COMMUNITY PLANNING AND PRESERVATION COMMISSION

Prepared by the Planning & Development Services Department,
Urban Planning and Historic Preservation Division

For Public Hearing on April 9, 2019
at 2:00 p.m. in the City Council Chambers, City Hall,
175 Fifth Street North, St. Petersburg, Florida.

APPLICATION: SNC 2019-01

APPLICANT: City of St. Petersburg
275 5th Street North
St. Petersburg, Florida 33701

REQUEST: A request to rename a portion of 37th Street South, between 38th Avenue South and 54th Avenue South, "Skyway Marina Blvd." Property owners along the subject corridor will be required to change their address if the street name change is approved.

AUTHORITY: Pursuant to Section 16.80.020.1 of the City Code of Ordinances, the CPPC is responsible for reviewing and making a recommendation to the City Council on all proposed street change requests.

EVALUATION:

Background:

On February 7, 2019, the City Council considered a request from the Skyway Marina District to rename the subject portion of 37th Street South as part of their efforts to further brand the area as a recognizable place with its own identity. The request was introduced as a new business item and was approved to move forward for further study.

CONSISTENCY REVIEW COMMENTS: The Urban Planning and Historic Preservation Division staff reviewed this application in the context of the following criteria excerpted from the City Code and found that the requested renaming is consistent with criteria: #1, #4, #5, #7 and #8. Outstanding areas of concern have been identified with criteria: #2, #3, and #6.

Criteria #1: Request a person's name who has not been deceased for at least one (1) year. Such person's last name should be used unless additional identification is necessary to prevent duplication.

The application does not recommend use of a person's name.
Criteria #2: *Duplicates or is phonetically similar to an existing street name regardless of whether the right-of-way is designated as a street, avenue, drive, place or other designation.*

According to a letter submitted by the Skyway Marina District, the name Skyway Marina Boulevard was chosen because of consistency with other gateway signage on the outskirts of the District.

Within the City of St. Petersburg, there are no exact duplicates of the proposed name; however, there are many partial duplicate names, including Marina Drive, Marina Plaza, Marina Terrace, Marina Way, and Sunshine Skyway Lane. Throughout the City of St. Petersburg, there are no phonetically similar variants.

Within Pinellas County, there are no exact duplicates of the proposed name; however, there are many partial duplicate names, including one (1) roadway which includes “Skyway” in the name, “Sunshine Skyway Lane,” and seven (7) roadways with “Marina” including: 1) Marina Plaza, 2) Marina Del Ray Court, 3) Marina Drive, 4) Marina Way, 5) Marina Terrace, 6) Marina Cove Way, and 7) Marina Key Lane. Throughout Pinellas County, there are no phonetically similar variants.

Criteria #3: *Is consistent with the established numbered grid system of street names or other existing street naming pattern.*

The City of St. Petersburg primarily utilizes numerically-named streets and avenues which help residents, visitors and emergency responders to easily navigate the City’s street grid system.

In recent years, multiple planning efforts effecting City wayfinding have been undertaken and are in-progress, including the *Complete Streets Implementation Plan, City of St. Petersburg – Pedestrian Wayfinding Design Development*, and expansion of the *Markers and Monuments* program to include procedures for honorary (non-regulatory) street naming. Historically, the City has been cautious about renaming away from the numbered street grid. Staff has recently strengthened in this position to recommend against further degradation of that system, noting future opportunities through these initiatives to attain the same goals while lessening impact to wayfinding. For example, though it was ultimately approved by City Council, City Staff recommended against the co-naming of a downtown portion of 1st Street/Florida Orchestra Way in 2017. According to the St. Petersburg Police Department, emergency responders experience geographical issues when encountering named streets almost exclusively (vs. numbered).

Named roadways in the City of St. Petersburg typically begin with a letter corresponding to the number that would otherwise have been assigned to it. Along Central Avenue for example, there is a historic pattern of moving away from Central Avenue in alphabetical order such that Burlington Avenue is approximately two (2) blocks away and Dartmouth Avenue is four (4) blocks away from Central Avenue. The distribution pattern for named roadways on a north-south axis is more ambiguous. However, as a separate issue, the Police Department has commented that while there is not an established rule, “Boulevards” in the city typically run East/West or diagonally, while in this case the street runs North/South.

Criteria #4: *Reflects a significant event, place, or person in the history of the City, region, state or nation.*

Street names are often proposed to memorialize a significant event, place, or person. In this instance, the request is to give notice and bring attention to a developing “place” with its own distinct identity in the city.

Criteria #5: *Has significance or value as part of the development, heritage, or cultural characteristics of the City, state, or nation, and contributes to civic pride and wider public knowledge or the appreciation of the heritage and history of the City.*
In April 2013, over 240 residents and business owners came together to develop a future vision for the Skyway Marina District located along 34th Street South, between 30th and 54th Avenues.

The City of St. Petersburg, together with the Steering Committee, worked on a planning process that covered eight months and many topics. Participants were presented with information on Transportation, Land Use, Design and Site Development, Economic Development and other topics. Through this process, a new identity and plan was forged. The Skyway Marina District was adopted as the name of this area and a logo was unveiled in October 2013.

The Skyway Marina District Plan represents a collective vision for a south St. Petersburg mixed use center. The community has long desired a destination district in the far southern Pinellas County area as their first option for shopping, dining and employment. A successful district would expand the market from local to regional, improving the business mix and increasing employment opportunities.

