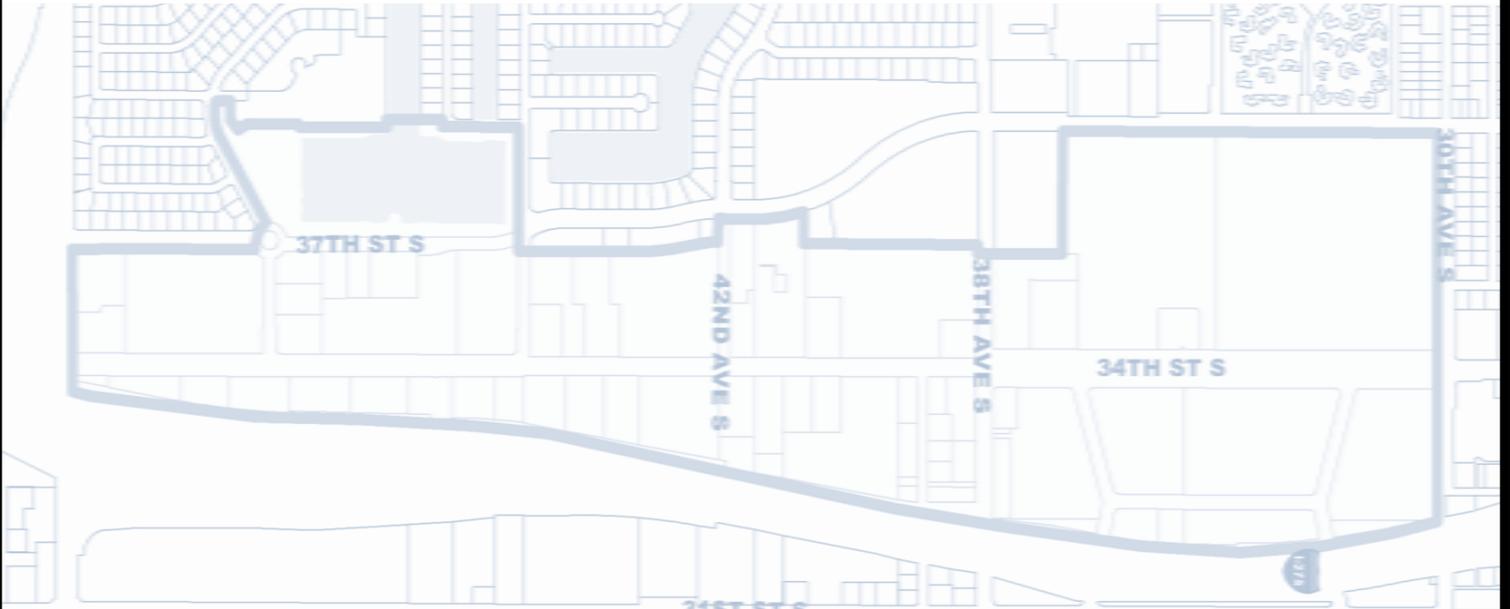
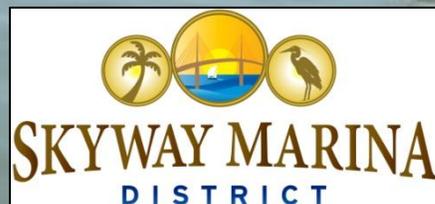


# The Skyway Marina District Plan



May 2014





# Credits & Acknowledgements

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The Honorable Rick Kriseman

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Jim Kennedy	District 2
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Steve Kornell	District 5
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## PREPARED BY

Planning and Economic Development Department  
City of St. Petersburg  
Florida

**MAY 2014**

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Community Services  
Engineering and Capital Improvements

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# EXECUTIVE SUMMARY

This plan is the result of the southern St. Petersburg community and City's desire to establish a destination district in southern St. Petersburg. The community has been very engaged and positive to changes along the corridor that will better ensure its vibrancy and the quality of life for all area residents. The Skyway Marina District was officially born in October 2013 when the area was named.

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

## **OBJECTIVE: Create a place with a recognizable identity**

- Provide a unique environment that includes art
- Provide a physical definition of boundaries
- Create a positive brand that is marketed
- Utilize the existing marine lifestyle in the area
- Make the public realm more appealing

## **OBJECTIVE: Increase the population and buying power**

- Establish an Activity Center designation to increase density
- Construct additional market rate residential units
- Implement housing efforts in concert with economic development efforts
- Market the potential of mixed use vertical development
- Increase tourist visits

## **OBJECTIVE: Increase employment**

- Promote the area as an employment center
- Establish an Activity Center designation to increase square footage allowances
- Attract additional retail and restaurants
- Market area neighborhoods
- Create and market incentives

## **OBJECTIVE: Create a multimodal environment**

- Establish trolley service
- Enhance the trail system
- Promote the proximity to marinas
- Improve the pedestrian environment

## **OBJECTIVE: Promote sustainability**

- Encourage green building development
- Encourage Florida friendly landscaping
- Utilize best storm water management practices

## **SUMMARY of RECOMMENDATIONS**

### Land Use and Site Design

Promote a mixed use district with quality design, construction and site design.

#### ◀ **Goal 1: Construction of high quality new development**

- Create an Activity Center designation for the 34<sup>th</sup> Street corridor that will increase the density and intensity of development.
- Encourage new development to use sustainable building techniques and environmentally sensitive site design.
- Encourage the private sector to use art in public areas.
- Explore providing a public drainage facility to service the entire District.

#### ◀ **Goal 2: Enhancement of existing development**

- Encourage restaurants to construct outdoor dining areas.
- Promote Crime Prevention through Environmental Design (CPTED) principles.
- Create a district team to meet regularly about issues and projects within the District.

### Economic Development

Retain businesses and attract additional retail, office employment and marine-related businesses.

#### ◀ **Goal 1: Recruit desired businesses**

- Provide up to \$1 million as a financial incentive for the first qualifying mixed use redevelopment to locate within the District.
- Provide up to a \$50,000 financial incentive for the first qualifying sit-down restaurant to locate within the District.

