

ST PETERSBURG DOWNTOWN
WATERFRONT
MASTER PLAN
ISSUES & OPPORTUNITIES REPORT
MARCH 13, 2015



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Executive Summary

Introduction: Purpose

The Downtown Waterfront is a defining feature of St. Petersburg and the Tampa Bay Region, providing a distinctive aesthetic and a wide variety of land and water-based activities for the community. The first phase of the Downtown Waterfront Master Plan (the “listening” phase) emphasized public outreach and data collection. The extensive community outreach summarized in this report will guide future improvements to this signature space.



Waterfront Study Area Boundary

Input Tools and Techniques

The community outreach included the following strategies and formats:

- **Public Kickoff Event.** All citizens were invited to meet the project team; hear background on the downtown waterfront; learn about the master plan process going forward; and participate in table and individual exercises to kick off the process.
- **Four (4) Walking Audits.** All citizens were invited to walk different areas of the Downtown Waterfront in a series of walking audits; an on-site, interactive technique to identify concerns of public and private space related to access, connectivity, safety, use and economic opportunities.
- **Five (5) Downtown Waterfront Area Community Meetings.** All citizens were invited to identify programmatic opportunities and common themes, hear the walking audit debrief, and to engage in a group mapping exercise and table top discussion.
- **Four (4) Community Outreach Meetings.** All citizens were invited to meetings held in North, West, Midtown, and Pinellas Point areas of St. Petersburg. The purpose was to provide opportunities for additional public input by bringing the process to different geographic areas of the city. Attendees participated in a mapping exercise and table top discussion.
- **Interactive Youth Workshop.** Youth from several city recreation centers attended a workshop that provided an overview of the project and an exercise using one of the downtown waterfront parks.
- **20 + Stakeholder Meetings.** Stakeholder groups of 10-20 people were invited to focus on topics such as small businesses and social equity in a small group setting.
- **Mailed Survey.** A survey was sent to a randomly selected representative sample of citizens, of which 694 were returned. Questions were designed to identify the priorities of the public for the waterfront.
- **Project Website.** The city's project website contains background information, related plans and reports, maps, schedules and other

project-related information that is updated as new information becomes available.

- **StPetelInnovision.com.** The city's "Digital Town Hall" is a forum where community members can sign up, discuss specific topics and questions, upload pictures, and provide their own ideas on issues related to the waterfront. Rewards are offered for various levels of participation to stimulate public interest.
- **Facebook and Twitter.** Both the city's Facebook and Twitter sites were used for announcements and brief highlights of activities in real time for the project.

Technical Inventory

In order to observe the existing conditions of the waterfront, the project team evaluated the waterfront parks, current waterside access, programing, opportunities, and market conditions.

To evaluate the parks, a scoring technique was used to identify the comparative strengths and weaknesses of each park. Each individual park's

score helped identify trends and opportunities for the Downtown Waterfront parks. In addition, consultant evaluations were compared to public evaluations gathered during walking audits of waterfront neighborhoods.

The current waterside use inventory including access, uses, and operations was recently conducted. This research included a high-level review of the potential effects of storm surge and sea level rise so the plan can address potential issues.

The market conditions report investigated trends in real estate development, population growth, and employment trends across the Downtown Waterfront.

Reference Documents

The project team reviewed a comprehensive list of data, documentation and existing local and regional plans. The documents reviewed by the team are listed in Section 1.2 of the Site Inventory Workbook.

Plan Themes: Five Dimensions of the Waterfront

1 Stewardship of the Waterfront Environment

A sustainable relationship between the natural and built environments

2 Enhancing the Experience of the Water

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

3 An Active Waterfront Parks System

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

4 Economically Vibrant Downtown Places

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

5 A Connected, Accessible Downtown + Waterfront

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

Chapter 1: Public Input

Gathering input from the public and various stakeholder groups was conducted with a variety of methods including a kickoff event, four walking audits, five community meetings, four community outreach meetings, an interactive youth workshop, over 20 stakeholder meetings, a survey, and various forms of online outreach. This chapter summarizes the findings of this outreach.

Each section focuses on a specific outreach type and includes a description of the activity along with a summary of the findings.

1.1 Kickoff Event

Date	August 27, 2014
Location	St. Petersburg Downtown Hilton Grand Ballroom
Attendance	Approximately 300

Kickoff Event Description

The Public Kickoff Event marked the beginning of the outreach process for the Downtown Waterfront Master Plan. The general public was invited to attend the event to become informed about the planning process and to provide feedback to guide the plan. Deputy Mayor Dr. Kanika Tomalin addressed the crowd of approximately 300 to kick-start the discussions about creating a vision for the waterfront. Brochures and other takeaways were provided so participants could take home information about the Downtown Waterfront Master Plan to share with family and friends. Participants were seated at round tables seating 10 to facilitate discussion during the outreach exercises. Throughout the night, event attendees discussed their hopes and concerns for the Downtown Waterfront.

Kickoff Event Activity

The Event's activity involved participants answering three questions about their expectations for this planning process: (A) What is your overall vision for the waterfront? (B) What do you hope this master plan achieves? and (C)



Deputy Mayor Dr. Kanika Tomalin addressed the Kickoff Meeting Attendees.



Participants placed dots on a map of the city to indicate where they live and work.



The public wrote and posted their expectations for the plan on boards to encourage discussion and interaction.

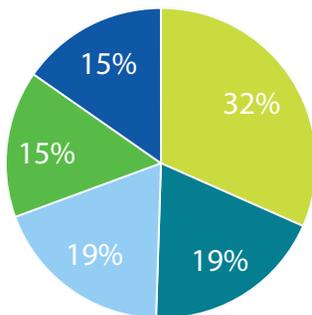
What must not happen as a part of this plan? The answers were written on sticky notes and participants were encouraged to stick them to large posters located throughout the room. Several major topics were derived from the event's attendees. Below are the top responses from each question:



Participants identified their expectations for this plan.

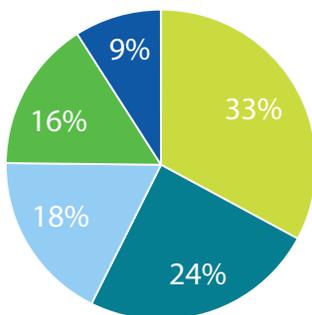
Activity Results & Key Outcomes

What do you hope this master plan achieves?



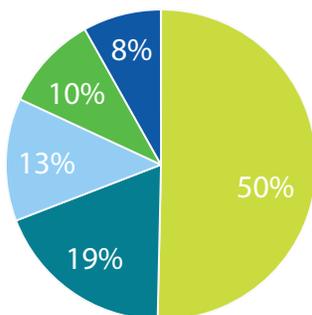
- A year-round waterfront that provides equitable access for all people
- The waterfront as an economic engine (employment)
- A multi-modal, accessible waterfront
- A thriving and connected waterfront
- A destination waterfront (tourism)

What do you hope this master plan achieves?



- Improve connectivity
- Preserve the waterfront
- Equitable access
- A publicly-supported waterfront plan
- A world-class waterfront

What must not happen as a part of this plan?



- Over-commercialization of the waterfront
- Limited public engagement process
- A generic waterfront plan
- Restrict access to waterfront
- Reduce public access through privatization

1.2 Integrated Public Workshops

The first phase of the Downtown Waterfront Master Plan (the “listening” phase) emphasized public outreach and data collection. The extensive community outreach and preliminary technical inventory collected in this workbook will guide future improvements to this signature space.

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

Four Walking Audits

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

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

Walking audits finished at or near the venue for the Downtown Waterfront Area Community Meetings.

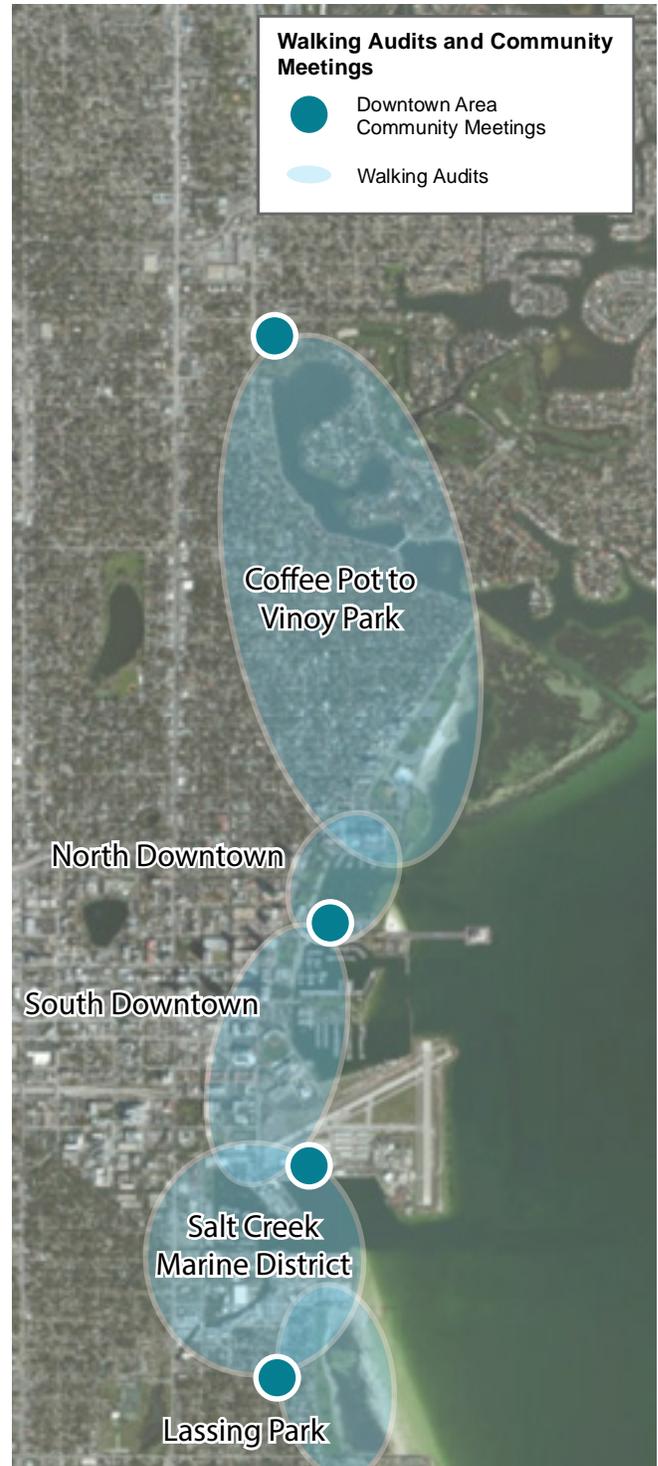
Five Downtown Waterfront Area Community Meetings

All citizens were invited to identify programmatic opportunities and common themes, hear the walking audit debrief, and to engage in a group mapping exercise and table top discussion.

Schedule of Public Workshops

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

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



Key Outcomes from the Public Workshops

Access	The Downtown Waterfront should be accessible to the whole city including more land access to the water's edge and more boating access to the eastern "door" of the city.
Activity	The Downtown Waterfront should have additional 'nodes' of activity with greater variety of choices.
Connectivity	The disconnects at the Downtown Waterfront between Al Lang Field, Port of St. Petersburg and Lassing Park should be addressed while improving connections into downtown and the neighborhoods beyond.
Environment	The Downtown Waterfront should be resilient to the impacts of climate change, storm surge and sea level rise while positively contributing to the health of the Tampa Bay ecosystem.
Events	The events and community activities should be spread more appropriately across the Downtown Waterfront to relieve overburdened areas.

PUBLIC INPUT

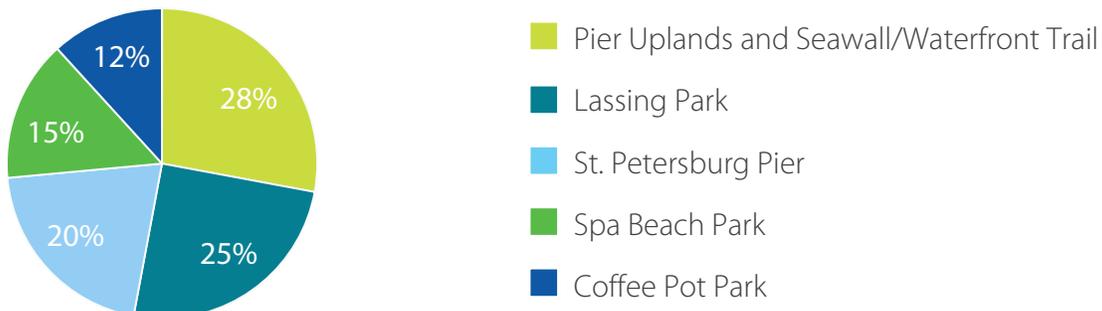
What are your favorite locations along the waterfront?



