

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 an 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 St. Petersburg Woman's Club
other names/site number 8PI580

2. Location

street & number 40 Snell Isle Boulevard n/a not for publication
city or town St. Petersburg n/a vicinity
state Florida code FL county Pinellas code 103 zip code 33704

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.)
Suzanne P. Walker / Deputy SHPO 6/8/94
Signature of certifying official/Title Date
Florida State Historic Preservation Officer, Division of Historical Resources
State of Federal agency and bureau

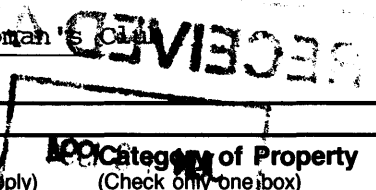
In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)
Signature of certifying official/Title Date
State or Federal agency and bureau

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.
 removed from the National Register.
 other, (explain:)
Edson H. Beall Signature of the Keeper 7.15.94 Date of Action
Entered in the National Register

St. Petersburg Woman's Club
Name of Property

Pinellas Co., FL
County and State



5. Classification

Ownership of Property

(Check as many boxes as apply)

Category of Property

(Check only one box)

- private
- public-local
- public-State
- public-Federal
- building(s)
- district
- site
- structure
- object

Number of Resources within Property

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

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 1 | 0 | buildings |
| 0 | 0 | sites |
| 0 | 0 | structures |
| 0 | 0 | objects |
| 1 | 0 | Total |

Name of related multiple property listing

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

n/a

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Social: Clubhouse

Current Functions

(Enter categories from instructions)

Social: Clubhouse

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th & 20th Century Revivals:

Mission/Spanish Colonial Revival

(Mediterranean Revival)

Materials

(Enter categories from instructions)

foundation Stucco

walls Stucco

roof Ceramic Tile

other Cast concrete

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 67) 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)

Social History

Architecture

Period of Significance

1929-1944

Significant Dates

1929

Significant Person

(Complete if Criterion B is marked above)

n/a

Cultural Affiliation

n/a

Architect/Builder

Wakeling, Roy W. & Jonsberg, Frank F./

Clauson, Eric T.

Primary location of additional data:

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

Name of repository:

St. Petersburg Woman's Club
Name of Property

Pinellas Co., FL
County and State

10. Geographical Data

Acreage of Property Less than 1 acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

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Zone Easting Northing

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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 Barbara E. Mattick/Historic Sites Specialist

organization Bureau of Historic Preservation date May 1994

street & number R.A. Gray Building, 500 S. Bronough St. telephone (904) 487-2333

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 St. Petersburg Woman's Club, Inc.

street & number 40 Snell Isle Blvd. telephone (813) 822-4982

city or town St. Petersburg state Florida zip code 33704

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 to amend existing 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**

St. Petersburg Woman's Club,
St. Petersburg, Pinellas Co., FL

Section number 7 Page 1

SUMMARY

The St. Petersburg Woman's Club, at 40 Snell Isle Boulevard, St. Petersburg, Pinellas County, Florida, is a Mediterranean Revival building constructed in 1929. It is irregularly shaped, having a 2-story, rectangular main block flanked by two wings. The stuccoed exterior is accented with cast stone; the roof is multi-planed, with hipped and gabled areas covered with Spanish tile, and parapeted flat areas. Many of the original 6/6, double hung sash windows have been replaced with jalousies.

SETTING

The St. Petersburg Woman's Club was built on two lots overlooking Coffee Pot Bayou. The lots had been donated by C. Perry Snell, the developer of Snell Isle, in 1928. The lots were beyond the street car line and accessible only by a one-lane, rickety bridge. When the club was dedicated in 1929, there was still little development directly adjacent to the building. The women succeeded in getting the City to build a new bridge, which was dedicated on Christmas Day, 1931. The bridge made Snell Isle more accessible and development followed. Snell Isle is now fully developed, and is considered one of the most desirable residential areas of St. Petersburg.