- Pursue unique restaurants and retailers to increase the market trade area for the District.
- Establish a special emphasis on recruiting marine and water-related businesses.
- Target significantly underutilized parcels for redevelopment.
- Establish an economic development committee.

◀ **Goal 2: Retain existing businesses**

- Implement merchant assistance programs and promote the City's Greenhouse resources.
- Explore creating a revolving micro loan fund dedicated to the District to provide low interest loans to businesses for certain business improvement activities.
- Establish a partnership with financial institutions to better understand the lending process, loan products, gain contacts and help educate interested persons.

◀ **Goal 3: Establish an economic development marketing program for the District**

- Establish a realtor, developer and prospective business open house/tour to promote development opportunities, this plan and showcase all positive aspects of the District.
- Explore competitive advantages to make the District stand out among other business districts.

Streetscape

Promote a cohesive and attractive appearance throughout the corridor.

◀ **Goal 1: Physically define the District's boundaries**

- Install prominent gateway signs, landscaping and other features at locations in or immediately adjacent to the District's entryways.
- Create secondary gateways with signage and landscaping along major streets off of 34<sup>th</sup> Street.
- Establish a theme or style for public components such as signage, lighting, transit shelter and street furniture.

◀ **Goal 2: Enhance public areas and rights-of-way.**

- Install public art in areas such as the medians, rights-of-way, gateways and bus stops.
- Install ground or low height landscaping in the right-of-way along the sides of 34<sup>th</sup> Street.
- Landscape the 34<sup>th</sup> Street medians to be more prominent and in character with other public plantings.

◀ **Goal 3: Enhance existing public infrastructure.**

- Install pedestrian lighting along 34<sup>th</sup> Street South.
- Install banner arms on each current street pole along 34<sup>th</sup> Street.

## Transportation

Promote a multimodal transportation system that is safe and reliable.

### ◀ **Goal 1: Improve the overall safety of the transportation system.**

- Reconfigure the turn lanes to improve the traffic flow of the 54<sup>th</sup> Avenue South and 34<sup>th</sup> Street intersection.
- Conduct a roadway safety audit for driveways along 34<sup>th</sup> Street South.

### ◀ **Goal 2: Enhance the City Trail system.**

- Provide direct trail connectivity between the retail corridor north of 54<sup>th</sup> Avenue South and South Planning Area if design and cost are feasible.
- Identify and construct additional trail feeder lanes for the City Trail from 37<sup>th</sup> Street South to 34<sup>th</sup> Street, extending to 31<sup>st</sup> Street when possible.

### ◀ **Goal 3: Improve the transit system.**

- Install bus shelters with benches, bike racks and trash receptacles at all bus stops along 34<sup>th</sup> Street South.
- Establish a trolley route along 34<sup>th</sup> Street South that includes stops at Eckerd College, St. Pete Beach and other areas identified with a significant ridership.

## Marketing and Promotions

Promote a positive and unified brand for the area through an organization dedicated to the District.

### ◀ **Goal 1: Create a full service business organization**

- Create subcommittees such as membership, funding, branding and promotional events.
- Hold workshops to assist businesses with marketing, promotions, social media, merchandising and other topics as determined.
- Partner with Eckerd College, St. Petersburg College, USFSP and Lakewood High School's Center for Advanced Technology (CAT) to provide interns to assist with projects.

### ◀ **Goal 2: Implement a marketing and promotional program**

- Encourage use of the District name and logo in all business promotion and advertising.
- Hold special events that will attract a broad cross-section of people.
- Continue to involve the surround neighborhoods by attending meetings, submitting newsletter articles, sponsoring events, and communicating about District news, meetings and events.
- Promote businesses in the District via various media outlets to guide customers to the district.

- Create a marketing packet to promote the district to potential businesses, investors and developers.
- Utilize social media to establish a connection with current and potential customers.
- Utilize co-op advertising using the District name and logo in various publications to better brand the District.

### Implementation

Systematic completion of projects and programs over the next several years will show commitment to improving the District.

- The City's Planning and Economic Development staff will be responsible for coordinating the implementation of this plan.
- Complete projects that provide branding and identification of the District such as gateway signage, landscaping and decorative features.
- Adopt and promote a design style for public components that will identify the District.
- Utilize Florida Department of Transportation (FDOT) grant funding for landscaping right-of-way along 34<sup>th</sup> Street South.
- Work with FDOT to improve the safety of intersections, and improve the bicyclist and pedestrian experience.
- Work with the Pinellas Suncoast Transit Authority to improve mass transit and associated amenities.
- Establish and initially fund a strong business organization able to market and promote the District.
- Continue to involve surrounding neighborhoods in this plan's implementation.



# INTRODUCTION

This Plan represents a collective vision for the Skyway Marina District, located on 34<sup>th</sup> Street South between 30<sup>th</sup> and 54<sup>th</sup> Avenues, that will capitalize on its strengths and lead the City to have a South St. Petersburg mixed use center. The community has had a longtime desire to have an activity center in the far southern Pinellas County area as their first option for shopping and dining.

