

Cornerstone

Tampa Preservation, Inc.

Winter 2012

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TPI 2012 PRESERVATION AWARDS APPLICATIONS

Tampa Preservation, Inc. is now accepting nominations for the 2012 Preservation Awards. Projects can be nominated in the following categories:



RESTORATION/REHABILITATION

Residential, Commercial or Industrial Buildings or Structures Built in or before 1962

The guidelines for the awards include consideration of sensitivity to the historic integrity of the site following the Secretary of the Interior's Standards for Historic Rehabilitation. Preference is given to exterior restoration projects that exemplify Tampa Bay's cultural, historical, and architectural heritage. The evaluation focuses on whether the significant features of the building are retained, whether changes are compatible with the architectural style of the building and whether original materials are restored or replaced with similar kind and finish. Although the building need not be renovated to "museum quality," review will be based on the overall quality of the renovation taking into consideration that a building may be adapted for modern life while remaining true to its architectural style. Review will consider not only the building but also the site including outbuildings, fencing, paving materials and landscaping. Winners in this category receive a banner to display on their building in addition to an award certificate.

INDIVIDUAL ACHIEVEMENT

This award recognizes outstanding contribution to the preservation of historical resources in Tampa and Hillsborough County by an individual. The award nomination will be based on outstanding achievement for a significant project or for a lengthy period of dedication to preservation activities. Nominations may be submitted without the knowledge of the nominee.

ORGANIZATIONAL ACHIEVEMENT

This award recognizes outstanding achievement in preservation activities by a group, business, neighborhood or other organization in Tampa and Hillsborough County. The award nomination will be based on outstanding achievement for a significant project or for a lengthy period of dedication to preservation activities. Nominations may be submitted without the knowledge of the nominee.

EDUCATIONAL PROGRAM OR PROJECT

The types of educational projects that will be considered in this award category include books, brochures or other publications; video-programs; and educational training programs for a general audience or targeted audience (i.e.: school children or teachers). The award nomination will be evaluated based on the impact of the program on the intended audience and the quality of the project.

Applications are due on or before March 12, 2012. To download an award application form, please go to the TPI [Preservation Awards web page](#).

PRESIDENT'S MESSAGE

If you have been reading the paper consistently lately, you should be as excited as I am about what is happening in our community related to preservation. Several projects have been announced that will help maintain some of the wonderful historic buildings in Tampa that have been in desperate need of attention.

The City of Tampa is negotiating a long-term lease agreement with a Memphis based developer to preserve the historic Federal Courthouse building on Florida Avenue into a 4 star hotel. Not only will this fantastic building be finally valued and utilized, the hotel will be a great addition to the available amenities in downtown Tampa. It is hard to believe that we will be going from a city that lacked for even one historic hotel to a city with two when the Floridan Hotel project is completed!

Mayor Buckhorn also recently announced the selection of the Columbia Restaurant Group to develop a new restaurant in the historic Waterworks Building in Downtown. The track record that the Columbia Group brings with them is sure to guarantee that the project will be a wonderful success in this beautiful setting along the Hillsborough River.

Thirdly, the Fort Homer Hesterly Armory in West Tampa may finally become a hub of activity once again through the vision of the Tampa Jewish Federation who recently announced plans to convert the Armory into a Jewish Community Center.

These efforts promise to help maintain some of our community's unique identity by preserving three buildings that have long histories of contributing to Tampa's history.

On a gloomier note, I was saddened to learn of the death of Lee Adler. Mr. Adler was a fixture in historic preservation in Savannah. Through his creative and entrepreneurial approach to historic preservation, revolving funds were popularized as a technique for saving historic structure – not just in Savannah but throughout the United States. I was blessed to have been able to get to know Mr. Adler while attending National Trust Conferences around the country. He was always eager to tutor other preservationists in how they could take his lessons from Savannah to their home towns. Historic Preservation is much indebted to Lee Adler for helping to frame the movement!

Becky Clarke

TPI President

EDITOR'S UPDATE

As you might have noticed, we have been a bit remiss in publishing TPI's *Cornerstone* on a predictable schedule lately. Putting it together remains on the top of my To Do List each month, but continually is not checked off as other life and work tasks take precedence. That said, we have been very good about updating the website with news and events as well as posting information to the TPI Facebook page regularly. This gets news out in a much more timely manner and we can make announcements as the information comes in, rather than waiting to gather enough information for an 8-10 page newsletter.

