

2017 Historic Preservation Conference Guide

May 18 – 20, 2017

St. Petersburg, Florida



Preservation Reinvented for Art and Enterprise

2017 FLORIDA TRUST FOR HISTORIC PRESERVATION ANNUAL CONFERENCE



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Conference Hotel Information

The Florida Trust has partnered with the Hilton St. Petersburg Bayfront hotel for the 2017 Florida Historic Preservation Conference. Through this partnership we can offer conference attendees a reduced price to stay in a lovely hotel in the heart of downtown St. Petersburg.

Please make reservations online at [Hilton St. Petersburg Bayfront](#), or call (800) 445-867 and be sure to mention the Florida Trust for Historic Preservation to be receive the discounted room rate. Note that The Florida Trust room rate is available three days prior and post the event dates if you would like to stay longer and explore the St. Petersburg area.



Hilton St. Petersburg Bayfront
333 1st Ave. South
St. Petersburg, Fla. 33701
(727) 894-5000

Please be sure to make your room reservation before the Florida Trust group rate deadline of April 16, 2017.

Complimentary wireless internet is available in all Florida Trust guest rooms.

Hilton St. Petersburg Bayfront Parking

Many sessions, workshops and events will take place or leave from our partner hotel. Because the property is downtown where parking is limited, there are designated paid parking associated with the hotel for your convenience.

Parking options:

- Discounted self-parking is available at \$12 per day for Florida Trust attendees and registered guest
- There is some limited street parking available around the hotel
- Valet parking is also available



Daily Check-In/Registration

Conference registration is available during the following times:

Hilton St. Petersburg Bayfront – Florida Trust Registration Area

- Wednesday, May 17, 2 – 5 p.m.
- Thursday, May 18, 8 a.m. – 4 p.m.
- Friday, May 19, 8 a.m. – 4 p.m.

Please note that name badges are required for entry to all tours, dining and special events, including all professional development workshops.

Accessibility

Every effort will be made to accommodate participants with accessibility and mobility issues. Participants are reminded that many historical and private buildings do not have elevators and require climbing steps. Buses and trolleys may require the ability to maneuver steps and may drop off participants some distance from the destination. Some tours will include walking segments. Please contact the Florida Trust prior to registration to determine accessibility of activities. Thank you!

2017 Registration Costs and Options

Online registration is available at www.FloridaTrust.org. Those needing assistance with registration may call the Florida Trust office at (850) 224-8128. The registration deadline is Friday, May 5.

Conference attendees may register for the full three-day conference, or for one-day conference attendance. Because education is a key part of the Florida Trust's strategy to support our mission, we also offer a free Student registration option.

Full Conference registration:

- \$350 members
- \$450 non-members
- Includes Opening Session and Annual Meeting Luncheon, Opening Reception, the 2017 Florida's 11 to Save announcement, Awards Ceremony and reception, access to all Thursday and Friday tours and workshops and one Saturday special tour



One-Day registration (chose Thursday or Friday)

- \$300 members
- \$350 non-members
- Includes for Thursday registrants: Opening Session, Annual Meeting Luncheon, Opening Reception, the 2017 Florida's 11 to Save announcement and all scheduled tours, workshops and hands-on events held that day. For Friday registrants includes: Awards Ceremony and reception and all scheduled tours, workshops and hands-on events held that day
- All One-Day attendees are invited to participate in the Florida Trust's day of giving back event on Saturday. You may also take part in our Saturday special tours for an additional \$50

Student registration (photo of valid student ID must be included in online registration)

- Complimentary Registration
- Includes Opening Session, Thursday and Friday preservation tracks (Student registration does not include tours, hands-on sessions or evening events).
- Student attendees are invited to participate in the Florida Trust's day of giving back event on Saturday.

On-Site Registration

Late registration is available at the door, however, given space requirements, there may not be room in all tours and sessions. Registering before the registration deadline of May 5 is the best way to take part in all the events, tours and workshops you are interested in.

Continuing Education Credits

The Florida Trust for Historic Preservation offers Continuing Education Credits (CEUs) with two professional organizations: the American Institute of Architects (AIA) and the American Planning Association (APA/AICP).

