

STPETE 2050

StPete2050:
A Vision Plan for St. Petersburg

May 2021



st.petersburg

www.stpete.org



Mayor's Message to the Community

Dear Resident,

The City of St. Petersburg's vision statement states, in part, that we will "honor our past while pursuing our future." We take this to heart, and we work hard every day to attain that vision. St. Pete's future is a bright one, and it will now be made even brighter thanks to the feedback we received from our engaged citizenry during the StPete2050 process. I am proud of our unprecedented outreach efforts, and proud of how our community responded.

I have often remarked that St. Pete had its renaissance, endured the 'Great Recession,' and emerged a more resilient city. As we came of age and became a destination for

many, we have experienced the growing pains associated with such success. There is still much work to be done, and a long-term vision is vital to ensuring our city will be a place for all who come to live, work, and play. It will take continued leadership and engagement to ensure StPete2050 translates to sound public policy.

Thank you for your participation, input, and for imparting such a gift to future generations. You are one of the many reasons we say the '**Sun Shines Here.**'

Deputy Mayor's Message to the Community



Dear Resident,

World-renowned environmentalist Winona LaDuke got it right when she said, "Let us be the ancestors our descendants will thank." The privileged experience of being a resident of St. Petersburg – our stunning piece of paradise known as the Sunshine City – comes with a great call of responsibility. Engaging meaningfully to guide sustainable, resilient and equitable growth that makes the most of our impressive long-term trajectory is one of the most important ways we answer. Our collective commitment to create and maintain an inclusive culture that is values-driven and vision-led sets us apart as one of the most promising places in America.

StPete2050 builds on a robust legacy of stewardship and dedication to people, place and purpose. Long-term visioning has been a part of St. Pete's DNA since the 1920s. It explains much of our city's resilience and ability to evolve responsively to generate

opportunity, improve quality of life and foster ongoing engagement by an informed citizenry. Like plans crafted in previous generations, StPete2050 begins and ends with St. Pete's people – and serves as an introspective reflection and projection of our community's aspirations for our brightest future. The themes are familiar but far-reaching, combining the best of our past with bold possibilities for what's to come. And, now that the work of crafting a vision comes to fruition, the critical charge of implementation over the next three decades comes next. I am confident our community's effort will earn the gratitude of all who follow.

To the expert team of servant leaders who led the charge to create StPete2050 and the citizens who offered the insight, passion and time required to get it right, we say well done.

Kanika Tomalin

ACKNOWLEDGMENTS

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District 2: Brandi Gabbard

District 3: Ed Montanari, Council Chair

District 4: Darden Rice

District 5: Deborah Figgs-Sanders & Steve Kornell, Past Member

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01

Introduction and Overview



StPete2050 began as a citywide conversation about the future of St. Petersburg. The result of this process is a vision plan organized around 10 priority community themes that were identified during the robust community engagement process. StPete2050 will help inform future decisions and guide plans, programs, and services throughout the city in support of its sustainable, resilient, and equitable growth over the next 30 years.

1.1 Process and Plan Structure

The power of StPete2050 lies in how it reflects the ideas expressed during the community engagement process, which is summarized in Chapter 2: Engagement and Outreach of this document.

The planning process was executed in three phases aimed at exploring:

1. Where have we been?

A thorough review of existing conditions and progress made since 2002, when the Vision 2020 Plan was completed. These are explored in **Chapter 3: Planning Legacy**.

2. Where do we want to go?

Future needs related to demographic and market trends based on past growth and development were identified. A review of emerging challenges and opportunities helps guide the prioritization process. These topics are explored in **Chapter 4: Context for a New Vision**.

3. How do we get there?

Implementation of StPete2050 will require clear direction. **Chapter 5: Community Themes** outlines mission statements and goals related to the 10 established community themes developed during the public engagement process. **Chapter 6: Ongoing Implementation and Community Feedback** provides further direction for achieving the StPete2050 vision.

More detailed process and background information about the StPete2050 project can be found in the appendix documents that can be found on www.stpete2050.com. These documents include the Public Engagement Report, the Progress and Opportunities Report, and the Market Assessment Presentation.

1.2 How to Use the Plan

This plan is meant to serve as a guide for residents, local officials, developers, business owners, and interested organizations. The plan seeks to set forth a common vision for the physical, social, and economic advancements of St. Petersburg and to coordinate and guide development in appropriate areas of the city. It will be implemented over time through City actions and will help to influence the actions of public, private, and non-profit partners. This plan will be used to support:

- Comprehensive Plan updates
- Land Development Regulations updates
- Community Redevelopment Area plan updates
- Special area/purpose plans
- Annual work programs and budgets
- Capital improvement programming
- Economic development initiatives
- Transportation and mobility initiatives
- Neighborhood initiatives
- Grant program development
- Community partner initiatives

02

Engagement and Outreach



2.1 Local Leadership

At the onset of StPete2050, City Council members provided insights from their constituents. The Mayor’s Cabinet and other City departments were involved in developing and executing the outreach program and the overall project. The outreach team consisted of City staff and members of the consultant team.

2.2 Community Representation

The City of St. Petersburg is a diverse community. It is important that StPete2050 represent all ages, cultures, and interests throughout the city. A broad range of engagement tools and activities, as described below, were implemented to achieve representative participation. Also, understanding effective networks were already established, leaders of many local organizations were asked to invite their members to participate in StPete2050. In total, there were nearly 7,800 points of engagement during the StPete2050 process via 45 community activities, project website feedback form, two online surveys, and six structured community workshops. Participant emails collected during project outreach will allow for continued dialogue in the upcoming implementation phase.



2.3 Tools and Activities

The public engagement process began in August 2019, with the majority of the community engagement activities occurring in November through June 2020. Unfortunately, many in-person events and a third series of workshops had to be canceled mid-March 2020 in response to social distancing guidance from the Centers for Disease Control, governor’s orders restricting group gatherings, and policies adopted by the City of St. Petersburg related to the Coronavirus Disease 2019 (COVID-19) pandemic. It became quickly apparent that the pandemic restrictions would continue for many months, so the decision was made to complete the project on schedule since substantial community outreach had already occurred.

The StPete2050 engagement toolkit included:

- “What’s Your Future St. Pete?” awareness video
- Project website www.stpete2050.com
- City social media channels
- Branded white boards, stickers, t-shirts and information cards
- Youth after school programs
- College campus outreach
- Bar crawls
- Small business sessions
- Neighborhood and other interest group meetings
- Community workshops
- Community events
- Online surveys

Workshops

The StPete2050 community engagement program included two series of in-person community workshops, with each series containing three individual workshops. The workshop locations were geographically distributed and provided both evening and Saturday daytime options, in order to accommodate the greatest number of citizens, and the same information was presented at each of the three workshops. The workshops were promoted through a variety of methods including the project website, social media, email lists, utility bill inserts, neighborhood meetings, newspaper articles, and community events. Each workshop meeting included an introduction from Mayor Kriseman, Deputy Mayor Tomalin, or Council Chairman Gerdes.

A total of 294 participants attended the three Series 1 workshops held in November 2020. City staff provided a visual presentation that introduced the StPete2050 purpose and process, discussed progress made since the adoption of the Vision 2020 Plan, and explained the facilitated tabletop exercise. The exercise allowed attendees to illustrate their opinions of the city's strengths and opportunities for improvement on a large map of St. Petersburg. This collaborative approach resulted in attendees learning from each other and making meaningful contributions.

A total of 173 participants attended the three Series 2 workshops held late January to early February 2020. The workshops began with an informational presentation conducted by City staff, including high-level results from Workshop Series 1 and the first online survey. After the presentation, attendees received an information packet of current City efforts relating to ten theme areas. Participants at each table had an opportunity to discuss and rank the efforts and offer specific recommendations for improvement to each theme area. These ten themes are described in Chapter 5 of this Plan (Community Themes) and represent the expression of the community's StPete2050 Vision.



Events and Activities

The outreach team engaged 2,870 participants at 45 community events and activities geographically dispersed throughout the city. These included the St. Pete Run Fest, Edwards Family Gala, Grow Smarter Summit, Celebrating Champions, Martin Luther King Jr. Family Funday, Localtopia, Saturday Morning Market, Wear Red Day, one trivia night, and two community bar crawls. Participants were engaged at the Municipal Services Building, the Pinellas Suncoast Transit Authority Grand Central Terminal and at several neighborhood meetings, including the Council of Neighborhood Associations. The outreach team engaged people at branded booths, handing out stickers and information cards with the project website. Attendees were also asked to fill in whiteboards responding to “The future of my city is: _____.”

Additionally, one-on-one outreach in underrepresented communities engaged over 150 individuals and one youth group in the predominantly African American demographic. The team engaged residents in their local neighborhoods and facilitated completion of community surveys either digitally through cellular mobile tablets or in printed copies. Team members went to restaurants, barbershops, beauty salons, schools, youth farms, and other relevant local gatherings.

Young residents were engaged in a variety of ways. At the Great American Teach-In, St. Petersburg High School and Academy Prep students participated in the Workshop Series 1 mapping exercise. Booths were set up on St. Petersburg College (SPC) campuses, and University of South Florida St. Petersburg (USFSP) Downtown campus. At additional SPC events, students participated in a discussion in the same format as Workshop Series 2. The outreach team also partnered with the City of St. Petersburg Parks and Recreation Department’s After School Program to engage approximately 200 students from elementary to middle school about what they hope St. Petersburg will be in 2050.



Community Events



45
Events

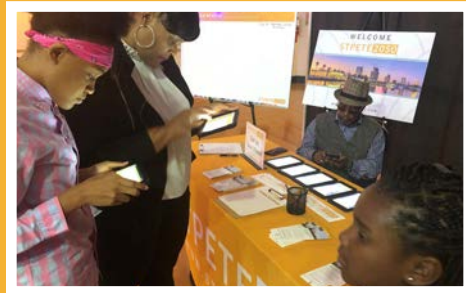


Est. 2,870
Participants

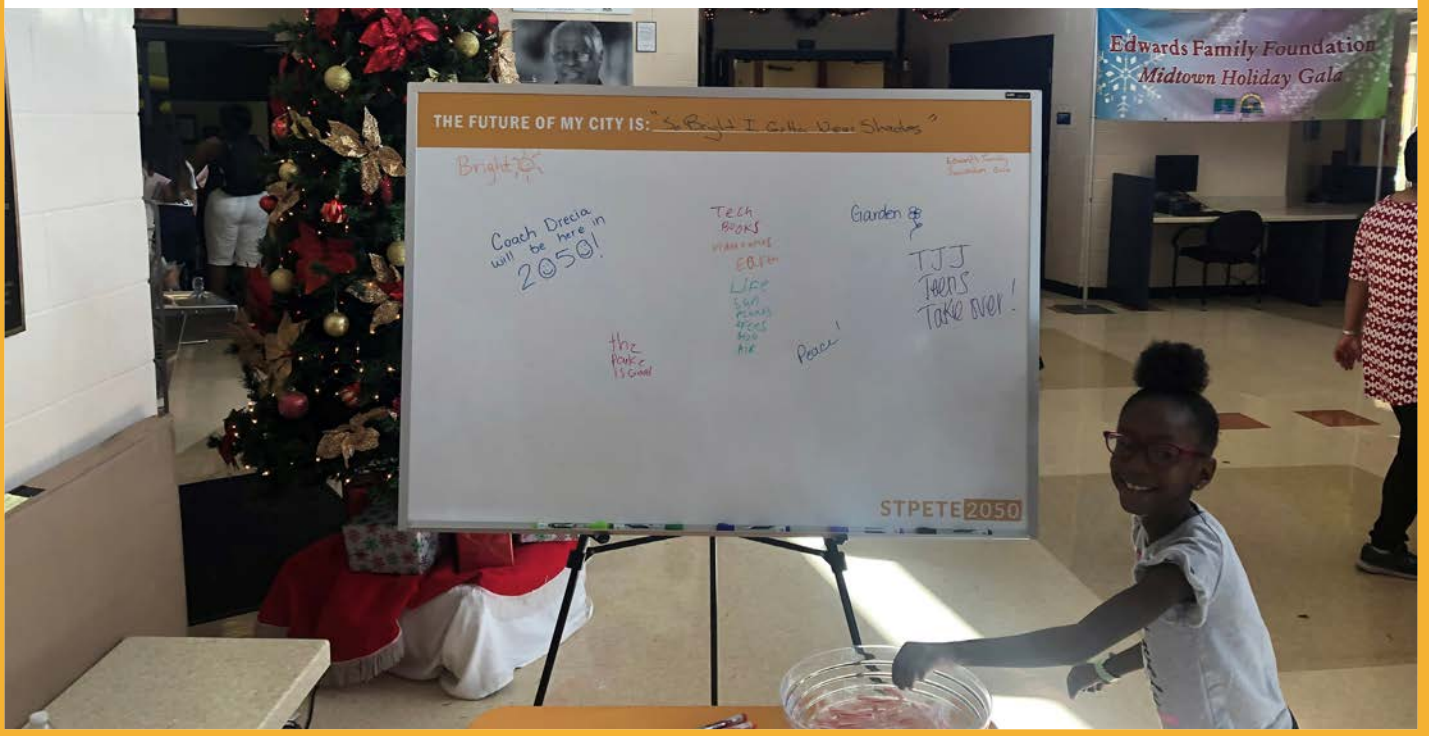
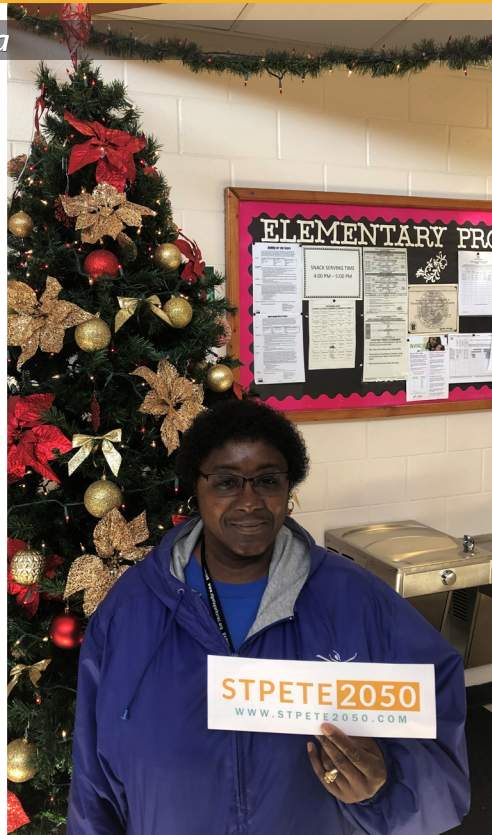


Geographically
Distributed

The StPete2050 outreach team went to the community to hear the voices of those unable to attend the workshops.



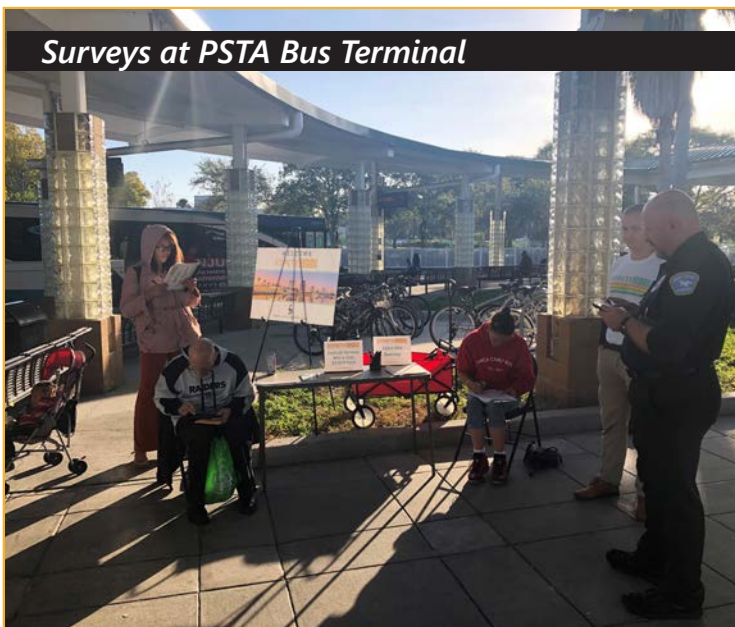
Edwards Family Holiday Gala



Surveys

The StPete2050 engagement program included two interactive and visual online community surveys. These were shared through a variety of methods, including the project website, social media, email lists, utility bill inserts, neighborhood meetings, newspaper articles and advertisements, a televised news story, community events and workshops, and a newspaper ad in The Weekly Challenger. The two online community surveys yielded over 4,000 responses.

The first survey was open from November 7, 2019, to January 21, 2020. Participants were asked to rank their top priorities, share their personal 2050 vision, and map the city's strengths and opportunities. Mobile tablets were provided for participants to take the first survey at events and workshops. The purpose of the second online community survey was to gauge community interest in a variety of specific strategies and actions, including community character preferences. The survey ran from March 19, 2020, to June 22, 2020. Both surveys asked participants to provide optional demographic information to help understand community representation.





Community Surveys

Two online community surveys were distributed as part of the StPete2050 engagement process. These surveys utilized MetroQuest software, which is a specialized tool designed for interactive and meaningful discourse. The surveys received over 4,000 responses and were broadly distributed among city residents.

Community Survey 1

The first Community Survey was launched on November 4, 2019 and ran through January 23, 2020. Through this time, 2,464 respondents took the survey. They were asked to rank their priorities, share their vision, and map the strengths and weaknesses of St. Petersburg. This survey remains viewable at stpete2050-demo.metroquest.com. An in-depth analysis of the survey results is in the **Public Engagement Report**.



Community Survey 2

The second survey was launched on March 19, 2020, and ran through June 22, 2020, reaching 1,489 respondents. While in-person advertisement of this survey was limited due to COVID-19, email lists, utility notices, social media, and the City website were utilized to reach city residents. This survey sought feedback on strategies and policies related to the priorities and themes identified in Phase 1. The demo version of the survey is available at StPete-demo.metroquest.com. The survey results and analysis can be found in the **Public Engagement Report**.



How the Surveys Were Shared



Community Events



City Social Media and Website



Community Partners



Home Utility Notices



Neighborhood Associations



New and Existing Email Lists

2.4 Results: Priority Themes and Character Preferences

Feedback from Workshop Series 1 exercise, comment cards, the first online survey and other engagement methods served to identify priority themes and preferred community character types. This provided a foundation for the strategies presented at the second Workshop Series and the second online survey. Throughout the process, themes were added, and ideas evolved. Mobile white board comments helped to facilitate conversations at events.

While demographic representation did not meet initial goals due primarily to the in-person limitations that began mid-March 2020, there were approximately 7,900 points of engagement through 45 local activities, two online surveys, the project website comment form, and six structured community workshops. The following is a synthesis of results from the engagement process relating to each of the ten community-identified priority theme areas and four community character preference types. These results are expanded upon in Chapter 5: Community Themes in this plan.

What we heard, listed below, describes ideas often expressed at the first workshop series and white board comments. Preferred strategies are results from the second online community survey, listed below in order of most popular as tabulated from the survey results. Many strategies listed are already being implemented by the City of St. Petersburg.

Arts and Culture

What we heard:

- The arts are a **defining feature** of the city and are a determining factor to many when deciding to move to or remain in St. Petersburg.
- There is a worry that as the economy of the city develops, local artists will be **priced out** of workspaces and housing.
- While the visual arts are vibrant, more support can be given to the **performing arts**.