What are the problem locations along the waterfront?



What should be the program locations along the waterfront?



1.2.1 Lassing Park

Date	September 3, 2014
Location	Walking Audit: Intersection of Beach Dr. SE and 19th Ave. SE. Community Meeting: Quaker Meeting House
Attendance	Walking Audit: 45 Community Meeting: 32

The Lassing Park Community Meeting was held following the walking audit and involved a discussion about the future of the waterfront and its surrounding neighborhoods. The project team presented the planning process and then provided instruction for the mapping activity. The participants provided strong opinions and aspirations for Lassing Park and the overall Downtown Waterfront.

Key Outcomes

- Maintain the passive open space and views to the water
- Provide accessible routes into the park
- Create “Light touch” improvements and minor park additions
- Mitigate erosion at the edge of the water
- Fix foul odor at the southern tip of the park
- Improve water quality
- Plant trees to provide shaded areas to sit



The route map above was given to the walking audit participants. The group deviated from the map during the actual event to walk through the park rather than its street edge. The result was positive as the group was able to engage in meaningful dialogue about key areas within the park that needed to be evaluated and discussed.



Participants described their concerns about the waterfront.



Using colored dots and markers, participants were invited to describe good and bad aspects of the waterfront.



The walking audit was well attended by locals passionate about Lassing Park. The group discussed the environmental edge and how erosion and water quality can be improved in this zone of the park.



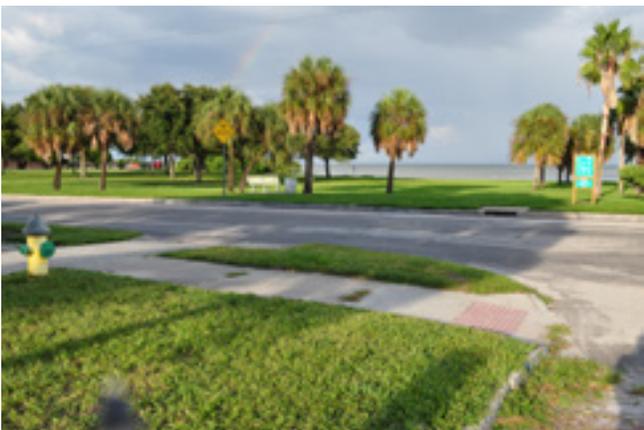
Lassing Park was described as a magnet for field activities among the neighborhood residents.



Hexagonal sidewalk pavers were cited as a positive and historic attribute in the neighborhood by some, but cited as a potential liability by others because they quickly become uneven.



Attendees explained to the project team that parking for Lassing Park is easily accommodated on the local streets because so many park users walk from their nearby homes.



Participants frequently commented on the lack of access to the park for people with disabilities.



The park's scenic beauty was frequently noted. Many participants stated that they enjoy watching the bay from the parks benches. Also noted was that many bench locations did not include shade from trees.

1.2.2 North Downtown

Date	September 5, 2014
Location	Walking Audit: Museum of History Parking Lot Community Meeting: Museum of History
Attendance	Walking Audit: 26 Community Meeting: 18

The North Downtown Community Meeting was held following the walking audit and involved a discussion about the future of the waterfront and its surrounding neighborhoods. The project team presented the planning process and then provided instruction for the mapping activity. The attendees were divided into small groups by table to facilitate discussion. Groups were animated by people discussing what they had observed and learned during the walking audit. The groups had roughly forty-five minutes to participate in the mapping activity and present their table's ideas to the project team.



The route map above was given to the walking audit participants. The group was able to engage in meaningful dialogue about key areas that needed to be evaluated and discussed.

Key Outcomes

- Reduce parking / paving and more activities and destinations at Spa Beach and Pier Approach to better serve the whole city
- Create additional transient docks
- Improve and expand access to the water from the land and land to the water
- Consider south end of Vinoy Basin for water taxi and ferry service
- Improve water quality along the sea wall at NE Bayshore Dr.



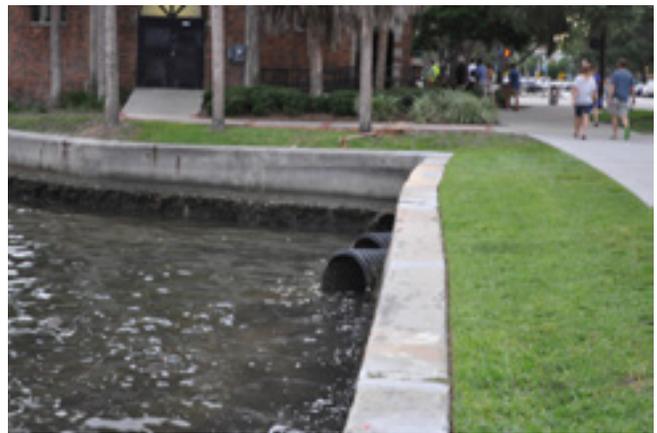
Participants identified the locations within the study area they are most passionate about.



The community meeting generated a lively discussion about the future of St. Petersburg's waterfront.



Spa Beach Park has wide open spaces that many participants believe could better be utilized.



Water quality within the harbors associated with a lack of circulation and untreated runoff was a common concern.



Some participants noted that the bridge to Demens Landing Park separates it too much from the city. The poor aesthetic quality of the bridge was also mentioned.



Participants noted that substantial waterfront real estate is dedicated to parking, making the amenities of downtown seem farther than they are.



Several participants commented on the lack of transient docking space and the perception of a relative lack of security at the marinas.



The walking audit was attended by interested citizens from across the city. The group observed groups of trees in the park that seem out of place and don't provide a framework for a civic space for people to inhabit and use.

1.2.3 Salt Creek Marine District

Date	September 12, 2014
Location	Walking Audit: Harborage Marina Overflow Parking Lot Community Meeting: The Terminal Building
Attendance	Walking Audit: 20 Community Meeting: 20

The Salt Creek Marina District Community Meeting was held following the walking audit. The project team first presented the planning process and how the public input will be used to inform the plan. Then the participants were divided into groups by table for the mapping activity. The room was animated by people discussing what they had observed and learned during the walking audit. The groups presented their table's ideas to the project team.

Key Outcomes

- Improve pedestrian connections to this area from downtown
- Recognize that the general public is attracted to the boating industry
- Maintain the existing character of the place
- Address water quality issues from boat activities and upland watersheds
- Address needs for more activities for public to engage in (restaurants, seafood markets, boat yard, spectators)



The route map above was given to the walking audit participants. The group was able to engage in meaningful dialogue about key areas that needed to be evaluated and discussed. This walking audit included a trolley ride through part of the study area.



The waterfront planning process was described at the beginning of the community meeting.



Participants filled out the walking audit evaluations at the end of the tour.



Improved bicycle facilities were suggested by the meeting participants to better connect this area to downtown.



Participants discussed the importance of the marine service district in the local economy and St. Petersburg's identity.



The pedestrian environment was difficult to navigate through some of the marine services area. Upland water quality and siltation issues were observed and discussed with the group.



Several walking auditors identified water quality as a concern in Booker Creek. This is caused by a lack of water circulation in Booker Creek and the harbor, the presence of industry along the water and the frequent occurrence of litter in the water.



Because of their importance to the city's economy, there was a desire to locate additional boat slips carefully to prevent tall boats from blocking views of the bay.



Many participants expressed a desire for additional transient docking facilities to encourage more tourism by boat.

1.2.4 Coffee Pot to Vinoy Park

Date	September 13, 2014
Location	Walking Audit and Community Meeting: Masonic Home of Florida
Attendance	Walking Audit: 30 Community Meeting: approximately 30

The Coffee Pot to Vinoy Park Community Meeting was held following the walking audit and involved a discussion about the future of the waterfront and its surrounding neighborhoods. The project team presented the planning process and described how the public input will inform the plan. After that, attendees were divided into groups by table for the mapping activity. The room was animated by people discussing what they had observed and learned during the walking audit. The groups had roughly forty-five minutes to participate in the mapping activity and present their table's ideas to the project team.



The route map above was given to the walking audit participants. The group was able to engage in meaningful dialogue about key areas that needed to be evaluated and discussed. This walking audit included a trolley ride through part of the study area.

Key Outcomes

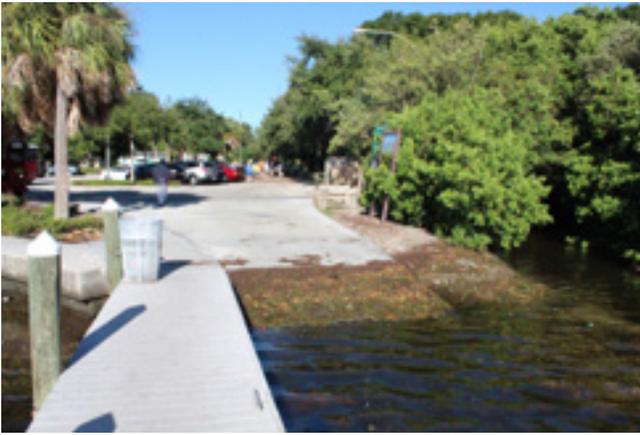
- Improve and address water quality
- Maintain the overall character of the promenade along Coffee Pot Blvd.
- Address conflicts between cyclists and pedestrians at narrow sections of the promenade trail
- Create an activity node near the restroom facility area by Gizella Kopsick Palm Arboretum
- Consider event host sites other than Vinoy Park to spread the uses across the waterfront
- Accommodate parking needs for the Gizella Kopsick Palm Arboretum (and across the waterfront) further from the water's edge.



The event activity required participants to carefully consider the future of their waterfront.



Participants worked in teams to describe their vision for the waterfront.



Boat ramps providing public recreational access to the water were identified as an important part of St. Petersburg's character.



Debris along the shoreline and storm water pipe outfalls led many participants to express concern over the water quality.



Portions of the walking audit were conducted by trolley to allow more ground to be covered up to Coffee Pot Park.



Beach activities like volleyball were identified by participants as a healthy part of an active waterfront.



Participants identified clean, safe restrooms and other facilities as a basic component of a major park.



Some participants expressed a desire for the seawall to include handrails, while others expressed that handrails are visual blight and should be removed

PUBLIC INPUT

1.2.5 South Downtown

Date	September 19, 2014
Location	The Terminal Building
Attendance	26

The walking audit that was scheduled to occur before this meeting was canceled due to poor weather conditions. But this did not dampen the enthusiasm of the participants who braved the wind and rain to provide input on the waterfront plan. The project team presented the planning process and described how the public input will inform the plan. Next, participants were divided into groups by table for the mapping activity.

Participants discussed what they would like the waterfront to look like in the future. The groups presented their table's ideas to the project team.

Key Outcomes

- Create a more effective breakwater to reduce wave action at the Vinoy Yacht Basin to reduce damage to boats
- Improve connections to Lassing Park
- Reduce parking at water's edge
- Balance events along waterfront
- Increase museums presence on the waterfront



Participants presented their comments to the rest of the group.



The group discussed the participants comments.



The scope of the waterfront master plan was described to participants.



PUBLIC INPUT

1.3 Community Outreach Meetings



In addition to the Downtown Waterfront Area Community Meetings discussed in Section 1.2, community meetings were held throughout the City (locations in figure to left). An Interactive Youth Workshop was also held at a City recreation center. These community outreach meetings were held to provide additional opportunities to neighborhoods throughout the city to provide input, determine the favorite aspects of the waterfront and identify locations in which the public and private use should be reconsidered as a part of this planning process. Responses were related to access, connectivity, safety, use and economic opportunities within the Downtown Waterfront study area.



Participants were given a presentation about the waterfront planning process.

