



COMMUNITY WORKSHOP

JANUARY 29, 2020 - 6:00 PM

FEBRUARY 1, 2020 - 10:30 AM

FEBRUARY 4, 2020 - 6:00 PM



WELCOME

Mayor Rick Kriseman



STPETE2050



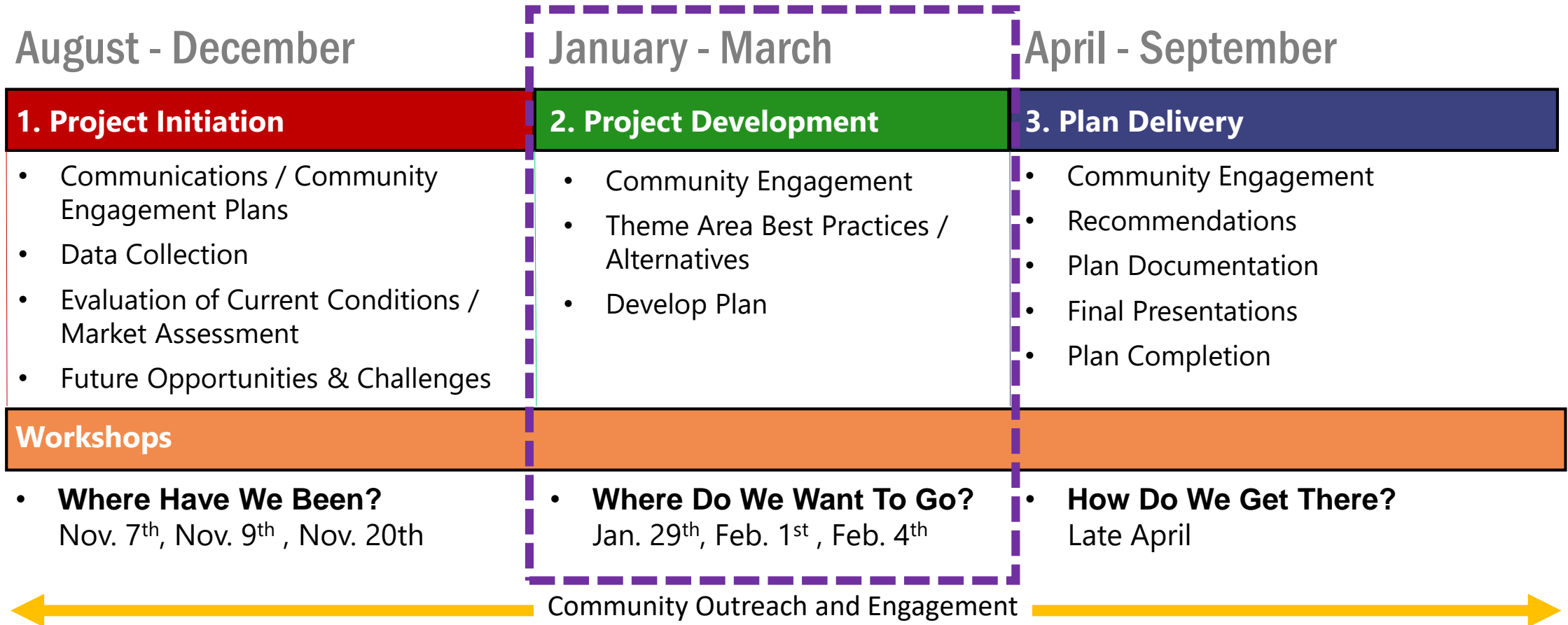
STPETE2050

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



WHERE HAVE WE BEEN?

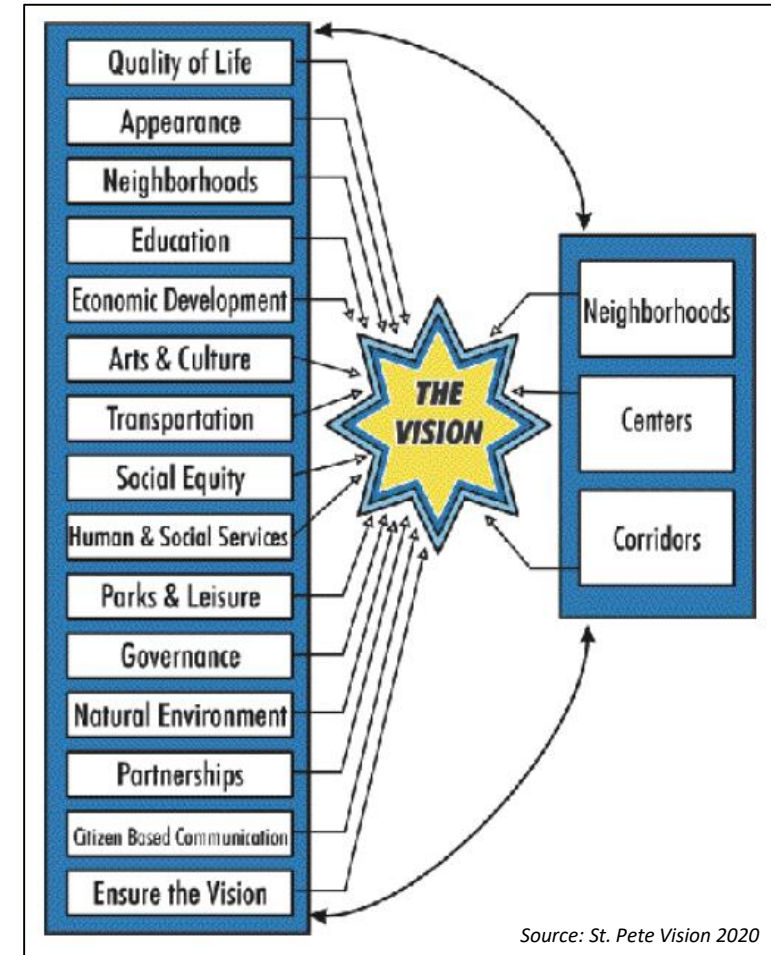
VISION 2020

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



Source: St. Pete Vision 2020

ENGAGEMENT & OUTREACH ACTIVITIES

- Workshop Series 1 – Where Have We Been?
- Outreach Events
- Community Survey
- Assessments

WORKSHOP SERIES 1 - 294 ATTENDEES

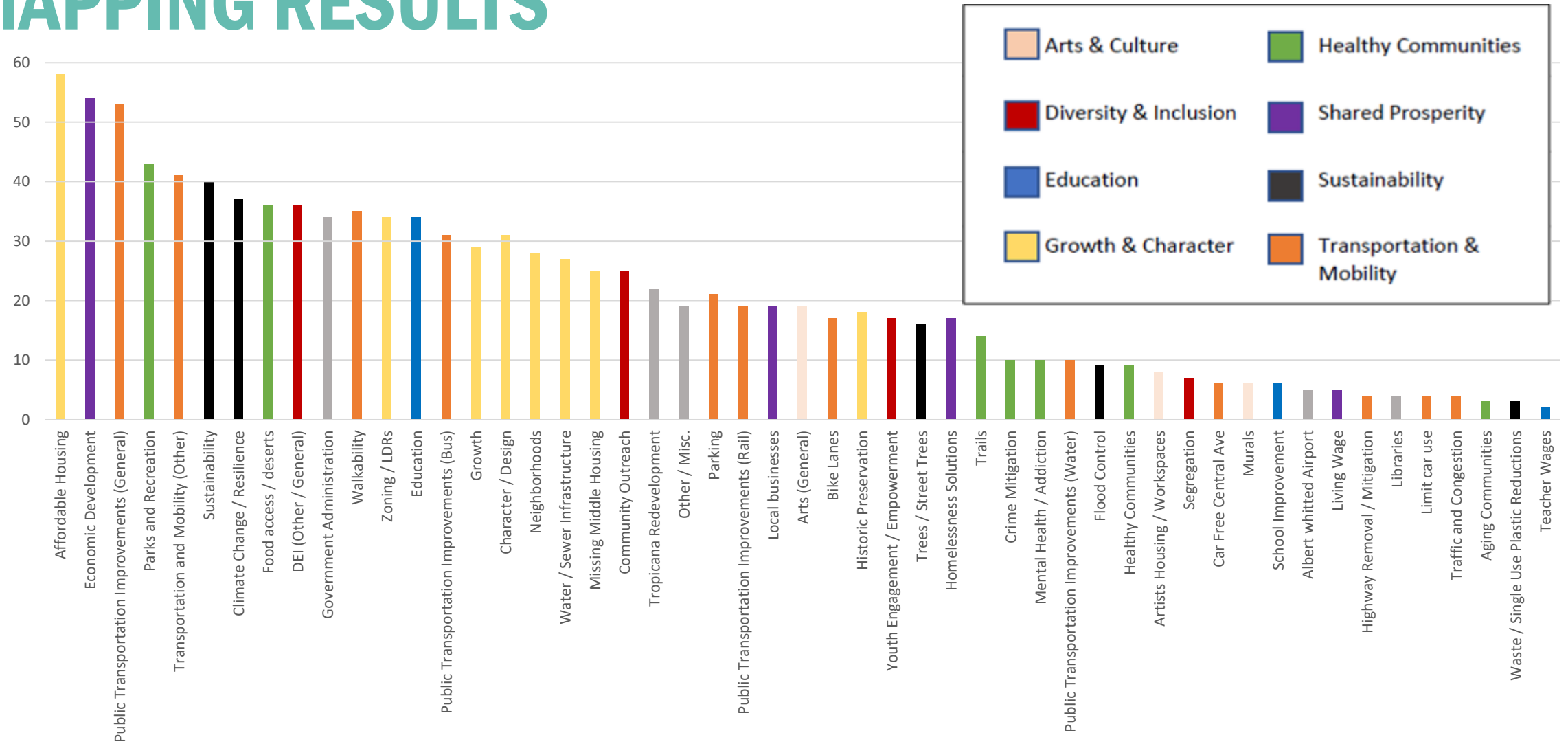
- Thursday, November 7, 2019
 - The James Museum (184)
- Saturday, November 9, 2019
 - Center For Health Equity (71)
- Wednesday, November 20, 2019
 - JW Cate Recreation Center (39)



