

# STPETE2050



## STPETE2050

StPete2050:  
A Vision Plan for St. Petersburg  
October 2020 DRAFT



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# COMMITTEE OF THE WHOLE

## STPETE2050

OCTOBER 22, 2020

## TODAY'S AGENDA

- I. Project Purpose
- II. How the Plan Will Be Used
- III. Plan Elements
  - I. Introduction
  - II. Public Engagement
  - III. Community Themes / Mission / Major Goals
- IV. Next Steps



STPETE2050

# STPETE2050 INTRODUCTION

# PROJECT PURPOSE

- Facilitate a city-wide conversation on the future of St. Petersburg
- Inform future decisions to help ensure sustainable, resilient, and equitable growth over the next 30 years
- Guide plans, programs, and services throughout the city
- Used by City officials and staff, residents, business owners, developers, and other community organizations



# HOW THE PLAN WILL BE USED

Future implementation actions that may be initiated:

- Comprehensive Plan Updates
- Land Development Regulations Updates
- Community Redevelopment Area Plan Updates
- Special Area/Purpose Plans
- Annual Work Programs and Budgets
- Capital Improvement Programming
- Economic Development Incentives
- Transportation and Mobility Initiatives
- Grant Program Development
- Neighborhood Initiatives
- Community Partner Initiatives

# PUBLIC ENGAGEMENT SUMMARY

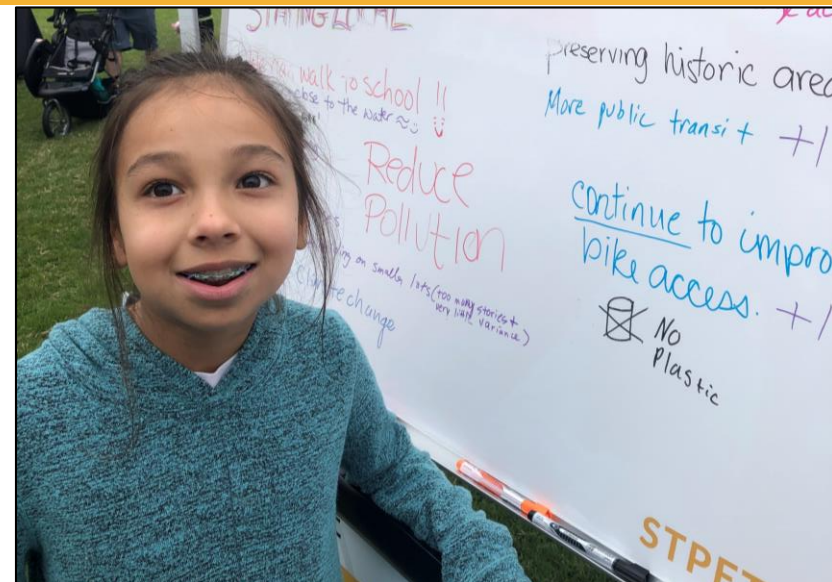
POINTS OF ENGAGEMENT  
ALMOST 8,000

## COMMUNITY OUTREACH

- **45-events** attended throughout the city
- **2,870-residents** reached who may not have otherwise participated
- **Nontraditional** outreach events and geographic locations throughout city to broaden reach
- **StPete2050.com** project webpage: 635 unique emails, with 486 comments provided



# STPETE2050



STPETE2050



MY FIRST NAME IS [redacted]

I AM 9 YEARS OLD. IN 2050 I WILL BE 39 YEARS OLD.

THE FUTURE OF MY CITY IS:

No Pollution  
No Landfills  
No Littering  
No Harming animals  
No Cutting down trees.

