COMMUNITY WORKSHOP

JANUARY 29, 2020 - 6:00 PM
FEBRUARY 1, 2020 - 10:30 AM
FEBRUARY 4, 2020 - 6:00 PM
STPETE2050

WELCOME

Mayor Rick Kriseman

stpete2050.com
TONIGHT’S AGENDA

1. Welcome (6:10 pm)
2. StPete2050 Project (6:15 pm)
3. Engagement & Outreach Results (6:25 pm)
4. Small Group Discussions (6:45 pm)
5. Closing (7:45 pm)
6. Open House / Comment Cards (7:45-8:00 pm)
## STPETE2050 PROJECT SCHEDULE

### August - December

**1. Project Initiation**
- Communications / Community Engagement Plans
- Data Collection
- Evaluation of Current Conditions / Market Assessment
- Future Opportunities & Challenges

### January - March

**2. Project Development**
- Community Engagement
- Theme Area Best Practices / Alternatives
- Develop Plan

### April - September

**3. Plan Delivery**
- Community Engagement
- Recommendations
- Plan Documentation
- Final Presentations
- Plan Completion

### Workshops

- **Where Have We Been?**
  Nov. 7th, Nov. 9th, Nov. 20th
- **Where Do We Want To Go?**
  Jan. 29th, Feb. 1st, Feb. 4th
- **How Do We Get There?**
  Late April

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Community Outreach and Engagement

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[stpete2050.com](http://stpete2050.com)
WHERE HAVE WE BEEN?
VISION 2020

Created in 2001-02
375 Citizen Delegates

Components:
- Mission Statement
- Citizen Based Themes (15)
  - 104 “Results of a successful 2020 Vision” statements
- City Development Framework
  - Centers/corridors and neighborhoods
  - 41 recommendations
- Implementation
ENGAGEMENT & OUTREACH ACTIVITIES

- Workshop Series 1 – Where Have We Been?
- Outreach Events
- Community Survey
- Assessments
WORKSHOP SERIES 1 - 294 ATTENDEES

- Thursday, November 7, 2019
  - The James Museum (184)
- Saturday, November 9, 2019
  - Center For Health Equity (71)
- Wednesday, November 20, 2019
  - JW Cate Recreation Center (39)
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WORKSHOP SERIES 1 – MAPPING EXERCISE

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MAPPING RESULTS

![Graph showing mapping results with categories such as Affordable Housing, Economic Development, Transportation, etc.]

www.stpete.org

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MAPPING RESULTS BY THEME AREA

- Transportation & Mobility
- Growth & Character
- Shared Prosperity
- Healthy Communities
- Sustainability
- Diversity & Inclusion
- Education

Graph showing the results mapped by theme area.
OUTREACH EVENTS -
> 30 EVENTS/1,700 PERSONS

- St. Pete Run Fest
- Grow Smarter Summit
- USFSP / SPC / Great American Teach In
- PSTA Grand Central Terminal
- HOAs / Small Group Meetings
- Saturday Markets / Edwards Holiday Gala
- My Brother’s & Sister’s Keeper
- EDGE District Sip & Stroll
- Pub Crawls / Trivia Night
- MLK Family Funday
MARKER BOARDS “THE FUTURE OF MY CITY IS:_____”

The Future of My City is:
- Arts & Culture
- Keep the Rays!
- More bike paths
- Affordable housing
- More green space
- Saturday market
- Safe bike
- More street lights
- Clean water
- More parks
- ProtectUSEP!
- Plant more trees
- Keep historic buildings
- More playgrounds
- More public transport
- More recreation
- More transparency
- More education
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WEBSITE / MEDIA

- Project Website Updates
  www.StPete2050.com
- Community Survey Signups
- City HOA & Business Contacts
- Partner Organizations
- Citywide Utility Bill Inserts

Take the survey for St. Petersburg’s new 30-year planning project

According to the city’s website, “StPete2050 is a city-wide conversation about where our city is going and what it can become over the next 30 years.”

Published: 6:41 PM EST January 2, 2020
Updated: 6:18 PM EST January 2, 2020

ST. PETERSBURG, Fla. — The arrival of the new year offers a chance to look ahead. The City of St. Petersburg is going beyond just planning for the year 2020 and focusing on the next 30 years in a new vision presented titled StPete2050.

Courtesy of WTSP – Channel 10
Community Survey

2,560 Responses

- 75-Day Duration
  - November 7, 2019 to January 22, 2020

Community Survey #1:

- 2,560 Surveys.
- Citywide Response.
- Darker colors represent a greater response total within zip code limits.
WHAT WE HEARD
STRENGTHS & OPPORTUNITIES

Existing Strengths

- Arts & culture: 1083
- Transportation options: 507
- Walkability: 781
- Diversity: 723
- Historic buildings: 499
- Housing affordability: 624
- Job opportunities: 974
- Local businesses: 207
- Natural features: 135
- Neighborhood identity: 1340
- Parks & recreation

Opportunities for Improvement

- Arts & culture: 269
- Transportation options: 308
- Walkability: 433
- Diversity: 1443
- Historic buildings: 1443
- Housing affordability: 158
- Job opportunities: 1322
- Local businesses: 488
- Natural features: 429
- Neighborhood identity: 313
- Parks & recreation
THEME RANKING TOTALS (TABLE & SURVEY)
HOW AND WHERE DO WE GROW?

