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

1. Name of Property

historic name GUIDA, GEORGE, SR. HOUSE

other names/site number FMSF# HI9827

2. Location

street & number 1516 North Renfrew Avenue N/A not for publication

city or town Tampa N/A vicinity

state Florida code FL county Hillsborough code 057 zip code 33607

3. State/Federal Agency Certification

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

Barbara C. Mattick, DSHPO 2/3/06
Signature of certifying official/Title Date

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

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

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

Edson H. Beall Signature of the Keeper Date of Action 3/29/06

5. Classification

Ownership of Property
(Check as many boxes as apply)

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

Category of Property
(Check only one box)

- buildings
- district
- site
- structure
- object

Number of Resources within Property
(Do not include any previously listed resources in the count)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
1	0	structures
0	0	objects
2	0	total

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

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC/Single Dwelling

Current Functions
(Enter categories from instructions)

VACANT/Not in Use

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT/Art Moderne

Materials
(Enter categories from instructions)

foundation Stucco

walls Stucco

roof Tar & Gravel; Clay Tile

other Tile and Glass

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

Areas of Significance

(Enter categories from instructions)

ARCHITECTURESOCIAL HISTORY**Period of Significance**1952-1956**Significant Dates**1952**Significant Person**Guida, George, Sr.**Cultural Affiliation**N/A**Architect/Builder**Arch: Rodriguez, Joseph PriedeBlder: Guida, George, Sr.**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

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 2.42 Acres

UTM References

(Place additional references on a continuation sheet.)

1	1	7	3	5	2	7	6	0	3	0	9	3	3	4	0
	Zone		Easting					Northing							
2															
	Zone		Easting					Northing							

3															
	Zone		Easting					Northing							
4															
	Zone		Easting					Northing							

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 Hein, Charlette, Carl Shiver/Bob Jones, Historic Preservationist

organization Florida Bureau of Historic Preservation date February 2006

street & number R.A. Gray Building, 500 S. Bronough Street telephone (850) 245-6333

city or town Tallahassee state Florida zip code 32399-0250

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property.

Additional items

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

Property Owner

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

name City of Tampa

street & number 306 East Jackson Street telephone (813) 274-8845

city or town Tampa state Florida zip code 33602

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 REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1 **GEORGE GUIDA, SR., HOUSE, TAMPA,
HILLSBOROUGH COUNTY, FLORIDA**

SUMMARY

The George Guida, Sr. House is a one- and two-story Modern Movement Style house located at 1516 North Renfrew Avenue in the West Tampa section of Tampa, Florida. The concrete block house was constructed in 1952 and has a smooth stucco finish to the exterior walls and a continuous foundation. The building has a full basement under its two-story portion. The fenestration consists of aluminum double hung windows, glass block units, and a large circular plate glass window on the main (east) facade. The roof on the two-story portion of the house is surfaced with tar and gravel, and the deck of the one-story southern extension is surfaced with clay tile, so it could serve as a recreational area, accessed from the second floor. The northern extension is a one-story tar and gravel roofed car port and storage unit. At the rear (west) of the house is a brick flagged patio with a large barbecue grill, and two sinks constructed of colored tile. The home retains its original architectural integrity in the Art Moderne Style with personalized ornamental elements. At present the building is vacant, and most of the windows have been covered with plywood panels.

SETTING

Tampa is located in the western part of Central Florida and lies at the mouth of the Hillsborough River which empties into Tampa Bay, an inlet to the Gulf of Mexico. Tampa is the seat of Hillsborough County, a major seaport, and is a major financial center of the state. Light manufacturing plays an important role in the economy, as does tourism and professional sports. Cigar manufacturing, which once employed thousands of workers, no longer contributes significantly to the city's economy. However, the industry has left its mark on the population with a high percentage of residents of Hispanic origin, the majority of whom are of Cuban origin. Italian immigrants, mainly from the island of Sicily, also form a significant part of the population. Tampa is a city of approximately 300,000 residents, and is adjacent to other large urban municipalities. The nearby gulf beaches, opportunities for recreational activities such as sport fishing and attending professional sporting events, and the mild winter climate bring thousands of tourists to the area each year, adding to the economic vitality of the area.

The George Guida, Sr., House is in West Tampa, which was once an independent city located on the west side of the Hillsborough River. The house is located in the southwest end of Macfarlane Park. The former residence occupies an entire city block and is situated among a stand of mature oaks and other trees. The residence stands apart from other buildings, which helps to highlight its architectural character. Originally, there were two one-story residences located to the south on the same property, one on each corner of Green Street. These two buildings have been demolished. Access to the house is gained via a heart-shaped driveway connecting off of Renfrew Avenue. The driveway leads to a large car port located at the north end of house.

The property is bounded on the north by Main Street, on the west by Lincoln Avenue, on the south by Green Street which parallels the east-west I-275 corridor, and on the east by Renfrew Avenue. The building lies near

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aluminum sashes. There are also large glass block windows found at the curve of the south extension of the house and small glass block detailing on the north elevation. A historic photo of the house clearly shows that some of the windows were originally plate glass. However, George Guida, Jr. recalls that some of the original windows were replaced with glass louvered windows in the late 1960s. The original window placement, size, and fenestration patterns remain intact. The windows provide ample natural light from all sides of the house.

The George Guida, Sr. House was known for its owner's hospitality and the large west patio area was built to accommodate outside entertainment. A rather extravagant corner grill of rubble pattern scored concrete is flanked by large concrete counters (Photos #13 & 14) with sinks covered with colored tiles (Photo #15). The insides of the sinks have the same decorative broken tile motif as the sides of the front entry steps. This grill is a contributing structure. The patio is made of broken tile in random patterns. Only a little of the original landscaping remains around the base of the house, but the grounds beyond still retains an impressive canopy of large live oaks and other mature trees.