Because of this, we would like to switch to an e-newsletter format that would allow us to send out short news blasts, not more than once a month unless an urgent issue presents itself. We would continue to send out one annual print newsletter to members only. This annual newsletter would have updates on TPI programs such as the Preservation Awards and Historic Homes Workshops each year. This change will have the added benefit of saving on printing costs, which as a non-profit, all volunteer group, would be a nice bonus.

We have set up an account with Vertical Response, an email marketing company that allows non-profits to use their services for free. A sign up form for the new e-newsletter has been added to the TampaPreservation.com website and our Facebook page. Please take a moment to sign up.

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.

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HISTORIC PRESERVATION CHALLENGE GRANT

In December 2011 Hillsborough County adopted a "Historic Preservation Challenge Grant Program" to promote historic preservation, heritage tourism and related economic development within Hillsborough County (for both incorporated and unincorporated areas). Available grant funds will be awarded to selected applicants on a minimum of one-to-one (1:1) matching basis, not to exceed an award of more than \$250,000 per applicant, per project in any county budget year.

The first Challenge Grant application deadline is February 29, 2012. The Challenge Grant Application form is available online at:

<http://www.hillsboroughcounty.org/pgm/zoning/historic/preservation/incentives.cfm>.



BUILDINGS ALIVE! AN ARCHITECTURAL HOP THROUGH YBOR CITY

Ybor City is filled with beautiful historic structures, some of which have housed the same tenant for almost 100 years, while others have served a variety of purposes over the years. If you've ever wondered what some of these amazing structures look like on the inside, Buildings Alive will give you that chance. See first-hand how some of Ybor's iconic buildings are being preserved, and how many have been rehabilitated and repurposed. From the grand social halls to cigar factory buildings and restored casitas, this tour will give you a unique look into Ybor City.

The tour includes a progressive tapas party with creative food and beverages. Beginning at the Ybor City Museum State Park, you can either walk between destinations or ride on rubber wheel trolleys that will be available throughout the night.

Buildings Alive! includes tours of: Centro Asturiano, Cuban Club, Church of Scientology (formerly the Ybor Factory), Don Vicente Inn (formerly the Gonzalez Clinic), HCC Child Development Center (formerly La Benifica), Italian Club, 19th Street Casitas, Stantec (formerly the Seidenberg Cigar Factory), Swope Rodante (formerly the Florida Brewery), and the Ybor City Museum State Park (formerly the Ferlita Bakery).

The tour takes place on Thursday, March 1, 2012, 5 - 9 pm. Tickets are \$20 in advance or \$25 at the door. For more information go to the ybormuseum.org website.



Centro Asturiano, Ybor City, Image courtesy FL State Archives

CITY OF TAMPA HISTORIC PROPERTY PLAQUE PROGRAM

Owners of buildings that are designated as being historically significant within the City of Tampa now have the opportunity to purchase an attractive bronze plaque in recognition of the building's historic value. The plaques are being offered to promote public appreciation and civic pride in the community's history.



Buildings that are a contributing structure located within a local district or designated as part of a multiple properties listing, the plaque will read **Historic Property** with the appropriate circa date. If the structure is a designated local

landmark, the plaque will read **Historic Landmark** with the appropriate circa date. The plaque is constructed from bronze and is 6 inches in diameter. All lettering and the City of Tampa seal on the plaque is in a raised lettered format and features a black background with a pebbled finish. Installation hardware is included.

Samples of the plaques can be viewed in the office of the Historic Preservation & Urban Design Division. The cost of the plaque is **\$175.00**, which includes all related processing fees. For more information call the Historic Preservation office at (813) 274-8920 or see: http://www.tampagov.net/dept_Historic_Preservation/information_resources/HISTORIC_PLAQUE_PROGRAM.ASP.