The building faces Snell Isle Boulevard. Its grounds have expanses of lawn, shrubs and trees, including palm trees to conform to the original plantings that were placed around the clubhouse when it was built.

PRESENT APPEARANCE

Exterior

The St. Petersburg Woman's Club is a stuccoed building facing southeast toward Snell Isle Boulevard. The main (southeast) elevation of the central block of the building has two stories, the first of which has the most architectural detail (Photo 1). The main entrance is arched, with a quoin-like surround. A shield encribed with "The St. Petersburg Woman's Club 1913," signifying the year the club was founded, is located above the entrance (Photo 2). Three arched windows and a second arched entrance are located to the northeast of the main entrance. The second story exhibits six, single, rectangular windows. A 1-story, side gabled wing is located at the southwest

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**St. Petersburg Woman's Club,
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end of the main block, and a 2-story, flat roofed wing is located at the northeast end (Photo 3). The southwest elevation has a terrace sheltered by a railed balcony (Photo 4).

Interior

The main entrance opens into a reception hall which adjoins a tea room to the northeast. To the southwest of the reception hall are a small library and a large ladies' restroom. Just northeast of the tea room, in a small wing, are an office, kitchen, and service stairway to the second floor. A large auditorium/ballroom with a stage and dressing rooms is located northwest of the reception hall and tea room. Doorways on the northeast and southwest walls provide access to the outside; the doors on the southwest wall lead to a covered terrace.

The second floor is accessed by a stairway at the southwest end of the first floor, just southwest of the ladies' restroom. The second floor has a reception area, men's restroom, conference room, and living quarters for a caretaker. An interior balcony, now used for storage, overlooks the auditorium/ballroom. An open balcony covers the terrace on the southwest elevation.

The interior retains most of its original finishes, including woodwork, plaster on lath walls, and wood floors at the second story. The most distinctive interior feature is the stage in the auditorium/ballroom (Photo 5). It is flanked by pilasters and medallions, and wrought iron bannisters at stairways that lead to dressing rooms at either end of the stage.

ALTERATIONS

In 1936, a one-story cement pump house was erected on the rear of the building. This room is currently used for storage. In 1956, door and window jalousies were installed. In 1961, air conditioning was installed. In 1975, a range hood was installed with exhaust protruding through the roof and in conformance with the fire code. Small awnings were added to the windows overlooking the balcony at the second story, and a wall was added on the northeast end to hide trash containers (dates unknown).

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**St. Petersburg Woman's Club,
St. Petersburg, Pinellas Co., FL**

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SUMMARY

The St. Petersburg Woman's Club at 40 Snell Isle Boulevard, St. Petersburg, Florida, is locally significant under Criterion A in the area of Social History for its role in the cultural and civic development of women in St. Petersburg since 1929. It is also locally significant under Criterion C as an example of the Mediterranean Revival style of architecture in St. Petersburg, Florida, and as one of the early designs of Roy W. Wakeling, one of St. Petersburg's most well known architects.

HISTORIC CONTEXT

Snell Isle, St. Petersburg, Florida

C. Perry Snell was born in Bowling Green, Kentucky, on June 5, 1869. His business career began as a pharmacist in Kentucky. Snell, one of the pioneer developers of St. Petersburg, first came to the area in 1898 and stayed for a few days. He returned in February 1899 to make St. Petersburg his permanent home. The day after he arrived, he bought his first piece of land. He continued to invest in real estate, buying out the St. Petersburg Investment Company of Philadelphia, the company that had started the town of St. Petersburg. With this purchase, he acquired its office building, hotel and hundreds of unsold lots.

