



Saint Petersburg Preservation

Mayoral Candidates Summit

July 29, 2009

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ABOUT SAINT PETERSBURG PRESERVATION

In 1977, when Saint Petersburg Preservation (SPP) was organized as a charitable nonprofit corporation, we chose as our mission:

- (1) educating the public about local historic architectural resources,
- (2) landmarking or assisting in the landmarking of deserving sites and structures, and
- (3) preserving sites and structures previously landmarked.

Since then we've been working to secure the preservation, rehabilitation, restoration, maintenance, and/or acquisition of important natural, scenic, historic, and architectural sites and structures.

In other words, SPP is a group of people who want to see important and significant places of St. Petersburg's history be saved and preserved. We are not against development, but rather support thoughtful growth that honors our past.

We accomplish this by working with the City, County, businesses, and individuals to identify historic districts and sites, landmark significant structures, and foster appreciation of St. Petersburg's historic environment.

And no matter what projects we undertake, the overarching goal is to instill in St. Pete's citizens an appreciation of our shared heritage and culture and how this contributes to our quality of life and economic success.

Saint Petersburg Preservation is a membership organization. We invite you to become a member by calling 824-7802, or by visiting our website at www.stpetepreservation.org.

Saint Petersburg Preservation Board

Will Michaels, Ph. D., President
Peter Belmont, Vice President
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Jeff Schorr
Maureen Stafford
Kai Warren

Saint Petersburg Preservation

Mayoral Candidates Summit

Wednesday, July 29, 7PM

Studio 620

Program

Welcome & Moderator Will Michaels,
President, Saint Petersburg Preservation

Remarks Bob Devin Jones,
Artistic Director, Studio 620
Board Member, Saint Petersburg
Preservation

Presentations (5 Minutes Each)
Summaries of Presentations are attached.

Importance of Landmarking the Detroit Hotel Jay Lasita, SPP Board

City Comprehensive Plan Requirements
Regarding Annual Workshop and Landmarkings

Proposal to Improve Transfer of Development
Rights Process Maureen Stafford, SPP Board

Heritage Tourism/SPP Historic Tour Program Kai Warren, SPP Board

Economic Importance of Historic Preservation Art Griffith, SPP Member

Waterfront Park Centennial Celebration. Will Michaels, SPP Board

Mayoral Candidate Comments on Historic Preservation (3 Minutes Each)

Q&A

Audience will write questions on cards regarding historic preservation and submit to moderator. Each candidate will have one minute to respond to each question.

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“Preserving Our History for the Future”

Importance of Landmarking the Detroit

Summary

Historic Significance

- ❖ St. Petersburg’s Most Historic Building
- ❖ City’s First Major Building (Dates from 1888)
- ❖ City’s First Hotel
- ❖ Constructed by City Co-founder Peter Demens
- ❖ Named after City Co-founder John C. Williams’ Home Town

Architecture & Construction

- ❖ Vernacular--Elements of Russian Style
- ❖ One of Finest Early Hotels
- ❖ Oldest Elevator on West Coast
- ❖ Brick Wings Added in 1910 and 1914 [photo]
- ❖ Weathered Hurricane of 1921
- ❖ Air Conditioned (1959)

Economic & Cultural Center

- ❖ Companion to Orange Belt RR & Demens Landing
- ❖ First Social Center
- ❖ Birthplace of Women’s Town Improvement Association (1901)

Notable Owners

- ❖ Peter Demens
- ❖ C. Perry Snell
- ❖ Mayor Frank Fortune Pulver
- ❖ Hubert Rutland
- ❖ Nancy Merrill & Brazier Family

Notable Guests

- ❖ Secretary of State William Jennings Bryan
- ❖ Babe Ruth

- ❖ Will Rogers
- ❖ Clarence Darrow
- ❖ Eleanor Roosevelt
- ❖ John F. Kennedy
- ❖ St. Louis Cardinals
- ❖ Ringo Starr
- ❖ Jim Morrison

