



Cornerstone

Tampa Preservation, Inc.

Winter/Spring 2010

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2009-2010**

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FERLITA MACARONI FACTORY

The request for approval of demolition of the historic Ferlita Macaroni Factory has given many Tampa area preservationists cause for alarm over the past several months. The factory, built in 1925 in Ybor City, is a contributing historic building within the Barrio Latino Historic District. The Barrio Latino Commission (BLC) reviews all demolition requests within the historic

district and makes recommendations to the Tampa City Council on whether to approve or deny. In spite of the building being in poor condition, the request for demolition approval came as a surprise to many local residents.

The demolition request came after years of neglect, with not even basic remedial steps taken to care for the building. Although the city created a more effective code to deal with demolition by neglect a few years ago, the deterioration of the Ferlita Macaroni Factory had persisted unchecked for so many years that the building had already been damaged. The owner's demolition request was based on the high costs of repair due to the poor structural condition of the building, which now consists only of four walls with no roof and no interior features. However, the community did not feel that they should lose the building, and its contribution to the historic streetscape, based on the long-time owner's own negligence and many turned out to speak against the demolition request. The BLC agreed with the community activists and denied the demolition request.

The building owner then notified the City Historic Preservation office that it would appeal the denial to City Council in the hopes of still getting demolition approval. In the meantime, members of the community have banded together and committed to preserving the building. The Italian Club is willing to take possession of the building and, with funds committed from several sources, including the Ybor City Development Corporation, will provide structural reinforcing for the building while a long term use is determined.

Although this building's story should have a happy ending, the lessons learned from the process should not be forgotten. Some items to note:

- Having a property designated as historic, either individually or as part of a historic district does not prevent the demolition of significant historic buildings; historic designation adds a level of review to demolition requests.
- City Council ultimately determines whether a building can be demolished, not the BLC, Architectural Review Commission, or the Historic Preservation Commission. However, in order to speak at the City Council hearing, you must first speak at the initial commission hearing.
- The willingness of a local organization to acquire and save the building shows that it remains a viable structure within the district, in spite of the claims of the owner. This is the case in many demolition requests.
- Denying the demolition of a neglected building sends a message to other stewards of Tampa's historic buildings that they can not fail to maintain a building, and then be allowed to demolish it without consequences.

PRESIDENT'S MESSAGE

Well, after an extremely long and unbelievably cold winter it's finally spring! And if I might say – it's really a good thing that the weather has improved and is giving us all a little more energy and enthusiasm to deal with everything needing our attention.

The Tampa Preservation, Inc. board has definitely not been idle over the winter months, but it does seem that spring has increased our 'to do' list. Our Revolving Fund continues to be very busy reviewing plans and working on the restoration of "our" house in Ybor City. We were fortunate to obtain one of the structures relocated by the I-4 widening project and are currently working with architect Leigh Wilson to develop the restoration plan. Look for updates in future *Cornerstone* issues to follow the development of this exciting project.

Nominations for TPI Historic Preservation Banner Awards have been received and will be evaluated by our jury of preservation architects and TPI Board members in the next week or so. Plan now to attend the Awards Ceremony and PRESERVATION CELEBRATION to be held on Tuesday, May 4th at 6:30 p.m. at the University of Tampa Music Room. Invitations will be in the mail shortly.

TPI is also pleased to be participating with Friends of Tampa Union Station for National Train Day! A fun day for the family and all train enthusiasts in the wonderful setting of our own historic train station. See the article on page 5 of this newsletter for more information on the event.

As always, thank you to all our members for your support without which none of this would be possible.

Becky Clarke

TPI President

PRESERVATION ROUNDTABLE

The Preservation Roundtable meets on the first Wednesday of each month at 9:00 a.m. at Tampa Union Station in the 2nd floor meeting room. All area residents interested in historic preservation issues in Tampa and the surrounding area are invited to attend. For more information, contact tpitampa@aol.com or call (813) 248-5437.

