



A NEWSLETTER FOR RESIDENTS OF THE DON CESAR PLACE NEIGHBORHOOD



Visit www.dcpoc.org



"The Best is by the Gulf"

In August and September of 1925, local newspapers began announcing the sale of less than 300 lots or "villa sites" as they were called, in Don Ce-Sar Place, deemed the "Cream of Beach Properties." A call for reservations was placed first, and within three days 87 were reserved through sales agents Fisher & Deaderick on behalf of owner Thomas J. Rowe. Sales agents asked prospective buyers to "visualize how it will look when fully landscaped, and pick out your choicest homesite today." Sites were priced from \$4,500 to \$27,500.

In another two-page spread complete with plat, Rowe himself stated that within the development there would be "the mighty Don Ce-Sar Hotel with stores and shops to care for the needs of Hotel and Place, Lazarillo Park, two other parks not yet named, and complete water and lighting systems."

When sales fully opened, the article headline in the September 9th, St. Petersburg Times stated *Don Ce-Sar Place Sales Smash Record*. It went on, describing the flurry of activity surrounding the purchasing of lots, likening it to a "stock exchange as men and women buyers . . . waited impatiently to make deposits on the properties they wished." About 50% of the home sites were purchased on the first day (all of the highest priced lots sold out before noon), a testament to the land boom of the time and to the neighborhood's prime, desirable location. Subsequent early ads for the Don Ce-Sar Place properties touted the "Two Million Dollar Hotel" program as the hotel was being developed, along with sidewalks, paved streets, sea walls, and landscaping.

Looking at the history of development, flourish of advertisements, and early public interest in our neighborhood provides a fascinating glimpse into the past yet also parallels the present, where it is not hard to see that today, nearly 100 years later, we live in a matchless place that continues to capture the hearts of those seeking an idyllic lifestyle on the Gulf.

/// IN THIS ISSUE

- Staying Safe Around Red Tide
- Update on Blocks M & N
- Don CeSar Hotel Expansion Proposal
- Member Spotlights & more!



Where Neptune Beckons To Gulf Beach Delights

It is the lure of water, where zephyrs of the broad beaches of the Gulf send breakers and ripples to the shore, and where winter months contain no suggestion of Wintry Climate, which attracts the many thousands from all parts of the earth to Florida as a refuge from the ice and snow of other climes.

The same desire to look out over the expanse of ocean blue where ships pass laden with passengers, and freight destined to the seven seas of the world, has made the Beach at Pass-a-Grille and Don-Ce-Sar Place the most popular route for those motoring for pleasure. One cannot view this magnificent body of water with its bayous and lagoons nearby without receiving new sensations and entertaining new hopes.

The desire to some day own and live in a home, where the Gulf of Mexico spreads out like a panorama, must possess every man and woman, who enjoys the finest art of the Creator's work.

Gulf frontage and water frontage even on this beautiful island is exceedingly limited as compared to the present requirements and the inevitable demands of the very near future.

JUST NOW IT IS POSSIBLE FOR THE INDIVIDUAL OF AVERAGE FINANCIAL RESOURCES TO BUY A LOT HE WOULD LIKE TO HAVE AS FOUNDATION SITE FOR HIS NEW HOME. A few years even months will make an astounding difference, in fact the increase in value of such property is beyond the comprehension of man—but this we all know waterfront property and immediately adjacent locations, so favorably located as Don Ce-Sar Place will soar to new heights that will make past rise in realty values seem puny and exceedingly commonplace.

So the sensible thing to do now within the next few days before they are gone, is to select a Villa Site at Don Ce-Sar Place, buy it—then arrange to build a home on it and enjoy the pleasures which will surround you.

Don Ce-Sar Place

Prices Range from \$4,750 to \$10,000

Terms One-third cash—balance in 6-12-18-24 months.

Fisher & Deaderick

Sales Agents 210 First Ave. North Trust Office at Don Ce-Sar Place



It is the lure of water, where zephyrs of the broad beaches of the Gulf send breakers and ripples to the shore, and where winter months contain no suggestion of Wintry Climate, which attracts the many thousands from all parts of the earth to Florida as a refuge from the ice and snow of other climes.

Seeing and Smelling Red

This summer brought a severe red tide outbreak in much of Pinellas County. Most red tide is currently staying offshore, yet as of the end of September Pinellas County Red Tide Monitoring Results have shown low to median levels from South Pass-A-Grille Beach to North Beach. The City of St Pete Beach provides current information on Red Tide on the website on the Community Public Safety page.

