

THE
FRANKLIN STREET
CORRIDOR
HISTORIC PRESERVATION PLAN



February 2023



Project Team



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Prepared by Inspire Placemaking Collective, Inc.
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EXECUTIVE SUMMARY

Franklin Street has historically served as the commercial corridor connecting Downtown Tampa and its surrounding neighborhoods. There were many local firsts celebrated along Franklin Street: the first paved street, the first brick building, the first theater, the first multi-story department store. Some of those original buildings have survived the test of time; however, many other significant treasures have been demolished and replaced by modern buildings or parking lots.

The Tampa Downtown Partnership commissioned the preparation of this study in an effort to document the remaining historic resources along the Franklin Street Corridor and to recommend strategies and an action plan for the preservation of those resources. The project was funded by the Tampa Downtown Partnership and the Hillsborough County Historic Preservation Challenge Grant Program.

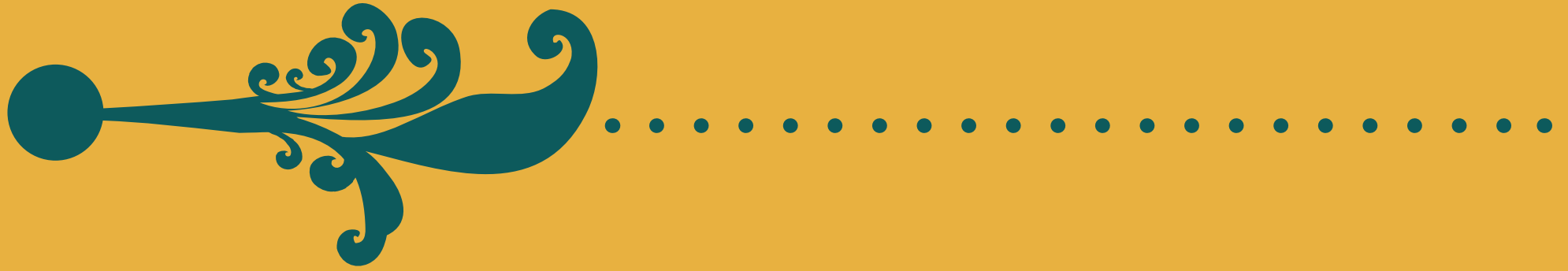
This Franklin Street Historic Preservation Plan contains two sections: Section I, the Existing Conditions portion of the document, provides an overview of the Franklin Street corridor, highlights the historic resources that are still present, and discusses historic preservation tools and programs which are available to property owners. Based on that evaluation of the corridor, three main goals were identified:

- 1 Protect Historic Resources
- 2 Promote/Celebrate Franklin Street's History
- 3 Incentivize Protection, Rehabilitation, and Adaptive Reuse

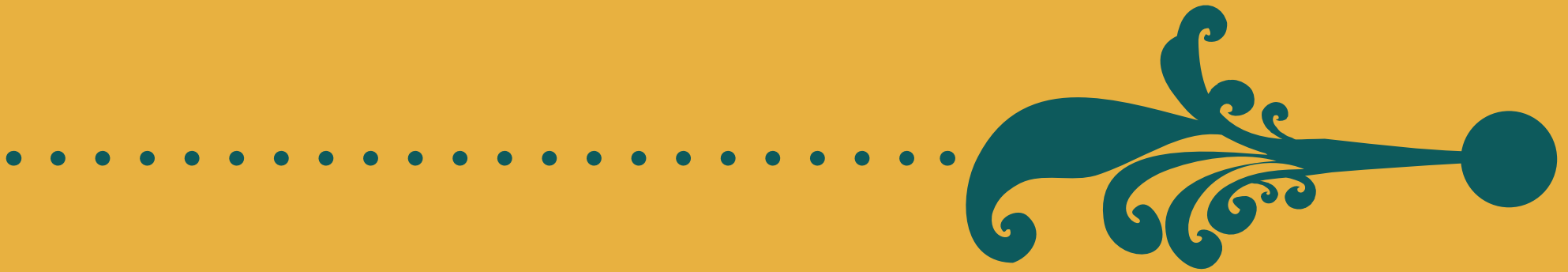
Section II contains implementation strategies and the action plan. Specific strategies were developed to implement the three main goals and more specifically:

- Promote preservation as a tool for revitalizing historic Franklin Street
- Evaluate and recommend ways to better preserve the corridor's cultural resources
- Engage the community in historic preservation efforts
- Enhance local tourism and heritage tourism activities
- Review the potential for establishing or expanding local historic districts
- Develop guidance to property owners and developers when making development decisions that could affect the character of the corridor
- Review local policy and regulations to identify potential barriers and incentives for rehabilitation, redevelopment, and infill while protecting historic resources
- Strengthen the City of Tampa's existing historic preservation efforts and programs

The Action Plan provides an implementation chart that includes estimated timeframes, costs, and partnerships for the recommended strategies.



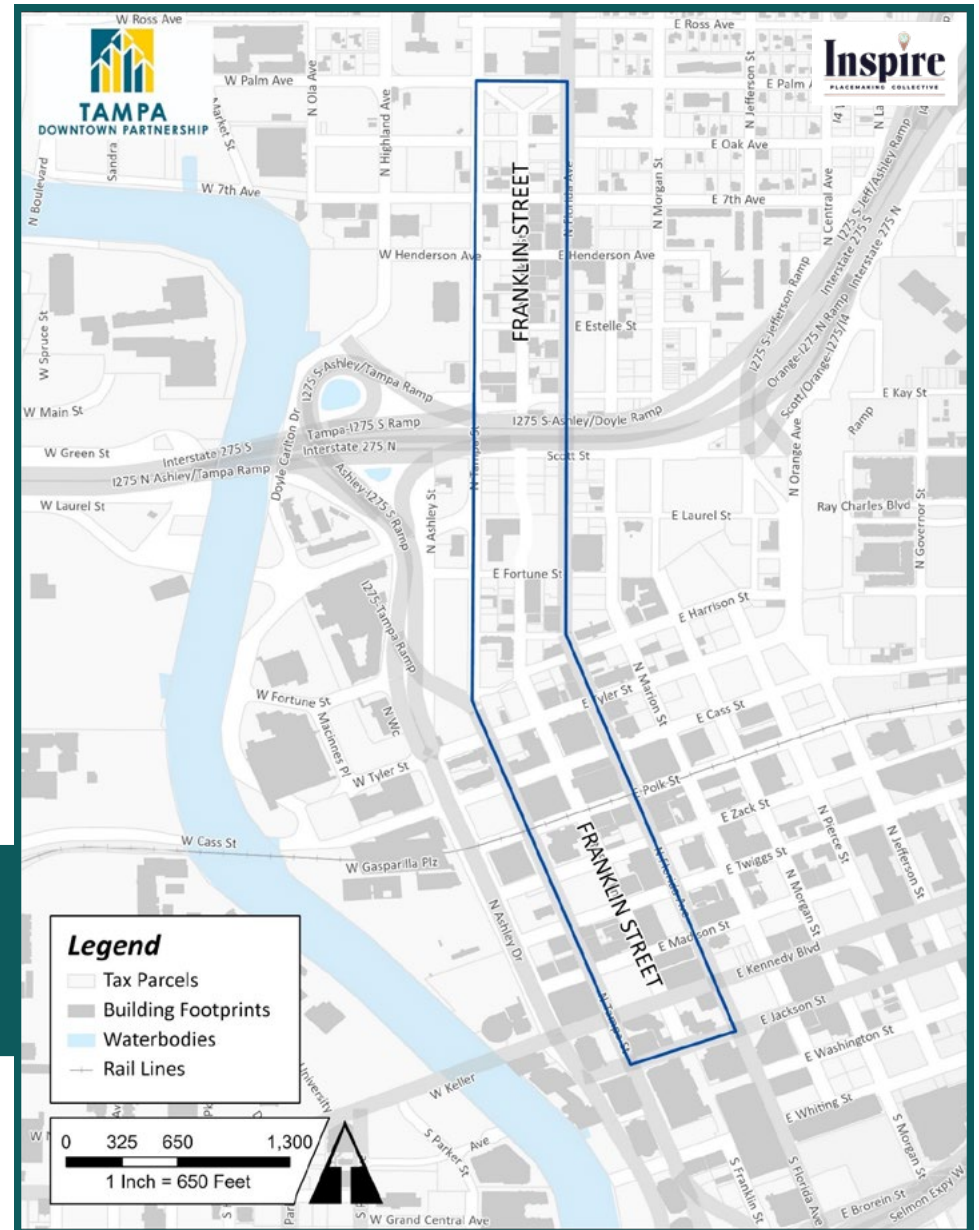
EXISTING CONDITIONS



The Franklin Street Historic Preservation Plan consists of two parts: The Existing Conditions and the Action Plan Strategies. This section contains the Existing Conditions, which documents the corridor’s historic resources and available programs to protect those resources. The study area includes the portion of Franklin Street located within the Central Business District, extending from Jackson Street to Palm Avenue, and from Tampa Street to Florida Avenue. (see Figure 1)

Figure 1 Franklin Street Corridor Study Area

Sources: Hillsborough County Property Appraiser, 2021; City of Tampa, Florida Geographic Data Library (FGDL), S&ME, 2022

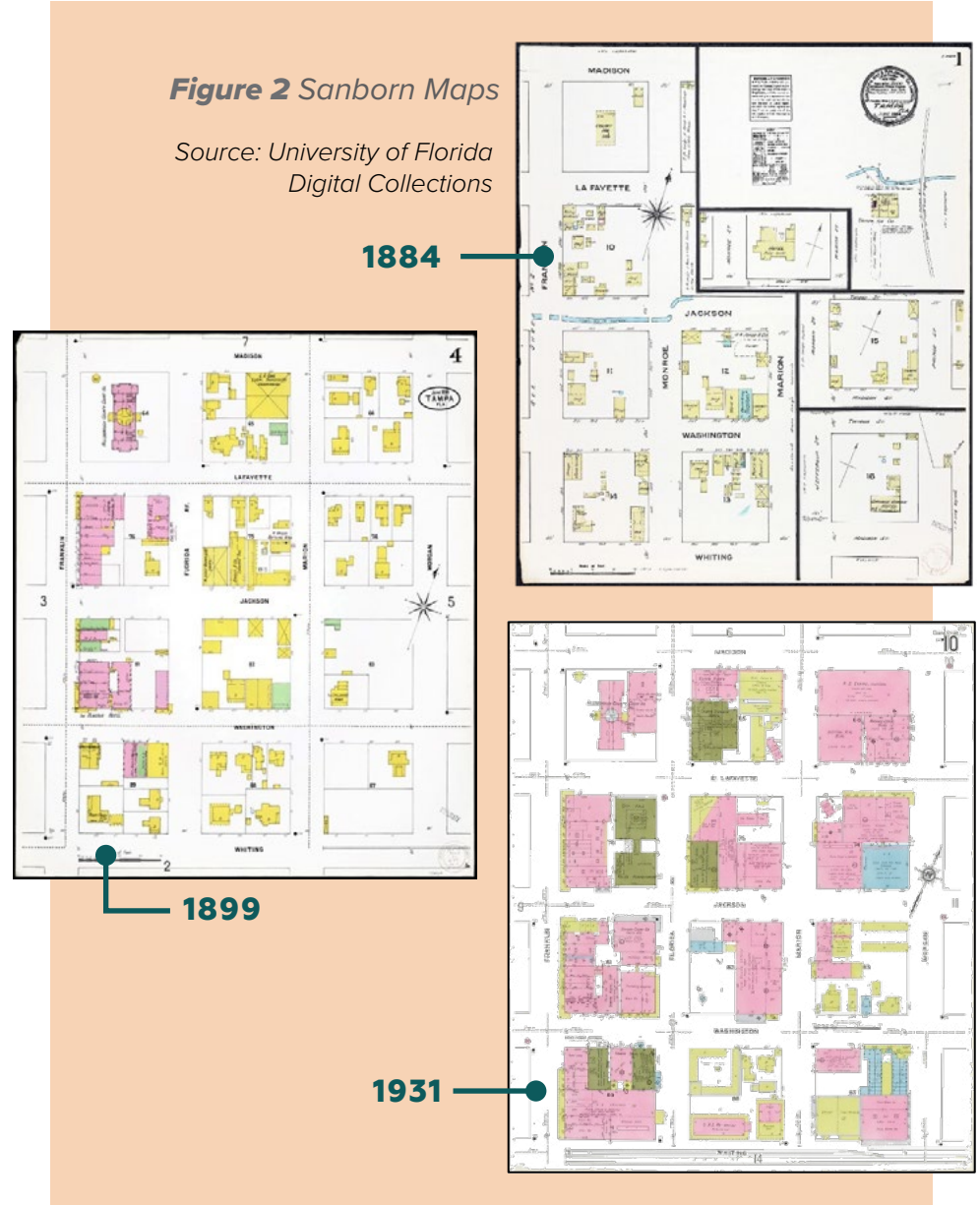


2.1 HISTORIC DEVELOPMENT OF THE FRANKLIN STREET CORRIDOR

Beginning in the mid-1800s, Franklin Street served as Tampa’s original “Main Street” rich with commerce, entertainment, and public spaces within close proximity to nearby neighborhoods. The Tampa Electric Company’s Streetcar System originally ran along Franklin Street connecting northern neighborhoods to the Downtown area.

Franklin Street was also home to many multi-story department stores, including Maas Brothers Store, the Woolworth’s Store, and the S.K. Kress & Co. “Five and Dime” Store. The Tampa Theatre, Florida Theatre (FKA Franklin Theatre) and the Rialto Theatre were open by the 1930s. According to a map created by cartographer Jake Berman, “nearly every one of the city’s streetcar lines ran along or crossed Franklin Street, giving Tampa residents coming from as far away as West Tampa, Ballast Point and Palmetto Beach access to downtown’s resources” (Kelley, 2022).

A review of Sanborn maps for North Franklin Street illustrates the infancy and growth of the corridor in its formative years. While maps from the late 1800s show a handful of wood frame buildings, maps from later that century and the early 1900s indicate more and more buildings started using masonry construction. Figure 2 shows a comparison of building density and materials (yellow depicts frame buildings, pink depicts masonry construction). Franklin Street is shown on the left edge of the maps.



Courtesy, Tampa-Hillsborough County Public Library System

02. OVERVIEW OF CORRIDOR

By the mid-1900s, Downtown Tampa residents began to move out of the Downtown and into the suburbs, as was common throughout many American cities during this period. Tampa residents who worked in the Downtown core relied heavily on personal automobile usage and created a demand for parking in Downtown. This caused some buildings to be demolished to open room for surface parking lots. This change and the competition created by suburban shopping centers and malls left Franklin Street underutilized with some major vacancies throughout the corridor, including many multi-level department stores which had helped render the corridor as a regional destination. Other than the Tampa Theatre, The Hub bar, and a few other smaller venues, North Franklin Street had few businesses to speak of until the mid-2010s (Kelley, 2022).

The following page depicts a timeline of past events that have shaped the Franklin Street corridor into what it is today.

Figure 3 Franklin Street in the 1960s



Courtesy, Tampa-Hillsborough County Public Library System

02. OVERVIEW OF CORRIDOR

1885 Tampa's first streetcar connected Downtown to Ybor City



Late 1800s the city's Federal Exchange Bank opened on the corner of Franklin and Twiggs

1886 City's first brick building, the Bank of Tampa, was built on Franklin Street



1926 the Tampa Theatre opened on Franklin Street

1921 Maas Brothers, Tampa's first department store, expanded to a six-story building on Franklin Street

1920-21 Maas Brothers purchased the American National Bank Building across the street and built a new eight-story store

1960 Clarence Fort, President of the N.A.A.C.P Youth Council and Rev. A. Leon Lowry, N.A.A.C.P. President, led about 40 students in a peaceful sit-in at F.W. Woolworth's lunch counter. Seven months later Tampa's lunch counters were integrated without the violence seen in other parts of the country.

1959 Interstate I-4 built contributing to exodus to the suburbs

1973 Mayor Dick Greco led the groundbreaking for a pedestrian mall along five blocks of Franklin Street

1980 S.H. Kress and Company went out of business

1980s and early '90s Development was focused almost exclusively on south end: the Hyatt Regency, Tampa City Center, Ft. Brooke Parking Garage, and Tampa Convention Center built

TIMELINE

2009 Former Maas Brothers site redeveloped as a surface-level parking lot

TODAY

2007 Fire destroyed the 1926 Albany Hotel at 1100 North Franklin and another vacant building at Tyler and Franklin.

2005 A real estate group acquired the Kress Block (Kress Building, F.W. Woolworth's, and J.J. Newberry's) and announced plans to redevelop the property, including the demolition of the Woolworth's building. The proposal was approved by the City, but never materialized.

2006 The City condemned the Maas Bothers Building and was demolished

2001 Re-elected Mayor Greco reopened the pedestrian mall to vehicular traffic



1992 Woolworth closes

1991 Maas Brothers closes

1983 Kress building listed on the National Register of Historic Places



1886 the original Maas Brothers Store, Tampa's first department store, opened at the corner of Franklin and Zack Street

1916 Woolworth's, one of the few examples of Art Deco architecture in Downtown, was built



02. OVERVIEW OF CORRIDOR

Figure 4 Existing Land Use

2.2 CURRENT LAND USE

As noted earlier, the Franklin Street Study Area has functioned as a commercial corridor since the 1880s. However, when looking at the use of land today, public/institutional uses (facilities owned by government or nonprofit organizations) comprise a large portion (approximately 31%) of the Study Area's total acreage. The second most common land use present within the Study Area is office/professional, accounting for 16% of the land area. Sites used for commercial parking lots comprise about 15% of the land area, not including the parking areas south of the I-275 overpass owned by the State (classified as public/institutional). Including those sites, the percentage of parking uses increases to 26%.

Commercial land uses (not including commercial parking lots) account for 13% of the Study Area. Vertical mixed-use developments (ground floor commercial with residential or office above) are also present along the corridor, accounting for about 12% of the total Study Area. Most of the mixed use and residential developments are located south of Fortune Street. Industrial developments are isolated to the northern half of the corridor. The industrial sites in the corridor, approximately 3.3% of the Study Area, include a mix of storage buildings, warehouses, and manufacturing, specifically a woodworking school and a brewery.

There are two public parks along the corridor, both south of the I-275 overpass. Lykes Gaslight Park is located at the corner of Kennedy Boulevard and Franklin Street (approximately 1 acre), and Herman Massey Park is located at the corner of Tyler Street and Franklin Street (approximately 0.5 acres). These recreational areas account for 3.7% of the Study Area.

The portion of the Franklin Street corridor south of the interstate is very urban in nature, with a variety of building types, sizes, and heights. There are sidewalks on both sides of the street, varying in width but ample enough to include some landscaping, urban furnishings, outdoor seating, and public art. Pavers are the prevalent surface of the street in this area with modern designs at main intersections. North of the I-275 overpass, the streetscape has not been upgraded to the same level of detail. There are, however, murals covering some of the buildings, and sporadic streetscape improvements.