ROGERS PARK GOLF COURSE

The Rogers Park and Golf Course, 7801 North 30th Street (Willie Black Drive), has been proposed for nomination to the National Register of Historic Places. The history of the park begins in the 1940s when the City of Tampa acquired the land for a public park. During the days of segregation, public gathering spots for African-Americans in Tampa were severely restricted. Only whites were permitted to use public parks, beaches, and other recreational facilities. Local African-American community oral history recalls picnicking in this area during segregation, prior to the establishment of the golf course. Willie Black, an African-American who worked as a caddie at the private Palma Ceia Golf Course in South Tampa, petitioned Tampa Mayor Curtis Hixon to build the golf course on the park property. Black and a group of African-American volunteers began work on the course in 1948, constructing the original nine holes by hand. The Rogers Park Golf Course opened in 1952, with Black as the Head Golf Professional. Rogers Park Golf Course was named to honor G.D. Rogers, who passed away in 1951, for his continual support of the community and advancement of his fellow African-Americans in achieving a voice in civic involvement.



The portion of the Rogers Park Golf Course property under consideration for designation consists of the site of the original park and the original nine holes of the golf course, known as the Willie Black Side of the course. It also includes one non-contributing historic building, the c.1960 masonry clubhouse. While the layout of the original course within the historic boundaries has been modified and upgraded to accommodate modern golfing standards, the sense of the place itself and the historic importance to the African-American community's history has remained unchanged. The Rogers Park Golf Course represents the development of segregation-era public parks and golfing in

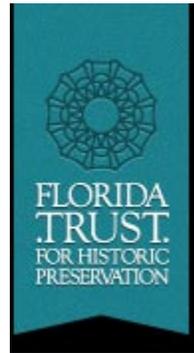
Tampa and the growth of golf as a popular and professional sport for African Americans. The Rogers Park Golf Course, now a Par 71 Championship course, retains its historic integrity for its role in representing recreational opportunities in public facilities for the African-American community during segregation, ensuring equal access to local sports and recreation for all citizens of Tampa.



34TH ANNUAL STATEWIDE PRESERVATION CONFERENCE

From Cracker to Contemporary: Preserving Florida in the 21st Century

From May 16-19, 2012, the Florida Trust for Historic Preservation will host its 34th Annual Statewide Preservation Conference in Gainesville, headquartered at the Hampton Inn & Suites Downtown Gainesville. Currently, the workshops, tours and events are actively being planned featuring a wide variety of historical resources in Gainesville and Alachua County.



The Trust's annual conference is Florida's singular statewide preservation educational program and showcases community, state and national resources. The Florida Trust's mission is to promote the preservation of the architectural, historical and archaeological heritage of Florida through advocacy, education and historic property stewardship. The Florida Trust is THE network for preservation activists, old house lovers, history buffs, architects and planners who want to keep in touch with Florida's and the nation's preservation activities.

For more information please go to the FloridaTrust.org website.



HISTORIC HYDE PARK 10TH ANNUAL HOME TOUR

Historic Hyde Park Neighborhood Association will hold its Tenth Annual Home Tour on Saturday March 17, 2012. In addition, the Association will sponsor a Patron's Party on March 3, 2012.



The Home Tour is open from 9:30 am to 2:00 pm on March 17. Advance tickets are \$20 and may be purchased on the ehydepark.org website, through the Online Store under Events. Advance tickets may also be purchased at any Coldwell Banker location in Hillsborough or Pinellas county, or at City Street Sweets shop in Hyde Park Village in Tampa.

Registration is at Kate Jackson Park at 821 S. Rome Avenue, starting at 9:00 am the day of the tour. Advance ticket holders will need to go to the registration table to receive a wrist-band and a tour guide booklet with information about the homes and map for the walking tour. Tickets are available on the day of the tour for \$25.

The tour will showcase Hyde Park's rich architectural heritage with a number of private homes open to visitors. The Hyde Park community, developed early in the 20th century, is today one of the most intact bungalow residential communities in the United States. The tour will include historic homes and select new construction built in Hyde Park architectural styles. Celebrating the home tour's 10th anniversary, the 80 homes featured in previous home tours will be honored and there will be an extensive showing of vintage automobiles.

The Patron's Party will be on March 3, 2012, from 7 pm to 10 pm. The theme is High Society 1930s, with attendees encouraged to dress the part in fashionable society 1930s evening attire (or jacket and tie). There will be live music, a silent auction, martini bar, wine, bountiful hors d'oeuvres and hand-rolled cigars. Tickets are \$100 per person and must be reserved in advance, as tickets are limited for this special evening. Tickets may be purchased on the ehydepark.org website, or by sending a ticket request and check to Historic Hyde Park Neighborhood Association, PO Box 2990, Tampa FL, 33601.