In 1906, Snell established his first subdivision, "Lakeside". It was the old Handley orange grove running east from Ninth Street and taking in most of Mirror Lake. Other Snell purchases included Crescent Lake, and 600 acres of land along the northern edge of St. Petersburg known as Coffee Pot Bayou. In 1911 Snell announced he would construct a trolley line from the downtown area to the bayou, build a seawall, and do \$300,000 worth of dredging on this property. Snell had acquired the extensive area of sand and mangroves now known as Snell Isle. In the mid-1920s, he spent a small fortune in the construction of streets and the installation of utilities in that section. Among Snell's many contributions to the community was his gift of land on Snell Isle to the St. Petersburg Woman's Club in 1928, to be used for a club house. Snell died in Laredo, Texas, on October 23, 1942.

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St. Petersburg Woman's Club,
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Woman's Clubs

Woman's clubs were formed in the United States in response to women's desires for intellectual stimulation and out of an awareness of and willingness to meet community needs. Until 1889, such groups were strictly local organizations. The Sorosis Club celebrated its twenty-first anniversary in 1889 by convening a meeting of women's groups from across the country. The result was the creation of the General Federation of Women's Clubs.

Florida's first such club for women was organized in Green Cove Springs in 1887. The goal of its members, mostly winter residents, was village improvement through the introduction of order and cleanliness, and the provision of a "social centre for intelligent intercourse of women with one another." The group was incorporated in April 1889 as "The Ladies' Improvement Association of Green Cove Springs, Florida." After solving the village's immediate health problems, the club took up other objectives, such as literary pursuits, the creation of parks, and the digging of wells.

Meanwhile, other clubs had been established in Florida, and on February 21, 1895, the Florida Federation of Women's Clubs was created in Green Cove Springs. There were six charter members: the clubs in Palmetto, Green Cove Springs, Orange City, Crescent City, Fairfield, and Tarpon Springs. Clubs pursued various activities depending upon their community's needs, but many chose the establishment of libraries as a major project. In 1898, five woman's clubs in Florida had established libraries. Over the years, the clubs have contributed greatly to the welfare of their communities in other ways as well, providing cultural activities, support of the war effort during the World Wars, and ministering to the needs of the poor and disadvantaged and children. The Florida Federation was admitted to the General Federation of Women's Clubs January 25, 1898, and was incorporated April 12, 1915. The Florida Federation remains an active organization with a membership of over 30,000 women, and publishes the quarterly magazine, Florida Clubwoman.

HISTORIC SIGNIFICANCE

The St. Petersburg Woman's Club was founded in 1913 with fourteen charter members by Mrs. Benjamin A. Green, a former president of the Federated Women's Clubs of Illinois. According

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St. Petersburg Woman's Club,
St. Petersburg, Pinellas Co., FL

Section number 8 Page 3

to the minutes of the first meeting, the goals of the club were to entertain, instruct, and follow the guidelines prescribed by the General Federation of Woman's Clubs.

A building fund was started soon after the St. Petersburg Woman's Club was founded. When the fund reached \$15,000, the members began to look for a site. Several locations for a club house were considered, but on November 28, 1928, they finally decided to accept Perry Snell's offer of two free lots, even though they were not entirely satisfied with the location of the lots. They had wanted a downtown location; the lots offered by Snell were in a jungle, beyond the street car line, and accessible only by a one-lane, rickety, wooden bridge. In spite of these concerns, a loan of \$15,000 was arranged from the Whithrop branch of the Augusta Trust Company of Augusta, Maine. The Woman's Club hired the firm of Jonsberg and Wakeling, Architects, to draw up plans; Clauson and Fellows was the contractor. Construction began in May 1929, and the building was dedicated in November 1929 by the president of the Florida Federation of Women's Clubs.

When the club gained possession of the two lots, it had begun work to get the City to build a new bridge over Coffee Pot Bayou. It succeeded, for on December 17, 1931, "Mr. Snell asked the cooperation of the club in the celebration of the opening of the new bridge on Christmas Day."

