



ST PETERSBURG DOWNTOWN
WATERFRONT
MASTER PLAN
ADOPTED MASTER PLAN
JUNE 4, 2015







St. Petersburg Downtown Waterfront Master Plan

An Inclusive and Accessible Downtown Waterfront for All

JUNE 2015

Prepared for:

City of St. Petersburg, FL

175 Fifth Street North
St. Petersburg, FL 33701

Prepared by:

AECOM

150 North Orange Ave. #200
Orlando, FL 32801
T: 407 843 6552

In collaboration with:

GAI Consultants

Barth Associates

Moffatt and Nichol

Harvard Jolly Architects

ETC Institute

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This document has been prepared by AECOM on behalf of the City of St. Petersburg, Florida.

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A Word from Mayor Kriseman



Dear Friends,

The jewel of our Downtown Waterfront is one of the reasons the sun shines on the City of St. Petersburg. A century ago, our forefathers entrusted us with this precious community asset, a waterfront that sets the tone for our vibrant downtown, and through our Downtown Waterfront Master Plan process, we are serving as good stewards of the waterfront for our children and future generations.

The decisions we make today will shape our Downtown Waterfront for generations to come. That is why community input was so important in developing this master plan. Preparing this plan required a collective vision, a sense of civic pride, and insight provided by the community. As we move from plans to action, the city will continue to seek the collective wisdom of the unified community voice.

I am proud of the work put into the Downtown Waterfront Master Plan. With this plan, we can continue to serve as good stewards of our waterfront and develop a sustainable relationship between nature and potential downtown development. This plan also calls for enhancing the experience of the water, our park system, and ensures our downtown remains economically vibrant for years to come.

This Downtown Waterfront Master Plan is your plan – it is a plan for everyone who enjoys our treasured waterfront in the City of St. Petersburg.

Thank you for your voice and for caring about our waterfront.


Mayor Rick Kriseman



Our Vision

The City of 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. It is our understanding and belief that the unrivaled, vibrant and diverse array of community assets stretching from the Coffee Pot to the Pier, and the Pier to Lassing Park working together, will afford greater economic and ecological resiliency for future generations. As a community we seek to be a national model for waterfront stewardship, acknowledging that “we are all connected by water” and that solutions to social, environmental and physical places are best solved by a common understanding that “your issue is my issue”. As such our master plan is guided by the following overarching community themes, the five dimensions of the waterfront:

Stewardship of the Waterfront Environment

Developing a sustainable relationship between the natural and built environments

Enhancing the Experience of the Water

Expanding St. Petersburg as a waterfront destination for boaters and non-boaters

An Active Waterfront Parks System

Diversifying the activities of the waterfront to meet a growing community's needs

Economically Vibrant Downtown Places

Leveraging the economic potential of in-water and upland areas along the water's edge

A Connected, Accessible Downtown + Waterfront

Creating continuous linkages, service oriented parking + transit, and increased public access to the waterfront



Introduction

Historic Context

The Downtown Waterfront has long served as the city's greatest physical asset. First settled in 1888 by Peter A. Demens at the terminus end of his Orange Belt Railway, the Downtown Waterfront quickly developed with industrial land uses including an electric-generating plant, fish processing plant, lumberyard and numerous warehouses. By 1900, these industrial activities so disfigured the Downtown Waterfront that a conflict with the growing tourist trade ignited civic interest in a publicly-owned Downtown Waterfront.

In 1902, debate over the future of the Downtown Waterfront began when the Board of Trade, a predecessor to the Chamber of Commerce, approved a resolution calling for a public waterfront park between 2nd and 5th Ave. N. The resolution was backed by William Straub, editor for the St. Petersburg Times, who made creation of the waterfront park system a key goal of his own ambition and professional publication.

In 1905, J. M. Lewis presented a plan to convert nearly the entire Downtown Waterfront into a park. Lewis' plan became a major issue in the 1906 city elections, and the public waterfront supporters eventually won a majority of the seats on the City Council. The new City Council quickly passed a resolution to acquire the waterfront and by the end of 1909 the city held title to most of the waterfront.

As best as can be historically documented from reliable sources, most of the water lots were filled sometime

between 1915 and 1919. The Florida Legislature passed Specials Acts in 1917 and 1918 granting title to the city for those submerged lands from Coffee Pot Bayou to approximately Lassing Park adjacent to the city-owned upland. The entire present day Downtown Waterfront east of Beach Dr. and east of 1st St. between 7th Ave. NE and 8th Ave. SE was created by fill.

Between the years of 1918 and 1923, the city acquired several remaining pieces of land and commenced significant improvements to establish scenic water vistas and public recreation opportunities. The value of the Downtown Waterfront was subsequently memorialized by a special provision in the City Charter requiring voter approval before any designated park property can be sold, donated, or leased for a term exceeding those lease terms specifically authorized for the waterfront or park properties.

To protect, enhance and promote St. Petersburg's Downtown Waterfront as one of the premiere waterfront destinations and attractions in the world, voters approved a City Charter Amendment in November 2011 mandating the creation of a Downtown Waterfront Master Plan. The Plan is intended to provide the first integrated vision for the city's entire Downtown Waterfront and its many uses by establishing a master plan and policy framework of guiding principles for future decision making. The guiding principles are represented in the Plan as the five Dimensions of the Waterfront, the Comprehensive Waterfront Needs, and the six District Concept Plans.



Municipal Pier and Yacht Basin circa 1926.

Legal Context

In January 2011, the city's Charter Review Commission ("CRC") convened with the purpose of proposing amendments to the City Charter, to be voted on by the city's electorate in a referendum in November of that year. Among several proposed amendments that came out of the CRC's deliberation was a proposed amendment for the development of the Downtown Waterfront Master Plan ("DWMP"). On November 8, 2011, St. Petersburg voters approved an amendment to the City Charter creating Section 1.02(g) and requiring the City Council to approve a DWMP on or before July 1, 2015. The charter amendment also compelled the City Council to adopt an ordinance setting forth the procedures for the adoption of the DWMP. The amendment required the City Council, prior to July 1, 2012, to adopt by ordinance, a process to create an inclusive master plan for the Downtown Waterfront, the criteria to be addressed, the manner of adoption and a process to assure that adequate inclusive public input is obtained prior to adoption and a requirement for review and update. The ordinance was adopted by City Council in June 2012, and created a new section of the City Code, Section 16.08, which governs the DWMP's seven-year review and update procedures. The DWMP shall be amended by ordinance, with notice given to the public and at least one public hearing before City Council.

The DWMP is a conceptual planning document intended to provide guidance to the city and its people in their stewardship of St. Petersburg's singular Downtown Waterfront environment, parks and amenities. The DWMP is subordinate to federal and state law, the City Charter, the City of St. Petersburg Comprehensive Plan, and the City Code of Ordinances. Therefore, specific recommendations contained within the DWMP may require a vote of the city electorate in a referendum, or other acts of city government and public input, before implementation of plan recommendations may occur. The Charter embodies the long-held core values of St. Petersburg's citizens and, in particular, their shared desire to protect City-owned park and waterfront property. The Charter further outlines the City-wide referendum procedure required of any permanent disposition of public park or waterfront property, including the sale or lease of such property to private interests. Through this referendum provision, the public's role in a debate on the future of its waterfront park property is fundamental and will be preserved in perpetuity.

The city shall perform a consistency review of certain

projects in the context of the DWMP, including but not limited to, capital improvements and programming proposed for the Downtown Waterfront area. The DWMP shall be interpreted broadly to accomplish its purpose and intent. The DWMP shall be read in its entirety, with no single facet to be construed in isolation of the remainder of the document. After development of the DWMP and other documents that may from time to time be created to implement this plan, the administration and enforcement of the DWMP shall be performed by the city in its sole discretion. The provisions of the DWMP shall be effective upon adoption by the St. Petersburg City Council.

Recent Context

The City of St. Petersburg has been re-investing in its downtown to make it grow and evolve into a more dynamic, diverse, and urban place. With an asset like the Downtown Waterfront, the city is becoming a more pleasant environment to live, work, and play in. High density residential development is bringing new people and vitality and is creating 24/7 downtown urban neighborhoods. The robust entertainment, arts and culture scene is also contributing to downtown's success as a local, regional and international destination. Recent additions to this scene include the new home of the Salvador Dali Museum, the Chihuly Collection, the Museum of the American Arts and Crafts Movement and the many different art galleries, studios and craft breweries. Neighborhood reinvestment continues to accelerate in the Historic Old Northeast, Crescent Lake, Crescent Heights, Roser Park, Bartlett Park, Old Southeast, and other neighborhoods close to downtown. Re-investment in these places continues to increase the vitality and community of the city and provides places for young families, singles, and others to call home. These neighborhoods are also being connected to other parts of the city through transit, bikeways, and sidewalks to encourage better multi-modal transportation in the city.

University of South Florida St. Petersburg (USFSP), Bayfront Health and All Children's Hospitals/Johns Hopkins are supporting the community with educational and healthcare related services while these local public institutions are also growing and producing an expanded work force that helps drive a stronger local economy.

The residents and visitors of St. Petersburg also feel a strong connection to the bay and the Gulf. The city

is proud of this natural amenity and is continuing to foster and strengthen its connection to the waterways and surrounding natural environment.

The Downtown Waterfront Master Plan was adopted to protect, enhance, and redevelop one of the city's greatest assets in line with community desires to create a community that is socially, economically, and environmentally sustainable for generations to come. This plan supports social, economic, and environmental trends that are making this great city even greater. The purpose of this plan is to provide planning recommendations based on strong community input to create a vision for the 21st Century. These recommendations will then turn into actionable projects going forward to create a place that was developed by the community.

About the Plan

The Downtown Waterfront Master Plan is the community's vision for the future of the city's Downtown Waterfront. This vision is developed into a framework plan that provides a basis for making decisions for different waterfront environs in the future. The large coverage area of this plan spans from Northeast Exchange Club Coffee Pot Park on the north end to Lassing Park on the south end. Roughly seven linear miles make up the Downtown Waterfront planning area.

Extensive community outreach including numerous members of the community, stakeholder groups, the Chamber of Commerce DWMP Task Force, local marine

scientists, and other technical groups, enabled the project team of consultants and city staff to develop a master plan that has been championed by the local community. On-site assessments with the community as well as community-wide meetings helped to form the plan. The result is a context sensitive and regionally responsive guide for near and long-term implementation.

Plan Organization

The plan is a set of guiding principles that provide a framework for conceptually designed projects to be implemented over time. This framework is made up of overarching themes called the Five Dimensions of the Waterfront which characterize and provide a home for all the various input received from the community. The waterfront is divided into six distinct Character Districts that subdivide the project area into zones of specific use and focus along with a set of Comprehensive Waterfront Needs. Levels of Enhancement have been applied to the waterfront project recommendations to provide a guideline tool for funding specific project opportunities. These levels consist of baseline needs improvements within the public realm, targeted enhancements which provide additional opportunities or solve specific localized problems within the Downtown Waterfront, and transformational changes which are long-term, large-scale changes of regional importance. The Five Dimensions, Comprehensive Needs, Character Districts, and Levels of Enhancement provide a framework for master plan recommendations that lead to specific actions.



Downtown St. Petersburg along the Central Yacht Basin.

Master Plan Assumptions

The planning process included a thorough review of many varying sites within the project boundary for consideration. These sites ranged from public lands on the waterfront to private ownership downtown. The project team has made the following assumptions for some of the sites within the study area. The Al Lang Stadium provides a use for sporting events and other community events. This area should remain a sports facility and the plan addresses improvements to the site around the stadium. The Albert Whitted Airport has also been a site for planning consideration and is addressed in the plan to remain as a working airport with potential development opportunities that would benefit the general public on its eastern and southern property boundaries. The Mahaffey Theater and Dali Museum have been developed on public lands. The Dali operates under a long term lease agreement with the city. These two sites have been addressed in the plan by making improvement recommendations to adjacent streets and surface parking lots for potential redevelopment opportunities. The Museum of Fine Arts and Museum of History have been treated as sites of preservation, respecting future expansion plans and providing recommendations to make these two museums more active for the general public.

Review of Existing Plans

The project team reviewed a significant amount of data, documentation and previous local and regional plans. Some of the most significant documents reviewed during the creation of the technical inventory are listed below:

- City of St. Petersburg Comprehensive Plan
- St. Petersburg Florida - Forging Connections for a Vibrant Downtown Waterfront, September 29–October 4, 2013, ULI Advisory Services
- Neighborhood Plans
- 1999 Airport Master Plan
- Marina Master Plan
- Port of St. Petersburg Master Plan
- Low Impact Development Guidelines (under development)
- 1989 Comprehensive Plan Drainage sub-element adopted (revised 5-21-09)
- 1994 Stormwater Management Master Plan (SMMP)
- 1996 Evaluation and Appraisal Report (EAR)
- St. Petersburg Grow Smarter Initiative
- Redevelopment Plans
 - Bayboro Harbor

- Intown Redevelopment
- Central Avenue Revitalization Plan
- July 2014 Pier Working Group Programmatic Element Recommendations
- 2015 review of seven Pier design proposals

Summary of Technical Review

The technical inventory contains the technical information collected in the exploration phase of the Downtown Waterfront Master Plan process. This includes an evaluation of the waterfront parks to describe the current state of the public parkland at the waterfront. Additionally, the current waterside uses of the waterfront are described along with a discussion on the environment and sustainability-related issues on the waterfront area overall. A high-level review of the economic conditions of the waterfront is also included. This information can be found in Chapter 1 of the Site Inventory Workbook, dated March 9, 2015.

- History and Heritage
- Festivals and Events
- Port
- Airport
- Marine Uses
- Infrastructure and Drainage
- Traffic and Parking Patterns
- Parks Department Inventory
- Existing Land Use
- Neighborhoods
- Ownership
- Economic / Market Scan



A land use map



Fans cheer for the Tampa Bay Rowdies, a North American Soccer League team, at Al Lang Stadium.



Section 1: Public Input



A large crowd enjoys the annual American Stage In The Park, located at Demens Landing. 2015 marks the 30th anniversary of this great event.

Integrated Public Workshops

Public Input Strategy “Listening Phase”

The first phase of the Downtown Waterfront Master Plan emphasized listening to the public through three basic approaches: public workshops, community outreach meetings, online outreach and surveys, and

stakeholder meetings. This extensive community outreach guided the creation of the Plan and is summarized in depth in the Site Inventory Workbook.

The public workshops included two primary formats consisting of the following:

Four Walking Audits

All citizens were invited to walk different areas of the Downtown Waterfront as an on-site, interactive technique for identifying concerns of public and private space related to access, connectivity, safety, use, and economic opportunities.

Walking audits are a useful tool for public input when developing a plan because they involve the public and work as a sort of hands-on demonstration of the strengths and weaknesses of an area on-the-ground for the project team. Walking audit participants walked a predetermined route as a group, stopping occasionally to evaluate characteristics people wanted to discuss along the way. Participants completed a survey while they walked to record their observations in a structured manner. Walking audits finished at or near the venue for the Downtown Waterfront Area Community Meetings.

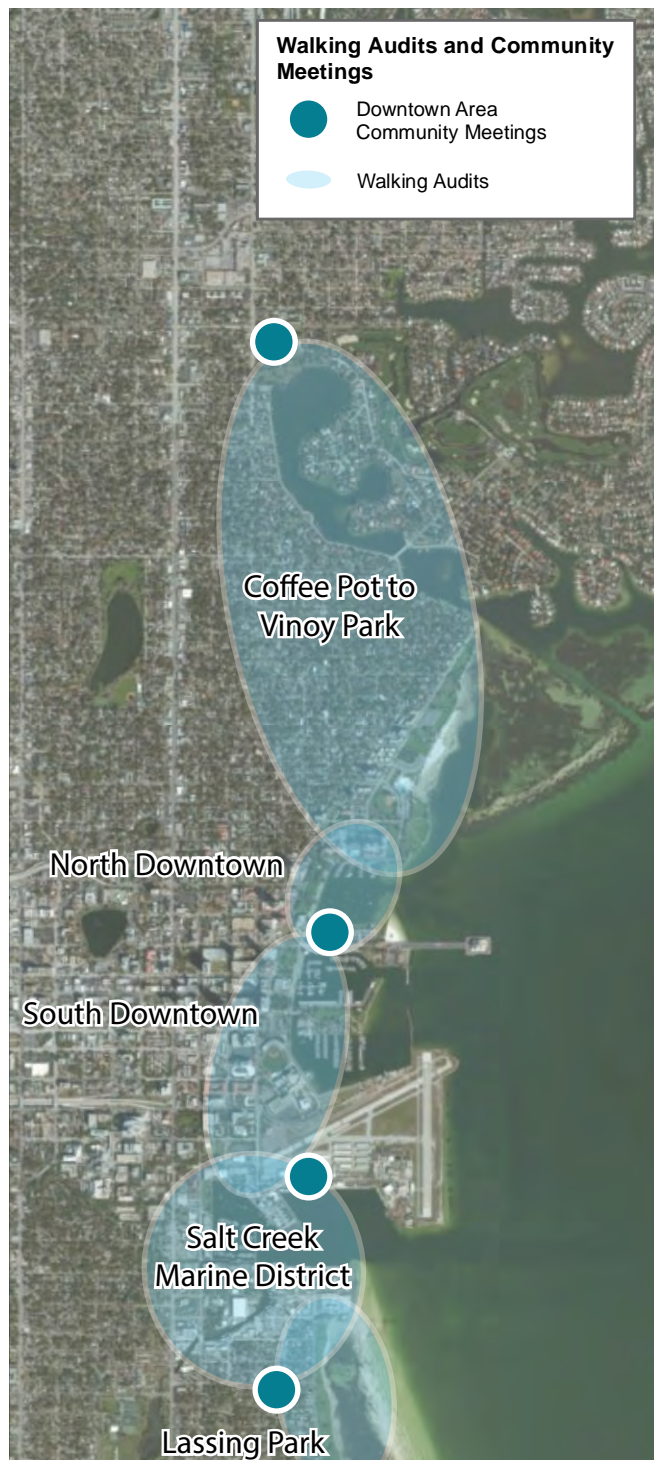
Five Downtown Waterfront Area Community Meetings

All citizens were invited to identify programmatic opportunities and common themes, hear the walking audit debrief, and to engage in a group mapping exercise and table top discussion. See Chapter 3 of the Site Inventory Workbook for more information on the walking audits and community meetings.

Schedule of Public Workshops

Event	Date
Lassing Park	9/3/2014
North Downtown	9/5/2014
Salt Creek Marine District	9/12/2014
Coffee Pot to Vinoy Park	9/13/2014
South Downtown*	9/19/2014

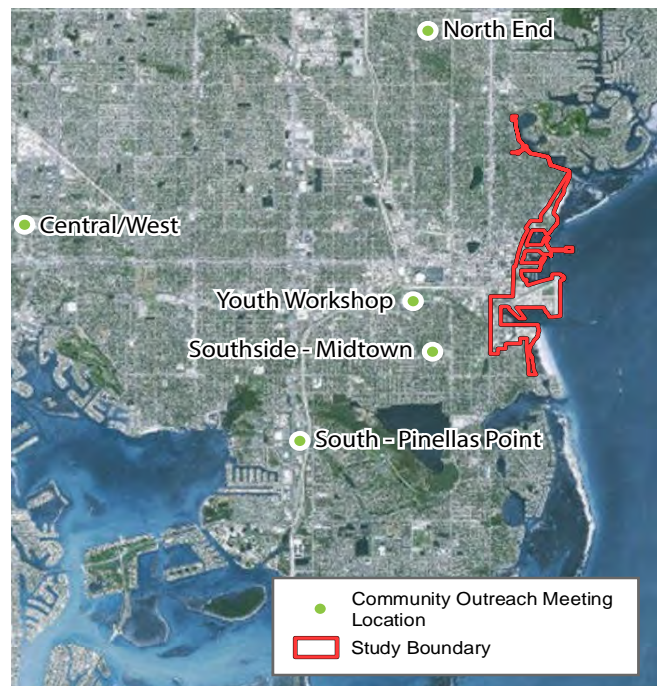
* Indicates Community Meeting was held without a walking audit due to weather





Community Outreach Meetings

In addition to the Downtown Waterfront Area Community Meetings, community meetings were held throughout the city (locations in figure to right). An Interactive Youth Workshop was also held at a city recreation center. These community outreach meetings were held to provide additional opportunities to neighborhoods throughout the city to provide input, determine the favorite aspects of the waterfront, and identify locations in which public and private uses should be reconsidered as a part of this planning process. Responses were related to access, connectivity, safety, use, and economic opportunities within the Downtown Waterfront planning area. See Chapter 4 of the Site Inventory Workbook for more information.



Schedule of Community Outreach Meetings

Event	Date
North End	9/6/2014
South - Pinellas Point	9/10/2014
Southside - Midtown	9/11/2014
Central/West	9/17/2014



Youth Workshop

The Youth Workshop was held at the Campbell Park Recreation Center. Approximately twenty-five young people were bused from several recreation centers around the city to Campbell Park. The project team briefly described the Downtown Waterfront Master Plan and highlighted the importance of their input to the planning process. The group was asked a series of questions about the future of the Downtown Waterfront.

The participants discussed their thoughts about the waterfront including what they would like to change and things they like to do there. After the discussion, the groups participated in a park design activity and presented their table's ideas to the project team.

Pictures of typical activities and amenities commonly featured on great waterfronts were given to the participants along with an aerial view of Spa Beach Park. The participants were asked to cut out the pictures of things they wanted to see in that park and "design" the park by gluing the pictures to the aerial photo. Some participants chose to supplement the pictures with drawings in marker. Collage maps prepared by the participants are shown to the right. The participants presented their finished ideas to the larger group. See Section 4.6 of the Site Inventory Workbook for more information about the workshop.



• Amphitheater - bands, performances, etc...

• Climbing Parks/ropes course

• Segways (that are affordable)

• STARBUCKS w/ WATERFRONT VIEW



ST PETERSBURG DOWNTOWN
WATERFRONT
MASTER PLAN
Interactive Youth Workshop
September 18th, 2014



Online Outreach and Surveys

Online Outreach

In an effort to reach the widest possible audience for this outreach effort, the project team wanted to provide enough opportunities for the voices of all interested parties to be heard. The team developed a website that contains background information, related documentation, maps, schedules, and other up-to-date project-related information. Additionally, the city's Facebook and Twitter feeds were used to update the public in real time for the project.

The centerpiece of the project's digital communication efforts was *StPetelInnovision.com*. This website acted like a "Digital Town Hall" where community members could sign up, discuss specific topics and questions, upload pictures, and provide their own ideas as well as comment on and discuss the ideas submitted. This gave the many people who attended public meetings and wished to continue to be a part of the conversation the ability to remain engaged with the project. Those who were unable to attend the community meetings due to work, family, or other obligations were also given an opportunity to participate and be heard through this website.

The *StPetelInnovision.com* platform allows the community to rate ideas and comments with one to five stars and to comment or have a conversation on idea submittals from residents. The platform also allows staff to run statistics and reports on what people are saying in the "Digital Town Hall". Bicycling, walking, and parking were the most used key words throughout the rounds of topics, rankings, and questions. The list below summarize further some of the ideas that received the highest ratings and the ideas or topics that received the most interactions from community members.

- More pedestrian friendly
 - At night turn Beach Drive into walk only
 - Boardwalk from Vinoy to Dali along Bayshore
- High speed ferry connecting St. Pete to Tampa
- Keep manatees safe
- Convert Al Lang Stadium to soccer/multi-use
- Permanent home for Saturday Morning Market
- Bicycling - safety, lanes, sharing
- Parking Issues (location and convenience)
- Water features (fountains, splash pads)

InnoVision Total Visits

This "Digital Town Hall" allowed citizens to share their thoughts on the Downtown Waterfront.



4,663 Unique Visitors



21,082 Page Views

Sharing InnoVision

StPetelInnovision.com was shared across a variety of social media platforms.



78 Facebook



8 Google+



10 Twitter



18 Email



11 LinkedIn



125 Total

InnoVision Engagement and Participation

The users generated a flood of meaningful input that continues to inform the planning process. InnoVision draws a diverse group of users from across the city. Visit *StPetelInnovision.com* to see the discussions about the waterfront.



27 Total Topics



298 Participants



3,283 Interactions



54% Male



409 Comments



46% Female

Totals as of 3/26/15

Mail Survey

The project team also wanted to get opinions on the downtown waterfront from the city as a whole. Therefore, a survey was conducted in the Fall of 2014 to help establish priorities for the waterfront. The survey was designed to obtain statistically valid results from households throughout St. Petersburg and was administered by mail, web and phone by a leading community-based market research firm.

The five-page survey was mailed to a random sample of 2,500 households throughout the City of St. Petersburg. In total, 492 surveys were completed from residents located near the waterfront and 202 surveys were completed from residents located further away.

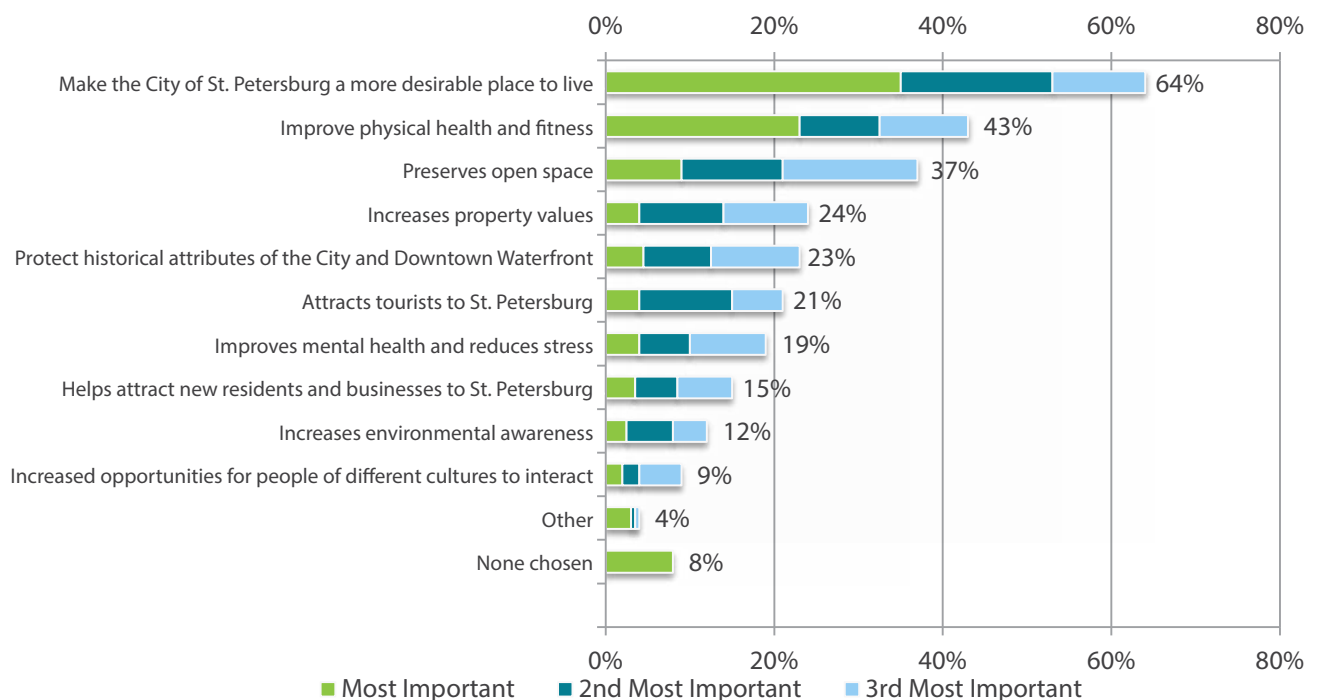
Several of the survey questions had been included in dozens of previous surveys conducted by the market research firm for other clients in the United States over the last five years. This allowed for a comparison between the responses from the City of St. Petersburg to be made with those from other communities nationally.

Overall, St. Petersburg scores at or above the national average in most categories. In particular, the perceived quality of facilities scored substantially higher than the average. Additionally, respondents believe that the waterfront contributes more towards making their city a more desirable place to live and promotes tourism to the city more than the national average.

The results of the survey can be found in Appendix 5 section A.14 of the Site Inventory Workbook along with a description of some of the important outcomes.

