



Draft Master Plan Briefing

April 1, 2015

Agenda

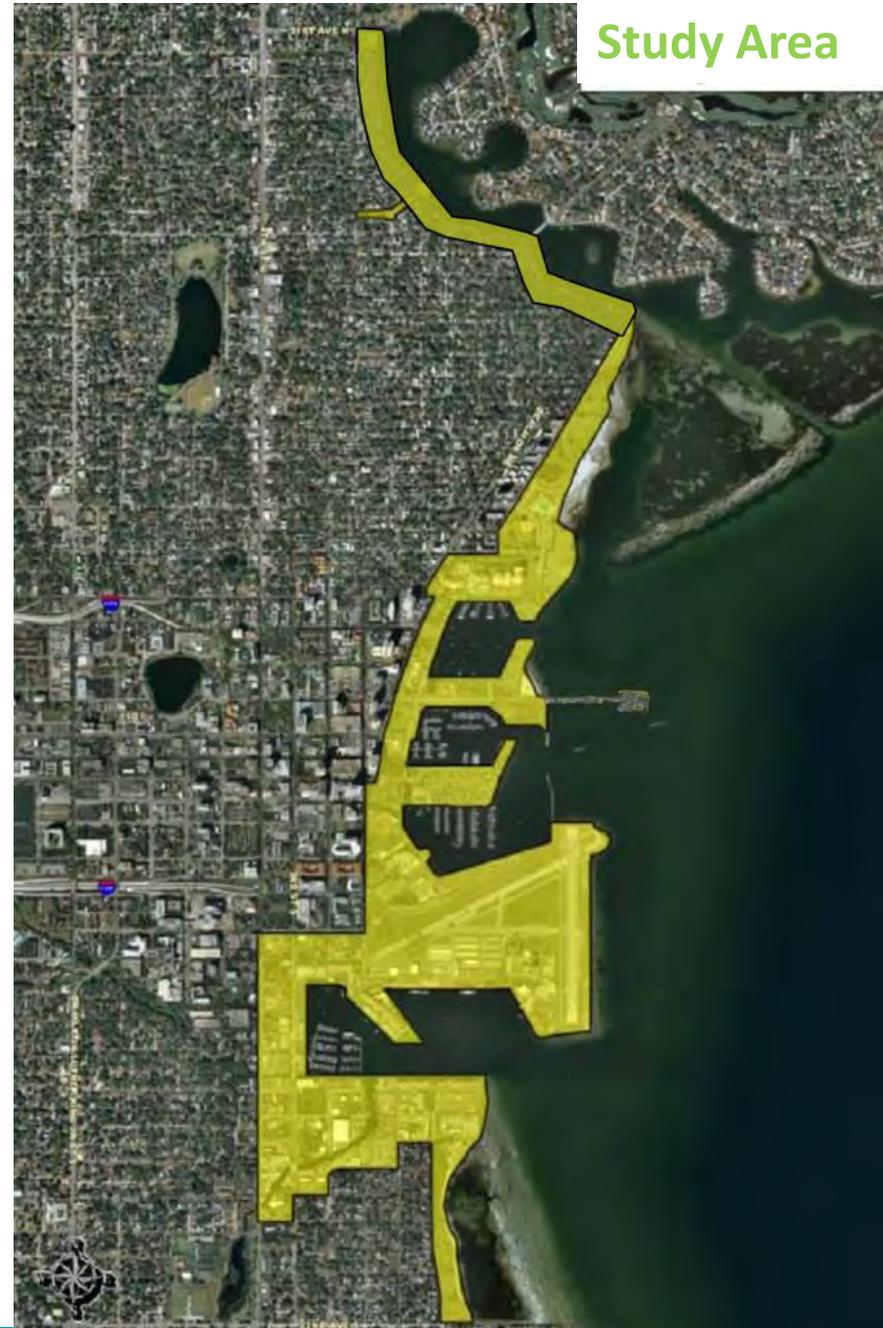
Summarized Activities

Dimensions of Waterfront

Comprehensive Systems

District Ideas

Implementation



Study Area

Schedule and Approach to the Project

2015: Developing the Ideas, Articulating the Plan, Implementation Approach



This Master Plan belongs to you



AECOM Team



**Community's
Master Plan**

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



Topics Join the discussion and add to current topics. [View All Topics](#)

Night time Activities Posted Oct 1 179 Interactions 3 Days Remaining



What night time activities would you like to see along the waterfront?

My idea is...

[Learn More](#) [Share](#)

[Continue](#)

Join the conversation:












Topics
Activity
About

Diana K. added an idea in **Night time Activities!**

Lot's of free live music etc. to keep it accessible to all.

I want the waterfront to remain accessible to everyone, not just the well-heeled folks that can afford it. The waterfront should remain the city's crown jewel that everyone can see & use.

3 ★ [Rate this](#)

0 Comments [Share](#)

To comment, [Sign Up](#) or [Log In!](#)

Danielle B. added an idea in **Waterside Activities!**

Keep North Shore Park simple with some beach renovations

North Shore Park is already so beautiful and offers great views of the bay. However, I would suggest making some renovations to what little of a beach there is. If something could be done like Upham where the beach expands and the tides could be... [Read More](#)

2 ★ [Rate this](#)

0 Comments [Share](#)

To comment, [Sign Up](#) or [Log In!](#)

Velva Lee H. added an idea in **Waterside Activities!**

A small gaming area like I saw in NYC.

Near the WTC i saw a small, compact park that contains six gaming/fun activities. Table tennis, corn hole, shuffle board, chess/checker stations, and two activities for children. I thought about the useless portico near the Vinoy and how it could... [Read More](#)

Technical Review

Environment and Sea Level

Marine Uses

Infrastructure and Drainage

Traffic and Parking patterns

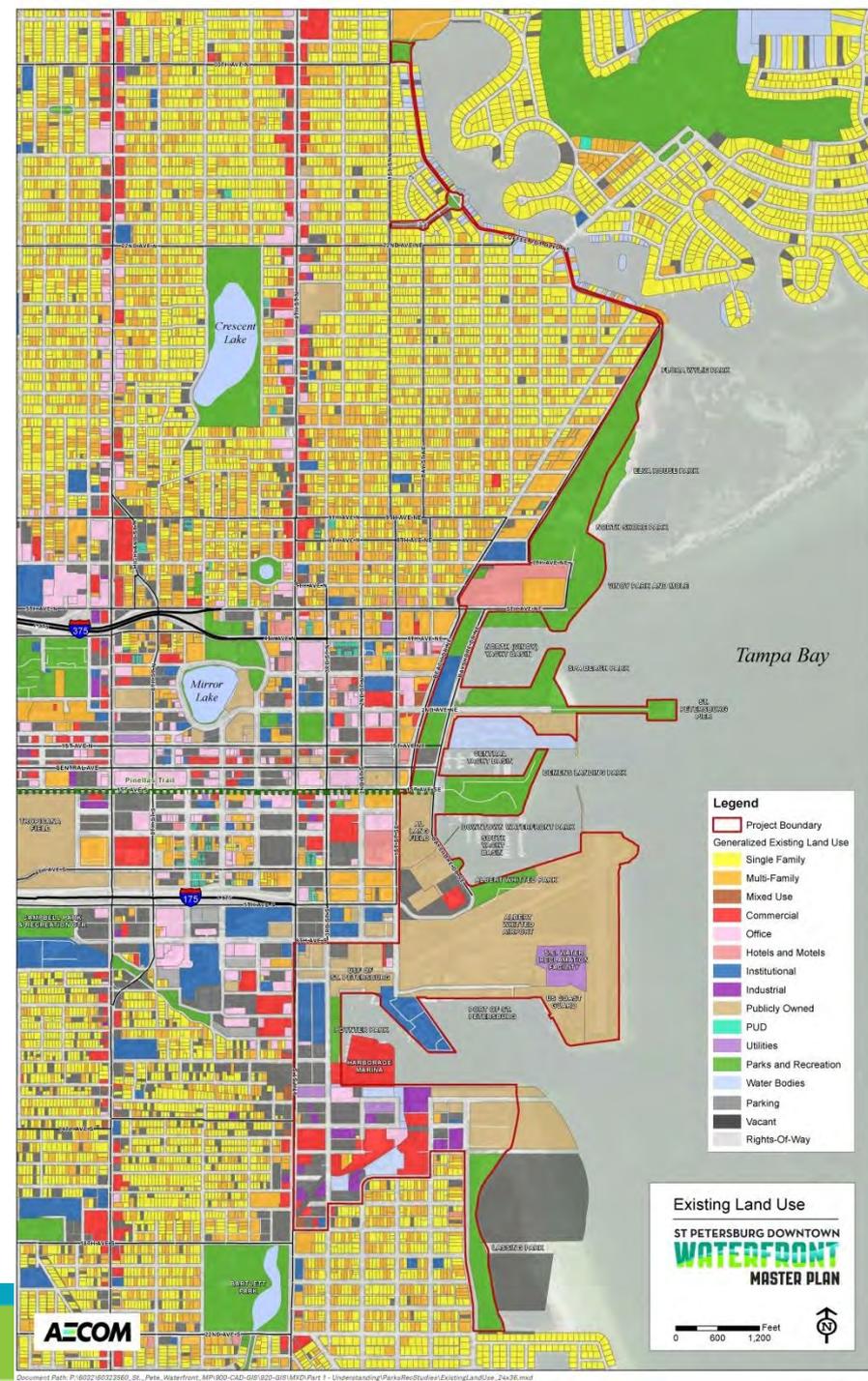
Parks Department Inventory

Existing Land Use

Neighborhoods

Ownership

Economic / Market Scan



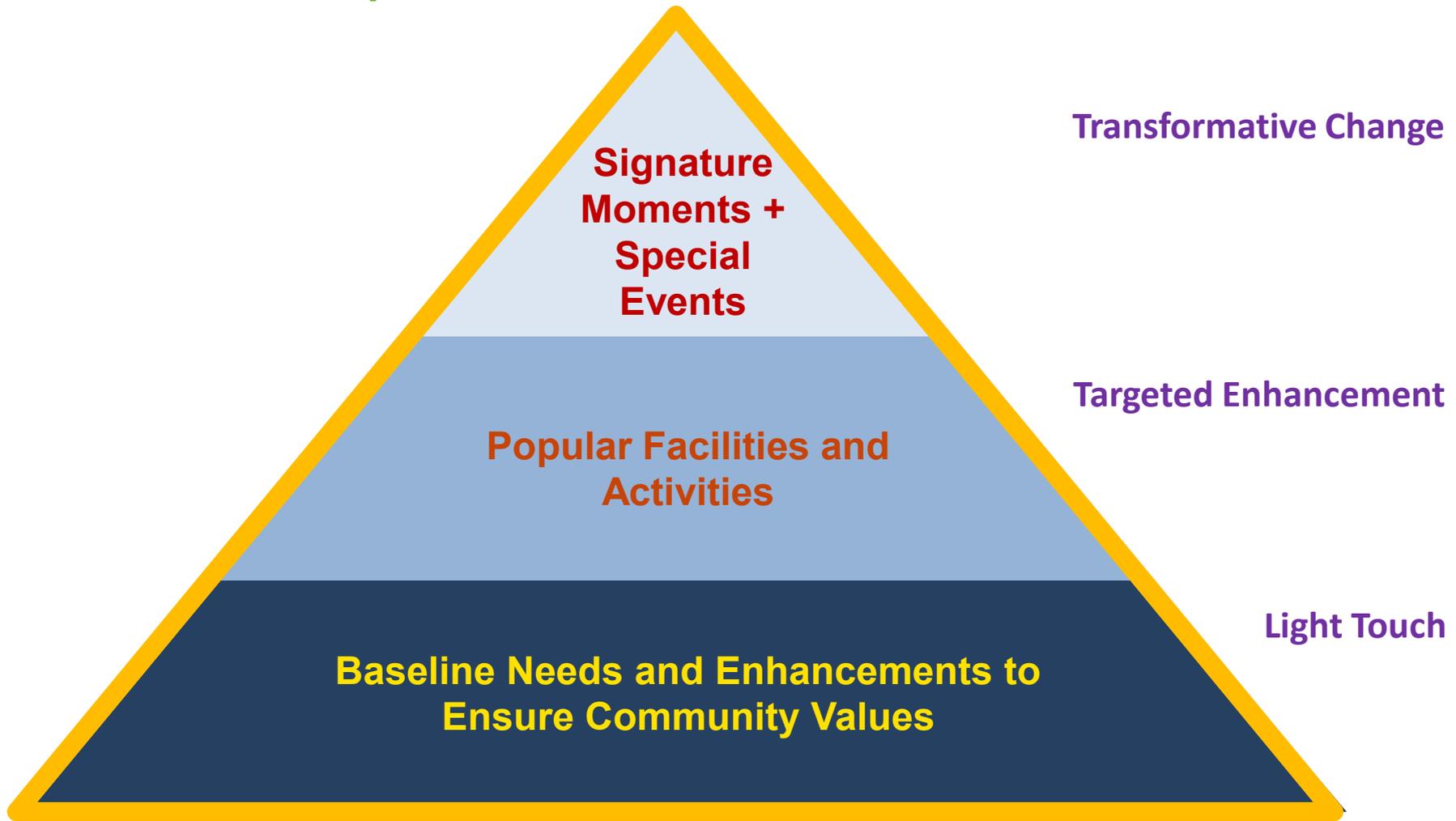
Community Based Design

Two 4 Day Workshops in St Pete (November, 2014; January, 2015)



Implementation

Frameworks of Experience



What's the Vision?

“A National Model for Waterfront Stewardship”

“We Are All Connected by Water”



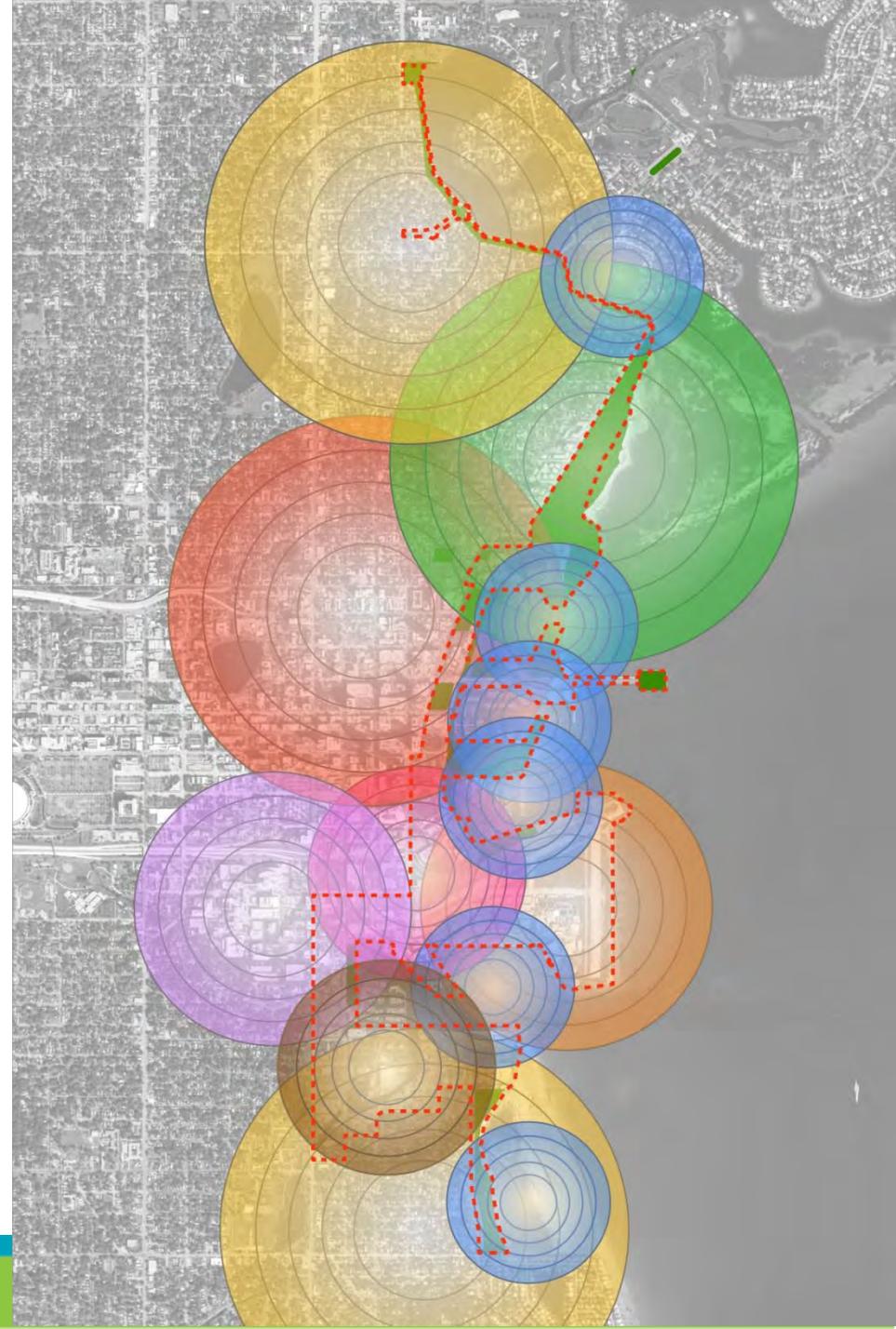
What's the Vision?