Key Outcomes

- Provide parking within a close walking distance to destinations
- Improve pedestrian connection to south end of waterfront
- Increase the number of activities at Beach Dr. for different price points
- Provide better access to the water
- Support small craft rentals in the parks
- Create better lighting throughout park areas and parking lots
- Improve water quality and reduce foul odors from water throughout Downtown Waterfront area

Schedule of Community Outreach Meetings

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



The opinions of participants were shared with the group to foster discussion and debate about the waterfront.



Local knowledge was shared between members of different groups.



Participants made suggestions about future programming and other changes to the waterfront.

1.4 Youth Workshop

Date	September 18, 2014
Location	Campbell Park Recreation Center
Attendance	Approximately 25

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

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

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

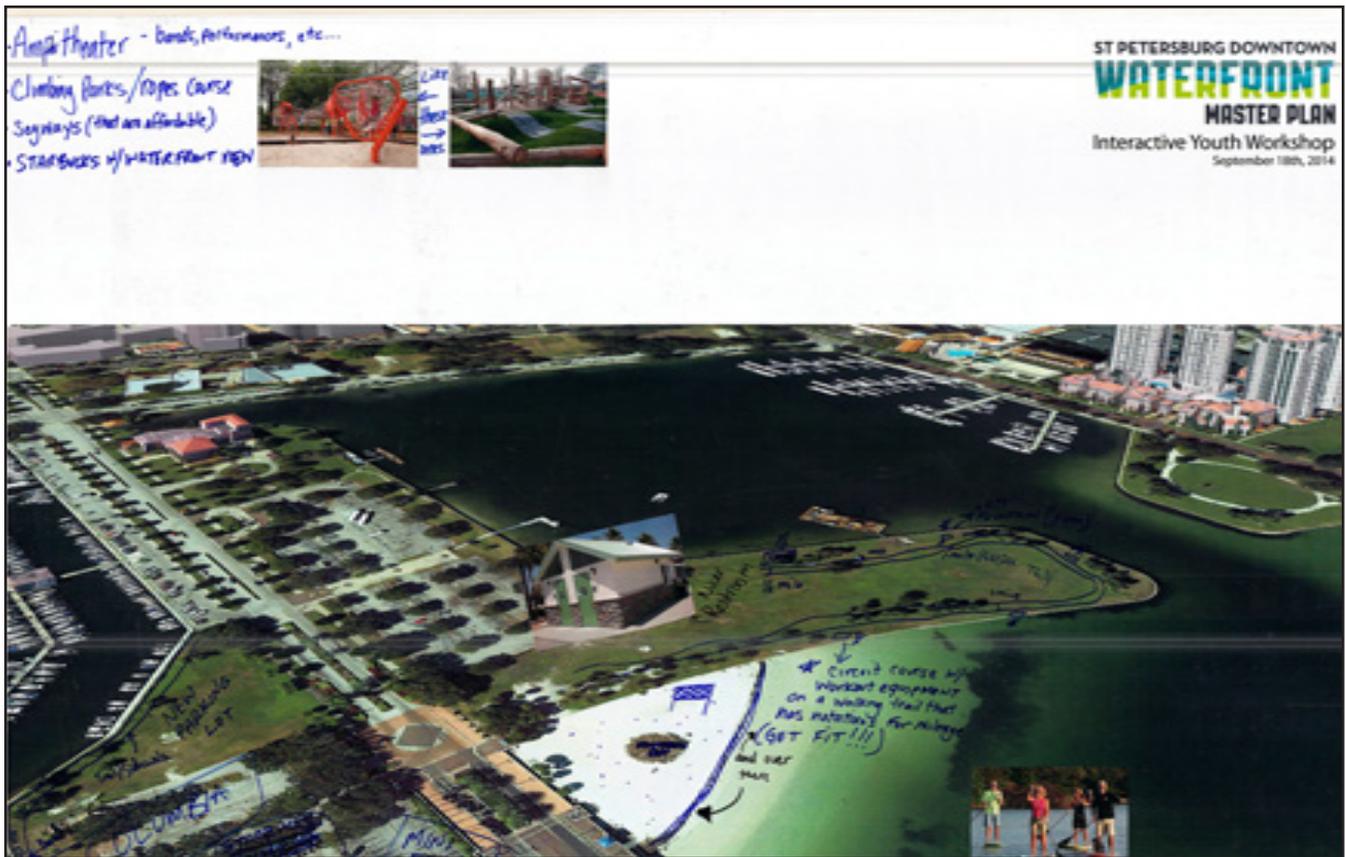
Key Outcomes

- Provide opportunities for water activities like kayaking, snorkeling and swimming
- Create facilities for volleyball, grills, picnic tables, and sidewalks
- Create a destination for the whole family to spend the day engaged in various activities.



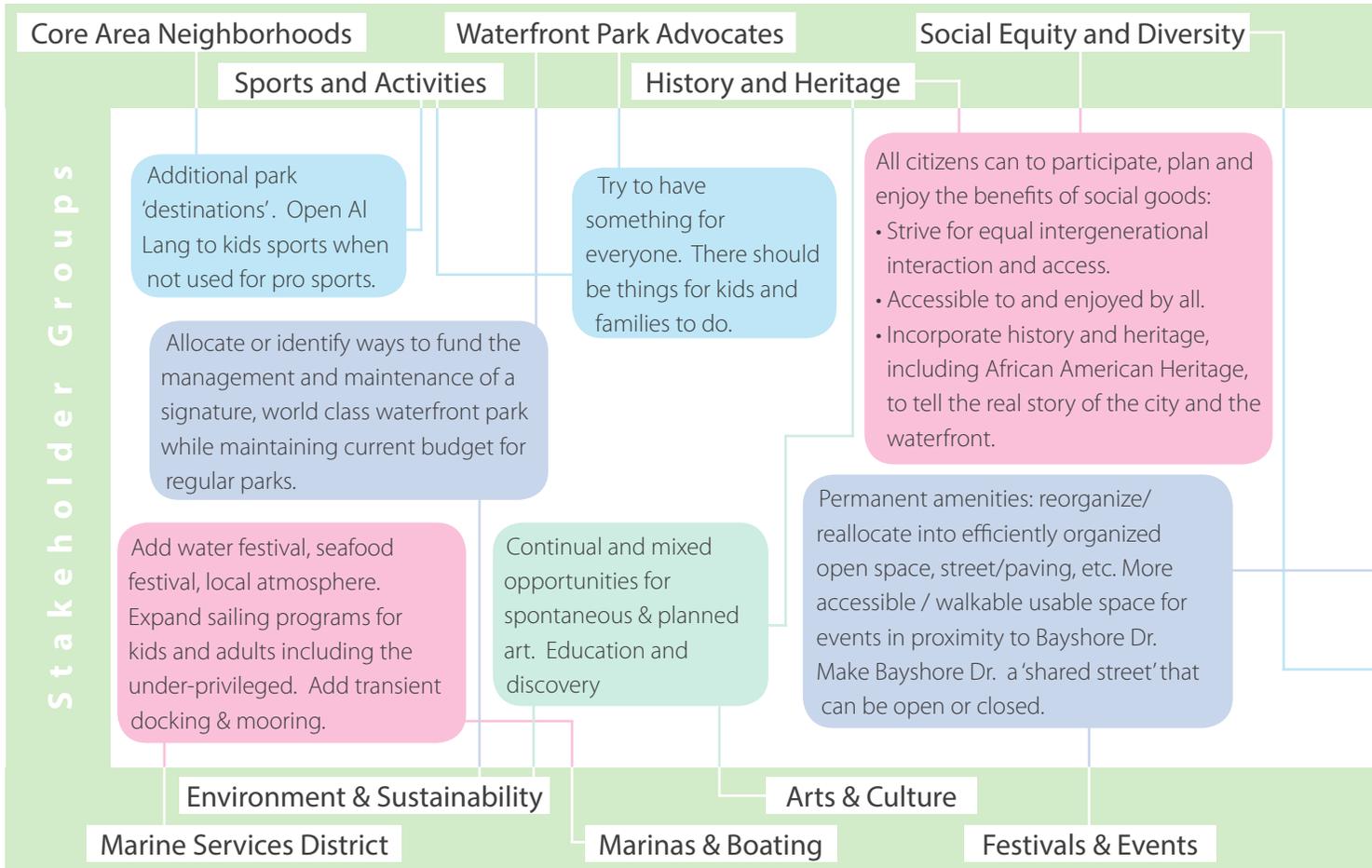
Participants cut out typical examples of park activities and facilities and explained the thought process behind their design.

Youth Workshop - Park Design Collages



PUBLIC INPUT

1.5 Stakeholder Meetings



The Stakeholder Group meetings were held in various civic buildings in downtown St. Petersburg. The purpose of these meetings was to bring together focus groups that represent the larger community. The general program for the meetings consisted of one project team member asking a series of general questions to get the conversation started while other team member(s) would note the responses. The team spent



Stakeholders were interviewed at the St. Petersburg Area Chamber of Commerce.

approximately one hour with each stakeholder group discussing their interests and aspirations for the Downtown Waterfront. The various groups ranged in size from five individuals to a group of nearly twenty people.

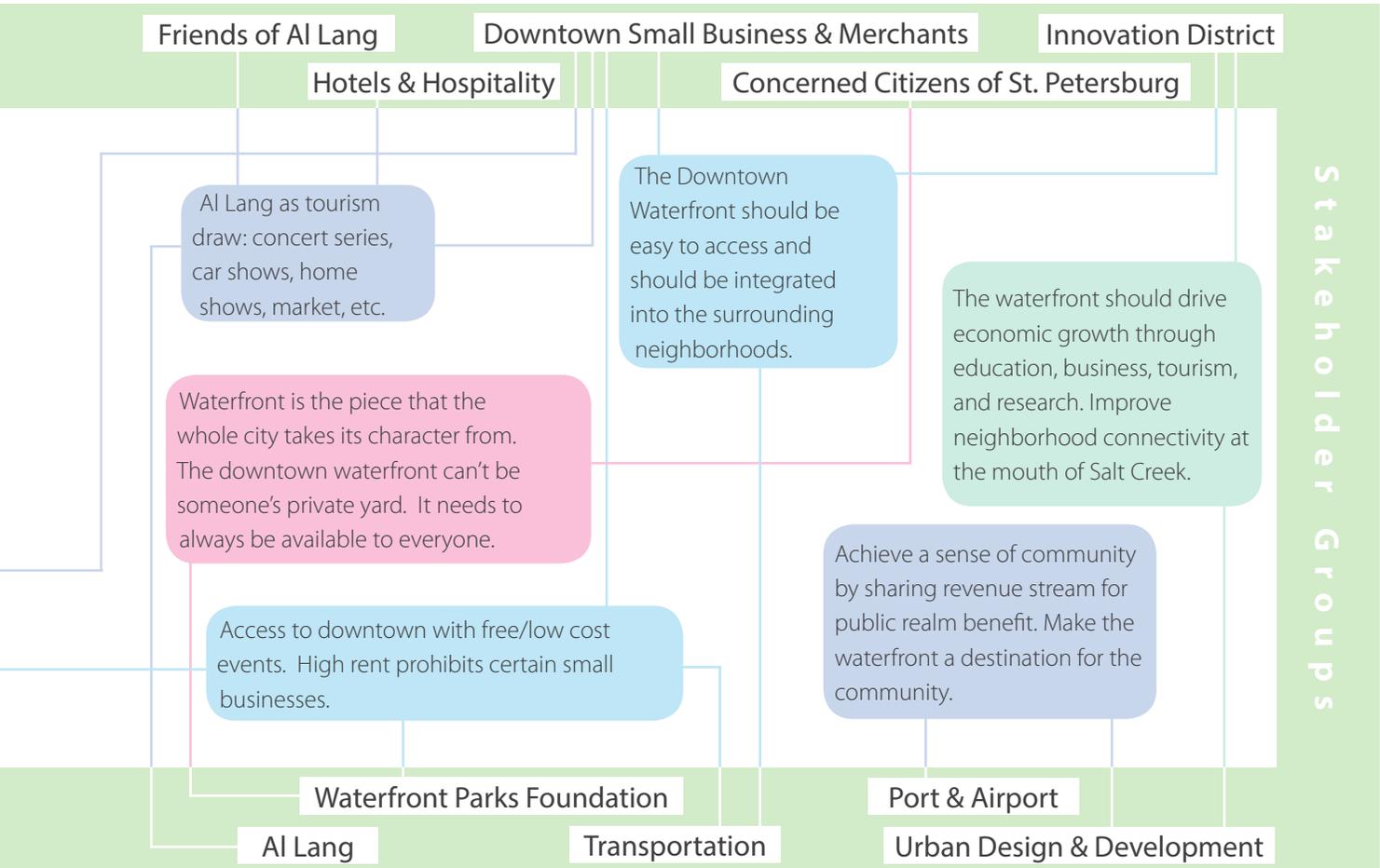
In addition to the Common Themes listed below, each specific stakeholder meeting also generated ideas about the waterfront that helped guide the vision and goals for the future plan. As the meetings progressed, similar ideas were brought up and discussed that were developed from previous groups. These similarities are captured above.