Interior

The interior of the George Guida, Sr. House continues the design elements of the Modern Movement style. Walls are often curved at the edges and the floorboard molding is bent wood to accommodate the softened edge.

The first floor consists of a central entry hall with a staircase to the second floor, and the formal dining room to the north of the hall (Photo #16). The dining room is partially separated from the foyer to the south by an open decorative screen, and includes the oversized circular window seen on the front façade (Photo #17). A sunken living room is to the south of the foyer. The living area is two steps down from the foyer and at the southern rounded edge of the room the floor rises two steps and has a metal railing (Photo #18). The metal railings on the interior have the same design as used on the exterior. This elevated area was reserved for the Guida's baby grand piano, surrounded by the full-length glass block windows. The living room also has a large fireplace on the west wall and an exit door to the west patio in the southwest corner (Photo #19). Bookshelves wrap around the west wall to the entry steps by the foyer. The central hallway leads west to a bathroom, a west patio door, and to the north is a breakfast/informal eating area (Photo #20). The breakfast room is also accessed by a doorway from the formal dining room, and on the west by a door into the kitchen. This room has a cylindrical northern wall projection containing glass blocks in the center. The cylindrical curve continues in the room's southeast corner which contains built-in cabinets with the drawers and cabinet faces curved (Photo #21). To the west of the breakfast room is the kitchen that has access to another all-purpose room to the south. A recreation room west of the kitchen has a door north to the car port and a south staircase leading down to the full basement as well as another west exit door. A full color mural of the Guida House and the grounds has been painted on the east wall of the recreation room (Photo #22).

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The upstairs hallway serves to access the three bedrooms, each with private full bathrooms. The main, central bedroom has glass blocks centered in the curved north wall (Photo #23). The basement footprint is the same as the two-story segment of the house and has a half-bath. Bathrooms are fully tiled with color schemes of baby blue and light pink.

ALTERATIONS

In the 1960s, directly above the main (east) entrance on the second story, is a small area that was enclosed with vertical wood siding to accommodate a closet within a bedroom. Also in the 1960s, many window sashes were replaced with aluminum sashes. Most windows and doors are currently secured with plywood.

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SUMMARY

The George Guida, Sr. House is nominated to the National Register for significance at the local level under Criteria C and Bin the area of Architecture and for association with George Guida, Sr. (1914-1986). The house is an example of Art Moderne Style residential design from the 1950s. The house was a distinctive landmark in West Tampa, a neighborhood dominated by modest middle class residences. The house contains streamlined features such as banks of windows and curved walls. It also included ornamental broken colored tile surfaces and ornate iron railings reflecting Guida's personal preferences. Guida was a prominent businessman and civic leader in the West Tampa neighborhood. He devoted himself to the development and welfare of the community and was fondly referred to locally as "Mr. West Tampa," often receiving honors and awards for his efforts. The house is located in proximity to mainly vernacular residences of the West Tampa Historic District (NR 1983).

HISTORIC CONTEXT

Spanish explorers were familiar with the Tampa Bay area as early as the 16th century. In 1821 Florida officially became a United States territory after being acquired in 1819 through the Adams-Onis Treaty with Spain. Europeans did not settle in the area until the United States Army established Fort Brooke at the mouth of the Hillsborough River in 1824. In 1834, Hillsborough County was created from Alachua County,¹ but a post office had already been established in 1831 to serve the trading post and small settlement of Tampa Bay, whose name was later shortened to Tampa. Although the population consisted mainly of military personnel during the Second (1835-1842) and Third (1855-1858) Seminole Wars, by 1858 Tampa had become a town of about 1,000 inhabitants with houses, churches and businesses. By the end of the Civil War in 1865, Fort Brooke was deactivated and the population of Tampa began to decline. By 1880, the population stood at only 720 residents.² Several events, however, launched Tampa on its course to becoming a large modern city.

In 1883, the Fort Brooke military reservation was opened to civilian settlement, causing a flurry of real estate speculation.³ In January 1884, the residents of community saw the completion of the South Florida Railroad, linking Tampa with Jacksonville. The discovery of phosphate in the vicinity led to the mining of this essential ingredient in commercial fertilizer and brought a new wave of settlement to Central Florida. Tampa transformed into a major seaport from which phosphate was shipped all over the world.⁴

The migration of Vicente Martinez-Ybor and other major cigar manufacturers to Tampa was far more important to the rapid and spectacular growth of Tampa after 1885. Ybor was a Spanish citizen who had begun

¹ Long, John H., Ed., Florida Atlas of Historical County Boundaries, Simon & Schuster Macmillan, New York, 1997.

² Long, Durwood, "The Historical Beginnings of Ybor City and Modern Tampa," Florida Historical Quarterly, XLV, p. 9.

³ Grismer, Karl Hiram, A History of the City of Tampa and the Tampa Bay Region of Florida, St. Petersburg Print Company, 1950, p. 169.

⁴ Dunn, Hampton, Yesterday's Tampa, Miami: E. A. Seemann Publishing Inc., 1972, p. 18.

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manufacturing cigars in Cuba in 1856. At the outbreak of the Ten-Years War rebellion against Spanish rule in 1868, Ybor was forced to flee Cuba because he was suspected of disloyalty to Spain. He reestablished his cigar operations in Key West, Florida, and persuaded other Cuban and American cigar manufacturers to join him. Labor was readily available from among the thousands of Cuban refugees who fled to Key West to escape the conflict.

After more than fifteen years in Key West, Ybor decided to seek a more favorable place to operate his business. Shipping traffic between Key West and major ports was irregular and unreliable, hindering access to raw materials and markets. The conflict between Spanish and Cuban workers over the fate of Cuba, coupled with workers' concern for better wages and working conditions, also caused constant labor problems resulting in costly strikes. After examining other locations, Ybor decided in 1885 to relocate to Tampa. His decision was heavily influenced by the availability of transportation and incentives offered by Tampa businessmen who provided him a large tract of land northwest of town on which to build factories and houses for cigar workers. Within a year, Ybor City had become a separate community standing almost in the shadow of downtown Tampa. Its independence, however, was short-lived. In 1887, Tampa annexed Ybor City creating a community with a population of 5,000 residents.⁵ Tampa's population increased dramatically over the next several decades, especially after a second cigar-producing center was established in West Tampa on the western side of the Hillsborough River.

