

Davis Bradley Building
1735 Dr. Martin Luther King, Jr. Street South,.

The City acquired the property from U.S. Department of Housing and Urban Development (“HUD”) in May 1999 to be used as a substance abuse services center. A Request for Proposal (“RFP”) was announced by the City in 2000 to solicit a substance abuse treatment provider who would acquire, renovate the facilities, and provide services from the building including a 75-bed residential treatment facility for men. The City selected The Pinellas Bridge, Inc. to renovate and then operate the facility. The facility has been in operation SINCE July 2001.



Enoch Davis Center
1111 18th Avenue South

The Enoch Davis Center, located at 1111 18th Avenue South, was named for the Rev. Dr. Enoch D. Davis, a long time activist and civic leader in the St. Petersburg community. The Center is an 18,000 square foot multi-service center. It houses office space for human service agencies to facilitate community accessibility. The center also provides opportunities for educational and cultural enhancement for adults and youth.

The 23-year-old center was recently remodeled and expanded. In addition to classroom space, an auditorium with a stage, and meeting rooms, the facility now includes additional conference room space, a new catering kitchen, an expanded main kitchen, a newly equipped computer lab and an expanded utility billing and collection office.

The design and construction costs for the renovations totaled \$976,894.



James Weldon Johnson Branch Library
1059 18th Avenue South

The new James Weldon Johnson Branch Library is located adjacent to the Enoch Davis Center. After being housed inside the Enoch Davis Center for 21 years, the new library opened in September 2002. It houses a collection of more than 22,000 volumes in its 14,200 square foot space. It also houses the largest African American Collection in the system. It has a computer lab, teen resource center, a quiet room for reading or studying and a large community room. The library is heavily used by students of the adjacent Southside Fundamental Middle School and is open 65 hours per week, including three nights and Saturdays. The total cost of construction was \$1.8M.



U.S. Postal Service
1750 16th Street South

A full service U.S. Post Office is slated to open for service in Midtown. Mayor Rick Baker and Postmaster Tom Pawlowski made the formal announcement in July to a gathering of approximately one hundred residents; city, county, state, and federal officials, and community and neighborhood association representatives. The collaboration between the City and the Post Office will transform the current postal annex located at 1750 16th Street South into a full service postal center.

The African American development firm Felton, Wooten and Felton owns the facility and leases to the U.S. Post Office.



16th Street Plaza
1500 block of 16th Street South

The 16th Street Plaza revitalization project by African American developer Julius Mosley is located at 544 16th Street S. It currently houses Hair for You, Consumer Dollar, Styles Beauty Salon, Mosley's Real Estate, Classy 727 Lingerie, Bellamy Gas, Hot Diggity Dog Ice Cream Shoppe, Foxy Nails, and Sparrow View Art Gallery.



22nd Street South Main Street

22nd Street Redevelopment Corporation represents the stretch of 22nd Street, south of Interstate-275 between First and 18th Avenues South. The vision for this historically African-American commercial, entertainment and residential center is preservation of landmarks of historic value to the community, revitalization residential areas, and development of retail, entertainment, cultural and service oriented businesses. 22nd Street Redevelopment was designated as both a national and state Main Street community in 2002 and in keeping with the Main Street Program combines historic preservation and economic development in its revitalization efforts.



Dome Industrial Park Pilot Project

The Dome Industrial Park (DIP), the City's oldest industrial district, is a 122-acre industrial area. As part of redevelopment in this district, the City has assembled and landscaped a 16-acre tract within the Industrial Park known as the Dome Industrial Park Pilot Project to stimulate new private sector reinvestment in the area. A Federal 108 Loan was a major source of funding for this initiative. The intent of the pilot project is to create jobs with livable wages and benefits. Negotiations continue as the City strives to attract private investors with the ability to create up to 600 new jobs for Midtown and other residents.



Alvarez Photography Studio
150 22nd Street South

The 4,730 square feet facility is located at 150 22nd Street South and offers a full line of photographic services.



Pet Pal Rescue
405 22nd Street South

Pet Pal Rescue, a non-profit organization, has constructed a new 4,600 square foot facility, which features 32 indoor/outdoor runs for dogs, and cat condos which will allow the cats to play and interact.