“Queen Mother” of St. Pete’s Great Hotels

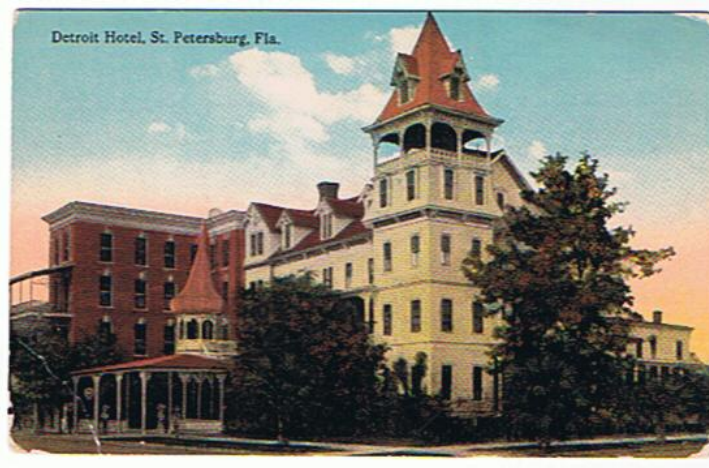
- ❖ Strategic Component of Our Early Development
- ❖ City Social Center for Many Years
- ❖ First of the Great Hotels (First Hotel)
- ❖ Economic Catalyst for the City

Summary

- ❖ Detroit is most historic building in St. Petersburg
- ❖ One of only two remaining structures associated with St. Pete’s founders
- ❖ Associated with both local & national historic persons.
- ❖ Identified as an historically significant resource in the Mayor’s 2006 Historic Preservation Summit
- ❖ Identified as a significant contributing structure to the Downtown National Historic District

SPP Recommendations

1. City and community give priority to landmarking the Detroit Hotel.



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City Comprehensive Plan Requirements Regarding Historic Preservation

Summary

Landmarkings

Reference:

Comprehensive Plan: HP 2.3 *the City shall initiate and process a minimum of 3 applications each year for properties identified on the historic and archaeological resources inventories to determine their eligibility for designation as a local landmark.*

Assessment:

In 2002 there were 7 historic properties designated as local landmarks. Since that time there have been on average two landmarkings per year, and not all of these have been City initiated. In 2008 there were two landmarkings. Only twice in the last six years has the goal of three landmarkings a year been met. Of the 12 landmarkings since 2004, 8 have been City initiated and 4 have been owner-initiated.

Joint Planning Workshop:

Comprehensive Plan: HP4.8: *The Historic Preservation Commission and City Council shall conduct on an annual basis a joint workshop which will include input from the Historic Preservation Commission, the preservation community and the development community. At that time, staff will present a report concerning the activities of the Commission during the past year, including the identification of known historic and archaeological resources lost during the past year and recommendations to the City’s preservation program.*

Comprehensive Plan HP4.9: *Recognizing that there are conflicts between downtown development goals and objectives and the goals and objectives of the City’s preservation program, the City and preservation community, in conjunction with the downtown property owners and business community will conduct a workshop on at least an annual*