The St. Petersburg Woman's Club was very active in promoting the intellectual and physical well being of the citizens of St. Petersburg and other parts of the state. In the 1920s, the club worked to gain State Aid for the American Legion Hospital for crippled children. It also worked for the passage of the Workman's Compensation Law, an eight-hour work day for women, and federal aid for flood control of Lake Okeechobee. Locally, the club provided scholarships to the St. Petersburg Junior College.

Beginning in 1929, study classes were held in the new club house. Topics included current events, travel, French, better American speech, current literature, and sewing classes to make clothing for the Welfare Department. Twilight Musicales were held on Sunday and Friday afternoons, and featured artists such as the Ted Shawn dancers; Frank Mellor, a tenor from New York City; and Lura Fullerton, a concert pianist.

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In the 1940s, the Woman's Club began hosting Town Meetings which were open to the public. The club addressed local concerns by contributing funds for underprivileged children and the Red Cross. The city designated the clubhouse an official first aid station.

Such programs continued during the Second World War. The women directly supported the war effort, however, by assembling clothing and medical supplies for "Bundles for Britain". In 1942, the club's sewing room was made available to the Red Cross for one half day each week. Other war efforts included the collection of books for army camps and the sale of war bonds. Although the club membership has declined in the last fifty years, the St. Petersburg Woman's Club continues to offer cultural and civic enrichment to the community of St. Petersburg. The building was designated as a local historic landmark by the City of St. Petersburg in 1989.

ARCHITECTURAL CONTEXT

Mediterranean Revival Architecture

The Mediterranean Revival Style generally refers to a style derived from a combination of architectural elements borrowed from countries and cultures surrounding the Mediterranean Sea, particularly Spain and Italy. This practice became popular in the late 1910s as part of the increased national interest in historical styles and architecture. Interest in such styles was especially fostered by the Panama-California Exposition in San Diego in 1915. The style, so suitable for Florida's Mediterranean-like climate and Spanish history, became extremely popular in Florida and is closely associated with the Florida Land Boom of the 1920s.

General design characteristics include features taken from the Mission, Spanish Colonial Revival, and Italian Renaissance styles: Moorish columns; low pitched, clay tile, gable and hip or flat parapeted roofs; stucco exteriors with terra cotta decorative features; and multi-level plans. Loggias and arcades are common features with cartouches, tile, and terra cotta insets. Highly decorated door and window surrounds are common.

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**St. Petersburg Woman's Club,
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Frank F. Jonsberg and Roy W. Wakeling, Architects

Frank F. Jonsberg, born in Roxbury, Massachusetts, was a graduate of the Massachusetts Institute of Technology. He was a founding partner of the architectural firm of James Richie & Company in Boston in 1909. He came to St. Petersburg in 1929, and is listed as the architect, often in conjunction with Roy W. Wakeling, for many notable projects in this area, including: The Mason Hotel/Princess Martha Hotel and the Jungle Hotel (now the Admiral Farragut Academy). He also was a consulting architect for the Dennis Hotel (NR 1986) in St. Petersburg. Jonsberg's wife was director of the St. Petersburg Woman's Club in 1928-29.

Roy W. Wakeling, who was born in Brockton, Massachusetts, in 1895, was graduated from the Boston School of Architecture. He came to St. Petersburg in 1921 during the Land Boom Era to work on The Mason Hotel/Princess Martha Hotel, a project of the Boston architectural firm of James Ritchie. Wakeling settled in Clearwater as its first practicing architect and maintained a practice there for fifty years. In addition to the designs he created while in partnership with Jonsberg, he designed many other buildings, both commercial and residential, in downtown Clearwater and in the Willadel area of Clearwater. The most notable of these is Spottswood, the Donald Roebeling Estate (NR 1979) in Clearwater. Wakeling, who was considered the dean of Pinellas County architects, died in 1971 at the age of 76.