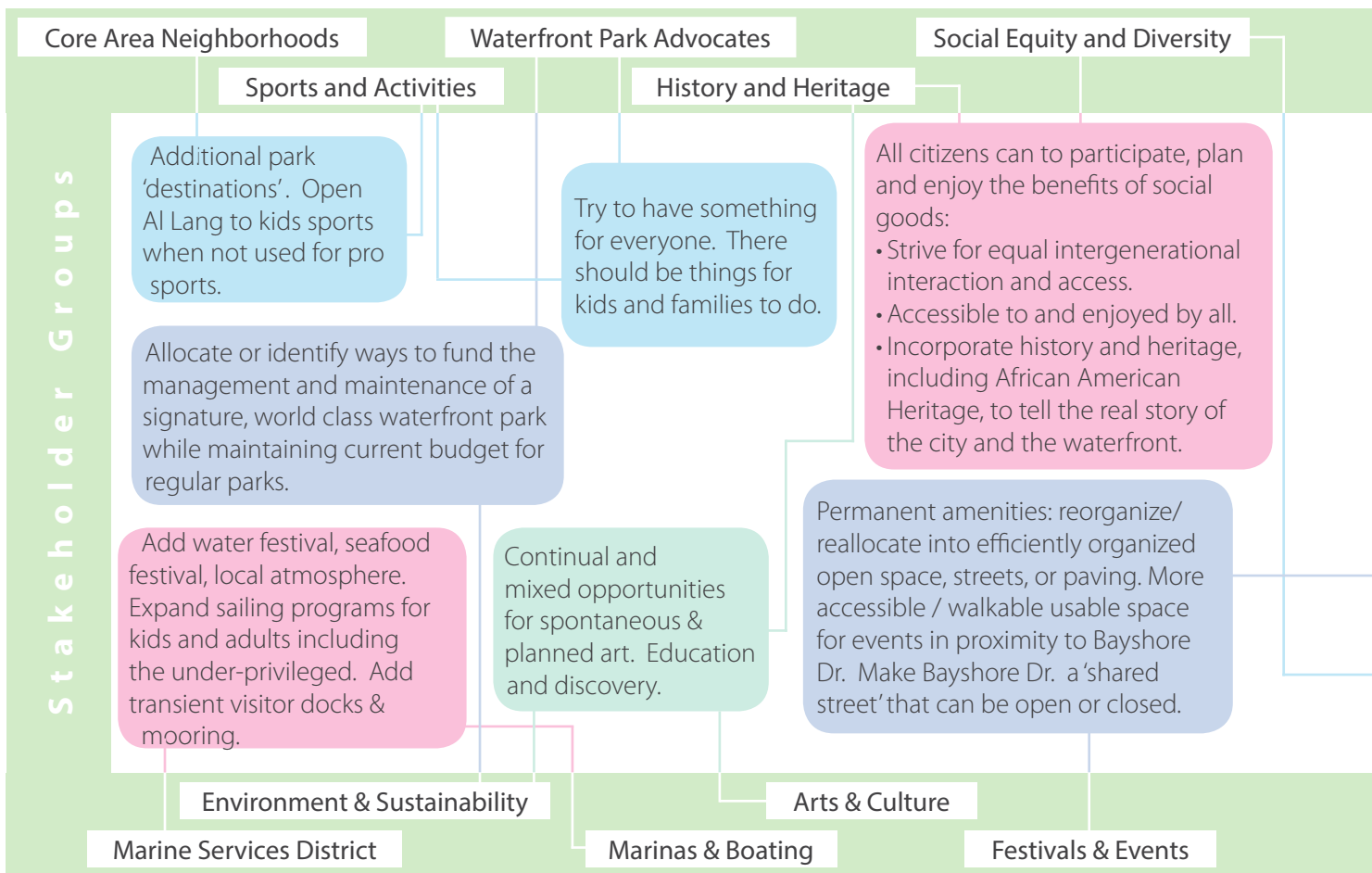
The results from this survey informed the development of the Downtown Waterfront Master Plan and were used in conjunction with the data collected from other methods of public outreach.

Benefits of the Downtown Waterfront



Source: Leisure Vision/ETC Institute for the City of St. Petersburg (December 2014)

Stakeholder Meetings



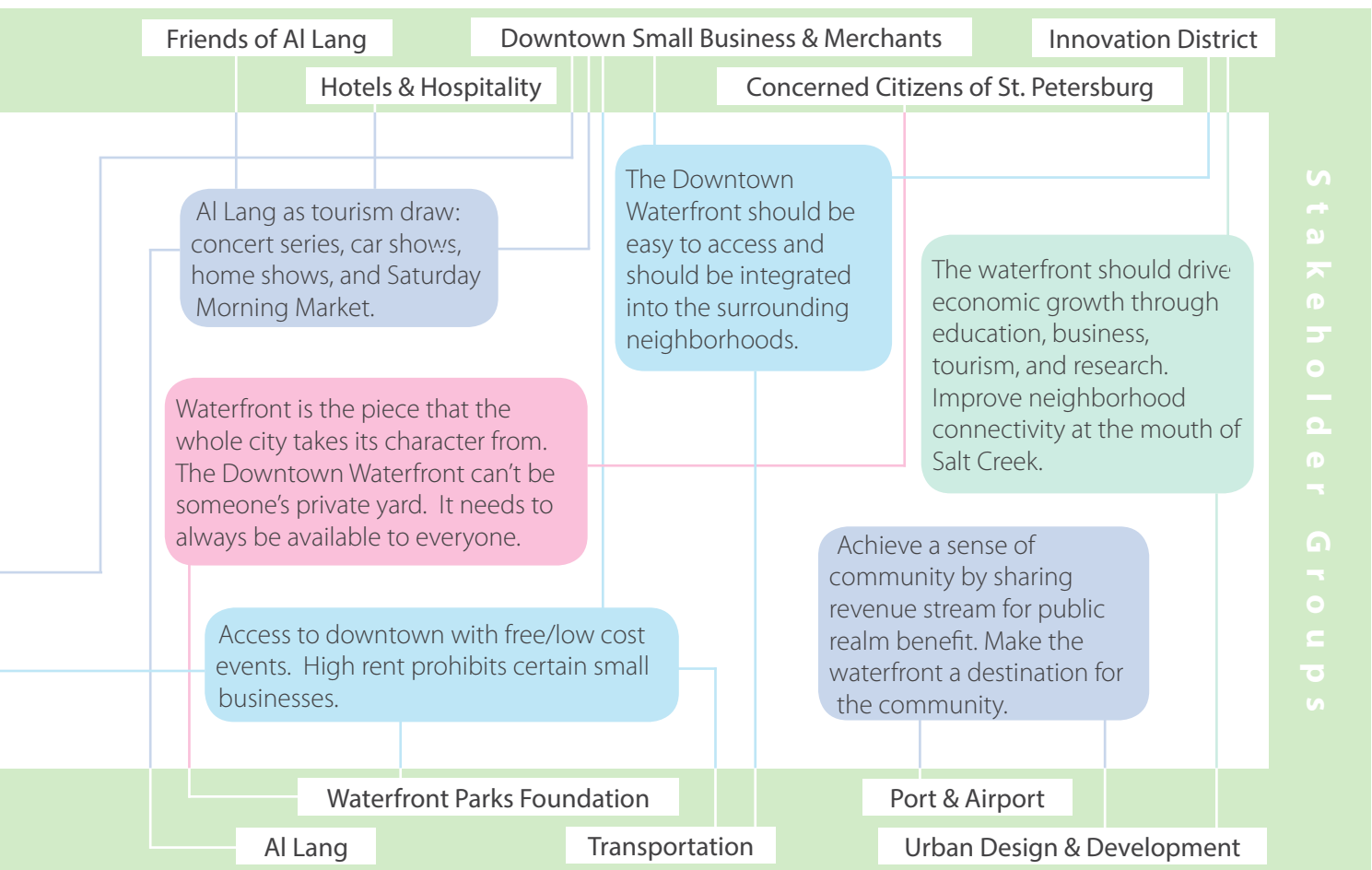
The Stakeholder Group meetings were held to bring together representatives from the various institutional and nonprofit interests within the Downtown Waterfront study area. The project team wanted the waterfront to continue to be a great place to do business while still being compatible with the visions of the various people and organizations that call the waterfront home. Additionally, these core group members provided an important local perspective about the history of the area and about the difficulties

inherent in organizing large events on the waterfront. Comments from people representing the various groups were considered along with the information gathered in public workshops, surveys, and online to develop this master plan.

The general program for the stakeholder meetings consisted of one project team member asking a series of general questions about the stakeholders to get the conversation started while other team members would note the responses. The team spent approximately one hour with each stakeholder group discussing their interests and aspirations for the Downtown Waterfront. The various groups ranged in size from five individuals to a group of nearly twenty people.

In addition to the Common Themes listed on the following page, each specific stakeholder meeting also generated ideas about the waterfront that helped guide the vision and goals for the future plan. As the meetings progressed, ideas brought up and discussed





were similar to ideas developed from previous groups. These similarities are captured above.

Many big ideas were generated from the outcome of these meetings. The information collected was used to guide the vision for the future of the Downtown Waterfront. Notes and dates from each stakeholder meeting can be found in Chapter 5 of the Site Inventory Workbook.

Common Themes

- Environment - enhancement and resiliency
- Access - social and physical to / from the water
- Activity - provide options not only events
- Connectivity - connect areas along waterfront





Section 2: Planning Framework



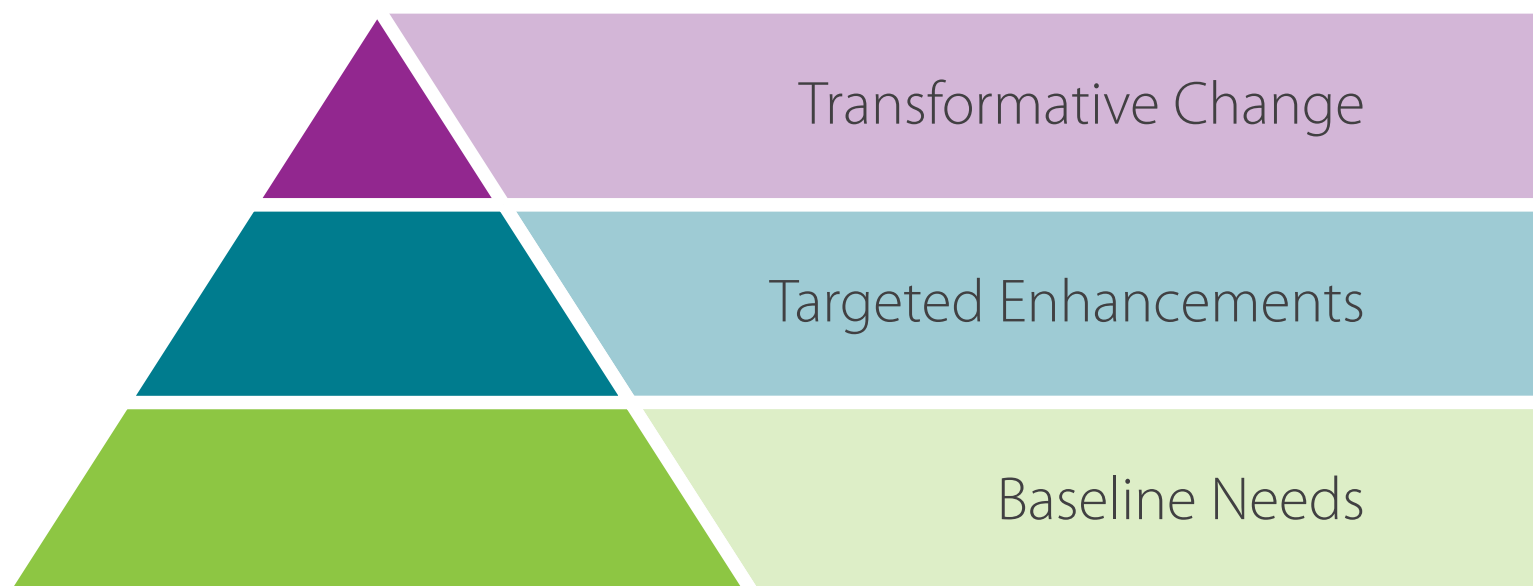
Park users enjoy a sunny afternoon at Vinoy Park

Plan Themes: Five Dimensions of the Waterfront

1	Stewardship of the Waterfront Environment Developing a sustainable relationship between the natural and built environments
2	Enhancing the Experience of the Water Expanding St. Petersburg as a waterfront destination for boaters and non-boaters
3	An Active Waterfront Parks System Diversifying the activities of the waterfront to meet a growing community's needs
4	Economically Vibrant Downtown Places Leveraging the economic potential of in-water and upland areas along the water's edge
5	A Connected, Accessible Downtown + Waterfront Creating continuous linkages, service oriented parking + transit, and increased public access to the waterfront

Levels of Enhancement

Each of these dimensions has specific issues associated with it that will drive the planning process. To better understand the component issues they can be divided into three levels of enhancement, described below. The following pages classify the common themes and issues identified in the public outreach process.



Applying the Framework:

The Master Plan recommendations are based upon a planning framework that received broad validation from the general community, stakeholder groups, and city leadership: Five Dimensions of the Waterfront. In developing the actual plan, it is recognized that certain aspects of the Dimensions such as social equity and diversity, climate change, resiliency, water quality, and transportation and circulation are ubiquitous – they are guiding ideas or ‘baseline’ values and experiences that should be available and applied across the entire public waterfront to realize the Vision. These ubiquitous needs are covered in the Comprehensive Waterfront Needs section. Other manifestations of the framework are best described within the six Character Districts, because the application of the framework and level of appropriate intervention will vary from place to place.

Therefore, the master plan is structured to include the guiding ideas for the entire waterfront or “Comprehensive Needs” section. Following this high level description of values and experiences, the plan provides detailed conceptual explorations of opportunities within the context of the six Character Districts where the planning framework is applied to address issues or opportunities specifically identified through the public input and analysis efforts.

The three Levels of Enhancement, (Baseline Needs, Targeted Enhancements and Transformative Change) are not intended to be a priority ranking; they are intended to differentiate projects of different cost, complexity and impact.

Concept drawings and sketches in the Character Districts are intended to illustrate possible solutions and opportunities that can implement the Five Dimensions of the Waterfront. The concept drawings are not the only solution that may realize an opportunity or needed improvement. They should, however, be used to help form and guide specific Downtown Waterfront projects. The renderings and depictions contained in this Plan are intended to be illustrative only and shall not be used or construed to be in the nature of requirements or limitations.

Transformative Changes are long-term, large scale changes to the waterfront that have significant, substantial, or even regional benefits. These changes may include improvements like increasing the size or quality of natural habitat, creating additional breakwaters to improve the functionality of the marinas, increasing multi-modal access to the waterfront, and developing additional regional attractions on underutilized land.

Targeted Enhancements are changes that can be implemented in a phased approach with additional funding partners to provide additional opportunities for activities at the waterfront. These changes may include improvements like increasing water circulation through the marina basins, providing more transient visitor docks, building additional restrooms, concessions and water activities, and accommodating water transportation options.

Baseline Needs are changes that can be implemented in the short-term at a relatively low cost per item. These changes may include implementing low-impact development guidelines to protect water quality, provide better facilities for human-powered watercraft storage and access, provide additional shade with Florida-friendly tree species, provide seating, recycling bins and trash cans, wayfinding and other amenities to make a better waterfront park experience, and improving the quality and quantity of biking infrastructure.

Dimensions of the Waterfront

1 Stewardship of the Waterfront Environment

Introduction

St. Petersburg will realize a sustainable relationship between the built and natural environments. This includes a commitment to a healthy bay ecology by implementing best management practices to prevent and repair point source and non-point source urban pollution in the bay. The city should celebrate its waterfront ecology and expand viable habitat where practical. The city should also create an environmentally resilient relationship with the waterfront, in the form of storm surge protection through natural and man-made techniques to buffer wave action while maintaining water quality and environmental habitat. All development will comply with floodplain best management practices. The incremental rise in mean tide elevation will be monitored and acknowledged in future development plans.



Observations

- The waterfront is the shared amenity for the entire city.
- The waterfront provides cultural and economic value to the city.
- Maintenance of water quality and natural ecosystems is a challenge.
- Insufficient treatment of stormwater runoff direct to Tampa Bay.
- Dynamic wave action in basins during typical rain and wind events.
- Siltation and lack of flushing in basins and channels.
- NOAA tide data shows mean sea level increase of 8-10" in last 65 years.

Concerns

- Poor water quality in the bay and bayou.
- Loss of habitat and biodiversity.
- Boating facilities are not well protected.
- Wave impacts of a potential tropical storm or hurricane.
- Lack of understanding of the importance of these issues.

Values

- Water's edge that is clean enough to swim and fish in.
- No floating litter in the bay.
- Protection from the wave action of storm events.
- Maintained natural views to Tampa Bay.
- Ability to see flora and fauna within the bay environment.

Ideas

- Improvements to stormwater structures before outfall, in the basins, watershed, and region.
- Enhanced green practices and education.
- Metrics and community education to track enhanced water quality.
- Enhance seagrass and mangrove communities in key areas.
- Improved basin flushing and maintenance.
- Updated concepts for breakwaters and storm protection.
- Continue to work with USF marine scientists and other agencies to monitor climate change and sea level rise.

Resulting Plan Components

- Ecology of the city, flow-ways and bay
 - Water quality – habitat and swimming
 - Urban outfalls and drainage basins
 - Maintaining the basins and waterways
- Resilience and climate adaption
 - Protecting the city and boating economy
 - Sea level rise and storm surge
 - Urban canopy
 - Shoreline protection

A sustainable relationship between the natural and built environments

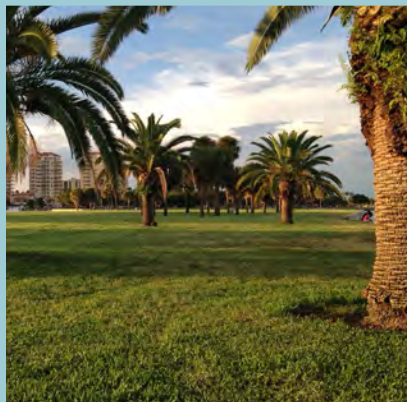
Baseline Needs

- Preserving the waterfront for future generations
- Safe fishing
- No floating litter in the bay
- Demonstration projects
- Enhanced water quality and monitoring programs
- Mitigate pollutants and contributing land uses
- Defining metrics to measure progress
- Fertilizer and landscaping ordinance
- Low impact development guidelines
- Intergovernmental coordination
- Educational signage



Targeted Enhancements

- No untreated stormwater dumping into Tampa Bay
- Improve existing recycling system
- Improved basin flushing
- Implement living shoreline (pilot projects) appropriately located and scaled
- Establish sustainable districts and overlays (ecological, net zero energy, zero waste, or carbon neutral)
- Flexible and informal space along waterfront with targeted areas for activities and access to water



Transformative Change

- Water quality suitable for Swimming at beaches
- Breakwater system to improve and increase habitat and provide storm protection
- Reduce impervious areas (parking lots) and increase use of natural areas
- New programs to re-establish mangrove habitat in targeted areas



Dimensions of the Waterfront

2 Enhancing the Experience of the Water

Introduction

St. Petersburg will be the leading Downtown Waterfront destination on the Gulf Coast: a place of diverse waterfront access for all its citizens and visitors. Marine based recreation will be expanded and enhanced through increased dockage for large and small vessels. New forms of regional connectivity will be served with ferry connections between cities and water taxi services along the waterfront. Reconfigured basins with efficient organization and secured wave protection will support waterfront activities. Non-boaters will enjoy increased opportunities to experience the waterfront through boat rentals (motorized / non-motorized), increased access to the water's edge, and fewer fence and parking lot obstacles.

Observations

- The use of boating facilities has increased from past decades.
- The size, scale and quantity of water vessels increased over time.
- Short term dockage is not meeting regional needs or existing demand.
- There is a strong relationship between water tourism and boat maintenance.
- Salt Creek siltation is reducing the functionality of maintenance yards.
- The current marina fencing and parking separates pedestrians from water's edge.
- Very limited options for rentals, food or activity at water's edge.

Concerns

- Basins are too dynamic to fully utilize, particularly North / Vinoy.
- Difficult to sail or kayak the water's edge when northern or eastern wind are blowing.
- Not enough locations for non-boaters to access the water.
- Seawalls limit access to water.

Values

- Develop and expand St. Petersburg's "Eastern Door" as a regional or Gulf destination.
- Enhance the use of the bay and basins as a recreational asset for boaters and non-boaters.
- Leverage and expand the value of the waterfront as an economic engine.

Ideas

- Consistent, wide sidewalks along water's edge.
- Reduced parking, fencing along water's edge.
- Modernize the marina, dockage and breakwater facilities.
- More transient visitor docking opportunities.
- The city should plan for water taxi and ferry opportunities.
- More facilities to store, rent and put in non-motorized watercraft.
- Enhanced beach and swimming opportunities.
- More waterfront dining.
- A larger, protected 'intra-harbor' boating experience.

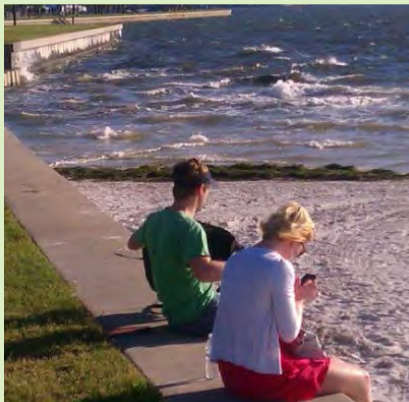
Resulting Plan Components

- Boating and marina enhancement
 - Basin protection and channel maintenance
 - Transient visitor docks, ferry and total capacity
 - Viable boating and marine support services
 - Increased programs for water related education
- Access to Water's Edge
 - Public access along the bulkhead (reduce and relocate parking immediately adjacent to water)
 - Waterfront dining and respite in downtown areas
 - Opportunities to touch the water (beach and steps)
 - Rentals for motorized and non-motorized watercraft

Expanding St. Petersburg as a waterfront destination for boaters and non-boaters

Baseline Needs

- Preserve and enhance views
- Create breaks in the seawall to provide access to water
- Consistent, wide sidewalk along the water
- Wayfinding for waterfront facilities
- Human powered watercraft storage and access



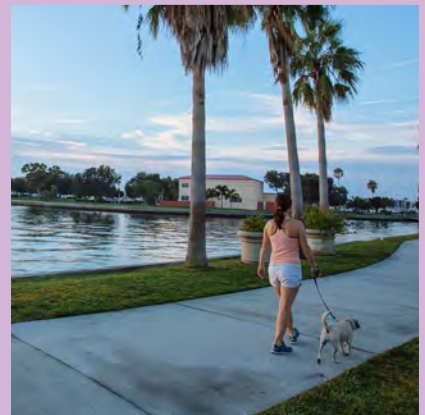
Targeted Enhancements

- More visitor boat docks
- Modernize the marinas
- More waterfront dining
- Enhance Spa Beach
- Water taxi
- Ferry service (Tampa, Apollo Beach)
- Pedestrian swing bridge at the mouth of Salt Creek
- Bridge connecting fine art and history museums



Transformative Change

- Breakwater system to enhance boat protection and create blue way for non-motorized craft
- Reallocate streets and parking away from waterfront / make pedestrians the priority along water's edge



Dimensions of the Waterfront

3 An Active Waterfront Parks System

Introduction

The Waterfront Parks of St. Petersburg will balance the historic character of open greenspace with new opportunities for recreation to serve the needs of a changing community. The parks will retain their traditional sense of relaxed community green space with clear site lines and flexible use, but with 'light touch' enhancements to baseline character and comfort such as shade, water, seating, art, discovery, and play. Specific locations will be developed at a higher level as nodes for targeted community experiences and places of transformational change. This approach will allow the parks system to remain a place reflective of both St. Petersburg's historic character as well as its diverse and energetic future.



Observations

- Beautiful views to water and bay.
- Parks are regularly used by walkers, runners, cyclists, and boarders.
- Some areas have a dated appearance or limited maintenance.
- Limited amenities, inconsistent pedestrian access, lighting, shade.
- The parks do not fully meet the needs for community recreation.
- Difficult to have an 'extended' experience of multiple activities.

Concerns

- Tension between local and neighborhood uses and large events.
- Tension between desire for passive appearance and active needs.
- Cost of enhancement to waterfront and other city parks.

Values

- Public access for everyone in community.
- Maintain and enhance comfort, beauty, shade, seating, and views.
- Incorporate new activities while maintaining green space with water views.
- Continue to limit private development in parks to small facilities (i.e. concessions, band shells, and small buildings for public restrooms).
- The Saturday Morning Market and seasonal events.
- Continuous waterfront trail and pathway.
- St. Petersburg's history, arts community and sense of environment.

Ideas

- Create more consistent comfort, character and pedestrian access.
- More child friendly places and casual activities: hammocks, game tables, swings, bocce, fishing.
- "Tell the story" with interpretive signage including African-American Heritage, integrated art, history and heritage, and discovery opportunities.
- Nodes of Activity: splash pad, skate park, rentals, concessions, picnic amenities.
- New facilities for Saturday Morning Market & other uses.
- Tiered events venues locations.

Resulting Plan Components

- Preserve and enhance St. Petersburg's character
 - Community parks, informal green, open vistas
 - Increased 'baseline' treatment and comfort
 - "Tell the story" – art, discovery, education
 - Nodes of activity to support emergent uses
 - Context sensitive response: "Baseline needs, targeted enhancements, transformative change"
- Supporting large community gatherings
 - Diversify event locations
 - Support Saturday Morning Market
 - Maintain a 'sports on the waterfront' experience

Diversifying the activities of the waterfront to meet a changing and dynamic community

Baseline Needs

- New shade trees
- Open vistas
- Benches
- Drinking fountains
- Improve pedestrian and bike access to parks
- Site furniture standards
- Integrated art in parks
- Natural play areas
- Interpretive signage and less sign clutter
- Maintenance
- Florida-friendly planting
- Planted stormwater areas
- Balance uses and demands
- Child-friendly events
- Affordable activities



Targeted Enhancements

- Splash pad(s)
- Skate facility
- Restrooms
- Light concessions
- Non-motorized boat rental
- Equipment storage
- Picnic areas (shelters, tables, chairs, grills)
- Beach maintenance program
- Reduce or reallocate parking
- Saturday Morning Market venue
- Small music venue
- Access to water / swimming



Transformative Change

- Convert Bayshore Dr. to a "convertible street"
- Acquire additional waterfront land to "thicken" parks
- Arts destination - art trail & art "anchor pieces"
- Multi-modal access to parks and events
- Reallocate events across waterfront parks



4 Economically Vibrant Downtown Places

Introduction

The waterfront should continue to be an asset and venue for economic vitality for the entire community. Access to the water should be a source of social and economic value to the residential neighborhoods. The waterfront should be a place of economic activity for small business in niche locations to energize events and provide limited day to day comfort such as recreational rentals and sundries. And the waterfront should be leveraged as an opportunity for job creating economic development to support the recreational marine industry, scientific research, education, transportation, and cultural tourism.



Observations

- Waterfront proximity provides value to adjacent properties.
- Waterfront access provides value to inboard neighborhoods.
- Many places on the waterfront are single purpose and not consistently active.
- The area from 1st Ave. S to Salt Creek is not as active on a daily basis.
- The technology based jobs potential of the deep water port and 'Innovation District'.
- Very limited food and beverage opportunities along water's edge.

Concerns

- The economic potential of the city is not being fully realized in the Innovation District.
- Over development will create noise or activity impacts for downtown residents.
- Publicly owned land will be given up to private development.
- Obsolete facilities on the waterfront.

Values

- Economic expansion through medical, technology, research and marine sciences.
- Measured locations for economic development.
- Partnerships and collaboration between entities.
- Multi-use places and facilities.
- Opportunities for both high and low price points.

Ideas

- More pathway, activity 'places' that engage the water.
- New opportunities for startup business and inexpensive retailing.
- Enhanced working waterfront and Salt Creek Marine District.
- 'Collaboration Zone' with USFSP, hospitals, research, airport and port.
- Collected opportunities for linked small museums.
- New uses for water treatment plant.
- Re-arrangement of some land holding and facility locations.