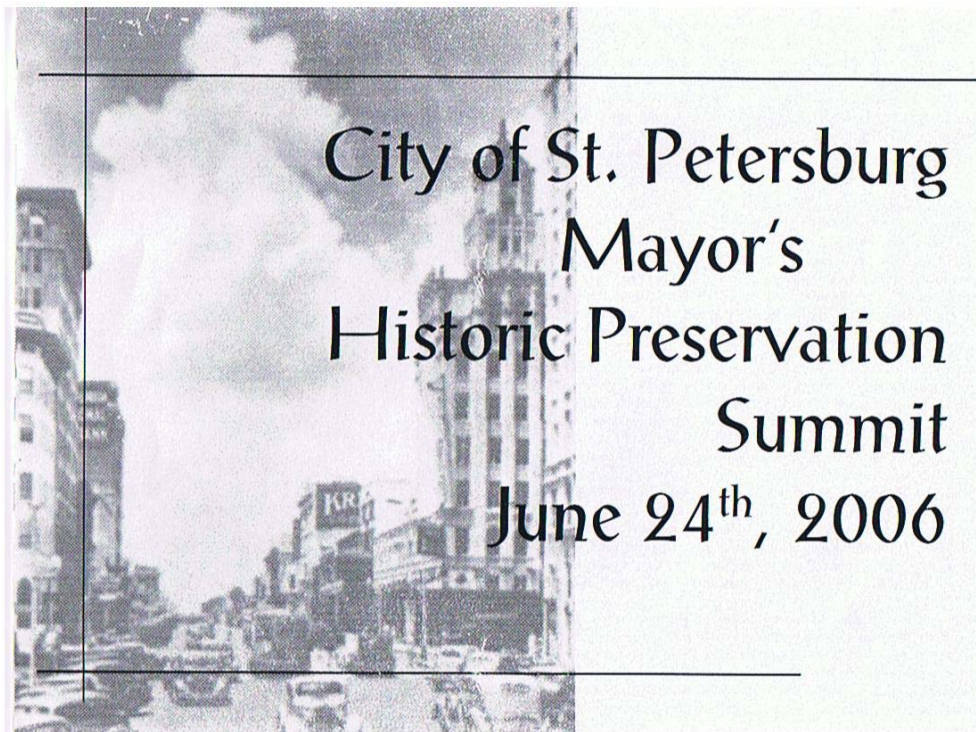
basis to identify ways to minimize conflicts between historic preservation and downtown redevelopment.

Assessment:

The last major City event held on historic preservation was the Mayor's Historic Preservation Summit held in June 2006, over three years ago. At this event the Mayor identified 42 historic properties worthy of landmarking. None of these properties have since been landmarked (one is pending).

Recommendations:

1. Comply with the City Comprehensive Plan by achieving at a minimum three City initiated landmarkings per year.
2. Comply with the Comprehensive Plan by conducting a joint workshop in 2010. At this time the City will prepare the prescribed report regarding lost historic properties and make recommendations for further improving the City's historic preservation program, including measures to further harmonize development and historic preservation.
3. City establish a workplan with the objective of completing landmarking of the 42 properties identified in the 2006 Mayor's Summit on Historic Preservation within four years, including identification of additional incentives to encourage private sector landmarking.



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Proposal to Improve Transfer of Development Rights Process

Summary

Issue

- Under the 2007 Code it is administratively much easier for a developer to obtain bonus FAR by writing a check to one of three city funds rather than negotiating with the owner of an historic property to purchase development rights.

SPP Proposal

- Establish a fourth fund for historic preservation and provide the developer the option of also contributing to this fund to obtain bonus FAR.
- The amount contributed by the developer to this fund would be set at the same rate as for the other funds—one half of one percent of the construction cost.
- The City would use these funds to purchase development rights from historic properties. The price paid would be calculated using the cost per square foot of the amount contributed by the developer to the fund, less an administrative cost to the city of 50 cents per square foot sold.
- The historic property owner would continue to have the option of negotiating directly with the developer for purchase of development rights.
- In those cases where a development is primarily displacing historic property, the developer would be required to use the historic preservation fund, or purchase development rights directly from the owner of an historic property, to obtain FAR bonus.


Advantages of Proposal

- Creates a level playing field for historic preservation, and makes the development right transfer process more user-friendly for both developer and historic property owner.
- Provides for speedy payment to the historic property owner once the sale is completed.

- Increases the likelihood that historic development rights will be purchased and historic properties thereby protected.
- Enactment of this proposal at this time will minimize additional lost opportunities to protect our historic resources.

Endorsement

- This proposal is endorsed by the Council of Neighborhood Associations (CONA).