“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

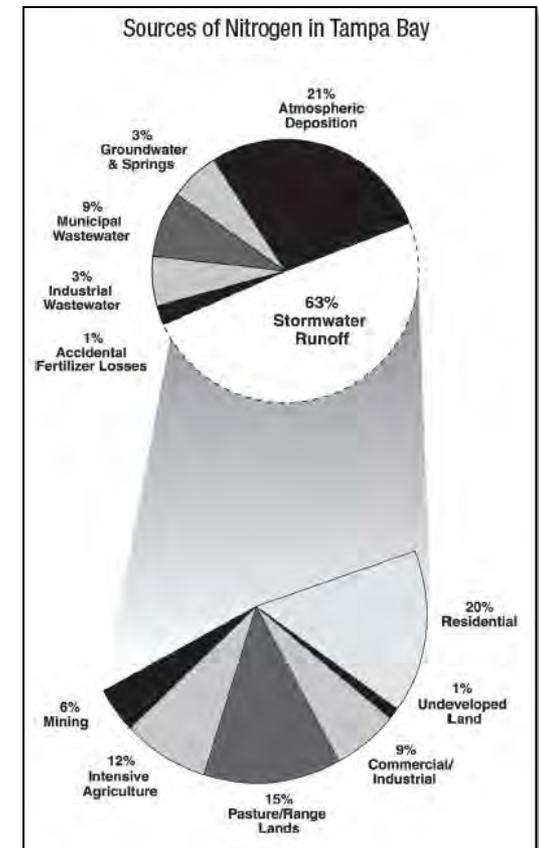
Urban canopy and shoreline protection

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

Community Themes

Dimensions of the Waterfront

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

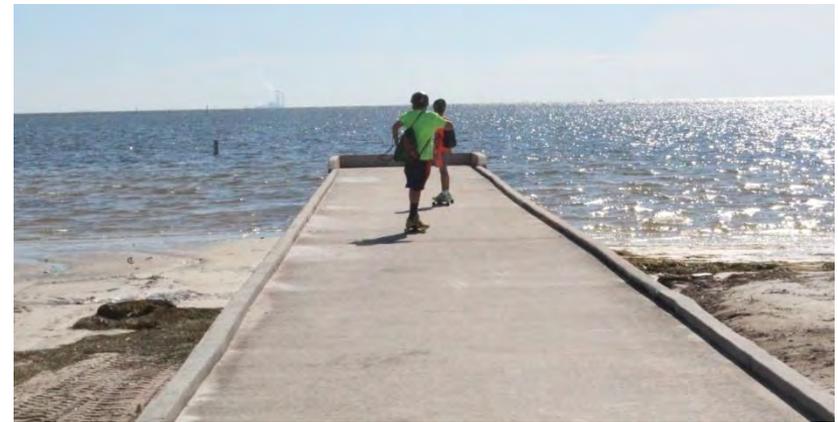
Maintain a 'sports on the waterfront' experience

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

STOP



Baseline Needs

Discovery, Art, Education, Comfort



Community Themes

Dimensions of the Waterfront

An Active Waterfront Parks System

Diversifying the activities of the waterfront to meet a growing community



Supporting Large Community Gatherings

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

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

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



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



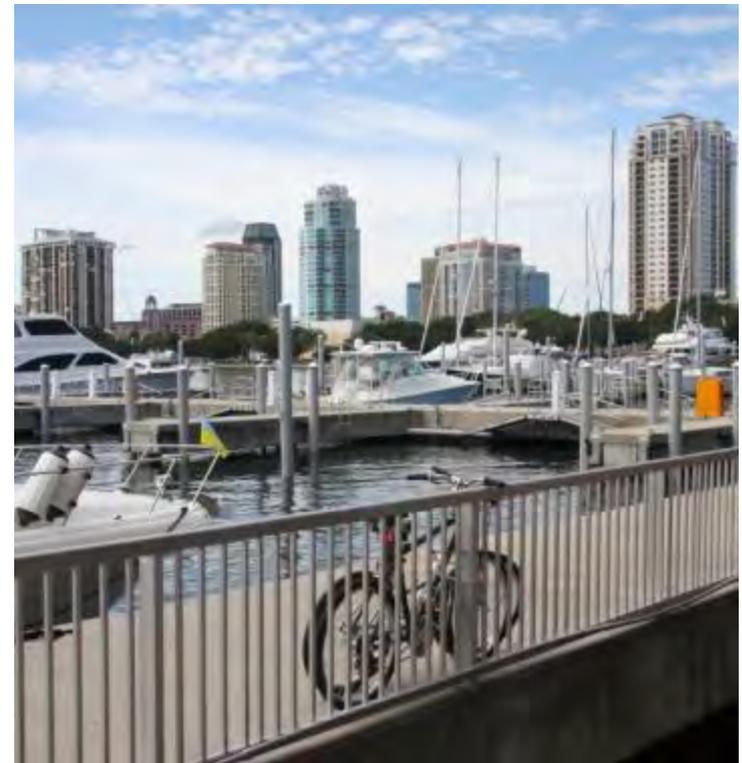
A Fully Connected System

Community Themes

Dimensions of the Waterfront

A Connected, Accessible Downtown + Waterfront

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



An Integrated Multi-modal System for Moving People

Community Themes

Dimensions of the Waterfront

A Connected, Accessible Downtown + Waterfront

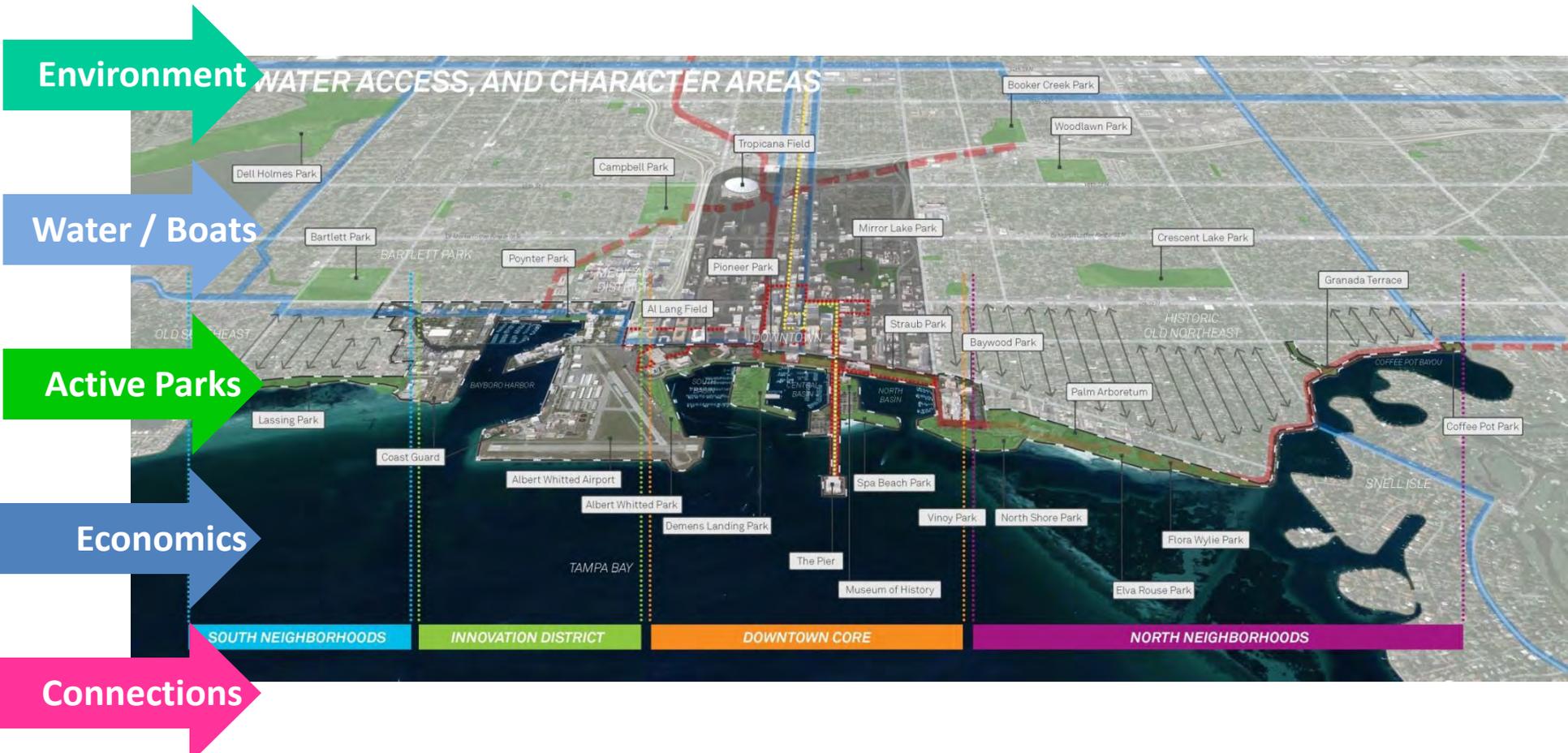
Continuous linkages, service oriented parking + transit, increased public access



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 Palette
- Arts + Education
- Concessions



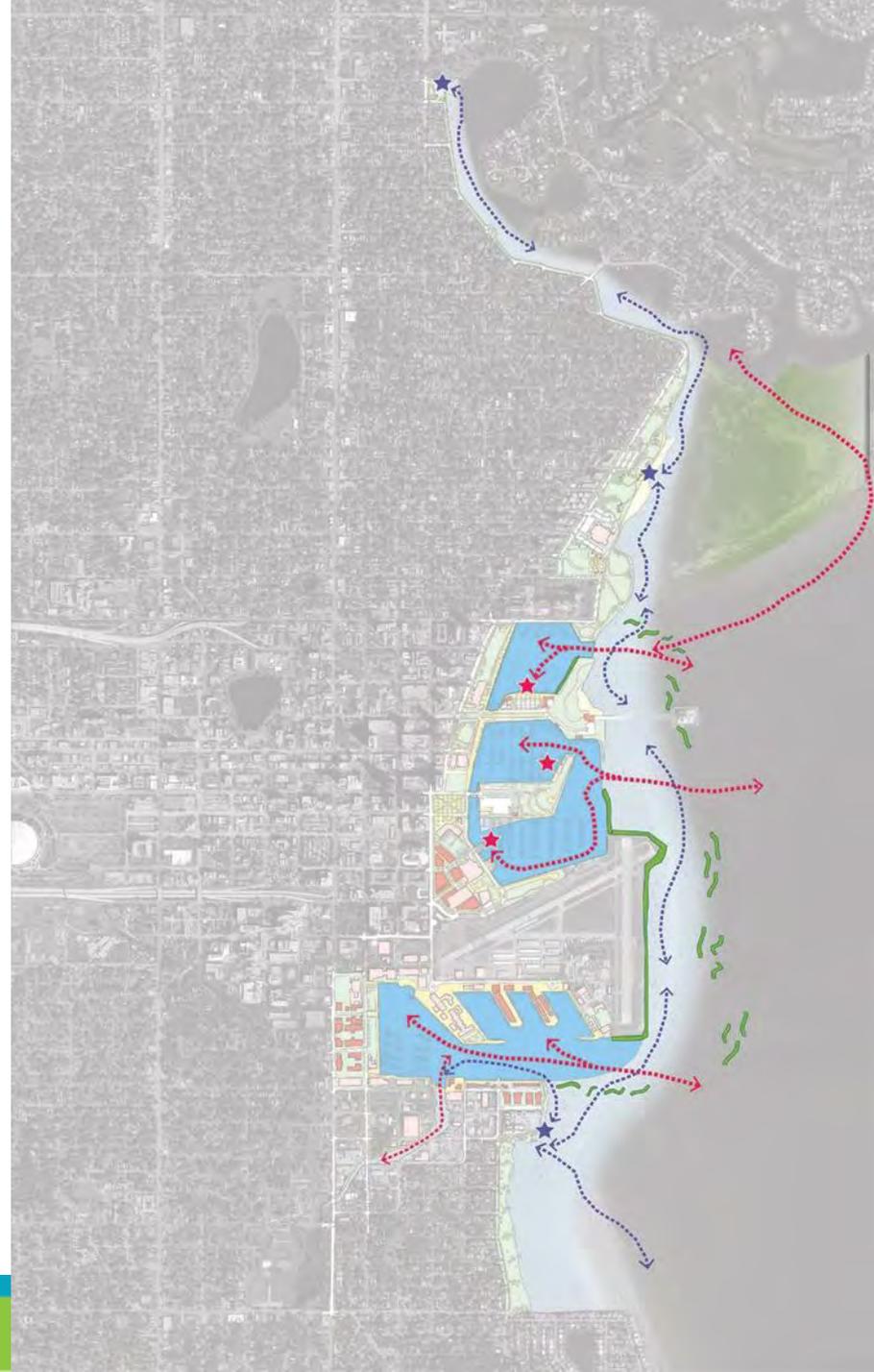
Waterfront Master Plan

Comprehensive Structure

Waterways + Basins

An Integrated Plan for:

- Shoreline Projection
- Environmental Enhancement
- Boating Facilities
- Basin Protection



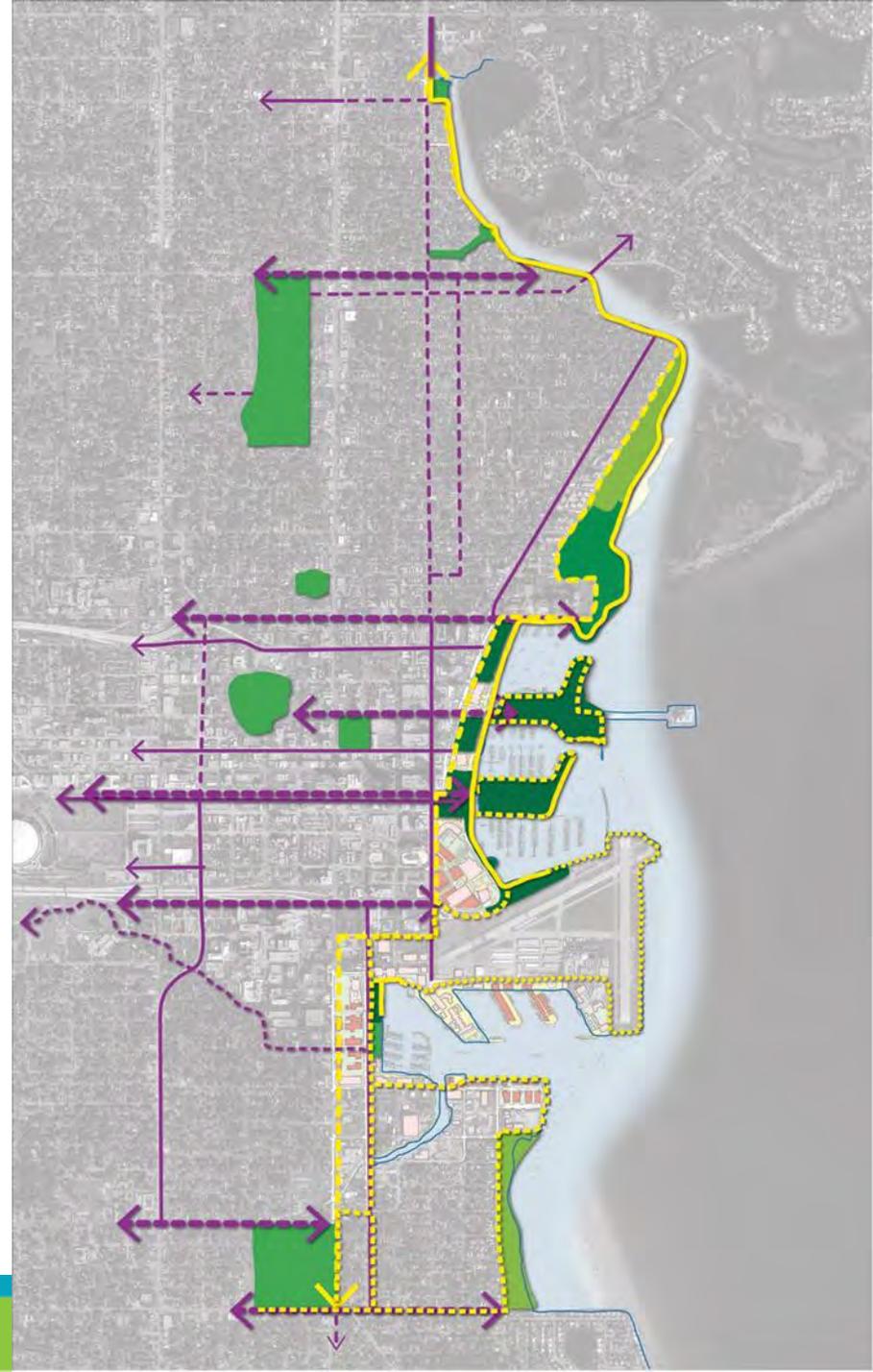
Waterfront Master Plan

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



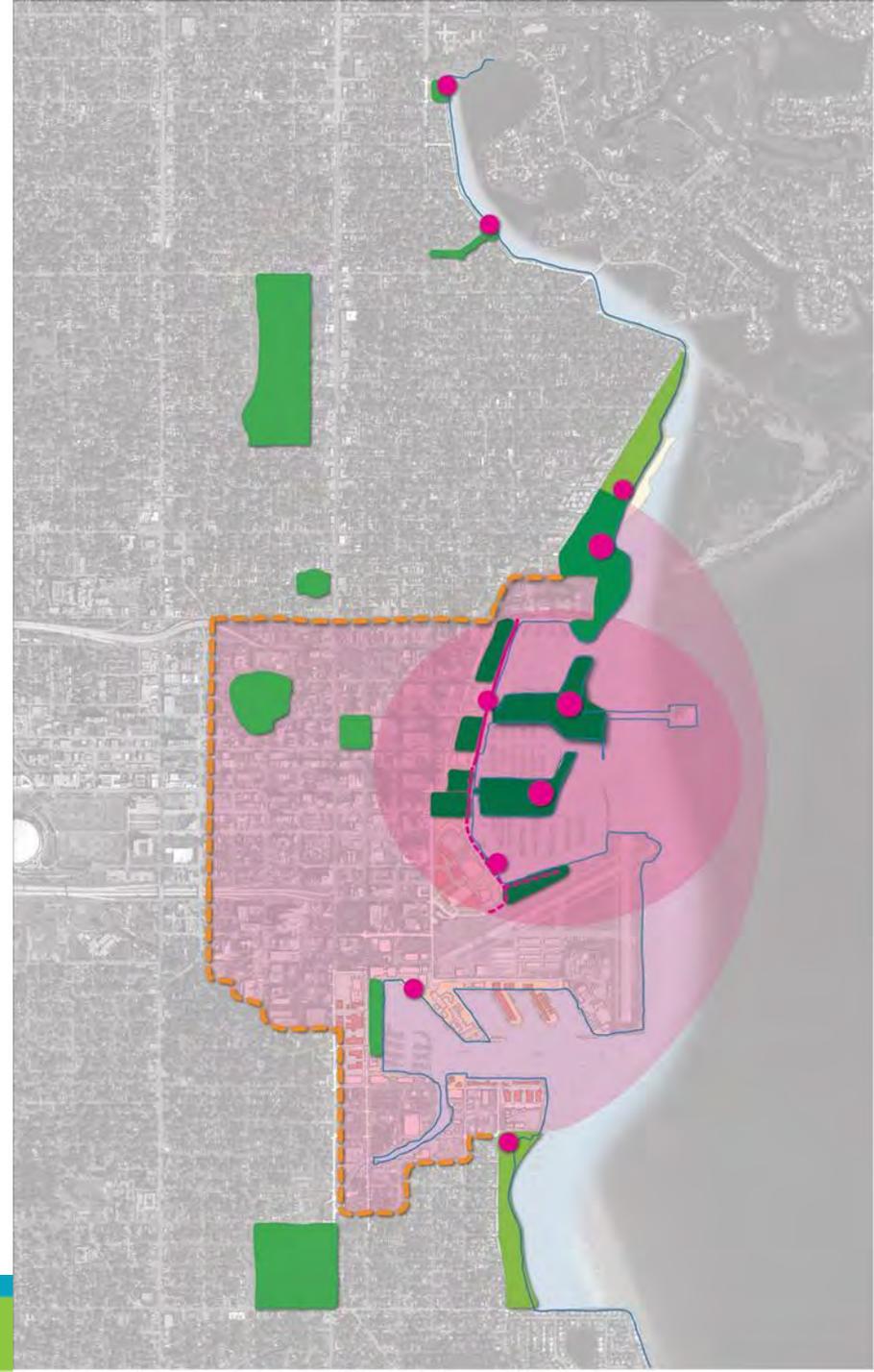
Waterfront Master Plan

Comprehensive Structure

Activity

A Tiered Plan for:

- Local Gathering / Respite
- Activity Nodes
- Event Locations



Waterfront Master Plan

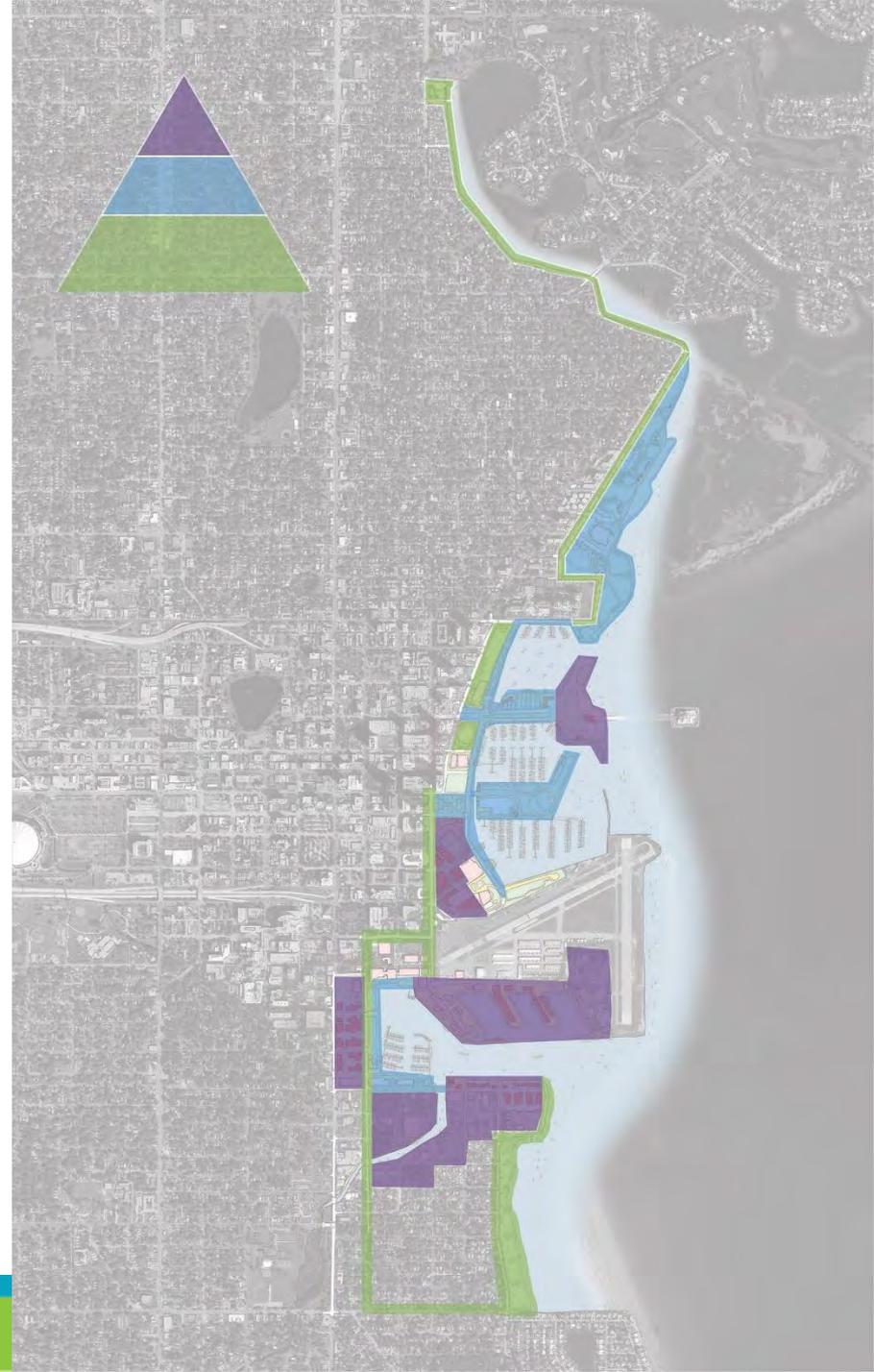
Comprehensive Structure

Implementation

A Strategic Plan for:

- **Baseline Needs**
- **Targeted Enhancements**
- **Transformational Change**

**With Priorities and Diverse
Funding Mechanisms**



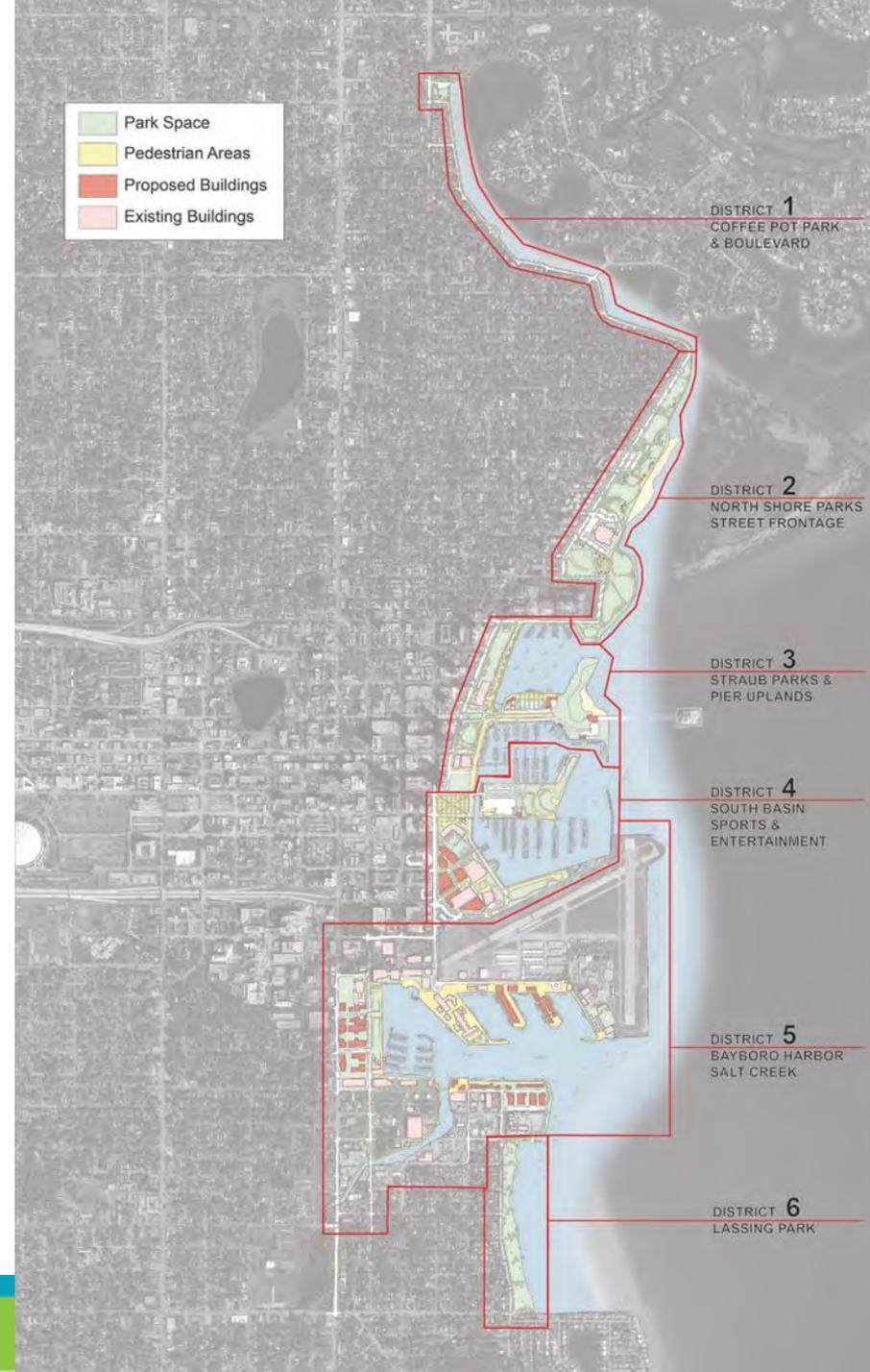
Waterfront Master Plan

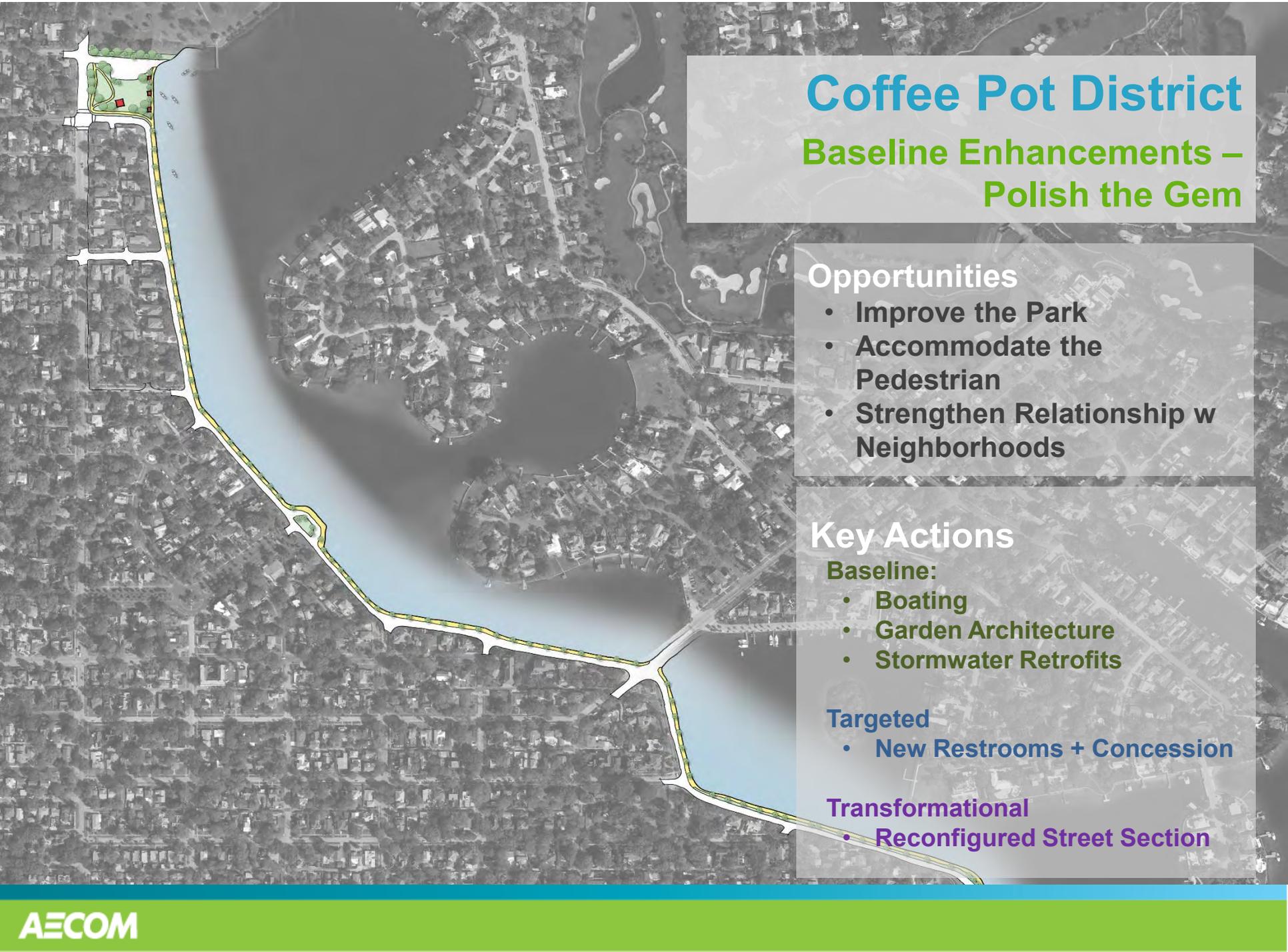
Comprehensive Structure

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

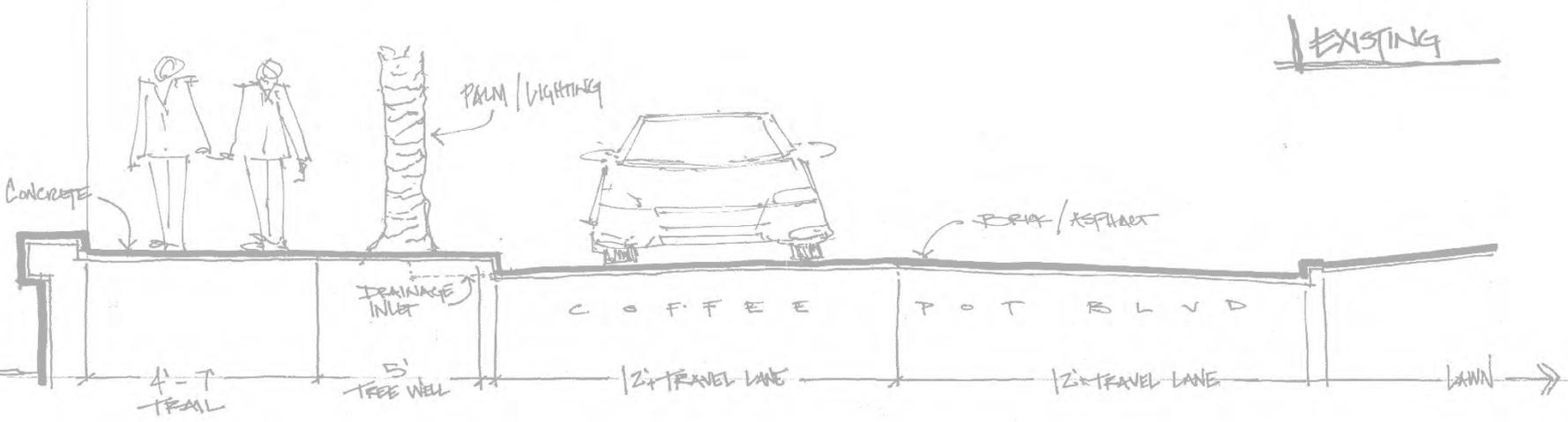
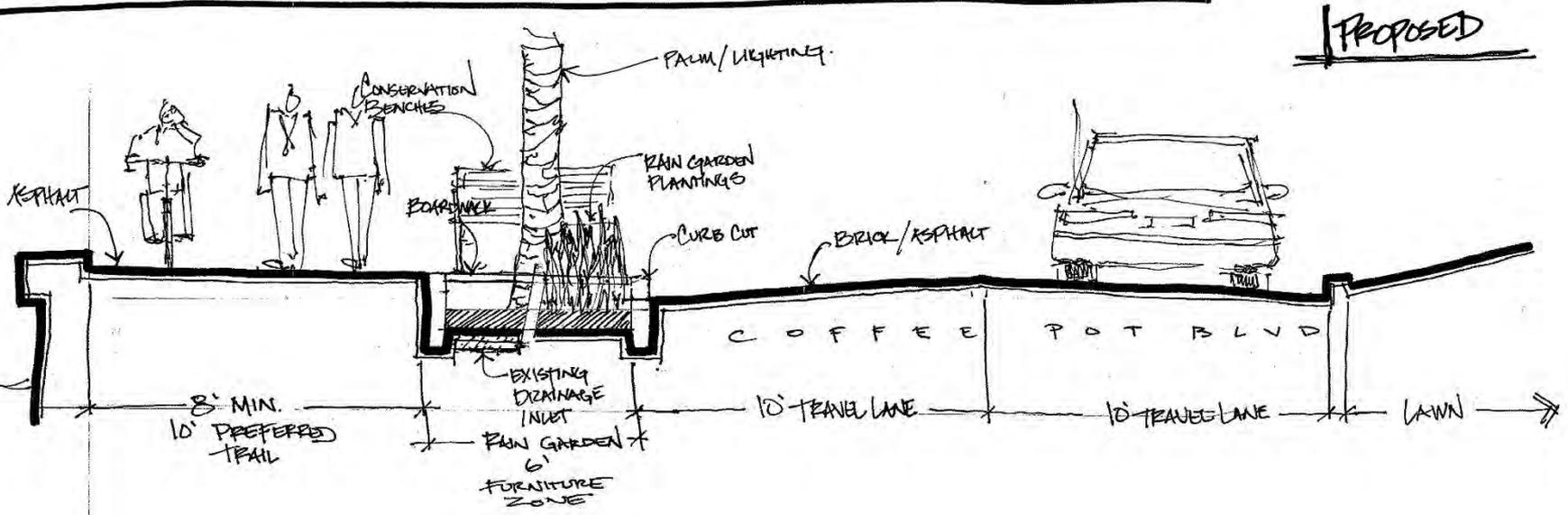
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WATERFRONT
MASTER PLAN



Coffee Pot District

Design Standards

COFFEE POT BLVD. - STREET/TRAIL CROSS-SECTION



North Shore Parks District

Baseline + Targeted



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

Opportunities

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

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

Compete

Celebrate

Play

Relax

Vinoy Park

- Maintain Open Green Space at Vinoy Park



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



CIRCLE - TRAFFIC CALMING. A NE. Historic

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

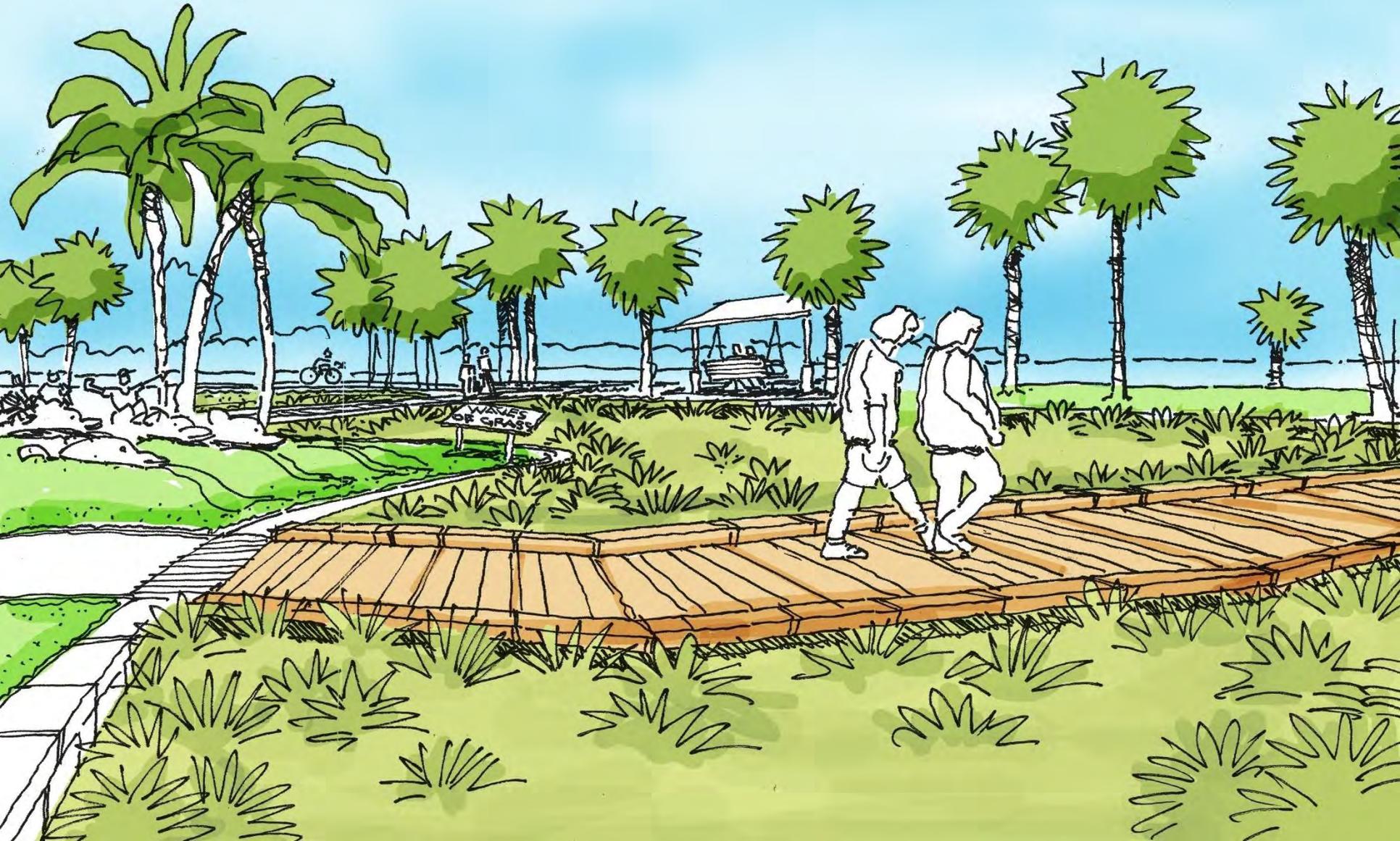
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North Shore Park District

North Shore Park Rain-Garden Crossover

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North Shore Park District

Neighborhood Activity Node



Community Fun @ North Beach.