YBOR CITY FEATURED IN *AMERICAN BUNGALOW*



There are three articles in the new spring issue of *American Bungalow* magazine featuring historic Ybor City. The first article focuses on the still-operating historic Guinta Farm written by Tampa preservationist Del Acosta. The article includes some great interior photos as well as the fascinating history of the family, the home and the farm. The second

feature is a historic overview of Ybor City history and early residents, complete with historic photos, written by Elizabeth McCoy of the Ybor City Museum Society. The third article discusses the Interstate-4 mitigation project and the impacts the historic building relocations have had on the Ybor City neighborhood written by TPI Board member, Jo-Anne Peck of Preservation Resource, Inc.

American Bungalow is a quarterly magazine dedicated to homes of the early 20th century, the philosophy of the Arts and Crafts movement, and the bungalow lifestyle. Filled with great glossy photographs as well as interesting articles, it can be purchased at most local bookstores or go to www.AmericanBungalow.com to subscribe. Past Tampa Bay area neighborhoods featured in this glossy national magazine include Seminole Heights and Historic Kenwood in St. Petersburg. A future edition will highlight the Hyde Park neighborhood.



Historic Guinta Farm House

FL HISTORIC PRESERVATION GRANTS FUNDING

The Florida Senate Transportation and Economic Development (TED) Committee has recommended ZERO funding for the Division of Historical Resources Grants Programs. The House TED Committee has recommended only partial funding for the Division of Historical Resources Grants Programs. Florida once had one of the largest and most successful historic preservation grant programs in the country. The grants were the tipping point for allowing the preservation of numerous significant but threatened historic resources throughout the state, including over \$12.5 million in Hillsborough County. These grants suffered the first major reductions in 2008, when they were cut by over two-thirds. Last year the grants were not funded at all, causing many projects to sit by the wayside.

We recognize that the Florida Legislature is dealing with budget shortfalls and that they are forced to make hard decisions; however, historic preservation is the wrong corner to cut at this time when jobs are so important to Floridians. Restoration creates more jobs than new construction and, with less demolition, excavation and transportation of materials, it is greener. In addition, renovating older buildings reduces sprawl and the destruction of agricultural and environmentally sensitive land. When the work is done, these treasures continue to help communities by increasing tourism and often anchoring neighborhoods and commercial centers. This is true economic development.

Some positive items to note about historic preservation and the state grants programs that help support preservation from the *Economic Impacts of Historic Preservation in Florida* study completed in 2002 for the Florida Department of State (http://www.flheritage.com/files/economic_impact.pdf):

- These grants often provide the financial difference that moves a project forward, **providing jobs** for Floridians that can't be outsourced. More than 123,000 jobs were generated in Florida from historic preservation activities during 2000. The major areas of job creation include the manufacturing sector, retail trade sector, services sector, and construction sector, all areas that could use a little boost these days.
- Every building that is saved helps preserve the unique character of Florida communities (which is being threatened daily by development that tends to homogenize areas with strip shopping malls and tract homes). These unique resources generate **tourism** which is one of Florida's largest industries. More than \$3.7 billion was spent in Florida by tourists who

visited historic sites. The tourists are lured by Florida's historic sites, historic museums, state parks, and archeological sites. There are more than 1,400 Florida listings in the National Register of Historic Places.

- Historic preservation makes a substantial contribution to **tax collections** for Florida state and local governments. More than \$657 million in state and local taxes were generated from spending on historic preservation activities during 2000.
- Public funds invested in historic preservation grants are matched many times over with private funds in local rehabilitation projects. State historic preservation grants have been awarded to projects in every Florida county, representing over 2,751 projects and a state investment of \$212.1 million, which the Secretary of State's office estimates is **more than doubled by leveraged public and private funds** in these local communities.

Historic buildings tell the story of Florida and can continue to teach our children and grandchildren if preserved today. They also create the setting for viable, healthy main streets that support small businesses and for sustainable, walkable neighborhoods. An investment in historic preservation is an investment in Florida and Floridians that is unsurpassed in its cost effectiveness and long-term effects.

What can you do?

Please contact your state senators right away and ask them to please provide funding for the historic preservation grants programs. Explain to them how important this funding is to the economy, jobs and your community. Also, **don't forget to thank your state representatives** for what they have included in the budget and to reaffirm the importance of this funding.