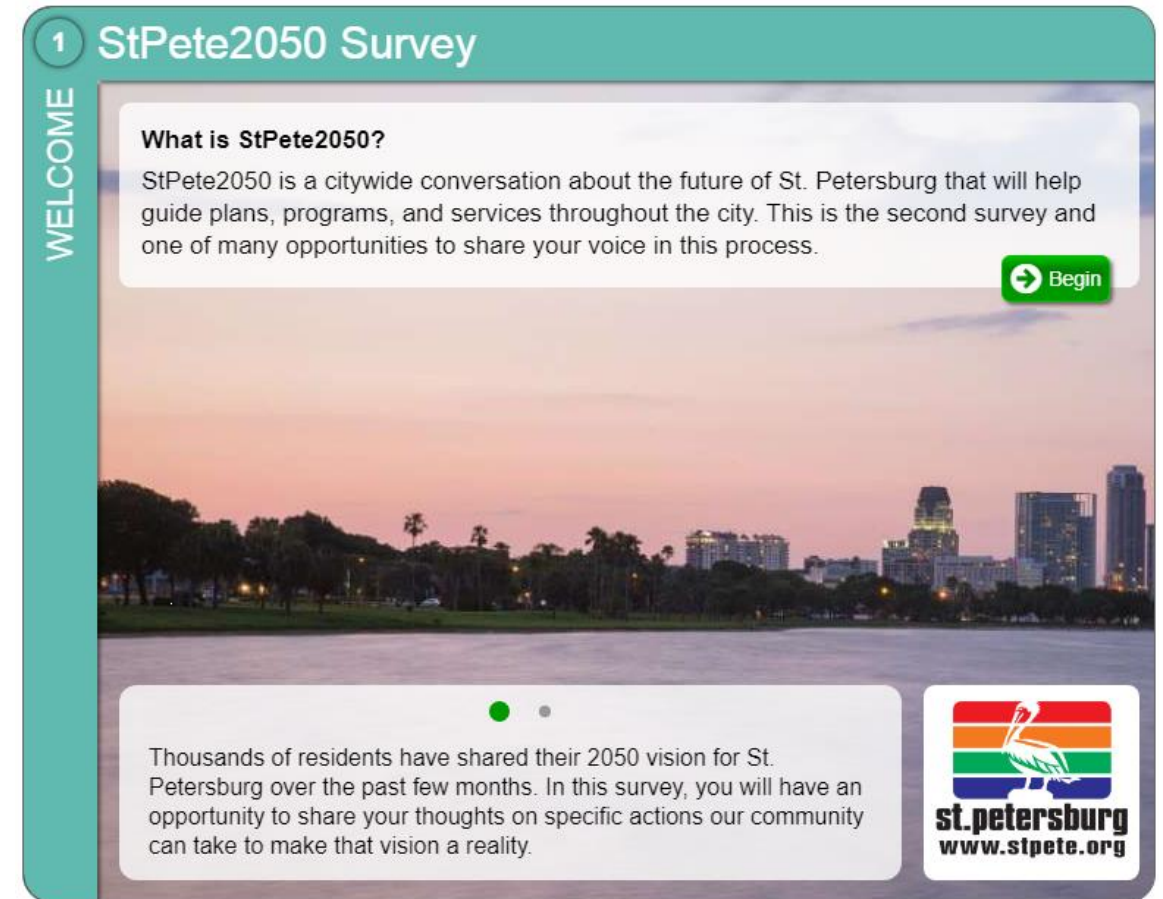
No Littering

The drawing shows a bright yellow sun, a green palm tree, a blue fish swimming in blue waves, and a white cloud. The words "No Littering" are written in large letters.



# SURVEYS

- **2-Online Surveys** utilizing MetroQuest platform
- **3,994-Survey Responses**
- **Interactive Exercises** provided valuable content and geographic feedback