The Florida Trust will file CEUs with the AIA on your behalf. The APA/AICP requires individuals to submit CEUs to them directly. We will provide individuals who register for these credits with the appropriate certificate for them to submit.

2017 Florida Preservation Conference sessions and workshops may also be credited for other organizations' CEUs. All other professions will report CEUs with their individual licensure boards. We will provide certificates of completion to those individual attendees, so they may then file the credits with the appropriate organizations.

Please note attendees **must** sign in at each session for which they would like to receive Continuing Education credits. Saturday tours are not eligible for APA/AICP credits.



If you have any questions about Continuing Education Credits, please contact Tondra Matthews with the Florida Trust office at TMatthews@FloridaTrust.org or (850) 224-8128.

Sponsors

We are proud to have the support of the following sponsors. Please note this list is current as of Wednesday, February 15. We will update the list as additional sponsors are added.

Thank you all for your help protecting Florida's extraordinary history and heritage!

Gold Sponsors



Silver Sponsors

Bender & Associates Architects, P.A.
City of St. Augustine
Flagler College
Greater Miami Convention & Visitors Bureau
Hedrick Brothers Construction Company
Historic Old Northeast Neighborhood
MacRostie Historic Advisors, LLC
REG Architects, Inc.
Specialized Property Services, Inc.
The Villagers, Inc.
University of Florida Historic St. Augustine, Inc.

Bronze Sponsors

Carrie Judas Fine Art & Portraiture
MLD Architects
Sarasota Alliance for Historic Preservation
Stevenson Architects, Inc.

Supporters

Amelia Island-Fernandina Beach Restoration
Riverside Avondale Preservation

The Preservation Marketplace

Want to learn more about preservation in Florida? Please visit the organizations and businesses who are taking part in our 2017 Preservation Marketplace. The list is current as of Wednesday, February 15, and will be updated frequently.

Florida Division of Historical Resources
FTHP – History of Preservation Display
FTHP – Easement Program
Greater Miami Convention & Visitors Bureau
MacRostie Historic Advisors, LLC
Spring House Institute
Visit Jacksonville



Registration Tracks and Session Options

Please review the information on each session below to help guide you in your registration selections.

Wed., May 17			
<i>Event</i>	<i>Time</i>	<i>Location</i>	<i>Open to</i>
Early Registration	2 - 5 p.m.	Hilton Bayfront	All
President's Party Sponsored by Stetson University	5 p.m. – Buses leave hotel 5:30 – 7:30 p.m. - Event	Stetson University Mann Lounge - Gulfport Campus 1401 61 st St., S. St. Petersburg	Invitation Only event

Thur., May 18			
<i>Event</i>	<i>Time</i>	<i>Location</i>	<i>Open to</i>
Registration	8 a.m. - 4 p.m.	Hilton Bayfront	All
Opening Session	9:10 a.m. - Buses leave hotel 9:30 - 11 a.m. - Event	The Palladium at St. Petersburg College 253 5 th Ave., N. St. Petersburg	All



Annual Meeting Luncheon and Keynote featuring Bill MacRostie	11:30 - 1 p.m.	Grand Bay Ball room at Hilton Bayfront	All
<i>Break</i>	<i>1 - 1:30 p.m.</i>		

Thur., Afternoon Sessions			
<i>Event</i>	<i>Time</i>	<i>Location</i>	<i>Open to</i>
<p>Tour 1: Babe Ruth in the 'Burg <i>Tour Guide Will Michaels</i> Description: Babe Ruth is widely acknowledged as the world's greatest baseball player. For at least a decade, from 1925 to 1935, Ruth and his family made St. Petersburg their seasonal home as the Yankees conducted spring training in the city, leaving behind many stories and tales!</p> <p>We will stop at the places loved and frequented by the Babe – from where he hit what may have been the longest home run ever to his homes and other spots he frequented and enjoyed. These include: the Flori de Leon Apartments where Ruth & Lou Gehrig each had a penthouse unit, the '20s boom era Jungle and Rolyat Hotels, now Admiral Farragut Academy and Stetson Law School, and the locker room used by the Babe at what is today known as Huggins-Stengel Field. Tour leader will be historian Will Michaels, author of <i>The Making of St. Petersburg</i> and <i>The Hidden History of St. Petersburg</i>, and tour guide for the Babe's daughter, Julia Ruth, who visited St. Pete in 2014 as the city marked 100 years of spring training history.</p>	1:30 p.m. - 4:30 p.m.	Bus tour leaving from Hilton Bayfront	All – Please register in advance