HistoricShed.com

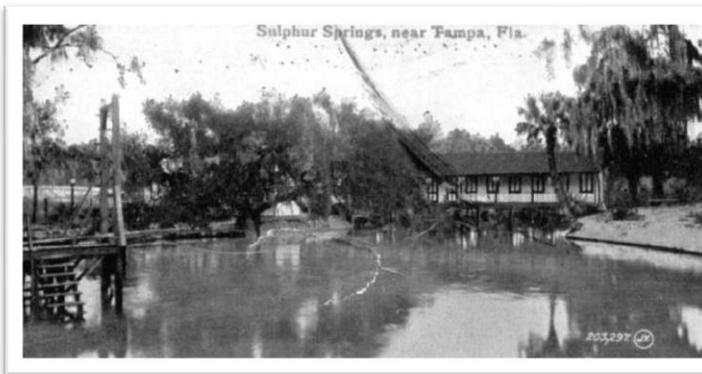


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ARTS, CULTURE, AND HISTORY IN SULPHUR SPRINGS

Article provided by Marjorie Haigler



Sulphur Springs (Image courtesy the FL State Archives)

In December 2008, Hillsborough County moved its administrative offices for parks, recreation and conservation out of Mann-Wagon Memorial Park in Sulphur Springs. The park could soon become a hub for arts and culture, as well as a catalyst for neighborhood renewal. Three nonprofit groups, Community Stepping Stones, Moses House, and the Sulphur Springs Museum and Heritage Center plan to make the park their homes.

In 1962 Cecile Wagon left nearly 2 acres and three cottages along the Hillsborough River to the City and County for a memorial park for her husband, W.M. Wagon, and her brother, Merton Mann. The property currently houses six buildings and a shed and will be managed by the Arts Council of Hillsborough County. Each of the three nonprofit groups will be responsible for providing a business plan that includes a budget and program goals as well as upkeep on their building.

In November 2009, Bank of America recognized Norma and Joseph Robinson with a 2009 "local hero" award and a \$5,000 grant for the nonprofit endeavor of their choice. The money will help launch the Sulphur Springs Museum at what the Robinsons hope will be a permanent museum home at the park. "Our goal is to revitalize Sulphur Springs in such a way that the historical integrity and importance for the neighborhood is maintained," said Norma Robinson as she accepted the award at a Tampa Theatre ceremony.

Other nonprofit groups moving into the park are Community Stepping Stones, a youth art program; and Moses House, a museum displaying sculptures of the late folk artist Taft Richardson, who grew up in Spring Hill.

"If, one day, for some mysterious reason, all the buildings, settlements, suburbs and structures built after 1945 – especially those commonly called "modern" – vanished from the face of the earth, would we mourn their loss? Would the disappearance of the prefabricated tower blocks, mass housing estates, commercial strips, business parks, modular production halls, university campuses, schools and new towns, damage the identity of our favorite cities and landscapes?"

If, on the other hand, some parallel phenomenon destroyed in one fell swoop the whole of our pre-World War II architectural heritage, namely all "historic" buildings, hamlets, villages, bridges, and cities, what would be the significance of such an event? What would be a greater loss? Replacing all pre-1945 buildings with post-war buildings, or the reverse?"

Leon Krier – Introduction to "The Architecture of Community"



TAMPA PRESERVATION IS ON FACEBOOK

Hoping to spread the positive word about how historic preservation efforts help the Tampa Bay community, TPI has its own Fan Page on Facebook. Updates to the TPI blog, as well as upcoming events and relevant news are available on the Fan Page. We welcome your contribution to discussions and photos of historic buildings. If you enjoy social networking on Facebook, please become a Fan and join in the preservation discussion.

ALL ABOARD FOR NATIONAL TRAIN DAY!

Friends of Tampa Union Station is pleased to announce that the Historic Tampa Union Station will be the site of events for National Train Day, on Saturday, May 8, 2010. The event runs from 12:00 noon to 5:00 PM. Admission is free.