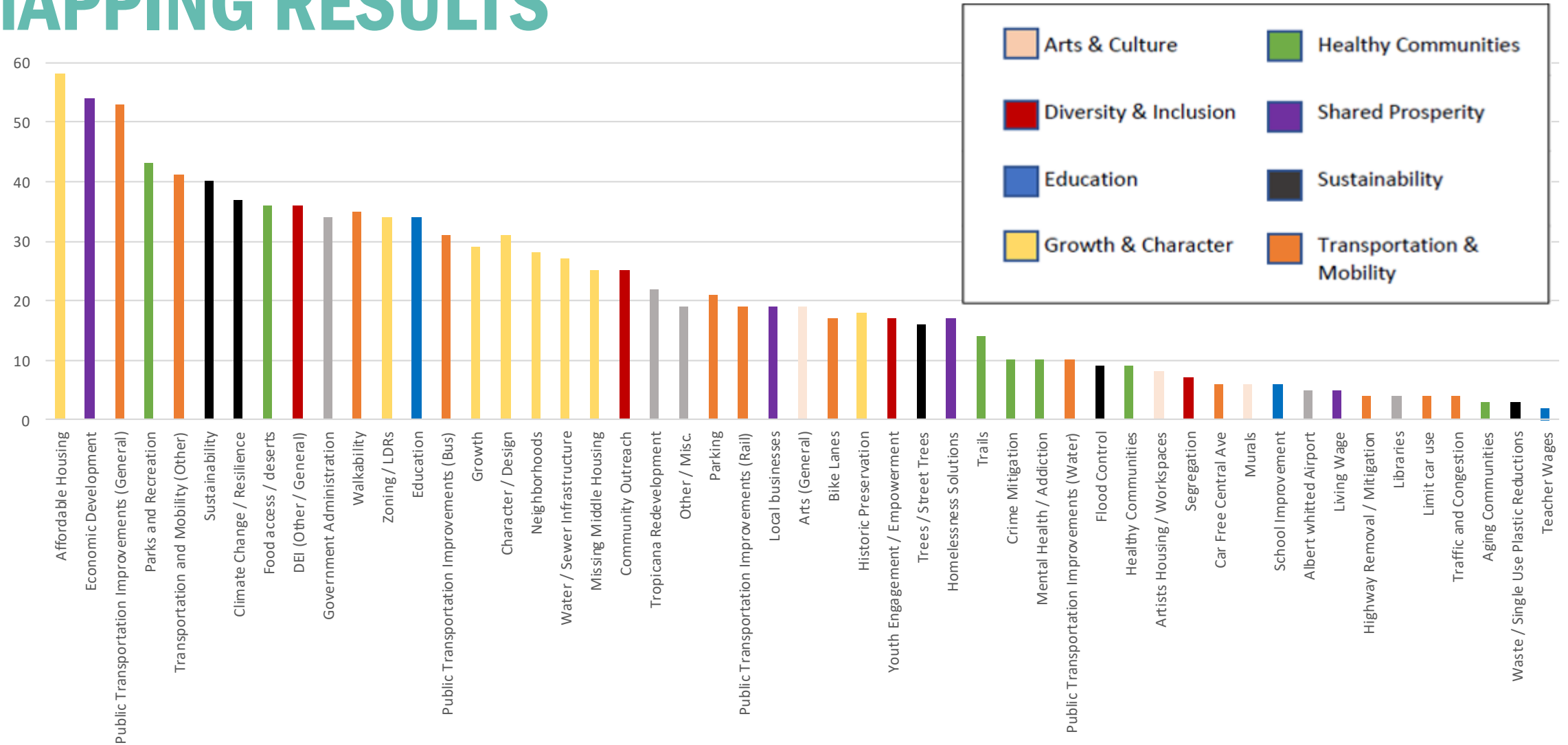


# WORKSHOPS

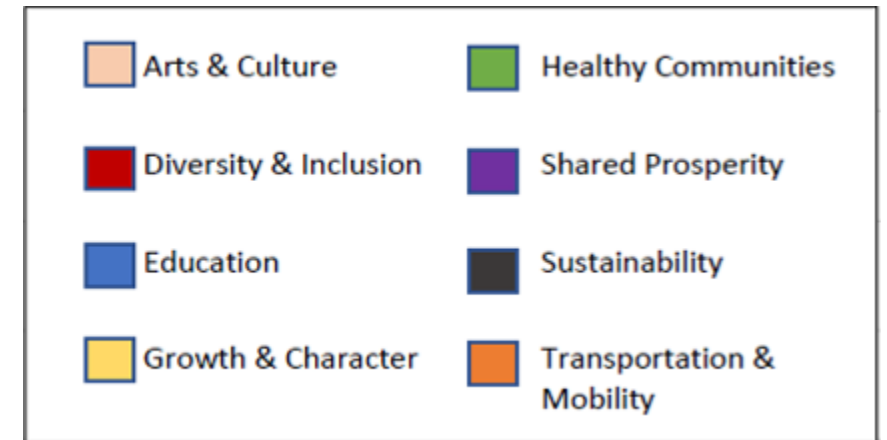
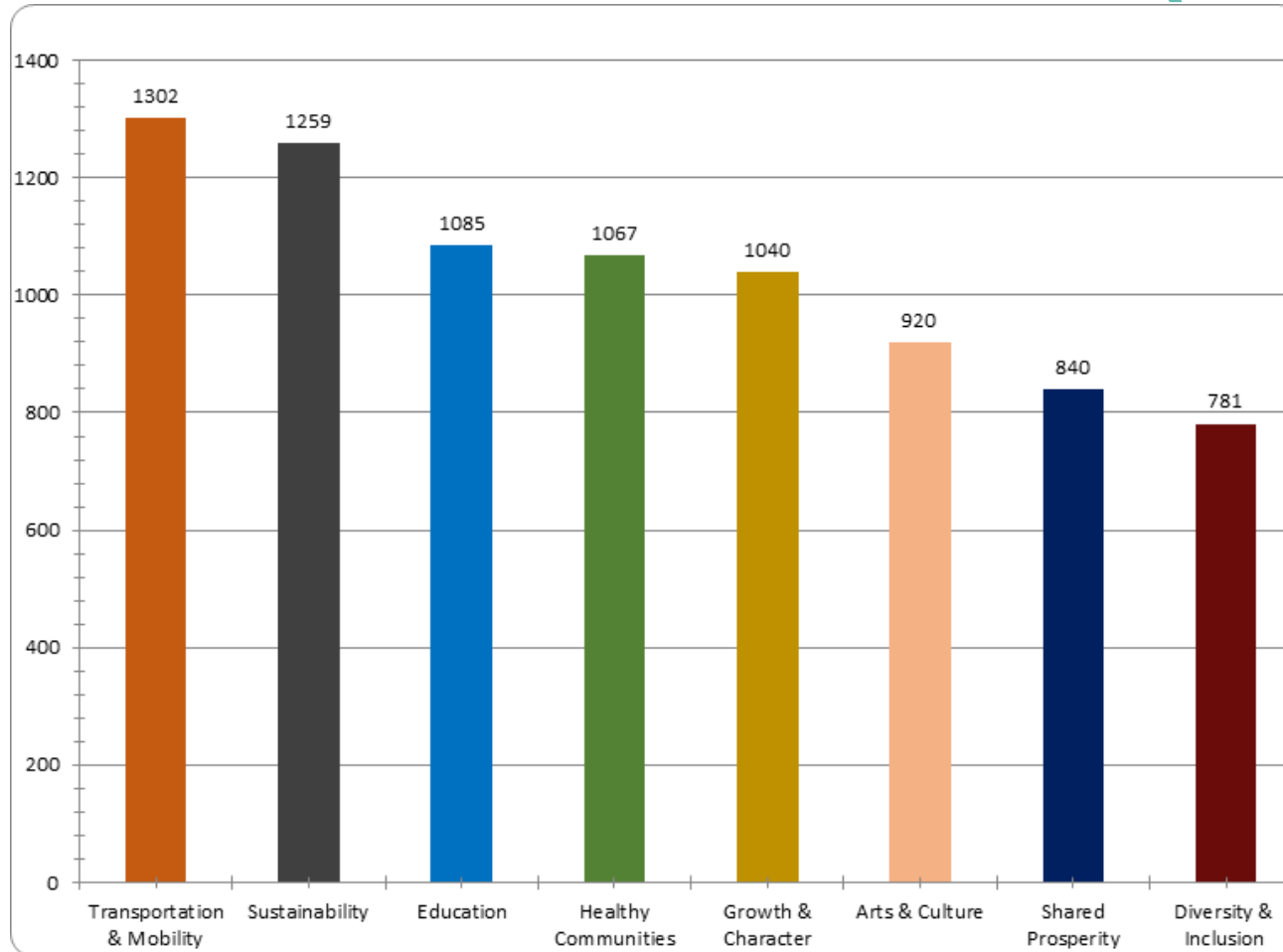
- **Two – Community Workshop Series** held
- **Six – Meetings** in different locations and dates/times
- **450 – Attendees**
- Meetings Included:
  - City official's introductions
  - Data presentations and table topic exercises
  - Online survey access and comment cards
- Third Workshop Series replaced with online survey due to COVID-19 restrictions.