The following objectives are core to the success of the Skyway Marina District Plan and are the basis for these strategies:

- Create a place with a recognizable identity
- Increase the population and buying power
- Increase employment
- Create a multimodal environment
- Promote sustainability

Strategies have been defined to accomplish the vision, including Transportation, Streetscape, Land Use & Site Design, Economic Development, Marketing & Promotions and Implementation.

The street renaming has been requested primarily in response to the first objective, “Create a place with a recognizable identity” and correlates with Streetscape strategies promoting unified and themed public signage. According to the Skyway Marina District:

_The opportunity for the District to define itself through a street name is significant to the efforts of the District. The District was named five years ago, [which] has increased awareness of the area via signage, marketing and promotions, events and economic vitality. Having a street name for the District will [better] define the District with a sense of pride for the surrounding homes and businesses. The name change will hold significant value for the community within it._

It should be noted, however, that the Economic and Workforce Development Department has issued comment that placemaking would be better achieved by co-naming or renaming 34th Street South between 30th and 54th Avenues to Skyway Marina Boulevard, since virtually all of the Skyway Marina District businesses are located on that street.

**Criteria #6:** _Names or renames all segments of the same street to avoid confusion that may result when just a portion of a street is renamed._

The proposed street renaming impacts a portion of 37th Street South, extending from 38th Avenue South to 54th Avenue South. There are two primary concerns associated with renaming only this portion: 1) the Skyway Marina District excludes much of the subject portion proposed for renaming, and 2) changing a numbered street for only a portion of the road presents more of a challenge for emergency responders than changing the entire street or avenue.

To address Concern #1, Exhibit 4 is an illustration of the subject portion of 37th Street South in relation to the Skyway Marina District boundaries. The subject portion of the street to be renamed is not completely contained within the Skyway Marina District boundaries, with the segments from 54th Avenue South to 50th Avenue South and 46th Avenue South to 38th Avenue South lying just
outside. However, Skyway Marina District signage already exists outside this area and that most of the surrounding neighborhoods consider themselves to be a part of the District. Additionally, there are physical markers present that strengthen the subject portion's candidacy, including the Pinellas Bayway as one defining endpoint and the traffic roundabout at 38th Avenue South as the other.

In reference to Concern #2, the Police Department has commented (not in opposition) that naming only a portion of a street "presents more of a challenge" to emergency responders, forcing them to rely more on electronic resources over memory or skill at using the numbered grid system. The Pinellas County Emergency Communication Center, which includes 9-1-1, has reviewed the request and has no objection.

Criteria #7: Is consistent with other relevant information identified in the course of review.

According to Section 16.70.050.1.4. of City Code, an application for a street name change may be initiated by property owners representing at least 51 percent of the linear frontage of the street right-of-way proposed for renaming. The City Council may also initiate a street name change on its own initiative and without letters of consent from abutting owners. Because this application is City-initiated, it is consistent with this requirement.

The Skyway Marina District has conducted outreach in the form of signature cards to the entire District. 227 of the cards have indicated support for the initiative, while seven (7) were opposed. Of these responses, only 22% (of the required 51% in instances of a private-initiated application) of the linear frontage of the street right-of-way was represented by property owner. The design of the signature cards included the words "Yes, I agree with the renaming of 37th St. to 'Skyway Marina Blvd.'", followed by a place for resident name, address, and signature. Some residents wrote that they did not support the renaming on their card, but most just signed and returned them. It should be noted that given there was no place on the card to vote "no," the results from this effort may be skewed towards residents supporting the change.

Separate from this collection, public comment received by the Planning and Development Services Department in response to the mailout has resulted in eight (8) votes of support and ten (11) in opposition, mostly property owners. Substantive emails and letters have been included in this Staff Report (see Exhibit 5).

Those in support of the street renaming generally provided the following reasons:
- Renaming the street helps to brand the area, giving it its own unique and recognizable place identity.
- 34th Street South would be difficult to rename based on past research.
- Renaming the street would instill pride in the neighborhoods.

Those opposed to the street renaming generally provided the following reasons:
- The proposed renaming would be inconvenient and costly to residents and business owners to change mailing address.
- 34th Street South would be a better subject for the street renaming due to its prominence and importance as a redevelopment corridor in the District.
- The numbered street grid makes it easier for visitors and emergency responders to navigate the area.
- The street in question is a quiet residential street that does not attract enough outside residents or tourists to achieve the aim of branding the district.
- The subject street portion does not meet their idea of a "boulevard." (Staff notes that there are several comparable examples throughout the city, including Coffeepot Boulevard, Brightwaters Boulevard, and Snell Isle Boulevard.)
Some property owners opposed to the renaming indicated they would prefer it to be a co-naming if approved, as did many City departments, so that a burden to change address isn’t placed on residents.

**Criteria #8:** Should be added to all or portions of the street to provide dual name status of the street within local historic districts or other parts of the City.

A portion of the subject street proposed for renaming is located within the Skyway Marina District, with the segments from 54th Avenue South to 50th Avenue South and 46th Avenue South to 38th Avenue South lying just outside.

**Recommendation:** Given that outstanding areas of concern have been identified with criteria #2, #3, and #6, staff recommends the CPPC vote AGAINST the proposed street renaming. This position reflects broader concerns the City Administration and City Staff have about street renaming and co-naming as a regulatory tool and is in no way directed towards the Skyway Marina District.

If approved, Staff recommends the following condition: The Skyway Marina District agrees to pay all fees and other costs of sign manufacturing and installation.