Over the last 10 years, traditional neighborhoods have witnessed both good and bad results. Two historic neighborhoods associations: Old Northeast and Kenwood have conducted several studies and building inventories, documenting the impact of new development and identifying needed LDR improvements. There is strong consensus across neighborhood associations about needed changes; these recommendations were shared with City staff in the Fall-Winter 2016-2017.			
Track 2: Tactical Preservation <i>Session 1: Cemetery Resources Protection Training (CRPT)</i> Speaker: Jeff Moates Description: Historic information about a community's past isn't just found in museums or archives, it is also recorded in stone at its cemeteries. Despite the importance of these sites, many preservationists struggle to get a handle on the laws that protect them or techniques to properly care for them.	1 - 3 p.m.	Hilton Bayfront: St. Petersburg Room 1	All – Please register for session in advance
<i>Session 2: How Masonry Deteriorates and What to do About it</i> Speaker: Craig Bennett, Jr., P.E Description: The majority of our great historic structures, our churches, courthouses, fortifications, industrial structures and finer homes, were built of masonry structures. This session will be looking at ways in which they deteriorate or are damaged. It will describe practical and, occasionally even inexpensive, ways of dealing with failures. This session is aimed at the building owner, the design professional who spends the owner's hard earned money and the builder, who's the one who really does the work.	3 – 4:30 p.m.	Hilton Bayfront: St. Petersburg Room 1	
Track 3: Preservation Opportunities and Florida's Historic Landscape <i>Session 1: Historic Preservation Opportunities in Community Redevelopment Areas</i> Speakers: Erin Minnigan and Jeff Burton	1:30 – 2:30	Hilton Bayfront: St. Petersburg Room 3	



<p>Description: Your local Community Redevelopment Areas can prove to be an advantageous partner in historic preservation. Learn how CRAs can be used as a tool for historic preservation through case studies from St. Augustine and Palmetto.</p>			
<p><i>Session 2: Conservation Districts and Demolition Denial: A Powerful Preservation Tool</i> Speaker: Lisa Craig Description: While conservation district overlay zoning has often been referred to as “preservation light” the truth is that such design overlay districts can have as much, if not more force than other better known historic district designations. Learn how one maritime community adopted a conservation zoning district overlay to retain their historic waterman homes while at the same time allowing for flexibility in design review.</p>	<p>2:30 – 3:30 p.m.</p>	<p>Hilton Bayfront: St. Petersburg Room 3</p>	
<p><i>Session 3: Historic Garden Attractions and the Image of the Florida Landscape</i> Speaker: David Sacks Description: Florida’s image as a unique and exotic landscape helped fuel trends of tourism and growth that transformed the state in the early modern era, and found a distinctive expression in the early 20th-century phenomenon of the roadside garden attractions. Most of these have vanished, but a number have survived – often by adapting their historic. Formerly commercial sites, and reinventing themselves as cultural and education institutions that celebrate and preserve these singular, often highly personal landscapes. St. Petersburg’s Sunken Gardens will be among the case studies presented.</p>	<p>3:30 – 4:30 p.m.</p>	<p>Hilton Bayfront: St. Petersburg Room 3</p>	



Thur., May 18 – Evening Events			
<i>Event</i>	<i>Time</i>	<i>Location</i>	<i>Open to</i>
Young Professionals Meet Up	5 - 6 p.m.	The Birchwood - Rooftop Lounge 340 Beach Dr., NE St. Petersburg	All - Please RSVP to attend
Opening Reception Sponsored in part by St. Petersburg Shuffleboard Club	6 - 7:30 p.m.	St. Petersburg Shuffle Board Club – Clubhouse St. Petersburg Shuffle Board Club 559 Mirror Lake Dr., N. St. Petersburg	Open to all

Fri., May 18			
<i>Event</i>	<i>Time</i>	<i>Location</i>	<i>Open to</i>
Registration	8 a.m. - 4 p.m.	Hilton Bayfront	All