Franklin Street north of the interstate



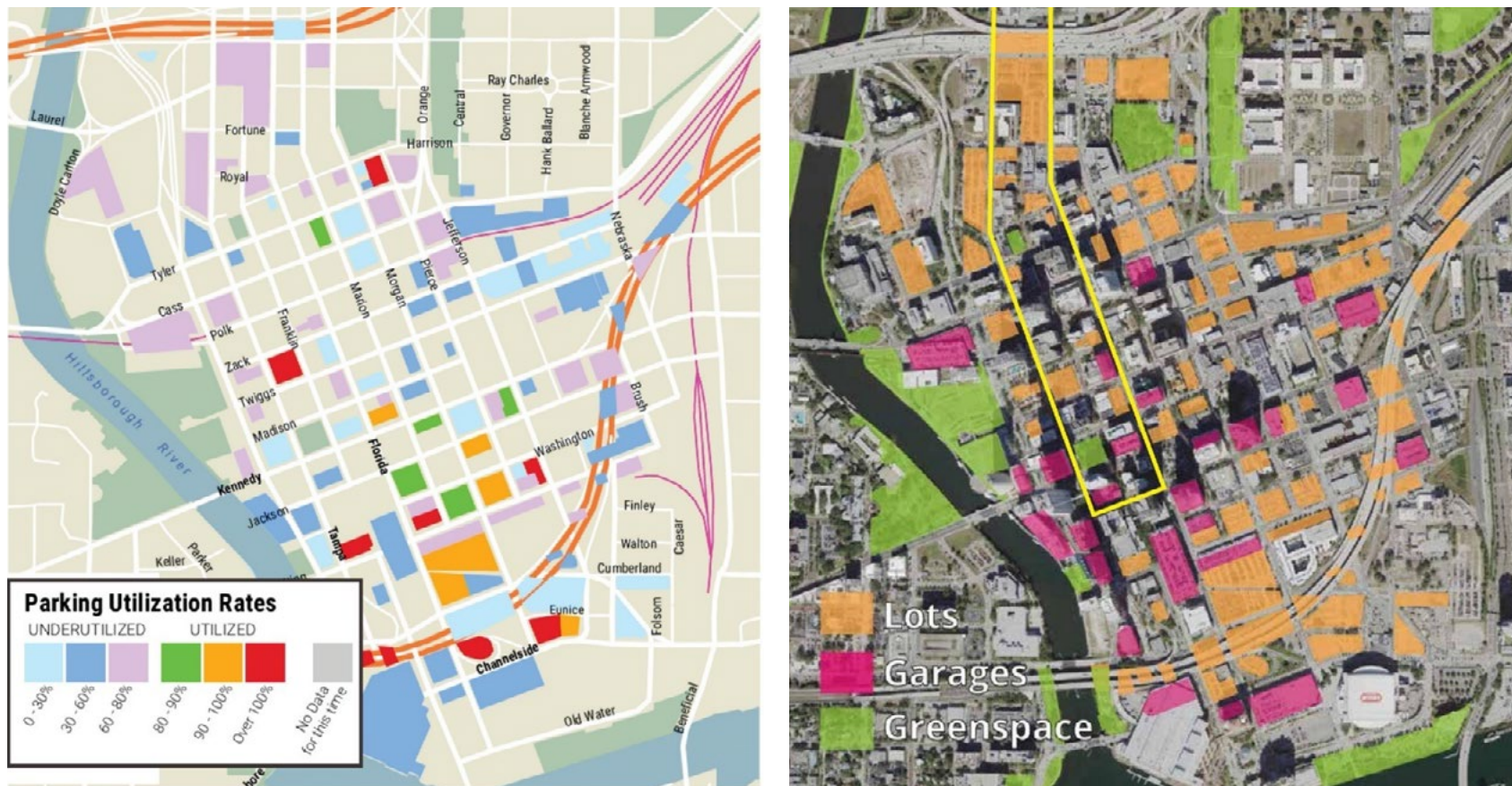
Franklin Street south of the interstate



02. OVERVIEW OF CORRIDOR

The study area contains a very high percentage of acreage dedicated to parking. According to the Tampa Downtown Parking Study conducted in 2020, there are eleven (11) parking facilities in the Franklin Street corridor¹. Only one (1) of these parking facilities, located on the west side of North Franklin Street between East Zack Street and East Twiggs Street, is fully utilized (see map below). The other ten (10) parking facilities are considered underutilized, ranging between 0% to 80% occupied. Many of these parking facilities are surface parking lots. The parking garages in the corridor (total of 3) are located in the southern segment of the corridor.

Figure 5 Parking Facility Utilization and Location



¹ <https://www.tampa.gov/document/tampa-downtown-partnership-parking-study-61851>

Source: Tampa Downtown Partnership Parking Study, 2020

02. OVERVIEW OF CORRIDOR

2.3. BUILDING AGE

Approximately one third of the buildings along the Franklin Street corridor are 100 years old, or will be in just a couple of years (built before 1925), and while some continue to be in use, others sit vacant. As shown on Figure 6, buildings in the 75 to 100-year age range comprise about 18% of the total building stock and are mostly located north of the interstate. Buildings become eligible for historic surveys or designation once they turn 50. Approximately 117 buildings (68% of the total number of buildings in the study area) meet this requirement (or will in just two years). While construction slowed down between 1975 and 1999, it picked up again in the beginning of this century, with 48 buildings built since 2000. This new construction has occurred entirely south of the interstate and, as shown in the photographs below, have consisted mainly of large, modern, multi-story structures that replaced older buildings.

The southern half of the corridor houses higher density developments with multi-story buildings while the northern part of the corridor features mostly low-density development in single story buildings. The eastern block between Cass Street and Tyler Street experienced the most development change in the last decade. This formerly low-intensity block was redeveloped into a large mixed-use development with residential and commercial uses and a parking garage (see image below).



East Cass St./North Franklin St.
(before and after)

Table 1 Year Built

Year Built	Count	%
Pre-1925	61	35.7%
1925-1949	31	18.1%
1950-1974	25	14.6%
1975-1999	6	3.5%
2000 or later	48	28.1%
Total	171	100%

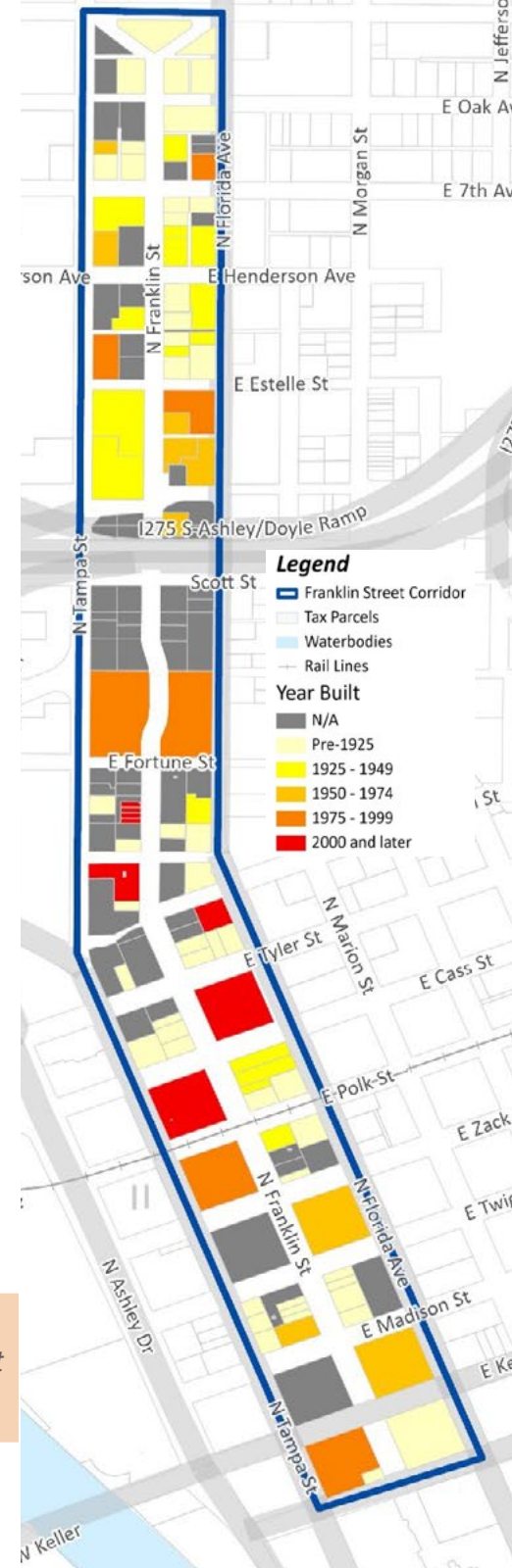


Figure 6 Year Built

Sources: City of Tampa, Hillsborough County Property Appraiser, 2022

02. OVERVIEW OF CORRIDOR

2.4 REGULATORY FRAMEWORK

The City of Tampa Comprehensive Plan establishes the City's blueprint for growth. The Future Land Use Map within the Plan assigns land use categories to every parcel in the City. Future development and redevelopment proposals are required to be consistent with the requirements of the assigned land use category and applicable use, density and intensity ranges.

The Land Development Code and accompanying Zoning Map implement the Comprehensive Plan by establishing zoning districts with use and dimensional standards for each district, and development regulations for parking, landscaping, signs, cultural resource and environmental preservation, and more. All development in the City of Tampa, including sites within historic districts, are subject to compliance with the Land Development Code.

The zoning designation of the study area south of the interstate (Central Business District), allows a multitude of commercial, office and residential uses, which is expected in a downtown. The zoning classification north of I-275 (Commercial Intensive), is intended to accommodate intensive commercial activity (heavy commercial and service uses). Both districts require a minimum number of parking spaces based on the use but properties in the CBD zoning district may elect to pay into a parking revenue trust fund in lieu of providing the actual spaces (City of Tampa Code, Section 27-184).

The portion zoned CBD is subject to form-based regulation intended to create a high-quality public realm and a pedestrian-friendly environment. The regulations set by the City's Land Development Code include design standards for building massing, building frontages, streets, blocks, landscaping, and public art, among other standards (Section 27-181).

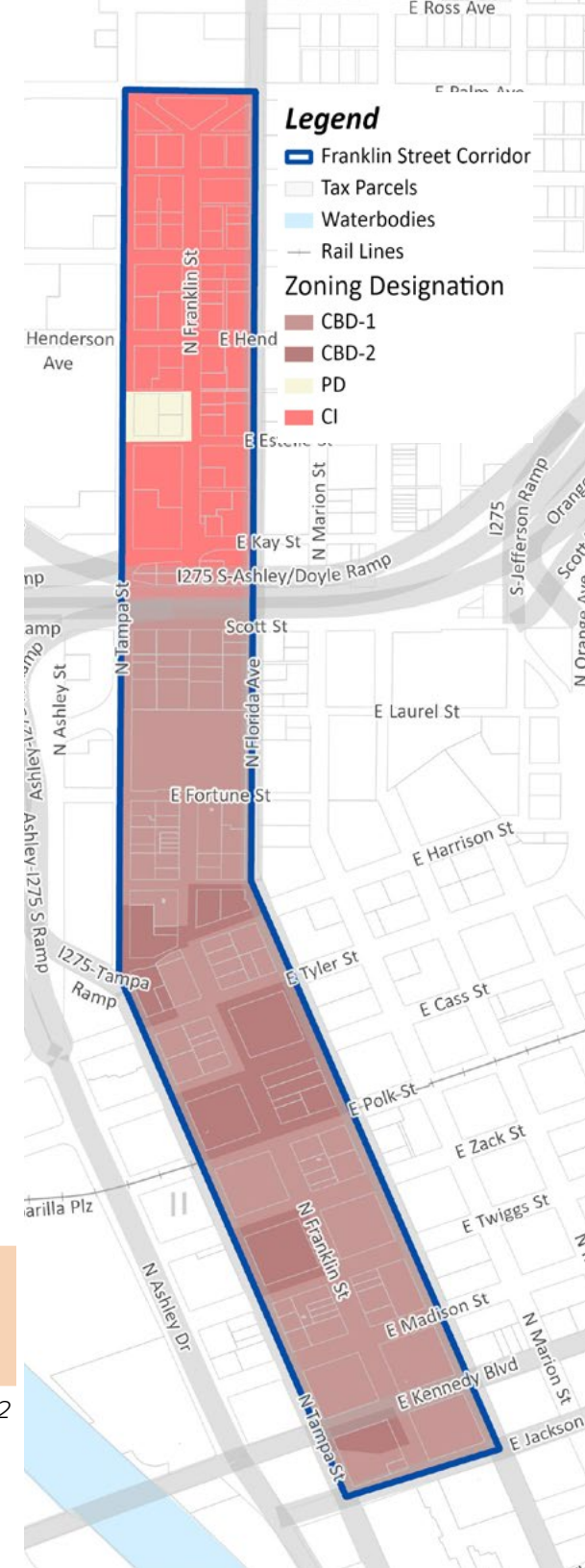


Figure 7 Zoning

Source: City of Tampa, 2022

2.5. DEVELOPMENT TRENDS

Many of the new developments that have occurred in recent years have modern façades with steel and glass, especially those with high density residential uses. The images below depict the Franklin Street corridor (street centered on the photos) in the 1930s and at present. Modern architecture can co-exist with historic buildings as long as they are sensitive to the scale and design of significant historic buildings. Using planning tools, such as zoning designations, overlay districts, and design guidelines, architecture in the area can be improved to better represent the area's historic character.

As city centers around the country see increases in population, upper floors of historic downtown buildings have become prime opportunities

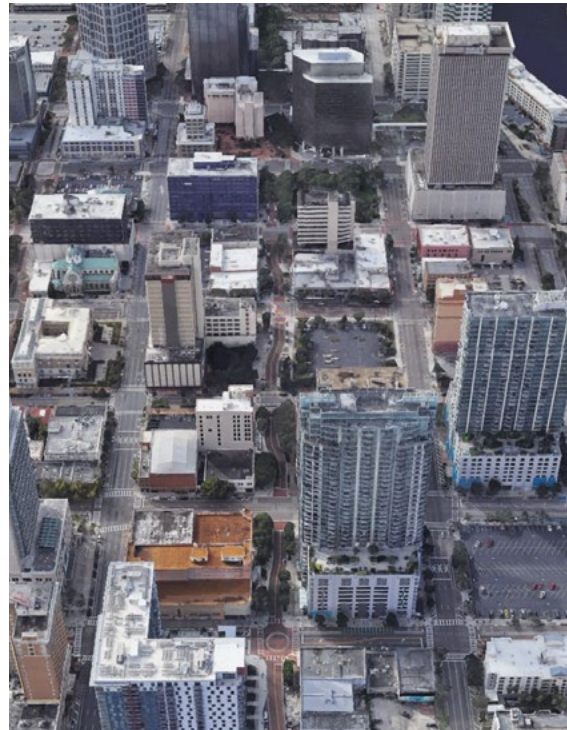
for residential and office use. People who want to live near amenities, such as parks, grocery stores, restaurants, and entertainment, are opting for downtown living options. There are, however, certain barriers that make that difficult to achieve when considering historic buildings. Many of the historic buildings along the Franklin Street corridor have upper floors, some of which are underutilized (used for storage or vacant). Typical barriers that may prevent upper floor use may include development regulations, fire code requirements, ADA accessibility, and financial burden.

Despite these barriers, there are opportunities to increase the utilization of these upper floors in historic buildings through regulatory and financial incentives. Some municipalities throughout the United States (Clinton, NC, Woodbine, IA, and Clarkson, NY, among others) have developed incentives to encourage this upper-floor utilization. These may include tax increment financing (TIF), as well as Community Development Block Grant (CDBG) and Housing and Urban Development (HUD) HOME funding. Regulatory incentives may include parking reductions or waivers, streamlining the development review process, alternative ADA standards, and the use of alternative methods to meet fire code.

The trend of converting upper floors to residential or office space is underway within the Franklin Street Corridor Study Area. There are some buildings just south of the interstate which utilize these upper stories. The Arlington Hotel now offers condominium and live-work units in what used to be the hotel portion of the building. Another building at the intersection of Harrison Street and Franklin Street, built in 1910, utilizes the upper stories for offices.



1939



2020

Source: 1939 courtesy of Tampa-Hillsborough County Public Library System, 2020 photo courtesy of Google maps

2.6 PLANNING EFFORTS IN THE CORRIDOR

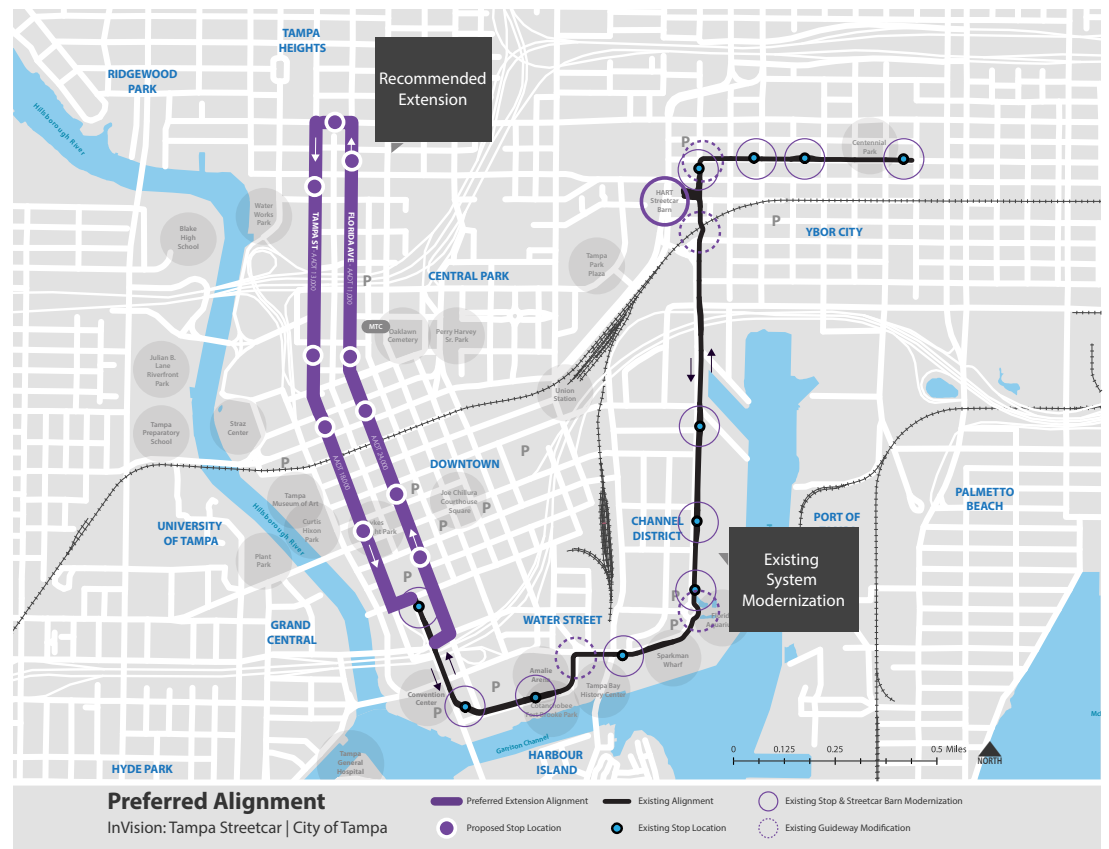
Recently, the Franklin Street Corridor has been the focus of many planning efforts to assist in the restoration of the street to a pedestrian-centric main street. These planning efforts have led to successful redevelopment projects along the corridor, many of which included the preservation and adaptive reuse of existing buildings.