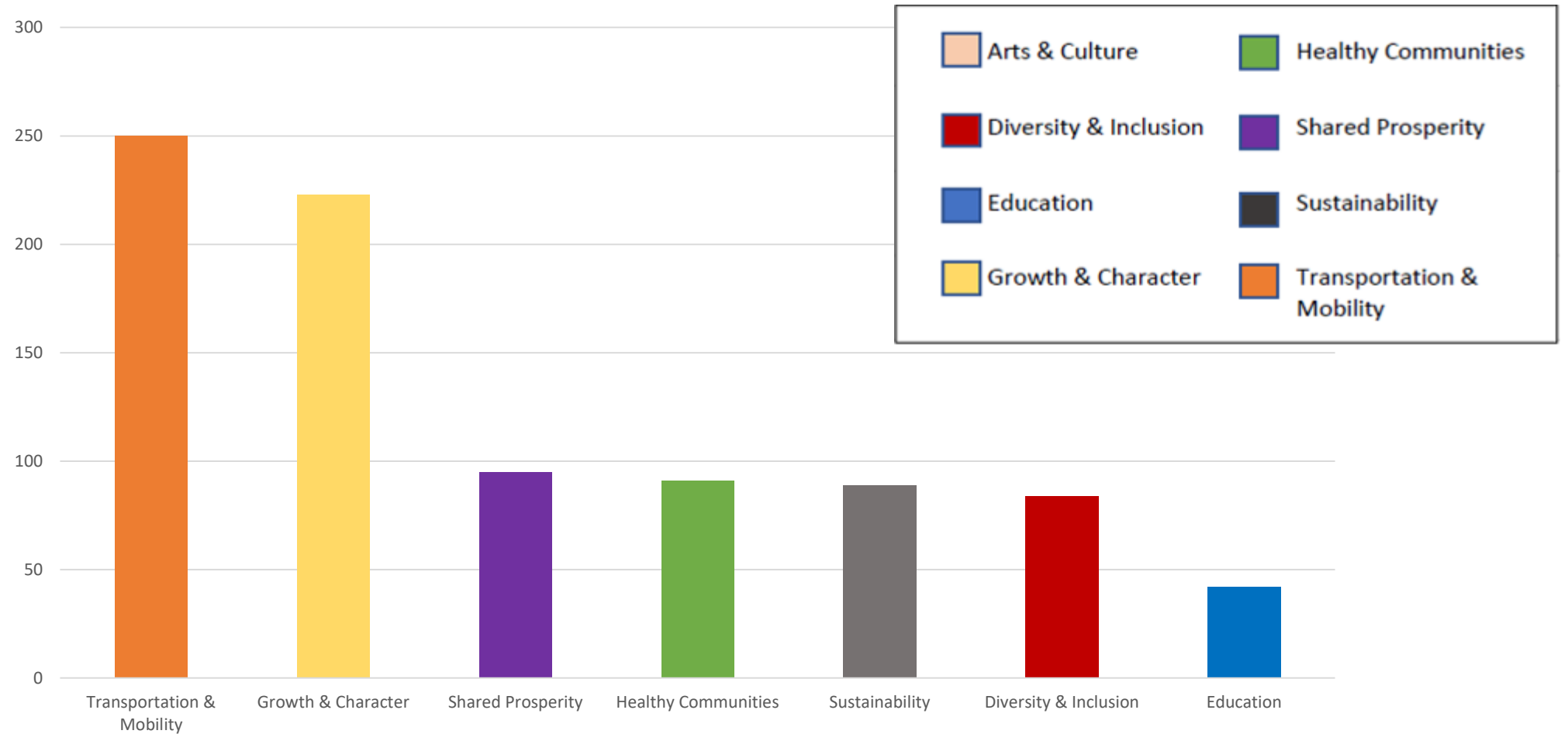
WORKSHOP SERIES 1 – MAPPING EXERCISE



MAPPING RESULTS



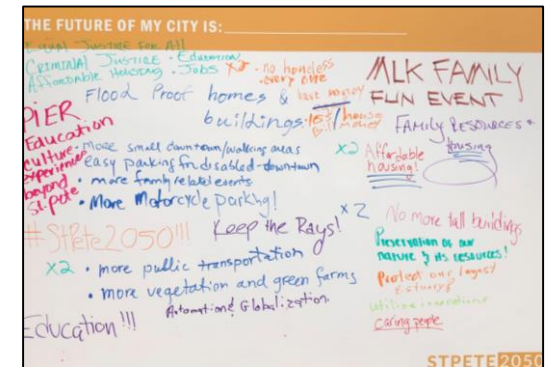
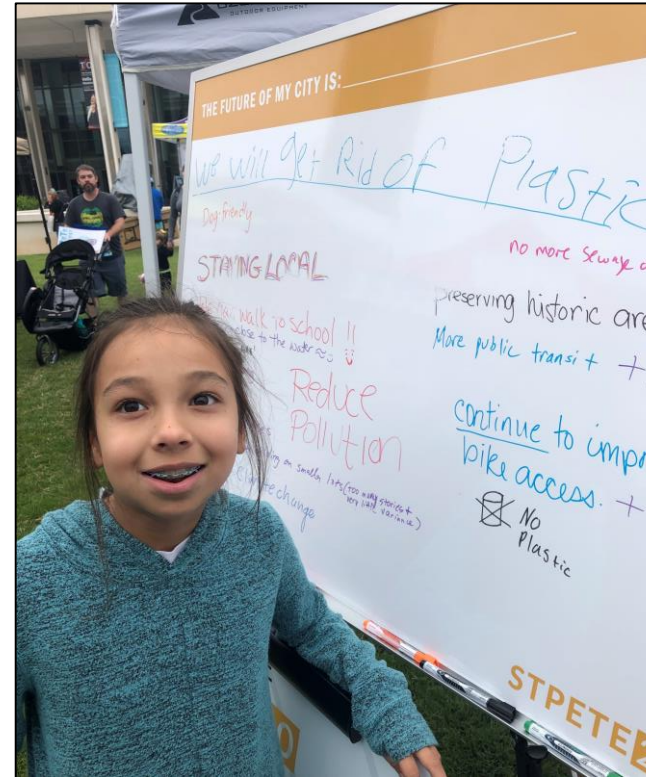
MAPPING RESULTS BY THEME AREA



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





WEBSITE / MEDIA

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



LOCAL

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."

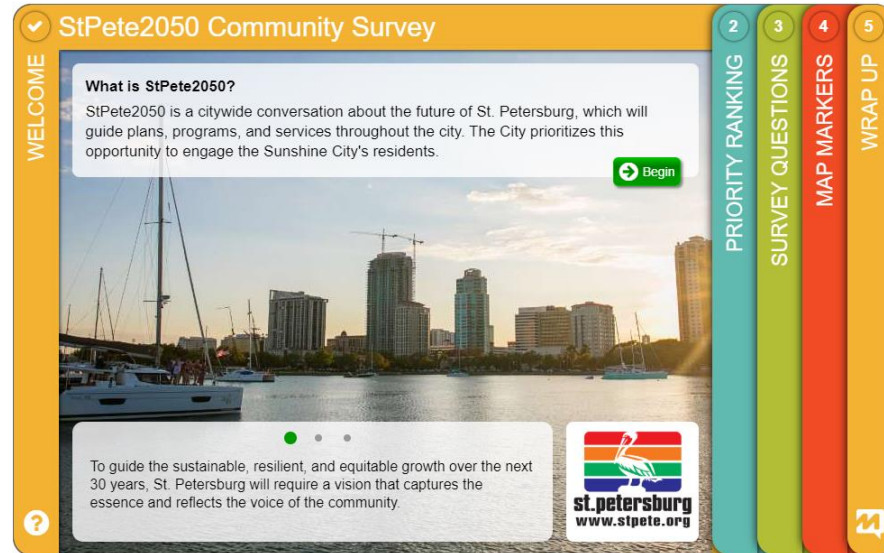
Author: Phil Buck
Published: 5:41 PM EST January 2, 2020
Updated: 6:18 PM EST January 2, 2020

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 planning project titled StPete2050.