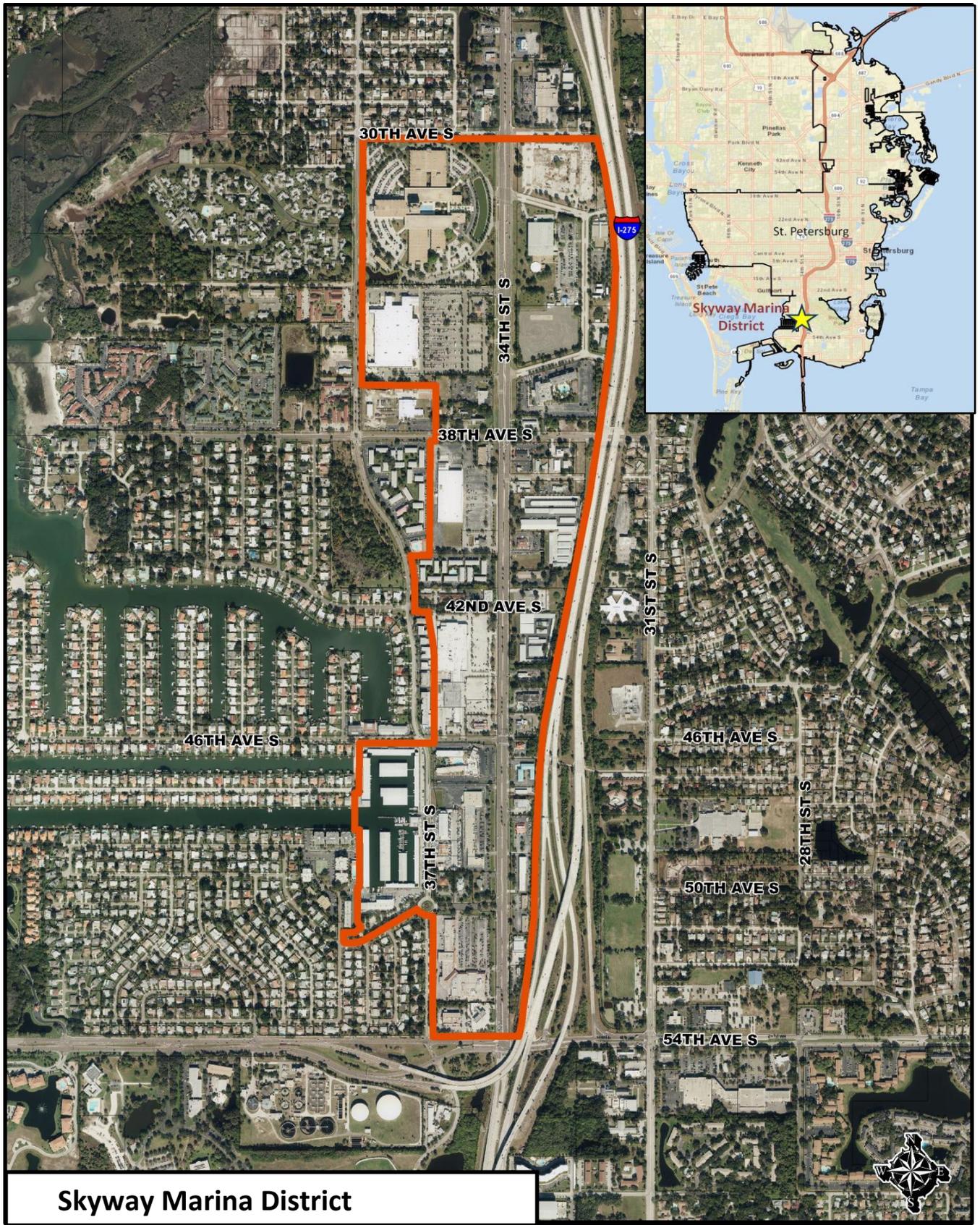
This is an ambitious plan made possible by a high level of agreement behind its recommendations. The dedication of the Steering Committee to meet throughout the planning process was the driving force behind shaping a collective vision. The open nature of the Steering Committee allowed everyone to participate and provide input on the future of the corridor. More than 50 persons representing various groups regularly attended meetings and further reinforced the importance of the Skyway Marina District Plan.

*The Skyway Marina District is in a unique position to capitalize on the waterfront, transportation access, tourism and academic institutions - assets rarely found together in the Tampa Bay Region.*

The plan has five strategies: Transportation, Streetscape, Land Use & Site Design, Economic Development and Marketing and Promotions. The purpose of the plan is to:

- 1) Improve the retail experience,**
- 2) Create more redevelopment opportunities; and**
- 3) Increase the profits of businesses.**





**Skyway Marina District**

Figure 1

# South Planning Area

The area immediately adjacent to the south of the Skyway Marina District consists of two marinas, a motel, Maximo Park, an office building and two vacant parcels. This area's only current access to the 34<sup>th</sup> Street corridor is via Interstate 275 or various local roads to the east. Plan implementation will explore the creation of a direct connection to the primary commercial district to the north.



Figure 2

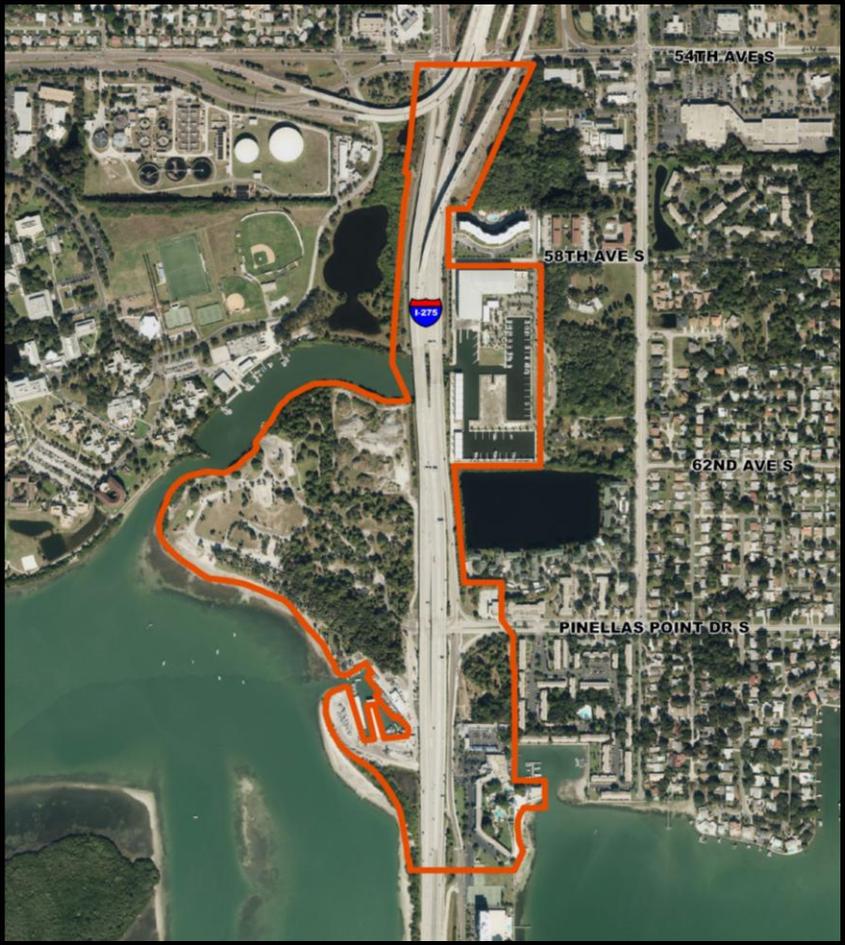


Figure 3

# Planning Process

The planning process began in March 2013 and a community kickoff meeting was held in April with 250 people in attendance. Two other community presentations in August and October were held to provide a Plan update and the Plan’s recommendations.