Common Themes

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

Notes and dates from each stakeholder meeting can be found in Chapter 5 of the Site Inventory Workbook.

Stakeholder Meetings



Many big ideas were generated from the outcome of these meetings. A few of these ideas and comments are now being used to help guide the vision for the future of the Downtown Waterfront.



“A National Model for Waterfront Stewardship”

What's the Vision?



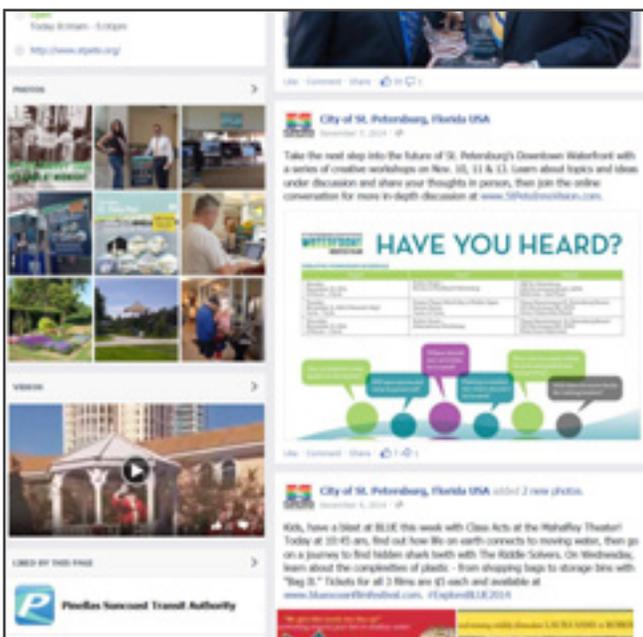
“We Are All Connected by Water”

“The Downtown Waterfront Must Be Inclusive and Provide Access to All”

1.6 Online Outreach

In an effort to reach the widest possible audience for this outreach effort, the project team developed a website that contains background information, related plans and reports, maps, schedule and other up-to-date project-related information. Additionally, the city's Facebook and Twitter feeds were used for announcements and brief highlights of activities in real time for the project.

The centerpiece of the project's digital communication efforts is *StPetelInnovation.com*. This website acts like a "Digital Town Hall" where community members can sign up, discuss specific topics and questions, upload pictures, and provide their own ideas as well as comment and discuss the ideas submitted. If a user sees an idea or comment they agree with, they are invited to award a point to that post. Rewards are offered for various levels of participation. As the planning process continues, this forum will continue to allow the public to provide feedback as the project evolves.



The city's Facebook page was used to provide an additional line of communication to the public about the plan.

InnoVision Total Visits

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

 3,877 Unique Visitors

 18,504 Page Views

Sharing InnoVision

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

 69 Facebook

 8 Google+

 10 Twitter

 16 Email

 10 LinkedIn

 140 Total

InnoVision Engagement and Participation

The users generated a flood of meaningful input that continues to inform the planning process. InnoVision draws a diverse group of users from across the city.

 21 Total Topics

 266 Participants

 2,642 Interactions

 54% Male

 363 Comments

 46% Female

Totals as of 2/17/15



St. Petersburg, FL @StPeteFL · Sep 13

Dt Waterfront Master Plan: Out & about Sat morning for a walking audit of Coffee Pot Bayou & Vinoy Park areas! #dwmp



3 2

Expand

PUBLIC INPUT

The city's Twitter feed @StPeteFL was used to publicize public input opportunities.

Community-Generated Ideas

Highest Rated Ideas

- More pedestrian friendly
 - At night turn Beach Dr. into pedestrian only
 - Use additional space for stalls, booths
 - Boardwalk from Vinoy to Dali along Bayshore Dr.
- High speed ferry connecting St. Petersburg and Tampa / Channelside
- Keep manatees safe
- Convert Al Lang Stadium to soccer or multi-use
- Permanent home for Saturday Morning Market

Most Comments and Interactions

- Bicycling
 - Safety improvements
 - More bike lanes and trails
 - Bike share program
- Parking-related ideas
- Convert Al Lang Stadium to soccer or multi-use stadium
- High-speed ferry connection
- Water features
 - Fountains
 - Splash pads

1.7 Mail Survey

An Interest and Opinion Survey was conducted on the St. Petersburg Downtown Waterfront in the Fall of 2014 to help establish priorities for the waterfront. The survey was designed to obtain statistically valid results from households throughout the City of St. Petersburg. The survey was administered by mail, web and phone by ETC/Leisure Vision, a leading community-based market research firm.

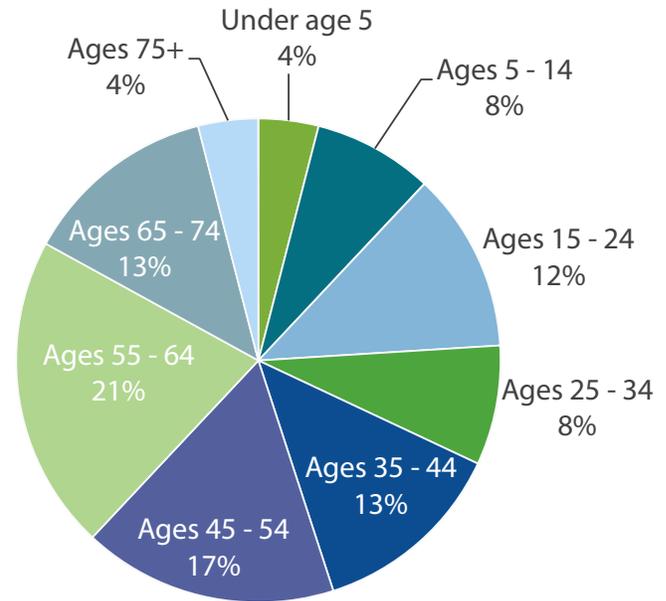
A five-page survey was mailed to a random sample of 2,500 households throughout the City of St. Petersburg. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed the survey team began contacting households by phone. Those who had indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 500 completed surveys. The survey team met that goal with a total of 694 surveys completed. A total of 492 surveys were completed from residents located on the waterfront and 202 surveys were

completed from residents located outside of the waterfront. The results of the random sample of 694 households have a 95% level of confidence with a precision rate of at least +/-3.7%.

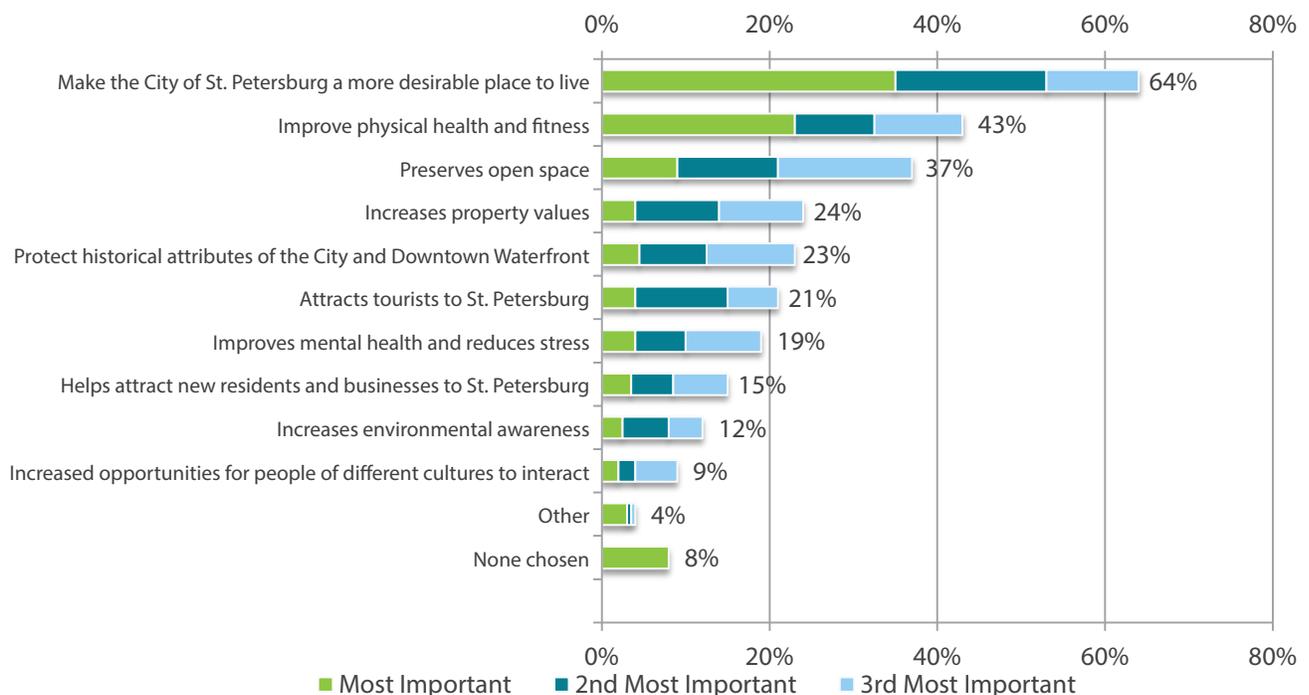
The following is a brief summary of the major survey findings. More extensive results can be found in section A.14 of the Site Inventory Workbook.

Age of Persons in Respondent Households



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

Benefits that are the Most Important to Respondent Households



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

Several of the survey questions asked have been included in dozens of previous surveys conducted by ETC/Leisure Vision for other clients in the United States over the last five years. This allows for a comparison between the responses from the City of St. Petersburg to be made with those from other communities nationally.

Overall, the City of St. Petersburg scores at or above the national average in most categories. In particular, the perceived quality of facilities scored substantially higher than the average with 48% of respondents rating the facilities excellent,

compared to the average of 34%. Generally, the respondents report that the reasons that prevent them from using the waterfront facilities are less likely to be inconvenience, lack of information or lack of access due to distance than the national average. Instead, a perceived lack of parking and the cost of parking are more likely to discourage the use of the waterfront than average.

Respondents believe that the waterfront contributes more towards making their city a more desirable place to live and promotes tourism to the city more than the national average.

Benchmarking for St. Petersburg Community Interest and Opinion Surveys

How would you rate the quality of the facilities you've visited?		
	National Average	City of St. Petersburg
Excellent	34%	48%
Good	54%	42%
Fair	11%	7%
Poor	1%	1%
Not Sure	N/A	2%
Reasons that Prevent Respondent Households From Using Programs or Facilities More Often		
Programs/events that interest me are not offered	14%	15%
Use facilities of other agencies	15%	2%
Program/event times are not convenient	16%	5%
Do not know what is being offered	22%	16%
Too far from residence	13%	4%
Fees are too high (parking is too expensive)	13%	28%
Lack of quality programs	7%	12%
Facilities are not well maintained	6%	15%
Lack of parking	5%	40%
Security is insufficient/feels unsafe	7%	10%
Most Important Benefits for Respondent Households (sum of top 3 choices)		
Improve physical health and fitness	51%	43%
Makes City/County a more desirable place to live	43%	64%
Preserve open space and the environment	32%	37%
Increase property values in surrounding area	25%	24%
Improve mental health and reduce stress	22%	19%
Protect historical attributes of the City/County	11%	23%
Increased opportunities for cultural interaction	10%	9%
Help attract new residents and businesses	10%	15%
Promote tourism to the City/County	5%	21%

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

Chapter 2: Planning

Levels of Enhancement

Over the last few months, the project team listened to hundreds of residents, business owners, community leaders, and many others interested in the future of St. Petersburg's Downtown Waterfront. These conversations took place in large gatherings, in small groups, in walks through neighborhoods, and online through the St. Pete InnoVision website and other social media outlets. The conversations often included observations, general concerns, values, and specific ideas for change.

