Community Workshop #2
(June 4, 2019)

34th Street & Central Avenue
Town Center Plan

St. Petersburg
Purpose of the Study

• Encourage **quality investment** in the area

• Expand **transportation options** & increase walkability

• Marketing ideas to create a **downtown/place**

• Identify catalytic **projects and strategies** to focus
Schedule

**Develop Initial Recommendations**
Land Use/Zoning, Urban Design, Transportation, Economic Development, Marketing/Branding
Through June 2019

**Stakeholder Outreach**
Agency, private sector, business/neighborhood stakeholders
Public Workshops #2 & #3
Workshop #2 (Today), Workshop #3 in October

**Implementation Plan**
Through December 2019
Study Area

- 275 total acres
- Points of Interest:
  Jim & Heather Gills YMCA, USPS, Sam’s Club, Walmart, Publix, other shopping/restaurants
Study Area

- 6 neighborhoods
  - Disston Heights
  - Ponce De Leon
  - Central Oak Park
  - North Kenwood
  - Historic Kenwood
  - Palmetto Park
- Grand Central on eastern boundary
Guiding Principles

• Improve public safety
• Provide safe multimodal transportation network
• Enhance streets aesthetics and define district/identity
• Create more greenspace opportunities
• Encourage new and enhance existing development
• Market and brand the area
What We’ve Heard
Community Workshop #1

• January 30\textsuperscript{th}, 2019 @ Empath Center
• 100+ Attendees
• Open House Format
• Purpose: initial feedback on transportation & economic improvements for the area
What's your vision for the area?

<table>
<thead>
<tr>
<th>Principles</th>
<th>Total</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Parks &amp; Open Space</td>
<td>66</td>
<td>26%</td>
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<tr>
<td>Walking &amp; Biking Options</td>
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<td>18%</td>
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<tr>
<td>New Development</td>
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<tr>
<td>Improve Transit</td>
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<td>12%</td>
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<tr>
<td>Define the District</td>
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<td>11%</td>
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<td>Transportation Safety</td>
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<td>8%</td>
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<td>Improve Street Aesthetics</td>
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<td>7%</td>
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<td>Other</td>
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<td>4%</td>
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<tr>
<td>Total Responses</td>
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<td></td>
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</table>
Areas that you like/dislike?

**Like:**
- Seminole Park
- More office space
- New development near Tampa Bay Times
- Publix
- YMCA
- Newer affordable housing

**Dislike:**
- Kenwood Inn
- Cactus Motel
- Walmart
- Old China Buffet
- PSTA Hub
- 34th Street & 5th Avenue N accidents
Defining the District &
Creating a District Identity
Branding and Naming

• What do we call this place?
  • History
  • Landscape features
  • Geography
  • Culture
  • Location and context
  • Vision for the future
Street Vision

• Street Elements:
  • Building height, landscaping, sidewalks, outdoor seating, parking, signage, types of development, etc.

• What would you like to see on 34th Street?
• What street elements can incorporate the brand and name?

Aurora Ave N, Shoreline WA

34th Street

4th Street
Multimodal Transportation Opportunities
Pedestrian Recommendations

- Fill sidewalk gaps
- Improve crossings & intersections
- Improve lighting
- Reduce crashes
- Traffic calming

Pedestrian Recommendations

- Recommended New Pedestrian Crossing
- Intersection Improvements
- Existing Sidewalks
- Sidewalk Gaps
- Parks
- Study Area
Bicycle Recommendations

- Implement St. Petersburg Complete Streets Implementation Plan
- Improve crossings
- Connect to existing infrastructure

Greenspace Recommendations

St. Petersburg Complete Streets Plan

- Recommended Pedestrian Crossing
- Trail
- Separated Bike Lane
- Bike Lane
- Neighborhood Greenway
- Shared Lane Marking
- Existing Bike Facilities
- Parks
- Study Area
Transit Network Recommendations

- Central Avenue Bus Rapid Transit (Under Design)
- PSTA consolidated transit stops
- Potential US 19 express bus service plan
Enhance street aesthetics and look for greenspace opportunities
Existing Surface Parking

- Large surface lots
- Lots fronting the street
- Opportunities for infill and/or greenspace
- Covers approx. 124 acres
- Approx. 45% study area is surface parking
Greenspace Recommendations

- Landscape improvements throughout study area
- Utilize existing parks
- Long-term greenspace opportunities
- Landscaping/greenspace with future development

Greenspace Recommendations

- Streetscape Focus (i.e. Landscaping)
- Greenspace Opportunity
- Parks
- Study Area
34th Street & 4th Ave (looking north)
This image is a conceptual vision
Central Ave & Transit Center (facing east)

Potential Improvements

• Bike lanes
• Landscaping
• Improved crossings
• Street banners and other branding elements
• Lighting
Encourage new development and economic development
Corridor Opportunities

1. Integrated Mixed-Use Opportunities
2. Infill Opportunities
3. Multi-Use Opportunities
Integrated Mixed-Use Opportunity

**Strengths**
- Development momentum moving west on Central
- Recent activity establish modern product demand and pricing
- Opportunities for consolidated redevelopment sites
- Availability of community amenities

**Weaknesses**
- Perception/reality of high crime rates
- Disconnected developments (existing and approved)
- Limited open space and streetscape limits pedestrian environment

**Key Opportunities**
- SHORT-TERM GROWTH POTENTIAL
- Multifamily Residential (higher-density)
- Niche Retail
Infill Opportunity

Strengths
• Aging hotel/motel properties offer opportunities for redevelopment
• Strong transportation grid
• Surrounding neighborhoods

Weaknesses
• Lack of streetscape and limited open space
• Limited development pads
• Assemblage of property could be challenging
• Commercial parcels fronting 34th have limited depth, limiting redevelopment
• Buffering to existing single-family neighborhoods critical

Key Opportunities
• LONG-TERM GROWTH POTENTIAL
• Mixed Residential Product
• Boutique Hotel Redevelopment
• Outparcel Retail
Multi-Use Opportunity

Strengths

• Major retail anchors drive traffic
• Connection to I-275 via 22nd Avenue N
• Ample surface parking fields offer an opportunity for redevelopment over time

Weaknesses

• Singular and disconnected land uses
• Lack of streetscape and limited open space offerings
• No “there” there
• Without redevelopment, the area has limited land available to create impactful change

Key Opportunities

• MID- to LONG-TERM GROWTH POTENTIAL
• Mixed-Residential Product
• Traditional Retailers
Polling Questions

Internet Go to: PollEv.com/simpleboat495

Mobile Device: Text SIMPLEBOAT495 to 37607 once to join
Open House Stations

- Station 1 – Name That District
- Station 2 – Street Vision
- Station 3 – Money Madness
- Station 4 – Recommendation Maps
- Station 5 – Survey Station
Questions?
Thank you for coming!

Projects Updates:
www.stpete.org/34central

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