Resulting Plan Components

- Preserve and enhance neighborhood character
 - Extend the waterfront value into the neighborhoods
 - Neighborhood park levels of service
 - Local access and activities linking all parts of the city
- Realizing St. Petersburg's economic potential
 - Collaboration with 'Innovation' partners
 - Deep water port, research, sciences and airport
 - Salt Creek marine industries
 - Pier redevelopment as local and global destination
 - Active or 'urban' cultural entertainment venues
 - Opportunities for small business incubation

Leveraging the potential of in-water and upland areas along the water's edge

Baseline Needs

- Neighborhood and family focused, meeting needs for all people
- Require new development to be consistent with existing neighborhood character
- Seating, shade, recycle bins, trash cans, drinking fountains
- Signage and wayfinding (directional and educational)
- Art component in new public spaces
- Maintain and increase local business opportunities
- Gathering spaces with food



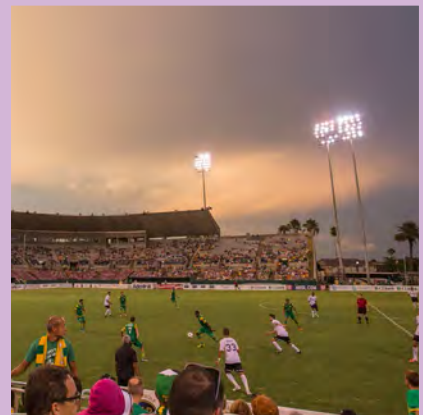
Targeted Enhancements

- Facilitate pedestrian movement
- Improve staging for events
- Salt Creek – enhance and connect area to tell its working waterfront story
- Increase entertainment/event venue options to reduce burden on Vinoy Park
- Outdoor market place
- Water sports rentals
- Water taxi



Transformative Change

- Al Lang Field redevelopment
- Pier uplands with restaurants and entertainment
- Large covered market pavilion
- Arts destination - art trail & art "anchor pieces"
- Leverage USFSP and other Innovation District institutions to improve K-12 opportunities



Dimensions of the Waterfront

5 A Connected, Accessible Downtown Waterfront

Introduction

The St. Petersburg waterfront will be a place that prioritizes people over automobiles. The community will continue its evolution as an urban place with more pedestrian access to the water's edge, supported by bicycles, local jitney, and trolley service. Parking will migrate away from water's edge so that a higher percentage of automobile access will occur on-street or in parking structures within walking distance. Navigation will be enhanced with clear wayfinding and a continually improved urban experience that includes a continuous linked, branded system of trails from the Coffee Pot to Lassing Park.

Observations

- St. Petersburg is largely a traditional grid which allows for a walkable city.
- Superblocks and geographic obstacles reduce access below 1st Ave. S.
- St. Petersburg is moving toward a more multi-modal culture.
- St. Petersburg is predominately car-reliant.

Concerns

- Difficult to understand how to access downtown parking and circulation.
- Parking location, time restrictions, and cost may not be optimized to meet the needs of the waterfront parks, businesses and residents.
- Trolley system is not well understood or consistent.
- Wayfinding system for public parking and circulation is not fully functional.
- Insufficient bicycle facilities.
- Special events close large sections of the waterfront to locals.

Values

- Pedestrian and bicycle facilities.
- Sidewalks, short crossings and slow traffic.
- Reward the pedestrian experience with active ground floor development.
- Land, water and air access to St. Petersburg.

Ideas

- Bike share and more prevalent bike facilities.
- Shared-use (flush curb) streets and parking for Saturday Morning Market, and other Bayshore Dr. events.
- Enhanced trolley service linked to public parking, particularly during events.
- Expanded trail systems leading inboard neighborhoods to water.
- Linkages to Central Ave. corridor development as well as Mirror Lake, Roser Park, Bartlett Park and other inboard nodes of activity.
- Wayfinding system that assists with access to destinations and public parking.
- Affordable and optimized public and private parking locations.

Resulting Plan Components

- A fully connected system
 - Heels and wheels
 - High quality streets, sidewalks and trails - Downtown to Lassing Park
 - 'Pearls on a string'
- An integrated multi-modal system for moving people
 - Wayfinding system
 - Coordinated parking with multi-modal access (public and private)
 - Increased service, reliability and branding for trolley and other transit services
 - Bike share and bike facilities
 - Reward the pedestrian experience and behavior

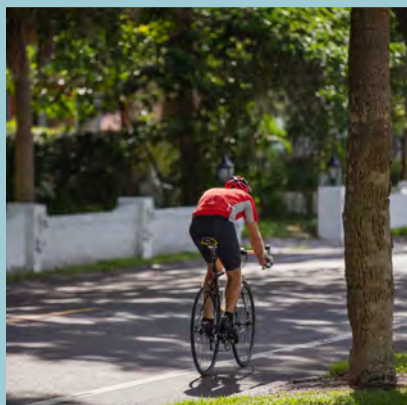
Baseline Needs

- Improved bike lanes (increase length and connectivity)
- Shade and benches at trolley stops
- Wider sidewalks
- Reduce pedestrian crossing distances
- Lower vehicular speeds
- Wayfinding signage – all modes
- Canoe and kayak trails
- Buffers from motor vehicle traffic



Targeted Enhancements

- Increased quality of service for bike and pedestrian facilities
- Improved access to downtown and waterfront with better public transportation
- Create more east-west corridors into the city from waterfront
- Multi-modal links
- Links to parking garages
- Bike and kayak lockers
- Bridge and pathway systems to connect Old Southeast
- Reallocate parking, shift away from water's edge
- Seawall maintenance
- Bridge connecting fine art and history museums
- Water taxi



Transformative Change

- Cross-bay ferry service
- Bike share program
- Pedestrian swing bridge
- Breakwater system for improved boating use and protection
- Repurpose Bayshore Dr. to a "convertible street"
- Pedestrian and street corridors to have water views from avenues
- Demand-driven variable-rate pricing for parking



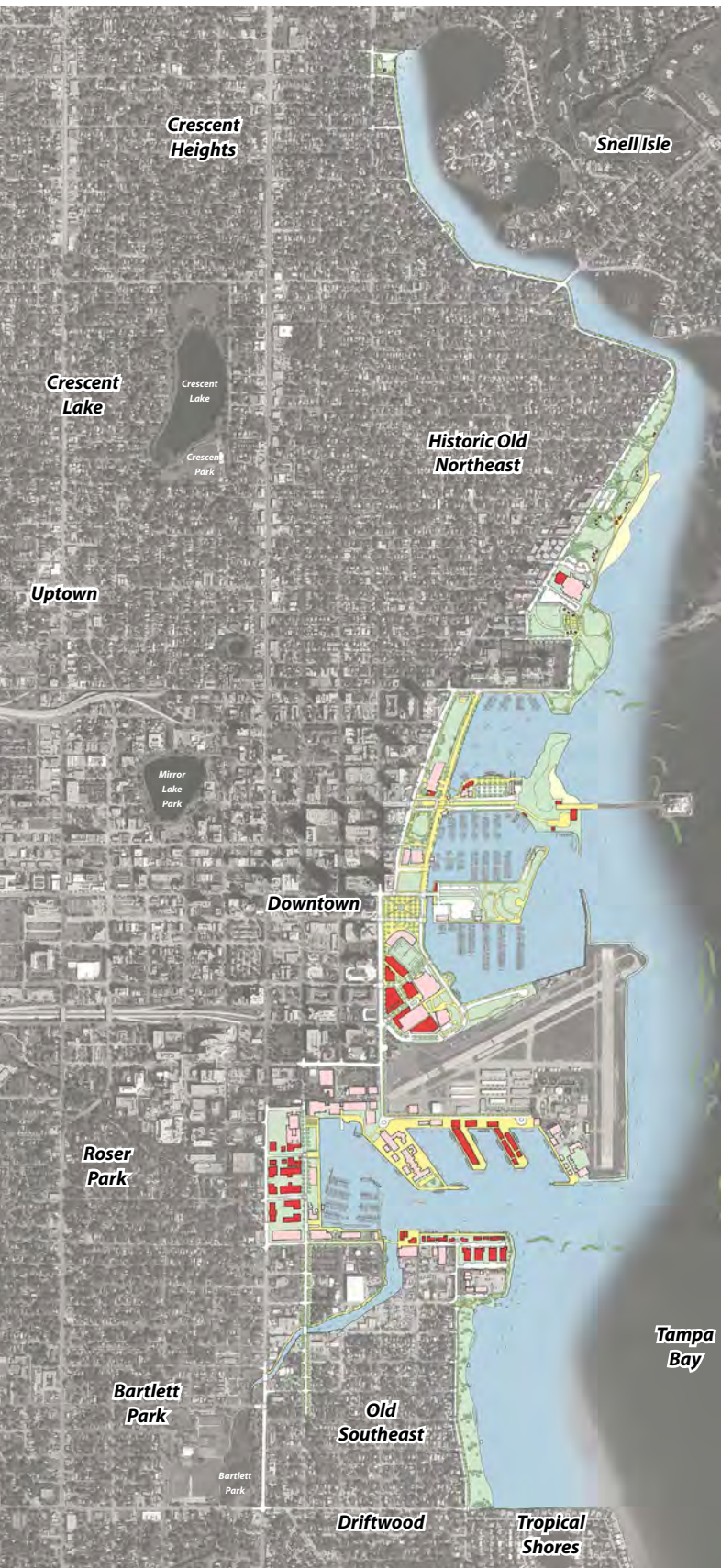


Section 3: Program Refinement & Master Plan Recommendations



The Vinoy Hotel seen from the water at the North Yacht Basin.

Comprehensive Waterfront Needs



The following plan recommendations were developed as a response to the input of the thousands of citizens who participated in the various forms of public outreach described in Section 1. These comprehensive waterfront needs are design and operational concepts that should be applied where appropriate across the entire waterfront planning area as specific individual projects are developed. Here they are listed in a general order of importance; however the specific needs for individual projects may vary by their location along the waterfront.

Social Equity and Diversity

Social Equity and Diversity should be included in all facets of the Downtown Waterfront. Barriers of class and race should be broken down and a new Downtown Waterfront should be accessible to all in the City of St. Petersburg. Making multi-modal connections to all neighborhoods and creating a business climate that allows small business to thrive in downtown will create a more diverse and viable community in the future.

Future improvements should not only be sensitive to St. Petersburg's past, but embrace diverse cultures as part of the Downtown Waterfront. Event programming with a variety of content, activities and price-points, interpretive signage and artwork, and small business development should make the Downtown Waterfront a showcase for St. Petersburg's diverse tapestry of business and cultural entrepreneurs.

Improvements should also continue to increase access to the waterfront for people with disabilities. New additions and upgrades to facilities and public space on the waterfront should include universal design principles from the inception to create world-class inclusive public spaces for people with the entire spectrum of physical abilities.

Climate Change, Resiliency, and Water Quality

History shows that communities typically adapt over time, either organically or through planning, to changing trends in the coastal environment. The impacts to waterfront infrastructure due to variations in sea level, storm frequency, and storm intensity are

addressed as the community develops or redevelops those waterfront areas. The key to achievable climate adaptation is to have policies in place that incorporate climate change considerations into the development of every waterfront project. The City of St. Petersburg's continued adaptation to sea level rise and climate change should occur in a similar way.

Climate change in coastal communities is often associated with sea level rise. Sea levels are projected to increase from 6 inches to several feet over the next 50 years – a highly variable and uncertain range of possibility. In addition, rising water temperatures are expected to result in secondary impacts including more extreme storms and more extensive coastal

flooding with even greater variability. Predicting sea level rise and the associated secondary impacts is highly uncertain and designing and constructing a project today to armor a community's entire shoreline for the next 50 to 100 years is not advisable due to the high cost to construct and the extreme variability in projections for climate change.

Designing a shoreline protection project today for a city's entire waterfront based on these highly uncertain climate change predictions would cost tens of millions of dollars to construct and may not meet the desired goals if the climate change is later shown to be more extreme than predicted. As such, communities adapt to climate change in an incremental manner over time



Spa Beach Park with the North Yacht Basin and downtown beyond.

Comprehensive Waterfront Needs

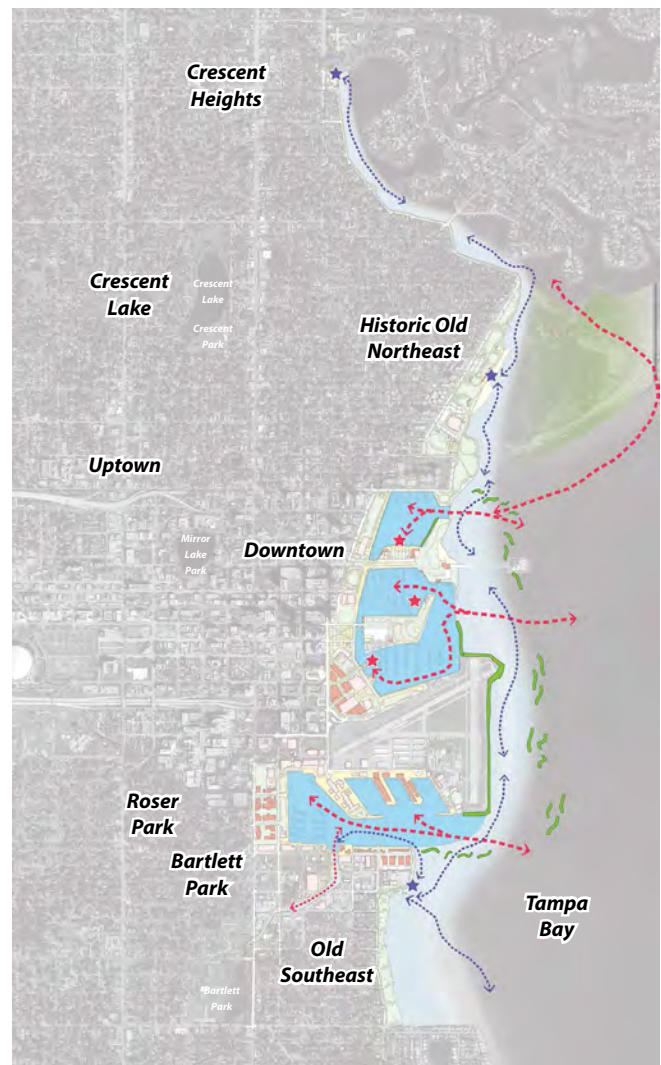
as the understanding of the climate progresses and using the best available information at the time the areas near the shore are developed and redeveloped.

The appropriate climate adaptation policy for St. Petersburg is for areas of the waterfront undergoing redevelopment to include consideration of the project's life cycle and the projected climate changes (sea level rise, storm frequency, storm intensity) over that life cycle. For example, development or redevelopment of buildings might typically be expected to last for 50 to 75 years. When designing buildings located near the waterfront the design should include elevations and hardening to withstand not only the current water levels but also the expected coastal climate over that 50 to 75 year life cycle. Similarly, utilities, seawalls, roads, and parks in the waterfront area that undergo redevelopment or repairs should include consideration of projected sea levels and storm events over their life cycle. In this way, the waterfront adapts to climate change in an incremental fashion, spreading the costs over time and designing using the best information available at that time.

New development or redevelopment in city waterfront areas should include consideration of climate change over the project's life cycle. All efforts should be made to use state-of-the-art science for the prediction of climate change available at the time of redevelopment. Roads, open spaces, and seawalls should be raised as they are redeveloped. Dual purpose features such as seating berms, knee walls, and other similar structures should be included in new development or redevelopment projects to impede flooding. Critical infrastructure should be moved away from the waterfront and elevated above flood levels where possible. Additionally, salt tolerant plantings should be included along the waterfront in areas of expected inundation.

Basin and Shoreline Protection

St. Petersburg's Downtown Waterfront is vulnerable to natural systems and forces. The City of St. Petersburg will complete a long range plan for basin function, water quality, and boating facilities in conjunction with measures to mitigate increased storm surge and wave action. Community wide storm exposure creates wave action in the yacht basins and rough conditions



Living breakwaters would improve water quality, protect the marinas and improve boating access to the Downtown Waterfront, and create a shoreline more resilient to extreme weather.

for small craft while degrading natural habitat and eroding soft edges. Protection is needed and comes in many different forms. This may include traditional and non-traditional (living breakwater) opportunities to allow the entire waterfront to be more resilient to wave impacts and more navigable for small craft.

Conventional breakwaters are typically associated with high cost, high visual impact, and greater potential for permitting challenges. Living breakwaters are a natural-based protective technique that provide many benefits to the community. These techniques improve aesthetics and usability, enhance and increase habitat, improve water quality, provide educational opportunities, and most importantly protect the

shoreline and basins while creating a calmer waterway for small craft to navigate the edge. This concept requires further engineering analysis and design, location and size to be determined. The system of living breakwaters should continue to build over time.

Environmental Best Management Practices should include improvements to outfall points, “low impact design” features for parking lots, streets and parks and environmentally sensitive solutions to waterside breakwaters and basin water quality.

A Resilient Waterfront

As a vision plan and framework for future growth, the Downtown Waterfront Master Plan focuses on enhancing the vibrancy of the core area within an urban context to further improve function and aesthetics while promoting economic vitality through private investment. The success of the plan is through thoughtful implementation from engaged stakeholders and leadership, and with continued input from the community, focused on integrating

the natural, built and social environments within each improvement project. This integration provides the platform to leverage natural systems enhancing the waterfront user experience while offering protection against natural hazards resulting from a changing environment.

This whole system integrated planning approach is critical to increasing the resiliency of the St. Petersburg’s downtown waterfront and allowing the vision to be realized. Utilizing a flexible, adaptable and well-informed set of guiding principles comprised of relevant and implementable mitigation strategies provides the City with the confidence necessary to grow in the face of future uncertainty.

The Downtown Waterfront Master Plan offers an opportunity to move the City towards resiliency and to protect natural and man-made assets through integration of adaptive planning strategies and to begin cultivating a paradigm shift related to living with the natural environment. The plan also provides a platform to elevate the resiliency discussion and inform



The three yacht basins, parks and downtown

Comprehensive Waterfront Needs

the community of its importance for the future of the City.

Policy changes and land development code requirements are a key component to lead the City towards resiliency. These policies could be implemented as voluntary through local competition initiatives, waterfront district or zoning specific, surcharges for use, incentivized compliance or as mandates, offering implementation flexibility.

Example policy changes being considered by other communities that would be most impactful in the waterfront environment include:

Ban on sale of styrofoam (cups, takeout containers, etc.)

- Reduces quantity of floating trash ending up in stormwater collection system and waterways. (Adopted by: Miami Beach, Washington DC, Portland, Minneapolis, New York, Seattle, San Francisco, over 50 other California communities, and many others)

Ban on plastic bags and straws

- Reduces quantity of floating trash ending up in stormwater collection system and waterways. (Adopted in some fashion by: Honolulu, San Francisco, Santa Cruz, Los Angeles, Malibu, Fort Collins, Boulder, Chicago, Portland, Seattle, Olympia, Washington DC, and many others)

Example code/public works manual changes being considered by other coastal communities include:

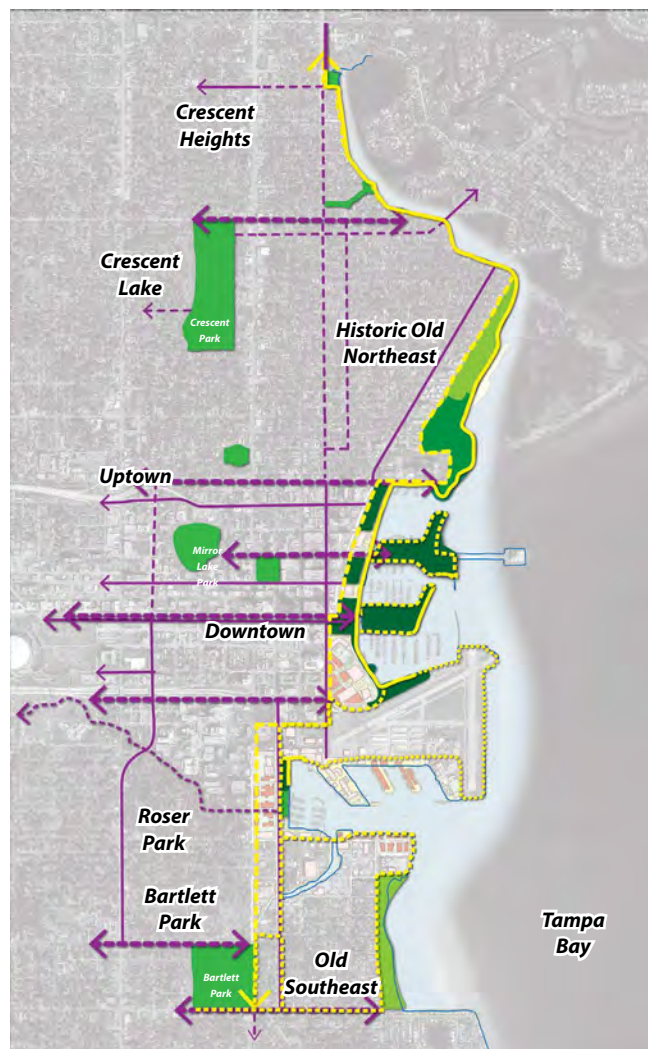
- Incorporate additional freeboard in minimum building finish floor elevation
- Design for protection of critical infrastructure
- Elevate sea-walls (establish minimum elevation relative to base flood)
- Elevate low-lying roads (establish minimum elevation relative to base flood)

Transportation and Circulation

Transportation and circulation should be flexible and multi-modal. Enhanced trolley services, jitney golf cart or pedicabs, bike share, bicycle facilities and a highly connected walking environment should enjoy priority access and proximity to water's edge over automobile parking wherever practical. A continuous north-south linkage should be expanded to provide both 'heels'

and 'wheels' connectivity from the Coffee Pot area to Lassing Park, with increased supporting access to the water's edge.

A fully connected pedestrian system should be pursued as part of this plan. St. Petersburg currently has a number of programs and future plans to promote, enhance, and expand the pedestrian and bicycle circulation within its downtown and waterfront areas. Key projects and initiatives should be considered to develop a fully connected waterfront community. These multi-modal systems include, but are not limited to bike lanes, cycle tracks, park trails and promenades,



The Downtown Waterfront is well connected to pedestrian (yellow) and bicycle (purple) trails. These connections should be expanded in the future to bring the waterfront within reach of more of the city.



Moving towards an improved multi-modal transportation system.

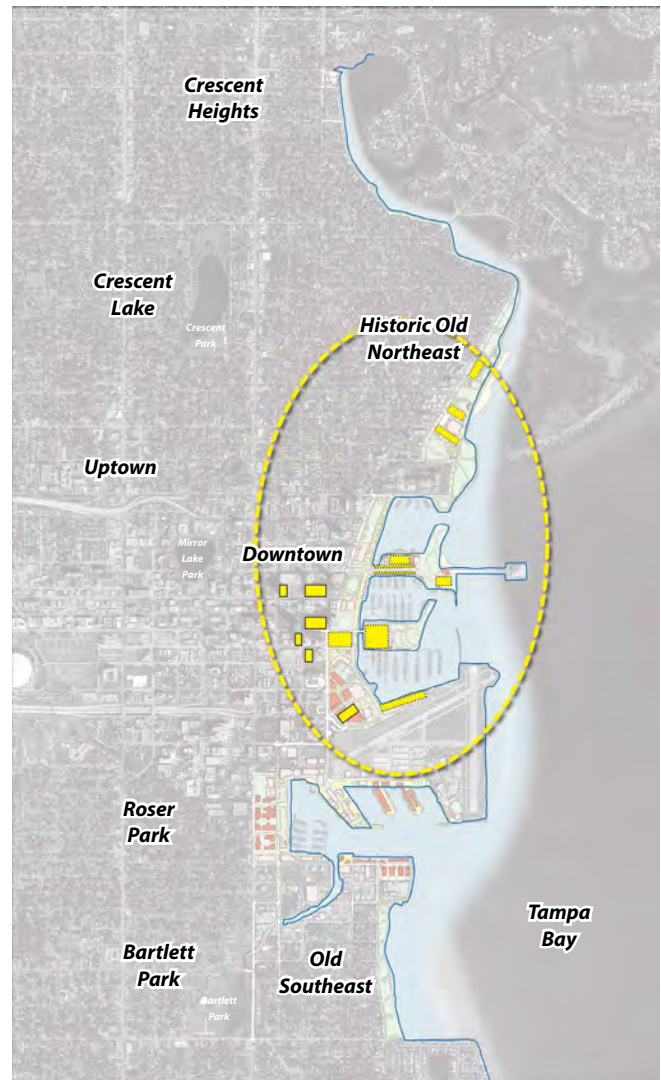
linkages to existing trails, heritage trails, and a destination art walk along the water.

Potential changes to the transportation network should be subject to an analysis of the trade-offs inherent to the different potential approaches to transportation problems. There should be an appreciation among the public and decision-makers for the sometimes conflicting desire to have active, pleasant outdoor environments and the need to accommodate the local and regional trips into the downtown waterfront area.

Parking

Downtown St. Petersburg continues to draw visitors and large crowds to its waterfront environments. Parking should be relatively close to where people want to be without compromising the experience along the waterfront. Parking relocation and reallocation is necessary to create a positive pedestrian experience along the water's edge. Parking areas will be incrementally relocated away from water's edge to increase pedestrian access and park use. While some parking will remain on the upland areas and near marina access points, the water's edge will be positioned for wide pedestrian and bicycle promenades.

The total number of spaces removed from the Downtown Waterfront study area will not reduce the parking supply below peak demand. The number of excess spaces within walking distance of the study area will be determined by the upcoming Downtown St. Petersburg Parking Study. Before any parking is removed at a specific location, the city should make



Ample parking supplies exist along the Downtown Waterfront. Much of the unused capacity lies just a block or two from the waterfront, and could be better utilized with appropriate policy and wayfinding.

sure that the location will remain within a comfortable walk or transit trip from underutilized parking capacity.

Additional parking management policy changes such as variable-rate parking should be considered within the Downtown Waterfront area. This could reduce congestion from people “cruising” for parking spaces in high-demand areas and lead to a more fair price to park while ensuring convenient parking access all day.

Comprehensive Waterfront Needs

Nodes of Activity and Events

The St. Petersburg waterfront parks system will include 'nodes' of activity for community gathering, higher intensity play, and diversified special event locations. Nodes are destination locations along the waterfront that provide the community with a diverse range of activities. Varying types of activities should be included in these nodes within the waterfront parks and public spaces. These activities should range from picnics with grills and shelters, to playgrounds, splash pads, rental opportunities, and concessions. These activities should also be linked with strong physical and visual

pedestrian connections. The waterfront should be a place to spend the day enjoying a number of different activities shared by the entire community. The 'nodes of activity' approach will allow the balance for desired open and flexible greenspace within an overall parks system that is peaceful and relaxing.

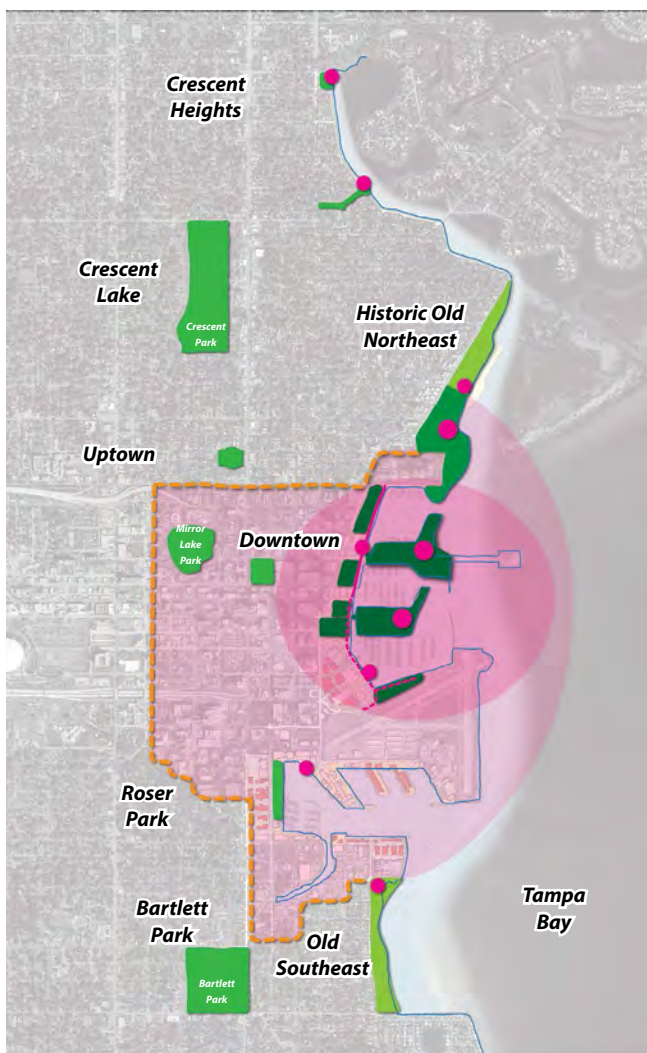
St. Petersburg currently is host to over one hundred programmed events that take place along the Downtown Waterfront. The North Shore and Vinoy Parks continue to be a destination for the large events while other public spaces along the waterfront should provide alternative venues to balance the benefits and impacts of festivals and events across the waterfront. Criteria based decisions for event location based on crowd, noise, food, and parking demand, need to be considered to spread out the number of events taking place on the waterfront. Event fees should be based on the projected economic impact, operating costs to the parks department, and ability to create a destination downtown without over-utilizing specific locations or public resources.