## MAPPING RESULTS



## THEME RANKING TOTALS (TABLE & SURVEY)



# HOW AND WHERE DO WE GROW?

## PROJECTED 2050 POPULATION GROWTH – CITY OF ST. PETE

Last 5 years

Population Increase: 16,985  
Annual % Increase: 1.3%

2014 **252,372**

**2019 269,357**

2050	Population Increase	Annual % Increase	Total Population	Growth Rate
●	103,711	1.0%	<b>373,068</b>	<b>High</b>
●	57,550	0.6%	<b>326,907</b>	<b>High-Medium</b>
●	25,097	0.3%	<b>294,454</b>	<b>Low-Medium</b>
●	4,464	0.1%	<b>273,821</b>	<b>Low</b>

Sources: Bureau of Economic and Business Research, Southwest Florida Water Management District, and Forward Pinellas (Pinellas County Metropolitan Planning Organization)

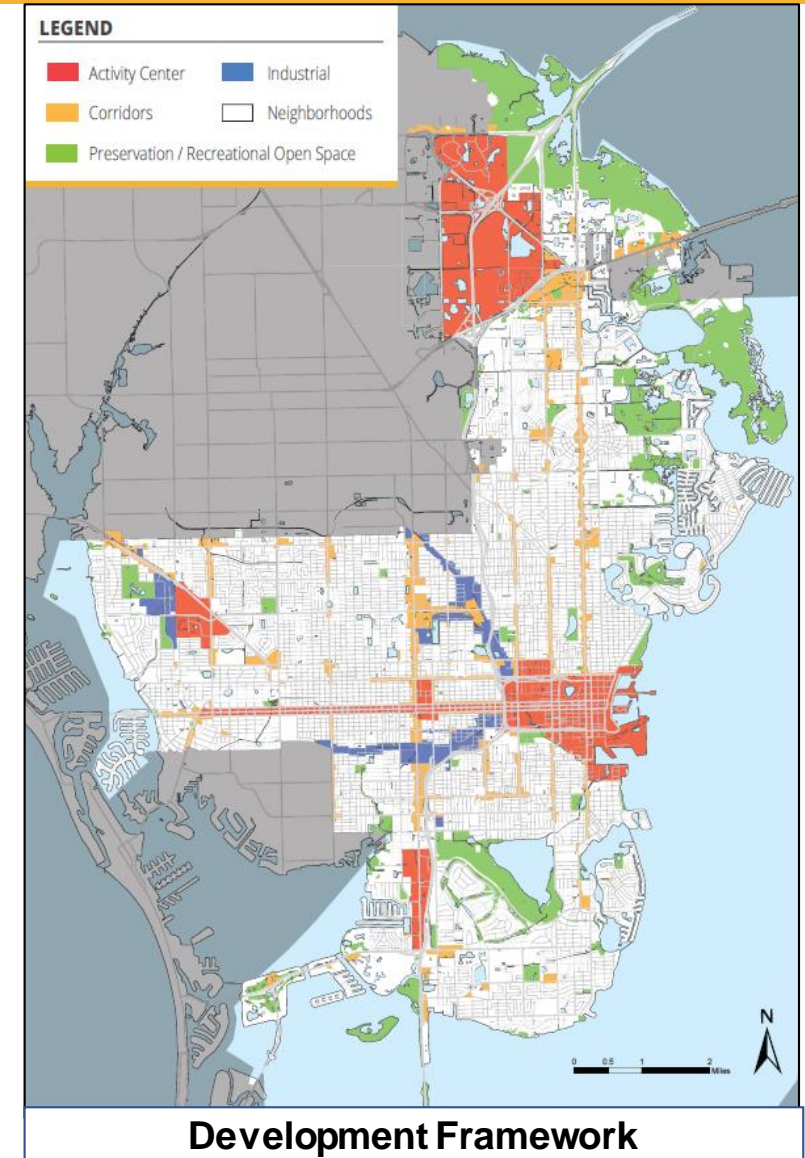
# SUMMARY OF DEMAND BY LAND USE

Land Use	Total 30-year Demand for New Development	
	Low Medium Growth Scenario	High Growth Scenario
Office	2,350,000 square feet	4,000,000 square feet
Residential	31,000 dwelling units	47,000 dwelling units
Retail	1,150,000 square feet	1,900,000 square feet
Hotel	3,300 rooms	5,600 rooms

Land Use	Annualized Demand for New Development	
	Low Medium Growth Scenario	High Growth Scenario
Office	78,500 square feet	135,000 square feet
Residential	1,035 dwelling units	1,550 dwelling units
Retail	38,500 square feet	63,500 square feet
Hotel	110 rooms	185 rooms

# DEVELOPMENT FRAMEWORK

- Neighborhoods / Centers / Corridors
- Protection / Limitation Areas
  - Waterfront / Open Space
  - Neighborhoods
- Opportunity Areas
  - Centers & Corridors (Mixed Use Areas)
  - Industrial Lands
  - Tropicana Field



# THE STPETE2050 VISION PLAN

# PLAN STRUCTURE

- Description of planning process, engagement results, and planning legacy
- Ten major Theme Areas, Mission, and Goals
- Supporting technical documents
  1. Public Engagement Report
  2. Market Assessment Presentation
  3. Progress and Opportunities Report

## Theme Areas:

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| 1. Arts & Culture                 | 6. Healthy Communities             |
| 2. Attainable Housing             | 7. Parks, Recreation, & Open Space |
| 3. Diversity, Equity, & Inclusion | 8. Shared Economic Prosperity      |
| 4. Education                      | 9. Sustainability & Resilience     |
| 5. Growth & Character             | 10. Transportation & Mobility      |

