Technical Report

STPETE2050

StPete2050: Progress and Opportunities Report

PREPARED FOR

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- Sasaki Associates – Urban Design / Open Space
- Landwise Advisors – Market Assessment

1. Executive Summary

This technical report documents research and analyses completed to support the StPete2050 citywide vision process. The analysis provides an assessment of the Vision 2020 process completed in 2002, the defined major theme areas, as well as the goals that participants identified for a successful plan. The document also includes current conditions analyses and identifies emerging challenges affecting the community.

The world has been dramatically affected by the Coronavirus Disease 2019 (COVID-19) pandemic as public health necessity forced economic shutdown and placed limits upon social gatherings. Equally important has been the national and local response of the Black Lives Matter social inequity movement. These events have caused a self-examination in long standing cultural inequities in community health, essential service employment, and safety.

The results of the StPete2050 will contribute to the update of the City's Comprehensive Plan Vision Element, therefore it is important to understand what the past community priorities were, as well as the progress made during the past two decades.

StPete2050 Project Purpose:

StPete2050 is an inclusive, citywide dialogue about the future of St. Petersburg. This ongoing conversation about St. Petersburg's path to 2050 will occur through a variety of channels, mediums, and activities – all strategically timed and targets to encourage active and meaningful public engagement.

Vision 2020 Mission Statement:

St. Petersburg is a vibrant, cosmopolitan community in which to live, play, learn and work. All of its citizens, neighborhoods and businesses collaborate in its development. St. Petersburg maintains its unique sense of place and economic vitality while preserving its history, diversity and lush natural beauty. St. Petersburg provides a safe, clean sustainable environment with a spectacular waterfront to be enjoyed by all of its residents and visitors.

This technical report is one of a series of documents that will be prepared to coalesce the input received through the project's substantial public engagement and community outreach, current conditions and the discussion needed to help frame, protect, and enhance important community features during the next three decades.

In the Vision 2020 process, a designated steering committee and citizen delegates totaling over 350 people identified fifteen theme areas and described their aspirations for each. These categories focused on major topic areas affecting the community and where actions would contribute to improvement. This report includes a summary of implementation actions taken by public and/or private entities in implementing the theme area goals.

1.1 Vision 2020 Theme Areas

The Vision 2020 process and participants identified fifteen aspirational theme areas and numerous goals that shaped the directions and priorities of the vision completed in 2002. The themes were:

- Quality of Life
- Appearance
- Neighborhoods
- Education
- Economic Development
- Arts & Culture
- Transportation
- Social Equity
- Human & Social Services
- Parks & Leisure
- Natural Environment
- Governance
- Partnerships
- Citizen Based Communication
- Ensure the Vision

The Vision 2020 process and participants also summarized St. Petersburg's planning and major development framework. As the city has developed throughout the 1900s and into the 2000s, it is shaped by the fundamental development framework that remains intact today comprised of:

- Neighborhoods (Traditional / Suburban)
- Centers (Downtown / Suburban)
- Corridors (Commercial / Residential / Industrial / Environmental)

1.2 StPete2050 Vision

The StPete2050 process reviews changes that have occurred in the past two decades since the Vision 2020 process was completed. This will to help define current conditions, as well as important community qualities for consideration and reinforcement within future planning and policy decisions. Key findings of the changes experienced since the Vision 2020 process include:

- St. Petersburg's pattern of development and sense of community is built upon its history, residents' desire to protect and enhance character defining features, while addressing current and future changes that will advance the community's growth.
- Implementation of the citizen-based Vision 2020 actions have successfully occurred in the last two decades through public and private initiatives. The StPete2050 process will address levels of success and recommendations for future actions to reduce potential achievement gaps.

- Multi-generational residents and businesses desire to continue to call St. Petersburg home.
- The city is an attractive relocation destination for new residents and businesses that are needed for continued economic growth.
- Future market projections estimate that during the next 30 years, the city will grow annually by:
    - Residential = 1,035 to 1,550 dwelling units,
    - Office = 78.5K to 135K square feet,
    - Retail = 38.5K to 63.5K square feet, and
    - Hotel = 110 to 185 rooms.
- Future growth will occur within infill redevelopment of the City's neighborhoods, centers and corridors development framework. The protection of important community assets and the assurance of quality redevelopment will be needed to accommodate character enhancing future growth.
- Climate change is resulting in more sunny-day flooding and extreme rainfall events. More properties and public infrastructure will be affected in the future and strategies are needed to mitigate effects where possible.
- Transportation mobility is important and needed to support current residents and future population and employment growth.
- The recent COVID-19 pandemic response has shown communities across the nation can rapidly and radically transform business, employment and community infrastructure. Successful municipalities will learn from national experiences, invest in business retention and community infrastructure providers.

1.3 Other StPete2050 Reporting

- StPete2050: Public Engagement Report (VHB, October 2020) was prepared as a separate technical resource. Substantial community engagement and outreach were conducted by the City of St. Petersburg staff, Garth Solutions, Destination Better, and VHB teammates.
- StPete2050: Market Assessment Presentation (Landwise Advisors, January 24, 2020) was prepared as a separate technical resource. Selective projected demands are included in Section 5 of this report.
- StPete2050 Urban Design analysis (Sasaki and Associates, and VHB) is included in Section 5. It reviews multiple redevelopment corridors and tests land development regulations with estimated yields to accommodate future market demands.

2. Purpose and Vision

2.1 Introduction

StPete2050 is an inclusive, citywide dialogue about the future of St. Petersburg. This ongoing conversation about St. Pete's path to 2050 will occur through a variety of channels, mediums, and activities – all strategically timed and targeted to encourage active and meaningful public engagement.

The visioning process will be executed in three phases, all of which will be aimed at exploring:

- **Where have we been?**
- **Where do we want to go?**
- **How do we get there?**

The process is designed to provide all members of our community the opportunity to provide input for the path that will shape the vision of St. Petersburg thirty years into the future. The city's existing condition is based upon the historic context, market conditions, and multiple public and private initiatives undertaken in the past and currently underway.

StPete2050 will culminate in the production of a comprehensive citizen-driven vision plan that reflects what our diverse communities consider the essential areas of focus in planning for a sustainable and prosperous 2050. The StPete2050 vision process will lead to future policy updates and provide implementation guidance for updates to the City's Comprehensive Plan and Land Development Regulations (LDRs).

2.2 Previous Citywide Milestone Plans

For the past century St. Petersburg's development has been shaped by its natural environment, the nation's development during the economic boom and bust cycles, as well as the associated benefits from organizing principles included within several citywide plans.

Figure 2.1.A: Nolen Plan (1920s)

The following notable plans, shown in Figures 2.1.A-C, contributed to the city's current conditions.

- John Nolen Plans (1920s) – This series of plans began to define the importance of the park system, civic buildings and wide boulevards throughout the city.
- Harland Bartholomew Plan (1940s) – This plan focused upon rapid development activity, identified education and school buildings, and continued development of automobile dominate street grid pattern with commercial corridors seen today.
- Citywide Conceptual Plan (1974) – This plan was prepared to address many of the 1950s post-World War II construction practices that delivered poorly constructed and mass-produced

housing stock and reinforced the quality of suburban-style neighborhoods in the south, west and north edges of Downtown.

- City Comprehensive Plan (1989) – This plan was the City's first comprehensive growth management plan as required by Florida Statutes. It included the City's first Future Land Use Plan that was adopted by ordinance.

Figure 2.1.B: Bartholomew Plan (1940s)

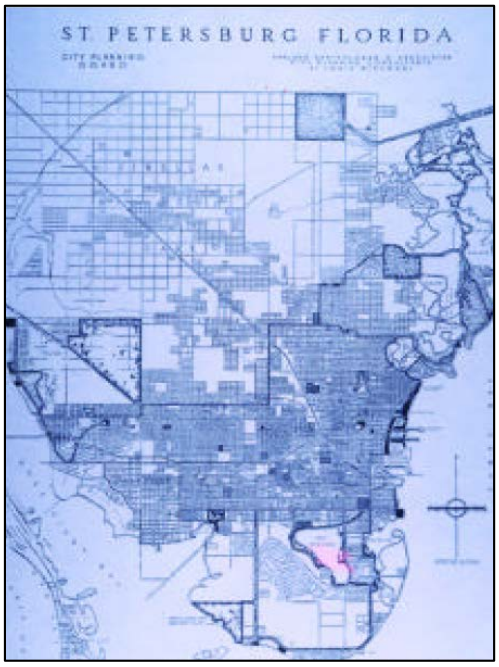
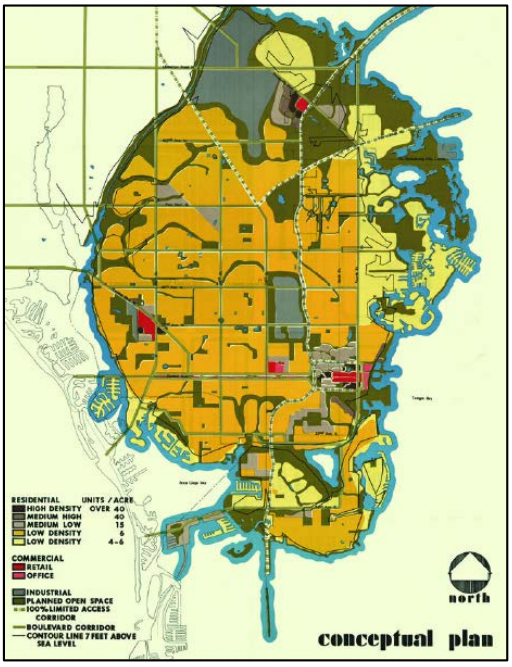


Figure 2.1.C: Citywide Plan (1974)

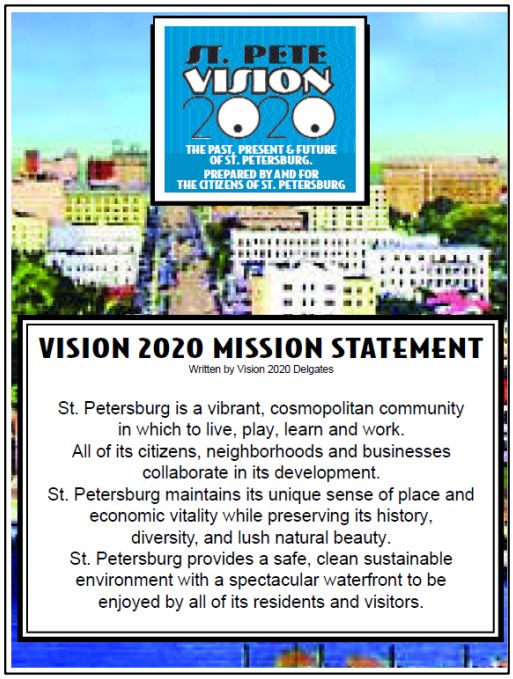


3. Vision 2020 Plan

3.1 Background

In the more recent past, Vision 2020 was a citywide vision process created in 2002 by concerned neighborhood activists, Planning Commissioners, City Council, City staff, and the development community. The process created a dialogue between interested citizens, businesses, the development community, and other stakeholders to gain an understanding of the desires of these groups for the future of St. Petersburg. The plan's cover is shown in Figure 3.1.A.

Figure 3.1.A: Vision 2020 Plan (2002)



The Vision 2020 plan's community outreach was created during a ten-week long timeframe. More than 350 persons were involved, including a designated steering committee and citizen delegates. The plan was incorporated into Vision Element of City's Comprehensive Plan.

The Vision 2020 process included:

- Lecture series with community discussion,
- Citizen-based photography and data gathering, and
- Charrette with themes, framework and visioning exercises.

3.2 Plan Components

The results of the Vision 2020 planning process included action items, indicators of success and summary documents that were accepted by the City Council. This plan is recognized in the StPete2050 process as a recent citywide benchmark with implementation actions having occurred during the last two decades by interested citizens, City Council, businesses, service organizations, and agencies.

The following summarizes the Vision 2020 mission statement, theme structure, and the aspirational descriptive goals to be realized in its implementation.

3.2.1 Mission Statement

The citizen participants involved in the Vision 2020 process identified the following mission statement.

> *St. Petersburg is a vibrant, cosmopolitan community in which to live, play, learn, and work. All of its citizens, neighborhoods and businesses collaborate in its development. St. Petersburg maintains its unique sense of place and economic vitality while preserving its history, diversity and lush natural beauty. St. Petersburg provides a safe, clean sustainable environment with a spectacular waterfront to be enjoyed by all of its residents and visitors.*

3.2.2 Citizen-Based Themes

The following fifteen theme areas and aspirational statements were defined by the citizen participant's to proactively direct public and private decision-making towards the community's desired outcomes of enhanced place.

- **Quality of Life** – St. Petersburg will ensure its future as an outstanding community to live, work, play and learn.
- **Appearance** – St. Petersburg is a beautiful subtropical city and future development will result in both quality and function.
- **Neighborhoods** – St. Petersburg will have beautiful, strong, healthy, and safe neighborhoods.
- **Education** – St. Petersburg will be a community of life-long learning. Educational facilities are viewed as social assets to which citizens feel positively connects.
- **Economic Development** – St. Petersburg shall be a community of economic diversity, strength, and self-sufficiency, resulting in a growing economy that is prioritized and executed based on creating partnerships and social equality.
- **Arts & Culture** – St. Petersburg is a city where arts and culture are integral to the daily lives of residents and visitors and experienced in public spaces throughout the city.
- **Transportation** – St. Petersburg will have a livable balance of connected transportation options for all of its citizens.
- **Social Equity** – St. Petersburg will achieve fairness and equality for all its citizens. All races and cultures will be celebrated, enjoying their diversity, and participating and claiming ownership in the process of building community.
- **Human & Social Services** – St. Petersburg will be a community of physical, mental and spiritual well-being.
- **Parks & Leisure** – St. Petersburg will be a community of parks dedicated to the purposes of rest, reflection, recreation, and social interaction. The park system shall promote responsiveness to each neighborhood and citizen need.
- **Natural Environment** – St. Petersburg will be a model of sustainable living. St. Petersburg will protect and enhance the natural systems that provide the resources of land, air, water, and vegetation.
- **Governance** – St. Petersburg will have governance structures that facilitate the successful implementation of shared community values and important public interests through concise, effective and understandable laws and regulations.
- **Partnerships** – St. Petersburg will be a community of partnerships seeking opportunities for multiple use and multiple benefits.
- **Citizen Based Communication** – St. Petersburg will facilitate citizen involvement and public discussion in building its community.
- **Ensure The Vision** – The Vision 2020 process was a community-driven, grassroots effort by the citizens of St. Petersburg to develop a direction for the future of the city. Through the active participation of the citizens, St. Petersburg will enhance the community to meet the goals of the vision statement.

3.2.3. City Development Framework

The Vision 2020 process also included the following definition of St. Petersburg's established urban development pattern. Neighborhoods, corridors, and centers are the three fundamental areas where redevelopment has occurred previously and will continue to occur in the future. Figure 3.B depicts the development framework classifications throughout the city. Industrial and environmental corridors are two specialized subcategories that are included in the mapping.

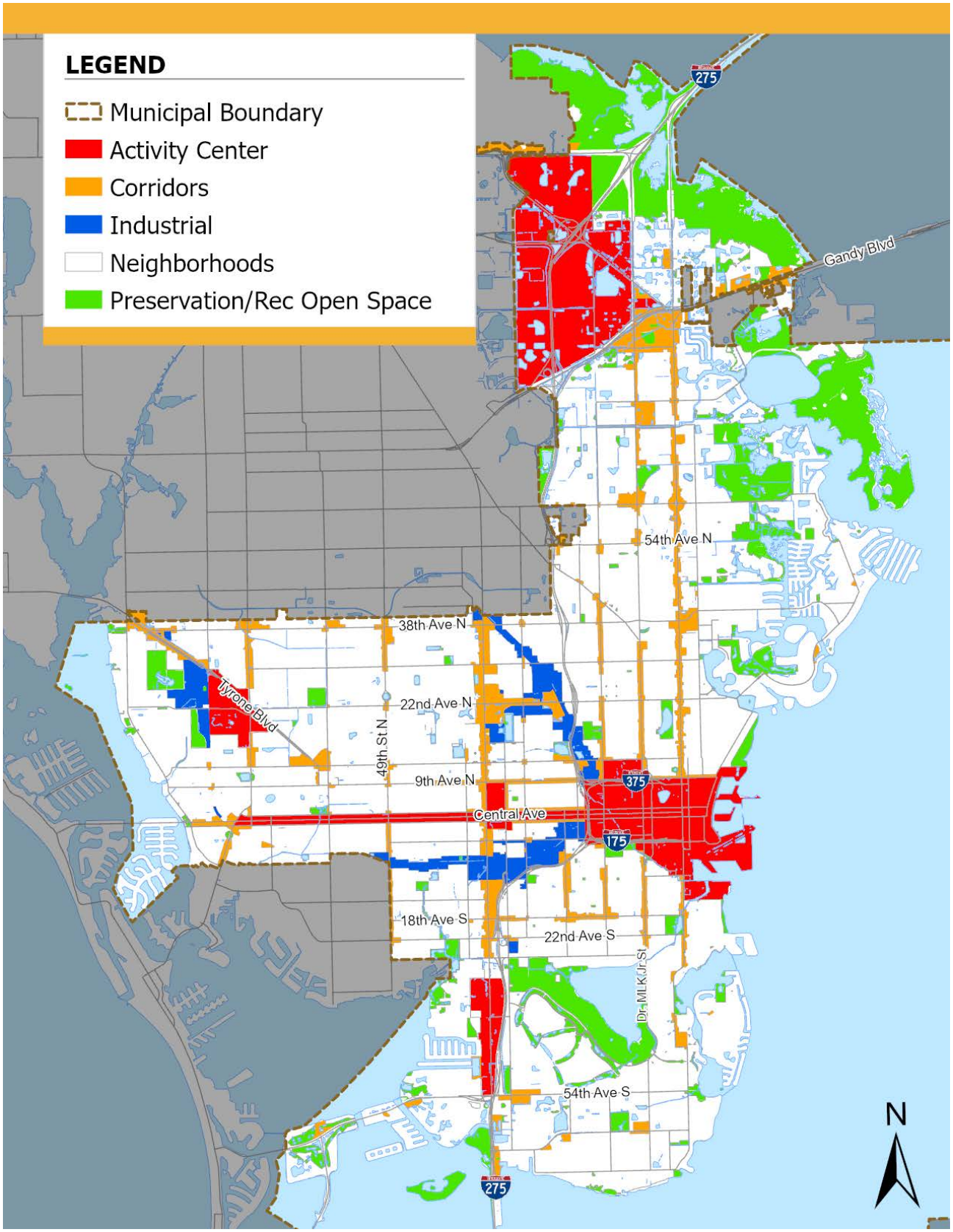
Recognizing that change to these areas will need to accommodate projected future redevelopment, the interested participants expressed their understanding of the framework's defining conditions and important qualities that should be reinforced in future decision-making.

- **Neighborhoods** – St. Petersburg has diverse neighborhoods, each with its own unique character and identity. Two distinct types were identified as significant to the city framework:
  - **Traditional Neighborhoods** – Typically developed prior to World War II, these neighborhoods include narrow yards, with sidewalks and front porches as main features to the homes. Several modes of transportation (e.g. pedestrian, trolley, etc.) supplemented the personal automobile use. while typically single-family residential dominant, neighborhoods included a range of housing styles and sizes that permitted economic diversity and aging in place.
  - **Suburban Neighborhoods** – Typically developed after World War II, these neighborhoods were changing to meet the increasing demands of personal automobile. More spacious yards, longer distances from center services started to disconnect the neighborhoods from each other. The mode of transportation was dominated by the personal automobile use. Single-family residential uses were stratified by economic price points and housing styles and sizes became similar.
- **Centers** – St. Petersburg had three City Centers (e.g. Downtown, Tyrone, and Gateway) where people come together for shopping, entertainment, work, and play. A fourth center, the Skyway Marina District, was added in 2015. Each center's pattern varies as it represents the period of time when the site development occurred.
  - **Traditional City Center** – The Downtown is the original city center and includes a rich mix of business, government, educational, cultural, entertainment, retail and residential uses. The Downtown waterfront is the crown jewel of the city's public spaces.
  - **1960s Suburban City Center** – The Tyrone area was created during the 1960s westward expansion from Downtown with drive-to commercial shopping centers and development of the Tyrone Square Mall in 1972.
  - **1990s Suburban City Center** – The Carillon-Gateway Center has become the City's third center. Developed in the 1990s at the northern limits of the City, its corporate campus, master-planned development style includes major employment, ancillary support uses, and connection to major transportation corridors.
  - **2010s Emerging Center –** The Skyway Marina District, as recommended in the Skyway Marina District Plan, was designated a center in the Future Land Use Plan in

2015. The plan calls for more intensive use of the underutilized area to be supported by better transit service and walkable mixed-use redevelopment.

- **Corridors** – St. Petersburg's land development framework is largely shaped by the interconnected street grid made up of primary, secondary, and tertiary streets envisioned within the 1940s (Harland) Bartholomew Plan. The plan's automobile dominated corridors provided access to non-residential land uses and transportation flow to connect the numerous neighborhoods and centers within the city. This street system is comprised of the following major uses.
    - **Commercial Corridors** – A high number of arterial corridors in the city are lined along both sides in strip commercial uses. The development pattern consists of surface parking lots along the street edge, narrow public realm sidewalk areas, limited landscaping, and either older / non-distinctive or newer / national franchise branded buildings.
    - **Residential Corridors** – There are numerous arterial corridors in the city that are lined with single-family residences. The corridors typically have been widened in the past to increase automobile lane capacity. In turn, the widenings have also reduced residence fronting parcels' front yard relationship to the street edge and diminishing pedestrian public realm areas.
    - **Industrial Corridors** – St. Petersburg has limited industrial use areas that are located along two railroad lines that provide rail service to the city. The linear development pattern includes aged or obsolete warehouse buildings that don't meet current industrial use standards for the recruitment of replacement users.
    - **Environmental Corridors** – St. Petersburg benefits from its natural resources. In the past, a series of environmental corridors were established to create drainage relief from neighborhoods to Tampa Bay. The opportunity to increase the public benefits of these corridors has been re-discovered. These corridors are being used as part of public open space and multi-modal trails throughout the city.

Figure 3.2.3.A: St. Petersburg's Vision 2020 Development Framework



3.3 Vision 2020 Implementation Review

A high-level review of the Vision 2020 project goals and subsequent implementation actions was undertaken to help understand how St. Petersburg has changed during the last two decades and to define both goal attainment and shortcomings where additional progress is needed. The following two sections review implementation progress for the citizen-based themes (Section 3.3.1) and the City Development Framework (Section 3.3.2).

The review is provided in tables that include each goal statement and actions taken descriptions that include major initiatives, either publicly or privately accomplished, that represent citywide action towards the goals of a successful plan. Note that actions taken during the past two decades may be too numerous to identify as part of this high-level assessment. The listed actions taken in the tables represent a summary of major current initiatives relating to Vision 2020 goals.

3.3.1 Citizen-Based Themes

Tables 3.3.1 A-O include goal statements for the Vision 2020 themes, as well as a summary of actions taken by public and/or private partners for attainment and a progress ranking to date. A green circle means significant achievements have been made; a yellow square means that some progress has been made, but there is more to do.

Table 3.3.1.A: Quality of Life

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
1	Enhancement of historic themes.	➢ Adoption of historic design guidelines in 2018. ➢ Seven new local historic districts adopted and one minor expansion, four national register historic districts. ➢ 54 new local individual and six national register individual landmarks adopted. ➢ Two local and five national register archaeological sites. ➢ Three Florida Main Street Districts adopted. ➢ Acquisition, restoration and activation of the Manhattan Casino and Jordan School buildings. ➢ Revitalization of the Royal Theater, Shuffleboard Club, Coliseum and Sunken Gardens facilities. ➢ Traditional streetscape preservation LDR amendment.	
2	Strengthened and enhanced neighborhoods.	➢ Completion of 102 neighborhood traffic plans that support unique neighborhood identity and treatments. ➢ Continued support of organized and active neighborhood and business associations, including the CONA Leadership program.	
3	Protected and enhanced waterfront.	➢ Completed the Downtown Waterfront Master Plan. ➢ Investment of $92M in new Pier District project. ➢ Master Plan for Maximo Park adopted and implemented. ➢ Albert Whitted Park added to the waterfront parks inventory. ➢ Mahaffey Theater/Dali Museum public waterfront plaza constructed. ➢ Addition to Abercrombie Park (Kuttler mound property). ➢ Construction of Weedon Island Preserve improvements. ➢ Little Bayou Park coastal habitat restoration completed.	

Table 3.3.1.A Continued

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
4	High quality schools.	➢ St. Pete Promise Program in association with Pinellas Education Foundation. ➢ Take Stock in Children Scholarships and Mentoring. ➢ Numerous educational facility improvements constructed at all levels; Pinellas County Schools (PCS), University of South Florida St. Pete, St. Petersburg College (SPC), Eckerd College, and other private facilities. ➢ SPC Downtown campus opens. ➢ SPC Midtown Campus opens. ➢ Neighbors engaging with neighborhood schools as mentors. ➢ Event volunteers and community gardens (Friends of Schools). ➢ Juvenile Welfare Board of Pinellas County Early readers, Future Leaders Pinellas Campaign for Grade Level Reading.	
5	Renewed commitment to arts and cultural programs.	➢ Conversion of the Church of Christ Scientist to the Palladium Theater by SPC. ➢ 'City of the Arts' designation by Mayor's Office that recognizes 11 museums, and their contribution of more than $76.7M of direct economic impact and more than 2,000 jobs. ➢ New museums constructed, include the relocated Dali and Chihuly Collection, Imagine Museum, Museum of the American Arts and Crafts Movement, the James Museum of Western and Wildlife Art – most received significant public support. ➢ Growth of the St. Petersburg Arts Alliance as an arts' supportive organization. ➢ Neighborhood Partnership grants provide opportunity for neighborhood and business associations to implement public art projects. ➢ Creation of Artist Enclave Overlay District LDR provisions.	
6	New partnerships with mixed and shared values.	➢ Foundation for a Healthy St. Petersburg relationship to Healthy St. Pete program. ➢ Bloomberg's American Cities Climate Challenge in support of Integrated Sustainability Action Plan (ISAP). ➢ Innovation District partnership. ➢ One Community economic development partnership. ➢ Grow Smarter community partnership launched.	
7	Reduced bureaucracy.	➢ Reduction of City permit review times by 60% through procedural changes, increases to staff resources, and system upgrades. ➢ Interactive citizen platforms to increase transparency and accountability (SeeClickFix, StPeteStat).	
8	Community of choice to live, work, play and learn.	➢ Combination of many initiatives has given the community a healthy growth trajectory on many levels. ➢ Evidenced by numerous positive third-party recognitions, accolades and media coverage about quality of life in St. Pete. ➢ Age Friendly St. Pete Campaign. ➢ St Pete Pride LGBTQ parade, marches, and other activities. ➢ The Human Rights campaign has listed St. Pete among its most inclusive cities using their Municipal Equality Index — St. Pete consistently scores 100, the highest rating possible.	

Table 3.3.1.B: Appearance

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
1	Beautiful buildings and roads.	➢ 2007 LDRs added design standards for neighborhood, center and corridor buildings raised the bar for building design expectations and updated minimum landscape standards. ➢ Additions to inventory of outstanding buildings – Dali Museum, James Museum, Beach Drive redevelopment and more. ➢ City Beautiful Committee awards program. ➢ Several corridor/median landscaping improvements.	
2	Renewed St. Petersburg 'traditions' such as brick streets, hex pavers, decorative lamps, street trees, and unique / local architecture.	➢ Evaluation of locally designated landmark properties to monitor conditions and avoid demolition by neglect. ➢ Historic Preservation program design guidelines adopted ➢ Traditional streetscape preservation section added to the LDRs in 2015. ➢ Historic signage provision added to LDRs in 2017 to allow preservation, reconstruction and relocation of historically significant, unique local signs.	
3	Revised / renewed commitment to appropriate codes and standards of design for architecture, signage, landscape and site planning to ensure quality and beauty.	➢ 2007 LDRs containing City's first design standards, and through their day-to-day implementation, have significantly upgraded the quality of development. ➢ Since 2007, continued and ongoing evaluation, modification and implementation of design standards, including 2017 amendments that added residential Floor Area Ratio (FAR) limits and design bonuses.	
4	Reduced road widths to enhance appearance and pedestrian feeling.	➢ Complete Streets Implementation Plan adopted and includes flexible design table for narrower lane widths and "neck-outs." ➢ Road "diets" implemented on several roadway segments. ➢ Dr. MLK Jr. St. N. complete streets project completed. ➢ 34th Street South Lane Repurposing Study underway.	

*A green circle means significant achievements have been made; a yellow square means that some progress has been made, but there is more to do.

Table 3.3.1.C: Neighborhoods

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
1	Stable, safe and successful neighborhoods for everyone.	➢ Codes Compliance Assistance programs to reduce blight and improve livability. ➢ Community Policing Program/ Park Walk and Talk to connect citizens to police. ➢ Continued support of neighborhood and business associations to be active, engaged organizations.	
2	Protection from large commercial development.	➢ Implementation of Vision 2020 plan's Neighborhoods, Centers, and Corridors Development Framework. Protection of adjacent neighborhoods from large commercial expansions.	
3	Locally based businesses with neighborhoods streets.	➢ Support of local business Greenhouse micro and small business grant, loan, and training programs. ➢ Localtopia: Community Celebration of all things local. ➢ Artist Enclave Overlay program.	
4	Strong relationship to parks, neighborhood schools and community buildings.	➢ Opening of St. Petersburg Regional Skatepark in Campbell Park. ➢ Joint use playgrounds a neighborhood schools/houses of worship. ➢ Joint-use library with SPC. ➢ Agreement with PCS to allow construction of Rio Vista Park on former Rio Vista Elementary School site. ➢ Community gardens on school property. ➢ Several reconstructed community centers. ➢ Continued support of neighborhood associations to deliver services and amenities specific to their goals.	
5	Variety of quality housing choices within neighborhoods.	➢ Continued development of Housing Affordability Initiatives. ➢ Expansion of accessory dwelling unit allowance in some NT zones. ➢ Adoption of Neighborhood Traditional Mixed (NTM) residential zoning district in 2019.	
6	Quality neighborhood revitalization / reinvestment.	➢ Continued blight reduction strategies in demolishing unsafe structures, foreclosure program, and reducing vacant structures. ➢ "For All, From All" public and private development housing initiatives, code enforcement fine remedy program. ➢ Neighborhood grant programs (Neighborhood Partnership Matching and Mayor's Mini-Grant).	

*A green circle means significant achievements have been made; a yellow square means that some progress has been made, but there is more to do.

Table 3.3.1.D: Education

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	A system of beautiful neighborhood schools, safely accessible by car, bicycle or foot.	➢ Continued support of improved performance for all neighborhood schools. ➢ City support of before and after care programs and enhanced walkability for safe routes throughout the city.	
2	Joint use recreation opportunities, after school. Education and activities.	➢ City support of Emergency Medical Technician curriculum at Gibbs High School. ➢ City sponsored and City-supported community organizations' before and after care programs that provide educational and enrichment opportunities.	
3	Childcare and mentoring programs.	➢ Coordinated Summer Employment and After School Employment programs. ➢ Read to Me youth employment/mentoring at early childhood center. ➢ Mayor's Mentors, Lunch Pals, Take Stock in Children, Youth Farm and Pier Ambassador programs. ➢ Out of School Time (OST) Program Partnership with Juvenile Welfare Board. ➢ City support of early childhood providers' professional and business acumen. ➢ Teen Arts, Sports and Cultural Opportunities (TASCO) and after school and summer programs at City recreation centers.	

*A green circle means significant achievements have been made; a yellow square means that some progress has been made, but there is more to do.

Table 3.3.1.E: Economic Development

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Long range comprehensive redevelopment strategy that identifies the economic landscape, future opportunities, and marketing approaches.	➢ Coordination with the Grow Smarter strategy. ➢ Creation of the USFSP Innovation District and support of the Business Incubator technology and advanced manufacturing facility. ➢ Creation of My St. Petersburg Business Incentives online portal identifying site specific development incentives. ➢ Annual State of the Economy reporting.	
2	Develop diverse and independent economic base.	➢ Creation and monitoring of the Grow Smarter strategy in partnership with the Chamber and community. ➢ Creation and ongoing operation of the Greater St. Petersburg Economic Development Corporation (St. Pete EDC).	
3	Re-emergence of locally owned / niche business districts.	➢ Greenhouse City/Chamber partnership in providing micro and small business grant, loan and training programs. ➢ Localtopia: Community Celebration of all things local. ➢ Storefront Conservation Corridor Plan to support independently owned businesses along Beach Drive and Central Avenue from the waterfront to 31st Street. ➢ Development of district plans and emergence of district organizations.	
4	Socio / cultural / economic integration.	➢ Support of the One Community Plan for Economic Growth for South St. Petersburg. ➢ Adoption of the South St. Petersburg Community Redevelopment Area (CRA) and Tax Increment Finance (TIF) district.	
5	'Center and Corridor' re-investment – residential & commercial mixed use.	➢ Creation and ongoing implementation of; o Vision 2020 Special Area Plan. o 2007 LDRs. o Skyway Marina District Plan. o Central Avenue Revitalization Strategy. o EDGE District plan. o Union Central Plan. o Innovation District Vision and Streetscape and Connectivity Plan. o Deuces Live/Warehouse Arts District Associations (WADA) Action Plan. o Deuces Rising initiative. o Skyway Plaza Urban Land Institute (ULI) Action Plan.	
6	Successful Southside re-investment.	➢ Creation of South St. Pete Community Redevelopment Area and TIF district. ➢ Support of the One Community Plan for Economic Growth for South St. Petersburg. ➢ Membership in St. Pete Works! training and development program.	

Table 3.3.1.E Continued

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
7	Economically successful arts community.	➢ Continued public and private support needed to ensure that city arts and cultural programs remain at the forefront of the city's artist fabric and as part of the destination economy; o Warehouse Arts District emergence and expansion. o Central Arts District organization. o 1% for public art set-aside for City projects. o Downtown development public art fee. o Museum construction and expansion support – Private, State, Pinellas Convention and Visitors Bureau, and City: Dali Museum, The James Museum, Museum of the American Arts and Crafts Movement, Museum of Fine Arts, Dr. Carter G. Woodson African American History Museum, St. Petersburg Museum of History, Morean Arts Center, Chihuly Collection, Imagine Museum, Great Explorations. o Promotional, logistical and public support of arts events: Mainsail Art Festival, Central Avenue Arts and Crafts Fair, Shines Mural Art Festival, Second Saturday Art Walks.	

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Table 3.3.1.F: Arts & Culture

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Consistent community involvement / use of cultural facilities and programs.	➢ Promotional, operational and facility improvement support of individual artists, arts organizations and institutions from private, non-profit and public sources is robust.	
2	A city of visible art and lively culture.	➢ 'City of the Arts' designation by Mayor's Office that recognizes 11 museums, and their contribution of more than $76.7M of direct economic impact and more than 2,000 jobs. ➢ Shines mural art festival – more than 600 murals in the outdoor gallery to date. ➢ Walkable Downtown with expanded dining and entertainment establishments, including sidewalk cafes. ➢ Greater promotion of the city as an arts destination by the Convention and Visitors Bureau (Visit St. Pete/Clearwater).	
3	Financial stability and sustainable funding through city actions, private partners and art institutions.	➢ Continued public and private support needed to ensure that city arts and cultural programs remain at the forefront of the city's artist fabric and as part of the destination economy, e.g.; o 1% for the arts funding for City projects. o Downtown development public art fee. o Art and Culture grant program. o Arts Alliance programs and initiatives. o The Hough and James families, Bill Edwards, and Rudy Ciccarello.	
4	City commitment to cultural programs and inclusion of art in capital improvement efforts.	➢ Continued support of public art in Capital Improvement Projects (1% for the Arts), Downtown development public art fee, and City's art and culture grant program.	
5	Sufficient and appropriate facilities.	➢ Dynamic growth and expansion of facilities; 11 museums, ArtsXchange facility/campus, Morean Center for Clay, theater/ performance venues (freeFall, American Stage, Palladium, Mahaffey, St. Petersburg Opera), as well as the numerous smaller contributing galleries and home-based studios that add to the artist fabric. ➢ City's partnership with the Dr. Carter G. Woodson African American Museum to build a new facility on City-owned land. ➢ Artist enclave overlay district added to the LDRs, two artists enclave districts adopted – Kenwood and Old Southeast.	
6	Integration of arts with education system.	➢ Continued support for local neighborhood schools, before and after care programs, and summer recreation arts exposure program integration. ➢ Creation of arts certification program addressed at state level.	
7	Develop a public art master plan.	➢ Although no stand-alone plan exists, public art is being incorporated into special area plans (e.g. Deuces Live/WADA Plan, EDGE, Downtown Waterfront Master Plan) and LDRs (e.g. Downtown public art fee, Artist Enclave Overlay). The goal remains to increase public art citywide.	

Table 3.3.1.G: Transportation

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	'Pedestrian first' design.	➢ Use of the largest amount of U.S. municipal installations of Rectangular Rapid Flashing Beacons (RRFB) crosswalk enhancements (currently 135 installations) to create highly visible pedestrian crossings.	
2	Balance of auto, bicycle and pedestrian facilities.	➢ Adoption of "Complete Streets" policy in November 2015, and Implementation Plan in May 2019, and Dr. MLK Jr. corridor improvements.	
3	Enhanced public / multi-modal transportation.	➢ Construction of many miles of new or improved on-street bike facilities.	
4	Reduced one-way streets.	➢ Support for examination of one-way street replacements as part of broader community mobility improvements. ➢ Converted 11 one-way roads to two-way operation.	
5	Traffic calming.	➢ Completion of 102 Neighborhood Traffic Plans to proactively design conceptual improvements for neighborhood association adoption.	
6	Examination of I-175 and I-375 spurs for possible redesign or reduction in length.	➢ Completion of Tropicana Field Redevelopment studies, including an alternative that removes the elevated I-375 structures and reconnects to an at-grade neighborhood street grid. ➢ Downtown St. Petersburg mobility study underway, which will include evaluation of modifications to I-175 and I-375.	
7	Safe access for children to schools and park.	➢ Continued support for safe routes to schools and parks. ➢ Sexton Elementary School sidewalk improvements on 19th Street North.	
8	Reduced mandatory requirements for accommodating the automobile.	➢ Support of Administrative reductions, joint use / shared parking. ➢ Parking requirements reduced in Downtown Center (DC) zoning for non-residential and citywide for multifamily.	
9	A great public transit system that everyone can access in all areas of the city and region.	➢ 6-mile extension of PSTA bus route 100x providing new regional linkage between Downtown St. Petersburg and Tampa, which includes to-be constructed hardened shoulders. ➢ Support of Cross Bay Ferry service between Downtown St. Petersburg and Tampa – 3rd year of operations with increasing ridership. ➢ TBARTA is conducting the Regional Rapid Transit study.	
10	A great public transit system that enhances the property values and quality of life in the areas in which it runs.	➢ Support of Downtown Circulator / eLooper enhanced route – frequency and hours increased, fare eliminated, ridership has almost doubled. ➢ Co-management of Central Avenue Bus Rapid Transit planning and design with PSTA – design plan completed. ➢ Replacement of the Williams Park transit hub with a grid transit system.	

Table 3.3.1.G Continued

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
11	A beautiful network of streets with canopy trees, bricks and hexagonal paver sidewalks.	➢ Annual Tree City USA award since 1986 for protection of urban tree canopy. ➢ Constructed 32 bulb-outs at key Downtown intersections to improve pedestrian safety. ➢ Historic streetscape protections added to City code (LDRs) ➢ Planted nearly 400 trees along the Pinellas Tail in 2017.	