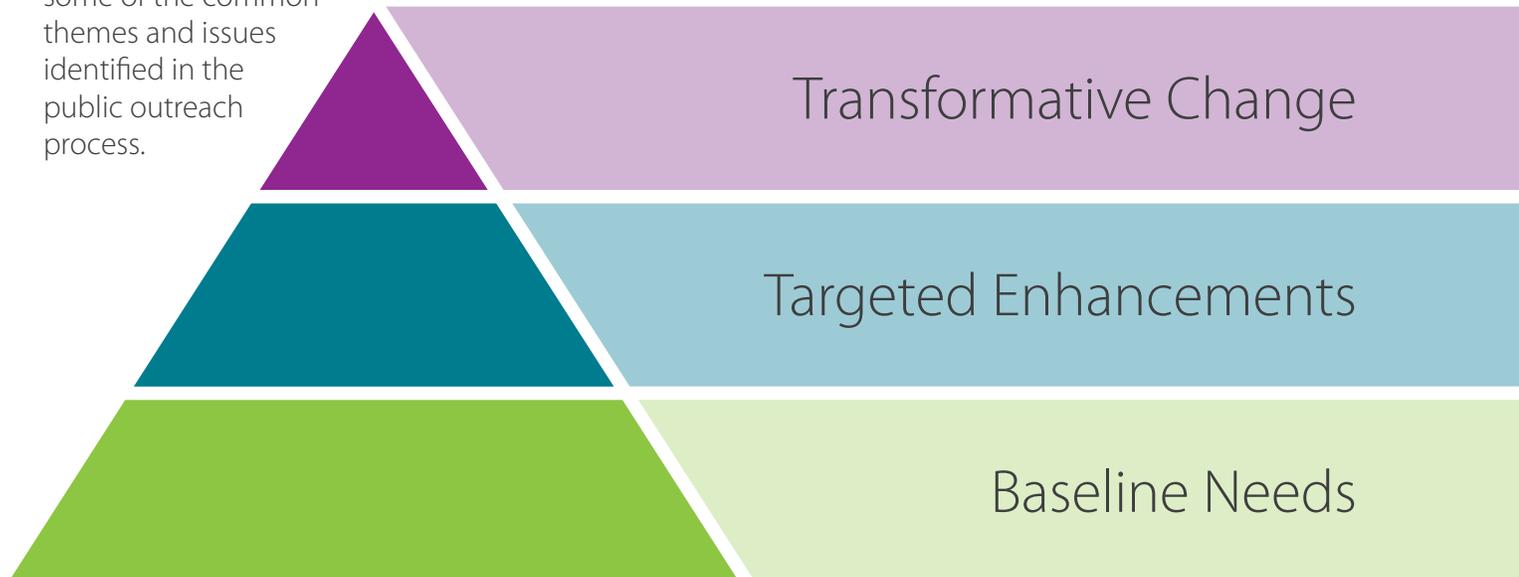
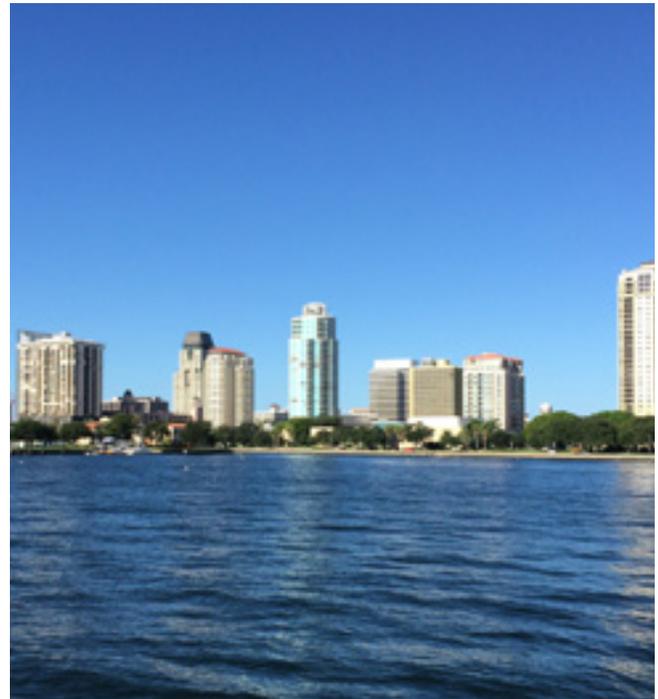
The suggestions and ideas generated from these meetings can be classified into the five dimensions of the waterfront:

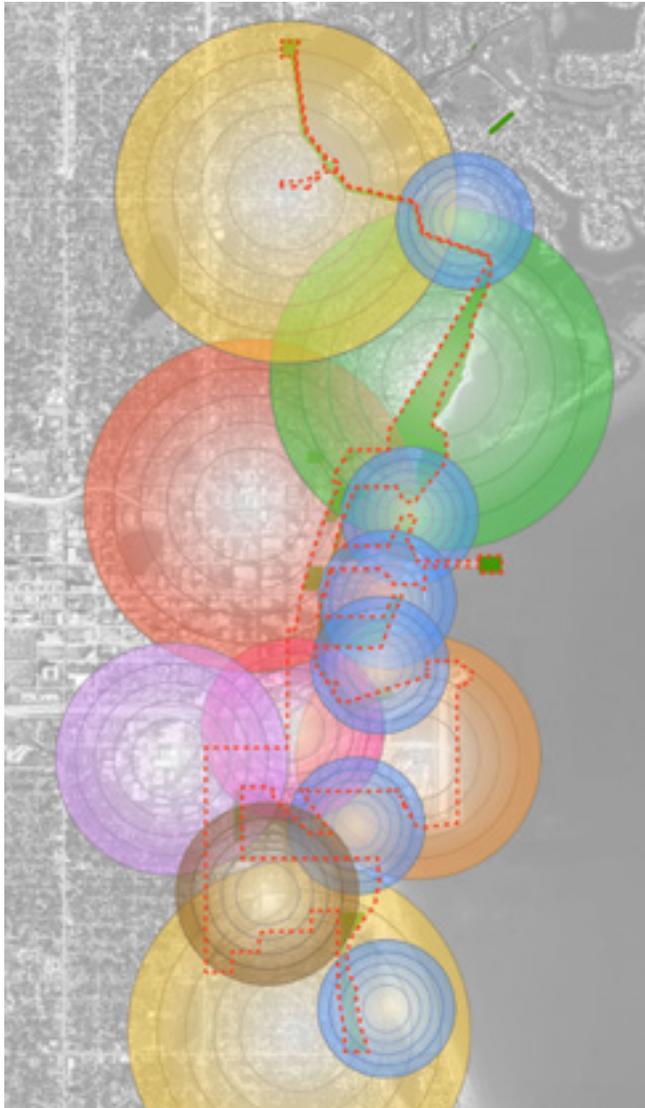
- Stewardship of the Waterfront Environment
- Enhancing the Experience of the Water
- An Active Waterfront Parks System
- Economically Vibrant Downtown Places
- A Connected, Accessible Downtown and Waterfront.

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

As the project team proceeds with the plan, the issues identified and organized in the following sections will be addressed so they benefit the City of St. Petersburg socially, economically and environmentally. The vision of this plan is to be a national model for waterfront stewardship. In St. Petersburg,

"We are all connected by water."





The land, parks and water, link the social, environmental and physical places at the waterfront. "Your issue is my issue."

The project team further engaged in a dialogue with the public in a series of meetings to develop a set of "starter ideas" to address some of the issues. These ideas were shown to the public to gain preliminary feedback and to guide further development of the plan.



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

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

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

2.1 Themes

1

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

2

Enhancing the Experience of the Water

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

Boating and Marina Enhancement

- Basin protection and channel maintenance
- Transient dockage, ferry and total capacity
- Viable boating and marine support services
- Increased programs for water related education

Access to Water's Edge

- Public access along the bulkhead (less parking)
- Waterfront dining and respite in downtown areas
- Opportunities to touch the water (beach and steps)
- Rentals for motorized and non-motorized watercraft

3

An Active Waterfront Parks System

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

Preserve and Enhance St. Petersburg's Character

- Community parks, informal greens, open vistas
- Increased 'baseline' treatment and comfort
- "Tell the Story" – art, art trail, discovery, education
- Nodes of activity to support emergent uses
- Context sensitive response

Supporting Large Community Gatherings

- Diversify events locations
- Support the expanding Saturday Morning Market
- Maintain a 'sports on the waterfront' experience

4

Economically Vibrant Downtown Places

Leveraging the economic potential of in-water and upland areas along the water's 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
- Al Lang and Duke Energy Center for the Arts
- Opportunities for small business incubation

5

A Connected, Accessible Downtown + Waterfront

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

A Fully Connected System

- Heels and wheels
- Resolved streets, walks and trails - Downtown to Lassing Park
- 'Pearls on a String'

An Integrated Multi-modal System for Moving People

- Wayfinding system
- Coordinated parking (public and private)
- Increased service, reliability and branding for trolley or bus rapid transit
- Bike share and bike facilities
- Reward the pedestrian experience and behavior



PLANNING



2.2 Dimensions of the Waterfront

1 Stewardship of the Waterfront Environment

Observations

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

Concerns

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

Values

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

Ideas

- Improvements to stormwater structures before outfall.
- Enhanced green practices and education.
- Metrics and community education to track enhanced water quality.
- Enhance seagrass and mangrove communities in key areas.
- Improved basin flushing and maintenance.
- Updated concepts for breakwaters and storm protection.



Resulting Plan Components

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

Baseline Needs

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



Targeted Enhancements

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



Transformative Change

- Swimming in beaches
- Living breakwater to improve and increase habitat and provide storm protection
- Reduce impervious areas (parking lots) and increased use of natural areas
- New programs to re-establish mangrove habitat in targeted areas



2 Enhancing the Experience of the Water

Observations

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

Concerns

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

Values

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

Ideas

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



Resulting Plan Components

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

Baseline Needs

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



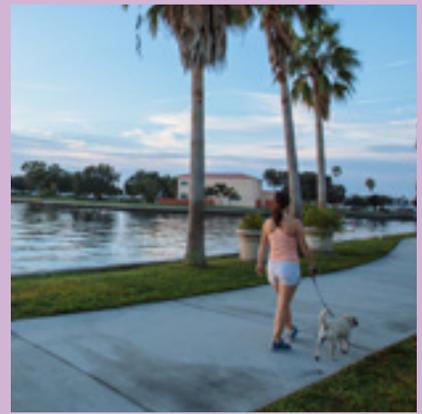
Targeted Enhancements

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



Transformative Change

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



Dimensions of the Waterfront

3 An Active Waterfront Parks System

Observations

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

Concerns

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

Values

- Public access for everyone in community.
- Maintain and enhance comfort, beauty, shade, seating and views.
- Incorporate new activities while maintaining green space with water views.
- No large private development in Parks.
- The Saturday Morning Market and seasonal events.
- Continuous waterfront trail and pathway.
- St. Petersburg's history, arts community and sense of environment.