St. Petersburg Clay Company
420 22nd Street South

In 2000, the St. Petersburg Clay Company purchased and renovated the historic 1926 Seaboard Coastline Railway Station which had operated as a freight depot until 1967. The facility was declared a local historic site in 1993. Located at the northeast corner of 5th Avenue South and 22nd Street on 2.1 acres of land, the renovated facility provides studios, equipment and ceramic supplies to artists. In addition, artists also have access to several electric kilns; two Minnesota flat-top high-fire gas kilns; a salt, soda, and wood kiln; and a 21-foot long anagama kiln.

Renovations of the 36,000 plus square foot facility took two years and cost a little over \$1,000,000.



Job Corps Project
22nd Street & 5th Avenue South

Job Corps is the nation's largest and most comprehensive residential education and job training program for at-risk youth, ages 16 through 24. Job Corps combines classroom, practical, and work-based learning experiences to prepare youth for stable, long-term, high-paying jobs.

Job Corps Centers typically contribute \$7 million per year (including \$4 million in salaries and benefits) to the local economy of host communities.

Typical centers employ 75-100 local residents as full-time centers staff.

Job Corps Pinellas will serve approximately 450 students each year who will participate in academic, vocational and employability skills training. These students eagerly participate in community service and volunteer projects to “give back” to their community.



Manhattan Casino,
642 22nd Street South, St. Petersburg Fl 33712

The Manhattan Casino, 642 22nd Street South, is significant for its contribution to entertainment and the culture in the African American community for more than forty years. In 1925, Elder Jordan and his sons contracted with R.L. Sharpe to build a 12,000 sq. ft. two-story building, which first opened in 1931 as an entertainment facility called the Jordan Dance Hall. Later the dance hall became known as the Manhattan Casino and during segregation was the place for cultural and social entertainment similar to what the Coliseum provided to the white community. Some of America's most legendary performers played at the Manhattan including James Brown, Louis Armstrong, Fats Waller, Duke Ellington, Count Basie, Lionel Hampton, Cab Calloway, Ray Charles, Nat King Cole, Sarah Vaughn, Fats Domino and the Ink Spots.

After the era of the big bands, the Manhattan Casino hosted dances featuring local artists. Rock and roll and blues singers popular in the 1960's also performed at the Casino. Goldie Thompson, local minister and radio personality, booked religious programs at the Casino, as did Father Divine, a spiritualist. The Manhattan Casino closed entertainment operations in 1966. From that point until the late 1990's the Manhattan Casino was the home of several small businesses, including a sign company.

Utilizing Community Development Block Grant funds, the City acquired the Manhattan casino for \$418,000 and has completed a nearly \$3M renovation project.



Dr. Carter G. Woodson African American Museum
2240 9th Avenue South

The Dr. Carter G. Woodson African American Museum located at 2240 9th Avenue South, St. Petersburg, Florida is housed in the former Jordan Park Housing Development Community and Management office. The renovated facility encompasses approximately 4,500 square feet for gallery exhibits, classrooms, collection storage, meeting rooms, and a reception area. Built between 1939 and 1941, the Jordan Park neighborhood was established on land donated by the Elder Homer Jordan, a successful local African American entrepreneur.

The museum presents the historical voice and experiences of African-Americans through exhibitions and educational programming in the United States, Florida, and most importantly, the city of St. Petersburg. It is named in honor of Dr. Carter Godwin Woodson is often called the "Father of Black History."



Jordan School
2301 9th Avenue South

The Jordan School opened its doors on September 1, 1925 to serve almost 1,100 African American youth living in St. Petersburg. The original 1925 structure contained twelve classrooms within a 12,000 square foot two-story building. Subsequent additions to the main structure were made in 1948, 1952 and 1960.

In 1997 the Pinellas County School Board, ceased educational activities on the site and entered into a lease arrangement with Head Start.

Head Start Child Development and Family Services, Inc., a not-for-profit 501(c)(3) corporation, leases the site, on which they provide child care services in temporary/portable structures.

