Agenda

Summarized Activities
Dimensions of Waterfront
Comprehensive Systems
District Ideas
Implementation
Schedule and Approach to the Project
2015: Developing the Ideas, Articulating the Plan, Implementation Approach

- **Sept – Oct. 2014**: Understanding Technical and Community Due Diligence
  - Public Workshop Nov. 10 - 13

- **Nov. – Dec. 2014**: Exploring Validating Input, Starter Ideas
  - DWMP Process

- **Jan. – Mar. 2015**: Deciding Testing Ideas, Developing Plan Components
  - Public Workshop Jan 26-29

- **Mar. - May 2015**: Documenting Developing the Action Plan
  - Public Review Presentations
This Master Plan belongs to you

The Community

Community’s Master Plan

AECOM Team
Our Activities

Stakeholder Meetings

Waterfront Park Advocates
Sports and Activities
Social Equity and Diversity
History and Culture
Environment and Sustainability
Marine Services District
Marinas and Boating
Festivals and Events
Arts and Culture
Neighborhoods
Downtown Small Business
Hotels and Hospitality
Innovation District
Al Lang
Port and Airport
Urban Design and Development
Transportation
Community Input

- 9 community meetings
- 5 walking audits (1 rain out)
- 20+ stakeholder meetings
- 1 Interactive Youth Workshop
Community Input

Our On-Line presence
(St Pete Innovision by Mind Mixer)
Over 4600 visitors
Over 21,000 page views
Technical Review

Environment and Sea Level
Marine Uses
Infrastructure and Drainage
Traffic and Parking patterns
Parks Department Inventory
Existing Land Use
Neighborhoods
Ownership
Economic / Market Scan
Community Based Design

Two 4 Day Workshops in St Pete (November, 2014; January, 2015)
Implementation
Frameworks of Experience

Baseline Needs and Enhancements to Ensure Community Values

Popular Facilities and Activities

Signature Moments + Special Events

Transformative Change
Targeted Enhancement
Light Touch
What’s the Vision?

“A National Model for Waterfront Stewardship”

“We Are All Connected by Water”
What’s the Vision?
“Inter-dependant Places”

Land, Park, Water

Linked...Social, Environmental, Physical places

“your issue is my issue”
What’s the Vision?
A Place for the Entire Community

Inclusive, Social Equity and Diversity

Equal access and opportunities to participate for all...Social, Environmental, Economic

“everyone is welcome”
Good to Great
Can’t be on the Fence…

The City + the Water, People + Nature are linked…

…and they are active!
Guiding Ideas for all Future Planning:

Dimensions of the Waterfront

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
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
Community Themes
Dimensions of the Waterfront

Stewardship of the Waterfront Environment
A sustainable relationship between the natural and built environments

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 and shoreline protection
Community Themes
Dimensions of the Waterfront

Stewardship of the Waterfront Environment
A sustainable relationship between the natural and built environments

Ecology of the City, Flow-ways and Bay
Community Themes
Dimensions of the Waterfront

Stewardship of the Waterfront Environment
A sustainable relationship between the natural and built environments

Resilience and Climate Adaption
Community Themes
Dimensions of the Waterfront

Enhancing the Experience of the Water
Expanding St. Petersburg as a waterfront destination for boaters and non-boaters

Boating and Marina Enhancement
- Basin Protection + Channel Maintenance
- Transient Dockage + Ferry + Total Capacity
- Viable boating / marine support services
- Increased programs for water related education

Access to Water’s Edge
- Public access along the bulkhead (less Parking)
- Waterfront dining and respite in downtown areas
- Opportunities to touch the water (Beach + Steps)
- Rentals for motorized and non-motorized watercraft
Community Themes

Dimensions of the Waterfront

Enhancing the Experience of the Water

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

Boating and Marina Enhancement
Enhancing the Experience of the Water

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

Access to Water’s Edge
Community Themes
Dimensions of the Waterfront

An Active Waterfront Parks System
Diversifying the activities of the waterfront to meet a growing community