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Table 3.3.1.H: Social Equity

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	A city of strong neighborhoods, each with a neighborhood plan.	➢ City supports strong neighborhoods. Plans require organizing association in order to implement. ➢ Several older neighborhood plans updated (Roser Park, Uptown, Historic Old Northeast). ➢ Over 100+ active neighborhood associations. ➢ 102 neighborhood traffic plans adopted.	
2	Consistent neighborhood assets such as parks and calm streets.	➢ City commitment to overarching neighborhood equality. Some locations benefit from additional district specific improvement funding sources. ➢ Citywide installation of traffic calming measures is ongoing since 2001.	
3	A civic realm that helps instill pride and individual sense of community.	➢ Investment of $92M in new Pier District project. ➢ Complete Streets Plan focuses on improvements to the civic realm.	
4	Accelerate quality affordable housing programs.	➢ City's creation of "For All, From All" housing initiatives. ➢ Improved and expanded South St. Petersburg CRA housing programs for low-mod persons; rehabilitation, down-payment assistance, and affordable housing developer incentives. ➢ $15 million in Penny for Pinellas funding for affordable housing over the next ten years approved by St. Petersburg/Pinellas County voters. ➢ Workforce housing density bonus program unit allowance increased, and approval process streamlined. ➢ Prioritized and expanded the Downtown workforce housing development bonus (on-site or payment-in-lieu options). ➢ Identification of a dedicated housing funding source(s) remains a challenge.	
5	Improved citizen involvement, police assistance and positive media regarding Southside successes.	➢ Need to expand the positive narratives, including creation of South St. Pete Community Redevelopment Area, support of the One Community Plan for Economic Growth for South St. Petersburg, and membership in St. Pete Works! training and development program.	
6	Celebration of cultures and culturally specific events, pride in the diversity of the Southside and other areas of the city.	➢ Diversity and inclusion are celebrated in the city. Substantial strides realized in Southside and other areas of city. Need for continued improvement. ➢ Dr. MLK Jr. and St. Pete Pride parades and associated activities ➢ St. Petersburg International Folk Fair Society (SPIFFS) continued leadership in celebrating cultural diversity.	
7	Create more diverse and economically accessible Downtown housing.	➢ "For All, From All" housing initiatives beginning. Need for continued improvement including identification of a dedicated funding source(s).	
8	Support economically integrated housing.	➢ "For All, From All" housing initiatives beginning. Need for continued improvement.	

Table 3.3.1.H Continued

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
9	Successful locally owned businesses and support / assistance for minority owned businesses.	➢ One Community Plan's Inclusive St. Pete's program with minority-owned business certification and registration process for National, State of Florida, Pinellas County, and City of St. Petersburg certifications. ➢ Greenhouse micro and small business grant, loan and training programs.	
10	New elderly and homeless programs.	➢ The Neighborhood Team (N-Team) home repair for elderly, disabled, or low-income homeowners, including ADA ramps in partnership with the Pinellas Opportunity Council, recently expanded by two persons to increase production. ➢ Community Redevelopment Area (CRA) housing programs initiated and continuing. ➢ "For All, From All" initiatives beginning. ➢ Pinellas Hope established in mid-county by Catholic Diocese of St. Petersburg. ➢ Many partners engaged: St. Vincent DePaul, Free Clinic, Community Action Stops Abuse (CASA) ➢ City established the Veterans, Social and Homeless Affairs manager position. ➢ Power of Change donation stations installed. ➢ St. Petersburg Police Department Street Outreach Team established in 2006.	
11	Outreach to distressed areas and encouragement to participate and succeed in building community.	➢ St. Pete Works! workforce gap training program. ➢ St. Pete Greenhouse micro and small business grant, loan and training programs.	

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Table 3.3.1.I: Human & Social Services

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Increased sense of community.	➢ Support of neighborhood and business associations, community volunteers, and not-for-profit partnerships that add to the sense of community.	
2	Increased availability of services – especially medical and healthcare.	➢ City's creation of Healthy St. Pete program, with Healthy Kids, Community Resource Bus, Summer BreakSpot, and numerous community health events. ➢ City's Health in All Policies (HiAP) directive. ➢ Establishment of the Foundation for a Healthy St. Petersburg and the opening of the Center for Health Equity in 2019.	
3	Increased literacy and adult education.	➢ Support for Career High Online School program for residents to earn a high school diploma through the public library. ➢ Support for co-location of Literacy Council of St. Petersburg within a public library for free adult tutoring services. ➢ Support for the public library's free ESL conversational English sessions to increase literacy of non-native English speakers.	
4	Increased per capita income.	➢ While per capita incomes have risen from 2000 to 2018, adjustment for inflation narrows the increase and all have not benefited equally.	
5	Increased outreach to provide assistance to everyone who wants it.	➢ My Brother's and Sister's Keeper's program, including Not My Son campaign, Youth Development Grant program, and Cohort of Champions youth training initiative. ➢ Support of non-profits for rent, utility, and operational assistance for homeless and special need populations. ➢ Campbell Park Financial Empowerment Center operated by United Way Suncoast. ➢ More funding options need to be explored, including identification of a dedicated funding source(s).	
6	Local control of education, pride in schools and values in education.	➢ Support of school improvement programs with the Pinellas County School Board and acceptable Florida Statutes limits. ➢ PCS expansion of magnet programs.	
7	New partnerships with local businesses and government.	➢ One Community Plan's Inclusive St. Pete's program with minority-owned business certification and registration process for National, State of Florida, Pinellas County, and City of St. Petersburg certifications.	
8	Decrease in drug use and crime.	➢ Violent crime and drug use reduction. Ongoing need for community improvement. ➢ Community Policing and Park Walk & Talk – connecting police with community.	

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Table 3.3.1.J: Parks & Recreation

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Beautiful parks and trails system.	➢ Recognized high quality citywide parks and recreation system. ➢ Complete Streets Implementation Plan calls for additional trails.	
2	Easy pedestrian access to parks and trails, parks and community centers serving all neighborhoods and children.	➢ Support of trail extensions and bike routes to and through St. Petersburg by multiple funding sources. Need for additional effort to support for all neighborhoods and children. ➢ Complete Streets Implementation Plan calls for additional trails and Neighborhood Greenways connecting park and civic destinations.	
3	Parks serving diverse user groups.	➢ Broad parks inventory and support for diverse use.	
4	Inclusion of canals and re-opened drainage ways in citywide parks and open space system, including Booker Creek.	➢ Support of the phased design and construction of Historic Booker Creek Trail Loop and Brooker Creek Trail North. ➢ EDGE District Plan includes the Booker Creek Trail as a focal point of future development.	
5	Public art programs included in all parks.	➢ Art programs included in most recreational center programs. Placement in all parks may not supportable due to programming and natural conditions.	
6	Acquisition programs for future / retrofit parks.	➢ Continued identification, purchase and preservation of dozens of acres of green space. ➢ Expansion of Clam Bayou Preserve including amenities such as trails, boardwalks, restrooms, shelter, and kayak launch ➢ Expansion of Abercrombie Park through purchase and restoration of the former Kuttler property. ➢ Creation of a Natural & Cultural Areas maintenance team to provide specialized care of these historically important areas. ➢ Expansion of Boyd Hill Nature Preserve through acquisition of St. Petersburg Country Club property.	
7	A citywide parks master plan that provides hierarchy of neighborhood, community and regional parks accessible through an interconnected system of bikeways, trails and greenways.	➢ Continued implementation of recreation and open space element provisions, Downtown Waterfront Master Plan, special area, and operational improvement plans. ➢ Complete Streets Implementation Plan includes bikeway network that aims to connect all residents to civic destinations through comfortable and safe routes. ➢ Developed master plans for specific archaeological areas and an overall plan to link these historic areas into an eco-tour. ➢ Expansion of "City Trails" bike trails, including Clam Bayou Trail.	

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Table 3.3.1.K: Natural Environment

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Clean environment / sustainability themes.	➢ Completion, adoption, and implementation of the Integrated Sustainability Action Plan (ISAP). ➢ Clearing of non-native invasive plants from cultural and wilderness properties and ecological restoration of native plants and prescribed burns for regular management. ➢ Litter removal from natural shorelines. ➢ STAR Communities certification and recertification. ➢ Integrated Water Resources planning. ➢ Bloomberg American Cities Climate Challenge-St. Petersburg is a winning city (one of 20 nationwide) and participating in the program.	
2	Citywide natural resource inventory leading to increased restoration efforts and standalone element in Comprehensive Plan.	➢ Conservation and Coastal Elements in the comprehensive plan include preservation and restoration guidance. ➢ Urban canopy study forthcoming. ➢ New staff position created to bolster these efforts.	
3	Maximum permeable surface and increase stormwater recharge.	➢ Citywide impervious surface mapping, and creation of the Stormwater Tiered Rate System. ➢ Creation of incentives to conserve water and reduce rainwater runoff, such as the Rebate Program, Utility Fee Credits, Management System Credit, and Tidal Water Discharge Credit.	
4	Increased funding / grants / incentives for 'green' design, building, and practices.	➢ Completion, adoption, and implementation of the ISAP including Leadership in Energy and Environmental Design (LEED) standards for new public building construction. ➢ LDR amendment requiring electric vehicle (EV) charging facilities in parking garages. ➢ Downtown LDR bonus development allowance for LEED certified/green building construction.	
5	Educate the public regarding chemicals, pesticides, and other pollutants.	➢ Coordination with Pinellas County mobile collections to safely dispose of hazardous chemicals and electronics. ➢ Current contract partnership with Keep Pinellas Beautiful that includes education through schools and neighborhoods. ➢ Coordinated with Pinellas County to create a county-wide Integrated Vegetation Management Plan which provides decision-making tools for vegetation management with the overall goal of reducing synthetic chemical use. ➢ Initiated Public Works Alerts for notification and reporting of wastewater spills (http://www.stpete.org/public_works/info.php).	
6	Build a 'sustainable / green house' demonstration project.	➢ ISAP support of sustainable / LEED building improvements in public building construction. ➢ Sustainability initiatives included in many new City facilities (e.g. Water Resources headquarters, Pier District, Police headquarters).	
7	Build an environmental / biological magnet school built with green technology.	➢ Support of Lakewood High School's Academy for Marine Science and Environmental Technology. Need for green / LEED technology improvements.	

Table 3.3.1.K Continued

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
8	Xeriscape / irrigation / reclaimed water ordinances.	➢ Support of Florida Friendly™ landscaping, rain sensor installations, and use of reclaimed water for potable water resource protection. ➢ Initiated Water Conservation programs (http://www.stpete.org/water/water_conservation/conservation_programs.php) Including toilet rebate program, washing machine rebate program, rain barrels, Rainwater Guardian workshops, indoor water conservation, and Water-Wise eSplash Newsletter.	
9	Curbside recycling program.	➢ Initiation and expansion of curbside/alley recycling program. ➢ Continuation of drop off centers.	
10	Cleaner water and air.	➢ Adoption of ISAP with targeted environmental improvement goals. ➢ Numerous drainage improvements constructed to improve stormwater runoff quality.	
11	Enhanced drainage ways creating citywide system of linear parks.	➢ Support of the phased design and construction of Historic Booker Creek Trail Loop and Brooker Creek Trail North. ➢ EDGE District Plan includes the Booker Creek Trail as a focal point of future development. ➢ Tropicana Site Conceptual Master Plan includes, as the focal public amenity of the Plan, converting Booker Creek drainage ditch into a public gathering space.	

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Table 3.3.1.L: Governance

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Enhanced citizen empowerment, participation and input.	➢ Improved platforms for public interaction implemented (SeeClickFix, St Pete Stat, Park Walk & Talk). ➢ LDRs revised to expand public notice and public participation requirements. ➢ Continued support of Council of Neighborhood Associations (CONA). ➢ CONA Leadership program. ➢ Establishment of the Citizens Advisory Committee for the South St. Petersburg CRA. ➢ Establishment of the Council redistricting committee. ➢ Broad based public engagement and community outreach program within the StPete2050 process and all public planning projects.	
2	Revise codes to be proactive – anticipating problems and opportunities.	➢ ULIs Realizing Resiliency Social Equity and Economic Opportunity Study. ➢ Integrated Sustainability Action Plan (ISAP). ➢ Coastal High Hazard Area (CHHA) Comprehensive Plan and Land Development Regulation amendments. ➢ "For All, From All" Housing Initiatives.	
3	Political responsiveness / customer friendly.	➢ Digital communication has increased the speed of communication and necessity of responsiveness. The City has implemented numerous digital access points for routine public information and personal contact (SeeClickFix, StPeteStat).	
4	Public investment into infrastructure and schools.	➢ Invested $822M in water, sewer and reclaimed water infrastructure for the 20-year period of 2000-2019. ➢ Invested $66M in stormwater infrastructure over twenty years. ➢ Replaced or rehabilitated over 1.3 million linear feet of sanitary sewer pipe (over 254 miles of pipe). ➢ Rehabilitated over 6,000 sanitary sewer manholes. ➢ Treated 240 billion gallons of wastewater to provide reclaimed water to over 11,000 customers. ➢ Invested $66M for bridge replacement projects. ➢ Resurfaced 1,500-lane miles of city's 2,130-lane miles of roadway. ➢ Numerous schools reconstructed and expanded at the K-12 and higher education levels (PSC, St. Petersburg College, University of South Florida St. Pete).	
5	Attention to previously neglected areas.	➢ Creation of South St. Pete Community Redevelopment Area. ➢ Support of the One Community Plan for Economic Growth for South St. Petersburg. ➢ Creation of numerous special area plans (e.g. Skyway Marina District, EDGE, Union Central, Deuces Live/ Warehouse Arts District Associations etc.)	
6	Streamlined government review.	➢ Reduction of City permit review times by 60% through procedural changes, increases to staff resources, and system upgrades. ➢ Implemented a 10-day response for certified affordable housing development	

Table 3.3.1.L Continued

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	Progress:
7	Stronger code enforcement and new standards for design to ensure the development of quality places.	➢ Continued blight reduction strategies in demolishing unsafe structures, foreclosure program, and reducing vacant structures. ➢ LDR rewrite and updates that include context sensitive design standards	

*A green circle means significant achievements have been made.

Table 3.3.1.M: Partnerships

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Coordinated use of school facilities and adjacent parks.	➢ Continued support of co-location and use of school and city facilities for recreation and open space. ➢ Every fourth-grade student in mid and south Pinellas County visits Boyd Hill Nature Preserve as part of their science curriculum as part of the joint use facility agreement.	
2	Increased participation with PSTA in routing, design and operation of transit lines – including discussions on future mass transit opportunities.	➢ Monthly meetings with Pinellas Suncoast Transit Authority (PSTA) include coordination on bus routes, Central Avenue Bus Rapid Transit project, and future enhanced mobility projects.	
3	Increased service from library system.	➢ Continued support for public library system through capital improvement and Penny For Pinellas funding.	
4	Coordinated relationships between citizen and city in discussions with regional partners such as MPO, FDOT, PSTA, school board, utility providers, etc. to ensure that external authorities meet the needs if the vision.	➢ To ensure St. Petersburg's vision is implemented, City staff participates in all applicable State, Regional, County and local agency and transportation service providers: PSTA, Florida Department of Transportation (FDOT), Forward Pinellas, Technical Coordinating Committee, and Bicycle Pedestrian Advisory Committee.	
5	Enhanced marketing and business relationships between the city / chamber of commerce / financial institutions / development community to build a city that meets the needs of the vision.	➢ Support of St. Petersburg Chamber of Commerce Grow Smarter strategy. ➢ Support of Bicycle Friendly Business program that encourages a more welcoming atmosphere for bicycle use. ➢ Support of Pet Friendly Business program that enhances the quality of life for dogs and their people. ➢ Shared position and office space at the Greenhouse with the Chamber of Commerce. ➢ Enhanced activism by the St. Petersburg Downtown Partnership to promote quality Downtown development.	

*A green circle means significant achievements have been made.

Table 3.3.1.N: Citizen-Based Communication

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	All neighborhoods take ownership and responsibility for their community, and actively participate in discussing its future.	➢ Public outreach to more than 110 neighborhood and business associations to inform and engage in public discourse. ➢ Social media postings, regular event calendar and special topic notices. ➢ Support of the Involved Citizens Active in Neighborhoods (I CAN) volunteer initiative.	
2	Use of all forms of communication including high tech as well as site-specific cultural facilities such as churches and schools.	➢ Online engagement through City website and social media outlets. ➢ Mayor's Action Center processing phone calls, emails, and digital community issue identification requests through the online SeeClickFix portal. ➢ Electronic billboard public information messages.	
3	TV and newspaper involvement.	➢ Technology change has lessened the need for print and television use. Social media access and pricing make connecting to broader community easier, faster and less expensive.	
4	Citizen friendly government culture.	➢ Supportive government culture. ➢ Annual Carefest volunteer events and neighborhood/ community cleanups throughout the year. ➢ Development review process public notification enhancements.	
5	More "off-hour" activities to get community resources involved.	➢ The Neighborhood Team (N-Team) home repair for elderly, disabled, or low-income homeowners. ➢ Numerous community events in which staff participates and offers assistance. ➢ Regular City staff attendance at neighborhood association meetings.	

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Table 3.3.1.O: Ensure The Vision

Item #:	Results of a Successful 2020 Vision Include:	Actions Taken:	*Progress:
1	Adopt the Vision 2020 Plan.	➢ The plan was adopted by City Council.	
2	Incorporate Vision 2020 into the Comprehensive Land Use Plan.	➢ The plan components were incorporated in Chapter 2 – Vision Element of the City's Comprehensive Plan.	
3	Incorporate themes into daily policies of the City.	➢ Policy V1.1 of the Comprehensive Plan identifies that development decisions and strategies shall integrate the guiding principles of the plan. ➢ Although there is always room for improvement, this review of Actions Taken related to the Vision 2020 Themes indicates a strong incorporation of the Themes into the policies and operation of the City organization.	
4	Write Land Development Regulations (LDRs) which will deliver the quality of the built environment desired by the Vision 2020 Plan.	➢ New LDRs adopted in 2007 that implement the neighborhoods, corridors and centers development framework outlined in Vision 2020. ➢ 2007 LDRs include dramatic changes to development standards, with an emphasis on context sensitive design (traditional and suburban tiers) and mixed-use, walkable development. ➢ 2007 LDRs have been updated continuously since adoption to address issues and opportunities identified by the community and City leadership.	

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3.3.2 City Development Framework

Tables 3.3.2 A-C include goal statements for the Vision 2020 City Development Framework, as well as a summary of actions taken by public and/or private partners for attainment and a progress ranking to date. A green circle means significant achievements have been made; a yellow square means that some progress has been made, but there is more to do.

Table 3.3.2.A: Neighborhoods (Traditional/Suburban) Framework Elements

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
1	Protect and reinforce the unique character of each neighborhood.	➢ Completion of numerous neighborhood and traffic management plans for City neighborhoods. ➢ Adoption of design standards in the 2007 LDRs for the Neighborhood Traditional (NT) and Neighborhood Suburban (NS) zoning districts with updates in 2017 including adoption of residential Floor Area Ratio (FAR) limitations for NT zoning districts. ➢ Neighborhood planning grant program for physical improvements (landscaping, identity signs, public art).	
2	Neighborhoods should be consistently and adequately buffered.	➢ This is implemented on a case by case implementation through private land development processes.	
3	Housing that is stable, safe, and varied.	➢ Substantial activity has occurred in the amount of home improvements for single family permits, revitalization of historic structures and neighborhoods, and planned initiatives within the City's "For All, From All" housing program. More efforts are needed to ensure housing attainability in the future. ➢ Neighborhood Team (N-Team) home repair program for qualifying codes cited properties and/or ADA improvements. ➢ Housing programs available to assist with larger qualifying rehabilitation projects, including Rebates for Residential Rehabs.	
4	Streets should be livable public open space.	➢ Public streets are designed to incorporate pedestrian facilities. ➢ City is implementing Complete Street program to increase livability, mobility and safety.	
5	Neighborhood commercial providing basic needs.	➢ 2007 LDRs expanded neighborhood commercial development opportunities within Neighborhoods, Corridors and Centers.	
6	Schools and other public buildings should reclaim their places.	➢ Supported in City facility design. School building design must comply with Florida Department of Education and Pinellas County School District siting requirements that limit direct public access.	
7	Parks that are accessible within a short walk of all residents.	➢ City has an extensive public recreation and open space network for all residents. Continued enhancement to improve and expand safe pedestrian access is an ongoing effort. ➢ Added parks include Rio Vista and Albert Whitted. ➢ Six dog parks opened. ➢ Pedestrian connection improvements to and within parks prioritized.	

Table 3.3.2.A: Continued

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
8	Healthy environment based upon successful application of best practices.	➢ City's Health in All Policies (HiAP) directive. ➢ Added fitness equipment to several City parks. ➢ Adopted complete streets program to promote walking and bicycling in neighborhoods. ➢ Support of Foundation for a Healthy St. Petersburg. ➢ Continued implementation of the LDRs protects neighborhoods from excessive noise and traffic intrusions.	

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Table 3.3.2.B: Centers (Downtown/Suburban) Framework Elements

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
1	Downtown (D) - Protect and enhance the unique character of the Downtown.	➢ Enhancement to Downtown public realm and character through public and private development improvements and mandatory streetscape requirements. ➢ Additional DC zoning district mandatory design requirements adopted 12/19. ➢ Public art fee for Downtown development adopted 12/19. ➢ Downtown Waterfront Master Plan adopted – Pier District project implemented. ➢ Removal of Williams Park bus hub and additional programing in the Park. ➢ Speculative building demolition banned. ➢ Storefront Conservation Corridor Overlay adopted in 2019.	
2	D - Encourage mixed use projects.	➢ LDRs require and encourage mixed use private development programs, including street level active uses, updated and strengthened in 2019. ➢ City-issued RFPs and master plans require mixed use projects (e.g. old Police HQ, 800 block and Tropicana sites). ➢ Innovation District plans and rezoning (EC-1 and EC-2) promote and allow more mixed-use development.	
3	D - Streets should be lively, active, pedestrian oriented, safe and clean.	➢ LDRs require wider sidewalks, minimum level of streetscaping and active uses at the street level. ➢ Over 120 Sidewalk café permits active.	
4	D - There should be a variety of transit opportunities.	➢ Redesigned PSTA bus service. ➢ Central Avenue Bus Rapid Transit project proceeding. ➢ Free Downtown Looper/PSTA Downtown circulator. ➢ Micro-mobility programs, including bike share/rentals and scooters implemented. ➢ Cross Bay Ferry service implemented.	
5	D - Surface parking lots should be encouraged to be redeveloped.	➢ Reduced minimum parking standards as housing and transit supportive incentives to retrofit parking areas into active uses. Continued effort needed to reduce over parking in urban areas. ➢ Stand-alone surface parking lots banned. ➢ Temporary surface parking lots banned east of Dr. MLK Street.	

Table 3.3.2.B: Continued

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
6	D - Civic uses should be reinforced.	➢ Investment of $92M in new Pier District project. ➢ Downtown Waterfront Master Plan adopted. ➢ Bus hub removed from Williams Park. ➢ Mahaffey Theater renovated and enhanced, including new public pavilion. ➢ Coliseum renovations completed. ➢ Mirror Lake Park renovations competed. ➢ Improvements and activation of the Shuffleboard Club ongoing.	
7	D - Preserve noteworthy buildings.	➢ Added Downtown historic landmarks include; Binnie-Bishop Hotel, Detroit Hotel, Pennsylvania Hotel, Tenth Street Church of God, Emerson Apartments, Hanger #1, St. Peter's Episcopal Church, Lantern Lane Apartments, Lang's Bungalow Ct. Historic District, Burnside House. ➢ Historic transferrable development rights (HTDR) program established and updated in 2019. ➢ Incorporation of the Central Trust Bank into the Icon residential/mixed-use project. ➢ Birchwood Inn adaptive reuse (Lantern Lane Apartments).	
8	D - Where existing buildings are replaced, quality redevelopment shall occur.	➢ Redevelopment of the Northeast Beach Drive District, the reconfiguration and renovation of the Sundial, and the James Museum adaptive reuse project. ➢ Updated LDRs provide for reliably consistent high-quality redevelopment projects.	
9	D - Evaluate existing redevelopment plans.	➢ Intown Redevelopment Plan and Tax Increment Finance (TIF) budget amended to increase public improvements by $115M, including $92M for the Pier District, $5M to rehabilitate historic properties east of 8th Street, funds for Mahaffey Theater renovations and support for the Tropicana site redevelopment. ➢ Intown West Redevelopment Plan updated.	
10	Suburban (S) - Urban Village Concept	➢ LDRs amended (RC-3 created) to facilitate the Echelon City Center, construction underway. ➢ 2007 LDRs include Retail Center (RC) districts to facilitate urban village development. ➢ Skyway Marina District plan adopted, includes urban village concepts.	
11	S - Increased standards and incentive for design.	➢ 2007 LDRs contain City's first design standards for non-Downtown locations – including CCS-2, RC-1, RC-2, RC-3 includes bonus development allowance for meeting additional design standards.	
12	S - Required sidewalk connections.	➢ Continued implementation of LDRs and American with Disabilities Act safe route requirements in private land development. ➢ New sidewalk retrofit installations in Carillon. ➢ Site plan approvals mandate internal sidewalks and connections to public system in 2007 LDR initiative.	

Table 3.3.2.B: Continued

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
13	S - Increased community presence.	➢ Initiation of Skyway Marina district plan and subsequent implementation, including active district organization and marketing. ➢ Initiation of Union Central Planning process, including robust public engagement. ➢ Establishment of the Gateway Business Group.	
14	S - Comprehensive solutions to transportation.	➢ Implementation of "Complete Streets" program. ➢ Ongoing implementation of the Bicycle Master Plan. ➢ support of expanded PSTA bus routes. ➢ Central Avenue Bus Rapid Transit project proceeding. ➢ Tampa Bay Area Regional Transit Authority (TBARTA) regional transit plan adopted.	
15	S - Increased flexibility for quality economic development.	➢ 2007 LDRs added use flexibility for suburban center areas, while improving design standards and increasing development rights. ➢ Addition of the R-3 zoning district for the Carillon Town Center.	
16	S - Diversity and connectivity.	➢ City, community and private company entities have expanded diversity and connectivity initiatives that impact the suburban centers – including workforce training and job placement (St. Pete Works! program).	

* A green circle means significant achievements have been made; a yellow square represents that some progress has been made, but there is more to do.

Table 3.3.2.C: Corridors (Commercial/Residential/Industrial/Environmental) Framework Elements

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
1	Commercial (C) – Identify main nodes of activity and intensify uses, density and activity at these areas through mixed use.	➢ Implemented through Vision 2020 development framework, Vision 2020 Special Area Plan and 2007 LDR adoption and subsequent amendments – including CCT, CCS, CRT, CRS zoning districts that increased density and added design guidelines along several major corridors.	
2	C – Pull buildings closer the street edge to provide framework for the street.	➢ 2007 LDRs include new urban design standards as part of the traditional corridor zoning districts (CCT and CRT) that require placing buildings at the front of a parcel and parking in the rear.	
3	C – Corridors to become part of the surrounding neighborhoods offering pedestrian connections to basic daily needs.	➢ 2007 LDRs and Complete Streets program emphasize and require better pedestrian and bicycle neighborhood connections and facilities. ➢ Rectangular Rapid Flashing Beacons (RRFBs) installed at 135 crosswalks on corridors around the city to increase pedestrian safety and connections.	
4	C – Create buffers and transitional zones between commercial and abutting neighborhoods.	➢ Although this issue remains a challenge, appropriate buffers and transition areas are included in the 2007 LDRs and implemented during the site plan review process. ➢ Creation of NTM zoning district in 2019.	
5	C – Beautify through landscaping, road improvement and surrounding architecture.	➢ Operation Greenscape commercial corridor landscaping projects have been implemented on several corridors, including street trees and median landscaping. ➢ 2007 LDRs include architectural design guidelines with minimum fenestration and zero setbacks to create the "street wall" effect. ➢ Landscape code updated in 2015.	
6	Residential (R) – Expand land uses along corridors allowing for quality residential structures.	➢ Increased use-mix, density and floor area ratio allowances on the residential corridors was a key component of the 2007 LDRs. ➢ 2019 LDR amendments increased residential traditional corridor density allowances and residential unit mixes.	
7	R – Increase standards and incentives for design including site planning, architecture, and lighting.	➢ 2007 LDRs established architectural design standards for residential corridors and include additional site design and lighting criteria.	
8	R – Beautify corridors through landscaping and improvements and the surrounding architecture.	➢ Residential Corridor landscaping projects have been implemented on several corridors, including street trees and median landscaping. ➢ 2007 LDRs include architectural design guidelines with minimum fenestration and zero setbacks to create the "street wall" effect and minimum landscape standards.	

Table 3.3.2.C Continued

Item #:	Successful 2020 Vision Includes:	Actions Taken:	*Progress:
9	Industrial (I) Create buffers and transitional zones between industrial and abutting residential neighborhoods.	➢ Although this issue remains a challenge, appropriate buffers and transition areas between industrial and residential areas are included in the 2007 LDRs and implemented during the site plan review process.	
10	I – Increased standards and incentives for design including site planning, architecture, signage and lightings.	➢ 2007 LDRs include site design and architectural standards that improve the quality of industrial development. However, these standards are the minimal necessary to improve the quality of the built environment while allow the greatest level of flexibility and minimal cost to industrial corridor land uses.	
11	I – Strengthen guidelines regarding shielding of storage walls and fences to provide for a better visual environment.	➢ 2007 LDRs include visual shielding and are implemented during the site plan review process.	
12	I – Increased flexibility for quality economic development.	➢ A greater mix of uses is included in the Industrial traditional, Industrial Suburban and Employment Center zoning districts – particularly for art and cultural uses in the Industrial Traditional District and accessory outdoor storage in the Industrial Suburban District.	
13	I – Allow residential in industrial areas providing for live, workspaces for artists.	➢ 2007 LDRs added support for artist live, workspaces.	
14	Environmental (E) – Expand the Pinellas Trail.	➢ Pinellas Trail expanded with final segment from 34th Street South, through the Warehouse Arts District, to the Downtown waterfront parks. ➢ Lighting added to Trail segment in the Warehouse Arts District ➢ St. Pete Trails provide additional connections to the Pinellas Trail, including, North Bay Trail, Skyway Trail, Bayway Trail and future connection to Historic Booker Creek Trail and Booker Creek Trail North.	
15	E – Create green pathways to connect all parks in the City.	➢ Feasibility of this item should be reviewed.	
16	E – Utilize linear drainage culverts for linear parks.	➢ Design and construction of Booker Creek drainage way in Roser Park for enhanced linear park and trail.	
17	E – Return over engineered retention ponds to natural park like amenities.	➢ Walter Fuller Park drainage pond converted to natural pond amenity with walking trail and pavilion structures for nature viewing. ➢ Power Design converted drainage pond to water sports amenity and walking trail.	

*A green circle means significant achievements have been made; a yellow square means that some progress has been made, but there is more to do; an orange triangle means that there may be opportunity to undertake more actions in the future.

4. Current Conditions

Numerous changes have occurred in the past two decades that were not imagined during the Vision 2020 process. Florida and St. Petersburg have experienced major weather events, development booms, the national Great Recession of 2007-2009, and now a worldwide COVID-19 pandemic. Throughout this period, the community has responded to these and other unforeseen issues and continued progress on the identified goals and strategies in Vision 2020. The results of this review will help to identify factors contributing to significant community change, as well as potential areas that may be more susceptible to future environmental change.

By identifying these factors and areas it is anticipated that the StPete2050 citywide vision process will assist in defining implementation strategies that are linked to the important citizen-based themes and anticipated future community needs.

4.1 Growth and Development

St. Petersburg has a high-quality living and work environment for its residents and those attracted to relocate. A review of total employment and employment segments was prepared including a review of the City's State of the Economy projections, the City and St. Petersburg Chamber of Commerce's cooperative Grow Smarter initiative, and its underlying competitive assessments. The Grow Smarter initiative seeks to reinforce St. Petersburg's competitive position and expand quality growth in existing target industry clusters that include:

- Marine & Life Sciences
- Specialized Manufacturing
- Financial Services
- Data Analysis
- Creative Arts & Design

The City's future growth and development strategies aspire to build upon its strengths, diversify the economy through entrepreneurship investment, local business expansion, and future business relocation through recruitment.

4.1.1 Employment

Employment concentrations are shown in Figure 4.1.1.A. High job concentrations are found in the city activity centers, including Gateway, Downtown, Tyrone, and Skyway Marina. Most of the employment occurs in the Gateway and Downtown areas, with 34,000 and 31,000 employees respectively. Smaller concentrations and job patterns are found along major transportation corridors, including 4th Street North, Dr. Martin Luther King Street North, 34th Street North, and Tyrone Boulevard. The Central Avenue corridor shows a particularly strong concentration of small business employment along the entire length from Downtown to Pasadena. Plans for the premium Bus Rapid Transit (BRT) accommodation along the parallel 1st Avenue North and South corridors may increase the importance and intensity of redevelopment along Central Avenue.

4.1.2 Vacant Lands

Vacant parcels are shown in Figure 4.1.2.A. While vacant parcels exist throughout the city, the highest concentrations are located south of Central Avenue, and generally, between 26th Avenue South, 49th Street South and 4th Street South. Infill redevelopment on existing vacant parcels is one means to accommodate future population growth and housing attainability. Table 4.1.2.A. identifies the vacant acreage contained within the Future Land Use residential and mixed-use categories based on dwelling units per acre (UPA) density allowance. It is calculated that a possible 3,383 dwelling units might be constructed if all vacant lands could be fully developed at the current density maximums. This estimate assumes only residential uses and that properties do not have environmental or other regulatory limitations that may reduce total unit yields.

Table 4.1.2.A: Citywide Vacant Residential Density Estimate

Future Land Use (Category)	Total Acres	Vacant Acres	Vacancy %	Maximum Density (Units Per Acre)	Estimated Density (Dwelling Units)
Residential Low	1,192.21	42.89	3.59%	5	214
Residential Medium	2,068.04	19.81	0.95%	15	297
Residential High	15.76	10.87	0.07%	30	326
Planned Redevelopment – Residential	787.93	34.12	4.33%	15	512
Planned Redevelopment – Mixed Use	1,035.63	74.45	7.18%	24	1,117
Activity Center	42.36	15.14	35.74%	60-200	900
Residential / Office General	240.48	1.15	0.47%	15	17
Central Business District	392.13	7.93	2.02%	Base 4.0 FAR	
				Total Estimated (Dwelling Units)	**3,383**

Source: Pinellas County Property Appraiser's Office, Parcel Data, November 2019.

4.1.3 Community Facilities

Community facilities are identified in Figure 4.1.3.A. Community facilities include public and private schools, recreation centers, libraries, fire stations, and police stations. These represent important civic identity locations in neighborhoods. Enhanced community identification with improved human-scaled mobility linkages should be created to reinforce these important locations in each neighborhood.

Figure 4.1.1.A: Employment Concentrations

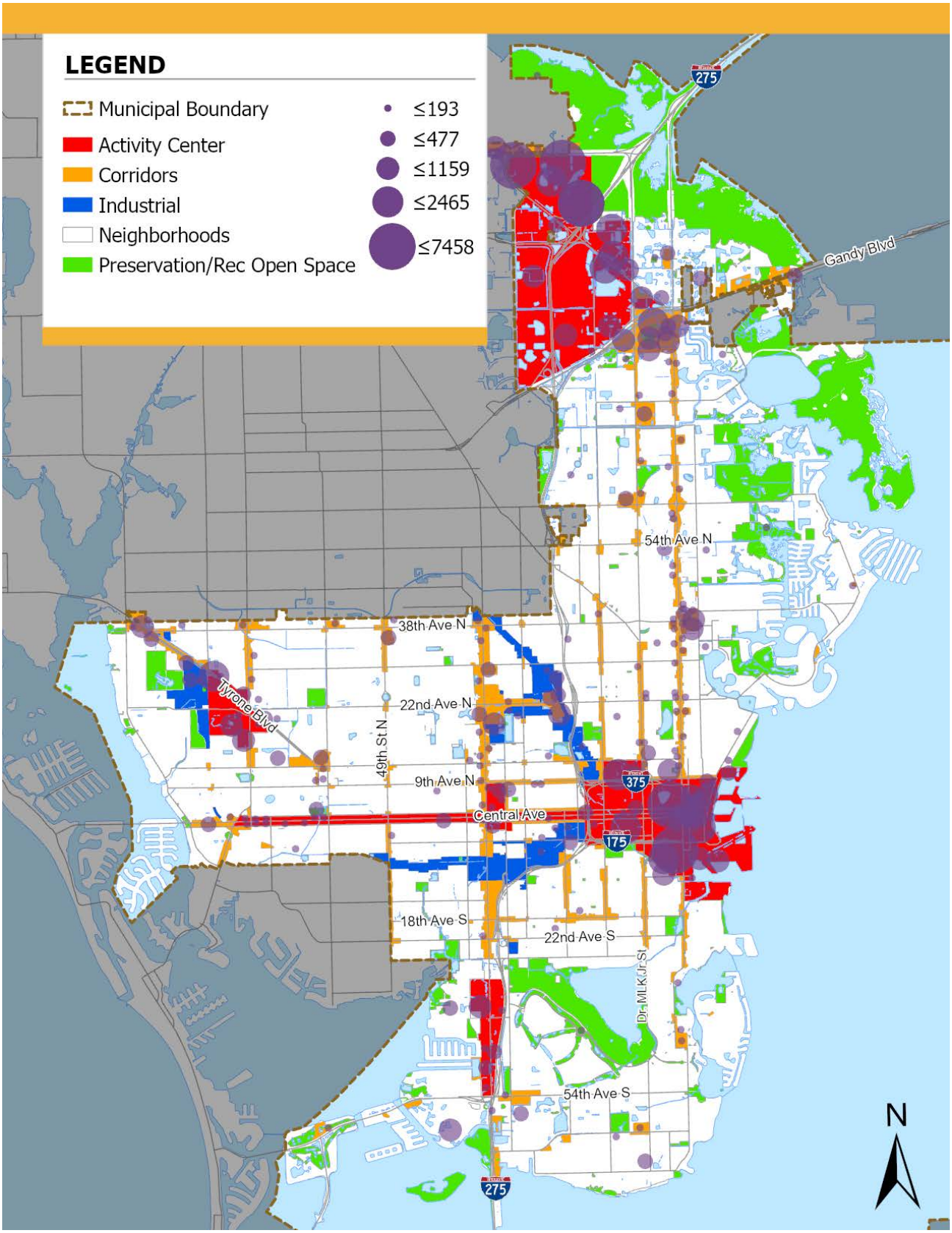


Figure 4.1.2.A: Vacant Parcels

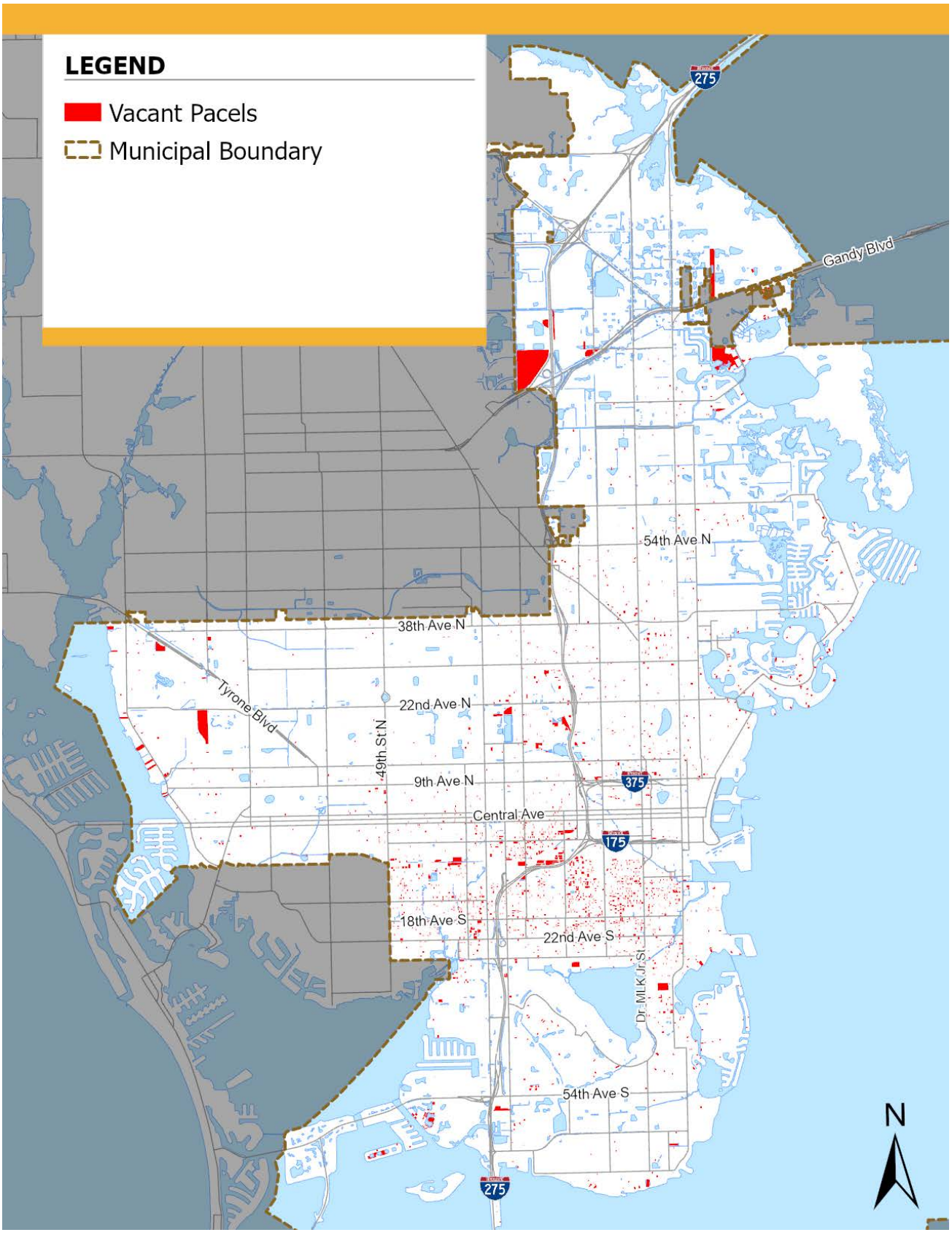
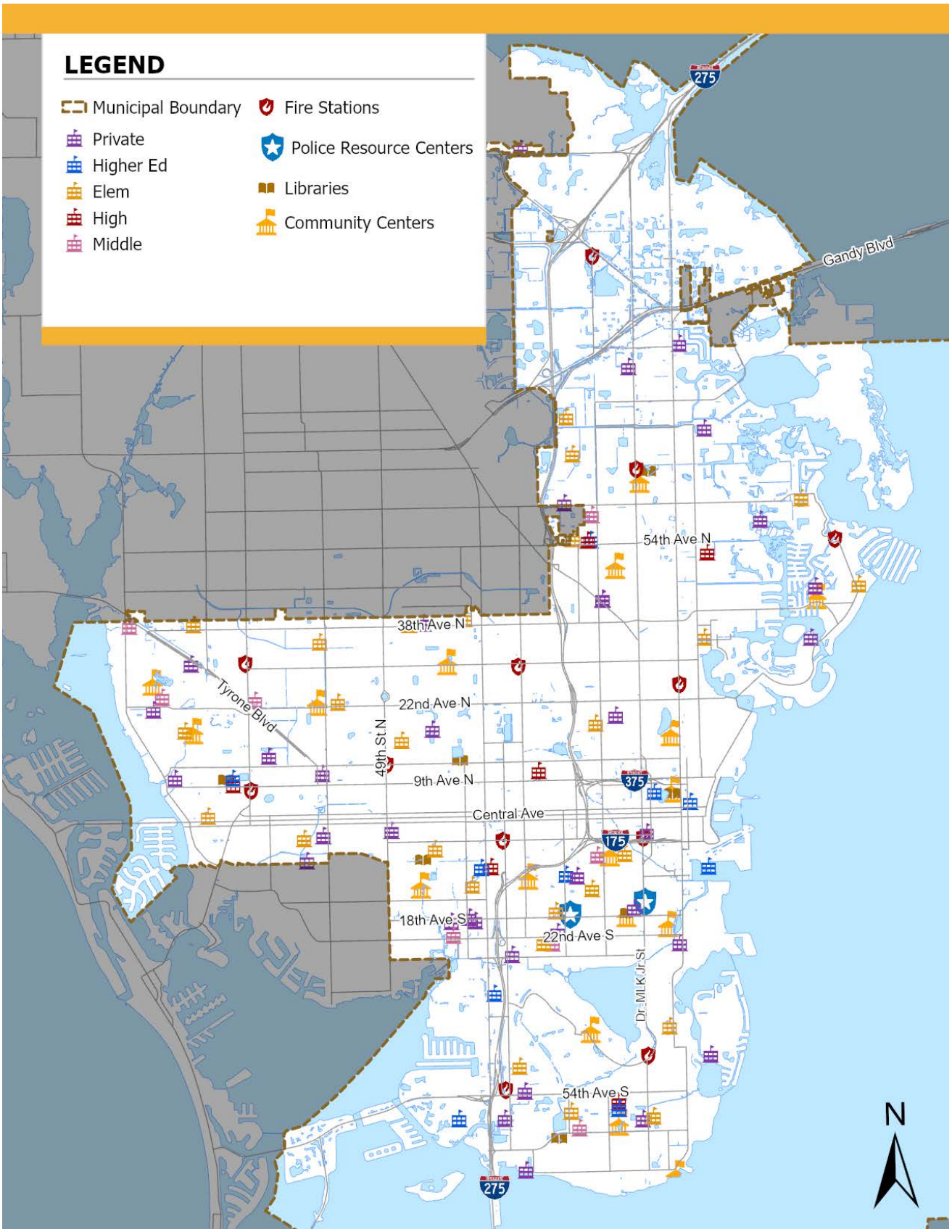


Figure 4.1.3.A: Community Facilities



4.1.4 Citywide Annual Construction Values

A review of City permits data identifies the Annual Citywide Construction values that occurred throughout the 2000 to 2019 time period. Figure 4.1.4.A identifies that total construction values in 2000 were $291M (23,994 permits) and generally edged upwards to a high of $635M (20,163 permits) in 2007. The Great Recession affected total citywide permit activity and total permits issued in 2008 dropped from 20,163 to 13,007, a 35% reduction and totaled $219M. The data shows that it took nine years, until 2016, to eclipse the 2007 value and reach $654M (28,871 permits). Since 2016, the rate of construction value has dramatically increased, and the current 2019 construction value exceeds $782M (34,998 permits). It is anticipated that the 2020 construction value will decline, with modest reductions resulting from the COVID-19 pandemic economic slowdown.

