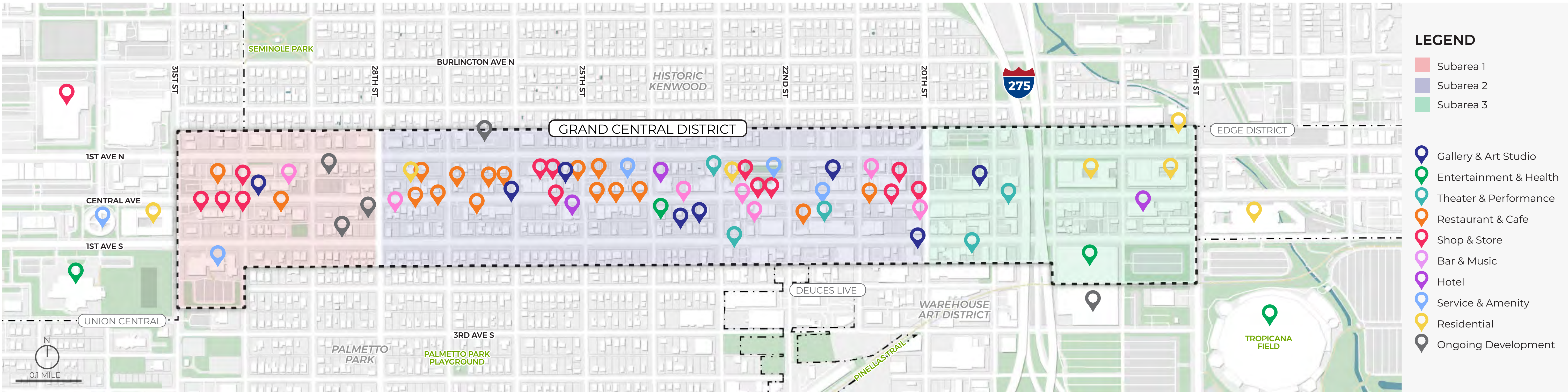


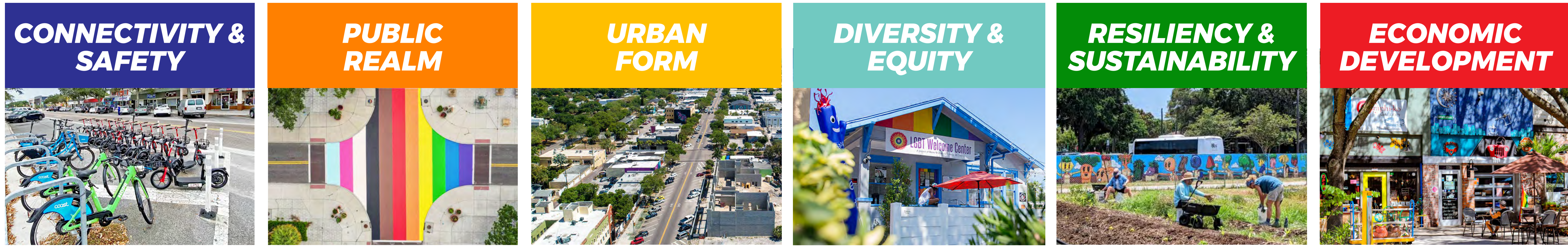
GRAND CENTRAL DISTRICT MASTER PLAN

OVERVIEW

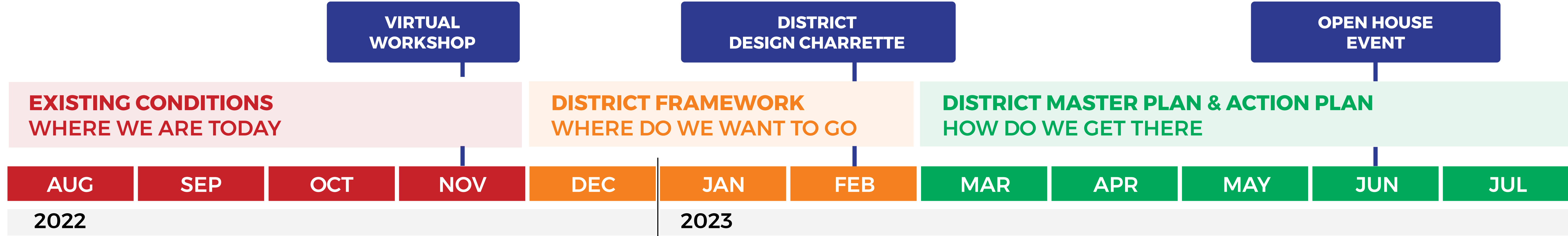
The City of St. Petersburg and Grand Central District Association are developing a master plan for the district. The primary goals of this plan are to provide a guide for future development, set clear standards and priorities for the public realm, and create a safer district for pedestrians.



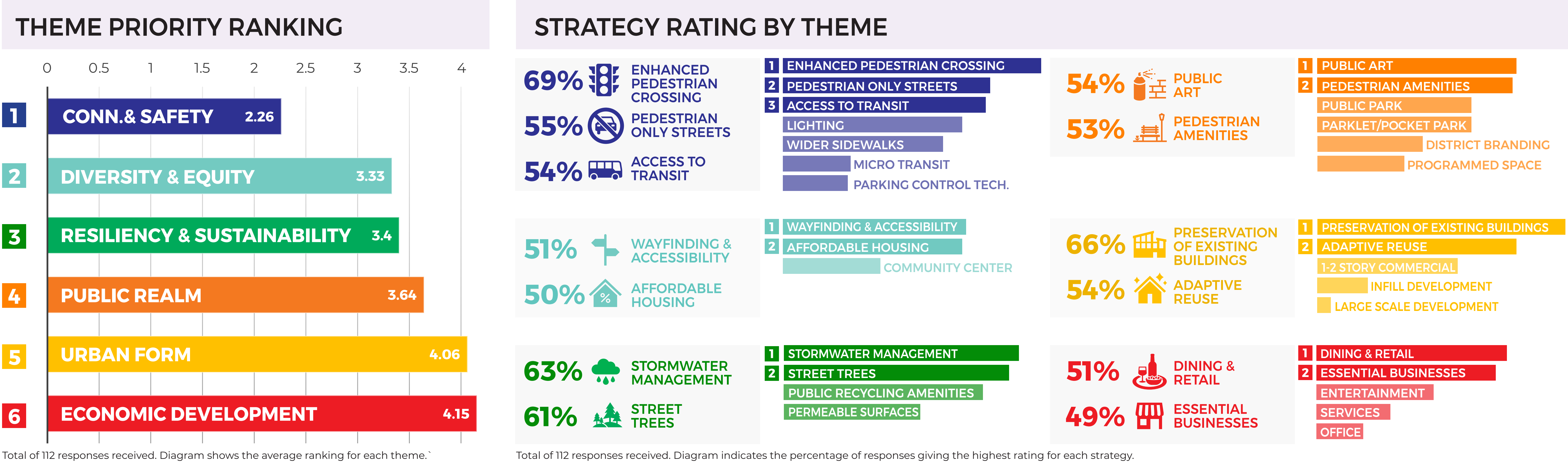
THEMES



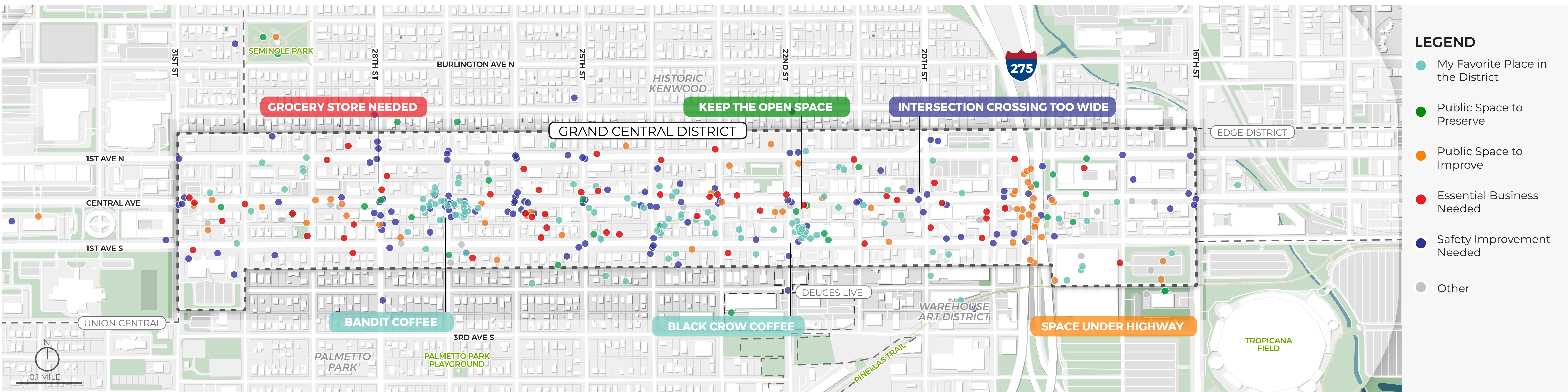
TIMELINE



PUBLIC INPUTS



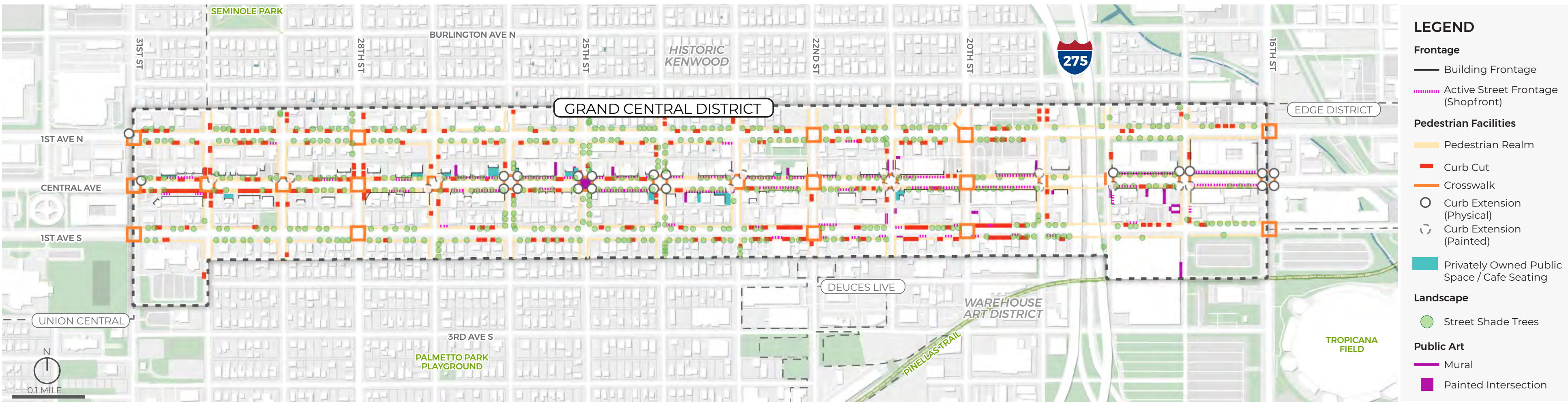
SURVEY PARTICIPANTS MAPPING



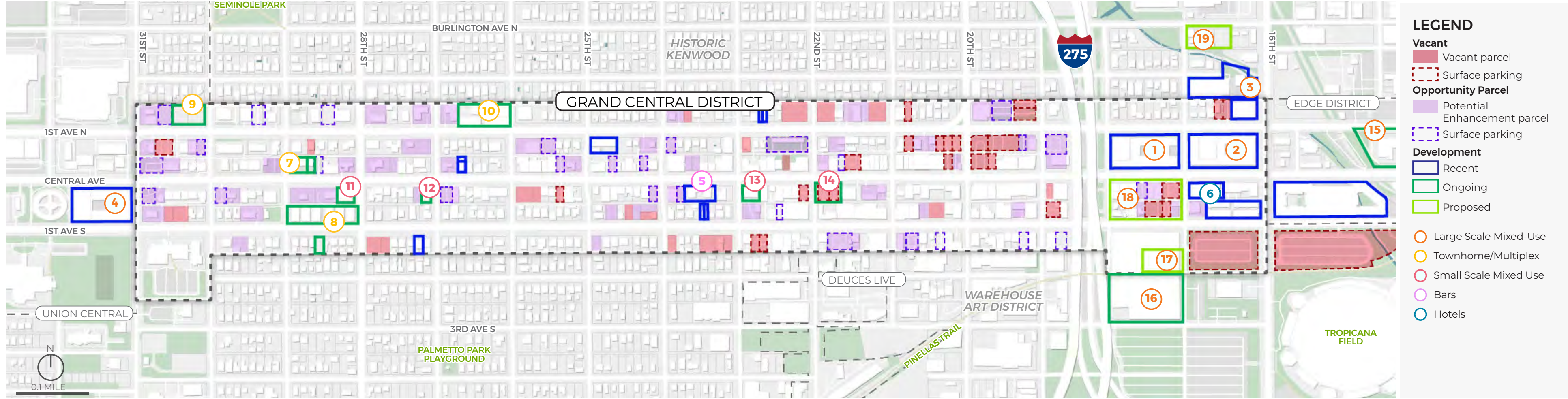
DISTRICT EXISTING CONDITONS

EXISTING CONDITIONS ANALYSIS (SELECTED)