Report Prepared By:


ROBYN C. KEEF, Planner II
Urban Planning and Historic Preservation Division
Planning and Development Services Department

**Adoption Schedule**

The proposed street renaming requires one (1) public hearing, conducted by the City of St. Petersburg City Council. The City Council shall consider the recommendation of the CPPC and vote to approve, approve with modification or deny the request.

**Exhibits**

1. New Business Item
2. Aerial
3. Map
4. Proposed Street Renaming in Relation to Skyway Marina District Boundaries
5. Public Comment
Exhibit 1: New Business Item
TO: Members of City Council

DATE: January 31, 2019

COUNCIL DATE: February 7, 2019

RE: Renaming a portion to 37th Street South to Skyway Marina Blvd.

ACTION DESIRED:

Respectfully requesting an ordinance from staff renaming that portion of 37th Street South from 38th Avenue South to 54th Avenue South which lies within the Skyway Marina District to Skyway Marina Boulevard

RATIONALE:

The opportunity for the District to define itself through a street name is significant to the efforts of the District. The District was named 5 years ago, has increased awareness of the area via signage, marketing and promotions, events and economic vitality. Having a street name for the District will more define the District with a sense of pride for the surrounding homes and businesses. The name change will hold significant value for the community within it.

The name Skyway Marina Blvd. would be different from other named streets with “Marina, or Skyway” in them by matching the District name along with the gateway signage on the outskirts of the District. The name change is significant in history being made, the change of times and a growing District to be remembered for years to come. This assists in the pride of the District and the persons living and working in it, along with more public knowledge of the District and a reminder that we are a community working to increase economic growth for the future residents of the District. Allowing this name change would increase a historical opportunity with positivity and appreciation.

Lisa Wheeler-Bowman
District 7
Exhibit 2: Aerial
Exhibit 3: Map
Exhibit 4: Proposed Street Renaming in Relation to Skyway Marina District Boundaries
Exhibit 5: Public Comment
SKYWAY MARINA BLVD. – STREET RENAMING
PUBLIC COMMENT SUMMARY

Skyway Marina District Signature Card Outreach:

Support: 227
Opposed: 7

*22% of the linear frontage on the public right-of-way proposed for renaming was represented by property owner (giving support).

City Outreach (mailout notice to property owners, neighborhood association notification, public information meeting, Pinellas County Emergency Communications Center, Pinellas County, City Police and Fire Department, City Transportation Planning and Parking Management Department, and City Economic and Workforce Development Department):

Support: 8
Opposed: 13

Public Information Meeting Attendance: 21

Attachments
1. Example Skyway Marina District signature card
2. Letter from the Skyway Marina District
3. Received emails and letters with substantive content
4. City department comments
Attachment 1: Example Skyway Marina District Signature Card
Yes! I agree with the renaming of "37th Street" to "SKYWAY MARINA BLVD"

Name: Stephen Hughes - M. Shepp
Street Address: 4500 37th S. Smith #108
Signature: [Signature]

Thank you for your support.
Attachment 2: Letter from the Skyway Marina District
April 1, 2019

Community Planning and Preservation Commission
City of St. Petersburg
City Hall
175 Fifth Street North
St. Petersburg, FL 33701

With approximately 250 Skyway Marina neighborhood residents expressing support for changing the name of “37th Street South” to “Skyway Marina Blvd” between 38th Ave S and 54th Ave South the Board of Directors submits this letter of support.

One identified area of concern is the change in the established grid pattern within St. Petersburg. While it is an admirable goal to keep patterns it is important to note there are large portions of St. Petersburg that are not using the traditional grid system. There areas include:

A. Lakewood Estate
B. Pink Streets
C. Most of the Old Northeast
D. Snell Isle
E. Shore Acres
F. Venetian Isles
G. Coquina Key
H. Riviera Bay
I. Tanglewood
J. Carillon
2. A number of areas in the City have streets named for the area that have become a source of pride for the area. Consider:

   A. Coffee Pot Blvd (19th Ave NE)
   B. Snell Isle Blvd (21st AVE NE)
   C. Meadowlawn Dr (11th St N)
   D. Shore Acres Blvd (25th St NE)
   E. Grand Canal Blvd (52nd Ave NE)
   F. Country Club Way (15th St S)
   G. Pinellas Point Dr (70th Ave S)
   H. Riviera Bay Dr (86th Ave NE)
   I. Tanglewood Dr (25th Ave NE)
   J. Carillon Parkway (119th Ave)

We believe everyone can agree these names help brand the areas and set them apart and are not looked upon as disruptive in any sense. We doubt anyone would advocate to use the names in parenthesis which, using the grid system, would be their assigned names.

Additionally, the following street names were changed for honorary reasons or marketing reasons:

1. Beach Drive NE -- Originally Poinsettia Way NE
2. Dr. ML King Jr. Blvd. -- Originally Euclid Way, later changed to 9th Street
3. Pinellas Bayway -- Originally 54th Ave S.
4. Mirror Lake Drive -- Originally Reservoir Ave.

St. Petersburg stands apart as a beautiful and unique city. The City has invested significant time and money into the Skyway Marina District and it is paying off with a number of new projects coming into the area. Hanging on to a numeric street number (37th Street) that has no cultural or historic significance appears to be simply a "cookie cutter" approach. We need to brand and emphasize some uniqueness like the areas above were originally set up.

While we understand the objections from a minority of the residents and can sympathize with them they summarize as two main concerns:

-- why change the name?