Figure 4.1.4.A: Annual Citywide Construction Values (2000-2019)

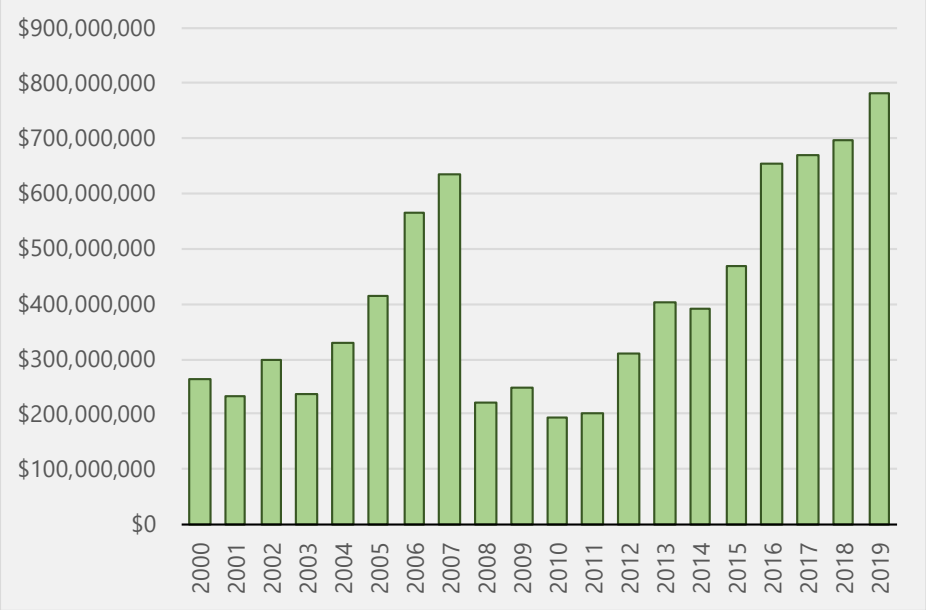


Figure 4.1.4.B identifies the single-family residential new construction and rehabilitation values occurring from 2004 to 2019. A dramatic increase can be seen in 2016-2019 as the market returned after the 2007-2009 Great Recession. Values had been nearing a doubling of 2004-2007 levels prior to the economic slowdown experienced from COVID-19 in 2020.

Figure 4.1.4.B Single-family – New and Rehab Construction Values (2004-2019)

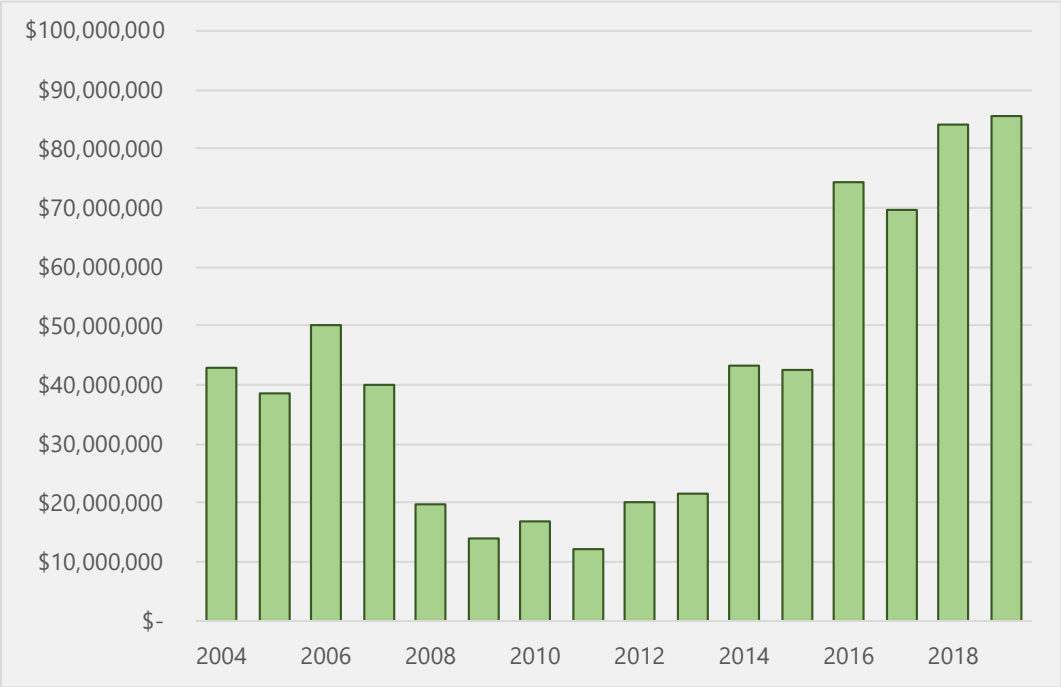


Figure 4.1.4.C identifies the single-family residential rehabilitation construction values occurring from 2004 to 2019. Rehabilitation peaked in 2007 and was just surpassed in 2019. There has been a steady annual increases from the 2011 market low. The economic slowdown experienced from COVID-19 in 2020 is expected to result in a modest decline.

Figure 4.1.4.C Single-family Rehabilitation Construction Values (2004-2019)

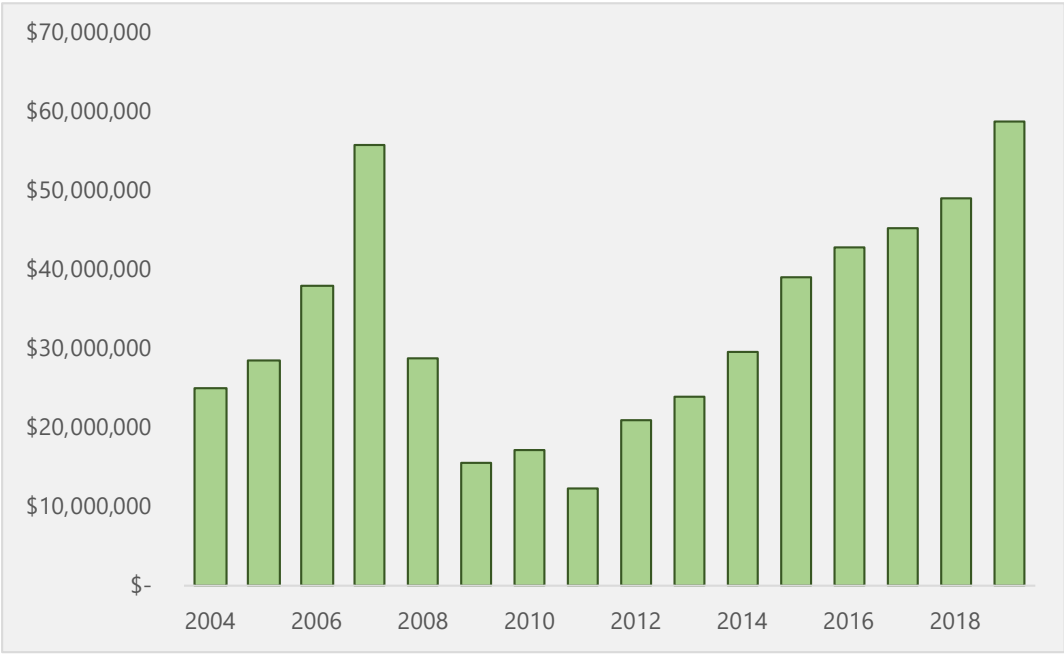


Figure 4.1.4.D identifies the multifamily construction values occurring from 2004 to 2019. A low was experienced in 2011 due to the Great Recession, with substantial improvement peaking in 2016. The economic slowdown experienced from COVID-19 in 2020 is expected to result in a decline.

Figure 4.1.4.D Multifamily Construction Values (2004-2019)

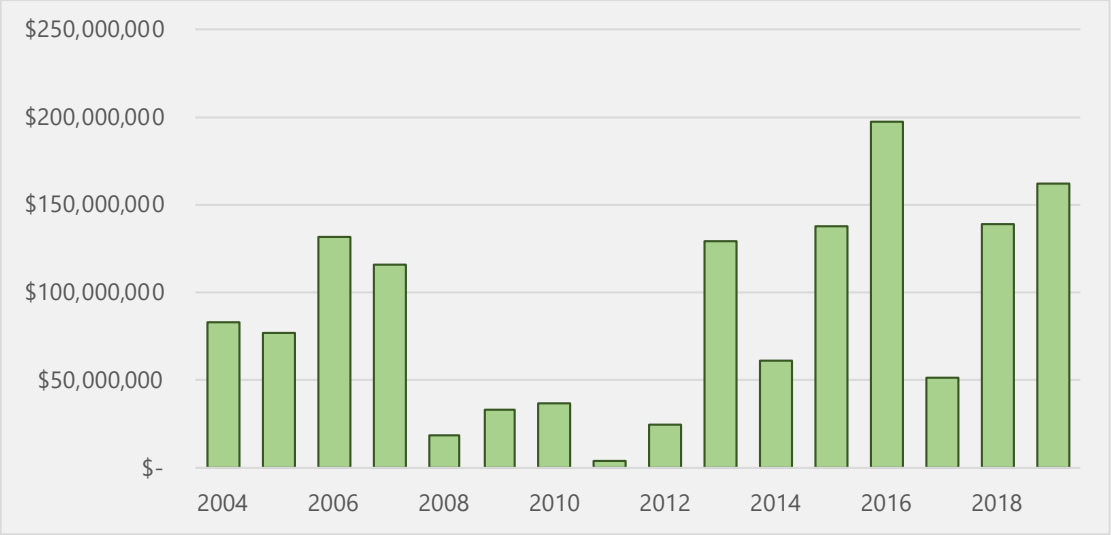


Figure 4.1.4.E identifies the commercial new and rehabilitation construction values occurring from 2004 to 2019. A peak year was experienced in 2007, with a 3-year to 4-year cycle between $50-$100M annually in the decade since. The economic slowdown experienced from COVID-19 in 2020 is expected to result in a decline in value from 2019.

Figure 4.1.4.E Commercial Construction Values – New Construction and Rehabilitation (2004-2019)

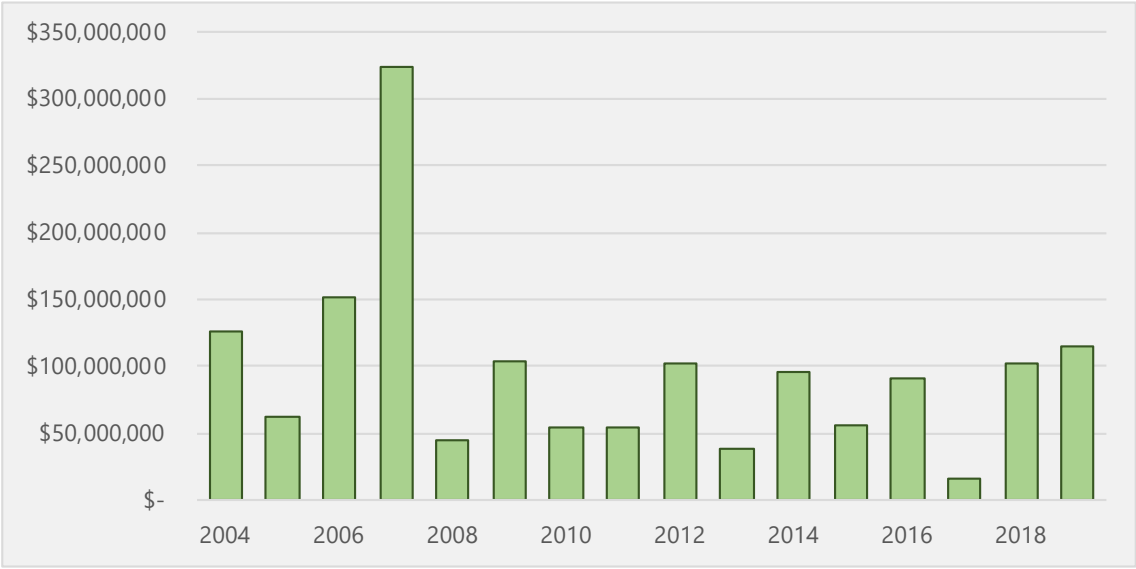
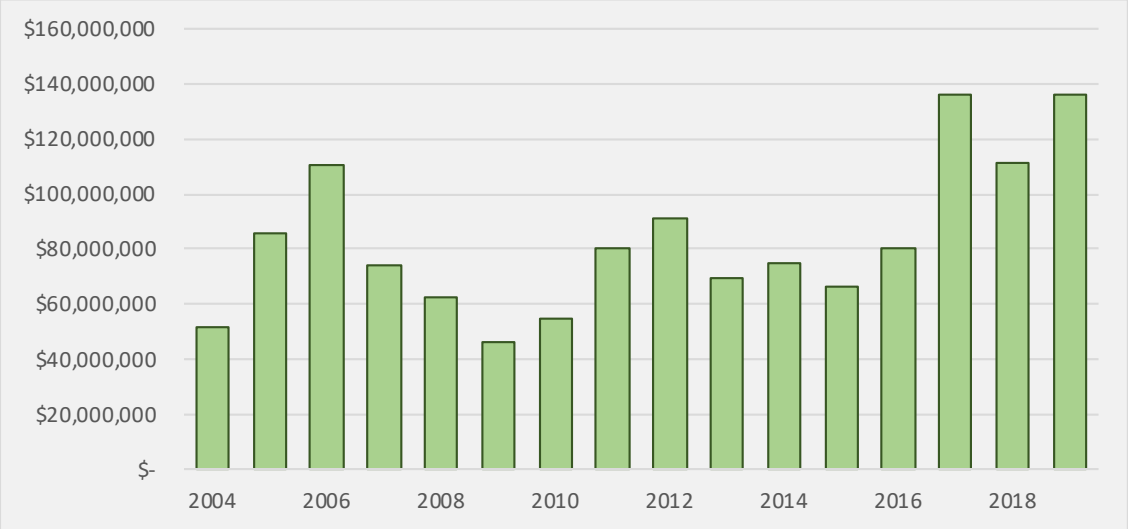


Figure 4.1.4.F identifies the commercial rehabilitation construction values occurring from 2004 to 2019. Peak years were experienced in 2017 and 2019. Remaining annualized values typically range between $40 to $90M. The economic slowdown experienced from COVID-19 in 2020 is expected to result in a decline.

Figure 4.1.4.F Commercial Rehabilitation Construction Value (2004-2019)



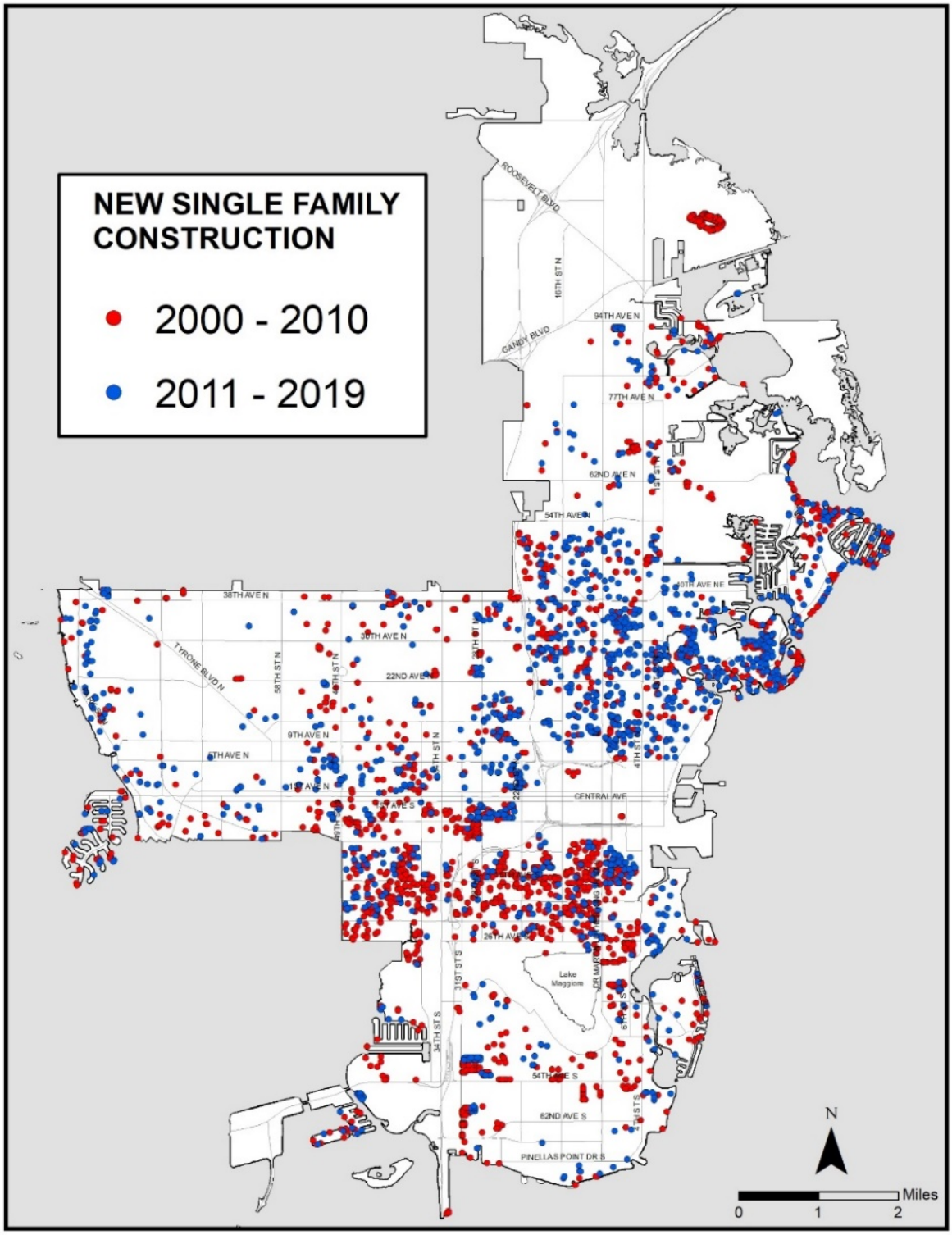
4.1.5 Single-family Residential Construction Development Pattern

A review of new city single-family residential permit data shown in Figure 4.1.5.A identifies construction occurring throughout the city in the 2000 to 2019 time period. Two major patterns are seen in the red and blue dot mapping.

A pattern of high new single-family residential permit activity concentration occurred in the neighborhoods located south of Central Avenue during the 2000-2010 period. The red dots in the figure show a pattern that may in part be indicative of the increased real estate boom that was experienced in Florida and nationally leading up to the Great Recession. This portion of the city had availability of lower valued properties. Increased home ownership was made available in national lending practices that loosened regulatory oversights and increased loan eligibility for many residents and property speculators.

The blue dots in the Figure 4.1.5.A depict 1,480 new single-family residential permit activity concentration occurring during the 2011-2019 period. The data shows that after the Great Recession, the location of City residential permit activity changed. While redevelopment still occurred in neighborhoods throughout the city, higher concentrations are notable in neighborhoods nearer Downtown and in the northeastern neighborhoods including Allendale, Five Points, Shore Acres, Snell Isle, Euclid/St. Paul, Crescent Lake, and Crescent Heights. The figure's permit activity concentrations represent a trend towards higher valued properties, including waterfront tear downs, and taking advantage of expanded opportunities through the 2007 Land Development Regulations rewrite.

Figure 4.1.5.A: New Single Family Construction (2000-10 and 2011-19)

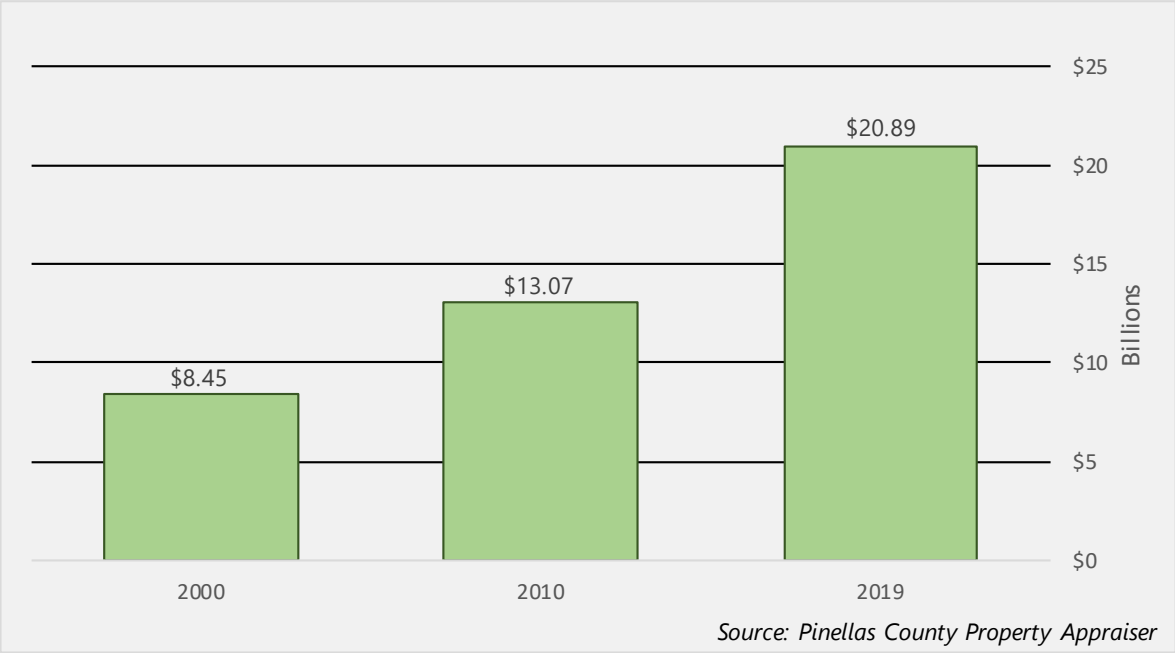


Source: City of St. Petersburg

4.1.6 Fair Market Value Change

A review of Pinellas County Property Appraiser data identifies that a substantial change in the total taxable land values within St. Petersburg has occurred between the 2000 to 2019 time period. Figure 4.1.6.A identifies an $8.45 billion total taxable value in 2000. The total value increased to $13.07 billion in 2010 and $20.89 billion in 2019. Increasing taxable values, in turn, relate to annual budget allocations and the City's ability to program future investments linked to the important citizen-based themes and anticipated future community needs.

Figure 4.1.6.A: Total Citywide Taxable Value (2000-2019)



Source: Pinellas County Property Appraiser

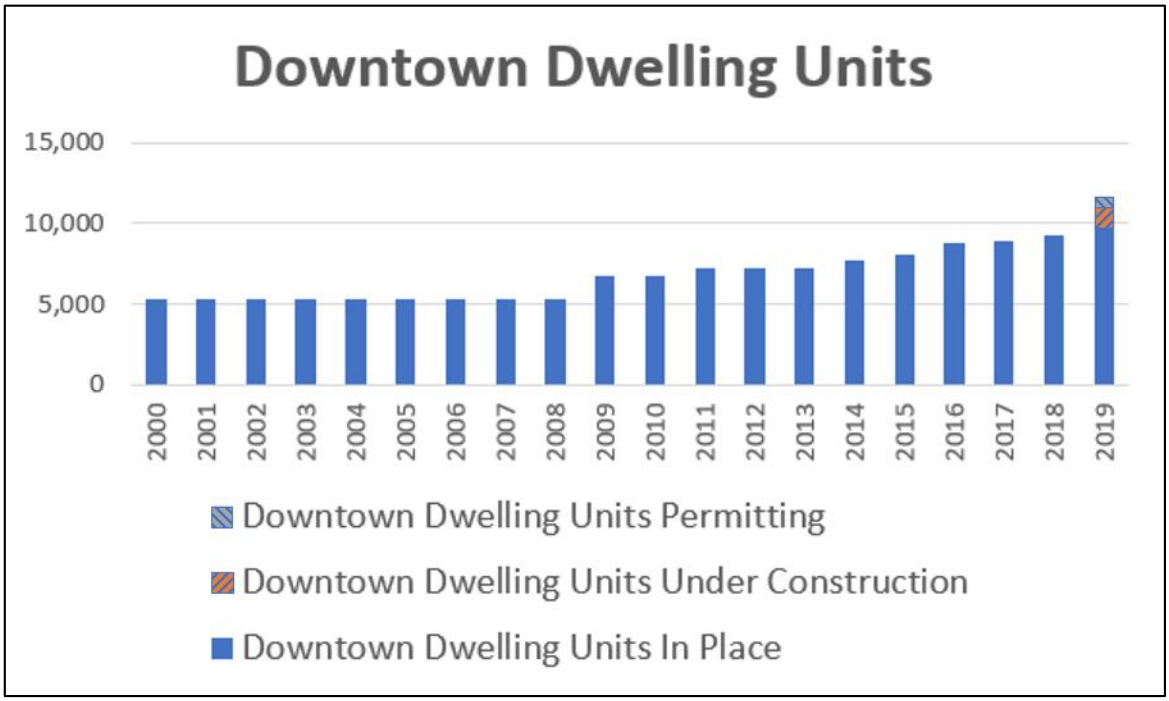
There was a more than doubling increase (e.g. $12.44M) in taxable values during the past 19 years since the 1992 voter-approved amendment to the Florida Constitution known as "Save Our Homes" has limited increases in the taxable value of a homestead residence. Those increases are limited to 3% or the percent change in the Consumer Price Index, whichever is less. While residential value has increased, the impact of the Save Our Homes exemption has capped local property tax increases that fund municipal services. Property taxable values fell during the Great Recession of 2007-2009 and lowered municipal revenues. It is unclear if the effect of the COVID-19 pandemic will create a short- or long-term impact on future taxable values. However, it should be anticipated that any reduction in taxable values will reset the municipal base valuation and affect the provision of future services needed to keep pace with the projected population growth.

4.1.7 Downtown Dwelling Units

A review of City's Downtown dwelling unit data identifies significant changes from 2000 to 2019. Figure 4.1.7.A identifies a static condition between 2000-2008 with 5,301 existing units. After the Great Recession, there has been a steady increase in units per year. Between 2009 and 2018, total

dwelling units increased from 6,682 to 9,237 units. In 2019, the total existing, under construction, and units in permitting were 11,668 units, a 57.2% increase from 2009.

Figure 4.1.7.A: Downtown Dwelling Units (2000-2019)



Source: City of St. Petersburg Permit Data

4.1.8 Land Development Trends

After completion of the Vision 2020 plan, the City made changes to growth management policy and land development standards to identify appropriate locations for growth. During the past two decades, significant change has occurred throughout the city in its neighborhoods, centers, and corridors. However, review of development yields identifies that additional development density / intensity is available in existing plans.

An example is depicted in the Maximum Dwelling Unit Allowances in Mixed-Use and Residential Zoning Areas in Figure 4.1.8.A. The figure identifies that the Downtown core (shown in red) as having the highest level of maximum dwelling units allowed with more than 60 dwelling units per acre (UPA). Additionally, the Gateway, Tyrone, and Skyway activity centers and the Central Avenue corridor (shown in purple) allow up to 60 UPA. Existing zoning standards envision higher density development in these areas, and it is a benefit to future public infrastructure delivery if private development occurs in these areas and at the levels planned.

Figure 4.1.8.B. identifies the Allowable Density Utilization currently occurring in the city. When compared with Figure 4.1.8.A, it is noted that most of the current development is not utilizing more than 50% of the maximum UPA allowed. The previously mentioned Downtown core and activity center locations are mostly utilizing under 25% of the maximum density allowed.

Many factors affect any development's ultimate density/intensity utilization, including market conditions, viability of existing uses or buildings, fragmented ownerships, land assemblage costs, and the cost and timing implications of neighborhood opposition through the public hearing process. The City continues to evaluate strategies to provide the opportunity for increased density and intensity development to accommodate growth in appropriate locations throughout the city. Higher density growth is

Figure 4.1.8.A: Maximum Dwelling Unit Allowances

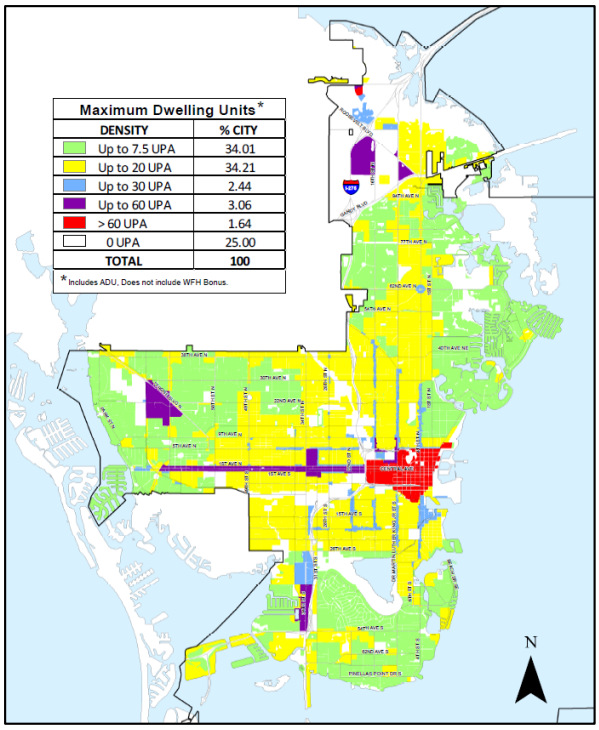
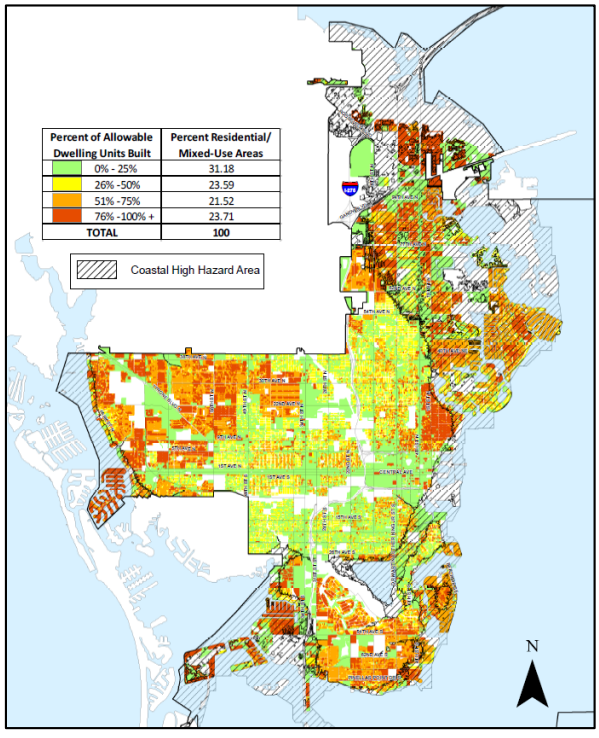


Figure 4.1.8.B: Allowable Density Utilization



planned in the current plan categories to promote increased activity while protecting neighborhoods, environmental features, and critical community locations.

One location currently planned for greater intensity/density of development is along the SunRunner Bus Rapid Transit (BRT) route. The Central Avenue corridor will help to accommodate future growth and increase the return on investment for the public infrastructure project.

4.1.9 Land Development Regulation Changes

The City regularly modifies its Land Development Regulations (LDRs) to align with the goals identified in Vision 2020 and in response to development activity and changing conditions. A complete LDR rewrite occurred in 2007. The City recognized its development framework and added design standards for neighborhood, center and corridor buildings for the traditional and suburban tiers.

The updated LDRs required and encouraged mixed-use development programs, including street-level active uses, minimum fenestration standards, and zero-yard setbacks to create street wall effects. The 2007 Design Standards include:

- Building layout and orientation
- Vehicle connections and parking
- Porches and pedestrian connections
- Building and architectural design standards
- Building style and typology
- Building form
- Wall composition and transparency
- Accessory structures and ancillary equipment

Figure 4.1.9.A. depicts recent commercial construction with building placement located near the road right-of-way (ROW) with off-street parking provided at the rear of the lot. The building placement reinforces the street wall and pedestrian orientation along the corridor. Figure 4.1.9.B depicts an example of internal sidewalk connections from public systems to commercial construction. Requiring the pedestrian connection reinforces walkability to surrounding neighborhoods.

Figure 4.1.9.A: Building Placement Along ROW

Figure 4.1.9.B: Internal Sidewalk Connection

Expanding Housing Options

In 2017, the City prepared additional LDR changes. The enacted changes included the addition of residential Floor Area Ratio (FAR) limits with design bonuses in the traditional districts to address concerns regarding compatibility of new homes. Changes also included amendments to the accessory dwelling unit design standards, to provide more flexibility which has resulted in an increase in construction of new units. Accessory dwelling units, shown in Figure 4.1.9.C, contribute to a wider variety of housing options in the city.

Figure 4.1.9.C: Single-family with Accessory Dwelling Unit

5. Emerging Challenges

The COVID-19 pandemic has affected the world's economy. While the nationwide shutdown disrupted most businesses in the short-term, it is unclear as yet what the long-term effect on major sectors might be. The rate of on-line Retail shopping has increased with the preference of home delivery services and social distancing. Restaurant and entertainment sectors have experienced significant declines, with the likelihood that many of these businesses will close for good. The office marketplace is changing with the increased acceptance of remote work solutions. The hotel market has been substantially affected with travel disruption, though Florida historically is a good hospitality market. Residential relocation may increase as employers in major northeast population centers seek to migrate to less congested locations. Industrial market uses that support increased warehouse/distribution service are increasing in Florida.

5.1 Market Assessment

One of the initial activities undertaken in the StPete2050 process was the preparation of a citywide market assessment that was substantially based upon the recent City-generated State of the City and State of the Economy reporting and other limited augmentation data. The latest socio-economic data was used to demonstrate current conditions and to coalesce growth forecasts from the University of Florida Bureau of Economic and Business Research (BEBR), Pinellas County, City and other sources to forecast probable growth and how it will impact the demand for residential and non-residential development and the demand on key infrastructure and services.

The market assessment included historic conditions and 30-year projections for:

- Population Growth
- Employment Growth
- Office Demand
- Residential Demand
- Retail Demand
- Hotel Demand

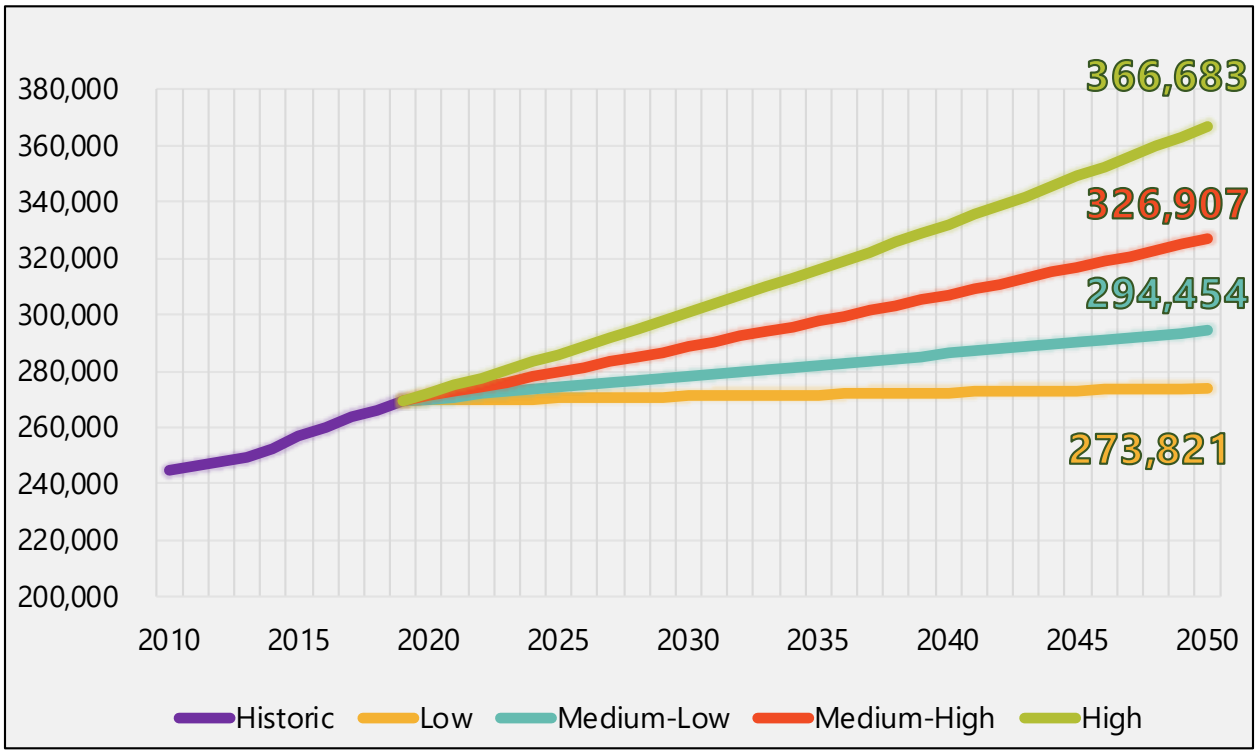
The full StPete2050 market assessment (Landwise Advisors, January 24, 2020) reporting was prepared as a separate technical resource. The following projected demands are highlighted as key outcomes from the late 2019 assessment.