Preserve + Enhance St. Pete’s Character
Community parks, informal green, open vistas
Increased ‘baseline’ treatment + comfort
“Tell the Story” – art, discovery, education
Nodes of activity to support emergent uses
Context sensitive response:
“Light Touch, Targeted Enhancements, Transformative Change”

Supporting Large Community Gatherings
Diversify events locations
Support an expanding market
Maintain a ‘sports on the waterfront’ experience
Community Themes
Dimensions of the Waterfront

An Active Waterfront Parks System
*Diversifying the activities of the waterfront to meet a growing community*

Preserve + Enhance St. Pete’s Character
An Active Waterfront Parks System

Diversifying the activities of the waterfront to meet a growing community

Community Themes

Dimensions of the Waterfront

Preserve + Enhance St. Pete's Character
Baseline Needs

Discovery, Art, Education, Comfort
An Active Waterfront Parks System

Diversifying the activities of the waterfront to meet a growing community

Supporting Large Community Gatherings
Economically Vibrant Downtown Places along the Water

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

Preserving and Enhance Neighborhood Character
- Extend the waterfront value into the neighborhoods
- Neighborhood park levels of service and relationships
- Local access and activities linking all parts of the City

Realizing St. Petersburg’s Economic Potential
- Collaboration of ‘Innovation’ partners
- Deep water port, research/sciences and airport
- Salt Creek marine industries
- Pier redevelopment as local and global destination
- Active / ‘urban’ cultural / entertainment venues
- Opportunities for small business + incubation
Economically Vibrant Downtown Places along the Water
Leveraging the economic potential of in-water and upland areas along the waters edge

Preserving and Enhance Neighborhood Character
Community Themes
Dimensions of the Waterfront

Economically Vibrant Downtown Places along the Water
Leveraging the economic potential of in-water and upland areas along the waters edge

Realizing our Full Economic Potential
Community Themes
Dimensions of the Waterfront

A Connected, Accessible Downtown + Waterfront
Continuous linkages, service oriented parking + transit, increased public access

A Fully Connected System
Heels and Wheels
Resolved streets, walks & trails - Downtown to Lassing Park
‘Pearls on a String’

An Integrated Multi-modal System for Moving People
Wayfinding System
Coordinated parking (Public + Private)
Increased service, reliability & branding for Trolley / BRT
Bike Share and bike facilities
Reward the pedestrian experience and behavior
Community Themes
Dimensions of the Waterfront

A Connected, Accessible Downtown + Waterfront
Continuous linkages, service oriented parking + transit, increased public access

A Fully Connected System
Community Themes
Dimensions of the Waterfront

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An Integrated Multi-modal System for Moving People
Community Themes
Dimensions of the Waterfront

A Connected, Accessible Downtown + Waterfront
Continuous linkages, service oriented parking + transit, increased public access

An Evolving Culture of Connectivity
Shifting Orientation
Issues to Places
Waterfront Master Plan
Comprehensive Structure

Area Wide Issues:
• Water Quality + Resiliency
• Low Impact Design

• Signage + Wayfinding
• Circulation
• Parking

• Preserve Views and Vistas
• Passive Park + Active Nodes
• Park Materials Palate
• Arts + Education
• Concessions
Waterfront Master Plan

Comprehensive Structure

Waterways + Basins

An Integrated Plan for:

• Shoreline Projection
• Environmental Enhancement
• Boating Facilities
• Basin Protection
Waterfront Master Plan
Comprehensive Structure

Connectivity
A Unified Plan for:

- North South Parkway Trail
- Connecting Transit Routes
- Regional Bikeways
- Improved Trolley Service
- Regional Ferry / Water Taxi
- Pedestrian First
Waterfront Master Plan

Comprehensive Structure

Parking + Access
A People-first Plan for:

