

# CULTURAL ARTS CENTER AT THE ST. AUGUSTINE BEACH HOTEL



Community Workshop  
Wednesday, March 23, 2022  
St. Augustine Beach City Hall  
Presented by  
Christina Parrish Stone  
Executive Director  
St. Johns Cultural Council

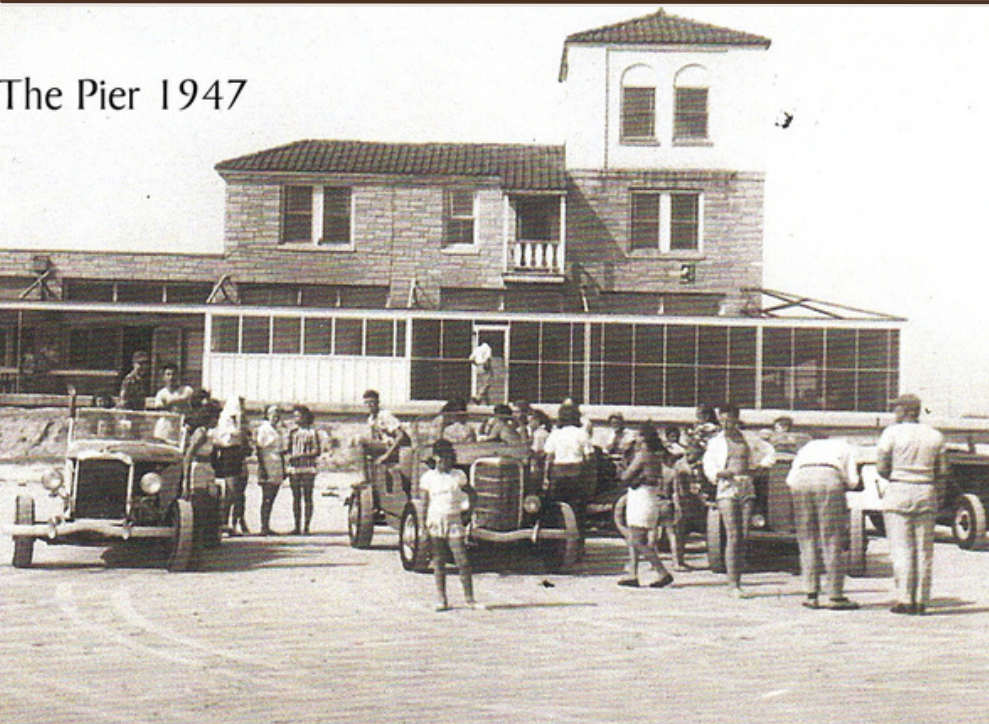


ST. JOHNS  
CULTURAL COUNCIL

ST. AUGUSTINE | PONTE VEDRA | FLORIDA'S HISTORIC COAST

# PRESENTATION OUTLINE

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- HISTORY
- RESTORATION EFFORTS TO DATE
- PRESENT USE
- NATIONAL REGISTER LISTING
- FLORIDA DEPARTMENT OF STATE GRANT
- INTERPRETIVE SIGNAGE & PUBLIC ART
- FUTURE USES - DISCUSSION
- NEXT STEPS
- QUESTIONS?