ARCHITECTURAL SIGNIFICANCE

The St. Petersburg Woman's Club is significant as an example of one of the early works of Roy Wakeling, one of Pinellas County's most renown architects. It is a modest example of the Mediterranean Revival style which was very popular in St. Petersburg in the 1920s. The style is reflected by the use of stucco and a red tile roof. The arched fenestration, including the elaborate surrounds at the main entrances, is also typical of the style.

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St. Petersburg Woman's Club,
St. Petersburg, Pinellas Co., FL

Section number 9 Page 1

BIBLIOGRAPHY

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Marth, Del. St. Petersburg: Once Upon a Time. St. Petersburg, Fla.: City of St. Petersburg, 1976.

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St. Petersburg Woman's Club,
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Section number 10 Page 1

VERBAL BOUNDARY DESCRIPTION

Lots 572 and 573, Snell Isle Inc. Part of Brightsides, Unit 5 of Snell Isle Plat Book 16, Page 79, Records of Pinellas County, Florida. Except a small triangular parcel of land in the extreme southern point of lot 572, beginning at a point 8.66 feet in a Northeasterly direction along the Southeast boundary line of said lot 572. The same being the Northwesterly boundary line of Snell Isle Boulevard, run Southwesterly 8.66 feet to South boundary point of lot 572, thence in a Northerly direction along the West boundary line of lot 572, 8.2 feet, thence run in an Easterly direction to point of beginning, which small triangular tract of land is reserved from the deed and is dedicated to the City of St. Petersburg, Florida for park purposes. (From West Coast Title Company Abstract of Title #57248, Sheet 1).

BOUNDARY JUSTIFICATION

The boundary encompasses the resources that have historically been associated with the property and remain under the ownership of the St. Petersburg Woman's Club.

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Continuation Sheet**

St. Petersburg Woman's Club,
Pinellas Co., FL

Photos 1

Section number _____ Page _____

-
- 1 1) St. Petersburg Woman's Club, 40 Snell Isle Blvd.
 2) St. Petersburg, Pinellas Co., FL
 3) Sophie Daily, Photographer
 4) 1988
 5) 407 Toledo Way, N.E., St. Petersburg, FL 33704
 6) Main (SE) elevation; camera facing N
 7) 1 of 5

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

- 2 6) Main entrance; camera facing NW
 7) 2 of 5
- 3 6) Main elevation and NE end of the building; camera
 facing W
 7) 3 of 5
- 4 6) NE and SW elevations, showing terrace and balcony;
 camera facing E
 7) 4 of 5
- 5 6) Auditorium/Ballroom; camera facing NW
 7) 5 of 5