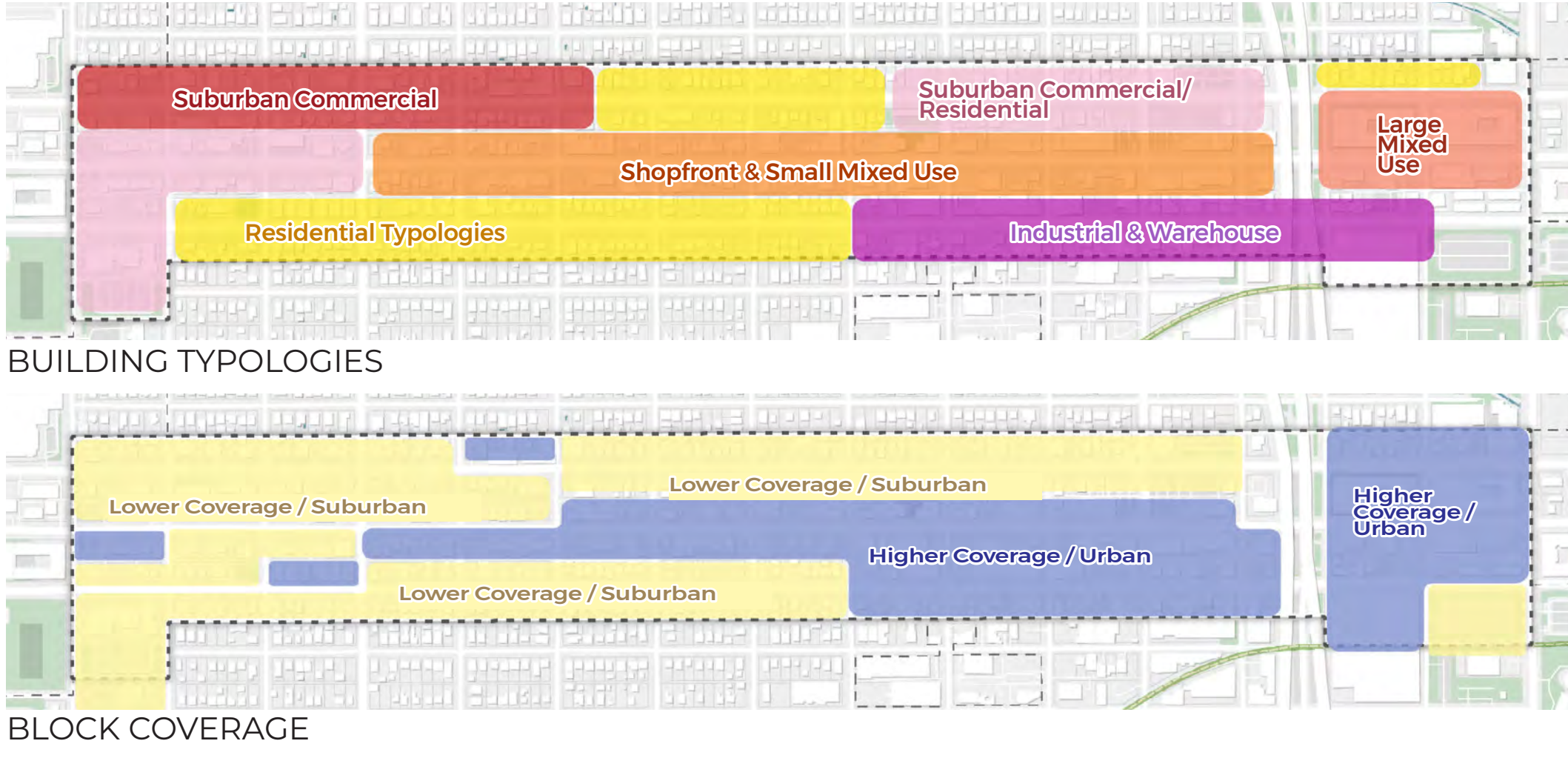
EXISTING CONDITIONS & URBAN DESIGN ANALYSIS



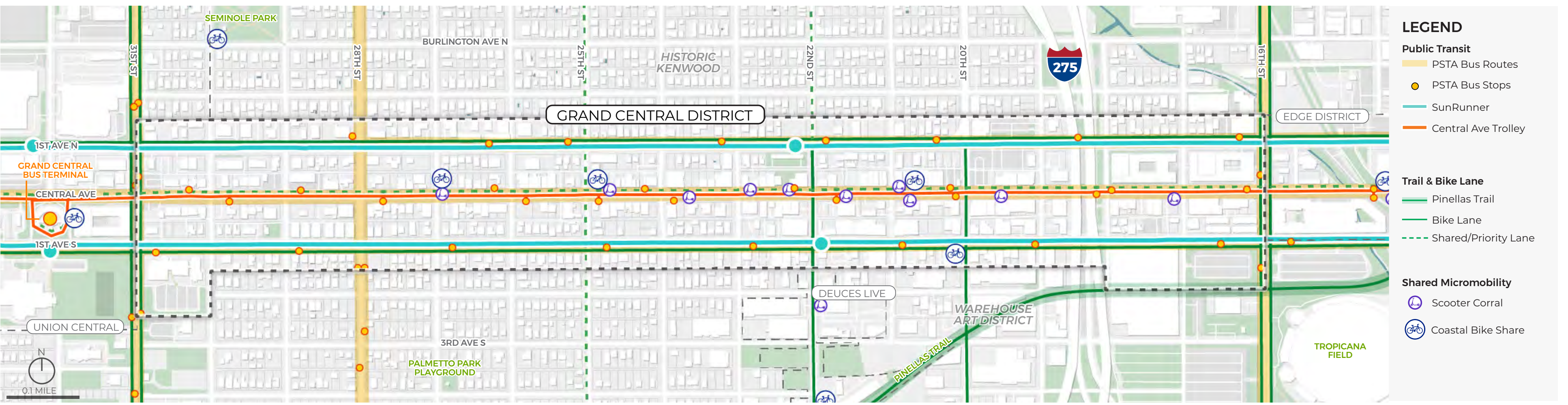
PUBLIC REALM



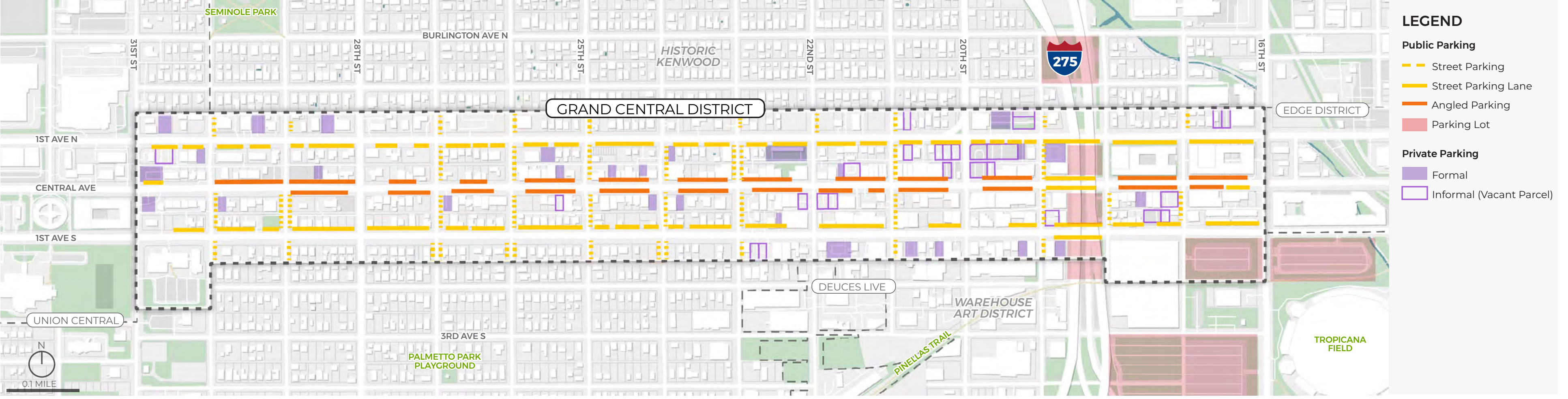
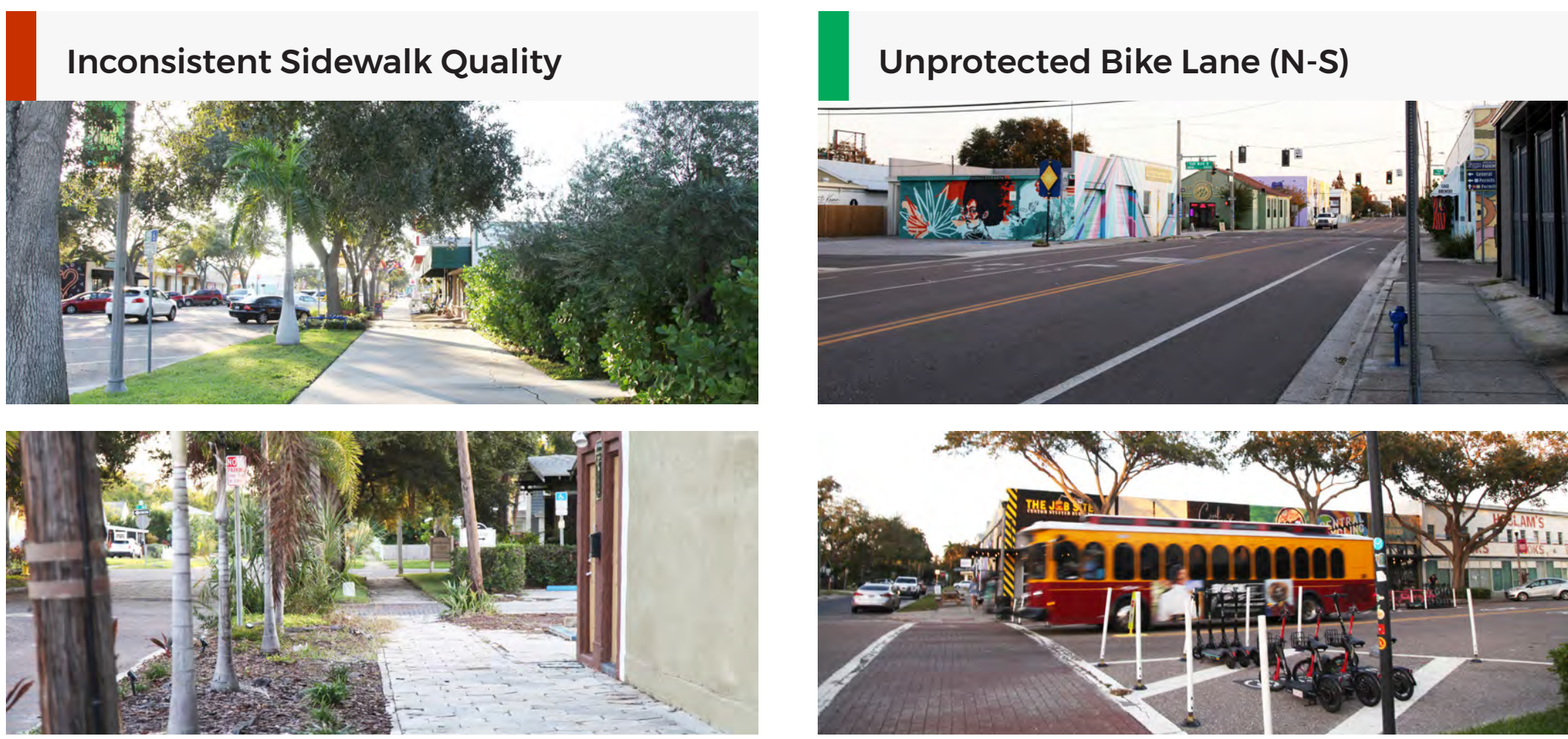
ONGOING DEVELOPMENT



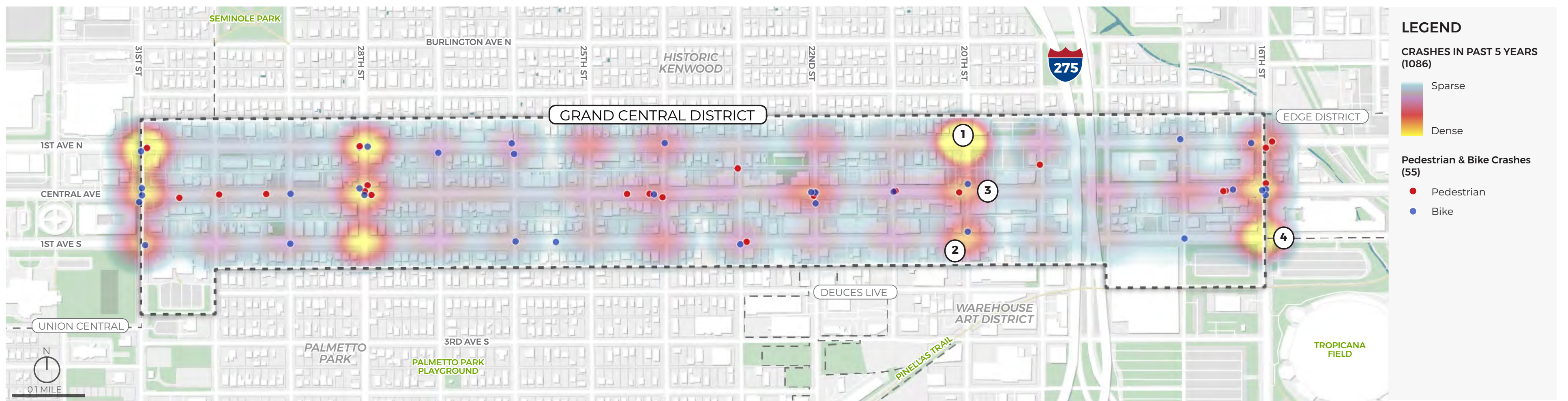
CONNECTIVITY & SAFETY ASSESSMENT



MULTIMODAL CONNECTIVITY



PUBLIC PARKING ANALYSIS



SAFETY & CRASH ANALYSIS



SUMMARY

CONNECTIVITY & SAFETY	PUBLIC REAM	URBAN FORM	DIVERSITY & EQUITY	RESILIENCY & SUSTAINABILITY	ECONOMIC DEVELOPMENT & REGULATION
1 Proximity to Grand Central Bus Terminal	1 Wide sidewalks & pedestrian enhancements along some sections of Central Avenue	1 Rear alleys throughout district	1 Diverse range of housing types	1 Relatively high elevation	1 Strong local leadership and within two CRAs
2 Access to regional bike network	2 Sidewalks on all streets	2 Mix of building types (warehouses, single family, commercial, larger apt, etc)	2 Variety of new housing being Built	2 Wide landscape / planting strips	2 Supportive citywide plans and policies
3 Transit access	3 Foundation of active frontages and shopfronts along Central Ave	3 Interconnected street network	3 Diversity of community groups	3 Relatively good street tree coverage	3 Active new developments
4 Established micro-mobility /E-mobility amenities/ infrastructure	4 Public art culture	4 Small, walkable block sizes			4 Citywide destination
5 Supportive planning and design document	5 Close proximity to Pinellas Trail	5 Diverse and creative adaptive reuse and building character			5 Adjacency to Tropicana Field area
6 Sidewalks along all streets					6 Intersection with 22nd St and adjacency to Deuces Lives District



MASTER PLAN FRAMEWORK

GOALS & STRATEGIES BY THEME

CONNECTIVITY & SAFETY

ENHANCE CONNECTIVITY WITHIN THE DISTRICT AND TO ITS ADJACENT AREAS AND NEIGHBORHOODS. PROVIDE A SAFE ENVIRONMENT FOR ALL MODES OF MOBILITY AND CIRCULATION.

- COMPLETE STREETS
- SAFETY IMPROVEMENTS
- OPTIMAL MOBILITY
- NEIGHBORHOOD CONNECTIONS
- PARKING STRATEGIES

PUBLIC REALM

CREATE A DIVERSE, VIBRANT, SAFE, AND INVITING PUBLIC REALM THAT SUPPORTS MULTIPLE ACTIVITIES FOR ALL USERS.

- VERSATILE EVENT PLACES
- ACTIVE STREETSCAPE
- PUBLIC REALM NETWORK
- PUBLIC ART & CULTURE

URBAN FORM

MAINTAIN THE DISTRICT'S CHARACTER WHILE ENCOURAGING NEW DEVELOPMENT AND ENHANCEMENT OF THE BUILT ENVIRONMENT.

- ACTIVE FRONTAGE
- CHARACTER PRESERVATION
- INFILL DEVELOPMENT
- DESIGN GUIDELINES

DIVERSITY & EQUITY

PROMOTE INCLUSIVE SPACES, HOUSING OPPORTUNITIES, AND FULLY ACCESSIBLE PUBLIC AMENITIES AND INFRASTRUCTURE THROUGHOUT THE DISTRICT.

- HOUSING OPPORTUNITIES
- INCLUSIVE PUBLIC SPACE
- AMENITIES FOR ALL
- PLANNING FOR INCLUSIVITY

RESILIENCY & SUSTAINABILITY

ADOPT AND ADVOCATE FOR HOLISTIC RESILIENT AND SUSTAINABLE PRACTICES ACROSS ALL ASPECTS OF GRAND CENTRAL DISTRICT'S BUILT ENVIRONMENT.

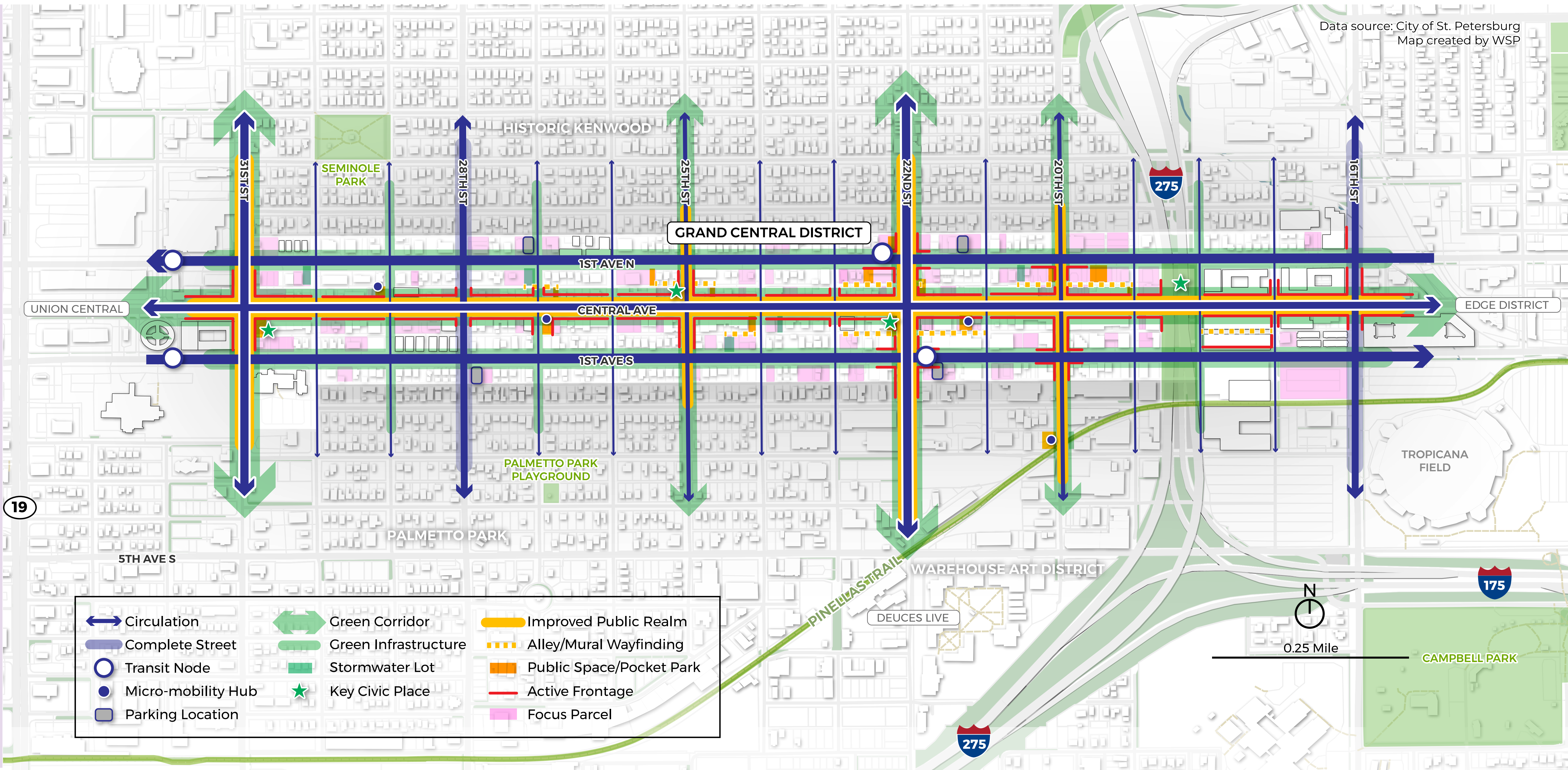
- GREEN INFRASTRUCTURE
- TREE COVERAGE
- LANDSCAPING
- RESILIENCE PLANNING

ECONOMIC DEVELOPMENT

GUIDE FUTURE DEVELOPMENT TO MAINTAIN AND ENHANCE EXISTING CHARACTERS WHILE ACCOMMODATING GROWTH. SUPPORT DIVERSE AND COMPLEMENTARY BUSINESS TYPES THAT CONTRIBUTE TO THE DISTRICT'S UNIQUE APPEAL.