Courtesy of WTSP – Channel 10

COMMUNITY SURVEY 2,560 RESPONSES

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

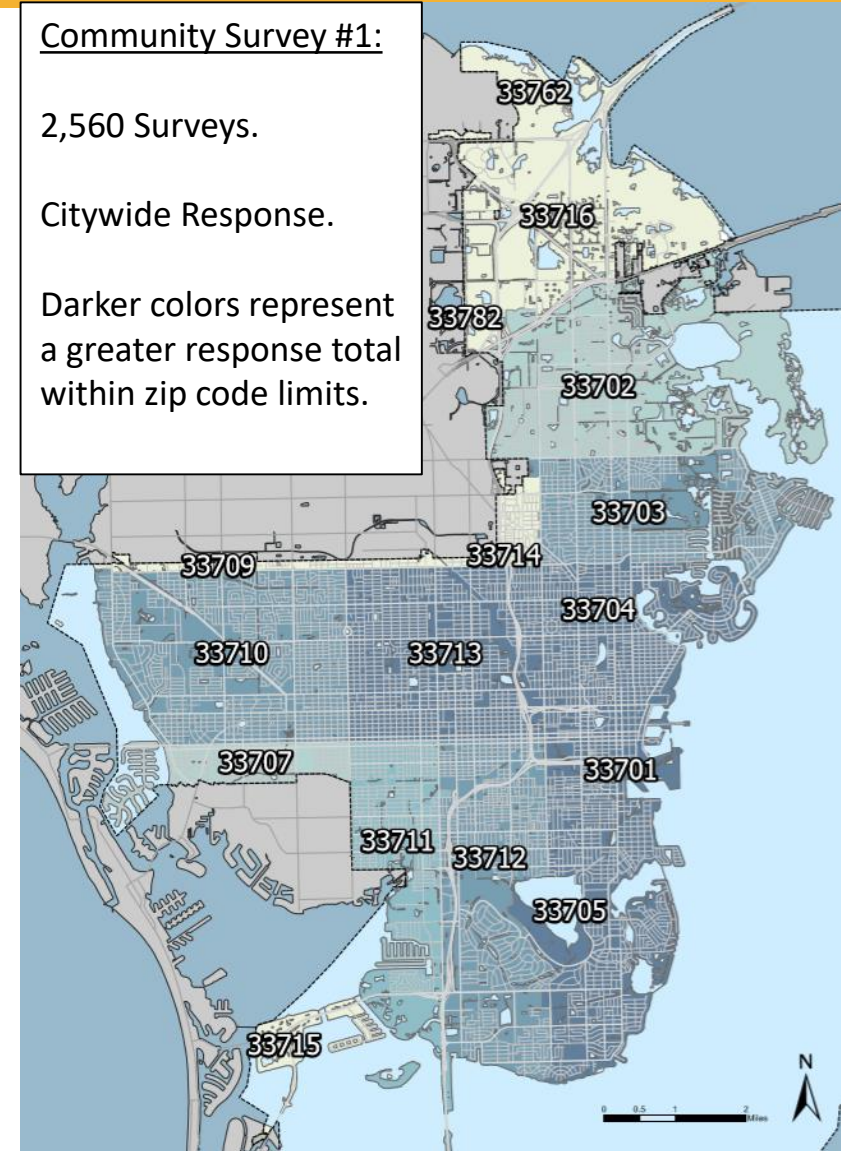


Community Survey #1:

2,560 Surveys.

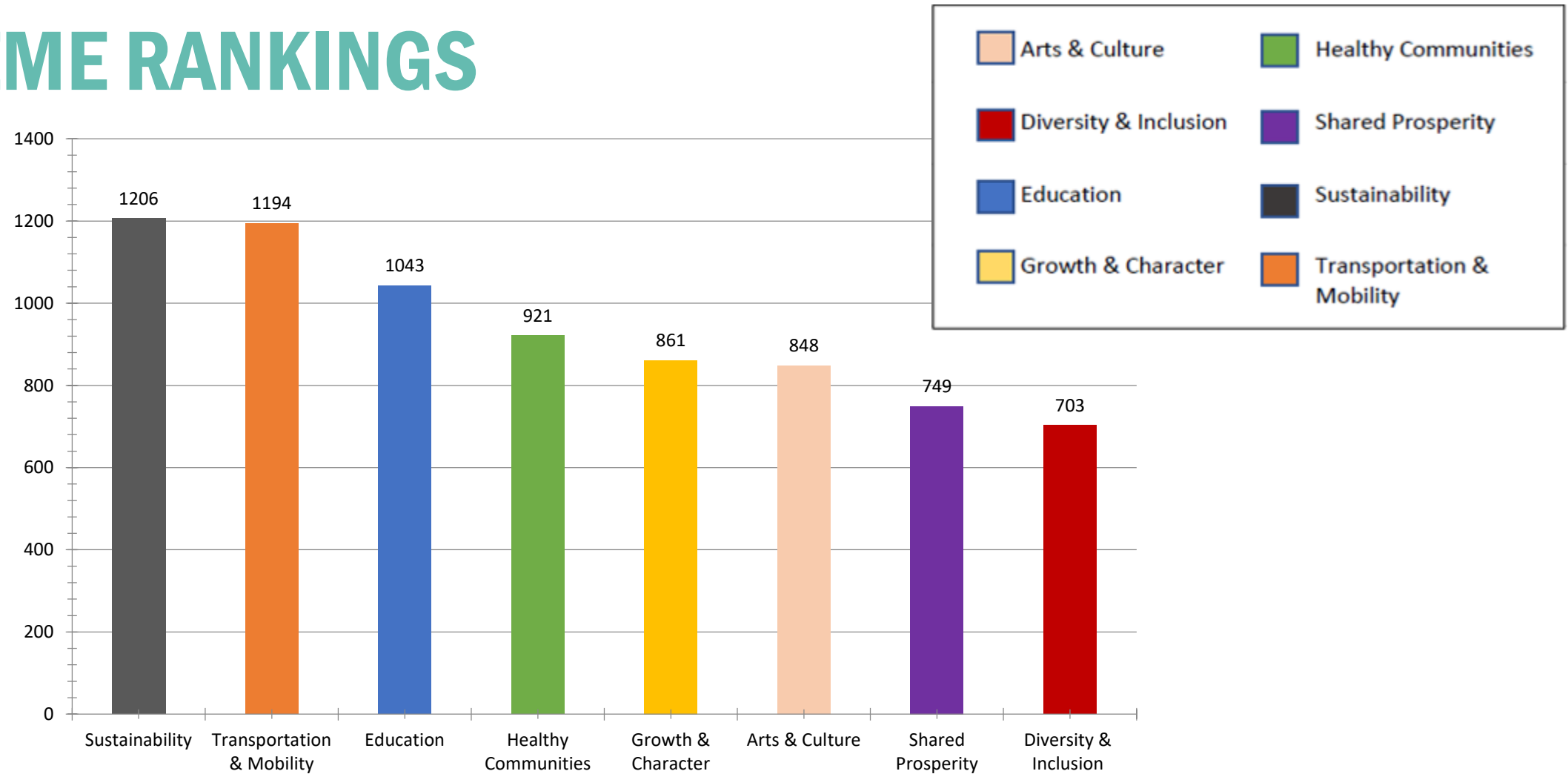
Citywide Response.

Darker colors represent a greater response total within zip code limits.