The funds raised from the Tour and its Patron's Party will be used to continue to improve Hyde Park, most significantly to mark and beautify the gateway entrances to this jewel of a historic neighborhood.

For more information:

Home Tour Email: HomeTour@ehydepark.org

Home Tour Phone: (813) 915-6633, ext. 2

Florida Conversations

March 20 at 6:30 pm at the Tampa Bay History Center

Breaking Barriers: Female Public Servants Who Have Shaped the Tampa Bay Area. A panel discussion moderated by Better Castor. This event is free and open to the public. For info see <http://tampabayhistorycenter.org> or call 813-228-0097.

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14TH ANNUAL SEMINOLE HEIGHTS HOME TOUR



April 1, 2012. The Home Tour starts at the Garden Center on Central Avenue at 11:30 and runs until 5:00 pm. More info at: <http://www.oldseminoleheights.org>.

THE GREENEST BUILDING IS THE ONE ALREADY BUILT

A report produced by the Preservation Green Lab of the National Trust for Historic Preservation provides the most comprehensive analysis to date of the potential environmental benefit of building reuse.

This groundbreaking study, [The Greenest Building: Quantifying the Environmental Value of Building Reuse](#), concludes that, **when comparing buildings of equivalent size and function, building reuse almost always offers environmental savings over demolition and new construction.**

The report's key findings offer policy-makers, building owners, developers, architects and engineers compelling evidence of the merits of reusing existing buildings as opposed to tearing them down and building new.

Those findings include:

Reuse Matters. Building reuse typically offers greater environmental savings than demolition and new construction. It can take between 10 to 80 years for a new energy efficient building to overcome, through efficient operations, the climate change impacts created by its construction. The study finds that the majority of building types in different climates will take between 20-30 years to compensate for the initial carbon impacts from construction.

Scale Matters. Collectively, building reuse and retrofits substantially reduce climate change impacts. Retrofitting, rather than demolishing and replacing, just 1% of the city of Portland's office buildings and single-family homes over the next ten years would help to meet 15% of their county's total CO2 reduction targets over the next decade.

Design Matters. The environmental benefits of reuse are maximized by minimizing the input of new construction materials. Renovation projects that require many new materials can reduce or even negate the benefits of reuse.

The Bottom Line: Reusing existing buildings is good for the economy, the community and the environment. At a time when our country's foreclosure and unemployment rates remain high, communities would be wise to reinvest in their existing building stock. Historic rehabilitation has a **thirty-two year track record of creating 2 million jobs and generating \$90 billion in private investment.** Studies show residential rehabilitation **creates 50% more jobs** than new construction.



NOTIFY US OF UPCOMING EVENTS

Is your historic neighborhood planning a home tour or other public event? TPI will gladly publicize your event in the *TPI* website calendar. Send your event notifications to tpitampa@aol.com.

Check the online calendar regularly for updates of seminars, workshops, home tours and other events related to historic preservation and Tampa Bay area history or sign up to have notifications emailed directly via the website.

Sign Up for our New E-Newsletter on the TPI Website or Facebook Page

New Black History Exhibit

Secretary of State Kurt Browning announced the opening of a new exhibit honoring Black History Month in the 22nd Floor Capitol Gallery in Tallahassee. The exhibit features artwork by Florida artist Kelvin Hair who was selected by Governor Rick Scott as this year's Black History Month artist. The exhibit will be on view through March 29, 2012. The new exhibition is part of the Division of Cultural Affairs' Capitol Complex Exhibition Program and can be seen on the 22nd Floor of the Florida Capitol. Hours are Monday to Friday, 8:30 a.m. to 4:30 p.m. For more information, call (850)245-6470.



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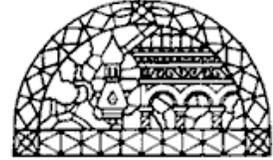
VISIT WWW.TAMPAPRESERVATION.COM FOR MORE INFO

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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ADDRESS _____

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ANNUAL MEMBERSHIP CATEGORIES

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