian wells in the park for a new water supply. A brick paved road was then built around the park as a scenic drive for tourists.²⁶ The parkland northeast of the drive remained undeveloped until 1915 when part of it was chosen as the site for the Carnegie Library. A few years later, Mirror Lake became the city's leisure and recreation activity center when the Lawn Bowling, Chess, and Shuffleboard Clubs were developed.

The commercial center of St. Petersburg began to become cohesive around 1910, and the construction of single family residences that were formerly found mixed among the commercial buildings in the late 1800s began to gravitate to the boundaries of the business district. Many of the early residences in what is now the commercial core of the city were demolished to make way new commercial buildings. The few residences that remained standing were converted into rooming houses and small hotels. St. Petersburg is notable for having large residential subdivisions that border immediately on the downtown area. These began to develop during the 1910s and filled out during the land boom period of the 1920s. Although the residential sections of the city immediately south of the business district began to be seriously compromised by demolition to make way for new commercial development in the 1970s, the area north of 5th Avenue North and the section of the city west of Lake Mirror have remained largely intact. Three contiguous National Register listed historic residential districts are found immediately north of 5th Avenue North: Northshore (NR 2/20/03), Kenwood (8/4/03), and Round Lake (NR 9/29/03). These districts each feature their own parks and recreational attractions that continued the spirit of the City Beautiful ideal.

Entertainment and Recreation

The Downtown St. Petersburg Historic District functioned in a way unlike many typical urban centers in American cities. The business of downtown St. Petersburg was housing, feeding, and entertaining tourists who stayed from three to five months during the fall and winter. The "snowbirds" left by Easter and the hotels, apartments, cafeterias, and shops were closed until November. Recreation and entertainment facilities, hotels and apartment buildings are some of the resource types that reflect the significance of tourism, entertainment and recreation for the Downtown St. Petersburg Historic District. Often buildings that in a normal city would

²⁶ Grismer,84.

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be unrelated to tourism, such as schools and churches, were an integral part of tourism in the “Sunshine City,” used by both year-round residents and seasonal tourists. Even a mundane facility like the post office became a propaganda vehicle for the promotion of the city’s mild climate in national advertising campaigns. The Mediterranean Revival Open Air Post Office (NR, 1977) at 400 1st Avenue North (Photo 23), which was constructed in 1917, was featured on colored post cards as one of the sights to see in St. Petersburg.

Recreational Facilities

Important to the development of tourism and recreation in St. Petersburg was the creation of the Mirror Lake recreational complex which combined parkland, recreational, and leisure facilities to serve as a draw for northern visitors. The parkland evolved into a public recreation complex between 1916 and 1925. In 1916 the city gave permission to the St. Petersburg Lawn Bowling Club (NR, 1980) to build bowling courts on the eastern edge of the park.²⁷ The Lawn Bowling (Photo 9) Club expanded their facilities several times between 1918 and 1933 due to their large membership. The club is considered nationally significant because it is one of the oldest lawn bowling clubs in the nation and is an officially sanctioned testing facility for bowls.

The St. Petersburg Shuffleboard Club, adjacent to the west of the Lawn Bowling Club, is a large complex with seven courts and more than 100 lanes, a tournament stadium and various club buildings built between 1924 and 1940 at a cost of over \$100,000. During this period it was the largest shuffleboard club in the country, with eight thousand members in the 1940s. National championship tournaments have been held annually at this club since the 1920s and the National Shuffleboard Hall of Fame is located here. Located near this complex is a small Tudor Revival style building that houses the Chess Club.

The Coliseum (Photo 13) located directly across Fourth Avenue from the shuffleboard courts was built c. 1925. It was designed as a ballroom facility to enhance the city’s tourism. Even though the Coliseum was booked by many big name shows, it was also the gathering place for many community functions such as the Exchange Club, St. Petersburg Debutante Balls, St. Petersburg High School Alumni Dances, the Policemen’s Balls, and the Festival of States Coronation Balls. The Coliseum was also used for many non-dancing activities. Before the invention of television, radio shows such as “Ted Mack’s Original Amateur Hour,” “The Old Gold Show hosted by singer Nelson Eddy,” and “Don McNeil’s Breakfast Club” were broadcast by radio from there.

Supporting Hotel Facilities

Hotels are another building type that defines the special character of the district and best demonstrates its historic function as a tourist destination for entertainment and recreation. Hotels are evenly distributed

²⁷ Grismer, 232.