Fri., May 18 – Morning Sessions			
<i>Event</i>	<i>Time</i>	<i>Location</i>	<i>Open to</i>
Hands on: Design Your City Charrette Speaker: Rick Gonzalez Description: Come be a part of progress in developing restoration possibilities for the Patio Theater. Construction of the Patio Theater was completed in July of 1925, as the third of the only three open-	9 - noon	Hilton Bayfront	Please register in advance



air theaters constructed in St. Petersburg. Today, this is the only remaining building of the original three. After a hurricane in 1926, the Theater was enclosed by a dome steel roof covering the 1,250 wooden seats that had been varnished to repel rainwater. The original tile-covered parapets and marquis sign have been removed, and the ticket window enclosed. A flat awning still exists typical to theater entryways. The Interstate-275 highway project has put this site mere feet away from the highway. This design workshop will explore ideas how the building and site can be repurposed for future development opportunities.			
Hands on: Window Restoration Sponsor: Specialized Property Services, Inc. Speaker: Jodi Rubin Description: Hands-on experience learning how to properly renovate and restore historic windows mobile workshop. Session includes lunch.	9 a.m. – 2 p.m.	Off site – bus will leave Hilton Bayfront	Please register in advance
Tour: Downtown & Traditional Neighborhoods <i>Tour Guide, Award winning Monica Kile</i> Description: Today, St. Petersburg has a booming downtown with a pleasant mixture of the new and old, and surrounded by a number of beautiful traditional neighborhoods that have become some of the city's most desirable places to live. This tour will offer a taste of downtown along with a view of some of the city's local and National Register designated historic districts and neighborhoods, including the Old Northeast developed by Perry Snell; Roser Park, developed by Charles Roser; Historic Kenwood, developed by Charles Hall and the secret gem, Lang's Bungalow Court, developed by Al Lang.	9 – noon	Bus tour – bus will leave Hilton Bayfront	Please register in advance
Track 1: Heritage at Risk (all-day track) Sponsor: Flagler College Session 1: Cultural Resources and Sea Level Rise 2017 Speakers: Leslee Keys and Lisa Craig	9 – 11 a.m.	Bayfront Hilton: St. Petersburg Room 3	All – Please register in advance



<p>Description: This session continues a multi-year theme to address impacts on historic cultural resources in Florida communities and throughout the U.S. with an emphasis on resilience and sustainability.</p>			
<p><i>Session 2: When Disaster Hits Home: St. Augustine & Disaster Management</i> Speakers: Jenny Wolfe and Belinda Nettles Description: The impact of Hurricane Matthew provided a real time image of St. Augustine's vulnerability to increased storm surge and there are tools and strategies for managing disasters that impact cultural resources.</p>	<p>11 – noon</p>	<p>Bayfront Hilton: St. Petersburg Room 3</p>	
<p>Lunch on your own</p>	<p>noon – 1:30 p.m.</p>		
<p><i>Session 3: Heritage Monitoring Scouts (HMS Florida): Engaging the Public to Monitor Heritage at Risk</i> Speakers: Sarah Miller and Jeff Moates Description: Along Florida's 8,000 miles of shoreline, over 36,000 cultural resource sites are potentially at risk from coastal erosion and rising sea levels. This session will highlight HMS Florida pilot programs operated by FPAN staff statewide, discuss outcomes of the Tidally United summit, and encourage the audience to participate in framing how buildings and structures can be further folded into the existing program.</p>	<p>1:30 – 3 p.m.</p>	<p>Bayfront Hilton: St. Petersburg Room 3</p>	
<p><i>Session 4: Game of Floods: Preservation Edition</i> Speakers: Adrienne Burke Description: Interactive session introducing the concepts around climate change threats to cultural resources, particular, increased flooding and sea level rise. Participants will participate in a</p>	<p>3:15 – 4:45 p.m.</p>	<p>Bayfront Hilton: St. Petersburg Room 3</p>	