# ARTS & CULTURE

## Mission

St. Petersburg will continue to be known for its vibrant art scene and celebrate the vast cultural resources throughout the city.

## MAJOR GOALS

- Achieve greater recognition of St. Petersburg as an arts destination.
- Support robust public and private programs, events, festivals, and facilities for the performing and visual arts.
- Further integrate the arts into all levels of the education system.
- Assist artists with being able to live and work in St. Petersburg.
- Promote arts and culture to exemplify the ethnic and cultural diversity of the city.
- Embellish public spaces with public art from renowned local, national, and international artists.

# ATTAINABLE HOUSING

## Mission

St. Petersburg residents have access to a wide range of quality attainable housing options within all neighborhoods.

## MAJOR GOALS

- Preserve existing and create new opportunities for attainable housing.
- Reduce poor and inadequate housing conditions.
- Expand housing development / supply opportunities.
- Secure funding streams for attainable housing that is reliably and consistently available and adequate to meet programmatic needs.
- Minimize involuntary displacement of residents and businesses from neighborhoods.
- Make attainable housing options, including rental and ownership options and a variety of housing types, available in all neighborhoods throughout the city.
- Promote the increased acceptance of attainable housing in the community.

# DIVERSITY, EQUITY & INCLUSION

## Mission

St. Petersburg will be a place where everyone has the resources needed to realize their full potential, and where all feel welcomed and are treated equally.

## MAJOR GOALS

- Reduce resident poverty rates in vulnerable neighborhoods.
- Continue to provide and advertise locally owned business assistance programs.
- Increase minority-owned businesses.
- Emphasize Complete Neighborhoods with equal access to essential services, daily needs, and public amenities.
- Conduct public projects, initiatives and meetings in ways that ensure representative participation of the affected population.
- Greatly reduce or eliminate social, health, and economic disparities between races, ethnicities, and genders.
- Make the city accessible, welcoming, and supportive to people with disabilities.
- Continue to create a welcoming and safe environment for people with different sexual orientations and gender identities.