Red Tide blooms started early June when small pinfish and grunt started turning up dead. At that time, Pinellas County reported some water samples in Tampa Bay with levels of red tide 10 to 17 times greater than the concentration considered "high." Shortly thereafter, dead snook and grouper started floating in our local neighborhood waterways. Carcasses decayed in the sun, reeking, and attracting flies throughout Don CeSar Place. Sea life from the entire water column were attacked, including seagrass, algae, mollusks, and horseshoe crabs.

Blooms consist of microscopic organisms that produce fish-killing toxins. They may even cause some people to suffer minor breathing trouble, a scratchy throat and watery eyes. Dead fish compound the problem because the carcasses release more nutrients back into the water to feed red tide. Therefore local efforts to remove dead fish from the water are so important.



You can make a difference!

Residents are encouraged to pick up and double bag any fish kills in or near their yard and leave on the curb.

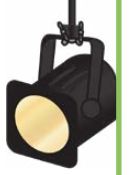
Call 727-363-9246 with your address and City staff will come by and pick it up and dispose of it.

How to stay safe near the water:

Source: Florida Department of Health in Pinellas County

- ▶ Beachgoers should avoid swimming around dead fish.
- ▶ Those with chronic respiratory problems should be particularly careful and "consider staying away" from places with a Red Tide bloom.
- ▶ People should not harvest or eat mollusks or distressed and dead fish from the area. Fillets of healthy fish should be rinsed with clean water, and the guts thrown out.
- ▶ Pet owners should keep their animals away from the water and from dead fish.
- ▶ Residents living near the beach should close their windows and run air conditioners with proper filters.
- ▶ Visitors to the beach can wear paper masks, especially if the wind is blowing in.

Member Spotlights!



Each quarter we will feature one or more DCPOC Members in the newsletter. If you would like to share your story, please fill out the Member Spotlight form at www.dcpoc.org/members/spotlight.

We have an Olympian in our midst! Meet Randy Will

Randy Will, who lives on Casablanca Avenue, is the former owner of six restaurants throughout the country and a three time USA Olympic team member! He was part of the 1988, 1992, and 1994 USA Olympic Bobsled Team. Randy's decorated career also includes 6 time National Champion, World Cup Champion, and 1996 Olympic Coach of the Year USOC, 2002 Coach Jim Shea Skeleton Gold Medal, Track and Field Athlete USA 1984-1992 in the 100 Meter.



Above: Randy Will, part of the USA Olympic Bobsled Team
Left: Randy with wife Janice Steele



Randy has been spending time in St. Pete Beach since he was 10 years old. SPB has the most special place in his heart since he met his now wife, Janice Steele while visiting his coach from the '92 Olympics. Randy and Janice love the beach so much more than shoveling the frozen white stuff, however, they ski several weeks a year and travel to their second home in Idaho.

Come get some SWAG!!!

Don't miss out! **DCPOC swag is coming soon!** Water bottles, tote bags and umbrellas with the DCPOC logo will be available at upcoming DCPOC events.
Many thanks to the Lo Bianco's for their support in printing and production!

Meet Ashley & Michael Lo Bianco

What brought you to the DonCesar Place?

We fell in love with the laid back vibe of the Don CeSar Place neighborhood ... and the proximity to the beach was what sold us on the neighborhood. We divide our time between New York and Florida and were fortunate enough to purchase our beach home in 2016.

What do you do for work?

Ashley owns Part 2 Events, an event management company and works with corporations to plan their in-person, virtual, and hybrid meetings while also overseeing their promotions company, Part 2 Promotions. Prior to Covid, Ashley was on a plane every week and would try to schedule beach trips to Florida in between work travel. We were fortunate enough to escape NYC during the height of Covid and retreat

to our beach house. Michael is also in corporate events and works for AT&T as the Director of Global Events. During his 25-year career, he has traveled the world visiting over 40 countries.



Ashley & Michael Lo Bianco

What do you love most about living in St. Pete Beach?

It's the perfect location for us. Being able to walk to one of the best beaches in the country is amazing. We also enjoy being so close to downtown St Petersburg and the short trip to TPA when we need to travel.

Is there anything else you would like to share?

We are so glad to see all of the positive changes that have happened at Don CeSar Place in the last year. We are lucky to have neighbors that dedicate so much of their time for the benefit of the entire neighborhood. We look forward to meeting more of our fellow residents in the near future.