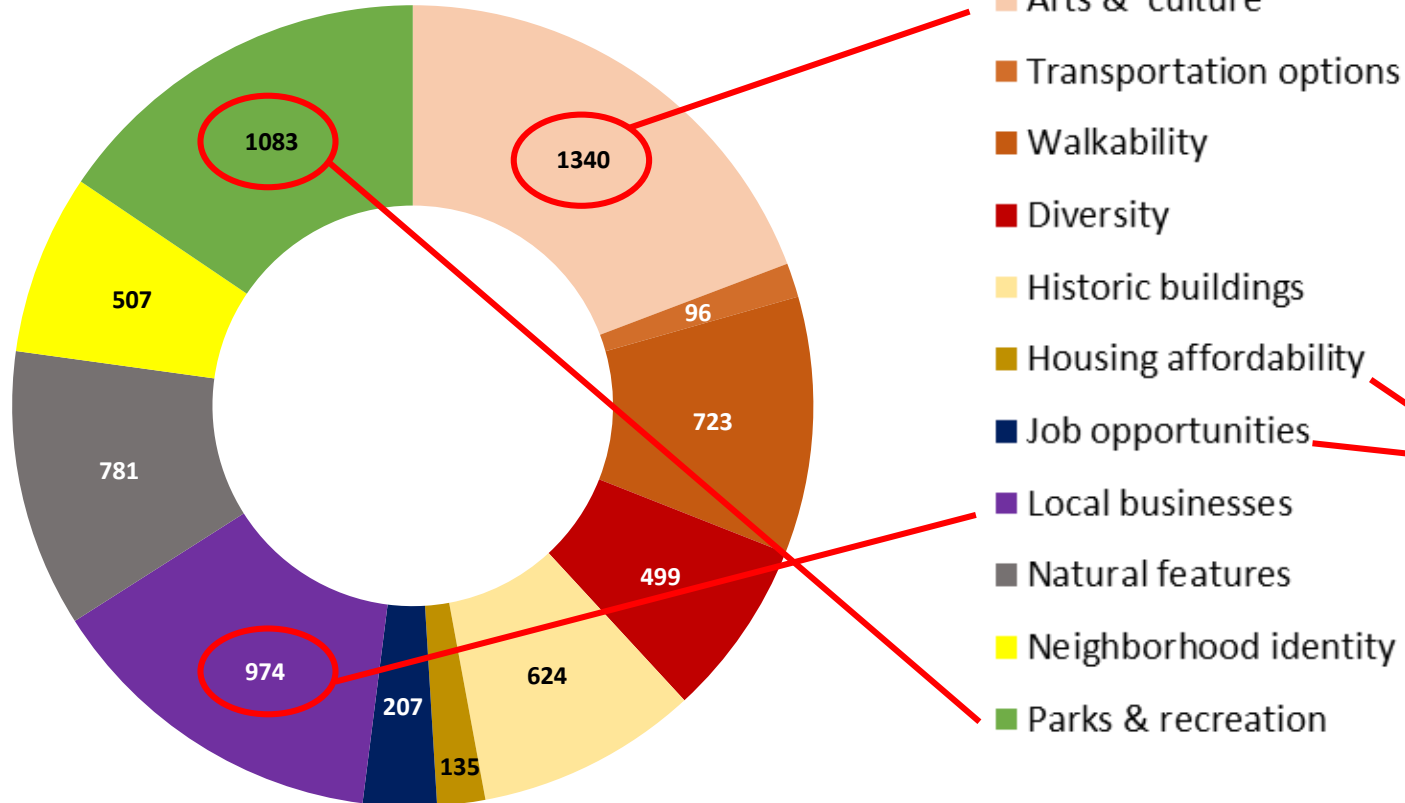
WHAT WE HEARD

THEME RANKINGS

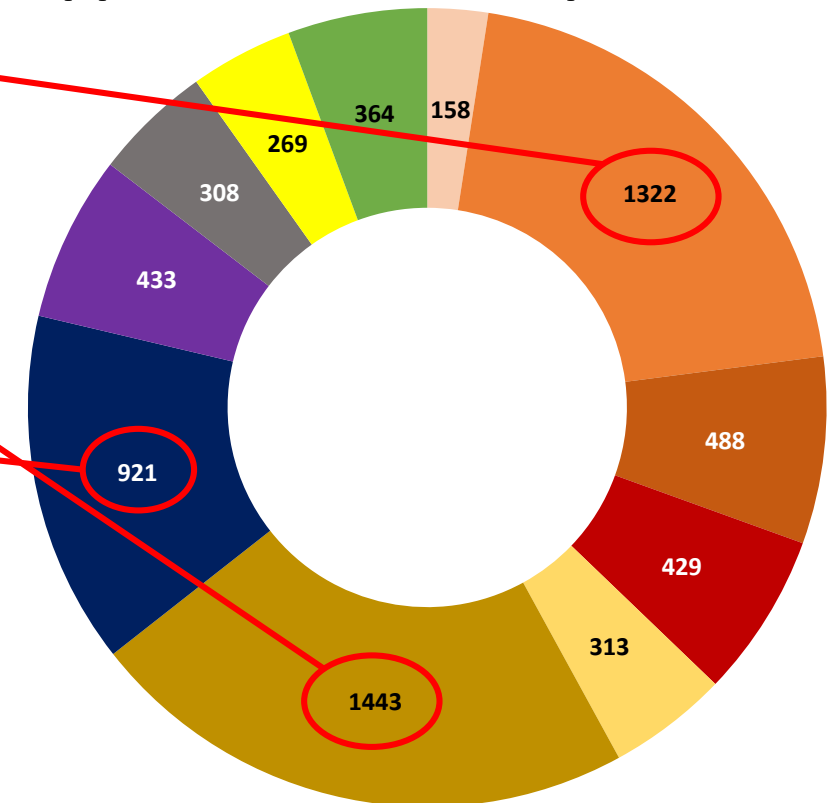


STRENGTHS & OPPORTUNITIES

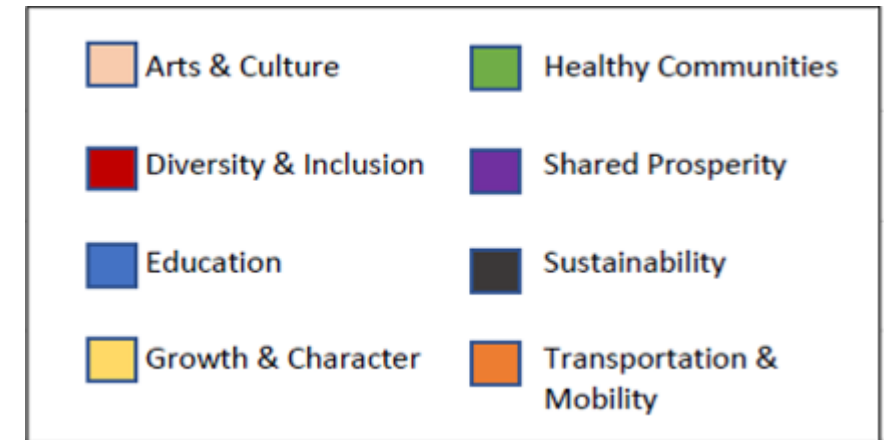
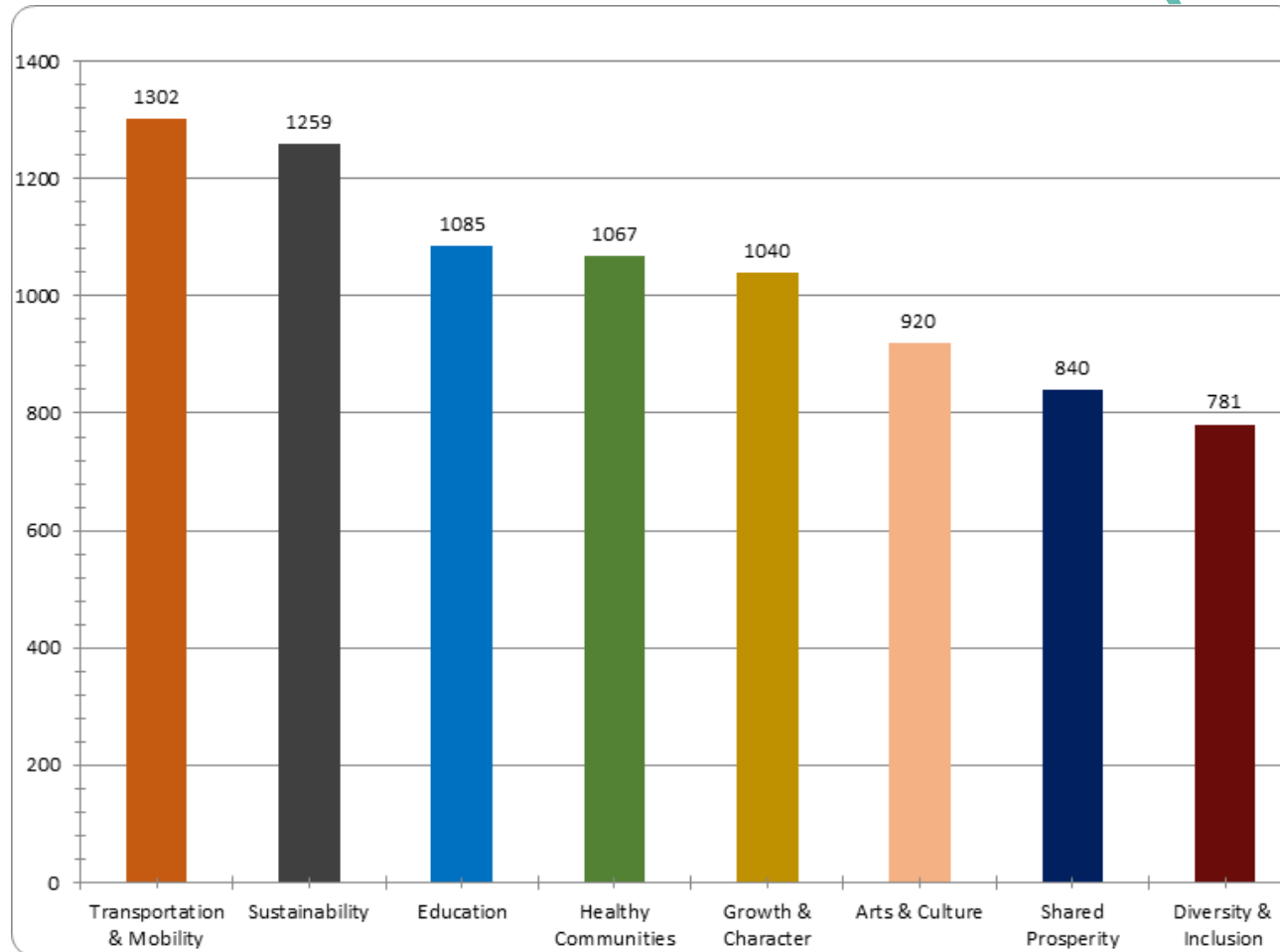
Existing Strengths



Opportunities for Improvement



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

Last 5 years

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

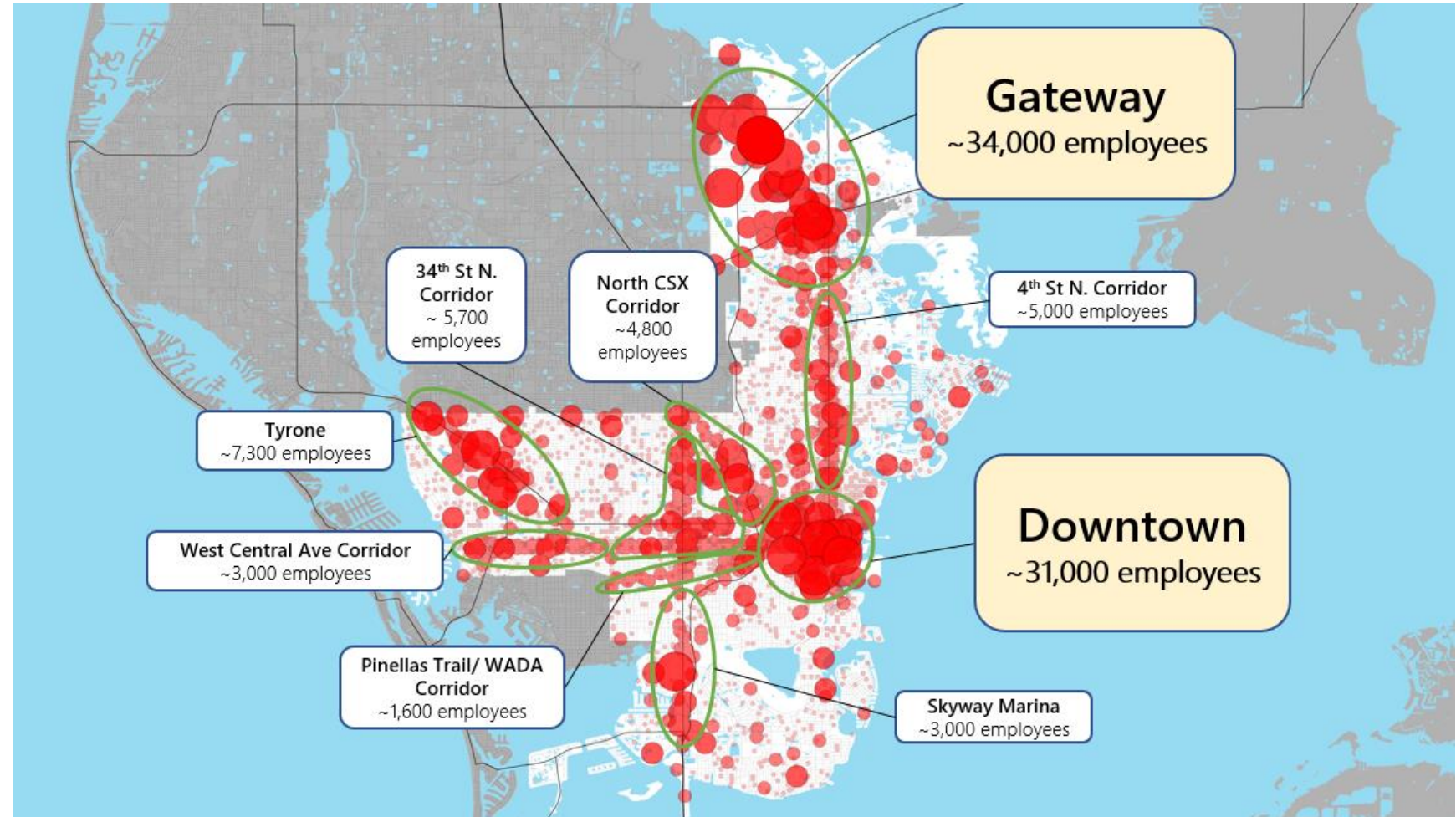
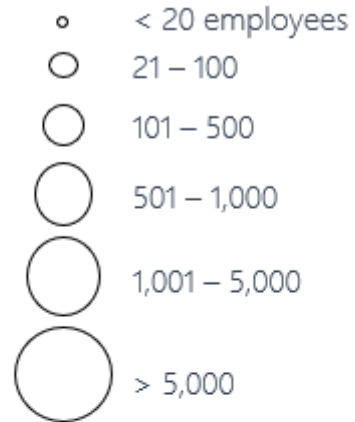
2014 **252,372**