In 2006, the school board transferred the property (and Head Start lease) to the City of St. Petersburg.

The scope of work for the project will include demolition all post-1925 improvements, abatement of all lead-based paint and asbestos contamination, address any other environmental concerns (i.e. mold and mildew) and restore the original 1925 brick structure. Once renovated, Head Start Child Development and Family Services, Inc. will re-occupy the building, thus eliminating the needs for the temporary/portable structures.

This project will be the City's first "Green" renovation project. Once completed, the Silver LEED Certified building will have a grey-water cistern system, solar panels that will produce a small amount of electricity for the building and other energy efficient elements.



Jordan Park Apartments
1245 Jordan Park Street

Established in 1941 with a donation of land from Elder Homer Jordan, a successful local entrepreneur became one of the premier housing complexes for African Americans. The 446 units of the Jordan Park housing complex were torn down in 2000 and were rebuilt with a \$27million federal grant and \$3 million Community Block Grant from the City. The new Jordan Park site has tree lined streets, landscaped yards and 237 new and rehabilitated homes with front porches, creating a modern residential neighborhood. In partnership with the City of St. Petersburg's Housing & Community Development Department which provides down payment assistance to participants in the program, home ownership for first time homebuyers is also available through the HOPE VI Affordable Home Ownership Program.



Under grounding & Relocating of Utilities on 22nd Street South

In the spring of 2004, the City of St. Petersburg, in conjunction with Progress Energy Florida, Brighthouse, Verizon, Knology and the 22nd Street Redevelopment Corp., began the process of either relocating or moving underground all of the above-ground utilities located on 22nd Street South, from I-275 to 18th Avenue South. This \$369,000 project was funded by Community Development Block Grant funds. The goal of the project was to safely consolidate all exposed overhead utilities and improve visibility and aesthetics along the 22nd Street/Main Street corridor. While experiencing a significant delay caused by four hurricanes affecting the Florida peninsula, the project was completed in January 2005.



Lorene's Fish and Crab House
929 22nd Street South

It is a ten-year old family owned and operated business. The restaurant, named after Lorene Whitehead, was started on a dream by Lorene and her husband, Arthur Office, to own their business. The couple started with the basics; a stove, kitchen utensils, Arthur's special recipes, hard work and perseverance, and the support of friends, family and volunteers from their church. The business built slowly but has become a thriving enterprise that has survived down times such as the recent redevelopment of Jordan Park and the other development activities in the area.

Arthur used the down time to upgrade the kitchen with commercial equipment and explore ways to broaden their customer base while Lorene took time attend training at the city's Business Assistance Center (BAC). In March 2003, a national Main Street Resource team visited the 22nd Street Main Street District and after dining at Lorene's, proclaimed, "Lorene's Fish House is St. Petersburg's best kept secret".



St. Petersburg College Midtown Campus
1048 22nd Street South

The city of St. Petersburg asked St. Petersburg College to help with the educational portion of its Midtown Redevelopment Act, so the college opened SPC Midtown, which offered its first classes in September 2003. SPC Midtown offers a small, yet relaxed, educational setting, offering one-on-one attention from faculty and staff, easing both traditional and non-traditional students into the educational experience. In addition to educational opportunities, a variety of community activities are held at the center. The 10,000 square foot, 2 million dollar facility was another project of the St. Petersburg Housing Authority (SPHA) under its HOPE VI grant.



Royal Theater (Boys and Girls Club)
1011 22nd Street South

Built circa 1948, the Royal Theater, located at 1011 22nd Street South, was designed by Philip F. Kennard for the Gulf Coast Entertainment Company. The Royal Theater is one of the few remaining "Quonset Huts" within St. Petersburg. As a lightweight, portable, and economic building type, these huts are inherently rare pieces of architecture.

The Royal Theater operated for eighteen years (1948 to 1966) as one of only two movie theaters serving solely African-Americans; the other being the Harlem Theater, located at 1019 Third Avenue South, which has since been demolished.