Inspired by the success of Ybor City, a group of Tampa businessmen led by lawyer Hugh C. Macfarlane began to promote an area west of the Hillsborough River as the possible location for a second cigar manufacturing center. In 1892, Macfarlane and his associates formed the Macfarlane Investment Company and had a bridge constructed across the Hillsborough River to link their proposed new development with downtown Tampa.⁶ The center of the new development lay about a half mile west of the Hillsborough River. West Tampa's first cigar factory began production in the early months of 1893. This was the Julius Ellinger Company which arrived from Key West.⁷ Seven more factories followed Ellinger from Key West, and the growth of the new community was facilitated by an electric street car line which ran between Tampa and what had come to called West Tampa.⁸ The City of West Tampa was officially incorporated on May 18, 1895. The move allowed Macfarlane and his associates to regulate the booming development and provide essential services such as fire, police protection, and the paving of streets. The new city rivaled downtown Tampa in size, and the city limits were revised in 1907 to include additional areas of land.⁹ Most of the significant development in West Tampa took place between 1895 and 1925, the year in which West Tampa was annexed by the city of Tampa.¹⁰ By

⁵ Long, pp. 38-39.

⁶ Tampa Morning Tribune, April 27, 1894.

⁷ Tampa Morning Tribune, May 16, 1893.

⁸ Tampa Morning Tribune, May 16, 1893; Florida Times-Union and Citizen, December 1897.

⁹ Laws of Florida. "An Act to Revise and Amend the City Charter of the City of West Tampa," 1907.

¹⁰ Special Acts. "An Act to Extend the Corporate Limits of the City of Tampa," 1923; Tampa Morning Tribune, December 31, 1924.

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1925, there were thirteen large brick cigar factories in West Tampa, many of them found along Howard Avenue and Armenia Streets that constituted downtown. Masonry commercial buildings reinforced the appearance of the community as a separate city.¹¹ Among the more significant buildings constructed in West Tampa were the Centro Español (1912) and the Sicilian Club (1929).¹²

Most of Tampa's early Italians came from Santo Stefano Quisquina, a farming town in Southern Sicily, where goats and sheep were raised and almonds harvested. Life on the island was exceptionally hard with depleted farms, malaria and bandits. The population responded, according to historian Giampiero Carocci, by exercising three options: "resignation, socialism, and emigration."¹³ They shared with the Cubans a resentment of wealthy landowners (latifondi), who controlled most of the land. The formation of the Italian Club on 7th Avenue marked an important step in achieving political and economic status. The Italians had come to Florida for farming jobs and had entered Ybor's cigar industry at the lowest levels. The Italians mainly arrived in family units, and they prospered due to increased child education, and entry into diverse trades.

While thriving as its own entity up to and during the Land Boom years of the early 1920s, by the time West Tampa was officially incorporated into the City of Tampa on January 1, 1925, the area was already feeling the effects of economic decline. No new cigar factory construction had taken place since 1912. The Bust of 1928, coupled with the following Great Depression years took a heavy toll on West Tampa's economics since cigars were a luxury item. With World War II, recruits left West Tampa and many did not return, looking for opportunities outside of the cigar industry. Meanwhile machine-made cigars were being produced at the rate of 4,000 a day instead of 125 when hand-rolled, further limiting a future in the cigar industry. West Tampa suffered dramatically and by the 1950s, it was partially abandoned and deteriorating.¹⁴ There were, however, local residents who made a commitment to remain and prospered, such as the Guida family.

HISTORIC SIGNIFICANCE

George Guida, Sr. (1914-1986) was the son of Francesco Guida (1888-1965) and Maria Bilella (1890-1965) who had immigrated to Tampa from Alessandria della Rocca (Alexander of the Rock), Sicily in 1911. Francesco started as a cigar maker but quickly became a merchant, while Maria was a homemaker. In his youth, George held a variety of jobs, including gas station attendant and dry goods store clerk.

In 1938, he met and married another Tampa native, Palmira Priede (1916-1987) whose father Andres Priede (1878-1951) had emigrated from Asturias, Spain. He worked as a cigar maker and later had a coffee business.

¹¹ Sanborn Maps; Tampa City Directory.

¹² Florida Master Site Files HI304 and HI802.

¹³ Gary Mormino, The Immigrant World of Ybor City: Italians and Their Latin Neighbors in Tampa, 1885-1985 (Urbana, IL: University of Illinois Press, 1987) 27.

¹⁴ Janus Research, "Historic Resources of West Tampa Final Report", 2003, p. 11.

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Her mother was Trinidad L. Priede, (1885-1965), who was from the Spanish Canary Islands. Also in 1938, George opened a floor covering and Venetian blind store, American Venetian Blind Company. In 1945, he moved the business to the former post office at Howard Avenue and Union Street, renamed it George Guida Company. The company was expanded to include kitchen appliances, carpet, air conditioners, paint, wallpaper, ceramic tile and house wares. He and his wife lived on the second floor. The Guida's had five children, Frank B., (b. March 31, 1939); George A., often referred to as Jr. or "BeBe," (b. September 10, 1940); Lorraine M. (b. November 11, 1944); Geraldine M (February 15, 1952–November 13, 1989) and Gaida G. (January 3, 1953–April 13, 1991). The business continued to grow and in 1949 moved to 1801 North Howard Avenue. It was advertised as "Let George Do It"—sales of tile, rugs, linoleum, Venetian blinds, Nu-Enamel paints, radios and electrical appliances. It was prominently located and the business operated at that location until 1968. At that point, the business was ready for another expansion and name change. The name change George Guida & Sons accommodated the addition of his sons Frank and George (Jr.) formally coming into the family business and movement into larger facilities on Kennedy Boulevard.