2019 **269,357**

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

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

EMPLOYMENT NODES



Source: 2017 LEHD OnTheMap

SUMMARY OF DEMAND BY LAND USE

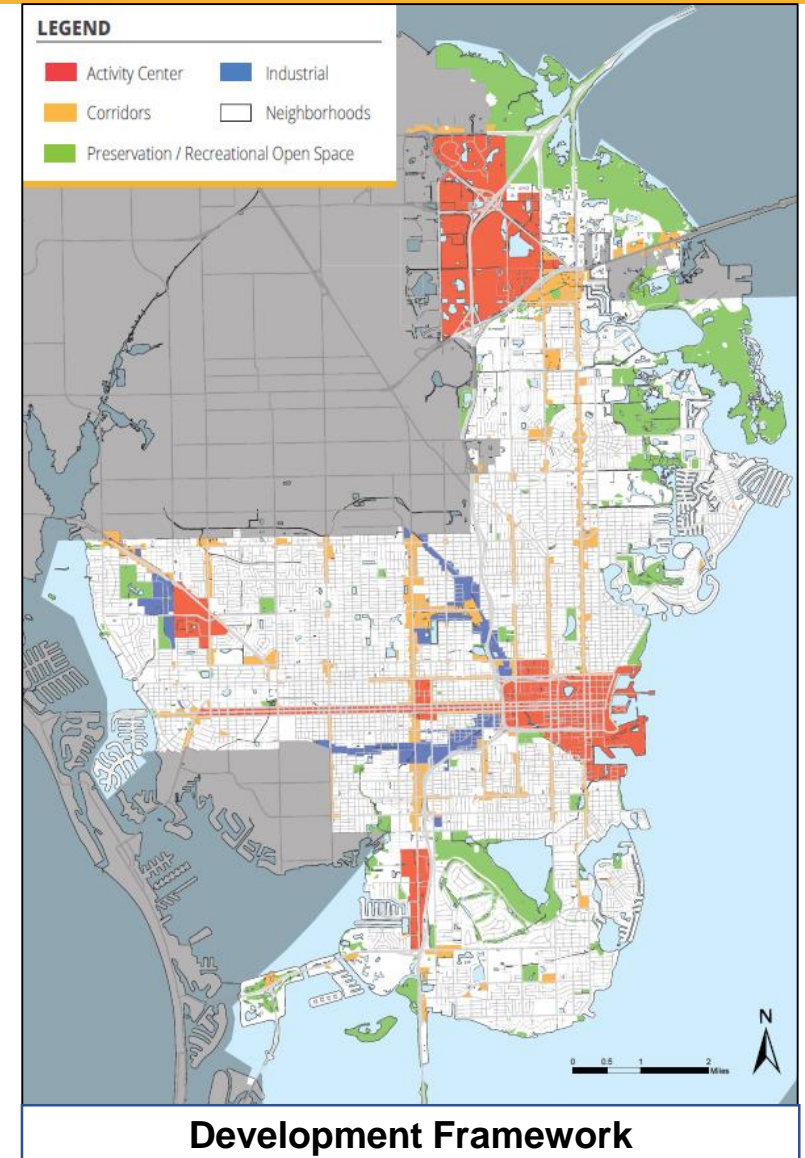
Land Use	Total 30 year Demand for New Development	
	Low Medium Growth Scenario	High Growth Scenario
Office	2,350,000 square feet	4,000,000 square feet
Residential	31,000 dwelling units	47,000 dwelling units
Retail	1,150,000 square feet	1,900,000 square feet
Hotel	3,300 rooms	5,600 rooms

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

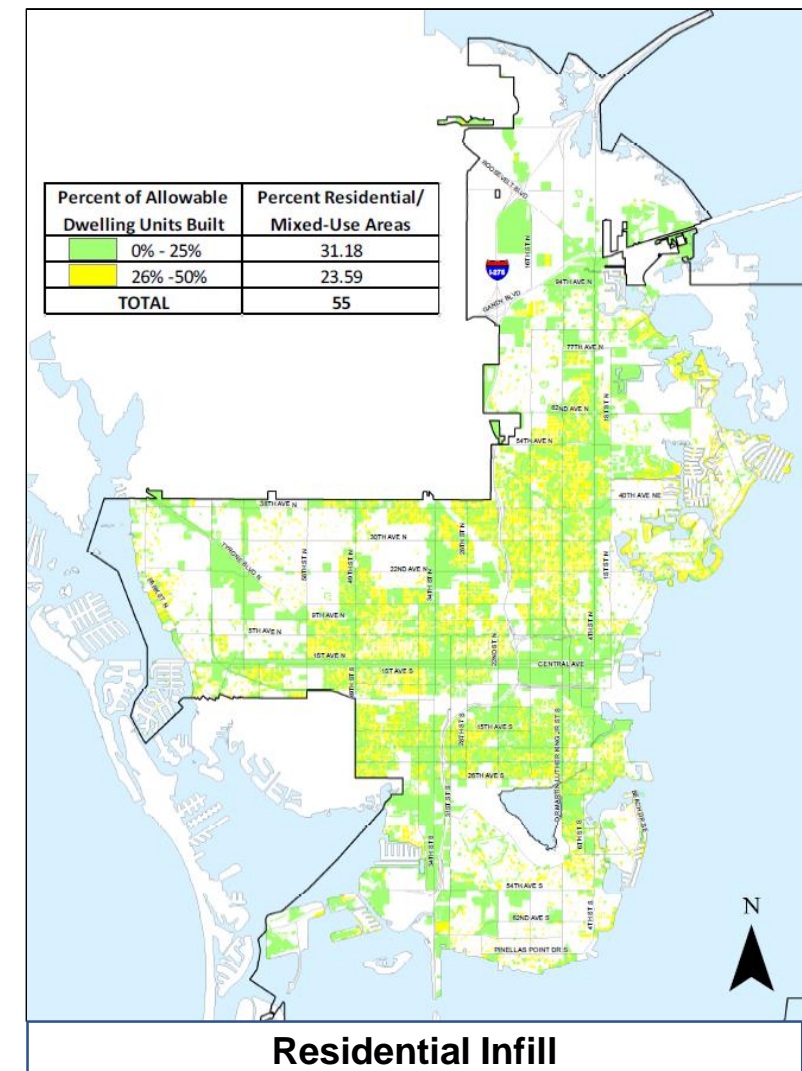
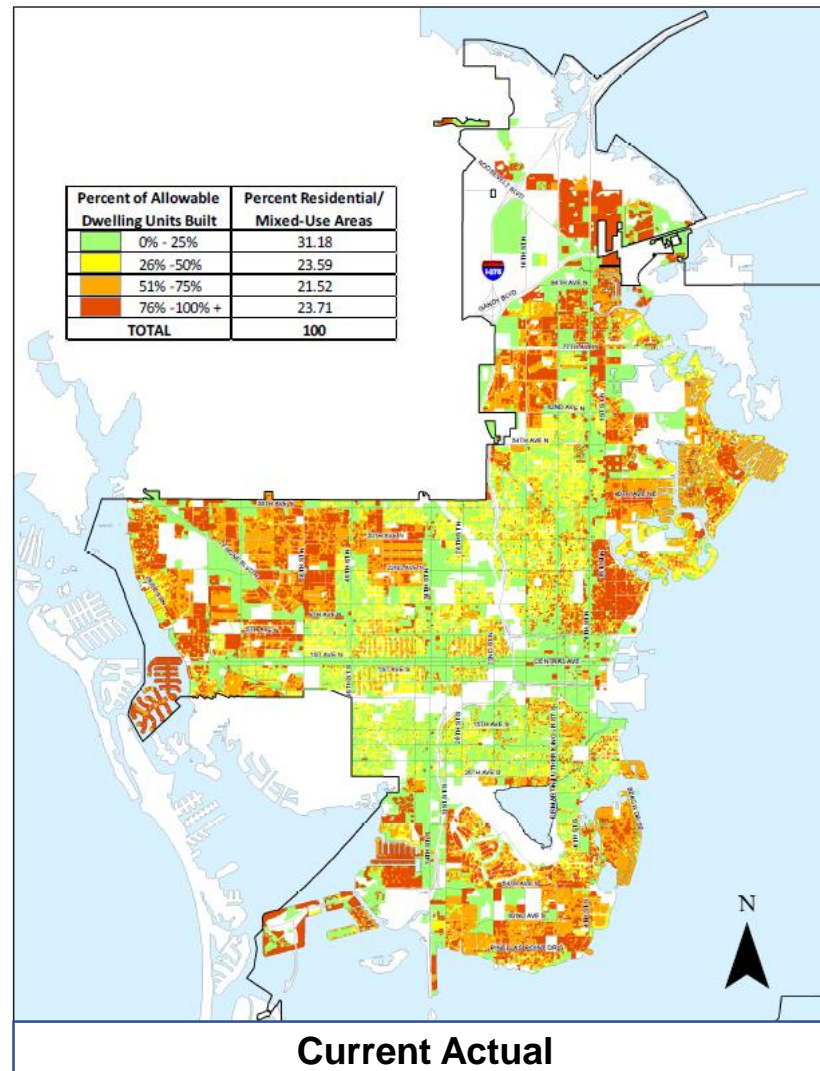
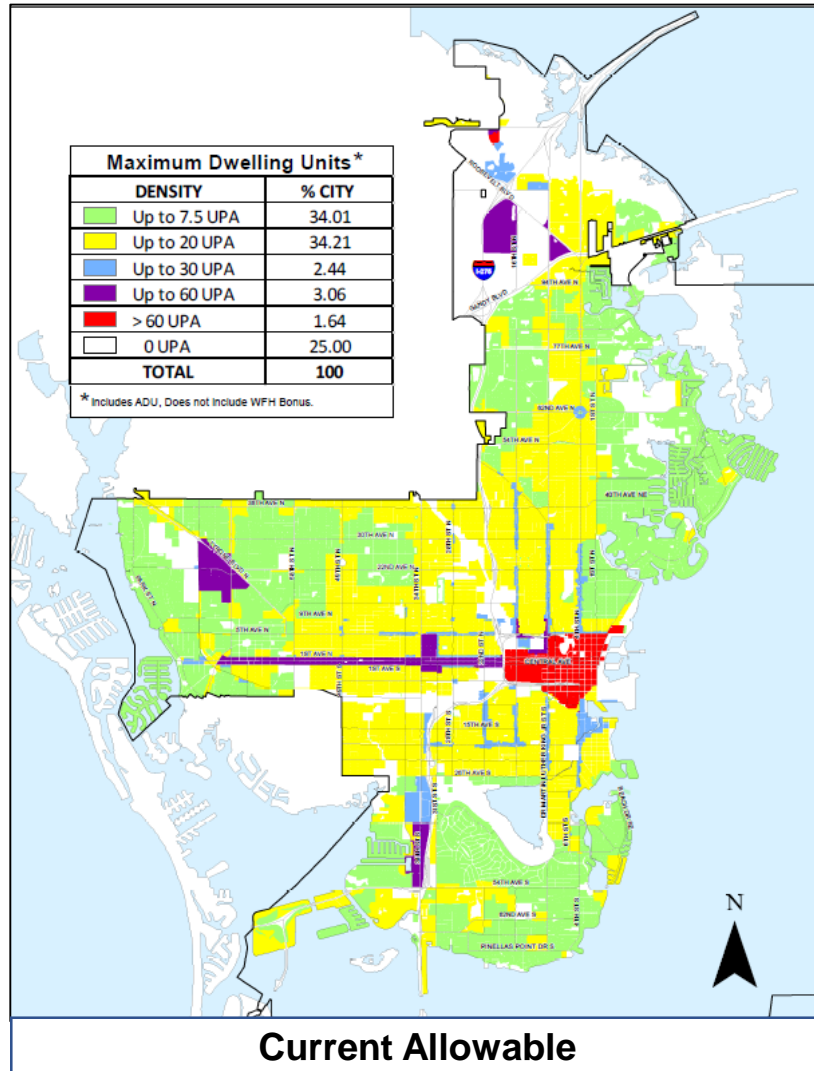
WHERE DO WE GROW?

