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1935: Looking east, Baum Avenue development in relation to Central Avenue.
(photo courtesy of St. Petersburg Museum of History)

1942: View of St. Petersburg Hotel (left), Roxy Theatre (center), and Office Supply Co. (right) on the south
900 Block of Central Avenue (photo courtesy of St. Petersburg Museum of History)
The information contained in this report was compiled from June 2015 to April 2016. Therefore, the findings and recommendations associated with EDGE District Improvement Plan are based on research, analysis, and public input that occurred during this specific time-frame. Naturally, business activity and development is on-going, and there has been significant activity within the EDGE District that has occurred (and continues to occur) since April 2016.

In collaboration with the EDGE Business District Association and the City of St. Petersburg, AECOM remains apprised of the on-going development and business growth that has occurred in the EDGE District since the end of the planning study’s stated time-frame. While this more recent activity has certainly been a benefit to the EDGE District and its redevelopment and investment initiatives, it is directly in line with the findings and forecast assessments that were provided in the original market study and planning document. Nonetheless, we include herein as reference several business transactions and development projects that have occurred since the end of the study’s time-frame.

### New Development

**Residential/Retail:**
- 930 Central Ave – A 6-story residential development with retail on the ground floor.

**Restaurant/Bar:**
- 1235 Central Ave – Hawkers Asian Street Fare restaurant
- 923 Central Ave – Pizza Box restaurant
- 911 Central Ave – Buya Ramen restaurant
- 901 First Ave. S – Room 901 bar/restaurant
- 1101 First Ave. S – Dr. BBQ’s restaurant
- 957 Central Ave – Grassroots Kava coffee house

### Redevelopment

It should also be noted that a number of properties within the EDGE District have reportedly been purchased/controlled by a single investor (through a number of individual ownership entities) since the completion of this study. Although the consolidation of these smaller properties will impact the (re)development potential of the EDGE District, it is not anticipated that these recent acquisitions will have a dramatic impact on the Market Analysis that was conducted as part of this Improvement Plan. This is primarily because there is no individual and/or aggregated contiguous parcel that is larger than one (1) acre, which is generally necessary to support a single redevelopment of critical mass. The following list these recent acquisitions that have occurred since the completion of this study:

<table>
<thead>
<tr>
<th>Property Address</th>
<th>Size (Acres)</th>
<th>Last Transaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 1st Ave N</td>
<td>0.16</td>
<td>June 2016</td>
</tr>
<tr>
<td>902 1st Ave N</td>
<td>0.35</td>
<td>June 2016</td>
</tr>
<tr>
<td>936 1st Ave N</td>
<td>0.27</td>
<td>September 2016</td>
</tr>
<tr>
<td>1100 Central Ave</td>
<td>0.37</td>
<td>October 2016</td>
</tr>
<tr>
<td>1104 Central Ave</td>
<td></td>
<td>October 2016</td>
</tr>
<tr>
<td>1106 Central Ave</td>
<td></td>
<td>October 2016</td>
</tr>
<tr>
<td>1110 Central Ave</td>
<td></td>
<td>October 2016</td>
</tr>
<tr>
<td>1114 Central Ave</td>
<td>0.14</td>
<td>October 2016</td>
</tr>
</tbody>
</table>

Source: EDBA; Pinellas County Property Appraiser

The EDGE District Improvement Plan

December 21, 2016
Introduction

The EDGE District Improvement Plan for the City of St. Petersburg is an urban design and economic development road map for revitalization. The purpose of the Improvement Plan is to offer a sustainable approach to stimulate social and economic activity for the EDGE District as well as serve as a catalyst for economic redevelopment. The recommendations presented in this Executive Summary are the result of extensive community outreach, involvement, and analysis. Representing a true spirit of partnership, the EDGE Business District Association (EBDA) and the City of St. Petersburg worked closely together to sponsor this work, and selected AECOM to complete this EDGE District Improvement Plan.
## Master Plan Recommendations

<table>
<thead>
<tr>
<th>Create a more walkable public realm</th>
<th>Support a healthy community</th>
<th>Drive economic development opportunities</th>
<th>EBDA Board-approved priorities for implementation &amp; TIF funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make 1st Avenues North and South more pedestrian friendly</td>
<td>Create a public green space along Booker Creek</td>
<td>Encourage new development at the existing St. Petersburg Police Headquarters site that requires an on-site public green space/gathering space component</td>
<td>Gateway markers and wayfinding signage</td>
</tr>
<tr>
<td>Include measures to make Baum Avenue more pedestrian-friendly and bicycle-friendly</td>
<td>Develop design recommendations for better incorporating active transportation into the District</td>
<td>Include provisions for Commuter Rail, Bus Rapid Transit (BRT), and/or other public transit</td>
<td>Additional public parking infrastructure</td>
</tr>
<tr>
<td>Develop wayfinding, banners and gateway art</td>
<td>Create a public gathering space for an active and healthy community</td>
<td>Maintain the existing tax increment financing (In-town West Community Redevelopment Area) and extend a minimum of 20 years</td>
<td>Central Avenue streetscape improvements</td>
</tr>
<tr>
<td>Improve the streetscape along Central Avenue, 1st Avenue North, and 1st Avenue South while maintaining certain key existing bulb outs and landscaped islands</td>
<td></td>
<td>Baum Avenue and Commercial Avenue dumpster removal</td>
<td>Baum Avenue streetscape improvements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Booker Creek enhancements</td>
<td></td>
</tr>
</tbody>
</table>
The EDGE Business District Association

Who is the EDGE Business District Association?
(as excerpted from edgestpete.org)

The EDGE Business District Association (EBDA) is a fully accredited Main Street Program. It is a 501(c)(3) not-for-profit community organization comprised of businesses, property owners, residents, and visitors working to promote community interests by supporting and creating a sustainable local economy within the EDGE District of St. Petersburg, Florida.

Since 2014, the EBDA has made great strides in revitalizing the historic EDGE District. It began by renaming the area “EDGE District” to better capture its unique identity. Then it began following an ambitious revitalization and preservation plan, and worked toward Florida Main Street and National Main Street accreditation. It was awarded a prestigious Main Street designation in 2014, and attained a Main Street America™ accreditation with the National Main Street Center, a program of the National Trust for Historic Preservation, and their Florida Main Street accreditation with the Florida Bureau of Historic Preservation. The EBDA has achieved this designation by being an instrumental force in reviving and preserving this important district of St. Petersburg. In recognition of these achievements, since 2014 the Florida Secretary of State has awarded the EBDA five Secretary of State Awards for Outstanding Main Street programs, businesses, and volunteers.

What does the EDGE Business District Association do?
(as excerpted from edgestpete.org)

The EBDA is very active. It holds over 60 Association meetings a year, and serves on Central Avenue Council, Arts Alliance, Central Avenue Solstice Committee, and other city-wide committees. It organizes and hosts District-wide monthly events, quarterly events, large annual events, district cleanups, business workshops and mentoring, and provides other business assistance. It also participates in monthly, quarterly, and annual Main Street meetings, along with collaborating on various projects with their sister St. Petersburg Main Street organizations – Deuces Live and Grand Central District. In August 2015, that included organizing and hosting the 2015 Annual Florida Main Street Conference.

The EBDA is a strong advocate and promoter for the District. It regularly advocates on behalf of the District and its membership, meeting with city officials and other community leaders, and proposing initiatives that improve conditions in the District. One of its ongoing initiatives has been to increase the public parking supply in the District. In 2015, at the EBDA’s urging the City removed restrictions on private lot owners in the District so that they could provide public parking at any time. In 2016, EBDA efforts in working with the City have resulted in more than 80 additional public parking spaces. The EBDA has also been the spearheading force behind the EDGE District Improvement Plan, District preservation efforts, and the EDGE District Specialty Center. Regarding preservation, the EBDA runs the EDGE District History Project, sought funding for and completed the first comprehensive historic architectural survey of the District in 2016, and is ultimately working to develop district design guidelines. Regarding the EDGE District Specialty Center, the EBDA led the initiative to create the Center under ordinance, so that the EDGE could become a destination for special open-carry events. Finally, the EBDA is also a strong promoter of the District, increasing visibility, media attention and visitor flow via ongoing promotional campaigns, by organizing and marketing newsworthy events, workshops, and other special activities, and by coordinating collaborative promotional efforts by the EDGE community.

The EBDA is invested in the future of the District. Among other projects, the EBDA secured funding for the EDGE District Improvement Plan, and has been working with the City and a nationally-renowned, award-winning consultant team to develop this strategic plan for the EDGE’s long-term success. Historic preservation, identity, sustainability, aesthetics, economic growth and reinvestment – all are key focal points. In addition, it earns technical assistance from the Florida Main Street and secures other grants so that it can fund large projects like the EDGE historical survey and District improvements. Another asset it gained was a comprehensive site visit and report in March 2015 by a team of experts from Florida Main Street. The team’s report has been an invaluable tool in guiding investment and development efforts for the District.
The City of St. Petersburg has been investing in its downtown to make it grow and evolve into a more dynamic and diverse urban place. The EDGE District is a part of this city-wide growth and is developing into a desirable place to live, work and play. The District Improvement Plan was developed as a response to the input received by citizens who participated in the public outreach process. This Plan provides a framework for conceptually designed projects to be implemented over time. The EDGE District is made of character retail streets, unique architecture, natural amenities, and vacant parcels for redevelopment, creating the feel of a small urban neighborhood. This neighborhood is also connected to other parts of the city through a grid of major streets, transit, bikeways, and a network of sidewalks that promote and encourage this area to attract families, singles, business owners, and visitors. The current amenities and proposed improvements will help expand the work force that helps drive a stronger local economy. The Plan has been created to leverage the existing character of the district while setting the stage for new development to occur as well as make this area of the city economically and socially viable for future generations.

The EDGE District offers five primary zones of opportunities:

- Central Avenue Streetscape
- A Re-imagined Baum Avenue
- 1st Ave North & South Pedestrian and Bicycle Safety Focus
- Police Station Redevelopment
- Booker Creek Improvements

These zones are not meant to be boundaries within the district but rather areas of emphasis. These public realm zones should be approached similarly as to create a safe and walkable neighborhood that supports the city’s mission to have dynamic and diverse urban places.

Concept drawings and sketches are intended to illustrate the possible solutions and opportunities within the District. These drawings are not the only solutions that may be applied to certain opportunities or other needed improvements; however, they have been thoroughly researched and are representative of public input.

The plan on the facing page illustrates the broad concept for the Improvement Plan.
A Re-imagined Baum Avenue should attract economic development through innovative design that creates a unique public gathering space.

Central Avenue Streetscape should focus on maintaining its retail and housing focus while simplifying and unifying the streetscape.

Police Station Redevelopment should provide the EDGE District with a unique redevelopment opportunity. It should include a garage with capacity for public parking.
Identification and Wayfinding

Wayfinding is the organized movement of pedestrians and vehicles through an unfamiliar environment. It frequently involves layers of information such as maps, signs, and landmarks to direct a user to a destination. The goal for this project was to create recommendations for improving access through enhanced wayfinding and identification of the EDGE District.

This project began with the client’s vision to create a better place. The first step was to clearly understand the desire for the project. Stakeholder involvement was essential to the development of the wayfinding recommendations. AECOM conducted a series of workshops using interactive exercises with stakeholders to fully understand the vision, community character, and marketing goals. AECOM’s wayfinding studio worked closely with the project team and client to discuss aspirations, evaluate options, and design for success.

With these defined goals in mind, AECOM researched the District, including environmental issues, existing conditions, previously compiled studies, and land use to fully understand the project possibilities. The design team also looked at the EDGE District’s history and its greater context within the community and the region. The end result of this research was a summary of information for future reference and support of design decisions. Through the analysis, AECOM also created a list of design opportunities and challenges for the project that highlighted areas to be addressed within design. The discovery phase also included public workshops and stakeholder interviews to gain more input into user desires and project history. AECOM also researched similar projects to learn from other, comparable experiences.

Design began with synthesis of the goals of the desire phase and the information of the discovery phase to create a list of design principles. These principles described design methods to both guide future decision making and served as a benchmark to ‘stay true’ to the project vision throughout design. AECOM then produced preliminary designs that followed these principles and responded to the site analysis, client and public input, and desired program elements. These initial designs allowed for the first round of discussion between the City, stakeholders, the public, etc. AECOM conducted one-on-one interviews, lead ‘charrette-style’ working meetings, facilitated small group workshops, presented to municipal groups and officials, and gave larger, publicly advertised presentations. Through this collaborative process, AECOM worked back and forth with the City, the EDBA, stakeholders, and the general public to arrive at a consensus of design and program.
Streetscape

The term “streetscape” generally encompasses the physical environment of a street, from building face to building face. Within this public right-of-way, the visual and pedestrian environment is comprised of many features that can provide life to the street. Streetscape features, such as street lights, trees and landscaping, and street furniture can contribute to the unique character of a block, a street, or the entire District. The features within the EDGE District’s streetscape should provide a platform for re-imagined opportunities for incremental growth and positive change for the future in this portion of the city. These features include but are not limited to:

- Sidewalks, walkways, or other pedestrian space
- Bicycle parking, corrals, storage, repair
- Special paving materials, re-use special paving
- Landscape design including street trees
- Street furniture (e.g., benches, planters, waste receptacles)
- Lighting
- Weather protection (e.g., awnings)
- Signage, environmental graphics, non-standard
- Public art or other unique features
- Transit stops or stations
- Sharrows

A Re-imagined Baum Avenue
A flexible open space for the public to gather, celebrate and engage as a community.
Transportation

Continued diversity of the transportation system reflects the growth and needs of the EDGE District. Mobility options must balance reliability, safety, and convenience and provide choices for getting around, whether people wish to walk, bike, or take public transit. Emphasizing and supporting multimodal enhancements will help the EDGE District improve its livability, prosperity, and competitiveness and make it a more attractive and vibrant place for prospective residents, visitors, and businesses to live, work, and play. Transportation recommendations for the EDGE District Improvement Plan include:

- Making transit more attractive to riders
- Providing easy access to future Bus Rapid Transit (BRT)
- Taking better advantage of the Central Avenue Trolley
- Making bicycling more convenient
- Providing additional bike infrastructure (e.g., addition of sharrows, bike share hubs, etc.)
- Implementing better pedestrian crossings on 1st Avenues North and South
Redevelopment Opportunities

Based upon the economic and market analysis (a summary of which is provided in Chapter 2, with the full market study report included as a supplement to this planning document), the near to mid-term term potential development options for the Trade Area primarily target residential (rental) housing, retail, office, and/or hotel development. The EDGE is well positioned to capture a portion of the demand for these uses given its location and accessibility. However, the estimate of demand for the EDGE (as set forth below) does not indicate or represent financial feasibility in the absence of any detailed programming, design, cost, and regulatory requirements that need to be vetted for any proposed development. Furthermore, the opportunity to support potential demand for certain development types (i.e. residential, office, and hotel) and/or density will likely require that adequate dedicated and available on-site parking be included in the program. Considering this, the summary of demand estimated for the EDGE District (by use) within the short term (a 5 year timeframe) is:

- up to 225 rental apartment units;
- 20,000 to 40,000 square feet of office;
- 100 to 125 hotel rooms;
- 40,000 to 60,000 square feet of retail.

This represents demand beyond that which may be under construction or in planning stages within the broader trade area. Moreover, this level of demand may increase notably over a 10+ year period; particularly, if elements of the Improvement Plan recommendations are successfully implemented in the near term.

It is important to recognize that the District’s history and Main Street Program have been beneficial in using its past to promote future revitalization. Historic resources are part of the EDGE’s unique character and desire in future planning and the City of St. Petersburg itself is a Certified Local Government (CLG), with a mandate to address historic protection in comprehensive planning decisions and when reviewing proposed development projects. Therefore, balancing redevelopment with historic preservation will be an important element of the Improvement Planning Process. As set forth in Chapter 3, a highlight of key strategic considerations include: managing land constraints; continuing efforts to broaden development uses; supporting the existing local base of business; and establishing a defined plan for parking.
Land Development Policy

The goal of any proposed modifications to development standards support the EDGE District’s values and goals, and encourage private property owners and investors to create development that is appropriate to the urban fabric. These modifications will help create certainty that redevelopment and expansion is furthering the goals of the EDGE District Improvement Plan. Development standards recommendations include:

- Refining Land Development Regulations (LDR) policies - EDGE District design guidelines can help ensure that scale, character, and mobility options are maintained as new development occurs.

- Creating design guidelines – Creating design guidelines for development that complement existing regulations, reinforce existing plans, and further the goals of the EDGE District help ensure compatibility with the existing urban environment, built form, character of the area, market trends, and community values.
Tax Increment Revenues

As will be outlined in Chapter 4, an illustrative analysis of potential tax increment revenues is provided based upon three conceptual redevelopment scenarios completed over a 10+ year timeframe. This analysis represents 650 new housing units, 75,000 square feet of office, 60,000 square feet of retail and 120 hotel rooms. This proposed buildout would generate an estimated $118 million in taxable value – which, for purposes of this analysis, assumes net increment above any current taxable basis.