- Access at Waters Edge
- Reduced Waterfront Parking
- Proximate Parking linked to Downtown Wayfinding Signage
Waterfront Master Plan

Comprehensive Structure

Activity

A Tiered Plan for:

- Local Gathering / Respite
- Activity Nodes
- Event Locations
Waterfront Master Plan

Comprehensive Structure

Implementation
A Strategic Plan for:

- Baseline Needs
- Targeted Enhancements
- Transformational Change

With Priorities and Diverse Funding Mechanisms
Waterfront Master Plan

Comprehensive Structure

Districts

A Focused Plan for:

- Context Sensitive Design
- Increased Public Access
- Economic Development
Coffee Pot District

Baseline Enhancements – Polish the Gem

Opportunities
• Improve the Park
• Accommodate the Pedestrian
• Strengthen Relationship w Neighborhoods

Key Actions
Baseline:
• Boating
• Garden Architecture
• Stormwater Retrofits

Targeted
• New Restrooms + Concession

Transformational
• Reconfigured Street Section
Coffee Pot District

Baseline Enhancements – Polish the Gem
Coffee Pot District
Granada Terrace Garden Architecture
Coffee Pot District
Boat Ramp + Park Improvements
Coffee Pot District
Incremental Repair, Upkeep and Comfort
Coffee Pot District
Design Standards

COFFEE POT BLVD - STREET/TRAIL CROSS-SECTION

PROPOSED

EXISTING

EXISTING DRAINAGE INLET
RAIN GARDEN PLANNINGS
CURB CUT
BRICK/ASPHALT

5' MIN. 10' PREFERRED TRAIL
RAIN GARDEN 6' FURNITURE ZONE

8' TRAVEL LANE 10' TRAVEL LANE
LAWN

CONCRETE
DRAINAGE INLET
8' TRAIL
5' TREE WEL
10' TRAVEL LANE 10' TRAVEL LANE
LAWN

Palm/Lighting
Conservation Bench
Palm/Lighting
North Shore Parks District
Baseline + Targeted

Opportunities
- Organizing the Park
- Park Activity Enhancements
- Designing North Shore Blvd for Multiple Users

Key Actions
Baseline:
- Maintain Open Space / Vistas
- Celebrate Seagrass / Estuary
- Bike Lanes
- Integrated Art in Facilities

Targeted
- Activity Node
- Reduce Pkg at Water’s Edge
- Stormwater Enhancement
- Beach Restoration

Transformational
- Mini-Roundabouts at Intersections
- Active Recreation Complex
North Shore Park District

District Plan

North Shore Park + Beach
- Traffic Calming at North Shore Drive
- Continuous Bike Trail
- Beach/Park Activity Area
- Parking Away from Edge
- Celebrate the Seagrass/Wildlife Estuary

Vinoy Park
- Maintain Open Green Space at Vinoy Park

Celebrate
- Compete
- Play
- Relax
North Shore Park District

District Plan

North Shore Park + Beach
- Traffic Calming at North Shore Drive
- Continuous Bike Trail
- Beach/ Park Activity Area
- Parking Away from Edge
- Celebrate the Seagrass /Wildlife Estuary

Vinoy Park
- Maintain Open Green Space at Vinoy Park
North Shore Park District
North Shore Drive Traffic Calming, Ped Crossings
North Shore Park District
North Shore Drive Traffic Calming, Intersections

- Traffic Calming
- On-Street Parking
- Bike Lanes
North Shore Park District
Environmental Stewardship
North Shore Park District
Stormwater and Natural Systems
North Shore Park District

Edges and Portals of Experience: Rain-Garden Crossovers
North Shore Park District

North Shore Park Rain-Garden Crossover
North Shore Park District
Neighborhood Activity Node
Pier District / Straub Parks
Targeted and Transformational

Opportunities
- Reconfiguring Bayshore Dr
- Enhancing Straub Parks
- Develop Pier Approach
- Create Breakwaters