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

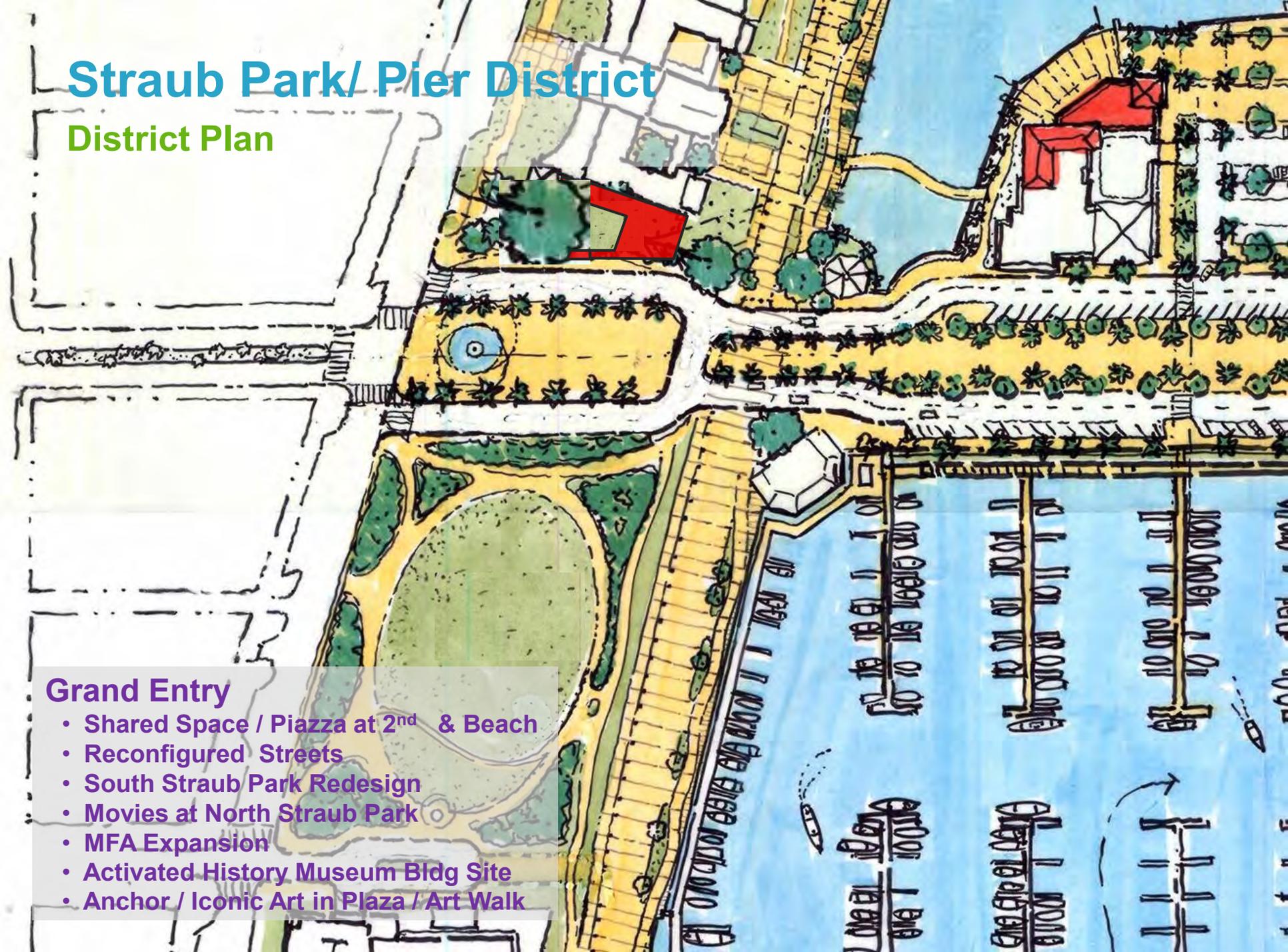
- Bayshore Shared Event Street
- Pier Approach Art Walk
- Water Taxi and Ferry
- MFA & History Museum
- Market Pavilion & Plaza
- Blue Way and Breakwaters

Straub Park/ Pier District

District Plan

Grand Entry

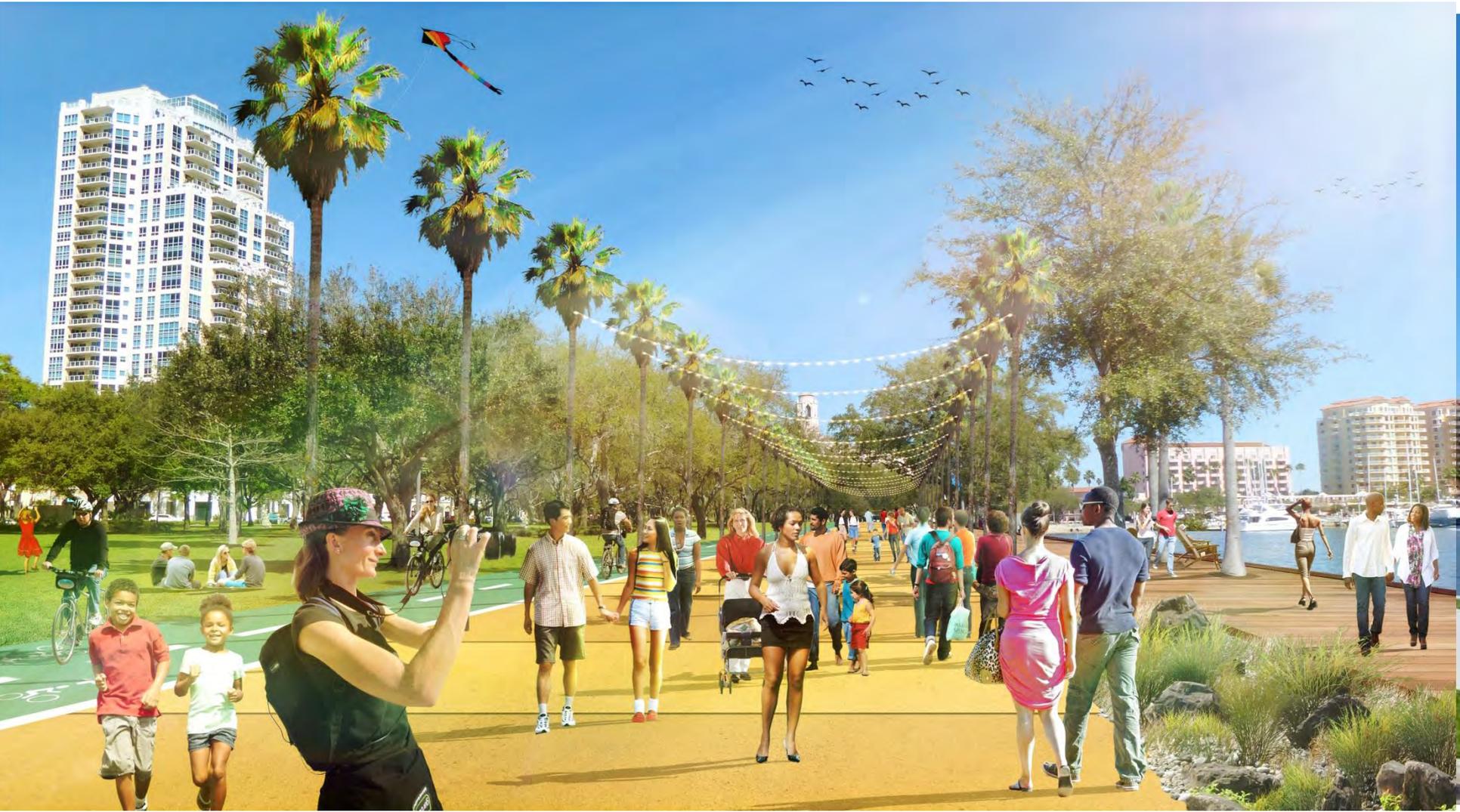
- Shared Space / Piazza at 2nd & Beach
- Reconfigured Streets
- South Straub Park Redesign
- Movies at North Straub Park
- MFA Expansion
- Activated History Museum Bldg Site
- Anchor / Iconic Art in Plaza / Art Walk





st. petersburg 2015





Straub Park/ Pier District

Bayshore Drive

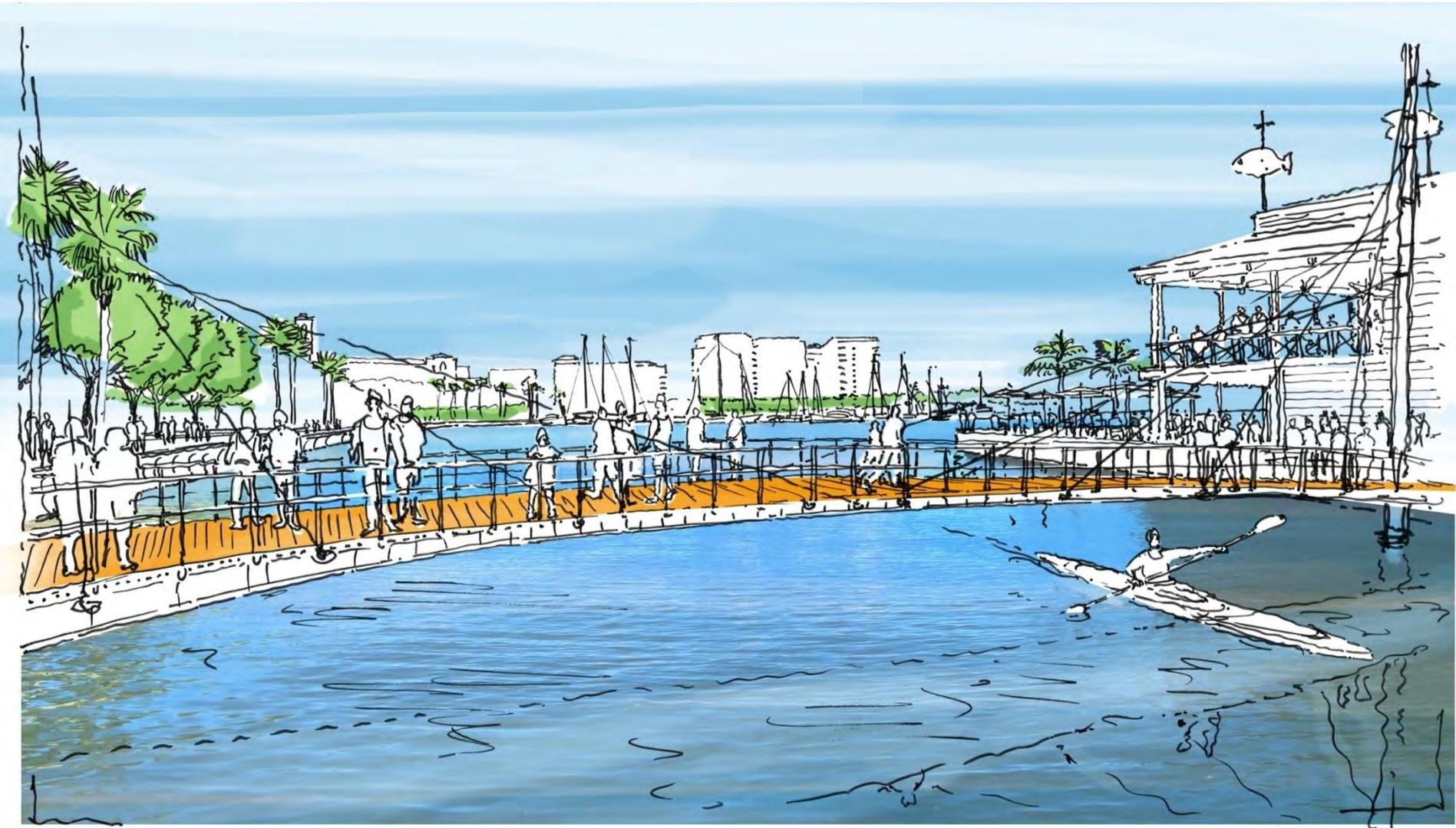
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Straub Park/ Pier District

Canal Gateway

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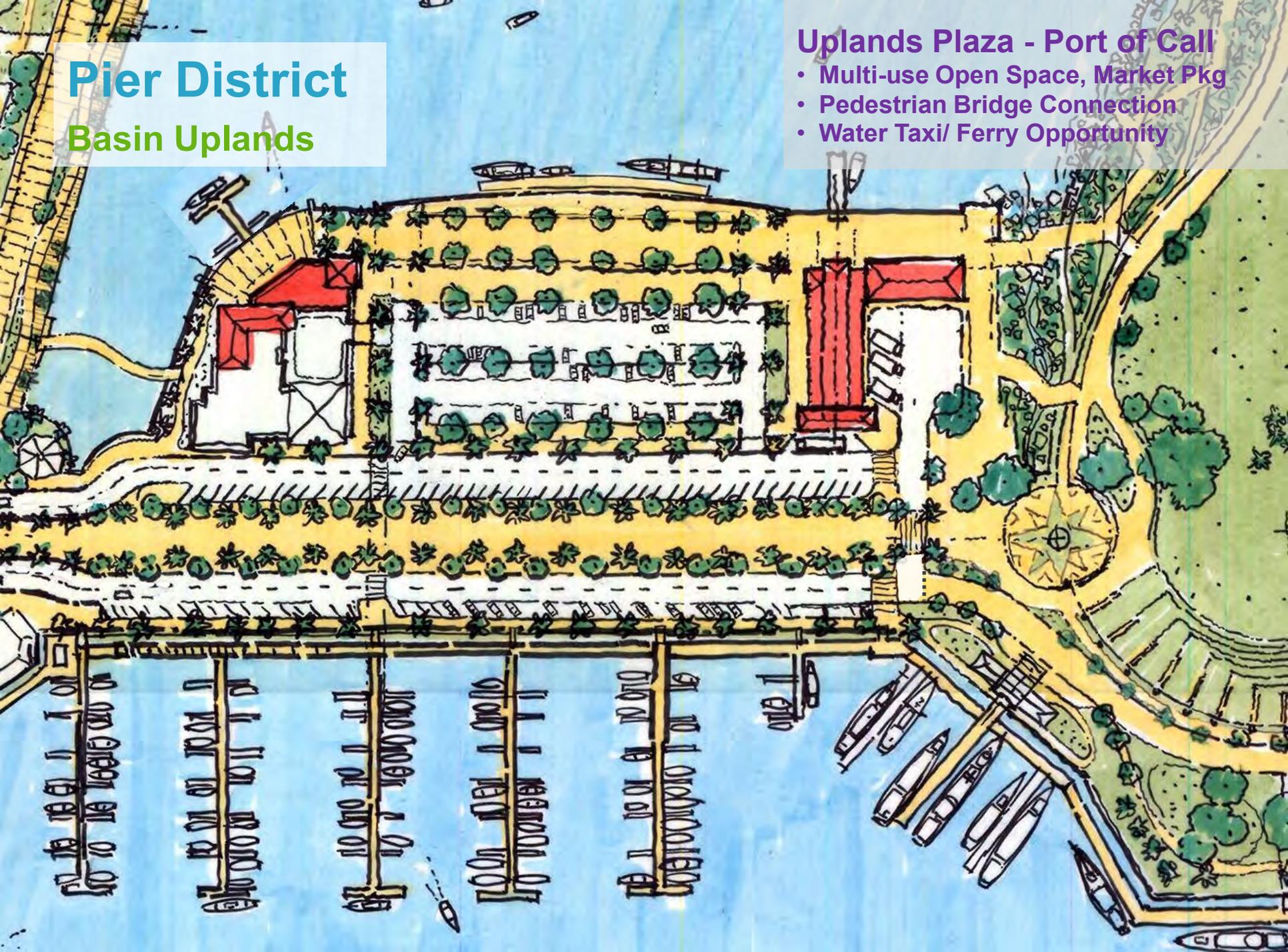


Pier District

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)

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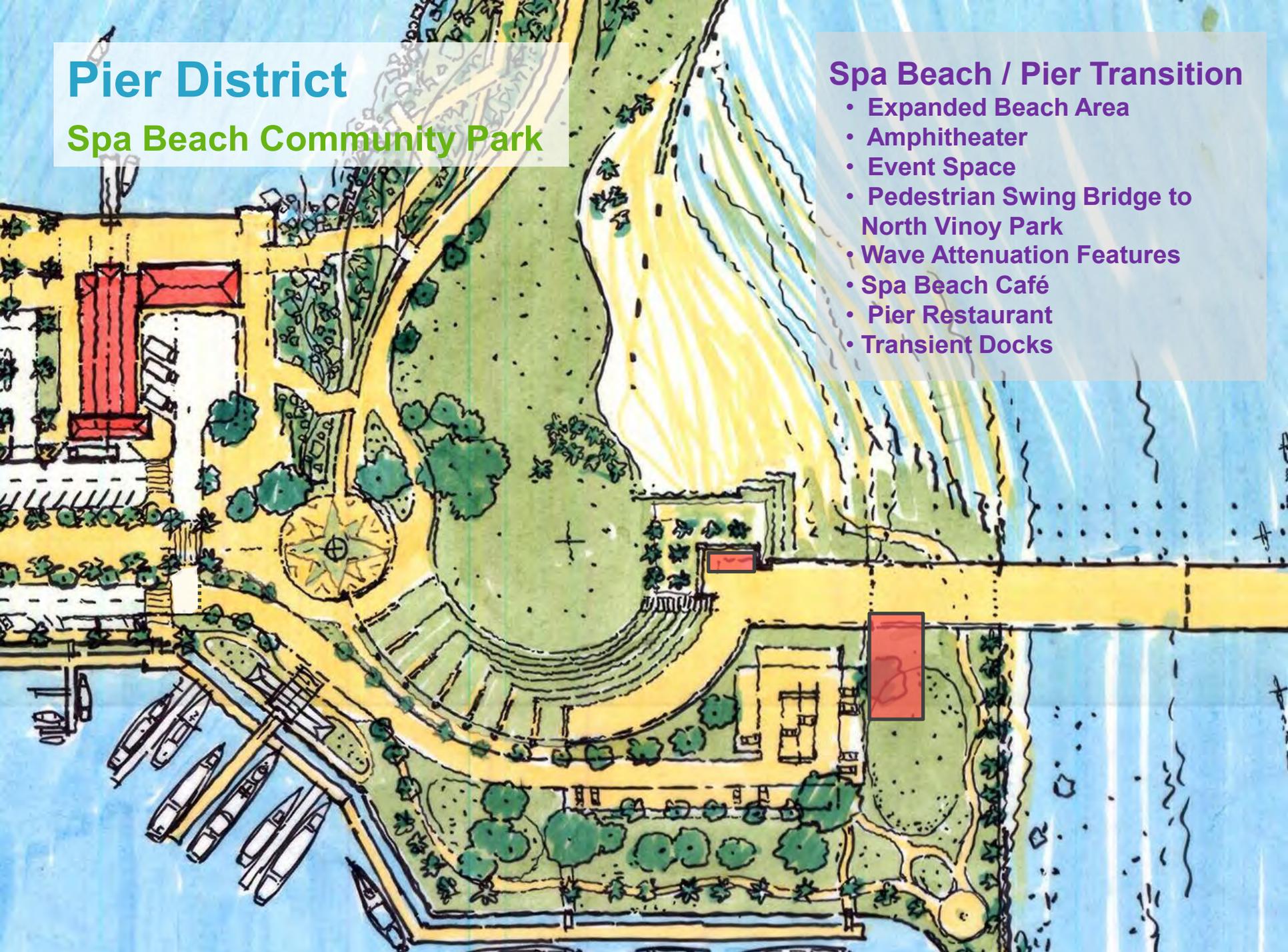


Pier District

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



South Basin District

Targeted and Transformational

Opportunities

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

Key Actions

Baseline:

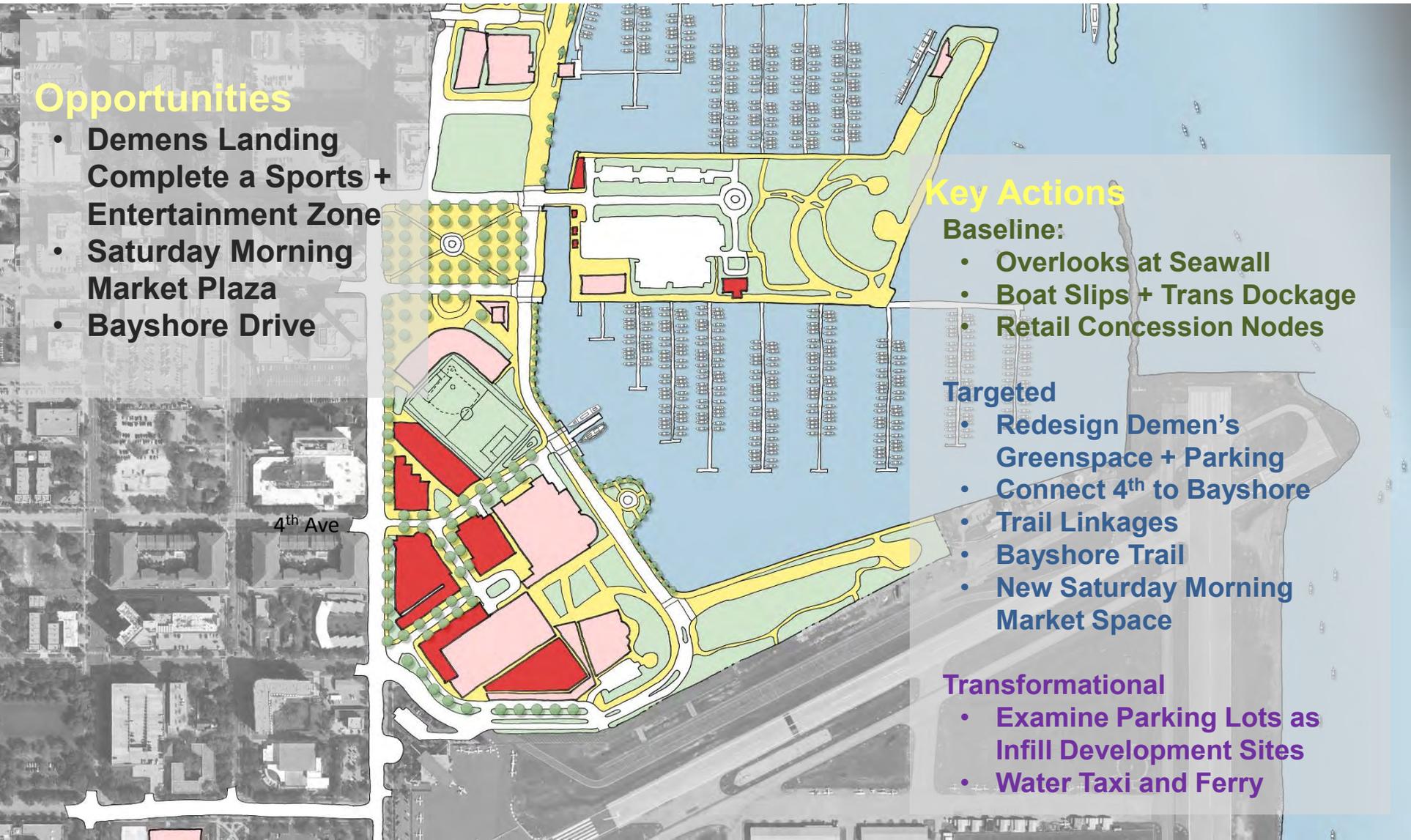
- Overlooks at Seawall
- Boat Slips + Trans Dockage
- Retail Concession Nodes