In 2020, the Tampa Downtown Partnership commissioned the preparation of the Franklin Street Visioning Document, to gather public input on the future of the Franklin Street corridor. The visioning process found that while there have been many successful infill projects, the corridor has a prevalence of vacant buildings, an abundance of surface parking lots, and suffers from an overall lack of connectivity, primarily due to I-275.

In 2021, the Hillsborough Transit Authority (HART) unveiled preliminary plans for an expansion of the TECO Line Streetcar system (Invision Tampa Streetcar Project, see graphic). While the plans currently call for lines running along Florida Avenue and Tampa Street, their proximity to Franklin Street would benefit the Franklin Street corridor by making this corridor more accessible to pedestrians.

The transformation of the corridor back into a pedestrian-friendly, vibrant “Main Street” has been relatively slow, especially when compared to other parts of the City which have enjoyed a resurgence. While the portion of Franklin Street south of I-275 has attracted new development/redevelopment, the northern segment predominately remains vacant or underutilized as surface parking and vacant lots. Some historic and architecturally significant buildings can still be found in the northern portion of this segment, but they are largely disconnected from the commercial corridor south of the interstate.

Figure 8 Potential Streetcar Route Expansion

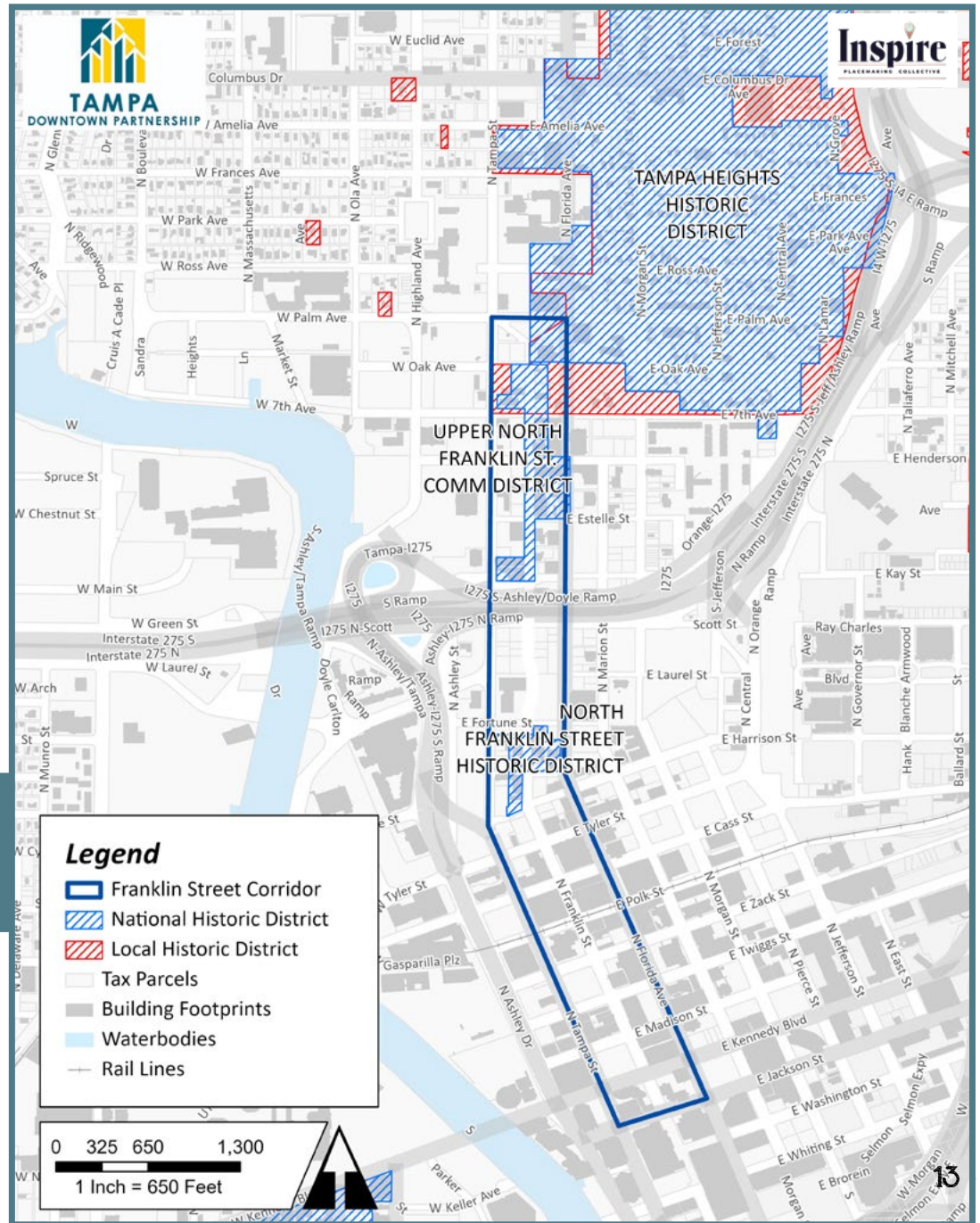


Source: City of Tampa, 2022

The Franklin Street corridor features a wealth of historic buildings, some of which are currently designated in the local and/or National registers. There are two (2) districts and five (5) buildings wholly within the Franklin Street corridor which have been listed on the National Register. The northern tip of the corridor is part of the Tampa Heights local and National Register districts, which extend to the northeast of the study area. Compared to the City as a whole, the Franklin Street corridor is home to 5 of the 64 buildings in the City listed in the National Register and fully encompasses 2 national register historic districts (and a small portion of another) compared to the 10 districts present in the City.

Figure 9 Historic Districts within the Study Area

Source: City of Tampa, 2022





3.1 NATIONAL REGISTER DISTRICTS

3.1.1 North Franklin Street Historic District

Designated in 2002 (FMSF HI08536), the North Franklin Street Historic District covers approximately three (3) blocks of the corridor (see Figure 10). The district is generally bounded by East Fortune Street to the north, North Florida Avenue to the east, North Tampa Street to the west, and East Harrison Street to the south.

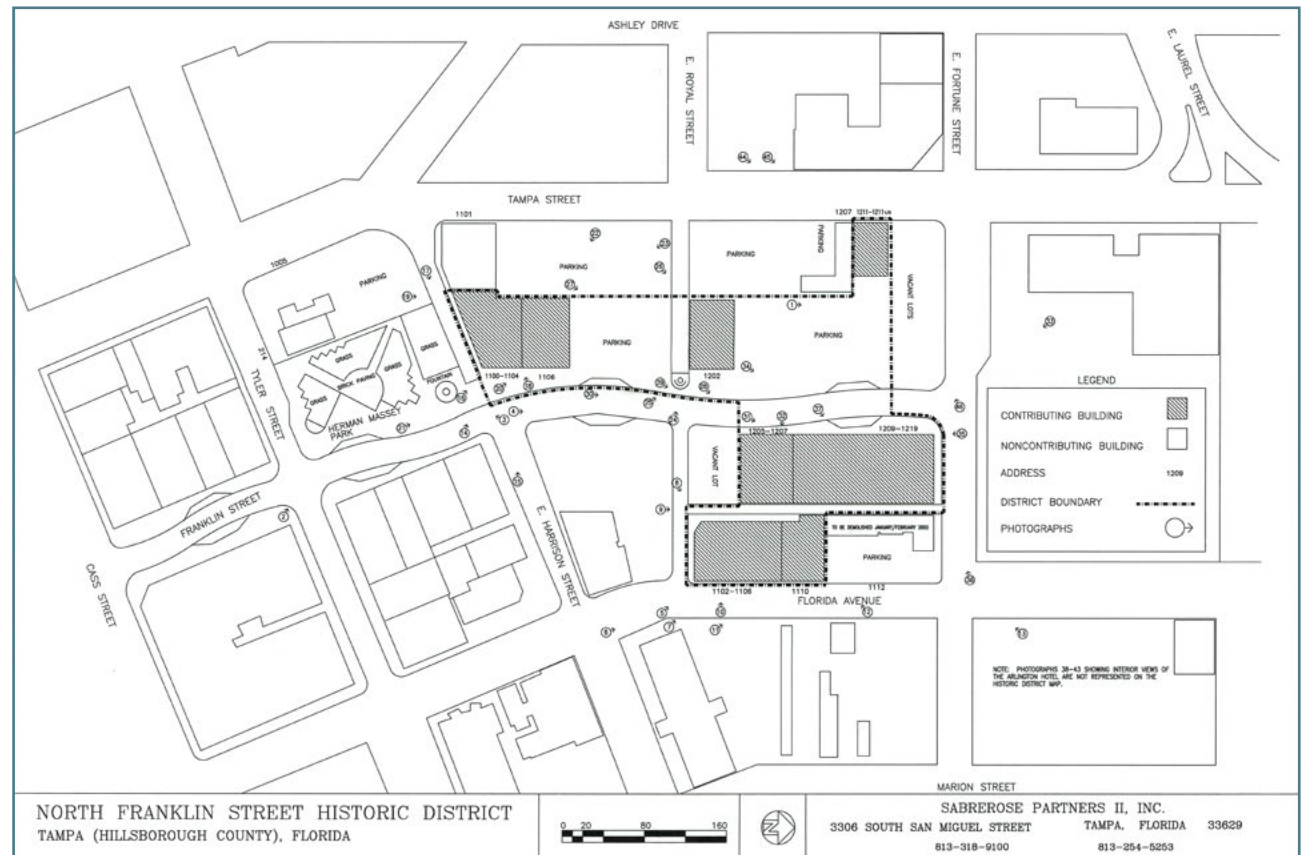
The North Franklin Street Historic District, when listed, included eight (8) contributing buildings. A contributing property is a building, site, structure, or object which adds to the historical architectural qualities, historic associations, or archaeological values for which a district is significant. Most of the contributing buildings in the North Franklin District feature a Commercial Masonry Vernacular style, with one building classified as Mission style (Albany Hotel).

The structures are one (1) to three (3)-story commercial buildings built between 1903 and 1921. When the district was designated, the buildings displayed varying levels of neglect and deterioration. Sadly, two (2) of the eight (8) contributing buildings have been lost, one to a fire (the Albany Hotel) and the other to demolition (the Gaetano Ferlita Building).

Most of the buildings within the district have had changes made to their street level facades, but most of the upper stories have retained their original features. Furthermore, the changes made to the facades are not permanent as they were made with removable materials.

The historic uses within the district were commerce trade (professional office and specialty stores), with hotels and multifamily occupying the upper floors. Currently, the buildings within the district are being used for commercial, office, and residential.

Figure 10 North Franklin Street Historic District



Source: National Register Nomination Form (HI08536)

² https://files.floridados.gov/media/30819/rule_1a-38.pdf



Contributing Buildings

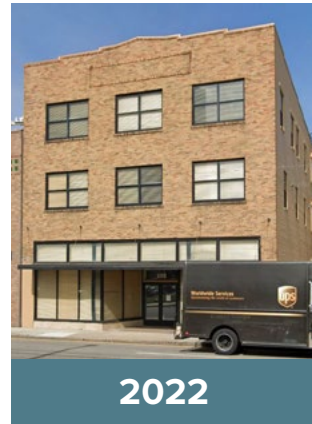
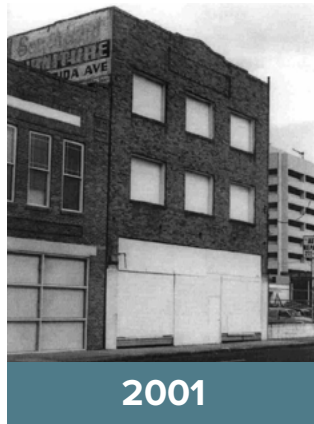
The **Arlington Hotel** (FMSF HI00775), built circa 1913, is a two-story building located at 1209-1219 North Franklin Street, between East Fortune Street and Royal Street and was used as the Badcock Furniture Store for many years. The Badcock Furniture Store began using the building for its showroom in 1946. The building is now being used for residential and office condominiums (“live-work” space).



The **Albany Hotel** (FMSF HI00768), located at the corner of East Harrison Street and North Franklin Street, was partially built in 1903 and later enlarged in the 1920s. The style of the building was Mediterranean Revival. The ground floor was used for commercial space, and the top floor was used as a hotel. The building was destroyed by a fire in 2007 and is now a multi-story building.



The **Southern Furniture Exchange Building** (FMSF HI07757), located at 1110 N Florida Avenue, is next door to the General Automobile Supply Building. It was constructed circa 1921 as a three-story, brick, Masonry Vernacular. The building was vacated in the early 1990s by Southern Furniture and is now used for professional offices.

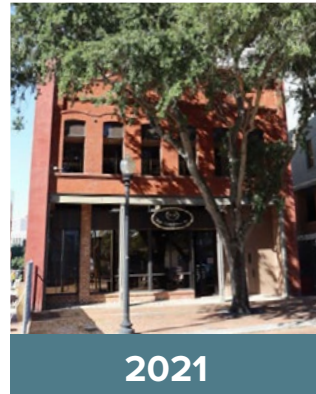


The **Majestic Corporation Building** (FMSF HI00773), built in 1923, is located at 1202 N Franklin Street on the northwest corner of Royal Street and North Franklin Street. Only the southern half of this building remains standing, as the northern half was damaged by fire in 1990 and later demolished. The building was most recently used as a restaurant.





The **Burt Hardware Company Building** (FMSF HI00770), located at 1106 N Franklin Street, just north of Harrison Street, was built in 1910. The building was originally the Thomas Knight Hardware Company and then the Burt Hardware Company. In 1979, the original three-bay store front was removed and recessed several feet behind the steel columns supporting the main façade, and a third floor was added to the rear of the building at the same time. Currently, the building is used as professional offices.



The **General Automobile Supply Building** (FMSF HI03063), located at 1102-1106 North Florida Avenue on the corner of North Florida Avenue and Royal Street, was constructed circa 1915. The building originally had four (4) major storefronts, including an automobile dealership. The building remains mostly the same as when it was built, though the suspended wood and metal canopy on the façade is no longer present. In the 1960s, the building was converted to warehouse space and is now used for professional offices.



The **C.C. Burns Furniture Store Building** (FMSF HI00774), located at 1205 N Franklin Street, just north of Royal Street, was constructed between 1910 and 1914 and was extensively rehabilitated in 1956. Later changes, however, included replacing wood sash windows for aluminum awning windows. The building was originally used by the C.C. Burns Furniture Store for commercial space, and now it is used for office space.



The **Gaetano Ferlita Building** (FMSF HI00886), was built in 1906 at 1205 N Tampa Street, between Royal Street and East Fortune Street. The building was vacant for many years and eventually **demolished** in 2011. The site is planned for townhouse development.



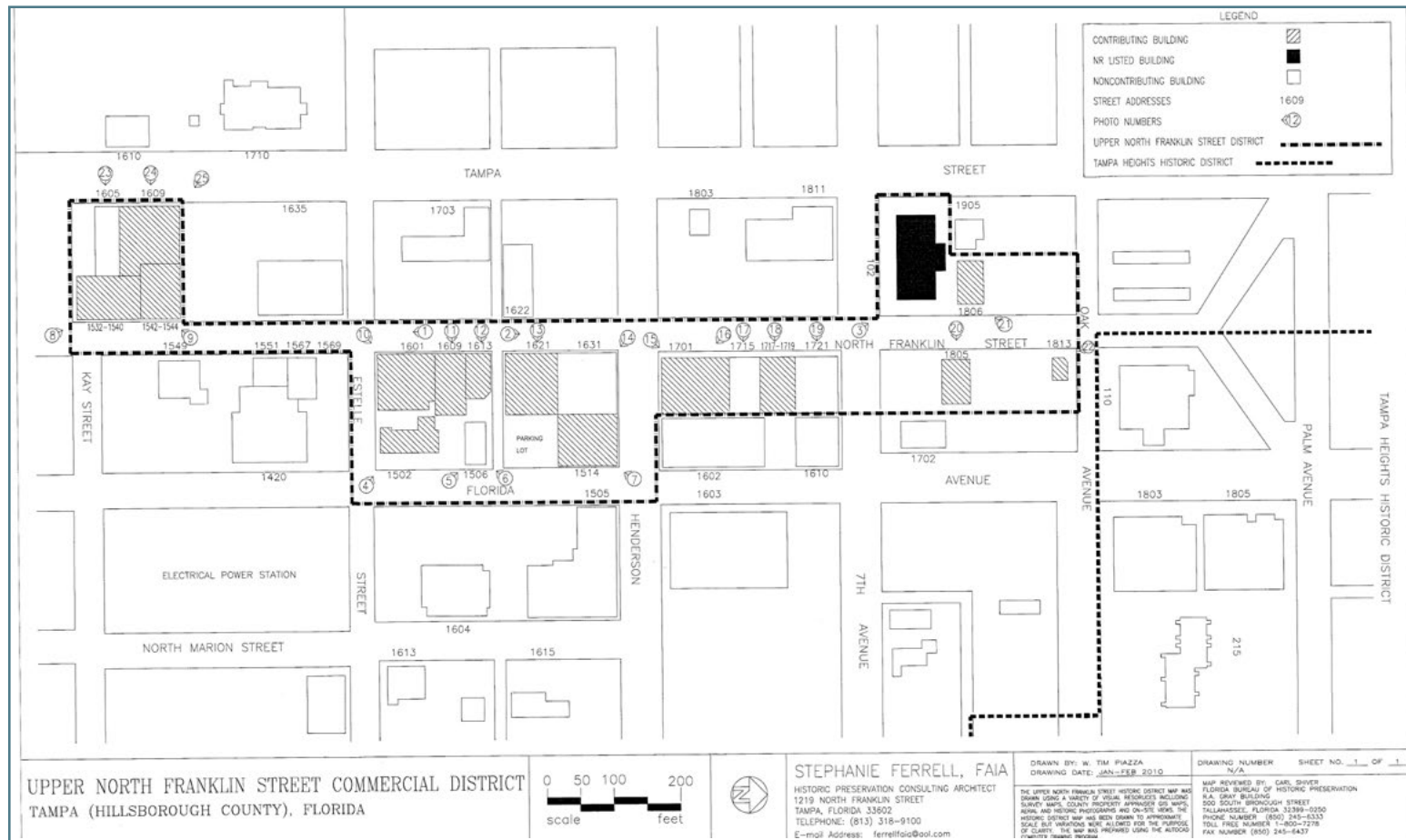


3.1.2 Upper North Franklin Street Commercial District

Designated in 2010 (FMSF HI00126), the Upper North Franklin Street Commercial District covers approximately eight (8) blocks in the northern corridor (see Figure 11). The district is bounded by Oak Avenue to the north, North Florida Avenue to the east, North Tampa Street to the west, and East Kay Street to the south. The district includes fourteen (14) contributing and five (5) noncontributing buildings. The district includes three (3) architectural classifications (Masonry Vernacular, Mediterranean Revival, and Moderne). The contributing resources are primarily commercial buildings constructed between 1915 and 1946.