In 1950, George Guida, Sr., purchased the land on which he built his distinctive residence from Howard Macfarlane who intended to construct his own home there. Macfarlane had constructed the basement foundation before selling the property, and Guida used it for the two story segment of the house. In addition to his other business activities, Guida was a licensed general building contractor, becoming a partner in the American Builders Company in 1949. Although Guida had the plans stamped by his cousin, Joseph Priede Rodriguez, a licensed architect, the design for the house was wholly his own. The residence expressed his love for the geometric forms of the Modern Movement in architecture both on the exterior and interior. The design does not strictly follow the modernism of the 1930s and 1940s expressed in Art Moderne with streamline idioms.

The house became the hub for a variety of activities in West Tampa, including a venue for local and state political leaders to meet and express their views. The home was also a favorite gathering spot for Latin families celebrating weddings, graduations and other events.¹⁵ The Jesuit Academy Social Club often met there, as well as non-profit fundraising efforts, and St. Joseph School and Church functions.

Guida was a founding member of the Board of Directors of Central Bank of West Tampa in the late 1940s, and was named as an Outstanding Director. Always involved in community efforts, Guida took on extensive charity work, especially in efforts to found the Boys and Girls Club of West Tampa. In 1954 he received the Outstanding Citizen of West Tampa award and the National Silver Keystone Award for Outstanding Service to Boys. He was an avid sponsor of West Tampa Little League teams and American Legion activities.

¹⁵ Tampa Tribune, March 15, 2004.

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“In the 1950s, he helped organize trades and craftsmen to build the West Tampa Boys Club, constructing a building worth \$250,000 for an actual cost in the \$30,000 range.”¹⁶ He was also a member of Unita Lodge No. 2015 that was founded by his father; honored as Outstanding State Member of the Sons of Italy in America; charter member of West Tampa Optimist Club; member of Centro Español Club, as well as an Outstanding Director of the Centro Asturiano Club. Guida was an Outstanding Member in L’Unione Italiana, and is listed in Tampa’s Italian Club’s Hall of Fame. He was also a member of the Board of Trustees of the Jesuit High School, and is in the Jesuit High School Hall of Fame. He served as an Outstanding Director of the Tampa City Housing Authority; and served as a Board Member of the Red Cross; Board Member of the United Fund, and a Goodwill Ambassador to the Latin Americas. A commemorative marker honoring Guida’s accomplishments stands in Macfarlane Park, close to his home.

ARCHITECTURAL SIGNIFICANCE

The Modern Movement provided the basis for a variety of residential designs that became popular in the 1920s until World War II, and developed along two design subtypes, Art Moderne and Art Deco. Both used smooth exterior surfaces, usually stucco, and both used predominantly flat-roofs. Art Moderne emphasized horizontal design with non-symmetrical facades, curved corners and often banks of windows. Glass blocks and round windows are common to the Art Moderne Style. Art Deco employed geometric derived ornament usually applied to vertical masses that projected above the roof-line. The George Guida, Sr., House is a good example of the Art Moderne approach with personalized decorative elements. The deck and rounded terminus of the south wing, as well as the rounded north elevation derives from a streamline esthetic that is found in Art Moderne architecture which features long curves suggesting ship or automobile design. The circular window in the main façade, and bands of windows on the south and north elevations contribute to this streamline aesthetic. The use of glass blocks in the north elevation and scalloped ornamental treatment under the eaves of the roof are elements of Art Deco enhancement without contributing to a vertical design emphasis.

Guida incorporated other decorative elements into his home which were derived from his personal preferences. These are seen in his use of broken colored tile on the front steps and patio; scrolling ornamental metal railings for the porch, roof deck, interior stairway, and piano stage, and the rustic stone motif on the chimney and patio grill.

Part of the overall design emphasizes the importance placed on vehicular access. The heart-shaped driveway is unusually wide for most houses constructed during the early 1950s and leads to the porte-cochere. Before 1945, only about twenty percent of American homes had integrated garages or carports.¹⁷ Previously family automobiles were stored in a detached garages usually found at the rear of the property. By the 1950s, however,

¹⁶ Tampa Tribune, September 9, 1986, p. 9-B.

¹⁷ McAlester, Virginia and Lee, A Field Guide to American Houses, Alfred A. Knopf, New York, 2002, p. 30.

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some homes began to feature an integrated garage, usually being a continuation the main street facade and having stylistic details similar to the main body of the residence. These early integrated garages usually had only a single automobile bay. The visual importance of the garage reinforced the idea of the automobile as the principal means of travel and a symbol of prosperity. Garages and carports began to be considered a major element of the overall house design, which is the case with the Guida House.

The Guida House is bold in massing and geometric relationships while sensitive to detailing both formal and site specific, resulting in a unique expression of high style architecture and individual taste. The George Guida, Sr. House is an excellent example of the Modern Movement in residential construction in West Tampa in the 1950s. The house retains a high degree of historic integrity.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 10 Page 1 **GEORGE GUIDA, SR. HOUSE, TAMPA,
HILLSBOROUGH COUNTY, FLORIDA**

VERBAL BOUNDARY DESCRIPTION

All of Lots 1 thru 13 inclusive, all of Lot 24 thru 29 inclusive and all vacated alleys adjacent thereto, Block 41, MAP OF MACFARLANE PARK as recorded in Plat Book 2, Page 82 of the Public Record of Hillsborough County, Florida,

LESS the following described part thereof:

For a point of reference commence at the Northeast corner of the aforementioned Lot 24 and run thence South 00°02'20"West along the East boundary thereof a distance of 1.50 feet to the POINT OF BEGINNING of the tract herein described; thence continuing South 00°02'20"West a distance of 39.50 feet to the Southeast corner of the said Lot 24; thence WEST along the South boundary of the aforementioned Lots 24 and 13 a distance of 285.91 feet to the southwest corner of the said Lot 13; thence North 00°03'56"West along the West boundary of the said Lot 13 a distance of 29.05 feet; thence North 87°54'26"East a distance of 286.16 feet to the Point of Beginning.