DEVELOPMENT SERVICES DEPARTMENT
www.stpete.org/devserv.htm

Community Preservation Commission
Historic Transfer of Development Rights
Application to Establish Credits

PURPOSE

This application is to establish Historic Transfer of Development Rights credits. The St. Petersburg City Code Section 16.70.040.1.17 provides for a Transfer of Development Rights (TDR) for individually designated local historic landmarks or sites. The City recognizes that locally significant landmarks exist on sites which have potential for larger development to occur. For this reason, these buildings are under constant threat of being demolished and replaced with larger structures. The TDR program allows the owners of historically designated properties to benefit from the development potential by allowing the sale of the development rights with the condition that the building or site be restored and retained. The process will be completed in two phases: approval of the establishment of TDR credits for the historic landmark and approval of the transfer or sale of the credits to a receiving site. The establishment and transfer of TDR credits may occur at separate times.

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Heritage Tourism/SPP Historic Tour Program

Summary

Historic Preservation Tours

Saint Petersburg Preservation conducts walking tours of the Downtown National Historic District; the Waterfront and the Historic Kenwood Bungalow District (“Westward Ho! Tour”); and the Waterfront and the Old Northeast (“Old Northeast Tour”). Tours are held by request and on a bi-weekly basis from October through April. For more information call 824-7802 or visit the SPP website at www.stpetepreservation.org.

Heritage Tourism

- ❖ It is widely acknowledged in the travel industry that the character and charm of small cities is a major factor in [attracting] tourism to them...(Source: Travel Expert Arthur Frommer)
- ❖ Studies from around the country are beginning to show that historic sites and buildings are among the one or two most important attractions to tourists and travelers. Historic sites are now more important than recreational asset as a tourist draw. (Forum Journal, “Selling America’s Heritage Without Selling Out”)
- ❖ More than \$3.7 Billion was spent in Florida by tourists who visited historic sites. (Source: Florida Department of State)
- ❖ Six in ten tourists in Florida participate in some history-based activities. (Source: Visit Florida/Florida Department of State)
- ❖ Heritage visitors spend more per day, stay longer, and visit more places than tourists in general. (Source: National Trust for Historic Preservation)
- ❖ Compared to the average trip in the U. S., historic/cultural trips are more likely to be seven nights or longer and include air travel, a rental car, and a hotel stay. Historic/cultural travelers are also more likely to extend the stay to experience history and culture at their destination. In fact four in ten added extra time to their trip specifically because of a historic/cultural activity. (Source: Travel Industry Association of America)
- ❖ Studies from around the country are beginning to show that that historic sites and buildings are among the one or two most important attractions to tourists and travelers. Historic sites are now more important than recreational assets as a tourist draw. (Source: Forum Journal, “Selling America’s Heritage...Without Selling Out”)

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Economic Importance of Historic Preservation

Summary

Saint Petersburg Preservation believes preservation of our significant historic resources is fundamental to the quality of life in St. Petersburg and its economic success.

What is Historic Preservation?

Historic Preservation is the careful management of a city's historic resources; avoidance of wasted resources by careful planning and use; and the thrifty use of historic resources.

Property Values

“Whatever you get here [in a historic district] you can go somewhere else in the city and get forty percent more house for the same price. Values [in historic districts] have increased.”

--Jeffrey M. Wolf, Developer, St. Petersburg

- ❖ In an examination of assessed values of mainly residential property in 18 historic Florida districts, including districts in St. Petersburg, and 25 comparable non-historic districts throughout Florida, there was no case where historic district designation depressed property values. In 15 cases property in historic districts appreciated at a greater rate. (Source: Florida Department of State)
- ❖ ...property values in local historic districts appreciate significantly faster than the market as a whole in the vast majority of cases and appreciate at rates equivalent to the market in the worst case. Simply put—local historic districts enhance property values. (Source: CRM, “The Value of National Register Listing”)
- ❖ ...the values of heritage properties are resistant to downturns in the general market in almost 50% of the cases studies and no worse than the general market in about another 30% of cases. (Source: The International Journal of Heritage Studies, “Heritage Designation and Property Values: Is There an Effect?”)