Committee News

Flooding Committee

In 2011, Betty Rzewnicki noticed there was something not quite right about our neighborhood streets continuously being flooded. She reached out to Public Works at the time and was told the city was aware of the problem and will be addressing it. Betty continued to go about her business, working and enjoying life. However, nothing seemed to change even though much time had passed and many personnel changes had occurred at the city.

Betty soon began to familiarize herself with the neighborhood and connect to people on their perspectives on this flooding issue. Upon collecting much information, Betty knew something needed to get done. A good solid group of neighbors came together to discuss strategy to get the city to hear our call and resolve the flooding issues.

Here we are today, visual progress!! Construct Company Inc. and Rowland have been working hard getting the spillway repaired around the Don CeSar neighborhood. Construct Company has been busy along West Maritana by Alhambra and Alfonso and South Maritana by Don Jose. The project should continue moving along to East Maritana. There are behind the scenes meetings with the contractor and the city discussing schedule, mobilization, and other project details. The city has been reviewing material submittals for approval and long lead items like the valves are already on order.

All of this is thanks to the support of the Flooding Committee and neighborhood residents on getting our voices heard. There is still work to be done! We need for the Bayway Flex Valves to be addressed and the second phase of the plan which is to deal with stormwater flooding. Remember, the current work will address tidal flow in the Don CeSar neighborhood, yet streets will continue to flood due to stormwater.



*Above from top to bottom:
Pre-construction flooding at Alhambra
St. and W. Maritana Dr.; Construction
begins!; DCPOC President Betty
Rzewnicki stands on a baffle box*

*Left: Baffle box installation at 36th Ave.
and E. Maritana Dr.*



Get Involved!

Please consider donating your time to support your neighborhood by joining a committee: a collective voice makes a difference.

Additionally, you get to meet some great people along the way and to understand the perspective of other residents in our neighborhood.

If you are interested in participating in any of the Committees, please sign up on the DCPOC website or contact a Board member.

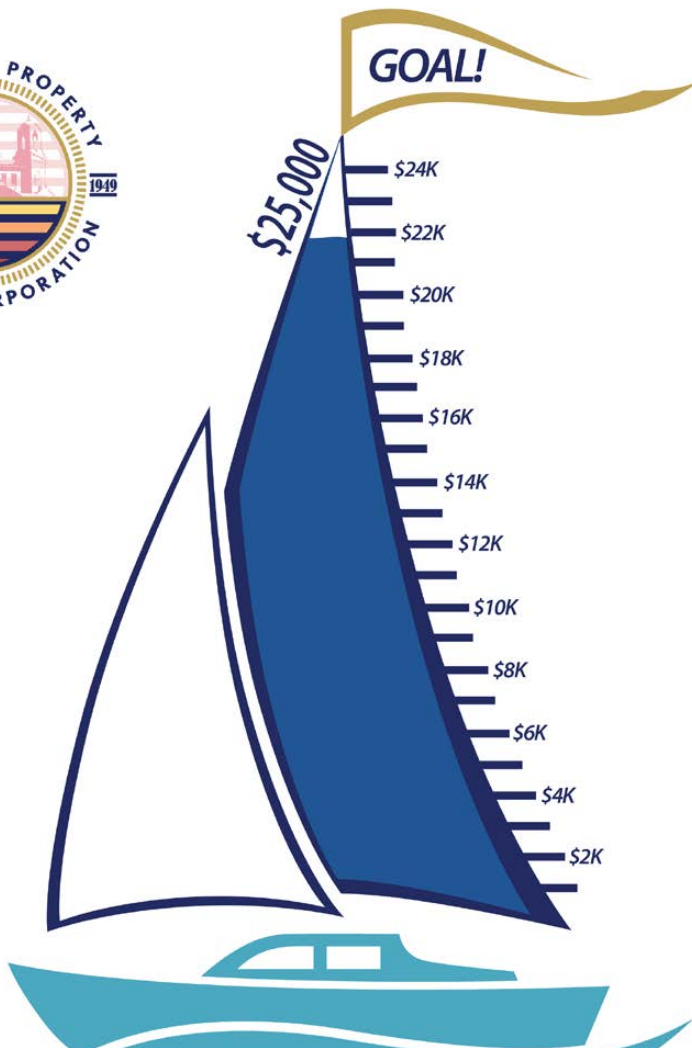
Parking Committee

New for the neighborhood is 3RD parking spaces for Don CeSar Place residents between the Don Vista building and the Don CeSar Hotel. The city will also be approving changes to boat ramp usage from Sunrise to Sunset Park Hours.