National Train Day in Tampa will feature:

- **Railroad equipment displays**
- **Operating model trains**
- **Live Music**
- **Special Guests**
- **History and railroading exhibits** featuring items from the Tampa-Hillsborough County Public Library/Burgert Brothers Photograph Collection, Tampa Bay History Center, Florida Railroad Museum, the Florida Coalition of Rail Passengers, City of Tampa Historic Preservation and Urban Design, National Association of Railroad Passengers, the Atlantic Coast Line & Seaboard Air Line Railroads Historical Society, Florida historical groups, Friends of Tampa Union Station, and others.

National Train Day celebrates America's love for trains with events across the country. This year marks the third annual celebration with large-scale, family-friendly events that provide opportunities to explore interactive, educational exhibits that bring to life the rich narrative of how trains have transformed America and will continue to do so in the future.

National Train Day marks 141 years of connecting travelers coast to coast and commemorates the day the first transcontinental railroad was created. On May 10, 1869, in Promontory Summit, Utah, the golden spike was driven into the final tie that joined 1,776 miles of the Central Pacific and Union Pacific railways, transforming America by creating the nation's first transcontinental railroad.

This event at Tampa Union Station is one of many which are happening simultaneously around the country. More than 140 local celebrations took place in 2009 and Amtrak expects even more in 2010.

National Train Day in Tampa is sponsored by the Florida Coalition of Rail Passengers, Friends of Tampa Union Station, the National Association of Railroad Passengers, the City of Tampa, and Amtrak. More information on National Train Day 2010 can be found at the www.nationaltrainday.com website and the Florida Coalition of Rail Passengers website: www.fcrprail.org.

Friends of Tampa Union Station is an all-volunteer organization which advocates for the preservation of historic

Tampa Union Station as both a landmark and transportation asset. The organization was founded in 2008 by a group of citizens eager to preserve Tampa Union Station's colorful past and to assure its future. Friends of Tampa Union Station, on the web at www.tampaunionstation.com, was founded in cooperation with the City of Tampa's Growth Management & Development Services Department—which administers Tampa's historic preservation program and owns and operates Tampa Union Station—and the Florida Coalition of Rail Passengers.

Friends of Tampa Union Station has established a permanent endowment fund for the ongoing restoration of Tampa Union Station at the Community Foundation of Tampa Bay and raises funds for it through an engraved brick program and other initiatives. To date, over \$31,000 has been raised for the endowment, helping to ensure that Historic Tampa Union Station is preserved for future generations to use and enjoy.



EVENTS OF NOTE

Seminole Heights Market at Hillsborough High School

April 11, 9:00 am- 2:00 pm

For info go to www.oldseminoleheights.org

Old Seminole Heights Neighborhood Association 12th Annual Historic Home Tour

April 18, 1:00-5:30 pm

Tour begins at Hillsborough High School, for info go to www.oldseminoleheights.org

Tampa Preservation Annual Awards Program

May 4, 6:30 pm

University of Tampa Music Room

Florida Trust for Historic Preservation 32nd Annual Statewide Conference

May 13-16 in Lee County, FL

Statewide conference featuring workshops, tours and events related to historic preservation issues in Florida. For more information go to www.floridatrust.com or call (850) 224-8128.

WHAT'S OLD & NEW & GREEN ALL OVER?

Renew Tampa, a conference/ workshop sponsored by the American Institute of Architects (AIA) of Tampa Bay, will take place on Saturday, October 2, 2010. Geared to the homeowner, this upcoming day of seminars and demonstrations will address the worries of renovating and caring for a historic home, with an emphasis on earth-friendly material and practices.

Craftsmen will be on hand to demonstrate home improvement techniques and material suppliers will display their products, giving helpful hints regarding their application. To best serve your needs, AIA Tampa Bay wants to know what **you** would like to see at *Renew Tampa*. Please visit the AIA's website at www.aiatampabay.com to fill out a short survey by clicking on the *Renew Tampa* box on the right side of the page. The survey questions include:

As an old house owner, what is important to you?