Preferred strategies, in order of most popular:

1. Performing and Visual Arts: Support museums, galleries, events, and performance venues with focus on local artists.
2. SHINE Mural Festival: Continue to support and promote the creation of murals throughout the City.
3. Public Art: Incorporate local artists in placemaking programs and public parks.
4. Diversity in the Arts: Evaluate and improve upon the City's strategy of including a diverse group of local artists in public arts projects.



Diversity, Equity, and Inclusion

What we heard:

- There are still many issues to resolve when it comes to **bridging the racial divide** in our community and economy.
- The lingering effects of **red-lining, urban renewal, and other discriminatory programs** need to be addressed.
- **Equity** should be considered in all components of StPete2050.

Preferred strategies, in order of most popular:

1. Environmental Justice: Analyze city policies to determine and prevent disproportionate health, environmental, economic and other impacts to minority and low-income populations.
2. Vulnerable Communities: Address the physical, economic and social challenges in disadvantaged neighborhoods.
3. Disability Advocacy: Educate, empower, and provide protection for people with impairments.
4. Public Engagement: Increase utilization of emerging technologies and other non-traditional methods for public engagement.
5. Redevelopment Agreements: Identify and require community benefit agreements and minority business opportunities in redevelopment projects.

Education

What we heard:

- The **quality of schools** should not differ amongst different areas of the city.
- Educational institutions can better **partner with local businesses** to prepare students for successful and fulfilling careers.
- More can be done to encourage high school and college students to **remain in St. Petersburg** after graduation.

Preferred strategies, in order of most popular:

1. Workforce Training: Support vocational training and certification programs that create talent pipelines to local jobs.
2. Primary Education (K-12): Increase student graduation success and reinvestment in under-performing schools.
3. Early Childhood Education (0-5): Increase access to quality early learning.
4. Secondary Education: Partner with institutions to increase student attraction, retention and success in the local economy.
5. Lifelong Education: Support and create opportunities for resident lifelong skills and technology training.

Community Character and Growth

What we heard:

- The charm of the city's **historic buildings** should be preserved and replicated.
- The **design of new buildings** should be reminiscent of St. Petersburg's history and not be "blocky" or "cookie-cutter."
- Growth should be smart, well-planned, and able to be served by existing or concurrent **infrastructure**.
- More **housing options** are needed besides single-family homes and large apartment buildings.

Preferred strategies, in order of most popular:

1. **Historic Preservation:** Continue to proactively identify and protect historic resources within the city.
2. **Growth Infrastructure:** Prioritize infrastructure improvements that support population and economic growth strategies.
3. **Housing Opportunities:** Explore comprehensive strategies to increase housing opportunities in mixed-use and walkable developments.
4. **Design Guidance:** Continue to implement design standards to enhance community character in new development.
5. **Complete Neighborhoods:** Increase neighborhood-scale, commercial opportunities within single-family neighborhoods when located on the corner of an intersection.

Healthy Communities

What we heard:

- It is important that **healthy and affordable food** is accessible in all neighborhoods.
- The cleanliness of our **air and water** is vital for our health.
- As the time we live **active and healthy** lives extends, many of us will choose to age in place.

Preferred strategies, in order of most popular:

1. **Complete Neighborhoods:** Promote walkable neighborhood design where everyone has safe and convenient access to goods and services.
2. **Healthy Food:** Increase partnerships and programs that increase access to fresh and healthy food.
3. **Age Friendliness:** Promote opportunities that create an inclusive community that encourages active aging in which people of all ages and abilities can thrive with dignity and independence.
4. **Primary Medical Care:** Increase partnerships and adopt policies that improve access to non-emergency medical care.
5. **Public Health and Wellness:** Raise awareness of and increase access to Healthy St. Pete wellness resources and programs.

Shared Economic Prosperity

What we heard:

- **Local businesses** should continue to be supported and incentivized.
- **Wages** have not kept pace with cost of living increases for many residents.
- Effective strategies of housing **residents who are homeless** in the city should be expanded.

Preferred strategies, in order of most popular:

1. **Local Business Support:** Support required training and provide financial incentives to keep and expand local businesses.
2. **Workforce Development:** Support job placement and training, corporate partnership programs that give local residents access to skilled professions, and future job opportunities.
3. **Green Jobs:** Include “green” jobs, technologies, products and services in economic development plans and purchasing practices.
4. **Grow Smarter Initiative:** Support the attraction and retention of high skill/high wage target industry companies and jobs for all members of our community.

Sustainability and Resilience

What we heard:

- **Sea level rise** is seen as being a major threat by 2050.
- There is a need to reduce our greenhouse gas **emissions and waste**.
- More can be done to be prepared for **major storm events**.

Preferred strategies, in order of most popular:

1. **Sea Level Rise Standards:** Consider development standards to address the daily impact of forecasted sea level rise.
2. **Resilient Buildings:** Redevelopment standards that result in safer and more storm-resilient buildings.
3. **Solar Energy:** Continued investment in solar energy at city facilities and for residents, non-profits, and business.
4. **Land Acquisition:** Develop ambitious land preservation and acquisition strategies.
5. **Efficient Buildings:** Rigorous energy-efficient building standards that are coupled with energy efficiency incentives for all development and redevelopment

Transportation and Mobility

What we heard:

- There is a strong desire to support improved health, sustainability, economic development, neighborhoods, recreation, and equity benefits with more **travel options**, other than private automobiles.
- Too many **crashes between motorists and pedestrians or bicyclists** occur on our streets resulting in injuries and too frequently, death.
- There is some interest in exploring the feasibility of closing portions of **Central Avenue** to cars and scaling back **I-175 and I-375**.
- Continue support of separated **bikeways** and comfortable routes, rather than minimal striped areas.

Preferred strategies, in order of most popular:

1. **Modal Equity:** Increase modal equity by seeking to protect the urban street grid that includes wide sidewalks and enhanced pedestrian crosswalks, separated bike lanes and trails, and improved transit service and amenities.
2. **Appropriate Speed Limits:** Design and operate a transportation system that supports contextually appropriate speeds with lower speeds through neighborhoods and mixed-use areas, moderate speeds elsewhere on city streets, and higher speeds on highways.
3. **Mobility Options:** Seek to increase the number of mobility options in St. Petersburg including but not limited to such services and technologies as passenger ferries, aerial gondolas, motorized scooters, and car share.
4. **Smart City Mobility:** Support added technology to increase transportation efficiency which could include more vehicle autonomy.
5. **Adapt Parking Rules:** Continue to reduce minimum parking requirements as increased transit service and transit-oriented development reduce auto-dependency.

Housing

What we heard:

- Safe, decent, and attainable housing should be available to residents of different income levels.
- Attainable housing should be available throughout the city.
- Attainable housing should be interwoven with market rate housing.

Preferred strategies, in order of most popular:

1. **Community Land Trust:** City support of partner organizations to develop vacant parcels into attainable housing.
2. **Attainable Housing Funds:** Increase dedicated funding for attainable housing development.
3. **Housing Capacity:** Allow higher density where access to jobs, mobility options, services and infrastructure are available.
4. **Accessory Dwelling Units:** Allow accessory dwelling units in all zoning districts that allow single-family homes.
5. **Flexible Housing Options:** Allow for duplexes, triplexes, and fourplexes, within and adjacent to existing neighborhoods.

Parks, Recreation, and Open Space

What we heard:

- The **waterfront park system** is one of the most admired features of our city and should be protected and enhanced.
- More **programming** and other **enhancements** should occur at parks throughout the city.

Preferred strategies, in order of most popular:

1. Parks will play an increasingly important role in wildlife preservation and resiliency.
2. Waterfront Open Space: Waterfront open space is a major community asset that should be protected and enhanced for continued public use.
3. Natural Resources: Protect key natural habitats and educate residents.
4. Parkland Open Space: Parkland is important for providing meaningful recreation (active and passive) space to citizens and visitors.
5. Passive Recreation: Provide well-connected access to open space for self-guided leisure activities, i.e. walking and nature trails and picnic areas.
6. Active Recreation: Provide facilities and efficient programming for highly structured recreational uses, i.e. athletic fields and courts, recreational buildings and facilities.

Community Character Preferences

The second online survey asked respondents about preferred character types for the three components of the City's development framework (neighborhoods, centers, and corridors), and preferred housing types. To best envision how to retain and enhance our community's character moving towards 2050, it is important to consider the design of different aspects of the built environment. Survey respondents were asked to rank images in order of most preferred.

Neighborhoods

All three of the neighborhood examples received a positive response, although the suburban neighborhood received the lowest rating.

1. Traditional: St. Petersburg has traditional neighborhoods that are marked by their architectural character, walkability, and unique sense of place.
2. Mixed Use: Mixed-Use neighborhoods provide opportunities for residents to live, work, and play without having to leave their community.
3. Suburban: Suburban neighborhoods are located away from major corridors and centers and provide an opportunity to live in a neighborhood that is primarily residential.

Centers

Respondents identified Downtown as most preferred. Gateway, Tyrone, and Skyway received mostly average ratings.

1. Downtown: Downtown serves as a center for employment, recreation, the arts, and an increasing amount of homes.
2. Skyway Marina: The Skyway Marina District is home to a number of shopping locations, residential buildings, the Maximo Marina, Eckerd College and a St. Petersburg College campus.
3. Gateway: The Gateway area lies at the very north side of St. Petersburg. It is highly accessible to regional transportation and is a major employment hub, home to some of the city's largest employers.
4. Tyrone: The Tyrone area consists of mainly retail and residential uses. It includes the Tyrone Square Mall and offers easy access to area beaches.

Corridors

While all corridor types were important to respondents, a preference was shown for corridors that are more **pedestrian friendly** and that de-prioritize higher vehicle speeds.

1. Local Street: Neighborhood streets are narrow, low traffic, low speed streets with on-street parking that serve residential areas beyond major corridors and centers.
2. Neighborhood Greenway: Neighborhood Greenways are streets which have low-speed characteristics and often include pre-existing or planned traffic calming. Low-speed motor vehicle operations, combined with low or medium traffic volume, make Greenways safe and comfortable for bicycle travel without the presence of a dedicated bike lane or off-street bike infrastructure. They form the basis for a connected network of routes with improved crossings to allow pedestrians and bicyclists to safely and comfortably move between neighborhoods, reach nearby shopping, or access transit stops. They build upon the success of the City's Neighborhood Transportation Program and support Complete Neighborhoods.
3. Neighborhood Connector: Neighborhood Connectors are streets with reasonable access to allow motorists to connect between neighborhoods and across regions of the City. Because they are generally located through neighborhoods, there's a need to be sure all vehicular traffic moves at safe speeds so as not to diminish quality of life within the neighborhoods.
4. Thoroughfare: Thoroughfares are higher capacity urban roads that support the movement of people and goods between neighborhoods and commercial centers. They must balance the need for access, including high-quality transit, with a desire for moderate speeds that match the adjacent land use context.
5. Highway: Highways are busy, multi-lane roads with restricted access. They provide high speed regional automobile access.

Housing Types

While Multi-Family High-Rise, shown as towers more than 15 stories tall, received an overall neutral average rating, it received the most low ratings, more than any other housing example. Single-family, shown as a bungalow-style house, received the highest rating. Multi-family mid-rise three to five stories in height, two-story “missing middle” housing, and accessory units received average ratings and significantly fewer low ratings, which may indicate less opposition to these building types. Overall, responses display a wide preference for different **housing options** and demonstrates the need for a city of diverse housing choices.

Additional information is available in the **StPete2050: Public Engagement Report** located in the appendix that can be found on www.stpete2050.com.

1. Single-Family: Single-Family houses are standalone buildings that are detached from any other housing unit.
2. Missing Middle: Missing Middle Housing includes townhomes, rowhouses, duplexes, triplexes, quadplexes, and small multi-family buildings.
3. Accessory Units: Accessory Units are smaller houses placed on the same lot as a single-family house.
4. Multi-Family Mid-Rises: Multi-Family Mid-Rises are condo or apartment buildings that are three to five stories in height.
5. Multi-Family High-Rises: Multi-Family High-Rises are tall condo or apartment buildings. In St. Petersburg, the locations where this type of development can be built are limited to certain areas.

03



Planning Legacy



3.1 Prior Plans

Milestone Plans

From the City's first development boom in the 1920s, our City leaders recognized the importance of thoughtful city planning. The first proposed citywide plan was prepared by **John Nolen**, a pre-eminent city planner of his time. Although the plan was not adopted by the City Council, his larger themes and general concepts significantly influenced the City's commitment to a public park system, followed by a zoning code to establish neighborhoods, commercial and industrial centers. In the 1940s the (Harland) **Bartholomew Plan** focused on education and the growing influence of the automobile on land use decisions and community character. In the 1970s, an even more detailed citywide plan was adopted, focusing on growth management and conservation. **The City of St. Petersburg Comprehensive Plan**, adopted in 1989, was the City's first comprehensive growth management plan as required by Florida Statutes. It included the first citywide **Future Land Use Plan** that was adopted by ordinance.

Vision 2020

In the more recent past, Vision 2020 was a citywide ten-week visioning process completed in 2002 involving a designated steering committee and citizen delegates totaling more than 350 people. Fifteen theme areas and aspirational statements were defined to proactively direct public and private decision-making towards the community's desired outcomes. A set of detailed recommendations related to improving the City's neighborhoods, centers, and corridors reinforced that redevelopment must recognize and enhance the built environment, not merely replace it with a new pattern of development.

The results of the process included action items, indicators of success and summary documents that were accepted by the City Council. Vision 2020 was formally incorporated into the Comprehensive Plan as the "Vision Element" in 2006. It is recognized in the StPete2050 process as a citywide planning benchmark that launched many proactive implementation actions over the last two decades by citizens, City Council and the City Administration, businesses, service organizations, and partner agencies.

St. Petersburg's Planning Legacy

1920s

The John Nolen Plans

John Nolen, the premier town planner of the era, created several plans for St. Petersburg in the 1920s. These reinforced the park system, civic buildings, and wide boulevards. They were among the first plans of this type in Florida.



1920s Nolen Plan

1940s

The Bartholomew Plan

The Bartholomew Plan addressed the needs of a rapidly growing population. These included educational and recreational facilities. This plan also strengthened the grid system and placed focus on accommodating the automobile.

1974

The City Wide Conceptual Plan

This plan addressed many of the poor construction practices that were adopted during World War II and the years following. It had a primary focus of improving the quality of the city's neighborhoods.



1974 City Wide Plan

2002

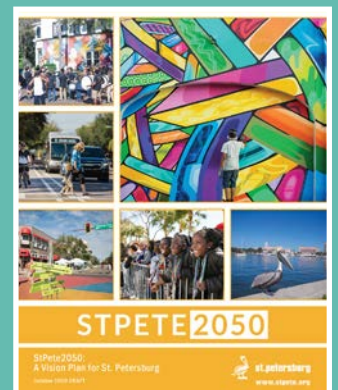
Vision 2020

The Vision 2020 Plan was at the time the most citizen involved plan, led by more than 350 citizen delegates. It reoriented the city's development framework around centers, corridors, and neighborhoods, and made a variety of recommendations leading to an era of growth and prosperity in St. Petersburg.

2020

StPete2050

StPete2050 is the continuation of the City's great planning legacy. It continues the trend of greater community empowerment, with thousands of residents having been involved with its creation. It is focused around ten major themes and addresses strategies to protect and enhance the city's character while embracing change.



StPete2050

Framework: Neighborhoods, Centers, and Corridors

Vision 2020 established a framework for future infill and redevelopment within the established urban pattern. This framework is comprised of neighborhoods, corridors, and centers. This framework remains a central organizing feature of StPete2050.

Neighborhoods

St. Petersburg has diverse neighborhoods, each with its own unique character and identity.

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. Walking and transit supplemented 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. Traditional neighborhoods also include a diversity of building types, such as accessory dwelling units, fourplexes, garden apartments, courtyard apartments, and cottage courts.

Suburban Neighborhoods

Typically developed after World War II, these neighborhoods were changing to meet the increasing demands of the personal automobile. Spacious yards, larger building setbacks, and segregation of land use types started to disconnect the neighborhoods from each other and grow the distance between where people live and important personal and support services.

Centers

St. Petersburg had three City Centers where people come together for shopping, entertainment, work, and play. Each center's pattern varies as it represents the period of time when district development occurred.

Traditional City Center

The Downtown is the City's original city center. It offered all aspects of living. Housing was a large component, including numerous apartments and tourist-oriented hotels for seasonal residents. Streets were organized along a gridded network, with wide sidewalks, on-street parking, and substantial commercial buildings making a pleasant pedestrian environment.

1960s Suburban City Center

The Tyrone area was created during the City's 1960s westward expansion and culminated in the development of the Tyrone Square Mall in 1972. It has numerous suburban land-use features including large disconnected lots, low to mid-rise buildings, residential housing type segregation, disconnected shopping, restaurants, office space, etc. This center is automobile dominated with large surface parking lots.

1990s Suburban City Center

The Carillon-Gateway Center became the City's third center. Developed in the late 1980s and 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. Buildings are multi-story, mid-rise, and parking structures have replaced many surface parking lots.

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 Bartholomew plan. The plan's automobile dominated corridors provided access to the numerous neighborhoods and centers within the City.

Commercial Corridors

These are arterial corridors lined with strip commercial uses. The development pattern consists of surface parking lots along the street edge with limited landscaping, non-descript buildings and large-scale signage. Larger buildings occur at major intersections in shopping centers. The commercial corridors typically have been widened to increase automobile capacity, creating awkward frontages and diminishing pedestrian public realm areas.

Residential Corridors

These are arterial corridors lined with single-family residences with limited retail and office uses near intersections. The corridors typically have been widened in the past to increase automobile lane capacity, affecting the front yard's relationship to the street edge and diminishing pedestrian public realm areas. While the City's 1974 Conceptual Plan envisioned these residential corridors and structures being converted to office uses, the lack of sufficient citywide office demand and negative locational conditions limits that conversion.

Industrial Corridors

St. Petersburg has limited industrial use areas that are located along two historic railroad lines, one of which has since been partially removed and a second that was completely converted to the Pinellas Trail. The linear development pattern includes aged or obsolete warehouse buildings that do not 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.

How St. Petersburg Has Grown



St. Petersburg has a wide diversity of neighborhoods, each with its own unique character and identity. These neighborhoods contain most of the city's residences, in addition to neighborhood-scale retail and institutional uses.

Centers

The city has four Centers: Downtown, Tyrone, Gateway, and Skyway Marina District. These areas are used as gathering points where people come together for shopping, entertainment, and work. Recently, more residents have chosen to live in these centers.



Corridors



The city's various corridors connect the neighborhoods and centers. Many are well-suited for future transit improvements. These corridors are vital to personal and commercial movement throughout St. Petersburg.

The Neighborhoods, Centers, and Corridors Framework formalized in Vision 2020 has allowed St. Petersburg to serve communities based on their urban context. The physical diversity among different areas of the city provide for a wide variety of choices and lifestyles, resulting in a high quality of life and a vibrant local economy.

3.2 Vision 2020 Legacy

Since the Vision 2020 Plan was adopted in 2002, the community has taken numerous actions to implement the plan in a variety of ways. That vision plan guided City policies and services and progress has been made across many City departments and by partner organizations. Highlights are provided in this section. A full report card and additional details are in the **StPete2050: Progress and Opportunities Report** in the appendix.