Containing 2.42 acres more or less

BOUNDARY JUSTIFICATION

The legal description above is a compilation of four portfolios that encompass the nominated property owned by George Guida, Sr. The fourth portfolio is a street that ran through the site and was vacated by the City of Tampa on May 16, 1991, City Ord. #91-80. There were two alleys, running perpendicular through these parcels that were also vacated on May 26, 1910, West Tampa Ord. #120.

The proposed boundary encompasses property historically associated with the George Guida, Sr. House.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number _____ Photo _____ Page 1

**GEORGE GUIDA, SR., HOUSE, TAMPA,
HILLSBOROUGH COUNTY, FLORIDA**

PHOTOGRAPHS

1. Guida, George, Sr., House, 1516 N. Renfrew Ave., Tampa
2. Hillsborough County, Florida
3. June 2004
4. Charlette Hein, Historic Preservation Specialist
5. City of Tampa, Dept. of Historic Preservation
6. Main (east) façade, looking west
7. Photo #1 of 23

Items 1 – 5 are the same for the remaining photographs.

6. Main façade, looking west
7. Photo #2 of 23

6. East and north elevations, and carport, looking west
7. Photo #3 of 23

6. West elevation, looking east
7. Photo #4 of 23

6. South and east elevation, looking northwest
7. Photo #5 of 23

6. Scalloped trim under the eaves, looking southwest
7. Photo #6 of 23

6. Chimney on west elevation, looking northeast
7. Photo #7 of 23

6. North and east elevations, looking southwest
7. Photo #8 of 23

6. Curved wall on north elevation, looking south
7. Photo #9 of 23

6. Main, east entry, looking west
7. Photo #10 of 23

**United States Department of the Interior
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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number Photo Page 2 **GEORGE GUIDA, SR., HOUSE, TAMPA,
HILLSBOROUGH COUNTY, FLORIDA**

- 6. Main entry steps with tile work, looking north
- 7. Photo #11 of 23

- 6. West elevation, looking east
- 7. Photo #12 of 23

- 6. Patio with grill adjacent to west elevation, looking north
- 7. Photo #13 of 23

- 6. Grill, looking west
- 7. Photo #14 of 23

- 6. Detail of grill sink, and tiles, looking west
- 7. Photo #15 of 23

- 6. Interior of entry hall, main stairway, and decorative screen, looking northwest
- 7. Photo #16 of 23

- 6. Circular window in dining room, looking east
- 7. Photo #17 of 23

- 6. Living room, looking south
- 7. Photo #18 of 23

- 6. Fireplace, looking southwest
- 7. Photo #19 of 23

- 6. Curved wall in breakfast room, looking north
- 7. Photo #20 of 23

- 6. South wall of breakfast room with built-in curved cabinet, looking south
- 7. Photo #21 of 23

- 6. Mural in recreation room, looking southeast
- 7. Photo #22 of 23

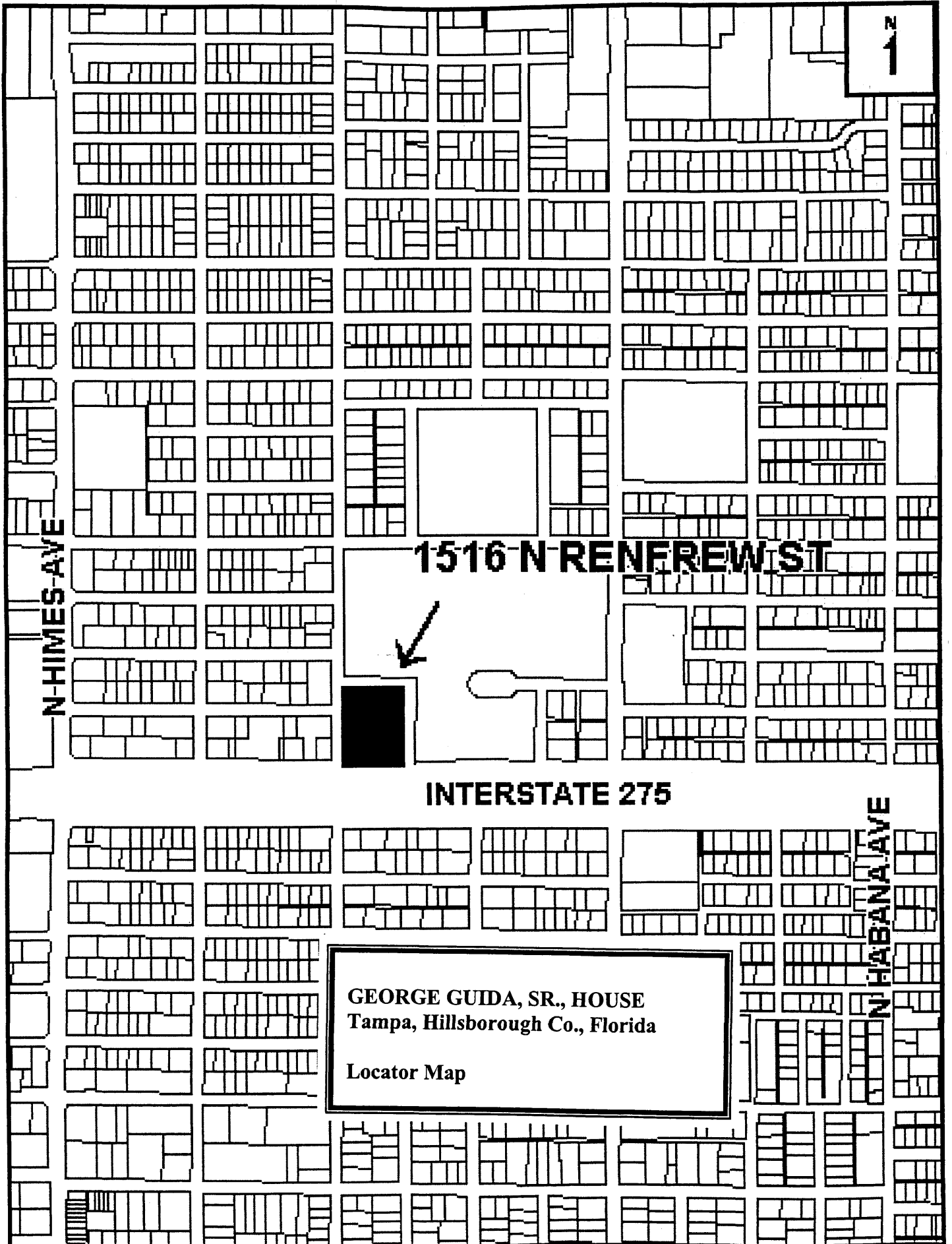
**United States Department of the Interior
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CONTINUATION SHEET**