Based upon a 15 year projection period and utilizing the 2015 millage for the City (6.770) and County (5.337), which are the two components to the underlying tax increment revenue being recaptured within the EDGE District, the tax increment in projection Year 1 (2017) is estimated to be roughly $863,000. Upon completion of the proposed new development concepts outlined above, the annual tax increment is estimated to be $3.1 million in Year 10, increasing to $4.0 million by the end of the 15 year projection period. Importantly, the proposed development herein is highly conceptual at this time and used solely for the purpose of setting parameters for tax increment revenue associated with the Improvement Plan. This does not account for any future funding that is committed to current or prospective obligations (ie. administrative costs, debt service, etc.).
The EDGE District Improvement Plan is intended to provide the City, the EDGE District Business Association, residents, and business owners with physical and development standards improvement recommendations aimed at further enhancing the economics, livability, and overall aesthetics of the EDGE District. Importantly, this has been done in a collaborative effort between the planning team, the City, and the EDGE District stakeholders to ensure that the plan is primarily driven by the desires of the community.

While certain recommendations require limited capital investment (such as adjustments to codes), other improvement recommendations such as infrastructure upgrades, streetscape, and signage will require a more intensive capital investment.

The analysis herein identifies potential funding resources and strategies that may be utilized to support the Improvement Plan, as well as highlight certain economic benefits resulting from select redevelopment concepts.

One of the most notable long term potential funding sources may be derived from tax increment revenue to the EDGE District. However, in order for the EDGE District to leverage off of this critical revenue resource, the Intown West CRA will need to be extended beyond 2020; or, the time upon which the CRA effectively sunsets. The tax increment revenue analysis outline in Chapter 4 underscores the need to pursue this extension to ensure that certain capital intensive elements of the EDGE District Improvement Plan are sufficiently supported from a funding perspective.

The Future

Based on the momentum generated by downtown St. Petersburg and the future of the Tropicana Field site, the EDGE District is well positioned to reap the benefits of being uniquely positioned between these two entities. The recommendations within the Improvements Plan document will act to continue making the EDGE District a place where people will want to come work, live and play.
Chapter 1: Overview

Introduction

URS was retained (before merging with AECOM) by the City of St. Petersburg in 2015 to provide planning services and create an improvement plan for the EDGE District. The planning process took place between May 2015 and July 2016. From the onset of the process, the primary goals for the Improvements Plan have been focused on (1) Improving the aesthetics of the District; (2) Enhancing a sense of business district identity; (3) Encouraging investment in the District; and (4) Increasing opportunities for businesses, property owners, residents, and other stakeholders.

This report presents the information gathered, the analysis, the public involvement process, and the resulting recommendations and associated implementation strategies.

EDGE District Task Force

The EDGE Business District Association is a fully accredited Main Street America™ and Florida Main Street. It is a non-profit community organization comprised of businesses, property owners, residents, and visitors working to promote community interests by supporting and creating a sustainable local economy within the EDGE District of St. Petersburg, Florida.
Creating the EDGE District Master Plan

Data Collection & Review

Data Collection

Early in the design process the design team assembled plans, data, maps, and other relevant information necessary to assess existing conditions, future conditions, and identify strengths and weaknesses in the District relative to aesthetics, transportation, land use, land development regulations, and market conditions.

Field Review

The design team performed numerous field reviews to document and evaluate existing conditions and identify potential improvements. The field reviews focused on existing aesthetic and physical elements within the EDGE District.

Analysis

The information gathered and obtained during the data collection and field reviews was carefully analyzed and potential strengths and weaknesses within the District were identified. This task also included performing a full economic and market analysis, which entailed establishing the baseline case, profiling the real estate market, and performing an estimate of demand by use.
Existing Property Inventory & Uses

To better understand the existing property uses, an existing use plan was created. This plan illustrates the varying land use types throughout the District. The mix of uses helps identify this area of the city as an eclectic array of architectural building types, business identities, multi-family residential, open space, and potential future land use arrangement.

Economic Analysis and Strategies

An important component to the EDGE District Improvement Plan was to analyze and understand both short term and longer term economic and market factors that helped guide strategic planning recommendations.

Demographic and lifestyle changes continue to impact the revitalization of downtowns across the nation, and Downtown St. Petersburg has been the beneficiary of significant residential, commercial, and cultural investment that started before the Great Recession and has continued thereafter. Notably, the EDGE district has a unique opportunity to realize its own revitalization, which has already started to a large extent. The work completed as part of this scope of services represents an independent and comprehensive evaluation of economic and real estate market conditions that will help guide strategic redevelopment and investment initiatives within the EDGE. The economic analysis assessed regional market conditions that then narrowed into a more focused evaluation of the EDGE’s Trade Area. The EDGE Trade Area is defined as a geographic area that encompasses the EDGE and serves as the basis for evaluating key real estate market supply and demand factors impacting the area’s redevelopment potential (note: a detailed discussion of the Trade Area is provided in following sections of this report).

The economic and market component served as a source of information to help residents, businesses, community stakeholders, and the City (and Intown West CRA) officials in making recommendations or decisions on matters relating to economic development.

Specific to the economic, market and strategic analysis herein, the analysis is intended to:

- Identify the EDGE’s existing economic base;
- Identify the market potential for future redevelopment within the EDGE; and,
- Identify redevelopment and investment strategies for the EDGE that can be used to guide the physical and regulatory planning process.

Positive economic growth within the City of St. Petersburg during the next several years depends in part on the success of its eastern sector (including Downtown and surrounding areas), which is positioned and envisioned to become a vibrant residential, business and entertainment activity center. The City has a vested interest in the EDGE and its planning efforts.
Community Participation
Public input was a critical component in the development of the EDGE District Improvement Plan. The design team met with stakeholders, interviewed current residents, and conducted stakeholder and public workshops to gain valuable insight that helped drive the recommendations of the Improvement Plan.

Key Stakeholder Interviews
One-on-one interviews were conducted between the design team and the following stakeholders that were identified by the EDBA and the City of St. Petersburg:

- Jonathan Dauo (Eastman Equity, Owner of multiple properties)
- Jack & John Cartier (Family owns the Fleece Parking Lot on Central)
- John Warren (Owner of multiple properties)
- Mark Ferguson (Owner Ferg’s Sports Bar)
- St. Petersburg Transportation and Parking Management Department
- Pinellas Suncoast Transit Authority (PSTA)
- St. Petersburg Police Department
- St. Petersburg Planning and Economic Development Department

Resident Interviews
A meeting was held at the EDGE District Office in St. Petersburg on September 11, 2015 from 11:30-12:30PM. The purpose of the meeting was to interview residents of the Fusion Apartments and 1010 Condominiums. From the initial interviews with stakeholders and residents, the following common themes emerged:

- Maintain organic character of existing district
- Take advantage of opportunities in the existing DC1 zoning west of Dr. Martin Luther King Jr. St.
- Introduce additional office space
- Sensitive towards historic preservation
- Recognize the importance of adjacent neighborhoods and uses, including the Tropicana Field site, to compliment the use and character of EDGE

Street Character
- Maintenance issues - Need clear operations and maintenance framework
- Add more contemporary and consistent street furnishings
- Address issues associated with the homeless population
- Enhance bicycle facilities

Parking
- Need parking program that works for all uses
- Identify parcels for future parking opportunities

Baum Ave Opportunities
- Shared use street/alley
- “Soften” edges (make more comfortable for pedestrians)
- Remedy the dumpster issues
- Unique place-making opportunities

Funding
- Provide options for funding outside of typical City sources
- Create more incentives for businesses to move here

Redevelopment Opportunities
- Maintain organic character of existing district
- Take advantage of opportunities in the existing DC1 zoning west of Dr. Martin Luther King Jr. St.
- Introduce additional office space
- Sensitive towards historic preservation
- Recognize the importance of adjacent neighborhoods and uses, including the Tropicana Field site, to compliment the use and character of EDGE
Stakeholder Workshop

A stakeholder meeting was held on November 12, 2015 at Ferg’s Sports Bar and Grill located on Central Avenue in the heart of the EDGE District. Nearly 40 interested property owners, business owners, and residents showed up to participate in the event along with members of the EDGE District Board, City of St. Petersburg, and consultants from AECOM, Renaissance Planning, Lambert Advisory, and Angie Brewer and Associates. The community was presented with information on current data and observations by the project team during a general session and then given the opportunity to break out into 3 focus groups: 1) transportation and land use, 2) streetscape and aesthetics, and 3) economics and funding. The primary goal of this workshop was to solicit ideas from stakeholders and those who have a vested interest in the EDGE District.

Public Workshop

A public meeting was held on February 25, 2016 at Casa Collections Thrift Shoppe located on 1st Ave North within the EDGE District. Over a dozen interested citizens attended the event along with members of the EDGE District Board, City of St. Petersburg, and consultants from AECOM, Renaissance Planning, Lambert Advisory, and Angie Brewer and Associates. The consultant team presented a slide show that introduced the Conceptual EDGE District Improvement Plan. The floor was then opened up for discussion and questions. A brief questionnaire was also distributed to each participant to garner additional feedback. The primary goal of this workshop was to gain input from stakeholders and residents in order to prioritize recommendations and refine the Conceptual Improvement Plan.
Preparation of the Master Plan

Based on the data collection, analysis, and community participation, the team prepared recommendations for both the physical and economic components of the EDGE District. These recommendations included an overall district plan and recommendations on aesthetics, transportation, circulation, planning and regulatory framework, redevelopment and business growth opportunities, and potential funding sources. These elements will be discussed in Chapter 3.
Chronology & Description of Previous Plans

In order to better understand the current state of the EDGE District, it was important to carefully review and summarize previous planning documents that have served to guide the EDGE development into what it is today. The following planning documents were reviewed:

- **Dome District/16th Street South Business Plan (DD)**
  - 1997

- **Central Avenue Revitalization Plan (CAR)**
  - 2012

- **Intown West Redevelopment Plan (IWR)**
  - 1990 (amended 2009)

- **A Summary of Community Redevelopment Areas in Pinellas County (CRA)**
  - 2013

- **EDGE District: A Main Street Community – Resource Team Report (MSD)**
  - March 2015

- **Historic Structures Survey of the EDGE District, St. Petersburg, Florida**
  - 2016

- **The EDGE District Improvement Plan**
  - December 21, 2016
Summary of Previous Plans

After a thorough review of the previous planning documents, the most pertinent information was extracted and summarized in a more useful manner. The following breaks down the key ideas from the previous planning documents and organizes them based on their relevance to the primary goals of the EDGE District Improvement Plan:

Improving the Aesthetics of the District

- Central Avenue should be given highest retail status while 1st Avenue North and South could be more mixed use (MSD)
- No residential allowed on the first floor of any “A” streets in the DC-1 zone (MSD)
- Parking: Any sites along Central Avenue should be wrapped or faced with vertical mixed use buildings or have a commercial base (MSD)
- Facades should vary in depth by at least 1-3 feet on the upper floors every 30’ to define bays in the facades (MSD)
- Upper balconies should at least be partially cut into the facade rather than cantilevered with some degree of separation between balconies (MSD)
- Daylight Booker Creek (MSD)
- Camouflage vacant buildings (MSD)
- Construction of major open space area to link the Plaza Parkway and the stadium and enhance Booker Creek (IWR)
- Improve 1st Avenue South Bridge (DD)
- Booker Creek linear park system (DD); add bicycle trails throughout the District (DD)
- Coordinated system of pedestrian/vehicular/ accent lighting, site furnishings, signage and landscaping (DD); pedestrian crossing improvements and better maintenance of landscaping and hardscape (CAR)
- Define strategies and recommendations for permanent and temporary parking lots (DD)
- Improve pedestrian connections (CAR)
Enhancing a Sense of Business District Identity

- Incorporate the tagline “A Main Street Program” in all marketing materials (MSD); increased usage of EDGE logo (CL)
- Continue branding the EDGE District by using all available means (MSD)
- Revise website with a map showing names and locations of all businesses (MSD)
- Promote the District as “Green” (MSD)
- Signature towers – Dome East and Dome West (DD)
- Provide Informational kiosks (DD)
- Owners encouraged to embrace styles and detailing in keeping with the historical context of the District
- Brand Central Avenue as a vibrant urban mixed-use corridor with unique and exciting districts that offer a variety of high quality residential, business, shopping, entertainment, cultural and mobility opportunities for residents, entrepreneurs, business owners, investors and visitors (CAR)
- Create an overall corridor logo or theme (CAR)

Encouraging Investment in the District

- Allow temporary structure for retail in some of the numerous vacant lots (MSD)
- Building improvements: simple signs, paint, re-establish correct window proportions (MSD)
- Encourage property owners to allow push carts and pop-up vendors on vacant lots (MSD)
- Develop financial incentives (MSD)
- Encourage reuse of underutilized buildings and appropriate infill development on vacant lots (MSD)
- Provide surface or structured parking through joint development with private sector to encourage redevelopment or rehabilitation of office and retail activity (IWR)
- Modify the current zoning ordinance to create a mix of retail, food and beverage, entertainment, office, hotel, government, parking, transportation park and recreational uses (DD)
- Planning and use of TIFF funds (CL)
- Sponsorship for events and corporate funding (CL)

Increasing Opportunities for Businesses, Property Owners, Residents and other Stakeholders

- Limit events to one major event a year, sprinkled with less-intensive smaller events (MSD)
- Parking: Require developer of police station site to include public parking deck (MSD)
- Business retention: work with businesses to develop strategies that will help increase sales, attract new customers, find funding for improvements and resolve issues that impact overall viability (MSD)
- Road closures – Close off 15th Street between 1st Avenue North and South and make available for private development; Baum Street to be closed to vehicular traffic with exceptions (DD)
- Shuttle system (DD)
- Define outdoor dining and outdoor display guidelines (DD)
- Adaptation for transit connections – BRT, Central Ave. Trolley, Looper (CAR)
- Design a wayfinding sign campaign (CL)
- Provide small business assistance (CL)
The EDGE District
This aerial photograph highlights the District's boundaries and illustrates the position of the area within the city fabric.
Chapter 2: The Edge District Today

Introduction
The City of St. Petersburg’s EDGE District, located less than one mile west of the city’s beautiful downtown waterfront, encompasses approximately 43 acres between Dr. Martin Luther King Jr. St. N., 16th St N., Arlington Ave N and 1st Ave. S. The District is home to a diverse collection of buildings, streets, sidewalks, and altered natural amenities. Redevelopment within the District has been slow in the past; as a result, many vacant lots and older structures are visible today.

Despite the past slow growth in the area, the unique character of the buildings, the diverse restaurants and businesses within the District and the City of St. Petersburg as a whole are beginning to bear fruit in the revitalization of the area. Places like Fusion 1560, 1010 Central, Gulfshore Bank, Green Bench Brewing Company, and Hawkers Asian Street Fare are all indicators that the area is currently enjoying a renaissance.
The New Millennium:

Since the new millennium, St. Petersburg has emerged as a top destination for the arts – with the dynamic new Dali Museum opening in 2011, the Dale Chihuly world renowned glass collection, and six art districts.

The city’s notable inverted pyramid Pier, last renovated in 1989, was closed in 2013 due to major deterioration of the pier bridge structure. Design of a dynamic destination pier and pier approach, the “Pier District”, is well underway.

As St. Petersburg enters its second golden age, and steps boldly into the 21st century, the downtown core continues its revitalization with projects that include retail shops, restaurants, and movie theaters. More than 900 events bring over 10 million people each year to the Sunshine City to experience yacht races, triathlons, baseball, basketball, cycling, festivals, IndyCar racing, cultural exhibits, and music. The city easily attracts tourists with its cultural district that includes seven museums in the downtown district. A state university, 10 marine institutes, more than two dozen galleries, and the Johns Hopkins/All Children’s Research Center attest to the city’s commitment to education, marine/life sciences, and health care. Historic neighborhoods continue to be restored, as residents invest in their communities with a great source of pride.

Here, young and old, tradition and innovation come together to create a vibrant sense of community.

Information above courtesy of
http://www.stpete.org/history_and_preservation/
City of St. Petersburg, Florida
2016 Demographics

**Population**
- Total City Population: 256,681
- Total Households: 108,815
- Total MSA Population: 2,934,941
- Median Age: 42.1

**Gender**
- Female: 51.8%
- Male: 48.2%

**Employment Industries**
- Healthcare & Social Assistance: 22,197
- Retail Trade: 16,541
- Finance & Insurance: 10,099
- Hospitality (Food & Lodging): 9,758
- Manufacturing: 7,788
- Information: 4,078
- Arts, Culture, Events, Tourism: 3,199

**Income**
- Average Household Income: $64,335
- Median Household Income: $45,483
- Per Capita Income (PCI): $28,670

**Housing (Median Sales Price)**
- Single Family Home: $180,000
- Condominium & Townhouses: $124,590

**Population Diversity**
- White: 69%
- Black: 23.9%
- Asian: 3.3%
- Two or More Races: 2.6%
- Other Race Origin: 8%
- American Indian: 3%
- Pacific Islander: 1%

**Population Age**
- 0-14 years: 15.5%
- 15-24 years: 12.3%
- 25-34 years: 13.3%
- 35-44 years: 12.9%
- 45-54 years: 15.7%
- 55-64 years: 14.3%
- 65+ years: 16.1%

**Education**
- Bachelor’s Degree: 19.3%
- Graduate Degree: 10.7%
- Associate Degree: 9.3%
- High School Grad (or GED): 27.7%
- Some College (no degree): 21.6%
- Some High School: 7.8%
- Less than 9th Grade: 3.7%

Source: 2014 ACS 5-Year Estimates
Street Activity & Public Safety

Currently Central Avenue, home to many shops, restaurants, and bars, provides the majority of the street activity within the District. Baum Avenue has begun to have some street activity with the recent additions of the Mercado and Green Bench Brewing. However, the area still contains mainly back of the house activities and is rather unsightly with dumpsters.

