Purpose of the Study

• Encourage **quality investment** in the area

• Expand **transportation options** & increase **walkability**

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

• Identify potential **projects**
Historical Background

1937 Historic Kenwood Neighborhood Home
7th Avenue North & 32nd Street N

Photo Source: St. Petersburg Museum of History Archives

Goose Pond in 1957

Photo Source: Schnur, James Anthony. (2014)
University of South Florida St. Petersburg Digital Archive. St. Petersburg, FL.
Schedule

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

**Stakeholder Outreach**
Agency, private sector, business/neighborhood stakeholders
Public Workshops #2 & #3
Through April 2019
May/June and Sept/Oct 2019

**Implementation Plan**
Through December 2019
Study Area

• 274.36 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
Study Area Characteristics - Population

### Study Area
- Population: 1,027 (2018)
- Population Change Since 2010: +0.5%
- Median Age: 41.9
- Owner-Occupied Housing: 32.0%
- Median Home Value: $146,226

### Pinellas County
- Population Change Since 2010: 5.6%
- Median Age: 48.9
- Owner-Occupied Housing: 52.4%
- Median Home Value: $192,639
Study Area Characteristics - Employment

**Study Area**
- 2,592 2018 Jobs
- 26.2% Largest Sector: Retail Trade
- $43,367 Median HH Income
- 35.7% Secondary Degree

**Pinellas County**
- 453,516 2018 Jobs
- 14.9% Largest Sector: Health Care
- $49,730 Median HH Income
- 65.1% White Collar Occupation

- 40.9% Secondary Degree
- 19.9% Households Earning +$100k
- 59.6% White Collar Occupation

- 2018 Jobs
- Secondary Degree
- Median HH Income
- Largest Sector
- Households Earning +$100k
- White Collar Occupation
Capital Programmed Improvements

- Bus Rapid Transit on 1st Ave N & 1st Ave S
- Resurfacing
  - 34th Street from 54th Ave S to 22nd Ave N
- City’s Online CIP Website
  - https://projectstat.stpete.org/projects
• Auto-oriented development and uses
• Opportunities to connect green & civic spaces
• Vacancy Rate: 13.9%
• Total Acres: 91.4 acres
Roadway

- Transit thoroughfare
- Fatal crashes
  - 13\textsuperscript{th} Ave N
  - Central Ave
  - 5\textsuperscript{th} Ave
- Florida Department of Transportation Standards
  - Level of Service D
- Daily Traffic
  - 34\textsuperscript{th} St: 37,500 – 40,500
  - Central Ave: 15,400
Crashes 2013 - 2017

- 9 Automobile Fatalities & 52 Incapacitating Injuries
- 2 Pedestrian Fatalities
- 70 Pedestrian & Bicycle Incapacitating Injuries
- Crash Nodes
  - Grand Central Area
  - 34th St N & 5th Ave N
  - 34th St N & Central Ave N
  - 1st Ave N & S
Pedestrian

- Gaps in sidewalk network
  - 1\textsuperscript{st} Ave S
  - 13\textsuperscript{th} Ave N
  - 35\textsuperscript{th} St N
  - 31\textsuperscript{st} St N
- Midblock crossing and non-signalized crossing crashes
Bicycle

- Gaps in network
  - 35th St N
  - 34th St N
  - 31st St N
  - 22nd Ave N
  - 13th Ave N
- Midblock crossing and non-signalized crossing crashes
- Complete Streets Implementation Plan proposed improvements
Next Steps

• Coordination Meeting with FDOT & Forward Pinellas
• Develop initial recommendations
• Survey starting prior to next Workshop
• Next Public Workshop in May/June
Questions?
Thank you for coming!

Projects Updates:
www.stpete.org/34central

For more information please contact:
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Economic Workforce Development
Gary.Jones@stpete.org
Open House Stations

- Station 1 – Thought Boards
- Station 2 – Top Priorities
- Station 3 – Overall Improvements
- Station 4 – Places