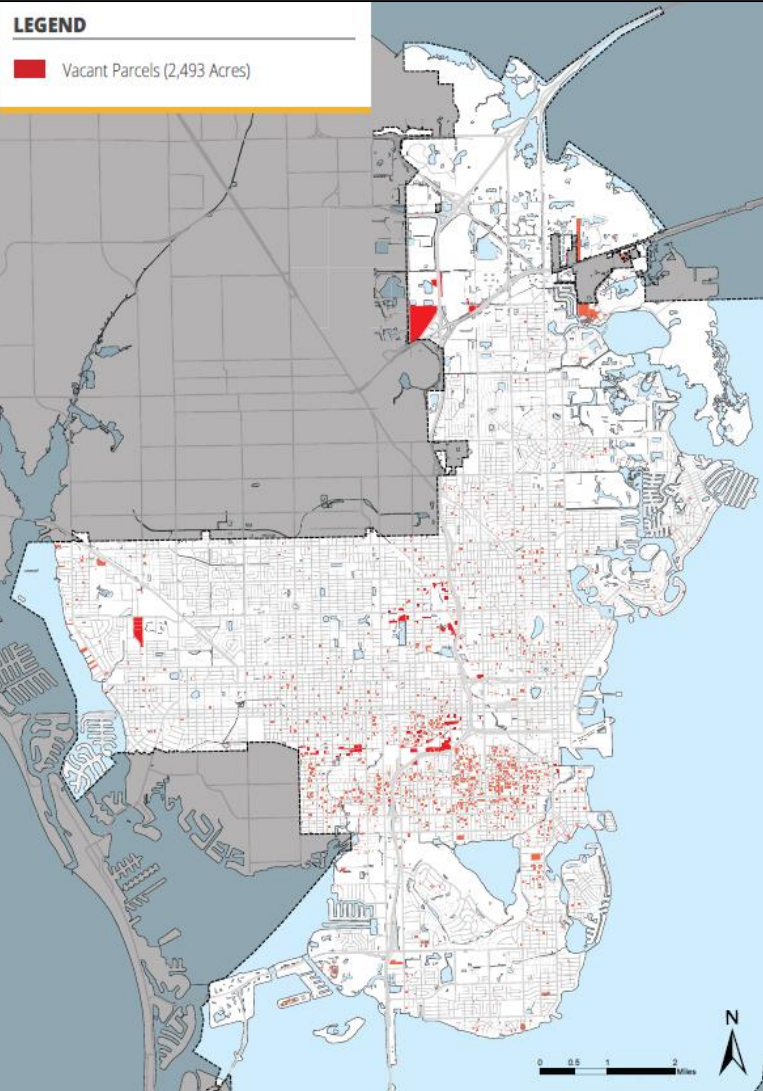
DEVELOPMENT FRAMEWORK

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

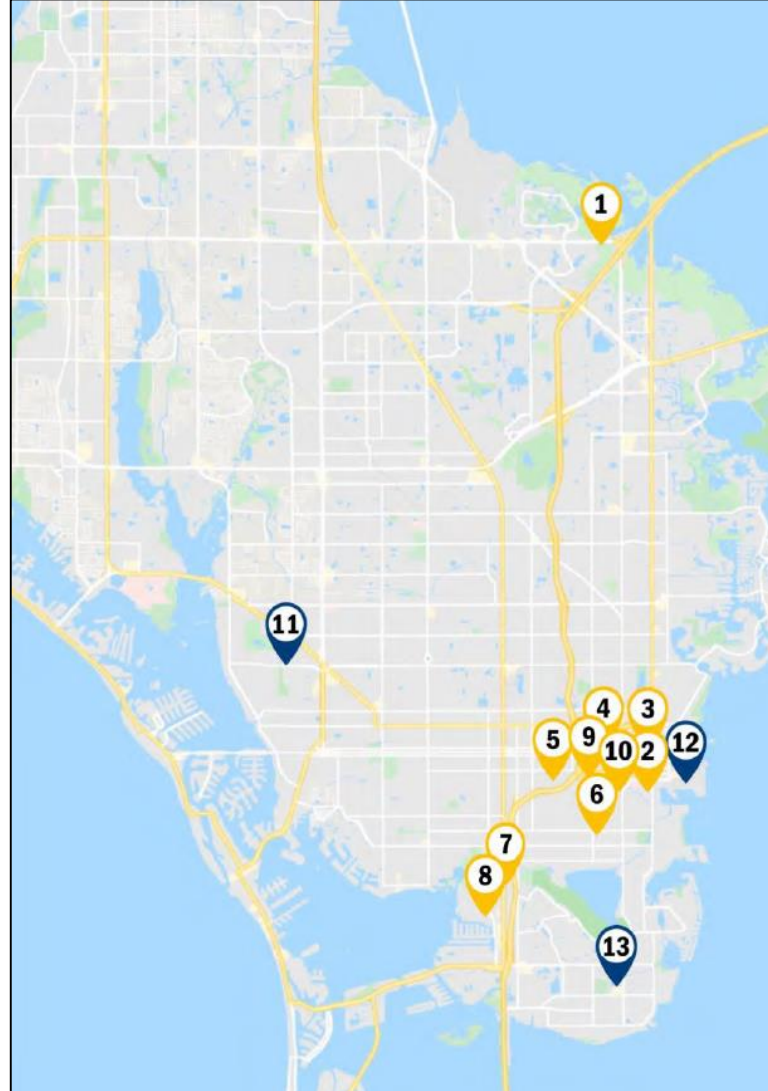


STPETE 2050

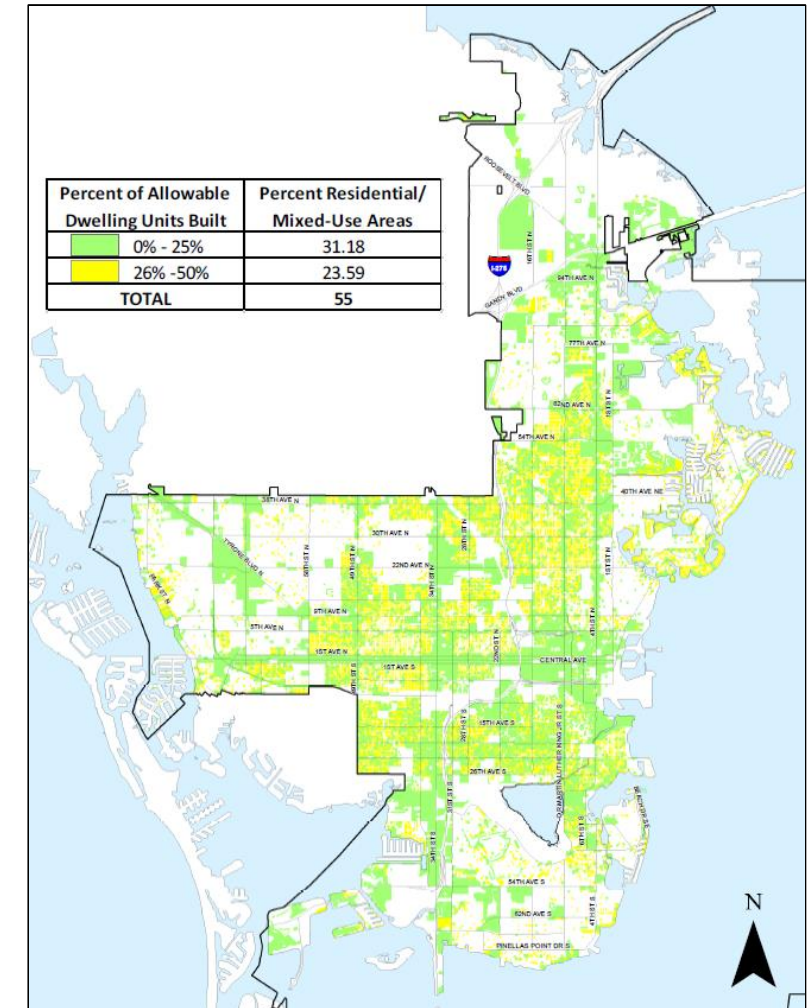




Vacant Parcels