Ideas

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



Resulting Plan Components

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

Baseline Needs

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



Targeted Enhancements

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



Transformative Change

- Converting Bayshore Dr. to a pedestrian promenade
- Acquire additional waterfront land to “thicken” parks
- Arts destination - art trail & art “anchor pieces”
- Multi-model access to parks and events
- Pedestrian swing bridge connecting Spa Beach with Vinoy Park
- Reallocate events across waterfront parks



4 Economically Vibrant Downtown Places

Observations

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

Concerns

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

Values

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

Ideas

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



Resulting Plan Components

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

Baseline Needs

- Neighborhood and family focused, meeting needs for all people
- Maintain residential district character
- Seating, shade, trash cans, drinking fountains
- Signage and wayfinding (directional and educational)
- Art component in new public spaces
- Support Saturday Morning Market
- Gathering spaces with food
- Water taxi



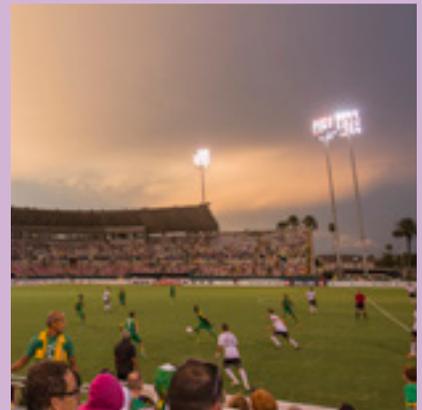
Targeted Enhancements

- Facilitate pedestrian movement
- Staging for events
- Salt Creek – tell the story
- Entertainment venues
- Outdoor market place
- Water sports rentals
- Outdoor amphitheater



Transformative Change

- Al Lang Field redevelopment
- Pier uplands with restaurants and entertainment
- Large covered gathering space
- Conference/Hotel destination
- Arts destination - art trail & art "anchor pieces"
- Higher education (USF, etc) expanded into K-12



Dimensions of the Waterfront

5 A Connected, Accessible Downtown Waterfront

Observations

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

Concerns

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

Values

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

Ideas

- Bike share and more prevalent bike facilities.
- Shared-use (flush curb) streets and parking for Saturday Morning Market, Bayshore Dr. events, etc.
- Enhanced trolley service linked to public parking, particularly during events.
- Expanded trail systems leading inboard neighborhoods to water.
- Linkages to Central Avenue corridor development.
- Wayfinding system that assists with access to destinations and public parking.
- Affordable and optimized public and private parking locations.



Resulting Plan Components

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

Baseline Needs

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



Targeted Enhancements

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



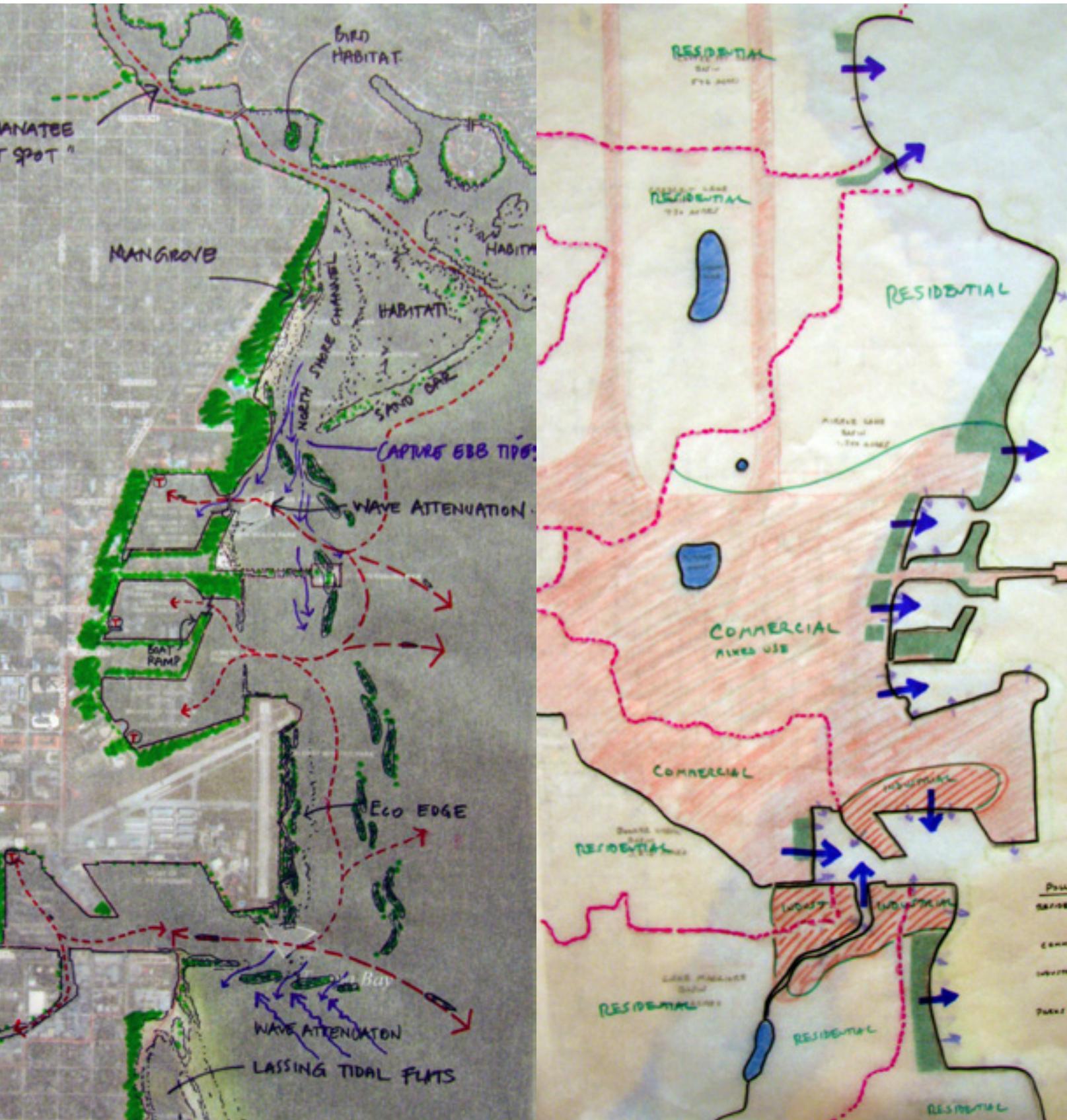
Transformative Change

- Cross-bay ferry service
- Bike share program
- Water taxi
- Pedestrian swing bridges
- Breakwater for storm protection and sustainability
- Repurpose Bayshore Dr. to convertible street
- Pedestrian and street corridors to have water views from avenues



2.3 Dimensions - Starter Ideas

1 Stewardship of the Waterfront Environment



A sustainable relationship between the natural and built environments

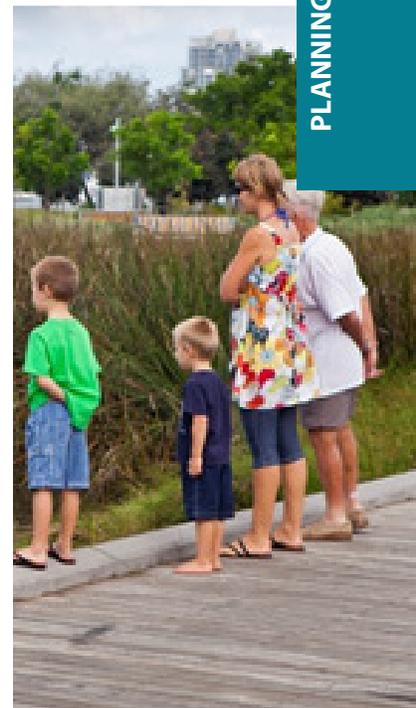
A Living Breakwater

- Ecological alternative to conventional breakwaters
- Offers benefits of habitat creation and water quality
- Low visual profile (maintains viewsheds)
- Wave action attenuation
- Enhanced appreciation of the natural Florida landscape and ecology



Community Actions

- Employ responsible, Florida Friendly Practices in limiting pollutants entering the stormwater and groundwater in our residential and non-residential areas.
- Low impact development concepts
- Rain gardens and infiltration at new construction
- Water treatment collection structures
- Florida Friendly Plants, irrigation and chemicals
- Increased management and maintenance



PLANNING

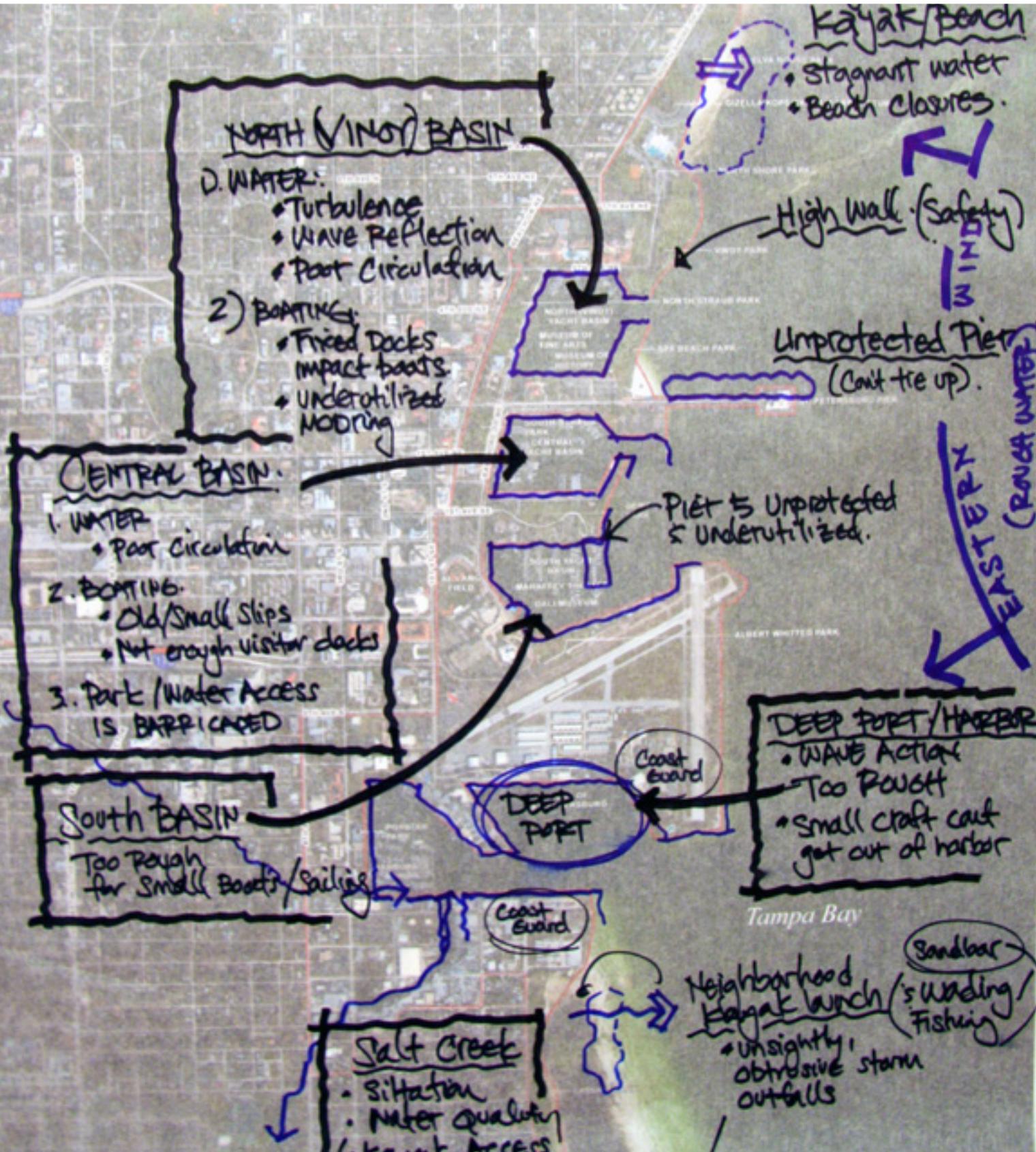


Stormwater Outfalls and Water Quality

- The city can lead by example through
- Enhanced policies to reduce stormwater volumes entering the system
- Pilot projects and education
- Varied engineering techniques to treat water at the several dozen outfalls



2 Enhancing the Experience of the Water



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



Boating Issues

We have diverse uses, needs and issues to position for boating activity

Marine Conditions

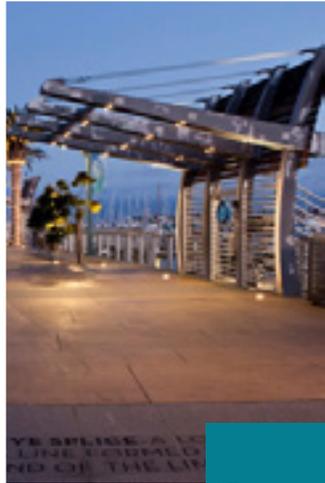
- Wave action
- Water quality and/or circulation
- Depth/draft and sedimentation