1. Researching your house's history
2. Exterior colors
3. Interior colors
4. Plastering
5. Repairing wood windows
6. Making wood window screens
7. Insulating your old house
8. Removing siding
9. Repairing & refinishing wood floors
10. Landscaping
11. Ad valorem tax credits
12. Historic kitchens
13. Historic bathrooms
14. What style is my house?
15. How can I get a "Preserved" banner?

NOTIFY US OF UPCOMING EVENTS

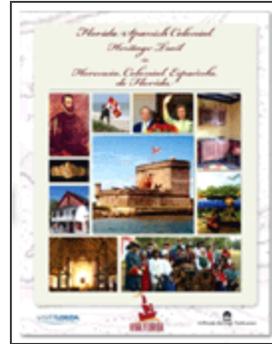
Is your historic neighborhood planning a home tour or other public event? TPI will gladly publicize your event in *Cornerstone*, on our blog and on our website calendar. See www.tampapreservation.com for details or send your event notifications to tpitampa@aol.com.

Check the calendar regularly for updates of seminars, workshops, home tours and other events related to historic preservation and Tampa Bay area history.

FLORIDA SPANISH COLONIAL HERITAGE TRAIL

The Florida Spanish Colonial Heritage Trail is a 64-page, full-color guidebook highlighting more than 50 Spanish heritage and historical sites dating from 1513 to 1821. While St. Augustine and Pensacola are landmark areas, Spanish explorations and legacies are reflected in museums, forts, parks, shipwrecks, memorials and churches throughout the state.

The publication includes color photos and illustrations of sites and artifacts as well as biographical profiles and historical essays examining Native American and Spanish interaction, Spanish missions, forts and outposts, and much more. A timeline traces historical highlights from the periods of exploration, permanent settlement and missionization, and Colonial rivalries, British and Second Spanish Periods.



Important milestones include:

- One of the first European settlement attempts in the United States was Spanish explorer Tristan de Luna's 1559 arrival in what today is Pensacola Bay. In February 2009, HM King Juan Carlos I and HM Queen Sofia of Spain visited Pensacola in honor of Pensacola's 450th Anniversary.
- The 2013 Quincentennial Celebrations to honor the 1513 arrival and exploration of Florida by Juan Ponce de Leon and the 500th Anniversary of Florida.
- St. Augustine's 450th Anniversary in 2015 to acknowledge Pedro Menéndez de Avilés' arrival and settlement in 1565.

The Florida Spanish Colonial Heritage Trail was produced by VISIT FLORIDA with funding from the Governor's Office of Tourism, Trade and Economic Development in cooperation with the Florida Department of State, Division of Historical Resources. For more information on Florida's Spanish Colonial history and cultural heritage visit www.VivaFlorida.org.

The guide book is available online at www.flheritage.com/services/trails/scht/ or may be purchased through www.FloridasHistoryShop.com.

HISTORIC PRESERVATION CREATES JOBS

Historic preservation creates jobs. And not only creates jobs, but creates more jobs than new construction. These jobs are higher skilled jobs that pay better and the jobs are locally based, meaning they can't be outsourced.

When you build new, you assemble a myriad of components that were built with labor completed in factories throughout the world, reducing the amount of labor that has to take place on site. Because it takes less skill for a worker to install these pre-made pieces, such a window, the local jobs tend to be lower paid than an equal cost historic preservation renovation/ restoration project generates.

According to the National Trust for Historic Preservation website, "the reuse of older and historic buildings itself is a powerful tool for job creation and employment retention. Rehabilitation generally uses about 20 percent more labor and, in turn, produces a greater number of jobs than new construction. As compared to new construction, every \$1 million spent to rehabilitate a building results in:

- \$120,000 more dollars initially remaining in the community;
- Five to nine more construction jobs created;
- An average of 4.7 more new permanent jobs created;
- Household incomes in the community increasing by \$107 more than through new construction;
- Retail sales in the community increasing by \$142,000 – \$34,000 more than through new construction; and
- Real estate companies, lending institutions, service vendors, and restaurants receiving more direct monetary benefits."