# EDUCATION

## Mission

Improving access to exceptional and equitable education will allow St. Petersburg students to reach their full potential.

## MAJOR GOALS

- Support and improve neighborhood schools that are safely accessible by car, bicycle or foot.
- Support before and after care programs.
- Support early childhood education programs.
- Support coordinated and customized improvement plans to eliminate achievement gaps for student success.
- Support vocational training and certification programs that create talent pipelines to available local jobs, with a particular focus on the Grow Smarter industry sectors.
- Increase student graduation rates in all schools.
- Promote opportunities for lifelong continuing education, both academic and vocational.

# GROWTH & COMMUNITY CHARACTER

## Mission

The need to accommodate growth in St. Petersburg will be balanced with protecting and enhancing community character. Centers and corridors will be the focus of redevelopment.

## MAJOR GOALS

- Protect the character and viability of neighborhoods.
- Expanding housing choices within the neighborhoods, corridors, and centers framework.
- Promote the city's architectural and urban design quality through land development regulations, including building and streetscape design.
- Create more mixed-use, walkable areas served and connected by multi-modal transportation systems.
- Encourage the highest uses mixes, densities and intensities and the highest level of multi-modal transportation service in centers.
- Support redevelopment of transformational sites including Innovation District and Tropicana Field, to bring opportunities for higher education, research, and attainable housing.
- Expand corridor redevelopment opportunities, while maintaining appropriate transitions to adjacent neighborhoods, such as along the 22nd Street S. Corridor in support of the Deuces Rising initiative
- Consider opportunities to address the emotional infrastructure of our community, embracing emotional awareness by incorporating emotional design elements into the built environment.
- Create high-quality, walkable streetscapes in centers and corridors.

# GROWTH & COMMUNITY CHARACTER

## Mission

The need to accommodate growth in St. Petersburg will be balanced with protecting and enhancing community character. Centers and corridors will be the focus of redevelopment.

## MAJOR GOALS, CONTINUED

- Expand use mixes in industrial districts to reflect changing business and market innovations and allow greater business development opportunities, including maker support uses such as art galleries and gathering spaces, educational, vocational and apprenticeship programs.
- Preserve existing public open spaces and environmental preserves and expand these areas when feasible.
- Allow/incentivize redevelopment in the Coastal High Hazard Area that reduces at-risk properties and populations and increases resilient development and structures.
- Prioritize infrastructure improvements that support population and economic growth strategies.
- Protect and preserve historically and culturally significant buildings, structures, and landscapes.
- Continue with innovative approaches to implementing regulatory tools addressing growth and development, (such as Residential FAR design bonuses, Storefront Conservation Overlay, and CHHA design standards)
- Preserve industrial/employment centers to provide opportunities for all types of employment generating businesses.

# HEALTHY COMMUNITIES

## Mission

The City will work to improve health outcomes, reduce health inequalities, and strive to implement policies and programs that give all residents the opportunity to attain and enjoy optimal health.

## MAJOR GOALS

- Promote the physical, mental, and social well-being of all residents.
- Monitor, report and improve indoor and outdoor air quality.
- Improve access to health care, recreation, healthy food and employment opportunities in underserved areas.
- Create more areas where everyone has safe and convenient access to goods and services, consistent with Complete Neighborhoods and Complete Streets principles.
- Continue to provide and enhance parks, exercise zones, and sports fields and courts to promote active outdoor physical and mental health.
- Integrate age-friendly and universal design principles into City planning and service delivery strategies.
- Develop and implement preparedness strategies to increase resiliency to future public health crises.

# PARKS, RECREATION & OPEN SPACE

## Mission

St. Petersburg will be known for its world class waterfront and community parks. It will preserve and enhance natural spaces throughout the city.

## MAJOR GOALS

- Continue to protect and enhance waterfront open space.
- Maintain a broad parks and recreation system with diverse facilities, both passive and active, that serve all ages and abilities.
- Continue to protect and enhance environmental preservation areas for natural biodiversity and species habitat.