MONDAY, NOVEMBER 4, 1929

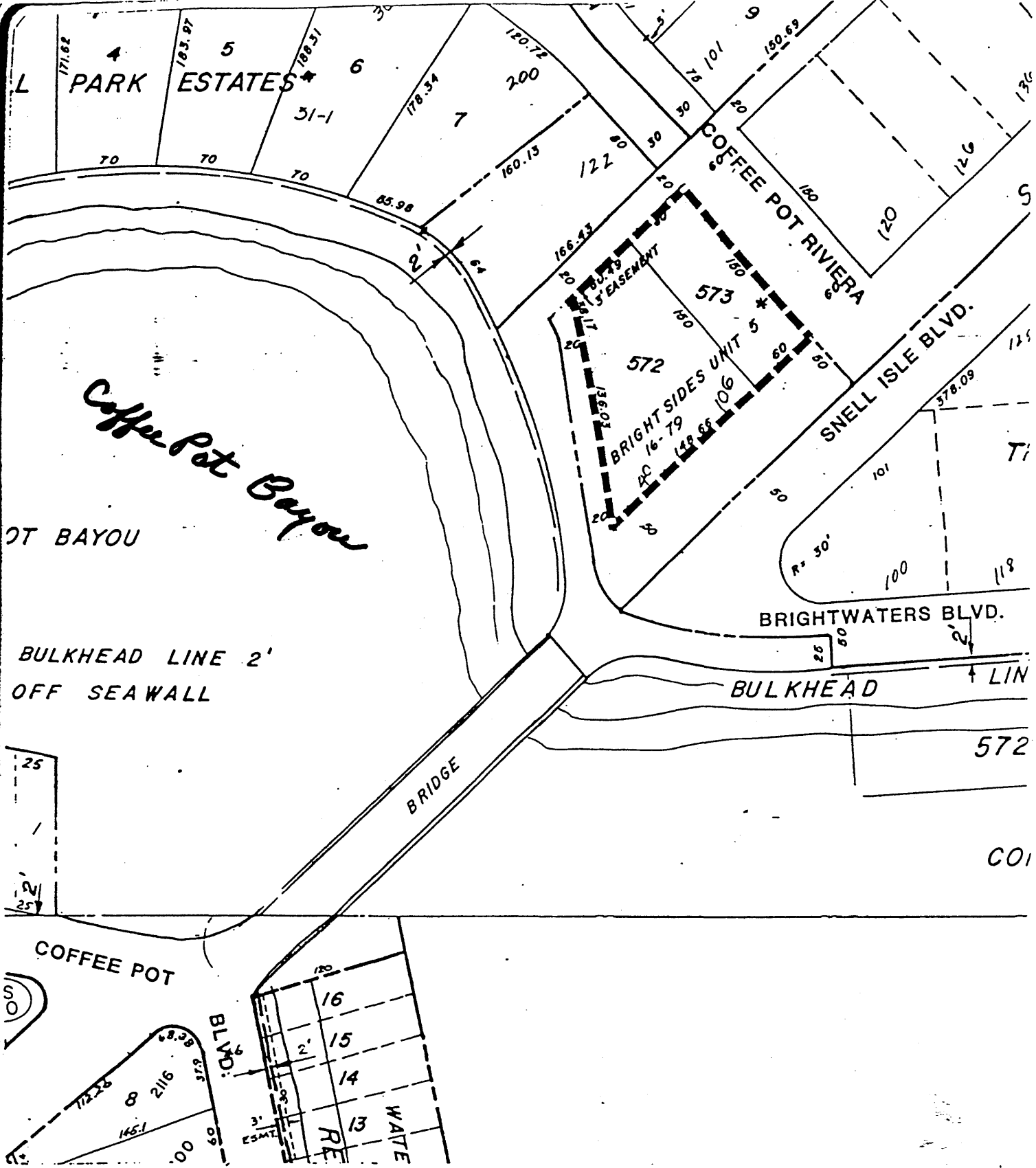
NEW HOME OF ST. PETERSBURG WOMEN'S CLUB



The fall board convention of the Florida Federation of Women's clubs will formally open tonight for a three-day session at this beautiful new home of the St. Petersburg Woman's club. Many interesting speakers are on the program for the evening.

This club house, only recently completed, will be unofficially opened for the convention the formal opening to be held with elaborate ceremonies Jan. 21 and 23.

(Photo by Lula Smith).