The majority of other streets do not have vibrant street activity. The one way pair of 1st Ave. N and 1st Ave. S act as a thoroughfare for automobiles and have minimal street activity. This is also true of the eastern boundary street of Dr. Martin Luther King Jr. and the western boundary street of 16th Street. Other north/south streets, such as 11th, 13th, and 15th, also have relatively little pedestrian activity.

Central Avenue has the best pedestrian scale lighting (white decorative light fixtures) within the District and offers a relatively safe environment with regards to public safety. The remainder of the streets have more utilitarian roadway scale lighting (typically cobra head lighting fixtures) and provide only a minimal amount of light and are less pedestrian friendly in the evenings as compared to Central Avenue.
Access & Visibility

St. Petersburg is centrally located and easily accessible within the region. With its attractive downtown area and variety of sporting and entertainment events, it is a key destination for both locals and tourists. The EDGE District is conveniently located along the routes taken for those activities and can benefit from that visibility. Some of the advantages of the EDGE’s location are as follows:

- St. Petersburg is conveniently situated roughly halfway between Tampa (to the north) and Bradenton/Sarasota (to the south)
- EDGE District is within ¼ mile (two blocks) of I-275, part of the beltway loop around Tampa Bay that connects the population centers of the region
- Central Avenue, “Main Street” within the EDGE District, is an east/west roadway that provides “gulf-to-bay” connections between downtown St. Petersburg and Gulf coast beaches
- 1st Avenues North and South, one way couplets that border the EDGE District, are primary east/west traffic movers for central/south Pinellas County that also provide “gulf-to-bay” connections
- The EDGE District is located adjacent to Tropicana Field and many stadium parking lots are located within the District, creating multiple opportunities for visitor exposure to area restaurants and businesses
Map depicting the EDGE District and its walkable distance to the greater downtown St. Petersburg area.
**Future Land Use Plan**

The Comprehensive Plan is the city-wide vision; it provides long-range goals and its objectives and policies prioritize the actions necessary to achieve those goals.

The Future Land Use Element of the Comprehensive Plan designates the EDGE District as Central Business District (CBD). This classification allows a “mixture of higher intensity retail, office, industrial, service and residential uses up to a floor area ratio of 4.0 and a net residential density not to exceed the maximum allowable in the Land Development Regulations (LDRs). In accordance with the LDRs, increased floor area ratios may be permitted as a bonus or as an exemption for developments that provide additional amenities or other improvements that achieve CBD design and development objectives.” Under the DC-1 zoning designation (applied west of MLK), the base FAR, bonuses and exemptions taken together may exceed 4.0 FAR.

The Future Land Use Element recognizes the link between land use and accessibility and supports sustainable land development patterns that minimize travel requirements and provide mobility choices for all users.
Figure Ground Study

This is a classic approach to illustrating what is figure (black buildings) and what is ground (white space between buildings). Spatial relationships in a two-dimensional form are drawn as black and white to better understand the amount of public space and private property in a given area. This illustration is also used to understand urban density, form and patterns of growth. The EDGE District (red outline) has ground to fill in with development to match the block structure and density of downtown to the east.
Aesthetics: District Character & Urban Design

When St. Petersburg was originally platted, it was laid out with wide streets connecting parks and open spaces. A gridded street pattern with wide rights-of-way, smaller blocks, zero lot line development and on-street parking continues to influence the urban form of the EDGE District today. Most buildings within the District are 1-2 stories, primarily due to smaller parcel sizes. 3-4 story buildings are scattered throughout the area, with 5-6 story buildings present on larger lots or where lot assemblage has occurred. There continues to be areas for redevelopment with infill and revitalization of existing building stock. The District is also home to demolished buildings and off-street parking areas which create significant gaps in the street wall/building facade throughout the District.
Open/Green Space

Currently the District does not include any public green or open space. The many special event surface parking lots give the illusion of open/green space; however these are not accessible by the general public and are used during Tampa Bay Rays home baseball games or other events. In 2015, City Council approved the EBDA’s request to eliminate all Special Event Parking restrictions on private lots in the District. The amended ordinance gave private lot owners the ability to use their lots for public parking any day of the year. As a result, some additional public parking options became available in the District, however, a significant number of lots continued to be used only for private parking and remained inaccessible to the public. On days when there are not events, there is a small green space surrounding the Tropicana Field parking lots south of 1st Ave South, but this is not always available and it is not located within the EDGE District proper. The closest thing to an open gathering space currently located in the EDGE District would be Baum Avenue and this is still primarily dedicated to vehicles and provides no pedestrian comforts. The closest thing to an open gathering space currently located in the EDGE District would be Baum Avenue and this is still primarily dedicated to vehicles and provides no pedestrian comforts.
Identification and Wayfinding

Located along the Central Avenue corridor between the Grand Central and Central Arts Districts, the EDGE District is vibrant and eclectic with a wide array of locally-owned, independent businesses. The City of St. Petersburg is currently developing a new city wayfinding system which will provide vehicular directional information to all districts, including the EDGE. Although drivers will be provided with the necessary information to lead them to the District, they may not recognize when they arrive.

Stakeholder feedback confirmed design team observations that the District currently lacks sufficient identification to distinguish it from adjacent districts. The design team’s suggestion to add visually interesting public art throughout the District was strongly supported by participants who overwhelmingly approved of placing an identifying/branding element within the traffic circle along Central Avenue at 11th Street N. Boundary identification markers are also recommended along the District’s perimeter. Identifying gateways will celebrate the key arrival points into the EDGE District and serve as a beacon which attracts visitors through clear iconic identification of a place.
Destinations

The EDGE District has a wide range of attractions from restaurants and retail to housing and offices. The recent addition of new restaurants coupled with several established restaurants provides diners with many unique options beyond the crowded downtown venues and helps serve the existing residents of the EDGE District. There is also a fairly robust nightlife due to the number of bars, clubs, and a craft brewery that are currently within the District.
Current Physical Environment

1st Avenue North

This wide, 3-lane, one-way roadway is a thoroughfare for cars and an uncomfortable environment for pedestrians

Landscape
- Overgrown and unkempt in many areas
- East side (near MLK) is in better shape and has some existing sabal palms but still needs more maintenance
- Oaks at Police Department provide nice shade but may not be viable long term

Hardscape
- Too much pavement. Needs to be softened to enhance pedestrian comfort

Facade
- Disjointed with open areas, parking lots, fencing, and varying setbacks
- Very long block on east side with few public cut-throughs from Baum Ave/Central Ave to 1st Ave North
- Many blank storefronts, sterile, no windows

Parking
- Some parallel, 2-hour spaces (north side)
- Some surface lots (private, special event)
- Many of the businesses along 1st Ave North have parking in front or side.

Miscellaneous
- Overhead utilities with standard cobra head lights are present
- Sidewalks are discontinuous on the north side and mostly continuous with a few small breaks on the south side
- Crossings are located at:
  - Police Department - Rectangular Rapid Flash Beacon (RRFB)
  - Sir Speedy/Café Ten-O-One (RRFB)
  - Signalized crossing at 16th St North and MLK (stamped asphalt with pedestrian signals)
- Not readily identifiable as being a part of the EDGE District
- There is a bike lane on the north side but few bike racks are available
- Booker Creek daylights on the south side of 1st Ave North (piped to the north)

Facade improvements
The Casa building has architectural detail, awnings, and numerous windows. These items make a positive impact on street frontage.

Disconnected
These gaps in the sidewalk network create safety concerns and preclude the use by disabled individuals.

Possibilities
The conversion of older building’s help create a unique District aesthetic while maintaining the history of the place.
Pedestrian and bicycle safety

This busy street lacks infrastructure needed to create a comfortable place to cycle along the corridor and cross the street as a pedestrian.

Bike lanes, parking, sidewalks and landscape

The bike lane is a great asset to this street. However, landscape treatments along the sidewalk and parking bulb-outs will make this a more enjoyable ride.
Baum Avenue

**Back-of-house or alley feel**

**Landscape**
- The existing landscaping is very limited and is typically unmaintained

**Hardscape**
- Too much pavement (dedicated to vehicles), much of which is in poor condition
- Some drainage/ponding issues
- Sidewalks exist but have obstructions
- Granite curbs are unique

**Facade**
- Consists primarily of the backs of buildings with no street-level windows. Feels uncomfortable and uninviting
- Very long block on east side with few public cut-throughs to 1st Ave North or Central Ave.

**Parking**
- On-street parallel (no time limits)
- Some surface lots (private, special event)

**Miscellaneous**
- Not readily identifiable as being a part of the EDGE District
- Overhead utilities
- Many dumpsters are unsightly with unpleasant odor

**Granite curbs**
These curbs are original to the construction of Baum Ave. Consider re-purpose of curbs as accent pieces along Baum Ave.

**Dumpsters**
Many dumpsters lines this street and clutter travel lanes, parking and sidewalks.

**Terminating views**
Baum Ave is situated with the police station to the west and the historic building to the east.

**Narrow sidewalks**
Pedestrian movement is limited in areas due to the width of the walk, aging concrete, and utility poles.
The gritty nature is the appeal of this street. Large murals on building walls create a unique canvas for artists and visitors.
Central Avenue

This retail street is mostly pedestrian scale with a busy ground floor

Landscape

- Overall, landscape is very intensive and somewhat random
- Planters of all shapes and sizes randomly placed
- Tree wells vary in size, shape, and color and many are missing grates
- Characterized by large Date Palms
- Shrubs and groundcover in relatively poor condition
- Areas appear to need more maintenance
- Oaks at Police Department provide nice shade but long term viability is questionable.
- Date Palms help to provide District identity

Hardscape

- Wide sidewalks can support heavy pedestrian traffic
- Colored concrete is faded and in random colors and patterns
- Some elements (spheres) block sidewalk and appear to be randomly placed
- Roundabout at 11th St N
- Stamped asphalt crossings at intersections

Facade

- More consistent than other streets with generally smaller setbacks from the street
- Various overhangs and canopies provide some shade and enhance pedestrian comfort
- Needs more transparency (more windows)

Parking

- Parking is angled, 2-hour spaces

Miscellaneous

- Pedestrian scale lights with banners are present but there is no identifying "gateway feature"
- Sharrows line Central through the whole district and bike racks have been installed up and down the Avenue
- A bike share station is being installed on 11th between Central Ave. and Baum Ave. imminently, in phase one of the City Bike Share Program implementation.
- Booker Creek needs attention and could be a great asset

Obstructions

Central Ave sidewalks are cluttered with physical obstructions. These items make it difficult to traverse the sidewalks freely.
Street furniture
Central Ave is home to many different types of furniture. This lack of cohesiveness creates visual clutter in the streetscape.

Sidewalk paving
Sidewalks are cluttered with various colors and patterns of colored concrete.

New development
The 1560 Fusion Apartment’s sidewalk is free of physical barriers and utilizes specialty paving with a sensible approach.
1st Avenue South

This wide, 3-lane, one-way roadway is a thoroughfare for cars and an uncomfortable environment for pedestrians

Landscape
- South frontage of roadway (Tropicana Field parking)
  - Primarily oaks of varying size and condition in 20’+ wide grass strip
  - Some crape myrtles and sabal palms with sparse/tired shrubs
- At Fusion Apartments
  - Oaks with groundcovers/shrubs in tree wells
  - Minimal foundation planting
- At 1010 Apartments
  - Oaks/Maples with groundcovers/shrubs in narrow planting strips
  - Minimal foundation planting
- Other areas consist of a mix of oaks and sabal palms with some sparse/tired shrubs/groundcovers

Hardscape
- Lots of pavement (adjacent to sea of asphalt, Tropicana Field parking lots to the south).
- North side provides 6’+ width sidewalk. All sidewalks are plain grey concrete or asphalt
- Pinellas Trail (10’+ width) is located on the south side. Degree of separation from roadway varies

Facade
- Disjointed with open areas, parking lots, and varying setbacks
- Fusion and 1010 apartments have a very small setback
- No retail/business entrances

Miscellaneous
- Crossings are located at:
  - Tunnel beneath roadway west of 13th St N
  - Mid-block crossing west of 11th St N, needs to be restriped
  - Signalized crossings at 16th St N and MLK (stamped asphalt with pedestrian signals)
- Not readily identifiable as being a part of the EDGE District
- There is a bike lane on the south side but few bike racks are available
- Booker Creek daylights on the south side of 1st Ave South (piped to the north beneath Fusion Apartments) within the Tropicana Field property
- Abandoned railroad tracks still present on south side from west of 11th St N to MLK
- High speed auto traffic adjacent to sidewalk can create an uncomfortable pedestrian experience

Parking
- 2-hour parallel parking along North side of 1st Ave S between 16th and 13th Streets
- Some surface lots (private, special event)
- Many of the businesses along 1st Ave South have parking in front or side

Pinellas Trail
Cyclists enjoy the bike lanes on this street. The bike lane transitions into a dedicated protected bike way in the downtown to the Bay.
The southern boundary of this street is bordered by the large parking lot that serves the Tropicana Field.

Urban edge
The 1560 Fusion Apartment building creates a nice urban edge to the northern edge of this street.

Bicycle protection
The transition from an on-street bike lane to the protected dedicated bicycle lane make this street desirable for cyclists.
Dr. Martin Luther King Jr. Street

This 4-lane, one way, roadway is a major vehicular thoroughfare with some pedestrian facilities

Landscape

- The landscaping on the west side (within EDGE District) is in decent shape and consists primarily of oaks (some with shrubs/groundcover) in small planting pits which provide some shade and enhanced comfort.
- Characteristic Date Palms at the intersection with Central Ave

Hardscape

- Lots of pavement (plain grey concrete and asphalt) that is somewhat broken up by tree pits. The sidewalk extends from facade to back of curb (no planting strip).
- Stamped asphalt crossings at intersections

Facade

- Small setbacks on west side with some business entrances
- Consistent facade south of Central Ave (strip mall with small red awnings)
- North of Central Ave consists of some interesting facades (Engine No. 9), some blank, solid facades, and some open spaces/gaps

Parking:

- Some parallel parking spaces on east side (2-hour limit).

Miscellaneous

- Not readily identifiable as being a part of the EDGE District except at intersection with Central Ave.
- There is no significant bicycle infrastructure and only a few bike racks are available

Sidewalk environment

This area lacks the elements that make a walk downtown enjoyable. There are no street trees, furnishings and building frontages.

Visual clutter

The various types of furnishings, above ground utilities, planting, paving patterns, and lights make a key intersection less appealing.
1st Ave intersection
Pedestrian signals, a historic building with ground floor detail and street trees create a comfortable intersection for pedestrians.

Central Ave intersection
A key intersection that has a significant building at the corner but lacks improvements to create a more comfortable and walkable place as a gateway into the EDGE.
11th Street North

Street appears wide open (few buildings) and serves as the major north-south link

Landscape
- Most of the landscaping is concentrated at Central Ave
- Roundabout with Date palms and shrubs
- Corner planting pits with date palms, flowering trees, and various shrubs/groundcover
- Shrubs and groundcovers in relatively poor condition throughout
- Landscaping at 1010 Apartments is nice and lush which helps disguise the parking area

Hardscape
- Primarily utilitarian with plain grey concrete and asphalt
- East side from Baum Ave to 1st Ave N has pavers
- Colored concrete at Central Ave

Facade
- Not much of a recognizable facade as there are few buildings and the setbacks are inconsistent
- No building entrances directly on 11th St North
- Mostly surface parking lots

Parking
- Some parallel parking spaces on east side (2-hour limit)
- Some surface lots (private, special event)

Miscellaneous
- Crossing at the Central Ave roundabout with stamped asphalt crosswalks
- Not readily identifiable as being a part of the EDGE District except at intersection with Central Ave
- Overhead utilities are present but no consistent street light type
- Minor drainage/ponding at NW corner of intersection with Central Ave
- Bike share station to be installed on 11th St between Central Ave and Baum Ave as well as bike racks between Baum Ave and 1st Ave N
Hex Pavers
The hexagonal pavers are a unique and historic sidewalk material, should be considered for re-use.

Building stock
The one story buildings give the impression of a less dense area.