5.1.1 Population Growth

The Southwest Florida Water Management District (SFWMD), BEBR, and Forward Pinellas (the Pinellas County Metropolitan Planning Organization) have projected a range of population

growth for the City of St. Petersburg from 0.6% annual increase on the high end to just 0.1% on the low end. These population forecasts are conservative. Over the past five years, the City of St. Petersburg has seen a population increase of 16,985 residents, an average of 1.3% a year. The most recent Comprehensive Plan update in 2007 projected a population of 263,907 in 2030. In 2020, the city has already exceeded that by 5,000 people. Based on these past trends, it is possible that the city surpasses these forecasts and achieves between 0.5% to 1.0% in population growth per year over the next 30 years. The projected population growth for 2019-2050 is shown in Figure 5.1.1.A. Projections could be further influenced by the COVID-19 pandemic.

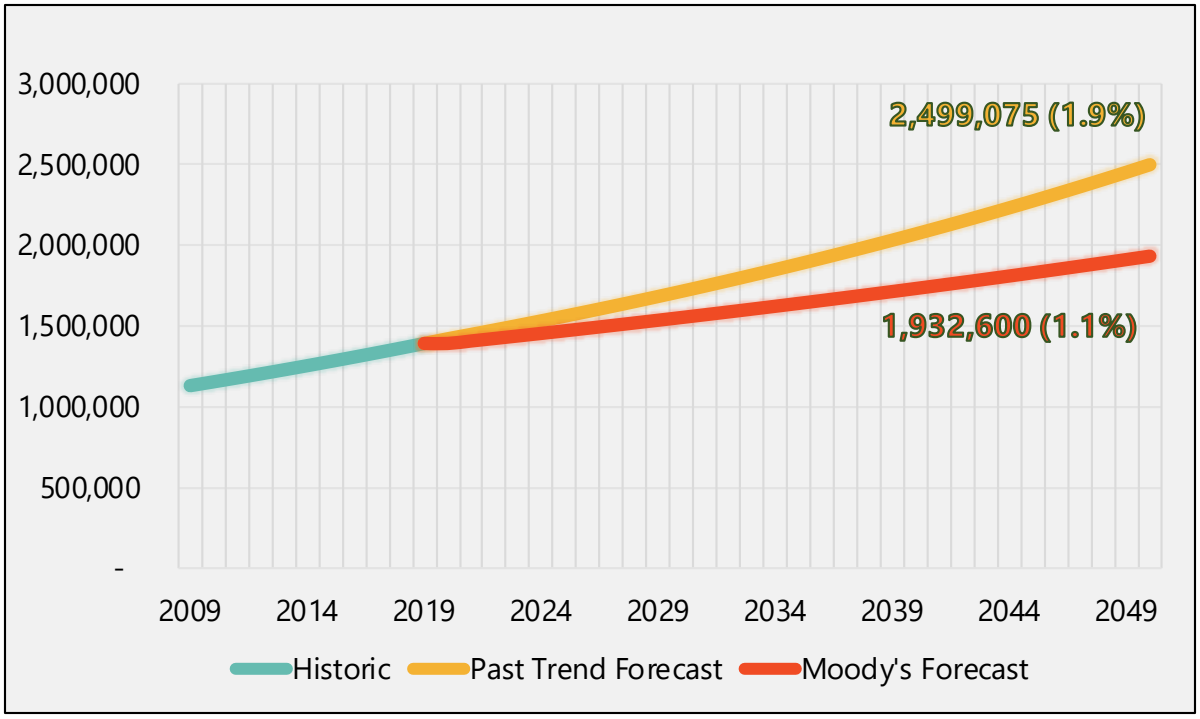
Figure 5.1.1.A: Projected Population Growth (2019-2050)



5.1.2 Employment Growth

Overall employment in the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA) is expected to grow at an annual rate between 1.1% (Moody's Forecast) and 1.9% (Past Trend Forecast), adding approximately 17,000 to 34,000 jobs per year between 2019 and 2050. This is shown in Figure 5.1.2.A. The City of St. Petersburg accounts for a 29% share of Pinellas County's total employment, a share that is likely to grow over the coming decades.

Figure 5.1.2.A: Projected Employment Growth (2019-2050)



Industries with the highest anticipated rate of growth within Pinellas County include management of companies, educational services, health care, and professional services. The utilities, information, and finance/insurance industries hold a particularly strong share, accounting for over half of Pinellas County's employment in their respective sectors.

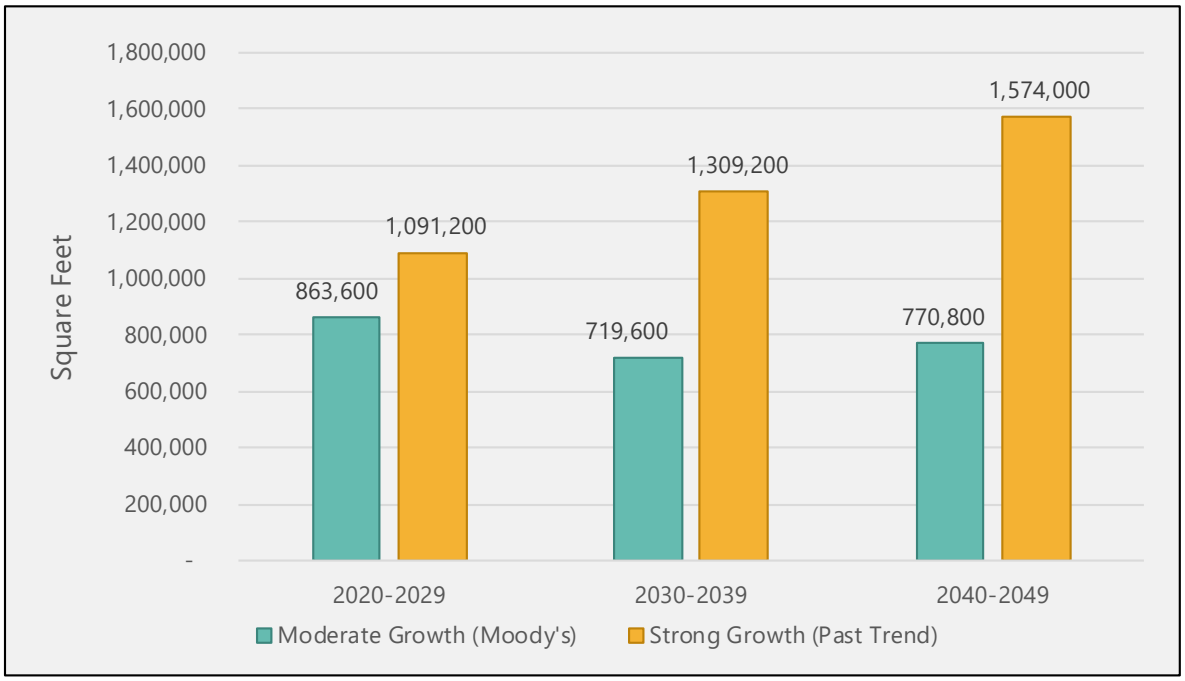
The City has made progress over the last five years in growing certain target industry sectors identified in the Grow Smarter Strategy, those being marine and life sciences, specialized manufacturing, and data analytics.

5.1.3 Office Demand

The office market is very healthy in the Tampa Bay region. Overall vacancy (all classes) has seen a steep decline across the region, with the Downtown St. Petersburg submarket continuing to see the lowest vacancy rates. There is approximately 6.3 million square feet (SF) of Class A and Class B office space in St. Petersburg, with 33% of that (approximately 2 million SF) located Downtown. Average asking rents (full-service gross for all classes) have increased at a very strong rate over the past four years with Downtown St. Petersburg as one of the top performers. Office rents in the Central Business District have significantly increased by 24% over the last five years.

With the conservative assumption that St. Petersburg can capture 40% of all office growth with Pinellas County, the city should experience demand for 2.4 million to 4.0 million SF of new office space over the next 30 years. This is shown in Figure 5.1.3.A.

Figure 5.1.3.A: Projected 30-Year Office Demand (Square Feet)



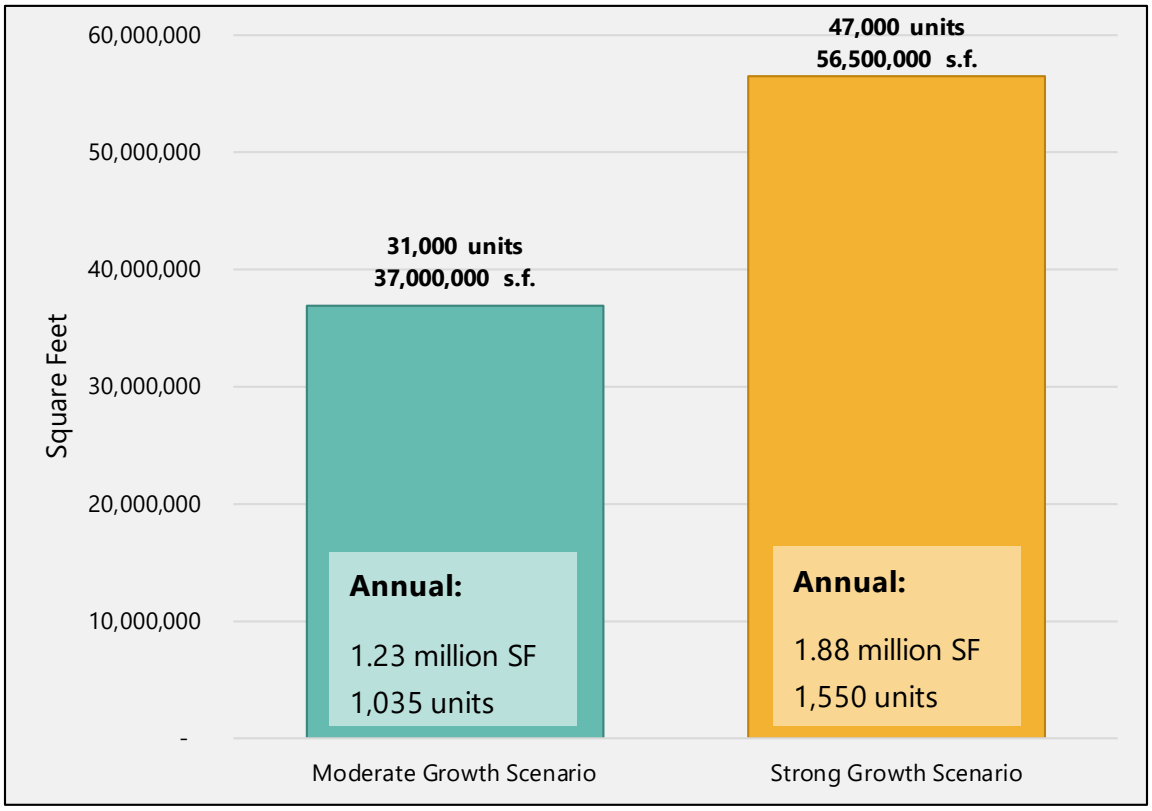
5.1.4 Residential Demand

The highest rate of population growth is occurring in key areas such as Downtown, the EDGE district, Skyway Marina District, Grand Central, and other neighborhoods surrounding Downtown. Because the single-family residential zones in St. Petersburg are largely built-out, multifamily units have represented about 70% of the residential development activity within the city since 2000.

The Tampa MSA's population is older relative to other major metro areas, with 59% over the age of 35. However, St. Petersburg is getting younger. St. Petersburg incomes closely resemble the income distributions across the County and MSA, with nearly half of households earning less than $50,000, 30% earning $50,000 to $100,000, and 22% earning more than $100,000. The deepest demand for housing is in the $175,000 to $340,000 price range but the fastest growing demand is for homes priced above $340,000.

Based on growth trends over the past ten years, St. Petersburg should experience demand for 31,000 to 47,000 units of new housing over the next 30 years. This is shown in Figure 5.1.4.A.

Figure 5.1.4.A: Projected 30-Year Residential Demand (Units)



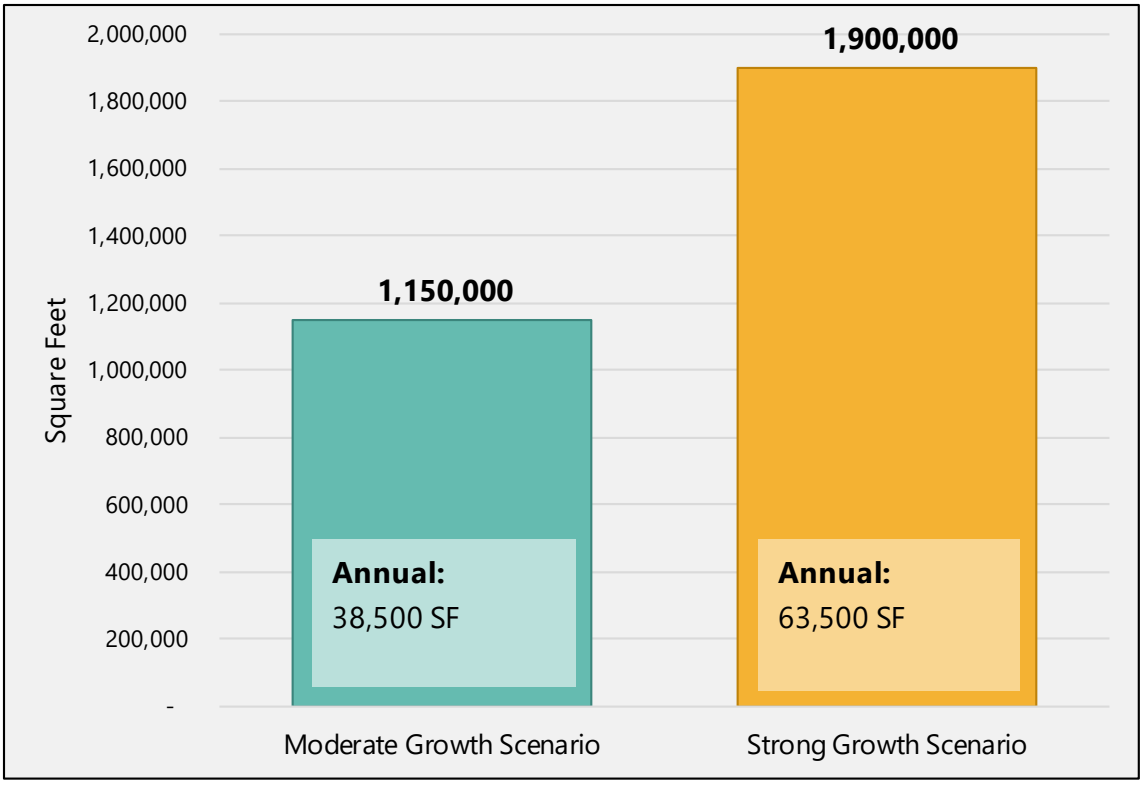
5.1.5 Retail Demand

The retail market in St. Petersburg is strong with the Central business district enjoying low vacancy and high rents. Retail as a whole is facing several headwinds with the rise of online services such as Amazon, but authentic walkable retail districts (like the ones in Downtown St. Petersburg) are most likely to continue to attract retail expenditures and the highest quality tenants. Any long-term effects of the COVID-19 pandemic cannot be determined at this time.

A major challenge for Downtown St. Petersburg will be rent growth within the most desirable retail districts which could result in retail vacancies, displacing long time tenants, and hurting the retail mix in the district. Future growth in retail square footage is likely to occur in major redevelopment zones such as the Tropicana Field site.

Based on forecasted population and employment growth trends, St. Petersburg should experience demand for 1.15 million to 1.9 million SF of new retail space over the next 30 years. This is shown in Figure 5.1.5.A.

Figure 5.1.5.A: Projected 30-Year Retail Demand (Square Feet)

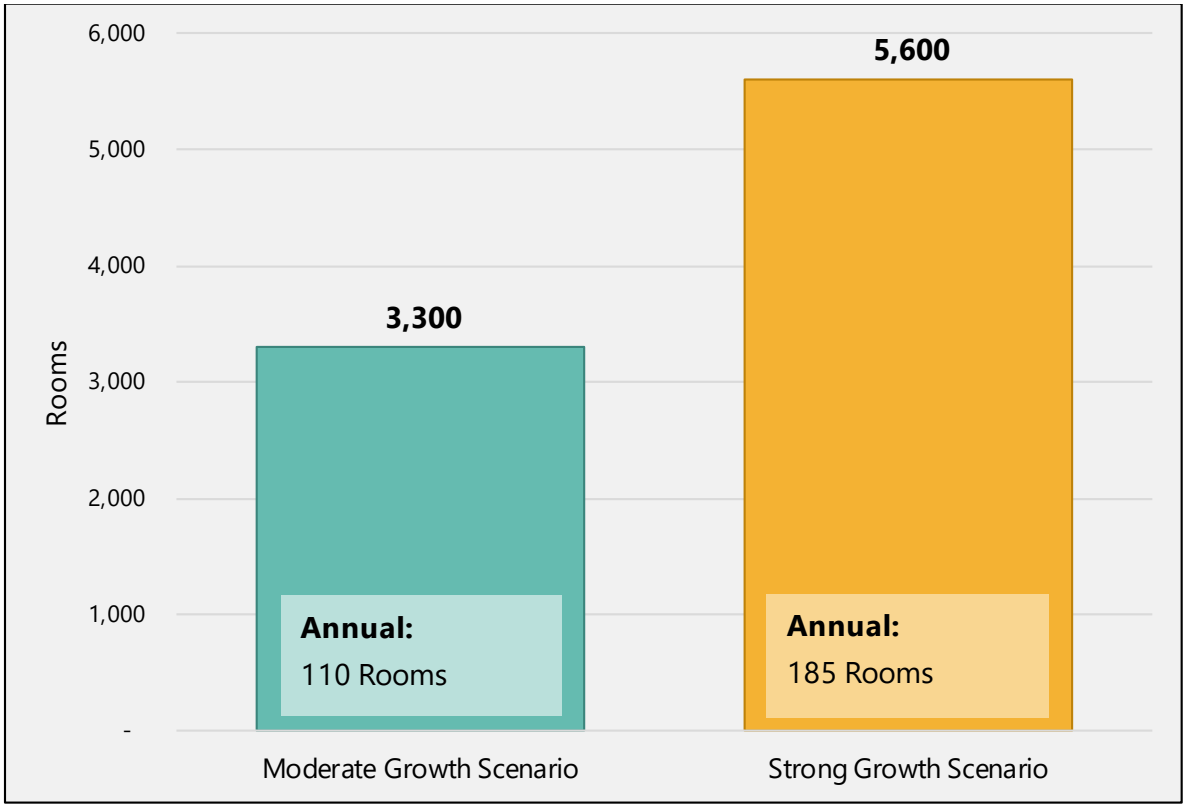


5.1.6 Hotel Demand

The hotel market in St. Petersburg is strong and has been able to absorb recent additions to the market without a substantial decline in occupancy. With the exception of the current COVID-19 situation, tourism remains strong in St. Petersburg and should continue to drive demand for hotel rooms through St. Petersburg. Strong job growth will also create additional demand for room nights in locations convenient to major employment cores such as the Gateway and the Central Business District.

The hotel segment has a large quantity of new supply planned for the Downtown area. This supply may put downward pressure on occupancy levels so the market should be monitored for signs of stress over the next several years. Based on forecasted population and employment growth trends, St. Petersburg should experience demand for 3,300 to 5,600 of new hotel rooms over the next 30 years, as shown in Figure 5.1.6.A.

Figure 5.1.6.A: Projected 30-Year Hotel Demand (Rooms)



5.2 Housing Availability and Attainability

5.2.1 Context

Since the mid-1980s, household incomes in the U.S. have increased at a slower rate than home prices. The divergence between household incomes and home prices widened even more during the housing market boom in the mid-2000s and has accelerated even more in the years since the recovery from the Great Recession. According to Zillow, the price-to-income ratio in the United States has increased from 2.95 in 1980 to 3.58 in 2018. The ratio in St. Petersburg is currently estimated to be 3.26.

Housing values in St. Petersburg have continued to increase. Multiple Listing Service (MLS) data indicates, that for the first two months of 2019, the median combined sales price for a single-family and townhouse/condominium home was $249,188, an increase of 82% over 2014 median sale prices. The median price for a single-family home was $235,515, an increase of 69% over the 2014 median sales price. Condominium/townhouse median sales price was $280,000, an increase of 123% since 2014.

There is no universal definition of what is often referred to as workforce or attainable housing. To prepare a 30-year vision for the City of St. Petersburg, attainable housing will be considered as housing that is affordable to households with incomes between 60% and 120% of area median income (AMI). This definition is consistent with that used for the City of St. Petersburg Attainable/Workforce Housing and Linkage Study dated December 2019. So, for example in St. Petersburg, this would be for housing affordable for a household with an income in 2019 of $57,700 or less, as shown in Table 5.2.1.A.

Table 5.2.1.A: Housing Affordability, 2019 (Median Household Income)

Affordability Calculator Median Household Income 2019:							
Down-payment	10%		Interest Rate	4.25%		Utilities	15%
Cost Burden	30%		Other Debt	12%		Tax & Insurance	20%

Income Category	Median Income (%)	Household Income	Monthly Rent	Monthly Payment	Tax & Insurance	Mortgage	Home Price
Very Low	50%	$28,850	$721	$635	$508	$103,216	$103,216
Very Low	60%	$34,620	$866	$762	$609	$123,859	$123,859
Low	80%	$46,160	$1,154	$1,016	$812	$165,145	$183,495
Median	100%	$57,700	$1,443	$1,269	$1,016	$206,432	$229,369
Moderate	120%	$69,240	$1,731	$1,523	$1,219	$247,718	$275,242

Source: Strategic Planning Group, Inc., 2019

The U.S. Department of Housing and Urban Development (HUD) suggests that housing costs should not exceed 30% of the total monthly household income. Based upon the 2017 American Community Survey (ACS) estimates, 34% of homeowners in St. Petersburg paid were cost-

burdened paying 30% or more of their household income for housing while 52% of renters in the city were cost-burdened paying 30% or more of their income for housing. A more detailed breakdown of household data found that of the 103,115 total households:

- 63,860 paid equal to or less than 30% of their income for housing.
- 20,585 paid between 30 and 50% 0f their income for housing.
- 18,670 paid above 50% of their income for housing.

These figures translate into an estimate of 38% of total households in St. Petersburg were cost-burdened as of 2017.

Based on the previously referenced City of St. Petersburg Attainable/Workforce Housing and Linkage Study, adjusting the city's 2017, median "family household" income to $79,100, a family could afford to pay $1,681 for rent or afford a home priced at $357,400. A household earning 60% of the city's median household income can afford $866 in rent or afford a home valued at $123,859, assuming good credit and little debt. A household earning 100% of the city's median household income can afford monthly rent of $1,443 or afford a home valued at $229,369.

Developers and builders are seeing demand shift as a result of the rise of smaller household sizes. This factor has implications for denser, smaller homes at more attainable price points. Based on research completed for Urban Land Institute's Terwilliger Center for Housing, the traditional family household has been declining and smaller households have been increasing since the mid-1960s. Contributing factors include delayed marriage, fewer children, more women in the workforce, more divorces, later in life remarriages, healthy life longevity, and more aging in place. Despite the change to smaller household sizes, new construction has continued to focus on delivering larger homes with more bedrooms. Although one-person or two-person households make up more than 60% of total households, nearly 50% of the homes delivered are four or more bedrooms. Less than 10% of the new homes offer fewer bedroom options like one or two bedrooms.

Contributing to a lack of housing supply at lower price points is the lack of new small housing. Small housing under 1,400 SF has historically represented about 16% of new construction but the last cycle of the housing market has dropped to closer to 7%. When combined with the next size category, 1,400 to 1,800 SF, the overall distribution of "small homes" has declined from just under 40% to 22%, whereas homes over 2,400 SF have increased from 32% to 50% of new construction since 1999.

The market assessment prepared by Landwise Advisors for StPete2050 estimates that the city's 2050 population will increase from 269,357 in 2019 to as much as 326,907. To accommodate this increased population, it is estimated that the city will need between 31,000 and 47,000 additional new housing units over the next 30 years. This is based on the assumption of an average household size of 2.14 persons according to BEBR 2019 estimates for Pinellas County.

5.2.2 Challenges and Opportunities

The affordability and availability of quality housing is a re-occurring theme heard from community residents in nearly all the StPete2050 public engagement and outreach events. Most residents are concerned with the lack of choice in available housing stock, the associated cost of

ownership burden versus employment incomes, and the ability for multi-generational residents to stay and age in place within their neighborhoods and city.

It is recognized that Pinellas County faces major challenges in providing affordable housing for its current and future residents: the built-out condition, age of existing housing stock, and the need for additional housing options for a growing community. After the Great Recession, most new residential development occurring throughout Florida targeted higher-end products that attracted new, wealthy out of state buyers.

St. Petersburg's housing inventory has likewise changed. Downtown residential development has grown to include new high-rise condominiums near and with waterfront views, while mid-rise apartments have emerged farther inland. The Central Avenue corridor has experienced a change in the core and steadily moving west with the transformation of the EDGE District connecting the waterfront residential to the interstate. Smaller-scale neighborhood infill housing construction has also occurred throughout the city's neighborhoods. While smaller in size, some of the housing construction is causing neighborhood conflicts relating to changing scale, massing and character context.

- Because the single-family residentially zoned districts are largely built out, multifamily units represent about 70% of all residential development activity in the city since 2008. Accommodating the volume of new residential dwelling units required within the development framework of neighborhoods, centers, and corridors will require innovative residential products, regulatory and financing approaches that incentivize partnerships with the private sector and allow for a diversity of housing at price-points that match favorably with household size and income.
- Introducing higher residential densities into centers, especially those served by transit will need to be a priority, especially in association with the proposed Bus Rapid Transit (BRT) serving the Central Avenue corridor and the properties within a walkable distance of BRT stations.
- Protecting and reinforcing the character of existing neighborhoods in proximity to major corridors where greater density may be required to accommodate housing demand.
- Directing new housing away from areas that will be impacted by sea level rise.

As part of the solution, in 2019 the City of St. Petersburg created a 10-year plan. The "For All, From All" housing initiative, addresses housing affordability and is funded through public and private sources and focuses on low-income and moderate-income households, with some support for middle-income households.

The plan's highlights include:

- Low-Income and Moderate-Income Households
  - Create and preserve 2,400 multifamily units by leveraging $60 million of funding allocated/administered by the City from federal, state, and local programs.
  - Support development of 200 non-subsidized Workforce Density Bonus Units.
  - Include the development of mixed-income housing on City-owned lands.
  - Incentivize private development to construct 300 Accessory Dwelling Units.

- Enable the purchase of 500 single-family homes for households earning 120% of the area median income or below.
- Provide 150 single-family lots for the construction of new affordable homes.
- Enable 3,200 single-family homeowners to stay in their homes by remedying code violations through City grants.

➢ Middle-Income Households

- Make housing more affordable by increasing the land available for market-rate units through the new Neighborhood Traditional Mixed residential zoning district.
- Support the construction of 300 accessory dwelling units by encouraging developers to include units like carriage houses and garage apartments.
- Include mixed-income developments on City-owned land to increase the supply of multifamily dwelling units.

➢ Use of Linkage Fees as Dedicated Funding Source for Providing Attainable Housing

The City of St. Petersburg is considering the adoption of linkage fees, a draft ordinance has been presented to City Council to implement a per square foot linkage fee on new residential and commercial construction. The linkage fees are a means for local government to collect monies to help support affordable housing. The fees will be placed in a fund for use in the construction and maintenance of affordable residential units. Revenue from linkage fees may be used for:

- Mixed-income developments on City-owned land to construct affordable housing units for households earning up to 120% of Area Median Income (AMI);
- Acquisition of land for affordable housing units, construction for households earning up to 120% of AMI;
- Assistance for first time home buyers with income up to 140% of AMI;
- Preservation of existing affordable housing supply for households earning up to 120% of AMI; and
- Reasonable administrative costs and expenses of the program not to exceed 5%.

The fee schedule is recommended at $1.00/square foot of gross floor area for residential, industrial and commercial uses. The fee is recommended at $0.10/ square foot of gross floor area for office use. Linkage fees are estimated to produce approximately $20.7 million in revenue over the ten years period from 2020 to 2030.

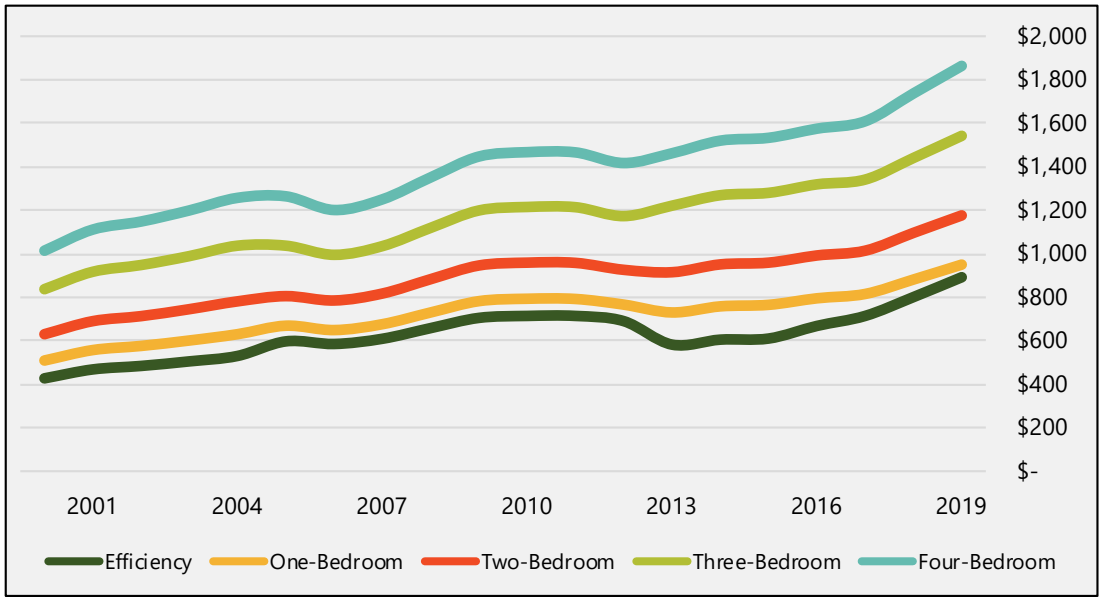
Although the City has not approved a linkage fee as of the date of this report, it is important for the City to have a dedicated source of funding to subsidize attainable housing whether it is from a linkage fee or another source.

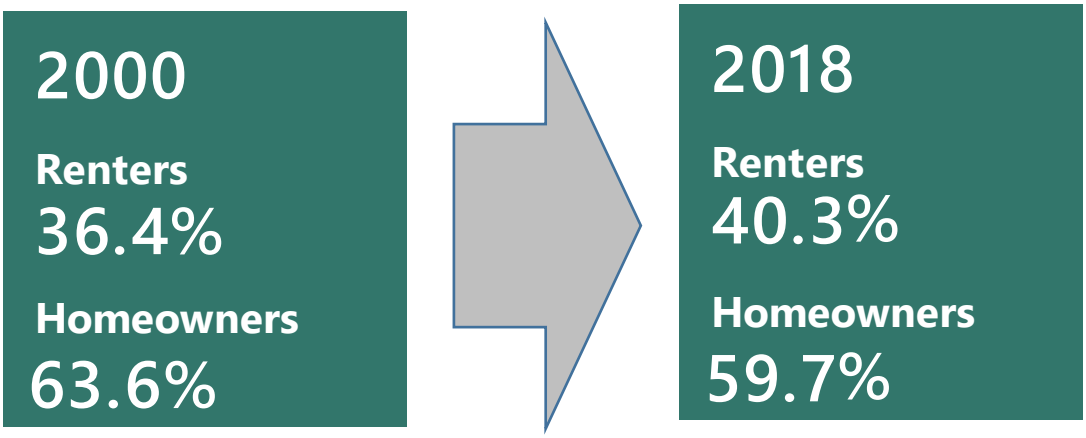
5.2.3 Home Ownership / Rental Change

U.S. Census data shows that St. Petersburg has experienced a reduction in homeownership during the past two decades. There may be multiple contributing factors, including a higher percentage of multifamily construction during this period, changing household population pattern, as well as affordability. Figure 5.2.3.A shows the percentage of homeownership dropped from 63.6% in 2000 to 59.7% in 2018, representing a 3.9% citywide change. The nationwide homeownership rate was

65.1% in 2018. This 5.4% higher rate may be attributed to many factors, but certainly, household incomes and housing availability contribute to the outcome.

Figure 5.2.3.A: Change in Pinellas County Fair Market Rent Values (2000 – 2019)





5.3 Sustainability / Resiliency

Sustainability and resiliency were not part of the discussion 20 years ago, and there have been numerous actions in the past few years to start to address this emerging challenge.

5.3.1 Sustainable St. Petersburg Executive Order

In 2017, the City issued Executive Order EO-2017-01 Sustainable St. Petersburg that identified implementation strategies and citywide goals to reduce greenhouse gas emissions and increase energy efficiencies in City facility retrofits and improvements. The order also identified the implementation of the Greenhouse initiative, Grow Smarter Initiative, and the South St. Petersburg Community Redevelopment Area Plan to realize the local economy and foster job growth.

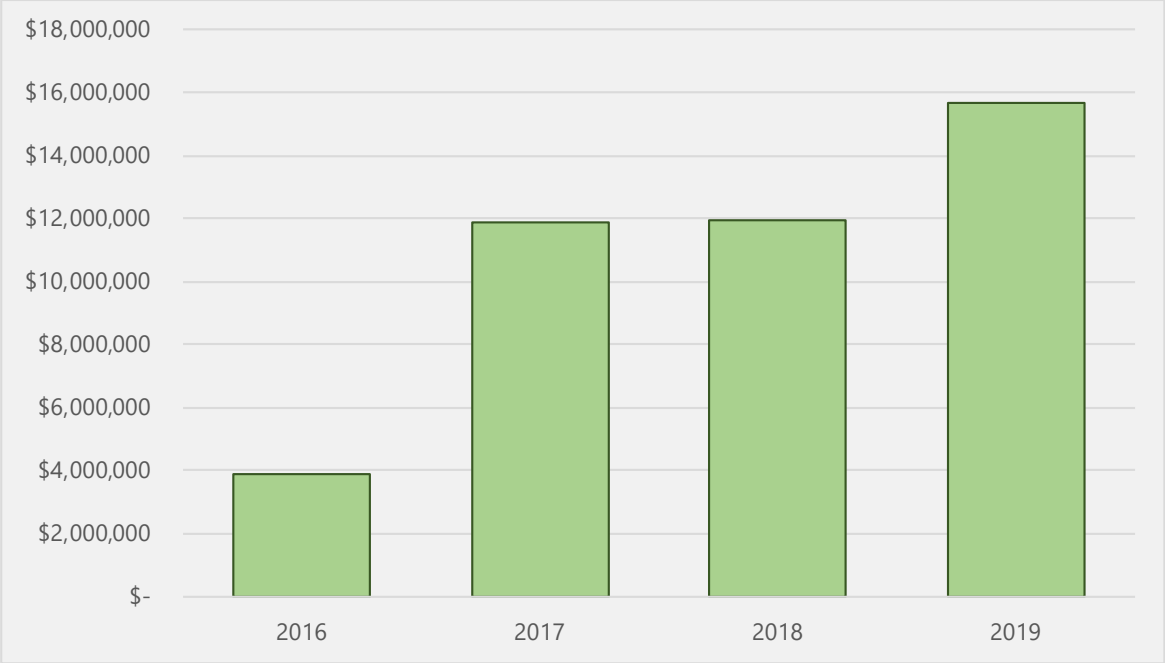
5.3.2 Integrated Sustainability Action Plan

The City recognizes that integrating sustainability into decision-making will enhance its equity, livability, and resiliency. Through Executive Order 2017-01, Sustainable St. Petersburg, the City committed to delivering progressive, sustainable policies and effective programs to address the city's environmental, economic, and social challenges. These policies and programs can fulfill the vision of St. Petersburg with the capacity to endure by finding the balance between environmental stewardship, economic vitality, and social equity.

For the first time, the City developed a comprehensive sustainability plan to advance its sustainability and resiliency goals, including 100% clean energy goals. Specifically, the Integrated Sustainability Action Plan (ISAP) was developed to:

- Define the City's and community's existing greenhouse gas (GHG) emissions inventory and identify reduction strategies;
- Develop an initial, high-level roadmap for 100% clean energy in the city;
- Grant award from the Bloomberg Philanthropies for the American Cities Climate Challenge;
- Serve as a blueprint for integrating sustainability and resiliency across departments; and
- Increased solar installation through incentivization by the City, Duke Energy, and local co-operatives, with construction values shown in Figure 5.3.2.A.

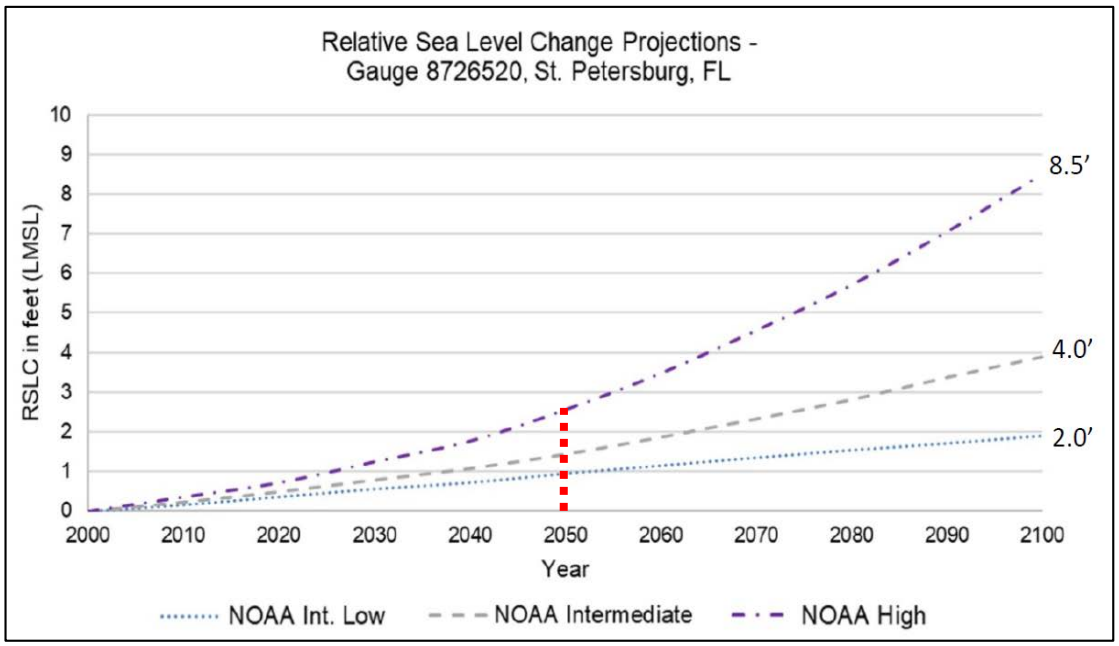
Figure 5.3.2.A St. Petersburg Solar Construction Values (2016-2019)



5.3.3 Climate Change / Sea Level Rise

St. Petersburg's coastal location and flat geography make it highly susceptible to climate change and associated sea-level rise. Recommended Projections of Sea Level Rise in the Tampa Bay Region, published by the Tampa Bay Climate Science Advisory Panel in April 2019, includes the following figure utilizing historical data from a local St. Petersburg tide gauge and a well-supported modeling tool developed by the U.S. Army Corps of Engineers. The model builds upon the data and projects changes in the sea level. The red dashed line in Figure 5.3.3.A shows a low-high range between 0.95 to 2.56 feet of sea-level rise forecasted by the National Oceanic and Atmospheric Administration (NOAA) occurring in St. Petersburg by 2050, as well as increasing levels in the future.