Boating Facility Limitations

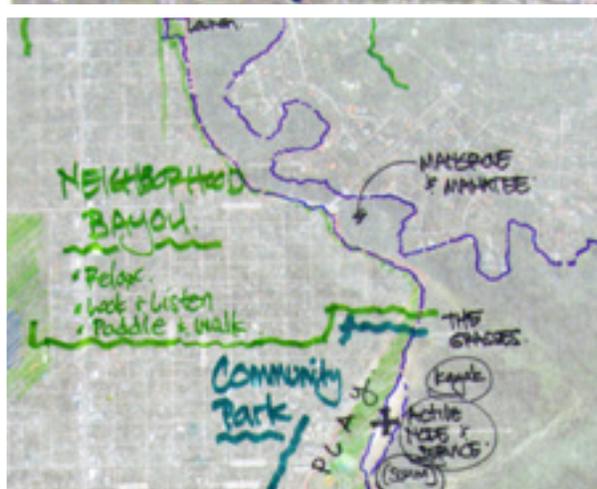
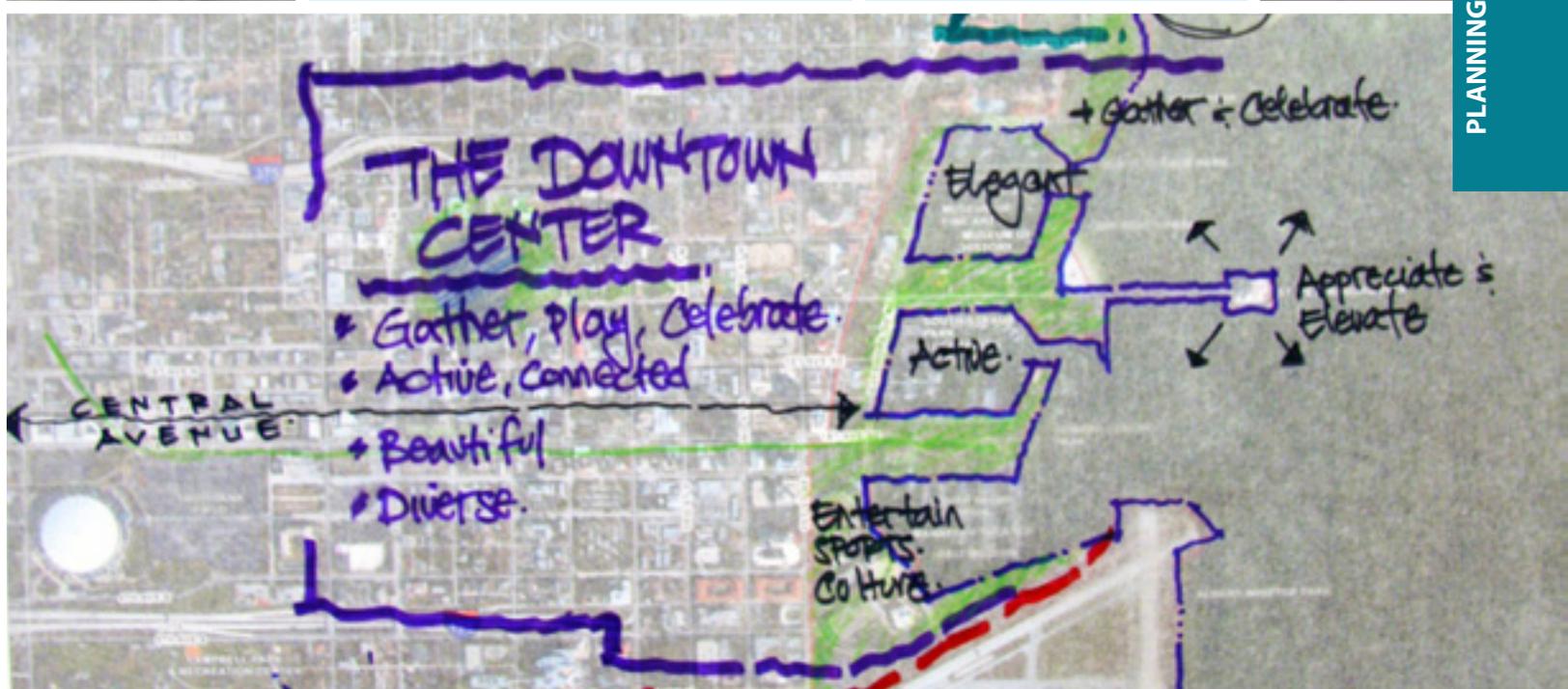
- Aged docks
- Capacity for permanent and visitor use
- Expanded use of the deep water port
- Small craft rental and launching

Getting to Water's Edge

- Neighborhood places to support small watercraft and linkages with cycling and walking
- Creating a more accessible pedestrian waters edge experience as we reconfigure piers and slips



PLANNING

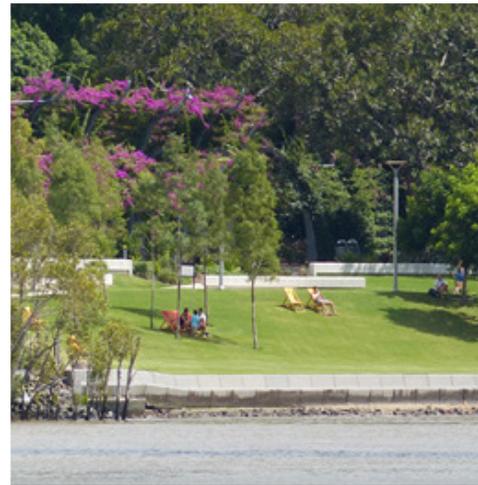


3 An Active Waterfront Parks System



Baseline Needs - 10 Accessible, Affordable Things to Do 24/7

- Stroll, bike along the waterfront
- Walk the dog (on-leash)
- Fish from shore (including rental tackle)
- Kayak, paddle-board (including rentals)
- Sit outside to read, talk, and people-watch
- Play on a playground
- Play catch, pick-up games
- Picnic, sun bathe
- Take a class: fitness, environmental, art, others
- Get something to eat



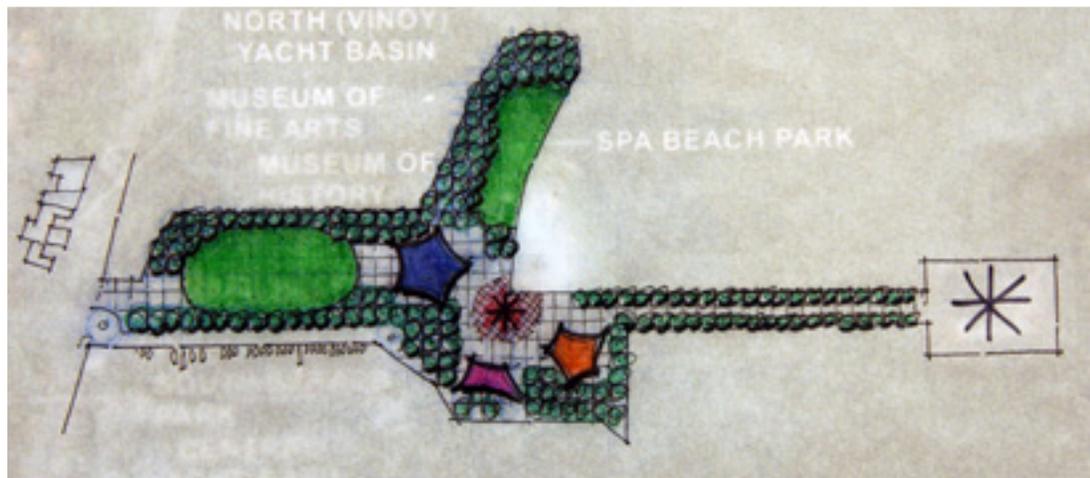
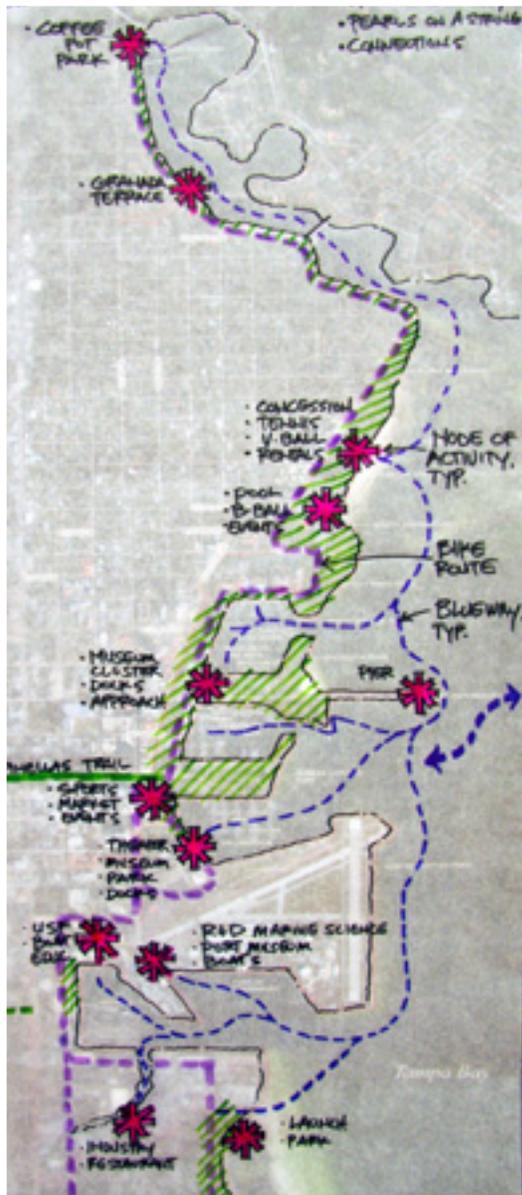
Diversifying the activities of the waterfront to meet a changing and dynamic community

Targeted Enhancements - Potential Popular Facilities

- Splash playgrounds
- Dog parks
- Skateparks
- Picnic shelters
- Sports fields
- Gardens
- Fishing pier



PLANNING



4 Economically Vibrant Downtown Places



South Basin Area

- Entertainment and cultural district
- Theater, museum, sports, civic
- New civic plaza with canal (marketplace and canal package at Demens Landing)
- Ferry and water taxi
- Restaurant, hotel and conference space
- Grand Prix south of civic plaza
- Beach Dr. ends at plaza
- Demens Landing greenspace and small venue activity
- Bayshore Dr. promenade
- "Urban" multi-use sports venue at Al Lang Stadium site



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

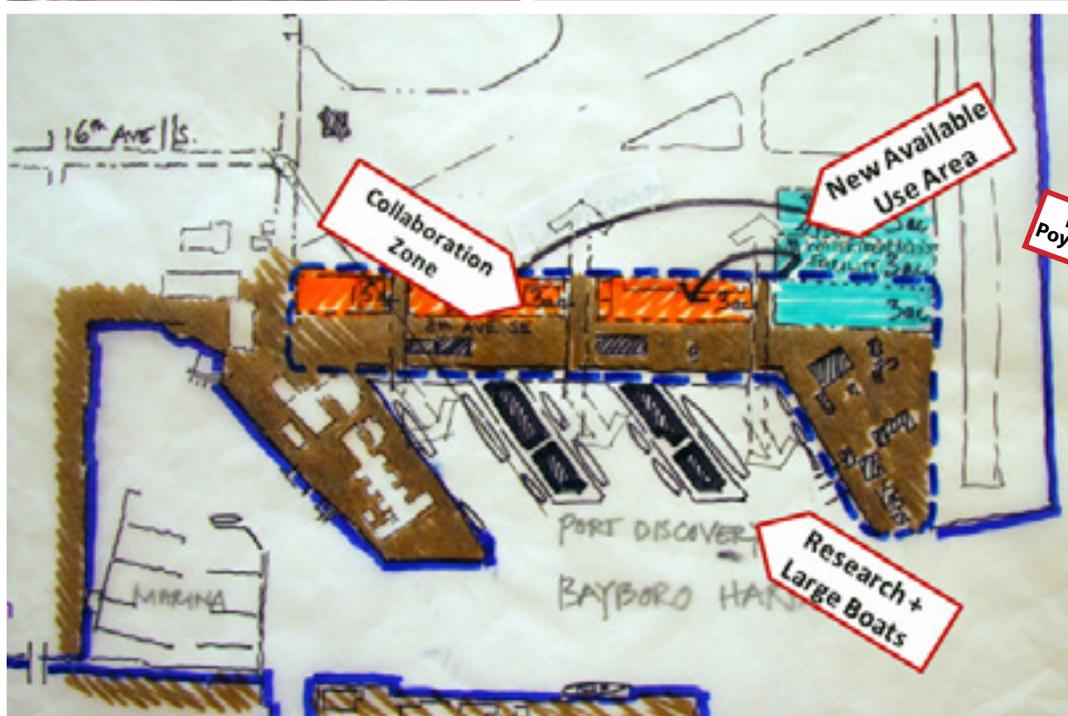


Salt Creek and Working Waterfront

- New linkages to harbor
- Consider replacing old Dali Museum building and developing on west side of 3rd St. (open up Poynter Park)
- Enhance 3rd St. as a well-defined trail and complete street “neighborhood connector”
- Support marine industries
- Link to Bartlett Park
- Strengthen key east-west streets to Lassing Park