- ESSENTIAL SERVICES & BUSINESSES
- SMALL BUSINESSES
- DIVERSE BUSINESS TYPES
- TRANSIT-ORIENTED DEVELOPMENT
- DEVELOPMENT GUIDANCE

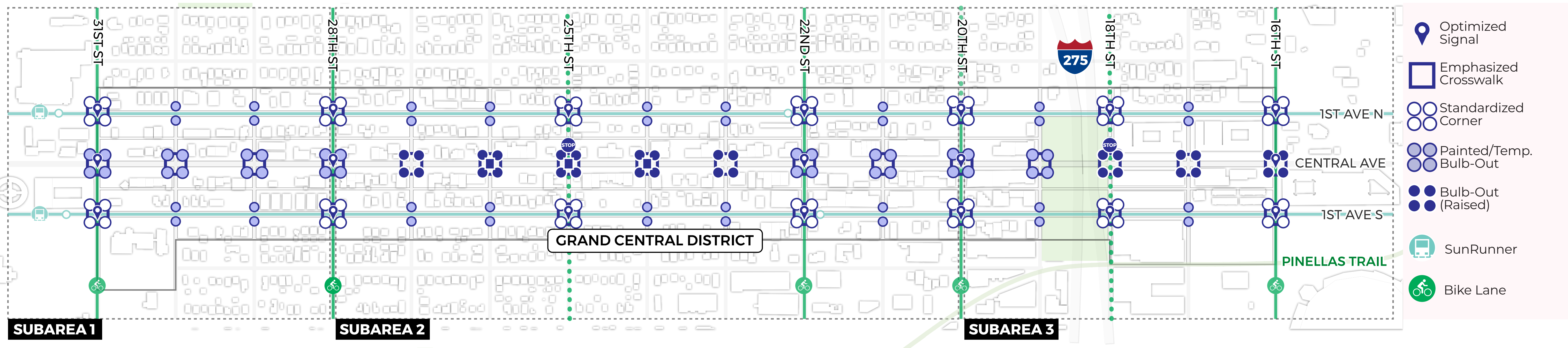
DISTRICT FRAMEWORK



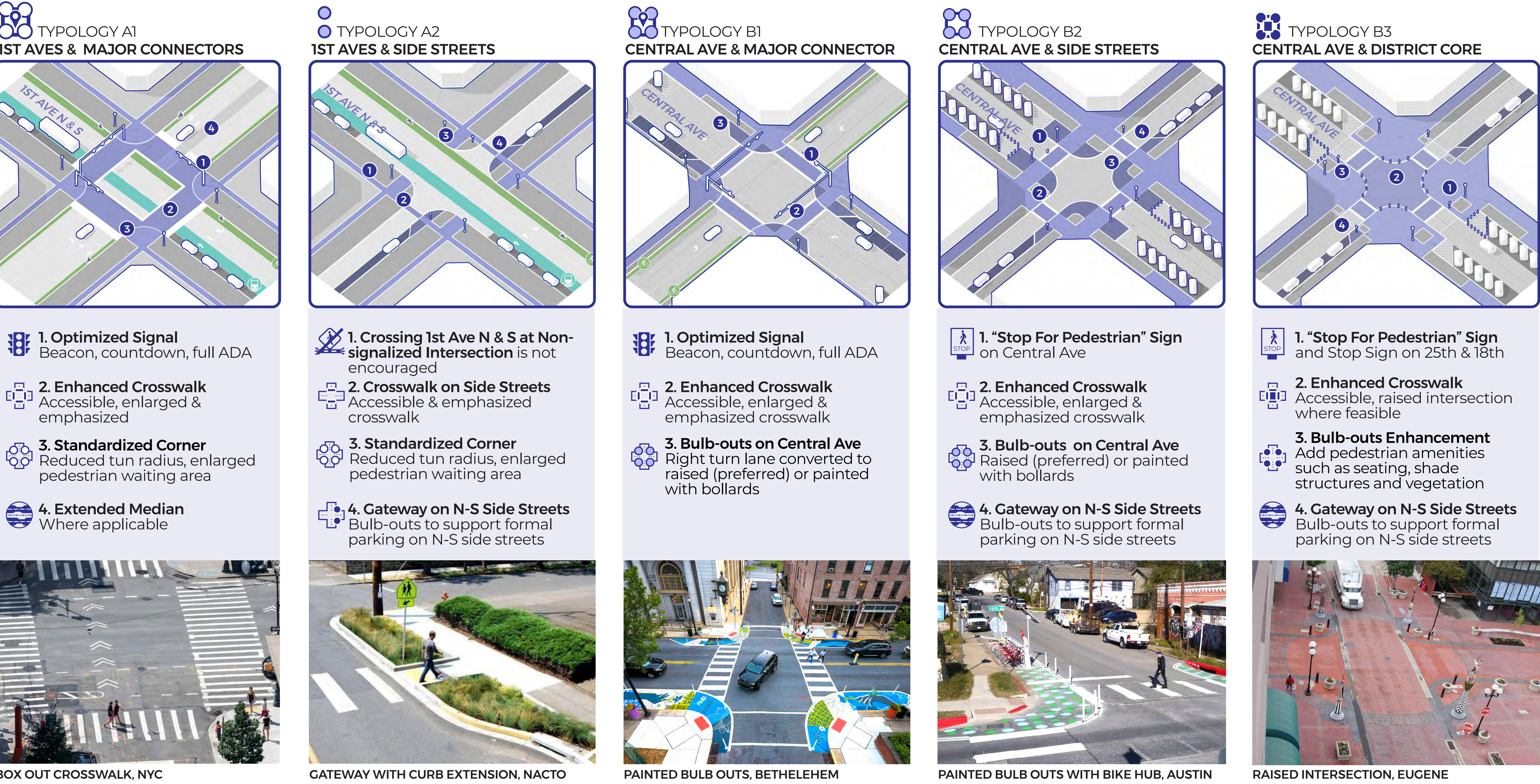
CONNECTIVITY & SAFETY

A. SAFE INTERSECTIONS

RECOMMENDED INTERSECTION ENHANCEMENTS



RECOMMENDED INTERSECTION TYPOLOGIES



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

- 1st Ave N & S:**
- Optimized Signals for major streets; Crossing is not encouraged at non-signalized intersections.
 - Accessible & enhanced crosswalk
 - Standardized corner
 - Extended median where applicable; gateway curb extension for N-S side streets
- Central Ave:**
- Optimized signals for major streets; pedestrian signs for other intersections
 - Enhanced crosswalk for major streets; raised intersection crosswalk at district core
 - Bulb-outs on Central Ave
 - Gateway curb extension on N-S side streets

IMPLEMENTATION CONSIDERATIONS

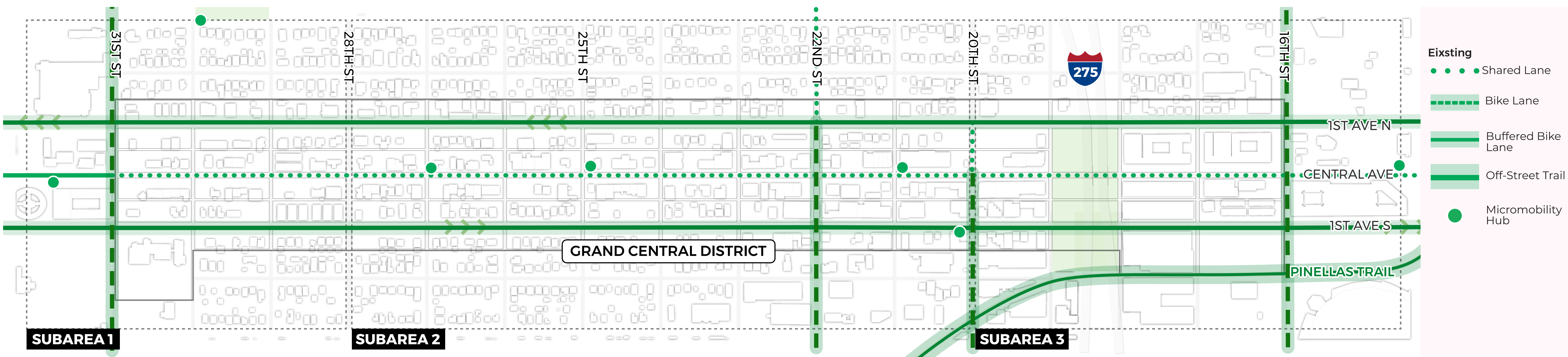
- The City of St. Petersburg's (City) Department of Transportation leads various traffic calming projects that can be combined with the previously listed recommendations
- Avoid interruption to public transit passenger pick up/drop areas
- Traffic calming elements and raised crossings and intersections should be in compliance with the City's comprehensive plan. Consider amending to the city's comprehensive plan to allow raised intersections and other traffic calming elements along Central Ave.
- Raised intersections and bulb-outs are preferred, painted bulb-outs can be considered as cost effective temporary solutions
- Raised intersections must account for tripping hazards
- Reduced radii should be coordinated with truck routes and large service vehicles
- Bulb-outs reduce pedestrian crossing distance, thus support pedestrian safety



CONNECTIVITY & SAFETY

B. BIKE NETWORK

EXISTING BIKE NETWORK



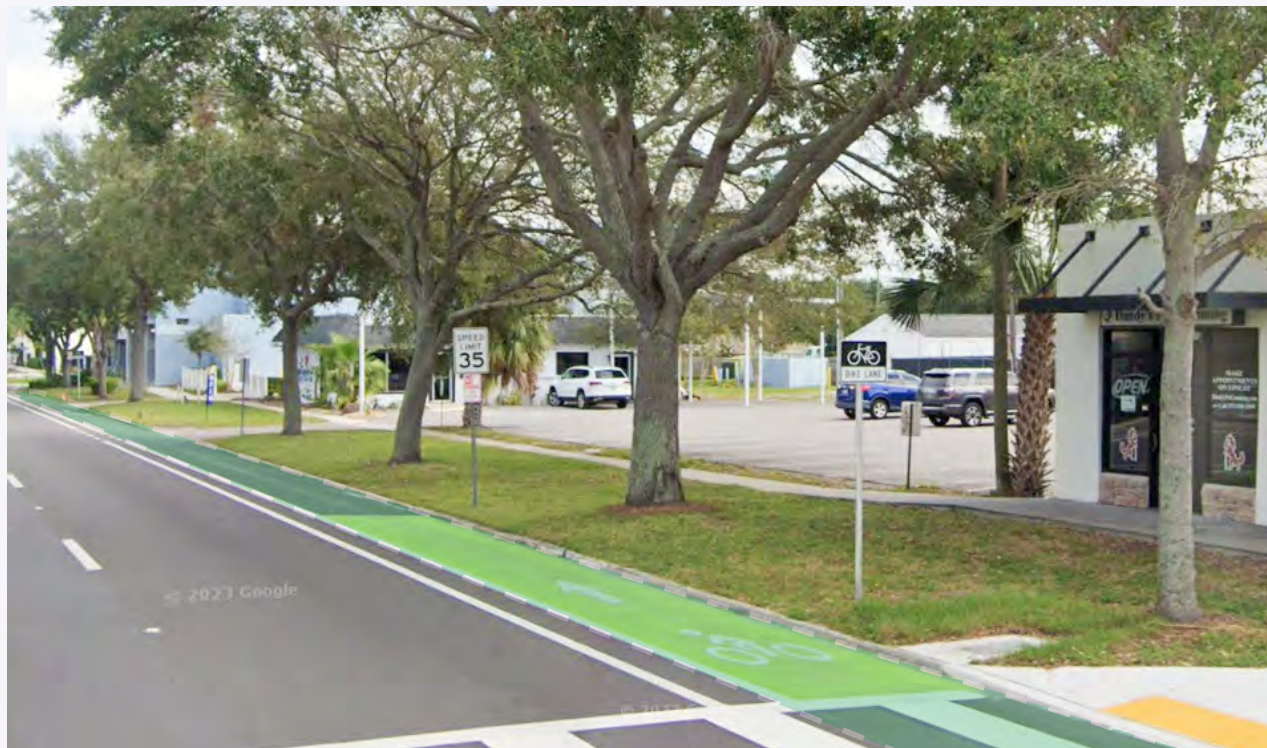
HIGHER STRESS



Existing Shared Lane



Existing Bike Lane



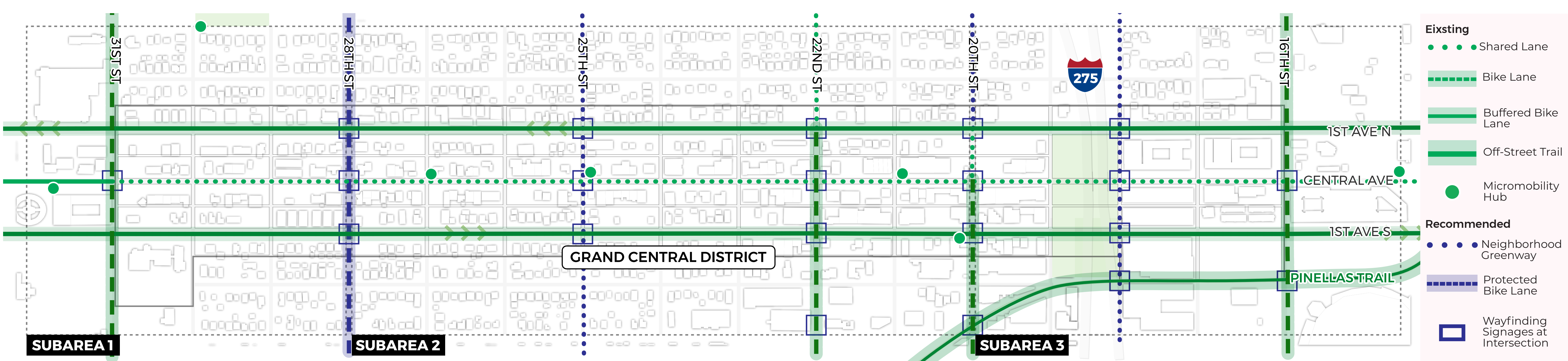
Existing Buffered Bike Lane



Existing Off-Street Trail

LOWER STRESS

RECOMMENDED BIKE NETWORK & FACILITIES



LOWER STRESS



Bike Boulevard & Neighborhood Greenway
Improve Existing Shared Lane
Proposed Neighborhood Greenway



Protected Bike Lane
Improve Existing Bike Lane
Proposed Protected Bike Lane



Grade Separation Bike Lane
Improve Existing Bike Lane
Improve Existing Buffered Bike Lane



Bike Network Wayfinding to the District
Maintain Existing Trails
Wayfinding Signage at Intersection

RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

- New bike lanes and amenities along 28th St, and neighborhood greenway amenities on 25th and 18th St.
- Extend bike lane along 20th St.
- Improve conditions of paving and signage along existing bike lanes
- Provide micro-mobility amenities where feasible
- Add wayfinding signage at key intersections

IMPLEMENTATION CONSIDERATIONS

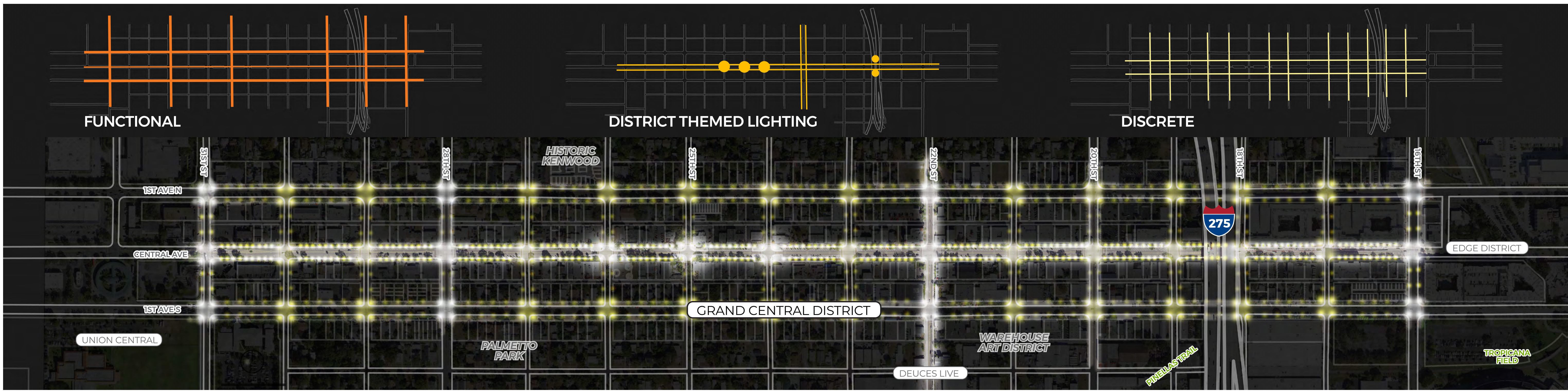
- An addition of bike lanes along Central Ave may be feasible if on-street parking is changed from diagonal to parallel. Such changes, however, may result in loss of parking spaces.
- Micro-mobility parking and hubs located at lane level for comfort and pedestrian safety on sidewalks