- ❖ There is evidence to suggest that surrounding property values are also increased by rehabilitation activity. (Source: The Effectiveness and Fiscal Impact of Tax Incentives for Historic Preservation: A Reconnaissance for the City of Atlanta)

Economic Development

- ❖ Virtually every example of sustained success in downtown revitalization—regardless of the size of the city—has included historic preservation as a key component of the strategy. (Source: National League of Cities)
- ❖ Across the country, mayors and planners feel that preserving urban historic character is vital to a city’s economic competitive edge over other areas. (Source: Save Our City: A Case for Boston)
- ❖ Dollar for dollar, historic preservation is one of the highest job-generating economic development options available. (Source: National Trust for Historic Preservation, The Economics of Historic Preservation)
- ❖ More than 123,000 jobs were generated in Florida from historic preservation activities during 2000. (Source: Main Street News, “Historic Preservation Boosts Florida’s Economy”)
- ❖
- ❖ The retention and rehabilitation of older buildings can serve as incubators for small businesses. For both size and occupancy reasons small businesses and historic buildings fit well together. (Source: National Trust for Historic Preservation, The Economics of Historic Preservation)
- ❖ Saving historic buildings in inner-city residential areas means saving ...small businesses operating on low margins and unable to afford the rents required by new construction projects. (Source: Economic Incentives for Historic Preservation in Atlanta)
- ❖
- ❖ We find that the older buildings are built of hardier and sturdier materials... (Source: Construction Contractor, “Perspective on Heritage Values”)
- ❖ As a rule of thumb, half of new construction expenditures go for labor and half for materials. In a typical historic preservation project, between 60 and 70 percent of total costs go for labor. (Source: National Trust for Historic Preservation, The Economics of Historic Preservation)
- ❖
- ❖ The overall operating costs per rentable square foot for historic buildings were 10 percent less than for nonhistoric buildings. (Source: Forum News, “The Economics of Preserving Historic Federal Buildings”)
- ❖ The strength of historic buildings is that they are adaptable to a multitude of new uses as technology and market demand change the economic landscape. (Source: National Trust for Historic Preservation, The Economics of Historic Preservation)
- ❖ The arts, culture, and historic preservation are big factors in the city’s high quality of life and have provided it with something very tangible: a tool for leveraging more high-tech firms into its economic orbit. (Source: Interwoven Destinies: Cities and the Nation)

- ❖ [When] contemporary buildings are juxtaposed with historic buildings, the results can be exciting and reinvigorate both buildings as well as the area in which they are located. (Source: A Richer Heritage, “Private Sector Involvement in Historic Preservation”)

Affordable Housing & Historic Preservation

- ❖ An important part of meeting the need for affordable housing is investing in older and historic homes. Historic preservation and affordable housing go hand in hand. (Source: National Trust for Historic Preservation, The Economics of Historic Preservation)
- ❖ Historic preservation is a powerful tool in stabilizing urban communities. It can provide affordable housing as well as a tangible connection to a place in time. (Source: CRM, “Guidance for Incorporating Affordable Housing in Rehabilitated Historic Buildings”)



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Waterfront Park Centennial Celebration

Summary

St. Petersburg Waterfront Parks Centennial Celebration

A century ago civic and business leaders of St. Petersburg, led by William Straub and Perry Snell, made a momentous decision to devote the downtown waterfront to public park rather than to a commercial or industrial waterfront. This commitment to open space and water vistas was realized in December 1909 with the Board of Trade’s purchase of land and solidified in December 1910 when Waterfront Park was officially dedicated.

The Waterfront Parks Centennial Celebration will recognize the incredible foresight of our City’s early civic leaders which, for a century, has guided the expansion of the original park to a green sweep of parkland from North Shore to Albert Whitted and has defined the unique character of St. Petersburg. Everyone who lives, works, or plays in St. Petersburg will be able to take part in enjoying and honoring the waterfront parks.