Targeted

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

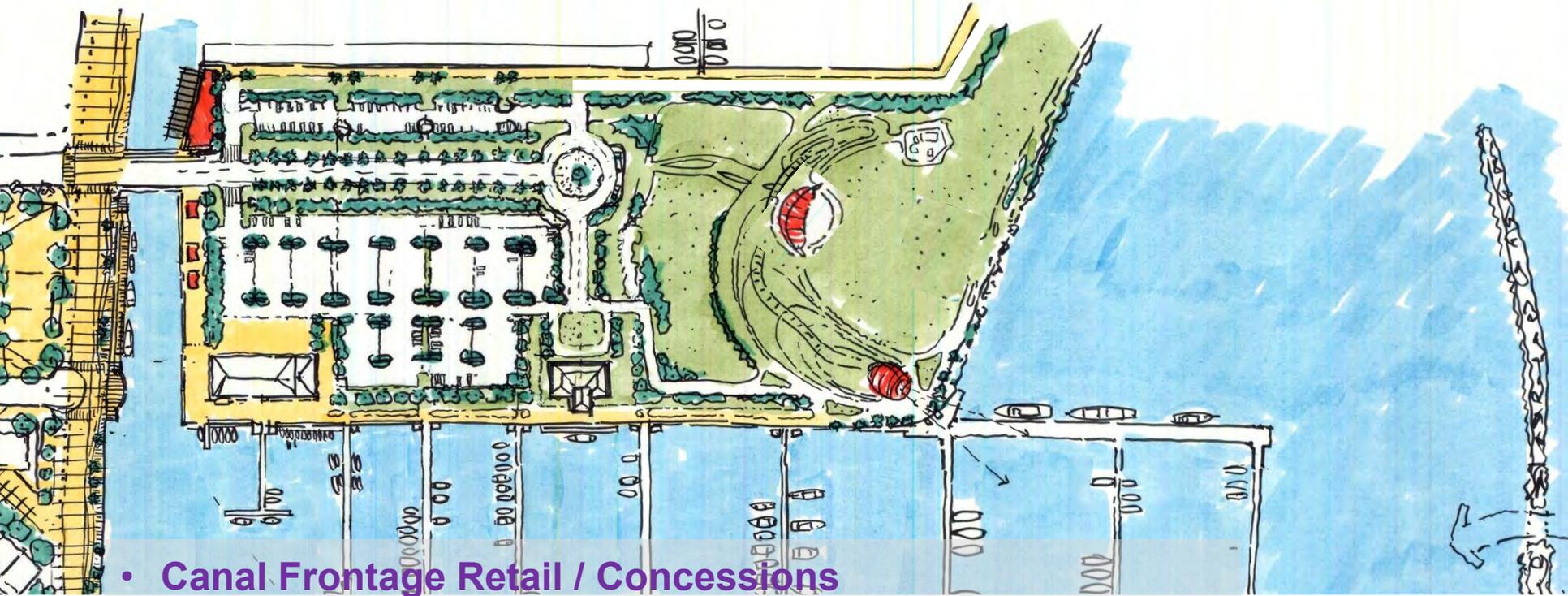
Transformational

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



South Basin District

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

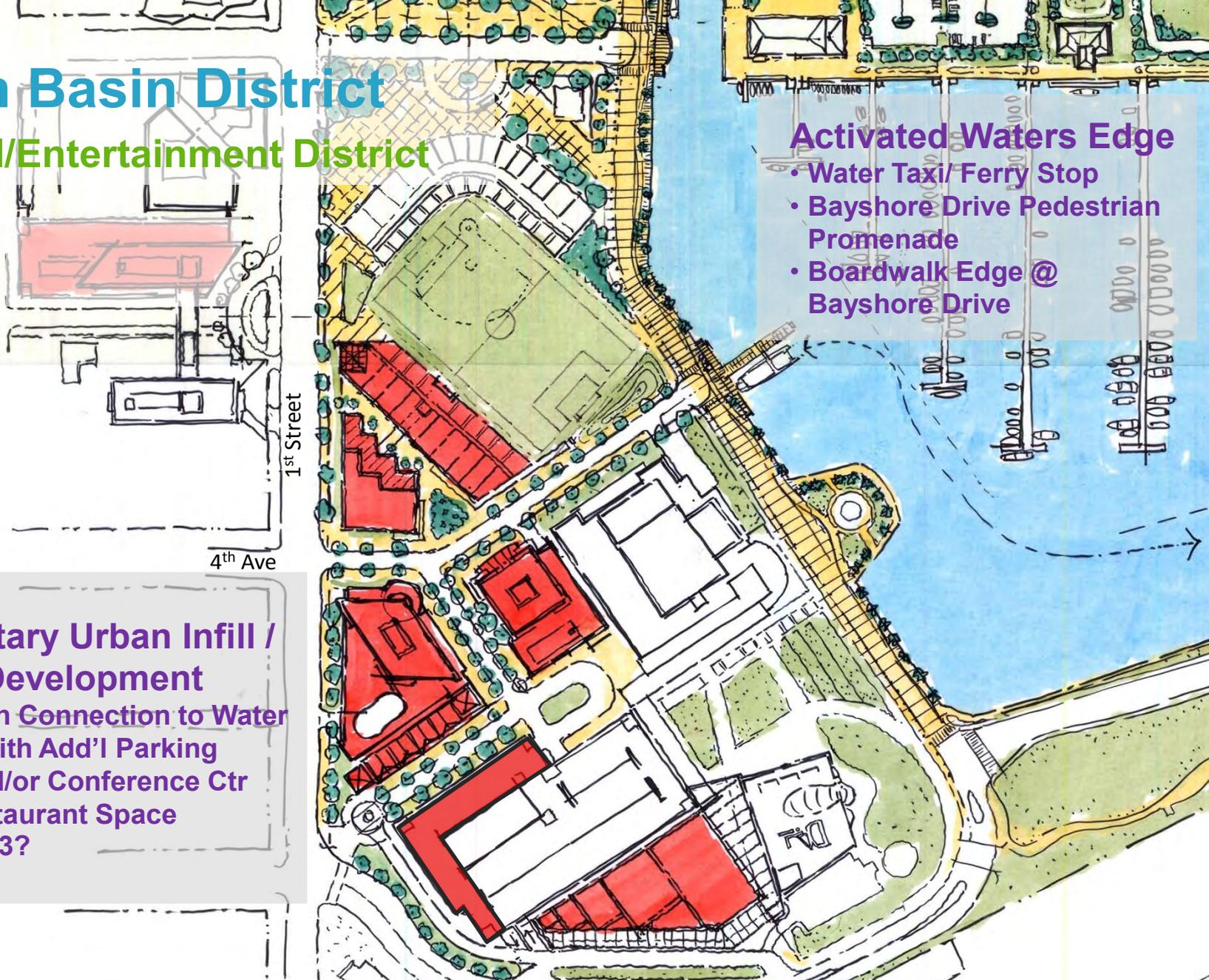
Cultural/Entertainment District

Activated Waters Edge

- Water Taxi/ Ferry Stop
- Bayshore Drive Pedestrian Promenade
- Boardwalk Edge @ Bayshore Drive

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?



South Basin District

Market Plaza with Anchor Art / Sculpture



South Basin District

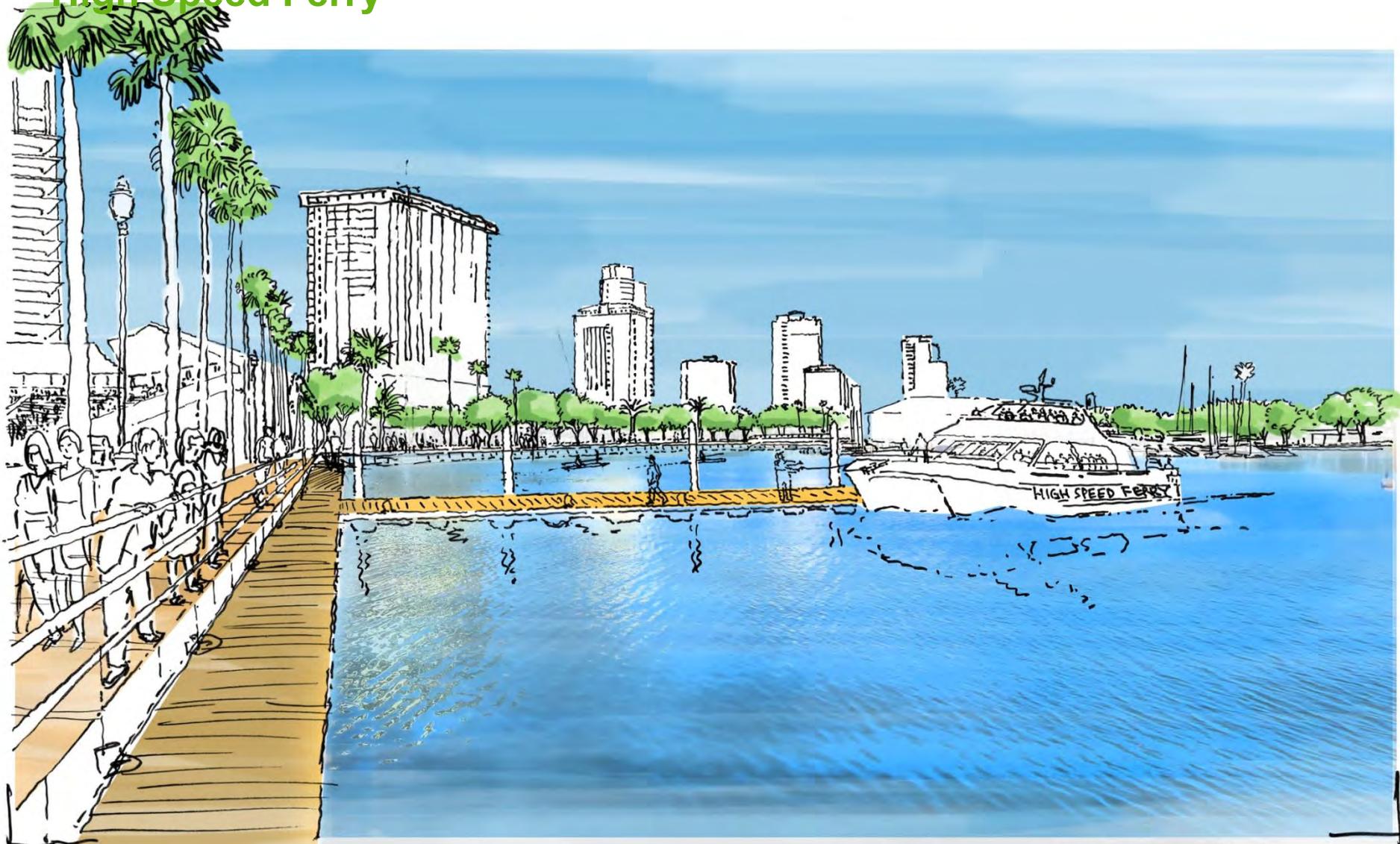
4th Ave Events Street



4th AVE S. extends to water

South Basin District

High Speed Ferry



South Basin Highspeed ferry.

Bayboro/ Salt Creek District

Targeted and Transformational

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

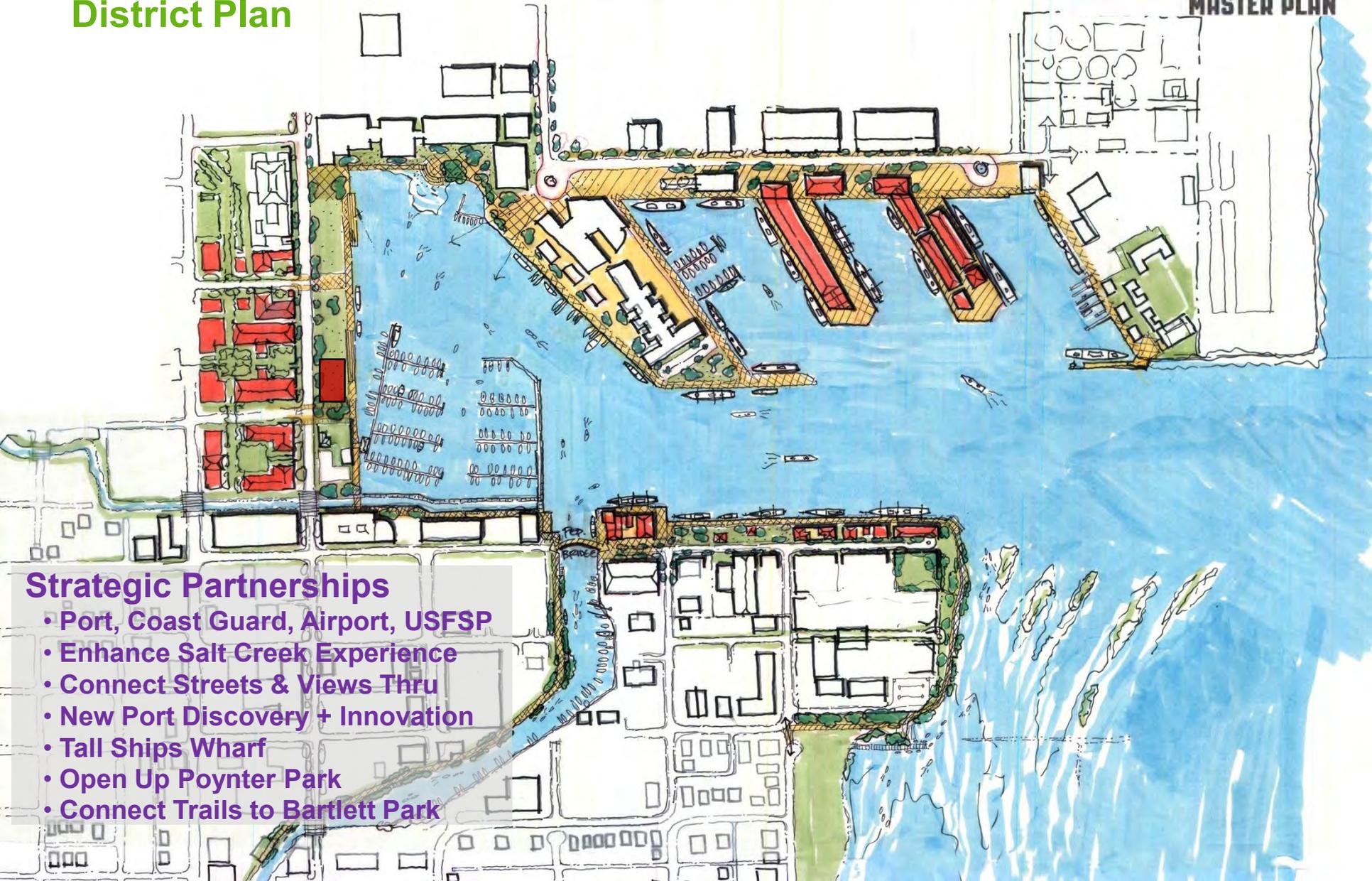
- New Museum Institution
- Deep Water Piers
- Consolidate Coast Guard
- Tall Ships Wharf
- Pedestrian Trail from Bayboro to Lassing Park



Bayboro/ Salt Creek District

District Plan

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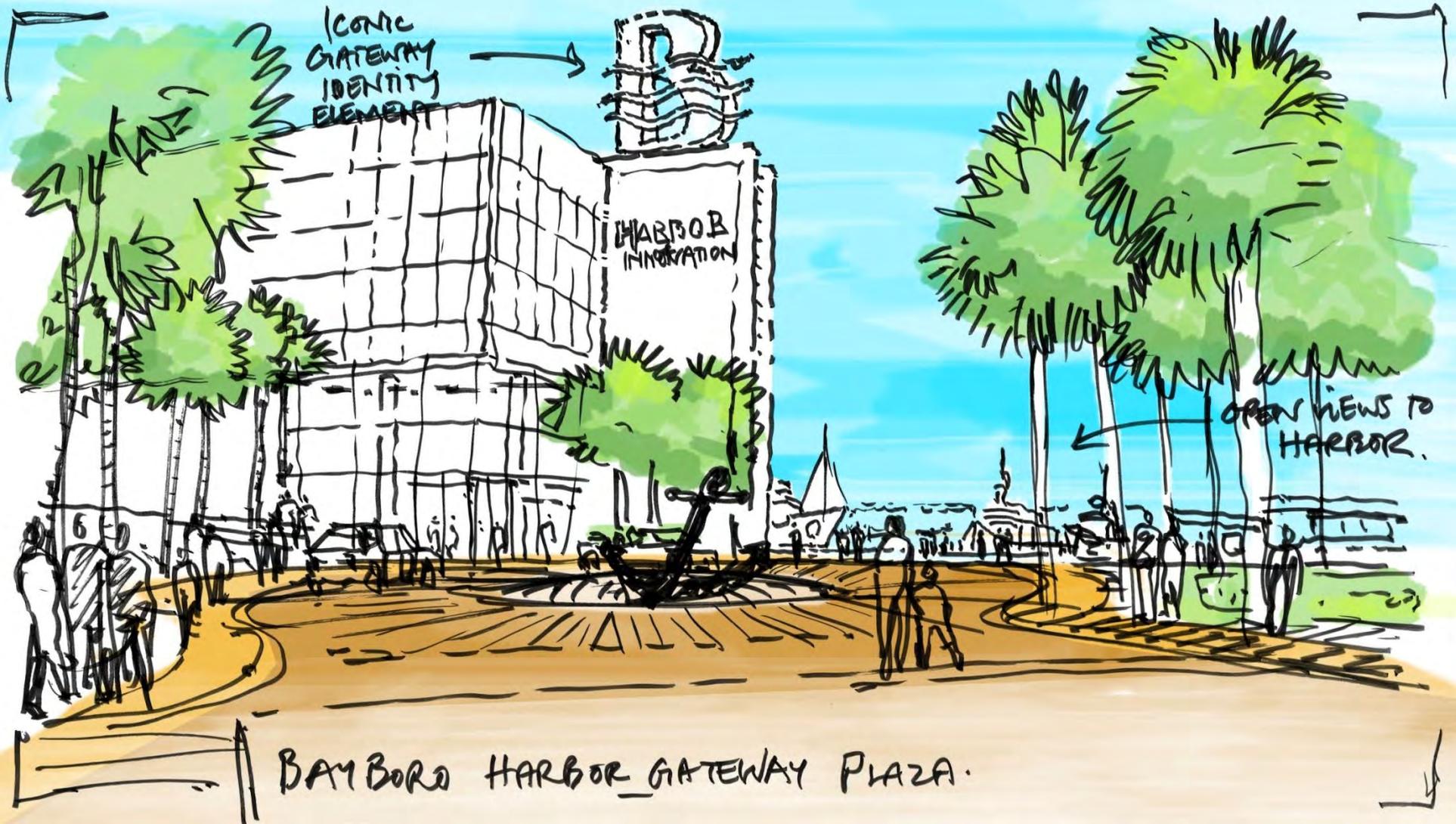
Strategic Partnerships