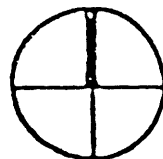
HISTORIC PRESERVATION COMMISSION

DATE: NOVEMBER 17, 1988

HPC 88-03

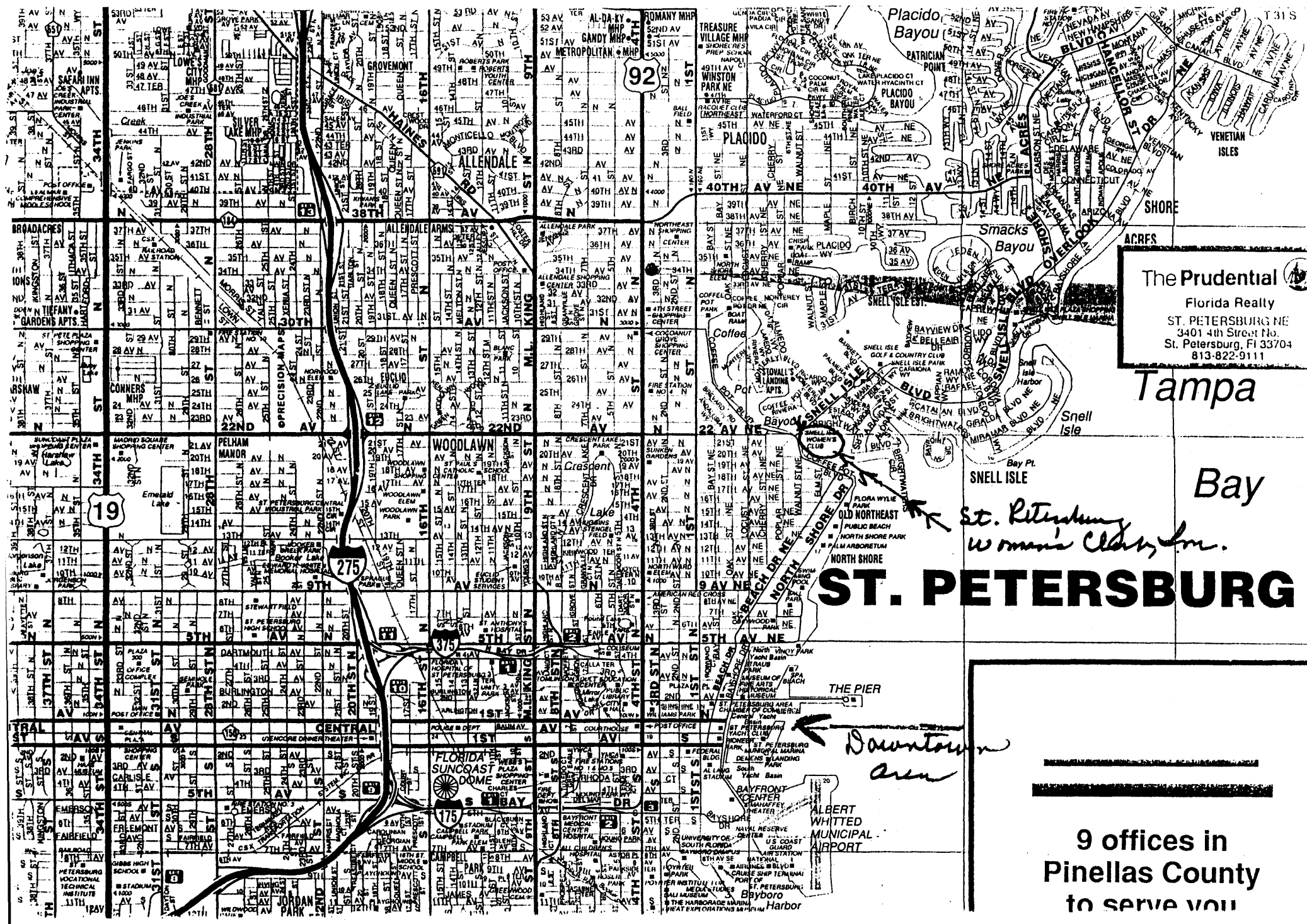
SCALE:
1" : 100'

ST. PETERSBURG WOMEN'S CLUB
40 SNELL ISLE BLVD.





St. Charles - Wm. G. Clark - The Small Tel. Bldg.