1010 Central Apartments
This portion of 11th St. is located west of 1010 Central Apartments. Intense landscaping help buffer the building from the sidewalk.
13th Street North

This street functions like an alley or service drive

Landscape

- Primarily consists of tired oaks in narrow grass strips adjacent to the Police Department and a few palms and oaks along the east side
- Landscaping at Central Ave consists of small beds on corners with single palms or tired groundcovers

Hardscape

- Primarily utilitarian with plain grey concrete and asphalt
- Drainage/ponding at NW corner of intersection with Central

Facade

- Not much of a recognizable facade as there are few buildings and the setbacks are inconsistent
- Police Department (scheduled to be relocated)
- No building entrances directly on 13th St North
- Mostly surface parking lots
- Furnish Me Vintage has a massive, solid, blank facade

Parking

- Parallel parking spaces north of Baum Ave (2-hour limit)
- Some surface lots (SPPD surface lot at corner of 13th and 1st Ave N is private but open for public parking on evenings and weekends)
- Approved plans for (and imminent construction on) the new police station include a secured private parking structure within the gated complex that will house all SPPD personnel parking, thereby removing all SPPD personnel parking from the streets.

Miscellaneous

- Crossing are located at:
  - Central Ave - not signalized
  - Signalized crossings as 1st Ave N (stamped asphalt with pedestrian signals)
- Not readily identifiable as being a part of the EDGE District except at intersection with Central Ave.
- Overhead utilities are present but no consistent street light type
- There is no bicycle infrastructure and no bike racks were observed.
New business
A new restaurant has opened along this street, activated with outdoor dining. “Eyes on the street” will help this street become a more viable place in the District.

Traffic circle
Looking south towards Central Ave. On-street parking and shade trees help give this portion of the street a more pedestrian scale.
15th Street North

This street functions somewhat like an alley or service drive – an underutilized city street

Landscape

- Very minimal with only a few small oaks on private property on the east side
- Landscaping at Central Ave consists of small beds on corners with tired shrubs

Hardscape

- Primarily utilitarian with plain grey concrete and asphalt that is in need of repair
- Discontinuous sidewalk on west side with many obstructions
- No sidewalk on the east side
- Grades too steep to be ADA accessible

Facade

- Solid, blank walls of buildings front the street
- No building entrances

Parking

- No public parking
- Some surface lots (private – Police Dept)

Miscellaneous

- Not readily identifiable as being a part of the EDGE District except at intersection with Central Ave
- Overhead utilities are present but no consistent street light type
- Dumpsters located adjacent to street
- There is no bicycle infrastructure and no bike racks were observed.
Aging infrastructure
The sidewalks are in poor condition for pedestrians.

Gas station
A gas station with large amounts of concrete paving mark the entrance into the District from the west.
16th Street North

Industrial appearance with lots of vacant space

Landscape

- Overall, landscaping is minimal consisting of matured oaks and sabal palms except for select locations at Central and the Fusion Apartments.
- Landscaping at Central Ave consists primarily of Date Palms and shrubs.
- Landscaping at Fusion Apartments consists primarily of oaks with groundcovers in tree wells plus foundation planting.

Hardscape

- Primarily utilitarian with plain grey concrete and asphalt but with stamped asphalt crosswalks.

Facade

- Disjointed due to vacant buildings, surface parking lots, and large building setbacks with the exception being the facade of Fusion Apartments.

Parking

- No public parking.
- Some surface lots (private – Police Dept).

Miscellaneous

- Central Ave crossing is worn and faded and needs refreshing.
- Signalized crossings at 1st Ave N (stamped asphalt with pedestrian signals).
- Not readily identifiable as being a part of the EDGE District except at intersection with Central Ave.
- Hidden dumpsters for Fusion Apartments are out of sight but still produce an odor.
- Bike lanes present in both directions but no bike racks were observed.
Gateway opportunity
Looking east down Central Ave towards downtown. The gas station on the north side of the intersection is not ideal for a gateway statement.

Future growth
Looking north from the west side of 16th St. Development patterns are making their way west. The streetscape needs to respond to the growth and urbanization of this area.
Booker Creek

Overgrown and underutilized

Landscape

• The diverse collection of plant material creates interest. The area is overgrown and presents safety issues with slopes and potential fall concerns.

Hardscape

• There is very little hardscape in this area. The bridge wall detail is the primary indication that Central Ave and 1st Ave N is crossing over something.

Rail to Trail

Future transit could be located along this rail corridor; however, if transit is determined not to be viable, this corridor provides open space opportunities.

Ravine qualities

The land around Booker Creek in this area is substantially higher than the creek. Vegetation is overgrown.

Poor street exposure

Booker Creek is only identifiable from this location because of the bridge wall detail. 1st Ave N does not advertise the natural amenity along its corridor.

Inaccessible amenity

Looking south from behind the Board Shop at 15th St N. Much of the creek is not accessible to the general public and has barriers to keep vehicles away.
Special consideration has been made to the cars in this area rather than the creek.

The Central Ave bridge over Booker Creek is designed with details similar to the Snell Island Bridge, located in the Old Northeast Neighborhood.

Booker Creek is a severely impacted natural amenity located in a dense urban area.
**Historic & Significant Buildings**

The City of St. Petersburg is a Certified Local Government (CLG), which is a preservation partnership with federal and state entities to identify, evaluate, and protect historic properties. As such, the City is required to address historic protection in comprehensive planning decisions, and must review proposed development projects for consistency with preservation goals and strategies. In return, the City receives special technical assistance and training programs from the Division of Historical Resources and receives grant assistance for qualified preservation projects. As part of its CLG responsibilities, the City has a local historic preservation ordinance, a historic preservation review board, and enforces designation and protection of historic resources.

The EBDA has taken a pivotal role in recognizing the rich history of the EDGE District. In 2015, as part of its Main Street mission of preservation-based economic development, the EBDA began working on the district’s first organized collection of historical research via its EDGE District History Project. As part of that project, in 2016 the EBDA engaged Architectural Historian/Surveyor Laura Lee Corbett to conduct the first comprehensive Historic Structures Survey of the EDGE District. Fifty-five buildings in the District were identified as falling into the prerequisite of 50 years or older for “historic” consideration, and all 55 were evaluated in the Survey. Of those, 35 were ultimately identified as “contributing historic resources” eligible for either individual nomination or to support an EDGE Historic District nomination to the National Register of Historic Places. The Survey concluded, “Ideally this survey will serve as the foundation for a National Register of Historic Places district nomination, as well as for individual sites.” As the Survey goes on to explain, listing a district or property in the National Register of Historic Places does not impose any obligation on the property owners or restrict the owner’s basic right to use and dispose of the property as he or she sees fit. It does, however, encourage preservation in three important ways: (1) it provides official recognition of the historic significance of the property and encourages consideration of its historic value in future development planning; (2) it makes the property eligible for Federal financial incentives for historic preservation (including a tax credit up to 20% of allowable rehabilitation expenditures); and (3) for those listed properties that do involve Federal funding, licensing, or assistance, it makes redevelopment of those properties subject to review by the State Historic Preservation officials to assure that adequate consideration is given to the preservation of the historic qualities for which it was originally listed.

Also mindful of the balance between preservation and property owners’ rights, in early 2016 the EBDA requested that the EDGE District Improvement Plan does not recommend measures that would place additional restrictions on or impede private property owners’ rights beyond the DC-1 restrictions that currently exist in the EDGE District.

St. Petersburg was founded in the late 1800’s and has a rich history that includes a variety of architectural influences that enhances the visual and aesthetic character, diversity, and interest of the area.

Architecture reflects the historic context of the area and includes styles such as Mission Style, Beaux Arts, Art Deco, Gothic, Mediterranean, Russian, Colonial, Greek Revival, and Roman Revival.

No buildings in the EDGE District are listed in the National Register of Historic Places or are designated as locally historic.

One property is considered historic in nature. The 900 Building at the SW corner of MLK and Central Avenue was the first major building in the area. It has housed the historic St. Petersburg Hotel and the Roxy theater.

Baum Avenue has historic significance. It led the westward development of the area and had a variety of industrial, retail, hotel and residences. It was essentially “Main Street” until Central Avenue caught up with an influx of new buildings around 1923.
Several buildings, generally one story structures, exhibit the Art Moderne and Art Deco styles in the district. 1111 Central Avenue (PI12767) reflects concrete overhang on a smooth stucco facade. A curved glass block window at the recessed rear entrance is another key feature of the style. 1180 Central Ave. displays a high level of historic integrity associated with the Art Moderne style. Save for the concrete overhang, built-in planters and smooth stucco vertical bands in the door surround, the elongated horizontal lines of this former automotive facility and colorful paint addition of a seating area on the commodious lot, as is present on several other buildings in the district, lends to its successful adaptive reuse into a restaurant. 1100 1st Avenue North retains (PI12748) the curved corners, associated features such as the exposed, carved brackets accompanied with a decorative frieze with modillions and dentils. 900 Central Ave. Displays a high level of historic integrity with elements of Art Deco Style as well as the eclectic Italian Renaissance style. 1431 Central Avenue, “Sunflower Building” A mixed use Mediterranean style anchor for the western boundary of the district constructed in 1925. 1126 Central Avenue, The Monroe Block, constructed in 1926 as a mixed use building. 936 1st Ave Constructed in 1924 as the Gregory Hotel by Adam L. Gregory, this structure still functions as a hotel and represents the modest hotels that proliferated in the district during the Land Boom era. 1126 Central Ave The Monroe Block, constructed in 1926 as a mixed use building.
Transportation & Circulation: Streets, Sidewalks, Bikeways, Trails, Transit & Parking

Due to its grid network of streets, the EDGE District currently has a solid transportation infrastructure. Central Avenue functions as the “main street” with angled parking and a speed limit of 20 mph. It has designated sharrows and generous sidewalks to support restaurants and retail. The Central Avenue Trolley also runs along this roadway. The EDGE District is bounded by one way pairs – 1st Avenue North and 1st Avenue South. Both of these are higher speed roadways that have 3 travel lanes, a bike lane and parallel on-street parking on 1st Avenue North. Both roadways have sidewalks on both sides of the street. These roadways currently have Pinellas Suncoast Transit Authority (PSTA) bus stops. It is anticipated that Bus Rapid Transit will be located on this one-way pair in the future. The Pinellas Trail runs along the south side of 1st Avenue South. Baum Avenue is located between Central and 1st Avenue North and currently is a two-way street with on-street parking and very small sidewalks. It mostly serves as back of house operations with dumpsters located in the roadway. These 4 streets make up the east-west roadway network.

The EDGE District is bounded by Dr. Martin Luther King Jr. Street on the east and 16th Street on the west. Dr. Martin Luther King Jr. Street is one-way southbound with a speed limit of 35 mph. It has 4 travel lanes and on street parallel parking and sidewalks on both sides of the street. 16th Street is a two-way street with a speed limit of 35 mph with 2 travel lanes in both directions and a center turn lane, but no on-street parking. Sidewalks are located on both sides of the street. In addition to these north-south streets, there are also 3 others - 11th Street, 13th Street, and 15th Street. 11th Street has one travel lane in each direction with on-street parallel parking and sidewalks on both sides of the street. A private lot on the corner of 1st Ave N and 11th St is currently used for Pay and Display public parking. The addition of a bike share station on 11th between Central and Baum is also impending. At the intersection with Central Avenue, there is a roundabout, which acts as a measure of traffic calming in addition to providing aesthetically pleasing landscaping. 13th Street also has one travel lane in each direction with on-street parallel parking and sidewalks on both sides of the street. 15th Street only runs from 1st Avenue North to Central Avenue and has one travel lane in each direction with on-street parallel parking and sidewalks on both sides of the street.

Parking is available on street as well as within a City-owned lot on the corner of 1st Avenue North and 13th Street. The St. Petersburg Police Department currently utilizes this lot during week days but it is open for public use on evenings and weekends. After the new SPPD station and private parking structure are constructed, public parking at the existing surface lot at 1st Ave N and 13th St may be expanded. There are also other private parking lots that are free for public use during certain times. During Rays games or special events they are still available to be used, but require paying the parking fee which is priced according to the demand for Major League Baseball events.
Land Development Regulations

Land development regulations (LDR’s) are the primary way that the goals of the Comprehensive Plan are implemented and include items such as zoning and site planning/design standards. LDRs are meant to provide a development process that is efficient, effective, consistent, and equitable and aid orderly growth and redevelopment. LDRs context that should be considered and incorporated, as appropriate, into development of the EDGE District Improvement Plan include:

Zoning Code

The EDGE District lies entirely within the Downtown Center-1 (DC-1) zoning classification. DC-1 zoning “provides for intense mixed-use development which creates a strong mixture of uses that enhance and support the core. Office and other employment uses are highly encouraged. Development in this district provides appropriate pedestrian amenities, pedestrian linkages, ground level retail, and cultural activities.”

The approval process has multiple options, providing projects leeway with certain standards such as increased floor area ratios (FAR) and building height in exchange for incorporating provisions that mitigate secondary impacts of the development and provide public benefit.

The Code identifies pedestrian-oriented streets and requires non-residential uses for a majority of the ground floor frontage, as well as a strong presence and transparency at the sidewalk edge. Details of building design – style, form, scale, and massing – are primarily left in the hands of the developer, provided that buildings present an inviting, human-scale facade with character and visual interest. Streetscape improvements, governed by the Plaza Parkway Design Guidelines, are required.

Other Land Development Regulations

Florida-native plant materials are given priority in the landscape and streetscape. Tree protection and maintenance requirements are specified.

Required parking spaces for development can be satisfied through joint-use, shared and/or off-site parking facilities.

Temporary parking lots for Tropicana Field must be designed consistent with LDR layout and dimensional criteria and must include provisions for accessible parking spaces.

In order to encourage the use of bicycles as a means of transportation, bicycle parking, both short-term (usually for stays of less than two-hours) and long-term (for stays over two-hours or people who travel regularly to the same destination such as work or home), is addressed, both in terms of quantity and design.
Economic and Market Analysis

As a supplement to this planning document, the team has prepared a comprehensive economic, market and strategic report that includes the detail supporting the research, analysis, methodology and findings that impact redevelopment and investment in the EDGE. The summary herein provides a highlight of key trends and conclusions associated with the underlying market conditions and support for the EDGE improvement plan.

Market Conclusions and Estimates of Demand

Population Trends

The City of St. Petersburg experienced a modest loss in population from 2000 (248,232) to 2010 (244,769), but an increase to 256,681 in 2015; or an average annual growth rate of 1.0 percent during the past five years. Specific to the Trade Area, population also declined from 37,264 in 2000 to 35,839 in 2010. Unfortunately, the Bureau of Economic and Business Research (BEBR) does not provide 2015 estimates at the Census Block/Tract level. However, the 2009-2013 American Community Survey (ACS) population is 35,509, which indicates a very small decline from 2010 and provides a solid indication of a shift to positive population growth for the Trade Area to be at a minimum the same pace as that of the County for the next 10 to 20 year period; or an average annual growth of 365+ residents.

Information from ACS 2013 indicates that the Trade Area has a median age of 40.9 years, which is slightly lower than the City (41.8) and notably lower than the County (46.6). The Trade Area is also made up of a smaller, majority renter occupied household base. Future planning efforts for the EDGE should continue to capitalize on the group, particularly as it looks to creative and innovative employment and entertainment opportunities.

Income and Employment Trends

The Trade Area reported a median household income of $38,843 according to the latest figures from the ACS. This is lower than the median household income of Pinellas County ($45,535) and the City ($45,044). In terms of per capita income, which is a key indicator for retail trade expenditure, the Trade Area has a per capita income of $27,926 which is only modestly lower than both the County and City.

The Trade Area’s private employment has seen a modest increase since the Great Recession. Healthcare and Social Services has posted relatively strong gains during the past 10+ years, while the financial sectors have actually experienced a modest loss. While more than 30,000+ persons are privately employed within the Trade Area, less than 20 percent both live and work within the Trade Area. This presents a focus for strategic planning to increase the capture of this existing demand base.

Residential Market

Following years of declining conditions after the US “housing bust” in 2007/8, there appear to be tangible signs of sustained housing market growth. Specific to the multifamily sector (rental and for-sale), this is evidenced by the fact that County-wide permitting activity has increased for each of the past three years, apartment rental rates and occupancies are near record high levels, and condominium sale prices are on a steady incline. Specific to the condominium market, the City is on a four year positive upswing from an average price of less than $80,000 to current levels above $120,000. However, current levels remain well below the market peak of nearly $160,000 in 2006/7. Downtown St. Petersburg, on the other hand, is experiencing more robust growth. After falling to an average price of $474,469 in 2011, pricing has trended up to $632,780, equal to an average of $335 per square foot, in 2015 – though still below the $689,000 average price in 2007/8. Regardless, there are more than 400 condominium/townhome units under construction or in planning within the Downtown area, and it is estimated that more than 60 percent of the demand is second home and/or investor based.
In terms of the rental market, Lambert’s analysis of the rental apartment market includes a survey of the newest market rate rental apartment projects in Downtown St. Petersburg. There were five projects surveyed, combining for 1,665 units. Three of these projects, combining for 960 units, are stabilized, including Modera 235, Beacon 430 and the Fusion 1560 located in the EDGE District. The two other projects are under construction including, the Hermitage and 330 3rd Street South. In all, the occupancy of the stabilized properties is approximately 95 percent, with average rental rates in the mid to upper $1.80 per square foot range (more than 50 percent higher than the regional rental market).