By 1975, the Royal Theater had been converted to a youth center, operated by the Boys and Girls Clubs of the Florida Suncoast. In 2002, the City entered into an agreement with the Boys and Girls Clubs to provide Community Development Block Grant funds totaling \$535,000 for the design and renovation of the building and site. As a result of a significant fund raising effort, an additional \$400,000 of private donations was secured, including a grant for over \$325,000 from business owner Bill Edwards, Chairman and CEO of Mortgage Investors Corporation, bringing the total design and renovation budget to over \$1 million dollars.

Today, the Historic Royal Theater stands as a cultural resource for all of Midtown to utilize. Computer education, ballet and musical studios, a full fledged recording studio, a stage with dressing rooms, and a 150 seat auditorium are but a few of the amenities offered at the Royal Theater.



**Johnnie Ruth Clarke Health Center at Historic Mercy Hospital
1344 22nd Street South**

Built in 1923, Mercy Hospital is the oldest surviving hospital building in St. Petersburg and was the only health care facility for the City's African American population from 1923 to 1966.

After falling into disuse and subsequent disrepair, all but one building was torn down. With funding from HUD and Block Grant money from the City, the Johnny Ruth Clarke Health Center, an affiliate of Community Health Centers of Pinellas, moved into its new 20,000 square foot facility.

Today, the partners Florida A & M University, University of Florida, St. Petersburg College, Bayfront Medical Center, and Community Health Care Centers' Johnnie Ruth Clarke Health Center at the Historic Mercy Hospital Campus serve low and moderate-income residents with medical, dental, pharmacy, psychosocial services, and other health related services.



Sweetbay Super Market
1794 22nd Street South

A grocery store in Midtown has long been a desire of residents and was one of the primary enhancements identified by residents as an indicator of economic development. Urban Development Solutions, Inc., a non-profit entity formed by Larry Newsome and Darryl Rouson, the Sembler Company, a shopping center development and management firm, and the city of St Petersburg partnered to construct Tangerine Plaza, which houses Sweetbay Supermarket, additional retail space and a community policing and resource center. The City Council leveraged \$2.3 million in loans and incentives in support of the project. An additional \$700,000 from the U.S Department of Health and Human Services helped fund the 46,100 square foot Sweetbay-anchored neighborhood shopping center

Construction was completed the fall of 2005. Since that first year, the Midtown facility has been the top performing store in sales in the district.



Perkins Elementary School

At the northwest corner of 22nd Street and 18th Avenue South, Perkins Elementary, located at 2205 18th Avenue South, houses the Center for the Arts and International Studies. The magnet school focuses on the arts, foreign language and the humanities, and draws parents and students from throughout Pinellas County. The Al Downing Theater, a converted church sanctuary (formerly Friendship Missionary Baptist church), also sits on the school's campus. The theater was named after educator and legendary jazz musician Alvin Downing who played at the Manhattan Casino.

Perkins Elementary was named after George W. Perkins, an African American educator and former principal of Gibbs High School.



Childs Park YMCA
691 43rd Street South

On October 14, 2008, the city of St Petersburg and YMCA of Greater St. Petersburg celebrated the grand opening of the new Childs Park YMCA, at 691 43rd St. S.

After an exhausting nine-month construction schedule, the 15,000 sq. ft. state-of-the-art facility is now open for use as a community center, offering programs for youth and adults. In addition to Y-Achievers, an academic after-school program available to students, kindergarten through eighth grade, the new facility also features a micro public library and administrative office space for the Childs Park Junior Rattlers football league. The 1,200 sq. ft. community library, to be operated by the city, will house a computer lab and a small collection of popular magazines and books. Additionally, the police department will operate a small community service office, for the greater Childs Park community.



KaBoom Playground
Fairfield Avenue South & 37th Street

On Saturday, December 6, 2008, Mayor Rick Baker and City Council along with more than more than 300 volunteers from the local community, America's Promise Alliance, KOOL-AID, and organizers from KaBOOM! built a new playground at Trailhead Park, 3800 Fairfield Avenue South.

The new playground's design was based on drawings provided by local schoolchildren who attended a Design Day event held in October at the newly opened YMCA facility in Childs Park.