Steering committee meetings comprised of neighborhood residents, businesses and others in the community were held throughout the Summer of 2013 at the St. Petersburg College Allstate Campus within the District. These meetings were open to everyone and regularly had over 30 people in attendance. Meeting topics concentrated on each of the Plan strategies and consisted of educational presentations followed by discussion on the vision of the Skyway Marina District. Final meetings focused on discussion of the Plan’s recommendations for each of the strategies.



# Political Resources

The Skyway Marina District is politically represented by the following:



## **City of St. Petersburg**

City Council District 5 – Steve Kornell  
City Council District 7 – Wengay Newton



## **Pinellas County Board of County Commissioners**

County Commission District 3 – Charlie Justice  
County Commission District 7 – Ken Welch



**Florida Legislature**

Florida Representative District 69 - Kathleen Peters  
 Florida Representative District 70 - Darryl Rouson

Florida Senate District 19 – Arthenia Joyner  
 Florida Senate District 22 – Jeff Brandes



**United States Congress**

U.S. Congressional District 13 – David Jolly  
 U.S. Congressional District 14 – Kathy Castor



Figure 4

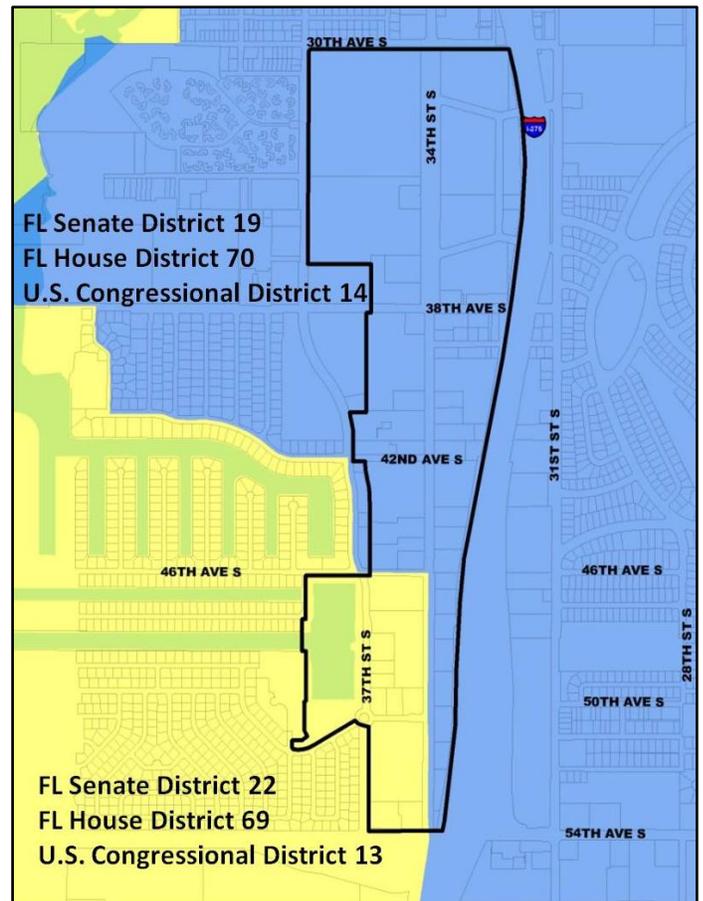


Figure 5

# Surrounding Neighborhoods

The surrounding neighborhoods are important to the success of the Skyway Marina District, and have overwhelmingly supported the need for a plan and this planning effort. St. Petersburg Neighborhoods adjacent to the District include: Broadwater, Maximo Moorings, Lakewood Estates, Greater Pinellas Point, Clam Bayou and Perry Bayview. Neighborhood Associations highlighted are registered with the City of St. Petersburg.