Land Development Regulations

In 2006, the **Comprehensive Plan** was amended to incorporate a Vision Element reflecting the Vision 2020 Plan. The subsequent Vision 2020 Special Area Plan, adopted in 2007, allowed the City to utilize three new Comprehensive Plan categories needed to fulfill Vision 2020. These are Planned Redevelopment-Residential (PR-R, which relates to the neighborhoods), Planned Redevelopment-Mixed Use (PR-MU, which relates to the corridors) and Planned Redevelopment Commercial (PR-C, which relates to the centers). The Land Development Regulations were rewritten from 2002 to 2007, and the entire City rezoned to reflect the aspirations and recommendations set forth in the City's Vision 2020 Plan.

The 2007 Land Development Regulations included new zoning districts: Neighborhood Traditional, Neighborhood Suburban Multifamily, Commercial Corridor Suburban, Industrial Traditional, Industrial Suburban, and Downtown Center.

The **Neighborhood Traditional (NT)** Single-Family protects the traditional single-family character of neighborhoods, while permitting rehabilitation, improvement and redevelopment in a manner that is consistent with the scale of the neighborhood. Street standards are intended to preserve the alley system as a mechanism to provide limited access for parking and utility functions in the rear of the site.

The **Neighborhood Suburban Multifamily (NSM)** maintains the existing multifamily densities, while building design and landscaping requirements reinforce a suburban development pattern with safe and adequate accommodations for automobiles as well as bicycles and pedestrians. Parking areas are divided and landscaped to reduce the impacts of large areas of pavement. Emphasis is placed on creating a pedestrian network within these complexes.

The **Corridor Commercial Suburban (CCS)** district aims to improve the appearance of restaurants, "big box" retailers, drug stores and apartment buildings; accommodate both vehicles and pedestrians; improve connections between the individual developments and compatibility with surrounding neighborhoods; and minimize automobile dependency.

The **Industrial Suburban (IS)** district provides buffers and standards and incentives for design including site planning, architectural design, signage and lighting; and flexibility to encourage quality economic development. The **Industrial Traditional (IT)** district, with its smaller lots and zero setbacks, provides for heavier industrial uses and affordable opportunities for small, start-up and lower revenue businesses and entrepreneurs, including live-work studio spaces for art production and galleries.

Downtown is the traditional gathering center of the City. The **Downtown Center (DC)** districts have been areas of purposeful growth and transition for many years and downtown continues to evolve as a vibrant urban scale, mixed-use, walkable district. The growth and transition has been guided by redevelopment plans and land development regulations, and incentivized by strategic public investment in infrastructure, amenities, and economic development. DC development regulations allow a variety of uses, building heights, and architectural styles that promote an eclectic and dynamic development pattern.

In 2010, the **Artist Enclave Overlay District** was created to encourage a mix of small-scale, home business uses oriented toward or supporting the visual, performing, and cultural arts, while maintaining the residential character of the underlying residential neighborhood. Two artists enclave districts have been adopted to date in Kenwood and Old Southeast. Standards were adopted to allow dogs in designated outdoor dining areas. Clarifications were provided for mobile food trucks, tiny houses, and community gardens.

In 2011, brewery, microbrewery and brewpub uses were recognized as different than industrial to allow for more flexibility in location. It establishes appropriate standards allowing for the typical range of activities, while mitigating any associated, undesirable impacts.

In 2014, the **Retail Center (RC-3)** district was created to enhance development opportunities within an activity center and allow a mix of uses at greater densities and intensities than the RC-1 and RC-2 zoning districts. RC-3 includes bonus development allowance for meeting additional design standards. This zoning district was created to help facilitate pre-existing development entitlements in the Carillon Gateway Activity Center, but may be applied elsewhere.

In 2015, the **Landscape Code** was updated with enhanced preservation requirements for Grand Trees and establishing a new preservation classification for Signature Trees, which are non-native trees, which because of the size, prevalence and history in our community warrants recognition and protection. Signature trees include the Royal Poinciana, Jacaranda, Kapok, and Banyan.

In 2015, the City of St. Petersburg started experiencing an accelerated rate of redevelopment and staff recognized there was a need to review the neighborhood residential land development regulations to determine if the resulting built environment reflected the goals and visions and to improve clarity and consistency.

After two years of analysis and community outreach, in 2017, the residential district

standards were updated with over eighty-five changes. Significant changes included establishing size and bulk limits on new homes in traditional neighborhoods (Floor Area Ratio and building coverage maximums), with size bonus allowances for incorporation of architectural features which reduced the mass and scale of the home at the front, codifying repetitive design limitations so that the same style house cannot be built side-by-side, reducing fenestration and glazing requirements, providing for design exemptions for carports on alleys, and easing restrictions on Accessory Dwelling Units. In 2019, staff analyzed the design changes and reported that the Floor Area Ratio (FAR) and bonus provision were improving the scale and appearance of new homes.



In 2018, the **Albert Whitted Airport Overlay** was amended in response to State of Florida statute changes regulating the permit process for airports. This update impacted how buildings within the Downtown Center and Innovation District are reviewed for public safety.

In 2019, the **Employment Center-2 (EC-2)** district was created to implement recommendations from the Innovation District Vision Summary and subsequent Streetscape and Connectivity Plan to allow and encourage the attraction of a variety of uses including all office types, highly specialized and technological industries, research and experimental institutions, light industrial support facilities, business services, and related residential opportunities.

In 2019, the **Storefront Conservation Corridor Overlay** was established to reinforce the importance of St. Petersburg's small-scale business sector by maintaining the existing pattern of small- and medium-sized storefront widths along popular pedestrian-oriented corridors, while also conserving the physical character of these special places. This has supported independently-owned businesses along Beach Drive and Central Avenue from the waterfront to 31st Street.

In 2019, a series of **Affordable Housing Initiatives** were passed starting with streamlining the Workforce Housing Bonus procedures, and reduction of fees for smaller homes, followed by elimination of minimum unit sizes for multifamily dwellings, reduction in minimum lot size for accessory dwelling units an increase in workforce housing bonuses, and a relaxation of design requirements for certified affordable/workforce housing units. Minimum parking requirements were reduced and, in some cases, eliminated, with reductions added for Workforce and Age Restricted housing, and for proximity to transit.



A new zoning category **Neighborhood Traditional Mixed** (NTM) residential district was adopted in 2019. The district allows for a variety of single and multifamily “missing middle” housing types that reinforce the walkability of the neighborhoods, provides attainable housing choices, and establishes transition zone from mixed-use corridors to single-family housing. Missing middle housing is a range of house-scale buildings with multiple units, compatible in scale and form with detached single-family homes. NTM also supports neighborhood serving retail and services, public transportation, and other multi-modal alternatives.

An update to the **Downtown Center (DC)** district regulations in 2019 addressed affordable/attainable housing concerns through a prioritization of the Workforce Housing bonus. The DC district update also eliminated drive-through uses; reduced parking for retail, restaurants, breweries and service uses by 50%; provided for increased pedestrian activation standards; modified exemptions and FAR bonuses and design requirements; created a requirement for a construction action plan for new projects; and made public art a mandatory requirement.

Sign and Noise codes were also updated in 2019, along with amendments to enhance public notice policies and procedures. Changes to the noise regulations included increased enforcement standards and requirements for preparation of noise mitigation and monitoring plans for outdoor areas with amplified sound.

In October 2020, amendments to the Comprehensive Plan and Land Development Regulations related to development within the **Coastal High Hazard Area (CHHA)** were approved. These amendments address public safety concerns by requiring a Hurricane Evacuation and Re-entry Plan for all new hotels and multi-family projects. All new multi-family projects are required to follow stricter building design and construction standards in excess of the minimum requirements to reduce risk of flooding and to withstand higher winds. Because the proposed amendments allow applications for redevelopment that increase the number of allowable residential dwelling units to be rebuilt on a property, the amendments may encourage removal of substandard structures, such as mobile homes. Assisted Living Facilities are prohibited in the CHHA. The amendments will allow the City Council to consider future map amendment requests within limited qualifying areas of the CHHA that increase the maximum allowable residential density.

Historic Preservation

In 2015, the **Historic and Archaeological Preservation Overlay** was amended following a multi-year, public engagement effort. These updates streamlined the historic preservation procedures for obtaining a Certificate of Appropriateness (COA), reduced the threshold for initiating an application to designate a local historic district, added factors of integrity when reviewing local landmark designation applications, established standards for archaeological sensitivity zones, and directed later adoption of the 2017 Design Guidelines for Historic Properties.

These guidelines recommend that new construction within historic neighborhoods (both designated districts and undesignated, but historic or traditional communities) follow the architectural styles, rhythm of the street, scale, orientation, setback, and details and materials of its surroundings.

The City's Signs of Historic Significance report was adopted in 2017 to allow preservation, reconstruction and relocation of historically significant, unique local signs. This program protects character-defining elements that residents often associate with neighborhood character.

Seven new local historic districts and one minor expansion, 54 new local and six national register individual historic landmarks, two local and five national register archaeological sites, and three Florida Main Street Districts were adopted. The Manhattan Casino and Jordan School buildings were acquired, restored and activated. The Royal Theater, Shuffleboard Club, Coliseum and Sunken Gardens™ facilities were revitalized. The Central Trust Bank building was preserved and incorporated into the Icon residential/mixed-use project.

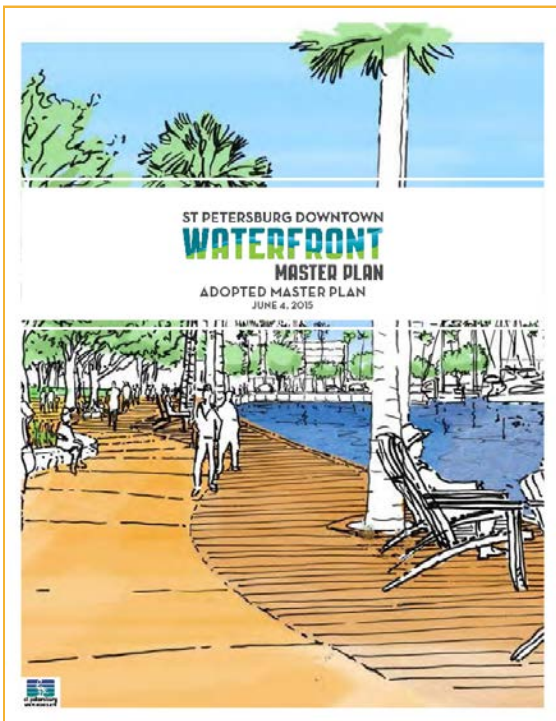
In 2015, the Land Development Regulations were updated with a **Traditional Streetscape Preservation Overlay**. This overlay memorialized an earlier resolution protecting the City's historic hexagon block sidewalks, brick streets, and granite curbs. These historic materials are considered important, contributing elements to traditional neighborhood character.



District Plans and Revitalization

Over the years, the City has produced 38 neighborhood plans. Vision 2020 called for a city of strong neighborhoods, each with a neighborhood plan. The emphasis on neighborhoods began in the late 1980s as a response to the citizens' concerns that too much focus was on Downtown. The neighborhood planning effort was the first approach to revitalize aging housing stock and provide a better quality of life. Once a neighborhood plan is finalized, it serves as a guide for future enhancements and provides direction for decision makers and facilitates the coordination of public and private investments.

The **South St. Petersburg Community Redevelopment Area (CRA)** and its tax increment finance district (TIF) were established to promote revitalization within South St. Petersburg. The 4,777-acre CRA is the largest in St. Petersburg and one of the largest in Florida. The CRA is comprised of more than twenty neighborhood and business associations, and two Florida Main Street Districts. Both the South St. Petersburg Redevelopment Plan and redevelopment trust fund were approved in 2015.



In 2012, the **Central Avenue Revitalization Plan** was created in response to the desire to create a unified vision for Central Avenue that allows the individual districts to develop and maintain their unique identities. Several implementation projects have been completed or are underway, including rezoning the corridor to higher densities with transit friendly urban design standards to support the coming SunRunner Bus Rapid Transit project.

The citizens of St. Petersburg set in motion the creation of the City's first **Downtown Waterfront Master Plan (DWMP)** by approving a Charter provision mandating a plan for the City's premier public amenity. The Plan, adopted in 2015, identifies a citizen driven vision for the seven miles of waterfront and the adjoining uplands. In accordance with the DWMP, the Pier replacement project was expanded to become the 26-acre St. Pete Pier™ district. The long-awaited \$92 million St. Pete Pier™ opened in July 2020 with world class attractions and amenities including an environmental learning center, a playground and splash pad, waterfront bars and restaurants, an open-air seasonal marketplace, fishing deck, public beach, and signature art installations.

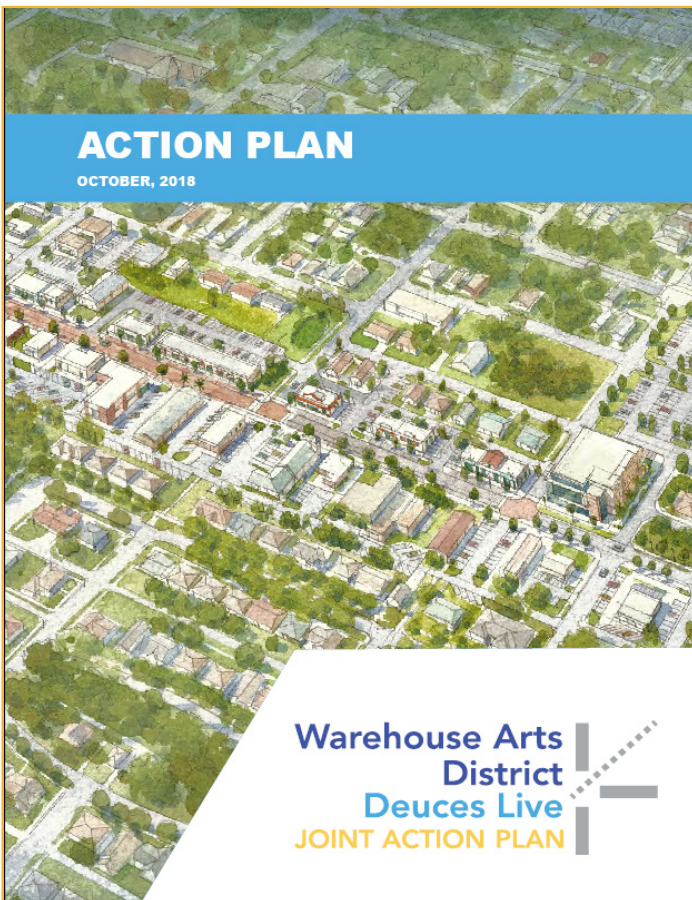


The **Skyway Marina District Plan** adopted in 2014 represents a long desired collective vision for creating a south St. Petersburg mixed-use center. Subsequent implementation projects, including increasing residential densities, gateway signage installations and development incentives, have resulted in a burst of development activity.

The **EDGE District Improvement Plan** was adopted in 2016 after two years of work reflecting a successful partnership between the EDGE Business District Association and the City of St. Petersburg. The plan is an urban design and economic development roadmap for revitalization. Implementation projects include new identity signage, refurbished streetscape improvements and a planned public parking garage to support the growing destination-oriented mixed-use entertainment district.

The City of St. Petersburg, along with the **Deuces Live Main Street**, the **Warehouse Arts District Association**, and local businesses & residents, developed an **Action Plan** for enhancements to the 22nd Street Deuces Live Corridor and the Warehouse Arts District. Adopted in 2018, this action plan identifies improvements that are specific to the two districts while working to create a more unified, consistent infrastructure for the overall area that is supportive of increasing levels of arts, culture and entertainment uses that are bringing higher levels of visitation and pedestrian activity. Implementation has begun with repurposed Dome Industrial District signage and Pinellas Trail enhancements.

The **Union Central District Plan**, adopted in December 2019, specifically intends to improve the aesthetics, enhance the identity, encourage investment, and increase opportunities for businesses within the District. It includes six neighborhoods surrounding 34th Street between 3rd Avenue South and 22nd Avenue North, the Grand Central Business District, and a small portion of the South St. Petersburg CRA. Key strategies of the plan include recommendations for improving economic development, streetscape, transportation, land use and urban design, and branding.



Collaborative Economic Development

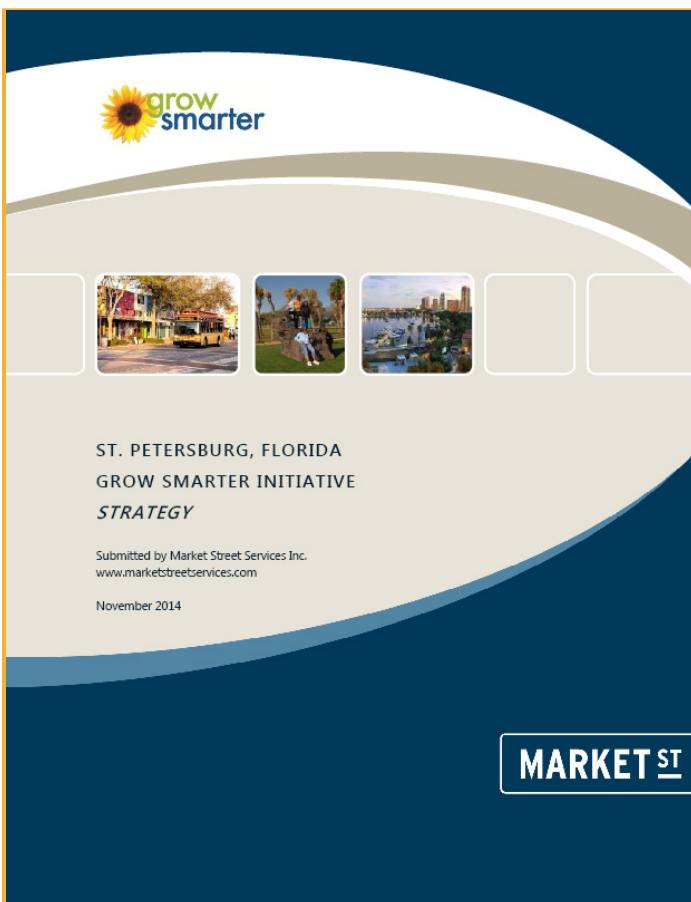
In 2014, the City of St. Petersburg and the St. Petersburg Chamber of Commerce began a comprehensive process to enhance the city's competitive position to support diverse, economic growth now and in the future. The **Grow Smarter Strategy** aligns the many community organizations involved in economic development efforts and provides a road map to cohesively operate towards shared goals.

The St. Petersburg Area **Economic Development Corporation (EDC)**, established in 2016, was the number one priority recommendation of the Grow Smarter Strategy. The EDC promotes economic prosperity by marketing St. Petersburg as a world-class business and career location, generating and closing leads for new operations, and working with prospects and existing businesses to retain and create more high-quality jobs.

St. Pete Works! formed in 2018, is a collaboration of community-based organizations and the City working with employers and local agencies to provide quality services supporting workforce opportunities in St. Petersburg. The Greenhouse City/Chamber collaboration formed in 2014 to support small business growth and development. Services have expanded to include micro loans, small business grants, and training and mentoring programs. The My St. Petersburg Business Incentives online portal was created to identify site specific business development incentives.

Mayor Kriseman and Deputy Mayor Tomalin championed the **One Community** vision as a strategic ten-year economic growth plan for South St. Petersburg. The goal was to identify "10 Big Ideas" to transform the economy of South St. Petersburg. The planning project was completed in June 2019.

Immediately south of Downtown, the **Innovation District** is a cluster of higher education, marine and life sciences, healthcare, business incubation, and media institutions. In 2015, four committees were created to focus on business development, real estate, placemaking and branding, and research collaboration and innovation. The Innovation District Visioning Summary, completed in fall 2015, refines the District's focus and priorities. The district's **Streetscape and Connectivity Plan** was completed in 2017.