All this goes to show that **preservation doesn't cost--it pays.**

Dollar for dollar, rehabilitation creates more jobs than new construction.

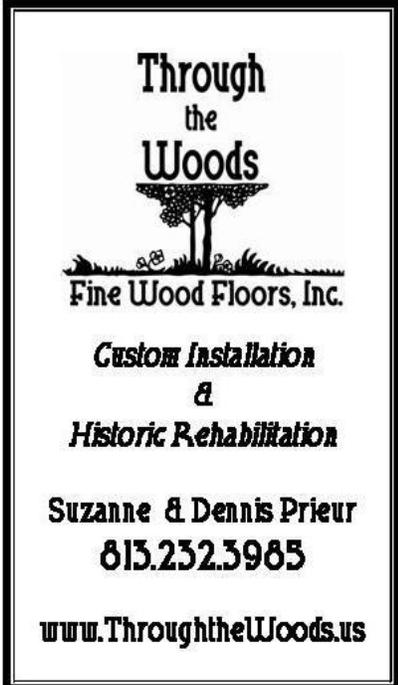
To back this up, a comprehensive new report conducted by Rutgers, the State University of New Jersey, has analyzed the economic impact of the federal Historic Tax Credit since its inception in 1976 and concludes that the Historic Tax Credit is a highly efficient job creator—accounting for the creation of 1.8 million new jobs over the life of the program. The report found that Historic Tax Credits generated those jobs more efficiently than other stimulus options and, in fact, the study concludes that the economic activity leveraged by Historic Tax Credit returns more tax revenue to the U.S. Treasury than the cost of implementing the program. The

report, the first-ever to examine the economic impact of the Historic Tax Credit, also underscores the need for additional legislation to strengthen the federal credits, making them more widely available for smaller, rural projects and also encouraging their use for green and sustainable rehab projects.

A copy of the report is available at <http://www.policy.rutgers.edu/reports/HTCeconimpact.pdf>



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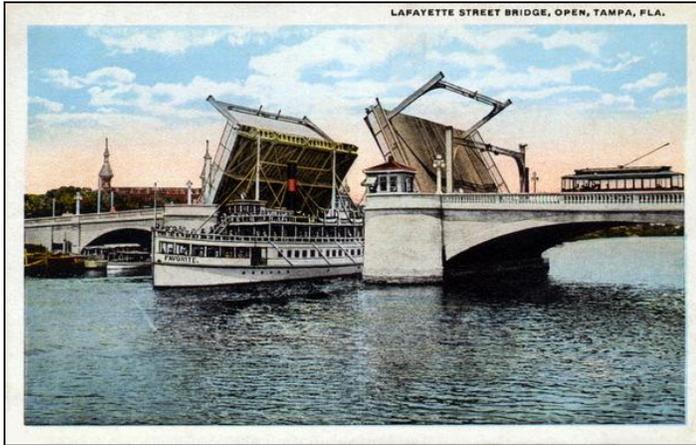


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The past is not the property of historians; it is a public possession. It belongs to anyone who is aware of it, and it grows by being shared. It sustains the whole society, which always needs the identity that only the past can give. - Dr. Walter Havighurst quoted by Carl Feiss in *With Heritage So Rich*

TAMPA AREA BRIDGES

Article provided by Elaine Lund



Lafayette Street Bridge (*Image courtesy FL State Archives*)

In 2006, the City of Tampa designated six bridges as part of the Historic Bridges on the Hillsborough River Multiple Properties Group: the Lafayette Street (Kennedy Boulevard) Bridge, the Platt Street Bridge, the Cass Street Bridge, the Michigan Avenue (Columbus Drive) Bridge, the Fortune Street (Laurel Street) Bridge, and the T. N. Henderson (Hillsborough Avenue) Bridge.

The earliest of these bridges were constructed in the late nineteenth century, with the Lafayette Street (Kennedy Boulevard) Bridge connecting Tampa's suburbs and the Fortune Street (Laurel Street) Bridge connecting the City of West Tampa to downtown Tampa. The Lafayette Street (Kennedy Boulevard) Bridge is the oldest rolling leaf bascule span bridge in the state of Florida. The Fortune Street (Laurel Street) Bridge was designed as trunnion bascule bridge with counterweights uniquely positioned over the single leaf bridge deck.