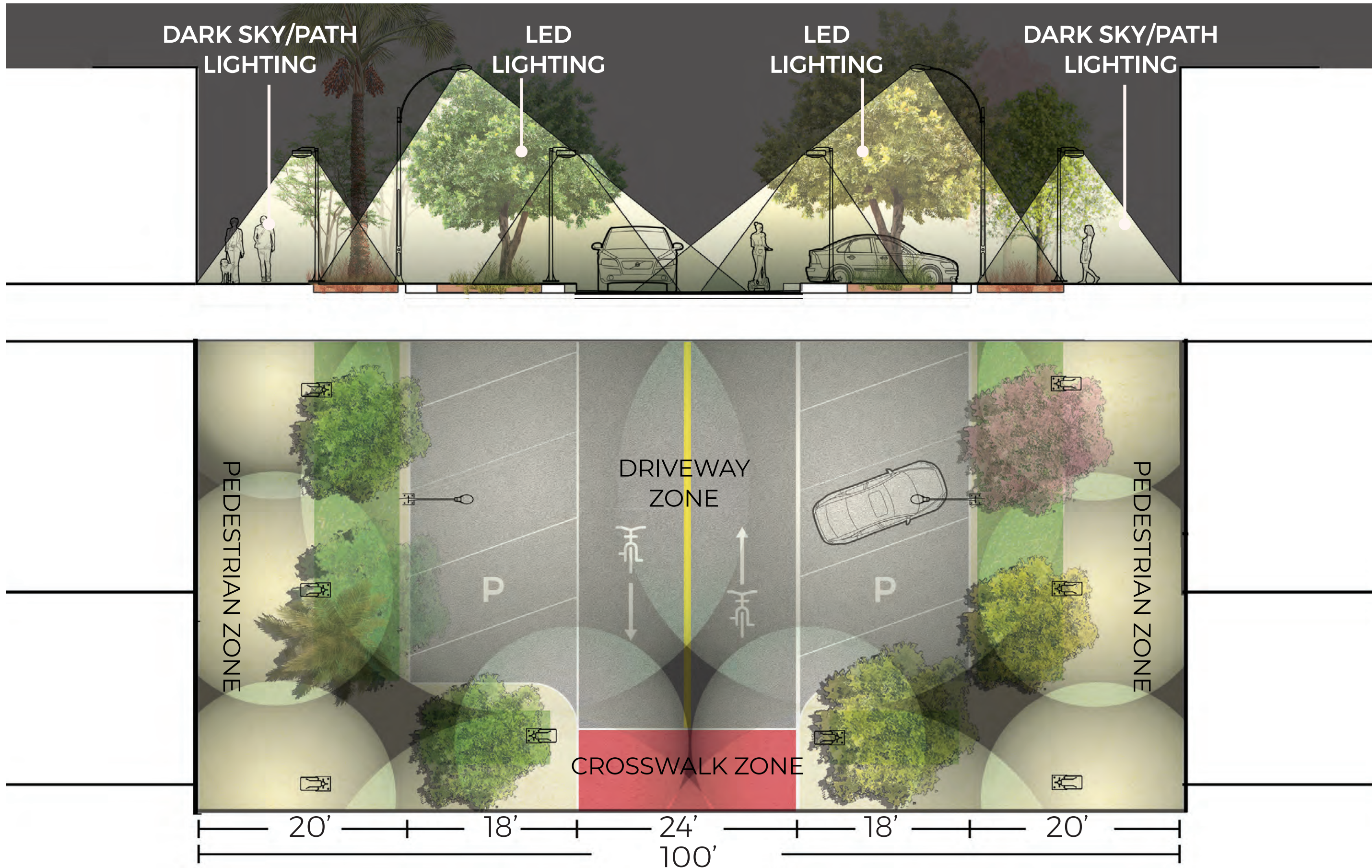
CONNECTIVITY & SAFETY

C. STREET LIGHTING

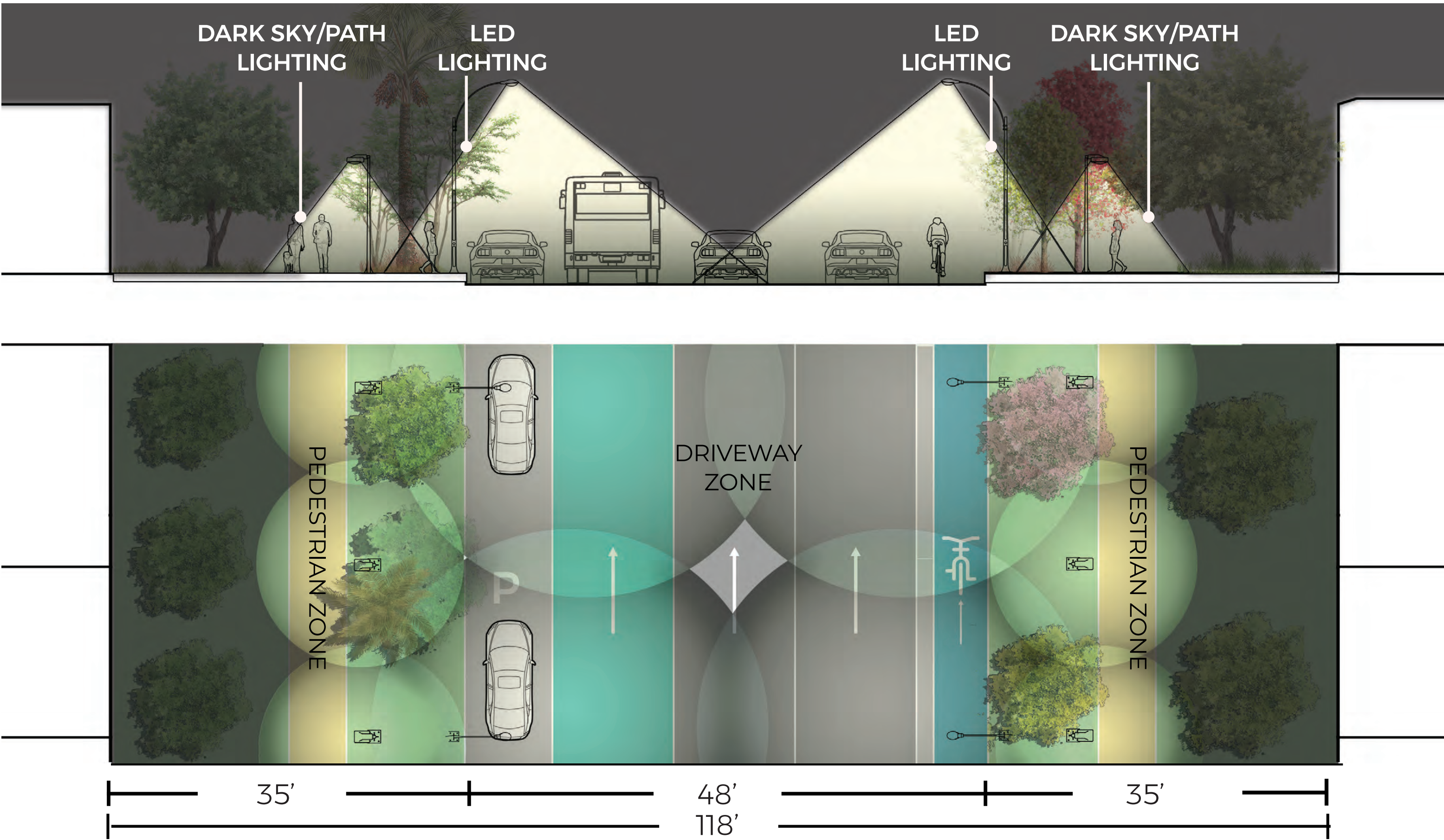
RECOMMENDED STREET LIGHTING HIERARCHY



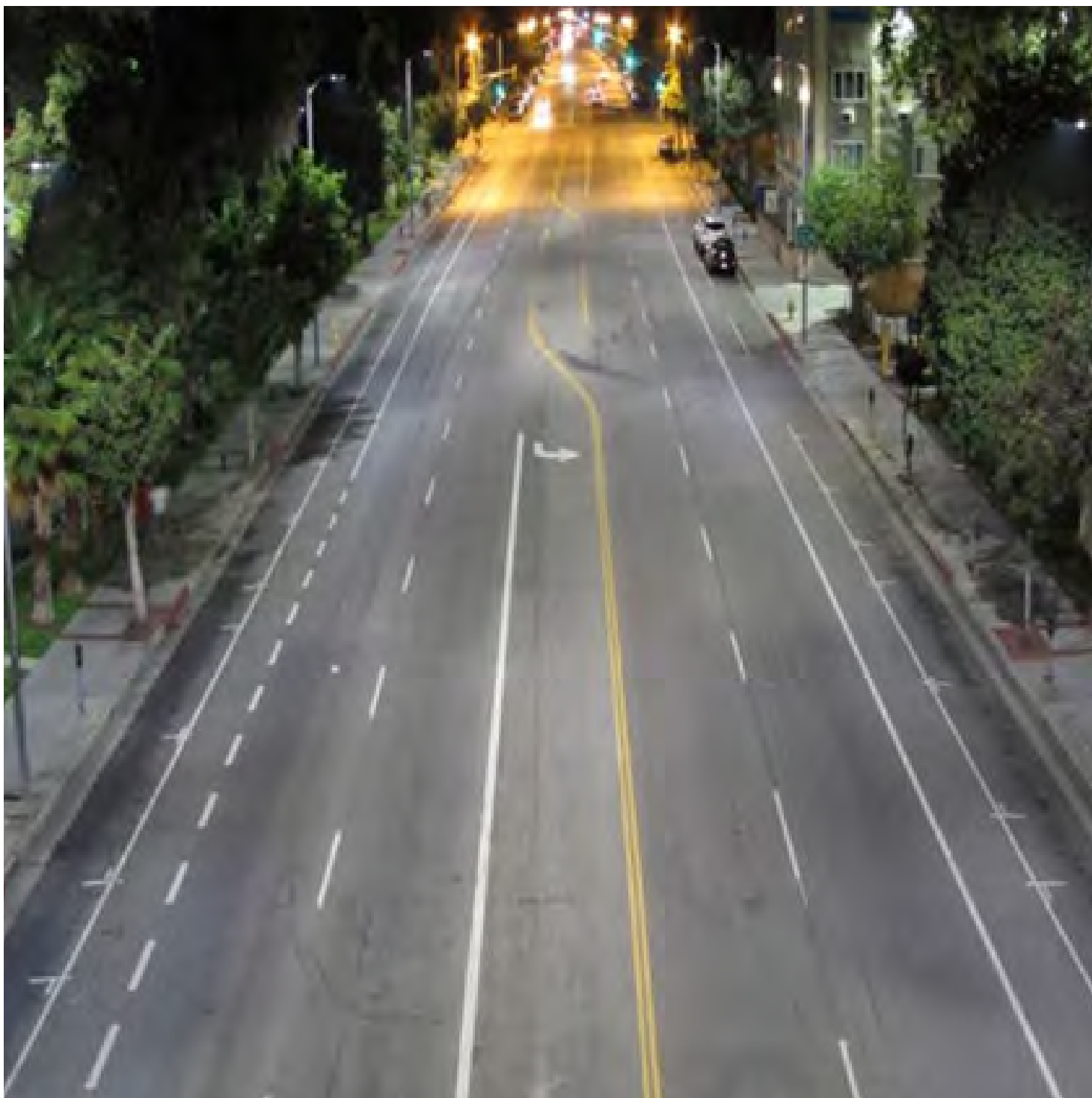
CENTRAL AVE PROPOSED LIGHTING SCHEME



FIRST AVE N & S PROPOSED LIGHTING SCHEME



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



FUNCTIONAL LIGHTING, LOS ANGELES



THEMED LIGHTING, SUMMERVILLE



DISCRETE LIGHTING, COPENHAGEN

RECOMMENDATION SUMMARY

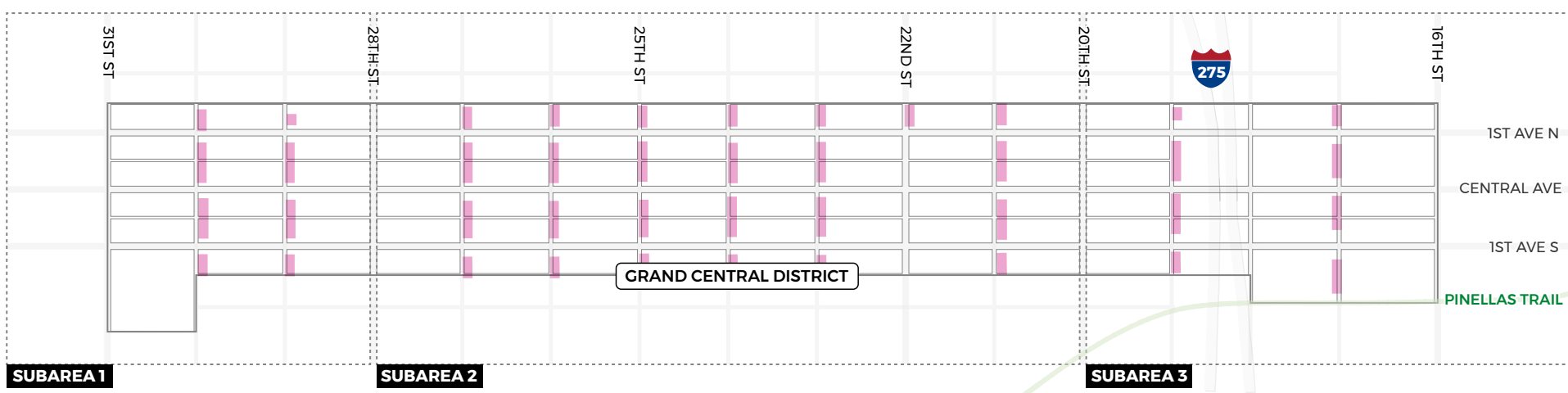
- **Functional lighting** – Increased illumination levels along key corridors and intersections
- **District themed lighting** - Signature design fixtures that contribute to the district's identity and increased illumination levels along Central Ave
- **Discrete lighting** – Lower illumination levels along side streets
- Conduct a district-wide survey to ensure the provision of minimum illumination levels throughout the district
- Install Zero cutoff/dark sky lights light fixtures

IMPLEMENTATION CONSIDERATIONS

- Coordination of lighting improvements with City departments is required
- Solar or LED lighting to reduce energy consumption

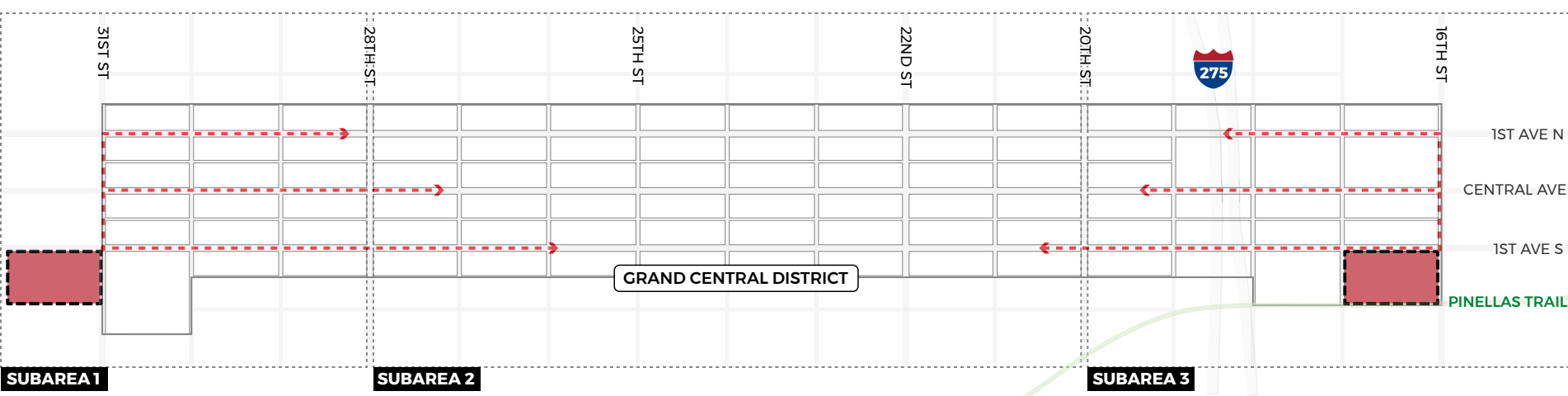
RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS

1 FORMALIZE PARKING ALONG SIDESTREETS



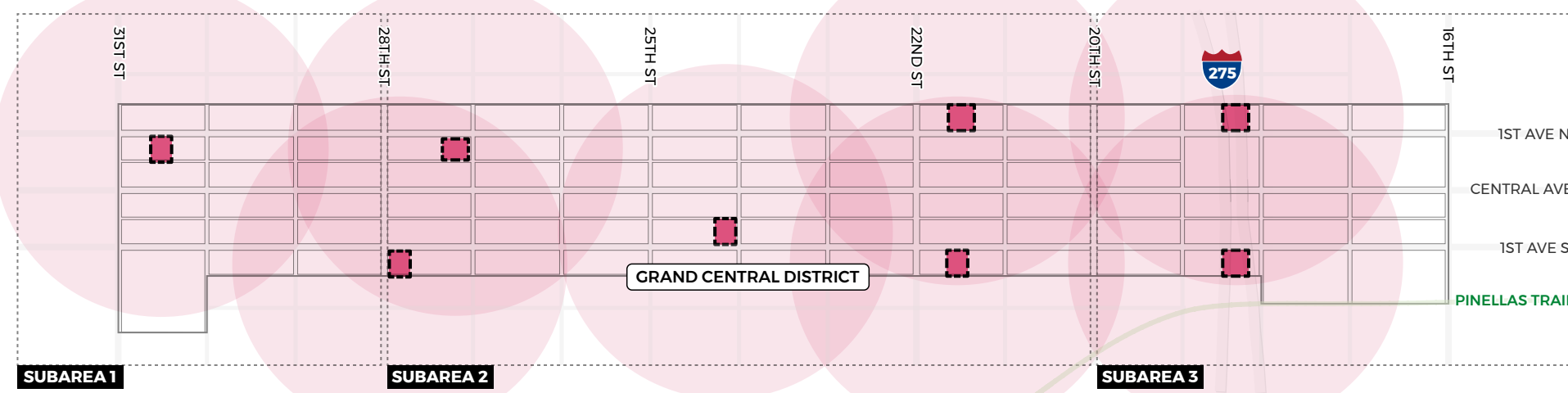
Approach 1: on-street parking on sidestreets are proposed to be formalized with designated lanes where feasible and with gateway curb extension location when intersecting with Central Ave.

2 ADDITIONAL PARKING INTEGRATED WITH LARGER DEVELOPMENT



Approach 2: potential locations for large scale parking garages identified on parcels where large scale development projects have been announced.

3 ADDITIONAL PARKING THROUGHOUT DISTRICT AT MICRO SCALE



Approach 3: a dispersed parking garage network approach, highlighting their potential coverage in terms of walking distance. However, it does not specify parcels earmarked for development.