# HISTORY

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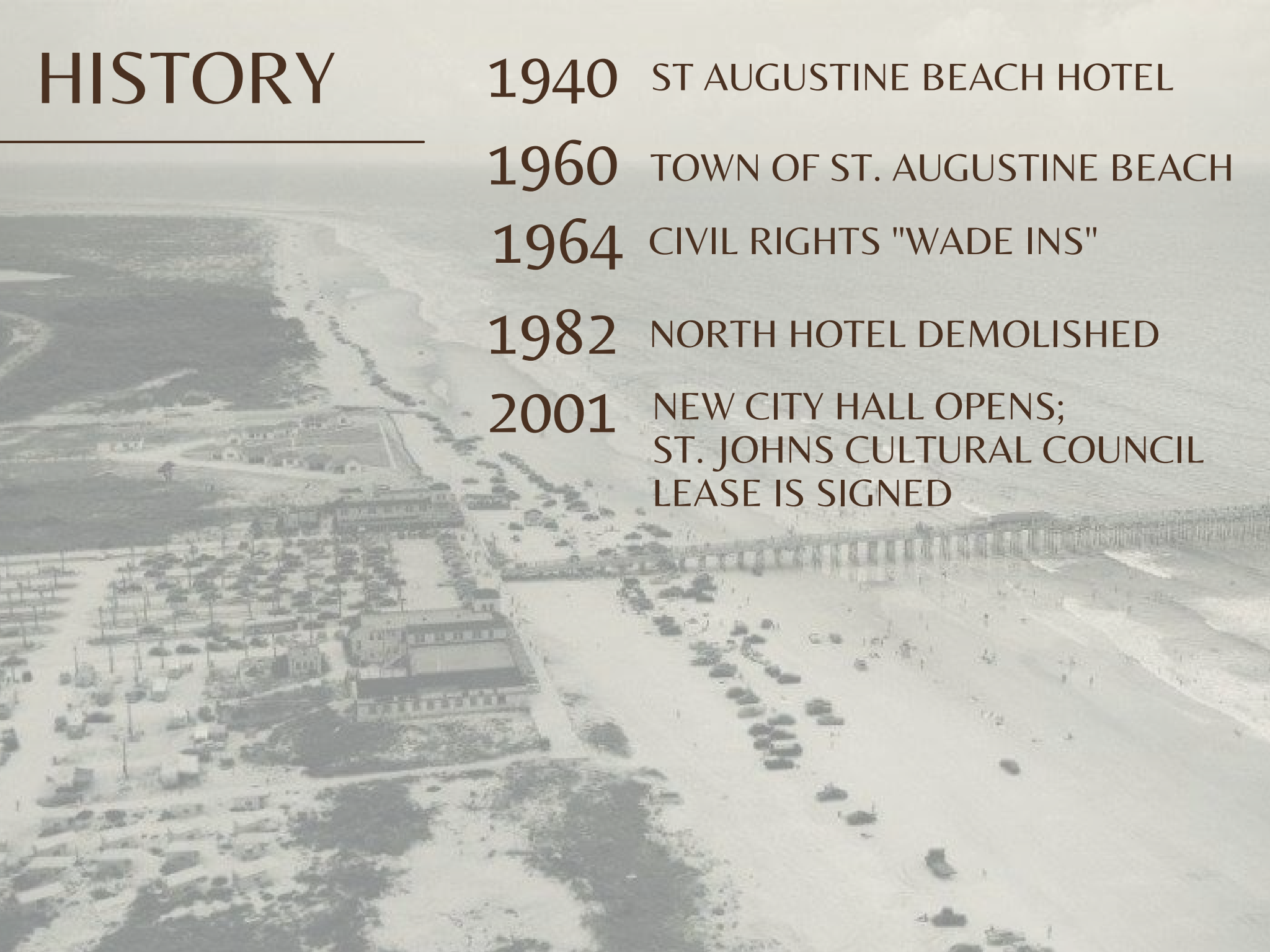
1940 ST AUGUSTINE BEACH HOTEL