- 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

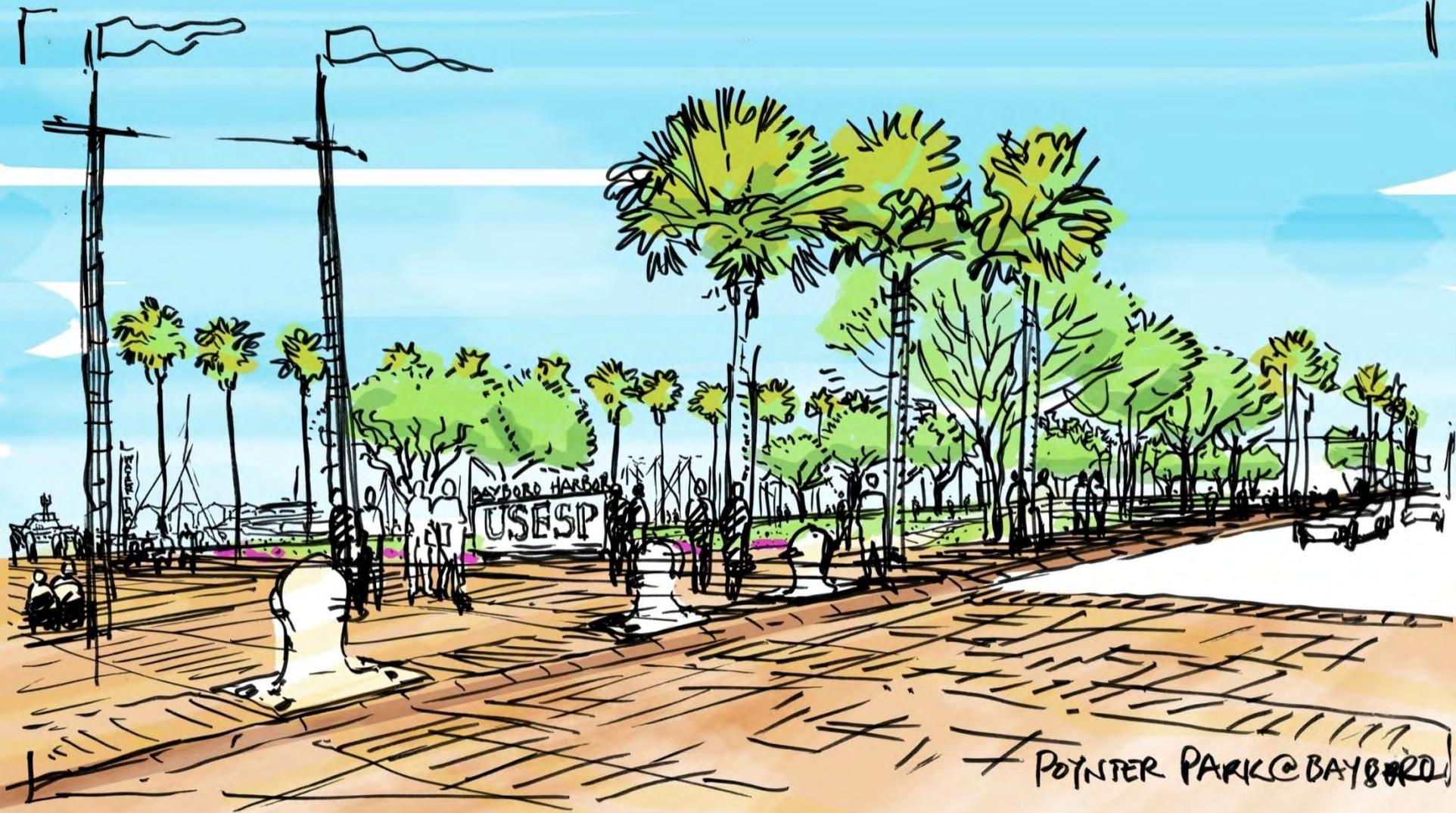
Anchor / Art view terminus



Bayboro/ Salt Creek District

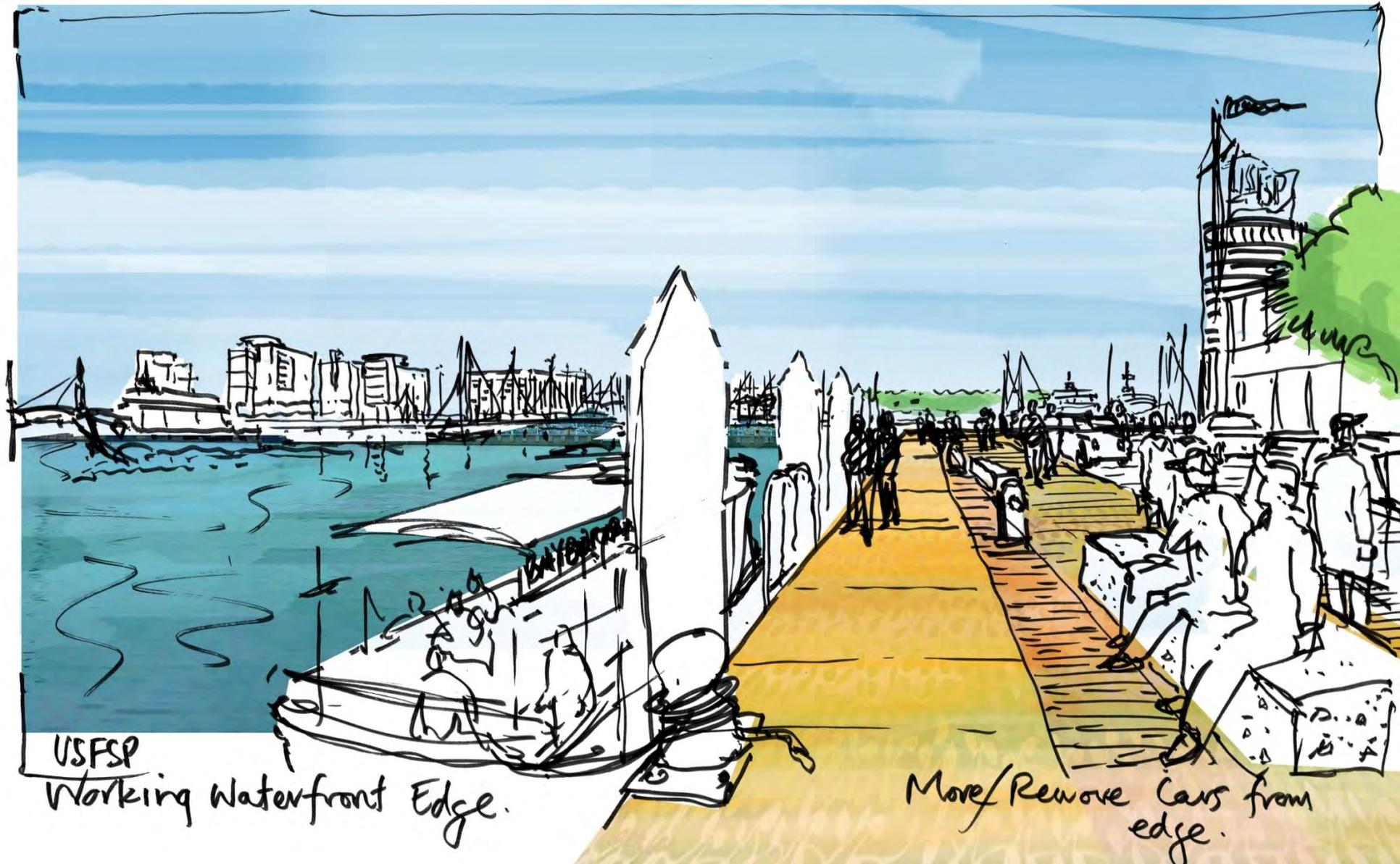
Poynter Park

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Bayboro/ Salt Creek District

USFSP Working Waterfront

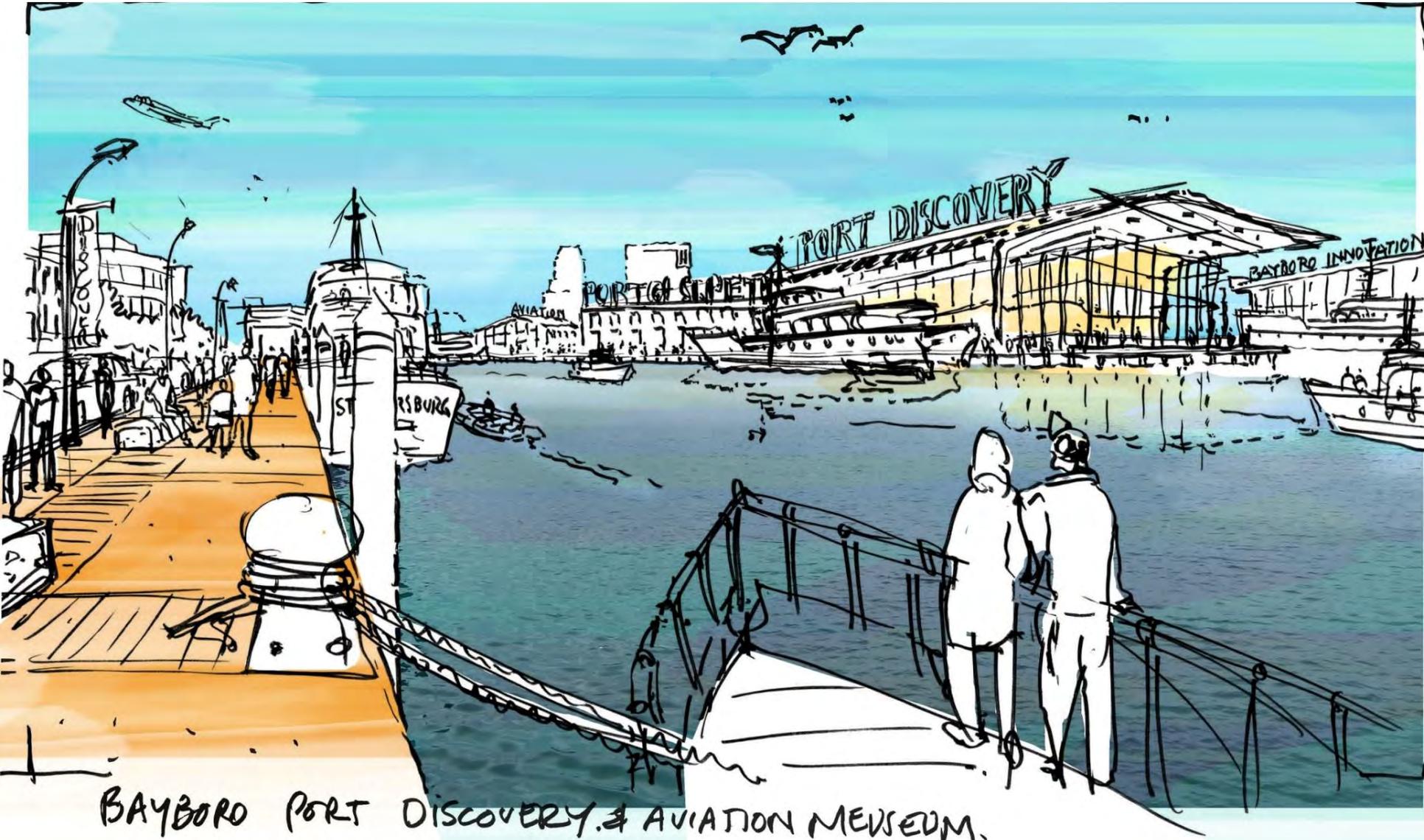


USFSP
Working Waterfront Edge.

More/Remove Cars from
edge.

Bayboro/ Salt Creek District

Port Discovery

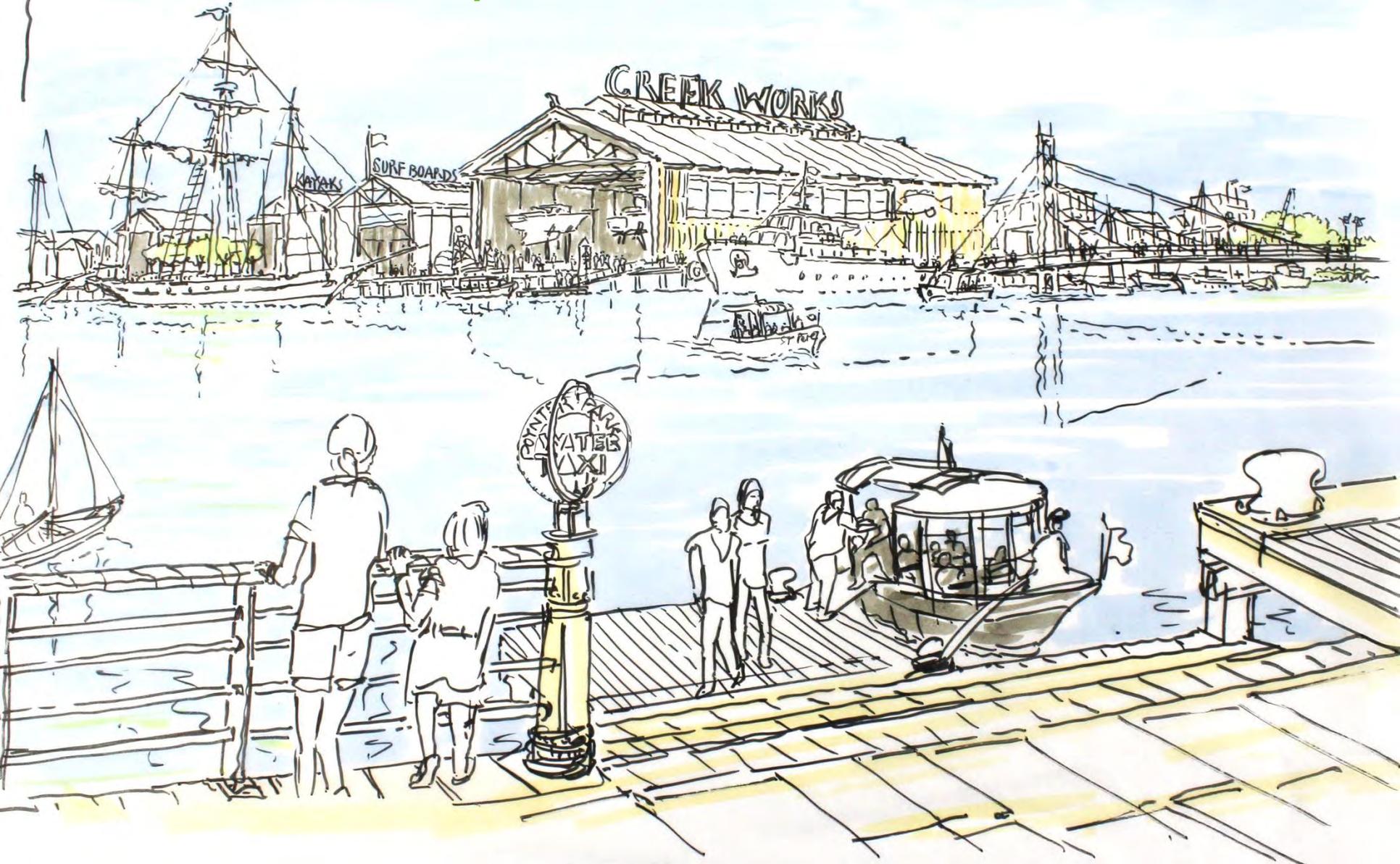


BAYBORO PORT DISCOVERY & AVIATION MUSEUM.

Bayboro/ Salt Creek District

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WATERFRONT

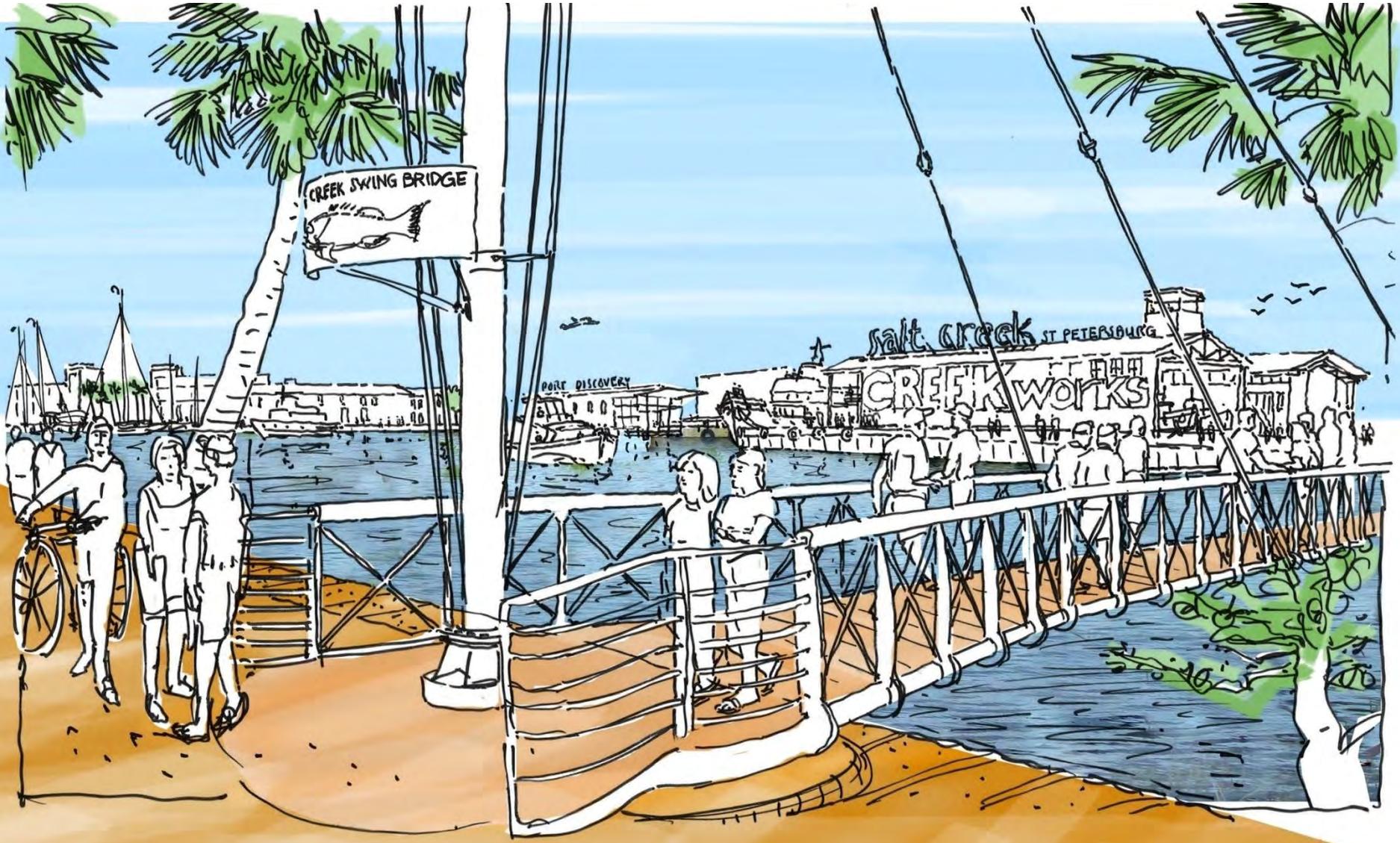
Creekworks + Tall Ships



Bayboro/ Salt Creek District

Salt Creek Swing Bridge + Creekworks

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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