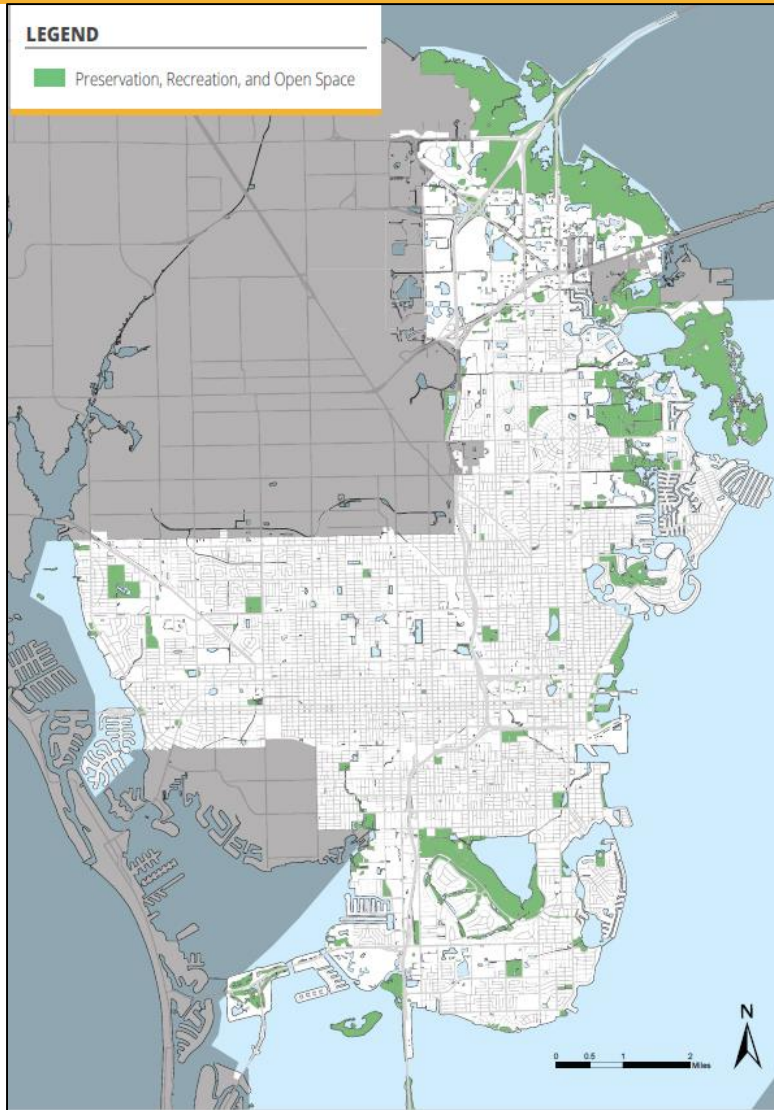


Opportunity Sites

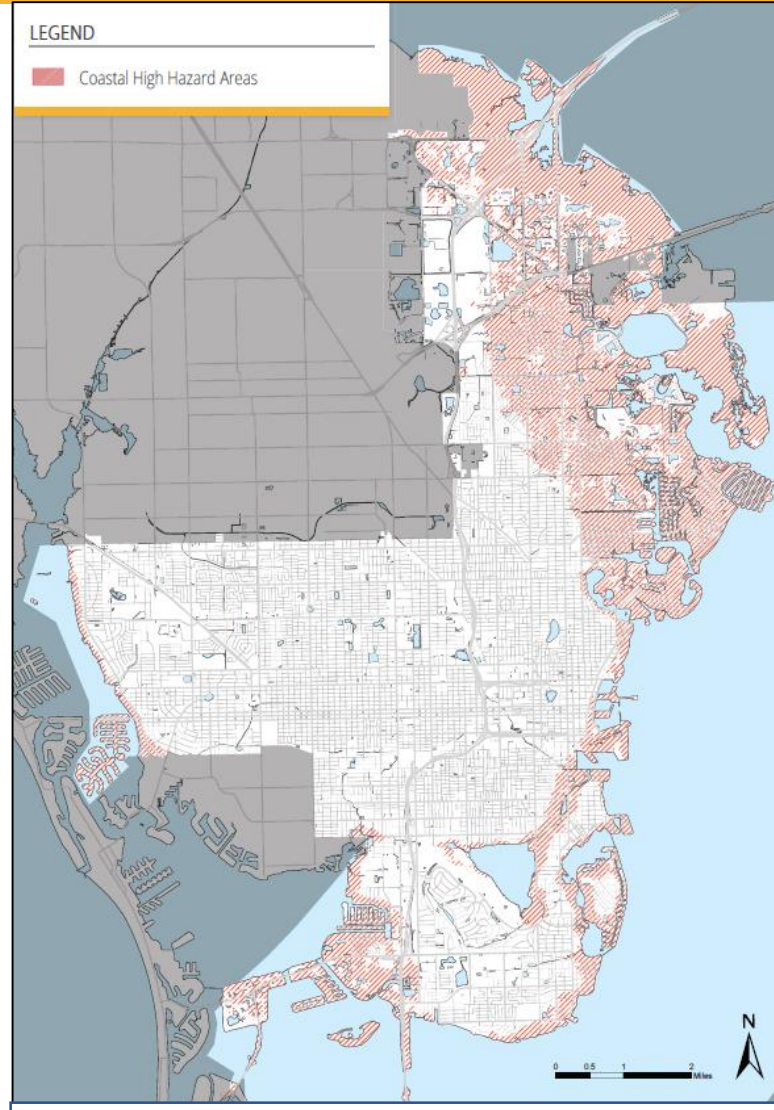


Residential Infill

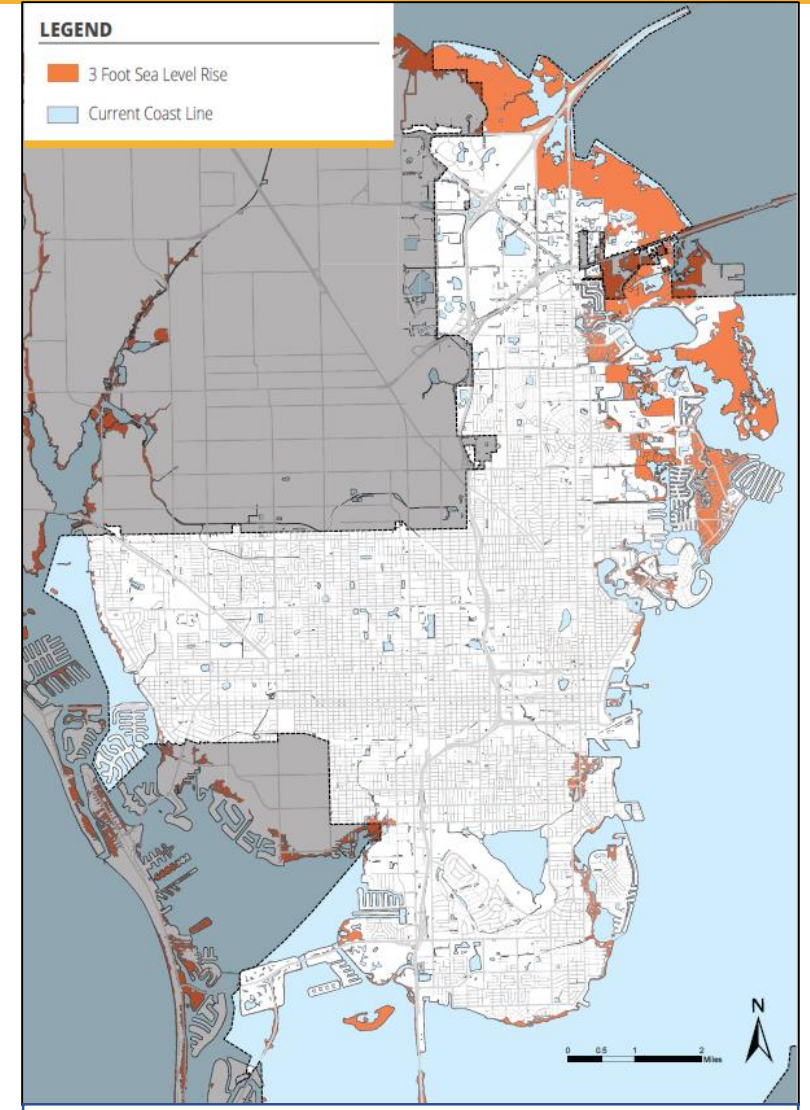
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Preservation / Open Space