Figure 5.3.3.A: Projected Sea Level Rise



In March 2019, the Tri-County Transportation Management Area (TMA) comprised of the Hillsborough, Pinellas, and Pasco Metropolitan Planning Organizations (MPOs), Florida Department of Transportation (FDOT), and Tampa Bay Regional Planning Council (TBRPC) received a Federal Highways Administration (FHWA) grant to conduct a regional transportation vulnerability analysis. The purpose is to provide information and recommendations to ensure the region's transportation system meets the near and long term functional, economic, and quality of life goals of Tampa Bay's residents, businesses, and visitors in the face of weather and climate changes. The analysis will address Fixing America's Surface Transportation Act (FAST) Act requirements for MPO long-range transportation planning: consider projects/strategies to improve the resilience and reliability of the transportation system; stormwater mitigation; consultation with agencies and officials responsible for natural disaster risk reduction; and focus on inland flooding, storm surge, and sea level rise. New public and private development can be required to implement higher finished floor elevations and increased resiliency features to reduce risks.

5.3.4 Coastal High Hazard Area

Mapping updates in 2016 by the State of Florida dramatically increased the Coastal High Hazard Area (CHHA) limits in St. Petersburg from 7,705-acres to 16,325-acres. CHHA represents the areas below the elevation where a Category 1 storm surge line is defined by storm modeling. Figure 5.3.4.A. depicts the newly designated citywide CHHA that encompasses nearly 41% of the city. These newly designated areas now include more residential and activity centers and targeted employment areas. The City recently approved changes to its Comprehensive Plan and LDRs to address development within the CHHA.

Figure 5.3.4.B. depicts lands that will be at a higher risk for future flooding events with a three-foot sea level rise. The figure shows that northeast portions of the city in the Snell Isle, Shore Acres, Placido Bayou, Riviera Bay, and Caya Costa neighborhoods, as well as southeast neighborhoods including Bartlett Park, Harbordale, Bahama Shores, and Greater Pinellas Point, are affected by the projected sea level rise. In 2050, the projected rise ranges from 2 to 3 feet. These impacted areas will experience more routinely submerged areas and other areas affected by high-tide events.

An Integrated Water Resources Master Plan is being finalized for which provides 20-year Capital Improvement Program recommendations for potable water, wastewater collection and treatment, reclaimed water and stormwater management, taking climate adaptation into consideration. The City needs to continue to evaluate existing public infrastructure to reduce impacts to facilities where feasible. Many Florida coastal communities are discussing how to retrofit and future proof provision of public services (e.g. potable water, sanitary sewer, stormwater, streets, etc.) with capital improvement expenditures.

Figure 5.3.4.A: Newly Designated Coastal High Hazard Area Limits (2016)

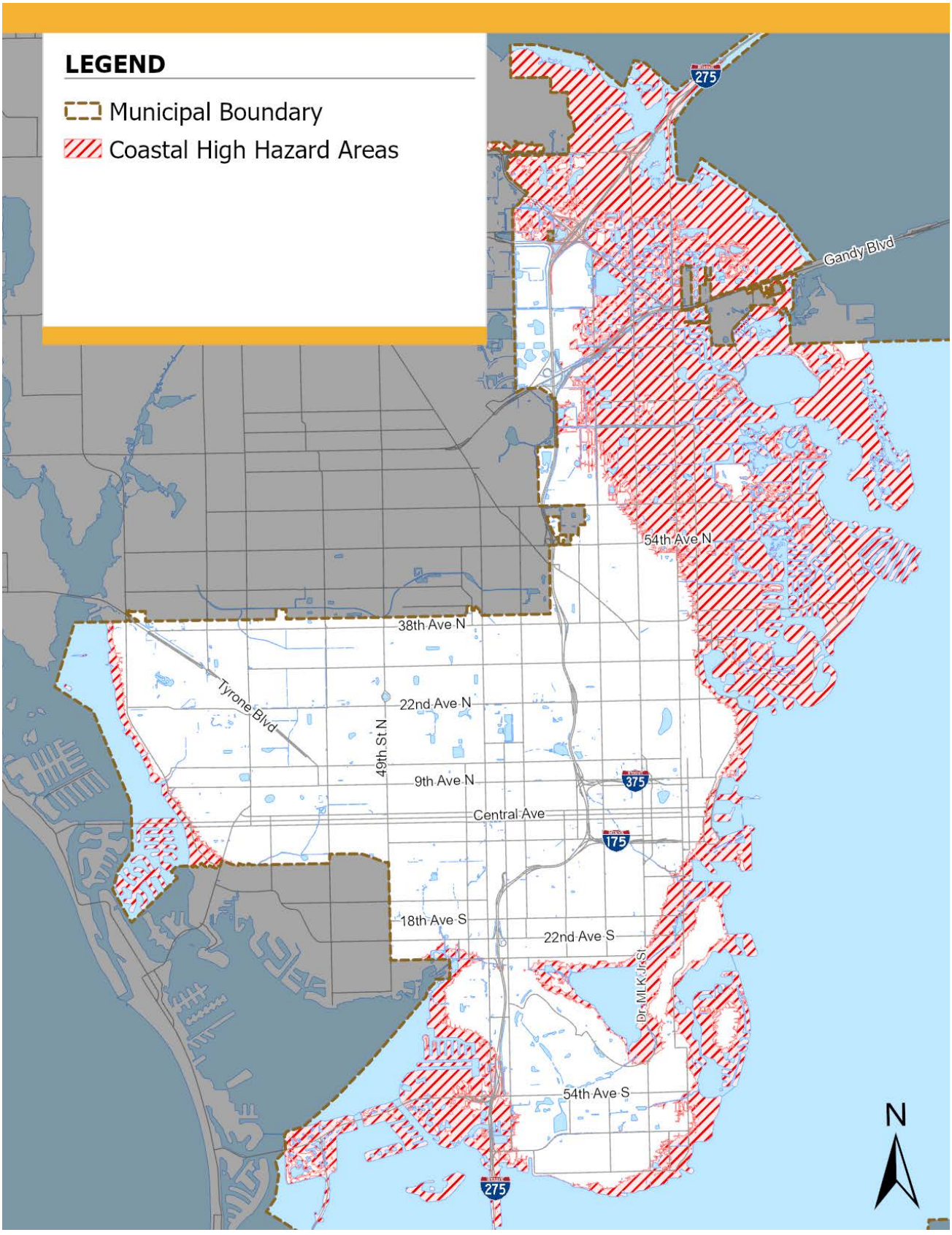
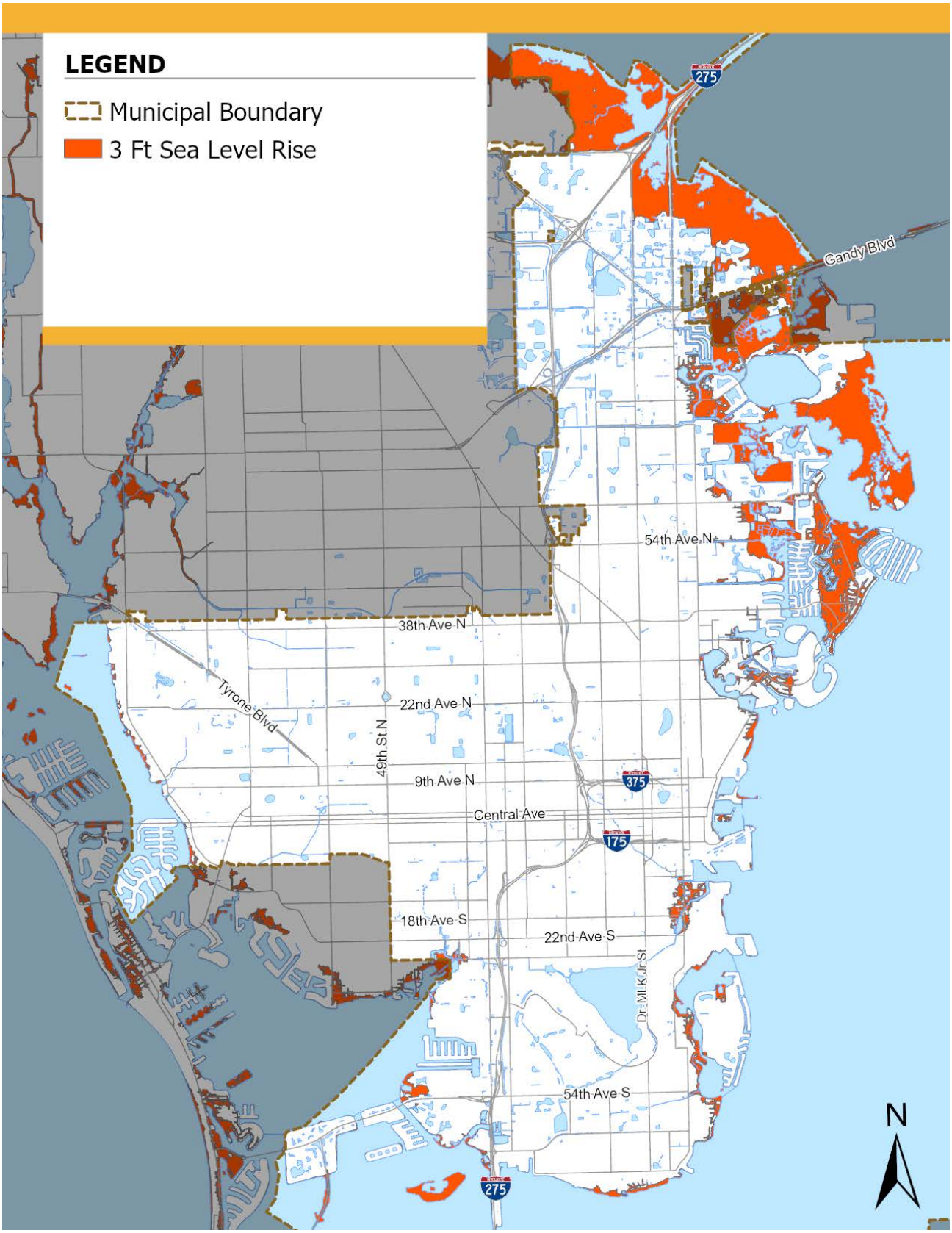


Figure 5.3.4.B: Lands At Risk with Three-Foot Sea Level Rise



5.4 Infrastructure Investments

5.4.1 Integrated Water Resource Management Plan

In 2018, the City initiated the development of an integrated plan that addresses every type of water (e.g. potable, wastewater, reclaimed, stormwater, etc.). The plan addresses the city's infrastructure needs and how to improve cost-effective and sustainable priorities. Immediate needs include managing extreme weather events, replacing aging infrastructure, and mitigating sewer overflow. Figure 5.4.1.A shows a branded sanitary sewer maintenance hole cover.

Figure 5.4.1.A: Sewer Manhole Cover

Longer-term needs to address climate change and sea-level rise, sustainability and resiliency, and improving recreational water quality. The City will invest more than $3B over the next twenty years towards infrastructure improvements that will address these longer-term needs. Additionally, the City has updated its ordinances to affirm the responsibility of property owners to repair leaking sewer pipes on their own properties. This two-pronged public-private approach provides the greatest opportunity to successfully address resiliency, human health, and environmental protection.

5.4.2 Transportation / Mobility / Safety

St. Petersburg and Pinellas County have experienced continued population and employment growth over the past two decades, even though the County has limited undeveloped land available. This growth has occurred through the redevelopment of existing properties and changes to higher intensity/density uses. This redevelopment is occurring within Neighborhoods, Centers, and Corridors by following the Vision 2020 plan.

Figure 5.4.2.A: Sharrow on 1st Street North

St. Petersburg benefits from an interconnected street network with a robust alley system, planned Bus Rapid Transit, bike trails, and bike routes marked with a shared lane symbol called a "sharrow" shown in Figure 5.4.2.A.

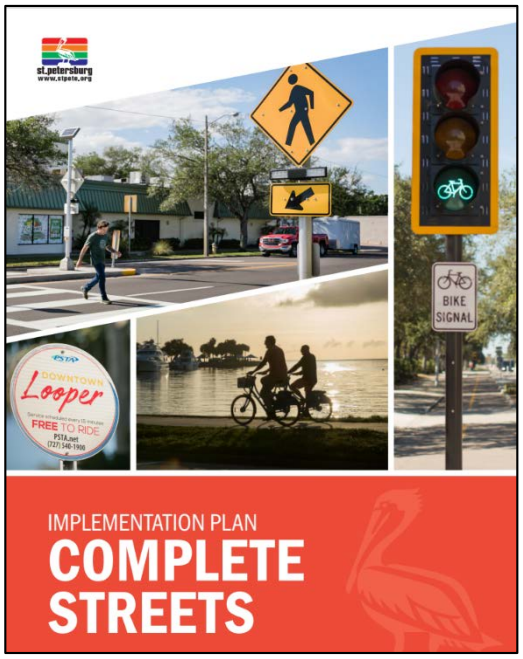
The City's focus is on increasing mobility enhancement to create safer human-scaled infrastructure for all residents. The City is evaluating active transportation improvements that support the idea of complete neighborhoods, those in which residents have modal alternatives as means to access their daily needs without the necessity of an automobile. This requires planning

and evaluation of emerging transportation systems and techniques, such as micro-mobility bike share, e-scooters, or autonomous vehicles. The City plans and maintains its transportation system with:

- Proper lighting,
- Safe and accessible sidewalks and crossings for pedestrians,
- Bicycle lanes,
- Neighborhood traffic management programs,
- Efficient intersections,
- Parking management,
- Transportation impact fees, and
- Capital improvement investment.

5.4.3 Complete Streets Program

Figure 5.4.3.A: St. Petersbug Complete Streets Implementation Plan

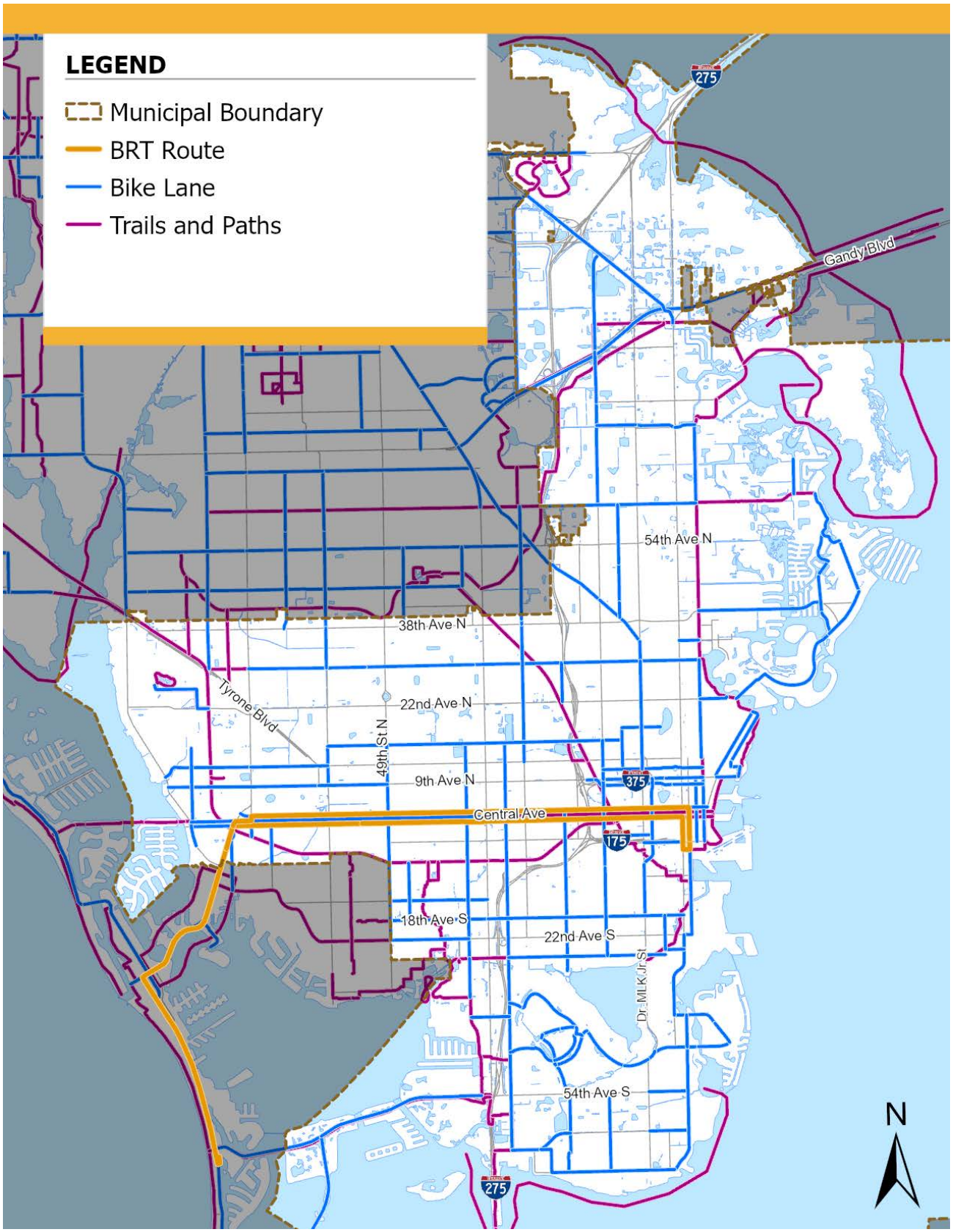


The City approved its Complete Streets program in 2015 and has moved initial projects from plan to construction. Figure 5.4.3.A shows the implementation plan cover. The program aims to plan, design, operate and maintain better transportation environments for people of all ages, physical and economic abilities to safely move around the city.

The program is designed to be flexible to the local land use and transportation context. Changing the shape of mobility and enhancing communities through better connectivity, improved access, and increased economic development in a healthy community is the goal. The State of Florida, the Tampa Bay Region, as well as the City of St. Petersburg are nationally-recognized as being dangerous to pedestrians.

The City has moved to implement the program including policy and plan changes, identification of the citywide bicycle network, new roadway enhancement designs, specific corridor modifications, pedestrian bulb-out intersection crossings, and signalized pedestrian crossings. The City recognizes that achieving a network of streets for people walking, bicycling, and using public transit are core elements in the planning and design of all roadway and bridge projects and will lead to better mobility and safety. Figure 5.4.3.B is a map of the city's transportation network.

Figure 5.4.3.B: Transportation Network



5.4.4 SunRunner Bus Rapid Transit Project

The City and Pinellas Suncoast Transit Authority (PSTA) has completed the design phase for the first of its kind in the Tampa Bay area for Bus Rapid Transit (BRT) service for 10.3 miles along the Central Avenue corridor and construction is estimated to be completed in Spring 2022. The service is intended to provide a premium, limited-stop transit service from Downtown to St. Pete Beach along the 1st Avenue North (westbound) and 1st Avenue South (eastbound) corridors.

Figure 5.4.4.A depicts the identified station locations and a hierarchy design treatment based upon their community context, ranging from only a Totem (monument or signage) to high level of investment that includes shelters with local artist murals. All stations will have real time departure information and raised platforms that are flush with the doors of the bus. Customers will pay for their fare before boarding the bus. Special bike racks will be located inside each bus.

The project was in part funded by a $21.8M Federal Transportation Administration award in 2020. Implementation of this transit service will contribute to the Central Avenue corridors revitalization and increased economic development activity. This project will connect Downtown, hospital employment, USFSP campus, Tropicana Field site, and beach employment and activity destinations with walkable neighborhood residential connections and convenient daily commercial uses. Figure 5.4.4.B shows the walking sheds within a quarter-mail to half-mile of the planned BRT stations. SunRunner buses are anticipated to run with 15-minute headways, utilize raised station platforms, and be able to complete the Downtown to beaches trip in 35 minutes.

The City has other future premium transit corridors identified along 34th Street and 4th Street where premium transit service improvements may be implemented. Redevelopment along these corridors are supported by increased density/intensity within the City's Future Land Use categories and Forward Pinellas emphasis on improving supportive land use and transportation linkage.

Figure 5.4.4.A: Planned Bus Rapid Transit Route and Stations

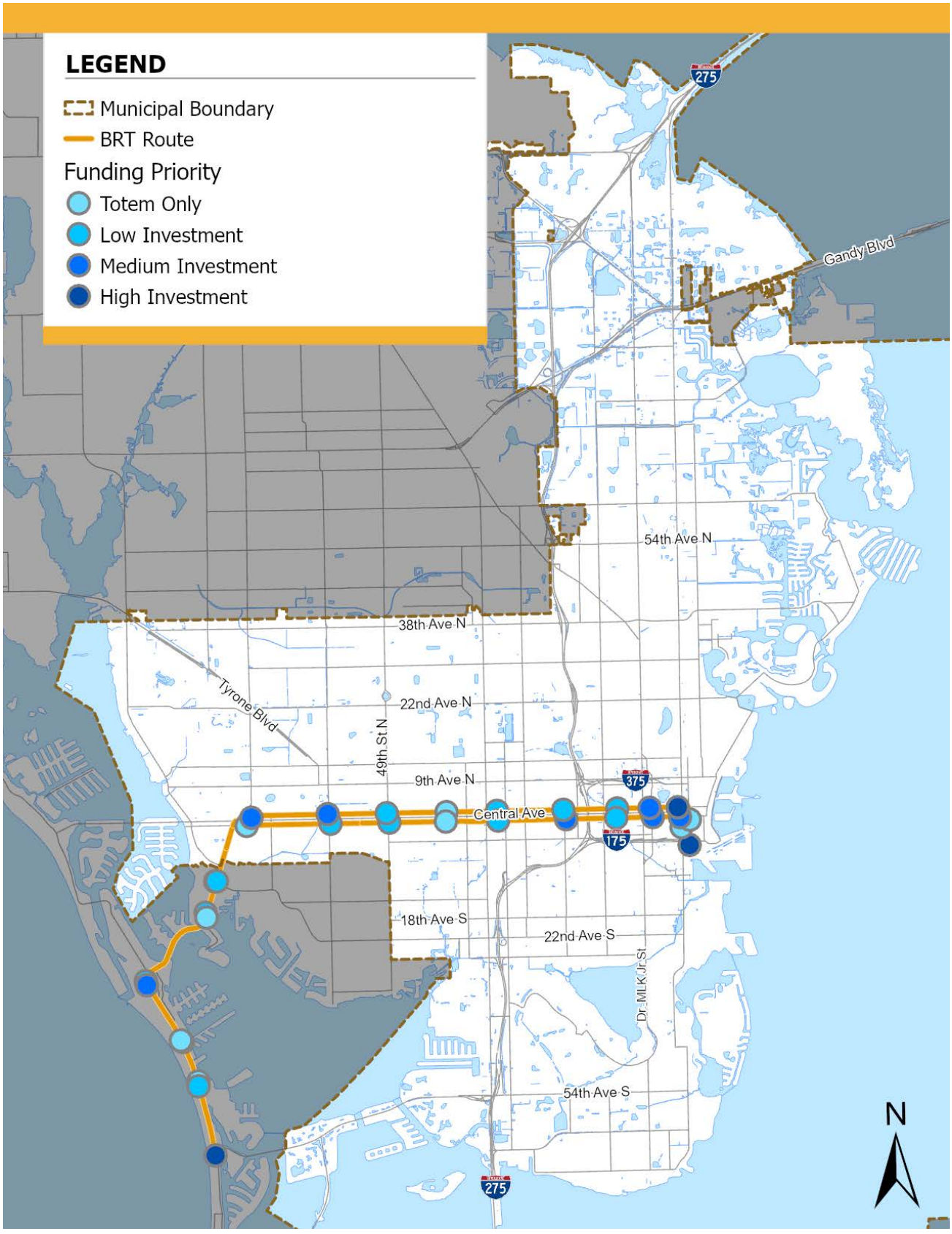
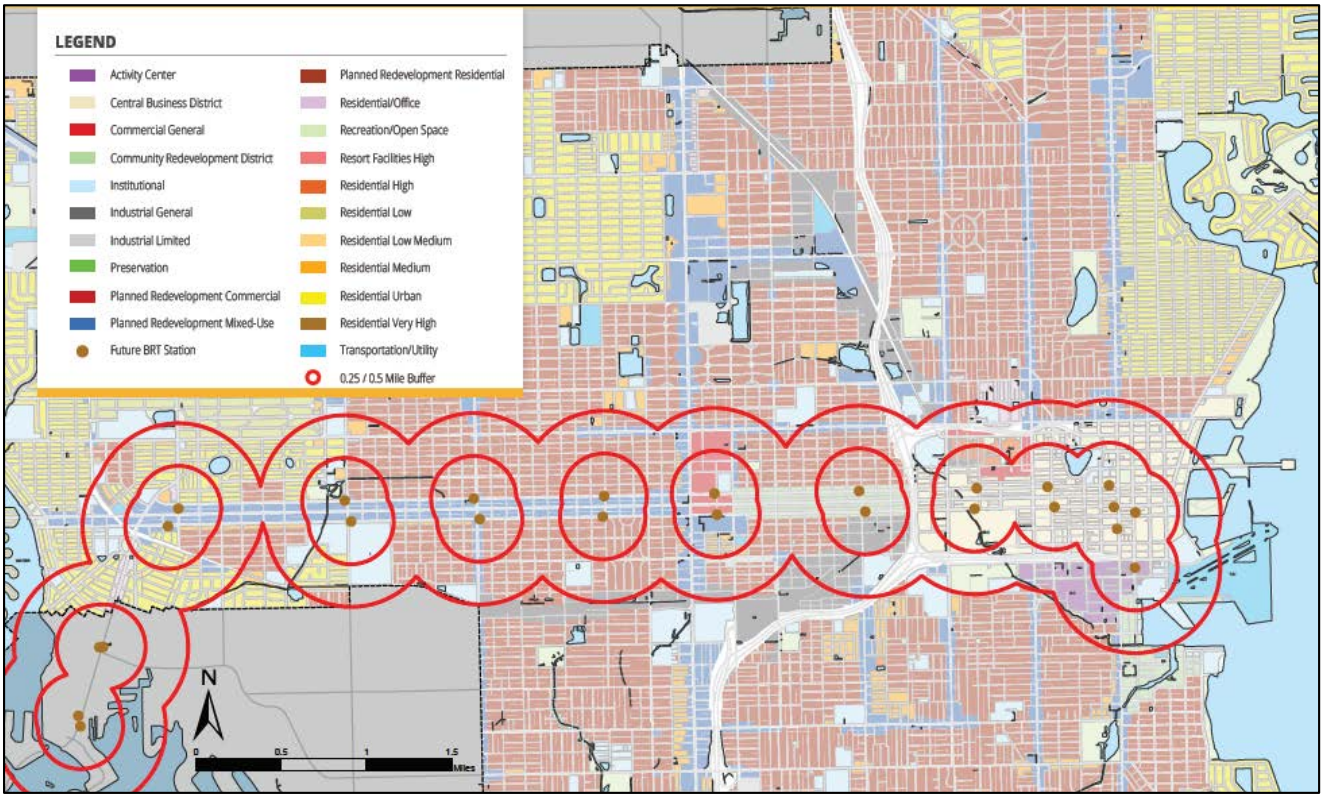


Figure 5.4.4.B: Planned Bus Rapid Transit Station Walking Sheds



5.4.5 Neighborhood Transportation Management

The City's has a continued commitment to address a wide range of community goals and objectives, including mobility, efficiency, and safety. The safe movement of vehicles and pedestrians is ensured, in part, by addressing vehicle speed and volume, thereby improving the quality of life in our neighborhoods. If residents find a need in their neighborhood to alter driver behavior, improve conditions for non-motorized street users, and to enhance livable communities, they can develop a Neighborhood Traffic Plan with City staff to address their needs.

- **Neighborhood Transportation Plans** – The City has completed more than 102 Neighborhood Traffic Plans to proactively design conceptual traffic calming and safety improvements for neighborhood association adoption.
- **Complete Streets Program** – In 2015, the City approved a policy to create streets that are safe and convenient for all users of the roadway, including persons walking, persons riding bicycles, motorists, persons with disabilities, users and operators of public transit, seniors, children, and movers of commercial goods.
- **Bike Trails and Lanes** – The City has a strong bicycling culture with a flat and well-connected grid of streets. In 2017, the City was selected as a Silver-level Bicycle Friendly Community by the League of American Bicyclists. In May 2018, as a part of the PlacesForBikes new City Ratings effort, the City of St. Petersburg was recognized as the highest rated city as a place for people to bicycle in the state of Florida. The City's commitment to the Bicycle Friendly Business program has grown exponentially in the last

two years. The Coast Bike Share program is celebrating one year of service and results show more St. Petersburg residents are using the program on a regular basis.

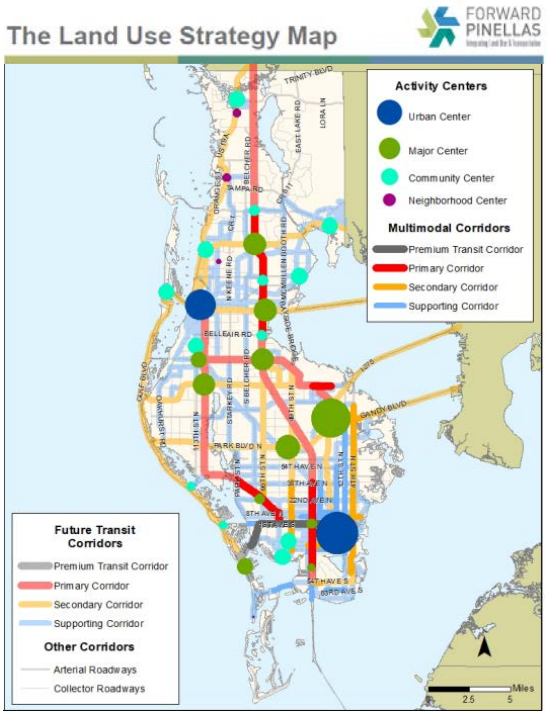
5.4.6 Forward Pinellas Initiatives

The Forward Pinellas Countywide Plan for Pinellas County aims to integrate land use and transportation decisions by guiding new population and employment growth into activity centers such as Downtown St. Petersburg, and multi-modal corridors where walking, biking and transit are supported. In 2019, additional flexibility was provided to local governments to permit higher density/intensity uses in areas where it is an easy walking distance of transit stops.

Figure 5.4.6.A identifies the countywide Land Use Strategy Map with a hierarchal system of activity centers and multi-modal corridors defined where increased density and intensity redevelopment is anticipated.

As St. Petersburg benefits from an interconnected street network, bus route transit corridors already exist providing good accessibility to neighborhoods. These multi-modal corridors, Downtown and other activity centers represent a strong potential for future accommodation of population and employment growth in the city.

Figure 5.4.6.A: Forward Pinellas Land Use Strategy Map



5.5 Community Health

5.5.1 Healthy St. Pete

Healthy St. Pete is a City initiative led by the Parks and Recreation Department with a mission to build a culture of health in our city by making the healthy choice the easy choice through a collaborative community effort. The vision of the initiative is to work to improve health outcomes, reduce health inequities, and implement policies and programs that give the community the opportunity to reach and obtain optimal health.

Healthy St. Pete programs and partnerships are categorized under four areas of impact:

- **Educational Programs:** Community programs that encourage health and wellness by educating and engaging community members on topics such nutrition, cooking, physical literacy, financial health, disease management and care, etc. These programs aim to increase health knowledge, skills, and abilities of community members. Educational programs include the Healthier Together Initiative, Health 360 Classes, Fresh Rec Stop, Fun Bites, Healthy Vending, and the Community Resource Bus Program.
- **Fitness Programs:** Programs designed to increase access to physical fitness opportunities and encourage healthy behaviors for people of all ages, abilities, and fitness levels. Healthy St. Pete's Get Fit Program partners with local fitness professionals to offer free exercise classes and training in parks and exercise zones throughout the city. A variety of exercise formats are offered with the goal of challenging participants to try something new in a welcoming environment.
- **Youth Programs:** Healthy St. Pete's Healthy Kids program aims to give kids the knowledge and tools to live their healthiest and best life. The program works to encourage healthy behaviors in children and families and includes topics such as nutrition education, social and emotional curriculum, physical fitness activities, and healthy cooking classes.
- **Health in All Policies:** The City has adopted a "Health in All Polices" approach to the City's decision-making by both executive order and City Council resolution in recognition that all departments have a role to play in ensuring everyone can live a long and healthy life.

5.5.2 Health in All Policies

Health is created by many factors beyond just healthcare. Health starts in our homes, neighborhoods, schools, workplaces, playgrounds, and parks. The places where we are born, live, learn, work, play, and age, commonly known as the "social determinants of health", influence our health. Our health is determined by the resources and supports available in our homes, neighborhoods, and communities; the quality of our childcare and education; the efficiency, safety, and reliability of our transportation; our economic opportunities and workplaces; the cleanness of our environment; and the nature of our social interactions and relationships.

Every day, the City of St. Petersburg develops policies, programs, projects, and plans that have a significant impact on the health of community members. The City has adopted a "Health in All Polices" (HiAP) approach to the City's decision-making by both executive order and City Council resolution. In adopting a collaborative HiAP approach, the City is working to address the social determinants of health and to improve the health of all people across sectors and policy areas. The

HiAP initiative aims to systematically integrate health considerations into government decision-making processes to create supportive environment that enables people to lead healthy lives.

5.5.3 Healthy Community Design

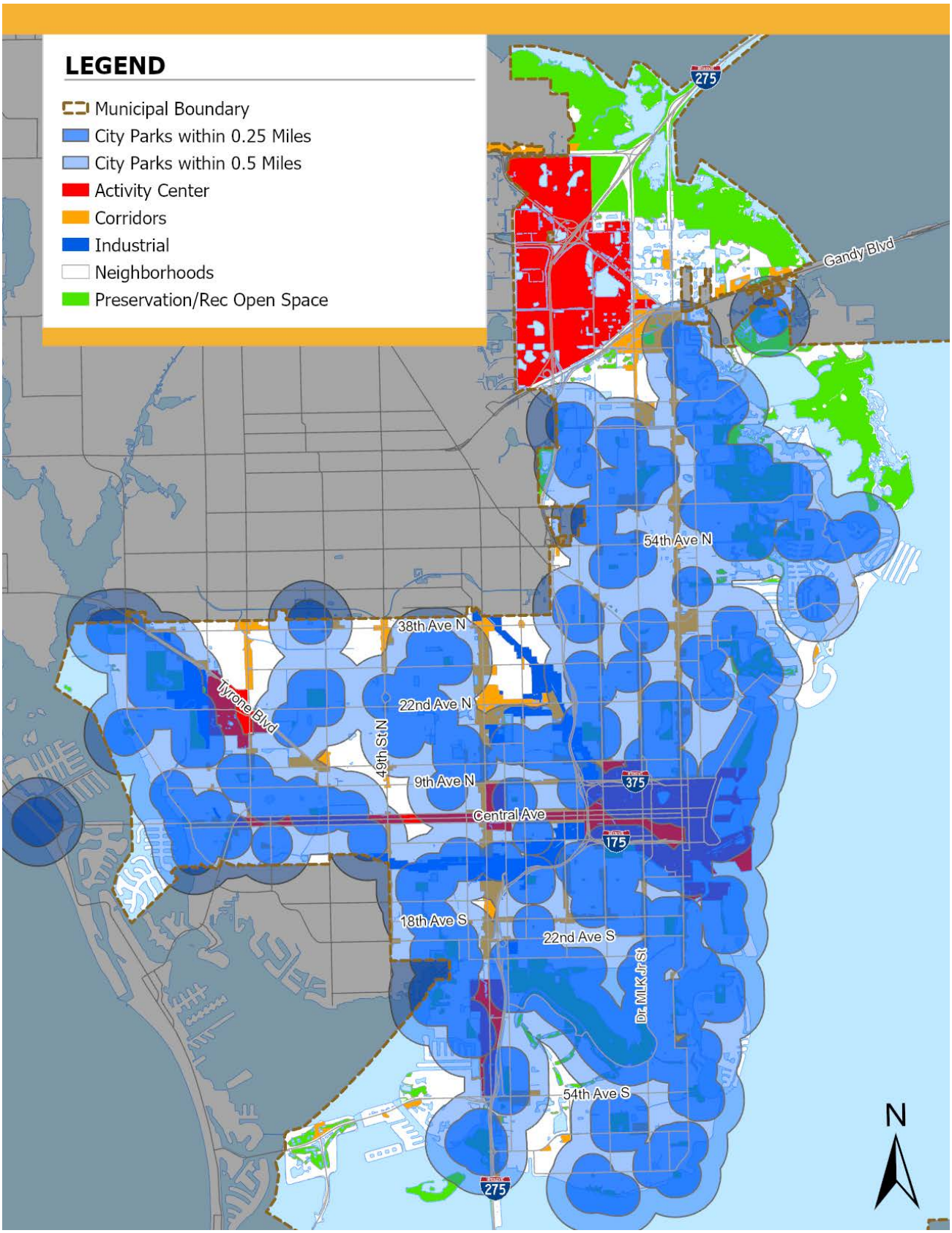
A healthy community encompasses not only the physical environment, but also education, employment, housing, infrastructure, social and environmental stewardship, and community engagement components. A healthy community is a place where every resident can readily make healthy lifestyle choices. Key components include easy access to safe parks and walking trails, recreational programs for both children and adults, healthy and affordable foods, safe and affordable places to live, and life-long learning programs and educational opportunities for all ages.

To understand the impact of the built environment and how the Healthy Design Elements shown in Figure 5.5.3.A affect a community's health, the Healthy Mobility Model was created. The model and analysis of St. Petersburg are described in the following sections.

Figure 5.5.3.A: Healthy Community Design Elements

Access to local parks and open space is important to increase community health. Figure 5.5.3.B. shows St. Petersburg's parks with 0.25-mile and 0.5-mile walking radii and identifies good park access for residential neighborhoods throughout the city.

Figure 5.5.3.B: Existing Parks Walking Sheds



5.5.4 Healthy Mobility Model

The Healthy Mobility Model correlates socioeconomic, demographic, land use, urban design and transportation factors to the health of communities. The Healthy Mobility Model utilizes available Census data, including age, race, poverty and income, educational attainment, labor force participation, commute times/mode share, housing affordability, and population/employment density, to identify areas of concern or opportunity.

The goals of the Healthy Mobility Model are to:

- Analyze land use, urban design, and mobility factors that affect community health;
- Leverage big data and applied technology into a scalable, transferable model;
- Forecast likely community health outcomes; and,
- Identify physical (infrastructure) improvements that can enhance community health.

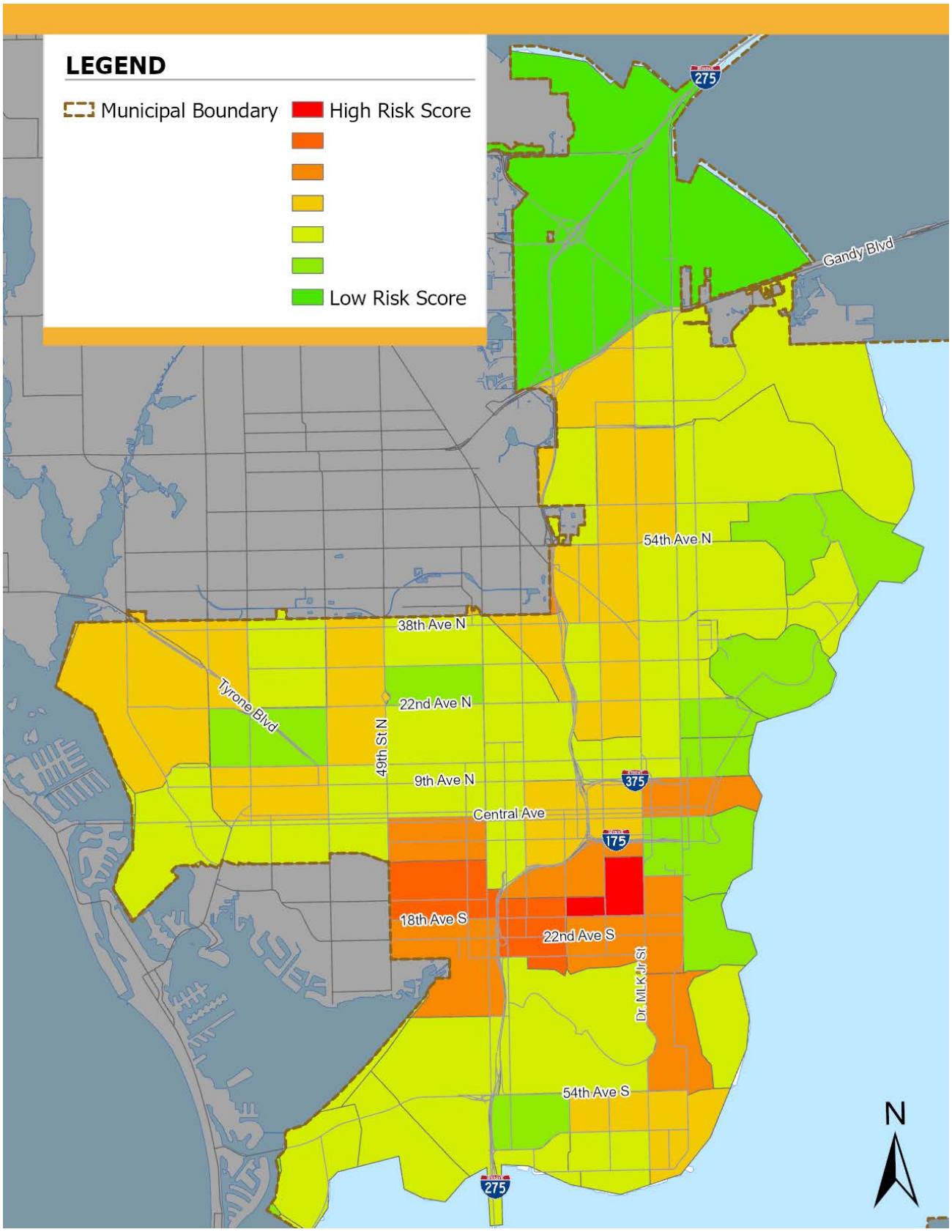
Figure 5.5.4.A identifies the composite citywide high-risk areas for the six chronic diseases and conditions analyzed, including asthma, coronary heart disease (CHD), diabetes, high blood pressure, high cholesterol, and obesity. The Census tracts were analyzed against the average estimates for Pinellas County to determine the high-risk areas. The "Higher Risk" areas (red) identified on the figures represent areas that are estimated to have incident rates 10% higher than the county average. Similarly, the "Lower Risk" areas (green) indicates those Census tracts estimated to have incident rates 10% lower than the county average.