-- it is a bother to change our street name for our mail
A lot of this has to do with an overall dislike for change no matter what the change. We firmly believe the benefits of this name change far outweigh the negatives expressed. Further we highly doubt that after 1 year any resident will still have an objection to “Skyway Marina Blvd” and want to return to the old street number.

Branding an area is vital. The city recognizes that in the monument signs which have been built identifying and setting apart the district. We believe that is an important first step but we must continue to build the brand within the district. In addition to St. Petersburg recognizing the importance of community branding, cities such as Austin, TX, Raleigh NC, Charlotte, NC, New York, NY have all recognized the importance of branding and since of community it provides. Each city has taken major steps and have major initiatives to set apart specific areas of their cities.

Changing “34th Street” to “Skyway Marina Blvd” is not a viable option. Initially time was spent researching the feasibility of this option. Per the attached email realistically we would never be able to get that change approved and our efforts and energy is better spent on a *realistic* outcome.

In regard to funding of the street name change the Skyway Marina District has agreed to bear the costs associated with the change. We have a firm quote from the City detailing the pricing and have voted as a Board to approve the expenditure. (We feel this name change is that important).

We have the support of the neighborhood residents -- both Broadwater and Maximo and the support of the majority of the businesses in the District including the Maximo Marina that recently invested over $25M in their property.

Given all of the above we believe the positives of this change far exceed any perceived negatives and would ask for council approval of the request.

Sincerely,

Jack Dougherty

President

On behalf of the Board of Directors

Skyway Marina District
Good evening, Robyn.

Our Skyway Marina District Director (Misty) shared with me that based on the meeting tonight there was discussion about renaming 34th Street. I wanted to share with you (and whoever else needs to review this) the results of our discussions with FDOT on the extremely remote possibility that 34th Street's name could ever be changed and what the steps are (and timeline) that would be required.

As the possibility is extremely remote we believe that this is *not* a viable option to pursue.

I wanted to make sure everyone had the facts on this based on my meetings outlined in the email below.

Thanks,
Jack Dougherty

-------- Forwarded message --------
From: Jack <jack@flamingofla.com>
Date: Fri, Sep 7, 2018 at 9:12 AM
Subject: 34th street name change
To: Mike Milvain <mmilvain@gmail.com>, Skyway Marina <director@skywaymarina.com>, Kelly Kirschner <kirschkm@eckerd.edu>, Owner <owner0107@theupsstore.com>, Bozikovich, Frank <fbzikovich@commercialpartnersrealty.com>, Ellen Capitosti <tostis@tampabay.rr.com>, Simmons, Todd <todd.simmons@ceridian.com>

I have done the following on the potential 34th street name change:

1. I spoke with David Gwynn (District 7 secretary with FDOT). He referred me to FDOT Chief Engineer Kevin Dunn.
2. I spoke with Kevin Dunn. He says Florida Statute 336.05 governs this.

We would have to:

a. Obtain approval from the City of St. Pete for the name change.

b. File a partition with the Pinellas County Commission for approval per part 1 of the statute below.

c. Obtain approval from the Pinellas County Commission. They would need to make sure that the majority of the businesses in the effected area approved of the change which would require several public hearings and Pinellas County council votes.

1
d. Pay in advance for:
   1. New street signs.
   2. New plastic inserts in the large stop light mast signs

This is Kevin's summary of the meeting:

- The only applicable F.S. 336.05 would require that Pinellas BOCC take the lead in this road renaming action.
- The City of St. Petersburg would also need to support this proposed action by the BOCC, and once approved, would then also need to pass an ordinance in support of the name change.
- Public meetings would then need to be held with stakeholders that would have a change in address, the Post Office, law enforcement, and emergency responders.
- If all of the above steps result in the proposal moving forward, the City of St. Petersburg would be responsible to change all the overhead lighted street name signs at the signalized intersections, and all the local street name signs along this roadway section.
- I mentioned that it would likely take a number of years if it would ever actually receive approval.
- I also commented that from the perspective of guiding visitors, it would be preferred to have the name of a roadway consistent throughout the entire length.
- As a pertinent reference, I shared that the Pinellas MPO and BOCC have in the past discussed in a negative way the fact that Alt U.S. 19 has (5) different names, and that C.R. 296 has (3) different names.

Title XXVI
PUBLIC TRANSPORTATION

Chapter 336
COUNTY ROAD SYSTEM

336.05 Naming of county roads; recording.—

(1) The commissioners are authorized to name and rename streets and roads, except state roads designated by number by the department, lying outside the boundaries of any incorporated municipality.

(2) The commissioners are authorized to refuse to approve for recording in accordance with chapter 177 any map or plat of a subdivision when recording of such plat would result in duplication of names of streets or roads or when such plat, in the opinion of the commissioners, will not provide adequate and safe access or drainage.

History.—s. 45, ch. 29965, 1955; s. 2, ch. 57-776; s. 70, ch. 84-309.
Attachment 3: Received Emails and Letters with Substantive Content
Community Planning and Preservation Commission
City of St. Petersburg
City Hall
175 Fifth Street North
St. Petersburg, FL 33701

March 30, 2019

This letter is written in support of changing 37th Street South to ‘Skyway Marina Blvd’. The Skyway Marina district has made several positive changes to the South Saint Petersburg area, and continues to bring in attractive and viable businesses. The 3 monument signs have branded and outlined the area so we feel that organically, the changing of this street name will help set this district up as another great Saint Petersburg draw.