- Market Assessment
- Community Character
- Development Framework
- Opportunity Areas
**PROJECTED 2050 POPULATION GROWTH – CITY OF ST. PETE**

<table>
<thead>
<tr>
<th>Last 5 years</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Increase: 16,985</td>
<td>Annual % Increase: 1.3%</td>
<td>Population Increase</td>
<td>Annual % Increase</td>
<td>Total Population</td>
<td>Growth Rate</td>
</tr>
<tr>
<td>2014</td>
<td>252,372</td>
<td>103,711</td>
<td>1.0%</td>
<td>373,068</td>
<td>High</td>
</tr>
<tr>
<td>2019</td>
<td>269,357</td>
<td>57,550</td>
<td>0.6%</td>
<td>326,907</td>
<td>High-Medium</td>
</tr>
</tbody>
</table>

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

- **Gateway**
  ~34,000 employees

- **Downtown**
  ~31,000 employees

- **Tyron**
  ~7,300 employees

- **West Central Ave Corridor**
  ~3,000 employees

- **Pinellas Trail/ WADA Corridor**
  ~1,000 employees

- **Skyway Marina**
  ~3,000 employees

- **4th St N. Corridor**
  ~5,000 employees

- **North CSX Corridor**
  ~4,800 employees

- **34th St. N. Corridor**
  ~5,700 employees

- **< 20 employees**
- **21 – 100**
- **101 – 500**
- **501 – 1,000**
- **1,001 – 5,000**
- **> 5,000**

Source: 2017 LEHD OnTheMap
### SUMMARY OF DEMAND BY LAND USE

**Total 30 year Demand for New Development**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Low Medium Growth Scenario</th>
<th>High Growth Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>2,350,000 square feet</td>
<td>4,000,000 square feet</td>
</tr>
<tr>
<td>Residential</td>
<td>31,000 dwelling units</td>
<td>47,000 dwelling units</td>
</tr>
<tr>
<td>Retail</td>
<td>1,150,000 square feet</td>
<td>1,900,000 square feet</td>
</tr>
<tr>
<td>Hotel</td>
<td>3,300 rooms</td>
<td>5,600 rooms</td>
</tr>
</tbody>
</table>

**Annualized Demand for New Development**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Low Medium Growth Scenario</th>
<th>High Growth Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>78,500 square feet</td>
<td>135,000 square feet</td>
</tr>
<tr>
<td>Residential</td>
<td>1,035 dwelling units</td>
<td>1,550 dwelling units</td>
</tr>
<tr>
<td>Retail</td>
<td>38,500 square feet</td>
<td>63,500 square feet</td>
</tr>
<tr>
<td>Hotel</td>
<td>110 rooms</td>
<td>185 rooms</td>
</tr>
</tbody>
</table>
WHERE DO WE GROW?
DEVELOPMENT FRAMEWORK

- Neighborhoods / Centers / Corridors
- Protection / Limitation Areas
  - Waterfront / Open Space
  - Neighborhoods
- Opportunity Areas
  - Centers & Corridors (Mixed Use Areas)
  - Industrial Lands
  - Tropicana Field
<no text content>
TRANSPORTATION NETWORK

- Existing Street Network
- Bike Lanes, Trails & Paths
- Transit & Bus Rapid Transit Stations
- Complete Streets
BRT – 0.25 TO 0.5 MILE FROM STATIONS

LEGEND

- Activity Center
- Central Business District
- Commercial General
- Commercial Redevelopment District
- Community
- Institutional
- Industrial General
- Industrial Limited
- Institutional
- Preservation
- Planned Redevelopment Commercial
- Planned Redevelopment Limited
- Planned Redevelopment Mixed Use
- Future BRT Station
- Residential Office
- Recreation/Open Space
- Resort Facilities
- Residential High
- Residential Medium
- Residential Low
- Residential Low Medium
- Residences High
- Residential Urban
- Residential Very High
- Transportation/Utility
- 0.25 / 0.5 Mile Buffer
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San Matteo, CA (49 DU/AC)

Austin, TX (46 DU/AC)

St. Petersburg, FL (33 DU/AC)

St. Petersburg, FL (22 DU/AC)

St. Petersburg, FL (12 DU/AC)

St. Petersburg, FL (10 DU/AC)
St. Petersburg, FL (151 DU/AC)
New Orleans, LA (61 DU/AC)
St. Petersburg, FL (172 DU/AC)
San Francisco, CA (79 DU/AC)
St. Petersburg, FL (100 DU/AC)
Portland, OR (114 DU/AC)
THEME EXERCISE
Help us better understand issues that are important to your future in St. Petersburg.

Help us identify your priorities that should guide the vision for the City moving towards 2050.
Theme Exercise

- Theme Prioritization
- From Community Survey & Participant Inputs
- Discuss & Rank
  - Levels of Progress
  - Implementation Suggestions
NEXT STEPS

• Turn in Theme Exercise Cards
• Stay Tuned For Community Survey #2
• Monitor Online for Project Updates www.stpete2050.com
• Get Involved

Next Workshop Dates:
Workshop Series 2 – January 29, February 1 & February 4
Workshop Series 3 – Late April
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