From a broader perspective, there has been a fundamental shift in housing demand over the past five to six years that has led to increased demand for rental housing, while demand for for-sale housing has been flat and only improving marginally over the past two years. The shift has been facilitated by a combination of factors including:

The recession and collapse of the housing market in 2008, which has contributed to an increase in the rental of single family homes and other traditional for-sale housing, mostly by three and 4+ person family households;

- The advent of the Millennial population ("Gen Y"), which is among the strongest cohorts for renter households; and,

1. Increase in the popularity of urban style rental communities in urban and some suburban locations with consumers/renters attracted to a lifestyle that these projects provide including, walkable services, shopping and entertainment, and/or shortened commute time to employment centers.

- Based upon the analysis of housing demand, there is estimated demand for a total 350 to 450 multifamily (market rate) housing units solely from resident growth during the next 5+ year period in the Trade Area beyond that of what is currently in late planning stages or under construction. It is important to recognize that the estimates herein are for “primary” residents, as opposed to second home/investor. While we believe the EDGE may certainly be positioned to attract second home/investors, we believe the initial demand (and perhaps most desirable) is from residents who want to live in a unique and lively community. As such, we acknowledge that the demand during the next five years or so may exceed the estimates above; especially, if we consider the potential for the EDGE to attract more than its fair share of housing demand (or existing residents in the market seeking to relocate in this up and coming district). However, at this point, we maintain a relatively conservative approach during the short term to ensure that redevelopment planning is closely tied to economic and market realities.

Retail Market

Nearly five years after the depths of the economic downturn, which had the local and national retail market in a fragile state, the market continues to improve in select areas of Pinellas County. Overall, the County is experiencing relatively low vacancy at nearly 8 percent; however, the average quoted triple net (NNN) rental rate remains at a relatively soft $14 per square foot. South Pinellas reports average rental rates even lower at $13 per square foot.

As part of the analysis of retail supply, Lambert conducted a comprehensive inventory of retail in various commercial nodes around the Downtown St. Petersburg/EDGE area. There is approximately 1.0 million square feet collectively in these areas, and the rents mostly range from $18 per square foot to nearly $40 per square foot and occupancy above 90 percent. We also identified major shopping centers and “big box” retail outside of the Downtown/EDGE area, but within the Trade Area to gain perspective on competing retail shopping nodes in the South Pinellas County submarket relative to the Downtown St. Petersburg/EDGE districts.

As it relates specifically to the EDGE, one would be hard pressed to argue the fact that the district has created a unique environment within south Pinellas County – if not the entire County. The EDGE has continued to evolve as an eclectic area that has largely grown in the restaurant/bar segmentation, with added support from boutique retail and the arts. However, with this investment trend comes challenges of other sorts; namely, lease rate
escalation occurs rapidly, and largely at the peril of small, local businesses. This is increasingly taking place in the EDGE where, based upon a sampling of retail listings in the EDGE Trade Area along with interviews with several retail brokers, it is estimated that lease rates in the submarket have increased from as low as $12 per square foot (NNN) following the recession to $18 per square foot (NNN) for older, lower quality space, and more than $25 to $30 per square foot for new leases depending on landlord improvements and concessions. Whether or not it is viewed fortunately or unfortunately (depending upon varying personal/business perspectives), this is often the result of community revitalization. Therefore, it is in the hands of the community and its stakeholders to positively manage the growth that effectively and fairly serves their needs and desires.

Based upon Lambert’s retail trade area model (the methodology and assumptions of which are discussed in detail in the comprehensive economic, market and strategic report), retail demand from resident expenditure which accounts for inflow and outflow demand factors is estimated to be 1.5 million square feet. This appears to be generally in line with total retail inventory estimated for the trade area as set forth above considering the profile of major retail nodes and large scale retailers. As such, the EDGE’s 140,000+ square feet of retail space comprises approximately 8 to 10 percent of total supply in the trade area. Based upon the retail trade model, retail demand within trade area is estimated to increase roughly 255,000 square feet during the next 5+ years; however, a portion of this net new retail demand presumes absorption of existing vacant space, as well as support for a reposition of existing tenants that may shift out of the market as rental rates increase to more stabilized levels. Regardless, the EDGE will likely capture its proportionate share of future retail demand. As a matter of fact, the EDGE’s ability to capture current and future retail demand is not so much from a lack of demand or expenditure potential, but instead related to other issues, such as the limited availability of sizable parcels for (re)development. Accordingly, the mix of retail categories (i.e., the proportion of restaurant and entertainment space, shoppers goods space, etc.) implied by these estimates should be taken into consideration as the EDGE and its planning team formulates and refines its strategic priorities. At the same time, elements of the comparable/competitive retail market must be considered as well.

**Office Market**

Pinellas County comprises approximately 13 million square feet of space, nearly two-thirds of which was built before 1990. The St. Petersburg Central Business District (CBD)(Downtown area) comprises a total 2.21 million square feet, equal to 17 percent. The vacancy rate for office space in the county as of the 2nd Quarter of 2015 is at 17 percent and ranges from 8 percent in the St. Petersburg CBD, to 27 percent collectively in the surrounding South Pinellas submarket (excluding the St. Petersburg CBD). The average asking lease rate for all of Pinellas is at $18.43 per square foot, Full Service (FS) and ranges from $16.96 per square foot (FS) in the South Pinellas submarket to $23.34 per square foot (FS) in the St. Petersburg CBD. As of the 2nd Quarter of 2015, net absorption of office space, year-to-date, in Pinellas County was at nearly 165,000 square feet, of which 54,285 square feet (+33 percent) was absorbed in the St. Petersburg CBD. This is an integral factor considering that the CBD comprises less than 15 percent of the County’s total office inventory, but during the recent past has been able to capture more than 30 percent of the office absorption.

The Downtown St. Petersburg CBD office submarket is forecast to have demand for roughly 240,000 to 500,000 square feet during the next 5+ years. It is important to note that the demand outlined herein does not necessarily translate directly into supportable or viable office development, particularly for the CBD. This is due in part to the fact that:  1) the surrounding office market has significant levels of vacancy which, whether or not directly competitive, will have some impact on the overall market; and; 2) the focus of new development (and therefore premium land value) has been on residential uses; as such, the cost to build large amounts of office space given increasing land costs and construction costs tests the limits of financial viability; especially, given that office lease rates overall remain somewhat volatile. Nonetheless, over time, office demand and performance will push to levels supporting new development within the CBD, and the EDGE will be in a great position to capture at least some of this demand. Naturally, FIRE (Finance, Insurance and Real Estate) and Business Services sectors are likely to remain the strongest demand sectors for the CBD given the area’s current...
composition; however, the EDGE can put itself in a position to target other specific office using sectors such as technology and information sectors which are relatively high growth sectors in the region. Notably, there is a strong emerging trend among the shared work space/co-working space that is moving beyond the traditional “executive office suite” and into more creative and collaborative working environments.

Hotel

Despite economic instability during the past several years, the St. Petersburg/Clearwater visitor market is as robust as ever. The region has steadily increased its visitor base from 4.9 million in 2009 (following the recession) to a record high of 5.9 million in 2014, and the visitor market continues to broaden beyond the heavily relied upon Midwest US market.

Pinellas County’s total hotel inventory comprises more than 9,000 hotel rooms among more than 174 hotel properties. Since the peak period in 2007 before the recession, occupancy remained in the low 70 percent range while average daily rates (ADR) dropped from $100 in 2007 to less than $60 in 2009 and 2010. However, according to the CVB (Convention & Visitors Bureau), occupancy rates steadily increased to nearly 75 percent in 2014 while ADR nearly doubled to $120.

There are approximately 2,100 rooms among 28 hotel properties in the St. Petersburg area (not including the beaches). Approximately one third of the room inventory is defined as Upper Upscale including the Vinoy, Birchwood and Hilton. Roughly 20 percent of the market is Upscale/Upper Mid-scale represented by brands such as Hampton, Courtyard, Indigo and Staybridge. The remaining 45+ percent of rooms inventory is considered mid-scale or economy, which primarily comprises small independent and budget hotels. Staybridge and Courtyard are the only new development within the Downtown St. Petersburg market in the past 10 years; though, two new projects were recently announced: ONE Hotel (174 rooms), which will be part of the new condominium development managed by Hyatt, and The Galaxy (100 rooms).

In order to better understand the opportunity for new hotel product within the EDGE district, the team discussed market conditions and opportunities with a select group of hotel development companies and industry analysts to identify performance thresholds for new hotel development. Although difficult to ascertain at this stage of the process (in the absence of design, building and land cost assumptions), there is consensus that as the comparable/competitive market steadily approaches an ADR of $130+ and occupancy remains above 75+ percent, the addition to supply is potentially warranted. Based upon the broader hotel market conditions as summarized above, the Downtown St. Petersburg market has apparently approached that territory, as evidenced by the announcement of new supply. At this point, the opportunity for a full service/Upper Upscale property within the EDGE is not recommended for the foreseeable future. However, during the next few years, as the new hotel development stabilizes, the opportunity to support a smaller select service hotel within the EDGE district may be warranted. Especially, the opportunity to attract a boutique style property (whether flagged by recognized brands such as Aloft or Element, or an independent operator) which would benefit tremendously from the restaurant and retail activity within its immediate surrounds, while at the same time providing easy access to Downtown and the beaches.

Based upon the economic and market analysis, the near to mid-term term potential development options for the Trade Area primarily targets residential (rental) housing, retail office, and/or hotel development. The EDGE is well positioned to capture a portion of the demand for various uses given its location and accessibility. However, the estimate of demand for the EDGE to this point (and as set forth below) does not indicate or represent financial feasibility in the absence of any detailed programming, design, cost, and regulatory requirements that need to be vetted for any proposed development. Furthermore, the opportunity to support potential demand for certain development types (ie. residential, office, and hotel) and/or density will likely require that adequate dedicated and available on-site parking be included in the program. The following is a summary of demand by use for the Trade Area, along with a preliminary capture rates for the EDGE District during a 5+ year forecast period. This level of demand should be increased considerably over a ten year period; particularly, if elements of the EDGE District Improvement Plan recommendations are successfully implemented in the near term.
Summary

The EDGE is a unique district within the City of St. Petersburg with tremendous potential to capitalize on the recent wave of development activity within the City while maintaining a character that is separate and distinct from other districts. Based on the results of the Market Analysis, there is strong potential for growth within the District that could be realized within existing structures, vacant parcels, or perhaps even the new development that will occur on the site of the existing police station. The basic infrastructure is already in place and with some targeted improvements the EDGE can become an even more walkable place to attract a wide variety of people who can work, live, and play within the District. The transportation network will be improved with the addition of Bus Rapid Transit and with City initiatives to improve the active transportation network. The building blocks for the EDGE are solid and provide a wonderful foundation to build upon.
The EDGE District Vision
Redevelopment Opportunity
An early illustration of a potential redevelopment scenario located on the current police station site
Chapter 3: The EDGE District Vision

Overall District Plan

The Vision of the EDGE District is a revitalized area of the city with an eclectic mix of architectural styles, vibrant shops, a variety of restaurants, galleries, places to listen to music, drink coffee, drink craft beer, meet friends, and feel comfortable. The surrounding area offers large employment centers, a variety of housing, and green space.

The Master Plan recommendations presented in this chapter reflect the public consensus heard during the community outreach of the master planning process and reflect the elements necessary to ensure the vision is a success. The basic building blocks for success of the Master Plan include the following elements:

- Create a comfortably safe and walkable public realm
- Support a healthy community
- Create economic development opportunities
- Develop the Top Priority projects for implementation and TIF funding
- Maintain the EDGE District as a certified Florida Main Street and National Main Street.
- Economic Development Analysis (see Chapter 4)
- Funding Sources (see Chapter 4)
Improving District Aesthetics

Facade & Minor Building Improvements

The condition of existing structures within the EDGE District varies greatly, with many buildings needing repairs and improvements. Efforts should be made to remodel, develop adaptive re-use, or sustain buildings worth saving that serve as visible and tangible reminders of the history and heritage of the City and region.

- Action Item: Rehabilitate facades to reflect the defining characteristics of the building - architectural features, design elements and proportions, finishes, color, or craftsman techniques.
- Action Item: Preserve or repair distinctive architectural features. If replacement is appropriate, the new feature should match design and visual qualities of the original feature as much as possible.
- Facade & Building Improvements should incorporate the EDGE Historic Structures Survey and its conclusions.

Transportation

Implementation Opportunities

Emphasizing, supporting, and enhancing mobility options will be important in relieving some of the parking issues within the EDGE District. Providing multi-modal enhancements will make it easier for people to walk, bike, or take transit; improve the livability of the District for its residents; and make it more attractive to prospective residents, visitors, and businesses. Transportation recommendations for the EDGE District Improvement Plan include:

Making transit more attractive to existing and future riders

Public transportation is important to the future of the EDGE District, providing more capacity, creating more choices, and helping address the needs of a growing and changing population.

- Action Item: Provide real-time arrival information and other transit information such as routes, times, fares, and contact numbers at stops where this is not already provided, such as the stop on 11th St S.
- Action Item: Add amenities. The design of bus waiting areas plays a significant role in a person’s decision to use transit. Passenger amenities improve comfort and enhance security. At a minimum, all stops should consider having benches, a sign that identifies the location as a designated bus stop and provides other transit information (see above), and a trash receptacle. If existing street lights do not provide proper illumination for nighttime safety, pedestrian scale lighting should be added.
- Action Item: Implement streetscape enhancements at the intersections where BRT stations will be placed. Enhancements should include bus shelters, wider sidewalks, textured crosswalks, wayfinding signage, bicycle racks, and bike share stations.

Providing easy access to the future Bus Rapid Transit

PSTA intends to implement Bus Rapid Transit (BRT) service along 1st Avenue North and 1st Avenue South. BRT service will provide a premium transit option that will have higher frequency headways, longer operating hours and transit stations at the major north/south streets intersecting the route. In preparation for BRT, the City developed a Central Avenue BRT Corridor Enhancement Project to provide streetscape enhancements near potential BRT stops. PSTA is also in the process of conducting a BRT study, the results of which should be coordinated with these recommendations.

- Action Item: Consider providing transit circulator service to the EDGE District to capture more transit riders in adjacent areas.
- Action Item: Install bike racks and bike share stations near the highest on-boarding/off-boarding stops.
- Action Item: Consider consolidating stops or moving bus stops to more appropriate or convenient locations.
- Action Item: Support regional smartfare box to make transit more easily accessible.
Taking better advantage of the Central Avenue trolley

The Central Avenue Trolley (CAT) is the most-used bus service in downtown. CAT provides 15-minute headways during peak times of the day; however, headways are typically closer to 25-minutes due to traffic and frequent stops.

- Action Item: Work with PSTA to increase headways, especially during peak times.
- Action Item: Highlight CAT service. Provide information that promotes CAT and educates riders on routes, timetables, fares, and connections.

Making bicycling convenient

If bicycling is easy and convenient, more people will use it as a transportation option in the EDGE District and downtown area. Bike Share, scheduled to begin operation in late 2016, will become an important mobility option.

- Action Item: Link Bike Share to transit (CAT and future BRT) stops and locate other Bike Share stations at key destinations throughout the EDGE District.
- Action Item: Integrate bike rack design with the proposed design guidelines.
- Action Item: Develop future Booker Creek Trail to be well-integrated into the Edge District, with connections to existing bicycle facilities.

Providing better pedestrian crossing opportunities on 1st Avenue North and South

These one-way couplets are high-speed arterials that can be daunting for pedestrians to cross. While recognizing the need for these roadways to move considerable amounts of traffic, measures to make it safer to walk and bike on these roads and moderate traffic speeds can help increase safety for both pedestrians and motorists.

- Action Item: Install bulb outs where there is on-street parking to slow traffic, reduce crossing distance, and increase pedestrian visibility.
- Action Item: Install crosswalks, Rectangular Rapid Flash Beacons (RRFBs) or other treatments to provide better awareness of pedestrian crossing locations, especially if installed at mid-block crossing location.
- Action Item: Add street parking on 1st Avenue South where it would not have a significant impact on event traffic.

Circulation

Connections, both vehicular and pedestrian, are important factors in making the district economically and socially viable. A fully connected pedestrian realm should be pursued as part of this master plan. Key projects and initiatives should be considered to develop a fully connected EDGE District. Many of the pedestrian level circulation systems currently exist but would be greatly enhanced with major and minor improvements.