Though some of the historic buildings have been altered and demolished, especially along the west side of Franklin Street, the historic district maintains its character. The historic functions within the district were education (library) and commerce trade (auto dealership, auto supply store, and specialty store). Currently, the parcels within the district are being used for public/institutional, commercial, office/professional, industrial, mixed use, and commercial parking.

Figure 11 Upper North Franklin Street Commercial District



Source: National Register Nomination Form (HI11601)



Contributing Buildings

The **Old Tampa Free Public Library** (FMSF HI00126), built in 1915, is located at 102 E 7th Avenue, between N Franklin Street and N Tampa Street. A full description of the structure and its significance is located below in the National Register Structures section.



The **Holtsinger Motor Company Building** (FMSF HI13661), built circa 1926, is located on N Florida Avenue between E Henderson Avenue and E Estelle Street. The building was originally developed for commercial use and, more recently, was used as a clinic operated by the Salvation Army. The Salvation Army sold the site in 2021 and is now classified as a church by the property appraiser.



The **Rialto Theater** (FMSF HI00778), built circa 1924, is located at 1617 (formerly 1621), fronts N Franklin Street between E Henderson Avenue and E Estelle Street. The Rialto Theater was unprofitable from the start. The site has housed many different uses over the years and is currently used as an event venue.



The **Franklin Printing Company Building** (FMSF HI04473), built circa 1926, is located at 1532-34 N Franklin Street, on the corner of Franklin Street and E Kay Street. When the building was first built it contained five (5) storefronts, two of which were occupied by the Franklin Printing Company; other businesses in the building included a bicycle shop and a mattress factory. Major exterior alterations to the building were made during the late 1920s or early 1930s. It now houses several retail shops and features artistic murals.



03. HISTORIC RESOURCES

The **Dunlap Tire and Rubber Company Building** (FMSF HI05264), built in 1926, is located at 1609 N Tampa Street (formerly 1542-1544 N Franklin Street), north of E Kay Street. The building housed three storefronts with Dunlap Tire and Rubber Company being the first main tenant. Currently, this building and the one next door are owned by the same entity. The main facade of the building (facing Franklin Street) appears vacant as the storefronts have been covered with murals, but the interior space has been combined with the building to the rear (see American Leather Goods building, below) which houses a grocery store. That is why the building's new address is on Tampa Street instead of Franklin Street.



1924



2022

The **Coarsey & Bower Auto Dealers Building** (FMSF HI00777), built in 1920, is located at 1601 N Franklin Street. The building is the best preserved of the commercial buildings found in the historic district, retaining all of its original storefronts and architectural details. The building is currently used commercially with at least four (4) storefronts.



1926



2022

The **Webster-Daniels Auto Parts Building** (FMSF HI03657), at 1613 N Franklin Street, immediately north of the Vintage Auto Building, was built in 1921 as the Traffic Truck Sales Building. By 1931, it had become the home of Webster-Daniels Auto Parts and the McFadden Tire Company. The building is significant as a contributing building in the historic district in the areas of Commerce and Architecture. Currently the building is used as coworking and venue space.



1931



2022

The **Frederick P. Farris Company Building** (FMSF HI05593), built 1924, is located at 1701 N Franklin Street on the northeast corner of N Franklin Street and E Henderson Avenue. Many of the building's architectural details have been preserved. The building was originally used for automobile part sales, and in 1939 the building became headquarters for local labor unions. Now the building houses a mix of uses, including restaurants, retail, and an event venue.



1924



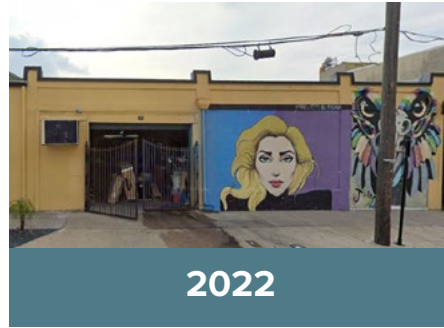
2022



The **Oliva Tobacco Company and J.A. Suarez & Company Tobacco Importers Building** (FMSF HI11541, not filed with the FMSF office), constructed circa 1922, is located at 1717-1719 N Franklin Street between E 7th Avenue and E Henderson Avenue. The building was used as commercial space. The storefronts have been enclosed and all that remains from the original building are the bays, pilasters, cornice, and frieze panels above the storefronts. Now the building is used as commercial/storage space for the building directly north of it (Robertson Billiard Supplies).



2009



2022

The **Neil's Auto Supply Building** (FMSF HI11543, not filed with the FMSF office) was constructed in 1945 and is located at 1805 N Franklin Street between E Oak Avenue and E 7th Avenue. The building was built in a Masonry Vernacular with a few Art Deco style details. The building is currently used as office space.



2009



2022

The **Tampa Plating Works Building** (FMSF HI11548, not filed with the FMSF office), built circa 1939, is located at 1813 (formerly 1819) N Franklin Street, on the southeast corner of E Oak Avenue and N Franklin Street. The building was originally used to house movie film and is currently vacant but owned by the Tampa Metropolitan YMCA.

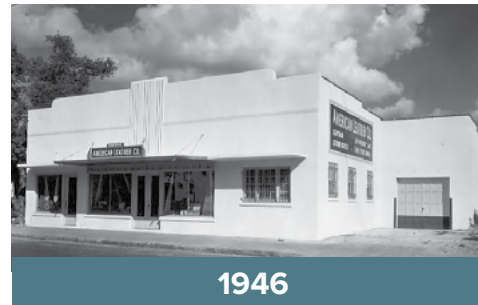


2009



2022

The **American Leather Goods Building** (FMSF HI11544, not filed with the FMSF office), built in 1946, is located at 1609 N Tampa Street between E Kay Street and E Estelle Street. The building was used for wholesale commercial and is now occupied by a grocery store.



1946



2022



The **Azalea Lounge** (FMSF HI11483), located at 1502 N Florida Avenue, on the corner of E Estelle Street and N Florida Avenue, was built in 1925 as a service station. Because of restrictions placed on the sale of gasoline during World War II, the building was converted to the Azalea Lounge and Liquor Store in 1942. Currently the building is used as commercial space.



2009



2018

The **Hillcliff Hotel** (FMSF HI00224) is located at 1806 N Franklin Street between E 7th Avenue and E Oak Avenue and was built circa 1915. The first floor originally featured two store fronts, and the hotel occupied the second floor. The Giant Oil Corporation rehabilitated the building in 2009, using tax credits, to use it as its headquarters. The building currently houses office uses.



2007



2022

The **Vintage Auto Building** (FMSF HI03656) is located at 1609 N Franklin Street, immediately north of the Coarsey & Bower Auto Dealers Building and was built in 1920 for the Traffic Truck Sales Company. In 1931, the façade was renovated to its present appearance to better complement the facades of the neighboring buildings, and in 2009, the building was renovated using federal tax incentives. The building is currently being used as the Florida School of Woodwork.



1921



2022



3.1.3 Tampa Heights Historic District

The Tampa Heights Historic District was listed in the National Register in 1995 (HI05688), and its period of significance was from 1890-1945. The district is primarily residential and encompasses approximately 200 acres. The portion within the Franklin Street Study Area, however, comprises a single site – the Tampa YMCA Administrative Offices – which is located in the historic Standard Oil Company building (see photographs below).



1927

Courtesy, Tampa-Hillsborough County Public Library System



2019

3.2 NATIONAL REGISTER STRUCTURES

The following are structures listed individually on the National Register of Historic Places. The first five are within the Study Area, and the following five structures border the Study Area. See Figure 12.

3.2.1 Tampa City Hall

The Tampa City Hall is located at 315 E John F. Kennedy Boulevard and was listed on the National Register of Historic Places on October 1, 1974 (FMSF HI00312). The building was built in 1915 in the Beaux Arts Eclecticism style and designed by architects Bonfoey & Elliot. The architectural style draws components from other popular styles of the period, including Renaissance Revival, Beaux Arts Classicism, and Commercial Style. The building has been used as City Hall since its construction.



Courtesy, Tampa-Hillsborough County Public Library System

3.2.2 Tampa Theatre and Office Building

The Tampa Theatre and Office Building is located at 711 Franklin Street and was listed on the National Register of Historic Places on January 3, 1978 (FMSF HI00311). The building was built in 1925 in the Italian Renaissance Revival style and designed by architect John Ebersson. The Tampa Theatre is an extremely well-preserved example of atmospheric theater design, a concept which Ebersson originated. The theater originally showed movies and was housed in a ten-story office building. The theater continues to be used as an event space for movies, shows, and private events.



Courtesy, Tampa-Hillsborough County Public Library System



3.2.3 The S.H. Kress and Co. Building

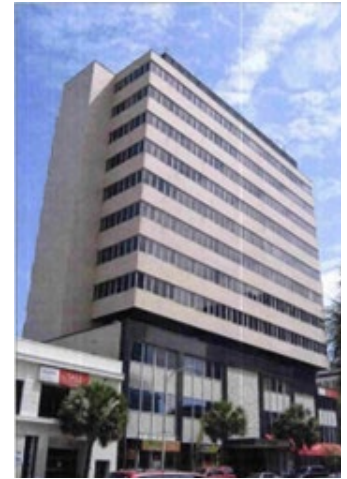
The S.H. Kress and Co. Building is located at 811 N Franklin Street and was listed on the National Register of Historic Places on April 7, 1983 (FMSF HI00752). The building was built in 1929 in the Italian Renaissance Revival style and designed by architect G.E. MacKay. The Kress Building, constructed as a major department store, was one of the last major commercial structures to be built in downtown Tampa prior to the Great Depression. The Kress Company had a chain of department stores, and this retail location flourished until the 1950s. This location closed in 1980, and the Kress Building is currently vacant.



Courtesy, Tampa-Hillsborough County Public Library System

3.2.5 Federal Savings and Loan Association of Tampa

The First Federal Savings and Loan Association of Tampa building is located at 220 E Madison Street and was listed on the National Register on October 17, 2018 (FMSF HI11603). The building was built in 1963 in the International style and designed by architect Harry A. MacEwen. The First Federal Savings and Loan Association of Tampa was designed similarly to other high-rise corporate buildings of the time period and was seen as a signal of the growing density of Downtown Tampa. The building currently features retail on the ground floor and student housing above.



Source: National Register of Historic Places Registration Form, 2018. Photo dated July 2010.

3.2.4 Old Tampa Free Public Library

The Old Tampa Free Public Library is located at 102 East 7th Avenue and was listed on the National Register on May 24, 1991 (FMSF HI00126). The building was built in 1915 in the Neo-Classical Revival style and designed by architect Fred J. James. The building was constructed with funding from the Carnegie Foundation and is significant for the role it played in enhancing the educational opportunities for Tampa residents in the early 1900s. The building functioned as a full service library until 1968 when the library services were moved to a new location. The building was then used as a school, the Learning Center for Exceptional Children, until 1986. It was rehabilitated in 1999 by the City of Tampa and has been occupied by the administrative staff of the Tampa-Hillsborough County Public Library System since November 2016.



Source: National Register of Historic Places Registration Form, 1991. Photo dated November 1989.



3.2.6 Masonic Temple #25

The Masonic Temple #25 is located at 508 E. Kennedy Boulevard and was listed on the National Register of Historic Places on September 11, 1986 (FMSF HI00145). The building was built in 1928 in the Mediterranean Revival Style.

Source: NRHP
Registration
Form
Photo dated
1984



3.2.9 Floridan Hotel

The Floridan Hotel is located at 905 N. Florida Avenue and was listed on the National Register on March 12, 1996 (FMSF HI00741). The building was built in 1926 in the Italian Renaissance style.

Courtesy, Tampa-Hillsborough
County Public Library System



3.2.7 St. Andrew's Episcopal Church

St. Andrew's Episcopal Church is located at 509 E Twiggs Street and was listed on the National Register on April 15, 2009 (FMSF HI00826). The church was built in 1904 in the Mission style.



Courtesy, Tampa-Hillsborough
County Public Library System

3.2.10 209 W. Palm Avenue (Gardner Family House)

The Gardner Family House is located at 209 W. Palm Avenue and was listed on the National Register of Historic Places on October 13, 2003 (FMSF HI03675). The building was built in 1920 in the Colonial Revival Style.



Source: NRHP Registration Form
Photo dated July 2003

3.2.8 Federal Building

The Federal Building is located at 601 Florida Avenue and was listed on the National Register on June 7, 1974 (FMSF HI00308). The building was built in 1902 in the Neo-Classical Revival style.



Courtesy, Tampa-Hillsborough
County Public Library System



Figure 12 National Register Structures



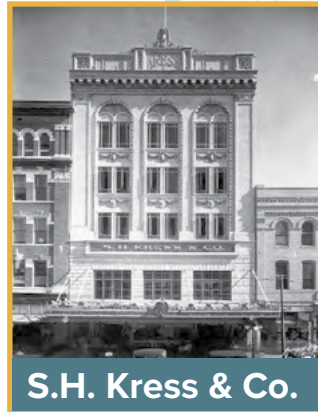
Gardner Family House



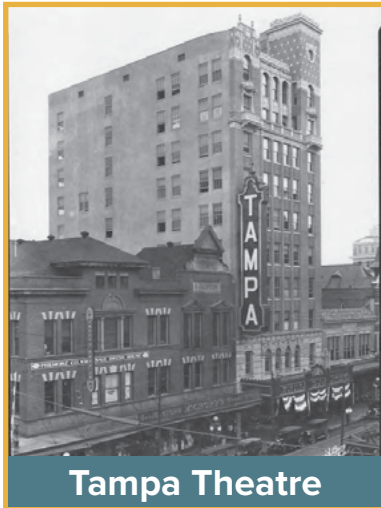
Tampa Free Library



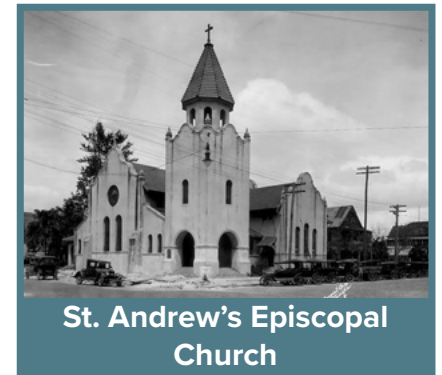
Floridan Hotel



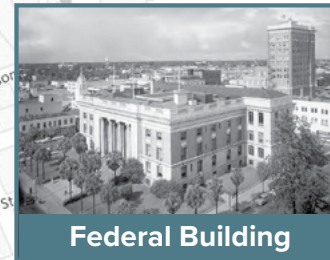
S.H. Kress & Co.



Tampa Theatre



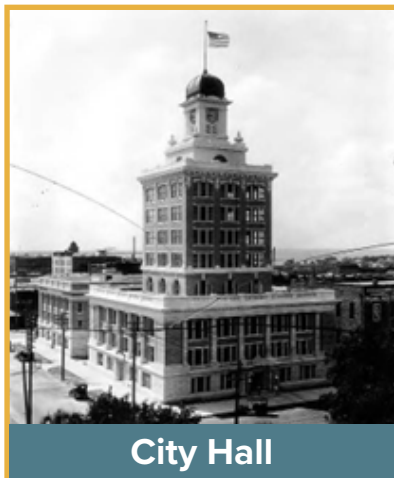
St. Andrew's Episcopal Church



Federal Building



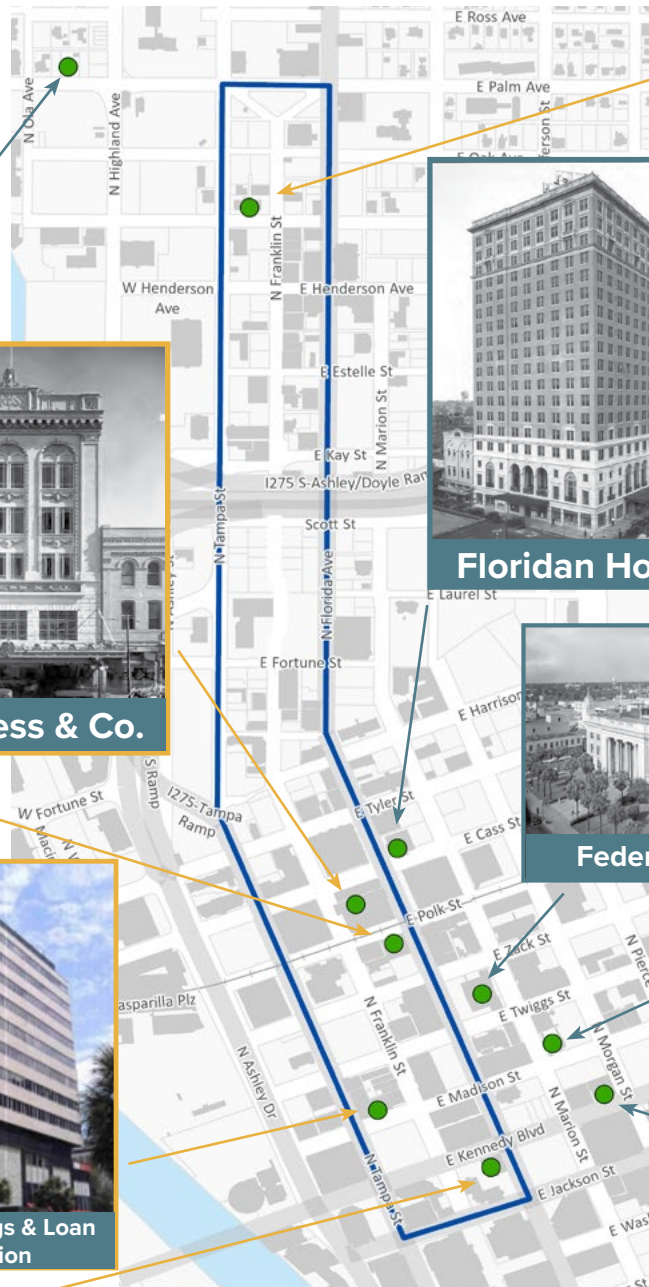
Federal Savings & Loan Association



City Hall



Masonic Temple #25



Source: Florida Division of Historical Resources, 2022



Figure 13 Locally Designated Structures

3.3 LOCAL HISTORIC RESOURCES

The northern portion of the Franklin Street Corridor is part of the Tampa Heights Local Historic District, one of Tampa’s four (4) locally designated districts. The portion of the study area included in the district covers about 3 blocks, bounded by Tampa Street on the west, Palm Street on the East, 7th Avenue on the south, and Palm Avenue on the north. Five (5) structures within those three (3) blocks are contributing to that district (see building descriptions in previous sections): The Tampa YMCA Administrative Offices, the Tampa Free Public Library, the Neil’s Auto Supply Building, the Hillcliff Hotel, and the Tampa Plating Works Building.³

The local register also includes the the following National Register buildings. The numbers correspond with Figure 13 and the date indicates when they were added to the local register.