RECOMMENDATION SUMMARY

- Formalize parking along side streets where feasible
- Use efficient parking management systems such as limited permitted parking time, parking meters, mobile applications, etc.
- Allow hourly parking in garages connected to residential buildings
- Identify vacant parcels for temporary public use as surface parking
- Surface parking lots should face side streets, 1st Ave N and 1st Ave S to maintain consistent active frontage along Central Ave.
- Reduce or eliminate parking minimums to encourage non-vehicular trips, reduce development costs, support public transit and pedestrian oriented district.
- Consider parking maximums regulations

IMPLEMENTATION CONSIDERATIONS

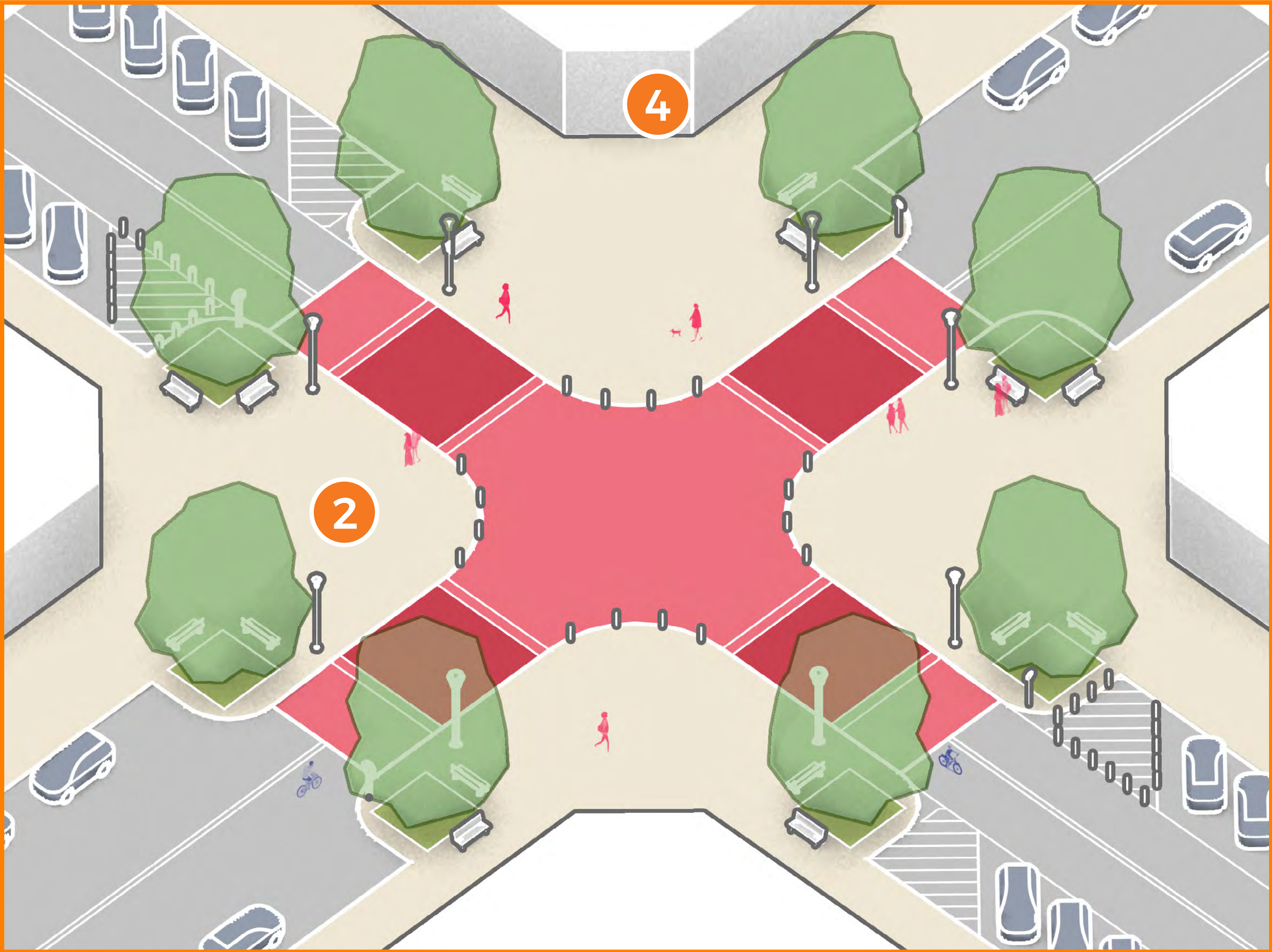
- Approach 1**
 - Can be implemented and integrated with other approaches
- Approach 2**
 - Can be implemented though public private partnership
 - Large scale parking structures that may not fit the scale of the district are kept outside its bounds
 - Pedestrians have a longer walking distance to district core

- Approach 3**
 - High cost of structured parking garages and low feasibility as parcel's highest in best use may be different, may result in an increased number of surface parking lots
 - Potential for shared use parking garages
 - Provides pedestrians with a shorter walking distance to district core
 - Promotes parking garages at scale that is appropriate with the districts character

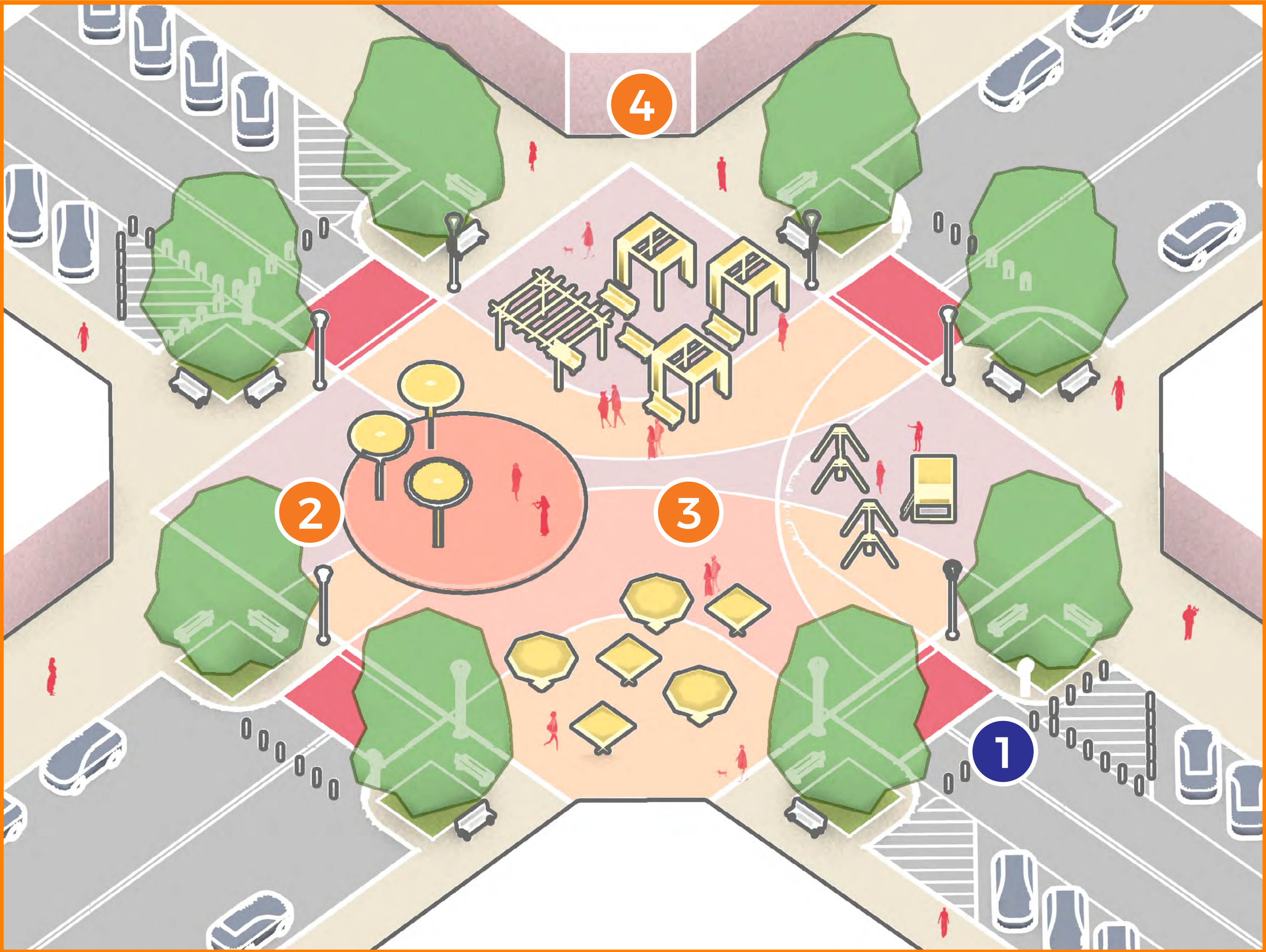
D. PARKING



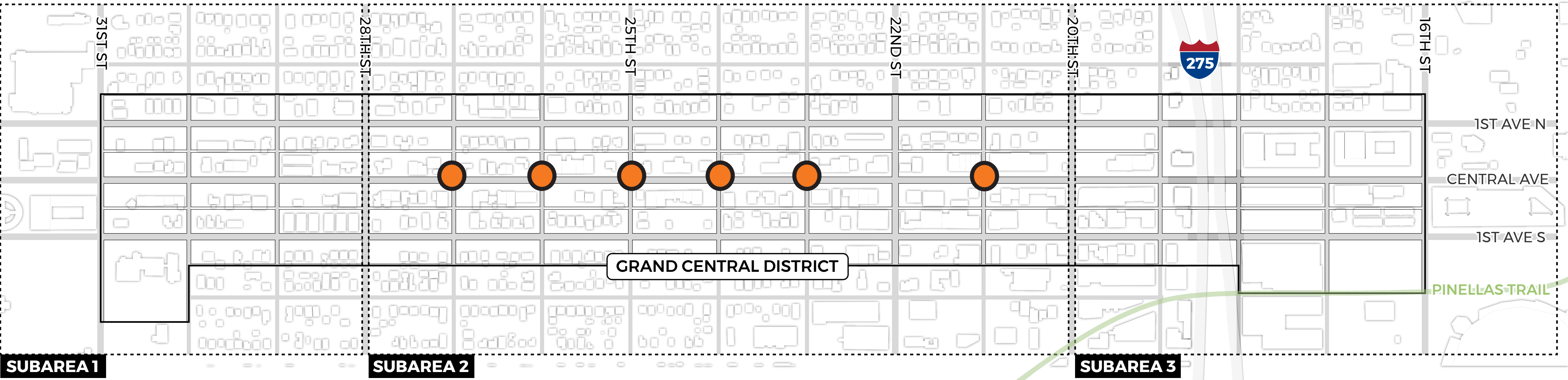
RECOMMENDED URBAN PLAZAS AT INTERSECTIONS



WEEKDAY: INTERSECTION WITH SAFETY ENHANCEMENT



WEEKEND/EVENT: POP-UP FLEXIBLE PUBLIC SPACE



- 1. Limited Vehicular Movements on weekends or for events; temporary closures
- 2. Flexible Public Space for multipurpose programming
- 3. Themed Design Wayfinding and district identity
- 4. Activating Frontages Active ground floor uses at block corners



PAINTED INTERSECTION PLAZA, BARCELONA



INTERSECTION CORNER PLAZA, PHILADELPHIA



ACTIVE PLAZA AT INTERSECTION, BARCELONA



FLEXIBLE PUBLIC PARKS, BARCELONA



INTERSECTION PLAZA, BARCELONA



INTRERIM PERFORMANCE PLAZA, PHILADELPHIA

RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

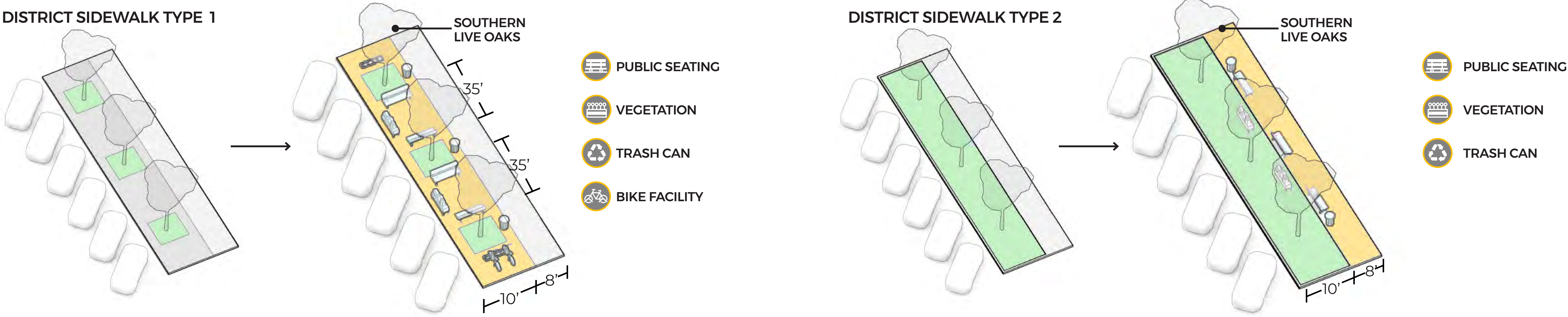
- Provide pedestrian amenities on bulb-outs such as, but not limited to, street furniture for seating and dining, shade structure, landscaping, wayfinding, etc.
- Use enhanced intersection for temporary or permanent programming
- Install bollards and/or large planters to protect pedestrian-only zones within the intersection

IMPLEMENTATION CONSIDERATIONS

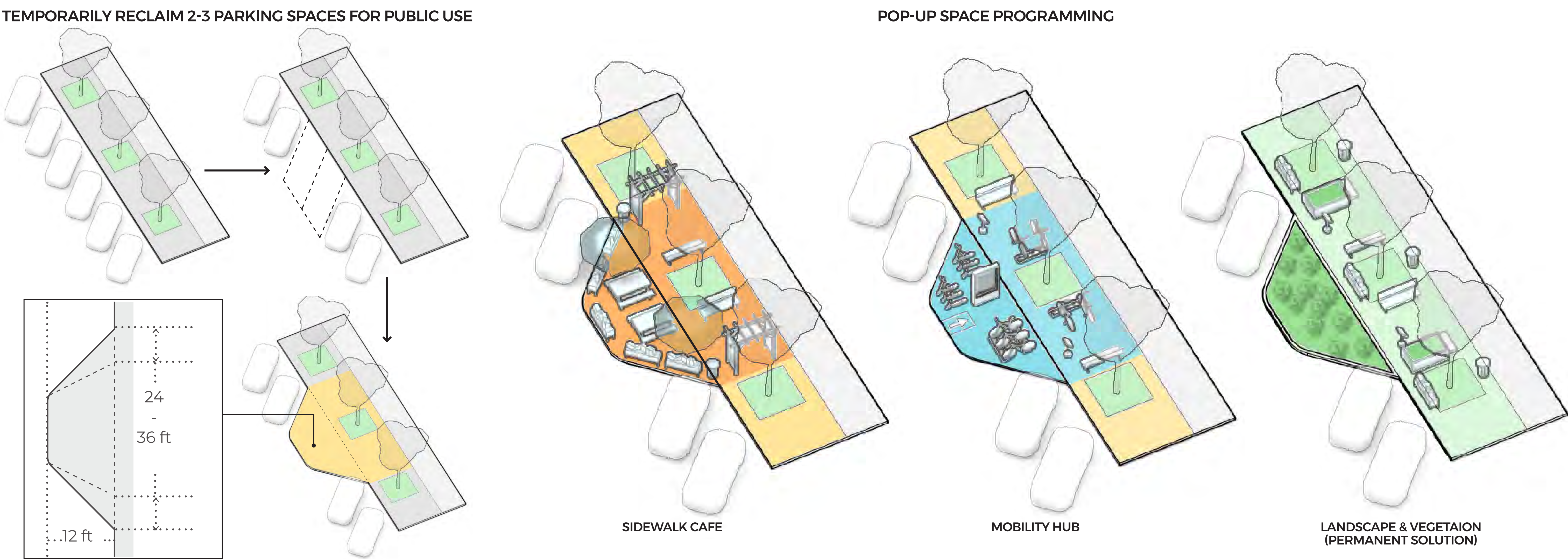
- Potential temporary intersection closure to accommodate large scale events
- Coordination of street furniture storage and use may be required
- Public programming will promote economic activity
- Raised intersection, if feasible, are preferred in support of traffic calming and use of intersections as a plaza
- Raised intersection will need to account for runoff and drainage



RECOMMENDED SIDEWALK STREET FURNITURE



RECOMMENDED POP-UP CURB EXTENSIONS & SIDEWALK PARKS



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

- Maintain consistent sidewalk layout & grade throughout the district
- Provide pedestrian amenities such as, benches, chairs, tables, bike racks, trash cans, dog waste stations and more.
- Promote use of native oak trees & incorporate landscaping where feasible
- Installation of pop-up public spaces along select sidewalks at the expense of parking spaces
- Pop-up spaces will include amenities such as, but not limited to, public street furniture, planting, and shade structures

IMPLEMENTATION CONSIDERATIONS

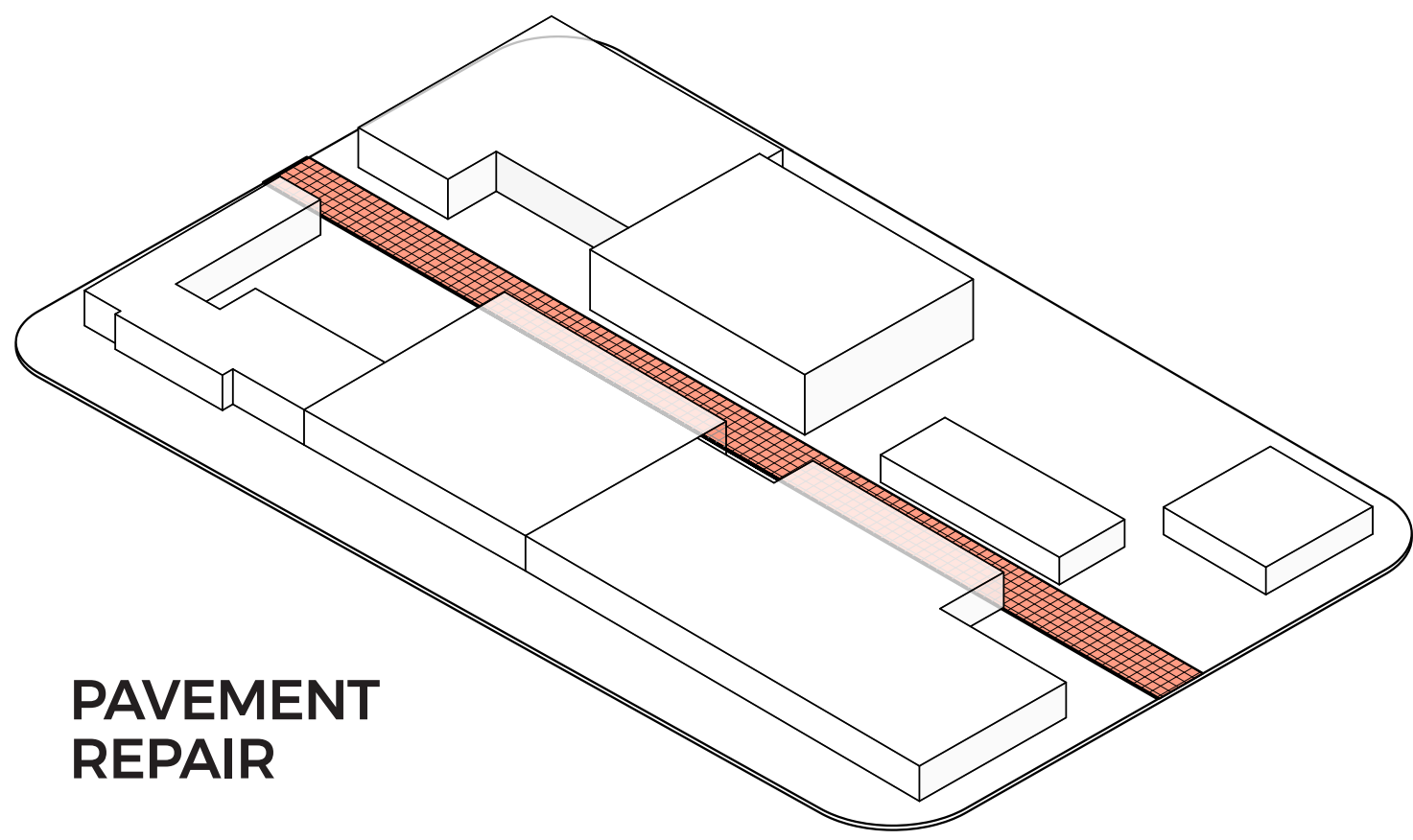
- A block-by-block assessment should be conducted to determine priorities for sidewalk improvement.
- Signature design street furniture to support district character
- Determine short, medium or long term for the pop-up spaces
- Coordinate implementation with owners of adjacent businesses.
- Evaluate with business owners the benefit of parking spaces lost vs. public space gained
- Implement as needed/desired in select blocks along Central Ave.