The Census tracts with the highest risk factors for the different diseases vary. For example, the area's most at risk for asthma, diabetes, and obesity are generally located southwest of I-275 and 4th Avenue North and west of I-275 at 38th Street, except for Downtown. However, other diseases, such as high cholesterol and CHD, these areas generally are projected with lower risks than the county average, with the higher risk areas more dispersed throughout the City of St. Petersburg.

For this analysis, an aggregate score was created that combined the projected incidents of the following diseases was used: asthma, coronary heart disease (CHD), diabetes, high blood pressure, high cholesterol, and obesity. These projections were combined to create an overall health assessment for each Census tract. These were then compared against the Pinellas County average health assessment score. Figure 5.5.4.A. represents a compiled score based on the six individual diseases to determine the area's most at risk for chronic health diseases. The areas with the highest risk for chronic diseases are generally located on either side of I-275, south of I-175. These areas generally include the following neighborhoods: Melrose Mercy, Campbell Park, Thirteenth St. Heights, Historic Roser Park, and Bartlett Park.

Creating an environment that promotes and encourages safe opportunities for physical activity is a critical component of improving a community's health. Understanding where the high-risk areas are located is necessary to develop strategies that address these components, including access to healthy food, recreation, education, health care, and employment opportunities, as well as the physical makeup of the multi-modal network. Alternatives can be analyzed to determine which have the greatest potential for improving the community's health.

Figure 5.5.4.A: Community Health Composite Map



5.6 Urban Design and Development

5.6.1 Context

St. Petersburg has a long planning history within which its Neighborhoods, Corridors, and Centers development framework was established and extended throughout larger portions of Pinellas County. The varied timing of the city's development reinforces many traditional and suburban neighborhood development characteristics.

Traditional neighborhoods were platted before the 1930s in an age of limited automobile influence. As such, important urban design characteristics include narrow and smaller lots and buildings, with alley systems to provide access, utilities and trash collection, a mixture of residential and commercial uses in proximity, and neighborhoods that are oriented towards the pedestrian public realm and streets.

Post-WWII the city's growth characteristics changed. Suburban neighborhoods began to develop that were more oriented to an increasing automobile dominated landscape, with cul-de-sac street design, front yard vehicular access, and utility services. The urban design included more single-use development types that occupied larger lots and required wider residential streets and buildings that related directly towards expanding automobile use. The combination of traditional and suburban development patterns provides residents with a diverse range of neighborhoods.

As part of the StPete2050 assessments, several representative portions of the community were evaluated for redevelopment potential based upon current City plans and the effects that future redevelopment may elicit in urban design.

5.6.2 Central Avenue Corridor

Central Avenue is one of St. Petersburg's most historic and prominent corridors. The east-west corridor connects St. Petersburg's Downtown waterfront to the Gulf of Mexico beaches. It is lined with diagonal head-in parking, wide sidewalks, and high-rise buildings that in the Downtown core create a nearly continuous street wall. West of 4th Street the corridor transitions to mid-rise, one-story and two-story buildings that contain a mixture of street-level commercial uses. More recently, new construction along this segment is recent years have been four or more stories. The 600 block has portions of the highest activity with restaurants, small retail shops, and galleries.

The building condition and character transitions further in the Grand Central District located west of Interstate 275. This area has larger building footprints and is poised to redevelop further as the neighborhood is becoming an active premium location, land costs are lower than in the Downtown core, higher planned densities and intensities exist, and future Bus Rapid Transit (BRT) premium transit is planned along the parallel 1st Avenue North and 1st Avenue South corridors.

The following figures represents a development study for a portion of the Central Avenue near the 22nd Street intersection. The study evaluates existing parcel vacancies and soft sites that

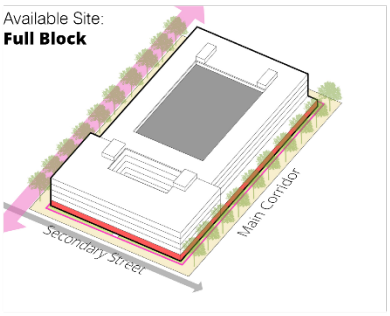
may redevelop in the short term (0-10 years) or within a longer timeframe (10-30 years) as future growth occurs and planned BRT premium transit and station locations are developed.

- Figure 5.6.2.A identifies three infill building typologies for potential future development screening. The typologies include a full block, half block and quarter block footprints. The range of size related to the ease of development from an extra-large mixed-use development program that would require structured parking to a small infill single-use building that may utilize existing on-street or a small on-site surface parking lot.
- Figure 5.6.2.B identifies the current zoning district standards with maximum development yields for the study area with available bonuses.
- Figure 5.6.2.C is an aerial axonometric view that shows the existing condition strong connection to the Downtown core, Tropicana Field, 22nd Street, and planned Bus Rapid Transit routing.
- Figure 5.6.2.D is an axonometric aerial view that shows potential redevelopment massing in the short term (0-10 years) on vacant properties. The mid-rise building massing is maximized in height at 5 stories. The planned BRT stations are shown along 1st Avenue North and South corridors, but limited redevelopment activation is anticipated due to existing active building uses.
- Figure 5.6.2.E is an axonometric aerial view that shows potential redevelopment massing in the long term (10-30 years) on soft sites. The mid-rise building massing is maximized in height at 5 stories. The planned BRT stations are shown along 1st Avenue North and South corridors and redevelopment activation is anticipated due to the increased public investment and activity of this premium station located adjacent to 22nd Street North more mixed-use development programs provide active first floor retail/office use with residential above.
- Figure 5.6.2.F is an axonometric aerial view that shows potential redevelopment yields in the long term (10-30 years) on soft sites. The urban design massing depicts maximum building heights, gross square feet, on-site parking estimate, and resulting density unit yields.
- Figure 5.6.2.G identifies two infill building typologies for further yield evaluation. The typologies include a half block and quarter block footprints. The range of sizes were chosen to relate to the delivery of on-site surface parking solutions, without use of structured parking. The variations identify a range of yields based upon building heights, parking, and use.
- Figure 5.6.2.H is a table illustrating how parking ratio and unit sizes affect the development potential on a half block lot. Ultimately, smaller units equate to higher unit totals and additional parking; either on-site through structures or off-site through lease agreement. Increased transit availability may reduce individual tenant parking needs, but only if the transit system's frequency and network is robust, neighborhood walkability and access to daily needs are high.
- Figure 5.6.2.I is a table similar to Figure 5.6.2.H illustrating how parking ratio and unit sizes affect the development potential on a quarter block lot.

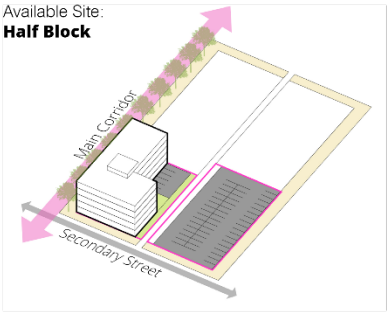
Figure 5.6.2.A: Central Avenue Corridor Infill Typologies Design Assumptions

Infill Typologies for Potential Development

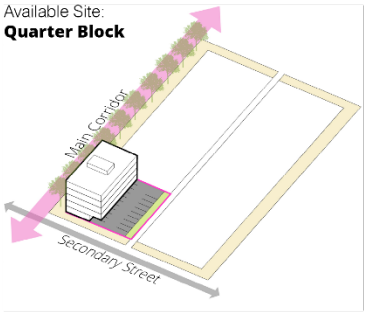
Overall Assumptions:
Avg. unit size: 1100 sf
Min. parking ratio: 1 space per unit



Extra Large*
Full block with wrapped structured parking. Significant possibility for ground floor retail, shown in red.
*Note: does not accommodate mid-block alley.



Medium
L-shape with surface & tuck-under parking. Ground floor is fairly narrow, but may support smaller retail types.



Small
Bar shape with surface & tuck-under parking. Ground floor is generally too small for traditional retail, but could support smaller active uses.

Figure 5.6.2.B: Central Avenue Corridor Zoning

Zoning:
Corridor 1: Central Avenue Corridor Activity Corridor

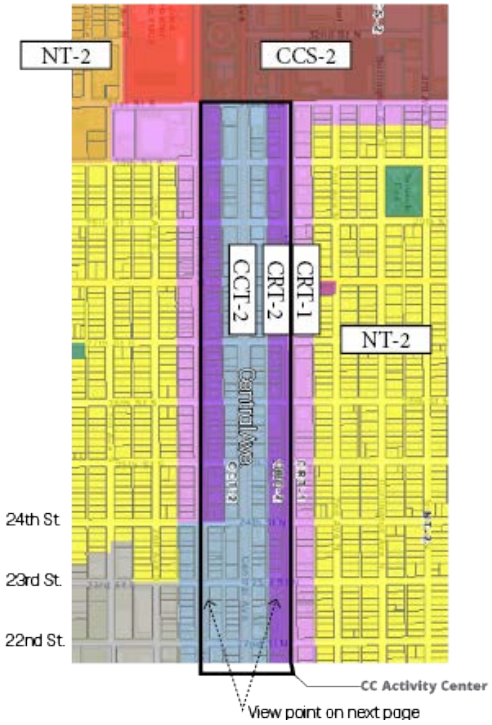
CCT-2
Residential Density: 60 DUPA. **Up to 66 DUPA with workforce housing bonus.**
Max Height: 60' **Up to 72'** within Central Avenue Corridor Activity Center.

CRT-1
Residential Density: **24 DUPA**. 60 DUPA within activity center. Up to 66 DUPA with workforce housing.
Max Height: **36 ft**. 48 ft. within Activity Center. 72 ft. within Central Corridor Activity Center.

CRT-2
Residential Density: 40 DUPA. 60 DUPA within activity center. **Up to 66 DUPA with workforce housing.**
Max Height: 36 ft. 48 ft. within Activity Center. **72 ft. within Central Avenue Corridor Activity Center.**

NSM-1: Neighborhood Suburban Multifamily
Single Family and Multi-family. No new Mixed Use or Neighborhood Retail permitted. Assume areas along corridor can be rezoned.

Residential Density: 15 DUPA. **Up to 21 DUPA with workforce housing bonus.**
Max Height: 36'. **Up to 48' with workforce housing bonus**. Penthouse can break this limit if setback.



** IT Zoning on south side on 22nd St not shown. Following exhibits show structures that may not be compatible with this zoning.*

Figure 5.6.2.C: Central Avenue Corridor Existing Conditions

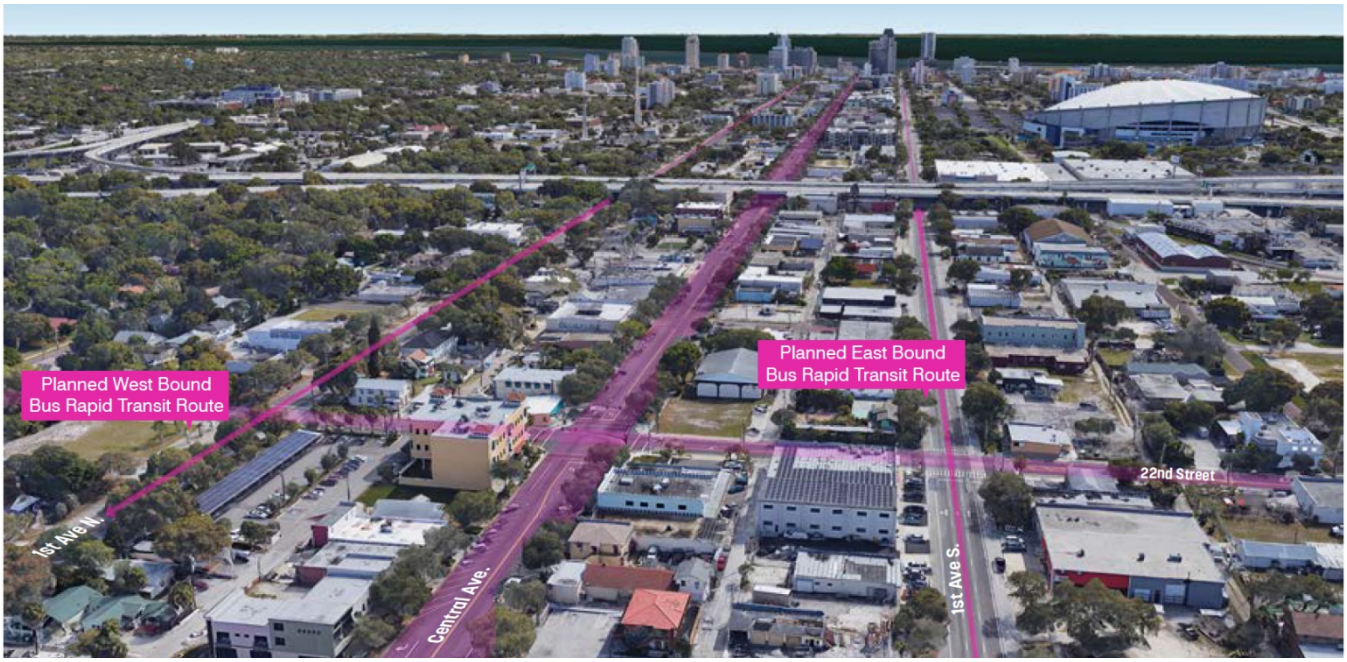


Figure 5.6.2.D: Central Avenue Corridor Potential Development Vacant Sites (0-10 Years)

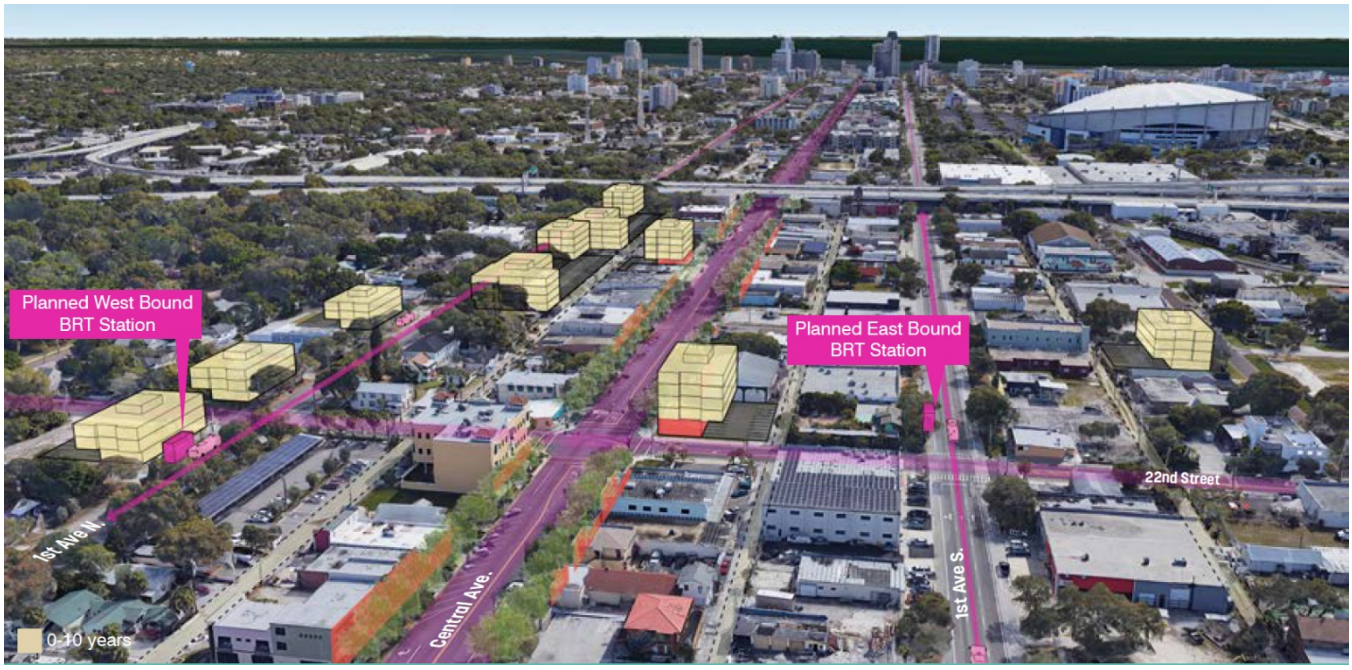


Figure 5.6.2.E: Central Avenue Corridor Potential Development Soft Sites (10–30 Years)

Figure 5.6.2.F: Central Avenue Corridor Potential Development Yields (10–30 Years)

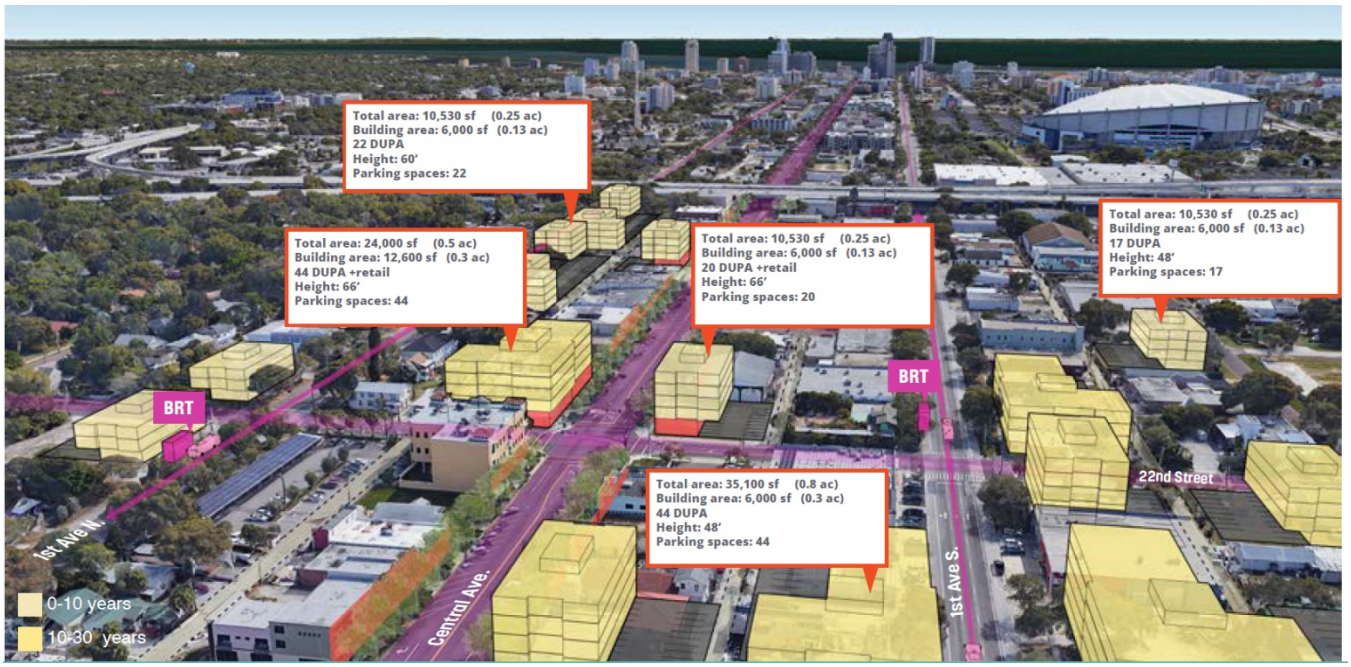
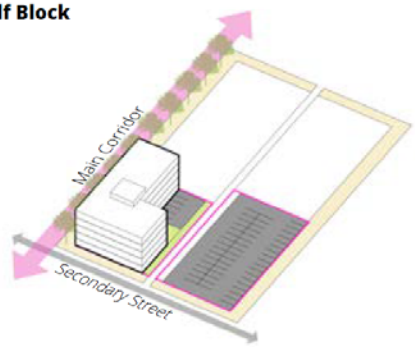


Figure 5.6.2.G: Central Avenue Corridor Infill Typologies Development Yields

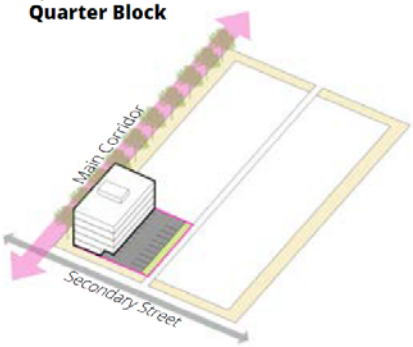
Space available:
Half Block



Variation A:
Total area: 35,100 sf (0.8 ac)
Building area: 11,600sf (0.26 ac)
55 DUPA
Height: 55'
Parking spaces: 55'

Variation B:
Total area: 35,100 sf (0.8 ac)
Building area: 11,600sf (0.26 ac)
44 DUPA + Retail
Height: 60'
Parking spaces: 44

Space available:
Quarter Block



Variation A
Total area: 10,530 sf (0.25 ac)
Building area: 6,000sf (0.13 ac)
17 DUPA
Height: 44'
Parking spaces: 18

Variation B
Total area: 10,530 sf (0.25 ac)
Building area: 6,000sf (0.13 ac)
12 DUPA
Height: 33'
Parking spaces: 14

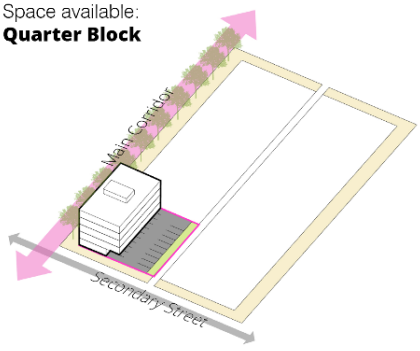
Variation C
Total area: 10,530 sf (0.25 ac)
Building area: 6,000sf (0.13 ac)
20 DUPA + retail
Height: 60'
Parking spaces: 20

Variation D
Total area: 10,530 sf (0.25 ac)
Building area: 6,000sf (0.13 ac)
22 DUPA
Height: 60'
Parking spaces: 22

Figure 5.6.2.H: Central Avenue Corridor Parking Ratios and Unit Size (Half Block)

Analysis: Parking Ratios vs Unit Sizes
The tables below illustrate how parking ratio and unit sizes affect the development potential of a quarter block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, 4 residential floors, and a parking requirement of 0.75 will require 10 extra spaces off site in order to be built. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.

Space available:
Quarter Block



Used on proposed scenario

Used on proposed scenario

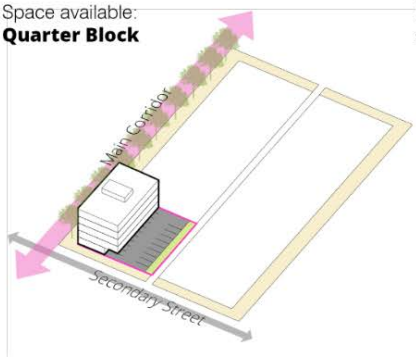
Fixed Assumptions							
Site area	Acres	0.25					
Floorplate	SF	6000					
Max Srf Parking on Site	Spaces	20					
4 Floors Resi- Above ground floor / 60' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	160	120	96	87	80	69
	Total Units ->	40	30	24	22	20	17
Parking requirement	0.5	0	-5	-8	-9	-10	-11
	0.75	10	3	-2	-4	-5	-7
	1	20	10	4	2	0	-3
	1.25	30	18	10	7	5	1
3 Floors Resi- Above ground floor / 49' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	120	90	72	65	60	51
	Total Units ->	30	23	18	16	15	13
Parking requirement	0.5	-5	-9	-11	-12	-13	-14
	0.75	3	-3	-7	-8	-9	-10
	1	10	3	-2	-4	-5	-7
	1.25	18	8	3	0	-1	-4
2 Floors Resi- Above ground floor / 38' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	80	60	48	44	40	34
	Total Units ->	20	15	12	11	10	9
Parking requirement	0.5	-10	-13	-14	-15	-15	-16
	0.75	-5	-9	-11	-12	-13	-14
	1	0	-5	-8	-9	-10	-11
	1.25	5	-1	-5	-6	-8	-9

Figure 5.6.2.I: Central Avenue Corridor Parking Ratios and Unit Size (Quarter Block)

Analysis: Parking Ratios vs Unit Sizes

The tables below illustrate how parking ratio and unit sizes affect the development potential of a quarter block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, 4 residential floors, and a parking requirement of 0.75 will require 10 extra spaces off site in order to be built. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.

Space available:
Quarter Block



Used on proposed scenario

Fixed Assumptions		
Site area	Acres	0.25
Floorplate	SF	6000
Max Srf Parking on Site	Spaces	20

4 Floors Resi- Above ground floor / 60' height

	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	160	120	96	87	80	69
	Total Units ->	40	30	24	22	20	17
Parking requirement	0.5	0	-5	-8	-9	-10	-11
	0.75	10	3	-2	-4	-5	-7
	1	20	10	4	2	0	-3
	1.25	30	18	10	7	5	1

Used on proposed scenario

3 Floors Resi- Above ground floor / 49' height

	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	120	90	72	65	60	51
	Total Units ->	30	23	18	16	15	13
Parking requirement	0.5	-5	-9	-11	-12	-13	-14
	0.75	3	-3	-7	-8	-9	-10
	1	10	3	-2	-4	-5	-7
	1.25	18	8	3	0	-1	-4

2 Floors Resi- Above ground floor / 38' height

	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	80	60	48	44	40	34
	Total Units ->	20	15	12	11	10	9
Parking requirement	0.5	-10	-13	-14	-15	-15	-16
	0.75	-5	-9	-11	-12	-13	-14
	1	0	-5	-8	-9	-10	-11
	1.25	5	-1	-5	-6	-8	-9

5.6.3 34th Street South Corridor

The 34th Street corridor is one of St. Petersburg's major commercial corridors. It developed in the post-WWII automobile age with larger lot commercial businesses and tourist hotels fronting along the US Hwy 19 corridor that was a terminus in southern Pinellas County prior to construction of the Sunshine Skyway bridge with connections south of Tampa Bay. The north-south arterial roadway remains an important commercial and vehicular corridor. It is lined with narrow sidewalks and mid-rise buildings that are set back from the right-of-way. The corridor has larger building footprints, automobile dealerships, and national chains that require high visibility and traffic volumes. The corridor has been the subject of two recent planning and revitalization initiatives (e.g. Skyway Marina District and Union Central District).

The following figures represent a development study for a portion of the 34th Street corridor between the Pinellas Trail overpass and 5th Avenue S. intersection. The study evaluates existing parcel vacancies and soft sites that may redevelop in the short term (0-10 years), mid-term (10-20 years) or within a longer timeframe (20-30 years) as future growth occurs and potential Pinellas Trail orientation and adjacent industrial parcel redevelopment.

- Figure 5.6.3.A identifies the current zoning district standards with maximum development yields for the study area with available bonuses.
- Figure 5.6.3.B is an aerial axonometric view that shows the existing wide vehicular corridor, the existing Pinellas Trail overpass, and the adjacent Pinellas Technical College and Gibbs High School campuses.

- Figure 5.6.3.C is an axonometric aerial view that shows potential redevelopment massing in the short-term (0-10 years) on vacant properties. The mid-rise building massing is maximized in height at 4 stories.
- Figure 5.6.3.D is an axonometric aerial view that shows potential redevelopment massing in the mid-term (10-20 years) on soft sites. The mid-rise building massing is maximized in height at 4 stories. Redevelopment activation is anticipated along the right-of-way street wall with parking under or at rear of parcel. Limited opportunity for mixed-use development programs with active first floor retail/office use with residential above due to high traffic volumes.
- Figure 5.6.3.E is an axonometric aerial view that shows potential redevelopment yields in the long-term (20-30 years) on soft sites. Increased opportunity for mixed-use development programs with active first floor retail/office use with residential nearer to Pinellas Trail.
- Figure 5.6.3.F identifies three infill building typologies for further yield evaluation. The typologies include a full block, half block and quarter block footprints. The range of sizes were chosen to relate to the delivery of on-site surface parking solutions, without use of structured parking. The variations identify a range of yields based upon building heights, parking, and use.
- Figure 5.6.3.G shows a table illustrating how parking ratio and unit sizes affect the development potential on a half block lot. The table represents how unit sizes and parking accommodation effects development yields. Ultimately, smaller units equate to higher unit totals and additional parking; either on-site through structures or off-site through lease agreement. Limited opportunity for mixed-use development programs with active first floor retail/office use with residential above due to high traffic volumes.
- Figure 5.6.3.H shows a similar table illustrating how parking ratio and unit sizes affect the development potential on a half block lot. Limited opportunity for mixed-use development programs with active first floor retail/office use with residential above due to high traffic volumes.
- Figure 5.6.3.I shows a similar table illustrating how parking ratio and unit sizes affect the development potential on a quarter block lot. No opportunity for mixed-use development programs with active first floor retail/office use with residential above due to high traffic volumes.

Figure 5.6.3.A: 34th Street Corridor Zoning

CCS-1 Low Density, Along corridor
Residential Density: 60 DUPA. **Up to 66 DUPA** with workforce housing bonus
Max Height: **36 ft.** Up to 48 ft within activity center. Up to 72' within Central Activity Corridor Activity Center.

NSM-1: Neighborhood Suburban Multifamily
Single Family and Multi-family. No new Mixed Use or Neighborhood Retail permitted. Assume areas along corridor can be rezoned.

Residential Density: 15 DUPA. **Up to 21 DUPA with workforce housing bonus**
Max Height: 36'. **Up to 48' with workforce housing bonus.** Penthouse can break this limit if setback.

NT-1&2: Neighborhood Traditional Single Family
Single familiy only. Not relevant for this study

IT: Insitutional
No new residential allowed. Not relevant for this study. Assume areas marked on map can be rezoned.

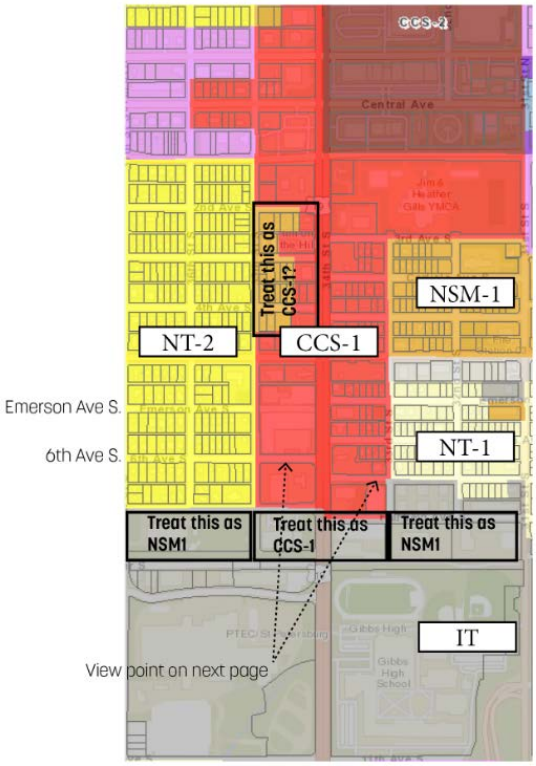


Figure 5.6.3.B: 34th Street Corridor Existing Conditions

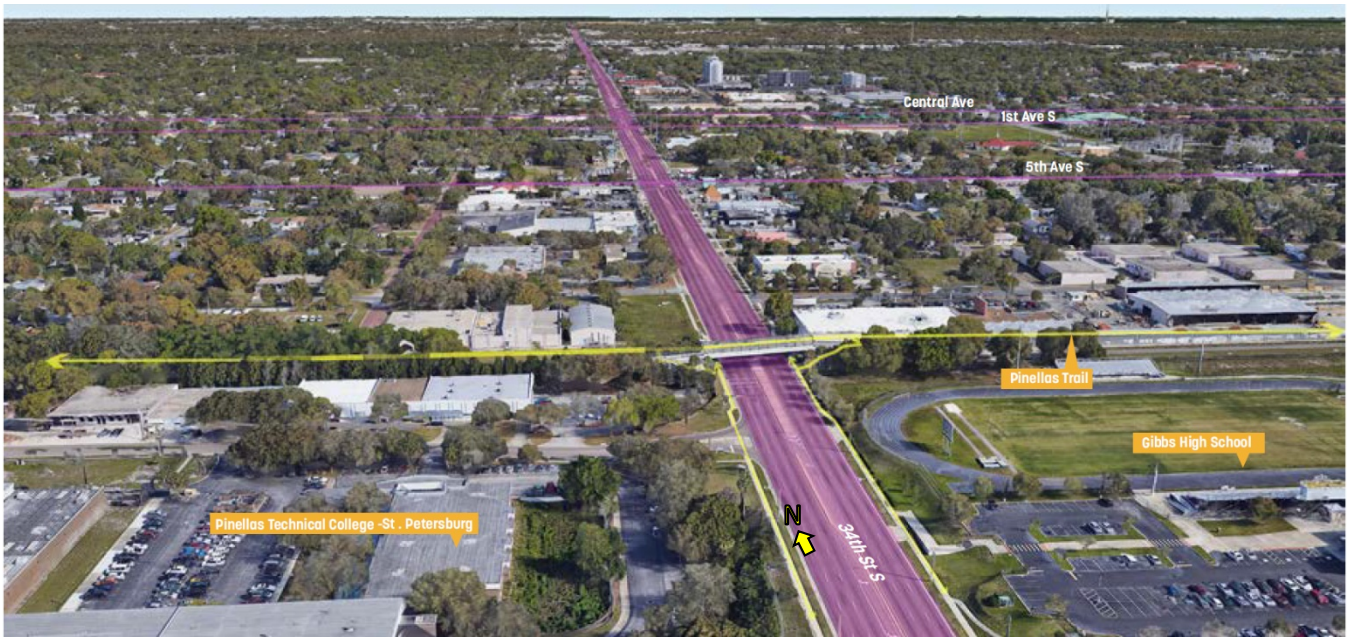


Figure 5.6.3.C: 34th Street Corridor Potential Development Vacant Sites (0-10 Years)

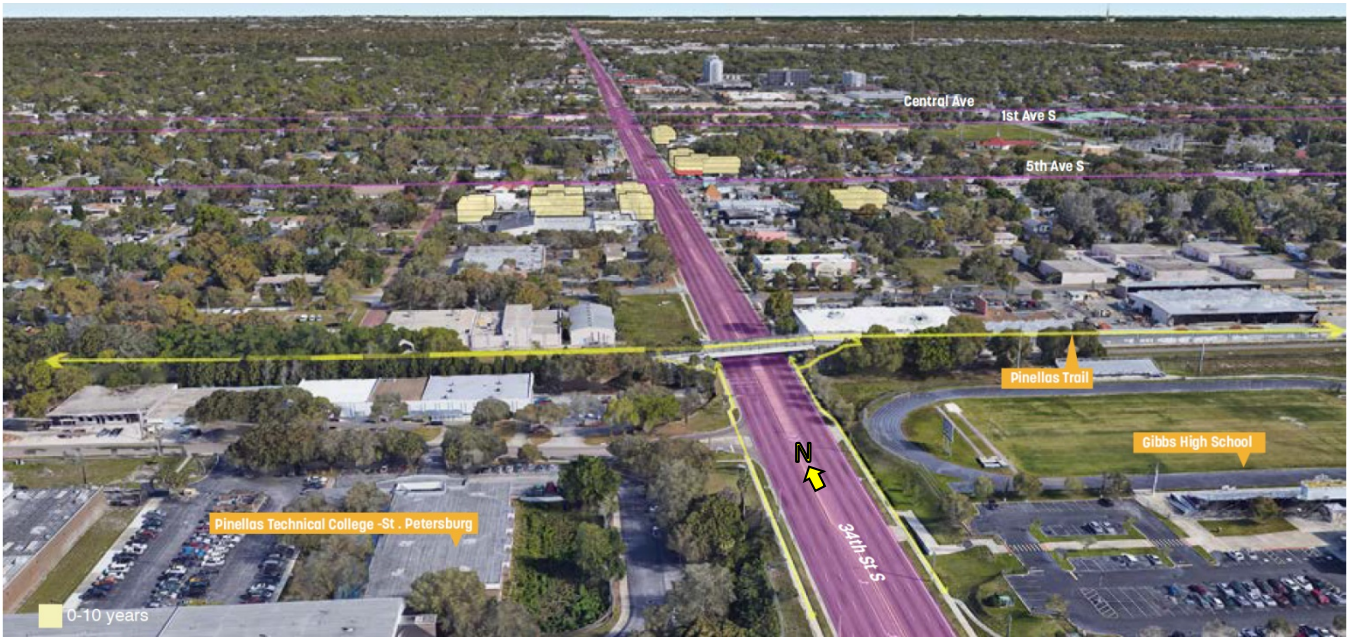


Figure 5.6.3.D: 34th Street Corridor Potential Development Soft Sites (10–20 Years)

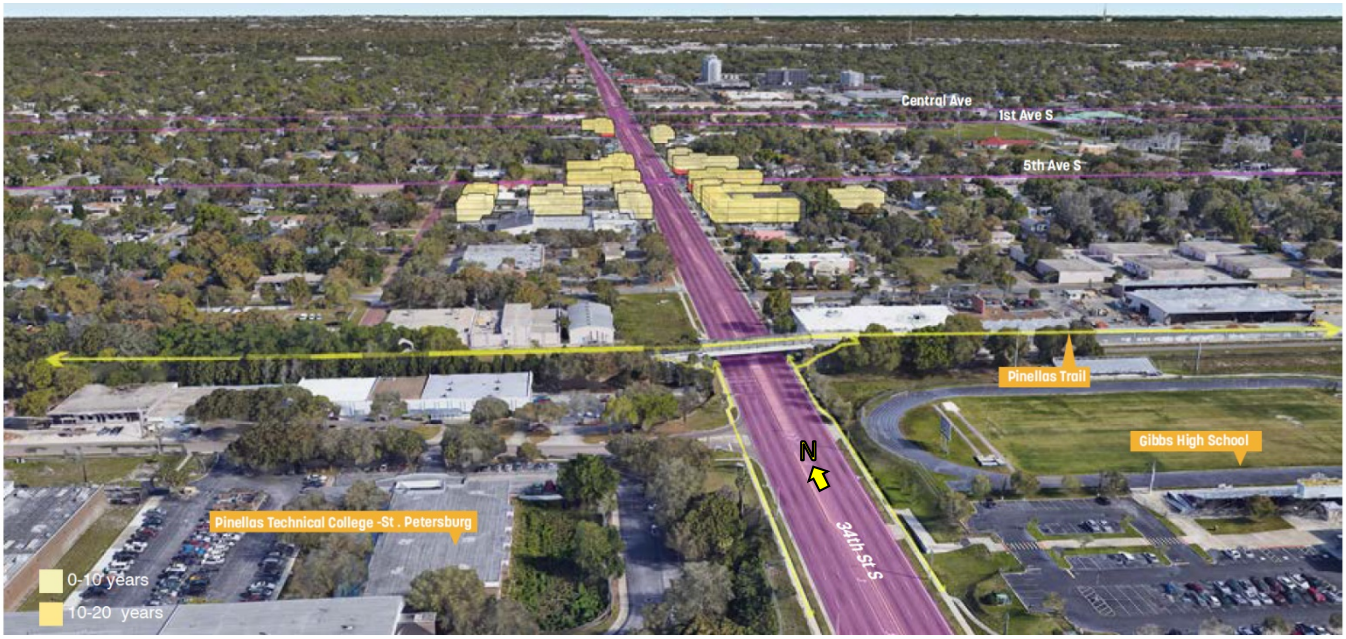
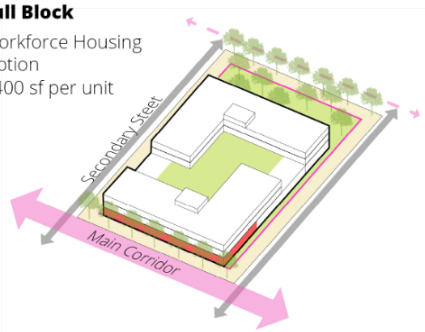


Figure 5.6.3.E: 34th Street Corridor Potential Development Soft Sites (20-30 Years)

Figure 5.6.3.F: 34th Street Corridor Infill Typologies Development Yields

Space available:
Full Block

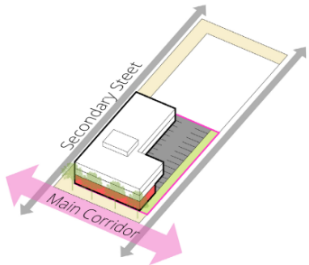
Workforce Housing Option
1400 sf per unit



Variation A:
Total area: 50,000 sqf (1.1 ac)
Building area: 33,000 sf (0.75 ac)
66 DUPA + retail
Height: 38'
Parking spaces: 72

Variation B:
Total area: 50,000 sqf (1.1 ac)
Building area: 25,600sqf (0.6 ac)
70 DUPA
Height: 33'
Parking spaces: 72

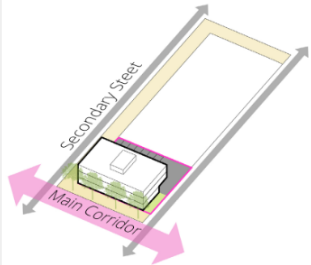
Space available:
Half Block



Variation A
Total area: 36,900 sf (0.8 ac)
Building area: 11,600 sf (0.3 ac)
22 DUPA +retail
Height: 38'
Parking spaces: 28

Variation B
Total area: 36,900 sf (0.8 ac)
Building area: 11,600sf (0.3 ac)
27 DUPA
Height: 33'
Parking spaces: 28

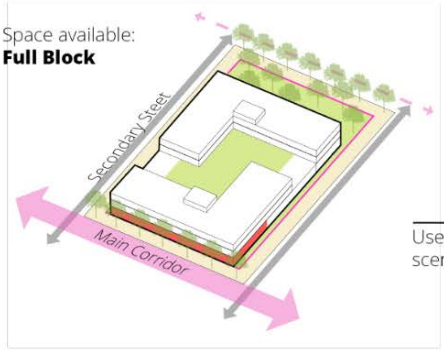
Space available:
Quarter Block



Variation A
Total area: 10,530 sf (0.25 ac)
Building area: 6,000 sf (0.13 ac)
13 DUPA
Height: 33'
Parking spaces: 14

Figure 5.6.3.G: 34th Street Corridor Parking Ratios and Unit Size (Full Block)

Analysis: Parking Ratios vs Unit Sizes
The tables below illustrate how parking ratio and unit sizes affect the development potential of a full block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, 2 residential floors and a parking requirement of 0.75 will require 11 extra spaces off site in order to be built. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.