1960 TOWN OF ST. AUGUSTINE BEACH

1964 CIVIL RIGHTS "WADE INS"

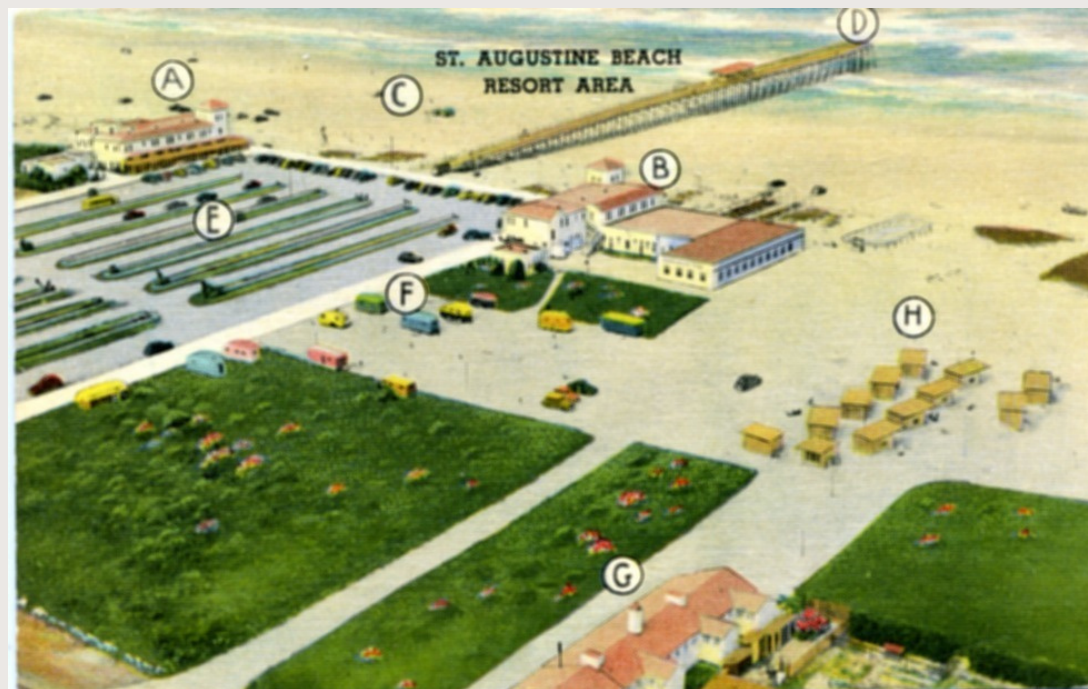
1982 NORTH HOTEL DEMOLISHED

2001 NEW CITY HALL OPENS;  
ST. JOHNS CULTURAL COUNCIL  
LEASE IS SIGNED





# HOTELS OPEN ON LABOR DAY, 1940



**WELCOME**

*St. Augustine Beach*



Two miles south of St. Augustine  
Light house at ocean's edge,  
and nestled among the Dunes  
and Ancient Scrub Oaks that  
greeted Menendez and His Men

**FLORIDA'S FIRST BEACH — offer.**

## THE BEACH HOTELS

Complete With

- COTTAGE COURTS • CABANA COLONY
- MODERN APARTMENTS • HIDE-AWAY COTTAGES
- MODERN BUNGALOWS • TRAILER PARK

All Offering Kitchen Facilities, if Desired at

### — MODERATE YEAR-ROUND RATES —

	SINGLE	DOUBLE	WEEKLY
HOTEL ROOMS	from \$3.50	from \$4.00	\$25.00
COTTAGES	from \$2.50	from \$3.50	
APARTMENTS	from \$35.00 weekly	\$60.00 monthly	

Accommodation from a Private Eight-room party house to a cozy modern beach cabana await you

**PHONES 1895 - 2155 - 9153 - 9178**

St. Augustine Beach provides the  
major recreational facilities for the  
city and surrounding country side

**YOU'LL BE AT HOME HERE**

**Informality is the Order of the Day**







Fishing at the Pier 1949

# CIVIL RIGHTS DEMONSTRATIONS - JUNE, 1964









Surf Contest 1968



# DEMOLITION OF NORTH HOTEL BUILDING - 1982



# RESTORATION: PHASE ONE

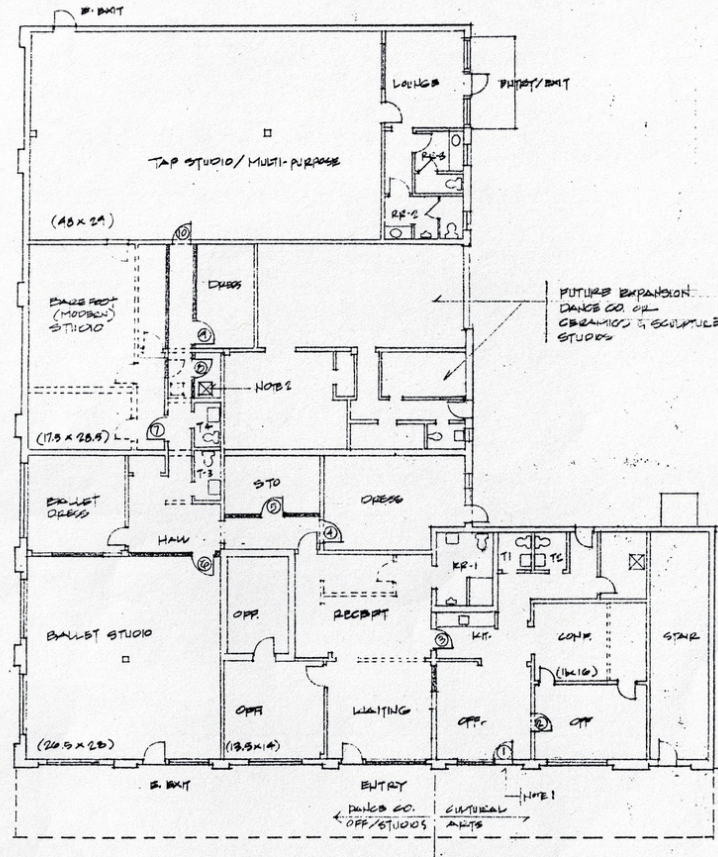
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Through a combination of grants and private fundraising, the St. Johns Cultural Council stabilizes the entire building and completes build out of first floor





# FIRST FLOOR REHABILITATION PLAN



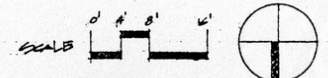
## GENERAL NOTES:

- 1) ADD NEW DOOR #1 & RESTORE ORIG STOREFRONT BAY
- 2) RELOCATE OR REPLACE EXIST'G A/C UNIT & RECONNECT TO EXIST'G DUCTS.