mapping exercise utilizing best practices in sea level rise and flooding mitigation.			
Track 2: Redefining Success and Underrepresented History <i>Session 1: Changing the Definition of Success in Historic Preservation</i> Speakers: Tim Parsons, PhD. Description: Discuss how the changing dynamics within Florida and the nation calls for preservationists to redefine what success looks like in saving our state historical resources. <i>Session 2: Underrepresented History</i> Speakers: Panel Description: Learn how preservationists are working to represent histories and historic places that have been traditionally underrepresented. Lunch on your own	9 – 10:30 a.m. 10:30 - noon noon – 1:30	Hilton Bayfront: St. Petersburg Room 2 Hilton Bayfront: St. Petersburg Room 2 	All – Please register in advance
Track 3: Inside Florida Preservation <i>Session 1: The Next 50 Years: Student Historic Preservation Presentations powered by Pecha-Kucha</i> Speakers: Erin Minnigan and Marty Hylton, III Sponsor: PechaKucha Description: Student presentations Powered by PechaKucha style format for a fun, quick overview of each of their research on the “Next 50 Years of Historic Preservation.” <i>Session 2: Florida Preservation Atlas 2017</i> Speakers: Jeff Moates Details: Local preservation programs, local designation and district interactive map. Learn about the elements of the atlas website.	9 – 10 a.m. 10 – 11 a.m.	Hilton Bayfront: St. Petersburg Room 1 Hilton Bayfront: St. Petersburg Room 1 	All – Please register in advance



<p><i>Session 3: Historic Façade and Plaza Restoration at the Miami-Dade County Courthouse</i></p> <p>Speaker: Brett Laureys</p> <p>Details: Historic Façade and Plaza Restoration at the Miami-Dade County Courthouse.</p> <p>Lunch on your own</p>	<p>11 – noon</p> <p>Noon – 1:30 p.m.</p>	<p>Hilton Bayfront: St. Petersburg Room 1</p>	
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Fri., May 18 – Afternoon Sessions			
Event	Time	Location	Open to
<p>Tour 1: Bicycles, Buildings & Beer</p> <p><i>Tour Guide Emily Elwyn</i></p> <p>Description: The bicycle offers a great way to see more of the 'Burg than one typically can take in with a walking tour. This historic tour by bicycle will be a fun, leisurely ride, taking a closer look at some of the 'Burg's unique historic buildings and neighborhoods. St. Petersburg Preservation president and architectural historian Emily Elwyn will lead the ride, pointing out and talking about historic buildings that have successfully been put to a modern use, buildings that help to keep St. Pete Special! A number of these buildings have found new uses as brew halls & pubs, one of which will offer a great stop to wrap up the bicycle tour!</p>	1:30 – 4:30 p.m.	Meet in hotel lobby	Register for this event
<p>Tour 2: Historic Churches in St. Petersburg</p> <p><i>Tour Guide: Peter Belmont</i></p> <p>Description: St. Petersburg has been referred to in the past as the city of churches. It is home to a surprising collection of beautiful historic churches dating from the 1920's and earlier. This walking tour will focus on group of downtown's historic churches, all within a leisurely stroll of one another and will include stops inside the oldest downtown church, the 1898 St. Peter's Episcopal Cathedral,</p>	1:30 – 4:30 p.m.	Walking Tour - meeting in hotel lobby	Register for this event



two Methodist churches and the Unitarian Church overlooking Mirror Lake, the downtown's original drinking water source!			
Track 3: Art & Community Revitalization <i>Session 1: Art & Community Revitalization</i> Speaker: Panel Description: Entrepreneurs, Artists and Museum leaders from around the state discuss why art is important to community revitalization. Break <i>Session 2: Identifying and Destroying Wood Destroying Organisms in Historic Preservation Sites</i> Speaker: Erin Harlow and Rebecca Baldwin Description: We will introduce you to some of the smallest, yet most destructive pests in historic preservation. You will learn how to identify, recognize and treat wood destroying organisms that may be the causing damage without you even knowing.	1:30 – 3 p.m. 3 – 3:15 p.m. 3:15 – 4:45 p.m.	Hilton Bayfront: St. Petersburg Room 1 Hilton Bayfront: St. Petersburg Room 1	
Track 4: Interior Renovations, Preservation Funding <i>Session 1: How to Explain Sensitive Interior Renovations</i> Speaker: Linda Stevenson Description: How to explain and interpret sensitive interior renovations. Which/whose history gets interpreted – case studies. How do we promote the artistic value of these spaces? How do we engage with realtors, appraisers, designers and builders on the value of preserving these dwindling resources? Break <i>Session 2: Creative Financing Strategies for the Preservation and Adaptive Reuse of Commercial Buildings and Cultural Facilities</i> Speaker: Marilyn Hett	1:30 – 3 3 – 3:15 3:15 – 4:45 p.m.	Bayfront Hilton: St. Petersburg Room 2 Bayfront Hilton: St. Petersburg Room 2	