The Celebration is being organized under the auspices of St. Petersburg Preservation, the local historic preservation advocacy group which was founded as a non-profit in 1977. The Celebration events will be co-sponsored by the City of St. Petersburg. St. Petersburg Preservation will be sponsoring and organizing at least four exciting events. Additionally, other ongoing waterfront events, such as the Festival of States and First Night, will recognize the Waterfront Park Centennial in their existing event. The four events being planned include:

First Night Celebration “History Treasure Hunt” - First Nighters enjoying New Year’s eve downtown will be searching for five historic and fun landmarks throughout North Straub Park (example: Straub Memorial). Participants will receive a treasure map with fun and historical facts. As the treasure hunters find each landmark a strand of beads will be awarded. If all five landmarks are found, participants can return to the Centennial Celebration booth to collect a special commemorative strand of beads featuring a medallion with the Waterfront Parks Centennial logo.

“A Day in the Life of Our Waterfront Parks” - This event will be similar to “Midtown Through Our Eyes.” The public will be invited, along with students from the journalism program at Melrose Elementary, John Hopkins Middle and Lakewood High, to visit the downtown

waterfront parks and to take their favorite photographic image of the waterfront parks or of park activities. This event will “kick-off” with a photo workshop in mid-January 2010 offering tips for amateur photographers on how to take outdoor and scenic photos. A “traveling” exhibit with some of the images will be displayed in galleries, bank or office lobbies, museums and other public buildings throughout the 2010 centennial year.

“Movies in the Park” - This event will be a month long series of outdoor movies, to be shown in North Straub Park on Thursday evenings in May 2010. Families will be able to watch the films for free and games and activities will be set up in North Straub Park for children. A “short” prior to the feature film will provide a fun opportunity to look at our City’s past through the eyes of old tourist promotional films and other short features..

“Picnic in the Park” - The Centennial’s “signature” event will be on Saturday, November 6, 2010 when an old fashioned family picnic will take place in North Straub Park along with entertainment. Additionally, other groups and organizations will offer other activities throughout the downtown waterfront park system from Northshore Park to Albert Whitted Park. As an example, the Pier Aquarium will set up exhibits, the Kids and Cubs will play, historic tours by water will be offered, events for teens and families by T.A.S.C.O. will be offered, the Rays “street team” will appear, the Coast Guard will offer tours, the Audubon Society will set up a bird watching exhibit, the City Beautiful Commission and Garden Clubs will offer tours of the Gisella Kopsick arboretum and a plant sale as well as many other activities. Bayshore Drive will be closed to traffic allowing people to walk or bicycle between activities without vehicle conflict.. The day will end with an outdoor movie.

The waterfront park system has played a critical role in the development of St. Petersburg and in ensuring that St. Petersburg is an attractive place to live and work. The centennial anniversary of the creation of the waterfront park system is an important milestone in the history of our city. St. Petersburg Preservation is proud to lead these efforts at celebrating this landmark anniversary.



Saint Petersburg Preservation

“Preserving Our History for the Future”

Selective Accomplishments

2008-2009

- ✓ Organizing sponsor for the Waterfront Park Centennial. Implemented city-wide project to commemorate the 100th Anniversary of our Waterfront Parks (1909-1910).
- ✓ Assisted St. Peters Cathedral in preparing city application to designate the 1899 Gothic Revival Cathedral as a local landmark. (Approved by the Community Preservation Commission and now pending before the City Council.)
- ✓ Submitted proposal to the City Council for making the Land Development Regulations (LDRs) as they relate to preservation of historic buildings more user friendly. Ordinance revisions are now pending.
- ✓ Held successful benefit at the Historic 1929 Mediterranean Revival Woman’s Club on Snell Isle (“100 + Years of Baseball & Fashions” with Babe Ruth’s granddaughter as guest of honor).
- ✓ Added new historic tour called “North by Old Northeast” (includes abbreviated downtown, Yacht Club, Waterfront Parks, and Old Northeast/North Shore Neighborhood).
- ✓ Implemented project to collect and preserve the writings of Lillian Blackstone, *Times* reporter who profiled significant city homes in the 1930s and 1940s.
- ✓ Prevented demolition of the 1906 Chateau France (also known as the Bay Gables), a city approved landmark. Advocated for relocation of the Chateau France and the 1912 Henry-Bryan Queen Anne Cottage, both being displaced by a proposed 22 story hotel, in a setting consistent with their historical period, and preferably in the Downtown National Historic District. Secured condition that these buildings may not be relocated until financing is secured and building permits obtained for the new high-rise.