Used on proposed scenario

Fixed Assumptions			
Site area	Acres	1.1	
Floorplate	SF	33000	
Max Srf Parking on Site	Spaces	72	

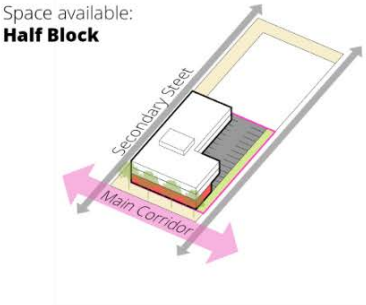
4 Floors Resi- Above ground floor / 60' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	200	150	120	109	100	86
	Total Units ->	220	165	132	120	110	94
Parking requirement	0.5	38	11	-6	-12	-17	-25
	0.75	93	52	27	18	11	-1
	1	148	93	60	48	38	22
	1.25	203	134	93	78	66	46

3 Floors Resi- Above ground floor / 49' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	150	113	90	82	75	64
	Total Units ->	165	124	99	90	83	71
Parking requirement	0.5	11	-10	-23	-27	-31	-37
	0.75	52	21	2	-5	-10	-19
	1	93	52	27	18	11	-1
	1.25	134	83	52	41	31	16

2 Floors Resi- Above ground floor / 38' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	100	75	60	55	50	43
	Total Units ->	110	83	66	60	55	47
Parking requirement	0.5	-17	-31	-39	-42	-45	-48
	0.75	11	-10	-23	-27	-31	-37
	1	38	11	-6	-12	-17	-25
	1.25	66	31	11	3	-3	-13

Figure 5.6.3.H: 34th Street Corridor Parking Ratios and Unit Size (Half Block)

Analysis: Parking Ratios vs Unit Sizes
The tables below illustrate how parking ratio and unit sizes affect the development potential of a half block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, 2 residential floors, and a parking requirement of 0.75 will require 1 extra space off site in order to be built. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.



Used on proposed scenario

Fixed Assumptions			
Site area	Acres	0.8	
Floorplate	SF	11600	
Max Srf Parking on Site	Spaces	28	

4 Floors Resi- Above ground floor / 60' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	48	36	29	26	24	21
	Total Units ->	39	29	23	21	19	17
Parking requirement	0.5	-9	-14	-16	-17	-18	-20
	0.75	1	-6	-11	-12	-14	-16
	1	11	1	-5	-7	-9	-11
	1.25	20	8	1	-2	-4	-7

3 Floors Resi- Above ground floor / 49' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	73	54	44	40	36	31
	Total Units ->	58	44	35	32	29	25
Parking/ Unit requirement	0.5	1	-6	-11	-12	-14	-16
	0.75	16	5	-2	-4	-6	-9
	1	30	16	7	4	1	-3
	1.25	45	26	16	12	8	3

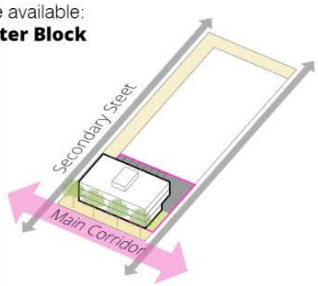
2 Floors Resi- Above ground floor / 38' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	48	36	29	26	24	21
	Total Units ->	39	29	23	21	19	17
Parking requirement	0.5	-9	-14	-16	-17	-18	-20
	0.75	1	-6	-11	-12	-14	-16
	1	11	1	-5	-7	-9	-11
	1.25	20	8	1	-2	-4	-7

Figure 5.6.3.I: 34th Street Corridor Parking Ratios and Unit Size (Quarter Block)

Analysis: Parking Ratios vs Unit Sizes

The tables below illustrate how parking ratio and unit sizes affect the development potential of a quarter block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, 2 residential floors, and a parking requirement of 0.75 will have area for 7 extra parking spaces or amenities. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.

Space available:
Quarter Block



Used on proposed scenario →

Fixed Assumptions							
Site area	Acres	0.25					
Floorplate	SF	6000					
Max Srf Parking on Site	Spaces	22					
4 Floors Resi- Above ground floor / 60' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	160	120	96	87	80	69
	Total Units ->	40	30	24	22	20	17
Parking requirement	0.5	-2	-7	-10	-11	-12	-13
	0.75	8	1	-4	-6	-7	-9
	1	18	8	2	0	-2	-5
	1.25	28	16	8	5	3	-1
3 Floors Resi-Above ground floor / 49' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	120	90	72	65	60	51
	Total Units ->	30	23	18	16	15	13
Parking requirement	0.5	-7	-11	-13	-14	-15	-16
	0.75	1	-5	-9	-10	-11	-12
	1	8	1	-4	-6	-7	-9
	1.25	16	6	1	-2	-3	-6
2 Floors Resi- Above ground floor / 38' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	80	60	48	44	40	34
	Total Units ->	20	15	12	11	10	9
Parking requirement	0.5	-12	-15	-16	-17	-17	-18
	0.75	-7	-11	-13	-14	-15	-16
	1	-2	-7	-10	-11	-12	-13
	1.25	3	-3	-7	-8	-10	-11

5.6.4 4th Street North Corridor

The 4th Street N. corridor is an important St. Petersburg commercial corridor that provides northside residents with access to businesses, restaurants and most daily needs. The north-south corridor connects St. Petersburg's Downtown with the Gateway activity center along with the Gandy and Howard Frankland bridge connections to Tampa. It is lined with narrow sidewalks and mostly one-story and two-story buildings in the Downtown core that transition northward into larger commercial building sites that are set back from the right-of-way. The lack of character increases in the northern portions of the corridor with numerous single-story strip commercial buildings, and national chain stores, restaurants and fuel stations that require high visibility and traffic volumes. The northern portion of the corridor is also within the Coastal High Hazard Area that includes increased redevelopment construction requirements.

The following figures represent a development study for a portion of the 4th Street N. corridor between 74th Avenue N. and 83rd Avenue N. intersections. The study evaluates existing parcel vacancies and soft sites that may redevelop in the short term (0-15 years) or within a longer timeframe (15-25 years) as future growth occurs with an orientation towards the corridor and adjacent stormwater canals.

- Figure 5.6.4.A identifies the current zoning district standards with maximum development yields for the study area with available bonuses.
- Figure 5.6.4.B is an aerial axonometric view that shows the existing vehicular corridor and existing stormwater canal.
- Figure 5.6.4.C is an axonometric aerial view that shows potential redevelopment massing in the short-term (0-15 years) on vacant properties. The mid-rise building massing is maximized in height at 3 to 4 stories based upon bonus use.
- Figure 5.6.4.D is an axonometric aerial view that shows potential redevelopment massing in the long-term (15-25 years) on vacant sites. The mid-rise building massing is maximized in height at 3 to 4 stories based upon bonus use. Redevelopment activation is anticipated along the right-of-way street wall with parking under or at rear of parcel. Limited opportunity for mixed-use development programs with active first floor retail/office use with residential above due to traffic volumes and limited neighborhood walkability connections.
- Figure 5.6.4.E is an axonometric aerial view that shows potential redevelopment yields in the long-term (15-25 years) on vacant sites.
- Figure 5.6.4.F identifies three infill building typologies for further yield evaluation. The typologies include two half block and one quarter block footprints. The range of sizes were chosen to relate to the delivery of on-site surface parking solutions, without use of structured parking. The variations identify a range of yields based upon building heights, parking, and use.
- Figure 5.6.4.G produces a table illustrating how parking ratio and unit sizes affect the development potential on a narrow frontage half block lot. The table represents how unit sizes and parking accommodation effects development yields. Ultimately, smaller units equate to higher unit totals and additional parking; either on-site through structures or

off-site through lease agreement. Limited opportunity for mixed-use development programs with active first floor retail/office use with residential above due to high traffic volumes.

- Figure 5.6.4.H shows a table illustrating how parking ratio and unit sizes affect the development potential on a wide frontage half block lot. Limited opportunity for mixed-use development programs with active first floor retail/office use with residential above due to high traffic volumes.
- Figure 5.6.4.I shows a table to illustrating how parking ratio and unit sizes affect the development potential on a quarter block lot. No opportunity for mixed-use development programs with active first floor retail/office use with residential above due to high traffic volumes.

Figure 5.6.4.A: 4th Street Corridor Zoning

CCS-1 Low Density, Along corridor
Residential Density: 60 DUPA. **Up to 66 DUPA** with workforce housing bonus
Max Height: **36 ft.** Up to 48 ft within activity center. Up to 72' within Central Activity Corridor Activity Center.

NSM-1: Neighborhood Suburban Multifamily
Single Family and Multi-family. No new Mixed Use or Neighborhood Retail permitted. Assume areas along corridor can be rezoned.

Residential Density: 15 DUPA. **Up to 21 DUPA with workforce housing bonus**
Max Height: 36'. **Up to 48' with workforce housing bonus. Penthouse can break this limit if setback.**

NS-1&2: Neighborhood Single Family
Single family only. Not relevant for this study

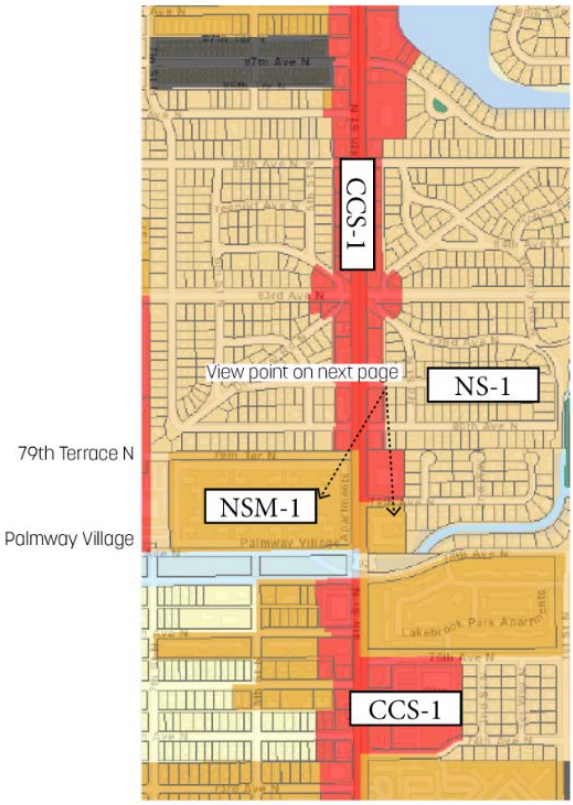


Figure 5.6.4.B: 4th Street Corridor Existing Conditions

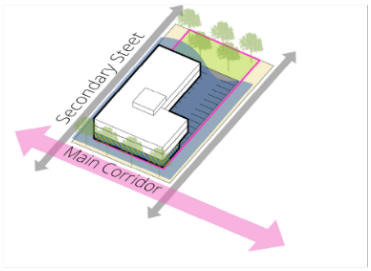
Figure 5.6.4.C: 4th Street Corridor Potential Development Vacant Sites (0-15 Years)

Figure 5.6.4.D: 4th Street Corridor Potential Development Vacant Sites (15-25 Years)

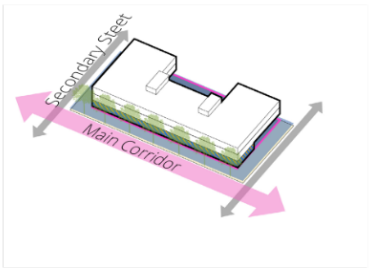
Figure 5.6.4.E: 4th Street Corridor Potential Development Yields Vacant Sites (15-25 Years)

Figure 5.6.4.F: 4th Street Corridor Infill Typologies Development Yields

Space available:
Half Block

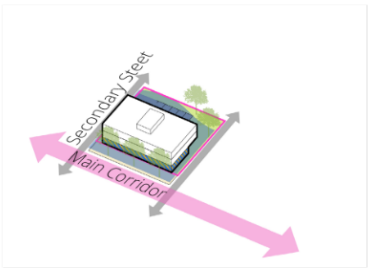


Variation A
Total area: 23,000 sf (0.5 ac)
Building area: 11,600sf (0.3 ac)
22 DUPA + Common spaces (Floodable)
Height: 33'
Parking spaces: 28



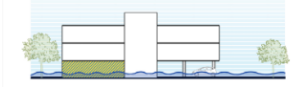
Variation B
Total area: 21,000 sf (0.48 ac)
Building area: 17,300sf (0.4 ac)
32 DUPA + Common spaces (Floodable)
Height: 33'
Parking spaces: 40

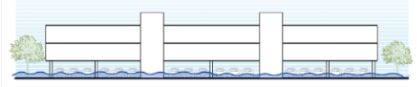
Space available:
Quarter Block



Variation A
Total area: 10,530 sf (0.25 ac)
Building area: 6,000 sf (0.13 ac)
10 DUPA + Common spaces (Floodable)
Height: 33'
Parking spaces: 14

**Coastal High Hazard Area development accomodation:
Ground floor contains common spaces and surface parking (with permeable surface), which could flood at any circunstance.





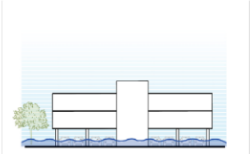
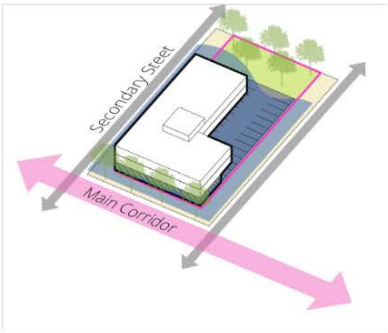


Figure 5.6.4.G: 4th Street Corridor Parking Ratios & Unit Size (Narrow Frontage Half Block)

Analysis: Parking Ratios vs Unit Sizes
The tables below illustrate how parking ratio and unit sizes affect the development potential of a half block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, 2 residential floors, and a parking requirement of 0.75 will have area for 5 extra parking spaces or amenities. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.



Used on proposed scenario

Fixed Assumptions		
Site area	Acres	0.5
Floorplate	SF	11600
Max Srf Parking on Site	Spaces	34

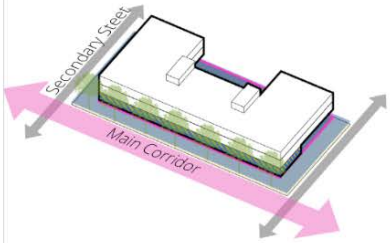
4 Floors Resi- Above ground floor / 60' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	155	116	93	84	77	66
	Total Units ->	77	58	46	42	39	33
Parking requirement	0.5	5	-5	-11	-13	-15	-17
	0.75	24	10	1	-2	-5	-9
	1	43	24	12	8	5	-1
	1.25	63	39	24	19	14	7

3 Floors Resi- Above ground floor / 49' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	116	87	70	63	58	50
	Total Units ->	58	44	35	32	29	25
Parking requirement	0.5	-5	-12	-17	-18	-20	-22
	0.75	10	-1	-8	-10	-12	-15
	1	24	10	1	-2	-5	-9
	1.25	39	20	10	6	2	-3

2 Floors Resi- Above ground floor / 36' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	77	58	46	42	39	33
	Total Units ->	39	29	23	21	19	17
Parking requirement	0.5	-15	-20	-22	-23	-24	-26
	0.75	-5	-12	-17	-18	-20	-22
	1	5	-5	-11	-13	-15	-17
	1.25	14	2	-5	-8	-10	-13

Figure 5.6.4.H: 4th Street Corridor Parking Ratios & Unit Size (Wide Frontage Half Block)

Analysis: Parking Ratios vs Unit Sizes
The tables below illustrate how parking ratio and unit sizes affect the development potential of a half block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, two floors of residential, and a parking requirement of 0.75 will require 3 extra spaces off site in order to be built. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.



Used on proposed scenario

Fixed Assumptions		
Site area	Acres	0.48
Floorplate	SF	17300
Max Srf Parking on Site	Spaces	40

4 Floors Resi- Above ground floor / 60' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	240	180	144	131	120	103
	Total Units ->	115	87	69	63	58	49
Parking requirement	0.5	18	3	-5	-9	-11	-15
	0.75	47	25	12	7	3	-3
	1	75	47	29	23	18	9
	1.25	104	68	47	39	32	22

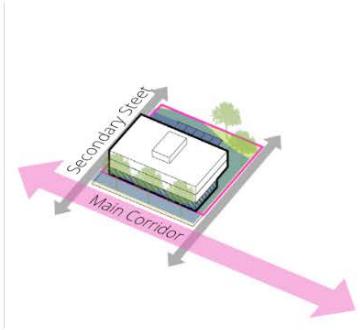
3 Floors Resi- Above ground floor / 49' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	180	135	108	98	90	77
	Total Units ->	87	65	52	47	43	37
Parking requirement	0.5	3	-8	-14	-16	-18	-21
	0.75	25	9	-1	-5	-8	-12
	1	47	25	12	7	3	-3
	1.25	68	41	25	19	14	6

2 Floors Resi- Above ground floor / 36' height							
	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	120	90	72	66	60	51
	Total Units ->	58	43	35	31	29	25
Parking requirement	0.5	-11	-18	-23	-24	-26	-28
	0.75	3	-8	-14	-16	-18	-21
	1	18	3	-5	-9	-11	-15
	1.25	32	14	3	-1	-4	-9

Figure 5.6.4.I: 4th Street Corridor Parking Ratios & Unit Size (Quarter Block)

Analysis: Parking Ratios vs Unit Sizes

The tables below illustrate how parking ratio and unit sizes affect the development potential of a quarter block lot. The highlighted cells indicate the amount of parking spaces above or below the site's capacity, with negative numbers denoting excess capacity. E.g a scenario with 600 SF units, 2 residential floors, and a parking requirement of 0.75 will have extra space for 5 parking spots or amenities. Darker green shading denotes optimal combinations. Not all scenarios may be permited under current regulations.



Used on proposed scenario

Fixed Assumptions		
Site area	Acres	0.25
Floorplate	SF	6000
Max Srf Parking on Site	Spaces	20

4 Floors Resi- Above ground floor / 60' height

	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	160	120	96	87	80	69
	Total Units ->	40	30	24	22	20	17
Parking requirement	0.5	0	-5	-8	-9	-10	-11
	0.75	10	3	-2	-4	-5	-7
	1	20	10	4	2	0	-3
	1.25	30	18	10	7	5	1

3 Floors Resi- Above ground floor / 49' height

	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	120	90	72	65	60	51
	Total Units ->	30	23	18	16	15	13
Parking requirement	0.5	-5	-9	-11	-12	-13	-14
	0.75	3	-3	-7	-8	-9	-10
	1	10	3	-2	-4	-5	-7
	1.25	18	8	3	0	-1	-4

2 Floors Resi- Above ground floor / 36' height

	Unit size ->	600	800	1000	1100	1200	1400
	DUPA ->	80	60	48	44	40	34
	Total Units ->	20	15	12	11	10	9
Parking requirement	0.5	-10	-13	-14	-15	-15	-16
	0.75	-5	-9	-11	-12	-13	-14
	1	0	-5	-8	-9	-10	-11
	1.25	5	-1	-5	-6	-8	-9

5.7 Employment Land Use

For purposes of this analysis, employment land use consists of land areas that have one of five zoning district designations: Industrial Traditional (IT), Industrial Suburban (IS), Employment Center (EC-1 and EC-2) and Institutional Center (IC-CRD, IC-INST, IC-T/U and IC-R/OG). Each of these districts is primarily intended to provide opportunities for employment generating development and activities. These areas, shown on Figure 5.7.A with the total acres of each designation, have specific nuances for the promotion of different employment uses. These include heavy and light industrial, office, marine related, institutional and an evolving level of supportive mixed-uses including cultural uses, retail, restaurant, entertainment and hotel. The evolution of these districts has occurred to keep them relative to emerging economic opportunities and trends. This analysis will look at the current state of the existing employment lands and identify possible modifications to land use polices that can enhance economic development and job growth in St. Petersburg within the context of realistic market demands.

Table 5.7.A displays just a selection of uses as they relate to these employment districts. There is a wide variation of permitted uses among these groups, reflecting the diversity of development and employment opportunities in these districts. The following analysis in this section primarily focuses on the two industrial districts. The other employment districts are included in the exhibits and discussion to provide a greater context of the evolving uses and employment types within St. Petersburg's employment areas.

Table 5.7.A: Sample of Permitted Uses in Selected Employment Districts

Use	EC-1	EC-2	IC-CRD	IT	IS
Office, General	P	P	P	A	A
Manufacturing - Light, Assembly and Processing	P	SE	SE	P	P
Manufacturing - Heavy	G	NC	SE	P	G
Dwelling, Multifamily	G	P	A	G	NC
Restaurant and Bar, Indoor and Outdoor	A	P	A	A	A
Retail Sales and Service	A	A	A	A	A
Recycling Center	NC	NC	NC	P	P
Hospital	P	P	P	G	SE
Performing Arts Venue (500 seats or less)	P	P	P	NC	SE
Schools, all others	P	SE	SE	P	P
Schools, post-secondary	P	P	SE	NC	NC
Hotel	P	P	SE	NC	P
Studios	A	A	P	P	G
Personal Service	A	A	A	G	A
Live-work	SE	P	SE	NC	NC
Dormitory	NC	P	A	NC	NC
LEGEND: P = Permitted; SE = Special Exception; G = Grandfathered; NC = Nonconforming; A = Accessory					

Table 5.7.B displays the total acreage, vacant acreage, percentage of the city as a whole, and vacant percentage of each district. The total acreage numbers are inclusive of the entire zoning district, including right-of-way areas and therefore may not reflect total developable area. The vacancy data was collected from the Pinellas County Property Appraiser's Office and revised by a field review by City staff.

Table 5.7.B: Industrial and Employment Land Overview

Zoning District	Acres	% of Total City Land	Vacant Acres	*Vacant % of District*
Industrial Traditional	*586.13*	*2.25%*	*57.97*	*8.18%*
Industrial Suburban	*198.36*	*1.14%*	*44.32*	*22.34%*
Employment Center-1	*1,013*	*3.22%*	*153.1*	*15.12%*
Employment Center-2	*82.02*	*0.29%*	*9.01*	*10.99%*
Institutional Center (all)	*455.51*	*1.38%*	*34.73*	*7.62%*
Total:	**2,334.70**	**8.29%**	**289.13**	**12.83%**

Figure 5.7.A depicts the location of employment district lands in the city based upon the City's Zoning Map. Figure 5.7.B is an enlargement of the city's Downtown area showing industrial lands along two railroad lines, one running east-west and another north-south accessed Downtown. The industrial parcels located near I-175 and extending west towards Gulfport are along a portion of the removed and replaced railroad line that is now part of the Pinellas Trail.

Figure 5.7.A: Employment Zoned Lands

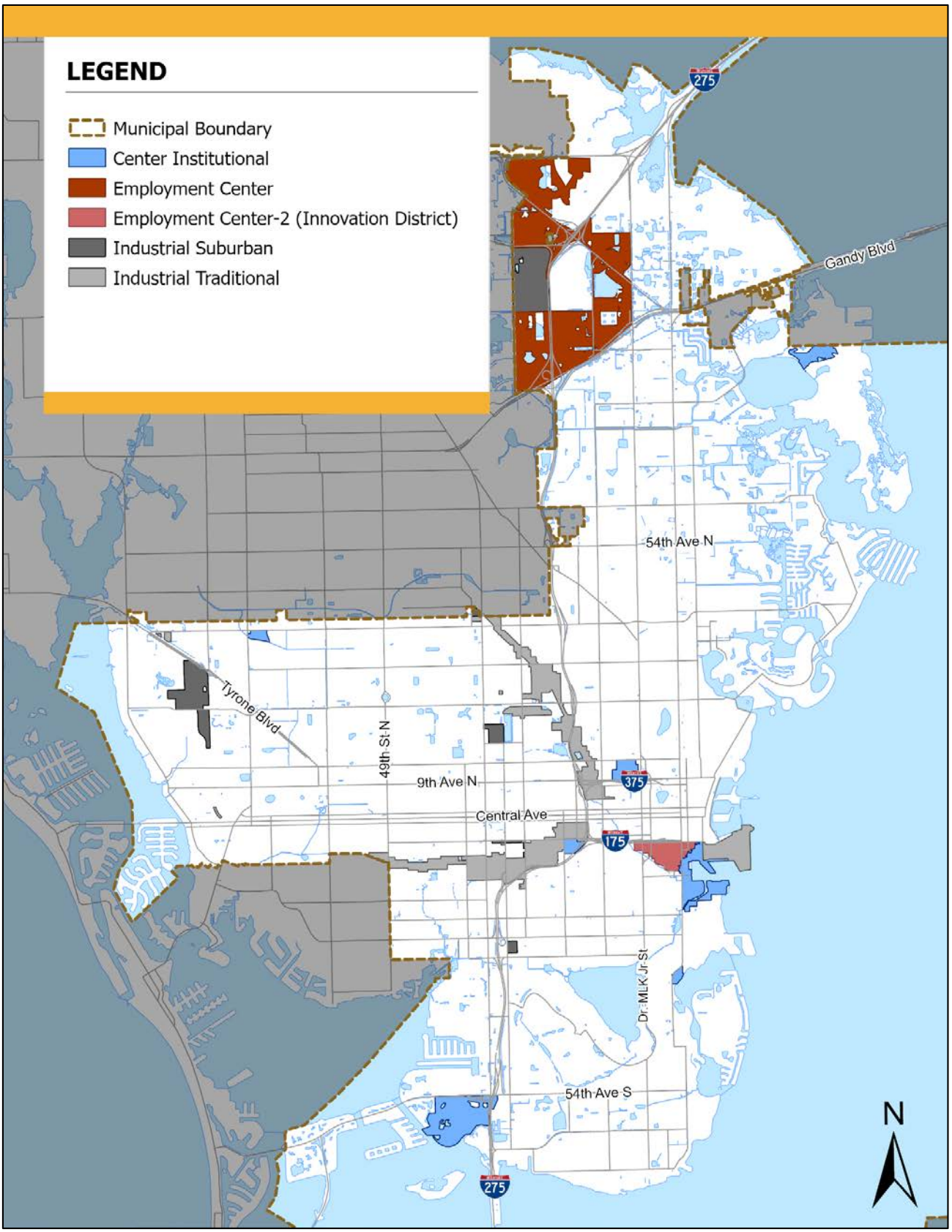
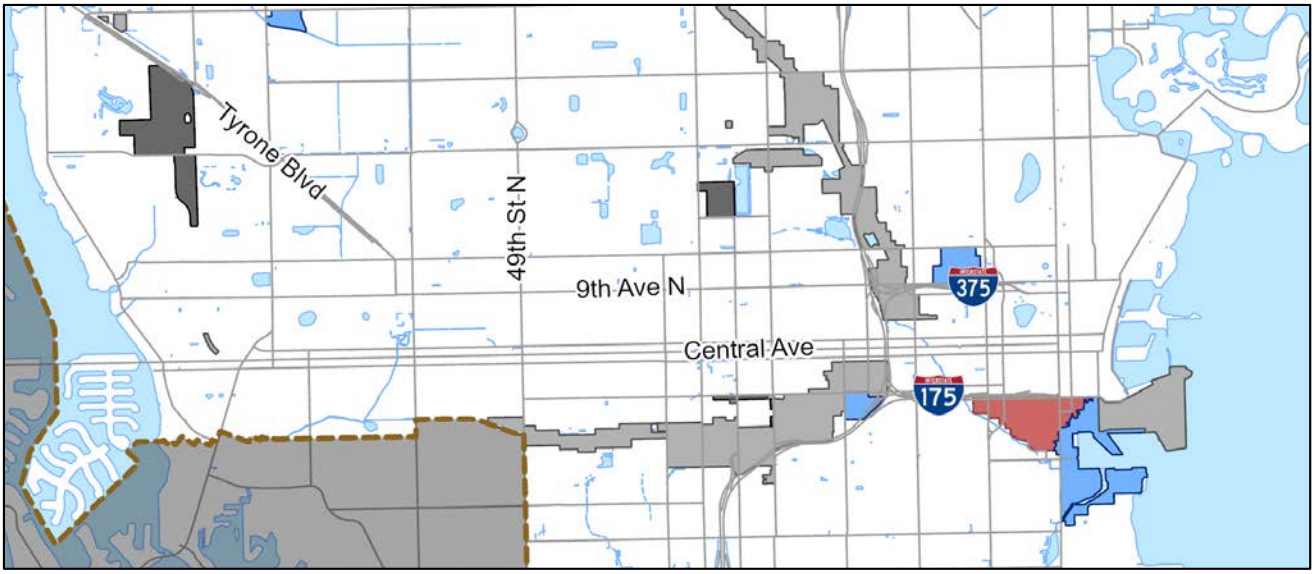


Figure 5.7.B: Employment Zoned Lands Enlargement



5.7.1 Industrial Zoning Districts

This section provides a deeper dive into the two industrial districts, Industrial traditional and Industrial Suburban to provide a better understanding of the unique dynamics of these areas and the opportunities/challenges therein.

Industrial Traditional (IT)

St. Petersburg's development pattern has evolved historically from key locations along its major transportation networks (e.g. pedestrian, vehicular, rail, boat and air). The first industrial employment lands emerged along the two rail lines that served the city from the earliest days of development dating back to the late 1800s. These areas were characterized by heavier industries, taking advantage of the rail access. As truck transport increased in the early 20th century, rail service and rail-dependent industries diminished and the east-west rail line was converted to a pedestrian/bicycle trail, which serves as an extension of the Pinellas Trail. These areas, now primarily zoned IT, are still home to heavier industries. In the past ten years, the area south of Central Avenue along the east-west rail line known as the Warehouse Arts District has evolved to include breweries, distilleries, arts production and commercial recreation uses that are occupying repurposed decades old industrial buildings.

The IT zoning district has been modified to expand use allowances in support of this transformation away from the traditional industrial uses. Additional expansion of uses will be considered during the StPete2050 implementation phase to further support the changing economy, the forthcoming Central Avenue Bus Rapid Transit stations at 1st Avenues North and South at 22nd Street, the Pinellas Trail, and redevelopment along the 22nd Street corridor. Considerations may include additional provisions for retail, galleries, office, and education. Introducing residential into the use mix may not be recommended due to the permanent loss of limited employment generating lands, traditional use incompatibilities and acceleration of land speculation which may impact affordability of remaining businesses and the adjacent residential

neighborhoods. Considerations will also include recommendations from the soon to be completed PSTA transit-oriented development (TOD) station area planning project.

Industrial Suburban (IS)

The Industrial Suburban (IS) district provides areas for many limited industrial uses, including stand-alone largescale buildings such as office parks, warehousing, loading, and other utilitarian uses. The IS areas are post WWII developments and include office park, light industrial, R&D, warehouse and distribution uses, on stand-alone sites. The development standards are suburban in nature. Industrial suburban areas include just three areas (excluding the County landfill site on 28th Street North), the pre-1980 Tyrone Industrial Park, the Skyway Industrial Park (a converted retail shopping center), some 5th Avenue South frontage in the WADA area and the Times printing factory on 34th Street North. Other areas formerly zoned IS were rezoned to EC-1 as a part of the 2007 City's LDRs re-write to allow greater use flexibility and higher intensities consistent with their location in the Gateway Activity Center.

5.7.2 Age of Structures

Figure 5.7.2.A and Figure 5.7.2.B depict the age of building construction in the IT and IS zoned areas. These age ranges are broken into structures that were constructed 50+ years ago, those that are newer than 50 years old but built before the most recent major changes to the LDRs, and those built after the LDR changes in 2008. Most of the parcels in this area are pre-1970 and field review identified that construction does not represent current industrial building characteristics to be market attractive for new industrial attraction or retention. This data in limited in that is does not identify the older structures that have been renovated and are essentially functioning as newer buildings. Examples of substantially renovated industrial buildings include the Clay Factory, Arts Xchange, Lantamanen Unibake Building #2, 3 Daughters Brewing and associated artist studios, Kozuba Distillery, DMG Glass, Urban Stillhouse and Bayboro Brewery, all in the Warehouse Arts District, and Albert Whitted Airport.

Figure 5.7.2.A: Industrial Lands By Year Constructed

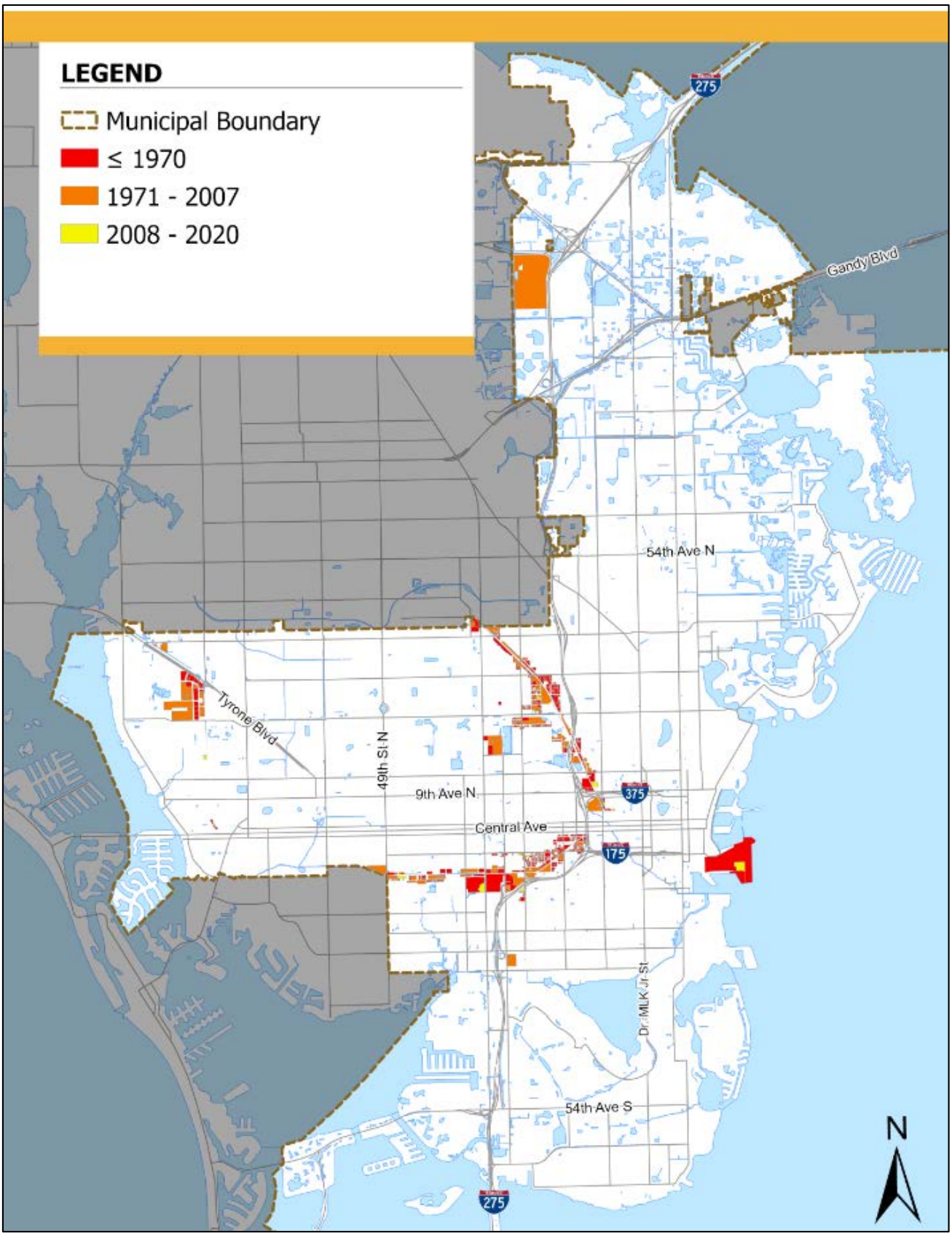
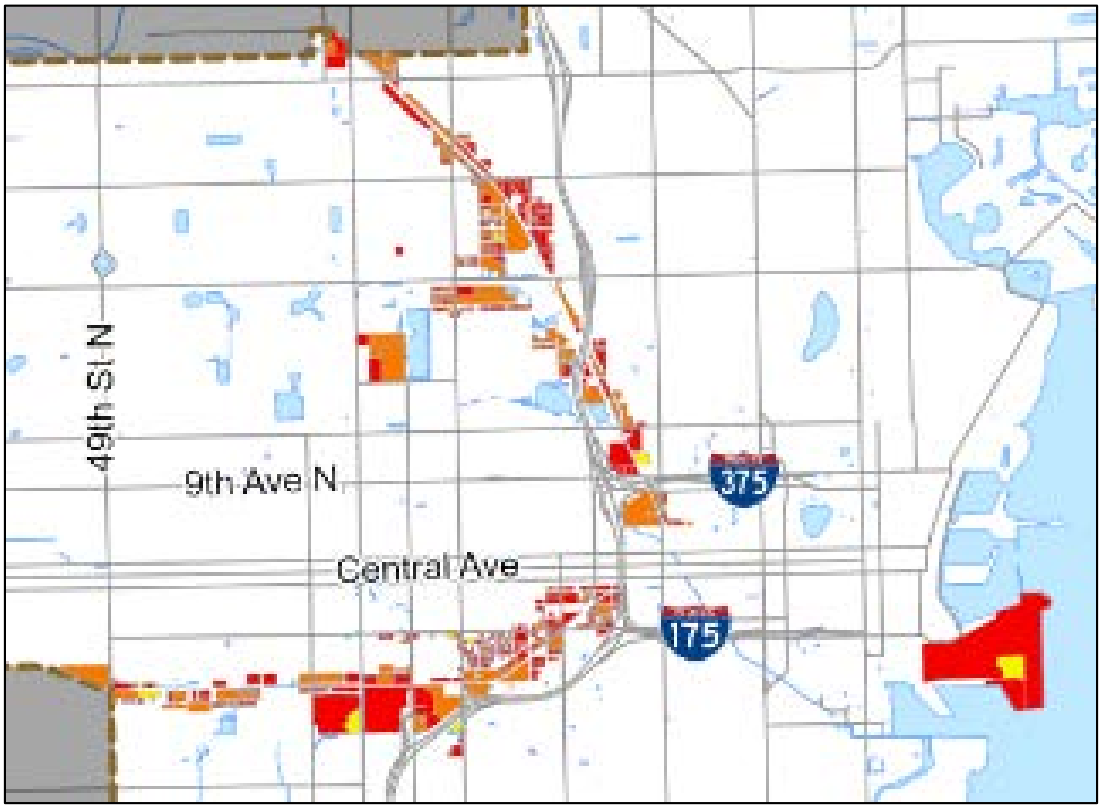


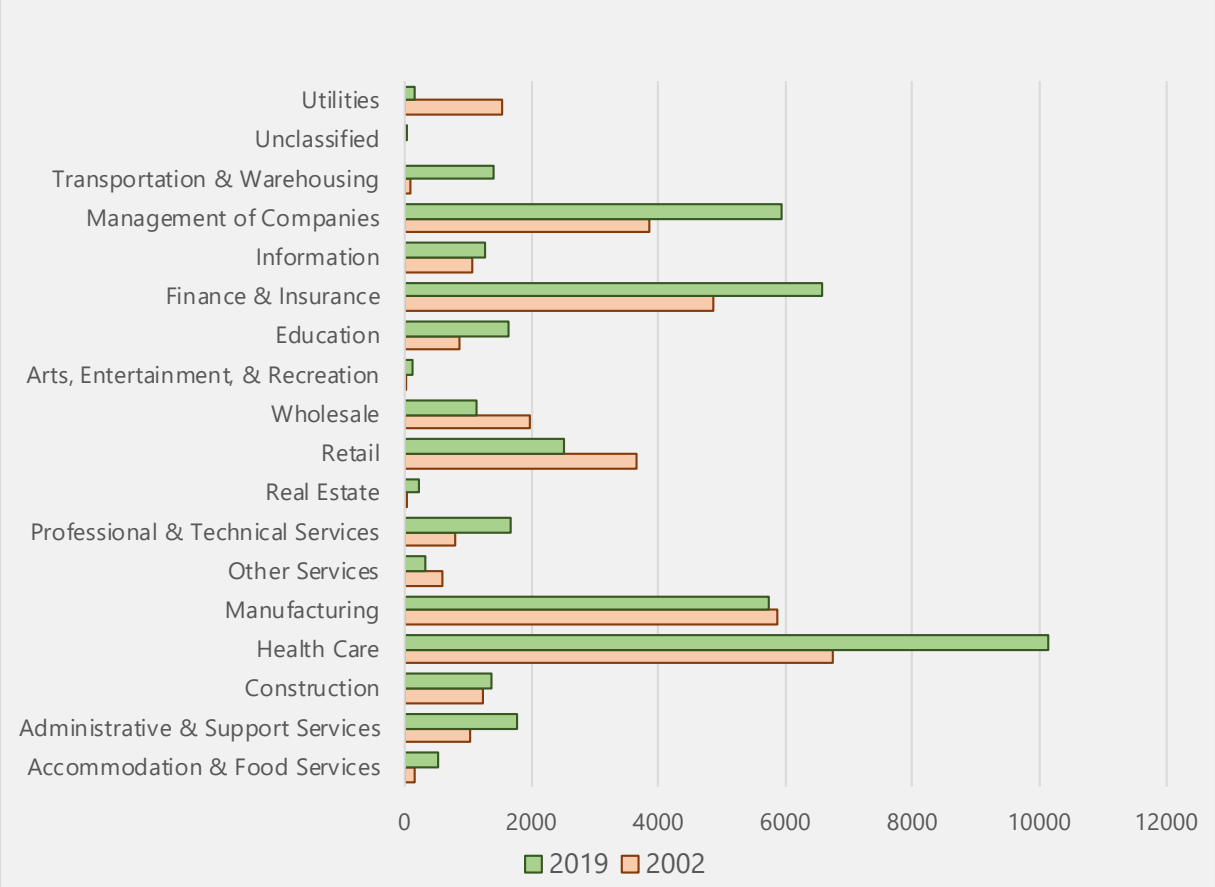
Figure 5.7.2.B: Industrial Lands by Year Constructed - Downtown Enlargement



5.7.3 Nature of Employment in Employment Districts

The employment districts contained approximately 35% of the city's employment in 2019. This employment primarily consists of health care, finance and insurance, management of companies, and manufacturing. Most of the employment growth between 2002 and 2019 occurred in the health care, management of companies, and finance and insurance sectors. This is shown in Figure 5.7.3.A.