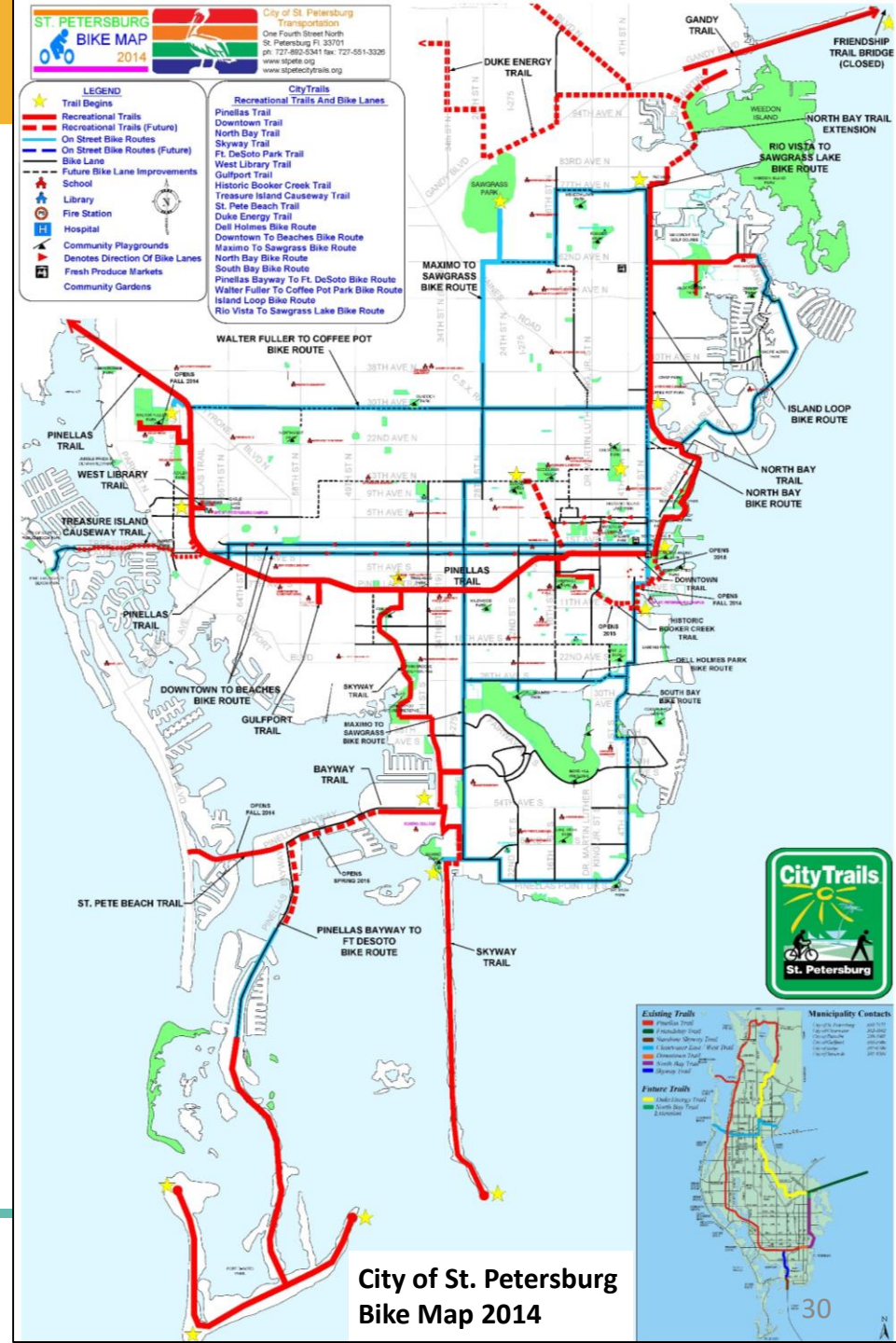
Coastal High Hazard Area



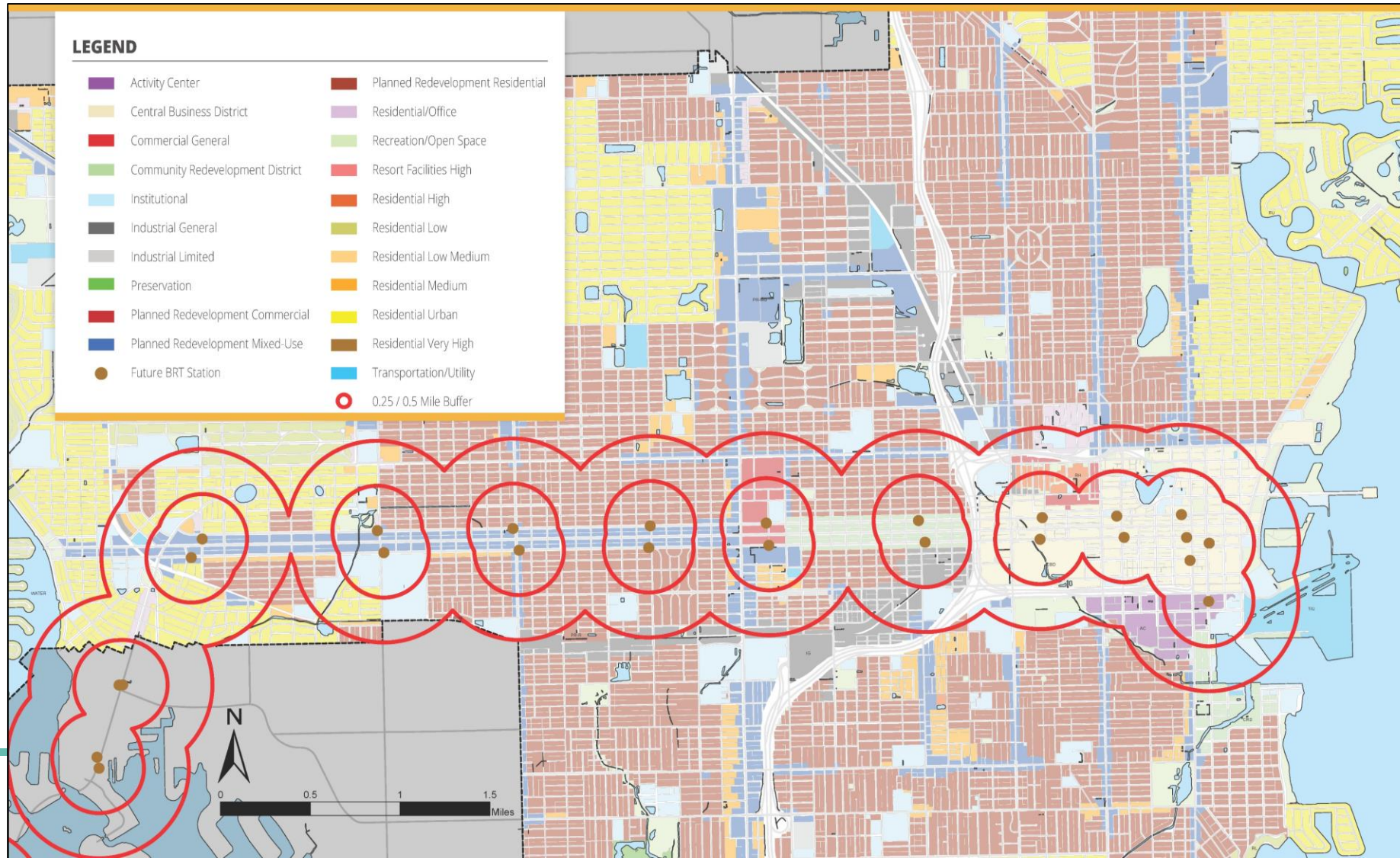
Sea Level Rise

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



STPETE2050



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)

STPETE2050



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.

GROUP ACTIVITY

Theme Exercise

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

STPETE2050



Workshop Series 2 Theme Implementation

The StPete2050 Phase One online community survey and participant responses have provided information on several important themes related to the future of St. Petersburg.

We want to better understand your opinion of how well each theme has been implemented. Do you think the described theme has been successfully implemented by either the City of St. Petersburg and/or community partners, or is more effort needed? Samples of how the City and community partners have made efforts to implement these themes are listed.

Each table is asked to discuss the theme topic, rate the level of progress attained to date, and then provide any implementation suggestions that should be considered to be more successful in the future. The suggestions you provide will be used to develop the next online community survey.

Arts & Culture

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

What We Heard in Phase One:

- The arts are a defining feature of who we are as a city and is a determining factor to many when determining 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.

Sample of Previous City / Community Partner Actions:

- Support of the non-profit Arts Alliance for art initiatives, including the Shine Mural Festival with more than 600 murals in the outdoor gallery.
- 'City of the Arts' designation by Mayor's Office that recognizes 11 museums, and their contribution of more than \$76.7M of direct economic impact and more than 2,000 jobs.
- Continued support of public art in Capital Improvement Projects and private development requirements in special districts and downtown development public art fee.
- Dynamic growth and expansion of art and cultural facilities: 11 museums, ArtsXchange facility/campus, Morean Center for Clay, theater/ performance venues (freeFall, American Stage, Palladium, Mahaffey, St. Petersburg Opera), as well as the numerous smaller contributing galleries and home-based studios that add to the artistic fabric.

Low Level of Progress										High Level of Progress	
0	1	2	3	4	5	6	7	8	9	10	
Circle the number above that you feel best represents the current progress.											
Future 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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