Sustainability and Resilience

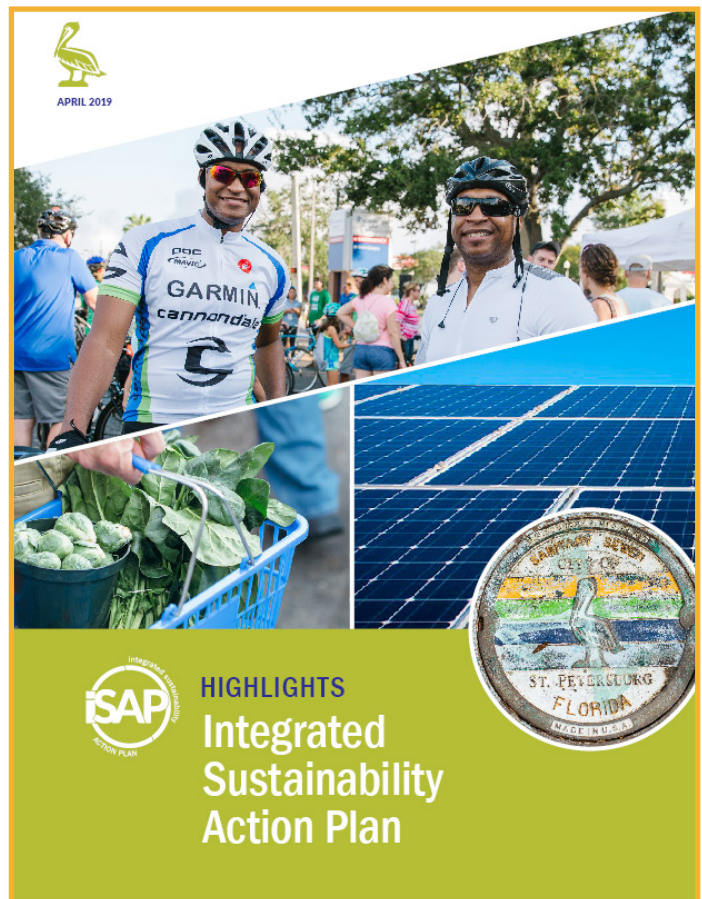
The City's flood management programs were significantly enhanced starting in 2016, and it resulted in the National Flood Insurance Program **Community Rating System** level being improved from Class 7 to Class 5. Class ratings are based on the number of credit points the community earns for floodplain management activities. The improved rating has increased the City's resiliency to flood events and reduced the cost of flood insurance for the City's floodplain property owners by 25%. Specific measures taken to achieve the improved rating include, greater participation in the FEMA flood hazard mitigation grant program, increasing the minimum elevation of structures constructed in the floodplain by two feet and increased public awareness activities.

St. Petersburg is committed to delivering progressive, sustainable policies and effective programs to address the City's environmental, economic, and social challenges. St. Petersburg residents have successfully contributed to reducing the amount of trash sent to the landfill by participating in the City's curb-side recycling program which was launched in 2015. In 2019, a residential composting program was launched to provide participants with a free composting bin from the City to use in their backyard. Working across City departments and with community members and partners, the City of St. Petersburg conducted sustainability assessments in 2016 and 2019 to evaluate our progress in a wide range of sustainability objectives. St. Petersburg progressed from a 3-STAR Community in 2016 to **4-STAR Community** in 2019, and it also achieved certification under the **Leadership in Energy and Environmental Design (LEED) for Cities** program.

An Urban Land Institute technical advisory panel held the Resilient City Workshop in 2017 for St. Petersburg and produced a **Realizing Resilience** report related to social equity and economic opportunity. In April 2019, the City approved a comprehensive **Integrated**

Sustainability Action Plan (ISAP) to advance its sustainability and resiliency goals, including 100% clean energy commitments. The ISAP includes LEED standards for new public building construction.

City Council passed an ordinance in 2019 with requirements that all City facilities and infrastructure include an early, integrated design approach and consider the most recent, Best Available Science (BAS) for sea level rise and other climate effects. In addition, City facilities that meet the threshold in the ordinance, must be LEED or Envision Certified. The St. Petersburg Police Department's new training center was awarded a LEED Silver certification. Fire Station #8 and the Water Resources Administration Building were awarded LEED Gold certification. Land Development Regulations have been amended to allow for bonus intensity in the Downtown for LEED certified/green building construction.



The City and its partners are assisting customers with **water conservation** efforts by providing publications, rebates, and giveaway items. **Solar Photovoltaic (PV) installations** have been promoted through solar co-ops, the solar and energy loan fund, and collaboration with Duke Energy Florida. Solar PV car canopy installations have been completed at two major public projects: on a portion of one of the new St. Pete Pier™ parking lots, and on the new Police Headquarters parking garage. Duke Energy is installing more than two dozen additional **electric vehicle (EV) Park & Plug Program** charging stations in the city. Land Development Regulations were amended to require EV charging facilities in parking garages, and the City implemented a new green fleet administrative policy in 2020.

In early 2019, St. Petersburg was selected for **Bloomberg Philanthropies American Cities Climate Challenge**. It will receive up to \$2.5 million in assets and services including a dedicated staff member to assist with climate goals and access to professional researchers and planners. In the grant award process, Bloomberg Philanthropies evaluated the City's commitment to reaching climate goals, the level of ambition with meeting goals and whether or not the City's action plans were attainable.



Transportation System Transformation

The many transportation initiatives undertaken since adoption of Vision 2020 have in many ways transformed the systems from pre-2000 conditions. Here is a sampling of those initiatives.

The City's **Bicycle Pedestrian Master Plan** was completed in 2003. It formed part of the total strategy for transportation management and offered a framework to advance the goals outlined in the City's Comprehensive Plan and the Vision 2020 Plan. The master plan focused on providing facilities that would form the basis of future municipal efforts in promoting safe walking and cycling.

The strong bicycling culture in St. Petersburg and the natural affinity to bicycling provided by the flat and connected grid of streets has resulted in the City being recognized in 2017 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 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 three years of service and results show more St. Petersburg residents

are using the program on a regular basis. A new motorized electric scooter rental program will begin soon.

St. Petersburg now has 72 miles of on-street bicycle facilities, including shared lane markings, shoulders, bike lanes, buffered bike lanes, and separated bike lanes. There are 50 miles of trails with 39 miles paved and 11 miles unpaved. The **Pinellas Trail** was expanded with a final segment from 34th Street South, through the Warehouse Arts District with added lighting, to the Downtown waterfront parks.

Nearly 400 trees were planted along the Pinellas Trail in 2017. Other trails provide connections to the Pinellas Trail, including **North Bay Trail, Skyway Trail, Bayway Trail** and future connections to Historic Booker Creek Trail and Booker Creek Trail North. Design and construction of Booker Creek drainage way in Roser Park created an enhanced linear park. The Walter Fuller Park drainage pond was converted to a natural pond amenity with walking trail and pavilion structures for nature viewing.

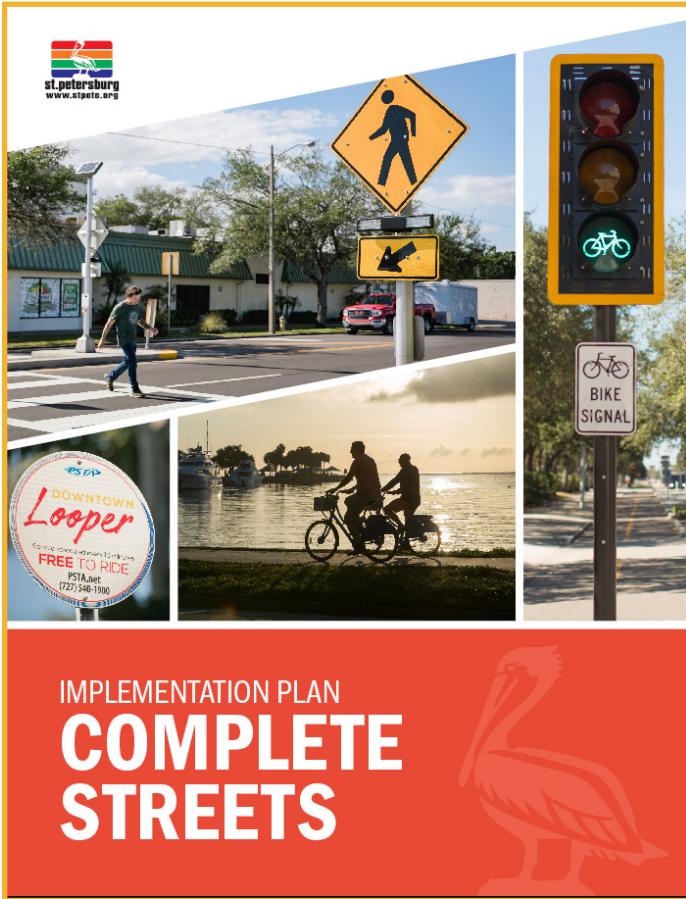


The City of St. Petersburg adopted a **Complete Streets Implementation Plan** in 2019 to encourage streets that are safe and convenient for all users of the roadway, including persons walking, persons riding bicycles, motorists, persons with disabilities, users and operators of public transit, seniors, children, and movers of commercial goods.

The Dr. MLK Jr. Street North Complete Streets project was completed in 2018. It was part of an approach to adapt the resurfacing program to be more responsive to overall community needs and safety by reconfiguring the lanes and adding crosswalks.

The City's **Neighborhood Transportation Management Program** is a program that reflects the City's continued commitment to address a wide range of community goals and objectives, including mobility, efficiency, and safety. The Neighborhood Transportation program ensures the safe movement of vehicles and pedestrians, 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 are able to develop a Neighborhood Traffic Plan with City staff to address their needs.

To date, 102 neighborhood traffic plans that support unique neighborhood identity and treatments were completed. Installation of Rectangular Rapid Flashing Beacons (RRFBs) at 135 crosswalks on corridors around the city and 32 bulb-outs at key Downtown intersections have improved pedestrian safety and connections.



The key strategies focused upon connected networks, enhanced crossings, maximum desired operating speeds, improved coordination between departments on projects such as resurfacing and other maintenance being focused more than just on vehicle accommodation. It is the current guiding transportation plan for the City. It created the Complete Streets Committee to direct development of an implementation plan and to be a forum to guide future decisions.

Bus transit service is a priority in St. Petersburg. Ridership has almost doubled since PSTA bus service was redesigned to improved access with its high frequency grid network, longer hours of service and community circulators including the free Downtown Looper. The Williams Park transit hub was replaced with a grid transit system.

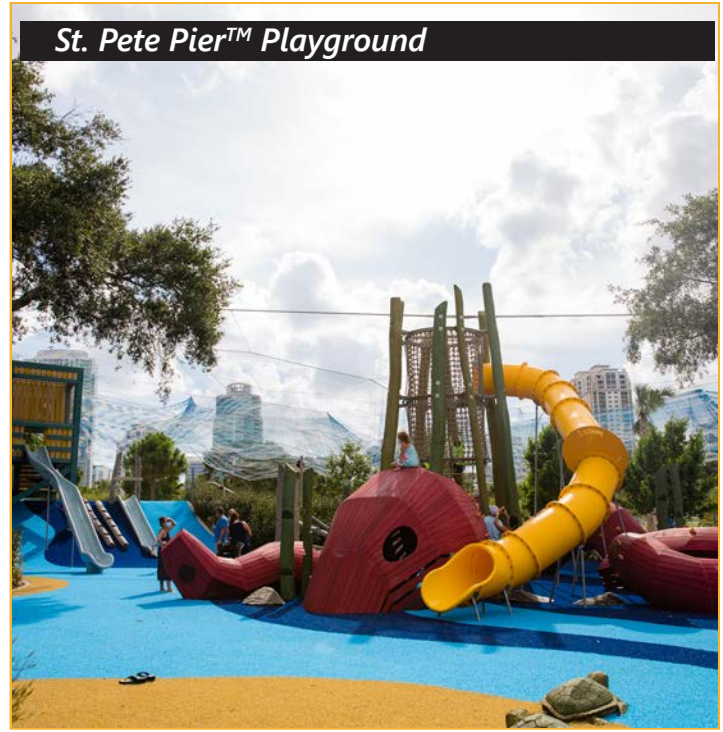
In 2022, the Pinellas Suncoast Transit Authority will open its 20-mile round trip **SunRunner Bus Rapid Transit (BRT)** service on 1st Avenue North and 1st Avenue South. The SunRunner will connect key destinations from Downtown St. Petersburg to St. Pete Beach at 30 stations. Service will run from 6:00 a.m. to midnight, every 15 minutes daytime and every 30 minutes evening, and complete the trip length in 35 minutes.

The Tampa Bay Area Regional Transit Authority (TBARTA) **Envision 2030 Plan**, completed in June 2020, is Tampa Bay's first Regional Transit Development Plan. Regionally significant local projects include increased frequency for the 100x PSTA Express Bus with service from Downtown St. Petersburg to Tampa with a future intermodal center in Carillon-Gateway. The Cross Bay Ferry will continue seasonal service from Downtown St. Petersburg to Tampa after its third year of operations with increasing ridership. Regional Rapid Transit is being studied by TBARTA to identify a future BRT project along Interstate 275 that will connect Downtown St. Petersburg, Gateway, and Tampa.



Parks, Open Space and Environmental Preserves

Since completion of the Vision 2020 Plan, additional new parks in the City include Rio Vista, Albert Whitted, six dog parks, and the St. Petersburg Regional Skatepark in Campbell Park. The City entered into an agreement with Pinellas County Public Schools to allow construction of Rio Vista Park on the former Rio Vista Elementary School site. Expanded parks include Abercrombie, Boyd Hill, and Clam Bayou Preserve. Mirror Lake Park, the Mahaffey Theater/Dali Museum public pavilion, and Weedon Island Preserve improvements were completed. The master plan for Maximo Park was adopted and implemented. Little Bayou Park coastal habitat restoration was completed.



04



Context for a New Vision



4.1 Demographic and Market Trends

Growth and Development Since 2000

Population

The City's population has grown by nearly 25,000 people since 2000, even with a slight downturn in 2010. The 2019 population is estimated to be about 269,000. The highest rate of population growth is occurring in key areas such as Downtown, the EDGE district, Grand Central, and other neighborhoods surrounding Downtown and the Gateway/Carillon area. From 1970 to 2019, the median age decreased from 48.1 to 41.2, while the national average increased by 9.9 years.

Income and Poverty

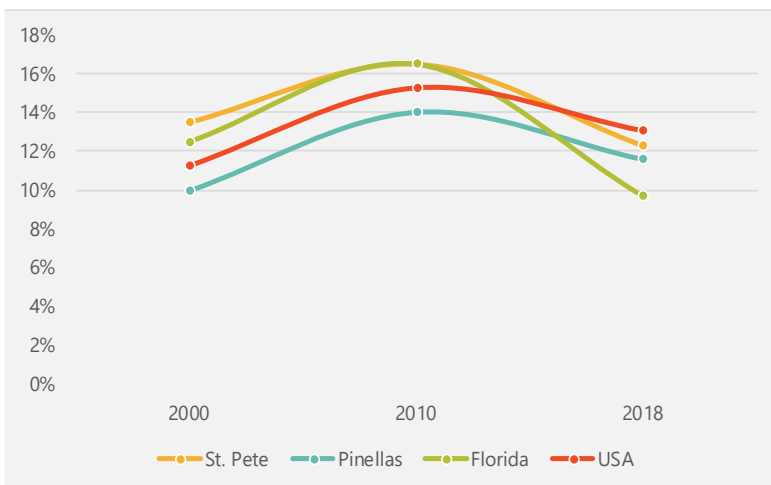
Since 2000, median household incomes have risen from \$50,802 to \$58,057. The poverty rate in the City increased to 16.5% in 2010, but has returned to slightly below 2000 rate, currently at 12.3%. The 2010 U.S. Census data showed a decrease in median income and an increase in poverty rate, likely due to the Great Recession in 2007-2009. St. Petersburg's African American poverty rate was 25.4% in 2000, peaked at 34.9% in 2014, and fell to 16.7% in 2019, the lowest level ever recorded, dramatically reducing the city's black-white poverty gap.

In 2019, St. Petersburg's population in poverty consisted of 54% white residents, 31% African American residents, and 9% Latino residents. (Source: ACS 1-Year Estimates, 2019.) A more current snapshot of City demographics will be available when the 2020 U.S. Census data is released.

Workforce and Employment

The city's labor force increased from 137,861 in 2000 to 166,375 in 2019, according to the 2000 Census and 2019 American Community Survey. Employment within the city equals 29% of Pinellas County's total employment, with highest concentrations in Gateway, Downtown and Tyrone. The largest number of jobs are in the health care and social assistance employment sector. 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. Positive progress has also been made in 41 of the 43 main economic indicators tracked by the City. (Source: City of St. Petersburg State of the Economy, 2019.)

Figure 4.1.1: Poverty Rate Change from 2000-2018



Construction Activity

Annual citywide construction values increased significantly between 2000 and 2007 from \$291 million to \$635 million. The Great Recession affected total citywide permit activity and total permits issued in 2008 dropped by 35%. It took nine years to recover and reach \$654 million in 2016. Since then, annual construction values dramatically increased to \$782 million in 2019.

Single-Family Residential

New single-family residential permit activity was concentrated in the neighborhoods located south of Central Avenue during the 2000-2010 period. This portion of the city had a greater availability of vacant and lower valued properties. Increased home ownership opportunities were made available by national lending practices that loosened regulatory oversight and increased loan eligibility for many residents and property speculators.

During the 2011-2019 period, 1,480 new single-family residential permits were issued in neighborhoods throughout the city, with notably higher concentrations in neighborhoods nearer Downtown and in the northeastern neighborhoods. Permit activity patterns in this period represent market conditions that trended towards higher valued properties, including waterfront tear-downs, and taking advantage of expanded infill housing opportunities made possible by the 2007 Land Development Regulations.

Multifamily Development

While single-family construction was generally strong for a city with limited land availability. Concentrations of multifamily development occurred primarily in the Gateway area and Downtown, and most recently, activity is occurring in the Skyway Marina District. Downtown residential units were steady at approximately 5,000 from 2000-2008. By 2019 the number of total units has increased to 10,000, a 100% increase. Currently, Downtown dwelling units comprise 8.2% of all dwelling units in the city. (Source: City of St. Petersburg State of the Economy, 2019.)

Commercial Development

Commercial construction activity largely followed national trends, peaking prior to the Great Recession and picking back up to record high levels in the middle to later 2010s. While St. Petersburg has generally experienced a high level of new commercial construction, of particular note is the companion high level of renovation activity. In the last five years, renovations to existing commercial buildings exceeded construction of new commercial buildings.

Development Capacity Utilization

Mapping of existing actual residential densities in comparison to allowable densities shows that private developers and builders have not yet taken advantage of the development capacity allowed within major corridors and centers. Many factors are contributing to this “untapped” development capacity, including market conditions, project financing, viability of existing uses or buildings, fragmented ownership patterns, land assemblage costs, and neighborhood support. The City continues to evaluate strategies to increase opportunities for development with higher densities and intensities in appropriate locations throughout the city. Higher density growth in the current future land use plan categories is intended to support the city’s expected growth patterns, promote increased transit usage, walkability and housing choice, while protecting established neighborhoods and environmental features.