We at Maximo Marina have invested heavily on our property, thus increasing the appearance and tax base, not only of the marina, but also of the boats we accommodate. Skyway Marina District leadership has been very helpful to our success. We hope to continue improving and investing our little part of the world here and feel; this name change will identify the branding for this district.

Best,

Lee Hicks, Manager
Robyn C. Keefe

From: Daniel J  
Sent: Saturday, March 30, 2019 5:21 PM  
To: Robyn C. Keefe  
Subject: RE: 37th Street to Skyway Marina Blvd  

Follow Up Flag: Follow up  
Flag Status: Flagged

Robyn,

I am e-mailing you today in complete support of re-naming 37th Street to Skyway Marina Blvd. It will provide an additional step forward for the reclassification of our beautiful Southern community.

- 10 year resident of Maximo Moorings  
  o 2nd Vice President, Maximo Moorings Civic Association  
  o Skyway Marina District BOD Member

- 20+ year resident of Greater Pinellas Point  
  o 70th Ave S -> Pinellas Point Dr.

- 5 year resident near Euclid Way -> Dr. ML King Jr Blvd.

This name change is a critical step in the forward progress of our area.

Sincerely,

Daniel Hager  
5095 37th Way South  
St. Petersburg, FL 33711
Good morning, Robyn.

As an owner of a business in the Skyway Marina District for over 10 years I would like to express my support for the name change of 37th Street to "Skyway Marina Blvd".

The city has changed a number of street names downtown lately (Dali Blvd, University Blvd etc). Changing the name of 37th Street would help:

1. Brand the area better.
2. Set the district boundaries along the other North/South district roads.
3. Give neighborhoods a sense of pride. (37th runs through all the neighborhoods in the Skyway Marina District.)

Please consider this email in SUPPORT of the name change.

Thank you.
Jack Dougherty
4601 34th St. S.
St. Petersburg, FL. 33711
March 23, 2019

Development Department
Municipal Services Center,
Eighth Floor, One 4th St. N.
St. Petersburg, FL 33701

Re: City File: SNC-19-01

Gentlemen:

I am a resident on 37th St. S. and rigorously disagree with renaming 37th St. S. to Skyway Marina Blvd. This is basically a residential street where it is showing the name change. There is only one commercial operation there and nothing that could be developed. It is my understanding that the most emphasis would be on 34th St. S. for redevelopment and new construction.

The work that would be entailed for each homeowner to put in address changes for all mail, credit cards, banks,
etc. would be overwhelming in most cases. I certainly would not like to have to do it.

I can see no purpose in a name change. We can support the efforts of the Skyway Marina District by supporting the businesses on 34th St. S. and certainly any new developments without any name change to 37th St. S.

I appreciate your consideration of my comments.

Sincerely,

Barbara L. Danos
3910 37th St. S., #38
Patriot Square Condominiums
St. Petersburg, Fl 33711
Dear Ms. Keefe:

As a homeowner on the affected section of 37th ST S, I strongly object to any renaming of 37th ST S. I don’t believe there is any benefit at all that would come to us from a name change. In fact, I believe that there will be only inconvenience, confusion and expense that will result.

I’ve heard that this name change has come about because of the Skyway Marina District (SMD) association’s belief that better branding of the area will result in increased business for those businesses located here in the district. However, most of those businesses are on 34th ST, with only one, Maximo Marina, located on 37th ST. So I don’t see how all or even most businesses will benefit.

There are cons to this change for the homeowners on 37th ST. The St. Petersburg grid system is wonderful for making it easy to find a particular address. We would lose that benefit. Those trying to find my house for the first time will find it more difficult. In addition, emergency services could be delayed with our street named in a stand-alone way, which could have life and death consequences.

Also, there would be the trouble, expense and potential confusion to all the 37th ST residents in the affected area having to change their addresses on file everywhere.

So overall, I don’t see any benefit at all and several costs that will be carried by the effected homeowners and the city. I also don’t see where the businesses that are not located on 37th ST have any standing to influence a name change.

Thank you.
Dear Ms. Keefe:

As a homeowner on the affected section of 37th ST S, I strongly object to any renaming of 37th ST S. I don’t believe there is any benefit at all that would come to us from a name change. In fact, I believe that there will be only inconvenience, confusion and expense that will result.

There are cons to this change for the homeowners on 37th ST. The St. Petersburg grid system is wonderful for making it easy to find a particular address. We would lose that benefit. Those trying to find my house for the first time will find it more difficult. In addition, emergency services could be delayed with our street named in a stand-alone way, which could have life and death consequences.

Thank you.

Frank Bozikovich
4485 37th street south
St Petersburg, FL 33711

Cell: (727) 501-2844
Robyn,

My name is Thomas G Milano (Tom) and I am the homeowner of the property located at 4443 37th Street South, Saint Petersburg, FL 33711 and I am writing to advise you that I STRONGLY OBJECT to the renaming of my street to Skyway Marina Blvd. My understanding is the purpose to change the name is for Branding and to bring increased business into the area. All the business locations are on 34th Street with the exception of Maximo Marina being on 37th Street. This is a RESIDENTIAL area and the traffic on 37th Street South is already ALARMING to the point that we do not let our 9 year old play out front without an adult being present. The traffic now makes it almost impossible to get out of our driveway without just pulling into the street to stop other cars. Speeding is also a major concern that the city seems to not want to address. I have petition for speed bumps on our section of the street and have been told “that will never happen” because of a bus route (same bus goes over speed bumps in front of Maximo Marina) but yet their speed bumps in front of Maximo Marina. I pay significant property taxes and have lived at the location for 3 years now and have been seriously considering moving because of the “traffic” on 37th Street now. I see absolutely NO benefit to any of the home owners or condo owners that this change will affect. Big business will not benefit either since there are no businesses on 37th Street South except Maximo Marina which I strongly suspect is the real catalyst pushing for this change.