Bylaws Committee

The Bylaws Committee finished a draft of new bylaws and passed it onto the Board for its input on some key issues. After the draft is finalized, it will be circulated to the membership for their review. A membership vote on the new bylaws is planned for the February 2022 Annual Meeting.

Fundraising Committee



Raising the Sail!

The sail is almost set!

To date, we have collected **\$21,960.42** towards our \$25,000 goal

If you haven't contributed already, please consider doing your part to help preserve Blocks M and N for the benefit of all Don CeSar Place property owners in perpetuity. ***Special thanks to all who have already contributed!***

If you are willing to help Raise the Sail, you may do so by making a contribution via cash or check. Checks can be mailed to DCPOC, P.O. Box 67015, St Petersburg, FL 33736 or by contacting a member of the Board.

To read more about the status of legal proceedings related to Blocks M and N, please see Update on Blocks M and N on page 7 and visit the DCPOC website (www.dcpoc.org).

Don't miss the opportunity to meet your neighbors at the Don CeSar Place **Neighborhood Social on October 22nd!** 6pm at the Don Vista

The Don CeSar Hotel Expansion Proposal

Background

On September 10th, the Don CeSar Hotel, owned by Host Hotels & Resorts, Inc., submitted an **Unnecessary and Undue Hardship Variance Application** requesting approval of variances to expand the Don CeSar Hotel. The group has met with City Officials, the DCPOC Board of Directors, and the neighbors immediately adjacent to the property.

The proposal is to **expand to the north of the hotel with a two-story structure**. The ground floor would house an employee parking area, storage, and equipment areas while the second floor would house a **10,000 square foot ballroom and conference facility** overlooking the Gulf of Mexico. The ballroom will be able to accommodate up to 600 additional guests.

The Don CeSar Hotel is seeking three variances to the Land Development Code for the construction of the addition, specifically:

1. A **zero setback** to Lot N, the beach lot that runs from the hotel north to 37th Avenue that has been dedicated to Don CeSar Place property owners. Code is 20 feet rear setback;
2. A **zero setback** to El Centro Street North. Code is a 25 feet secondary front setback; and
3. A **30-foot setback** to the north edge of the sidewalk next to our neighbor at 3505 El Centro. Code would require a 48.7 foot side setback.

The DCPOC Board has met with Don CeSar Hotel Executive Staff on several occasions about the project. **The specific issues raised are shown in the bullet points below:**

- A zero rear beachfront setback will set a dangerous precedent for any new construction within the neighborhood and threaten the dunes.*
- A zero front setback to El Centro street could adversely affect vehicle and pedestrian safety.*
- Neighbors will have their views obstructed by the lack of setbacks.*
- The expansion represents a serious threat to the peace, quiet, safety, and character of our neighborhood.*
- The parking overload from hundreds of additional cars will spill well into our streets.*
- Property values could be negatively impacted.*
- Pedestrian traffic will be pushed to the private property of DCPOC from 35th to 36th and 37th Avenues.*
- The green, open space benefits -- visual and environmental -- will disappear.*
- The historic character of the subdivision will continue to be impacted with continuous hotel development demands.*

The DCPOC Board has also met with Vice Mayor Ward Frizolowski, City Manager Alex Rey, City Chief Operation Officer Jennifer McMahon, and Community Development Director Michelle Gonzalez to express our concerns and to fully understand the process the Don CeSar Hotel will be required to follow in their attempt to gain approval for these variances for the expansion proposal.

The Process

The city shall determine whether the application is complete. If the application is complete, the application shall be forwarded for review. If the application is not complete the city shall take no further action on the application until the required information is submitted by the applicant.

The application is currently being reviewed by the St Pete Beach City Community Development Staff. If application is complete, it will be presented to the Board of Adjustment for a determination on granting the variances requested by the hotel. The meeting is open to the public for comment and the DCPOC Board encourages residents of Don CeSar Place to attend the meeting. If the City were to deny the variances outright, it would be communicated prior to the Board of Adjustment review.

The Board of Adjustment public meeting is scheduled for **November 17th at 2 PM**. Location: City Hall, Commission Chambers, 155 Corey Avenue.

Express Your Opinion

The DCPOC Board of Directors represents your ideas and opinions so it is important that you **let us know what you think about this proposed hotel expansion**. Please reach out to a member of the DCPOC Board to share your thoughts and concerns.

Reclaimed Water Schedule for St. Pete Beach

Residents are reminded of **new regulations** in St Pete Beach regarding reclaimed water usage. There are now restrictions on the times and days of the week watering is allowed.