Arts and Culture

St. Petersburg's vibrant arts and cultural tradition will be reflected throughout the waterfront in the form of both 'integrated art', cultural events and iconic / object art. This can be delivered through baseline investments (such as benches), unique spatial design (such as playgrounds or overlooks), local 'Plein Air' activities, touring exhibits, and permanent installations. An "Art Walk" should also be considered as part of the waterfront experience. This unique walk should be anchored with more substantial art pieces that provide a sense of permanence and add a special destination within the parks and public realm.

Concessions

Retail and concession services should be available at nodal locations for rentals, sundries and light food/ beverage services as part of the waterfront experience. Concessionaire agreements should be of a multi-year basis sufficient to accommodate a viable business model. Unauthorized concession activities will be prevented.



Nodes of Activity should be spread across the Downtown Waterfront park system. Additional Nodes of Activity designed to cater to specific event types can spread major events across the waterfront near the downtown core while reducing the strain on Vinoy Park.

Signage and Wayfinding

Signage and wayfinding will provide clear orientation to major destinations, as well as education and interpretation of the St. Petersburg cultural and environmental context, within an artful presentation that adds to the sense of place.



The African-American Heritage Trail is a recent project that celebrates the city's heritage.

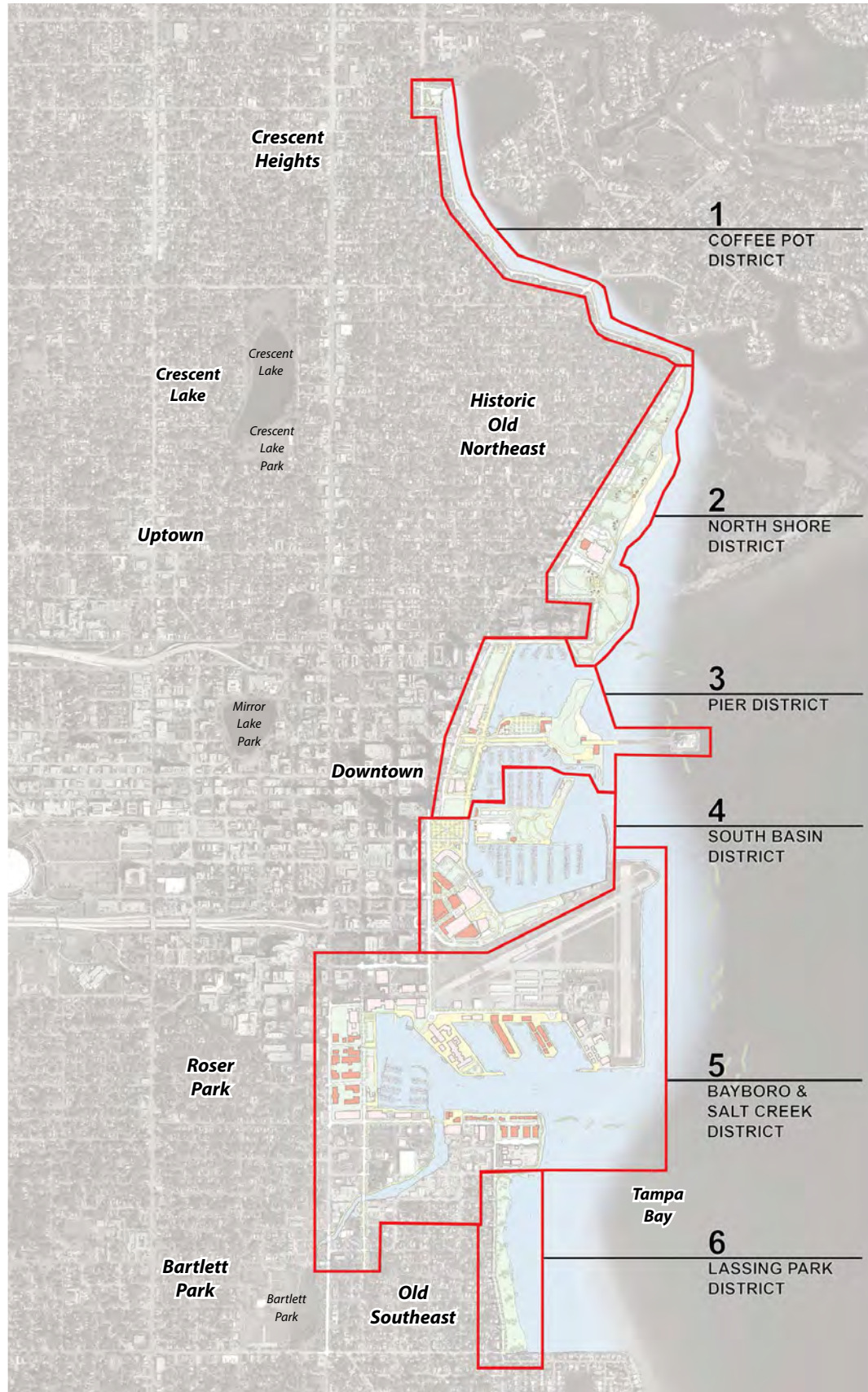
Park Materials Palate


A park materials palate will standardize the level of quality, comfort, maintenance, and visual consistency for 'Baseline' applications of landscape, hardscape, site furniture, lighting, and architectural elements. These materials should respect the local context, neighborhood character and history and heritage of the place where they reside. Incorporation of local design textures along the waterfront help to create an authentic place that retains its connection to its heritage. Example of such features for the St. Petersburg downtown waterfront include: the hexagon block paver, self promotion stunts (e.g. St. Petersburg Purity League and bathing suit inspectors, Fountain of Youth), green benches, First Flight (Tony Jannus), longest home run (Babe Ruth), Mediterranean Revival and Craftsman style architecture, Salvador Dali, and more. Above ground utilities should be buried where feasible. When burying is not feasible, above ground utilities should be shielded, screened or incorporated into public art wherever possible.



Hexagon block pavers help to maintain the historic character of a downtown neighborhood.

Character Districts

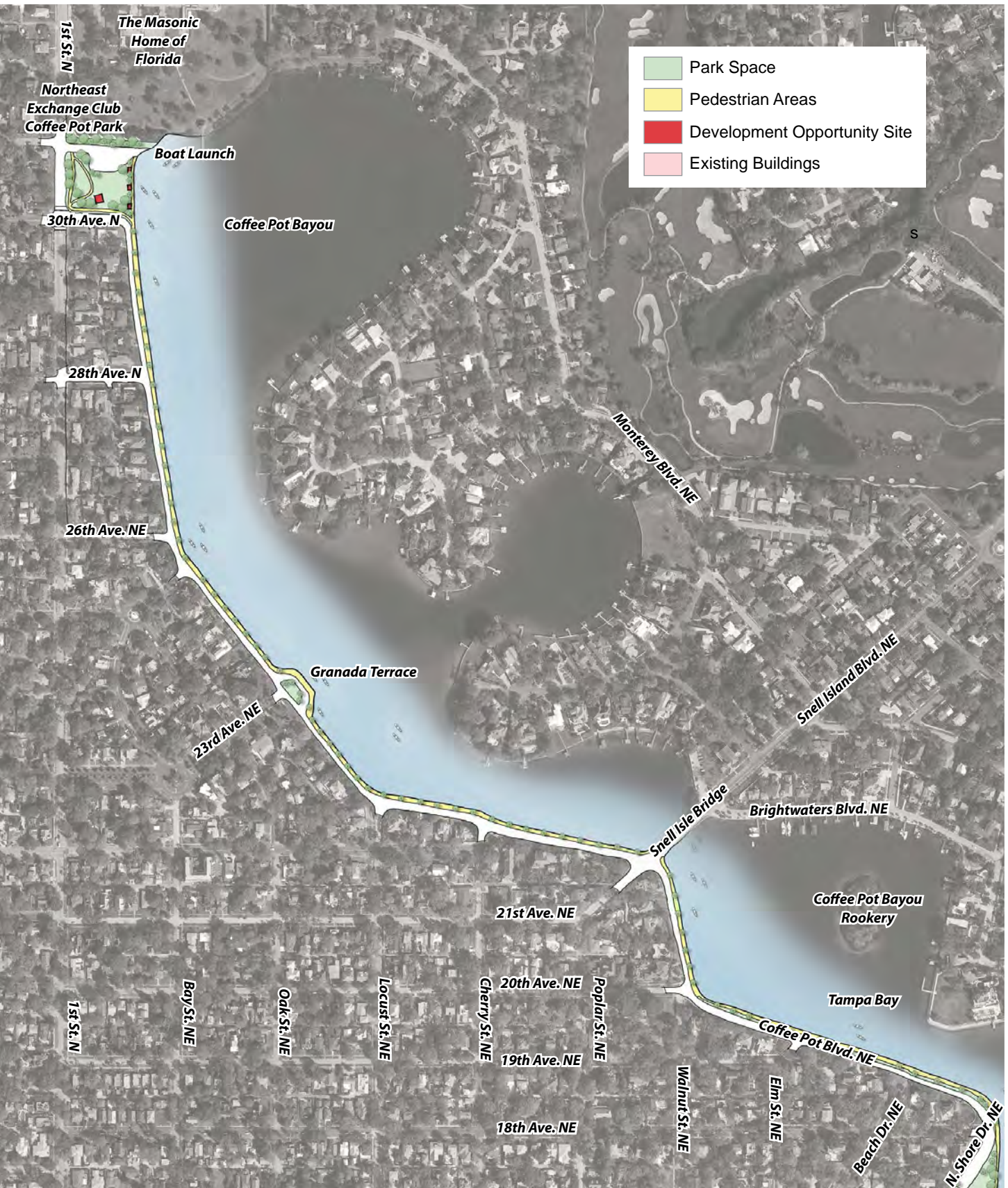


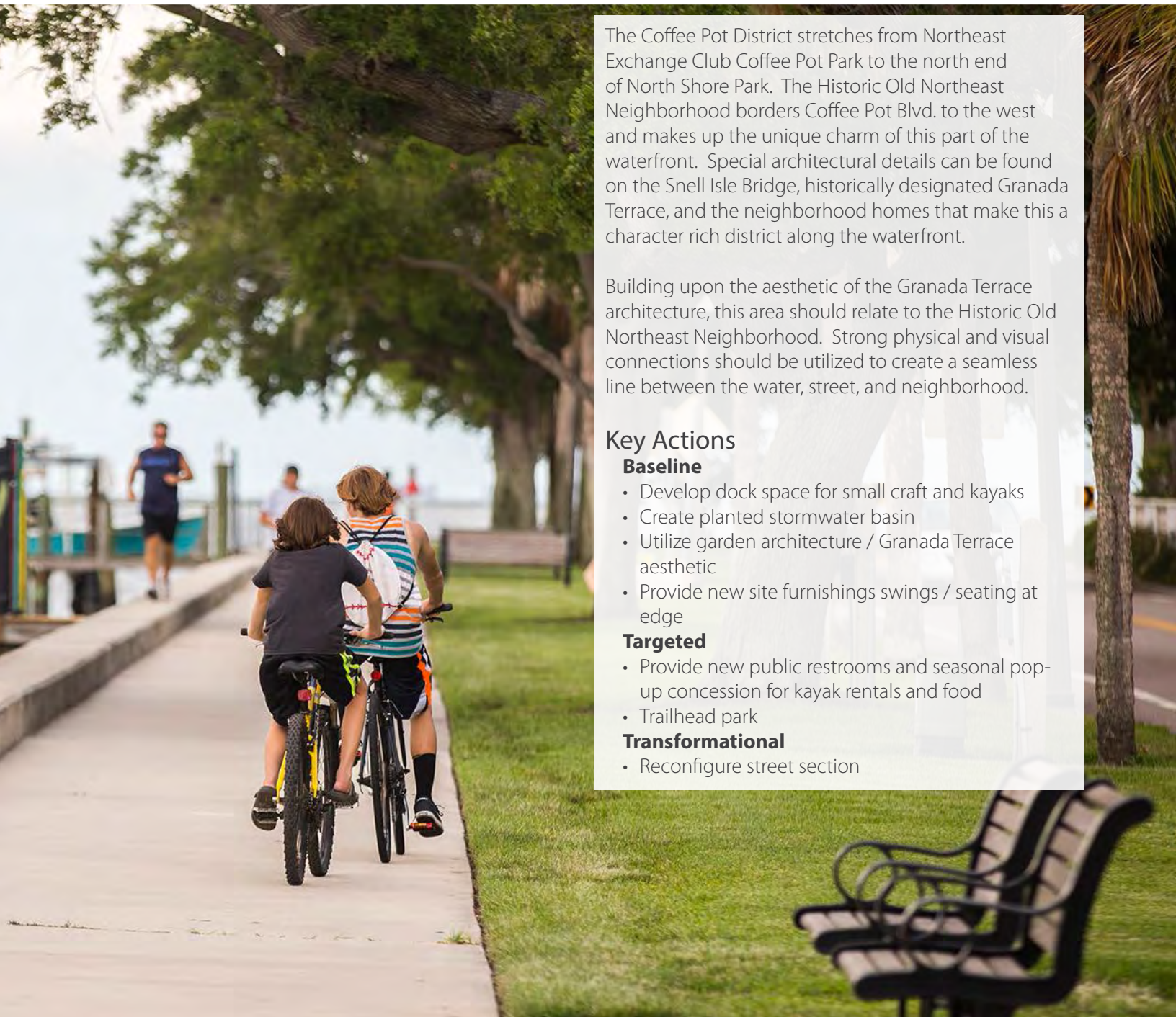


The Downtown Waterfront project area is approximately seven miles in length and is comprised of many different parcels, ownership, uses and community values. The master plan has identified a series of special distinct areas along the length of the Downtown Waterfront. These areas have been identified as Character Districts. This plan provides recommendations that fit within the context of each distinct district. Respecting these different areas will result in a more diverse, interesting and sustainable Downtown Waterfront

Vinoy Park, Spa Beach Park, the pier, and Albert Whitted Airport beyond.

1: Coffee Pot District





The Coffee Pot District stretches from Northeast Exchange Club Coffee Pot Park to the north end of North Shore Park. The Historic Old Northeast Neighborhood borders Coffee Pot Blvd. to the west and makes up the unique charm of this part of the waterfront. Special architectural details can be found on the Snell Isle Bridge, historically designated Granada Terrace, and the neighborhood homes that make this a character rich district along the waterfront.

Building upon the aesthetic of the Granada Terrace architecture, this area should relate to the Historic Old Northeast Neighborhood. Strong physical and visual connections should be utilized to create a seamless line between the water, street, and neighborhood.

Key Actions

Baseline

- Develop dock space for small craft and kayaks
- Create planted stormwater basin
- Utilize garden architecture / Granada Terrace aesthetic
- Provide new site furnishings swings / seating at edge

Targeted

- Provide new public restrooms and seasonal pop-up concession for kayak rentals and food
- Trailhead park

Transformational

- Reconfigure street section



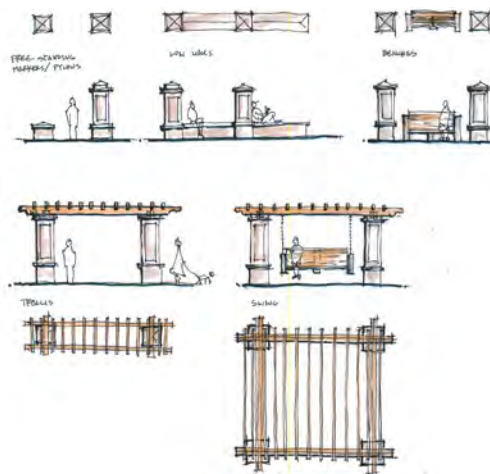


ON THE BAYOU. A new boat dock serves the small craft boating community with a place to tie up. The park area should serve as a multi-faceted trail head for boating, walking and cycling as well as accommodating park users that want to rest on the edge of the water or play in the park. Improvements should be made to seating, planting, and park facilities.



Improving the Park

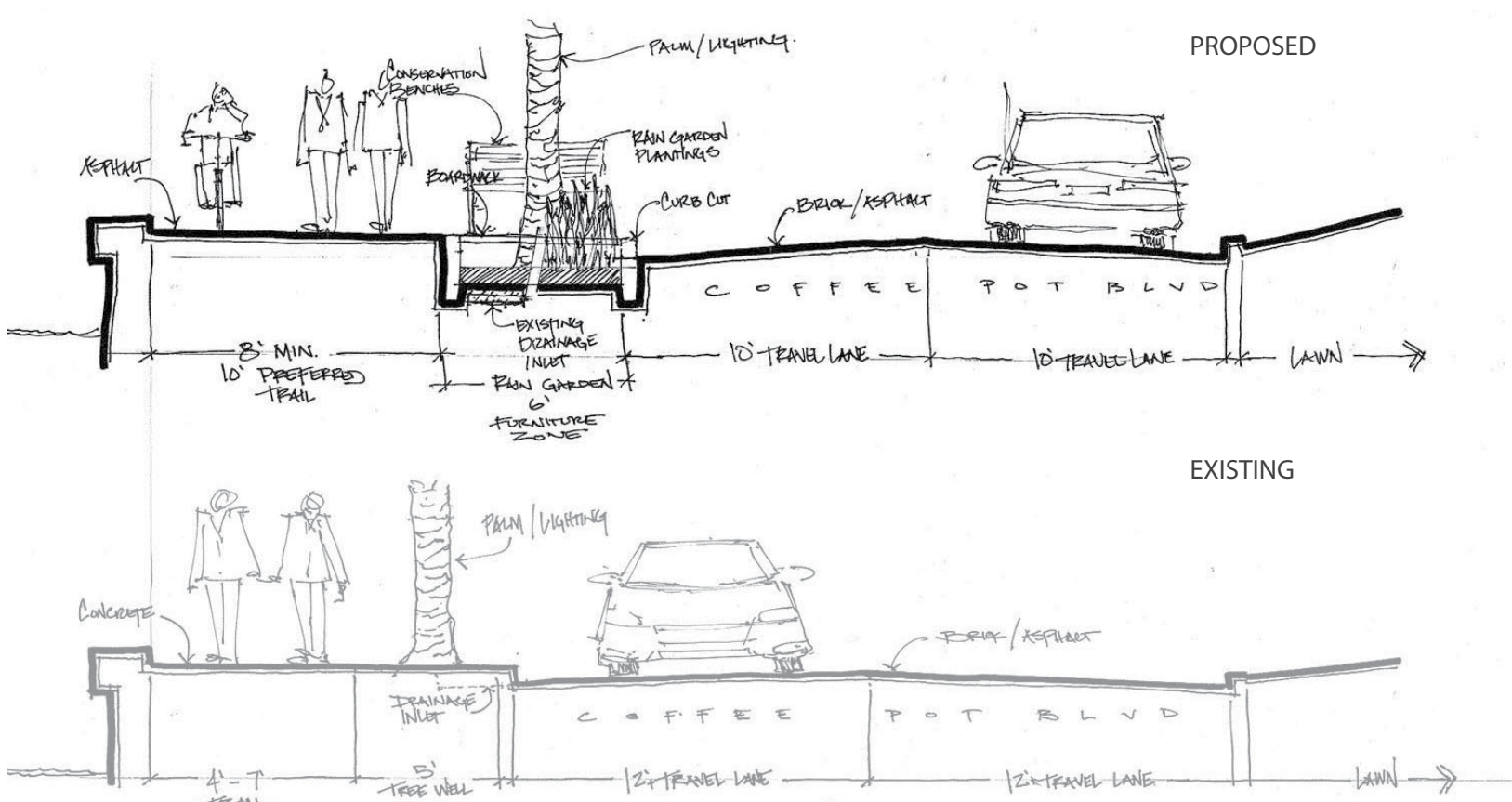
The NE Exchange Club Coffee Pot Park is located at the northern terminus of the project boundary and serves the well-established Historic Old Northeast Neighborhood and other adjacent areas of the city. While the park does serve a few different users, the park area should be improved to be more shaded and comfortable, treat stormwater, and provide better access to the water. This park should also accommodate a restroom facility, area for small pop-up concession, small craft rental facility, and small craft launch and dock.



Coffee Pot District Architectural Design Character



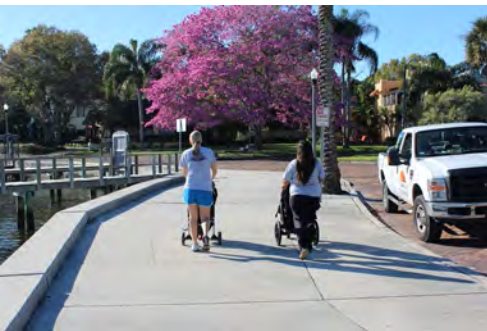
KEY MAP



PEDESTRIAN PRIORITY. The existing road has been degrading over time and will need to be repaired in the future. When the time comes to repair the road, special consideration should be given to the analysis of the right-of-way dimensions. This analysis should provide a basis for shifting the priority to the pedestrian promenade.

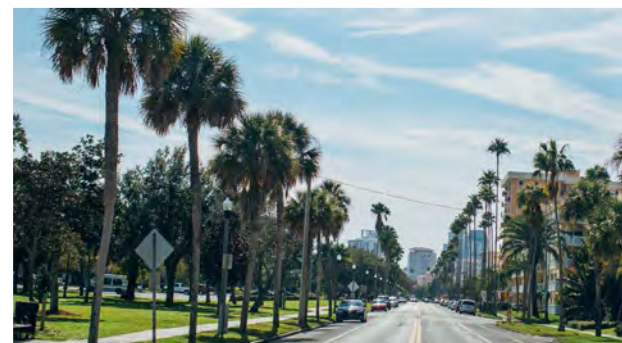
Accommodating the Pedestrian

Coffee Pot Blvd. is a beautiful drive along Coffee Pot Bayou and should be maintained to preserve its current character. The old brick street provides a sense of neighborhood identity while calming traffic along its route. Portions of the existing brick street are in need of repair due to settling bricks. The replacement of these areas can be leveraged to analyze the street section and minimize travel lanes to give additional width to the adjacent pedestrian promenade.



KEY MAP

2: North Shore District





The North Shore District is home to single family and multi-family homes overlooking the park and bay. Beach access, migratory birds, large community events and active recreational programs make up this portion of the Downtown Waterfront. This district also includes large open vistas and more passive park experiences while connecting the downtown to the neighborhoods to the north. The park also includes the Gizella Kopsick Palm Arboretum which includes a large collection of palm and cycad species from around the world.

Key Actions

Baseline

- Maintain open space & vistas
- Maintain and preserve seagrass/wildlife estuary
- Add bike lane to both sides of North Shore Dr. NE
- Include art installations in facility improvements

Targeted

- Create nodes of activity
- Move parking away from water's edge
- Enhance stormwater treatment
- Renourishment program at the concession activity node

Transformational

- Create roundabouts for traffic calming and art expressions of the North Shore District
- Develop an active recreation zone with baseball, swimming pool, and relocated tennis courts



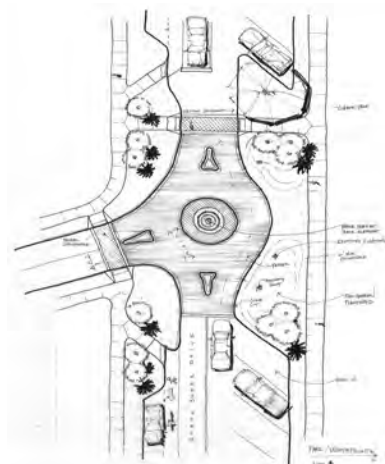


CALMING TRAFFIC WITH STYLE. Rather than allowing a street to divide uses and space, North Shore Drive NE should serve as a unifying element between neighborhood and park. Utilizing adjacent neighborhood architectural character and park green space to form a linear space that is both functional for vehicles and pedestrians.

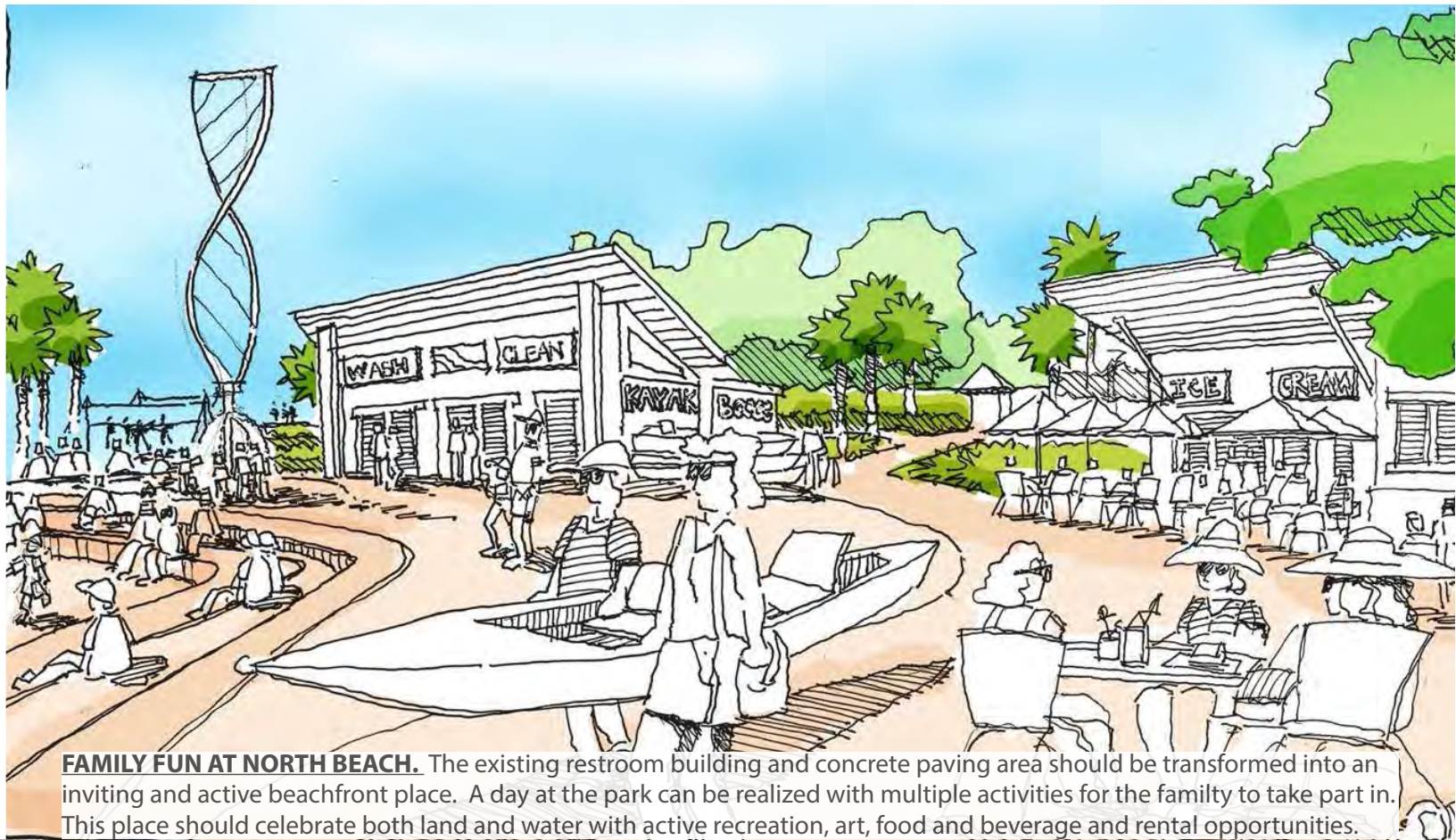


Designing Streets for Multiple Uses

Bike lanes should be added to North Shore Dr. while providing back-in angle parking along its edges. Certain key intersections along North Shore Dr. NE should also provide traffic calming devices such as traffic circles and curb bulb-outs to increase pedestrian safety at designated crossings.