Transportation

St. Petersburg's surface transportation conditions continues to evolve and meet the needs of new technologies and changing trends. Travelers benefit from the city's underlying grid of streets. There are numerous route choices and excess vehicle capacity. This excess capacity sometimes occurs with increased dangerous conditions. Residents are interested in context-sensitive design solutions that increase safety, allow for more comfortable mobility options and reduce the numbers of injuries and fatalities.

Trends include reduction in vehicle ownership, falling driver licensing rates among young people, worldwide Vision Zero program efforts to eliminate pedestrian fatalities, emergence of ride share services such as Uber, and an increase in micro-mobility options like bike share and motorized scooter rentals. These all reduce personal automobile use for daily needs. There is a strong relationship between housing affordability and transportation costs for the Tampa Bay region, including parking accommodations within all development that increases housing costs.

Additionally, decreasing Vehicle Miles Traveled (VMT) in the city is a key strategy of the Complete Streets Implementation Plan and the Integrated Sustainability Action Plan. Decreased VMT will contribute to improved community health, a more sustainable future, increased local economic development, continued support of neighborhoods, increased recreation opportunities, and equity benefits for all.

Market Projections

The **COVID-19 pandemic** has affected the world's economy. The Tampa Bay and St. Petersburg markets have also been impacted. While nationwide shutdowns disrupted most businesses in the short-term, it is unclear what the long-term effect on major sectors might be. Some examples are diminished in-person shopping and dining with more use of home delivery services and an increased acceptance of work-from-home solutions that may change the office market. The hotel market has been affected by reduced travel, which hits Florida and its historically strong hospitality market hard. Unemployed residents may be forced to relocate due to evictions and lack of local employment options. An uptick in warehouse and distribution services may drive an increased need for industrial lands. The economic recovery will depend on the length and severity of the pandemic and government interventions, which are unknown at this time.

A market assessment in support of StPete2050 was completed in January 2020, before the COVID-19 pandemic began. Since it is a 30-year assessment, the long-term projections remain useful, assuming the economy will eventually recover like it did after the Great Recession. The following is an overview of the market assessment. More detailed information is available in **StPete2050: Market Assessment Presentation** in the appendix that can be found on www.stpete2050.com.

Projected Population Growth

St. Petersburg's rate of population growth has varied during the past two decades. In the last five years, the city has experienced an annualized growth rate of 1.3%. There were slightly more than 269,000 city residents estimated in 2019. The population growth since 1970 is shown in Figure 4.1.2. (Source: U.S. Census and American Community Survey.) Based on past trends, the growth projection for St. Petersburg is in a range between 0.6% to 1.0% people per year. Therefore, by 2050 it is anticipated that St. Petersburg could have between 326,000 and 367,000 residents. This reflects an increase of 57,550 to 97,711 new residents in 30 years. See Figure 4.1.3.

Figure 4.1.2: Historic Population Growth

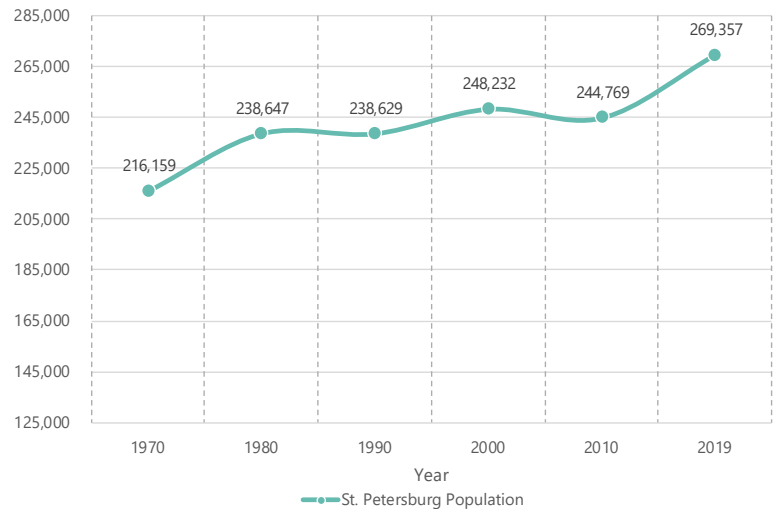
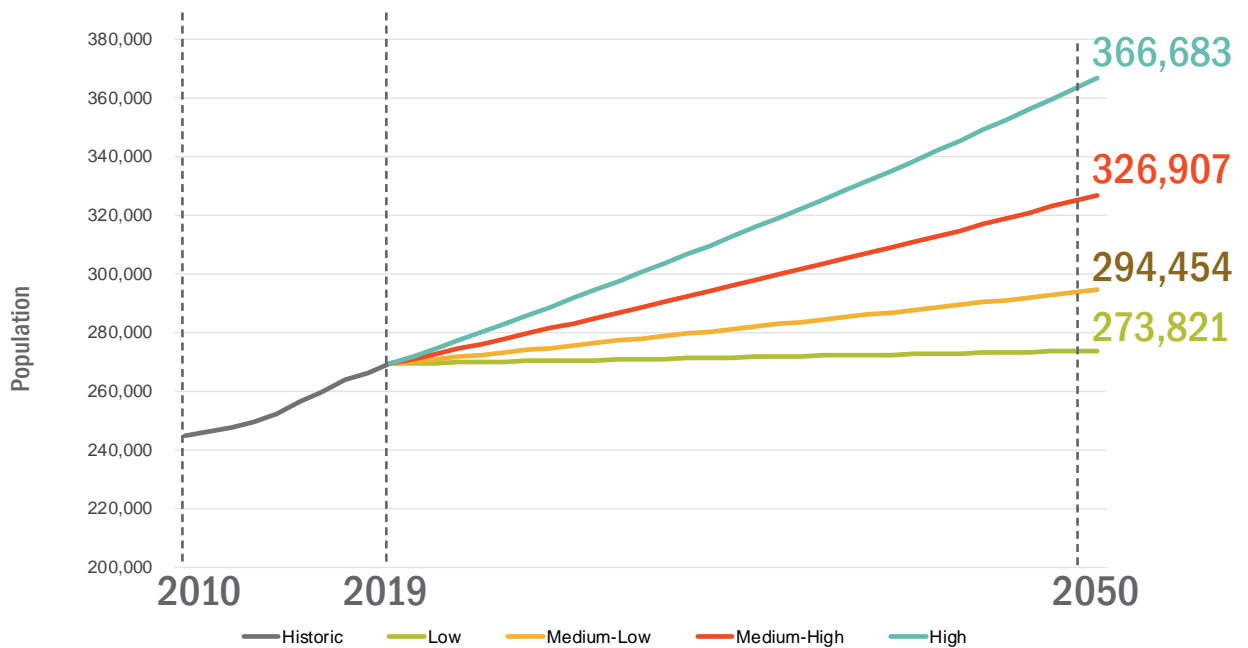


Figure 4.1.3: Population Projections



High Growth

Pop. Increase: 97,326
Annual % Increase: 1%

Medium-High Growth

Pop. Increase: 57,550
Annual % Increase: 0.6%

Medium-Low Growth

Pop. Increase: 25,097
Annual % Increase: 0.3%

Low Growth

Pop. Increase: 4,464
Annual % Increase: 0.1%



Historic and High: University of Florida Bureau of Economic and Business Research

Low: Southwest Florida Water Management District

Medium-Low: Forward Pinellas, the Pinellas County Metropolitan Planning Organization

Medium-High: Landwise Advisors

Projected Employment Growth

The overall employment in the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area is anticipated to grow at an annual rate between 1.1% and 1.9%, adding approximately 17,000 to 34,000 jobs per year between 2019 and 2050, with 2020 being an exception due to the COVID-19 pandemic. St. Petersburg accounts for a 29% share of Pinellas County’s total employment, a share that is likely to grow over the coming decades. It is currently unknown how the significant job losses occurring in 2020 will affect the overall growth. 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 the county’s employment in their respective sectors.

Land Use Demands

St. Petersburg’s future population and employment growth will create demand for additional office, residential, retail and hotel space. This will require redevelopment of lands within the existing City development framework. Table 4.1.1 shows the low-medium growth and high growth scenarios for both the 30-year total demand and annualized demand by land use, as additional units or square feet that will be needed in the city. In either scenario, annual growth is anticipated to continue to occur and St. Petersburg needs to be prepared to help define how and where to grow.

Table 4.1.1: Projected Land Use Demands

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

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

Office

The office market is very healthy in the Tampa Bay region. Overall vacancy has seen a steep decline across the region, with the Downtown St. Petersburg submarket continuing to see the lowest vacancy rates. Average asking rents increased at a very strong rate from 2014 to 2019, with Downtown St. Petersburg as one of the top performers with a 24% increase. With the conservative assumption that St. Petersburg can capture 40% of all office growth within Pinellas County, the city should experience demand for 2.4 million to 4.0 million square feet (SF) of new office space over the next 30 years.

Residential

Based on growth trends over the past ten years, St. Petersburg should experience residential demand for 31,000 to 47,000 dwelling units of new housing over the next 30 years. 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. Nearly half of households earn less than \$50,000, 30% earn \$50,000 to \$100,000, and 22% earn more than \$100,000. A St. Petersburg “median household” could afford a monthly rent of \$1,443 or a \$229,400 home. (Source: City of St. Petersburg Attainable/Workforce Housing and Linkage Study, December 2019.) These numbers indicate the importance of increasing the production of more moderately priced housing to meet the current and expected future demand.

Retail

The retail market in St. Petersburg, current and projected, was generally strong. Rents were trending upward, and vacancy rates were stable to trending down prior to the COVID-19 pandemic. Currently, market changes are occurring that may affect these trends. 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. Although brick-and-mortar retail is facing several headwinds, primarily from the rise of online shopping services such as Amazon, authentic walkable retail districts are most likely to continue to attract retail expenditures and the highest quality tenants. This is evidenced in several Downtown St. Petersburg districts (e.g., Beach Drive, Central Arts, and the EDGE) by low vacancy rates and high rents. The Grand Central District is experiencing similar upward trends. A major challenge will be managing rent growth within the most desirable retail districts to avoid increasing retail vacancies, displacing long time tenants and hurting the local retail mix.

Hotel

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. Tourism remains strong in St. Petersburg and will continue to drive demand for hotel rooms. Strong job growth will also create additional demand for rooms in locations convenient to major employment nodes. 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, demand for 3,300 to 5,600 of new hotel rooms is expected over the next 30 years.

Industrial

Based upon employment projections, described in detail in the **StPete2050: Progress and Opportunities Report**, there will be an increased demand for industrial land into 2050. This demand projection was based on National Bureau of Labor Statistics and current rates of industrial employment land use. However, this increase in demanded industrial acreage is less than the amount of vacant industrial land within the city. As the City of St. Petersburg and Pinellas County are in a nearly built-out condition, more efficient use of the existing industrial lands is likely to occur due to changing infrastructure and the nature of the current industrial uses. Decisions regarding the conversion of industrial land should seek to mitigate the tradeoffs.

4.2 Emerging Opportunities

New opportunities have emerged in the last 20 years. As they arose, the City and the community have partnered to develop new initiatives and programs to address the issues. Some of these opportunities were highlighted in the StPete2050 process including housing, development and community character, sustainability, transportation, community health, and social justice and equity. More detailed information about emerging opportunities is available in the **StPete2050: Progress and Opportunities Report** in the appendix that can be found on www.stpete2050.com.

Housing

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/ rental burden versus employment incomes, and the ability for multi-generational residents to stay and age in place within their neighborhoods and city. There is also the issue of directing new housing away from areas that will be most impacted by projected sea level rise and improving the resiliency of housing within areas that may be impacted by coastal storm hazards.

Choices

Because the suburban single-family residential zones in St. Petersburg are largely built-out, multifamily units have represented about 70% of all residential development activity in the city since 2000. This development trend has changed St. Petersburg's housing inventory by adding low-rise and mid-rise apartments in activity centers (e.g., Gateway, Downtown, and Skyway Marina) and a small but highly visible group of high-rise condominiums limited to the Downtown area. Nearly 50% of

the newly constructed single-family homes are four or more bedrooms at high price points, despite the trend toward smaller household sizes. Although one-person or two-person households make up more than 60% of total households, less than 10% of the new homes offer fewer bedroom options, like one-bedroom or two-bedroom homes, at lower price points.

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, and affordability. The community has expressed a strong interest in "missing middle" housing and accessory units. Missing middle housing includes accessory dwelling units, townhomes, rowhouses, duplexes, triplexes, fourplexes, and small multifamily buildings. In 2019, the City amended its Land Development Regulations to expand opportunities for missing middle housing types in new locations. The Neighborhood Traditional Mixed (NTM) residential zoning district allows for a variety of single-family and multifamily housing types that provide attainable housing choices along major corridors.

Affordability

To prepare a 30-year vision for the City of St. Petersburg, attainable housing will be considered as housing that is affordable/attainable to households with incomes between 60% and 120% of area median income. (Source: City of St. Petersburg Attainable/Workforce Housing and Linkage Study, December 2019.) In St. Petersburg, this would be a household with an income in 2019 of \$57,700 or less. The City has developed a comprehensive 10-year plan to address housing affordability by expanding existing programs and introducing new solutions. Initiatives in St. Petersburg's Housing Plan: For All, From All will be funded through various public and private sources. It will focus on low-income and moderate-income households, with some support for middle-income households.

While \$15 million for affordable housing over the next 10 years was approved by St. Petersburg/Pinellas County voters in Penny for Pinellas funding, identification of dedicated housing funding sources remains a challenge. Improved and expanded South St. Petersburg CRA housing programs for income-eligible residents help with home rehabilitation, down-payment assistance, and affordable housing developer incentives. The City's Neighborhood Team (N-Team) home repair program also help qualifying codes-cited properties with repairs and/or accessibility improvements, with the aid of neighborhood volunteers. Housing programs are available to assist with larger qualifying rehabilitation projects, including the City's Rebates for Residential Rehabs (RRR) program. Additionally, sidewalk costs for new non-profit affordable single-family housing units are reimbursed up to \$4,000.

The City's Affordable Housing Lot Disposition Program connects qualified developers to vacant lots acquired by the City through foreclosure. The lots are provided at a nominal amount, with no up-front cost, on one condition: the developer constructs and sells the property to a qualified buyer whose income meets affordable housing standards notated by the City. The Neighborhood Stabilization Program allows the City to purchase foreclosed or abandoned homes and rehabilitate, resell, or redevelop these homes in order to stabilize neighborhoods and stem the decline of house values of neighboring homes. The rehabilitated homes are for income-eligible residents.

The City prioritized and expanded the Downtown workforce housing development bonus, including on-site or payment-in-lieu options. There are reduced or eliminated fees for workforce housing bonus reviews and small home building permit fees, expedited affordable/workforce housing permit review (10 days) and reduced affordable/workforce housing zoning requirements for parking and design.

Social Justice and Equity

In St. Petersburg, 23% of the population is African American with a majority living south of Central Avenue. (Source: ACS 1-Year Estimates, 2019.) Historically, many African Americans resided west and south of the Downtown Center in racially segregated enclaves such as the then-named Pepper Town and Methodist Town. Commercial centers emerged along 16th and 22nd Streets South and religious institutions clustered along 9th Avenue South, many residents and minority-owned businesses and churches were displaced during the siting of the interstate roadway system in the 1970s and the Tropicana Field facility in the 1980s. Racial and socioeconomic integration citywide continues to be a challenge.

To help address socioeconomic inequities, the City enacted the **South St. Petersburg CRA Redevelopment Plan** as a multifaceted revitalization effort that embraces both traditional “placed-based” economic development strategies customary to redevelopment plans as well as “people based” strategies that seek to improve the education, workforce readiness and workforce training opportunities for the residents of South St. Petersburg. Community programs focus on housing and neighborhood revitalization, economic development, community empowerment and enrichment, and public safety.

Throughout the city, public safety must be a cooperative effort between community members, law enforcement and other government agencies to be effective. The intersection of social services, youth services, housing, employment, education, healthcare and other community resources can all improve public safety through personal and institutional reform. Underlying factors that contribute to crime and calls for police assistance can be addressed with a variety of community resources.

In response to **Black Lives Matter** demonstrations in the summer of 2020 calling for meaningful police reform, City of St. Petersburg police and civilian officials introduced a major new initiative. In July 2020, the City announced that they would establish the **Community Assistance Liaison (CAL)** team within the police department. This unit will be trained to respond to 911 calls for mental health, intoxication, suicide crisis, disorderly juvenile/truancy, elementary schools, homeless complaints and neighborhood disputes. Last year, St. Petersburg Police received nearly 13,000 calls for those kinds of situations. CAL funding will come from a federal grant originally earmarked for the hiring of 25 new traditional police officers in St. Petersburg over the next two years. Additional changes coming to the department will likely include more de-escalation training, adding a civilian to their hiring board, and stepping up walking patrols.

Black Lives Matter Street Mural at 2240 Ninth Ave. S.



Development and Community Character

The City's land area is almost fully developed which means growth is being accommodated through redevelopment and increasing density within the existing urban area. Accommodating that growth while preserving and enhancing the desirable aspects of the community's character is a key challenge for St. Petersburg. Any changes to land use planning and development management strategies must incorporate natural resource protection, neighborhood identity, housing choice and equitable housing opportunities while continuing to promote economic development opportunities.

Protection/Limitation Areas

Within the City's neighborhoods, centers, and corridors development framework, there are currently areas for protection and areas of growth opportunity. Areas for protection include the waterfront, parks and open space, environmental preserves, and neighborhoods, including local historic districts.

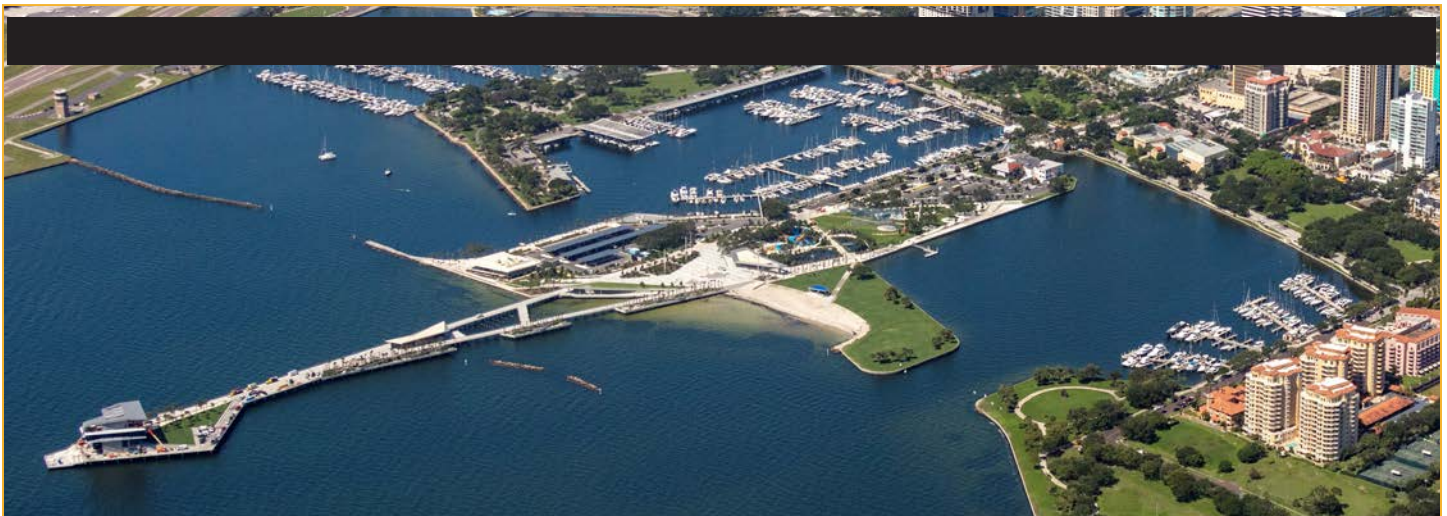
Downtown Waterfront

St. Petersburg, through the **Downtown Waterfront Master Plan**, envisions a continued legacy of preserved and enhanced open space that is inclusive and offers opportunities for all. The unrivaled, vibrant and diverse array of community waterfront assets, from the Coffee Pot to the municipal pier district to Lassing Park, will afford greater economic and ecological resiliency for future generations.