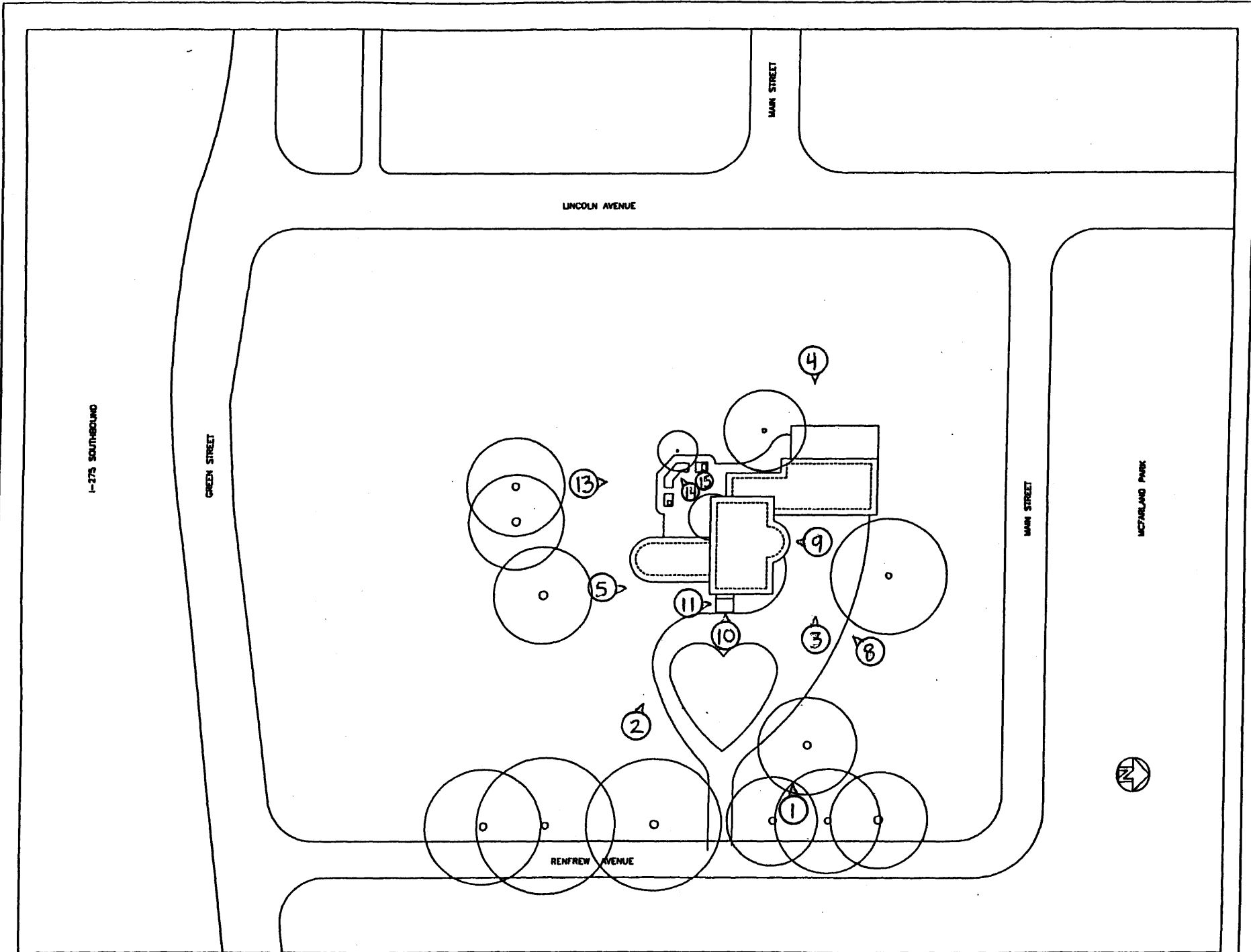
Section number _____ Photo _____ Page 3

**GEORGE GUIDA, SR., HOUSE, TAMPA,
HILLSBOROUGH COUNTY, FLORIDA**

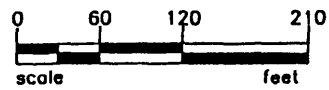
6. North wall in second floor bedroom, looking north
7. Photo #23 of 23