Pedestrians should feel welcome and safe while traversing the sidewalks along 1st Avenue North and South. Special pedestrian crossings should be considered to break down the large block structure and provide a hierarchy of pedestrians and cars. Central Avenue currently maintains wide sidewalks where paving improvements and furniture upgrades would make it more appealing to the pedestrian and business owners. Baum Avenue presents a unique opportunity unlike any other street in the city. Special consideration should be made to develop Baum Avenue into a barrier free, pedestrian oriented environment where the space could be blocked from cars during special events. This area also has unique challenges that could be turned into design opportunities for stormwater cleansing, specialty paving, lighting, and outdoor dining. Key locations along Baum Avenue could provide opportunities to link to Central Avenue though a series of pedestrian arcade spaces. Booker Creek and the Pinellas Trail should also be considered as major linkages to other areas of the city and across Pinellas County. These regional trails have significant, positive impact on the local economy and provide a strong statement towards a positive quality of life.

Streetscape

Each street within the district was evaluated for improvements. The following is a summary of each street with associated goals and recommendations for improvements:
Looking east towards downtown. Street trees, facade improvements, and pedestrian safety features help create pedestrian scale on this busy arterial street. Transit amenities should be provided to support and encourage rider comfort and safety.
Goals

Create a more pedestrian friendly environment by moderating traffic speeds while incorporating new development and allowing easy access to/from Baum Ave.

Key Actions

Underground the overhead utility lines
Repurpose granite curbs
Provide intersection treatments (bulb-outs, crosswalk paving, signage, planting)
Maintain consistent sidewalk width
Create access to Water’s EDGE Park
Improve facades
Encourage infill development
Provide new development access
Create public/private partnerships for a parking garage
Design new EDGE District markers at MLK & 16th St.
Expand landscape recommendations/guidelines such as shade trees, and wide planters
Improve pedestrian scale lighting
Develop furnishing recommendations/guidelines
Encourage pedestrian arcade/cut through to Baum Avenue
Provide large shade trees and smaller colorful trees to provide shade
Enhance pedestrian comfort
Provide additional pedestrian crossings

Pedestrian and Bicycle Safety
Street trees, landscape bulb-outs, intersection treatments, and on-street parking help to calm traffic and create a street that is more walkable and bikable.
Baum Avenue North

Looking east towards downtown. Specialty paving and lighting, stormwater treatment, outdoor dining, and facade improvements create a pedestrian oriented space that is rich with urban character and serves as a community space.

Pedestrians Only
With only a few locations for vehicular barriers, Baum Ave can be converted into a unique pedestrian oriented space.
Goals

Develop into a connected, accessible, and economically vibrant pedestrian-oriented space.

Key Actions

- Incorporate a terminus feature at existing police station site
- Create pedestrian arcade/cut through space to 1st Ave N and Central Ave
- Provide furnishing recommendations/guidelines
- Underground the overhead utility lines
- Incorporate stormwater treatment landscape areas
- Create areas for outdoor dining
- Provide vehicular barriers for events
- Reuse the granite curbs
- Develop art program for downspouts
- Relocate dumpsters to shared screened area

Event Time

Baum Avenue can easily be transformed into a unique destination that could host special events such as food truck rallies, local food and beer, art, and city-wide celebrations.

Flexibility

The curbless nature of this street allows for maximum flexibility for different functions to take place. Indoor functions can easily expand to the outdoors for events.
Central Avenue

A Complete Street
Central Ave has the opportunity to develop further into a complete street. Wide sidewalks, street trees, and a multi-modal corridor provides the necessary treatments to meet the needs of the people for today and in the future.

Open Space Connections
A promenade space should be created to link the Booker Creek Improvements to the redevelopment of the Police station and the re-imagined Baum Ave.
Goals

Maintain character of streetscape while simplifying pedestrian treatments and allowing access to Baum Avenue.

Key Actions

- Maintain Date Palm theme and enhance with smaller colorful trees
- Organize the hardscape/landscape zone and remove clutter
- Direct bikes onto Central Avenue from sidewalk
- Maximize on-street parking
- Create a truly multi-modal street
- Investigate parklet opportunities
- Provide sufficient and convenient bicycle parking
- Facilitate public art opportunities
- Maintain consistent sidewalk width
- Incorporate intersection treatments (bulb-outs, crosswalk paving, signage, planting)
- Facilitate Infill development
- Promote new development
- Encourage public/private parking garage(s)
- Develop landscape recommendations/guidelines such as shade trees and wide planters
- Provide new lighting consistent with the character new site furnishings
- Provide street furnishing recommendations/guidelines
- Improve access to Water’s EDGE Park
- Develop wayfinding recommendations such as EDGE markers at MLK & 16th St.
- Create pedestrian arcade/cut through to Baum Ave
- Maintain historic nature of existing buildings
1st Avenue South

**An Urban Edge**
The north side of 1st Ave N has been developed with housing and has created an urban edge to the street.

**Future Opportunities**
Tropicana Field Master Plan process is underway for the south side of 1st Ave S. This edge should respond to Pinellas Trail, Booker Creek, and redevelopment needs.
Goals

Create a more pedestrian friendly environment by moderating traffic speeds while incorporating new development and allowing easy access to/from Central Ave to the Tropicana Field site.

Provide large shade trees and smaller colorful trees to provide shade and enhance comfort

Add bulb-outs to improve pedestrian crossing and additional landscaping on both sides of the street

Provide additional pedestrian crossings

Incorporate traffic calming measures and intersection treatments (bulb-outs, crosswalk paving, Rectangular Rapid Flash Beacon (RRFB), signage, planting)

Maintain consistent sidewalk width

Facilitate infill development

Promote new development

Encourage public/private parking garage(s)

Develop landscape recommendations/guidelines such as shade trees and wide planters

Provide lighting recommendations/guidelines

Provide street furnishing recommendations/guidelines

Improve access to Pinellas Trail and Booker Creek Trail

Develop wayfinding recommendations such as EDGE markers at MLK & 16th St.

Dedicate north lane to parking

Key Actions

Connecting to Downtown
Pinellas Trail should become a protected bike way along this street. Engaging the Tropicana Field redevelopment could make this trail alignment a unique experience.
Booker Creek Improvements
Goals

Create community green space while enhancing value for new development

Key Actions

Acquire railroad right-of-way or use of right-of-way
Clean, restore, and stabilize creek banks
Incorporate bicycle and pedestrian facilities
Promote new development on west and east to front on park/green space
Develop pedestrian connections to north and south
Provide new development access
Develop landscape recommendations/guidelines
Provide lighting recommendations/guidelines
Provide street furnishing recommendations/guidelines
Planning & Regulatory Framework

The objective of developing regulatory strategies is to create code modifications that support community values and goals, and encourage private property owners and investors to make changes that are appropriate for the area. These modifications will help create certainty that redevelopment and expansion is furthering the goals of the EDGE District Improvement Plan. Regulatory recommendations include:

Creating design guidelines

Creating design guidelines for development that complement existing regulations, reinforce existing plans, and further the goals of the EDGE District helps ensure compatibility with the existing urban environment, built form, character of the area, market trends, and community values.

- Action Item: Craft guidelines that considers form at the block, building, pedestrian, roadway, and open space levels to create harmony for adjacent development and transitions of scale as appropriate

- Action Item: Review the Plaza Parkway Design Guidelines and update as appropriate to reflect more contemporary elements and design innovations, provide better context of existing conditions, and further define and organize the pedestrian realm (into frontage zones, pedestrian zones, furnishings zones, and curb zones)

Refining LDR policies

EDGE District design guidelines can help ensure that scale, character, and mobility options are maintained as new development occurs.

- Action Item: Encourage a setback above 50 ft. for all buildings, including those that do not exceed 75 ft. in height

- Action Item: Work with the EBDA to develop block-and/or district-wide parking strategies that create more options for fulfilling Code requirements

- Action Item: Permit temporary structures for retail to fill gaps in the street wall

Expanding development programs

City programs can encourage the private sector to make development choices aligned with the EDGE District Improvement Plan, reinforcing community values and desired outcomes and furthering the goals of the District.

- Action Item: Work with the EBDA to create incentives for development that align with theEDGE District vision

- Action Item: Offer assistance to developers such as staff or consultant expertise, administrative or regulatory help. Technical support regarding practices and concepts, outreach to current owners, and education for potential future developers
Redevelopment & Business Growth Opportunities

As a result of economic and market analysis, with supporting insight from the physical planning and regulatory conditions set forth herein, we highlight some key opportunities and challenges that will be addressed as part of the EDGE District planning process. It is important to recognize that the district’s history and Main Street Program has been beneficial in using its past to promote future revitalization. Historic preservation is part of the EDGE’s unique character and desire in future planning. As such, balancing redevelopment with historic preservation will be an important element of the capital improvement planning process. Affordability for local projects and strategically applied Public Private/Partnerships with rent reducing mechanisms such as:

- Shared Office
- Incubators
- Incentives

The following is a summary of key strategic considerations:

Managing Land Constraints

As outlined above, we have derived estimates of demand (by use) for the foreseeable future (or 5+ years) for the EDGE. Theoretically, this demand can increase two-fold or more during a ten year time frame; particularly, if the initial phases of redevelopment and infrastructure improvement are successfully implemented. However, the district is challenged at this point by site constraints or a lack of large/aggregated properties that can adequately support development of critical mass. Based upon the planning teams’ profile of the EDGE district, most parcels owned and/or controlled by a single person/entity are less than one-half acre. There are only a handful of parcels comprising more than 1.5 acres. This has significant implications for redevelopment of scale; especially, for certain uses where on-site parking is important such as residential, office, and hotel. The cost of vertical construction, including garage parking, places considerable challenges on the financial viability of development. This is not to say that this cannot be dealt with effectively, considering the 1010 Central development was built on less than 2 acres. There are also a number of long-time existing property owners and newly interested property owner/investors that appear to be coordinating on potential acquisition or joint development structures to amass larger parcels of land. Naturally, the capital market environment will push these potential private acquisitions/developments forward, but the timing is largely driven by market forces. Additionally, the City and/or another public agency may provide funding incentives (i.e. direct capital, adjustment to zoning requirements) to stimulate private sector participation. As development increases, careful review to ensure consistency with the EDGE District design plans should be encouraged. The City is in control of one of the largest contiguous parcels in the EDGE which is the existing Police Headquarters site. The Police building will be relocated to a site just north of the EDGE and the current Headquarters site may be available for redevelopment. This presents the City with a tremendous opportunity to control and implement a large scale redevelopment plan through a public/private partnership. The creation of a prospective redevelopment plan for the Police Headquarters site should be evaluated thoroughly as part of the Improvement Plan process.
**Continue Efforts to Broaden Uses**

Presently, the EDGE is largely defined by restaurant/bar segmentation, though Fusion and 1010 Central provide a base of residential, with an additional smattering of boutique retail, arts and office. As summarized above, there is solid demand for primary resident market rate multi-family housing. At this point, given the strength of the rental market, we believe rental development is a strong near term opportunity for the EDGE and should be encouraged.

The regional and Downtown St. Petersburg office market largely comprises the professional services (ie. legal) and FIRE (Finance, Insurance, and Real Estate), though there should potentially be at least some shift to technology in greater scale than exists today considering that the region anchors the Florida High Tech Corridor and it has become a center for Data Analytics. To an extent, the opportunity to attract the technology and information sector (regarded to be “creative class”), will occur within buildings that offer open space, which is often done by converting warehouse-type space. However, as previously noted, there is an increasing demand for leasing activity that is being driven by the Co-working or Shared-workspace concept. The shared workspace concept model is generally an adaptation of the Executive Suites office model that started to expand in the 1990’s in conjunction with the technology boom. The concept continues to grow, and is evolving into more of a mix of social and business gathering for a group of people who work independently, but are interested in the collaboration that can happen from working with people who may share similar interests and talents within the same space. Regus is among the largest providers of the co-working space in the US, but is still considered to have a more traditional executive suite format. CoCreative, on the other hand, is more of an accelerator and incubator center and recently opened in Tampa (just south of TPA (Tampa International Airport) and west of Downtown). Although still in its infancy from a regional perspective, the growing trend in shared workspace is expected to continue and have a positive impact on leasing activity in the local and regional office market, for which EDGE potentially serves well.

In terms of hospitality, there is a strong opportunity to capitalize on the expanding visitor market. The area has strong location and accessibility features, and the existing base of entertainment and dining only provides added support for this use. As noted above, the vision is not that of a large-scale full service hotel; rather, a boutique that works in tandem with the EDGE’s culture and diversity. For example, Freehand Miami is regarded as a boutique hotel and hostel with rooms ranging from a private suite to a room with eight twin size bunk beds. The hotel is eclectic, very clean, and well managed. The Freehand has created a unique niche with its Broken Shaker Bar, a highly touted bar serving handcrafted cocktails. Citizen M is another boutique hotel operator that has recently entered the US market and caters to younger, tech savvy business travelers that are price conscious. These types of boutique hotels characterize the independence and culture that the EDGE continues to cultivate, and the opportunity and/or interest from these groups are currently being explored.

Lastly, based upon feedback from the stakeholder meetings, it is evident that the community desires a grocery store or business that can provide adequate convenience and food shopping items. The newly built Publix at 700 Central will likely support the needs of the surrounding community, including the EDGE; however, there may be an opportunity to incorporate a specialty food store into the area once additional residential housing is built.
Support the Existing Base of Local Business

The EDGE’s Trade Area is relatively stable, though it does comprise pockets of underutilized commercial development. With more than 250,000 square feet of space demanded within the retail trade area during the next 5+ years portends well for a stronger market overall. Specific to the EDGE, the area’s core along Central Avenue is considered to be vibrant and active, though improvement continues along Baum and 1st Avenues (North and South). The area continues to be affected by physical challenges considering that a number of buildings are older, smaller buildings with narrow street frontage and longer depths that do not serve many retailers well; particularly, established local, regional and/or national tenants that have strict requirements for the store’s physical layout. The scattering of vacant lots that are not well maintained also add to the challenges, and there are a number of property and business owners that have simply chosen not to enhance their property and/or street presence, creating makeshift store, advertising and/or window displays that detract from a level of sophistication and appeal that is important to creating a successful urban shopping and entertainment environment. It is important to note that these challenges are not unique to the EDGE.

In spite of these challenges, the EDGE has created a niche market in its food and arts scene and the bulk of this market is supported by local business. The area has a true eclectic mix and one that is relatively balanced. However, there has been a recent wave of investment in the area and, with it, an increase in commercial rental rates. While this may be viewed favorably or unfavorably (depending upon varying perspectives), it is often a result of community revitalization. Therefore, the City, EDGE, and community stakeholders may seek to further explore opportunities to encourage the continued growth of local business need to positively manage the growth that effectively and fairly serves their needs and desires. This distinct and unique culture can play an integral role in future planning for the area, particularly if the City is able to assist in the influence of local tenant mix.

Establishing a Defined Plan for Parking

An independent parking study was recently completed for the EDGE, as parking is recognized by many residents, businesses and community stakeholders to be a serious issue. The EDGE planning team has evaluated the results of the study and will be integrating certain findings and recommendations into the Improvement Plan. The results of the economic and market findings should help to establish and guide some of the strategic initiatives surrounding the parking recommendations. However, the key is to ensure that any investment in public parking effectively supports any new development planned for the EDGE, as well as addresses any existing challenges to parking identified in the parking study.
Chapter 4: Economic Benefits & Action Plan

Introduction

The EDGE District Improvement Plan is intended to provide the City, the EDGE District Business Association, residents, and business owners with physical and regulatory planning improvement recommendations aimed at further enhancing the economics, livability and overall aesthetics of the EDGE District. Importantly, this has been done in a collaborative effort between the planning team and the EDGE District stakeholders to ensure that the plan is primarily driven by the desires of the community.

While certain recommendations require limited capital investment (such as adjustments to land use codes or designation of historic structures), other improvement recommendations such as infrastructure upgrades, streetscape, and signage will require a more intensive capital investment.

The analysis herein identifies potential funding resources and strategies that may be utilized to support the capital improvement plan, as well as highlight certain economic benefits resulting from select redevelopment concepts.

One of the most notable long term potential funding sources may be derived from tax increment revenue to the EDGE District. The EDGE District currently participates in tax increment revenue sharing as part of the surrounding Intown West CRA, which was created in 1991. However, the Intown West CRA is set to expire upon its 30th anniversary in 2020 – and with it, the potential tax increment revenue to the CRA and EDGE District. This would have a notable impact on redevelopment and capital improvement planning within the CRA and, specifically, the EDGE District; particularly, at a time when the broader Downtown St. Petersburg area (including the Intown West CRA) is in the midst of strong economic growth and redevelopment planning. This current and projected growth only underscores the importance of extending the Intown West CRA to ensure that funding is available to support long term progression and sustainability within the area.

While any CRA extension would likely propose an additional 30 year period, the tax increment revenue analysis herein is based upon a 15 year projection timeline (from 2016 to 2030) in the effort to gain insight into the potential incremental revenue will be generated during a more foreseeable time frame. Moreover, the analysis herein is solely intended to provide an order of magnitude understanding of the potential incremental tax revenue that may be generated within the EDGE District only and is based upon preliminary and hypothetical redevelopment concepts.