Approved in 2015, the master plan is guided by overarching community themes related to stewardship, enhancing the experience of the water by enhancing public access to the Waters Edge, diversifying activities, leveraging economic potential, the reopening of the Pier in July of 2020, and creating continuous multi-modal linkages to the waterfront. The Downtown waterfront will remain a protected asset of the community.

Open Space/Environmental Preserves

Parks and recreation facilities play an increasingly important role in public health, plant and wildlife preservation, resiliency and the quality of life in St. Petersburg. The city's notable environmental preserves are Boyd Hill, Weedon Island Preserve, and Clam Bayou. These and all City-designated open spaces will be protected as valuable assets of the community.



Neighborhoods

St. Petersburg has diverse neighborhoods, each with its own unique character and identity. It is important to protect and reinforce the character of existing neighborhoods, especially those in proximity to major corridors where greater density may be necessary to accommodate housing demand. While quality infill development may be needed to deliver complete neighborhoods, it should be compatible with the existing context and consistent with neighborhood plans. The City is evaluating the Complete Neighborhoods concept, where residents have safe and convenient walkable access to the goods and services needed in daily life.

Neighborhood commercial uses should be designed to fit seamlessly within their surroundings and improve the quality of the areas they serve. As providing attainable and diverse housing opportunities becomes a more and more important issue, existing neighborhood residents will play a vital role in assessing appropriate options that can be accommodated within and adjacent to existing neighborhoods.

Opportunity Areas

The Future Land Use Plan provides the most intensive redevelopment opportunities in the City's centers and corridors. Bound by geographic limitations, redevelopment opportunities must include higher floor area ratios and residential densities to incentivize private investment and focus public improvements.

Industrial lands are an additional underutilized resource for redevelopment. The challenges associated with these areas include adapting the Land Development Regulations to expand the mix of allowable uses to accommodate evolving market realities without restricting opportunities for needed heavier industrial uses. It also may be appropriate to change the future land use designations of portions of these areas to allow more flexibility.

Centers

The **Downtown Center** includes the traditional Downtown area and waterfront, as well as the Innovation and Salt Creek Marine Districts to the south. The Downtown Center is flourishing with a rapidly evolving retail, entertainment, and arts scene supported by a growing population of residents and daytime office employees. Revitalization of the Downtown Center continues with projects that include new retail shops, restaurants, higher education and research facilities, residential towers and mid-rise projects, craft breweries, and cultural facilities.

All of the City's major industry sectors are represented by Downtown businesses, especially those in creative arts and design, marine and life sciences, and financial services. Since 2014, ten corporations have relocated their businesses from outside of St. Petersburg to Downtown offices. Over the past ten years, the number of dwelling units in Downtown has increased by almost 100%. The City has been enhancing the Downtown through catalytic public investments, such as The St. Pete Pier™, that help incentivize and attract private sector development. The implementation of minimum design standards for buildings and streetscape improvements are assuring that the built environment will be a high-quality place.

Important opportunities to be capitalized upon include City properties to be redeveloped via agreements/partnerships with private sector developers. These include redevelopment of the old Police Headquarters site on 1st Avenue North in the EDGE District and the 86-acre **Tropicana Field site**. The Tropicana Field site offers a once-in-a-generation opportunity to implement sustainable and resilient planning, design, construction and operation principles. Moreover, the Tropicana Field site can provide an engine for the future economic growth of the City. The City completed two alternative planning scenarios for the redevelopment of the property, one with a new Major League Baseball stadium for the Tampa Bay Rays, and one without a stadium. The City and Tampa Bay Rays are in continuing negotiations for future team location and property use prior to the existing lease agreement termination in 2027.

The City advertised a Developer Request for Proposal in July 2020 seeking a private partnership for the future redevelopment of the site. It is anticipated that a substantial portion of St. Petersburg's future population and employment growth projections may be accommodated within the redeveloped property. The proposed development program is 3,000 residential units, 300,000 to 700,000 SF retail space, 2.5 to 2.9 million SF office/hotel space, 1 million SF institutional campus space, potentially 200,000 SF entertainment and cultural space, and 34 acres of open space. The Proposal highlights 21 guiding principles for the future development. These include incorporating existing City goals and plans, honoring the site's history and providing opportunities for economic equity and inclusion, and providing jobs, entertainment, and mixed-income housing.

Challenges facing the Downtown Center include expanding mobility options to keep pace with the expected growth, providing quality public spaces, and ensuring affordable options for residents and businesses in the high demand Downtown. Identifying and maintaining funding sources and incentives for affordability initiatives and public infrastructure are necessary to achieve the goals of a diverse and inclusive Downtown, including the Tropicana Field site.

The **Gateway Center** lies at the crossroads of the Tampa Bay region in north St. Petersburg. Highly accessible to regional transportation assets, it is the City's largest employment node with over 34,000 employees. While most of the land is within the Coastal High Hazard Area and flood zone, there is great opportunity to build upon existing locational assets, by improving mobility and building more sustainably. Gateway future land use designations provide for higher intensity office, light industrial and retail, and higher density residential.

Priorities for the Gateway Center include continuing to expand mixed-use and residential opportunities, such as the recent Ibis Walk and Echelon Town Center developments, while improving conditions for attracting and retaining employers. The Gateway Master Plan draft completed in January 2020 values the Carillon-Gateway Center as a linchpin for economic development and public transportation initiatives in the City of St. Petersburg and mid-Pinellas County. Although the master plan includes locations both within and outside of the jurisdiction of the City, improved traffic circulation and a regional transit center for future bus rapid transit and light rail was considered. Ideally, a regional transit center would be located within the city to provide efficient connections between transit providers.

The **Tyrone** area lies on the west side of the city with convenient access to adjacent residential neighborhoods, area beaches and the Pinellas Trail. This center's character is mostly retail with some residential. Tyrone Square Mall is a primary retail attractor for the City and is evolving into a more upscale entertainment and restaurant destination of regional significance.

Flexibility is important as the changing retail landscape makes classic shopping malls increasingly outdated. The Tyrone area must be allowed to grow in a way that accommodates mixed-use developments, while improving walkability and internal capture to minimize on-street vehicular traffic. Nationally, there is a trend to convert under performing big box retail to warehouse and distribution/ fulfillment centers for e-commerce businesses needing to fill the demand for last-mile deliveries. This type of conversion would require a change to current future land use policies and result in an "opportunity lost" as compared to mixed-use redevelopment. However, market conditions should be considered if changes to current land use policies are proposed.

Corridors

Corridors are the combination of major roadway facilities that connect the numerous neighborhoods and centers within the City and the properties that abut them. The adjacent parcels are typically underdeveloped and have all types of existing uses, from big box and strip commercial centers to lower intensity office districts, and multifamily and single-family homes. There is great potential for more intensive mixed-use redevelopment along these corridors, especially at the intersection of major corridors and planned premium transit stations. Although generally served by transit, service is often limited in frequency and hours of operation. Bicycle lanes are sometimes included on the corridor roadway when adequate pavement widths are available.

The **Forward Pinellas Land Use Strategy** to maximize the concentration of jobs and population along multi-modal corridors with existing and planned transit routes is consistent with St. Petersburg corridor development strategies. These corridors are most suitable for higher densities and intensities of development. St. Petersburg must continue to identify and implement best practices for transit-oriented development (TOD) including urban design standards that encourage walkability, vertically integrated mixed-use development, and reduced parking requirements. The recently adopted Complete Streets Implementation Program is an important step in making TOD happen on corridors. Creating connected transportation networks, enhanced crossings, and maximum desired operating speeds will establish a public realm context that reinforces walkability. Similar to the Downtown Center, incentives and an investment strategy for attainable housing are critical to achieving diversity and inclusivity on the corridors.

Central Avenue, because of the recent rezoning to allow 60 dwelling units per acre and the soon to be under construction SunRunner BRT, is the corridor most poised to be redeveloped with TOD principles. PSTA, in partnership with the City and Forward Pinellas is developing a TOD strategic plan, which seeks to maximize dense, walkable, mixed-use development near the BRT station areas. It is important that higher concentration of vertically mixed-use developments with active first floor retail uses and office and residential uses on higher stories are created near the transit stations that are connected with walkable public realm.

Future premium transit corridors are also identified along 34th Street, 4th Street, and other corridors in the City where redevelopment may be ideal. Several plans have been completed to advance land use and urban design policies for these corridors detailed in Section 3.2 of this plan, including the Complete Streets Implementation Plan, the Union Central District Plan along the 34th Street and Central

Avenue corridors, the Skyway Marina District Plan on 34th Street South, and the Deuces Live District on 22nd Street South. These plans generally call for a denser, more diverse mix of housing types and sizes for people of all ages and income levels and mixed-use walkable redevelopment that is well served by transit. Key to fulfilling the promise of these plans is the continued development of improved transit service including premium transit facilities.

The northern portion of 4th Street North has redevelopment potential, particularly between 74th Avenue North and 83rd Avenue North. There are vacant parcels and 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. As part of the StPete2050 assessments, this is one of several representative portions of the community that were evaluated for redevelopment potential based upon current City plans and the effects that future redevelopment may elicit in urban design and future development. These assessments are available in **StPete2050: Progress and Opportunities** in the appendix that can be found on www.stpete2050.com.

Industrial Lands

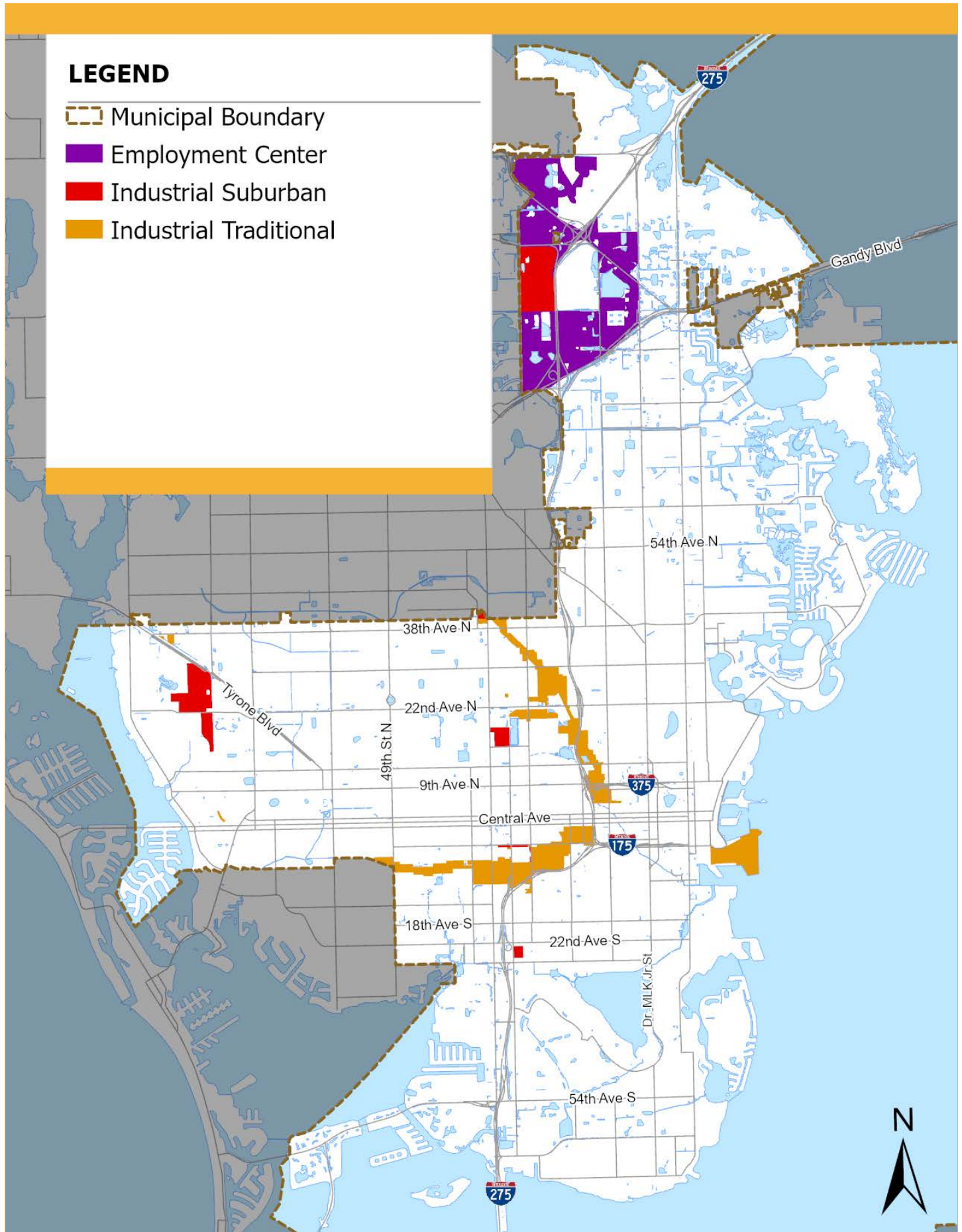
St. Petersburg's has historically been developed as a resort and retirement community. Lands originally aside for industrial uses were limited in area and located in linear fashion adjacent to the two railroad lines which brought goods and services into the City. Other industrial areas include the Tyrone Industrial Park adjacent to the Tyrone Mall and Gateway industrial areas. See Figure 4.2.1. The Tyrone Park, although fairly well utilized, also has older buildings that are less desirable for modern industrial uses with less convenient access to major regional transportation facilities. Gateway features newer facilities that are more competitive in terms of building utility and access to transportation routes.

Having available sites and buildings for existing and potential businesses is critical for economic development and employment growth. Protecting these areas from transition to other uses has long been a staple of City land use policy. However, City land use policy also allows for conversion of these lands to other uses when they are no longer viable for employment generating purposes.

Solutions to improving the viability of these areas can in-part include a reassessment of zoning limitations with an eye towards expanding allowable uses beyond the traditional industrial pallet. This has partially occurred in the Industrial Traditional (IT) zoned Warehouse Arts District where arts, entertainment and cultural uses have been added as allowable uses to support the organic growth of that District into an arts destination. Additional use allowances should be reviewed to further opportunities for adaptive reuse and redevelopment of IT zoned lands.

The community will have to continue to weigh the need for preserving affordable employment generating lands with opportunities to transition some areas to other uses that serve community and economic needs. Expanding use allowances and providing economic development incentives are tools at the City's disposal that can assist with maintaining economic viability.

Figure 4.2.1: Industrial Zoning Districts



Sustainability

Today's sustainability issues require us to think more holistically to better understand how a community can respond to things like climate change, resiliency in its infrastructure and construction practices, and the potential for municipal solar, and other renewable energy options. Implementation of the ISAP will include an update of the Greenhouse Gas Inventory and Clean Energy Roadmap in 2021. Objectives include: set a goal for the percentage of land area designated as green stormwater infrastructure, and increase the population living near green infrastructure features that provide localized cooling through tree canopy or vegetative surfaces. The ISAP also includes priority actions associated with equity and empowerment such as incorporate environmental justice criteria and priorities into zoning and land use policies.

Water Resources

The City developed an Integrated Water Resource Master Plan, submitted to Florida Department of Environmental Protection in 2019, that addresses all municipal water management systems (e.g. potable, wastewater, reclaimed and, stormwater). The 20-year plan addresses the City's infrastructure needs, and it identifies cost-effective and sustainable priorities for capital improvements and system management. Immediate needs include managing extreme weather events, replacing aging infrastructure, and mitigating sewer overflow. Longer-term needs to address include climate change and sea level rise, sustainability and resiliency, and improving recreational water quality. These improvements are estimated to cost \$3 billion over 20 years.

Non-Utility Infrastructure

Like water resources, other non-utility infrastructure such as roads, bridges, seawalls, and sidewalks are aging. These will be impacted by climate change and sea level rise. Bridges and seawalls will need to be raised to overcome sea level rise and storm surge from more intense storms. Rising groundwater and rainfall-saturated soils will degrade road and sidewalk foundations, causing more frequent and widespread pavement failure. The expected costs to preserve and improve the resiliency of these infrastructure assets will likely also be in the billions of dollars over the next 30 years, adding to the affordability, social justice, and equity challenges/opportunities.

100% Clean Energy Commitment

While the ISAP Clean Energy Roadmap update is expected in 2021, ideas for advancing clean energy are already being considered. The Gateway Master Plan draft completed in January 2020, identifies as a concept converting the 240-acre Toytown former landfill site include a future state-of-the-art solar energy park. Proposals explored include installing 150,000 solar panels on 135 acres of the site that would generate up to 10 megawatt hours of solar power a day. The site could be a defining feature of the Gateway as an energy demonstration project. Continued exploration of concepts like this are critical to achieving the goal of 100% clean energy.

Street Flooding in Shore Acres



Sea Level Rise

At the southern edge of Pinellas County, St. Petersburg is located adjacent to the low-lying areas of Tampa Bay and its associated drainage basins. Its coastal location and flat geography make it highly susceptible to climate change and associated sea level rise. The National Oceanic and Atmospheric Administration forecasts that between 0.95 to 2.56 feet of sea level rise will occur in St. Petersburg by 2050. (Source: Recommended Projections of Sea Level Rise in the Tampa Bay Region, Tampa Bay Climate Science Advisory Panel, April 2019.) This is shown in Figure 4.2.2.

Pinellas County is one of nine Florida counties facing the greatest threat of property devaluation because of the projected 2050 sea level rise. (Source: Will mortgages and markets stay afloat in Florida? McKinsey Global Institute, April 2020.) This is because flooding, especially when it is a frequent event rather than a result of extreme events, like hurricanes, makes properties less attractive to buyers. Areas most at risk for future flooding events with a three-foot sea level rise include northeast portions of the city in the Snell Island, 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. These areas are shown in Figure 4.2.3.

Addressing sea level rise requires understanding the threat and preparing for the expected reality, so that the impacts can be minimized. Areas to be addressed in preparing for sea level rise include, but are not limited to, mitigation of at-risk infrastructure and populations, land use policy and development, and building practices.

Coastal High Hazard Area

Mapping updates in 2016 by the State of Florida have dramatically increased the Coastal High Hazard Area (CHHA) limits within St. Petersburg by 8,620 acres. The CHHA designation represents the areas below the elevation where a Category 1 storm surge line is defined by storm modeling, shown in Figure 4.2.4. While the real estate market in these vulnerable areas remains robust today, climate-related devaluation of property prices is possible and may affect future government tax revenues and require increased capital improvement expenditures to repair and harden infrastructure. Recently adopted changes to the CHHA incentivize redevelopment that replaces at-risk structures and populations with higher level storm resilient structures when supported by appropriate infrastructure and mobility options. This incentivized replacement of existing flood prone or at-risk structures is a means to preempt losses due to climate change and must be done in concert with sea level rise preparedness efforts.

