



STOREFRONT CONSERVATION CORRIDOR COMMUNITY MEETING



The Storefront Conservation Corridor Plan was created to promote independently-owned businesses, maintain a pedestrian-friendly streetscape and promote the conservation of historic assets along **Beach Drive and Central Avenue, from the waterfront to 31st Street.**

Independently-owned businesses have organically evolved to become some of our community's best assets – improving the quality of life for our residents, while attracting visitors and new investors to the Sunshine City. This healthy, independent business sector supports other municipal initiatives including the expansion of jobs, shrinking economic inequality, strengthening neighborhood diversity, and encouraging sustainable living.

The City has evaluated changes to its City Code in the three areas detailed to the right.

URBAN DESIGN (LAND USE AND ZONING)

- Create a 'Storefront Conservation Overlay' in the City code
- Establish a minimum requirement and maximum width for pedestrian level, publicly accessible storefronts
- Establish a variance process
- Establish land use and design standards

INCENTIVES AND BUSINESS ASSISTANCE

- Business assistance and corridor development
- Incentive program
- Reduce parking space requirements

PROMOTE HISTORIC CONSERVATION AND LEGACY BUSINESSES

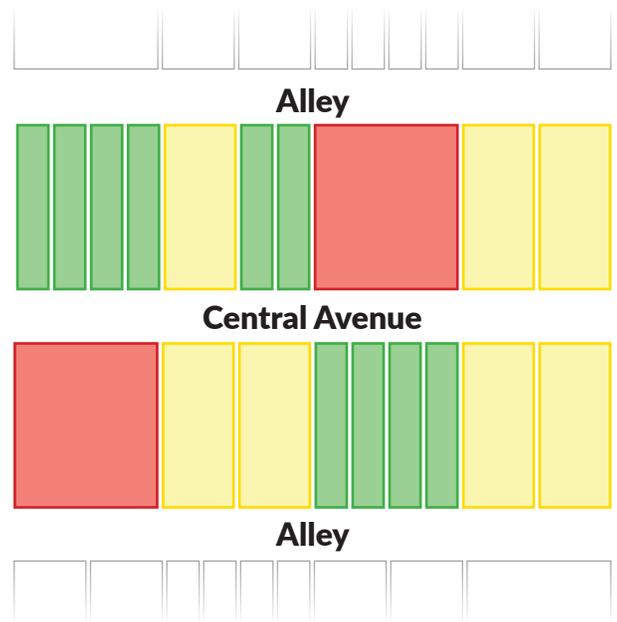
- Promote local landmark designations along Central Avenue
- Define and identify 'Legacy Businesses'
- Promote use of tax exemption credits

PUBLICLY ACCESSIBLE STOREFRONTS

Storefront widths help define the character of place as people move throughout a city. Geography, architecture, and neighborhood and business associations have helped frame four distinct sub-districts.

While there are a number of alternatives for regulating storefront widths, City staff is recommending integration of a district and block standard using data relating to existing storefront widths. The number of storefront widths per sub-district shall be calculated as a percentage of distribution throughout the sub-district, and averages for each sub-district shall be then be applied on a block-by-block basis within the applicable sub-district.

EXAMPLE BLUEPRINT



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