For the record I STRONGLY OBJECT TO ANY NAME CHANGE OF 37TH STREET SOUTH.

Also can you help me get some speed bumps put in that will save a child’s life in the future!!!!

Thank you for your consideration of my request.

Thomas G Milano
4443 37th Street South
Saint Petersburg, FL 33711
404-219-4899
Robyn,

My name is Larry (Mike) Rabenau my wife (Maryann Marnell) and I are the homeowners of the property located at 4401 37th Street South, Saint Petersburg, FL 33711 and we are writing to advise you that WE STRONGLY OBJECT to the renaming of our street to Skyway Marina Blvd. My understanding is the purpose to change the name is for Branding and to bring increased business into the area. All the business locations are on 34th Street with the exception of Maximo Marina being on 37th Street.

This is a RESIDENTIAL area and the traffic on 37th Street South is already ALARMING. The traffic now makes it almost impossible to get out of our driveway without just pulling into the street to stop other cars. Speeding is also a major concern that the city seems to not want to address. We have expressed concern for speed bumps on our section of the street and have been told “that will never happen” because of a bus route (same bus goes over speed bumps in front of Maximo Marina) but yet their speed bumps in front of Maximo Marina. We pay significant property taxes and have lived at the location for 3 years now and have been seriously
considering moving because of the "traffic" on 37th Street now.

While it would be cutey to have the street address be Skyway Marina District we see absolutely NO benefit to any of the home owners or condo owners that this change will affect. This will cause an extremely amount of hours to change all our legal documents; mortgages, banks, investments, credit cards, DMV ... 

Big business will not benefit either since there are no businesses on 37th Street South except Maximo Marina which I strongly suspect is the real catalyst pushing for this change.

For the record WE STRONGLY OBJECT TO ANY NAME CHANGE OF 37TH STREET SOUTH.

Thank you for your consideration of my request.

Larry Rabenau

4401 37th Street South

Saint Petersburg, FL 33711
Robyn C. Keefe

From: M. William O'Connell <wconnell@gmail.com>
Sent: Thursday, March 28, 2019 10:48 AM
To: Robyn C. Keefe
Cc: etaada@gmail.com
Subject: Follow up City File: SNC-19-01

Follow Up Flag: Follow up
Flag Status: Flagged

This is a follow up to our mtg last evening and I wish to have this be part of the record for the CPPC consideration.

City File: SNC-19-01

I am a resident / property owner, living at 4300 37th St. South and wish to address, again, the street name change (Skyway Marina Blvd). This is a follow up to our recent public meeting on March 27th @ the SPC Allstate Center. I request that this communication be made part of the information to passed on to the CPPC prior to the planned 09 April, 2:00 pm meeting.

While the name is certainly not unreasonable, or in poor taste, there are few who live on 37th St. South who would have any perceived value gain...except for Maximo Marina and it's related restaurant...in a name change.

The name change would not be consistent with the other surrounding numbered streets / avenues in the area.

The new name would not reflect any significant historical event, place or person in the history of the city, region, state or nation.

The name change would have little significance with the development of the Marina District as it is currently 99% made up of both private, single family residences and condo complexes. The Maximo Marina Complex would be the only direct beneficiary.

I am therefore initially opposed to this, as presented, at this time.

Some suggested reasoning:

1. Currently 37th St S is NOT and would not qualify to be a "Boulevard"....it is simply a two lane St.

2. Residents / property owners would have to initially go through the many challenges / inconveniences of having to make major changes in all credit cards, bank records, any and all personal legal documents. Possibly, some residents could even incur a personal expense.
3. This could be a mis-statement, however, I believe 37th St. is not actually within the Marina District's boundaries, as I have seen outlined. It is just on the outside of the westerly boundary.

Things / alternatives / suggestions:

1. It would seem easier, and just as effective, to have a co-name designation for the street area in consideration. It would allow private property owners and residents to keep their current active address and allow for necessary regulatory impact.

2. Some attractive, unobtrusive, signage could be in place announcing the "Skyway Marina" District" on 37th St S.

3. Perhaps consider only making the change in the area from 46th Ave S down to the circle @ 50th Ave S...
   In doing so, very few residents, if any, might be effected by the change; certainly it would benefit directly Maximo Marina's business area. Also, it adds to the location relationship to / with Boca Ciega Bay waters.

4. AND a suggested slightly different name suggestion could be
   "MARINA DISTRICT WAY"
   or some variation of the above.

These are my thoughts, at this point. I will aggressively follow up by attending the meeting(s)
Please feel free to contact me if you wish.

I greatly appreciate your time and serious consideration on any and all of these points. I wish not to be a dissenter or stand in the way of needed progress.

Thank you very much, indeed.

Maurice W. O'Connell
4300 37th St S, Apt #2
St. Petersburg, 33711
Ph; 970 401 3142
I am a resident / property owner, living at 4300 37th St. South and wish to initially address the street name change (Skyway Marina Blvd) notice received today.