KEY MAP

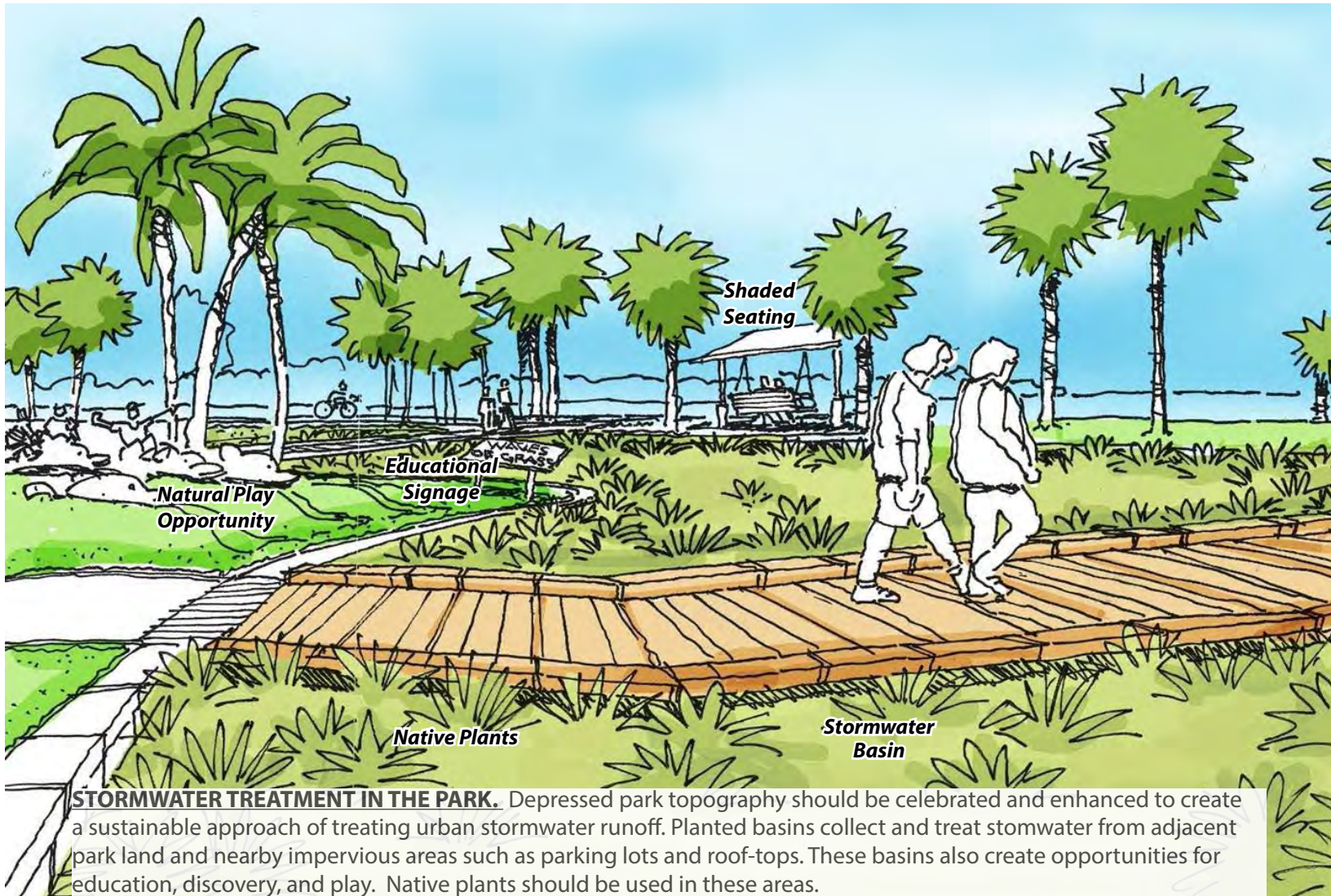


Park Improvements

One of the consistent values identified in the community meetings was the ability to spend the day in the park. St. Petersburg should provide improvements and enhancements to the park to create a more comfortable place for recreation. A park visitor should have varying levels of activities to choose from and feel safe and comfortable during daytime and evening hours. Shade, seating, lighting, and drinking fountains should be included in baseline treatments to meet the needs of the community. An activity node has been identified at the existing restroom facility and should include small concessions for food sales and rentals of small craft and sporting equipment. Picnic shelters should also be located at appropriate activity nodes to provide visitors with a shaded environment to enjoy.



KEY MAP

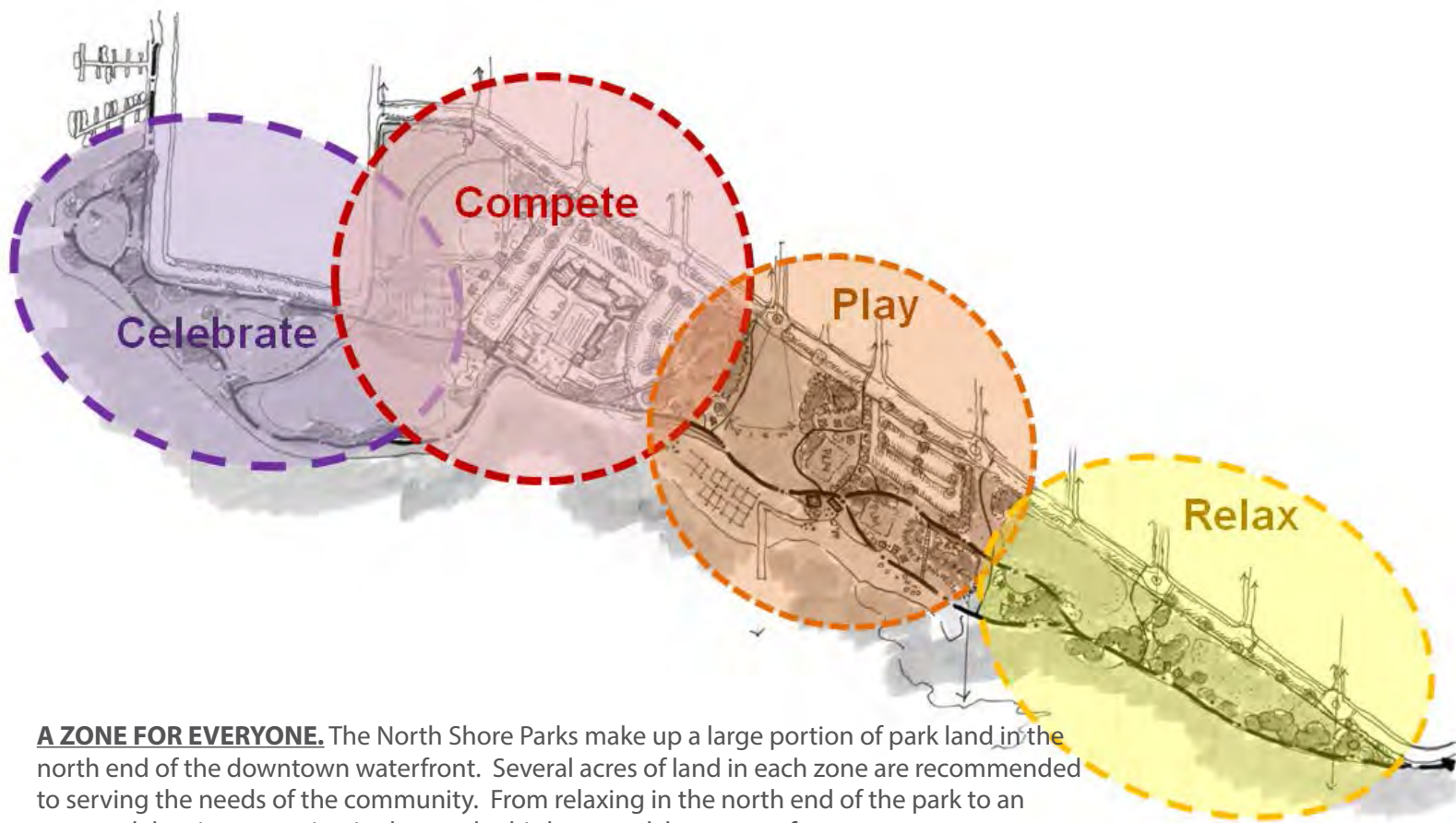


Stormwater Enhancements

Careful consideration should be made while evaluating stormwater outfalls and park space. A small percentage of underutilized green space should be dedicated to environmental enhancements within the parks. Locating stormwater basins adjacent to the source will reduce pipe length and costs and also reduce the footprint of the basin. A treatment train approach of smaller basins should be considered to not disturb large areas of park land.



KEY MAP



A ZONE FOR EVERYONE. The North Shore Parks make up a large portion of park land in the north end of the downtown waterfront. Several acres of land in each zone are recommended to serving the needs of the community. From relaxing in the north end of the park to an event celebration occurring in the south, this large park has a zone for everyone.



Organizing the Parks

The City of St. Petersburg should maintain this park area as a large community park that provides many different use zones within its borders. The park should continue to function as a large green space while creating different zones of varying types of activity. The northern portions of the park should be more open and provide space for passive use. The existing beach and adjacent park areas should be designated as programmed spaces for active play. Parking for this zone should be maintained to provide access to Flora Wylie Park and provide stormwater treatment facilities. South of the active play zone is an area that should be designated for active recreation including the existing North Shore Pool and its expansion, tennis courts, playgrounds, and baseball fields. Parking for this area should be close to these active uses and the Gizella Kopsick Palm Arboretum while respecting the pedestrian edge where the park meets the bay. The southern portion of the park should accommodate some large events and be maintained as an open green space. All park zones should maintain open vistas to the water from the street and within the park.



KEY MAP

3: Pier District





This district is in close proximity to downtown business, housing, shopping and cultural facilities. North and South Straub Parks line Beach Dr. to the east and provide a foreground for two yacht basins. The Pier District has been a destination and continues to draw attention to Spa Beach for large events, the museums and strolls along the water at Bayshore Dr.

Key Actions

Baseline

- Improve pedestrian accessibility
- Create multi-use open space
- Additional boat slips for large boats + additional transient docks
- Maintain a volume of quality green space within the parks

Targeted

- Redesign South Straub Park
- Provide pedestrian access at water's edge
- Create overlooks at the seawall
- Develop grand entry to pier approach with fountain/anchor art piece
- Move parking away from water's edge
- Restore and expand Spa Beach
- Beach café and concessions

Transformational

- Provide art walk, storytelling/history
- Develop water taxi and cross-bay ferry terminal at market plaza
- Connect the Museum of Fine Arts to the St. Petersburg Museum of History with pedestrian bridge
- Develop breakwater implementation strategy
- Develop blue way system for small craft





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Pier District/Vinoy Basin



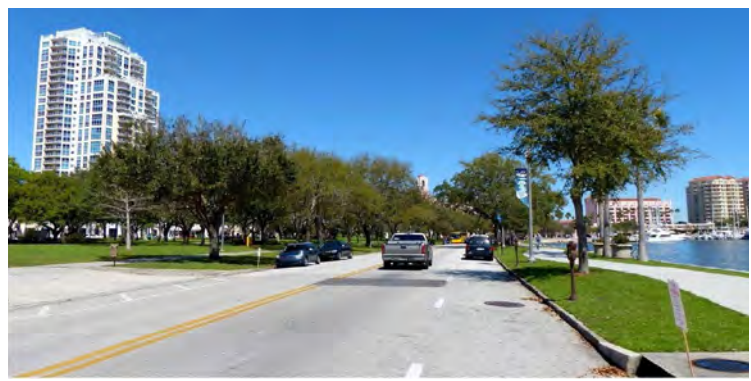




Bayshore Drive Convertible Street and Promenade



A SHARED USE PUBLIC SPACE Bayshore Drive continues to be an underutilized street in the downtown. A growing population of people choosing to ride a bike and walk has led to a vision of creating a shared space along Bayshore Drive. This space will accommodate vehicles but will also perform as a wide promenade for biking, strolling and resting along the waterfront. A curbsless street condition will allow this space to feel more pedestrian and will make transition easier for special events to take place.



Reconfiguring Bayshore Drive

Downtown streets should be treated as multi-faceted civic spaces shared among many different types of users, and serving many different functions. St. Petersburg should pursue the removal of Bayshore Dr. as an automobile centered use and create a shared use space/promenade along the waterfront connecting Beach Dr. to the water without the barrier of the street. This linear plaza space can be used to facilitate events, museum functions, and day to day activities along the waterfront. Stormwater treatment should also be an integral part of the design aesthetic and an additional function of the space.

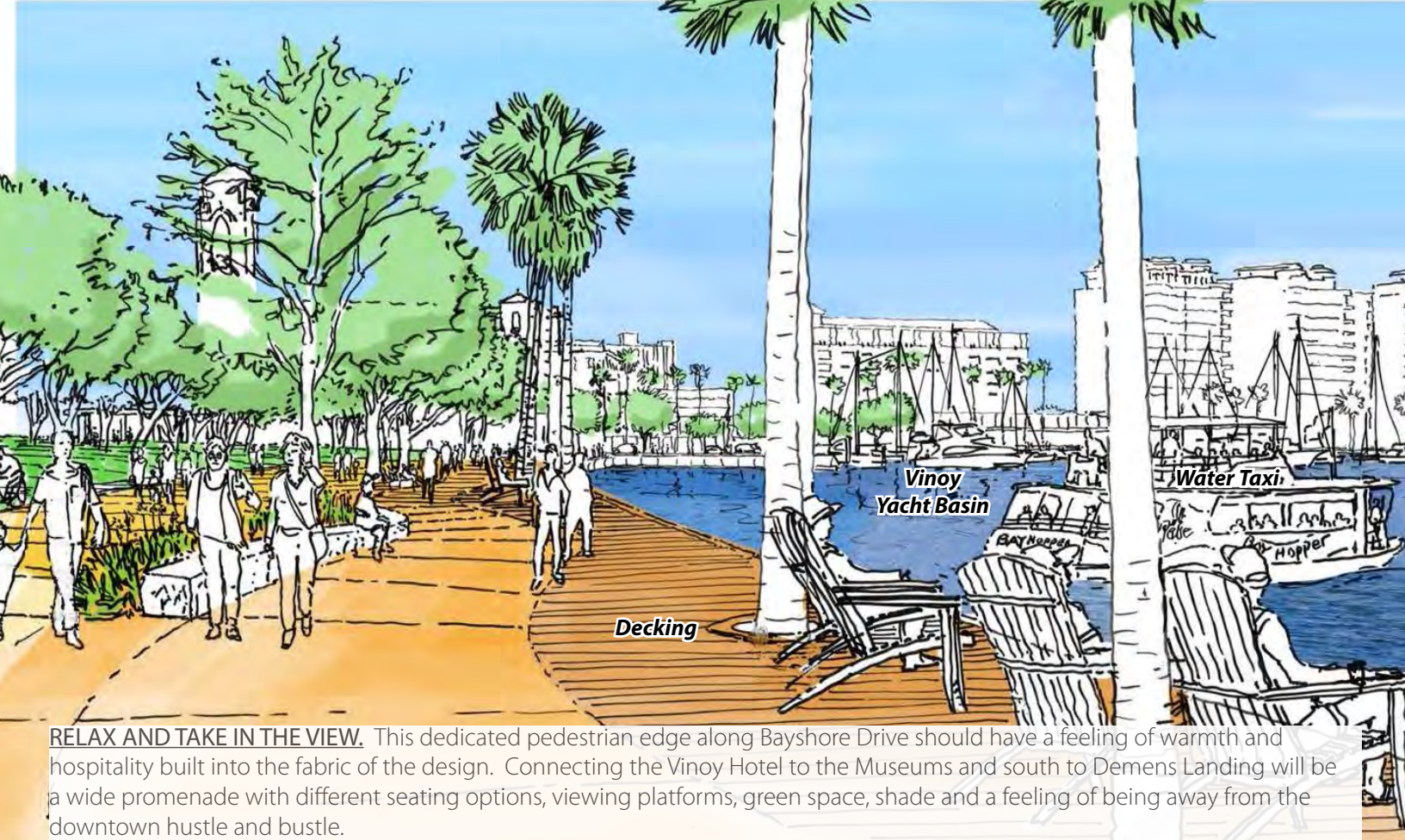
Redesigning Straub Parks

South Straub Park should be redesigned to provide a clear and cohesive quality to the space. Currently the park is broken down into smaller spaces divided by groups of trees and a meandering sidewalk. St. Petersburg should design this area to have better defined edges and a larger open central green space to be used for passive recreation and also programmed events. In North Straub Park the north exterior wall of the Museum of Fine Arts (MFA) should be used as a backdrop for events and movies in the park.



The promenade should be designed to maintain the Museum of Fine Arts (MFA) functionality. This space is intended to be open to automobile and service traffic and closed only for special events. The multi-use nature of this great waterfront promenade will require communication and cooperation amongst its stakeholders to create mutually suitable operational standards and procedures during special events.

MFA expansion should be done in a way that improves the Museum's integration with the public realm. This will require spatial coordination with the Pier entry plaza space at 2nd Ave. NE between Beach and Bayshore Dr.



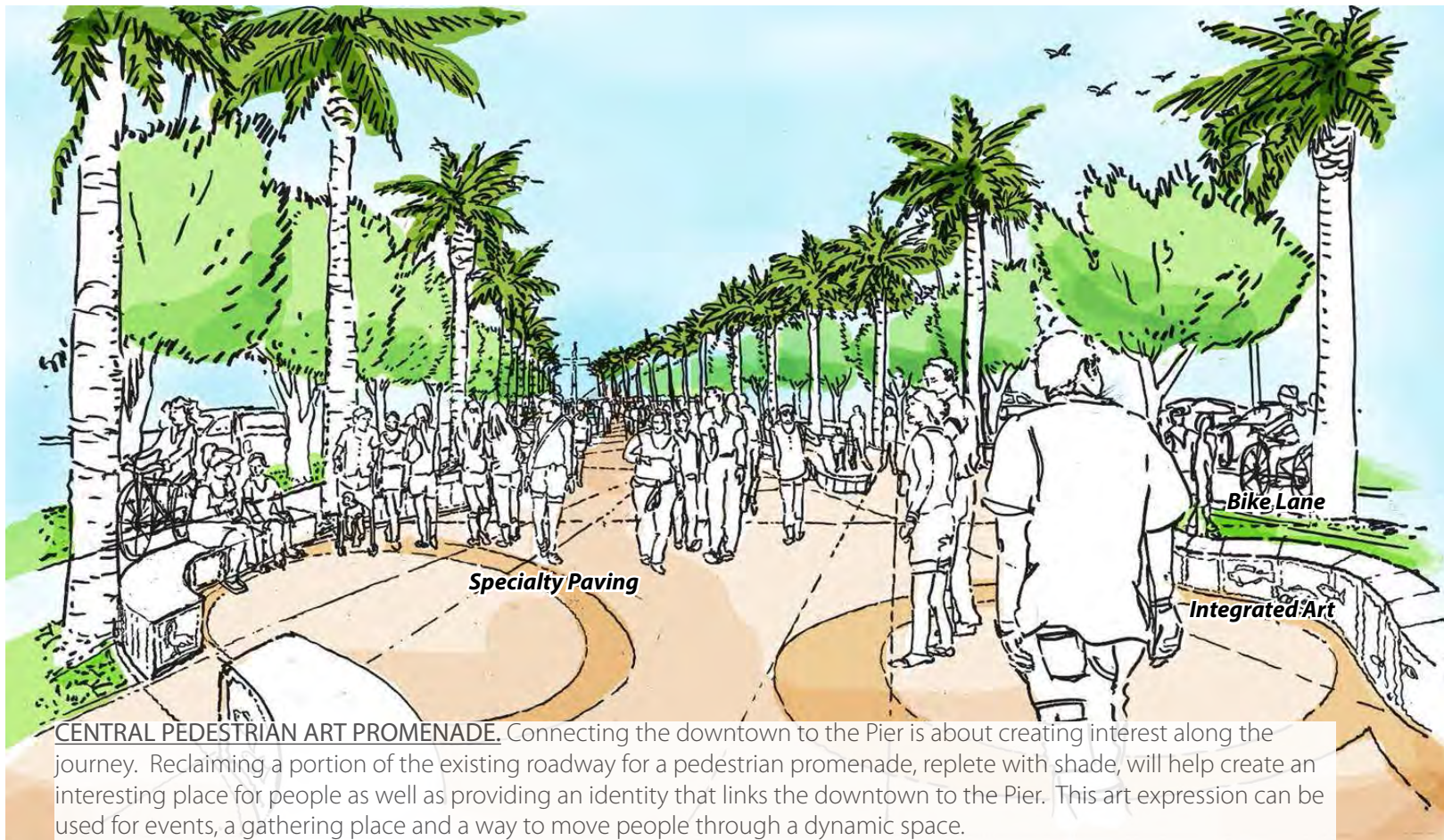
RELAX AND TAKE IN THE VIEW. This dedicated pedestrian edge along Bayshore Drive should have a feeling of warmth and hospitality built into the fabric of the design. Connecting the Vinoy Hotel to the Museums and south to Demens Landing will be a wide promenade with different seating options, viewing platforms, green space, shade and a feeling of being away from the downtown hustle and bustle.



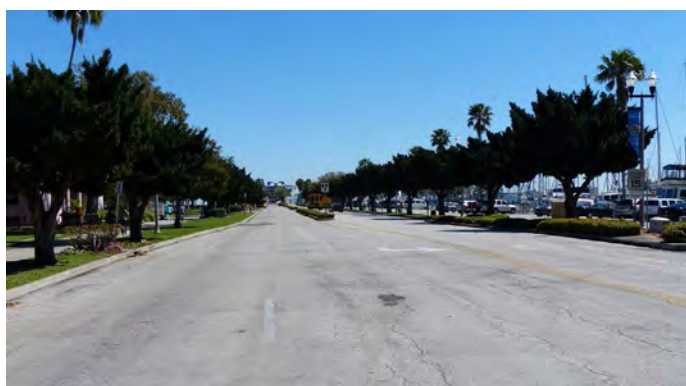
From Park to Water's Edge
A view from North Straub Park to the North Yacht Basin. The park and promenade create a barrier free public space from Beach Dr to the water.



KEY MAP

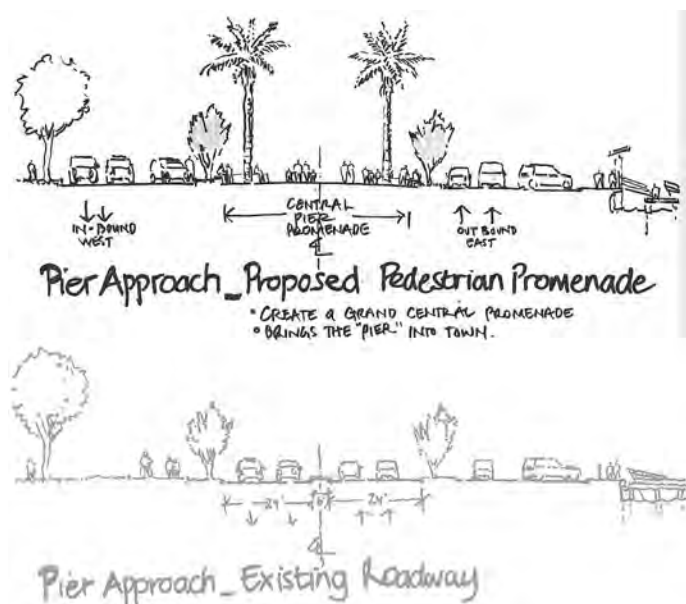


CENTRAL PEDESTRIAN ART PROMENADE. Connecting the downtown to the Pier is about creating interest along the journey. Reclaiming a portion of the existing roadway for a pedestrian promenade, replete with shade, will help create an interesting place for people as well as providing an identity that links the downtown to the Pier. This art expression can be used for events, a gathering place and a way to move people through a dynamic space.

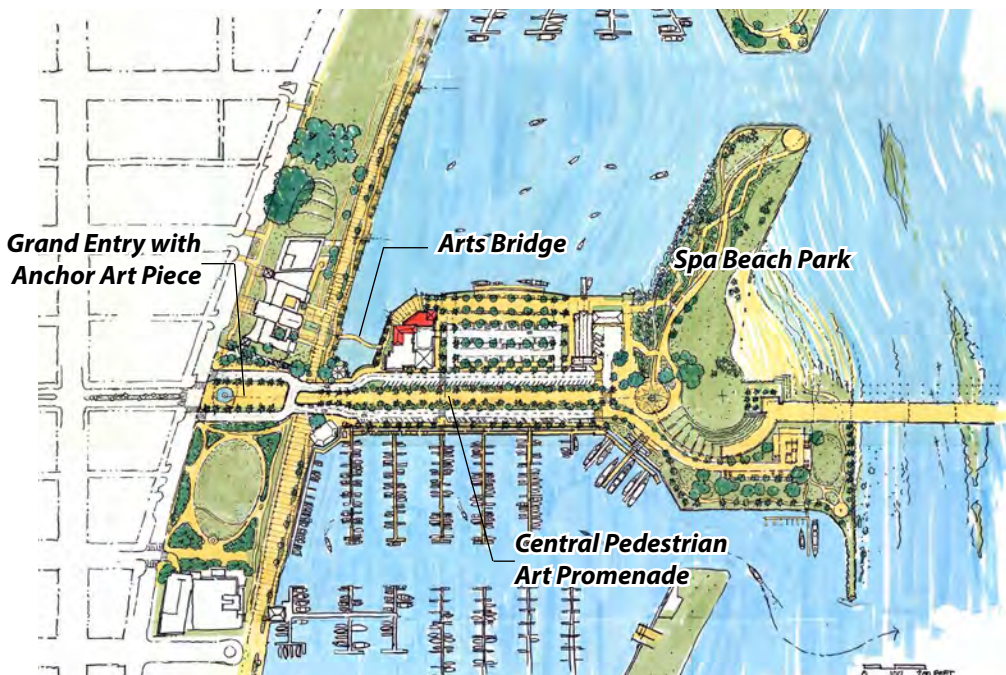
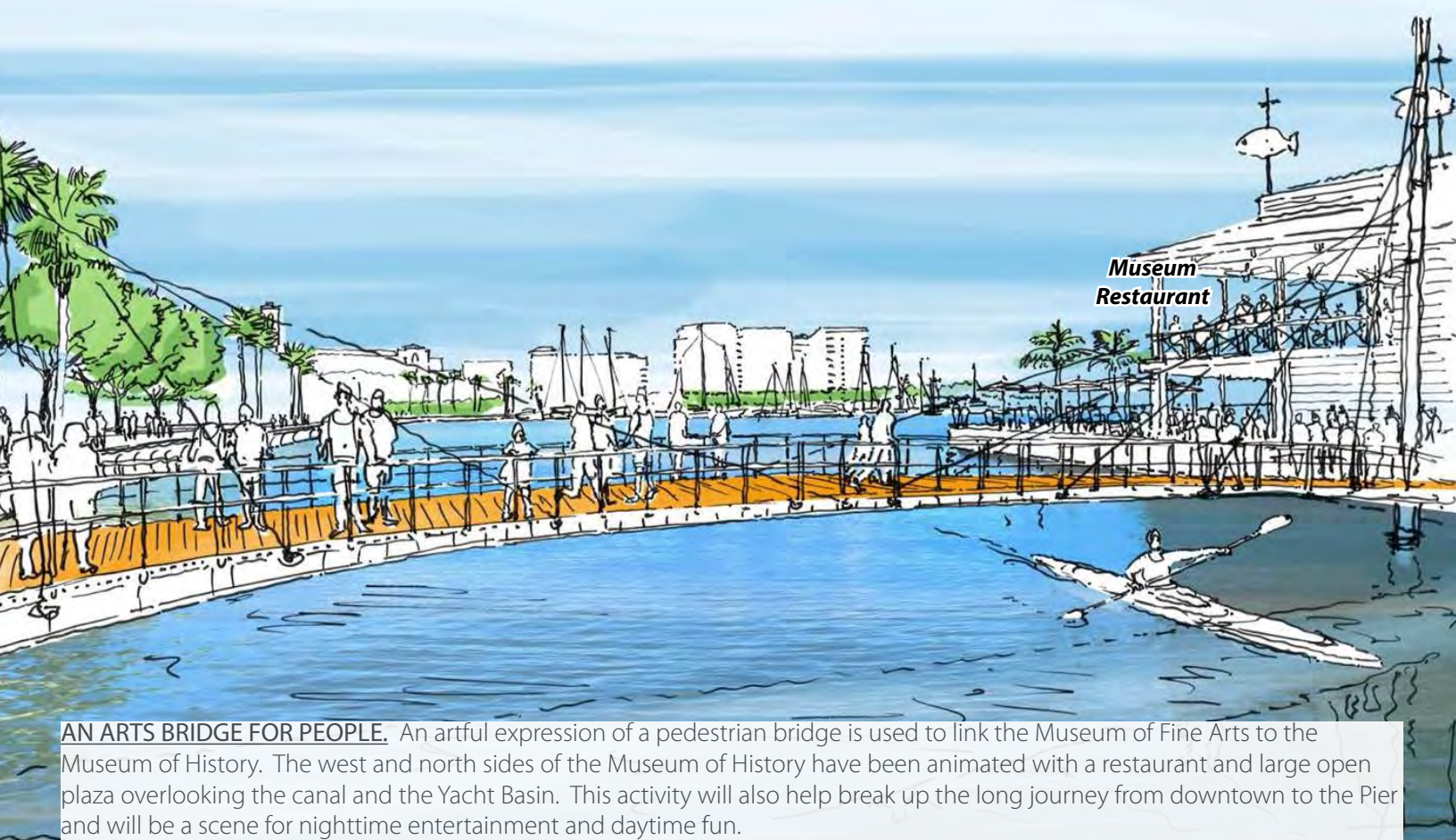


Developing the Pier Approach as a Place

St. Petersburg should take special care to leverage the full value of the Pier and provide community activities that can function as a stand-alone program and also be associated with the Pier. A grand entry sequence, incorporating shade and green space, beginning at Beach Dr. should lead people onto the Pier Uplands. A grand central pedestrian promenade should be developed to provide direct pedestrian access to the Spa Beach area. Shifting cars away from the water's edge to provide pedestrian access to the water along the perimeter of the Pier Approach is necessary to maintain the balance between cars and pedestrians, with a preference to retaining as much parkland green space as possible. An open market square could also be created to provide a place to park cars within the context of a large green space and plaza that could be used for The Saturday Morning Market and other events. This market square area should also accommodate Ferry and water taxi service, market pavilions, restroom, and food and beverage services. The Museum of History's physical footprint should be increased to accommodate a museum expansion and provide space for a restaurant at the Museum's northwest corner overlooking the canal and Vinoy Basin. Spa Beach Park should be designed to accommodate large groups of people, events, daily park use, and be environmentally sensitive. The removal of certain seawalls along Spa Beach Park within the Vinoy Basin should transform the Vinoy Basin into calmer water body and provide environmental benefit to the park. A small restaurant/cafe could be located at the foot of the Pier while maintaining public access to the water's edge and vistas.