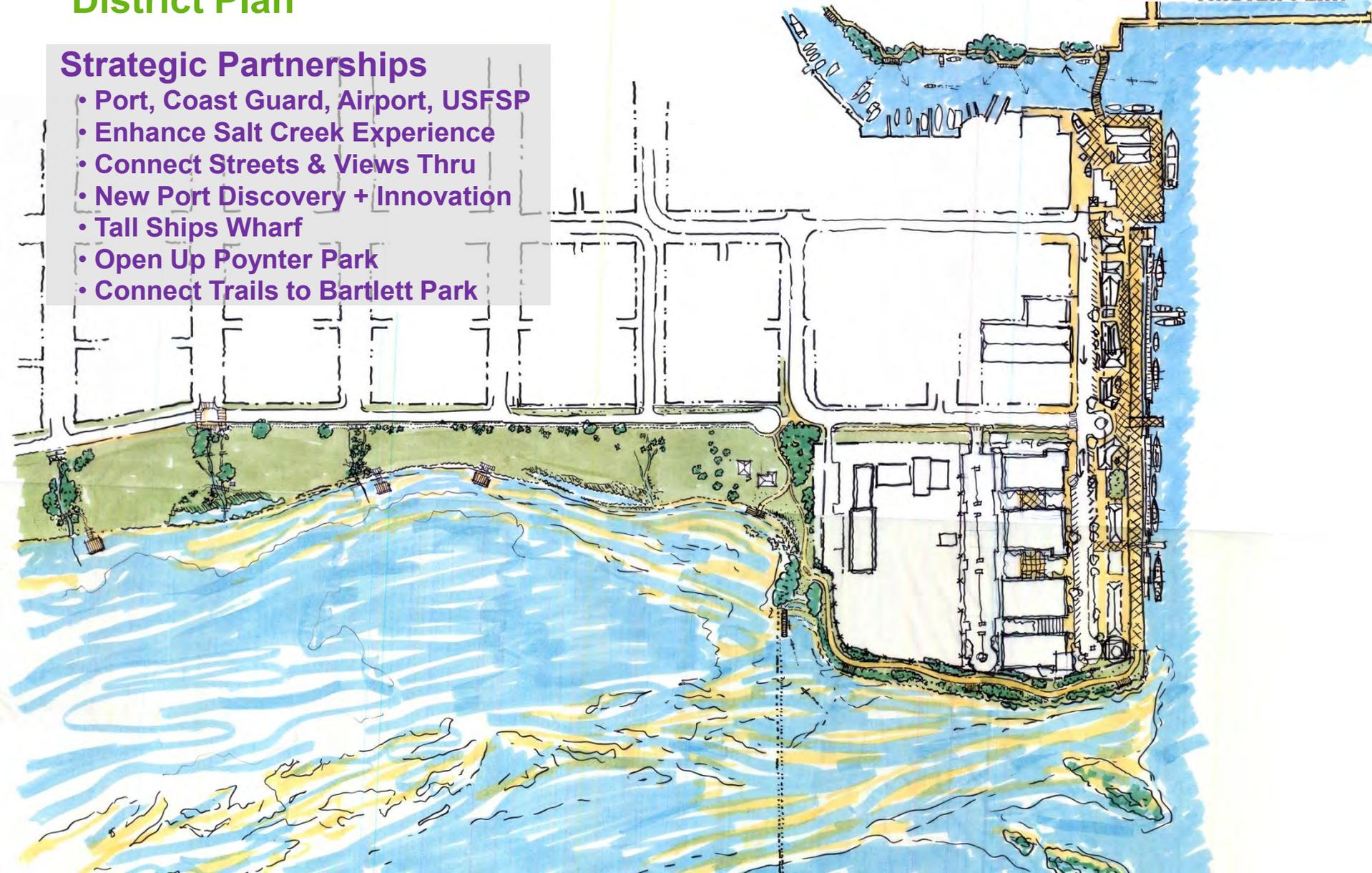


Lassing Park District

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

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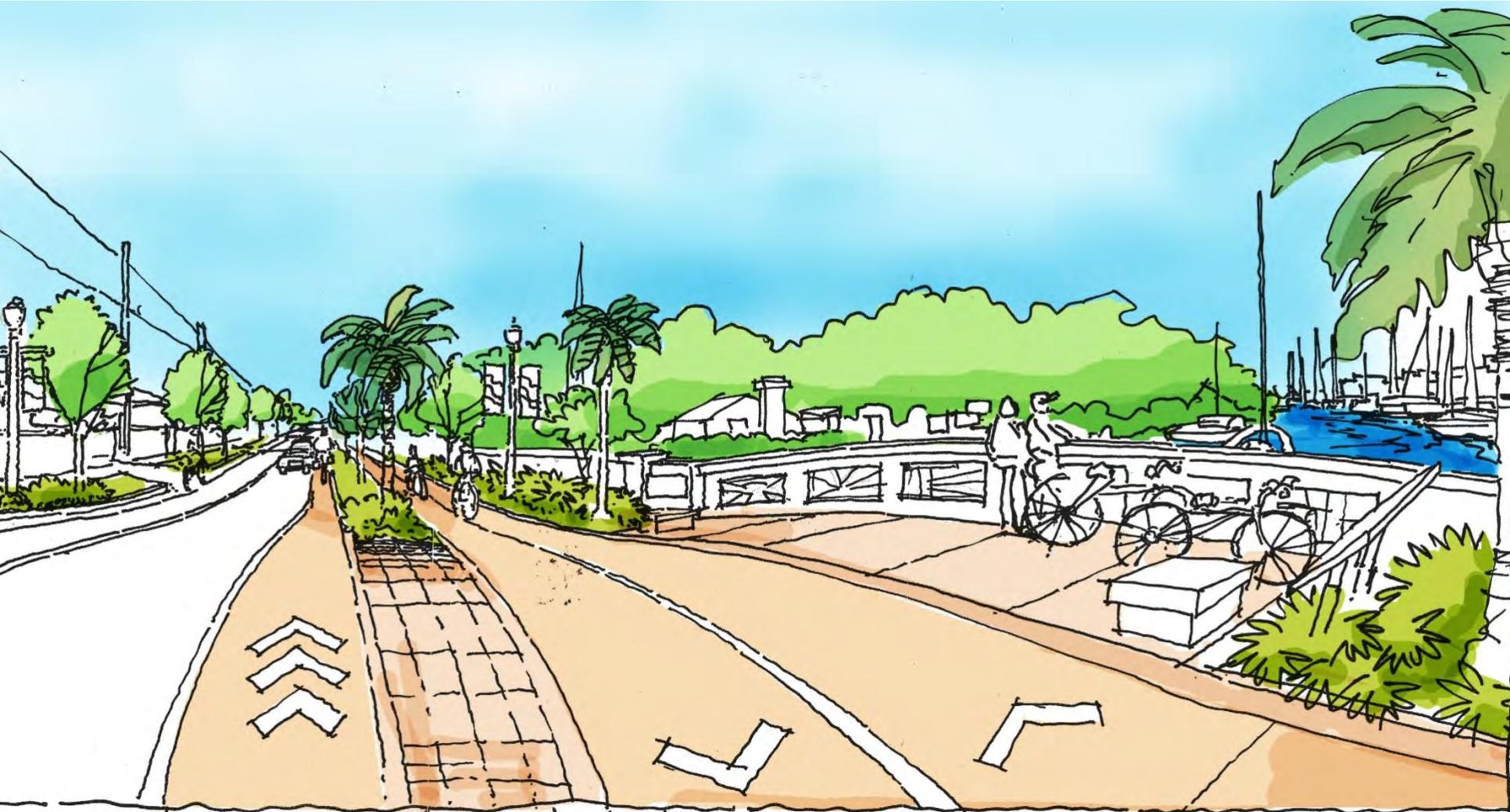
Lassing Park District

Waters Edge



Lassing Park District

3rd Street South Multi-use Trail



Third Avenue Shared Use Bike/Fed Trail.
(Overlook a Salt Creek "Thrill Hill")

Ideas to Action

Developing an Approach to Implementation



Waterfront Master Plan

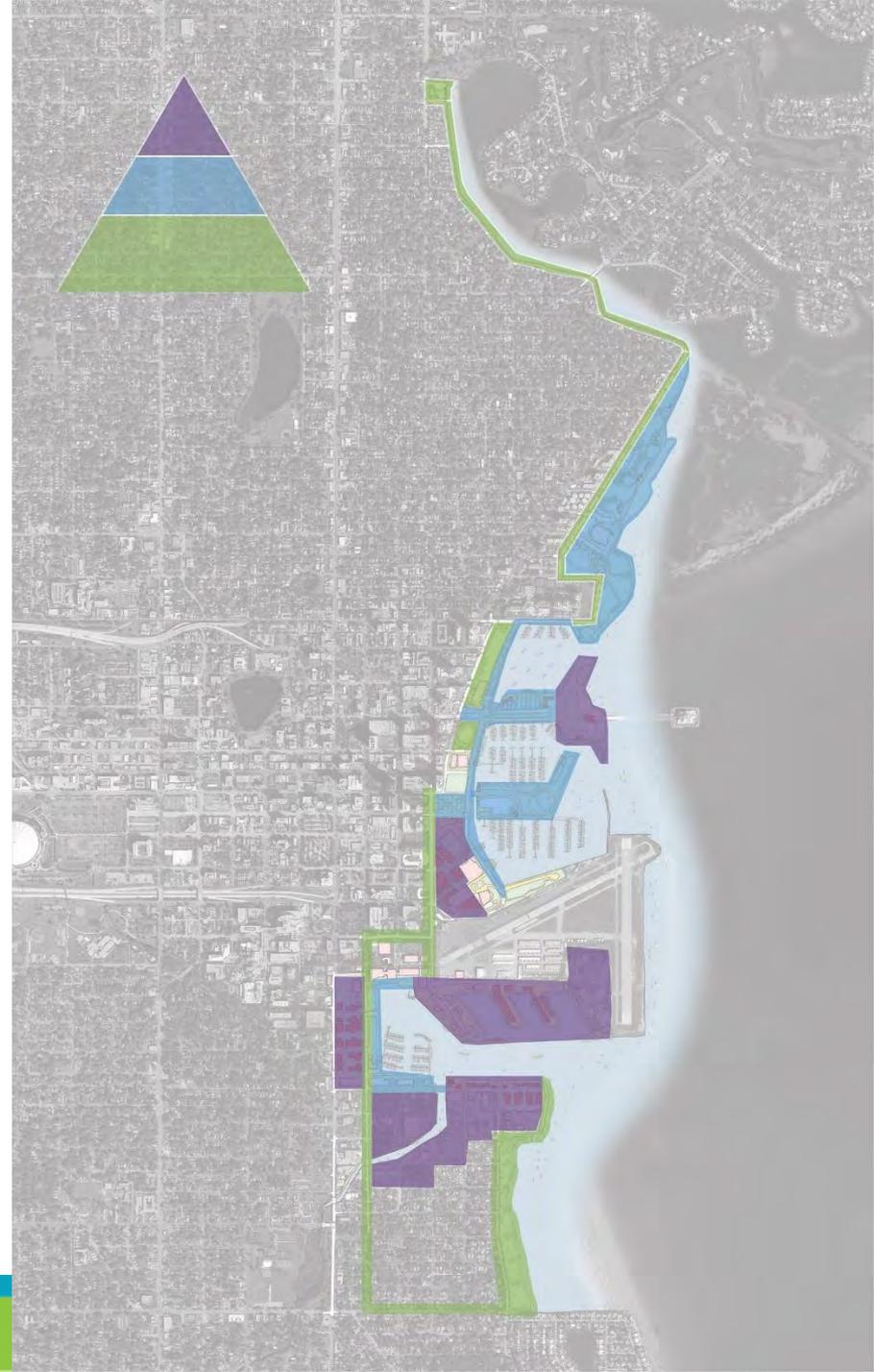
Comprehensive Structure

Implementation

A Strategic Plan for:

- **Baseline Needs**
- **Targeted Enhancements**
- **Transformational Change**

**With Priorities and Diverse
Funding Mechanisms**



Waterfront Master Plan

Implementation

Implementation

Costs + Budgeting

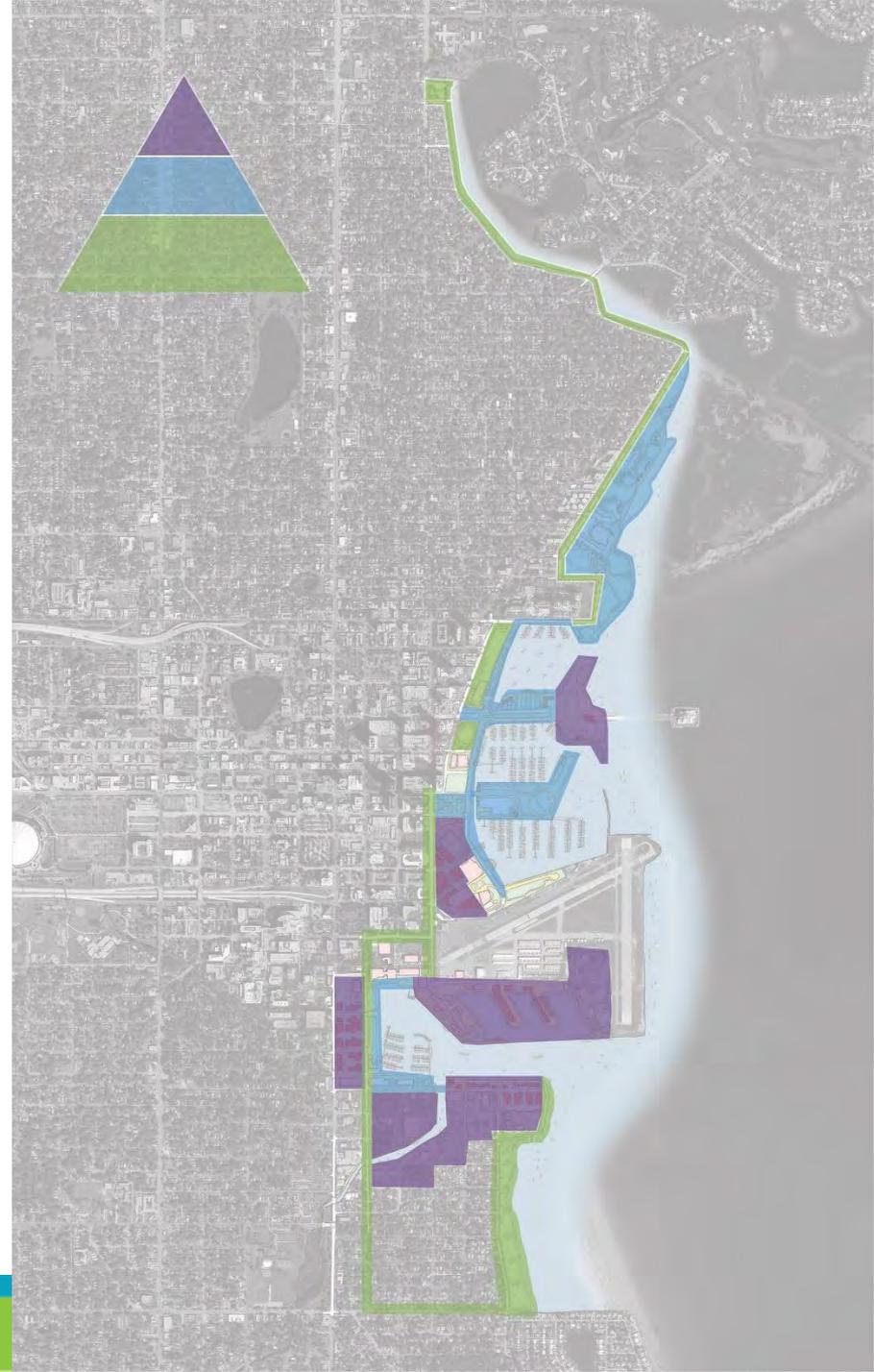
Time + Phasing

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

Project Areas	DWMP Dimension					Plan Hierarchy	Budgeting Factors		
Project List	E	W	P	Ec	T	Pyramid of Needs	UNIT	AREA	UNIT CO:
Comprehensive Waterfront Needs									
Basin / Master Plan:						Baseline	LS	1	\$150
Stormwater Outfall Retrofits						Baseline	LS	1	500
Seawall Repairs						Baseline	LS	1	500
Park Design Standards						Baseline	EA	1	15
Park Materials Enhancements						Baseline	LS	1	1000
Events Re-Programming						Baseline	LS	1	5
Art in Park Program						Baseline	LS	1	100
Integrated North / South Trail						Baseline	LS	1	100
Wayfinding Master Plan						Baseline	EA	1	25
Trolley Service						Targeted	LS	1	75
Parking Capacity and Location						Targeted	LS	1	10
Bike Share						Targeted	LS	1	7
Golf Cart / Jitney Service						Targeted	LS	1	50
Retail Concession Policy						Targeted	LS	1	5
Comprehensive Breakwater System						Transformational	LF	9000	\$6.00
Shoreline Access						Transformational	LF	1000	\$6.00
Shoreline Softening						Transformational	LF	1000	\$2.00
TOTAL									
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	\$25
Boat Ramp Enhancements						Targeted	SF	5,000	
Trailhead Park						Targeted	SF	90,000	
Street Reconstruction						Transformational	LF	5,800	\$2
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	\$2
							SF		
Site Furnishings Enhancement						Baseline	LS	1	\$100
Art in Park						Baseline	EA	10	\$50
							SF		
Community Park Activity Node						Targeted	SF	25,000	
Beach Renourishment						Targeted	SF	150,000	
							SF		
Parking Re-Allocation, Retrofit						Targeted	SF	200,000	

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



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

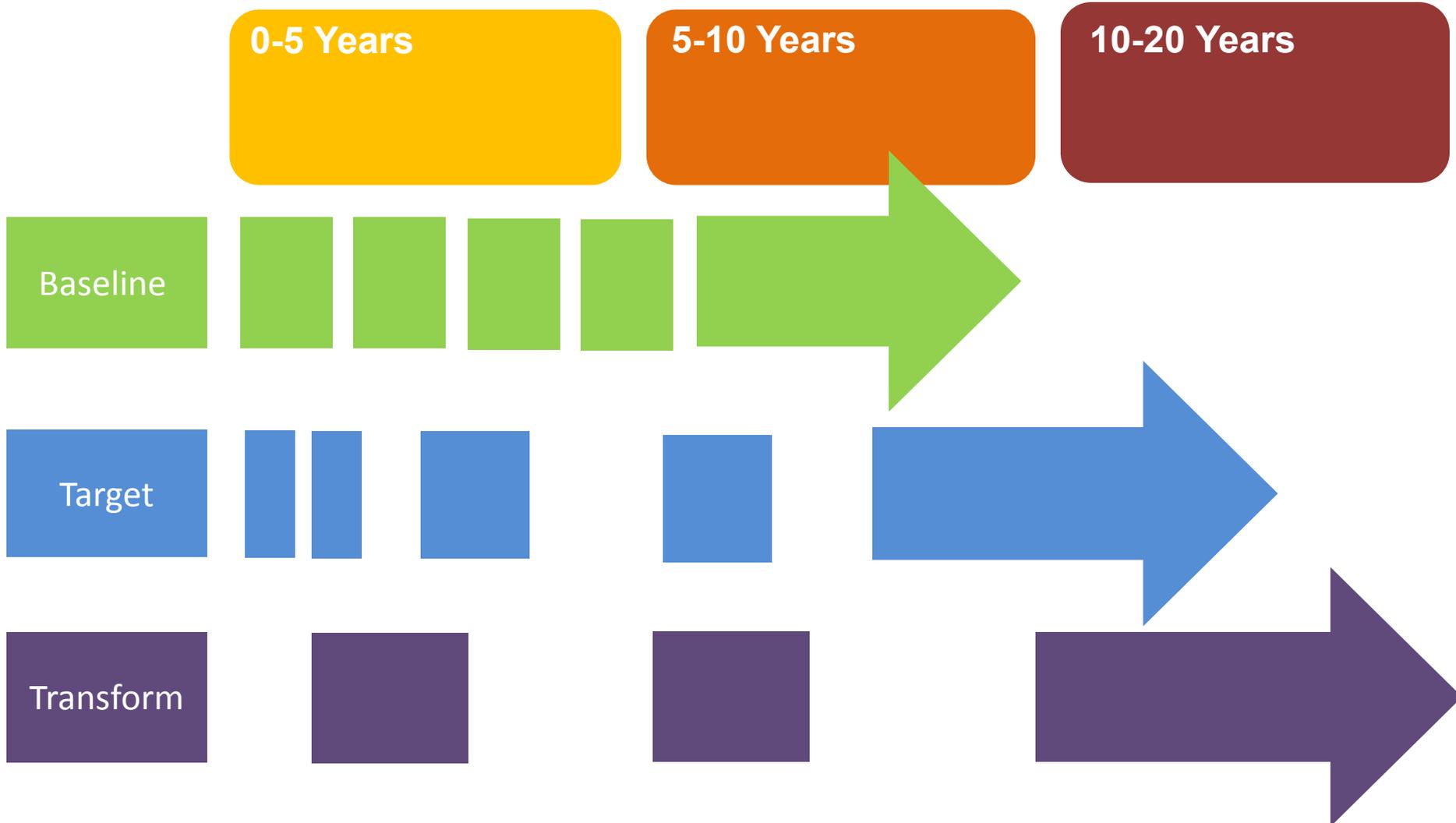
“Project” Focused activities such as
Streetscape, upland Parks, Basin
Enhancements