While the name is certainly not unreasonable, or in poor taste, there are few who live on 37th St. South who would have any perceived value gain...except for Maximo Marina and it's related restaurant...in a name change.
I am therefore initially opposed to this, as presented, at this time.

My reasoning:

1. Currently 37th St S is NOT and would not qualify to be a "Boulevard"....it is simply a two lane St.

2. Residents / property owners would have to Initially go through the many challenges / inconveniences of having to make major changes in all credit cards, bank records, any and all legal documents. Possibly, some residents could even incur a personal expense.

3. This could be a mis-statement, however, I believe 37th St. is not actually within the Marina District's boundaries, as I have seen outlined. It is just on the outside of the westerly boundary.

Things / alternatives to suggest:

1. It would seem easier and just as effective, to have a two name designation for the area in consideration. So that either named address would function on any future US mail postings and / or on any legal / other important type documents.

2. Some attractive, unobtrusive, signage could be in place announcing the "Skyway Marina" District" on 37th St S.

3. Perhaps consider only making the change in the area from 46th Ave S down to the circle @ 50th Ave S...
   In doing so, very few, if any, might be effected by the change; certainly it would benefit directly Maximo Marina's business area. Also it adds to the relationship to / with Boca Ciega Bay waters.

4. AND a suggested slightly different name suggestion could be
   "MARINA DISTRICT WAY"
   or some variation of the above.

These are my thoughts, at this point. I will aggressively follow up by attending the meeting(s)
Please feel free to contact me if you wish.

I greatly appreciate your time and serious consideration on any and all of these points. I wish not to a dissenter...!

Thank you very much, indeed.

Maurice W. O'Connell
4300 37th St S, Apt #2
March 8, 2019

Planning and Economic Development Department
Municipal Services Center
8th Floor
One 4th Street North
St. Petersburg, FL 33701

Re: Renaming a portion of 37th St. South to SKYWAY MARINA BLVD.
City File: SNC-19-01

To the City Council:

I am a property owner who lives permanently along the subject corridor and I wish to register my strong opposition to this proposed name change.

- I believe that this request is capricious and benefits no one who lives along this street except the Maximo Marina, a commercial enterprise that can be easily located without having a whole two city blocks named for them for no good reason.
- A street with a three-word name is cumbersome and difficult to relay to others who don’t live here. It is out of synch with the neighborhood of systematically numbered streets.
- For the many private citizens who live along this corridor a name change means that all will have to change their physical address with all personal business relationships, and private relationships including family, friends, lists and virtually anyone with whom they have a contact. For many older citizens who live here it will be quite simply, a nuisance and in some cases difficult.

We appreciate that the Maximo Marina has undergone a substantial upgrade and renovation and I am sure that they will be a player in the new Skyway Marina District without being an overbearing neighbor to the rest of us.

Thank you for your consideration,

[Signature]

Cc: City Councilwoman Lisa Wheeler-Bowman, District 7
Hi Robyn,

Thank you for the meeting last week at the Allstate Center, it was very informative. As a result, we would like you to submit these concerns in OPPOSITION to the renaming of a part of 37th Street South to Skyway Marina Blvd:

In reference to the standard criteria that is reviewed in a street renaming:

#3. SMD Blvd would not be consistent with the current numbered grid system of street names and pattern.

#4. The name change would not be a significant event, place or person in the history of the City, region, state or nation.

#6. Because this potential name change does not rename ALL segments of the same street, it would create confusion.

We would like to make these suggestions, in our order of preference:

1. Create signage, like the Central Avenue District signs, using the SMD logo that is already in place on 34th Street So. This area is already a major thoroughfare and SMD logo signage along this route would be more visible.

2. Rename 50th Avenue So (between 34th Street So and the rotary) as it already meets the definition of a boulevard, OR use the above mentioned signage here. The marina is clearly visible at the rotary on 50th Avenue So. Other than the marina and its associated businesses (yacht sales & restaurant) there are no other businesses and there is no land available for commercial potential along 37th Street So. We see very little reason to attract folks to this particular area (other than the boating community) as this is mostly residential and used by the local residents. 50th Avenue So has only a few business and no residential that would be affected by a name change here.

3. The portion of 37th Street So in question could be an aka (ie: 9th Avenue is also known as MLK).

Thank You,

Claudia Coddin & Lawrence Bartlett
Attachment 4: City Department Comments
Robyn C. Keefe

From: Evan Mory
Sent: Monday, March 04, 2019 9:03 AM
To: Robyn C. Keefe
Cc: Derek Kilborn; Cheryl N. Stacks; Thomas M Whalen; Elizabeth Abernethy
Subject: RE: Notice of Street Renaming - Skyway Marina Blvd

Follow Up Flag: Follow up
Flag Status: Flagged

Robyn,
Transportation & Parking Management would prefer that if a renaming occurs that it be co-naming. St. Petersburg utilizes primarily numerically-named streets and avenues which assists both locals and visitors easily navigate the City's street grid system. This would be consistent with the recently re-named streets in the downtown area. This also allows property owners to keep their existing mailing address. Such distinction may be particularly important since the normal petition process is not being followed due to City initiation. More specifically, with the application being City initiated, we suggest that the City mail notification to the adjacent property owners about the public meeting and provide education about the process and request as well as establish a methodology to provide comments to the City even if they can't attend the public meeting.