2008

- ✓ Implemented a new web site. www.stpetepreservation.org.
- ✓ Held public forums featuring such speakers as Bob Jeffrey, Bill Heller, Jon Wilson, Rosalie Peck, George Radhert, Gary Mormino, and Ray Arsenault
- ✓ Obtained City grant to promote heritage tourism by establishing historic markers in front of landmarks buildings in the vicinity of Williams Park (Open Air Post Office, St. Peter’s Cathedral, First United Methodist Church, and Women’s Town Improvement Association Building).
- ✓ Implemented new Downtown National Historic District plaque program. Bronze plaques marking historic sites in the Downtown Historic District have been placed on some 19 historic buildings to date.

- ✓ Held Historic Preservation Awards Program at Studio 620.
- ✓ Continued Downtown National Historic District Walking Tours and implemented a new “Westward Ho” tour of the Waterfront and (by bus) Historic Kenwood Bungalow District.
- ✓ Held a successful Benefit at the historic 1913 Colonial Revival Bradshaw Mansion in the Roser Park/Inglewood neighborhood.
- ✓ Saved the most important features of the historic 1924 neoclassical style First Baptist Church overlooking Williams Park.
- ✓ Saved the 1926 Crislip Arcade from immediate demolition and obtained agreement from the owner to save important historical features and to incorporate signature features (woodwork and Cuban tile) in the proposed new building. Worked with other community groups to utilize the Arcade and adjacent buildings as an artists’ center pending any possible new construction.
- ✓ Met with owners of the Detroit Hotel to encourage landmarking. The Detroit was built in 1888 by city-founder Peter Demens and is St. Petersburg’s most historic building.
- ✓ Contributed to the Historic Old Northeast Neighborhood Association Children’s Education Project (publication on historic preservation for children).

2007

- ✓ Advocated for retaining the Mansion by the Bay, former Mayor Blocker rare Queen Anne style home, on its present 4th Ave. NE location. While this was not approved by the City, the City did agree to relocate the original part of the home and to not permit demolition until financing for a proposed 21-story high-rise is obtained and building permits secured.
- ✓ Advocated for expansion of the historic Jungle Prado Park and landmarking of the 1924 Mediterranean Revival style Jungle Prada building. Worked with the Trust for Public Land to secure a grant purchase additional archaeological sites and parkland and the Jungle Prado. Due to City budget cuts this was not pursued by the City. However the City continues to consider expansion of the parkland on the site. This is the site of important Native American mound settlements and the area where the Spanish Explorer Panfilo Narvaez entered Florida in 1528.
- ✓ Advocated to save the 1924 Mission Style Garden Cafeteria with its WPA style murals on 2nd Street North from being displaced by a proposed high-rise. While SPP was not able to save the building from possible future demolition, we were able to delay demolition until funds and plans are actually ready to construct a new building. The City agreed to make the murals available to interested parties.
- ✓ Successfully advocated in partnership with other community organizations against building of the 33-story Fuel Group Hotel on 5th Avenue North. The location of the hotel on that site would have negatively affected the Old Northeast Historic District and neighborhood located across the street.

2004

- ✓ Created and obtained National approval of the Downtown National Historic District.