There are two key projection factors underlying this tax increment revenue analysis: 1.) estimated incremental tax revenue from existing properties; and, 2.) estimated incremental tax revenue growth from new development. The following provides a summary of key assumptions and findings associated with each factor:

1. Existing Property - Historical Value & Incremental Tax Growth: This is an analysis that looks at the growth trend of the taxable base (and increment over baseline year) of existing development within the Intown West CRA (and EDGE District) since its formation in 1991. However, as it relates specifically to the EDGE District, we do not know the baseline year taxable value for this specific area (as readily available data from the Pinellas County property appraiser is not available prior to 1996); although, we do know the baseline year taxable value of the entire Intown West CRA (which was $24.5M in 1991). Considering this, we have established an estimated baseline taxable value for the EDGE District based using the following methodology: Based upon data provided to the City of St. Petersburg from the Pinellas County Property Appraiser, the Intown West CRA is estimated to have a taxable value base of $107.7 million in 2016, with the EDGE District’s taxable value estimated to be $85.5 million. This results in the EDGE representing roughly 80 percent of the Intown West CRA’s current taxable value. If, for purposes of this analysis, we assume that the EDGE’s proportionate share of taxable value remains at historical levels (understanding that this may not actually be the case), then the (1991) taxable value base for the EDGE is estimated to be $14.7 million. In summary, the EDGE’s taxable value basis increased from the estimated $14.7 million in its baseline year (1991) to an estimated $85.5 million in 2016. The analysis assumes an average 5.0 percent annual growth rate in taxable value on existing properties during the 15 year projection period.
2. New Development – Incremental Tax Growth – At the time information was compiled for the EDGE Plan, there were no new major developments under-construction within the EDGE District. However, in late 2016, 930 Central Flats commenced construction representing 218 apartments and 3,600+ square feet of ground floor retail. It is anticipated to be fully operational by 2018, and from a residential perspective, it is directly in line with the planning team’s initial five year estimate of demand for the EDGE District (and reflected in the future development programming discussed further below). The opportunity for additional large scale residential and commercial development beyond 930 Central Flats will likely occur after the initial five year timeline considering:

• the limited number of readily available sites large enough to accommodate development of critical mass;
• the likelihood that new large scale residential development within the EDGE District will likely be staggered as demand once again builds following the lease up and stabilization of 930 Central Flats.

Considering this, the Police Headquarters site represents a strong location for another large scale mixed use development. Therefore, in the effort to establish prospective redevelopment programs to derive estimates of tax increment from new development within the EDGE District, we assume the following:

• there will be two new major developments occurring within the EDGE District that will be completed and added to the County tax rolls within the next 10 year period;
• the initial development program will occur within a three to four year timeframe, and is generally based upon parameters set forth in the market study with 225 housing units, up to 20,000 square feet of office space and 20,000 square feet of retail;
• a second phase of development (on either a single site, or multiple locations) would occur in a five to six year timeframe including 150 housing units, 120 hotel rooms, 20,000 square feet of office and 20,000 square feet of retail;
• development costs are strictly based upon generic benchmark estimates for traditional concepts among the proposed uses;
• taxable land value for underlying each proposed scenario represents an average of 15 percent of total development costs.

In total, the three development scenarios represent 375 new housing units, 40,000 square feet of office, 40,000 square feet of retail, and 120 hotel rooms to be developed within the EDGE District during a ten year timeframe. As illustrated in the figure below, this proposed buildout would generate an estimated $118 million in taxable value – which, for purposes of this analysis, assumes net increment above any current taxable basis.
### The EDGE District

**Select Site Assessment (2 Phases)**

**Sample Tax Increment Evaluation (Current $'s)**

<table>
<thead>
<tr>
<th>Site Reference:</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proposed Development Program:</strong></td>
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<td></td>
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<tr>
<td>Retail</td>
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<td>20,000</td>
<td>40,000</td>
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<tr>
<td>Office</td>
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</tr>
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<tr>
<td>Rooms</td>
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<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

#### Development Evaluation

**Estimated Development Cost Summary (not Including Land)**

- **Estimated Value of Leasable Retail Area (per Sq.Ft.):**
  - Phase 1: $250.00 per sq.ft.
  - Phase 2: $250.00 per sq.ft.
  - Total: $250.00 per sq.ft.
  - Estimated Value of Leasable Retail Area - Total: $5,000,000

- **Value of Apartment Dwelling (per Unit):**
  - Phase 1: $180,000 per unit
  - Phase 2: $180,000 per unit
  - Total: $180,000 per unit
  - Value of Apartment Dwelling - Total: $40,500,000

- **Value of Hotel Dwelling (per Room):**
  - Phase 1: $140,000 per room
  - Phase 2: $140,000 per room
  - Total: $140,000 per room
  - Value of Hotel Dwelling - Total: $16,800,000

- **Estimated Value of Leasable Office Area (per Sq.Ft.):**
  - Phase 1: $200.00 per sq.ft.
  - Phase 2: $200.00 per sq.ft.
  - Total: $200.00 per sq.ft.
  - Estimated Value of Leasable Office Area - Total: $8,000,000

- Estimated Development Evaluation (before Land): $49,500,000
- Estimated Land @ % TDC: 15%
  - Phase 1: $7,425,000
  - Phase 2: $7,920,000
  - Total: $15,345,000

**Total Estimated Development Evaluation:** $56,925,000
Figure 2 below provides a detailed profile of the tax increment revenue from existing and new proposed development, collectively, within the EDGE District during a 15 year projection period. Utilizing the 2015 millage for the City (6.770) and County (5.337), which are the two components to the underlying tax increment revenue being recaptured within the EDGE District, the tax increment in projection Year 1 (2017) is estimated to be roughly $863,000. Upon completion of the proposed new development concepts outlined above, the annual tax increment is estimated to be $3.1 million in Year 10, increasing to $4.0 million by the end of the 15 year projection period. Again, it is critical to point out that the proposed development herein is highly conceptual at this time and used solely for the purpose of setting parameters for tax increment revenue associated with the Capital Improvement Plan. This does not account for any future funding that is committed to current or prospective obligations (ie. administrative costs, debt service, etc.).

Figure 2: The EDGE District –Estimated Tax Increment (Annually) – 15 Year Period

<table>
<thead>
<tr>
<th></th>
<th>Base 1991</th>
<th>Actual 2016</th>
<th>Year 1 2017</th>
<th>Year 2 2018</th>
<th>Year 3 2019</th>
<th>Year 4 2020</th>
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<tr>
<td><strong>Existing Property - TIF Sensitivity Growth Analysis</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Taxable Value (all properties)</td>
<td>5.0%</td>
<td>$14,700,000</td>
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<td>Incremental Growth (over Base Year)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligible Tax Revenue (by Tax District at 2015 Millage Rate)</td>
<td>Yrs. 1-15</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>City Mills</td>
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<td>$0</td>
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<td>$0</td>
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<tr>
<td><strong>Total Tax Increment over Base @:</strong></td>
<td>95.0%</td>
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<td>$0</td>
<td>$863,754</td>
<td>$915,395</td>
<td>$969,618</td>
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</table>

| **New Development Growth Analysis** |           |             |             |             |             |             |
| Development Program #1 (with annual growth rate at): | 5.0%      |             |             |             |             | $56,925,000 |
| Development Program #2 | 5.0%      |             |             |             |             |             |
| Development Program #3 | 5.0%      |             |             |             |             |             |
| Cumulative Taxable Value (New Development) |             |             |             |             |             | $56,925,000 |
| Eligible Tax Revenue (by Tax District at 2015 Millage Rate) | Yrs. 1-15 |             |             |             |             |             |
| City Mills           | 0.0067700 | 100%        | $0          | $0          | $0          | $0          |
| County Mills         | 0.0053370 | 100%        | $0          | $0          | $0          | $0          |
| Other                | 0.0000000 | 100%        | $0          | $0          | $0          | $0          |
| **Total Tax Increment over Base @:** | 95.0%     |             | $0          | $0          | $0          | $654,731    |

| **Total Estimated Annual Tax Increment Growth (Existing & New Development)** | $0 | $863,754 | $915,395 | $969,618 | $1,681,284 |

1.) Source: City of St. Petersburg
### Existing Property - TIF Sensitivity Growth Analysis

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>Year 8</th>
<th>Year 9</th>
<th>Year 10</th>
<th>Year 11</th>
<th>Year 12</th>
<th>Year 13</th>
<th>Year 14</th>
<th>Year 15</th>
</tr>
</thead>
</table>

- **Total Taxable Value (all properties)**: 5.0%
- **Incremental Growth (over Base Year)**: 75.0%
- **Eligible Tax Revenue (by Tax District at 2015 Millage Rate)**:
  - **City Mills**: 0.0067700, 100%
  - **County Mills**: 0.0053370, 100%
  - **Other**: 0.0000000, 100%

**Total Tax Increment over Base @:** 95.0%

### New Development Growth Analysis

- **Development Program #1**: 5.0%
  - 56,925,000
- **Development Program #2**: 5.0%
  - 60,720,000
- **Development Program #3**: 5.0%
  - 0

**Cumulative Taxable Value (New Development)**: $0, 0, 0, 0, 56,925,000

**Eligible Tax Revenue (by Tax District at 2015 Millage Rate)**:

**Total Tax Increment over Base @:** 95.0%

**Total Estimated Annual Tax Increment Growth (Existing & New Development)**: $0, 863,754, 915,395, 969,618, 1,681,284

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**Projections**

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<tr>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>Year 8</th>
<th>Year 9</th>
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**Total Tax Increment over Base @:** 95.0%

**Total Estimated Annual Tax Increment Growth (Existing & New Development)**: $0, 863,754, 915,395, 969,618, 1,681,284

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**December 21, 2016**
Initial Budget Estimate

Phased Implementation Strategies: EBDA Approved Priorities
The current police station should be considered for redevelopment. The new development should provide structured parking for the general public. A shared garage between the city and the private developer should be considered.

- Assuming $30k/space
- ±200 spaces
- Parking Garage Grand Total - $6,000,000

Central Ave streetscape was used as a model for other streets in the District. This was developed based on the amount of construction effort needed to achieve the goals of this plan.

- Construction $2,470,000
- Design+Engineering (15%) $370,500
- Contingency (25%) $617,500
- Grand Total - $3,458,000

Consolidate many small dumpsters located along Baum Ave into a large, shared dumpster(s) at a single location that is screened from view.

- Cost $300,000
- Contingency (25%) $75,000
- Grand Total - $375,000

In order to create community green space while enhancing value for new development, lighting, street furnishing, bicycle and pedestrian facilities and connections, and clean-up and stabilization of the creek banks should be provided.

- Construction $3,200,000
- Design+Engineering (15%) $480,000
- Contingency (25%) $800,000
- Grand Total - $4,480,000

The public realm improvements include items from building face to building face. This includes relocating overhead utilities underground, new specialty paving, re-purposing of granite curbs, specialty lighting, street furnishings, landscape and stormwater basins. The approximate length of Baum Ave is 1,650 feet with a 50 foot right of way, thus 82,500 square feet of improvements are needed.

- Construction $3,500,000
- Design+Engineering (15%) $525,000
- Contingency (25%) $875,000
- Grand Total - $4,900,000
Appendix

Section 1 - Executive Summary
Potential Funding Sources & Strategies

Angie Brewer and Associates, LC (ABA) has been engaged by AECOM to provide an analysis of potential funding opportunities for the EDGE District within the City of St. Petersburg. The project needs include planning and infrastructure development funding. The result of the analysis is the development of this Funding Strategy.

The Funding Strategy includes a detailed breakdown of the potential funding sources for the planning and infrastructure elements that were reviewed for fundability. This strategy includes information such as funding cycles, match requirements, administrative burden, and special considerations.

It is important to note that this document is a snapshot in time at its completion. The current economic climate is under constant change. Pressure from the top levels of the federal and state governments to reduce budgets and eliminate programs is a constant concern. It is possible that some of these sources will not exist in the future or that currently unknown new sources will become available.

Section 2 includes a discussion on leveraging funds, project/element consolidation, and viability versus costs. ABA utilizes all three techniques to ensure that our clients pursue the best opportunities with minimal out-of-pocket costs.

Section 3 explores the various funding sources and how the City can take full advantage of them to reduce costs. Key details about the funding sources and an identification of which projects appear to be good candidates is included as well.

Section 4 contains the conclusions that were arrived at based on the report.

Section 2 - Leveraging, Project/Element Consolidation and Viability versus Costs

This section contains general information on important aspects of project funding. They are leveraging, project consolidation, and viability versus costs. Having an understanding of these concepts will support the City of St. Petersburg’s decision making process when pursuing funding sources for critical projects.

Leveraging

Leveraging is simply using funds from one source, internal or external, as a match for another funding source thereby increasing the available funding for a project. Our view on leveraging is based on the belief that evaluation of all aspects of a program, without restriction to a project level approach, greatly improves chances of success. If everything is viewed from only a project level approach, this will create gaps and the City may miss out on an opportunity to leverage funds from one source by matching another. ABA maintains a focus at a program level first to define the overall needs. Then it is possible to assist the City in identifying the specific project elements that align with specific funding sources. With that perspective in mind, ABA seeks funding sources that will accept another source as its match rather than using the City funds as the only source of match.

Project Consolidation

There are times when smaller project elements can be merged with other projects, or project elements, to create an application that will score higher and is more appealing to the funding source. This will be an ongoing consideration as the City moves forward with funding acquisition.

Viability versus Costs

There are many programs available to fund a multitude of projects and project elements and while it would seem appropriate to apply for all opportunities that are identified, this is not always the case. There are times when the cost of an application and the required funding administration, either by a consultant or City staff, is too onerous for the amount of money that is being awarded. This does not mean that smaller funding opportunities should be ignored, but that an evaluation of the application process and the administration requirements should be performed before moving...
forward. The Funding Strategy has an evaluation of these factors included in the recommendations. This will help to ensure that the associated costs of applying and administering the funding do not outweigh the financial benefit.

### Section 3 - Planning and Construction Funding

The results of the Funding Strategy are divided in two (2) sections: Planning and Construction. The Planning section includes funding sources that may be feasible to pursue to cover some or all of the costs associated with the planning process. The Construction section includes funding sources that may be feasible to pursue to cover some or all of the infrastructure development costs. These sections are not meant to be all inclusive as funding sources change over time.

#### Legend

To the right, is an example of the Key Facts section included for each funding source identified in the Funding Strategy. In the second column is an explanation of the potential values in each cell.

<table>
<thead>
<tr>
<th>Key Factors</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Grant &amp;/or Loan</td>
<td>Identifies the funding source as a grant and/or a loan.</td>
</tr>
<tr>
<td>Terms</td>
<td>N/A for a grant. If a loan, this will include an estimate of the interest rate and the maximum length of the loan repayment.</td>
</tr>
<tr>
<td>Maximum Funding per Cycle</td>
<td>Identifies the maximum funding available per funding cycle.</td>
</tr>
<tr>
<td>Match Requirement</td>
<td>Identifies the required match percentage and any special match conditions or exclusions.</td>
</tr>
<tr>
<td>Application Burden</td>
<td>Low – Can be completed in-house or with minimal outside support. Moderate – Typically completed by an in-house trained grant administrator or outside consultant. High – Typically completed by a consultant and may include special reports or compliance requirements such as Davis-Bacon and EEO.</td>
</tr>
<tr>
<td>Special Application Considerations</td>
<td>Identifies important factors related to schedule and effort such as Davis-Bacon, EEO monitoring, and others.</td>
</tr>
</tbody>
</table>
Planning Section
Planning Program and Local Technical Assistance Program
US DOC Economic Development Administration

This program helps support planning organizations, including District Organizations, Indian Tribes, and other eligible Recipients, with Short Term and State Planning investments designed to guide the eventual creation and retention of higher-skill, higher-wage jobs, particularly for the unemployed and underemployed in the Nation’s most economically distressed regions. The Local Technical Assistance program strengthens the capacity of local or State organizations, institutions of higher education, and other eligible recipients to undertake and promote effective economic development programs through projects such as feasibility analyses and impact studies.

Funding Cycle
Cycle Frequency: Ongoing
Begin Application Planning: 30 days prior to invitation request
Funding Cycle Open: By Invitation
Applications Due: Ongoing

<table>
<thead>
<tr>
<th>Key Facts</th>
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<tbody>
<tr>
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<td>Terms:</td>
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<td>Match Requirement:</td>
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<tr>
<td>Application Burden:</td>
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<tr>
<td>Special Application Considerations:</td>
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<tr>
<td>Administrative Burden:</td>
</tr>
<tr>
<td>Special Administrative Considerations:</td>
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</table>

Supports
Planning for the overall project, feasibility studies and environmental reviews.
Rockefeller Foundation

Private Foundation

The objective of this funding source is to provide equitable and sustainable transportation in communities.