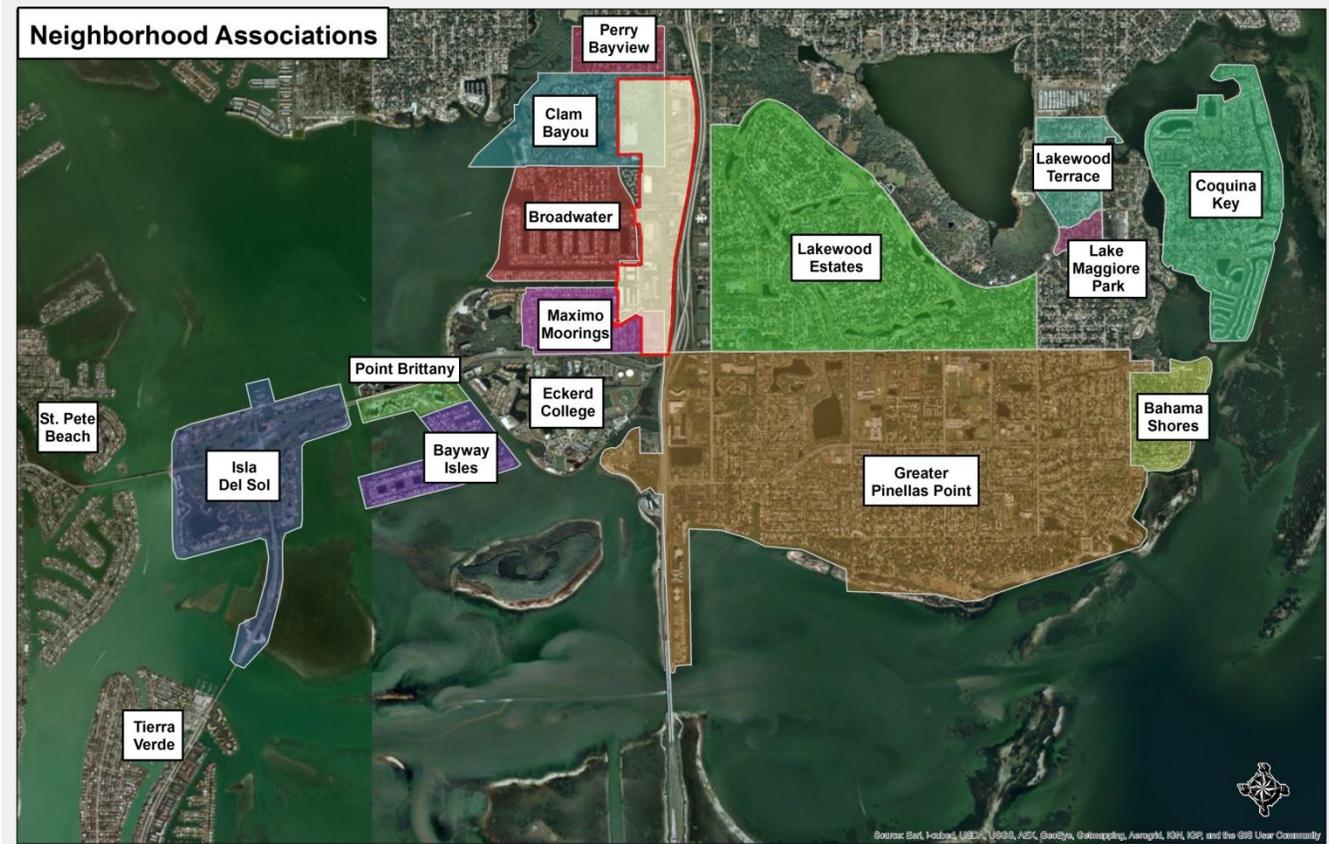


Figure 6

# Skyway Marina District Assets

## 1. Accessibility

- Interstate 275 parallels U.S. Highway 19
- 10 minute drive to Downtown St. Petersburg and Manatee County
- 15 minute drive to Gateway St. Petersburg
- U.S. Highway 19 (34<sup>th</sup> Street) has six travel lanes providing local service
- 54<sup>th</sup> Avenue South and Pinellas Bayway provides east/west access

## 2. Proximity to Water

- Maximo Marina has direct access to the Intracoastal Waterway leading to the Gulf of Mexico
- O'Neill's and Loggerhead Marinas in the south planning area have direct access to both Tampa Bay and the Gulf of Mexico

## 3. Existing Large Property Tracts

- Eighteen commercial parcels over 2 acres are located within the District
- Several developments have 5 acres or greater

## 4. Tourists/Visitors

- Fort DeSoto Park has 350,000 annual visitors who travel through or adjacent to the District
- St. Pete Beach is minutes away from the District

## 5. Surrounding Neighborhoods

- Neighborhood residents in the Southern St. Petersburg area have limited shopping opportunities
- Surveys and public sentiment greatly support the Skyway Marina District and the expansion of development

## 6. Academic Institutions

- Eckerd College is located in very close proximity to the District and has over 2,000 students on campus
- The St. Pete College Allstate Center is the major public safety training institution in Pinellas County

## 7. City Trails

- City recreation trails, referred to as "City Trails", connect with the Pinellas Trail in central St. Petersburg, and are primarily located along the eastern and southern edge of the District

# Survey

Surveys were distributed to all businesses, property owners and neighborhood associations within the southern St. Petersburg area, and also placed online at the onset of the planning process. Over 230 surveys were returned from all southern St. Petersburg neighborhoods, Tierra Verde and Gulfport, providing a good sample of area resident's opinions. The Broadwater, Lakewood Estates, Bayway Isles, Patriot Square Condominiums and Greater Pinellas Point Neighborhoods account for approximately 7 out of 10 survey results. This distribution is expected since the Skyway Marina District is a primary business district for these neighborhoods. Complete results are in the Appendix.

**Overall quality** of this area of 34<sup>th</sup> Street was rated as poor by 54% of respondents and fair by another 40%. Overall quality was not defined in the survey, but rather intended to gauge public perception and could include all public streetscape conditions, private property conditions, development and business quality, and retail choices. The responses could be skewed due to a particular aspect of the District falling well short of the responder's standards. The important conclusion of the results of this question is the need for comprehensive improvement in the Skyway Marina District.

**Improvement needs** were requested to be ranked from 1 to 5, with 1 needing the most improvement and 5 needing the least. The top ranked item needing improvement was improved retail choices including restaurants, followed by the quality of businesses and development.

**New development** of retail (includes restaurants) is supported and desired by over 89% of the respondents correlating with the top ranked improvement need. A majority (62%) of respondents also support new development involving mixed use which is defined as retail, office, hotel/motel and residential uses.

**Patronization** of existing businesses is strong with 75% of respondents visiting a business more than once a week. Adding persons visiting a business at least once a week raises the patronization to 86% of respondents. Respondents are conducting business or shopping in the Skyway Marina District frequently.

**Retail leakage** was measured by asking how much of respondent's retail shopping and dining out is conducted outside of Skyway Marina District. Two-thirds of the respondents are going outside of the District more than 50% of the time to eat and shop. There is a high patronization of the District as a whole which is positive; however, respondents are finding the need to do a large segment of their shopping and dining outside the District.

**New or additional retail businesses** were listed to gauge the support for specific types of additional retail stores. Respondents were allowed to check all types desired. Home improvement stores were chosen on 73% of the surveys, followed by home decoration/houseware stores(66%), apparel stores(men & women)(60%) and ice cream/yogurt shops(59%).

The **type of restaurants** that will be supported were listed in four categories including fast food, casual dining, buffet/cafeteria and full service. Respondents were allowed to check all types desired. Casual dining received an 86% response and followed very closely by full service restaurants (85%).