As Tampa's population swelled during the Land Boom of the 1920s, the double leaf trunnion bascule Platt Street and Cass Street Bridges and the bob-tailed swing Michigan Avenue (Columbus Drive) Bridge were constructed. The all-steel vertical lift T. N. Henderson (Hillsborough Avenue) Bridge was constructed in 1939.

The City recently finished repainting and performing structural maintenance on the Cass Street Bridge. The \$1.7 million structural maintenance work included the replacement of sections of corroded and degraded steel girders and the refurbishment of the bridge mechanics.

The Platt Street and Michigan Avenue (Columbus Drive) Bridge are slated to undergo structural and aesthetic rehabilitation this year. These two bridges are maintained by Hillsborough County; however, as local landmarks designated by the City of Tampa, all modifications to these bridges are reviewed by the City's Architectural Review Commission. The \$8.7 million rehabilitation work on the Michigan Avenue (Columbus Drive) Bridge will include the replacement of the tender house with a historically accurate building; the addition of 14 historically accurate lighting fixtures; and the replacement of the concrete barrier with historically appropriate railings. The \$10.8 million Platt Street Bridge rehabilitation will include repairs to the mechanical and electrical systems and to the corroded structural steel.

These six bridges all were evaluated as part of the survey of Historic Highway Bridges of Florida, and were considered eligible for listing in the National Register of Historic Places (NRHP) as part of this survey. However, the State Historic Preservation Officer (SHPO) has only evaluated three of these historic resources as potentially eligible for listing in the NRHP: Lafayette Street (Kennedy Boulevard) Bridge, Platt Street Bridge, and the Cass Street Bridge.

In addition to these six bridges, the Florida SHPO has stated that the 1959 Brorein Street Bridge may be eligible for listing in the NRHP as an example of a mid-century bridge funded as part of the City of Tampa's \$20 million Public Improvement Program.



Platt Street Bridge in 1948 (*Image Courtesy FL State Archives*)

"IT'S NOT GOOD BECAUSE IT'S OLD; IT'S OLD BECAUSE IT'S GOOD." - ANONYMOUS

DON CESAR ALPHABET

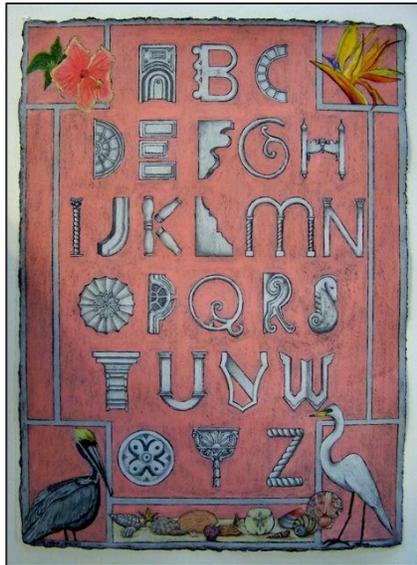
Although most snowbirds flock to Florida to soak up the sunshine, part time Pass-a-Grille resident and artist Marilyn Brackney searches for subjects for mixed media creations. Her latest work, the intriguing 'A, B, C, Don', is now available at the Don CeSar Hotel. Brackney has always liked historic architecture, but when she saw the Don CeSar, it was love at first sight. The west tower caught her attention while walking beautiful St. Pete Beach. Looking at it with an artist's eye, a shape located near the roof resembled the letter B.



Brackney, who created the popular art site www.kid-at-art.com, is known for her architectural alphabets. She was confident this grand, pink lady would reveal 25 more letters so she could create an alphabet based on

elements located at the Don. The artist was delighted to find the letters while touring the building with her husband, Larry, who photographed the architectural elements.