Funding Cycle

Cycle Frequency: Ongoing

Begin Application Planning: 30 days prior to invitation request

Funding Cycle Open: By Invitation

Applications Due: Ongoing

<table>
<thead>
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<tbody>
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<tr>
<td>Application Burden:</td>
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<tr>
<td>Special Application Considerations:</td>
</tr>
<tr>
<td>Administrative Burden:</td>
</tr>
<tr>
<td>Special Administrative Considerations:</td>
</tr>
</tbody>
</table>

Supports

Planning for transportation aspects of the overall project.
Surdna Foundation

Private Foundation

The objective of this funding source is to fund projects that either: (1) stabilize climate change at the local, state and/or national level, (2) spur the transition to a green economy, or (3) improve transportation systems and encourage smart growth.

Funding Cycle

Cycle Frequency: Ongoing

Begin Application Planning: 30 days prior to submission

Funding Cycle Open: Ongoing

Applications Due: Ongoing

<table>
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<td><strong>Match Requirement:</strong></td>
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<td><strong>Application Burden:</strong></td>
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<tr>
<td><strong>Administrative Burden:</strong></td>
</tr>
<tr>
<td><strong>Special Administrative Considerations:</strong></td>
</tr>
</tbody>
</table>

* Will require a partnership with a 501(c)3 organization.

Supports

Planning related to the use of green infrastructure and/or transportation elements.
Partners for Places

Funder’s Network for Smart Growth

National funders invest in local projects to promote a healthy environment, a strong economy, and well-being of all residents. Through these projects, Partners for Places fosters long-term relationships that make our urban areas more prosperous, livable, and vibrant.

Funding Cycle

Cycle Frequency: Annual
Begin Application Planning: Fall
Funding Cycle Open: Winter
Applications Due: Late January (Historically)

<table>
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<tr>
<td>Low</td>
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<tr>
<td><strong>Special Application Considerations:</strong></td>
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<tr>
<td>Must have a Sustainability Office</td>
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<td><strong>Administrative Burden:</strong></td>
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<td>Low</td>
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<tr>
<td><strong>Special Administrative Considerations:</strong></td>
</tr>
<tr>
<td>None</td>
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Supports

Planning for transportation aspects of the overall project.
Five Star & Urban Water Restoration Program

National Fish and Wildlife Foundation

The Five Star and Urban Waters Restoration Grant Program seeks to develop community capacity to sustain local natural resources for future generations by providing modest financial assistance to diverse local partnerships focused on improving water quality, watersheds and the species and habitats they support. Projects include a variety of ecological improvements including: wetland, riparian, forest, and coastal habitat restoration; wildlife conservation; community tree canopy enhancement; and/or water quality monitoring and stormwater management; along with targeted community outreach, education, and stewardship.

Funding Cycle

Cycle Frequency: Annual
Begin Application Planning: November
Funding Cycle Open: January
Applications Due: Early February (Historically)

### Key Facts

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<td>Special Application Considerations:</td>
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### Supports

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<tbody>
<tr>
<td>Transportation</td>
<td>Public Art</td>
<td>Utilities</td>
</tr>
</tbody>
</table>

The EDGE District Improvement Plan

109

December 21, 2016
PIG Difference Grant
New Pig Corporation

This program provides funds to improve sustainability of waterways, watersheds, estuaries, tidal pools or wetlands, or the wildlife that are directly affected by them. Almost anything that improves sustainability of a body of water will be considered. Projects must be hands-on in nature. This program looks for innovative groups in local communities working to make their corner of the world more sustainable.

Funding Cycle
Cycle Frequency: Ongoing
Begin Application Planning: Ongoing
Funding Cycle Open: Ongoing
Applications Due: Ongoing

<table>
<thead>
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<th>Key Facts</th>
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<tr>
<td>Application Burden:</td>
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<td>Special Application Considerations:</td>
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<td>Administrative Burden:</td>
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<td>Special Administrative Considerations:</td>
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<th>Supports</th>
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<tbody>
<tr>
<td>Streetscape</td>
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<tr>
<td>Transportation</td>
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</tbody>
</table>
Construction Section

Gulf Coast Conservation Grants
National Fish and Wildlife Foundation

This program supports projects that enhance coastal habitats of the Gulf of Mexico and bolster priority fish and wildlife populations, while strengthening resilience within the coastal region. The program supports priority conservation needs of the Gulf that are not otherwise expected to be funded under NFWF’s Gulf Environmental Benefit Fund or other funding opportunities associated with the Deepwater Horizon oil spill. The program seeks to advance innovative restoration concepts and approaches, and fund species and habitat projects benefiting Gulf coastal ecosystems and communities.

Funding Cycle
Cycle Frequency: Annual
Begin Application Planning: Fall
Funding Cycle Open: Winter
Applications Due: January 3

<table>
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<td>Special Application Considerations:</td>
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<tr>
<td>Streetscape</td>
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<td>Transportation</td>
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</table>

December 21, 2016
ARTPLACE: Creative Placemaking

ARTPLACE

The National Creative Placemaking Fund invests in planning and development projects where arts and culture play a central role. ArtPlace actively seeks to build a portfolio of funded projects that is a microcosm of the varied creative placemaking strategies used across the United States through this program. Since 2011, the National Creative Placemaking Fund has invested in 227 projects across 152 communities of all sizes in 43 states and the District of Columbia.

Funding Cycle

Cycle Frequency: Annual

Begin Application Planning: Fall

Funding Cycle Open: January

Applications Due: March

### Key Facts

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<td>Creation of a video</td>
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<td>Administrative Burden:</td>
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### Supports

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<th>Greenspace/Recreation</th>
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<tbody>
<tr>
<td>Transportation</td>
<td>Public Art</td>
<td>Utilities</td>
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</table>
GRO1000

Scott's Foundation

Launched in 2011 by The Scotts Miracle-Gro Company, GRO1000 is a community outreach initiative dedicated to bringing the benefits of gardens and green spaces to more neighborhoods, schools, and communities—particularly to those in need.

Funding Cycle

Cycle Frequency: Annual

Begin Application Planning: Fall

Funding Cycle Open: Winter

Applications Due: January

<table>
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<th>Key Facts</th>
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<td>Grant and/or Loan:</td>
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<td>Terms:</td>
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<td>Maximum Funding per Cycle:</td>
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<tr>
<td>Application Burden:</td>
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<td>Special Application Considerations:</td>
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<td>Administrative Burden:</td>
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<td>Special Administrative Considerations:</td>
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<th>Supports</th>
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<tbody>
<tr>
<td>Streetscape</td>
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<tr>
<td>Transportation</td>
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</tbody>
</table>
Environmental Education Regional Model Grant

US Environmental Protection Agency

The goal of this competitive grant program is to enhance public awareness and knowledge about environmental issues in order to encourage the public to make informed environmental decisions and to be responsible in light of environmental issues.

Funding Cycle

Cycle Frequency: Annual

Begin Application Planning: October 1

Funding Cycle Open: February 18

Applications Due: November 21

<table>
<thead>
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<tbody>
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<td>Application Burden:</td>
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<td>Special Application Considerations:</td>
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<td>Administrative Burden:</td>
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<td>Special Administrative Considerations:</td>
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<th>Supports</th>
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<tbody>
<tr>
<td>Streetscape</td>
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<td>Transportation</td>
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</tbody>
</table>
Fruit Tree Planting Foundation Grant

Fruit Tree Planting Foundation

Grants for entities that are interested in partnering with the Foundation to plant fruit trees and plants. The purpose of these grants is to provide organizations with the materials needed to grow fruit trees. The ultimate goals are to alleviate world hunger, combat global warming, strengthen communities, and improve the surrounding air, soil, and water.

Funding Cycle

Cycle Frequency: Ongoing

Begin Application Planning: Ongoing

Funding Cycle Open: Ongoing

Applications Due: Ongoing

<table>
<thead>
<tr>
<th>Key Facts</th>
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<tbody>
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<td>In-Kind Materials and Services</td>
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<td>Low</td>
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<td>Special Administrative Considerations:</td>
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<td>None</td>
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<table>
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<tbody>
<tr>
<td>Streetscape</td>
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<tr>
<td>Greenspace/Recreation</td>
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<tr>
<td>Public Art</td>
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<tr>
<td>Utilities</td>
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</tbody>
</table>
The Environmental Solutions for Communities initiative is designed to support projects that link economic development and community well-being to the stewardship and health of the environment. This initiative is supported through a $15 million contribution from Wells Fargo that will be used to leverage other investments with a total impact of over $37.5 million.

Funding priorities for this program include:

- Conserving critical land and water resources and improving local water quality
- Restoring and managing natural habitat, species, and ecosystems that are important to community livelihoods
- Facilitating investments in green infrastructure, renewable energy, and energy efficiency
- Encouraging broad-based citizen participation in project implementation.

### Key Facts

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<tbody>
<tr>
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<td>Application Burden:</td>
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<td>Special Application Considerations:</td>
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### Supports

<table>
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<tbody>
<tr>
<td>Transportation</td>
<td>Public Art</td>
<td>Utilities</td>
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</tbody>
</table>

### Funding Cycle

- **Cycle Frequency:** Annual
- **Begin Application Planning:** October 1
- **Funding Cycle Open:** December 10
- **Applications Due:** December 10
Highway Safety Program

Florida Department of Transportation Safety Office

Grants address traffic safety priority areas including:


Grants are awarded to state and local safety-related agencies as “seed” money to assist in the development and implementation of programs that address traffic safety deficiencies or expand ongoing safety programs activities in safety priority program areas.

Funding Cycle

Cycle Frequency: Annually
Begin Application Planning: January
Funding Cycle Open: October
Applications Due: September

<table>
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<td>Match Requirement:</td>
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<td>Application Burden:</td>
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<th>Supports</th>
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</thead>
<tbody>
<tr>
<td>Streetscape</td>
</tr>
<tr>
<td>Transportation</td>
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</table>

The EDGE District Improvement Plan

December 21, 2016
North American Wetlands Conservation - Small
US Fish and Wildlife Service

This program supports projects in Canada, the United States, and Mexico that involve long-term protection, restoration, and/or enhancement of wetlands and associated uplands habitats.

<table>
<thead>
<tr>
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<th></th>
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<tbody>
<tr>
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</tr>
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<td><strong>Applications Due:</strong></td>
<td>November 5</td>
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<tr>
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<td><strong>Special Application Considerations:</strong></td>
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<tr>
<td>Transportation</td>
<td>Public Art</td>
</tr>
</tbody>
</table>
Public Works and Economic Development Investments

US Department of Commerce – Economic Development Administration

The goal of this program is to provide funding to assist in implementing regional economic development strategies that intend to create jobs, develop private capital, promote economic development, and reinforce the United States’ presence and competitive capability in the global marketplace.

Funding Cycle

Cycle Frequency: Quarterly
Begin Application Planning: Ongoing
Funding Cycle Open: Ongoing
Applications Due: December 15, March 9, June 8, September 14

<table>
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<tr>
<th>Key Facts</th>
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<tbody>
<tr>
<td>Grant and/or Loan:</td>
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<tr>
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<td>Utilities</td>
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</table>
Renewable Energy and Energy Efficient Grant Matching Program

Florida Department of Agriculture and Consumer Services

The Renewable Energy and Energy Efficient Technologies (REET) Grant Matching Program provides a mechanism for entities to receive matching funds to conduct demonstration, commercialization, research, and development projects relating to renewable energy technologies and innovative technologies that significantly increase energy efficiency for vehicles and commercial buildings. The purpose of the program is to provide a source of state match funding to Florida entities that can be used to strengthen their applications for external funding (Prime Funding). This program is a first come, first serve program.

Funding Cycle

Cycle Frequency: Ongoing

Begin Application Planning: Ongoing

Funding Cycle Open: Ongoing

Applications Due: Ongoing

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<td>Application Burden:</td>
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<tr>
<td>Special Administrative Considerations:</td>
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</table>

City of St. Petersburg, Florida
Section 319 Grant Program

Florida Department of Environmental Protection

These grant funds can be used to implement projects or programs that will help to reduce nonpoint sources of pollution. Projects or programs must be conducted within the state’s NPS priority watersheds, which are the state’s SWIM watersheds and National Estuary Program waters.

Examples of fundable projects include: demonstration and evaluation of Best Management Practices (BMPs), nonpoint pollution reduction in priority watersheds, ground water protection from nonpoint sources, and public education programs on nonpoint source management.

Funding Cycle

Cycle Frequency: Annual

Begin Application Planning: January

Funding Cycle Open: May

Applications Due: Late May

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<td>Streetscape</td>
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<td>Transportation</td>
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</table>
State Energy Program

Florida Department of Agriculture and Consumer Services

The aim of this program has historically been to reduce Florida dependence on non-domestic fuels sources and to promote energy efficiency throughout the state. This program is subject to both federal availability of funds and the requirement that the State budget a 20% match of the funds allocated. While this program was not funded in FY2015, it is believed that it will be funded in the coming years for multiple categories including alternate fuels, energy efficiency, and educational programs.

Funding Cycle

<table>
<thead>
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<th>Cycle Frequency: Annually</th>
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<tbody>
<tr>
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</tr>
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<td>Funding Cycle Open: TBD</td>
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<td>Applications Due: TBD</td>
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Key Facts

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<tr>
<td>Special Administrative Considerations:</td>
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At this time, monitoring of the program status is the only action that can occur.

Supports

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</table>

City of St. Petersburg, Florida
Total Maximum Daily Load (TMDL) Water Quality Restoration Program

Florida Department of Environmental Protection

Applicants are eligible for the TMDL Water Quality Restoration Grant for the following types of projects: projects that reduce stormwater pollutant loadings from urban areas that discharge to waterbodies on the state’s verified list of impaired waters; projects at least at the 60% design phase; and the construction will be completed within three years.

Funding Cycle
Cycle Frequency: Three (3) Times Yearly

Begin Application Planning: Two (2) Months Before Cycle Submission

Funding Cycle Open: Ongoing

Applications Due: March, July, and November

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</table>
Cooperative Funding Program

Southwest Florida Water Management District

The South Florida Water Management District provides guidelines for funding specific categories of stormwater projects. The stormwater component of the Cooperative Funding Program will share the cost of local projects that address water quality and flooding issues caused by stormwater runoff.

Examples of eligible stormwater projects in previous years include stormwater treatment areas, innovative restoration projects that improve water quality, water storage and infrastructure modifications, sediment reduction facilities and stormwater retrofits.

Funding Cycle

Cycle Frequency: Annual

Begin Application Planning: September 1
Funding Cycle Open: December 1
Applications Due: December 15

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</table>
Urban and Community Forestry

Florida Department of Agriculture and Consumer Services - Florida Forest Service

As part of the federal government’s Urban and Community Forestry Matching Grant Program, funds will be available to organizations to develop or enhance their urban and community forestry programs.

Funding Cycle

Cycle Frequency: Annual

Begin Application Planning: February 1

Funding Cycle Open: February 1

Applications Due: March 30

<table>
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</table>
State Revolving Fund Loan Program (SRF) – Drinking Water

Florida Department of Environmental Protection

The aim of the Drinking Water State Revolving Fund (SRF) Program is to provide low-interest loans to eligible entities for planning, designing, and constructing public drinking water facilities.

Funding Cycle

Cycle Frequency: Ongoing
Begin Application Planning: Ongoing
Funding Cycle Open: Ongoing
Applications Due: June/July (Readiness to Proceed is due)

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<td><strong>Utilities</strong></td>
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</table>
State Revolving Fund Loan Program (SRF) – Clean Water

Florida Department of Environmental Protection

The aim of the Clean Water State Revolving Fund (SRF) Program is to provide low-interest loans to eligible entities for planning, designing, and constructing public wastewater, reclaimed water, and storm water facilities.

Funding Cycle

Cycle Frequency: Ongoing

Begin Application Planning: Ongoing

Funding Cycle Open: Ongoing

Applications Due: June/July (Readiness to Proceed is due)

### Key Facts

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The EDGE District Improvement Plan

December 21, 2016
Section 4 - Conclusion

The City of St. Petersburg and the EDGE District have an opportunity to bring grant and low-cost funding dollars back into the community. The funding sources presented offer the City potential savings in the $10,000’s to $1,000,000 range versus traditional project funding sources. The City has chosen a path that should lead to an increased ability to provide valuable resources to the community at the lowest possible capital costs.

It is important to remember that funding opportunities become available and disappear frequently and without warning. Changes in politics, foundation focuses, and perceived needs all contribute to these frequent changes. Due to these facts, this Funding Strategy is not intended to capture all of the available funding for a particular project. It is intended to serve as a general evaluation for successfully funding the projects contained within.

While the research conducted for this Funding Strategy has identified significant amounts of potential funding, it is important to remember that not every funding source is an exact fit for a given project and ABA cannot guarantee that any one application will result in a successful outcome, including but not limited to a funding award. We strive to only pursue the opportunities that have the highest chance of success for the client and to submit an application which is fully compliant with program requirements.

If elements are added to the project beyond the basic understandings at the time of this report, analysis of the elements and their impact on potential funding will be required to fully understand how the grant opportunities provided in this document are affected.