Transform

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

Waterfront Master Plan

Time and Priority



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

Starter Ideas:

Parking, People & Priority

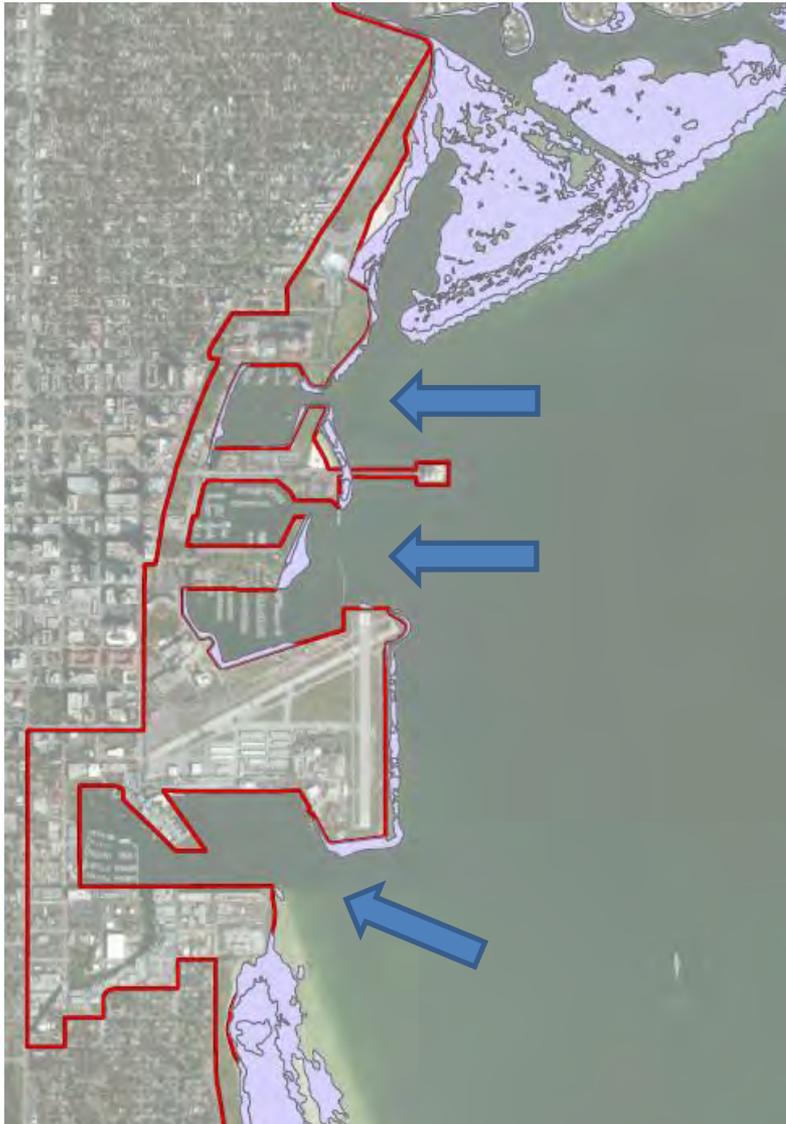


No Dedicated Parking structures for the new 500M Dr Phillips Performing Arts Center – Access addressed through Coordination and Leveraging of existing Public and Private Parking With recent investments in the Dntn Bus Looer and Walkability...and Valet Service.



Concept Review - Living Breakwater

Waterfront Vulnerability

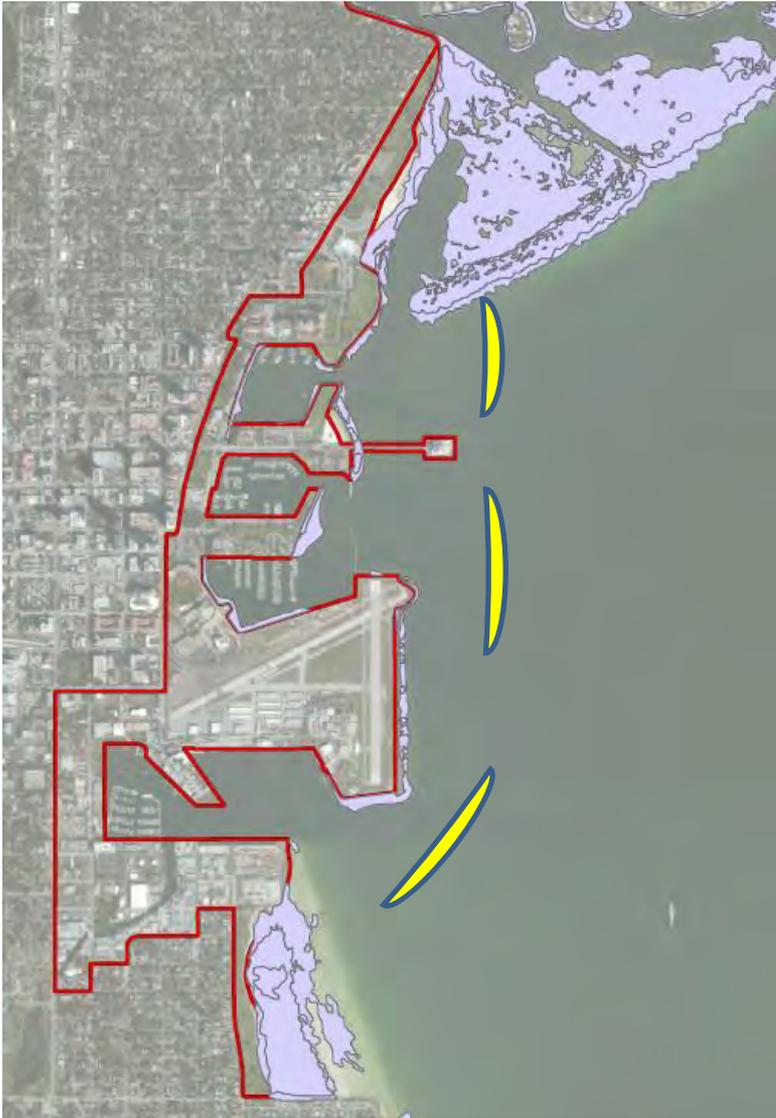


Current Conditions

- 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

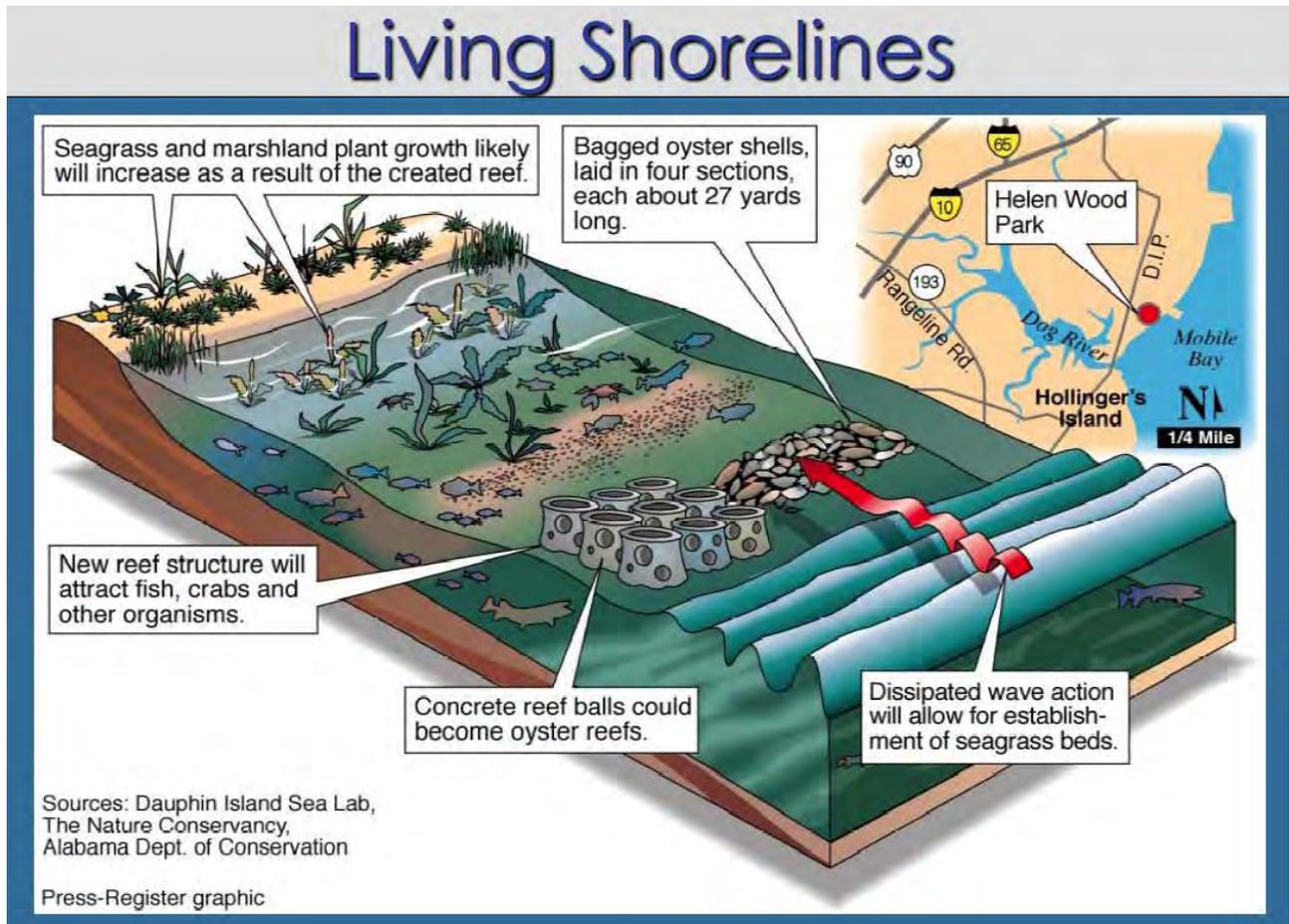
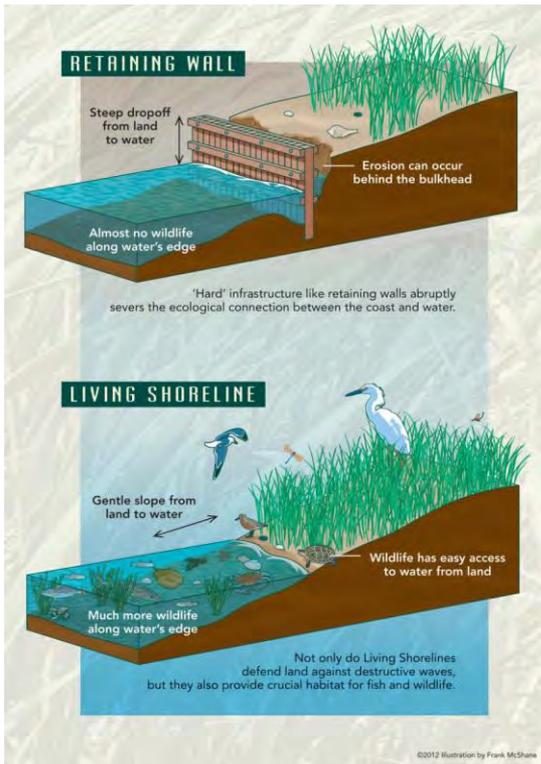
Natural-Based Breakwaters

- 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.



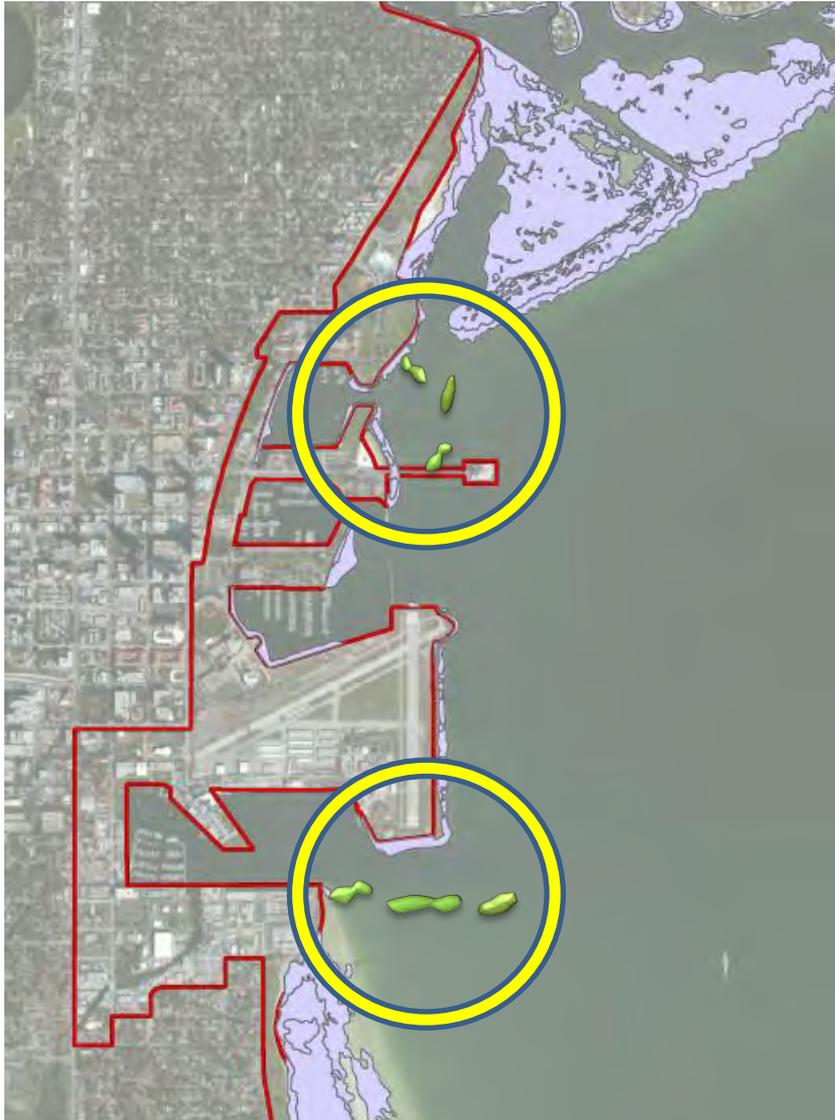
Living Breakwater – Phasing



- 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



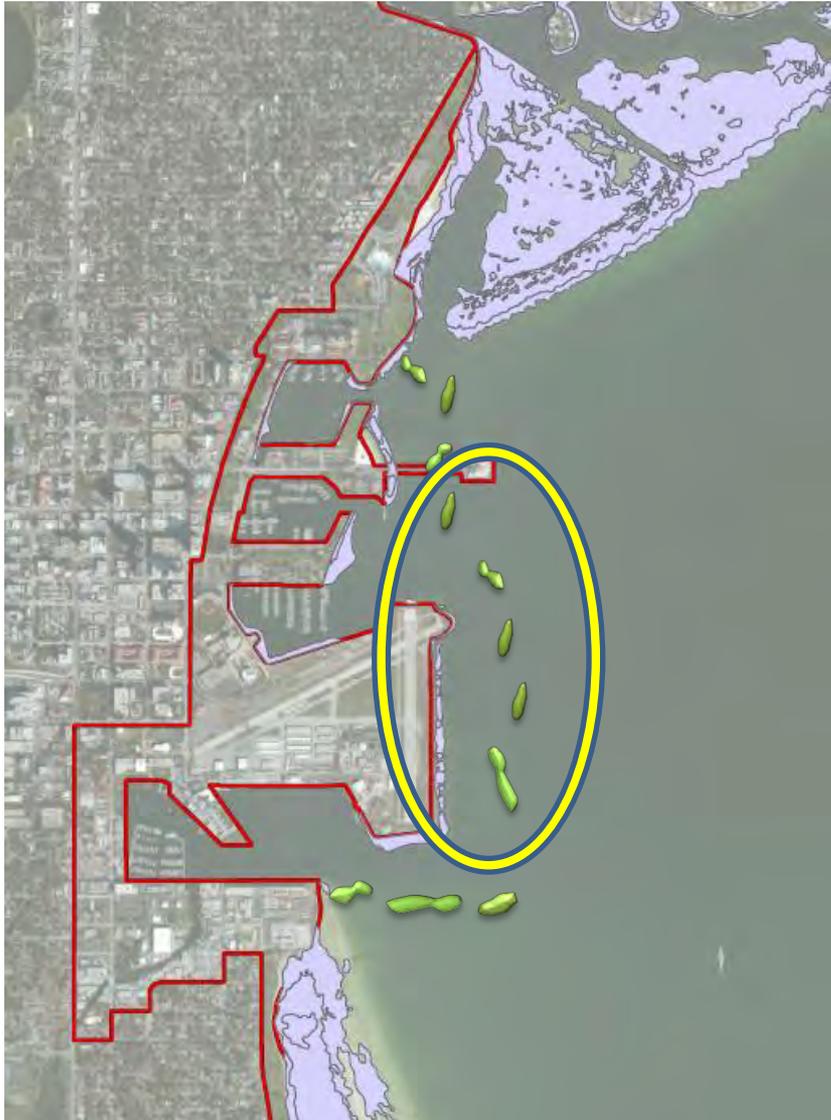
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Living Breakwater – Phasing



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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



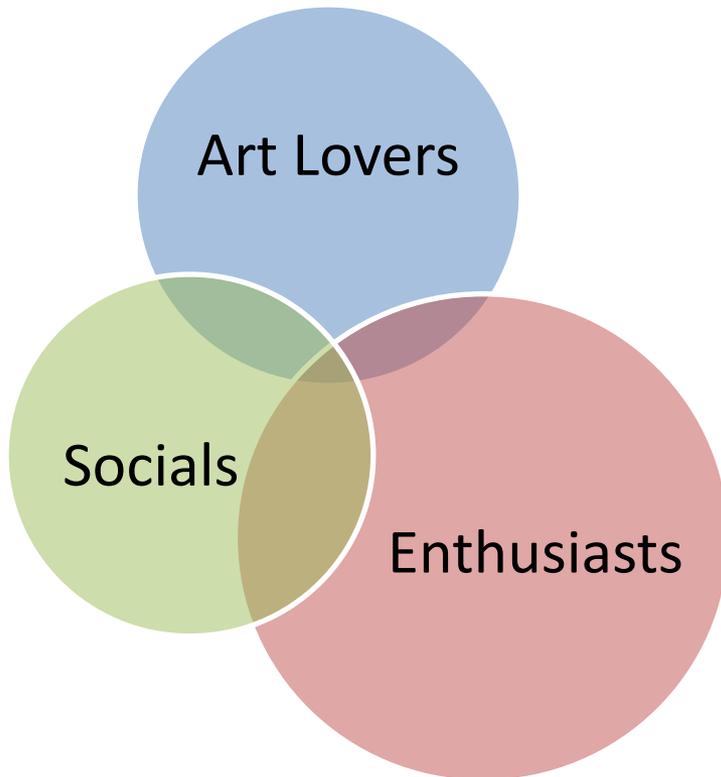
Current Florida Initiatives

- 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>
- Partner Agencies: NOAA, USACE, FDEP
- Environmental Sensitivity Index:
<http://response.restoration.noaa.gov/maps-and-spatial-data/environmental-sensitivity-index-esi-maps.html>

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

Understanding St. Pete's Market

Regional Tourism

- 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