Pier Approach_Existing Roadway
Reallocating parking and creating pedestrian promenades at the center and edges of the Pier Approach.



KEY MAP



Creating a Navigable Channel for Small Craft

Environmental sensitivity balanced with the need for a resilient waterfront makes the boating scene very dynamic. Breakwaters should be considered to break wave action and create a safe environment for small craft recreational boaters. This blueway should be part of St. Petersburg's downtown transportation and public space plan. A growing number of individuals are using kayaks, paddle boards, canoes and other small craft for recreational purposes. These people should have a protected and safe way to get around the bay and various basins within the Downtown Waterfront, connecting residential communities to downtown attractions can make this a viable system to consider.



KEY MAP



A DAY AT THE BEACH. A view from Spa Beach looking southeast to the bay and Pier beyond. Breakwaters are seen in the distance and help minimize beach erosion from constant wave movement and storm events. The expanded beach is activated on the edges with a redesigned Spa Beach Park, cafe, rental and concession opportunities and easy access to the beach from the park.



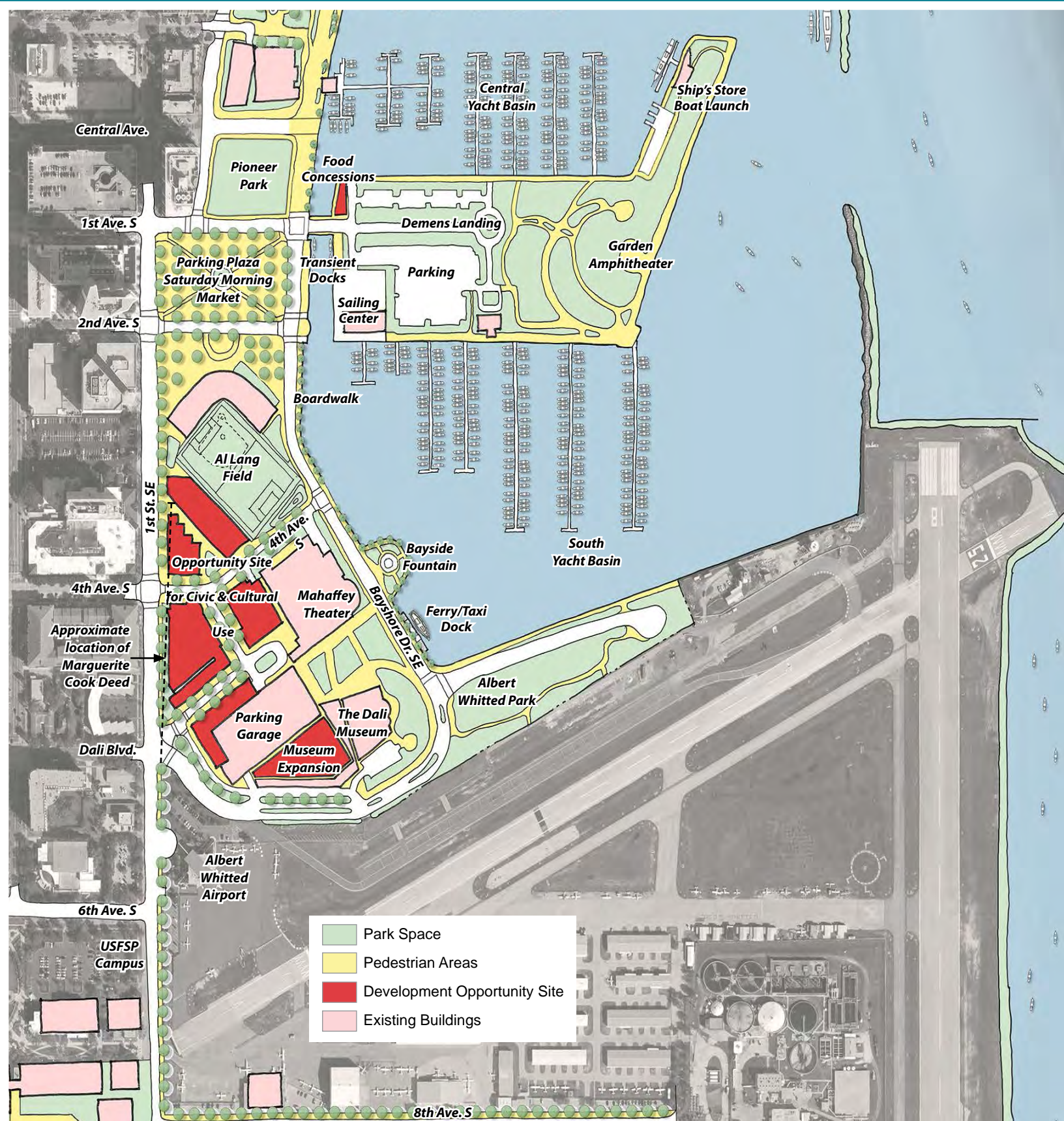
Expansion and Maintenance of Spa Beach

For many years and for many individuals, Spa Beach has served as the local beach for downtown St. Petersburg. This beach should be considered as an asset to the city and cared for accordingly. Regular maintenance and beach renurishment should be considered to allow for this area to be as successful as it was in the past. The expansion of the beach should also be considered as a way to activate it with programs and activities such as beach volleyball, small craft rentals and a beach cafe/snack bar. A plan for pop-up or mobile vendors should also be provided. A day at the beach can be realized with regular upkeep and a general care for this unique gem in the city.



KEY MAP

4: South Basin District





This district includes the Mahaffey Theater and Salvador Dali Museum. Two great cultural facilities that attract people from the region and around the world. This district is home to the Saturday Morning Market, Al Lang Stadium and Demens Landing. This area also hosts an annual Grand Prix race and draws far reaching crowds and media attention to this area of downtown. The boating community uses the South Basin for mooring and small craft classes and one hotel exists in this part of downtown.

Key Actions

Baseline

- Create overlooks at the seawall
- Reorganize and expand boat slips, provide transient dockage
- Develop small retail and concession nodes along the canal at Demens Landing

Targeted

- Redesign Demens Landing green space and parking
- Connect 4th Ave SE to Bayshore Dr. from 1st St. S
- Provide continuous trail linkages from Bayshore Dr. to 1st St. SE
- Examine the parking lots as an infill development site
- Anchor art piece

Transformational

- Redesign Saturday Morning Market parking lot into multi-purpose plaza
- Develop water taxi and cross-bay ferry terminal at South Yacht Basin. Location should not conflict with boat slip arrangement and Sailing Center operations.





SATURDAY MORNING AT THE MARKET. The central Pelican Fountain is the focal point of this re-imagined market plaza space. Community events, The Saturday Morning Market and public parking will be served by this large plaza. Specialty paving, seating options and views to downtown, the stadium and the bay helps create this ideal setting to enjoy various activities.



Reconfiguring the Saturday Morning Market Space

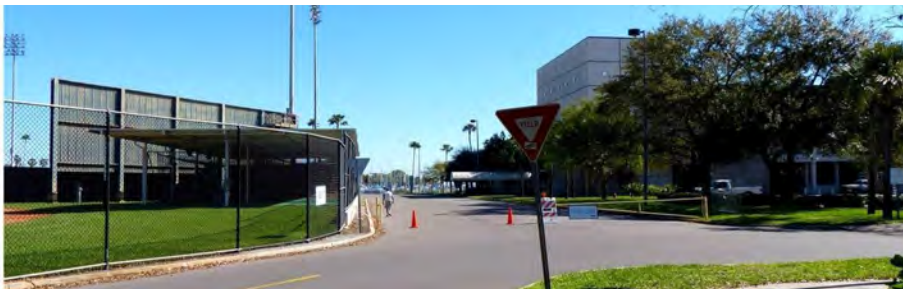
The current parking lot located north of Al Lang Stadium should be reconfigured into a multi-use plaza space. This plaza space should be designed as a multifunctional space and accommodate the Saturday Morning Market, provide parking for the public, and be another venue for outdoor community events on the waterfront. This plaza should respect the Grand Prix route and its paving and dimensional requirements. Other portions of the plaza space should utilize specialty paving treatments, landscape, and water features to create a space that is comfortable and engaging.



KEY MAP

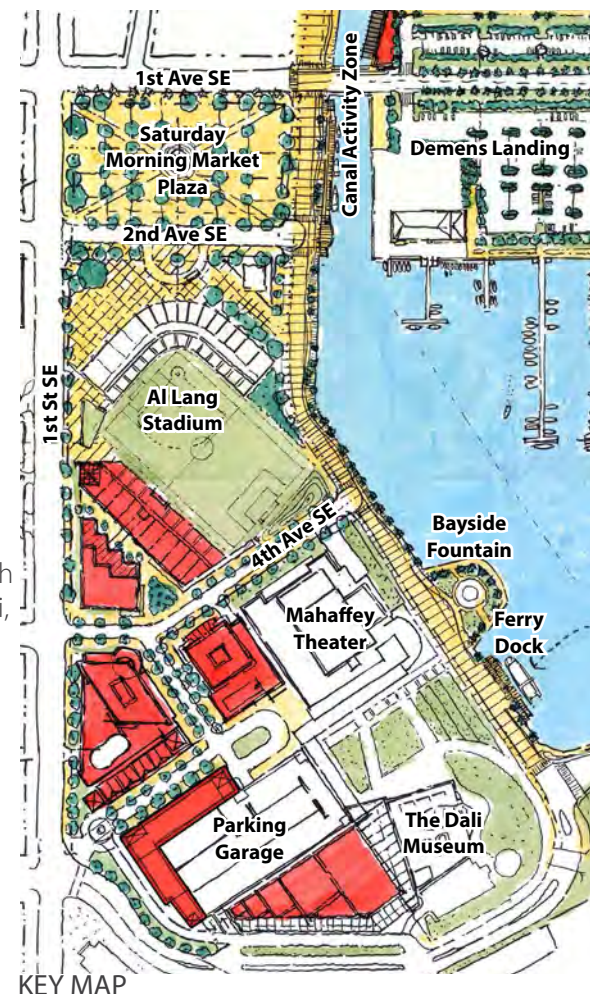


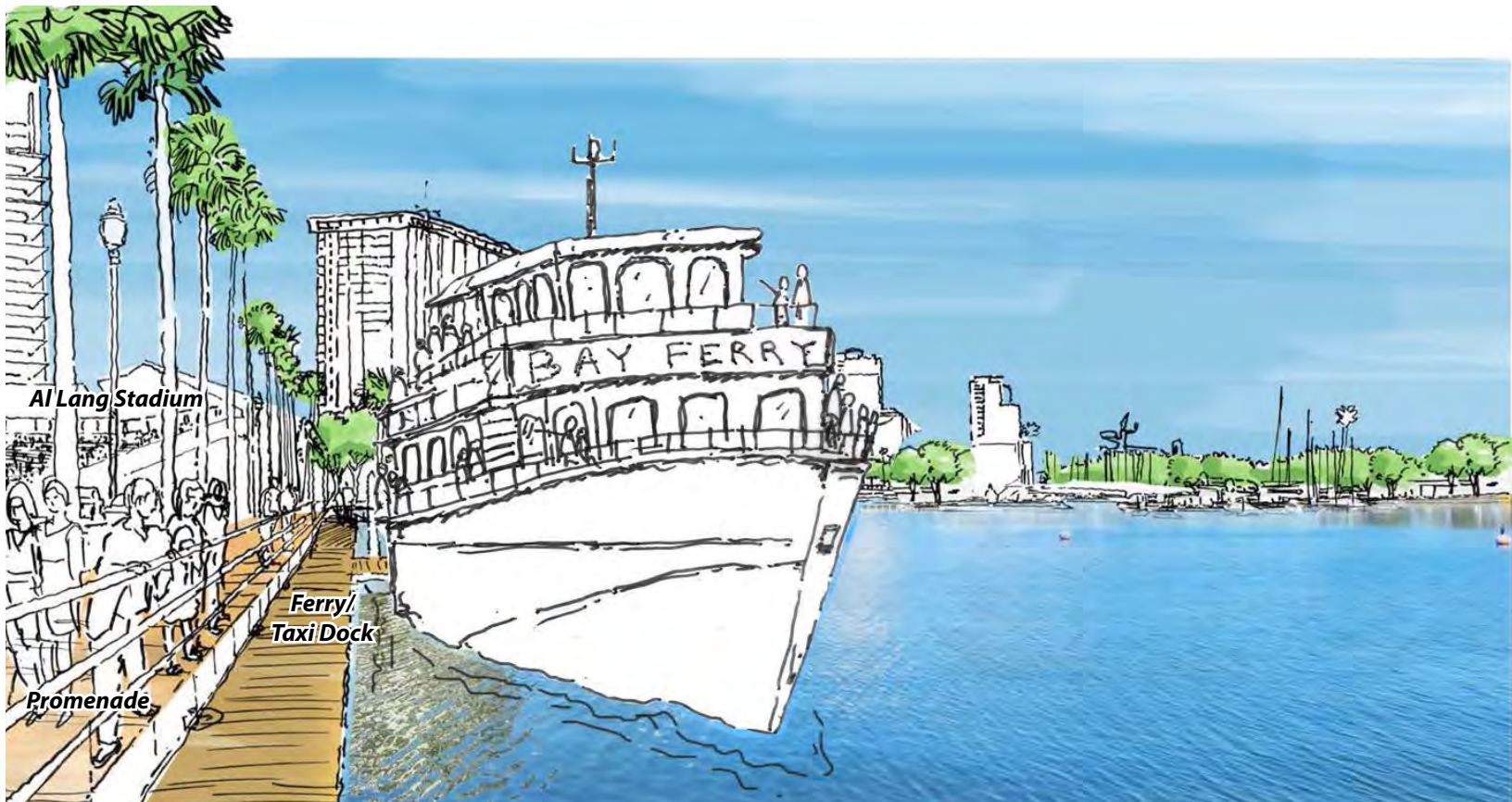
GAME DAY. A view looking towards the South Yacht Basin from a reconfigured 4th Ave. SE. Al Lang Stadium to the north, Mahaffey Theater to the south and a ferry docked at the edge of the basin in the distance. Developing an urban, walkable zone would also help connect this area to downtown.



Reconfiguring the Sports, Culture and Entertainment Zone

Redevelopment opportunities should be pursued adjacent to the Mahaffey Theater and Dali Museum. The existing surface parking lots should be re-examined as opportunities for redevelopment potential. The area located west of the Dali and south of the existing parking garage should be reserved for Dali expansion of roughly 65,000sf of space. The existing parking garage could accommodate parking for the Mahaffey, the expanded Dali, other cultural and civic uses and ancillary retail. Areas north of the parking garage and south of 4th Ave. SE could be redeveloped with uses that compliment the Mahaffey and Dali, such as additional cultural and civic uses and ancillary retail at the street level. Civic uses do not include a conference center or hotel. The Al Lang Stadium block, from 2nd Ave. S to 4th Ave. SE, should also be redeveloped with sports associated program, and ancillary retail and commercial uses. This concept has many site design issues that will require creative solutions to realize the goal of a vibrant, walkable mixed-use area. Any revenue created by this type of development can be put back into improvements of other public spaces along the waterfront identified in this Master Plan. Advancing this concept from idea to reality may be subject to certain deed restrictions and may require referendum approval, as such, a proactive community engagement process must be undertaken to ensure transparency.





ARRIVING BY BOAT. A view looking north along the western edge of the South Yacht basin towards Demens Landing and downtown beyond. The Sports and Entertainment Zone should be accessible by land and water. Visitors may come from Tampa by ferry to enjoy a day at the stadium or an evening at the Mahaffey Theater. The ferry dock should be located along Bayshore Dr. and in close proximity to the sports and cultural venues.

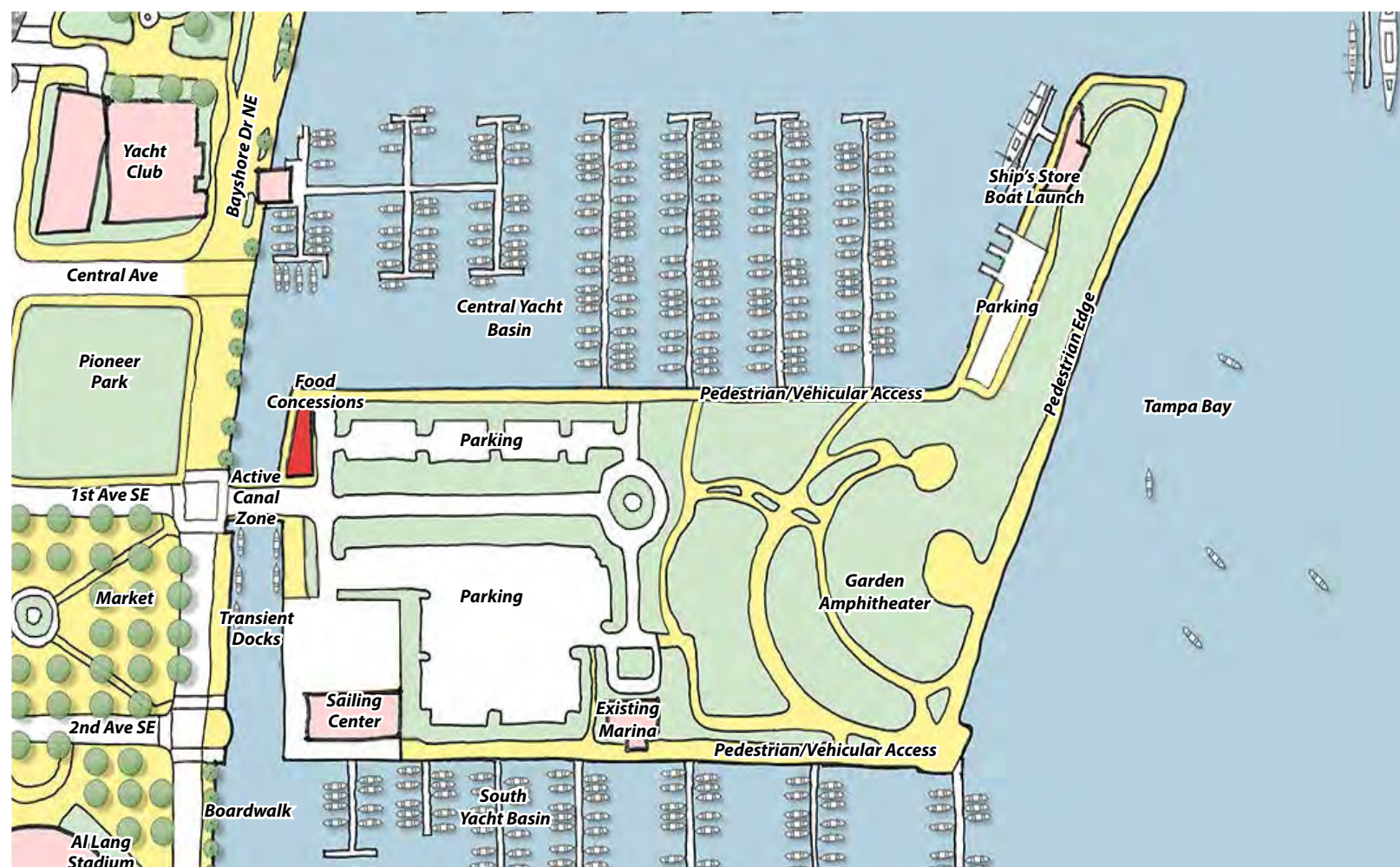


Reconfiguring Bayshore Drive

Similar to the conversion of Bayshore Dr. along the Straub Parks, this area of Bayshore Dr. should also be converted to a shared space. Portions of this area should respect the critical dimension requirements of the Grand Prix route and not interfere with the paving treatments. The spaces adjacent to the seawall should be designed to accommodate pedestrians and also create areas for overlooks. The existing Bayside Fountain, located in front of the Mahaffey Theater, should be maintained as a fountain plaza space on the water's edge.



KEY MAP



Redesigning Demens Landing Park

Demens Landing Park should be redesigned as a multi-functional park environment. This park should serve the boating community, park users, programmed events utilizing garden amphitheater and passive recreation. Reconfiguring the parking lots and vehicular circulation to provide large contiguous green space would allow for larger gathering to occur and provide another venue on the waterfront to host events. The redesign needs to maintain some vehicular access to the boat slips and marina building and boat launch and ship's store at the Central Yacht Basin. Currently there are approximately 300 parking spaces. This plan is configured to accommodate approximately the same number of spaces.

Honoring the Past

Demens Landing Park played an important role in St. Petersburg's African-American community. The story of the history of the "South Mole" should be included in interpretive signage and art in the park.

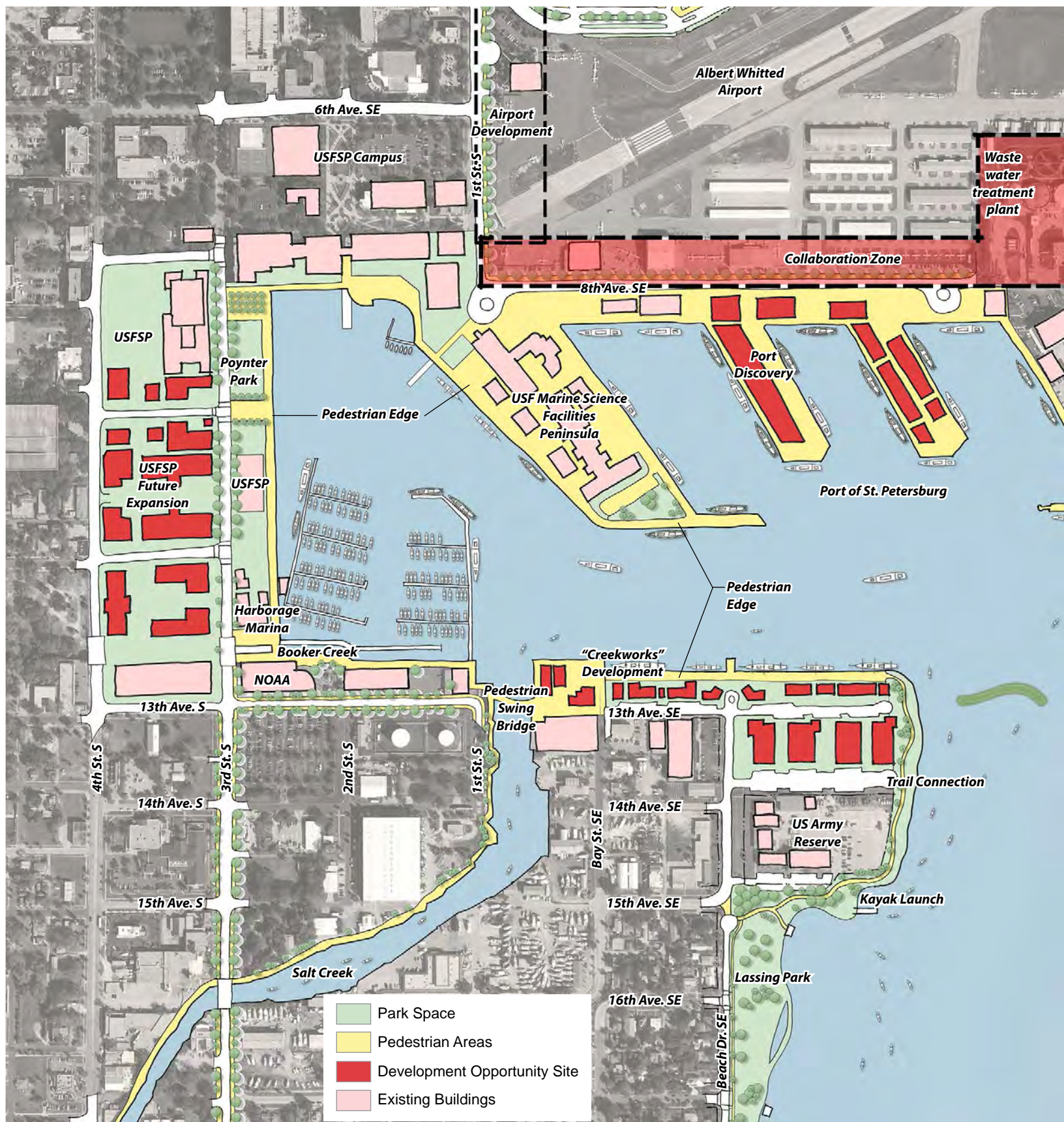


The canal at Demens Landing looking south



KEY MAP

5: Bayboro & Salt Creek District





This unique district is comprised of many different private and public land owners. USFSP, SRI, NOAA, USGS, Fish and Wildlife Commission, the Coast Guard, Albert Whitted Airport and two hospitals. Often referred to as the “Innovation District,” this area is providing the local economy with jobs and an exciting synergy between the marine sciences community and the working boating community. This area’s unique *messiness* is the appeal to locals and visitors that like to be a part of the nautical, aeronautical and science related industries. The Collaboration Zone is an area identified as potential real estate opportunities for swapping between the land owners in that particular zone. This area’s biggest asset is the large number of varied yet compatible operations and facilities. These different operators should continue to work together to build consensus towards a development plan that benefits all involved and gives back to the community. The waste water treatment plant at the east end of the zone has been decommissioned and the 9 acres of land should be considered for potential land swapping.