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throughout the district and range in size from small frame boarding houses to the massive masonry luxury hotels of the mid-1920s Florida Land Boom era. Many of the pre-World War I hotels in this area are boarding houses that in design and scale resemble large single family residences of this era. From the 1920s through the 1930s the majority of the large single family residences located between Mirror Lake and the waterfront within the district were sold by their owners and converted into boarding houses. Between 1923 and 1926, ten large hotels were built in or near the city, adding over two thousand rooms to the city's hospitality industry.

Apartment Buildings

The apartment buildings located within the district were also designed for seasonal rental to tourists. The units were very small, rented for the entire season to tenants and were closed during the summer. This building type first appears on 1913 Sanborn maps and becomes very common within the district during the 1920s. The pre-World War I buildings are very utilitarian in nature and have little architectural distinction. The 1920s era buildings, however, are generally masonry and many are good examples of the Mediterranean Revival style, especially the Lantern Lane Apartments (Photo 56) at 340 Beach Drive Northeast, 409 8th Street North (Photo 72), and 442 3rd Avenue North (Photo 58).

Commerce

Central Avenue was designed to be the main commercial street of St. Petersburg on the original 1888 plat, and the majority of historic shops and office buildings are located along this street. The five blocks along the north side of Central Avenue included within the district contain some of the best surviving historic commercial buildings in the city and this streetscape still preserves its appearance from the 1930s era. The businesses on this street served the winter season tourists and local residents. Until the mid 1950s, during the winter season Central Avenue was teeming with people promenading and spectators watching the show from their benches. In contrast, during the summer months the streets were deserted, the benches empty, and brown paper covered most of the store windows. Central Avenue was lined with hundreds of green wooden benches until the 1960s when the city removed them in an attempt to change the "image" of downtown.

Several noteworthy historic themes predominate in Downtown St. Petersburg. First is the advent of the five-and-dime store retailing as a national influence which is reflected by the presence of Kress, Woolworth's and McCrory's during the historic period. The five-and-dime store, a concept conceived by F.W. Woolworth in 1897, had an immediate impact on the downtown scene. The downtowns of the 1920s and 1930s, including St. Petersburg's, were vibrant places of great activity with the five-and-dime store at their center. These stores offered not only shopping but also lunch counters and places to socialize. Their popularity was apparent by the

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number of competing five-and-dimes that could be found in a single downtown. In St. Petersburg, F.W. Woolworth's would be joined by J.G. McCrory's, S.S. Kresge's and S.H. Kress and Co.

Another historic commercial theme in Downtown St. Petersburg was the development of the shopping arcade. The walk-through arcade design was particularly appropriate for the St. Petersburg area, as it capitalized on the City's favorable year-round climate. Arcades were a forerunner of the downtown pedestrian malls and modern day shopping centers.²⁸ Their design enabled pedestrians to walk through city blocks and also created more retail and office storefronts in relatively small spaces. The covered arcades offered shade from the sun and a shelter from rain. Arcades were particularly popular during the first two decades of the twentieth century in downtown commercial districts.

²⁸ Ford, 96.

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GEOGRAPHICAL DATA

Verbal Boundary Description

The boundaries of the Downtown St. Petersburg Historic District are those shown on the map of the district.

Boundary Justification

The boundaries are based on the concentration of buildings at least 50 years old that contribute to the historical theme of the district. The southern boundary is defined by the central business district along Central Avenue with its commercial focus. The western boundary is defined by the residential structures located between Mirror Lake and 9th Street N, which is primarily commercial and serves as a boundary. The northern boundary is the length of 5th Avenue North between 9th Street North and Straub Park because of its mixed use nature related to the development of the commercial area. The eastern edge of the historic district is formed by historic buildings on Beach Drive and Straub Park, which is included because it contributes to the historical theme of the district.

Architectural Styles

1. NO STYLE/Frame Vernacular
2. NO STYLE/Masonry Vernacular
3. LATE VICTORIAN/Queen Anne
4. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Gothic Revival
5. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Romanesque Revival
6. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Mediterranean Revival
7. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Mission
8. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Beaux-Arts
9. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Classical Revival
10. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Renaissance Revival
11. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Colonial Revival
12. LATE 19TH & EARLY 20TH CENTURY REVIVALS/Tudor Revival
13. LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS/Craftsman/Bungalow
14. LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS/Prairie
15. MODERN ARCHITECTURE/International Style
16. MODERN ARCHITECTURE/Moderne

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4. 2004
5. Rick D. Smith, St. Petersburg Planning Department
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