PLANNING

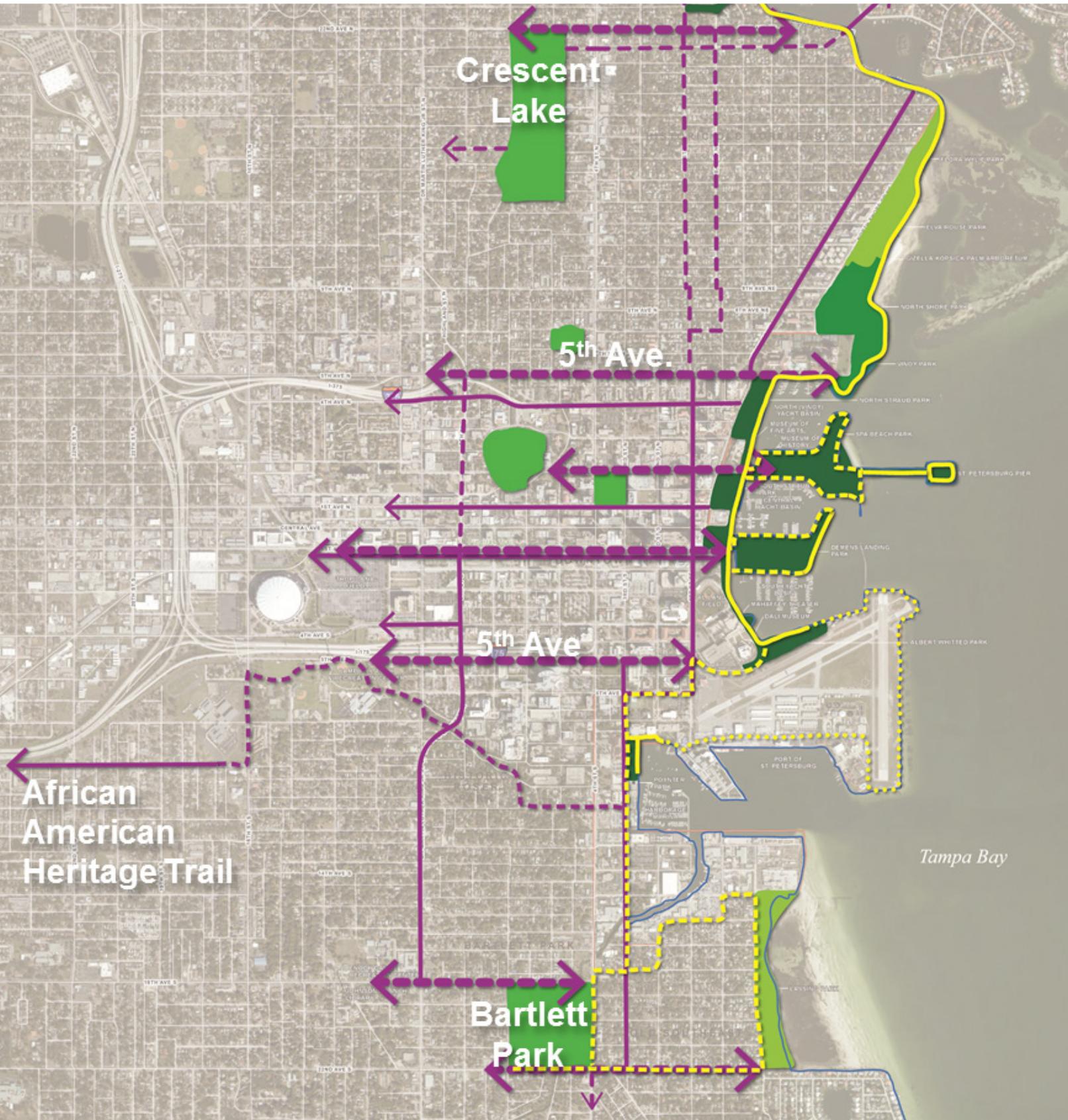


Albert Whitted and Port Discovery Bayboro Collaboration Zone

- Economic driver: synergy of port, airport, university, institutions
- Port, aviation, history museum cluster
- 10,000 sf retail at 1st and 5th St. hangars
- ‘Working Waterfront’ public access
 - Gateway park
 - 1st St. connects to harbor
 - Water treatment plant
 - Coast Guard consolidation



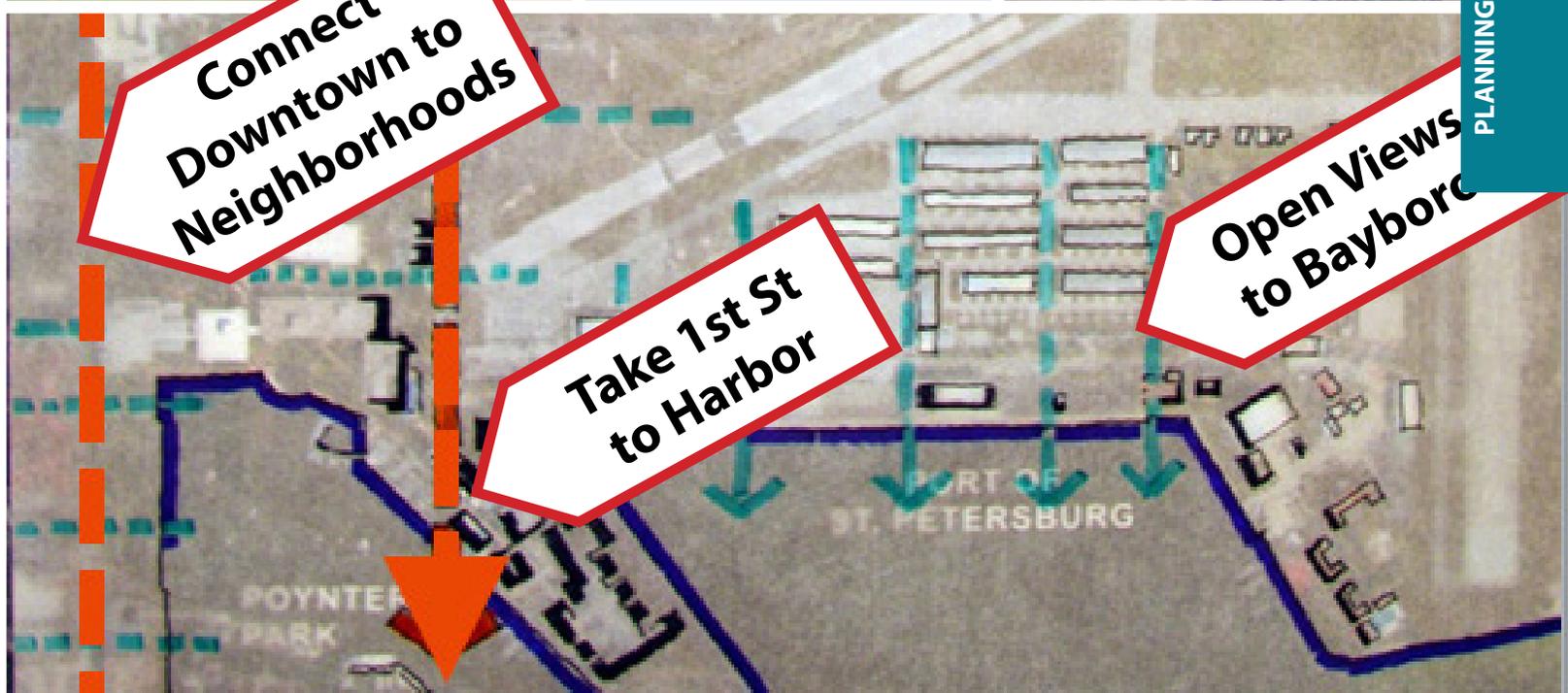
5 A Connected, Accessible Downtown Waterfront



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



Parking, People & Priority
 Today, many of the active waterfront edges are used for parking and many of the green spaces do not have sidewalk access at water's edge. Consider reallocating parking off the shoreline.



Linkages, Views and Access

- Celebrate Central Ave. east to west
- Connect 1st St. through to Bayboro Harbor
- Link the university to Salt Creek and southern neighborhoods via 3rd St.
- Consider views that are available and views that are blocked

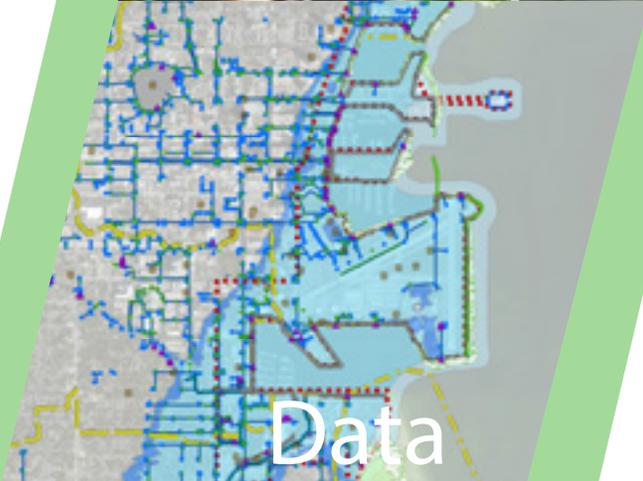


2.4 Moving Forward

Input



People



Data

Principles

Stewardship of the Waterfront Environment

Enhancing the Experience of the Water

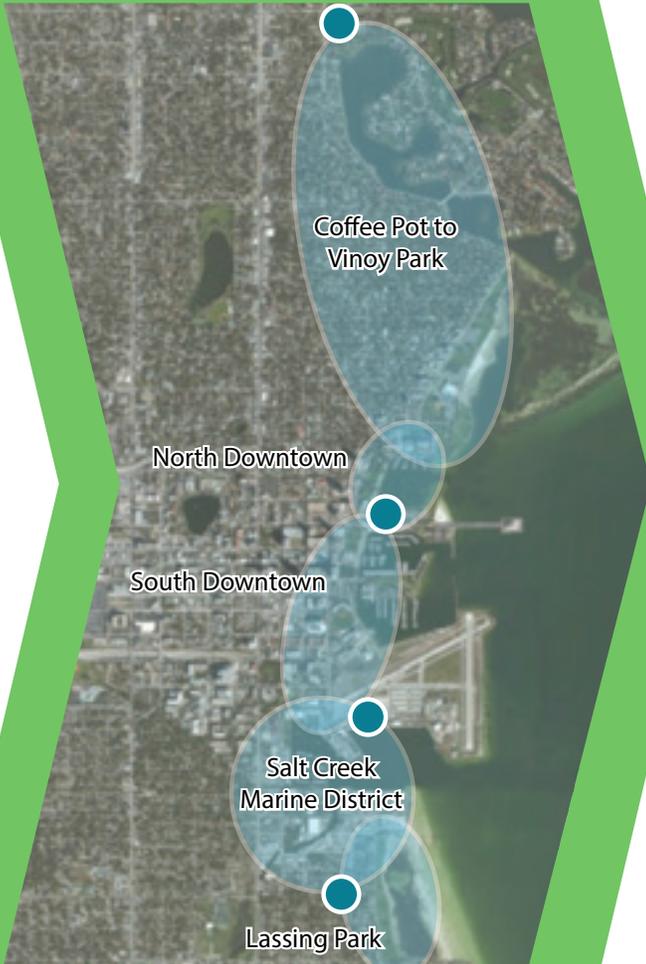
An Active Waterfront Parks System

Economically Vibrant Downtown Places

A Connected, Accessible Downtown + Waterfront



Places



Implementation