Key Actions
Baseline:
- Multi-Use Open Space
- Enhanced Boat Slips

Targeted
- South Straub Park
- Ped Access at Water’s Edge
- Spa Beach
- Concessions

Transformational
- Bayshore Shared Event Street
- Pier Approach Art Walk
- Water Taxi and Ferry
- MFA & History Museum
- Market Pavilion & Plaza
- Blue Way and Breakwaters
Grand Entry
- Shared Space / Piazza at 2nd & Beach
- Reconfigured Streets
- South Straub Park Redesign
- Movies at North Straub Park
- MFA Expansion
- Activated History Museum Bldg Site
- Anchor / Iconic Art in Plaza / Art Walk
Straub Park/ Pier District

Bayshore Drive

North Lawn & Open Promenade - New Vinoy Basin
Straub Park/ Pier District
Canal Gateway
Pier District
Basin Uplands

Uplands Plaza - Port of Call
• Multi-use Open Space, Market Pkg
• Pedestrian Bridge Connection
• Water Taxi/ Ferry Opportunity
Pier District
Pier Approach / ART Walk
(Events + Integrated Art)
Pier District

Spa Beach Community Park

Spa Beach / Pier Transition
- Expanded Beach Area
- Amphitheater
- Event Space
- Pedestrian Swing Bridge to North Vinoy Park
- Wave Attenuation Features
- Spa Beach Café
- Pier Restaurant
- Transient Docks
Pier District

Spa Beach
Pier District
Breakwater Systems
Opportunities

- Demens Landing Complete a Sports + Entertainment Zone
- Saturday Morning Market Plaza
- Bayshore Drive

Key Actions

Baseline:
- Overlooks at Seawall
- Boat Slips + Trans Dockage
- Retail Concession Nodes

Targeted:
- Redesign Demen’s Greenspace + Parking
- Connect 4th to Bayshore
- Trail Linkages
- Bayshore Trail
- New Saturday Morning Market Space

Transformational:
- Examine Parking Lots as Infill Development Sites
- Water Taxi and Ferry

South Basin District
Targeted and Transformational
South Basin District
Demens Landing

- Canal Frontage Retail / Concessions
- Public Edge Along the Water
- Consolidated Parking for Efficiency
- Formal Entry
- Celebrated, Maximized Event Open Space
- Small Craft / Transient Landing
South Basin District
Cultural/Entertainment District

Complimentary Urban Infill / Economic Development
- 4th Ave South Connection to Water
- New Hotel with Add’l Parking
- Museum and/or Conference Ctr
- Shops / Restaurant Space
- Hilton Pkg P3?

Activated Waters Edge
- Water Taxi/Ferry Stop
- Bayshore Drive Pedestrian Promenade
- Boardwalk Edge @ Bayshore Drive
South Basin District
Market Plaza with Anchor Art / Sculpture
South Basin District

4th Ave Events Street
South Basin District
High Speed Ferry
Bayboro/ Salt Creek District

Opportunities
- Innovation District
- Develop the Working Waterfront Experience
- Linkages to Downtown and Southern Neighborhoods
- 8th Avenue Collaboration Zone Partnership

Key Actions
Baseline:
- 1st Street Streetscape to 8th
- Salt Creek Dredging
- Public Edge at USF Marine

Targeted
- Art Icon and Water Access at 1st Street Terminus
- Expanded Poynter Park
- Expand USF west of 3rd

Transformational
- New Museum Institution
- Deep Water Piers
- Consolidate Coast Guard
- Tall Ships Wharf
- Pedestrian Trail from Bayboro to Lassing Park
Bayboro/ Salt Creek District

District Plan

Strategic Partnerships
- Port, Coast Guard, Airport, USFSP
- Enhance Salt Creek Experience
- Connect Streets & Views Thru
- New Port Discovery + Innovation
- Tall Ships Wharf
- Open Up Poynter Park
- Connect Trails to Bartlett Park
Bayboro/ Salt Creek District
Anchor / Art view terminus
Bayboro/ Salt Creek District