1. Tampa City Hall (04/07/94)
2. First Federal Savings & Loan Association of Tampa (2/21/18)
3. Tampa Theatre and Office Building (09/21/89)
4. S. H. Kress Building (1/26/06)
5. Tampa Free Library (09/28/95)

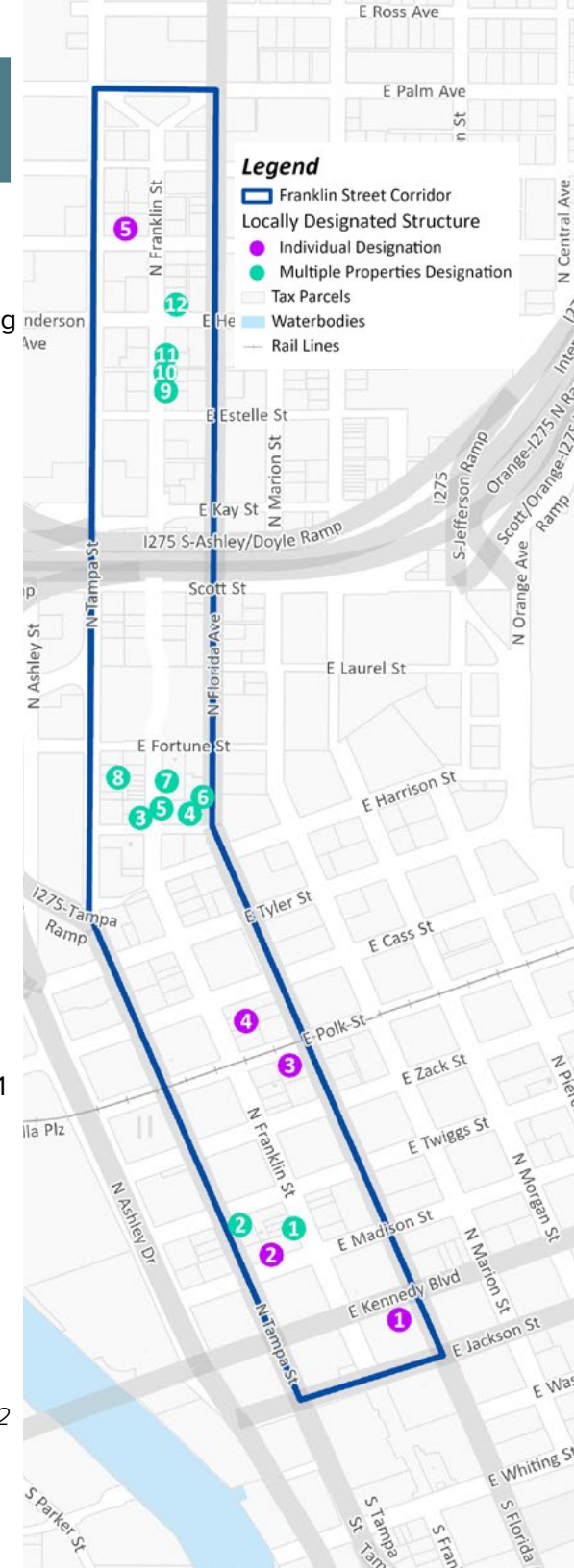
The following buildings were locally designated as part of the North Franklin/Downtown Multiple Properties Designations:

Name	Address	FMSF #	Construction	Designation
1. Easley Building (510 N. Franklin St)		HI03067	c.1900	09/16/13
2. Spain Restaurant (509-513 N. Tampa St)			c.1921	01/06/05
3. Majestic-Hedges Building (1202 N. Franklin St)		HI00773	c.1923	02/27/06
4. General Automobile Supply Building (1102 N. Florida Av)		HI03063	c.1915	03/06/03
5. C.C. Burns Furniture Store Building (1207 N. Franklin St)		HI00774	c.1910	03/06/03
6. Southern Exchange Building (1110 N. Florida Av)		HI07757	c.1921	03/06/03
7. Arlington Hotel Building (1209-1219 N. Franklin St)		HI00775	c.1910	03/06/03
8. Gaetano Ferlita Building (1211-1211 ½ N. Tampa St)		HI00886	c.1906	demolished in 2011
9. Vintage Auto Building #2 (1609 N. Franklin St)		HI03656	c.1920	03/19/09
10. Vintage Auto Building #1 (1613 N. Franklin St)		HI03657	c.1920	05/06/11
11. Rialto Theatre (1617 N. Franklin St)		HI00778	c.1924	08/04/16
12. Fariss Company Building (1701 N. Franklin St)		HI05593	c.1924	05/19/17

Section 4 discusses the process for including buildings in the local register. It would be important to assess the eligibility of other buildings in the Study Area and discuss the benefits of designation with the property owners.

³ <https://www.tampa.gov/document/tampa-heights-18026>

Source: City of Tampa, 2022



4.1 NATIONAL REGISTER

The National Register is the Nation’s official listing of prehistoric and historic properties worthy of preservation. The register includes districts, sites, buildings, structures, and objects that have been identified and documented as being significant in American history, architecture, archaeology, engineering, or culture.

National Register status can build community pride, spur economic vitality, serve as educational tool, and qualify the structure for certain types of grants. Additionally, commercial rehabilitations that meet the “Secretary of the Interior’s Standards for the Rehabilitation of Historic Buildings” of properties listed on the National Register are potentially eligible for a 20% tax credit.

Being listed on the National Register, however, does not prevent the property owners from remodeling, repairing, altering, selling, or even demolishing a building. Restrictions on these properties exist only when there is an undertaking that uses federal funds or that requires a federal permit or license. National Register properties are only protected if they also have a local designation. Therefore, the most effective way to achieve a level of protection of National Register structures would be to invite the owners of such resources to apply for local designation.

Applying for National Register designation is a voluntary process. Nominations are submitted to the National Park Service through the Florida Department of State’s Division of Historical Resources, following review and recommendation by the Florida National Register Review Board. The City of Tampa has the responsibility to review and, if deemed appropriate, to comment on proposed nominations to the National Register. The property has to meet certain criteria including age, significance and integrity.

4.2 LOCAL HISTORIC PRESERVATION

The City of Tampa’s historic preservation ordinance (found in Chapter 27, Article V of the City of Tampa Code of Ordinances) was adopted to:

- Preserve, promote and improve the historic landmarks and districts of the city for the educational, cultural, economic and general welfare of the public,
- Protect and review changes to these landmarks and districts which have a distinctive character or a special historic, architectural, aesthetic or cultural value to this city, state and nation,
- Safeguard the heritage of this city by preserving and regulating its historic buildings, historic sites, archaeological sites, monuments, structures, neighborhoods and areas which reflect elements of the city’s cultural, social, economic, political and architectural history,
- Preserve and enhance the environmental quality and safety of these landmarks and districts; to strengthen the city’s economic base and to stimulate the tourist industry,
- Establish, stabilize and improve property values,
- Foster economic development, and
- Manage growth.

The ordinance established the City of Tampa Historic Preservation Commission (HPC) which consists of seven (7) members appointed by the mayor and city council. The HPC is charged with developing an annual work program including survey and research activities, the development of design standards, training and education programs; developing and recommending to city council design standards for designated historic districts, multiple property designations, historic conservation overlay districts, historic landmarks and landmark sites; and reviewing and advising in the preparation of National Register of Historic Places proposals. The HPC may also report violations of the city historic preservation ordinance, review and change contributing status of buildings or sites, and review demolition permit applications for historic properties, excluding those which fall under another jurisdiction (Architectural Review Commission or the Barrio Latino Commission).

04. HISTORIC PRESERVATION TOOLS & PROGRAMS

4.2.1 Local District Designation

Any person may file an application for designation of a local historic district or historic conservation overlay district with the HPC's staff administrator. There is an administrative fee for an application as prescribed by the City Council. A public notice is mailed to the owners of every parcel of land which is subject to the proposed application. The HPC considers the proposed application at a public hearing where the HPC may hear testimony and consider evidence regarding the application, then the HPC provides their recommendation to the City Council.

Once the HPC has completed a full report and provided their analysis, the Planning Commission reviews the application. The Planning Commission provides its report to City Council, giving information regarding the relationship between the proposal and the City of Tampa Comprehensive Plan.

Once the city council receives the report and recommendation from the HPC and the administrative review from the Planning Commission, the City Council holds a public hearing regarding the proposed designation.

A proposed historic district must meet certain criteria to be considered for designation. The criteria include items such as period of significance, association with important events or persons, type, period or method of construction, and ability to yield important historic or archaeological information. The application must also demonstrate significant concentration of contributing buildings, and a defined character as an established and geographically definable neighborhood united by culture, architectural styles or physical development. The full list of criteria can be found in Section 27-257 of the City's Code of Ordinances.

4.2.2 Landmark Designation

The designation of landmarks, landmark sites, or multiple property designations follows the same process as a district and requires the same criteria for designation, except for the concentration of contributing buildings and unity in culture, architecture or physical development. Both district and landmark designations are voluntary processes.

4.2.3 Certificates of Appropriateness

Once a structure or district is designated, any proposed changes to the structure, or contributing structures in a district, require a Certificate of Appropriateness. The purpose of such application is to ensure the proposed modifications are consistent with the building style and historic integrity of the structure or district. Certificates of Appropriateness are required for exterior improvements or alterations that are visible to the public, including an alteration of an archaeological site, new construction, and landscaping. Relocation and demolition also require Certificate of Appropriateness.

An application for a Certificate of Appropriateness is filed with the city and has an administrative review fee, though this fee may be reduced based on an existing grant program. City staff prepares a written staff report addressing compliance with applicable criteria and public notices are distributed. The application is reviewed at a public hearing to determine compliance with applicable design standards, the Secretary of the Interior's Standards, and the City of Tampa Code of Ordinances.

When reviewing a Certificate of Appropriateness for new construction within a historic district or landmark site, the compatibility of the new construction with the existing character of the area is assessed.

4.2.4 Demolition

As noted above, a Certificate of Appropriateness is also required for the proposed demolition of a landmark, a building or structure on a landmark site, or a contributing building or structure located in a historic district. The application is reviewed at a public hearing, and the applicant must provide evidence to prove that the demolition is necessary, including alternatives to demolition, whether the landmark can be retained on the site, whether relocating the landmark or structure is feasible, and whether the demolition is justified as economic hardship.

04. HISTORIC PRESERVATION TOOLS & PROGRAMS

4.3 FLORIDA MASTER SITE FILE

The Florida Master Site File (FMSF) is the state's inventory of historical and cultural resources, including archaeological sites, historical structures, cemeteries, bridges, and historic districts, landscapes and linear features. The FMSF, which is administered by the State Division of Historical Resources, also maintains copies of archaeological and historical survey reports and other manuscripts relevant to history and historic preservation in Florida.

Individual FMSF surveys are typically completed by historic preservation consultants and include an evaluation of the historical significance of each site and its eligibility for individual designation or as part of a district. Once the FMSF records are submitted to the State, the State Historic Preservation Office (SHPO) typically includes their opinion on eligibility. There are currently 95 resources recorded on the FMSF within the Franklin Street Study Area. Figure 14 depicts the location and eligibility determination (by the State Historic Preservation Officer) of the surveyed resources.

4.4 CERTIFIED LOCAL GOVERNMENT

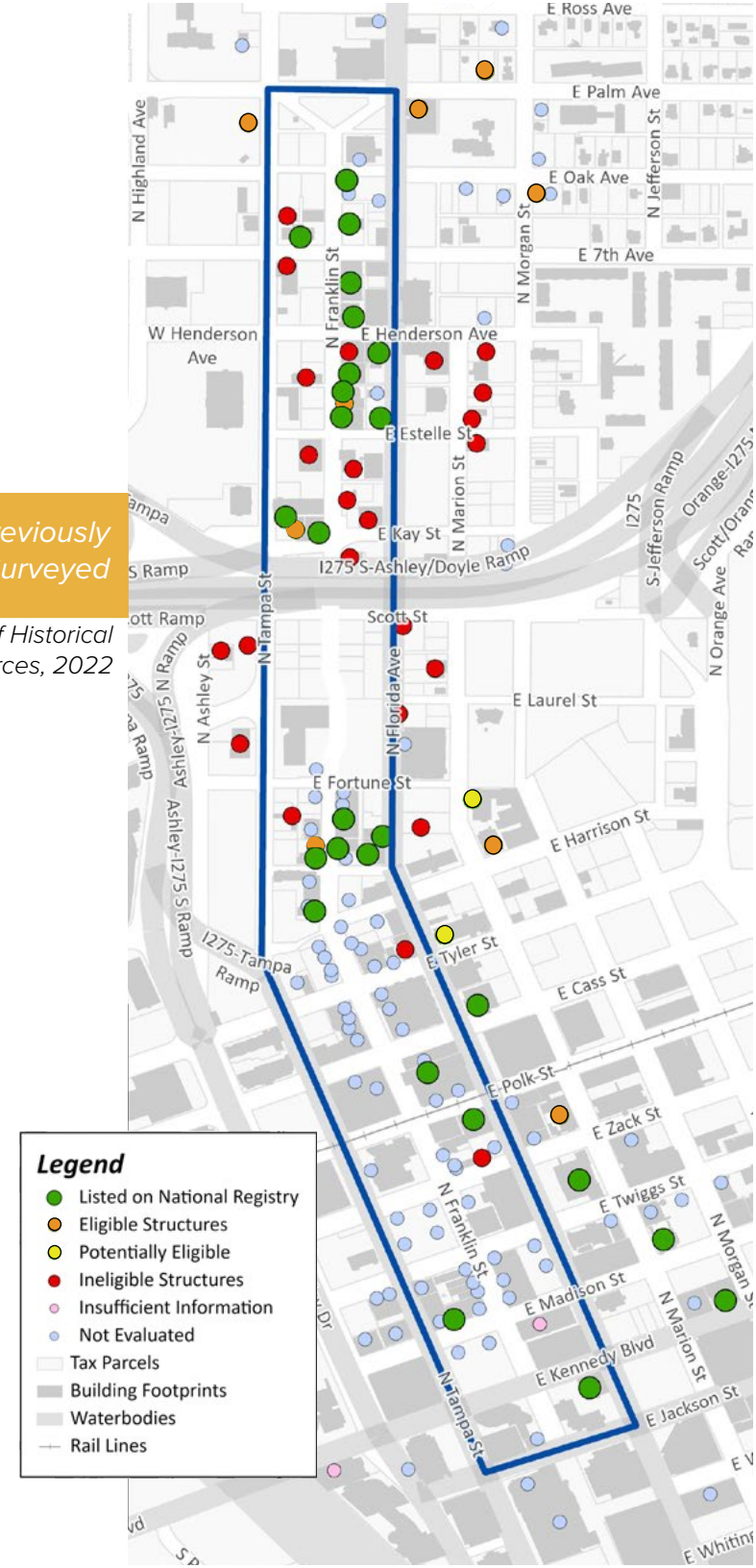
Certified Local Governments (CLG) are municipalities that have demonstrated, through a certification process, a commitment to local preservation and saving the past for future generations.⁴ The CLG program is intended to preserve, protect, and increase awareness of historic resources.

The benefits of being a CLG include technical assistance and training, grants, and review of National Register nominations. CLGs are eligible to compete for pass-through subgrants funded by the Historic Preservation Fund grant the Division receives annually from the National Park Service. The federal CLG subgrants may be for survey, planning and National Register nomination projects. In addition, match funding requirements for Small Matching grants are waived for all grants awarded to CLGs in good standing, whether state or federally funded. The City of Tampa has been a CLG since 1988.

⁴ <https://www.nps.gov/subjects/historicpreservationfund/certified-local-government-program.htm>

Figure 14 Resources Previously Surveyed

Source: Florida Division of Historical Resources, 2022



04. HISTORIC PRESERVATION TOOLS & PROGRAMS

4.5 COMMUNITY REDEVELOPMENT AREAS

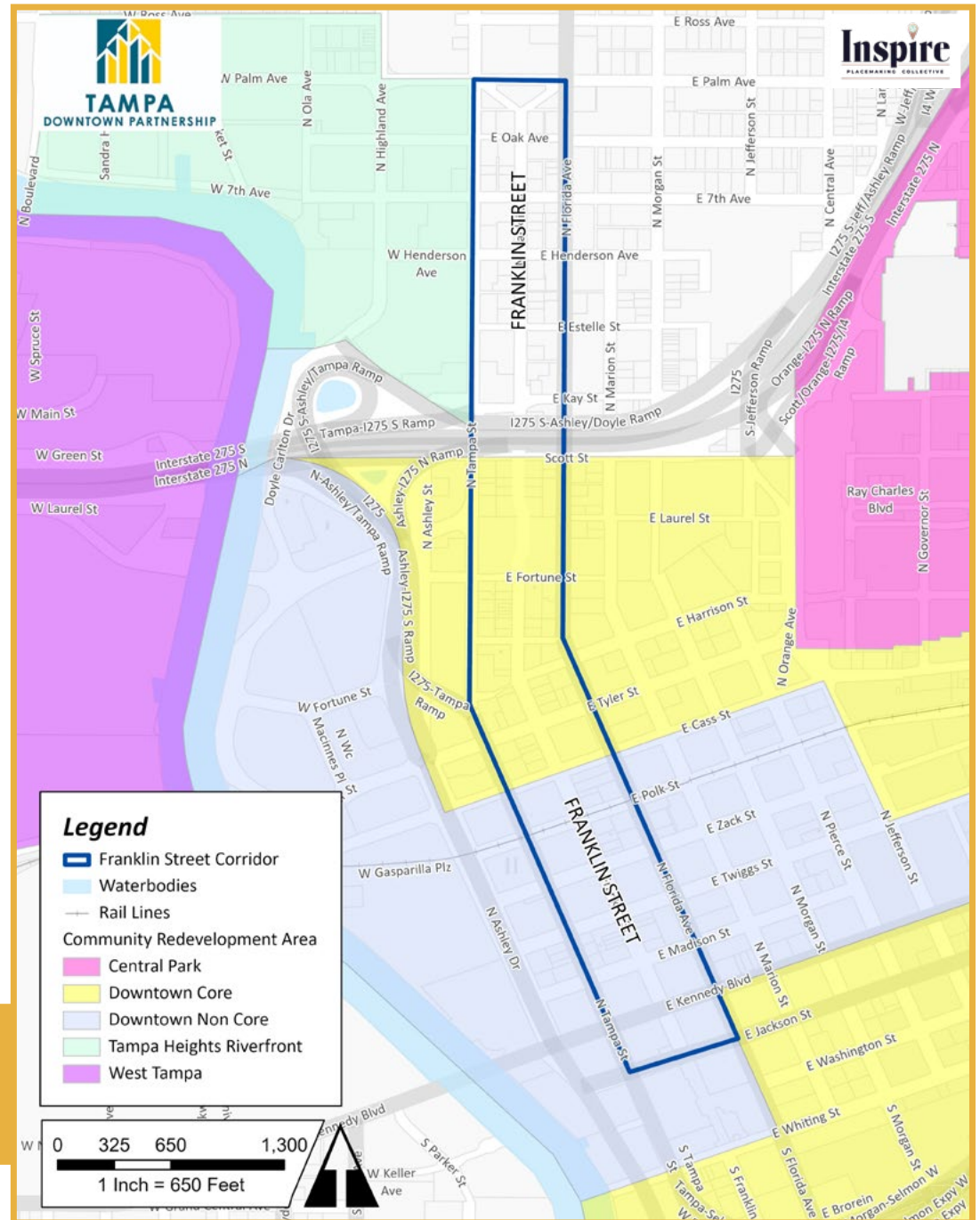
Community Redevelopment Areas (CRAs) are commonly used as economic redevelopment tools for areas deemed “blighted.” CRAs are overseen by Community Redevelopment Agencies, and in the case of the City of Tampa, this group is the City Council.