Figure 5.7.3.A: All Employment Districts, 2002 vs. 2019



There is a great deal of variation in the employment composition of each of the districts. The Industrial Suburban and Industrial Traditional Districts, shown in Figures 5.7.3.B and 5.7.3.C, contain more "industrial" jobs, such as those in the manufacturing, wholesale, and construction sectors. A greater share of IS district employment consists of health care jobs than it did in the past, while IT districts contains very little health care employment.

Figure 5.7.3.B: Industrial Suburban Employment, 2002 vs. 2009

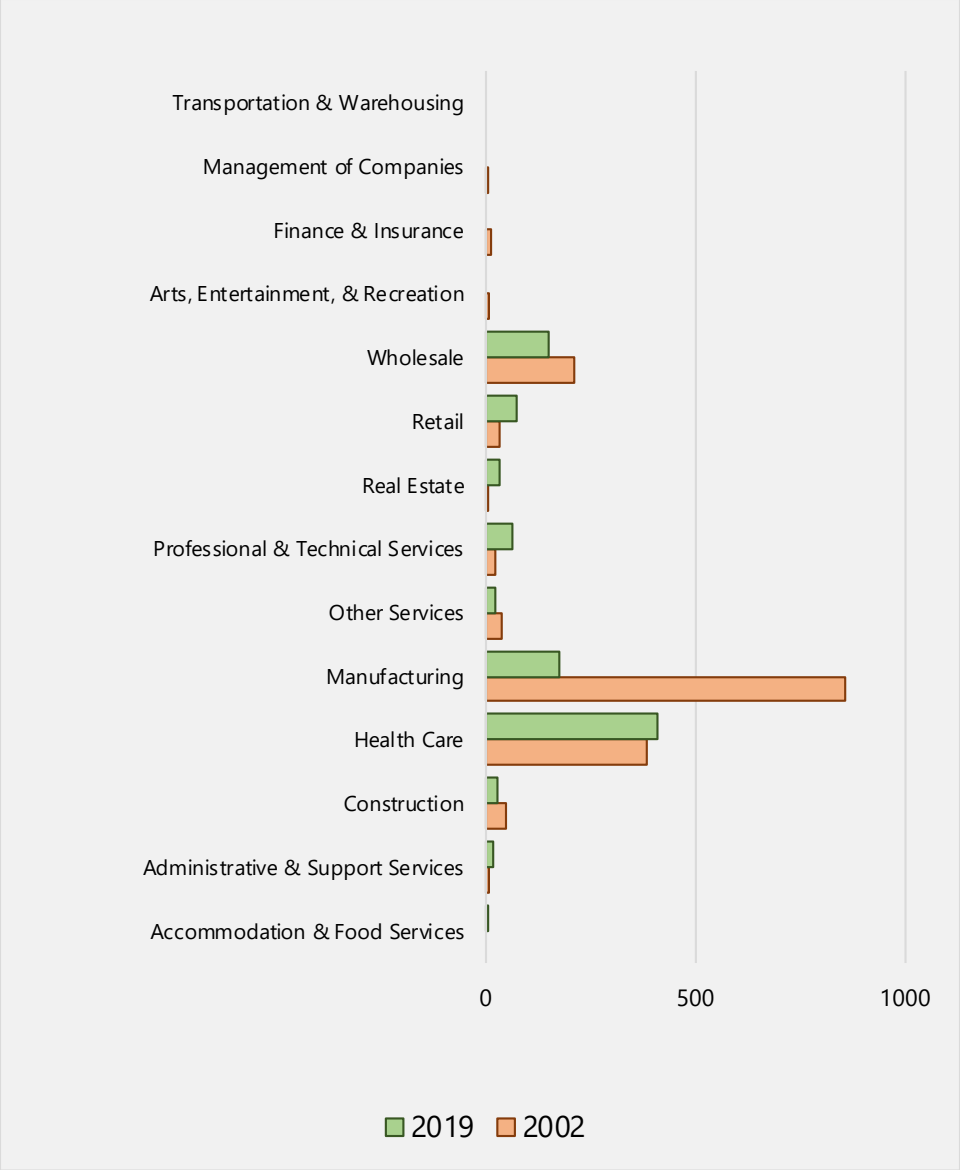
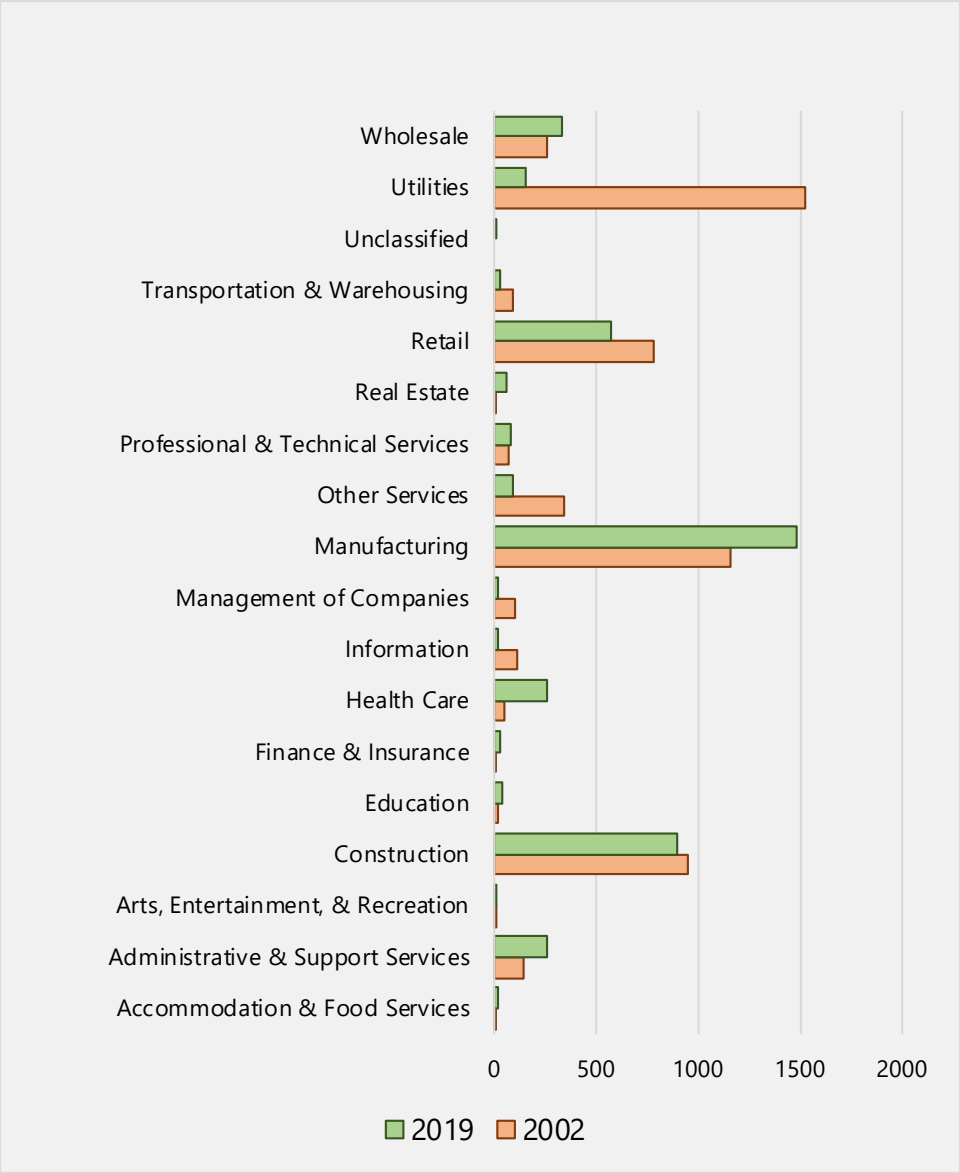


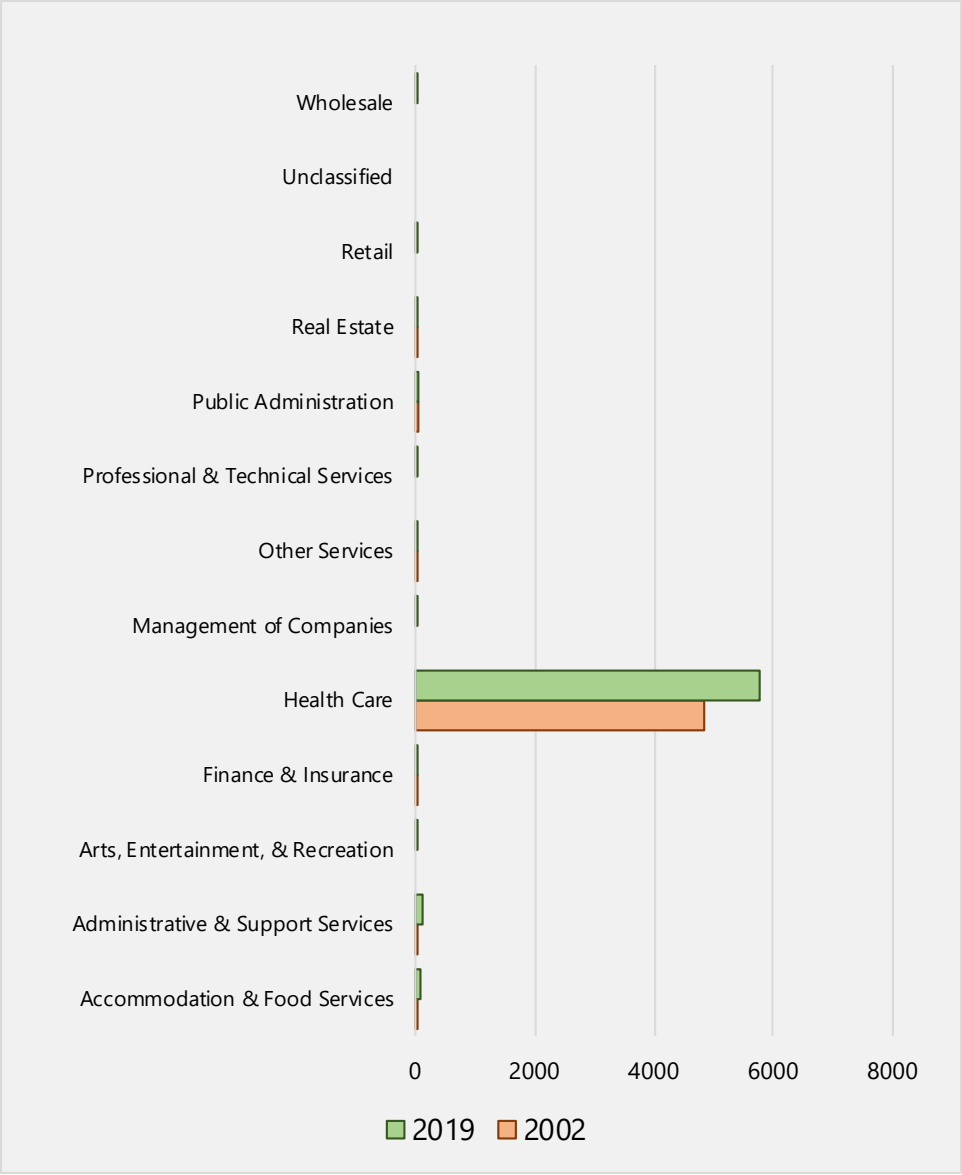
Figure 5.7.3.C: Industrial Traditional Employment, 2002 vs. 2009



The two Employment Center districts (EC-1 and EC-2) also differ in their employment composition. EC-1 contains a diversity of sectors, including finance and insurance, management of companies, and manufacturing. EC-2 consists primarily of health care employment. These differences can be seen in Figures 5.7.3.D and 5.7.3.E.

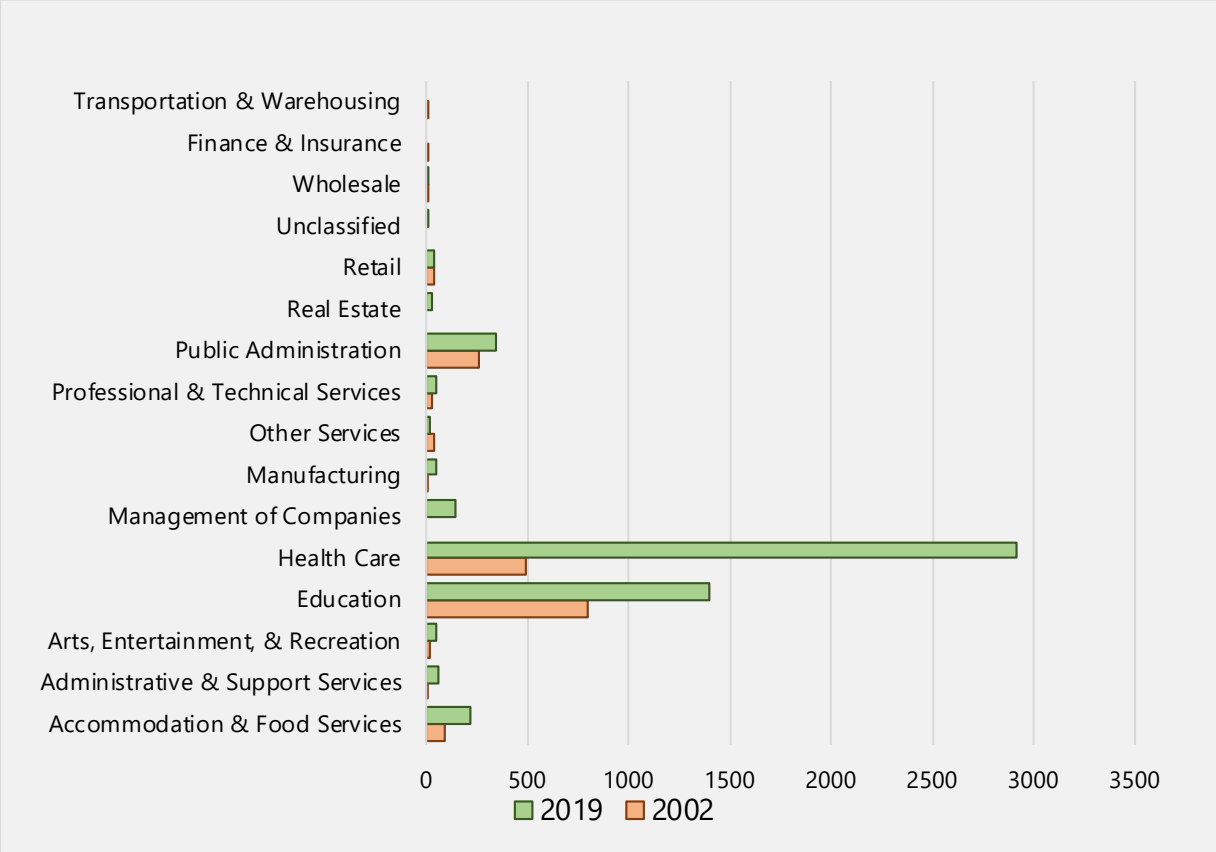
Figure 5.7.3.D: Employment Center-1 Employment, 2002 vs. 2009

Figure 5.7.3.E: Employment Center-2 Employment, 2002 vs. 2009



The Institutional Center district primarily contains employment from the health care, education, and public administration sectors. A majority of the job growth since 2002 has been in the health care sector, reflecting the growth that the industry has seen in recent years. This is shown in Figure 5.7.3.F.

Figure 5.7.3.F: Institutional Center Employment, 2002 vs. 2019



These five employment districts all play a vital and unique role in St. Petersburg's economic future. Each has its advantages which make them suitable locations for many businesses of a variety industries. However, the remainder of this section will focus on the Industrial Suburban and Industrial Traditional districts. In St. Petersburg, as in many cities across the country, there is increasing pressure to re-purpose designated industrial lands for other uses. However, this may come at the cost of a lack of suitable land for future industrial employers and the pricing-out of other small businesses or low-revenue generating uses. The following analysis provides a preliminary discussion of how the City can move forward in discussions related to the future of these districts.

5.7.4 Industrial Demand

Setting land aside for industrial uses has allowed for an important piece of St. Petersburg's economy to succeed throughout the years, but the economy and infrastructure that existed when this land was set aside have changed. The StPete2050 process presents an opportune time to reevaluate the best use of the city's limited industrial lands.

As a built-out community, Pinellas County has instituted countywide rule guidance to limit the conversion of industrial designated lands in larger acreage locations where industrial development has been planned and transportation infrastructure is in place to support continued use for employment and goods transfer. Pinellas does consider industrial land conversion in areas where mixed-use redevelopment provides additional community benefit (e.g. affordable/ attainable housing, public open space, etc.), where the land can be designed to attract and retain non-industrial target industry employment and meet other countywide redevelopment goals, and where planned intermodal transportation systems will require fixed stations. Portions of these areas exhibit the conditions that may support conversion to an alternative use.

The St. Petersburg Future Land Use Element has long contained similar provisions aimed at preserving employment generating land, while also providing policy guidance for when those lands can be considered for conversion to other uses.

Methodology

Forecasts for industrial demand include more complexities than other land use forecasts. The demand has little correlation with local factors like population growth, income, or family size. It is influenced by trade deals, consumer preferences, manufacturing innovations, global economic conditions, and many other factors out of the influence of local governments. For this reason, the basis of this forecast is the Bureau of Labor Statistics' (BLS) Employment Projections program. This program provides an authoritative opinion on the foreseeable future of the industrial sector at the national level.

The BLS Employment Projections program forecasts national industry-specific employment numbers through 2028 using labor force, aggregate economy, final demand (Gross Domestic Product) by consuming sector and product, industry output, employment by industry, and employment by occupation data. More information on this program is available at bls.gov/emp.

The American Planning Association defined industrial employment as a combination of four North American Industry Classification System (NAICS) employment industries: Construction (NAICS 23), Manufacturing (NAICS31-33), Wholesale Trade (42), and Transportation and Warehousing (48-49). These are the NAICS codes that were used to determine industrial employment throughout this analysis.

Figure 5.7.4.A displays the composition of the employment in St. Petersburg's employment districts. Figure 5.7.4.B displays the employment composition for the two industrial districts. This data was gathered from the Enhanced Quarterly Unemployment Insurance (EQUI) database. The NAICS codes above comprise approximately 40% of the jobs in these areas. The next three largest are retail (18%), health care and social assistance (8%), and accommodation and food services (8%). Just over 20% of jobs in the area are made up of a combination of 12 other NAICS categories. The nature of employment in these areas is diverse and should not be seen as solely

industrial. NAICS reporting is owner generated and represents their employment understanding. This methodology assumes that the industrial employment described is what is most closely correlated with the demand for industrial land. This is not to say that other employers should be ignored in land use decisions related to these areas. While some of this employment may be able to be absorbed in other zoning districts, industrial districts provide benefits for a number of non-industrial uses. This is discussed in the "Other Considerations" section following the findings of this analysis.

Figure 5.7.4.A: EQUI 2019 Composition of Employment in Industrial Districts

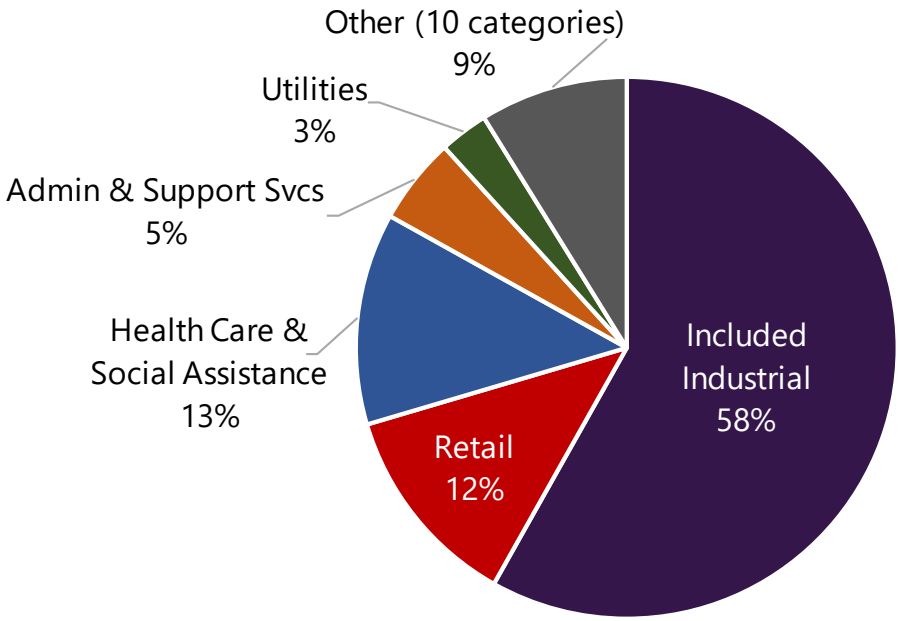
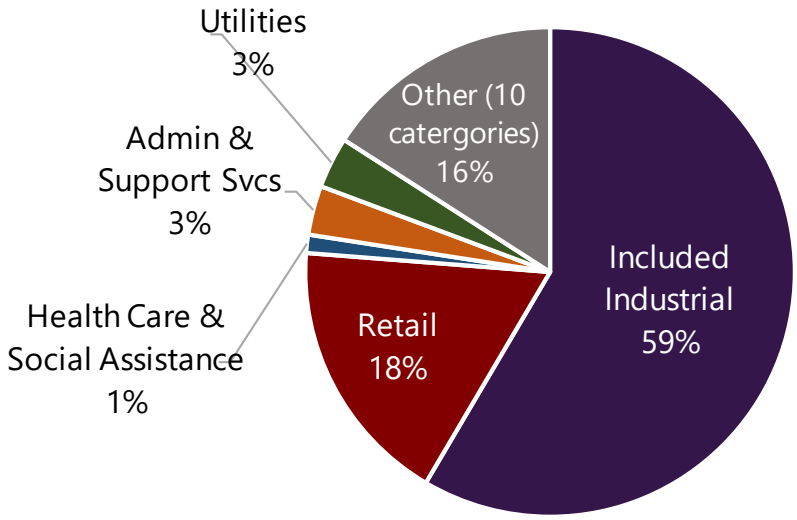


Figure 5.7.4.B: EQUI 2002 Composition of Employment in Industrial Districts



To convert the BLS national projections of industrial employment, the percent change per year to the national industrial employment (0.125%) was applied to St. Petersburg's industrial employment through the planning horizon of 2050. A geographic analysis was then conducted to determine that about 17% of the city's "industrial employment" occurred within or close to industrial zoning districts (Industrial Traditional and Industrial Suburban).

Then, with the assumption of a correlation between industrial employment and demand for industrial land, the sum of the industrial employment within the districts was divided by the total non-vacant acreage of the districts. This showed that one industrial job was tied to 0.2247 acres of utilized industrial space. This calculation was applied to the projected employment and resulted in a projected 2050 demand for industrial space.

Results

The projection shows minimal increased demand for industrial land in St. Petersburg. This is primarily a result of the BLS projecting low employment growth for the industrial sector. Table 5.7.4.A. shows the projected industrial employment growth for both the nation and St. Petersburg.

Table 5.7.4.A: Projected Industrial Employment Demand

Geographic Area	2018 / 2019 Actual*	2028 Projected	Change Per Year	Years to 2050	Industrial Gains by 2050	2050 Projection	Percent Change
National Industrial Employment	31,249,600	31,640,200	0.13%	32	1,249,920	32,499,520	4%
St. Petersburg Industrial Employment	17,688	17,887	0.13%	31	685	**18,373**	4%

**2018 is the most recent National projection base year, while 2019 is the most recent municipal breakdown of NAICS data.*

Taking the projected employment figure, with the assumption that 17% of this industrial employment will continue to locate in industrial districts and multiplying it by the 0.2247 acres per current industrial employee, a demand of 719.01 acres of industrial land can be projected in 2050, shown in Table 5.7.4.B. This is 27 acres greater than the 692.20 acres that are utilized today within the city. However, this could be absorbed by the 92.29 acres of current vacant industrial lots listed by the Pinellas County Property Appraiser and revised by a field check by City staff. This leaves a projected surplus of 65.48 acres of industrial zoned land. Additionally, some of the future demand may be absorbed by the listed 153.1 vacant acres of EC-1 lands, which allows for light manufacturing, wholesale, and distribution uses.

Table 5.7.4.B: Projected Industrial Acreage Demand

Year	Industrial Employment	Industrial Employment within Industrial Zoning Districts	Industrial Acreage Demand
2019	**17,688**	**3,080**	**682.20**
2028	*17,887*	*3,115*	*699.99*
2040	*18,152*	*3,161*	*710.37*
2050	*18,373*	*3,199*	*719.01*

Note: **Actual** / *Projected*

Limitations

This methodology makes two significant assumptions. The first is that the BLS projections of a 0.125% annual industrial employment growth through 2028 will continue through 2050. The factors affecting the growth through the next decade will likely change during the following two. However, those changes are unforeseeable at this point, and the use of the best projections available at the time of this analysis will provide the closest possible estimate.

The second assumption is that St. Petersburg will see the same percentage industrial employment growth as the nation. There are number of reasons why the city may capture more or less of the growth. But this distinction is less significant when considering that this analysis is using industrial employment as a proxy for demand for industrial land. While the actual employment numbers may be different in the city and region, the market forces creating demand for industrial space will still be present in the wider economy. This uncertainty also warrants a level of flexibility in the recommendations of this section, especially considering the evolving nature of the use types in the city's employment and industrial areas. There are a number of other relevant factors that are not strictly measurable that are discussed in the following section.

Other Considerations

Satiating the market's demand for land is, of course, not the only consideration when making land use decisions.

- Infrastructure

  The city's two main Industrial Traditional corridors were previously developed adjacent two CSX railroad lines. The southern of these lines has been converted to a multi-modal recreational trail and no longer serves the needs of existing or future heavy industrial use. This trail connects the Pinellas Trail county-wide trail system and links into Downtown St. Petersburg. In the future, it will connect the industrial district directly into the high-density Tropicana redevelopment area. It will also run just south of the future Bus Rapid Transit corridor and partially intersects the area surrounding proposed BRT stops that may be influenced by TOD studies. Modifications to land use policies will be evaluated to allow "trail-oriented development" along the Pinellas Trail to take advantage of proximity to activity centers and transit.

  The northern CSX Clearwater rail line is still partially operational and serving one industrial use in St. Petersburg. While some of the right-of-way has been sold to the City in recent years, the line's future is uncertain. If the line one day serves passenger rail there should be consideration of either preserving the industrial uses to continue serving as a buffer or conversion to residential to increase ridership.

- Changing Nature of Industrial Uses

  The separation of residential uses and from industrial uses has been a primary practice in land use planning and zoning since the Industrial Revolution. Development of technology, stricter environmental regulations, and sustainable practices has made some manufacturing processes less intrusive to surrounding neighbors with similar compatibility impacts as office and commercial uses.

Table 5.7.4.C also shows that St. Petersburg's industrials uses have also become more compact. Both the amount of businesses per acre and the number of employees per acre has increased between 2002 and 2019. This means that future industrial job growth may be able to occur in a way that demands less acreage, if this trend continues.

Table 5.7.4.C: 2002 and 2019 EQUI Data for All Employment Districts

Employment	2002	2019
Total Businesses per Acre	0.27	0.35
Total Employees per Acre	14.85	18.35
Employees per Business	55.99	52.19

- Affordability

Industrial areas offer affordable space for businesses important to the everyday function of the community such as contractors, landscapers, tree services, commercial laundries, auto repair and body shops, breweries, distilleries and much more. In the Warehouse Arts District, IT zoned lands provide artists an affordable place to locate their workspaces. The land values may be deflated because they are protected from residential and commercial development pressure, so these businesses and entrepreneurs can afford to run relatively low revenue-generating ventures in these spaces. Land use decisions that affect the supply of industrial space should consider impacts on the city's small industrial businesses and the vibrant art community.

- Workforce

Many of the city's middle-income jobs are located within industrial and employment designated areas. The NAICS data displays the number of jobs with earnings $1,251 to $3,333 a month in Figure 5.7.4.C. While there are greater clusters of these jobs in the Downtown and Gateway areas, smaller clusters near industrial areas also exist. Figure 5.7.4.D depicts the industrial jobs within industrial zoning districts. Higher concentrations along the CSX railroad lines identify a relationship and reinforces that land use policy that affects the supply of industrial land should prioritize economic development programs that aim to provide more middle-income and middle-skill career employment opportunities.

Figure 5.7.4.C: Total Middle-Income Jobs Employment and Institutional Zoning Districts

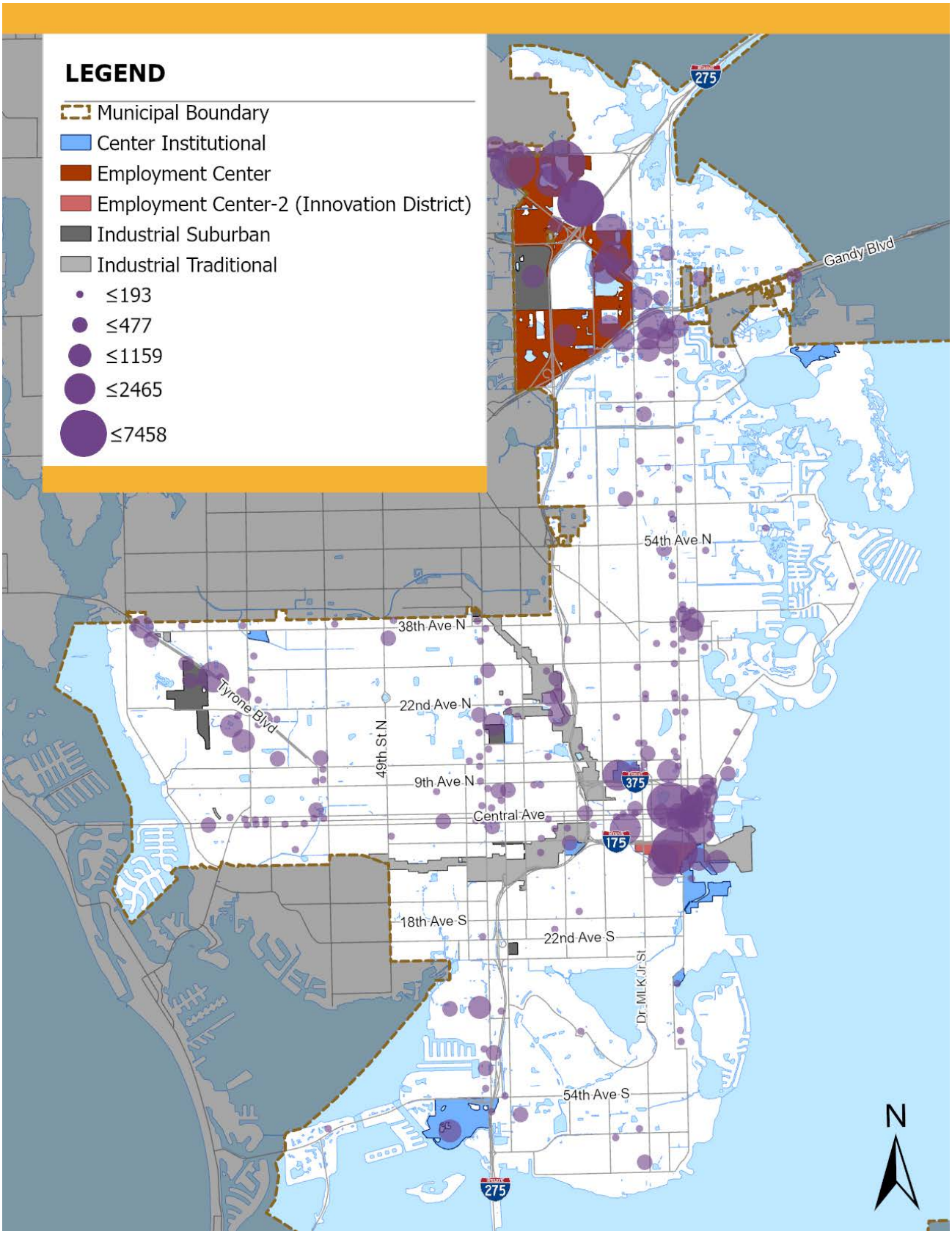
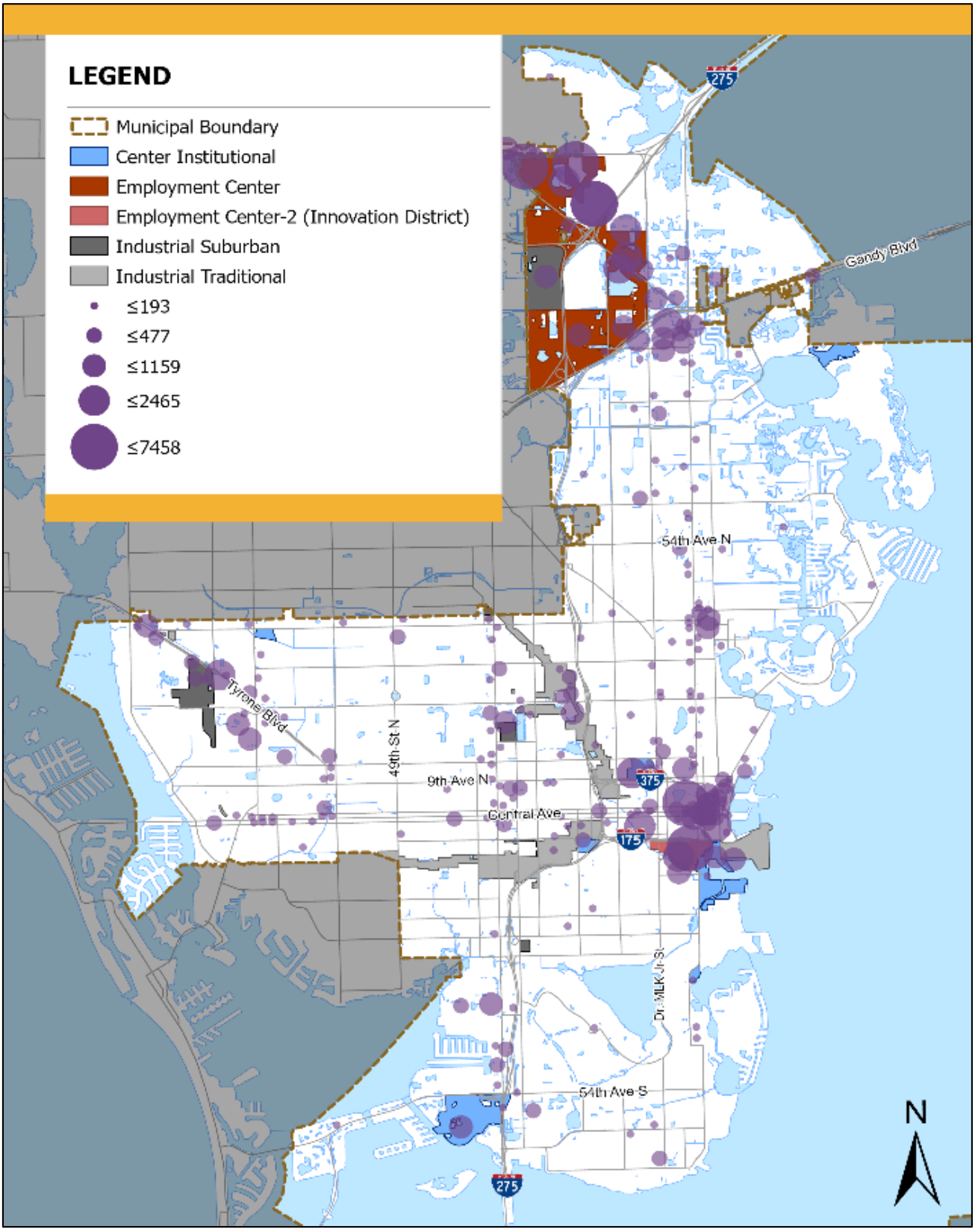


Figure 5.7.4.D: Total Jobs in Employment and Institutional Zoning Districts



5.8 Summary and Use

The Public Engagement Report, Market Assessment Presentation, and the Progress and Opportunities Report completed during the StPete2050 planning process are included in the vision plan appendices and viewed as supporting documentation of the process, conditions, and input received in formulating recommendations. The City may reuse the information and supplement any topic area with additional data to advance the intent, formulate additional understanding, or align with current conditions.