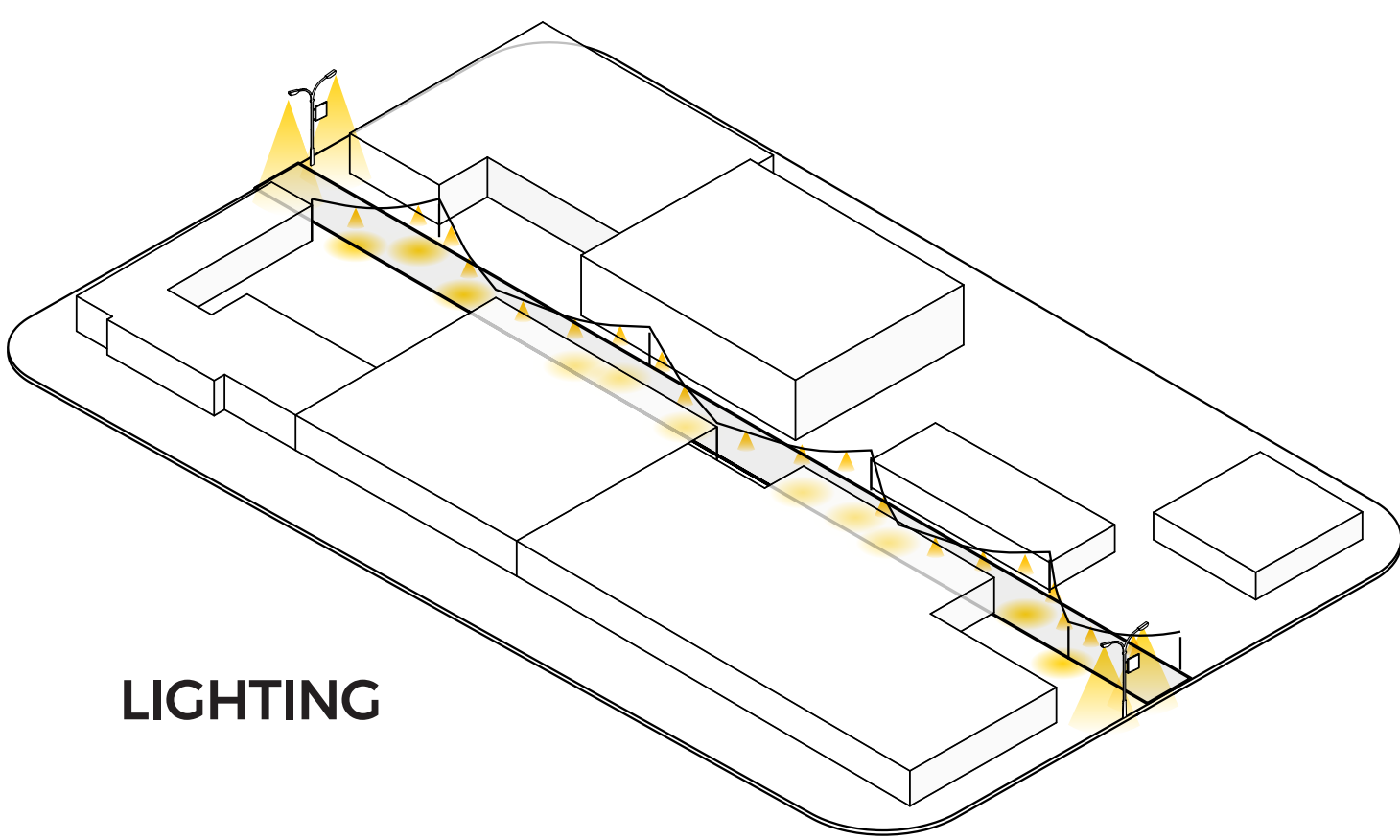
PUBLIC REALM

C. ALLEY ACTIVATION

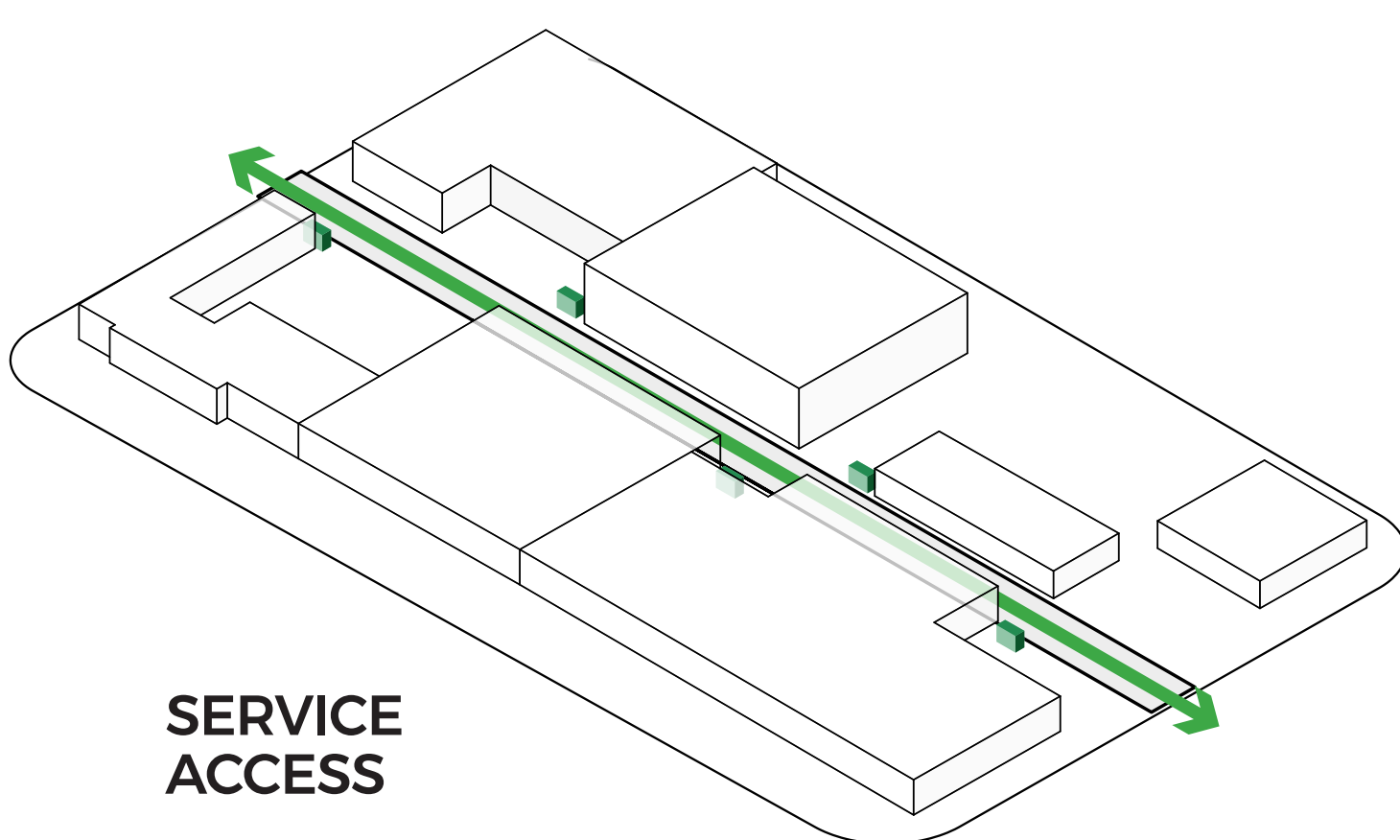
RECOMMENDED ALLEY IMPROVEMENT - SHORT TERM