Poynter Park
Bayboro/ Salt Creek District

Port Discovery
Lassing Park District
Baseline Enhancements – Preserve and Restore

Opportunities
• Limited Park Enhancements
• Improve Pedestrian and Bicycle Connectivity
• Restore Water’s Edge

Key Actions
Baseline:
• Stormwater Treatment Outfall Enhancements
• ADA Access and Sidewalk Linkages
• Shoreline Restoration

Targeted
• New Public Restrooms

Transformational
• Protected, Multi-use Trail from Downtown to Southern Neighborhoods via 3rd and around Army Reserve
Lassing Park District

District Plan

Strategic Partnerships
- Port, Coast Guard, Airport, USFSP
- Enhance Salt Creek Experience
- Connect Streets & Views Thru
- New Port Discovery + Innovation
- Tall Ships Wharf
- Open Up Poynter Park
- Connect Trails to Bartlett Park
Lassing Park District
Edges for people, Edges for Bay
Lassing Park District
3rd Street South Multi-use Trail

Third Avenue Shared Use Bike/Ped Trail
(Overlook & Salt Creek "Thrill Hill"
Ideas to Action
Developing an Approach to Implementation
Waterfront Master Plan
Comprehensive Structure

Implementation
A Strategic Plan for:

• Baseline Needs
• Targeted Enhancements
• Transformational Change

With Priorities and Diverse Funding Mechanisms
Waterfront Master Plan
Implementation

Implementation
Costs + Budgeting
Time + Phasing
Funding, Finance and Partners

- Baseline = $30-$40M
- Targeted = $60-$70M
- Transform = $120-$140M

Partnered Public + Private Development Sites*
Value $400-$600M

* Museum, parking structure, hotel / conference and sports associated with South Basin and Bayboro / Salt Creek
Establishing Cost Parameters
By District and By Level of Complexity

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District Plan Features / Projects

1. Coffee Pot Area
   - Site Furnishing Enhancements
     - Baseline: LS, 1, $50
   - Tree Canopy Infill
     - Baseline: EA, 20, $...
   - Curb Repair, ADA Ramp
     - Baseline: LS, 1, $21
   - Boat Ramp Enhancements
     - Targeted: SF, 5,000
   - Trailhead Park
     - Targeted: SF, 90,000
   - Street Reconstruction
     - Transformational: LF, 5,800, $...
   **TOTAL**

2. North Shore Park and Street Frontage
   - Bike Lanes on Beach Drive
     - Baseline: LF, 4,000
   - Traffic Calming Intersections
     - Targeted: EA, 6, $100
   - Beach Drive Streetscape
     - Transformational: LF, 4,000, $...
   - Site Furnishings Enhancement
     - Baseline: LS, 1, $10k
   - Art in Park
     - Baseline: EA, 10, $5k
   - Community Park Activity Node
     - Targeted: SF, 25,000
   - Beach Renourishment
     - Targeted: SF, 150,000
   - Parking Re-Allocation, Retrofit
     - Targeted: SF, 200,000
   **TOTAL**
Waterfront Master Plan
Implementation Agents

Public
Local
CIP Annual Budget
CRA Annual Budgets
Bonding
Grants

Pinellas County
State of Florida
Federal

Private
Philanthropy
Foundation and
Affinity Organizations
Partnered Development
Private Development

Institutions
Shared Mission
Brand Collaboration
Partnered Development
Waterfront Master Plan
Implementation Format

- **Small**
  - Pay as You Go
  - Local Philanthropy
  - Targeted Partners
  - County

- **Medium**
  - Grants
  - Appropriations
  - CRA Funds
  - Bond / Finance

- **Large**
  - County
  - State
  - Federal
  - Development P3
Waterfront Master Plan
Implementation Format