Concluding analysis of the survey emphasizes that existing businesses within the Skyway Marina District are providing basic needs such as groceries, gasoline, banking and quick dining. The lack of other retail and dining opportunities require residents to drive outside of the southern St. Petersburg area, but are desired within the Skyway Marina District.





# Strategy Vision Statements

## Transportation

*The District should embrace all viable mobility options that are reliable, affordable and safe.*

*Connectivity and walkability should be a high priority and an important consideration throughout the District.*

## Streetscape

*An attractive appearance should be created within the District that establishes a cohesive image, unique identity and safe environment, and includes public art and Florida friendly landscaping.*

## Land Use & Site Design

*Mixed use vertical development with ground floor retail and integrated parking should be encouraged. Unique businesses and design are desired.*

*Sites should provide multi-modal amenities, off-site connectivity and native landscaping with signage reflecting the character of the district.*

*Best environmental practices should be encouraged in the construction of all development.*

## Economic Development

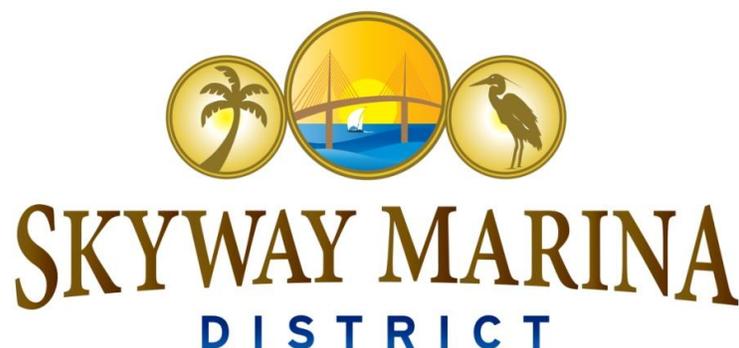
*Additional retail, restaurants and offices are desired in the District to provide additional shopping, dining and employment.*

*The location of the District supports a special emphasis on marine related development and recreational activities.*

## Marketing & Promotions

*A positive and unified brand should be created for the District that is easily identifiable and marketed.*

*A strong business organization is desired to focus on activities that improve the business climate and increase customers patronizing the District.*



# LAND USE & SITE DESIGN

## VISION STATEMENT:

*Mixed use vertical development with ground floor retail and integrated parking should be encouraged. Unique businesses and design are desired.*

*Sites should provide multi-modal amenities, off-site connectivity and native landscaping with signage reflecting the character of the district.*

*Best environmental practices should be encouraged in the construction of all development.*

The Skyway Marina District is primarily comprised of one story commercial buildings sited on the rear or edges of lots in the typical suburban development pattern. Ceridian Human Capital Management is housed in an eight story office campus on the north side of the District and is the only vertical development. Many of the sites have the ability to build mixed use at a greater height.

Existing land use patterns are typically retail and commercial with the exception of the far north end having Ceridian, the Grand Villa assisted living facility, Saint Bartholomew's Church and the St. Petersburg College Allstate Center. Development between 30<sup>th</sup> and 38<sup>th</sup> Avenues is generally on larger parcels and setback farther from the road.

Shopping centers are interspersed with newer and older development and can be recognized with a different level of site design. Landscaping and site planning requirements have progressed to a higher treatment level which is evident between older and newer development.



# Opportunities and Issues

- ✓ There are 13 parcels over 5 acres that can be developed under the “large tract” development standards.
- ✓ Mixed use development with commercial, retail and office is allowed on all sites within the District.
- ✓ Large tract parcels over 5 acres have the ability to build up to 150 feet in height.
- ✓ Light Manufacturing is allowed south of 38<sup>th</sup> Avenue.
- ✓ Research and Development businesses are permitted north of 38<sup>th</sup> Avenue and as a special exception south of 38<sup>th</sup> Avenue.
- ✓ Residential density allows a maximum of 40 dwelling units per acre and 55 hotel units per acre south of 38<sup>th</sup> Avenue.
- ✓ An activity center will increase residential density to 60 dwelling units per acre south of 38<sup>th</sup> Avenue.



- ✓ Nonresidential intensity or Floor Area Ratio is .75 for the entire District and can increase to 1.12 with an Activity Center designation.



# Background

## Existing Land Use

There are 227 developable land acres within the Skyway Marina District. Commercial is the largest existing land use in the District having 100 acres or 44% of the total acreage. Office land use has the second most acreage with 45 acres (20%) and is primarily the Ceridian campus. Public/Semi-public existing uses include St. Petersburg College and churches, accounting for 26 acres (11%). Other existing uses include industrial (self storage), residential, marina and vacant.

There is one nine acre vacant parcel at the north gateway of the Skyway Marina District which is a premium site. Commercial land uses are primarily found south of 38<sup>th</sup> Avenue with the exception of the Walmart Superstore located to the north. North of 38<sup>th</sup> Avenue is primarily office and institutional with Ceridian and the St. Petersburg College Allstate Center. The area between I-275 and 34<sup>th</sup> from the 3800 to 4300 blocks of 34<sup>th</sup> Street has a variety of existing land uses including commercial, industrial (self storage), office, public/semi public and vacant.