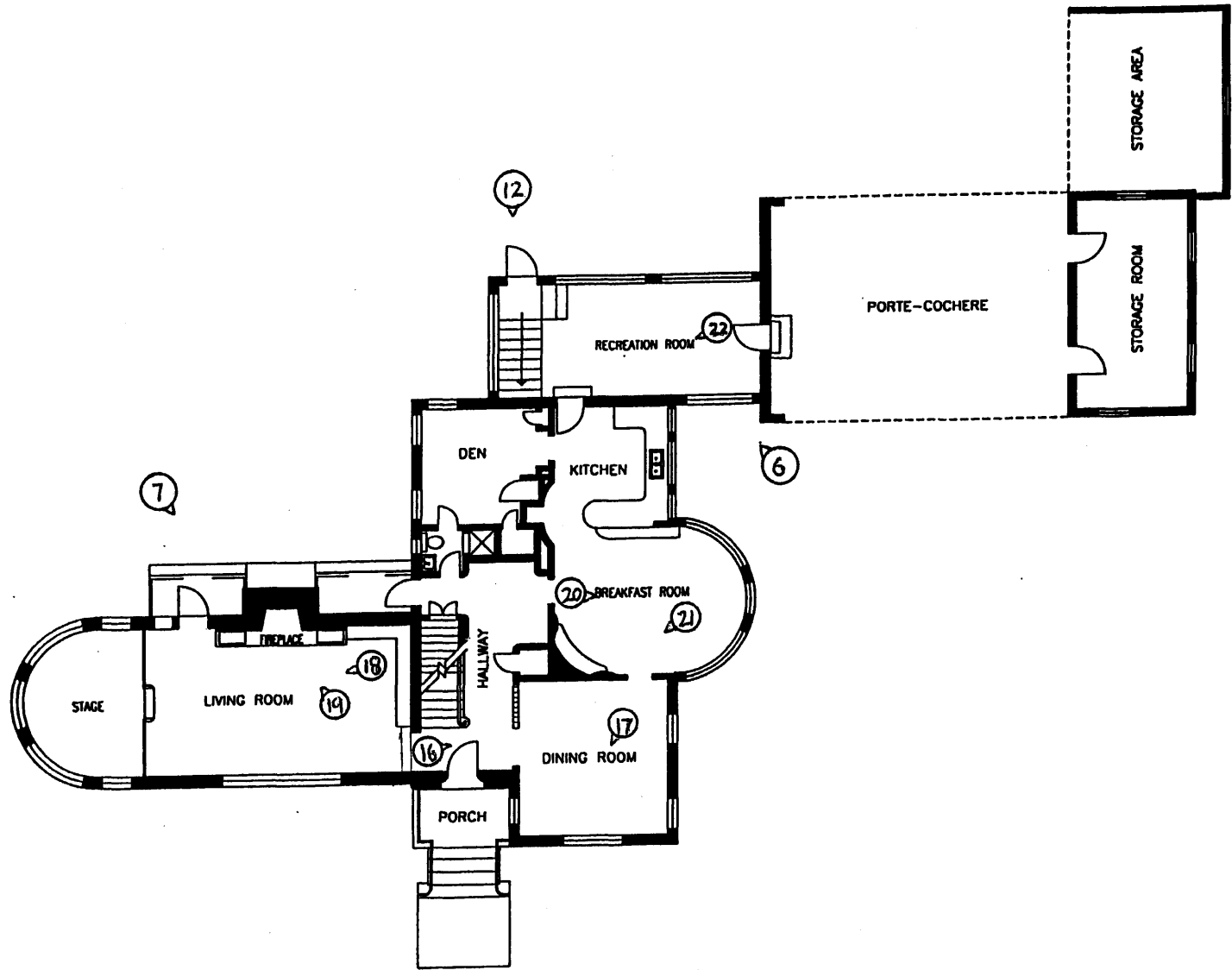
GEORGE GUIDA, SR., HOUSE
Tampa, Hillsborough Co., Florida
Locator Map



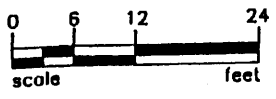
GEORGE GUIDA, SENIOR HOUSE
 1516 NORTH RENFREW AVENUE
 TAMPA (HILLSBOROUGH COUNTY), FLORIDA