Small
Local Initiative
Pay as You Go

Medium

Large
Regional Support
Partnered
Financed

Baseline
Comfort and Design Standards
Enhancements, Incremental Investment,
Quality and Character

Target
“Project” Focused activities such as
Streetscape, upland Parks, Basin
Enhancements

Transform
Inland Protective Wave Protection, Parking Garages,
Significant Parks (Spa Beach), New Community
Cultural Venues
Waterfront Master Plan

Time and Priority

0-5 Years
Baseline

5-10 Years
Target

10-20 Years
Transform
Next Steps

Draft Plan Document Review

Continued work on Implementation Tools / Techniques

Mid-late April – Submit to City, Begin Formal Public / Council Review Process
Backup Reference Slides
No Dedicated Parking structures for the new 500M Dr Phillips Performing Arts Center – Access addressed through Coordination and Leveraging of existing Public and Private Parking With recent investments in the Dtnn Bus Looper and Walkability...and Valet Service.
Concept Review - Living Breakwater
Waterfront Vulnerability

Current Conditions

- Community wide storm exposure
- Wave action in yacht basins
- Erosion potential
- Rough conditions for small craft
- Potential degradation of critical habitat
Waterfront Protection

Alternatives

- **Do Nothing**
  - Accept current risk and effects of wave action

- **Conventional Breakwaters**
  - High cost walls
  - High visual impact
  - Permitting challenges
Living Breakwater – The Concept

Natural-Based Breakwaters

- Less cost with more grant opportunities
- Less impact on tidal flow
- Reduced permitting concerns with integrated ecological concepts
- Improved aesthetics
- Protection of coastline from erosion and storm impacts
- Increased and enhanced habitat for shore birds and marine life
Living Breakwater – The Concept

Living Breakwaters are part of the existing Living Shoreline System. Dissipating energy & creating habitat while preventing erosion and improving shoreline function.
Living Breakwater – Phasing

- Begin with limited improvements to test function and garnish support.
- Prioritize Risk and implement as funding is available
- Utilize State and Federal Grants to extend funding
Living Breakwater – Phasing

- Begin with limited improvements to test function and garnish support.
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Living Breakwater – Phasing

- Begin with limited improvements to test function and garnish support.
- Prioritize Risk and implement as funding is available
- Utilize State and Federal Grants to extend funding
Living Breakwater – Phasing

- Requires further engineering analysis
- Design, location and size to be determined
- Continue to build on system over time
Living Breakwater – Community Benefit

- Protected Shoreline & Coastal Resiliency
- Improved Aesthetics & Usability
- Enhanced and Increased Habitat
- Improved Water Quality
- Educational Opportunities
- Identify City as Stewards of Environment and Eco-Tourism Destination
Current Florida Initiatives

- NOAA Pilot Project overview
- Pensacola – Project Green Shores
- Fort Pierce – Nature-based Breakwater Islands
- Destin – Living Shoreline

- Artificial Reefs:  [http://www.artificialreefs.org/summaries.htm](http://www.artificialreefs.org/summaries.htm)
- Partner Agencies:  NOAA, USACE, FDEP
Understanding St. Pete’s Market
Cluster Analysis for Family Visitors

- Understand what each group values/discounts
- Looked for shared values
- Create exhibits and programs and size/price by group size
• St. Petersburg/Clearwater & Tampa markets combined total of 12.26 million overnight tourists (2012), forecast to grow to 13.43 million in 2019.

• 91% overnight tourists to St. Petersburg/Clearwater identifying “vacation” as their primary purpose of trip
Understanding St. Pete’s Market
Regional Attractions – Family / Marine

- Recent study of local & regional top attended attractions with a marine &/or family focus
- Attendance range 4.3 million to 55,000
- The average attendance is ~1 million
- Average penetration rates for the local/regional attractions were 5.2 percent resident market & 5.6 percent tourist market