In addition to building a new state-of-the-art 2,000 square foot playground with swings slides and lots of climbing structures, the following activities occurred:

- √ Engaged: 282 adult volunteers and 70 youth in activities
- √ Completed: over 2,110 volunteer hours in just one day
- √ Moved: 135 cubic yards of mulch by hand (that's TWO tractor trailer loads!!)
- √ Mixed: over 14,000 lbs of concrete by hand
- √ Painted: asphalt games and the bridge
- √ Built: 3 Mendocino benches, a peace pole, a directional post, an accessible walkway and a bulletin board



Grand Central Main Street

The Grand Central District is a 12-15 block section of the city of St. Petersburg located west of the city's downtown. Its boundaries encompass Central Avenue plus First Avenues North and South from 16th Street to 31st Street. After experiencing a period deteriorating buildings, and loss of businesses the area is now a tree-lined, pedestrian friendly neighborhood with a unique mix of individually owned shops, galleries, antique stores, restaurants, and office and residential living space.

The District incorporated and established the Grand Central District Association (GCDA). In 2002 was designated as both a national and state Main Street community. GCDA has implemented the Main Street Program which combines historic preservation and economic development in local revitalization and addresses Urban Design, Transportation & Mobility, Streetscape Design, Land Use & Zoning, Architectural Design and Marketing



Grand Kitchen & Bath
2036 Central Avenue

With a wide range of cabinetry, countertops, and decorative plumbing products available today, our customers depend on our professional design expertise.

At Grand Kitchen & Bath we are here to help make your dreams turn into reality. Our store is intimate and we offer a more personal touch to the important task of designing you kitchen or bath.



Juxta Center
2157 First Avenue South

Juxta Center Art Gallery, a new interactive and supportive business model of Mikey The Realtor LC in collaboration with Feng Shui At Work, a personal online Feng Shui service and Ric Castro International Salon. The new venture provides space for several local artists who exhibit their art in the Center. Additionally, the center welcomes the community to enjoy not only the unique architecture and peaceful court yard but also invites the community to use the facility after hours for a baby, wedding or bridal shower, a casual business meeting or charitable fundraising event



Roco Traders
2115 Central Avenue

At Roco Traders, modern fantasy meets old-world style and elegance. Delightfully distinctive furniture, as well as home and garden décor, are perfect for a gracious Florida lifestyle. You will also find tempting treasures in RoCo's stunning sterling silver jewelry collections and gorgeous gifts guaranteed to get rave reviews from all. Owners, Mary Coyle and Durella Rodriguez located at 2115 Central Avenue.



Paper Presence
2435 Central Avenue

Paper Presence is a custom invitation and stationery studio that specializes in unique, hand-made, personal stationery for special events. Utilizing an array of materials from exquisite papers and sophisticated fabrics, to hand-dyed silk ribbons and crystal embellishments, Paper Presence works with clients from concept to creation to provide stationery as unique as their clients and the events that make up their most memorable life moments.



Wahoo Mortgage
2433 Central Avenue

Mona Burrows is the LMB Branch Manager provides custom mortgage solutions through her company. Mona is the president of the Grand Central District Association and houses Grand Central's Main Street office. Aviva Bowman serves as the Business Association's coordinator.



Beaks Old Florida
2451 Central Avenue

Beak's Old Florida, managed by Chef-owner: Jamie Farquharson. Co-owner: Evelyn Powell. Located in the heart of the Grand Central District it was voted as having the "Best Bar Food", St. Petersburg Times 2009 and the "Best Good Times Restaurant", CitiLife Magazine 2009. Beak's features three distinct areas for dining and drinking: the Casual Main Room, the Outer Bamboo Dining Bar and the Garden Patio.



Craftsman House
2955 Central Avenue

Built in 1918, this historic bungalow houses a café and an award-winning Arts & Crafts Gallery with an outstanding selection of fine craft & handmade artwork by over 300 American artists. The cafe specializes in light fare, treats, handmade beverages & a full coffee bar. Enjoy your meal either on the large front porch or in the courtyard on the side that faces a pottery studio which is open to visitors. The studio is a renovated carriage house located in the rear of the property and is pottery studio professional potter, Stephanie Schorr. Stephanie and husband Jeff invite you to stay awhile.