The Community Redevelopment Agency is responsible for developing and implementing a Community Redevelopment Plan which addresses the unique needs of the CRA. This plan identifies programs and policies which can encourage growth and development of the area. Under Florida law, some of the redevelopment tools which are available to Community Redevelopment Areas are property acquisition, property rehabilitation, structure relocation, cooperation with other public agencies, property management, demolition or clearance of unsafe structures, public improvements, infrastructure improvements, and property development. These tools are implemented through Tax Increment Financing, a fund which is based upon incremental growth in taxable value in the CRA from the date of the CRA establishment.

The southern half of the Franklin Street Corridor is split between two Community Redevelopment Areas: The Downtown Core and the Downtown Non Core CRAs (see Figure 15). The Tampa Heights Riverfront CRA borders the northern half of the corridor. Central Park CRA and West Tampa CRA are nearby.

Figure 15 Community Redevelopment Areas

Source: City of Tampa, 2022



04. HISTORIC PRESERVATION TOOLS & PROGRAMS

4.6 TRANSFER OF DEVELOPMENT RIGHTS

The Transfer of Development Rights (“TDR”) program allows the transfer of unused development rights from properties which are intended to be preserved to designated receiving areas, where developments will build to higher intensities. Only sites which have been designated as landmark structures or contributing structures within historic districts are allowed to transfer their development rights. These sites are referred to as “sending sites.” The sending sites must be preserved in accordance with the Secretary of Interior Standards to qualify. If the preserved site is destroyed or demolished, the property may only redevelop to the extent of its adjusted development rights and may not build to its highest intensity, as a restrictive covenant stays with the land and its successors.

Eligibility for issuance of a certificate of transfer is determined by the City of Tampa historic preservation manager and the certificate of availability and certificate of transfer are issued by the City zoning administrator. The owner of the sending site is required to enter into a maintenance and rehabilitation agreement with the City to ensure the site will be preserved.

4.7 MAIN STREET AMERICA / FLORIDA MAIN STREET

One program used by many jurisdictions in Florida to help revitalize historic downtowns is the *Main Street* program, which provides technical assistance for implementing community-based revitalization initiatives.

Main Street America™ is a nationwide program that has been helping communities revitalize their historic commercial districts for over 35 years. It is a national movement that calls for preservation-based economic development and community revitalization across the country. Membership provides access to a wide range of tools, training materials, discounts, funding opportunities, and a network of recognized Main Street communities. To become part of Main Street America, candidates must be part of a Coordinating Program (local programs), if available, and meet a 10-point criteria for accreditation.

The State of Florida has its own Main Street program, affiliated with the National Main Street Center. It is administered by Florida Division of Historical Resources, Bureau of Historic Preservation. Applications for designation are sent to the Florida Secretary of State who designates Local Main Street Programs to participate in the statewide program. There is a maximum number of Local Programs selected each year. Applications are evaluated on a competitive basis consistent with the provisions of Chapter 1A-36, F.A.C.

The Main Street program uses a four-point approach to effect community transformation: **Economic Vitality** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. **Design** supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart. **Promotion** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community’s unique characteristics. **Organization** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.⁵

There are no Main Streets currently designated in the Tampa area. The closest programs are in St. Petersburg (4), Plant City, and New Port Richey.

04. HISTORIC PRESERVATION TOOLS & PROGRAMS

4.8 GRANT AND INCENTIVE OPPORTUNITIES

4.8.1 Storefront and Sidewalk Café Grant Program

The Tampa Downtown Partnership created the Storefront and Sidewalk Café Grant Program as part of the Tampa Downtown Special Service District (SSD) Grant. The purpose of the grant is to increase pedestrian enjoyment and create commercial vibrant environments at the street level through storefront improvements and the creation of sidewalk cafes. The grant funding must represent a maximum of 50% of the total improvement project budget with a maximum amount of \$5,000. The grants may be used for design, labor, materials, and permitting fees relating to awnings, exterior lighting, permanent or semi-permanent fixtures for display windows, storefront façade repair work, sidewalk café furniture, landscaping, architectural signage, fencing/barriers, and trash receptacles. The entirety of the Franklin Street Corridor falls within the SSD, so businesses within the corridor have full access to this grant.

4.8.2 CRA Façade Improvement Grant Program

Tampa's Community Redevelopment Agency oversees a Façade Improvement Grant Program which applies to certain Community Redevelopment Areas: Drew Park, East Tampa, Ybor City 1 and 2, and West Tampa. The program applies to retail or targeted commercial properties, and the funding can cover a maximum of 50% of the project costs, up to \$50,000. Funding can be used for exterior renovation, restoration, and rehabilitation as well as landscaping improvements. While this grant program does not apply to the Franklin Street Corridor, there may be opportunities for expansion of the program to include the Downtown (Core and Non-Core) Community Redevelopment Areas (which cover some segments of the Franklin Street corridor), as there are some buildings in the area which may benefit from such a program.

4.8.3 Hillsborough County Historic Preservation Challenge Grant

Hillsborough County has a Historic Preservation Challenge Grant Program to promote historic preservation, heritage tourism, and economic development within the County.⁶ Grant funds require one-to-one matching and must not exceed \$250,000 per applicant, per project. Eligible project types include rehabilitation or restoration of historic

structures, compatible additions to historic properties, improvements to historic sites or grounds, or heritage tourism projects. Federal, state, or local governments and other public agencies are prohibited from eligibility.

4.8.4 Ad Valorem Tax Exemption

The purpose of ad valorem tax exemptions on improvements to historic properties is to stimulate the revitalization of historic properties and help ease the financial burden of maintaining such properties. The City has been offering ad-valorem tax exemptions since 1993. To qualify, the property must be designated as a local landmark or as contributing in a local historic district. The Architectural Review Commission reviews applications for exemptions for properties in all locally designated historic district (except for Ybor City) and for any locally designated landmark in the city.

4.8.5 State Grants

The State of Florida offers Small Matching and Special Category grants to non-profit agencies and governmental agencies. Individuals and for-profit entities are not eligible to apply. The Small Matching grants provide funding to assist local efforts to preserve significant historic resources within six (6) project types: survey, planning, National Register nomination, heritage education, historical marker, and statewide special projects.⁷ The grants can provide up to \$50,000 depending on project type with a one-to-one match. The Special Category grants provides funding to assist major local efforts to preserve significant historic resources and to assist in the development of major museum exhibits promoting Florida's history.⁸ Funding can be provided for four (4) project types: development, archaeological research, museum exhibit, and acquisition. The grants can provide up to \$500,000 with a one-to-one match. The window for applying is typically from April to June each year.

⁵ Florida Main Street Guide ⁶ <https://www.hillsboroughcounty.org/en/newsroom/2022/03/14/apply-for-the-2022-historic-preservation-challenge-grant-program>; ⁷ <https://dos.myflorida.com/historical/grants/small-matching-grants/> ⁸ <https://dos.myflorida.com/historical/grants/special-category-grants/>

04. HISTORIC PRESERVATION TOOLS & PROGRAMS

4.8.6 Federal Grants

The Federal Historic Preservation Tax Incentives program encourages private sector investment in the rehabilitation and re-use of historic buildings. The National Park Service and the Internal Revenue Service administer the program in partnership with State Historic Preservation Offices. A 20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the Secretary of the Interior, through the National Park Service, to be “certified historic structures.”

4.9 HISTORIC RESOURCE MARKERS AND PLAQUES

One way of recognizing significant buildings and historic events is through the use of plaques and markers. There are currently eleven (11) historic markers in the Study Area highlighting significant events of the past, important people, structures, and places (see Figures 16 and 18). The markers are featured and described in the following pages.

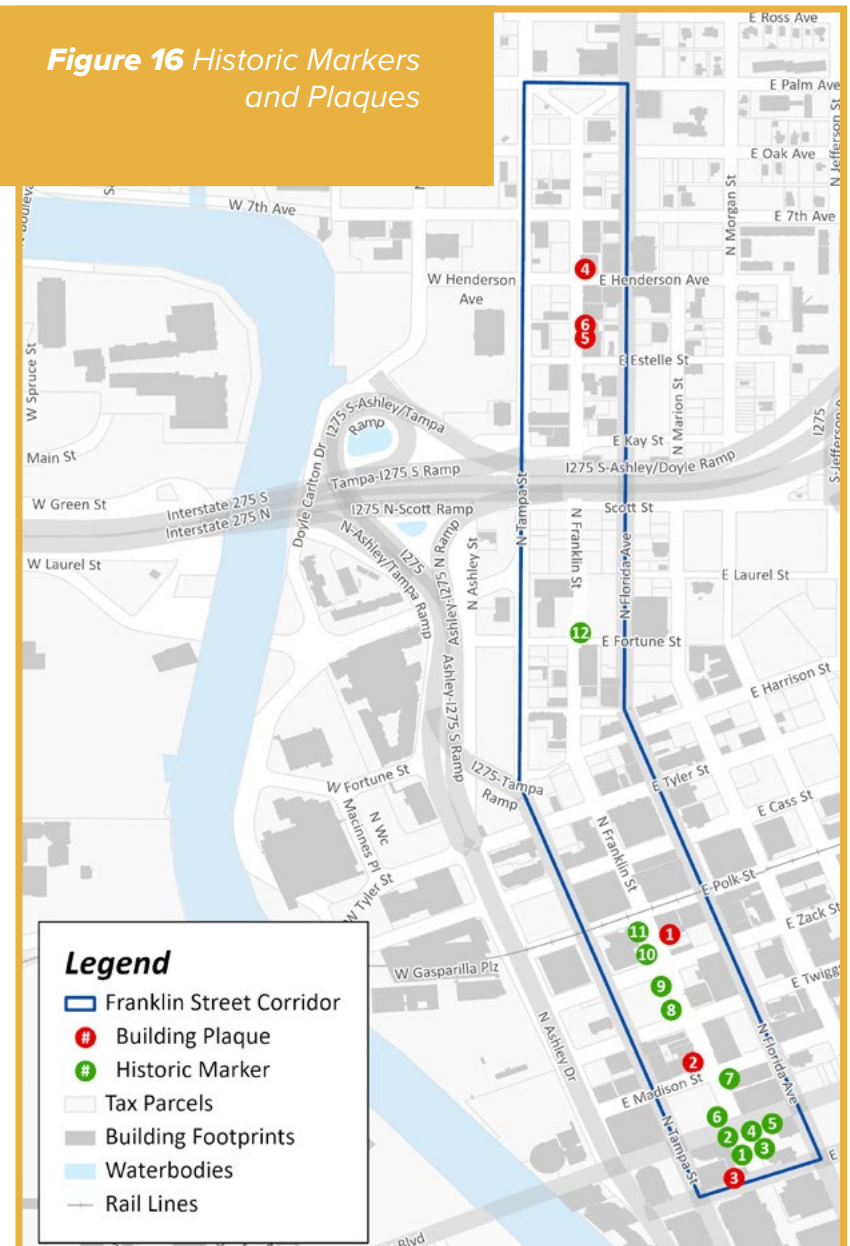
The historic plaque program administered by the City of Tampa offers owners of buildings designated as historically significant the option to purchase a bronze plaque to recognize the historic value of the building (see Figure 17).

- If the building is a *contributing structure* located within a local district or designated as part of a *multiple properties listing*, the plaque reads Historic Property and includes the date of construction.
- If the structure is a designated *local landmark*, the plaque will read Historic Landmark and will also include the construction date.



⁶ <https://www.hillsboroughcounty.org/en/newsroom/2022/03/14/apply-for-the-2022-historic-preservation-challenge-grant-program>

Figure 16 Historic Markers and Plaques



Sources: Tampa Downtown Partnership, S&ME, 2022

04. HISTORIC PRESERVATION TOOLS & PROGRAMS

Figure 17 Historic Building Plaques



#1

Tampa Theatre

Built in 1926 by famed theater architect John Eberson and built by Paramount Pictures, the building was listed in the National Register of Historic Places in 1978.

Location: 711 N. Franklin St



#3

Eureka Saloon Building (now Chase Bank)

[Not part of the City plaque program]

Location: 300 N. Franklin St

City Plaques



#2 First Federal Savings & Loan Association of Tampa, 220 E. Madison Street

#4 F.P. Fariss Auto Broker Building, 1701 N. Franklin St

#5 Vintage Auto Building #2, 1609 N. Franklin St

#6 Vintage Auto Building #1, 1613 N. Franklin St

04. HISTORIC PRESERVATION TOOLS & PROGRAMS

Figure 18 Historic Markers

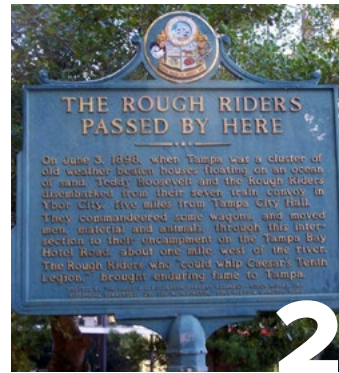


LT. COL. FRANK S. ADAMO, M.D. (BATAAN'S MEDICAL HERO)

This plaque honors Dr. Adamo, his service to the country and saving the lives of his war comrades, and his discovery of a treatment method for gangrene.

Location:

West side of Franklin Street between Kennedy Boulevard and Jackson Street)



THE ROUGH RIDERS PASSED BY HERE

In 1898, Teddy Roosevelt and the Rough Riders disembarked in Ybor City. They moved men, material and animals through this intersection to their encampment on the Tampa Bay Hotel Road, about one mile west of the river.

Location:

West side of Franklin Street between Kennedy Boulevard and Jackson Street)



TAMPA POW/MIA

Honoring those who went to fight for freedom, for justice, or for self-determination of an ally and were imprisoned, died or never came back.

Location:

Installed on the City of Tampa's Municipal Building (Franklin Street between Kennedy Boulevard and Jackson Street)

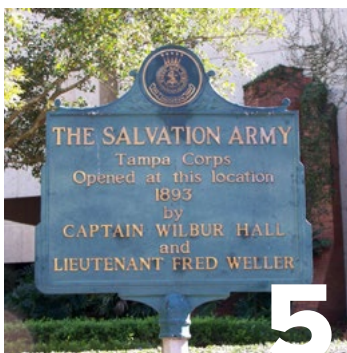


TAMPA'S FIRST PAVED SIDEWALK

Marks the location of the first paved walk in Tampa, built with marble in 1888 by Archibald Ross, a native of Scotland and member of the City Council.

Location:

Southeast corner of Franklin Street and Kennedy Boulevard.



THE SALVATION ARMY (TAMPA CORPS)

Commemorates the location of The Salvation Army Tampa Corps at this location in 1893.

Location:

Southeast corner of Franklin Street and Kennedy Boulevard.

04. HISTORIC PRESERVATION TOOLS & PROGRAMS



JOHN F. KENNEDY IN TAMPA

This marker commemorates John F. Kennedy's visit to Tampa in 1963.

Location:

Lykes Gaslight Square Park (intersection of Kennedy Boulevard and North Franklin Street)

6



COURTHOUSE SQUARE

This plaque marks the official site where, from 1836 to 1952, the executive and judicial government for Hillsborough County operated.

Location:

Southeast corner of East Madison Street and North Franklin Street

7



JOHN AND ELLEN JACKSON TAMPA PIONEERS

This marker commemorates John Jackson and Ellen Maher. They immigrated from Ireland in the 1840s and built a home at this location. John was a professional surveyor who mapped much of frontier Florida. He plotted and named downtown Tampa's streets, and both he and his son Thomas served as mayors of Tampa.

Location:

West side of Franklin Street, just south of Zack Street

8



WDAE - FLORIDA'S FIRST RADIO STATION

Commemorates the location of the first radio station to broadcast in Florida (1922). The Tampa Daily Times was the original license holder, and the first radio studio was located in the Florida Citrus Exchange Building (later part of the Maas Brothers complex).

Location:

West side of North Franklin Street, just south of Zack Street.

9

04. HISTORIC PRESERVATION TOOLS & PROGRAMS

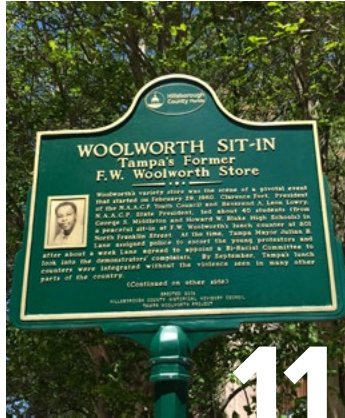


TECO ENERGY'S TAMPA ELECTRIC COMPANY (ORGANIZED OCTOBER 1899)

Commemorates the establishment of the Tampa Electric company in 1899.

Location:

West side of Franklin Street, just north of Zack Street.

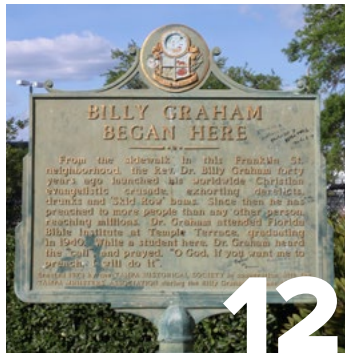


WOOLWORTH SIT-IN (TAMPA'S FORMER F.W. WOOLWORTH STORE)

Marks the site where, in 1960, Clarence Fort, President of the N.A.A.C.P. Youth Council and Reverend A. Leon Lowry, N.A.A.C.P. State president, led about 40 students in a peaceful sit-in at F.W. Woolworth's lunch counter. Shortly after, Tampa's lunch counters were integrated without the violence seen in many other parts of the country.

Location:

801 North Franklin Street (northeast corner of Franklin and Polk).



BILLY GRAHAM BEGAN HERE

Commemorates the neighborhood side-walks where Rev. Dr. Billy Graham forty years ago launched his worldwide Christian evangelistic crusade.

Location:

East side of Franklin Street, just north of East Fortune Street.

Source: *The Historical Marker Database (HMdb.org)*

The **Tampa Downtown Partnership (TDP)** is a private, not-for-profit entity that “fosters Tampa’s vibrant and diverse multi-use neighborhoods and plays a key role in creating a 24-hour urban center where people can learn, live, work and play.” Together with its membership, it strives to “improve the collective Downtown community, to be an active conduit of information and resources, to promote a shared vision for Tampa’s Downtown, and create and implement the projects and plans that support that vision.” The TDP has led this effort to create a Franklin Street Historic Preservation Plan and is committed to leading the implementation of the Plan. However, implementation will require the engagement of many other partners, including but not limited to the following:

City of Tampa: The City of Tampa Historic Preservation division is tasked with identifying, preserving and promoting the city’s historic resources. The Architectural Review Commission (ARC) and the Barrio Latino Commission (BLC) ensure that development within the local historic districts, multiple properties grouping and local landmarks adhere to established Design Guidelines and The Secretary of Interior’s Standards for Rehabilitation. The Historic Preservation Commission (HPC) evaluates historic sites and properties and initiates the historic designation process for individual buildings and districts. Designation can be for a Local Landmark, Local Historic District, Multiple Properties Designation or a Conservation District.