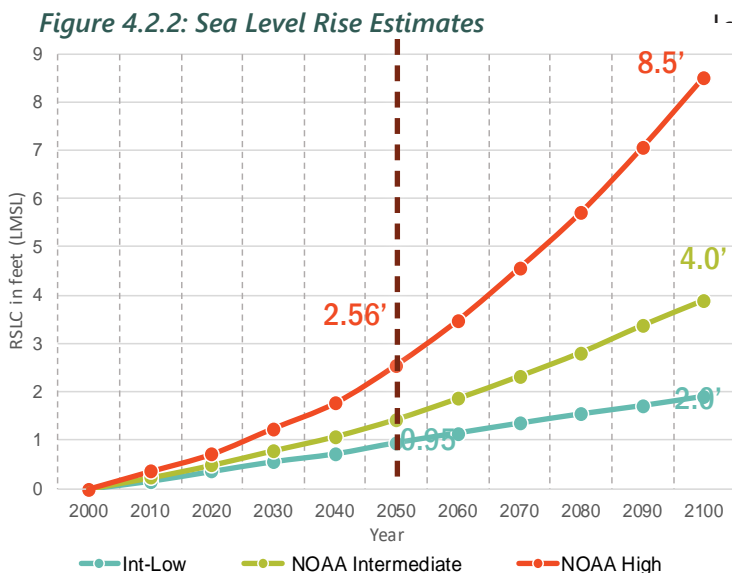


Figure 4.2.3: 3-foot Sea Level Rise

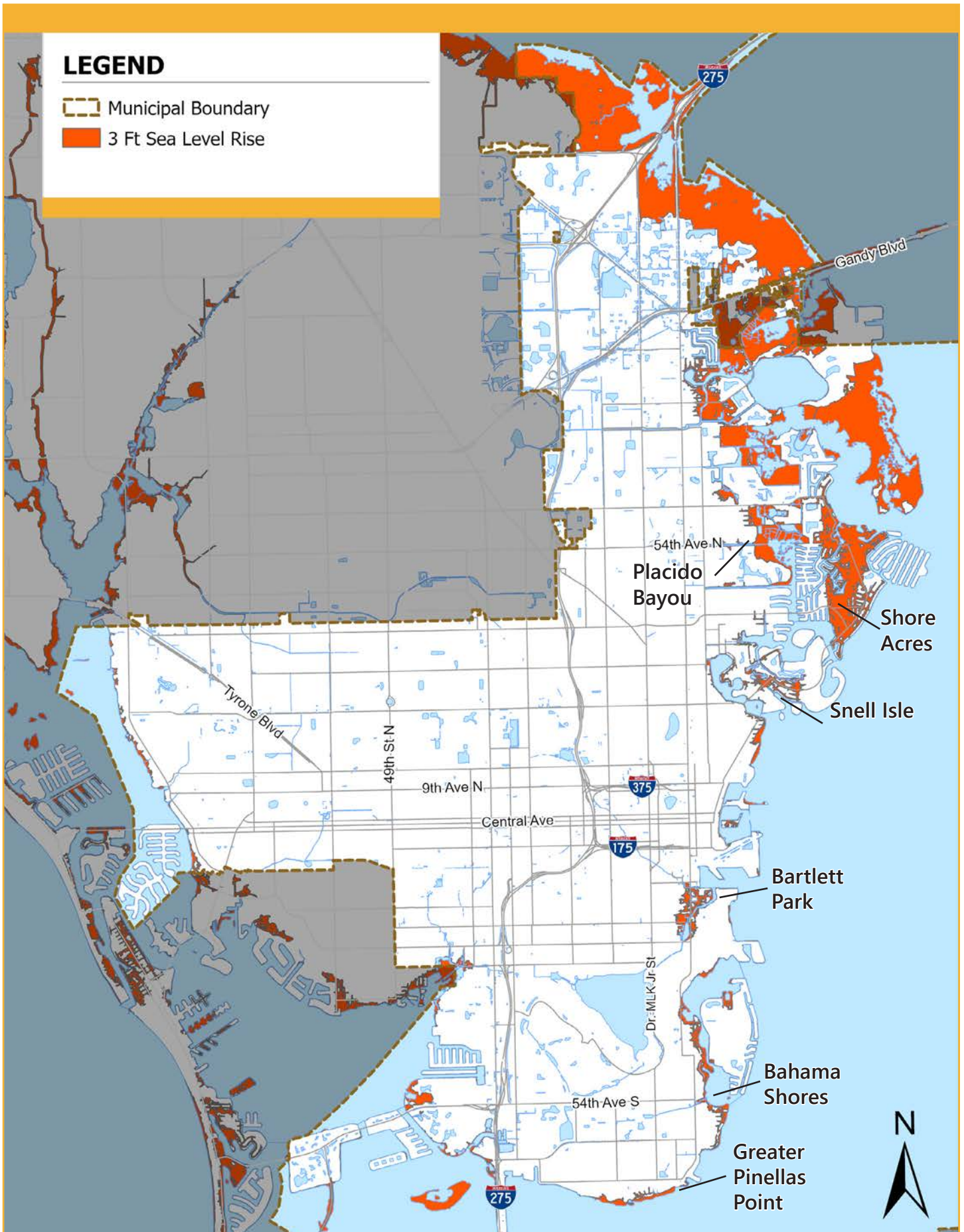
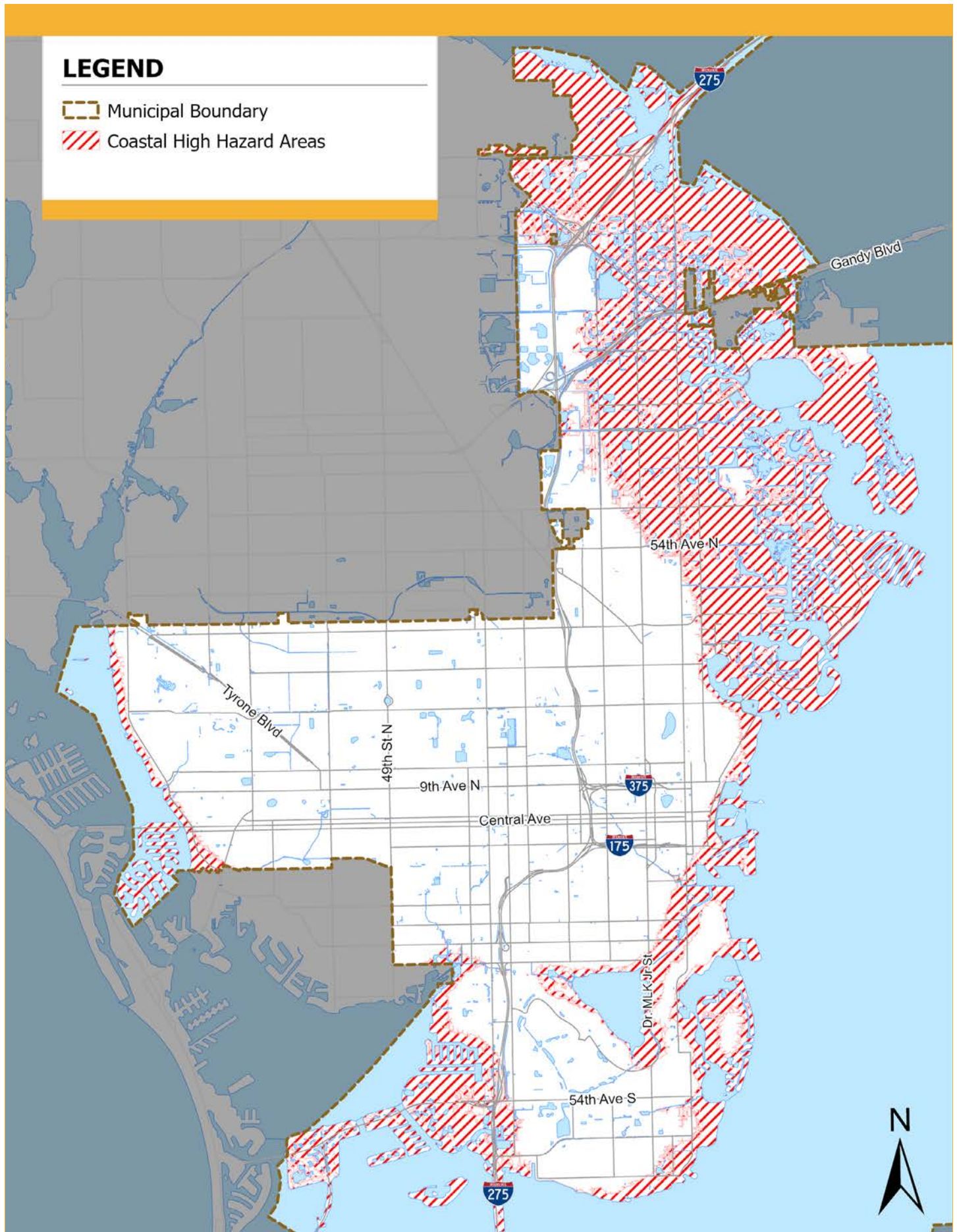


Figure 4.2.4 Coastal High Hazard Areas



Transportation

There will always be a need for better and safer mobility choices. Meaningful improvements range from more protected pedestrian crossings to premium BRT routes. The St. Petersburg community consistently identifies that more than simple bike lanes are needed to address dangerous conditions, provide a viable network of comfortable routes, and improve community mobility safety. Access to shared bikeways, and multi-use paths for daily needs as well as recreation are all recognized as adding to neighborhood real estate premiums and support complementary City initiatives such as sustainability and public health. Residents want connected transportation networks that advance Vision Zero goals of moderating vehicle speeds to eliminate traffic deaths while adding to the neighborhood attractiveness. Each of the solutions and investments are strengthened by coordination of transportation with land use policies. Higher density projects along major corridors and within centers increase the number of riders and future success of any expanded transit options. With Complete Streets, the City will implement transportation improvements that support the idea of complete neighborhoods, where residents have safe and convenient walkable access to the goods and services needed in daily life and continue to offer mobility options that provide alternatives to people driving single or low-occupant motor vehicles to and within the downtown area, including but not limited to additional remote and perimeter-parking options.

Complete Streets revolves around planning for people and the ideas of proximity, access, exchange, identity, network, convenient, connectedness, and scale. Though the form varies for different land use contexts and different parts of the City, the vision of a walkable and livable community covers the entire city. The **Complete Streets Implementation Plan**, adopted in May 2019, replaces the City's CityTrails Bicycle Pedestrian Master Plan, and serves to guide all future transportation projects within St. Petersburg. It defines needed project delivery process changes, a proactive capital improvements program to build a network of connected routes for different users, and the means of measuring success. The Implementation Plan includes flexible design table for curb extensions and narrower lane widths. Lane reductions have been implemented on several roadway segments as have the conversion of one-way streets to two-way operations.

The City is currently partnering with Forward Pinellas and the Florida Department of Transportation to conduct the **Downtown St. Petersburg Mobility Study** that would help the City understand the ways in which the greater Downtown transportation network can help meet the area's needs for improved access, connectivity, and mobility in the long term, including consideration for growth planned with the redevelopment of the Tropicana Field site and Innovation District. Included in this analysis is a review of the potential removal or modification of the I-375 and I-175 spurs.

Health

Healthy St. Pete is a City of St. Petersburg Initiative led by the St. Petersburg Parks and Recreation Department with the mission to build a culture of health in our city by making the healthy choice the easy choice through a collaborative community effort. The City will work to improve health outcomes, reduce health inequities, and strive to implement policies and programs that give all residents the opportunity to reach and enjoy optimal health. Healthy St. Pete programs and partnerships are currently categorized under four areas of impact: educational programs, fitness programs, youth programs, and Health in All Policies.

The City's adopted **Health in All Policies** (HiAP) approach to decision-making by both executive order and City council resolution in 2018 is a recognition that all departments have a role to play in ensuring everyone can live a long and healthy life. In adopting a collaborative HiAP approach, the City is working to promote health equity through addressing the social determinants of health, defined as the conditions in which people are born, live, work, play, and age. Health in All Policies promotes health equity in City plans, programs, projects, and policies in order to create a supportive environment enabling people to lead healthy lives.

The **Foundation for a Healthy St. Petersburg** has a history of partnering with the City of St. Petersburg to advance health equity. The foundation's mission is to end differences in health due to social or structural disadvantages to improve population health by advancing racial and health equity. The foundation's recently-opened Center for Health Equity is an important resource in South St. Petersburg that is positioned to create a hub of social interaction.

A major health crisis emerged when COVID-19 was declared a global pandemic in March 2020. The respiratory infection outbreak quickly challenged community health, economies, businesses, and societal groups. Measures being implemented to stop its spread (maintaining distance from other people, face coverings, personal hygiene, travel restrictions, etc.) have had dramatic impacts on St. Petersburg and the nation. Mandated school and business closures and event cancellations and postponements have significantly impacted local economies and personal wealth. Federal government injection of CARES Act funding and the City's Fighting Chance Fund stemmed some of the initial losses. However, it is apparent that there will be longer-term financial and societal affects as business entities and people ultimately confront the results of lost incomes.



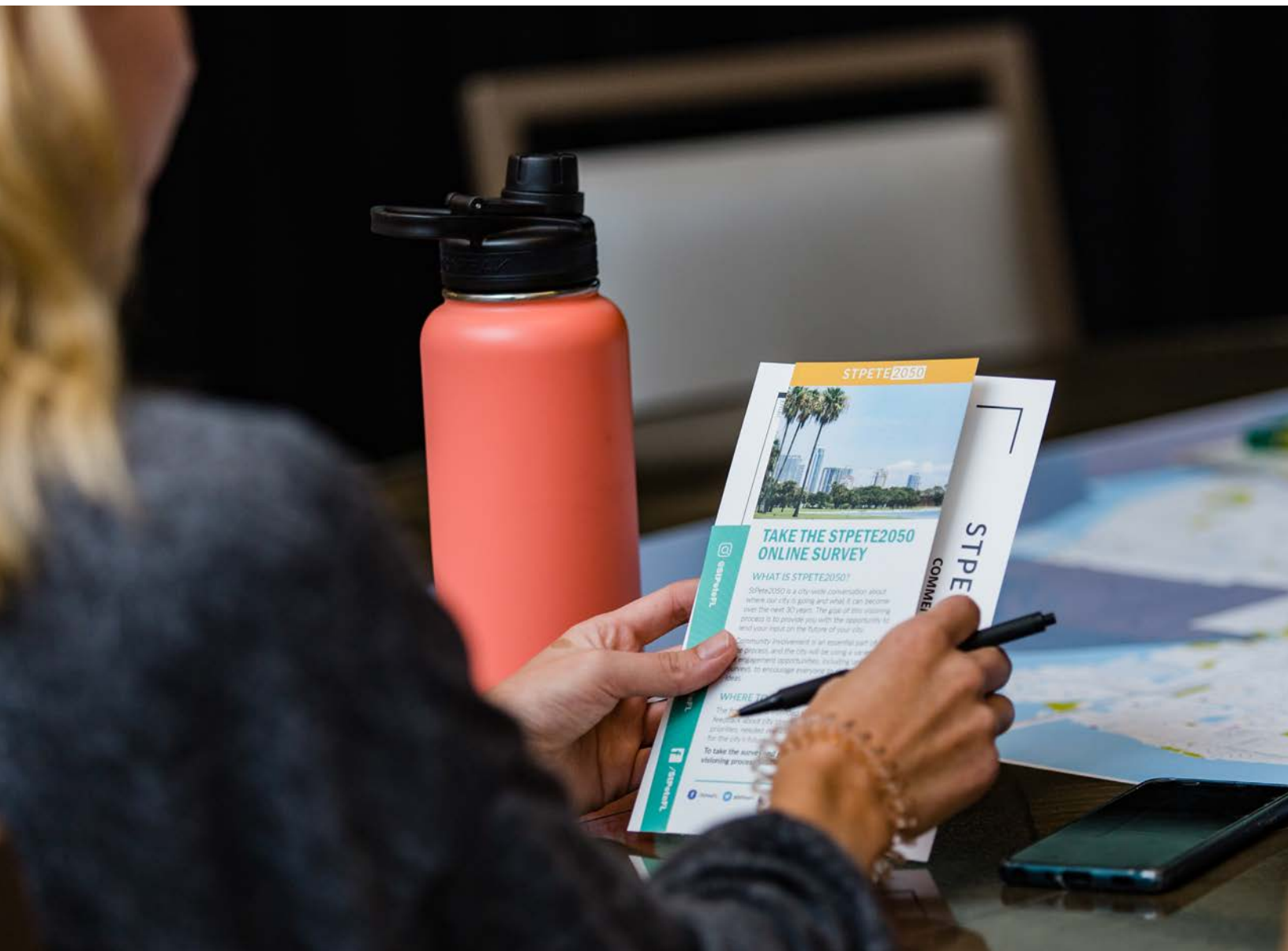
Across the nation, including in St. Petersburg, minority populations have been disproportionately affected by COVID-19, in part due to pre-existing health disparities. To date, COVID-19 cases have been concentrated in minority neighborhoods, in addition to nursing homes and congregate living facilities. Other factors that seem to explain clusters of COVID-19 cases in the U.S. are super-spreader events, crowded housing and workplaces, and poverty.

The City's strategy for focusing future growth in neighborhoods, corridors and centers will not need to change in response to COVID-19. City efforts to improve parks and public spaces, including outdoor fitness equipment and rebuilding and renovating community recreation centers, are all important to creating a healthier more disease resistant community.



05

Community Themes



Ten community themes emerged from the engagement process. For each theme there is a mission statement and a set of goals that serve as guiding principles for the city's next 30 years. The thousands of participants in the StPete2050 process helped to shape the themes. Their voices defined the highlighted issues and gave direction to the city's future. Partners are needed to realize the many goals set forth in this vision plan. The mission and goal statements are generally broad and aspirational in nature.

Achieving success will require the continuous identification and implementation of strategies, programs and initiatives that will require the allocation of the community's collective resources in an ongoing manner. Preliminary discussions about implementation strategies occurred during the StPete2050 process. These discussions serve as a precursor to what must take place in more focused environments that will determine which strategies should be advanced and in what manner. Benchmarking of each community theme goal is also important, as it provides a measurement of the community's success towards its attainment and where new direction may be necessary.

Table 5.1.1: StPete2050 Community Themes

Theme	Mission
Arts & Culture	St. Petersburg will be known for its vibrant art scene and celebrate the vast cultural resources throughout the city, maintaining preeminence in the Southeast and achieving greater global recognition.
Housing	St. Petersburg residents will have access to a wide range of quality housing and affordability options within all neighborhoods.
Diversity, Equity, and Inclusion	St. Petersburg will be a place where everyone can realize their full potential, and where all are welcomed and treated equally.
Education	St Petersburg will have exceptional and equitable education opportunities that will allow St. Petersburg students to reach their full potential.
Community Character and Growth	The need to plan for and direct growth in St. Petersburg will be balanced with protecting and enhancing community character. Centers and corridors will be the focus of redevelopment.
Healthy Communities	The City will improve health outcomes, reduce health inequalities, and implement policies and programs that give all residents the opportunity to attain and enjoy optimal health.
Parks, Recreation, and Open Space	St. Petersburg will be known for its world class waterfront and community parks. It will preserve and enhance natural spaces throughout the city.
Shared Economic Prosperity	St. Petersburg will have an equitable, inclusive, diverse, and growing economy. There will be a focus on equity, with the understanding that the vibrancy of the entire community is determined by the economic well-being of all individuals
Sustainability and Resilience	St. Petersburg will continue to lead the way in advancing sustainability and resiliency, mitigating the causes and effects of climate change, transitioning to clean, renewable energy, and adapting to a changing climate and rising sea levels.
Transportation and Mobility	The safe and efficient movement of people throughout St. Petersburg is critical to the continued growth and success of our city moving towards 2050. The integration of multiple modes of transportation contributes to a dynamic community.