<u>Existing Land Use</u>	<u>Acres</u>
Commercial	99.6
Industrial	11.9
Marina	18.0
Office	44.8
Public/Semi Public	25.6
Residential	12.9
Vacant	14.4

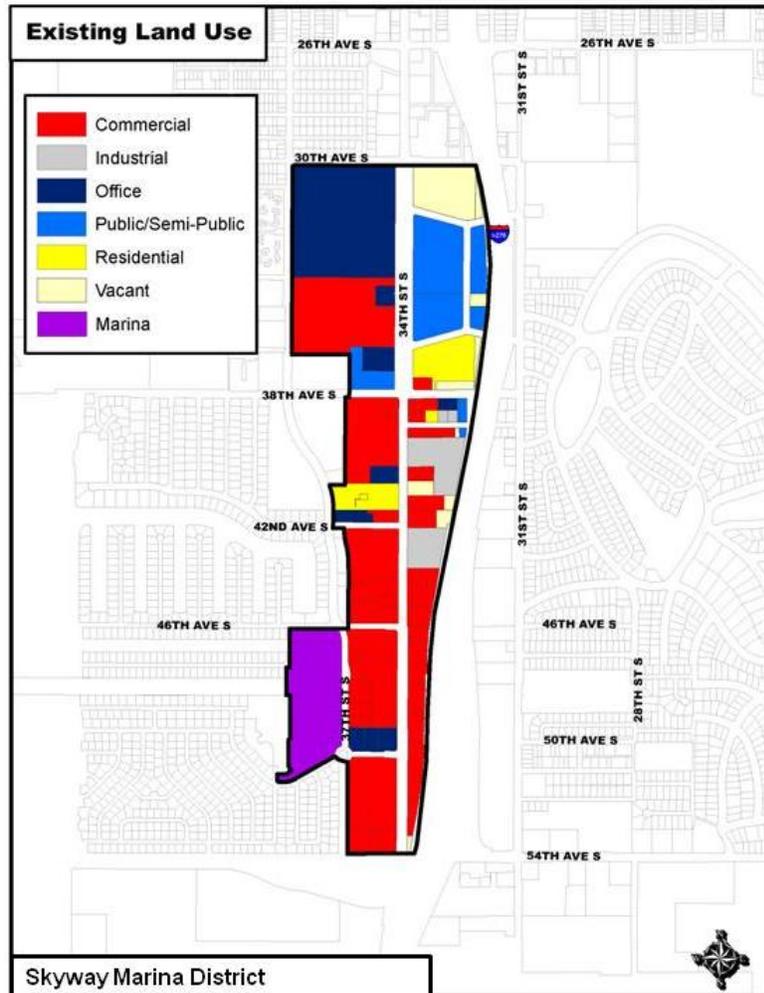


Figure 7

## Future Land Use

The Future Land Use of the District is primarily Planned Redevelopment–Commercial (PR-C) with 187 acres (83%). Institutional (INS) has 22.5 acres (10%) and comprises the St. Petersburg College Allstate Center property. Residential Medium (RM) underlies the Patriot Square Condominium development and the southernmost part of the Maximo Marina is designated Residential Urban (RU) currently being used for parking.

PR-C allows the full range of commercial and mixed uses including retail, office, service and high density residential uses not to exceed a floor area ratio of 1.25 and a net residential density of 55 dwelling units per acre. Higher densities and intensities are acceptable

within secondary activity centers but not exceeding a floor area ratio or a net residential density as established in the redevelopment plan.

Research/Development and Light Manufacturing/Assembly (Class A) uses are allowed in this plan category only after the nature of the proposed use has been determined and the following criteria are considered: neighboring uses and the character of the commercial area in which it is to be located; noise, solid waste, hazardous waste and air quality emission standards; hours of operation; traffic generation; and parking, loading, storage and service provisions.

<u>Future Land Use</u>	<u>Acres</u>
INS	22.4
PR-C	187.5
R/OS	.5
RL	.3
RM	14.6
RU	2.0

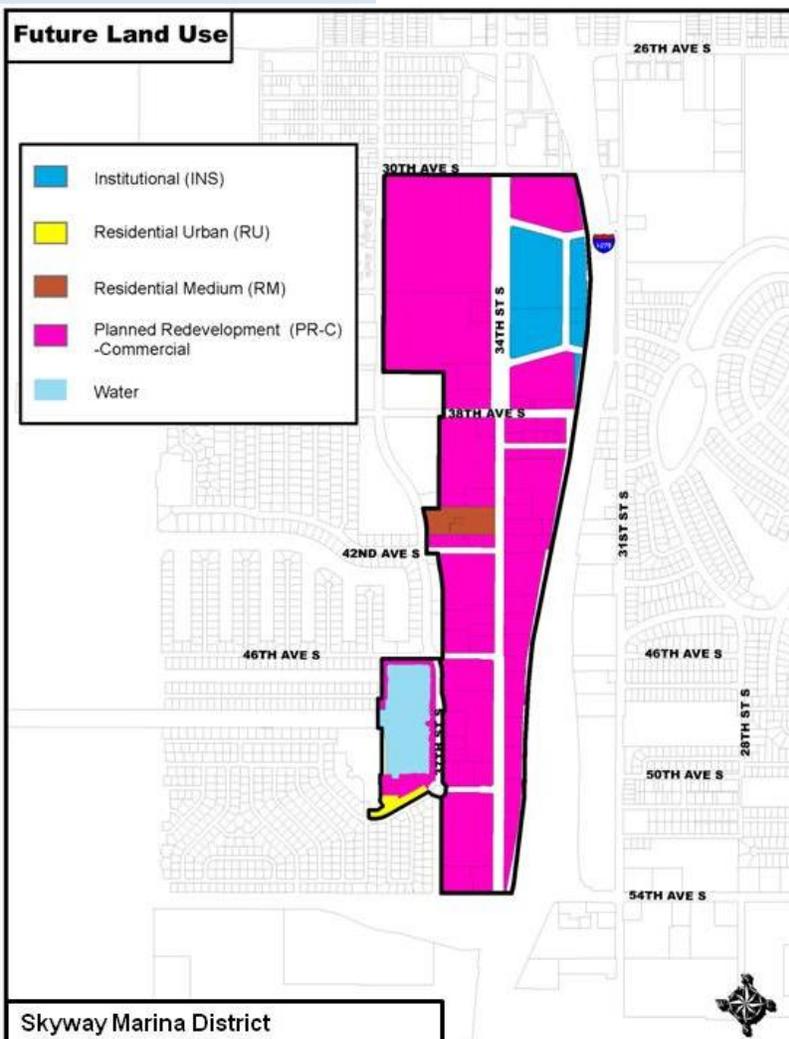


Figure 8

**Zoning Districts**

The two primary Zoning Districts within the Skyway Marina District are Corridor Commercial Suburban-2 (CCS-2) and Retail Center-1 (RC-1) with 107 and 104 acres respectively. The other two Zoning classifications are Neighborhood Suburban - Multifamily-1 (NSM-1) that comprises the Patriot Square Condominium development and Neighborhood Suburban - Single Family-1 (NS-1) that underlies the southernmost Maximo Marina parking lot.