The Prudential
 Florida Realty
 ST. PETERSBURG NE
 3401 4th Street No.
 St. Petersburg, FL 33704
 813-822-9111

Tampa

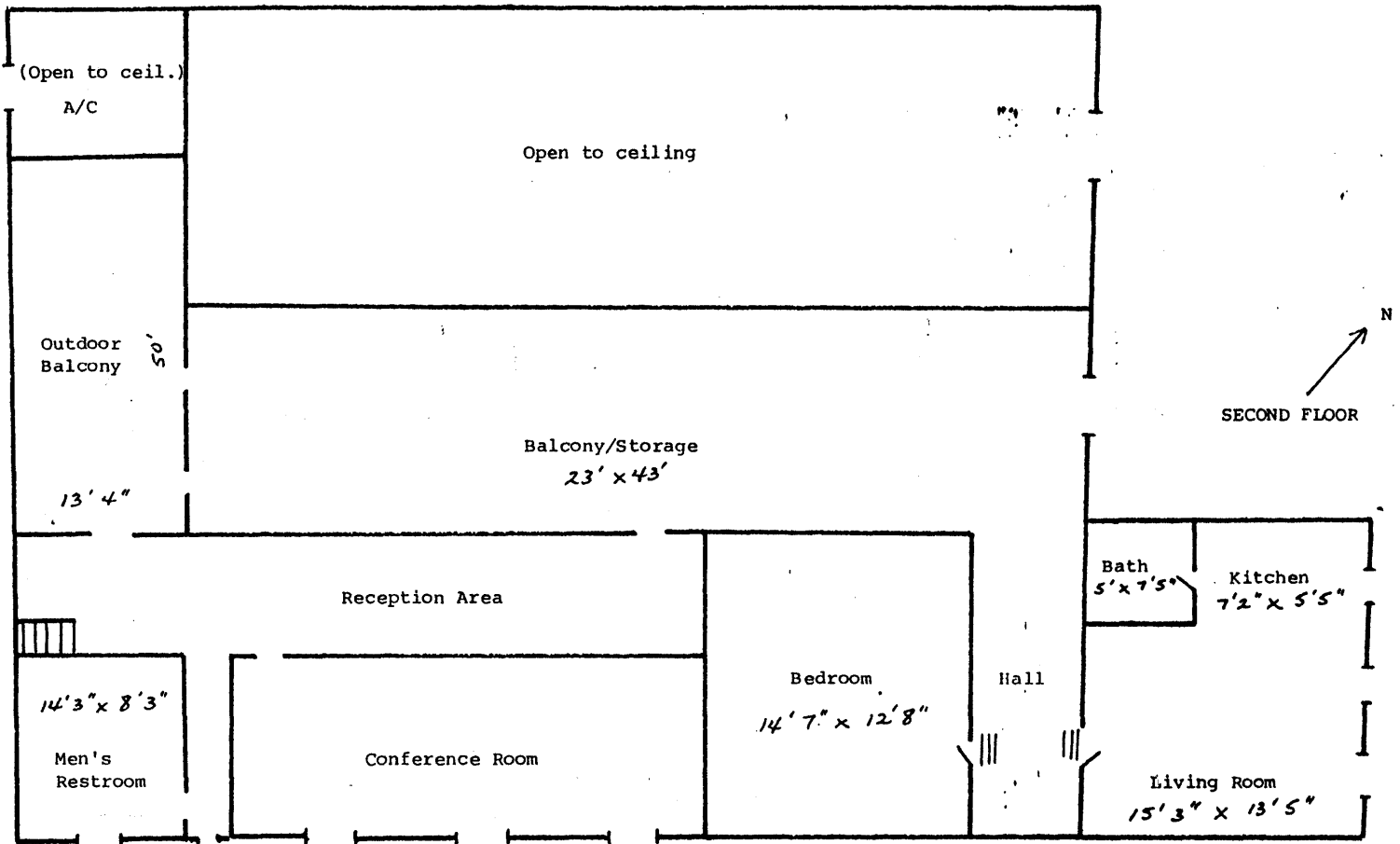
Bay

*St. Petersburg
 Woman's Club, Inc.*

ST. PETERSBURG

*Downtown
 Area*

**9 offices in
 Pinellas County
 to serve you**



Not to scale

St. Petersburg Woman's Club
40 Snell Isle Boulevard
St. Petersburg, Pinellas Co., FL