## LEGEND

- NEW DOOR AS SCHEDULED
- NEW WALL
- EXIST'G WALL
- EXIST'G WALL & OR DOOR TO BE REMOVED

PHASE I REHABILITATION PLAN



THOMSON & RAINVILLE, P.A.  
ARCHITECTURE + INTERIORS

CULTURAL ARTS CENTER

307 A1A BEACH BOULEVARD  
ST. AUGUSTINE BEACH, FLORIDA

ISSUED: 4.20.01


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# PRESENT USE: ST. AUGUSTINE BEACH CULTURAL ARTS CENTER

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The Dance Company



The Art Studio



HISTORY

# Former St. Augustine Beach Hotel earns national historic status for role in civil rights

[Colleen Michele Jones](#) St. Augustine Record

Published 5:30 a.m. ET Jan. 25, 2022

[View Comments](#)



24 Photos

[VIEW FULL GALLERY](#)



## St. Augustine beach wade-in protests in 1964

Civil rights protesters are attacked by segregationists during a wade-in protest on St. Augustine Beach in 1964.

# NATIONAL REGISTER OF HISTORIC PLACES

The St. Augustine Beach Hotel and Beachfront was listed on the National Register of Historic Places in January of 2022 at a **national** level of significance for its role in the civil rights movement

# FLORIDA DEPARTMENT OF STATE \$500,000 GRANT

## PRELIMINARY BUDGET PROVIDES FUNDS FOR

- AWNINGS
- WINDOWS
- HVAC UPGRADES
- ELECTRICAL UPGRADES
- BALCONY RESTORATION
- ELEVATOR



Travel

## St. Augustine Nonprofit Organizations Slated to Receive \$2,933,500 in African American Cultural and Historical Grants

By admin - March 3, 2022

438 0



On Monday, February 28, the [Florida Department of State](#) released the ranked list of applications and scores for its African American Cultural and Historical Grants, following three days of panel hearings and review. Four St. Augustine, Florida projects ranked in the top third of more than 150 applicants and will be awarded **\$2,933,500 in grants**.