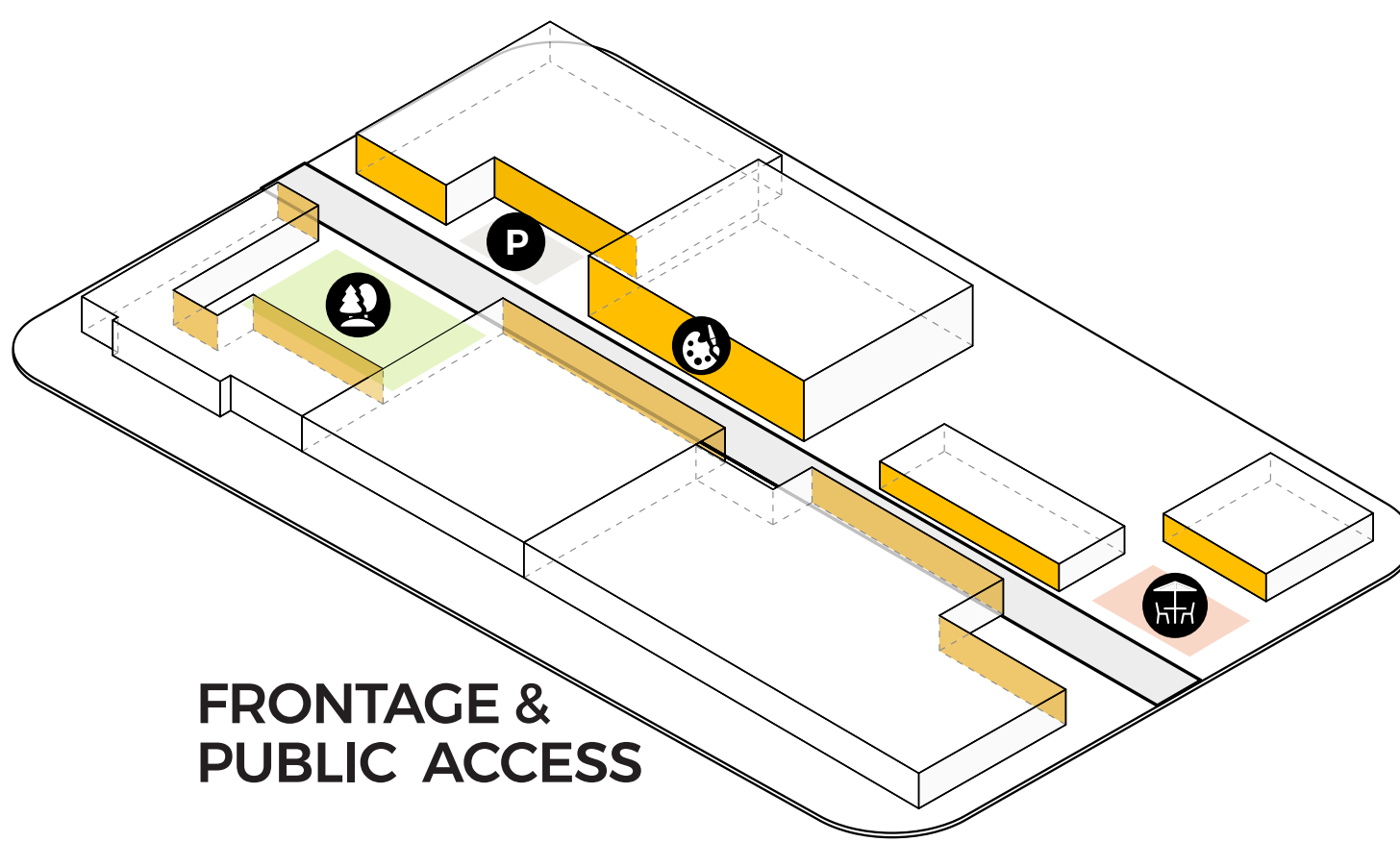
PAVEMENT REPAIR



LIGHTING



SERVICE ACCESS



FRONTAGE & PUBLIC ACCESS



PAVEMENT IMPROVEMENT, DETROIT



LIGHTING IMPROVEMENT, ROCHESTER



SERVICE ACCESS, CHICAGO

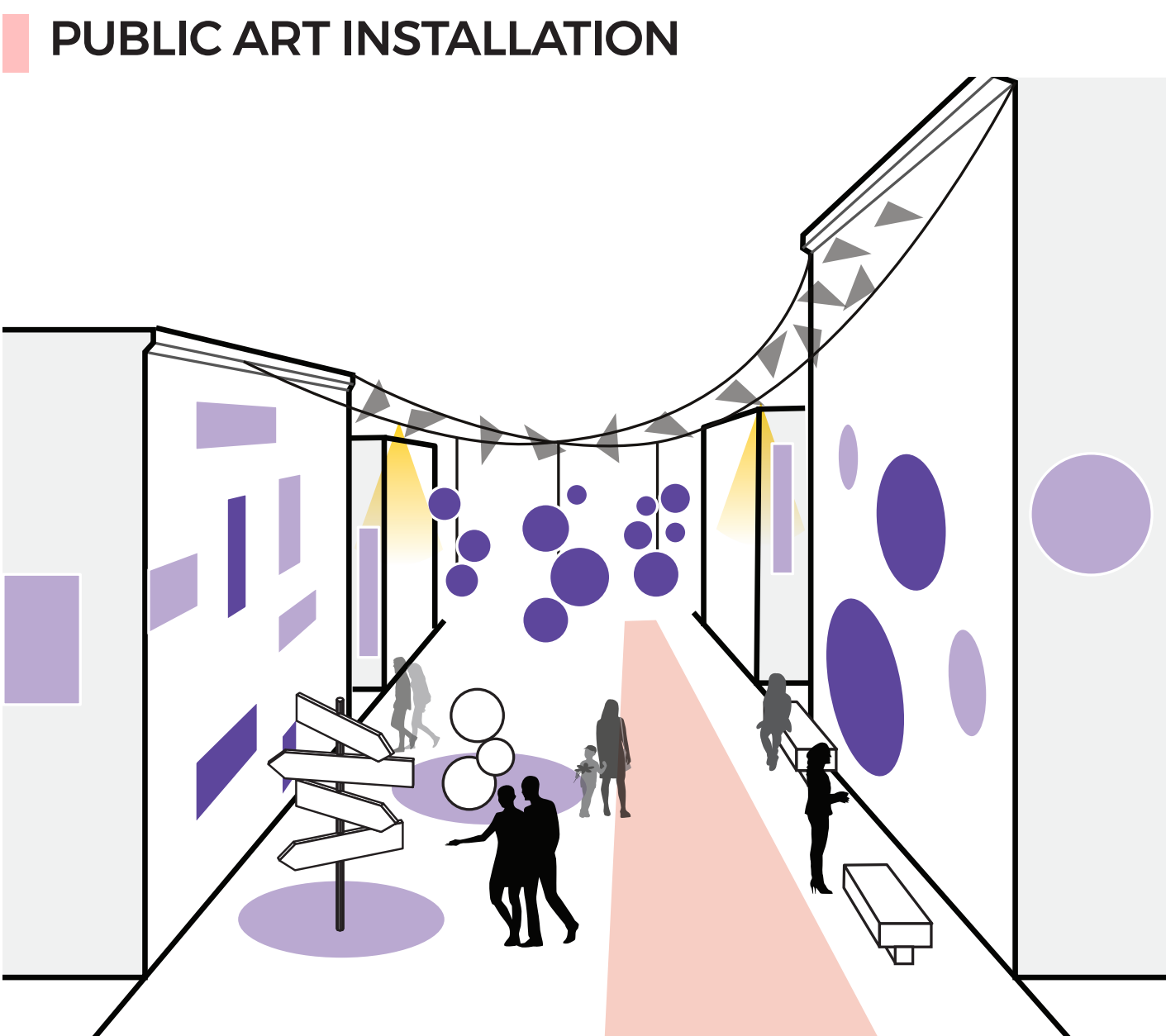


ALLEY FRONTAGE IMPROVEMENT, DENVER

RECOMMENDED ALLEY PROGRAMMING - LONG TERM



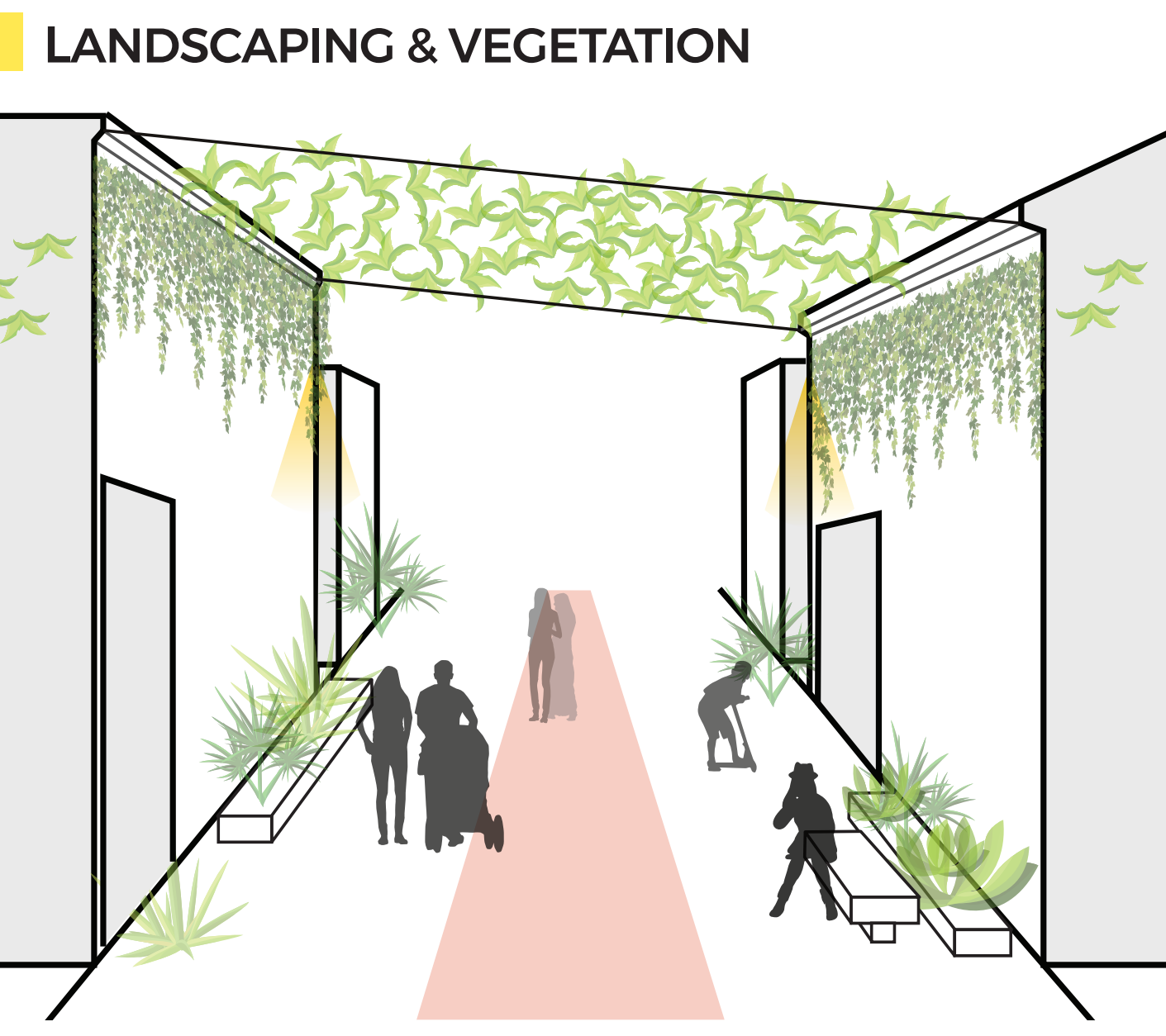
DINNING & DRINKING



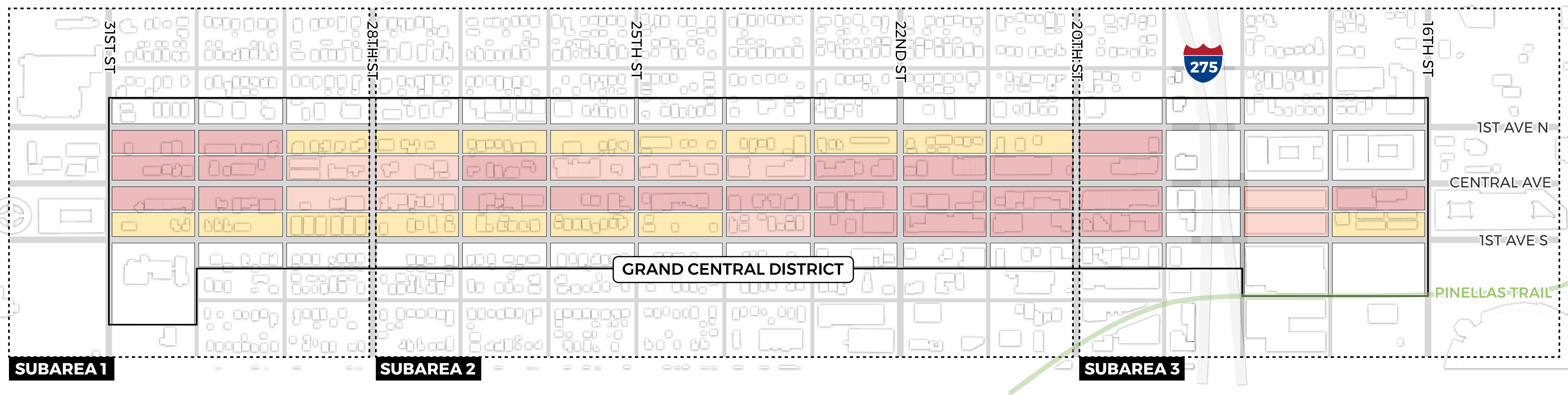
PUBLIC ART INSTALLATION



POP-UP PLAY AMENITIES



LANDSCAPING & VEGETATION



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



ALLEY CAFE, PITTSFIELD



PEACOCK ALLEY, SAN ANTONIO



LANDSCAPING, Q-STREET, WASHINGTON D.C

RECOMMENDATION SUMMARY

- Improve quality of paving, lighting and trash storage and collection
- Support active frontages in alleys
- Add vegetation and landscaping where feasible
- Promote murals and public art where feasible
- Coordinate time and duration for public use and programming

IMPLEMENTATION CONSIDERATIONS

- Access coordination with business owners and residents will be required
- Any permanent improvements should be coordinated with the city department in charge to ensure that routine maintenance is not interrupted
- Any permanent improvements should be coordinated with utilities location and access points that may be located in alleys
- Alley activation may protect the block built form in the long term and prevent full block development in the district

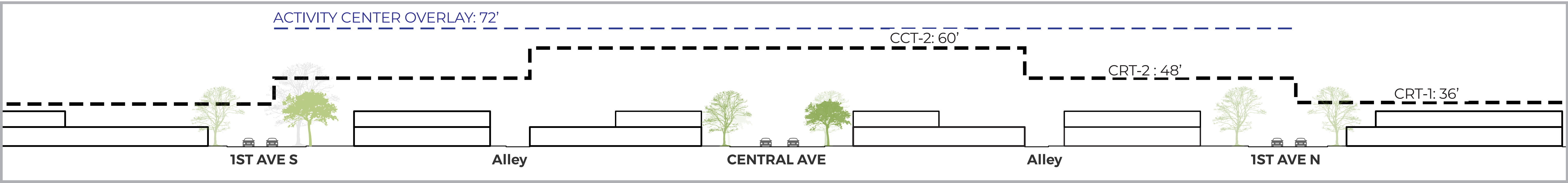


URBAN FORM

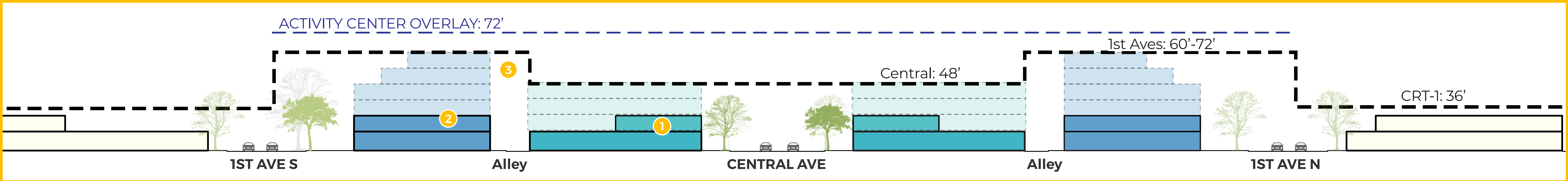
A. HIGHER DENSITY AT 1ST AVES

RECOMMENDED HEIGHT RESTRICTION ADJUSTMENT

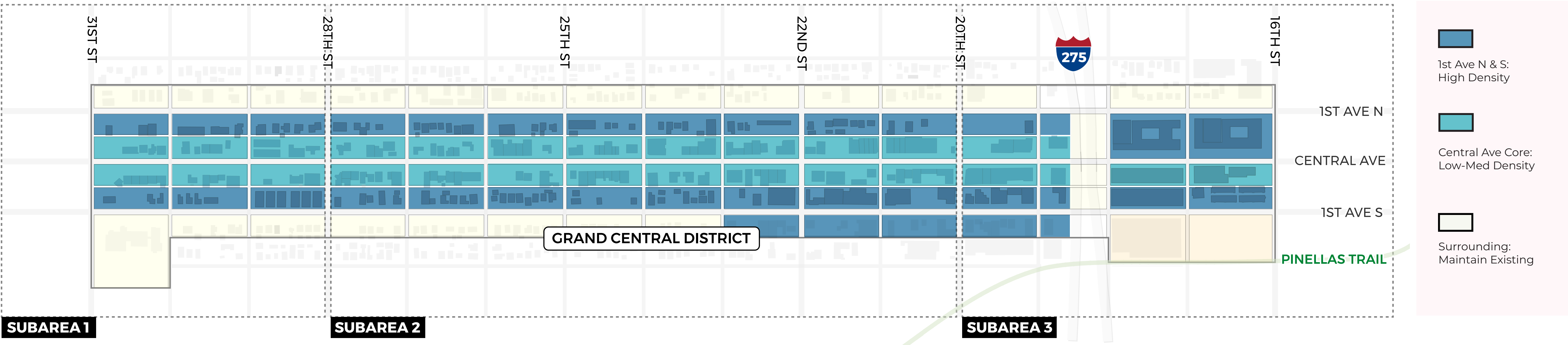
EXISTING ZONING HEIGHT RESTRICTION



PROPOSED HEIGHT RESTRICTION



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

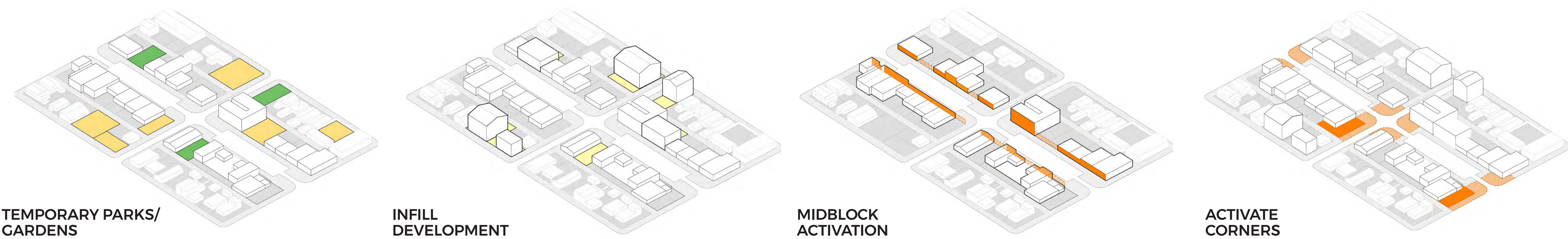
- Building height along Central Ave. at an average of 3 floors, with a maximum height of 4 floor (48ft) at the corners of the blocks.
 - Building height along 1st Ave S and 1st Ave N at an average of 6 floors, with a maximum height of 7 floor (72 ft) at the corners of the blocks.
 - Transfer air rights and parking requirements from Central Ave. to 1st Ave N & S to maintain lower density on Central while still allowing landowners to monetize their holdings. Related is a potential reduction in parking minimums.
- Preventing aggregation of more than 3 parcels or limiting development lot sizes to limit development size
 - Encouraging and supporting existing food trucks and other local mobile vendors in "graduating" to "bricks and mortar" retail pads will continue to nurture and grow Central Ave's core identity, solidify its locally grown brand and offset softness in the retail market.

IMPLEMENTATION CONSIDERATIONS

- Going with exclusive retail use facing Central Ave comes with advantages in avoiding noise complaints at night, however, allowing additional building height and density along 1st Ave N and 1st Ave S to compensate for the residential demand to prevent rents from rising.
- Vehicular travel capacity of 1st Ave N and 1st Ave S should be assessed to finalize allowable building densities
- Consider the transfer of development rights from parcels along Central Ave. to a receiving area in the City outside the district to maintain current building heights along Central Ave.

B. INFILL & DESIGN GUIDELINE

RECOMMENDED GAP INFILL STRATEGIES



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



POP UP PARK
DUC PARK, ST. LOUIS, MO



INFILL DEVELOPMENT
ADLOFT, ST. PETERSBURG, FL



CORNER DEVELOPMENT
POINTE PARK, SOMERVILLE, MA

RECOMMENDATION SUMMARY

- Encourage temporary uses of vacant lots as pocket parks/gardens
- Encourage infill development
- Incentivize adaptive building reuse for commercial uses and active facades along Central Ave
- Establish design guidelines to promote building typologies that support the district's character

IMPLEMENTATION CONSIDERATIONS

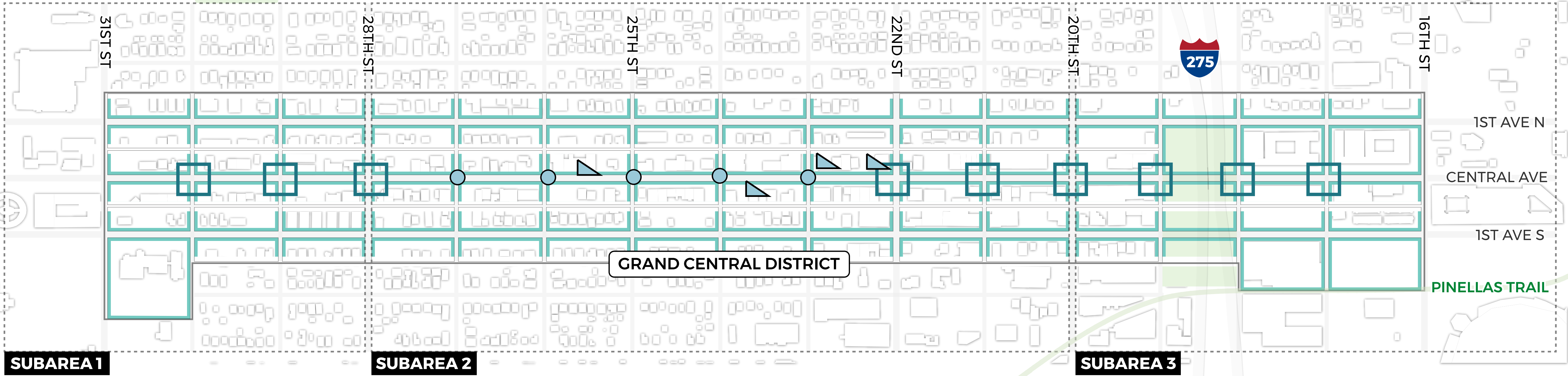
- Incentives should be provided to development of small lots along Central Ave as parcel aggregation may not be feasible
- Follow guidance of existing **Storefront Conservation Corridor Plan** Overlay



DIVERSITY & EQUITY

A. UNIVERSAL DESIGN & AMENITIES

RECOMMENDED INFRASTRUCTURE FOR ALL



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

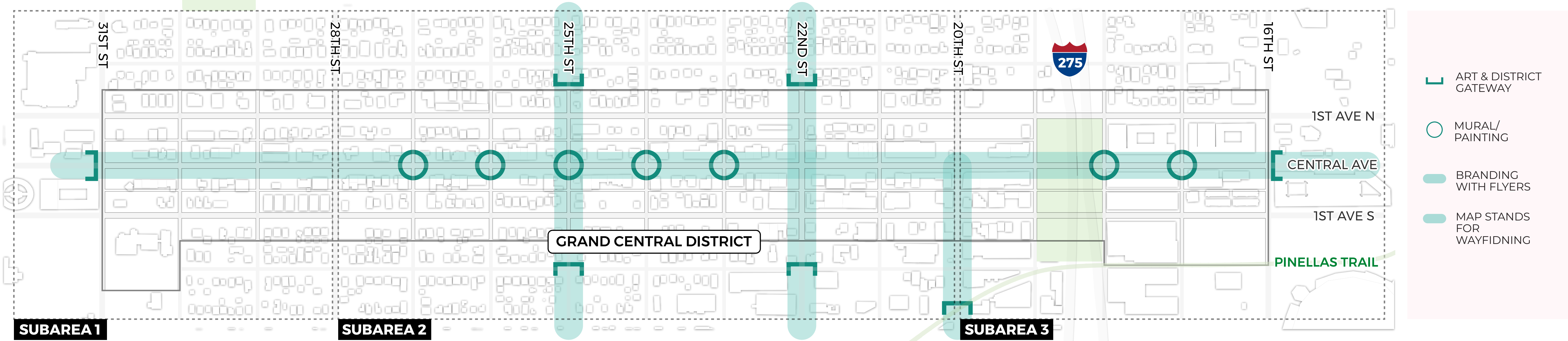
- Add pedestrian amenities and follow inclusive street design guidelines for implementation
- Conduct a comprehensive district survey to identify potential accessibility obstacles - address on a parcel-by-parcel basis, or by a full sidewalk reconstruction of select blocks as needed
- Follow accessible sidewalks and street crossing design guidelines throughout the district

IMPLEMENTATION CONSIDERATIONS

- Coordination with adjacent business is required
- Establish a policy for sidewalk maintenance which balances and clarifies owners and city's maintenance responsibilities

B. WAYFINDING & IDENTITY

RECOMMENDED WAYFINDING STRATEGIES



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

- Identify location for temporary or permanent public art installation
- Create programs that encourage, support, and facilitate the installation of public art in the district
- Install wayfinding and information signage throughout the district