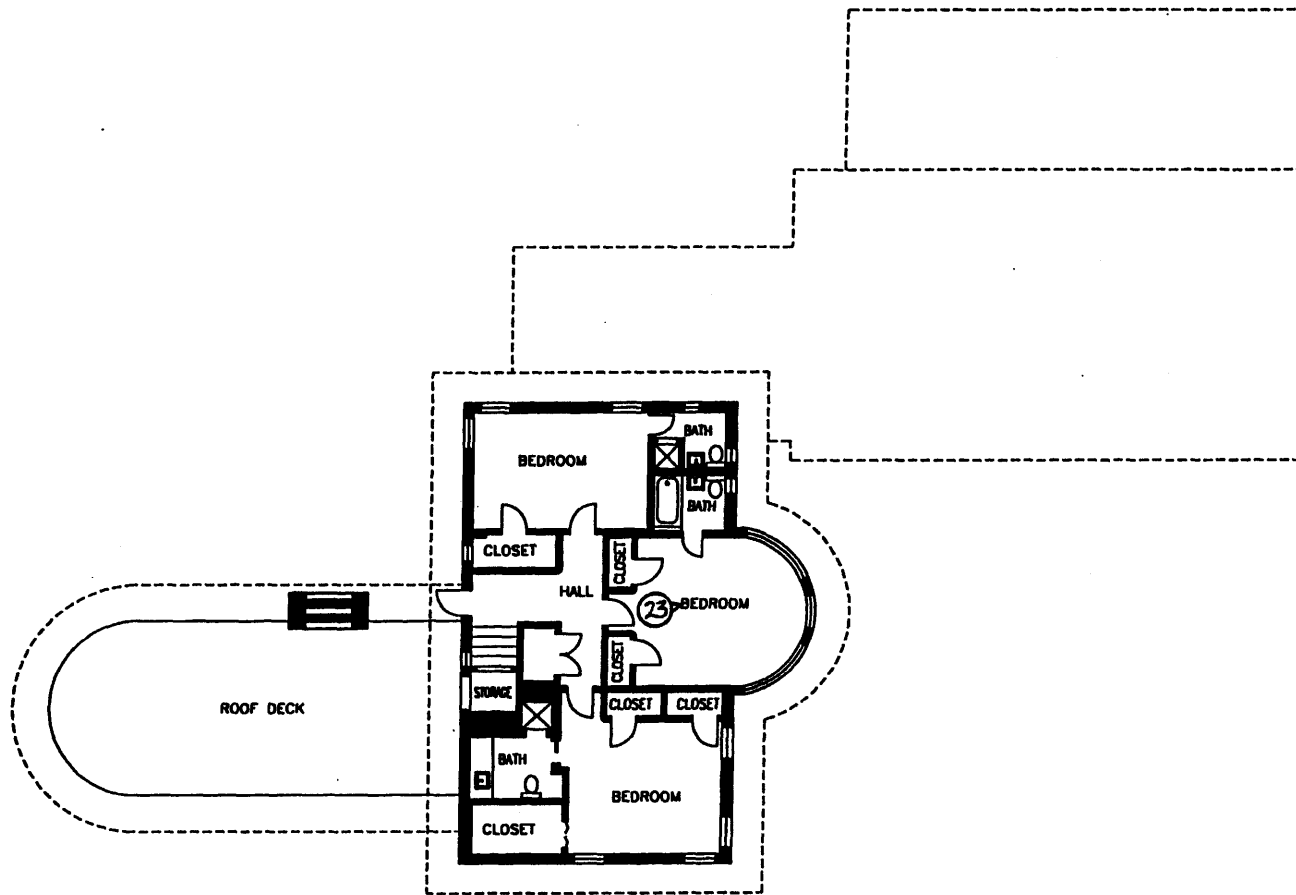
SITE PLAN



GEORGE GUIDA, SENIOR HOUSE
 1516 NORTH RENFREW AVENUE
 TAMPA (HILLSBOROUGH COUNTY), FLORIDA



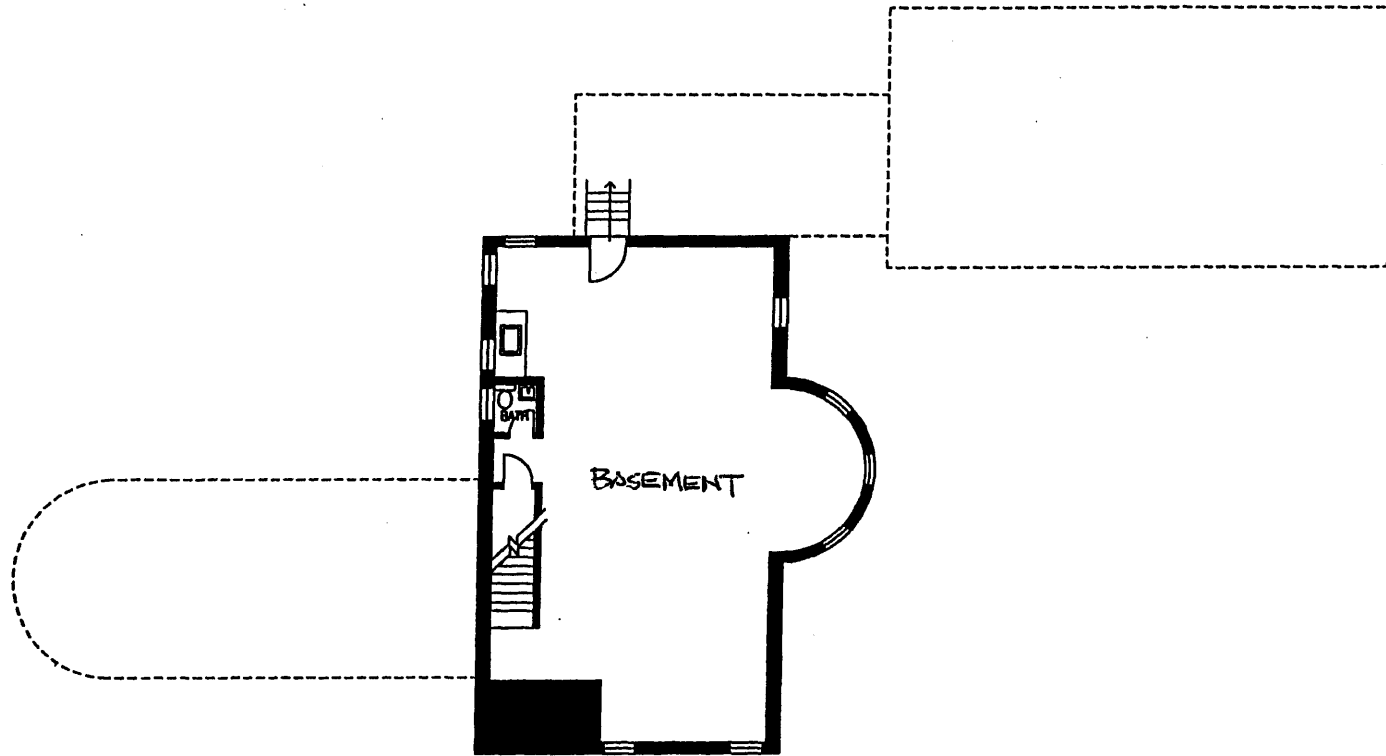
FIRST FLOOR PLAN



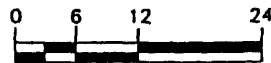
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 TAMPA (HILLSBOROUGH COUNTY), FLORIDA



SECOND FLOOR PLAN



GEORGE GUIDA, SENIOR HOUSE
1516 NORTH RENFREW AVENUE
TAMPA (HILLSBOROUGH COUNTY), FLORIDA



BASEMENT PLAN