# SHARED ECONOMIC PROSPERITY

## Mission

St. Petersburg will have an increasingly inclusive, diverse, and growing economy by 2050. There will be a focus on equity, with the understanding that the vibrancy of the entire community is determined by the economic well-being of all individuals.

## MAJOR GOALS

- Support and maintain economic development partners that work collaboratively toward St. Petersburg's shared economic prosperity (e.g. the City of St. Petersburg, Chamber of Commerce, Urban League, St. Pete EDC).
- Continue to have and implement a comprehensive economic development strategy (e.g. The Grow Smarter Strategy) to focus and organize economic development activities of all partners.
- Promote workforce training and placement through local educational and business partners (e.g. St. Pete Works!), with an emphasis on Grow Smarter industry sectors.
- Include and incentivize green jobs, technologies, products, and services in economic development plans and purchasing practices.
- Continue three-tiered business development approach with Business Retention led by the City Economic and Workforce Development team, Business attraction led by the EDC, and Small Business support led by City and Chamber of Commerce Greenhouse team.
- Continue to support underserved and underutilized areas of the community with revitalization plans that address needed physical, economic and human development improvements (e.g. One Community Plan, South St. Petersburg CRA).
- Promote Internet access as a critical piece of public infrastructure that is maintained with the best current technology and expanded to ensure convenient and affordable access to all citizens.

# SUSTAINABILITY & RESILIENCY

## Mission

The growth that occurs into 2050 will demonstrate the City's commitment to sustainability and resiliency.

## MAJOR GOALS

- Build upon the Integrated Sustainability Action Plan (ISAP) by continuing to evaluate and advance progressive, sustainable policies and programs to address environmental, economic, and social changes.
- Develop and implement a resiliency strategic plan that protects and adapts public infrastructure from forecasted sea level rise and other impacts of climate change.
- Reduce vehicle miles traveled and parking demand by increasing development that is supported by high-frequency transit service.
- Coordinate and collaborate with all partners to identify and advance cooperative policies that increase sustainability and resiliency throughout Pinellas County and Tampa Bay (e.g. City Council, Health, Energy, Resiliency and Sustainability (HERS) Committee, Forward Pinellas, and Tampa Bay Regional Resiliency Coalition).
- Allow/incentivize and regulate redevelopment in the Coastal High Hazard Area to achieve reductions of at-risk properties and populations and increases of resilient development and structures.
- Achieve the goal of 100% renewable energy.

# TRANSPORTATION & MOBILITY

## Mission

The safe and efficient movement of people throughout St. Petersburg will remain an important consideration in the continued growth and success of our city moving towards 2050. The integration of multiple modes of transportation contributes to a dynamic community.

## MAJOR GOALS

- Recognize the Complete Streets Implementation Plan as the citywide transportation plan.
- Promote increased mobility options and modal equity.
- Create safer streets with enhanced crosswalks, additional protected bike lanes, wider sidewalks and appropriate speed limits which support more trips through non-motorized modes and reduce bicycle and pedestrian fatalities.
- Improve major streets for safe vehicular movement, access to essential services and daily needs and enhanced mobility for the local economy.
- Support public transit system service improvements that connect populations to jobs and other services while continuing to support the most vulnerable in all areas of the city, including the upcoming Central Avenue Bus Rapid Transit (BRT) and the future BRT opportunity along the 34th Street corridor.
- Continue to promote neighborhood walkable streets in commercial districts such as along Martin Luther King Jr. Street, 22nd Street South, 34<sup>th</sup> Street, Central Avenue and within the Innovation District.
- Increase transit service on premium transit corridors and reduce site development parking requirements to increase transit-oriented development opportunities.

## NEXT STEPS

## NEXT STEPS

- Draft Final Plan and supporting technical documents posted on [www.stpete2050.com](http://www.stpete2050.com) - by October 26th
- Public Comment Survey - Open until November 20<sup>th</sup>
  - *"Tell us your priority goals and let us know if you have a goal that was not reflected in the draft"*
- Review of survey and posting of Final Plan - December
- Update to Comprehensive Plan and Land Development Regulations
  - Community outreach to start early 2021
- Progress and Opportunities Reports - 2025-2026
- Future Visioning - 2035-2040