	Morning Watering Hours			Evening Watering Hours			
	12:00 AM - 6:00 AM			8:00 PM - 12:00 AM			
Address	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Odd #s (ex. 501)	Watering	No Watering	Watering	No Watering	Watering	No Watering	No Watering
Even #s (ex. 502)	No Watering	Watering	No Watering	Watering	No Watering	Watering	No Watering

The restrictions will be enforced through the City Code Enforcement Department with a warning period without penalties while the community adopts the new conservation efforts.

Please note that reclaimed water use is prohibited between the hours of 6:00 AM and 8:00 PM every day. It is also prohibited on Sundays.

Source: City of St. Pete Beach

WELCOME NEW PAID MEMBERS

Membership is still on the rise! At 168 strong, DCPOC wishes to welcome new paid members since the last edition of Bliss! A friendly welcome goes out to Elisabeth Ackerman, Yesenia Burton, Lindsey & Keith Dyball, Maribel Delgado & Rolando Morffy, Michael Martin, Catherine & James Palmer, Cameron & Nathaniel Pariseau, Alina & Daryn Perkins, and Nancy & Jon Stevens.

Update on Blocks M & N

The current Board of the Don Ce-Sar Property Owners Corporation (DCPOC) remains resolute on obtaining title to Blocks M and N and we are moving ahead with the legal proceedings to get the Court to grant us title. We have been actively working to raise \$25,000, the estimated amount needed to secure a clear title and establish a trust for all of us in the neighborhood.

The City of St Pete Beach intervened in the petition and, in order to reduce legal costs, we are in the final phase of negotiating a Memorandum of Understanding with the City. As soon as the agreement is approved, we will move to lift the stay and proceed with the legal proceeding. Counsel for DCPOC expects the legal proceedings to obtain title to conclude by the end of this year. After title has been granted, DCPOC will move towards establishing a trust to protect the property and ensure it is preserved for the benefit of all Don CeSar Place property owners in perpetuity.

Additional information can be found by accessing the FAQs on the DCPOC website.



— Under Contract in 7 Days —

3501 Casablanca Avenue, St. Pete Beach, FL 33706



Mary Beattie

*Neighborhood resident.
Unrivalled expertise.*

612.220.1590

Mary.Beattie@PremierSIR.com

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Don Ce-Sar Property
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St Petersburg, FL 33736



SAVE THE DATE!

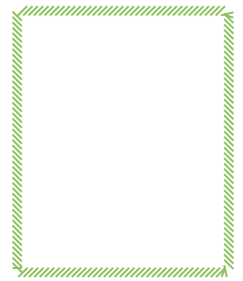
DCPOC General Membership Meeting

Date: November 19, 2021

Time: 6:00 pm

Where: Don Vista

A Zoom meeting link will be provided.



A NEWSLETTER FOR
RESIDENTS OF THE
DON CESAR PLACE
NEIGHBORHOOD

 www.dcpoc.org

Special THANKS to Mary Beattie for sponsoring this edition of Bliss!

Contact the DCPOC Board:

Betty Rzewnicki	president@dcpoc.org
Kevin Hughes	1stvp@dcpoc.org
Ken Folsom	2ndvp@dcpoc.org
Ed Chima	3rdvp@dcpoc.org
Linda Beaman	treasurer@dcpoc.org
Marta Slaughter	recordingsecretary@dcpoc.org
Becky Purple	correspondingsecretary@dcpoc.org

DCPOC CALENDAR

Don CeSar Place Neighborhood Social
October 22, 2021, 6:00 pm, Don Vista

**Board of Adjustment Public Meeting
(Don CeSar Hotel Expansion)**
November 17, 2021, 2:00 pm, City Hall

DCPOC General Membership Meeting
November 19, 2021, 6:00 pm, Don Vista

DCPOC Annual Meeting
February 21, 2022, 6:00 pm,
Warren Webster Building



A group of manatees frolic in the bay

Haven't paid your dues yet?

2021 DCPOC Membership dues are \$30.00. Becoming a paid member keeps you informed and represented on issues and events of the Don CeSar Place subdivision. If you have not already done so and would like to become a paid member, you may remit payment in the following ways:

1 / To pay by mail, make a check payable to DCPOC and mail it to DCPOC, P.O. Box 67015, St Petersburg, FL 33736.

2 / To pay in person (cash or check), you can reach out to Becky Purple (correspondingsecretary@dcpoc.org) and she'll be happy to stop by and pick it up.