Description: Case studies of successful preservation projects recently completed and leveraged but the Hillsborough County Historic Preservation Matching Grant Program, Federal Tax Credits for Preservation, New Market Tax Credits, in-kind contributions and/or ad valorem tax abatement initiatives to support adaptive reuse in historic commercial buildings and cultural facilities, including court houses, armories and theaters.			
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Fri., May 19 – Evening Events			
<i>Event</i>	<i>Time</i>	<i>Location</i>	<i>Open to</i>
Florida Preservation Award Ceremony	5 p.m. – Buses leave hotel 5:30 – 7:30 p.m.	The Cathedral Church of St. Peter 140 4 th St. N. St. Petersburg	Open to all
Florida Preservation Awards Reception Sponsored by the City of St. Petersburg, Urban Planning and Historic Preservation Division	7:30 – 9 p.m.	The Coliseum 535 4th Ave. N. St. Petersburg Buses transport attendees from Hotel to Awards Ceremony, then to the Reception and returns back to hotel	Open to all



Sat., May 20 – Tours and Special Event			
Event	Time	Location	Open to
Giving back: Volunteering at the Historic Jenny Hall Pool Would you like to help give back to the St. Pete community and volunteer with us at the Historic Jenny Hall Pool, Sat., May 20?	9 a.m. - noon	Buses leave Hilton Bayfront	All – Please register in advance
Tour 1: Weedon Island Preserve Cultural and Natural Preserve <i>Tour Guide Emma Mason, Environmental Educator</i> Description: Weedon Island, today a county preserve, is an expansive 3000+ acre natural area on Tampa Bay. It is home to numerous species of native plants and animals, an educational facility and a rich cultural history. Indigenous peoples occupied this site for thousands of years, leaving behind middens still seen today. More modern times were marked by the arrival of homesteaders, speakeasies, a Hollywood movie studio and a 1930s airport. This tour will include a walk on a boardwalk thru wetlands adjacent to Tampa Bay to an observation tower and also a tour of the Preserve's museum and cultural center. It is recommended to dress casual, wear closed toed walking shoes and to bring water, hat and sunscreen.	9 a.m. - noon	Buses leave Hilton Bayfront	Please register in advance.
Tour 2: St. Petersburg by Boat! <i>Tour Guides Peter Belmont and Laurie Macdonald</i> Description: Step aboard the Dolphin Cruise boat from its downtown docking for a special historic tour offering a vantage point looking from the water back to the city. In addition to hearing about the city's growth and development you will also hear about the area's marine and bird life while seeing dolphins and shorebirds. We like to joke that Captain Fred has paid off the dolphins but we haven't been on one of his tours yet when the dolphins have failed to appear. After the boat tour, we will cross the street to take a quick look at the St. Petersburg Museum of History.	9 a.m. - noon	Buses leave Hilton Bayfront	Please register in advance.



<p>Tour 3: Creative Place Making Tour - Leveraging the Power of the Arts</p> <p><i>Tour Guide TBD</i></p> <p>Description: “Creative Placemaking” is all about leveraging the power of the arts, culture and creativity to transform a community into one of character and sense of place. It’s happening in St. Petersburg where, recently the city has been selected as one of the country’s top arts places and been ranked as the #1 Arts Destination for mid-sized cities! On this tour, we will visit and stop at some of the places that are earning St. Pete its reputation, including artists’ studios in reused historic buildings; a for profit gallery in a pre-1920 home that was the developer’s model home for his coming development; and a home studio in a residential neighborhood that was designated as the city’s first “artist enclave” neighborhood where special zoning rules have been adopted to allow certain creative commercial activity that would not otherwise be allowed in a residentially zoned neighborhood.</p>	9 a.m. – noon	Buses leave Hilton Bayfront	Please register in advance.
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