IMPLEMENTATION CONSIDERATIONS

- Public art programming in collaboration with local community organizations
- Potential locations may include vacant parcels facing Central Ave, and be a means to fill in gaps in the urban fabric



RESILIENCY & SUSTAINABILITY

A. GREEN INFRASTRUCTURES

RECOMMENDED ECOLOGICAL INFRASTRUCTURE

ECOLOGICAL INFRASTRUCTURE



BOX PLANTER



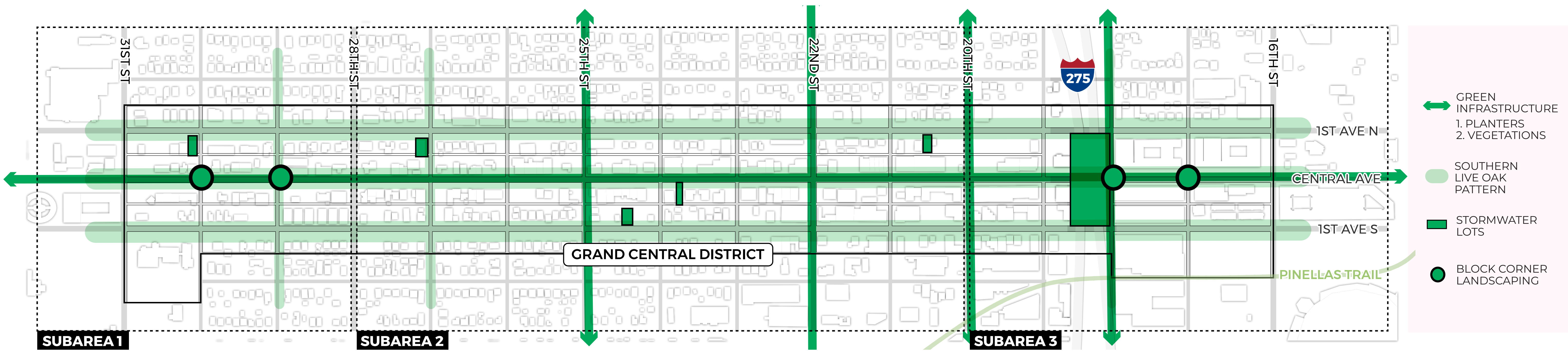
SOUTHERN LIVE OAKS



PERMEABLE SURFACE



BIOSWALE



BLOCK CORNER LANDSCAPING IDEAS



STREET GARDEN,
ORLANDO, FL



BIO-RETENTION PLANTERS,
SAN FRANCISCO, CA



SHADED POCKET PARK,
MONTCLAIR, NJ



CORNER PARK / PLAZA,
CHELSEA, MA

RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

- Increase shade coverage for pedestrians throughout the district by planting mature trees. New trees should maintain existing planting pattern along Central Ave & side streets.
- Increase pervious surfaces where feasible, especially in surface parking lots
- Install raingardens, bioswales and sustainable stormwater management features where feasible
- Increase landscaping and vegetation surface areas in the district throughout

IMPLEMENTATION CONSIDERATIONS

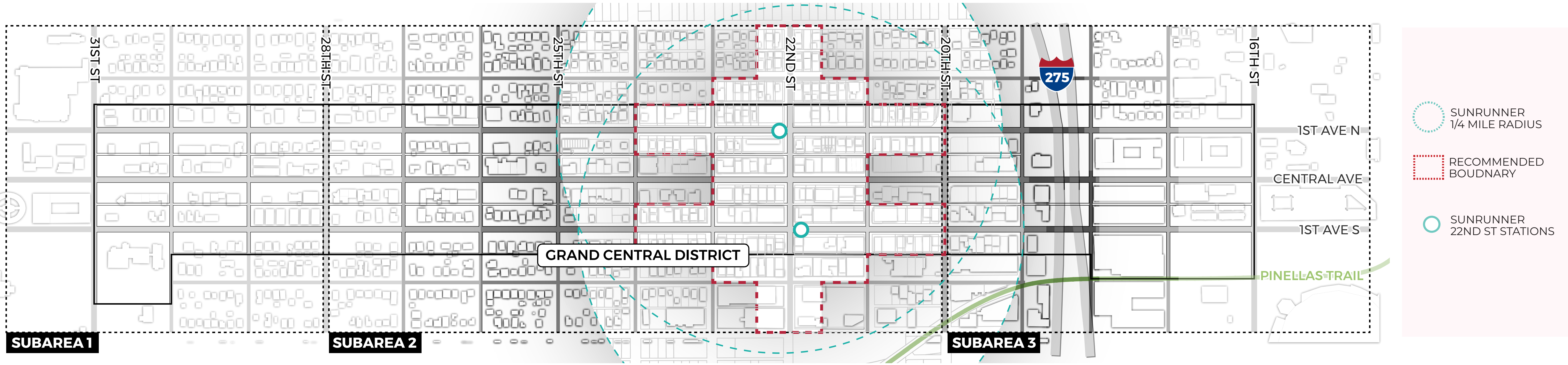
- Additional stormwater management features must be coordinated with the most recent stormwater management plan
- **Southern Live Oak Trees**, as were planted in Central Ave originally, are recommended as they provide adequate shade and are the defining district characteristic
- In selecting tree species, effects of roots on sidewalks should be considered



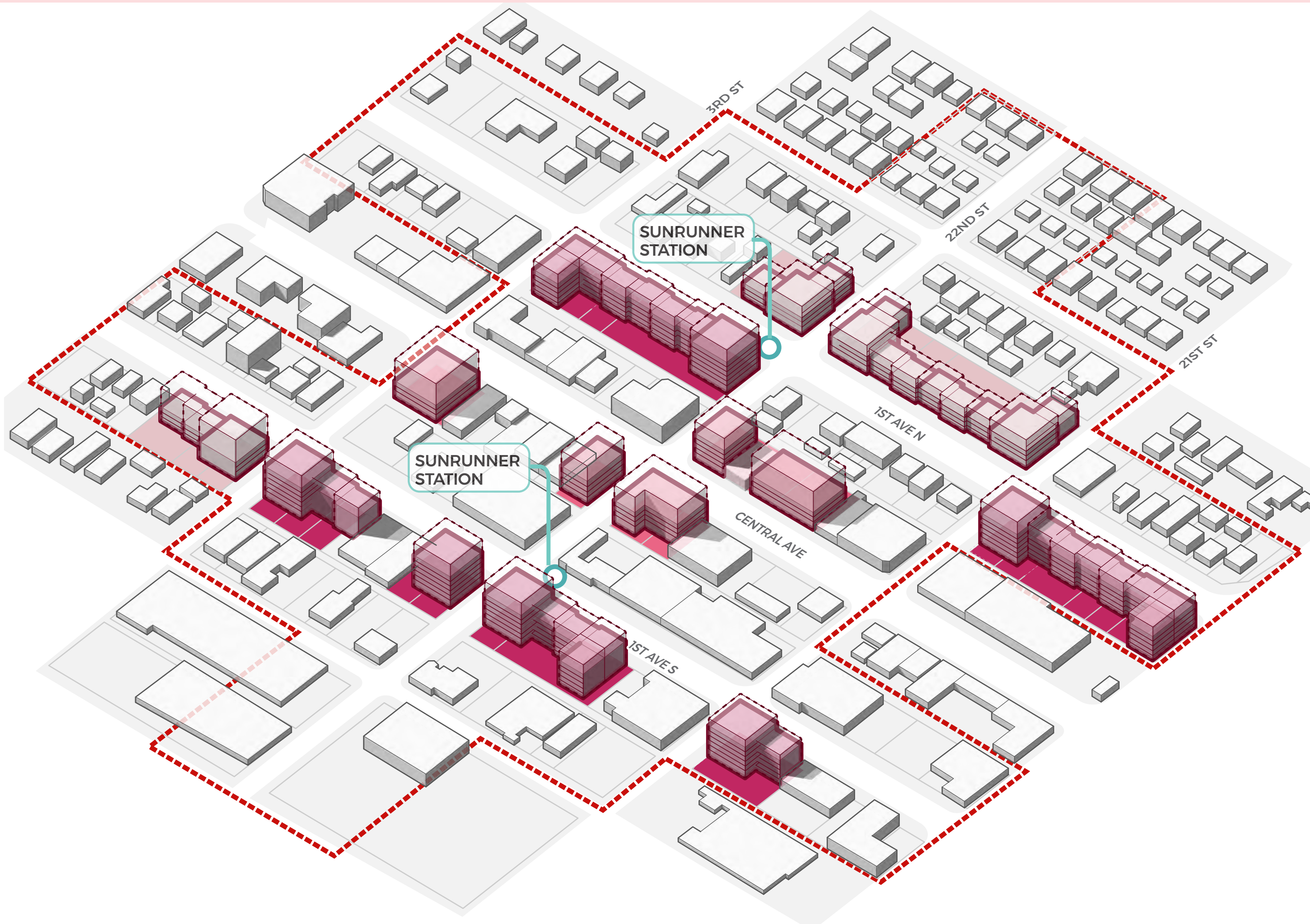
ECONOMIC DEVELOPMENT

A. 22ND STREET TOD OVERLAY STUDY

RECOMMENDED TOD OVERLAY



RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



RECOMMENDATION SUMMARY

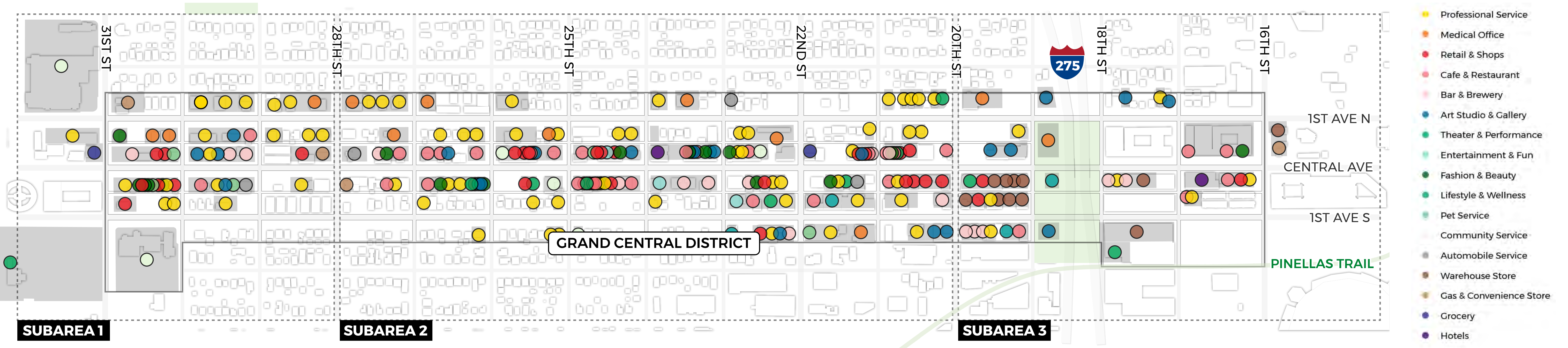
- Apply the TOD overlay to a radius of 1/4 mile around the station
- Concentrate densities along the main corridors; 1st Ave N, 1st Ave S, Central Ave and 22nd street between the two stations.
- Allow higher densities at the corner of the blocks
- Recommended building heights are:**
 - 6 floor (60 ft) max height along 1st Ave N and S (7 floor (72 ft) max at the corners of the blocks)
 - 4 floors (40 ft) max height along Central Ave and 22nd Street (5 floor (50 ft) max at the corners of the blocks)
 - 3 floor (36 ft) max height at the residential neighborhoods within the 1/4 mile radius.

IMPLEMENTATION CONSIDERATIONS

- Commercial uses along 22nd street between the SunRunner stations
- Refer to recommendations summary and considerations in the Built Form section
- Future development along 1st Ave N should be considerate of national and local historic buildings designations

B. BUSINESS DIVERSITY

RECOMMENDED ESSENTIAL BUSINESSES



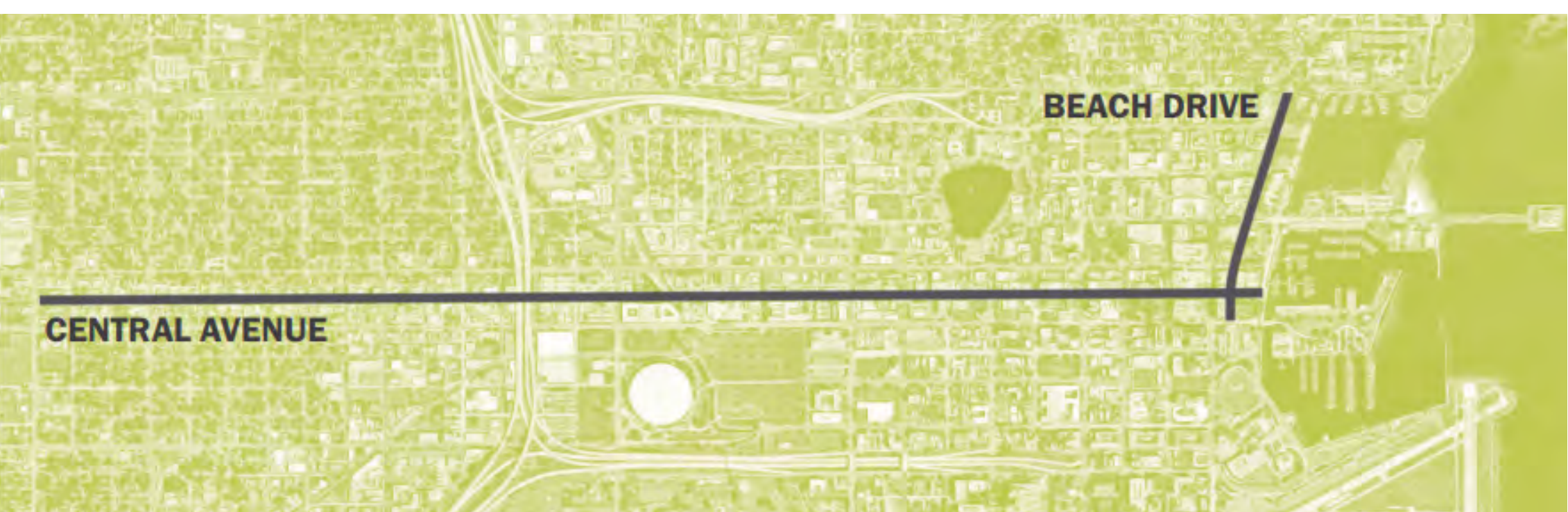
RECOMMENDATION SUMMARY & IMPLEMENTATION CONSIDERATIONS



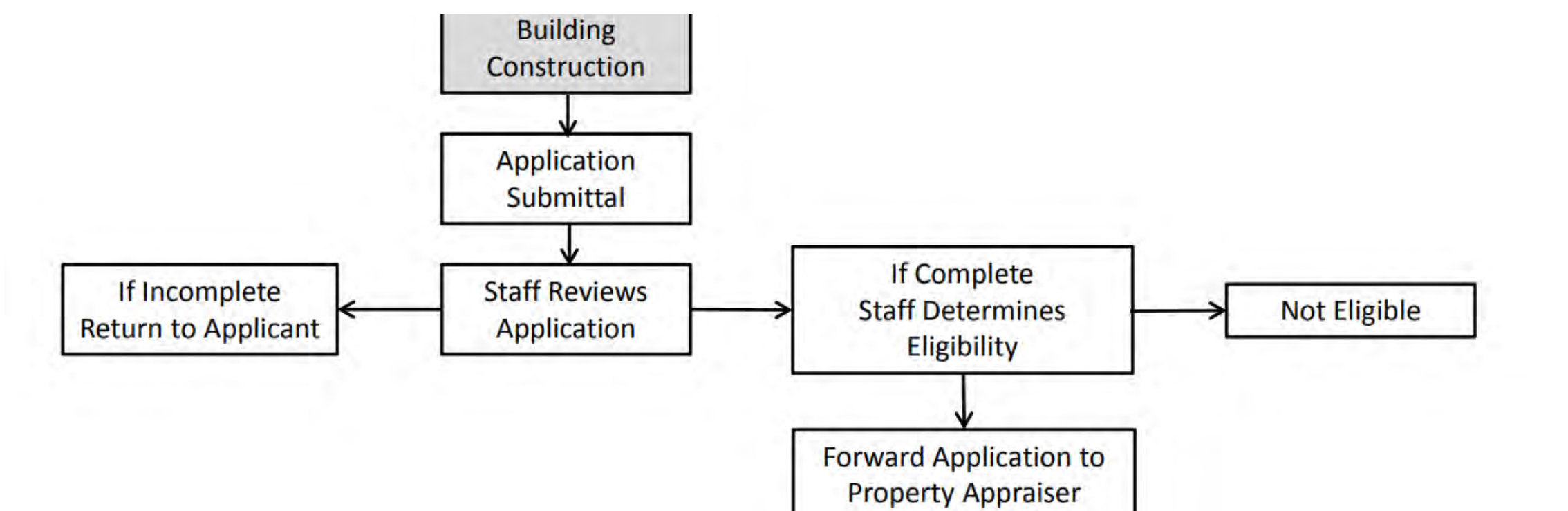
South St. Petersburg CRA Microfund Program



Small Business Enterprise Program



Storefront Conservation Corridor Plan



Ad Valorem Tax Exemption

RECOMMENDATION SUMMARY

- Promote more daytime businesses in the district
- Promote more essential business in the district, primarily grocery stores.
- Encourage and support existing retail/food trucks and other local mobile vendors to open "bricks and mortar" retail pads to continue to nurture and grow Central Ave's core identity, solidify its locally grown brand and offset softness in the retail market.

IMPLEMENTATION CONSIDERATIONS

- While numerous offices and business in the service industry operate along 1st Ave N and 1st Ave S, it is encouraged that most retail business will remain on Central Ave. Exceptions can be made at the corner of the blocks and near the SunRunner Station. This will contribute to the district's safety, as traffic speed along Central Ave is significantly slower, keep potential noise disturbance away from residents, and assist in maintaining Central Ave's retail centric identity.