5.1

Arts and Culture



Arts and Culture

St. Petersburg has become known on a national scale as a destination for arts and culture. The City's vast and unique resources include the Museum of Fine Arts, The Dali Museum, The James Museum of Western & Wildlife Art, Florida Holocaust Museum, Dr. Carter G. Woodson African American Museum, Imagine Museum, Duncan McClellan Gallery, Morean Arts Center and Chihuly Collection, Florida CraftArt, and the upcoming Museum of the American Arts and Craft Movement. Museums are big institutions, but the charm of our arts community includes the small artists, galleries, and workspaces. Performance theaters include productions by American Stage, freeFall Theatre, the St. Petersburg City Theatre, Jannus Live, and St. Petersburg Opera Company. Independent artists have helped revitalize the 600-block of Central Avenue, and launch the Warehouse Arts District – one of seven arts districts, and establish the Kenwood and Old Southeast Artist Enclave Overlay Districts. Everyone from the amateur potter to the famous glass blower has found a place to thrive in our renaissance city. Five years ago, the SHINE Mural Festival was launched bringing a tapestry of murals to formerly blank walls, with work from local to international artists contributing to our cultural diversity.

Mission

St. Petersburg will continue to be known for its vibrant art scene and celebrate the vast cultural resources throughout the city, maintaining preeminence in the Southeast and achieving greater global recognition.

Arts and Culture Goals

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



5.2

Housing



Housing

St. Petersburg is challenged by the affordability and availability of quality housing for all residents. During the StPete2050 process, challenges related to affordable housing due to issues such as the rising cost of living, stagnant wage growth, a shortage of housing stock, and limited incentives for landlords and developers were identified. The City is addressing the challenge in many ways, including the For All From All housing plan. The community must be proactive and committed to ensure housing opportunities for all citizens are improved over the next thirty years.

Mission

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

Attainable Housing Goals

1. Preserve existing and create new opportunities for housing and affordability
2. Reduce poor and inadequate housing conditions.
3. Expand housing development / supply opportunities.
4. Secure funding streams for affordable and workforce housing that are reliably and consistently available and adequate to meet programmatic needs.
5. Minimize involuntary displacement of residents and businesses from neighborhoods.
6. Make housing and affordability options, including rental and ownership options and a variety of housing types, available in all neighborhoods throughout the city, while maintaining community character.
7. Promote the increased acceptance of affordable and workforce housing in St. Petersburg through community outreach.



5.3

Diversity, Equity, and Inclusion



Diversity, Equity, and Inclusion

Diversity is simply defined as variety or variation, but within the context of a community, it can mean the difference between success and failure in the globalized world. The richness and possibility of a community can be found within its diversity of people, places, experiences, and opportunities. The more diverse a place, the better positioned it will be to take advantage of economic opportunities that may arise, and the more resilient it will be when change does occur.

Mission

St. Petersburg will be a place where everyone can realize their full potential, and where all are welcomed and treated equally.

Diversity, Equity, and Inclusion Goals

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



5.4

Education



Education

The crucial role of education is consistently seen as a beacon of the community's health and prosperity. A good education encourages creativity and generates opportunity, not only for individuals, but for the community as a whole. St. Petersburg recognizes that the availability of quality educational programs for all age groups is an important attribute needed for the continued growth and development of its residents and their city.

Mission

St Petersburg will have exceptional and equitable education opportunities that will allow St. Petersburg students to reach their full potential.

Education Goals

1. Support and improve neighborhood schools that are safely accessible by car, bicycle or foot.
2. Support before and after care programs.
3. Support early childhood education programs.
4. Support coordinated and customized improvement plans to eliminate achievement gaps for student success.
5. Increase student graduation rates in all schools.
6. Support vocational training and certification programs that create talent pipelines to available local jobs, with a particular focus on the Grow Smarter industry sectors.
7. Promote opportunities for lifelong continuing education, both academic and vocational.
8. Support and maintain partnerships with post-secondary education institutions to augment Pinellas County school programs and increase student attraction, retention and success in the local economy.



5.5

Community Character and Growth



Community Character and Growth

Allowing for growth while preserving the many desirable aspects of the community's character is key. Within the City's development framework of neighborhoods, corridors, and centers, there are areas for protection and areas of growth opportunity. Areas for protection include the waterfront, open space, and neighborhoods, including our local historic districts. Future redevelopment is best located in the city's centers, corridors, and underutilized industrial lands. Higher density development is an important part of the city's future growth and must be well-designed and served by multi-modal transportation facilities, and respectful of community character.

Mission

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

Community Character and Growth Goals

1. Protect the character and viability of neighborhoods.
2. Expand housing choices within the neighborhoods, corridors, and centers framework.
3. Promote the city's architectural and urban design quality through land development regulations, including building and streetscape design.
4. Create more mixed-use, walkable areas served and connected by multi-modal transportation systems consistent with Complete Neighborhoods and Complete Streets principles.
5. Encourage the highest use mixes, densities and intensities and the highest level of multi-modal transportation service in centers.
6. Support redevelopment of transformational sites including Innovation District and Tropicana Field, to bring opportunities for higher education, research, and attainable housing.
7. Expand corridor redevelopment opportunities, while maintaining appropriate transitions to adjacent neighborhoods, such as along the 22nd Street S. Corridor in support of the Deuces Rising initiative.
8. Consider opportunities to address the emotional infrastructure of our community, embracing emotional awareness by incorporating emotional design elements into the built environment.
9. Create high-quality, walkable streetscapes in centers and corridors.
10. Expand use mixes in industrial districts to reflect changing business and market innovations and allow greater business development opportunities, including maker support uses such as art galleries and gathering spaces, educational, vocational and apprenticeship programs.
11. Preserve existing public open spaces and environmental preserves and expand these areas when feasible.
12. Allow/incentivize redevelopment in the Coastal High Hazard Area that reduces at-risk properties and populations and increases resilient development and structures.
13. Prioritize infrastructure improvements that support population and economic growth strategies.
14. Protect and preserve historically and culturally significant buildings, structures, and landscapes.
15. Continue with innovative approaches to implementing regulatory tools addressing growth and development, (such as Residential FAR design bonuses, Storefront Conservation Overlay, and CHHA design standards)
16. Preserve industrial/employment centers to provide opportunities for all types of employment generating businesses.

5.6

Healthy Communities



Healthy Communities

Having access to health and wellness resources is important to the residents of St. Petersburg. Understanding where the high-risk areas are located is necessary to develop strategies that address access to healthy food, recreation, physical activity, education, health care, affordable housing and employment opportunities. Creating an environment that promotes and encourages safe opportunities for physical activity and access to healthy food is a critical component of improving community health. St. Petersburg should continue to build upon the foundation provided by the Healthy St. Pete program while analyzing and prioritizing alternative strategies that have the greatest potential for improving the community's health.

Mission

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

Healthy Communities Goals

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



5.7

Parks, Recreation, and Open Space



Parks, Recreation, and Open Space

St. Petersburg benefits from an abundance of natural resources, parks and recreational opportunities. Access to its abundant natural beauty and the associated physical activities has long been seen as an important asset.

Mission

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

Parks, Recreation, and Open Space Goals

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



5.8

Shared Economic Prosperity



Shared Economic Prosperity

Increasing the community's standard of living and creating sustained economic growth that continues to move St. Petersburg towards a diverse and robust economy is important for future prosperity. St. Petersburg's economic growth needs to include both process and policies by which the community, as a whole, improves its economic, political, and social wellbeing.

Mission

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

Shared Economic Prosperity Goals

1. Support and maintain economic development partners that work collaboratively toward St. Petersburg's shared economic prosperity (e.g. the City of St. Petersburg, Chamber of Commerce, Urban League, St. Pete EDC).
2. Continue to have and implement a comprehensive economic development strategy (e.g. The Grow Smarter Strategy) to focus and organize economic development activities of all partners.
3. Promote workforce training and placement through local educational and business partners (e.g. St. Pete Works!), with an emphasis on Grow Smarter industry sectors.
4. Continue three-tiered business development approach with Business Retention led by the City Economic and Workforce Development team, Business attraction led by the EDC, and Small Business support led by City and Chamber of Commerce Greenhouse team.
5. Include and incentivize green jobs, technologies, products, and services in economic development plans and purchasing practices.
6. Continue to support underserved and underutilized areas of the community with revitalization plans that address needed physical, economic and human development improvements (e.g. One Community Plan, South St. Petersburg CRA).
7. Promote Internet access as a critical piece of public infrastructure that is maintained with the best current technology and expanded to ensure convenient and affordable access to all citizens.
8. Impacts of natural disasters, pandemics, and market conditions (e.g. depression or recession) will be assessed and evaluated with programs and policies adjusted to support local business recovery and neighborhood, protect the health and welfare of residents, and increase preparedness for future events.



5.9

Sustainability and Resilience



Sustainability and Resilience

St. Petersburg must continue to lead the way in advancing sustainability and resiliency, addressing the causes of climate change, and transitioning to clean energy. Our most vulnerable citizens and businesses are often most impacted by extreme weather and environmental disasters. That is why it is important to understand that our city is an interconnected, dynamic, living system where we consider not just long-term effect, but causes as well. St. Petersburg recognizes that integrating sustainability into decision-making will enhance its equity, livability, and resiliency. Further integration of sustainability and resiliency will promote future growth that addresses environmental, economic, and social challenges in the city.

Mission

St. Petersburg will continue to lead the way in advancing sustainability and resiliency, mitigating the causes and effects of climate change, transitioning to clean, renewable energy, and adapting to a changing climate and rising sea levels.

Sustainability and Resilience Goals

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



5.10

Transportation and Mobility



Transportation and Mobility

St. Petersburg benefits from its established citywide neighborhood street grid. The street grid creates a connected network that defines the city's urban form. The street grid provides numerous route choices for the movement of residents and conveying goods. There will always be a desire for better and safer mobility options. The City values Complete Streets where people of all ages, physical abilities, and income levels can safely and comfortably move around the city. The adopted Complete Streets Implementation Plan provides citywide direction. A fundamental principle guiding the approaches and designs is increased safety and access for pedestrian travel.

Mission

The safe and efficient movement of people throughout St. Petersburg is critical to the continued growth and success of our city moving towards 2050. The integration of multiple modes of transportation contributes to a dynamic community.

Transportation and Mobility Goals

1. Recognize the Complete Streets Implementation Plan as the citywide transportation plan.
2. Promote increased mobility options and modal equity.
3. Create safer streets with enhanced crosswalks, additional protected bike lanes, wider sidewalks and appropriate speed limits which support more trips through non-motorized modes and reduce bicycle and pedestrian fatalities.
4. Continue to promote walkable streets to support Complete Neighborhoods that connect with commercial districts and special areas.
5. Support public transit system service improvements that connect populations to jobs and other services while continuing to support the most vulnerable in all areas of the city, including the upcoming SunRunner and the future Bus Rapid Transit opportunity along the 34th Street corridor.
6. Improve major streets for safe vehicular movement, access to essential services and daily needs and enhanced mobility for the local economy.
7. Increase transit service on premium transit corridors and reduce site development parking requirements to increase transit-oriented development opportunities.
8. Prepare for and adapt to new "Smart City" transportation technology opportunities.
9. The City will continue programs and policies to advance EV infrastructure, autonomous vehicles and new transportation technologies.
10. Transportation will be incorporated into growth plans with a regional perspective connecting St. Petersburg to our western and northern Pinellas neighbors and to surrounding counties.



06

Ongoing Implementation and Community Feedback



Keeping the Vision Current

St. Petersburg is fortunate to have a strong legacy of leadership from both the public and private sectors in working towards common goals. Future actions will determine if the community vision identified in StPete2050 serves the people of St. Petersburg and visitors from around the world for generations to come.

Feedback and Update

The StPete2050 vision planning process has been focused on facilitating a broader community conversation about the future of St. Petersburg. This plan was created with the input of thousands of interested citizens throughout the project outreach and engagement events and represents many of their ideas and desires for the next three decades. To achieve the vision outlined within this document, City, institutional, and private sector leaders should support the community theme framework throughout the preparation and implementation of plans, policies and through the provision of services.

The StPete2050 goals and strategies should be periodically revisited to monitor actions and implementation progress. Recommended methods for reporting on the progress and updating the vision include immediate, medium- and long-term actions.

Immediate Actions

Upon completion of the final report, the City will immediately prepare a StPete2050 Implementation Analysis. The purpose of this analysis is to determine necessary resources, responsible entities or City departments, and initial implementation steps.

StPete2050: A Vision Plan for St. Petersburg (“StPete2050”) is the document that expresses the collective vision of the citizens of St. Petersburg for the next 30 years. The heart of StPete2050 is the ten priority Theme areas and seventy-five Goals that were identified during the extensive public engagement process. The Goals are an articulation of the community’s highest-level aspirations for a best possible future. Implementing StPete2050 can come in many forms including, continuing existing programs and initiatives, launching new initiatives, developing detailed master plans, such as the Downtown Waterfront Master Plan or the Integrated Sustainability Action Plan. Vision 2020 implementation is documented in the StPete2050: Progress and Opportunities Report and includes many examples of deliberate as well as unplanned implementation achievements and successes. Having a goal-oriented vision for the future increases the probability that the community will make good decisions in terms of setting priorities, allocating resources and taking advantage of serendipitous opportunities.

Initiating the first implementation phase of StPete2050 requires identifying entities that should be involved and seeking their feedback regarding the goals established in StPete2050 and possible implementation steps. Recognizing that StPete2050 implementation is a community-wide effort, the outreach includes internal City departments and external agencies/ organizations.

The implementation analysis will be summarized as a series of tables, one for each of the 10 Theme areas, with responsible/action agencies and recommended initial implementation actions. The recommended actions range from continuing current policies, programs and initiatives to initiating a process to identify new implementation strategies and actions. City Departments and partner agencies will be asked to provide regular updates on these strategies and actions.

Comprehensive Plan and Land Development Regulation updates

The City of St. Petersburg Comprehensive Plan and Land Development Code will be updated to incorporate the StPete2050 community themes and goals as articulated by the community during the StPete2050 outreach process. Goals, Objectives and Policies in each section of the Comprehensive Plan will be revised to reflect public input received. The City will immediately initiate a collaborative process with key stakeholders and all interested participants from the StPete2050 Vision planning process, with the goal of bringing forward updates to the City's Comprehensive Plan by the end of 2021. The Future Land Use Map and Zoning Maps will be similarly revised and updated to reflect future growth priorities. Public engagement will continue through this next implementation phase, building on the StPete2050 community outreach efforts, to include stakeholder workshops, presentations and discussions with organizations including neighborhood and business associations (e.g. CONA, Chamber of Commerce, Preserve the Burg, Sierra Club, Waterfront Parks Foundation).

This effort will include establishing measurable goals and metrics and identify costs for implementation

The comprehensive planning update will guide the community to:

- Protect the public health, safety, and welfare;
- Address the concerns of the community related to growth management and the preservation of the City's character and historic assets;
- Continue to emphasize the importance of St. Petersburg's diverse and quality neighborhoods;
- Preserve and protect the resources of the community through the guidance of growth and redevelopment while continuing to provide quality services concurrent with the impacts of development (or redevelopment);
- Protect and enrich the quality of life within the community;
- Ensure the consideration of long-range goals in the determination of short-range decisions and actions; and,
- Promote a healthy, stable, and well-balanced economic atmosphere which, satisfies the goods and services needs of the community, promotes employment opportunities, and supports a strong and diverse economic base;
- Incorporate "lessons learned" during the Covid-19 pandemic for planning and establishing response contingencies in the event of future pandemic scenarios.

Associated updates to the Land Development Regulations will also be initiated, based on sub-topic areas including Neighborhoods, Corridors & Districts, BRT TOD Station Areas, Activity Centers, Employment & Industrial Areas, and Parks.

Medium-Term Actions

A Progress and Opportunities Report, similar to what was prepared as part of this StPete2050 Vision report, will be provided and presented to the community every 3-5 years. This report will identify metrics for measuring progress and provide an accounting of status of implementation. The report may identify costs related to implementation of such actions.

Long-Term Actions

Major community-wide long-range planning and visioning efforts are typically initiated every 15 to 20 years, and this long-range vision plan should be revisited in that timeframe. Public engagement and outreach will continue to be a critical part of the planning process and St. Petersburg citizens will be involved in implementation reports and updates.

Further implementation actions may be initiated at any time in:

- Community Redevelopment Area plan updates
- Special area/purpose plans
- Annual work programs and budgets
- Capital improvement programming
- Economic development initiatives
- Transportation and mobility initiatives
- Neighborhood initiatives and neighborhood plan updates
- Grant program development
- Community partner initiatives
- Tropicana Redevelopment Master Plan & Community Benefit Agreements
- Downtown Waterfront Master Plan Update (June 2022)

Appendix

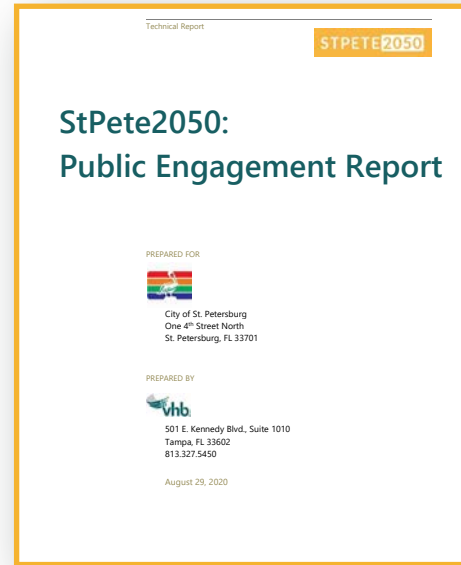


Appendices

These three appendix documents can be found on www.stpete2050.com

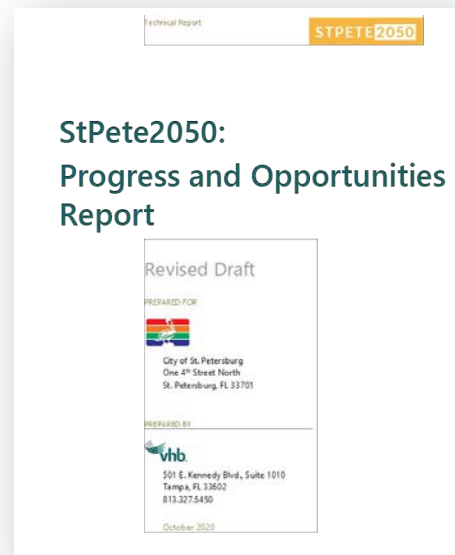
A: Public Engagement Report

The Public Engagement Report is a technical memorandum which provides a complete description of the StPete2050 outreach process. A thorough account is given of the community events, public workshops, online surveys, and associated results which guided the creation of this plan.



B: Progress and Opportunities Report

The Progress and Opportunities Report contains an in-depth discussion of steps made to realize the Vision 2020 Plan, current growth and development conditions, and a technical analysis of several emerging challenges. Some of these challenges include housing availability, sustainability and resiliency, infrastructure, and community health.



C: Market Assessment Presentation

A market assessment was completed by Landwise Advisors in January 2020. It is an analysis of economic and demographic trends in St. Petersburg. Projections for population, employment, and land use demands related to office, residential, retail, and hotel are included in this document.