Downtown Community Redevelopment Agency (CRA): The vision for the Downtown CRA is to “reinforce and expand downtown Tampa’s role as the primary business, government, cultural, entertainment, and activity center of the Tampa Bay Metropolitan Area. The focus is the development of a variety of residential neighborhoods throughout downtown Tampa that ease live/work/play relationships and return people to the streets of downtown Tampa in the evenings.”

Hillsborough County Historical Advisory Council: The Council’s purpose is to support and facilitate a uniform historical marker program throughout the County, including the City of Tampa and organizations which request assistance. The Council also provides support to the Board of County Commission to complement historical preservation and educational goals in the County.

Tampa Preservation Incorporated: A private, non-profit organization “dedicated to the preservation of the historic structures and neighborhoods of the Tampa Bay area and Hillsborough County, and to the education of the area’s school children and residents about their unique heritage.”

Florida Division of Historical Resources: The Mission of the Florida Division of Historical Resources is to “inspire a love of history through preservation and education.” The purpose of the agency is to “identify, document, protect, preserve, interpret, and promote Florida’s historical resources, as well as nurture an understanding of the state’s cultural heritage and foster an appreciation of Florida’s history and culture.” To do this, the agency offers grants, outreach programs, serves as the repository of the Florida Master Site File, and is the liaison between the local jurisdictions and the National Park Service’s historic preservation program.

Florida Trust for Historic Preservation: The mission of the Florida Trust is to “promote the preservation and the inclusive sharing of the diverse architectural, historical and archaeological heritage of Florida.” It is the statewide nonprofit dedicated to protecting Florida’s extraordinary heritage and history and is a statewide partner of the National Trust for Historic Preservation.

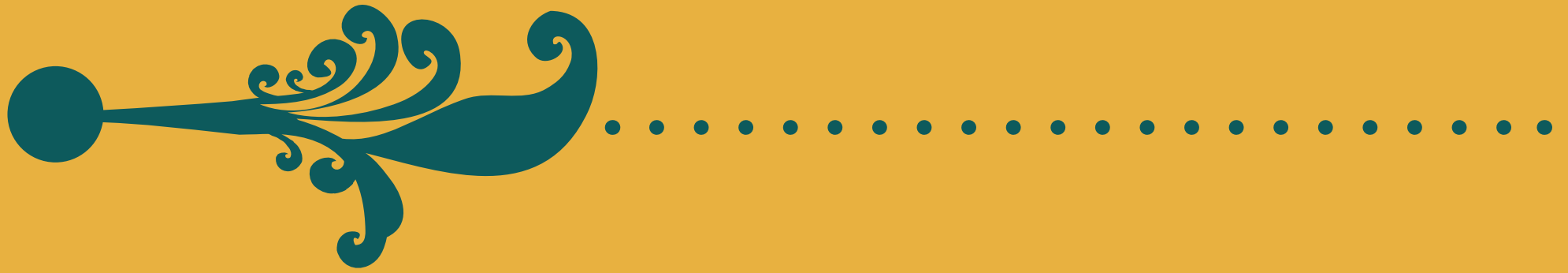
The Franklin Street corridor has undergone tremendous transformations over the years. Once a heavily pedestrian corridor serving as the center of activity in the city, it is now just one of the many commercial districts in the metropolitan area of Tampa. However, few other commercial districts boast the historic significance, and the collection of historically significant commercial and institutional buildings present along Franklin Street.

While many significant buildings have been lost, those which have survived the wrecking ball are in danger of also disappearing. As redevelopment occurs in the corridor, more property owners feel the pressure of selling to developers not interested in preserving and reusing their buildings. Historically and architecturally significant buildings such as the Kress building, and the former Woolworth's Store are currently vacant.

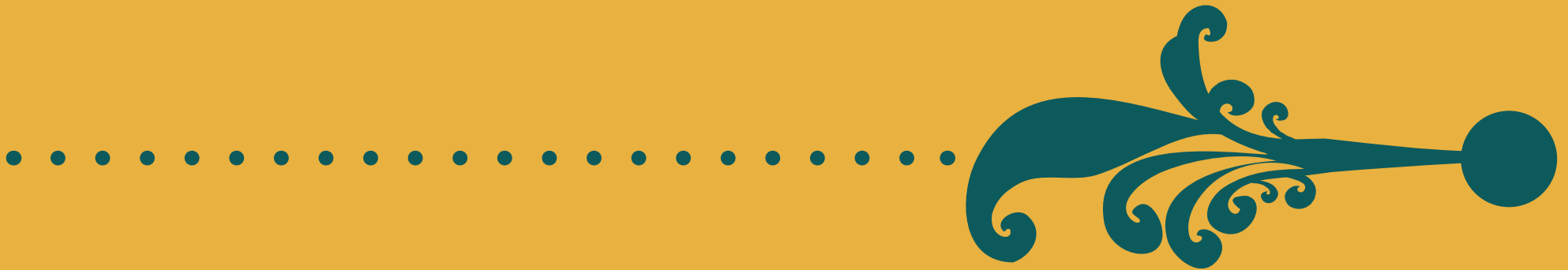
Property owners need help to navigate the process of getting their buildings listed in the local register or to upgrade their buildings in a manner that preserves the character of the corridor; the history of the Franklin commercial corridor needs to be communicated and celebrated; and landowners, real estate representatives, business tenants, and others interested on the benefits of preserving the treasures along the corridor should have access to educational opportunities to help them create vibrant and economically successful venues. The Franklin Street Corridor Historic Preservation Action Plan contains detailed strategies to achieve those goals.



Courtesy, Tampa-Hillsborough County Public Library System



STRATEGIES



STRATEGIES

Franklin Street has a prominent place in the history of the City of Tampa. It has served as a commercial main street connecting Downtown Tampa and its surrounding neighborhoods since the mid-1800s. It was one of the first paved streets in Tampa and it was the first street to be illuminated by electric streetlights. The corridor had the City's first brick building, the Bank of Tampa, built in 1886. Today, the corridor features buildings from different periods that tell the history of development in Downtown Tampa. From the Tampa Theatre, an Italian Renaissance Revival local landmark built in the early 1920s, to the First Federal Savings and Loan building, built in the 1960s, these historically significant buildings complement each other and form a unique corridor district. Unfortunately, time and "progress" have taken their toll on parts of the corridor. While some local businesses continue to thrive, and new residential and mixed-use developments are built in certain segments of the corridor, other segments have not been as successful attracting new life to the area. Additionally, some of the corridor's significant historic resources have been destroyed (see Appendix 2) while others continue to deteriorate, waiting to be rehabilitated and repurposed to address current needs.

This Franklin Street Historic Preservation Plan contains two sections: the Existing Conditions and the Action Plan. This section contains the Action Plan, which lists proposed strategies for preserving and celebrating the Franklin Street corridor historic resources, which in turn will encourage economic development. Specifically, the plan identifies strategies to:

- Promote preservation as a tool for revitalizing historic Franklin Street
- Evaluate and recommend ways to better preserve the corridor's cultural resources for the future
- Engage the community in historic preservation efforts
- Enhance local tourism and heritage tourism activities
- Review the potential for establishing a local historic district

- Develop guidance to property owners and developers when making development decisions that could affect the character of the corridor
- Review local policy and regulations to identify potential barriers and incentives for rehabilitation, redevelopment and infill while protecting historic resources
- Strengthen the City of Tampa's existing historic preservation efforts and programs

The Implementation Chart on the last page lists the activities, assigns an implementation timeframe and estimated costs, and identifies the potential partners that could help with implementation.



STRATEGIES

The study area includes the portion of Franklin Street located within the Central Business District and Tampa Heights, extending from Jackson Street to Palm Avenue, and from Tampa Street to Florida Avenue (see Figure 19).

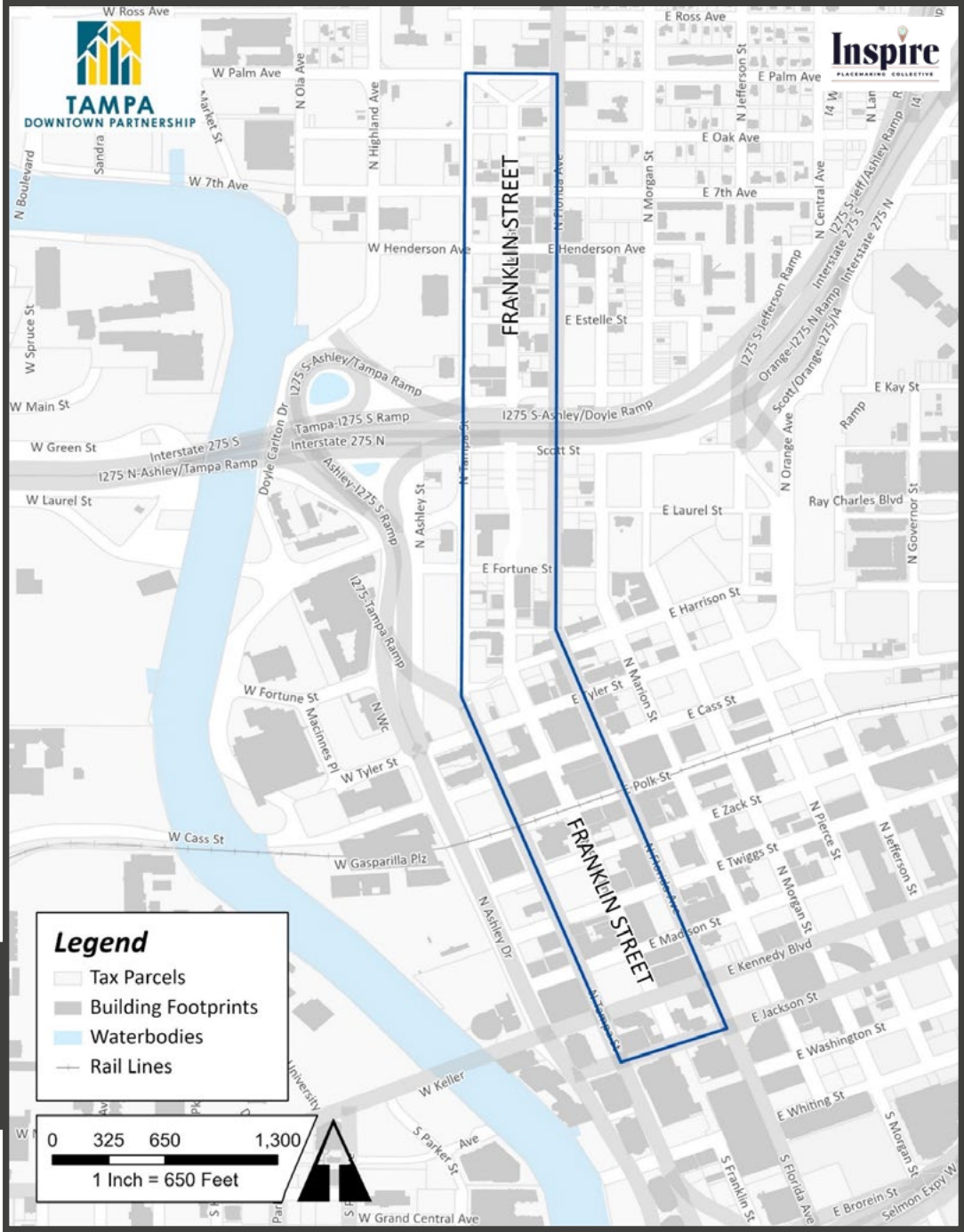


Figure 19 Franklin Street Corridor Study Area

Sources: Hillsborough County Property Appraiser, 2021; City of Tampa, Florida Geographic Data Library (FGDL), S&ME, 2022

Protect Historic Resources



PROTECT HISTORIC RESOURCES

Strategy 1.1. EDUCATION. Communicate to building owners and business owners the benefits of preserving the historic resources along the Franklin Street Corridor and surrounding areas.

Strategy 1.2. INVENTORY & DOCUMENT. Update and prepare new historic resource surveys within the Franklin Street Corridor and surrounding area.

Strategy 1.3. HISTORIC BUILDING DESIGNATIONS. Based on the evaluations included in the updated and new surveys, identify structures within the Franklin Street Corridor which could potentially be designated as local or National historic structures.

Strategy 1.4. HISTORIC DISTRICT DESIGNATIONS. Based on the evaluations included in the updated and new surveys, consider the expansion of the current districts, or the creation of a new one.

Strategy 1.5. DEVELOPMENT STANDARDS. Work with the City to update/establish development standards for the Franklin Street Corridor to protect existing resources and ensure compatibility of new construction with the significant resources.

Strategy 1.6. ENDANGERED STRUCTURES. Protect Endangered Structures.

STRATEGY 1.1

EDUCATION

Communicate to building owners and business owners the benefits of preserving the historic resources along the Franklin Street Corridor and surrounding areas.

TACTICS

- 1.1.1. Facilitate educational programs for property owners, business owners and developers to discuss the benefits of historic structure protection, designation, rehabilitation, and adaptive reuse, and financial incentive opportunities available for rehabilitating historic properties. These discussions should be held in person with an option to attend virtually as needed.
- 1.1.2. Develop a brochure or handout communicating the same topics listed above. The brochure/handout may be disseminated in print and online (via email and posted on the Tampa Downtown Partnership website).
- 1.1.3. Retain/appoint a historic preservation liaison who can answer questions regarding historic preservation and the tools available to protect historic resources as inquiries come in.
- 1.1.4. Add currently listed properties (Local and National) in the Tampa Downtown Partnership Interactive Map under a new category, "Historic Resources."

STRATEGY 1.2

INVENTORY AND DOCUMENT

Update and prepare new historic resource surveys within the Franklin Street Corridor and surrounding area.

TACTICS

- 1.2.1. Update the Florida Master Site Files for structures which have been surveyed previously. The surveys will not only create a record of each structure but will also include an assessment of the eligibility of each structure to be designated individually or as part of a historic district. It is estimated that 54 structures have been surveyed in the past, with only one of them having been demolished.
- 1.2.2. Prepare new surveys for structures which are eligible but have never been surveyed before. It is estimated that approximately 63 new surveys will be needed for buildings that meet the age criteria along the corridor (the number may go down based on preliminary assessments of the structures eligible for surveying but may also go up if the study area is expanded).
- 1.2.3. Work with the City of Tampa to apply for survey grants to conduct the surveys. As a Certified Local Government, the City of Tampa could apply for grants from the Florida Division of Historic Resources Division and is eligible for match waivers for Small Matching Grants, whether state or federally funded.

STRATEGY 1.3

HISTORIC BUILDING DESIGNATIONS

Based on the evaluations included in the updated and new surveys, identify structures which could potentially be designated as local or National historic structures.

TACTICS

- 1.3.1. Review new and updated surveys and create a prioritized list of potential local and national register designations.
- 1.3.2. Communicate with the owners of properties which qualify for designation to explain the designation benefits and request them to consider designation.
- 1.3.3. Help property owners with the designation process through the City of Tampa. The requests may include individual or multiple property designations.



STRATEGY 1.4

HISTORIC DISTRICT DESIGNATIONS

Based on the evaluations included in the updated and new surveys, consider the expansion of the current districts, or the creation of a new one.

TACTICS

- 1.4.1. Based upon the updated and new surveys, map and quantify the concentration of structures which may be designated as contributing to a historic district.
- 1.4.2. Work with property owners and the City to review the feasibility of creating a new local historic district or a conservation overlay district.
- 1.4.3. Work with property owners and the City to consider requesting the expansion of one or both National Historic Districts.



STRATEGY 1.5

DEVELOPMENT STANDARDS

Consider the establishment/update of development standards to protect existing resources and ensure compatibility of new construction.

TACTICS

- 1.5.1. Consider the adoption of an overlay district with design standards for the north portion of the corridor (north of the Interstate).
- 1.5.2. Assess the Central Business District (CBD) development standards to ensure they address the following:
 - Encourage the rehabilitation of historic buildings instead of demolition.
 - Ensure new construction is compatible with adjacent significant historic buildings.
 - Discourage the replication of existing historic architectural styles for new buildings to prevent the dilution of the value of the historic structures in the Corridor.
 - Ensure permitted signs do not overpower historic structures or block architectural features.
 - Encourage the use of blade signs (e.g., Tampa Theatre sign) on multistory buildings.

STRATEGY 1.6

ENDANGERED STRUCTURES

Protect Endangered Structures.

TACTICS

- 11.6.1. Create a list of significant structures that are in danger of being demolished or replaced.
- 1.6.2. Contact property owners to educate them on proper historic building maintenance.



Promote/Celebrate Franklin Street's History



PROMOTE/CELEBRATE FRANKLIN STREETS HISTORY

Strategy 2.1. BRANDING. Create a branding program for the Franklin Street Corridor to celebrate its history and architecture.

Strategy 2.2 WAYFINDING. Develop a wayfinding packet for the Corridor.

Strategy 2.3. WALKING TOUR. Develop a self-guided walking tour of historic sites within the Corridor.

Strategy 2.4. EVENTS. Develop a series of events promoting Franklin Street's History.

Strategy 2.5. BUILDING PLAQUES. Encourage Property Owners to get designation plaques for their local landmarks.

Strategy 2.6. PRESERVATION AWARDS. Encourage Property Owners to apply for preservation awards.

2

Create a branding program for the Franklin Street Corridor to celebrate its history and architecture.

TACTICS

- 2.1.1. Create a Franklin Street brand/logo to be used on gateways and wayfinding signs in the Corridor.
- 2.1.2. Mark principal gateways into the historic Franklin Street Corridor (e.g., at Jackson Street, Scott Street, Kay Street, Palm Avenue, East and West Cass Street, East and West Kennedy Boulevard).
- 2.1.3. Distribute district brand/signs throughout the Corridor.
- 2.1.4. Consider establishing a mural program focused on representing the lost treasures (images of significant buildings lost to demolition). The murals may be installed on blank side facades (ensuring no architectural features are covered).
- 2.1.5. Identify all potential walls that could house murals.
- 2.1.6. Consider changing the street name plates to a different color within the district to accentuate arrival.
- 2.1.7. Establish a program to allow historic photos to be displayed on construction fences and windows of vacant buildings.



Source: Devon Ravine NWF Daily News 2020



STRATEGY 2.2

WAYFINDING

Develop a wayfinding packet for the Corridor.

TACTICS

- 2.2.1. Design a wayfinding packet that would include signs to be placed along the corridor directing pedestrians to historic sites, businesses, public buildings, and parks.
- 2.2.2. The wayfinding signs may include tidbits of the Franklin Street history and photos of lost treasures (demolished buildings).
- 2.2.3. Work with the City of Tampa to build and install the signs.



STRATEGY 2.3

WALKING TOUR

Develop a self-guided walking tour of historic sites within the Corridor.

TACTICS

- 2.3.1. Work with an app developer to create a self-guided walking tour highlighting significant structures and sites.
- 2.3.2. Include a QR code to the tour at wayfinding signs.
- 2.3.3. Include the links to the tour in the TDP website.
- 2.3.4. Create a printed version of the tour to be offered at businesses and public buildings.



Source: portlandmaine.com



STRATEGY 2.4

EVENTS

Develop a series of events promoting Franklin Street's History.