Regards,
Evan

Evan Mory
Transportation & Parking Management Director
City of St. Petersburg
727-551-3322

From: Robyn C. Keefe
Sent: Friday, March 1, 2019 9:56 AM
To: Evan Mory <Evan.Mory@stpete.org>; Cheryl N. Stacks <cheryl.stacks@stpete.org>; Thomas M Whalen <tom.whalen@stpete.org>
Cc: Derek Kilborn <derek.kilborn@stpete.org>
Subject: Notice of Street Renaming - Skyway Marina Blvd

Good morning,

Does your department have any objection to this proposed street renaming (see attached Notice)? As you may be aware, this request was initiated by the City at the request of Council Member Lisa Wheeler-Bowman (see attached New Business Item). The Skyway Marina District has agreed to pay all costs relating to the replacement of signage. Because this item is City-initiated, property owner consent is not required from those owning property along the linear street frontage.

I can set up a meeting if you think this warrants some discussion.
Hi Robyn,

Please see the below response to your request. Please let me know if you have need of any follow up information. Also, feel free to forward future similar requests to my attention.

Suzanne

Suzanne M. Strocsher
Administrative Assistant to
Chief Anthony Holloway
St. Petersburg Police Department
1300 First Avenue North
St. Petersburg, Florida 33705
Phone: 727.893.7563
Email: suzanne.strocsher@stpete.org
http://www.stpete.org/police

Notice: The information contained in this email and any accompanying attachment(s) is intended only for the addressee(s) listed above. If you are not the intended recipient of this information, any disclosure, copying, or distribution of this information is strictly prohibited. If you received this email in error, please notify the sender immediately by return email or by calling (727) 893-7563. In addition, please note that pursuant to Florida Statutes Chapter 119, this or any other written or electronic communication with this office, including email addresses, may be subject to public disclosure unless expressly made exempt by Florida Statutes.

Please consider the environment before printing this email.

From: Michael L. McDonald
Sent: Wednesday, March 06, 2019 12:05 PM
To: Suzanne M. Strocsher <suzanne.strocsher@stpete.org>
Subject: RE: Request

Suzanne: The following are the comments we would like to share, if only to enhance the understanding of those considering this action:

"It will just be a matter of updating Computer Aided Dispatch system and educating our team on the change. This is certainly possible but there are a few items to consider. Changing a numbered street for only a portion of the road will present more of a challenge than changing an entire street or avenue. Remembering what at what avenue the street changes names will not be something individuals will commit to memory easily, so we will become required to be more reliant on our electronic resources."
In general, numbered streets are far easier for emergency responders. Within the City, geography issues surround named streets almost exclusively. While there is not a hard rule for BLVD, we typically expect them to run East/West or diagonally and this one will be oriented North/South.

These comments are not to be taken as contrary to the request, but rather, to assist the planners in considering the impact to first responders (both Fire/Rescue and Police) in responding to locations situated on the partially renamed street.

Thank you.

Mike

Michael L. McDonald
Assistant Director - Administrative Services Bureau
St. Petersburg Police Department
1300 First Avenue North
St. Petersburg, Fl. 33705
O - 727.893.4090 / C - 727.798.2425
michael.mcdonald@stpete.org
http://www.stpete.org/police/

Please note all e-mail and e-mail addresses are subject to Florida public records law under FSS 119.

From: Robyn C. Keefe
Sent: Monday, March 04, 2019 8:18 AM
To: Suzanne M. Strocher <suzanne.strocher@stpete.org>
Subject: RE: Request

Hi Suzanne,

Thank you for getting back to me.

The Urban Planning and Historic Preservation Division is processing a City-initiated application proposing to rename a portion of 37th Street South, between 38th Avenue South and 54th Avenue South to “Skyway Marina Blvd” (see attached public notice). Does your department have any comments pertaining to this request? We’d like to hear from you.

Best regards,

Robyn C. Keefe
Planner II
Planning and Development Services
City of St. Petersburg
Robyn.Keefe@stpete.org
(727) 892-5255

From: Suzanne M. Strocher
Sent: Monday, March 04, 2019 8:15 AM
To: Robyn C. Keefe <Robyn.Keefe@stpete.org>
Subject: Request

Good morning Robyn,
Good Afternoon Robyn,

The Economic and Workforce Development (EWD) Department has not been involved with this effort to rename 37th Street South between 38th Ave and 54th Ave to Skyway Marina Blvd. It is the opinion of EWD that placemaking would be better achieved by co-naming or renaming 34th Street South between 30th and 54th Avenues to Skyway Marina Boulevard since virtually all of the Skyway Marina District businesses are located on this street.

Gary

Gary Jones, AICP
Economic and Workforce Development
City of St. Petersburg
One Fourth Street North, 9th Floor
St. Petersburg, Florida 33701
727.893.7877
gary.jones@stpete.org

Hi Gary,

Our office is seeking comment from Economic and Workforce Development regarding this proposed street renaming in the Skyway Marina District (see attached informational handout and public notice).

Based on our analysis and received feedback from other City departments, it is likely that our Staff recommendation will not support this application due to concerns about degradation to the numbered street grid, lack of documented property owner consent, confusion to emergency responders, and presence of current planning efforts to implement procedures for honorary street naming and develop a citywide wayfinding program, both of which produce options for achieving place identity branding without affecting regulatory signage. However, we are sensitive to the efforts of the district to create a sense of place, including the goals and objectives present in the Plan.

Do you have any additional insights you’d like to share from your department’s perspective?

Thank you,
Robyn

Robyn C. Keefe
Planner II
Planning and Development Services
City of St. Petersburg