Key Actions

Baseline

- Develop 1st Street SE streetscape to 8th Ave SE
- Maintain Salt Creek with dredging program
- Create public edge at USFSP College of Marine Science, Peninsula Dr. East & West

Targeted

- Create art icon and access to water at 1st Street terminus
- Expand USFSP Campus on west side of 3rd St. SE

Transformational

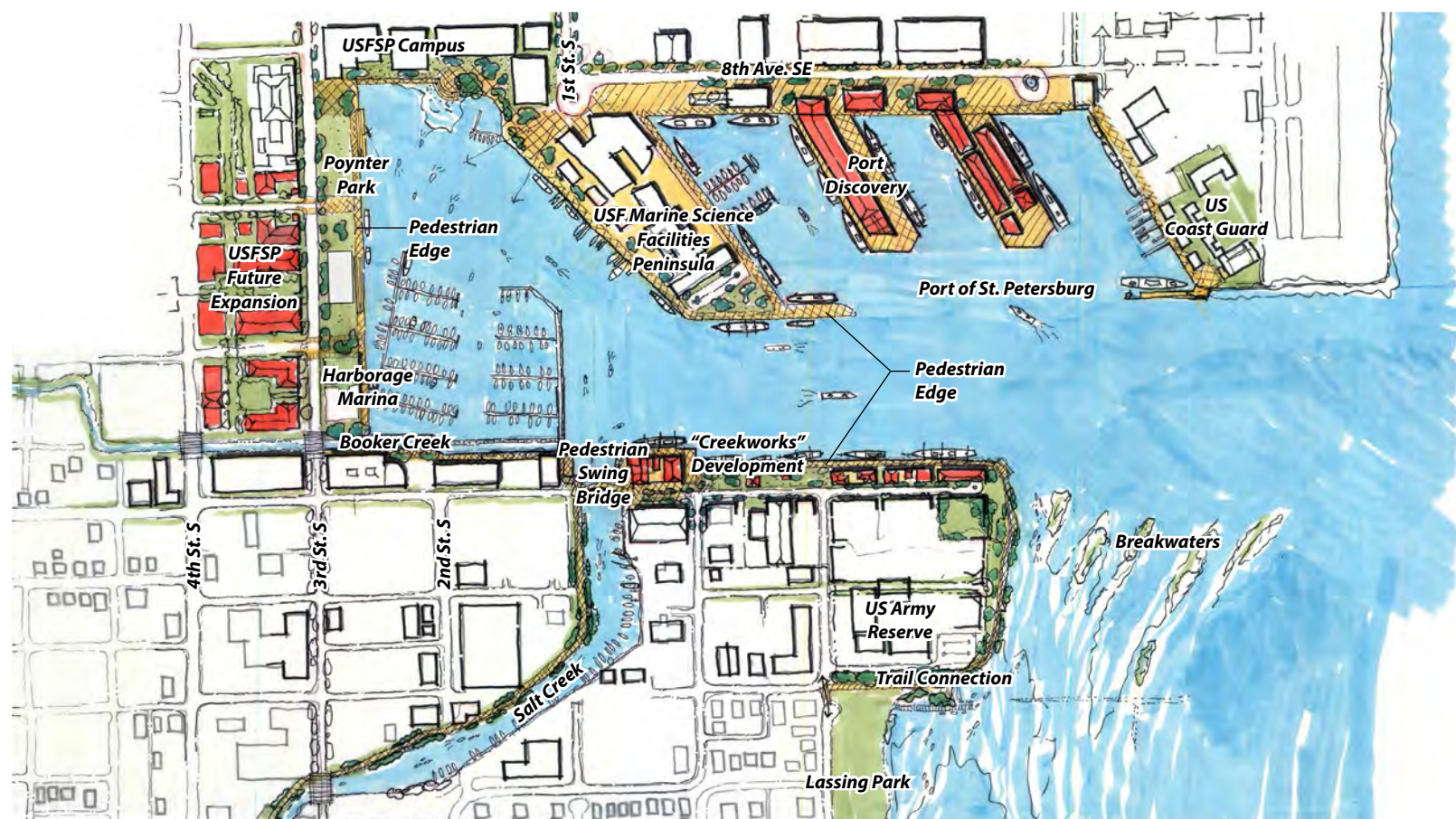
- Develop new museum institution
- Create new deep water piers
- Relocate and consolidate Coast Guard to north side of Bayboro Harbor
- Develop “Creekworks” development along Salt Creek and South side of Bayboro Harbor
- Develop Tall Ships Wharf along south side of Bayboro Harbor
- Create pedestrian edge with trail link from south side of Bayboro Harbor to Lassing Park





Bayboro Harbor & Salt Creek





An aerial view of Bayboro Harbor illustrates the varying edge conditions on the water and mix of uses in the area.

Creating an Innovation District

This area of St. Petersburg has long been identified with marine sciences, aeronautical, and nautical industries. This "innovation district" should leverage the varying similar private and institutional uses to develop a destination for commerce, science, community services, and tourism. Deep water piers should be considered to serve mega-yachts, research vessels, and museum sites. The Coast Guard should also tie up large vessels to the new pier adjacent to their northern property.

Developing a Working Waterfront

Ties between the boating industry in the Salt Creek area and the Innovation District should be strengthened to take advantage of the unique synergy opportunities between it

and the Port, Coast Guard, and marine research institutions. Salt Creek and its associated boating industry should be celebrated and its exposure increased to the community as a place to visit, shop and connect to the boating industry. Marine related development should occur along Salt Creek and the southern edge of Bayboro Harbor.

Creating Linkages to Downtown and South Neighborhoods

1st Street SE should terminate at 8th Ave SE and celebrate the marine and aeronautical uses in the area. A pedestrian swing bridge should be constructed at the mouth of Salt Creek to provide the community with access to the areas south of Bayboro Harbor.



BRIDGING THE GAP. A view looking northeast over the mouth of Salt Creek from the corner of 13th Ave. S and 1st St. S. Encouraging access to the water's edge and connecting the east and west areas of Salt Creek is important to pedestrians and the livability of the city. This one bridge can help link the Old Southeast Neighborhood, Lassing Park and Salt Creek businesses and attractions to downtown.



View of the new Creekworks development opportunity site from the USFSP Peninsula's water taxi station. The Creekworks vision is an assembly of existing and new development along the south edge of Bayboro Harbor. This new development should compliment the local industry of fishing, boating and the arts while providing an edge for tall ships. The pedestrian swing bridge is on the right side of this illustration.

Connections over Salt Creek

Developing a strong relationship with the working waterfront, the marine science community, downtown and the various neighborhoods can be facilitated in many different forms. Sidewalks, bike lanes and other physical connections allow people to move around the city and explore the various area types that make up the waterfront. A pedestrian swing bridge should be considered to connect over the mouth of Salt Creek. This mechanical swing bridge allows for boaters to navigate the waters of Salt Creek and also allows pedestrians to cross over when boats are not needing to move through the mouth of Salt Creek.



A WORKING WATERFRONT. A view from the USF Peninsula looking north towards the Port of St. Petersburg with downtown beyond. People like to be a part of the messiness of a working waterfront environment. Making accommodations for pedestrians, boats, compatible uses, and activities and new development opportunities will strengthen this area's image. This new identity will attract people from around town to walk and spend the day learning about this unique waterfront environment.



Port Discovery and Aviation Attraction Concept

The Bayboro Harbor area should be leveraged to provide a venue that celebrates the varying uses and maritime industry found along its waterfront. The city should consider an attraction along the northern edges of the harbor utilizing new deep water wharfs and pier structures.

This area should also celebrate its significance in aviation history. St. Petersburg is recognized as the birthplace of scheduled commercial airline flight that took place in 1914. The historic Hanger #1 located on the southwest end of the airport property should be an integral component for the redevelopment opportunities along 1st St. S and 8th Ave. SE. This area is included in the Collaboration Zone.



Albert Whitted Airport looking south towards Bayboro Harbor

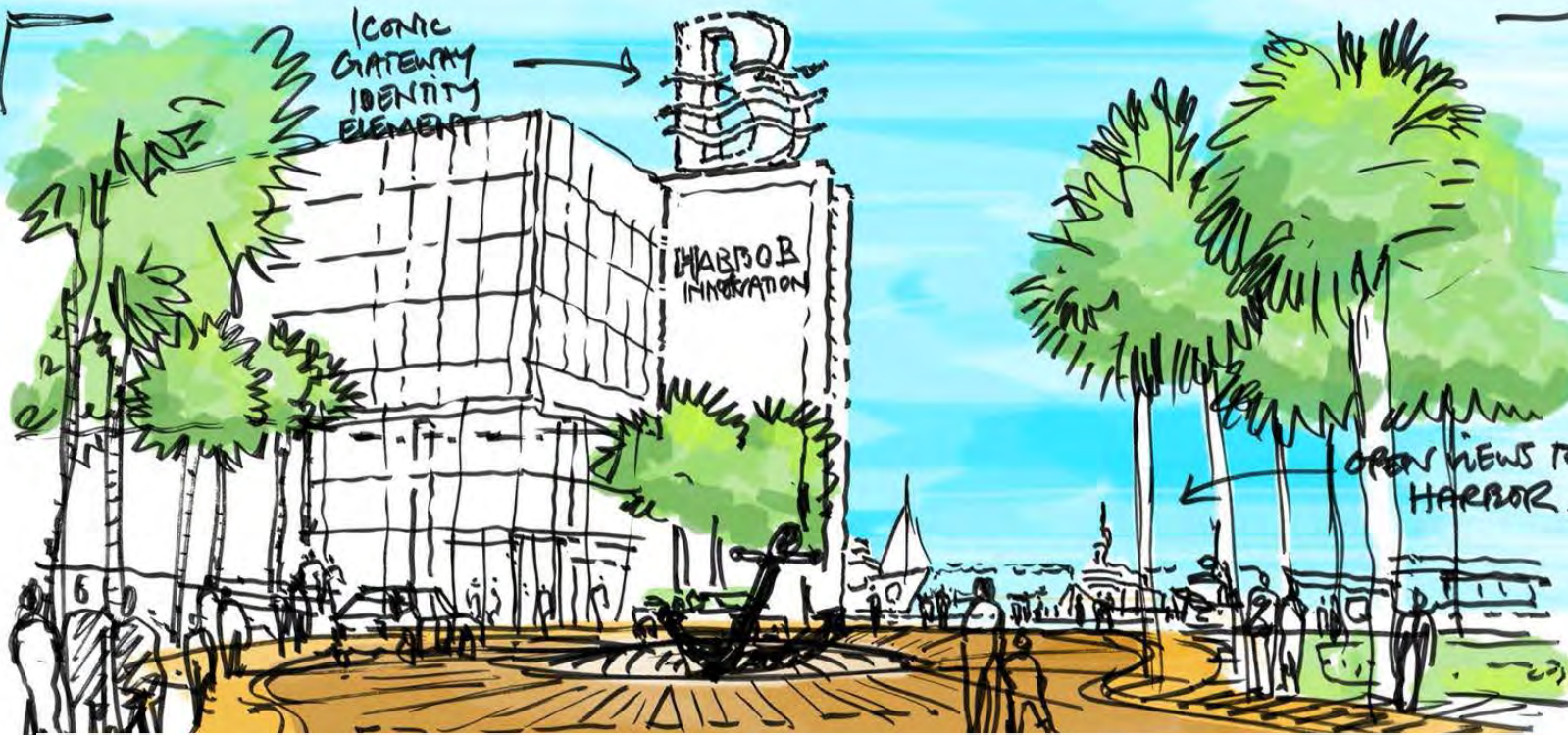


Expand Pedestrian/Public Edges

Similar to the Pier Approach, this area of the city also has a car dominated edge. Shifting cars away from the edge and giving this space to pedestrians will create a more friendly and inviting environment. This plan does not state that all parking should be removed but rather shifted away from the edge. The USFSP Peninsula has other areas to park cars and these areas need to be considered as part of this plan to make a more walkable, livable and hospitable environment for people.



KEY MAP



INNOVATIVE GATEWAY. A view looking south on 1st St. S to 8th Ave. This intersection should be treated as a gateway to the Innovation and Working Waterfront District. Iconic gateway elements, art opportunities and open views to the water will create a real sense of place in this area.



A Gateway to the Innovation District

A strong gateway gesture should be the terminus to the view looking south on 1st Street S. There is a great opportunity to brand this area as the hub of science, research and industry in this portion of the city. Currently the view to the water and the Harborage Marina beyond is blocked and a parking lot lies in the foreground. Opening up this view and creating a gateway along 1st Street S. should be considered to celebrate the different uses in this area and promote pedestrian activity through here and along the edge of Bayboro Harbor. An anchor art piece should also be considered for this area to mark the research and industry in this area.



KEY MAP



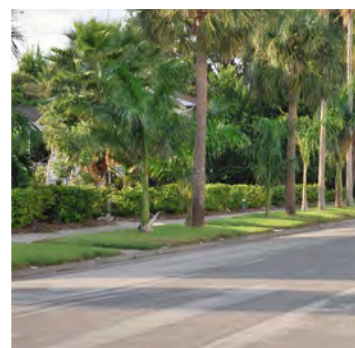
Poynter Park Re-Imagined

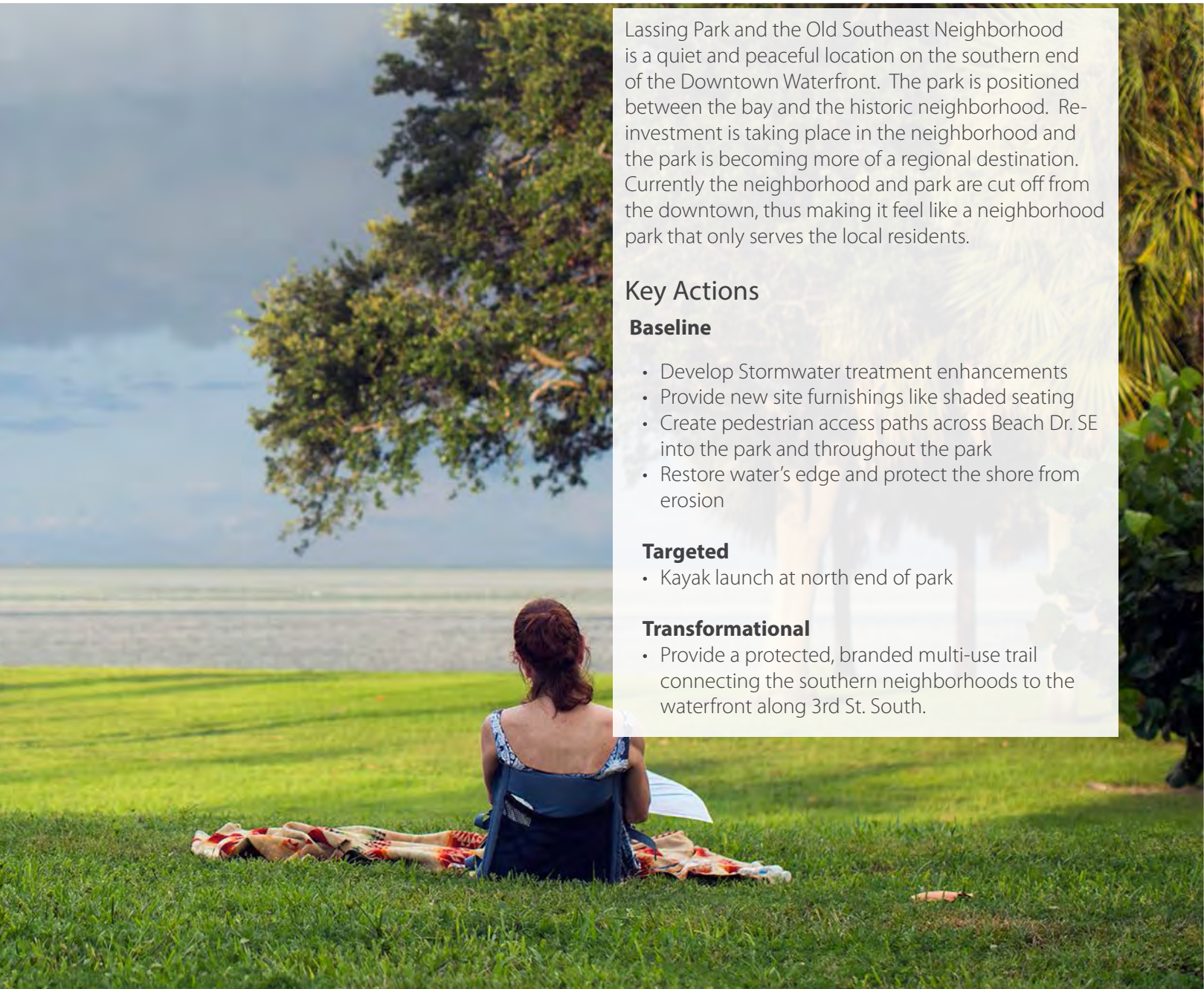
Poynter Park should be leveraged as a south end park for special events, local gatherings and USFSP programmed activities. An opportunity for an anchor art piece should be considered for this area as a marker of the South Basin, USFSP and the entrance into the working waterfront and southern neighborhoods. Access to the water and areas to sit under shade should be considered in this park environment.



KEY MAP

6: Lassing Park District





Lassing Park and the Old Southeast Neighborhood is a quiet and peaceful location on the southern end of the Downtown Waterfront. The park is positioned between the bay and the historic neighborhood. Re-investment is taking place in the neighborhood and the park is becoming more of a regional destination. Currently the neighborhood and park are cut off from the downtown, thus making it feel like a neighborhood park that only serves the local residents.

Key Actions

Baseline

- Develop Stormwater treatment enhancements
- Provide new site furnishings like shaded seating
- Create pedestrian access paths across Beach Dr. SE into the park and throughout the park
- Restore water’s edge and protect the shore from erosion

Targeted

- Kayak launch at north end of park

Transformational

- Provide a protected, branded multi-use trail connecting the southern neighborhoods to the waterfront along 3rd St. South.





A MORE RESILIENT EDGE. A view looking north from the shores of Lassing Park with downtown in the background. Planting the edge in key locations of the park to combat beach erosion will help preserve this park while creating a natural buffer between park and bay. A series of wooden platforms and small boardwalks can be used to traverse the edge and gain access to the water to launch small craft or sit and enjoy the view.



Improving the Park

Lassing Park is located at the southern terminus of the project boundary and serves the well-established Old Southeast and Tropical Shores Neighborhoods. The park serves the residents of the surrounding neighborhoods well; however, the public engagement process did discover several ways to make the park even more successful at serving its users. This should be accomplished through “light touch” incremental improvements to protect the character of the park. Seating areas throughout the park area should be improved to be more shaded and comfortable. Accessible pedestrian paths should line Beach Dr. SE from 22nd Ave. SE on the south along the eastern boundary of Lassing Park, past the cul-de-sac up to 15th Ave. SE. Additional sidewalks should provide limited access to the water by crossing the park east-to-west, being careful not to change the character of the park. New landscaping should treat stormwater before it flows into the bay while enhancing the beauty of the park. Finally, a kayak-launch should be created on the border of Lassing Park and the Army Reserve parcel.

Beach Dr. SE forms the western boundary of the park, and is a beautiful drive along the bay. However, the street lacks accessible sidewalk and crosswalk connections between the neighborhood and the park. New crosswalks should be constructed at each cross-street along with appropriate treatments to provide for the safe crossing of pedestrians.



KEY MAP



Improving Pedestrian and Bicycle Connectivity

To connect Lassing Park to the Bayboro & Salt Creek District, a multi-purpose trail should be constructed along the waterfront from the northern border of Lassing Park along the shore between the Army Reserve station and the Coast Guard station to the Bayboro & Salt Creek District. This will require negotiation with the defense agencies which operate facilities here and may involve land swaps or special design considerations for security purposes. Regardless of the specific structure of the agreements which allow for the creation of the trail, such a connection would allow continuous waterfront access to Lassing Park from the north.

Connections between Lassing Park and downtown are restricted geographically by Salt Creek and Bayboro Harbor. To improve connectivity for the non-motorist, a shared-use trail should be constructed along 3rd St. S to improve the north-south connections to the Lassing Park area. This will provide a safer and more comfortable journey and encourage the use of non-motorized transportation within the Downtown Waterfront.



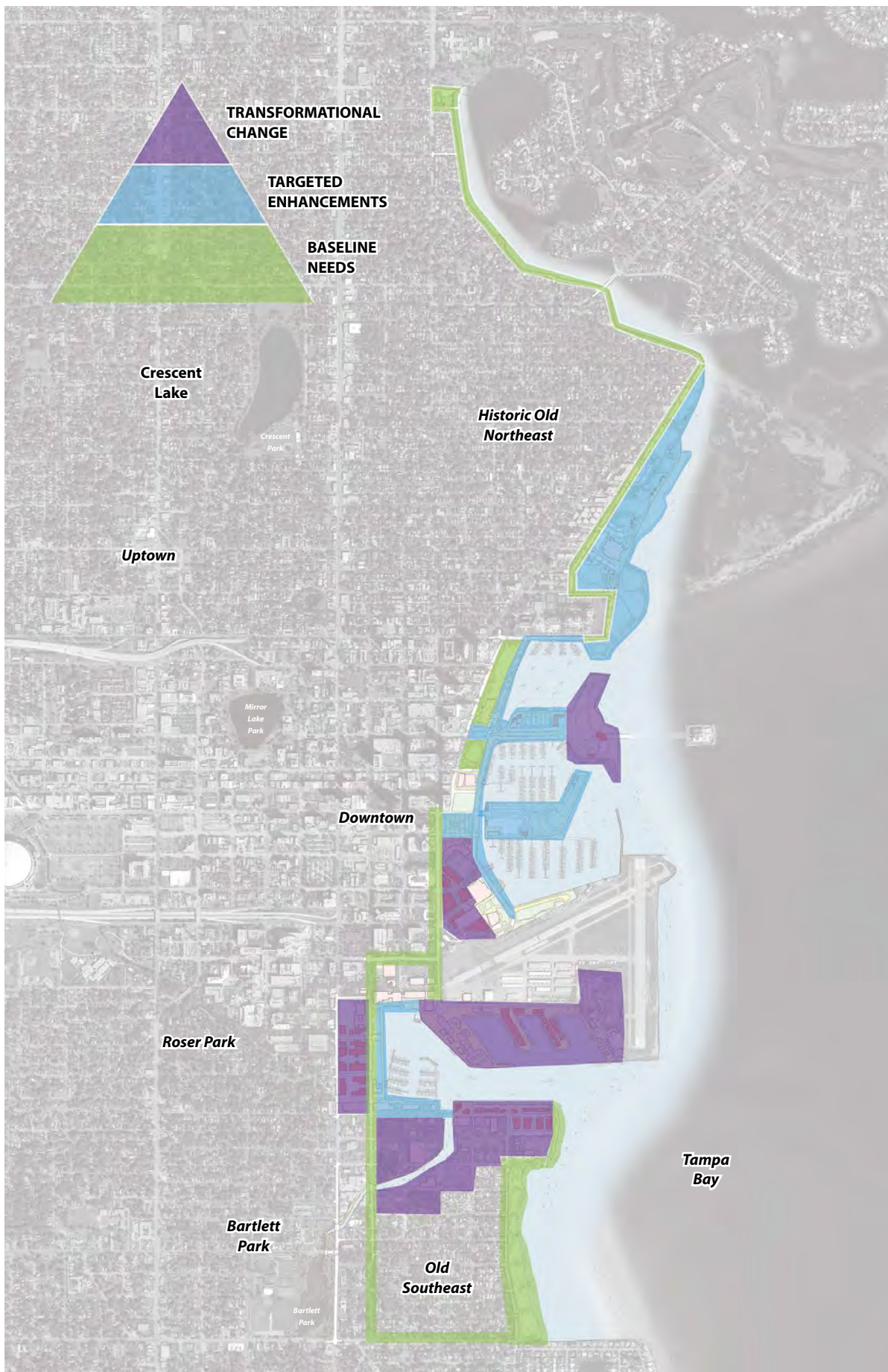
KEY MAP



Section 4: Implementation Strategy & Action Plan



People exchanging and engaging in The Saturday Morning Market



A plan diagram illustrating the locations of the different levels of enhancement in green, blue and purple.

The previous section described the three levels of investment proposed for the waterfront: baseline, targeted, and transformative. This section outlines proposed strategies and funding sources for implementation, including capital improvements and operations.

Capital Improvements Funding

The estimated costs of the proposed capital improvements total approximately \$500- 600 million, including:

- Baseline Needs: \$25 – 50 million
- Targeted Enhancements: \$50 – 75 million
- Transformational Change: \$400 – 500 million

It is anticipated that public funds would be used to implement the majority of the baseline needs such as bike paths and site furnishings, as well as a portion of the targeted enhancements such as the re-design of Demens Landing. Other targeted enhancements and transformational change such as the re-development of the South Basin Cultural/Entertainment District, would be funded through public- private partnerships (P3s). Many urban waterfronts generate about \$8 – \$9 of private investment for every \$1 of public investment. In the case of Pittsburgh's Riverlife redevelopment, after five years every dollar invested in riverfront parks has attracted \$32 in adjacent related development. It is also anticipated that baseline needs and targeted enhancements will be financed through a combination of funding strategies. City officials, staff and residents will need to determine the most appropriate techniques. Common funding sources may include, but not be limited to:

"Pay-As-You-Go" Sources:

- Property taxes/general fund
- Sales tax, e.g. Pennies for Pinellas
- Bed tax, e.g. Tourism Development Council (TDC)
- Special assessment, e.g. a Waterfront Improvement District
- Business Improvement Districts (BIDs)
- County, state, and/or federal grants
- Parking districts
- Special assessments
- Sales tax
- Tax Increment Financing (TIFs)
- Park impact fees
- Grants
- User fees
- Sponsorships
- Advertising

- Public private partnerships
- Conservancies
- Special events
- Public land leases

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Tax Allocation Bonds
- Lease-Revenue Bonds
- Special Tax District Bonds

Projected funding, FY 2015 - 2020

The city currently funds capital improvements primarily through its general fund (Capital Improvements Program); sales tax (Penny for Pinellas); tax increment financing (TIF); enterprise funds; grants; parking fees; TDC bed tax; and bonds. It is anticipated that these and other revenue sources could potentially generate approximately \$8.5 million for waterfront improvements over the next five years, as follows:

Current Capital Improvements Program (CIP)/ Penny for Pinellas:

Item	Cost
Seawall repair (400,000/yr)	\$2 Million
Trail improvements	\$1.5 Million
North Shore Beach, other restoration	\$1.5 Million
Streetscapes (\$200,000/yr)	\$1 Million
Courtesy Docks	\$630,000
Wayfinding and signage	\$500,000
Street improvements (\$100,000/yr)	\$500,000
FDOT Trail	\$500,000
Sidewalk repair	\$200,000
Bicycle/pedestrian improvements (\$25,000/yr)	\$125,000
Total	\$8,455,000

An additional \$10 million may be available through bonding of TIF revenues, bringing the possible available funding to almost \$20 million for 2015 – 2020.



An Implementation Format for different types of projects and their potential funding sources.

Projected funding, FY 2020 - 2025

It is reasonable to assume that the funding sources outlined above will generate another \$10-20 million in FY 2020- 2025. Additionally, the city should consider a special charge for parcels within a to-be-designated "Waterfront Improvement District" (WID). Analysis of this funding concept should be conducted to determine options for applying a WID in terms of geographic area and millage or assessment rates. WID revenues could be used for operations and maintenance costs as well as capital improvements.

Public-private partnerships (P3s)

While the city focuses on improving the public components of the waterfront, it is assumed that the private sector will invest in concessions and leases on public land, as well as the redevelopment of adjacent properties. Specific opportunities for P3s include:

Pier District

- Restaurant/café at the St. Petersburg Museum of History
- Restaurant somewhere near the pier approach
- Market space
- Concessions and café at beach area

South Basin Cultural/Entertainment District

- Retail and sports-related restaurant/club on parcels near Al Lang Stadium
- Parking structure
- Canal zone restaurant and concessions

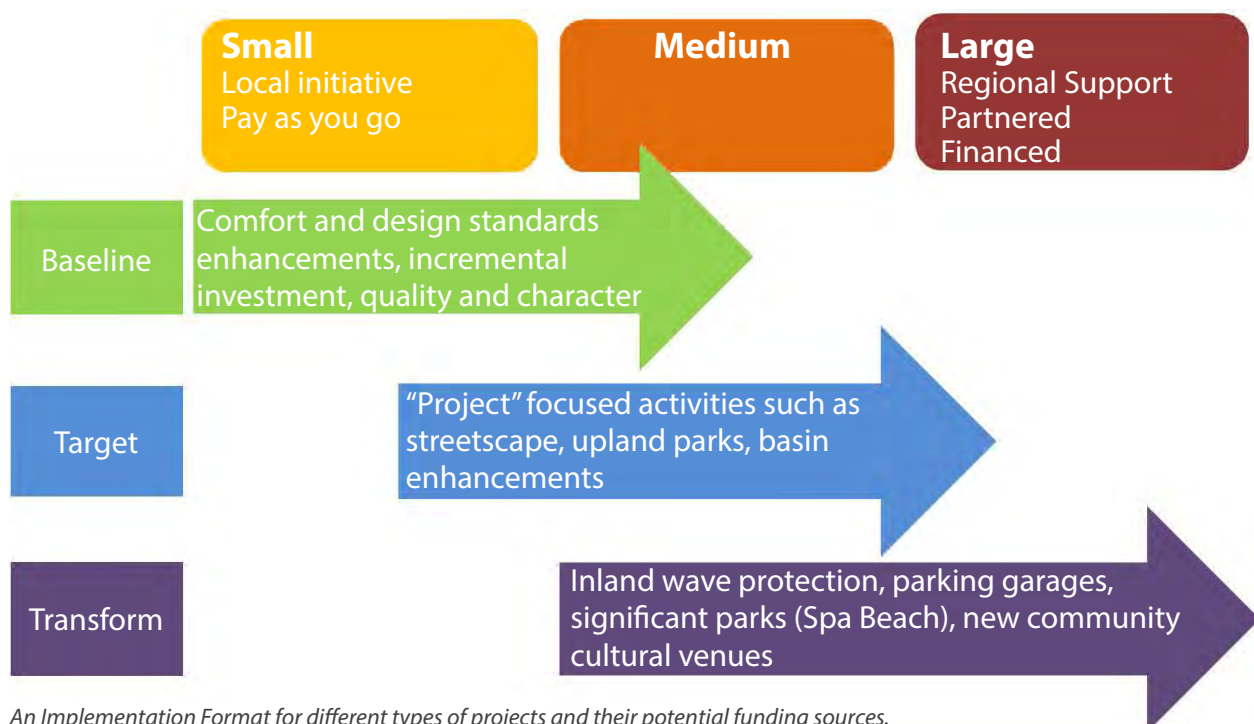
Using a combination of private development on

municipal ground leases, city-developed spaces leased to concessionaires, and joint developments between the city and private developers could generate significant revenue over 15-years. In addition, the Bayboro Harbor/Salt Creek District presents opportunities at the deep-water port and airport properties.