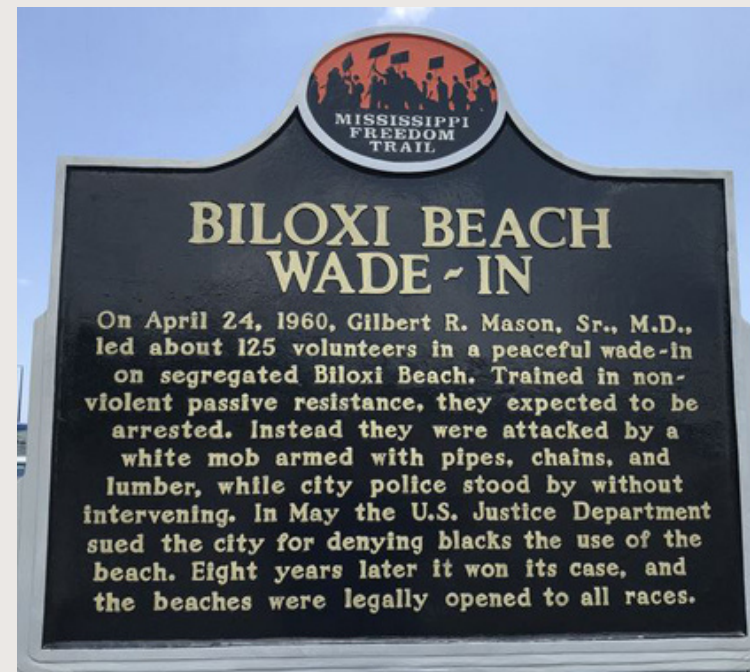


# \$25,000 GRANT FOR INTERPRETATION

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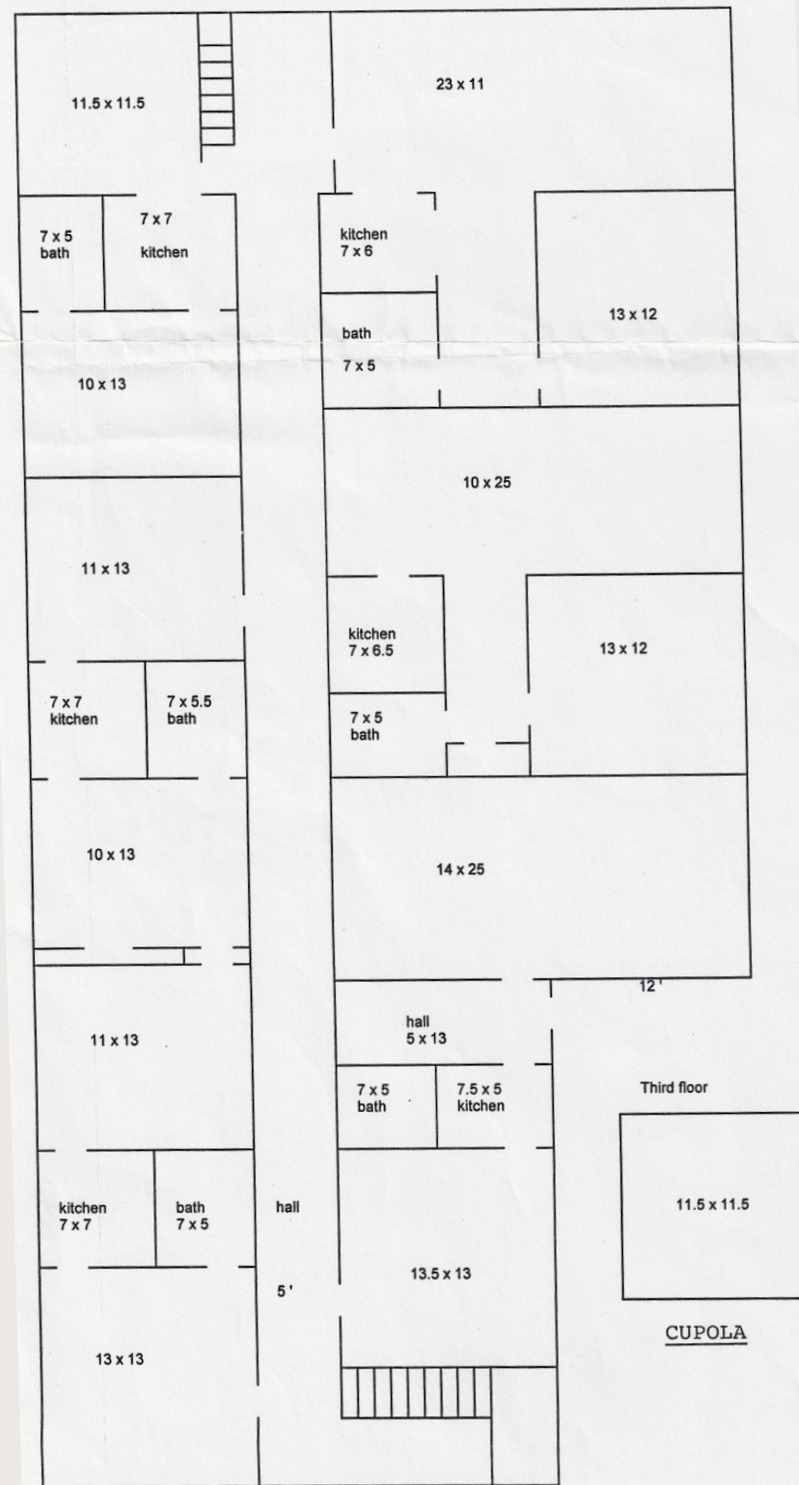
We can't share all of the details yet, but we've been notified that an additional \$25,000 grant - from a different source - has been approved. A formal announcement will be made in early April.

This grant can fund things like interpretive signage, both inside and outside of the building, historic markers, and other items that help to share the history of the site.



# FUTURE USES: SHARE YOUR IDEAS

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# NEXT STEPS - AND HOW YOU CAN HELP

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01. CONSTRUCTION  
PROJECT

02. PUBLIC ART PROJECT /  
INTERPRETIVE SIGNAGE

03. FUNDRAISING

04. VOLUNTEER



© St. Augustine Hist. Soc.



# QUESTIONS?

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# GET IN TOUCH



CALL: 904.434.0959

EMAIL: [CHRISTINA@HISTORICCOASTCULTURE.COM](mailto:CHRISTINA@HISTORICCOASTCULTURE.COM)

VISIT / WRITE: 184 SAN MARCO AVENUE  
ST. AUGUSTINE FL 32084

WEBSITE: [WWW.STJOHNSCULTURE.COM](http://WWW.STJOHNSCULTURE.COM)

SOCIAL MEDIA: [@STJOHNSCULTURE](https://www.instagram.com/STJOHNSCULTURE)