TACTICS

- 2.4.1. Establish recurring, group walking tours for the District.
- 2.4.2. Use regular or seasonal events such as TDP's Fourth Friday Arts & Culture Crawl, street markets, pedestrian only streets, and business or restaurant events to encourage local shopping along the Corridor and raise awareness of the history of the corridor.
- 2.4.3. Plan recurring Movie Nights at the Tampa Theatre with following discussion on historic preservation and/or history of the Corridor.



STRATEGY 2.5

BUILDING PLAQUES

Encourage Property Owners to get designation plaques for their local landmarks.

TACTICS

- 2.5.1. Work with owners to apply to the City of Tampa for new local landmark plaques.
- 2.5.2. Create a program to assist local landmark owners with the cost of the plaques.



STRATEGY 2.6

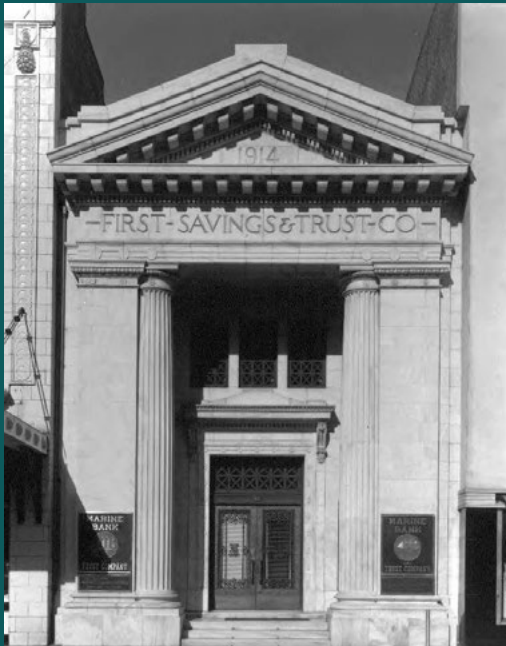
PRESERVATION AWARDS

Encourage Property Owners to apply for preservation awards.

TACTICS

- 2.6.1. Help property owners submit applications to various organizations for preservation awards (e.g., Tampa Preservation, Inc., Florida Trust for Historic Preservation, National Trust for Historic Preservation, Hillsborough County City/County Planning Commission).
- 2.6.2. Create other award programs to celebrate the protection, rehabilitation and reuse of historic buildings.

Incentivize Protection, Rehabilitation and Adaptive Reuse



INCENTIVIZE PROTECTION, REHABILITATION AND ADAPTIVE REUSE

Strategy 3.1. REACTIVATE UPPER STORIES. Incentivize the use of upper floors in historic buildings.

Strategy 3.2. FACILITATE REVIEW PROCESS. Assist property owners with the processing of Certificates of Appropriateness through the City.

Strategy 3.3. FINANCIAL INCENTIVES. Encourage owners to apply to programs that will help them preserve their historic structures.

Strategy 3.4. MINIMIZE AUTO DEPENDENCY. Protect the urban, historic character of the corridor by discouraging automobile use in downtown.

3

STRATEGY 3.1

REACTIVATE UPPER STORIES

Incentivize the use of upper floors in historic buildings.

TACTICS

- 3.1.1. Work closely with property owners who have vacant upper stories in historic buildings to help them overcome obstacles for the reuse of those spaces.
- 3.1.2. Work with the City of Tampa to develop incentives for the rehabilitation/utilization of upper stories of historic buildings.
- 3.1.3. Create/find financial assistance or matching grants to carry out necessary improvements to make upper floors ADA accessible.



STRATEGY 3.2

FACILITATE REVIEW PROCESS

Assist property owners with the processing of Certificates of Appropriateness through the City.

TACTICS

- 3.2.1. Work closely with property owners to help them navigate the City of Tampa Certificate of Appropriateness application process.
- 3.2.2. Work with the City of Tampa to assess, and potentially relax, the current zoning requirements along the Corridor to incentivize the rehabilitation of historic buildings.
- 3.2.3 Work with the City of Tampa to modify the Certificate of Appropriateness process and allow some administrative approvals if certain criteria are met.



Source: 2H Media

STRATEGY 3.3

FINANCIAL INCENTIVES

Encourage owners to apply to programs that will help them preserve their historic structures.

TACTICS

- 3.3.1. Encourage owners to apply for a Historic Property Ad Valorem Tax Exemption to preserve, restore and rehabilitate their properties.
- 3.3.2. Offer educational programs for property owners, lending institutions, and Realtors for working through the process of historic property incentives. Speakers may include representatives from the City of Tampa, the State Division of Historic Resources, and previous recipients of incentives.
- 3.3.3. Continue offering the Storefront and Sidewalk Café Grant program and consider expanding it to target improvements related to the preservation/adaptive reuse of historic buildings.
- 3.3.4. Consider establishing low-interest loans for the same purpose.

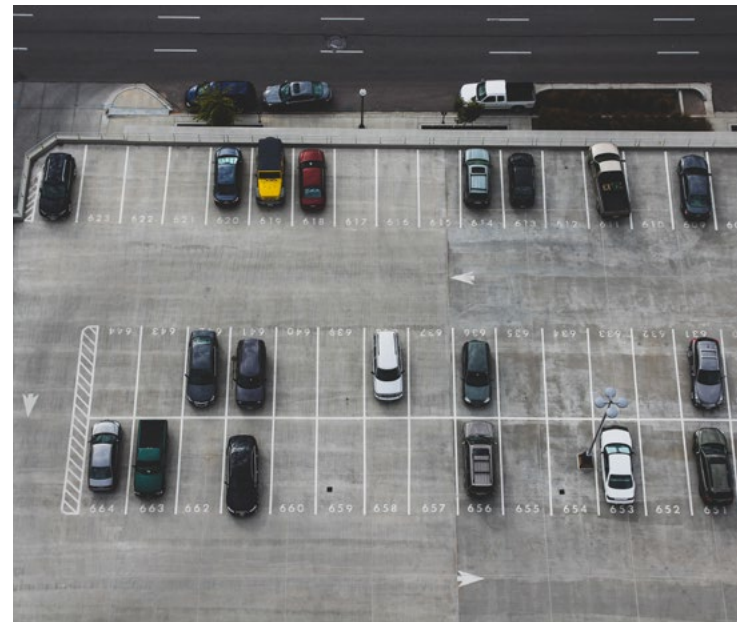
STRATEGY 3.4

MINIMIZE AUTO DEPENDENCY

Protect the urban, historic character of the corridor by discouraging automobile use in downtown.

TACTICS

- 3.4.1. Incentivize better use of urban spaces by discouraging excessive car travel.
- 3.4.2. Consider incentives to develop empty lots with buildings rather than surface parking lots.



Source: John Matychuk

IMPLEMENTATION CHART

STRATEGIES	TIMEFRAME			COST RANGE	PARTNERS							
	SHORT	MEDIUM	LONG		TDP	CITY	CRA	COUNTY	SHPO	TPI	FL TRUST	OWNERS
1.1. EDUCATION												
1.1.1. Facilitate educational programs	■			\$5K-\$10K ea.	●	●		●	●	●	●	
1.1.2. Brochure/handout (electronic and in print, printing cost not included)	■			\$1.5k-\$2k	●	●						
1.1.3. Contract a Historic Preservation Liason (HPL)	■			\$10K-\$20k/yr*	●							
1.1.4. Add listed properties to TDP interactive map	■			HPL	●							
1.2. INVENTORY & DOCUMENT												
1.2.1. Update Florida Master Site Files (FMSF) - approx. 53 structures	■			\$15K-\$25K	●	●			●			
1.2.2. Create new FMSF - approx. 63 structures	■				●	●			●			
1.2.3. Apply for grants to conduct FMSF surveys	■			\$3K-\$5K ea.	●	●			●			
1.3. HISTORIC BUILDING DESIGNATIONS												
1.3.1. Create prioritized list of potential nominations		■		HPL	●	●						
1.3.2. Contact property owners to consider designation		■		HPL	●				●			
1.3.3. Help owners with designation process		■		HPL	●	●						
1.4. HISTORIC DISTRICT DESIGNATIONS												
1.4.1. Assess concentration of contributing structures			■	HPL	●							
1.4.2. Work with owners and City to pursue local district designation			■	HPL	●	●						
1.4.2. Work with owners and City to consider National district expansion			■	HPL	●	●			●			
1.5. DEVELOPMENT STANDARDS												
1.5.1. Establish design standards for area north of the Interstate			■	\$50k-\$75k	●	●	●					
1.5.2. Work with the City to update development standards south of Interstate			■	\$35K-\$50K	●	●	●					
1.6. IDENTIFY ENDANGERED STRUCTURES												
1.6.1. Create list of endangered structures	■			HPL	●	●						
1.6.2. Contact those property owners to discuss maintenance	■			HPL	●	●						

* This cost could cover many of the activities listed below (marked with HPL), which can be handled by this individual.

KEY: HPL (Historic Preservation Liason), CRA (Community Redevelopment Agency), SHPO (State Historic Preservation Officer), TDP (Tampa Downtown Partnership), and TBD (To Be Determined)

IMPLEMENTATION CHART

STRATEGIES	TIMEFRAME			COST RANGE	PARTNERS							
	SHORT	MEDIUM	LONG		TDP	CITY	CRA	COUNTY	SHPO	TPI	FL TRUST	OWNERS
2.1. BRANDING												
2.1.1. Create a Historic Franklin Street brand/logo	■			\$15k-\$20k	●							
2.1.2. Build gateways into district	■			Varies	●							
2.1.3. Distribute district brand/signs throughout the corridor	■			Varies	●							
2.1.4. Consider establishing a mural program		■		HPL	●							
2.1.5. Identify all potential walls that could house murals		■		HPL	●							
2.1.6. Consider using different street name plates		■		NA	●	●						
2.1.7. Establish a program to allow historic photos to be displayed on construction fences and windows of vacant buildings		■		HPL	●							
2.2. WAYFINDING												
2.2.1. Design wayfinding packet		■		\$25k-\$35k	●							
2.2.2. Include signs with narrative and photos of historic buildings		■		TBD	●							
2.2.3. Build and install signs		■		TBD	●	●						
2.3. WALKING TOURS												
2.3.1. Create a self-guided walking tour application	■			\$7k-\$12k	●							
2.3.2. Include link to tour (QR Code) in wayfinding signs	■			Inc. in 2.2	●							
2.3.3. Include links to tour in TDP website	■			HPL	●							
2.3.4. Create printed version for distribution	■			Varies	●	●	●	●		●	●	
2.4. EVENTS												
2.4.1. Offer recurring, group walking tours	■			HPL	●					●		
2.4.2. Use current events to raise awareness of the Franklin Street history	■			HPL	●	●	●					
2.4.3. Plan historic preservation movie nights at Tampa Theater	■			HPL	●							
2.5. BUILDING PLAQUES												
2.5.1. Work with owners to apply for new local landmark plaques	■			HPL	●	●						●
2.5.2. Provide financial assistance for plaque acquisition	■			\$150 ea	●							
2.6. PRESERVATION AWARDS												
2.6.1. Assist owners with preservation award submittals		■		HPL	●							●
2.6.2. Create new award programs		■		Varies	●							

GOAL 2: PROMOTE / CELEBRATE

KEY: HPL (Historic Preservation Liason), CRA (Community Redevelopment Agency), SHPO (State Historic Preservation Officer), TDP (Tampa Downtown Partnership), and TBD (To Be Determined)

STRATEGIES		TIMEFRAME			COST RANGE	PARTNERS							
		SHORT	MEDIUM	LONG		TDP	CITY	CRA	COUNTY	SHPO	TPI	FL TRUST	OWNERS
GOAL 3: INCENTIVIZE	3.1. RECTIVATE UPPER STORIES												
	3.1.1. Assit owners to overcome obstacles to reactivating upper stories	■			HPL	●		●					
	3.1.2. Develop incentives for the rehabilitaiton/reuse of upper stories		■		\$15K-25K	●	●						
	3.1.3. Create financial assistance package to assist with improvements		■		TBD	●		●					
	3.2. FACILITATE CERTIFICATE OF APPROPRIATENESS REVIEW PROCESS												
	3.2.1. Help property owners navigate the COA application process	■			HPL	●							●
	3.2.2. Consider flexible code requirements to facilitate rehabilitation		■		HPL	●	●						
	3.3. FINANCIAL INCENTIVES												
	3.3.1. Encourage owners to apply for Ad Valorem Tax Exemption	■			HPL	●							●
	3.3.2. Offer educational programs for owners, lending institutions, and Realtors for working through the process of historic property incentives		■		HPL	●	●	●			●	●	
	3.3.3. Continue offering Storefront and Sidewalk Café Grant program	■			TBD	●							
	3.3.4. Consider establishing low-interest loans		■		TBD	●							
	3.4. MINIMIZE AUTO DEPENDENCY												
	3.4.1. Incentivize better use of urban spaces by discouraging excessive car travel		■		HPL	●							●
3.4.2. Consider incentives to develop empty lots with buildings rather than surface parking lots		■		TBD	●								

KEY: HPL (Historic Preservation Liason), CRA (Community Redevelopment Agency), SHPO (State Historic Preservation Officer), TDP (Tampa Downtown Partnership), and TBD (To Be Determined)

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Source of historic photographs: Hillsborough County Public Library Cooperative Burgert Brothers Photographic Collection, Florida Master Site Files/State Historic Preservation Officer



Courtesy, Tampa-Hillsborough County Public Library System

APPENDICES






A. FLORIDA MASTER SITE FILES (not including properties already listed on the National Register)

ID	Photo	Site Name Address	Year Built Style	Surveyor Eval		State HPO Evaluation
				Individual	District	
HI00143		Scottish Rite Temple 500 East Kennedy Blvd	1921 Mediterranean Revival ca. 1880-1940	?	?	?
HI00619		Gulf Filling Station 1005 Tampa St	1934 Commercial	?	?	?
HI00748		Eureka Saloon Bldg. 300 N Franklin St	1889 Masonry vernacular	✗	✗	?
HI00749		Exchange Bank 611 N Franklin St	1923 Neo-Classical Revival ca. 1880- 1940	✓	✗	?
HI00750		Old Citizens Bank Bldg. 701 N Franklin St	1890 Masonry vernacular	✓	✗	?

✓ Eligible or potentially eligible

✗ Not eligible





? Not evaluated or Insufficient information

ID	Photo	Site Name Address	Year Built Style	Surveyor Eval		State HPO Evaluation
				Individual	District	
HI00751		Woolworth Bldg. 801 N Franklin St	1916 Art Deco ca. 1920-1940	✓	✗	?
HI00753		J J Newberry Bldg. 815-819 N Franklin St	1940 International ca. 1925-present	✓	✗	✓
HI00755		902-906 N Franklin St	1904	?	?	?
HI00756		908-910 N Franklin St	1902 Masonry vernacular	?	?	?
HI00761		1001 N Franklin St	1910	?	?	?

✓ Eligible or potentially eligible

✗ Not eligible

? Not evaluated or Insufficient information

ID	Photo	Site Name Address	Year Built Style	Surveyor Eval		State HPO Evaluation
				Individual	District	
HI00763		Tampa Harness and Wagon Go 1007 N Franklin St	1895	?	?	?
HI00846		Seald Sweet Crows Bldg. 110 Oak Ave	1928 Italianate	?	?	?
HI00892		Henderson Bldg. 306 E Tyler St	1928 Masonry vernacular	?	?	?
HI03062		Woolworth's (expansion) 802-808 N Florida Ave	1914 Masonry vernacular	✓	✗	?

✓ Eligible or potentially eligible

✗ Not eligible

? Not evaluated or Insufficient information

ID	Photo	Site Name Address	Year Built Style	Surveyor Eval		State HPO Evaluation
				Individual	District	
HI03067		Grand Theater 510 N Franklin St	1900 Neo-Classical Revival ca. 1880-1940	✗	✗	?
HI03654		Palm Avenue Baptist Church 1805 N Florida Ave	1901+ Gothic Revival ca. 1840-present	✓	✓	✓
HI08069		Walgreens 514 N Franklin St	1952 International ca. 1925-present	✗	✗	?
HI08070		Tampa Bay Computers 513 N Franklin St	1910 Masonry vernacular	✗	✗	?



Eligible or potentially eligible



Not eligible



Not evaluated or Insufficient information

ID	Photo	Site Name Address	Year Built Style	Surveyor Eval		State HPO Evaluation
				Individual	District	
HI08071		Beverly's Card & Gift Shop 512 N Franklin St	1900 International ca. 1925-present	✗	✗	?
HI08073		511 N Franklin St	1910 Masonry vernacular	✗	✗	?
HI08074		C'est la Vie Bakery & CafT/Yum-Yum Deli 200-220 E Madison St	1900 Masonry vernacular	✗	✗	?
HI08075		Original Grill Station 508 N Franklin St	1900 Masonry vernacular	✗	✗	?
HI08076		Italian Pavilion CafT/Federal Credit Union 501 N Franklin St	1910 Masonry vernacular	✗	✗	?



Eligible or potentially eligible



Not eligible



Not evaluated or Insufficient information

ID	Photo	Site Name Address	Year Built Style	Surveyor Eval		State HPO Evaluation
				Individual	District	
HI08077		Marilyn Shoes 807-809 N Franklin St	1930 Masonry vernacular	✗	✗	?
HI08078		713 North Franklin Street	1950 Masonry vernacular	✗	✗	?
HI13685		315 E Madison Ave	c1962 International ca. 1925-present	?	?	?
HI14165		Hidden Springs Ale Works 1631 N Franklin St	c1923 Masonry vernacular	✗	✗	✗








Eligible or potentially eligible



Not eligible



Not evaluated or Insufficient information

ID	Photo	Site Name Address	Year Built Style	Surveyor Eval		State HPO Evaluation
				Individual	District	
HI14166		Elite Strength and Conditioning 1622 N Franklin St	c1946 Masonry vernacular	✗	✗	✗
HI14167		Church Women United 1551 N Franklin St	c1966 Masonry vernacular	✗	✗	✗
HI14168		1635 N Tampa St	c1946 Masonry vernacular	✗	✗	✗
HI14170		717 Parking 1523 N Franklin St	c1951 Masonry vernacular	✗	✗	✗
HI14171		717 Parking Operations Center 1549 N Franklin St	c1966 Masonry vernacular	✗	✗	✗

Source: Florida Master Site File, November 2022



Eligible or potentially eligible



Not eligible



Not evaluated or Insufficient information

B. LOST TREASURES



Maas Bros Department Store: L: Original location (619-621 Franklin St; SE Corner of Franklin and Zack Streets); R: 2nd location (610-616 N Franklin St; SW Corner of Zack and Franklin St)



First National Bank (414-416 Franklin St)



Citizens Bank Building (corner of Franklin and Zack)

Source: Public Library Cooperative
Burgert Brothers Photographic
Collection



Eps Building (1415-1417 Franklin St)



Marine Bank (512 Franklin St)



Bank of Commerce (914-918 Franklin St)



National City Bank (701 Franklin St)



Franklin Bank (1201 Franklin St)



W.T. Grant Co (901 Franklin St)



Franklin Theater (710 Franklin St)



Equitable Building (1400 block of Franklin St)



Ferlita Building (corner of Twiggs and Franklin St)



Gaetano Ferlita (1205 N Tampa Street)