Currently, lease terms are restricted on municipal sites in the Waterfront area. While the Dalí Museum as a 99-year lease, most lease terms are currently restricted by Charter to 5, 10 and 25-year terms. The city will need to determine the best combination of privately and publicly-developed uses.

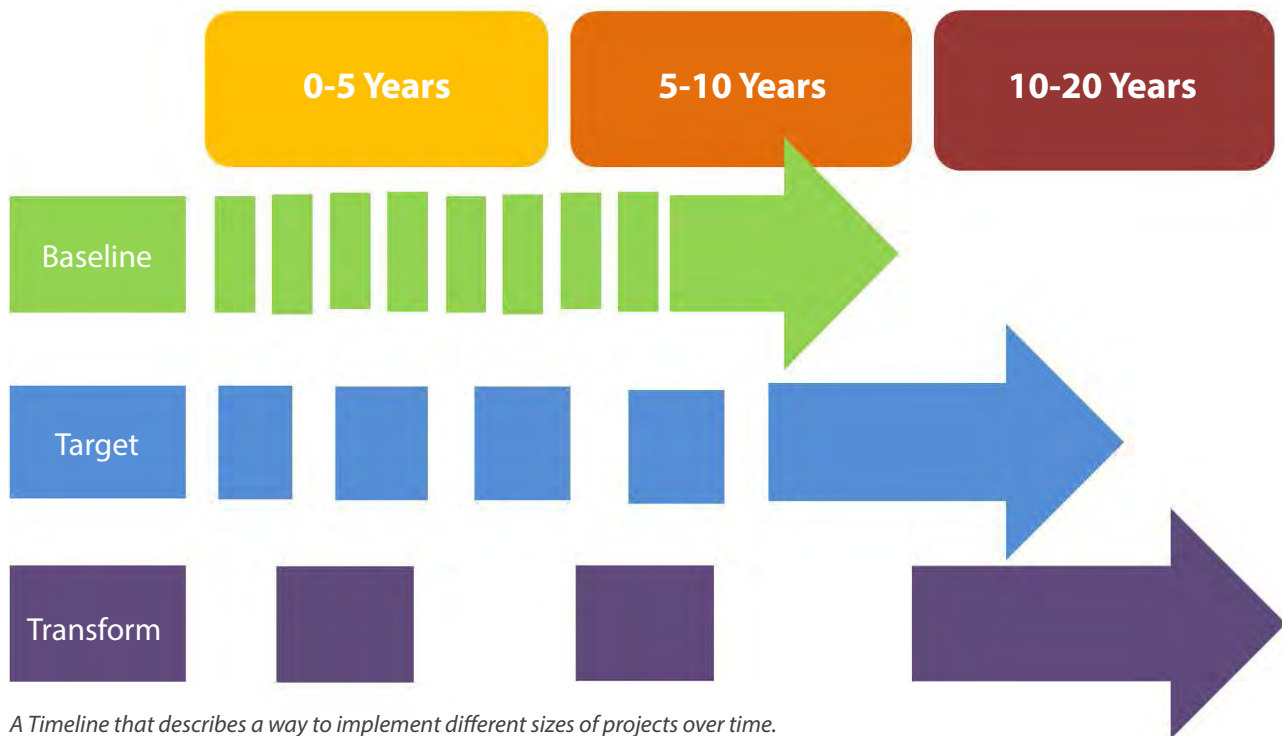
Major restaurant sites developed privately will want a 15-year lease at minimum; if buildings are developed by the city then a 5 to 10-year term should be reasonable.

Either the city or the private party can have the obligation to build the project, but if the tenant does, it factors into what the rent and the minimum lease term will be. If the city funds construction rent revenues will be higher and lease terms lower.



Prioritization criteria

Once the city has projected available funding for waterfront improvements over the next 5, 10, 15, and 20 year periods, the proposed waterfront improvement projects must be prioritized. The prioritization and funding of projects are ultimately determined by the city leadership, Mayor and City Council, with community input. A citizens waterfront advisory group could be formed to help keep the community engaged in the implementation phase of this plan. The following chart outlines preliminary prioritization criteria for consideration:



A Timeline that describes a way to implement different sizes of projects over time.

Preliminary Prioritization Criteria:

- The project advances 2 or more of the following waterfront dimensions:
 - Stewardship of the Waterfront Environment: A sustainable relationship between the natural and built environments
 - Enhancing the Experience of the Water: Expanding St. Petersburg as a waterfront destination for boaters and non-boaters
 - An Active Waterfront Parks System: Diversifying the activities of the waterfront to meet a growing community
 - Economically Vibrant Downtown Places along the Water: Leveraging the economic potential of in-water and upland areas along the waters edge
 - A Connected, Accessible Downtown +

Waterfront: Continuous linkages, service oriented parking + transit, increased public access

- The project is listed in the city's current 5-year Capital Improvements Program (CIP)
- The project ranks as "top priority" or "continued emphasis" needs listed in the Public Opinion Survey and Needs Assessment
- Funding is available to implement the project
- A private partnership is available to implement the project
- The project will stabilize an existing asset and prevent further deterioration

- The project will increase user safety
- The project will generate direct revenues

Public	Private	Institutions
Local CIP Annual Budget CRA Annual Budgets Bonding Grants Pinellas County State of Florida Federal	Philanthropy Foundation and Affinity Organizations Partnered Development Private Development	Shared Mission Brand Collaboration Partnered Development

Construction delivery methods

Typical construction delivery methods for public capital improvement projects include Design-Bid-Build, Design-Build, and Construction Manager (CM)-at-Risk. While there are advantages and disadvantages of each method, it is strongly recommended that the city hire

a CM-at-risk to manage the phased implementation of the waterfront capital improvements program.

Operations and Maintenance Funding

It is critical to fund the operations and maintenance of the waterfront in order to 1) protect the capital investments, and 2) continue to generate economic, environmental and social benefits for the city.

O& M funding typically costs approximately 3-5% of capital costs annually. For example the costs of operating and maintaining the proposed baseline/targeted improvements will be approximately \$2.25-\$6.25 million annually once all the projects are constructed. Many of the pay-as-you-go funding sources for capital improvements (listed above) can be used for O& M funding as well.

A Waterfront Operations and Maintenance Plan (OMP) should be developed to guide the operations and management of the city's waterfront. Elements of the OMP should include:

- Purpose/Mission (including roles within the overall city parks system)
- High performance goals
- Long range vision
- Capital improvements estimate/phasing Plan
- Staffing plan
- Security plan
- Social equity plan
- Programming plan, including special events criteria and approval process
- Maintenance plan (including standards, repair and replacement schedule)
- Annual O & M budget
- Revenue plan (including goals and subsidies)
- Governance plan (including decision-making authority of city departments, other public agencies, and private agencies)
- Risk management plan
- Marketing plan
- Volunteer plan
- Concession and lease agreements
- Other P3 Agreements

An Annual Performance Evaluation should be conducted each year, culminating with an update to the OMP to reflect necessary changes to the OMP.





Moving Forward



Vaughan Davies, Urban Designer with AECOM, describes the future potential of the South Basin area with Mayor Rick Kriseman.

The St. Petersburg Downtown Waterfront Master Planning process has been focused on facilitating a community conversation about the future of St. Petersburg's world-class waterfront. This plan was created with the input of thousands of interested citizens, and is dedicated to bring their shared vision to life. The products of this plan will lead to a future with greater opportunity for people of all walks of life to enjoy their waterfront and for the waterfront to contribute to the vitality of their community. The Baseline Needs, Targeted Enhancements, and Transformational Change provide an approach to prioritize public projects. As the plan is implemented, new challenges may arise whose potential solutions can be examined through the approach described by this plan.

This plan calls for changes to the public, institutional, and private land along the waterfront. Property ownership involves many players to bring together some of the concepts in this plan. As individual properties are redeveloped or public facilities are updated, the opportunity to address baseline needs should be explored. This could be as simple as restriping bike lanes when an underground utility is opened for maintenance or it could be a long-term strategy to systematically address a need identified in this plan across the waterfront.

The challenges at the waterfront are significant, but there are many areas where people, institutions and the city have already come together to create great places at the Downtown Waterfront. Past successes indicate the importance of the public, private and institutional sectors working together towards a common vision. This planning process has created a framework that will allow the city to take a facilitating role to implement the shared vision for the waterfront. Private developers should be sensitive to the role they play in creating a successful waterfront because they realize that development compatible with this plan will bring greater economic success to themselves and the city as a whole.

To achieve the vision outlined within this document, city, institutional, and private sector leaders need to support this framework plan to achieve success. St. Petersburg is fortunate to have such a magnificent natural resource with its shoreline along Tampa Bay.

And the success of the city has undoubtedly been influenced by the wise decisions made in the past by the city's founders. Today, the legacy of insightful leadership from the public and private sectors continue to nurture the Downtown Waterfront into the future. It will be a public resource that serves the people of the City of St. Petersburg and visitors from around the world for generations to come.

Acknowledgments

Mayor's Office

The Honorable Rick Kriseaman, Mayor
Dr. Kanika Tomalin, Deputy Mayor
Kevin King, Chief of Staff
Ben Kirby, Director of Communications
City Council

Charlie Gerdes, Chair, District 1
James R. Kennedy, District 2
William H. Dudley, District 3
Darden Rice, District 4
Steve L. Kornell, District 5
Karl Nurse, District 6
Wengay M. "Newt" Newton Sr., District 7
Amy Foster, Vice Chair, District 8

City Staff

Dave Goodwin, Planning and Economic Development Director
Derek Kilborn, Planning Manager
Sharon Wright, Planner
Alan DeLisle, City Development Administrator
Susan Ajoc, Community Services Director
Chris Ballestra, Development Coordination Managing Director
Robert Danielson, Director, Marketing & Communications
Tom Gibson, Engineering & Capital Improvements Director
Nina Mahmoudi, Marketing Manager
Mike Jefferis, Parks & Recreation Director
Sherry McBee, Leisure Services Administrator
Dave Metz, City Development Senior Administrator
Walter Miller, Port and Marina Manager
Evan Mory, Transportation & Parking Management Director
Raul Quintana, City Architect
Cheryl Stacks, Transportation Manager
Phil Whitehouse, Parks and Recreation Superintendent
Joe Zeoli, Administration and Finance Managing Director, Downtown Enterprise Facilities Director
Cate Lee, Planner
Nicholas Stees, Website

Coordinator, Marketing
Brian Caper, Economic Development Analyst
Mike Hernandez, GIS Analyst
Cheryl Stockowski, Project Assistant
Vicky Davidson, Project Assistant
Brittany McMullen, Planner
Carlos Daniels, Campbell Park Recreation Center
Carlos Frey, Engineering and Stormwater Management
Gary Crosby, Planner
Gary Jones, Planner
Jessica Eilerman, Small Business Liaison
Kathryn Younkin, Deputy Zoning Official
Kim Tyre, Marketing & Communications
Kimberly Hinder, Historic Preservationist
Lt. Terry Barber, Fire Prevention
Lynn Gordon, Parks & Recreation Manager
Maj. Dede Carron, Police
Michael Connors, Public Works Administrator
Mike Dove, Neighborhood Affairs Director
Pam Lee, Planner
Paul Stellrecht, Event Recruitment
Rich Lesniak, Airport Manager
Richard Craft, Parks & Recreation Superintendent
Rick Smith, CRA Coordinator
Sgt. Joe Pratt, Police
Sgt. Randall Morton, Police
Sophia Sorolis, Economic Development/Greenhouse Manager
Thomas "Jet" Jackson, Recreation Manager/TASCO
Thomas Skirchak, Recreation Leader
Tony Leno, Event Recruitment
Wayne Atherholt, Arts & International Relations Manager

St. Petersburg Area Chamber of Commerce Downtown Waterfront Master Plan Task Force

Ross Preville
Amanda E. Taylor
Bill Horton
Calvin Samuel

Lynn Cissna
Michael Shapiro
Rudy Webb
Andy Hayes
Andrew Nestor
Anne McMullen
Benjamin Diamond
Bob Churuti
Brian Bailey
Bud Risser
Cindy Bush
Cris Coffin
Daryle Hamel
Dave Punzak
David Perlleshi
Emmanuel Cerf
Ed Montanari
Estella V. Gray
Gene Smith
Harvard Jolly
Helen Levine
Jason Kotsko
Jay Miller
Jen Lathrop
Jim King
Joel Giles
John Jackson
Jopie Helsen
JP Getting
Kent Lydecker
Kent Williams
Kyle J Parks
Lars Hafner
Lee Allen
Lisa Wannemacher
Logan Devicente
Margaret Sullivan
Marilyn Olsen
Mark Johnson
Melanie Jackson
Michael van Butsel
Michele Cavallo
Michelle Bauer
Mike Harting
Ming Gao
Paul Carder
Paul Matthews
Paul Renker
Peter Betzer
Peter Plautz
Phil Graham Jr
Phillip Czarnec
Rick Baker
Rob Kapusta
Rose Reynolds
Ryan Givens
Chris Spencer
Susan Jezek
Tami Simms
Tee Grizzard
Tim Hughes
Tim Ramsberger
Tony Collins
Travis Norton
Will Conroy
Will Michaels

Meeting Attendees

Adam Lessen
Adam Martin
Adrienne Ruga
Albert Scafati
Alexis Foster
Alfredo Anthony
Alice & Wayne Szczepanski
Alicia Conroyd
Alistair Flynn
Allen Loyd
Amanda Taylor
Andrea Krzystam
Andy Bell
Andy Manerman
Angela Rouson
Angela Strain
Anne McMullin
Annette Baesel
Annette Grooms
Antonio Jenkins
Arnett Smith
Art & Marcia Ketchersid
Art Griffith
Aubri Shauger-Haley
Bandi Murphy
Barb Schottman
Barb Thomas
Barbara Ellis
Ben Fisher
Benjamin Hetrick
Bernice Darling
Beth & Neil Ellis
Bev Goldstein
Bill & Kathy Stover
Bill Adams
Bill Belltone
Bill Bucolo
Bill Harvard
Bill Heller
Bill Kast
Bill Mann
Bill Stokes
Bill White
Blakemore Kearney
Bob Carter
Bob Deskin
Bob Hauch
Bob Hslieh
Bonnie Agan
Brady Smith
Brian Grogan
Brian Iacofane
Brian McNeely
Brian VanSlyke
Brian Wright
Bridget Nickens
Bruce Fuller
Bruck Nissen
Bryan Eichle
C. Murphy
Calvin Samuel
Candice Reshef
Carl and Pat Turner
Carmen Triana
Carol Gallagher

Carol Kranick
Carol Mickett
Carol Smith
Carolyn Hoack
Carolyn Warren
Cathy Harrelson
Chad Shakespeare
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Charles Flynt
Charles Frago
Charlie Justice
Charlie Osterholt
Chen Mank
Chris Burke
Chris Dominguez
Chris Moore
Chris Scherer
Clint Massey
Connie Keiten
Connie Kone
Constance Price
Corinne Evans
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Cyndi Fornandez
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Darren Stowe
Dave Voner
David Ellis
David Johns
David Knowlton
David Perillo
David R. Punzak
Deb Close
Debbie Reeser
Debby Hill
Debi Mazor
Debra Hempel
Denise Remus
Diana Fusco
Diana Sander
Diane McKinstry
Diane Willis
Dick Oliver
Dick Rathlen
Don Howe
Donna Chen
Donna Marie Kostreld
Dorothy Buckshorn
Doug Robison
Dr. Karen L. Reese
Duane Kaufield
Ed Montanari
Elena Jancetic
Elizabeth Ostman
Frank Fage
Frank Gernert
Franklin Alves
Frieda Clael
G. Johansson
Gail Eggeman
Garrett Tozier
Gary Grooms
Gene Smith
George Billias
Gerry Moore
Gloria Grooms
Grant Wood

Greg Wilson
Gregg Pentz
Gwen Mann
Gwen Reese
H. Brady
H. Tulloch
Hal Freedman
Harry Rothwell
Helen Feldman
Herb Polson
Herth Schaefer
Hope Sewell
Howard Johnston
J. Wood
Jack Christie
Jack Tunstill
Jackie Dixon
Jaclyn Lopez
Jacob Diaz
Jamie Day
Jan Brizas
Janet Barriball
Janet Siri
Janice Prince
Jasmina Kuljanac
Jason Bruzzichesi
Jason McElhaney
Jason Saxon
Jay Allison
Jay Marshall
Jay Sokolously
Jean S. Johnson
Jeff Danner
Jeff Rogo
Jeff Soward
Jeff Wolf
Jeffrey Dismukes
Jenee Skipper
Jennifer French
Jerrod Mann
Jerry Bean
Jerry Lance
Jill Cloar
Jim Bedinghaus
Jim Clees
Jim Grant
Jim Nixon
Jim Schottman
Joanne Bird
Joe and Robin Reed
Joe Griner
Joe Pugliano
Joe Trubacz
Joe Zamms-Taro
John Bagg
John Bowman
John Darby
John Ogden
John Sinibaldi
John Voissen
Jopie Helsen
Joseph Pratt
Judith Bryant
Juli Kempner
Julie Wong
Justin Klinger

Justin Quinn
Kai Warren
Karen Braunsberger
Karen Kovacks
Karen Lumpkin
Karin Braunsberger
Kathi F. Ward
Kathleen Ford
Katrina Kaufield
Keith McCarron
Keith Rupp
Kelly Bray
Kelly McFrederick
Kent Lydecker
Kim Connell
Kip Thornton
Lala Yi
Larry Fernald
Laura Engleby
Lauren Reilly
Laurie Davison
Lawren Louli
Lee Aaron
Lenore Sinibaldi
Linda Rothwell
Linwood Gilbert
Lisa Skiver
Lisa Wannemacher
Liz Heinkel
Logan DeVicente
Lola Seifert
Lori Famiglietti
Lori Rice
LouAnn Ray
Lucille Ruga
Lucinda Johnston
Luke Balchunas
Lynn Cravey
Mackenzie Avallone
Marilyn Olsen
Mark Ellis
Mark Feldman
Mark Ferrulo
Mark Guthrie
Mark Johnson
Marta Pryborowski
Mary Khosh
Matthew Yarbrough
May Deskin
Melissa Newton
Michael Bindman
Michael Morrissey
Mike Chen
Mike Milvain
Monica Abbott
Monica Kile
Musa-jaman
Nancy Bataille
Natalie Oliver
Newt Newton
Nicholas Napoli
Nicholas Wise
Nick Nicks
Nick Rogone
Norm Naughton
Officer D.C. Kelly

Oretha Pope
P. Henry
PAB Baker
Pat Remus
Patricia Murph
Patti Yarranton
Patty Bean
Paul Bailey
Paul Boudreaux
Paul Carder
Paul Craig
Paul Geisz
Paul Ries
Paula Clair Smith
Paula Hammede
Paula Zitzelberger
Pete Olivares
Peter Crockett
Phil Graham
Priscilla Goodwin-Ferra
R. Swanson
Randy Johnson
Ranzo Tylor
Rebecca Falkenberry
Rebecca Knight
Rebecca Malloy
Richard Dill
Richard Doyle
Richard Flamm
Richard Lawrence
Richard Orman
Rick MacAulay
Rita Brands
Rob HolDaway
Rob Ruzicka
Robby Thompson
Robert Garcia
Robert Sivith
Robin O'Dell
Robin Stirling
Robin Young
Rolando Maya
Rui Farias
Ryan Givens
Sam Falco
Sandra Holsor
Sandy Helsen
Sarah Craig
Sarah Smith
Sharon Janis
Sharon Joy Kleitsch
Sharon Withers
Shaun Drinkard
Shawn Macking
Sheila Monahan
Shep Massar
Shepherd Grimes
Sherry Suttrich
Sonia Kim
Sophia Battle
Stephanie Henningsen
Stephanie Ruiz
Stephen Cundiff
Steve Carne
Steve Chumbris
Steve Rauenu

Steven Meyers
Summer Finck
Susan Jezek
Susan McGrath
Susan P. Golden
Susan Robertson
Susan Wade
Tami Simms
Tara Morgan
Tee Grizzard
Teral Hilliard
Terese Hilliard
Terry Rimer
Todd Acremann
Todd Mecklenburg
Tom Block
Tom Lally
Tom Wallace
Tom Whiteman
Tomas Cavaller
Tommy Garvin
Travis Norton
Trudy Newland
V. Gakham
Valerie Hyman
Valerie Leggett
Van Ivey
Vicki Cooper-Naughton
Victoria Paradise
Walt Jaap
Warren Siri
Warren Triol
Will Michaels
Willi Rudowsky
Yann Weymouth
Zach Seijas

Stakeholder Meeting Attendees

Al Bartolotta, Pinellas County MPO
Lee Allen, St. Petersburg Museum of History
Allen Loyd, First Night
Andrew Hayes, Hayes|Cumming Architects
Anne Dowling-Hess, Allendale
Anne McMullen, Doyle Wealth Management
Bill Kent, George F. Young
Bill Stover, Museum of Fine Arts
Bob Berry, Marinetek
Brett Andress, Ale and the Witch
Brian Sweeney, Harborage Marina
Bud Karins, Concerned Citizens of St. Petersburg
Carol Mickett, Mickett/Stackhouse Studios
Cassandra Borchers, PSTA
Cathy Harrelson,

Sustainability Council
Charlie Osterholt, Downtown Waterfront Parks Foundation
Christy Herrmann, Sweet Divas
Cody LeClair, Echelon
Constance Price, Sustainability Council
Dan Harvey Jr., EDGE
David Bruzek, Duke Energy
David Metz, City of St. Petersburg
Deborah Kelley, Artist /St. Petersburg Arts Alliance
Don Howe, Downtown Waterfront Parks Foundation
Dr. Yvonne Scruggs-Leftwich, Center for Community & Economic Justice
Ed Baird, Captain, America's Cup Champion
Ed Montanari, Aripport Advisory Committee / Community Planning and Preservation Commission
Elaine Mann, Ndmmand Media Solutions
Elise Schreiner, Historic Old Northeast Neighborhood Association
Elizabeth Markie, weimagine.com
Emily Elwyn, St. Petersburg Preservation
Eric Carlson, Downtown Looper
Erik Smith, Valpak
Fred Whaley, Concerned Citizens of St. Petersburg
Gail Eggeman, Saturday Morning Market
Gary Grooms, Downtown Neighborhood Association
Gene Smith, Concerned Citizens of St. Petersburg
Gwen Reese, African American Heritage Association of St. Petersburg / Community Planning and Preservation Commission
Helen Levine, USFSP
Helen Rhymes, Neighborhood Affairs
Jack Tunstill, Airport Advisory Committee
Jackie Dixon, USF College of Marine Science
Jane Ferguson, Mainsail Art Festival
Jay Marshall, Commission on Aging
Jay Miller, J2 Developers
Jeff Danner, Greenlight Pinellas

Jen French, Committee to Advocate Persons with Impairments (CAPI)
Jim Clees, Harvard Jolly Architecture
Jim Neader, City Sports Consultant
Hinareva Bertholon, St. Petersburg International Folk Fair Society
Joe Kubicki, Past City Transportation and Parking Director
Joe Zeoli, City of St. Petersburg Downtown Enterprise Facilities
John Baggy, Kids & Kubs
John Sinibaldi, St. Petersburg Bicycle Club
Jopie Helsen, Sailor's Warf
Joseph C. Pratt, St. Petersburg Police
Karl Johanssen, Hampton Inn
Kathryn Howd, Public Art Commission
Kent Lydecker, Museum of Fine Arts
Kevin Savoree, Firestone Grand Prix of St. Petersburg
Kim Green, Firestone Grand Prix of St. Petersburg
Kim Hinder, City of St. Petersburg

Kimberly Leggett, Federation of Inner City Organizations
Kristina Alspaw, St. Petersburg Area Chamber of Commerce
Larry Langebrake, SRI
Lindsay Cross, Tampa Bay Estuary Program
Linwood Gilbert, Appraiser
Lisa Charest, St. Pete Bicycle and Fitness
Lisa Wells, Mainsail Art Festival
Logan DeVincente, Historic Old Northeast Neighborhood Association /Wells Fargo Advisors
Lorraine Margeson, Environmentalist
Lotta Baumann, St. Petersburg International Folk Fair Society
M. Padilla, Sustainability Council/Awake Pinellas
Marilyn Olsen, Downtown Neighborhood Association
Mark Johnson, Saturday Morning Market
Matt Shapiro, Downtown Business Association
Matthew Nance, FDOT
Mike Stevens, BAMA Seafood

Natalie Oliver, City Beautiful Commission /St. Petersburg Garden Club
Nick Nicks, St. Petersburg Skatepark Alliance
Officer Robert Taylor, St. Petersburg Police
Patty Smith, Sustainability Council
Paul Kurtz, Pinellas County MPO Bicycle Pedestrian Advisory Committee
Paul W. Bailey, Savory Spice Shop
Peter Betzer, St. Petersburg Downtown Partnership
Peter Veytia, Red Mesa Restaurant
Phil Graham Jr, Downtown Waterfront Parks Foundation
Ray Clark, FDOT
Rhonda Sanborn, Visit St. Pete/Clearwater
Richard Lesniak, City of St. Petersburg Airport Manager
Rick Craft, City of St. Petersburg Parks & Recreation
Robert Kapusta, St. Petersburg DowntownPartnership
Robert Sanderson, Bella Brava
Robert Stackhouse, Mickett/

Stackhouse Studios
Robin Reed, Historic Old Northeast Neighborhood Association
Rui Farias, St. Petersburg Museum of History
S. Nunez, Staybridge Suites
Sharon Ewe, Sustainability Council
Shawn Macking, St. Petersburg Yacht Club & Sailing Center
Sherry Powell, The Florida Orchestra
Sophia Wisniewska, USFSP
Steve Grianfilippo, Station House /Pier Hotel
Steven Kurcan, Echelon
Steven Meyers, USF College of Marine Science
Susan Daniels, St. Anthony's Hospital
Tami Simms, Downtown Waterfront Park Foundation/ Downtown Business Association
Terri Griner, Albert Whitted Airport Preservation Society
Terry Barber, City of St. Petersburg Fire & Rescue
Thaddeus Root, Artist, Art in Transit
Todd Anderson, Sheltair Aviation

Tom Block, American Stage
Walt Miller, City of St. Petersburg, Marina & Port Manager
Will Michaels, Council of Neighborhood Associations /Community Planning and Preservation Commission
William C. Ballard, Concerned Citizens of St. Petersburg

Consultant Team

Michael Brown, AECOM
Vaughan Davies, AECOM
Jason Bird, AECOM
Nick Kuhn, AECOM
Mac Nichols, AECOM
Ben Lytle, AECOM
Bill Anderson, AECOM
Pete Sechler, GAI Consultants, Inc.
David Barth, David L. Barth, LLC
Michael Herrman, Moffat and Nichol Engineers
Phil Trezza, Harvard Jolly Architecture
Ward Frislowski, Harvard Jolly Architecture
Ron Vine, ETC Institute