After finding all the letters, she laid out the artwork in pencil on heavy watercolor paper. Then she went over the lines with ink, and applied color with thick, water-based paint. Next Brackney covered everything with India ink. When the work was dry, she washed off the ink and paint, leaving an antiqued, pale image of the letters, flowers, birds, shells, and background. Brackney added the final colors and shading with colored pencils.



In speaking about the process of creating 'A, B, C, Don', Brackney says, "It took hundreds of hours to complete. It was a great challenge, but making the art was a joyful process, too." In December, she had the work made into an art print, and the work is offered for sale at the Don CeSar Beach Resort and Hotel. Brackney hopes 'A, B, C, Don' will help others see the hotel's beauty in a new light and encourage historic preservation.

FACING THE LATE VICTORIANS: PORTRAITS OF WRITERS AND ARTISTS AT THE PLANT MUSEUM

When the Tampa Bay Hotel opened in 1891, Hotel guests were reading Robert Louis Stevenson, Thomas Hardy, and George Eliot and talking about the latest paintings by James McNeill Whistler and John Singer Sargent. They congregated on the veranda and in the Grand Salon to recite the poems of Alfred Lord Tennyson and chuckled with amusement at Oscar Wilde's witticisms. These celebrities and their works were part of their lives.

The Henry B. Plant Museum features an exhibition that examines noted Victorians through portraits. *Facing the Late Victorians: Portraits of Writers and Artists from the Mark Samuels Lasner Collection* will provide the opportunity for visitors to come face to face with famous British poets, painters, novelists, playwrights and illustrators. The exhibit opens March 5th and continues through June 5th, 2010.

This exhibition takes audiences back more than one hundred years to explore a phenomenon that will seem astonishingly modern and familiar. Like the world we know now, Britain at the end of the nineteenth century was a nation filled with images. Whether circulating by means of posters, books, newspapers, magazines, cards, and advertisements, or hanging on the walls of art galleries and of private homes, images were everywhere. As is true today, what people most wanted to see then were images of faces and bodies, especially those of celebrities. A visual industry arose in the late Victorian period to satisfy the demand for portraits in every medium and to reproduce these on a mass scale. Pictures of monarchs and stage performers, of course, were in great demand; more surprisingly, so were portraits of what we might call cultural celebrities—that is, writers and artists. Figures such as Oscar Wilde, Robert Louis Stevenson, Aubrey Beardsley, James McNeill Whistler, W. B. Yeats, "George Eliot," and the feminist "New Women" writers were as famous for the way they looked and dressed as for anything they created.

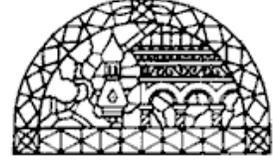
The show draws its sixty items from the Mark Samuels Lasner Collection, which has been assembled over the past thirty years by one of the premier authorities on nineteenth-century book history. That collection of first editions, presentation copies, authors' correspondence, and works of art and design is on loan to the University of Delaware Library. Margaret D. Stetz, the exhibition's curator, is the Mae and Robert Carter Professor of Women's Studies and Professor of Humanities at the University of Delaware.

TPI MEMBERSHIP

For the past thirty-five years, Tampa Preservation, Inc. has worked to protect the quality of life in our communities, to encourage revitalization in the Tampa Bay area and to broaden understanding of historic preservation as a positive force for responsible economic growth. Your membership and support of this valuable organization enables us to continue successful programs while reaching out to grow in the future years.

TPI needs your support to:

- **Advocate local preservation efforts within the community where you reside.**
- **Encourage elected officials and local residents to support preservation.**
- **Provide financial support, which allows us to continue fulfilling our mission.**



We encourage and welcome support from corporations, organizations and individuals that care about preserving our heritage. If you are already a member, please pass this form along to someone interested in preserving Tampa's unique architectural and cultural heritage.

Please complete this form and return it with your tax-deductible check (made payable to Tampa Preservation, Inc.) to:
 Membership, Tampa Preservation Inc., P.O. Box 18061,
 Tampa, FL 33679-8061

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_____ \$35.00	Family	_____ \$100.00	Contributing	_____ \$1,000.00	Sustaining
_____ \$50.00	Non-Profit	_____ \$250.00	Supporting		