CCS-2 is a classification placed on properties having a development pattern that revolves around the automobile. These areas were primarily developed in the mid to late 20<sup>th</sup> Century and typically exhibit parking lots adjacent to the street, one and two story buildings, drive-thru businesses and limited architectural design. CCS-2 provides the framework to improve building appearance, accommodate pedestrians, and enhance site and neighborhood connections.

Permitted uses include multifamily residential, hotels, retail, restaurants, offices, light manufacturing, commercial recreation and various institutional entities. This zoning district also allows mixed use development. A few notable special exceptions include research and development laboratories, performing arts venues and cinemas. The Use Permissions table is located in the Appendix.

RC-1 is a classification on properties with uses dominated by the automobile. The nature of this zoning district recognizes the suburban nature of large scale retail, employment and residential uses or a mixture of such. RC-1 intends to protect adjacent neighborhoods while

<b><u>Zoning District</u></b>	<b><u>Acres</u></b>
CCS-2	106.8
NS-1	2.0
NS-2	.3
NSM-1	14.6
RC-1	103.6

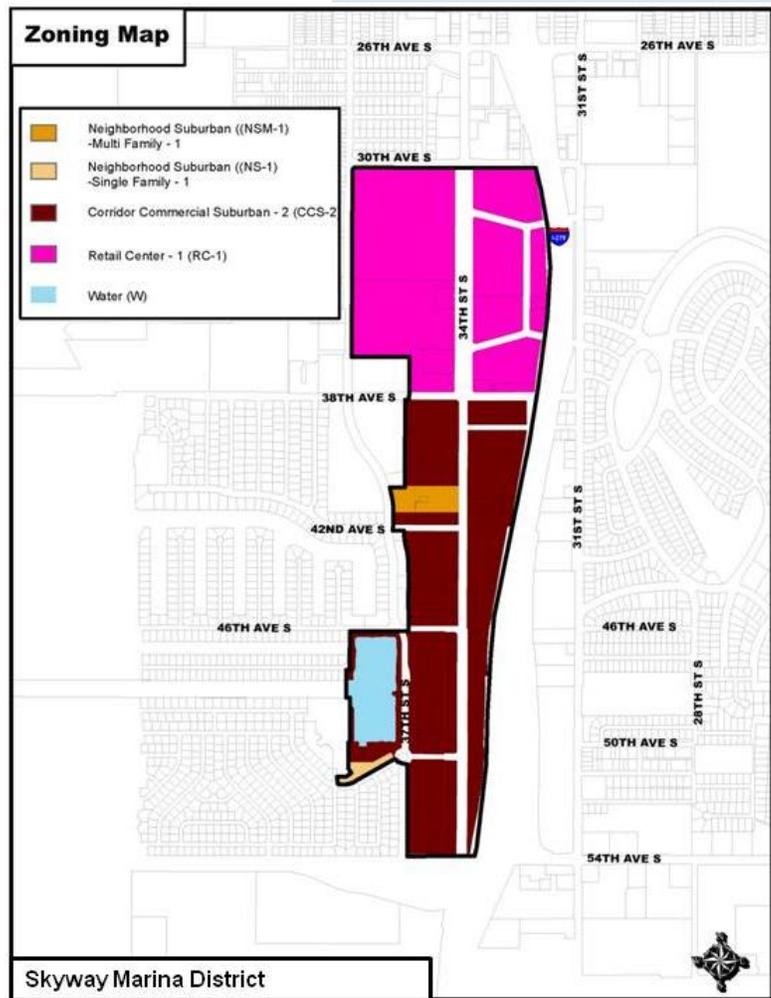


Figure 9



Figure 10

improving building appearance, site design and reducing traffic impacts.

Permitted uses are similar to the CCS-2 Zoning District going further by allowing all arts, recreation and entertainment. Other differences include the requirement of a special exception for gas stations, and outdoor sales as a principal use. Light manufacturing is not allowed in RC-1.

### South Planning Area

The South Planning Area consists of two marinas, a hotel, an office building, a City park and two vacant lots.

The South Planning Area has limited redevelopment opportunities with the exception of a one story office building, two vacant lots and hotel immediately east of I-275. These properties have a Planned Redevelopment – Mixed-Use (PR-MU) Future Land Use and Commercial Corridor Suburban – 1 (CCS-1) Zoning classification allowing retail, office and residential uses.

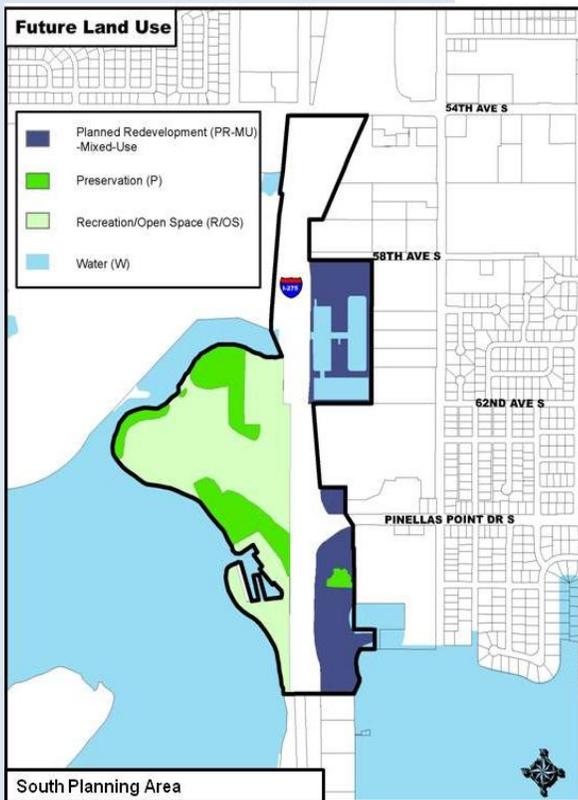


Figure 11

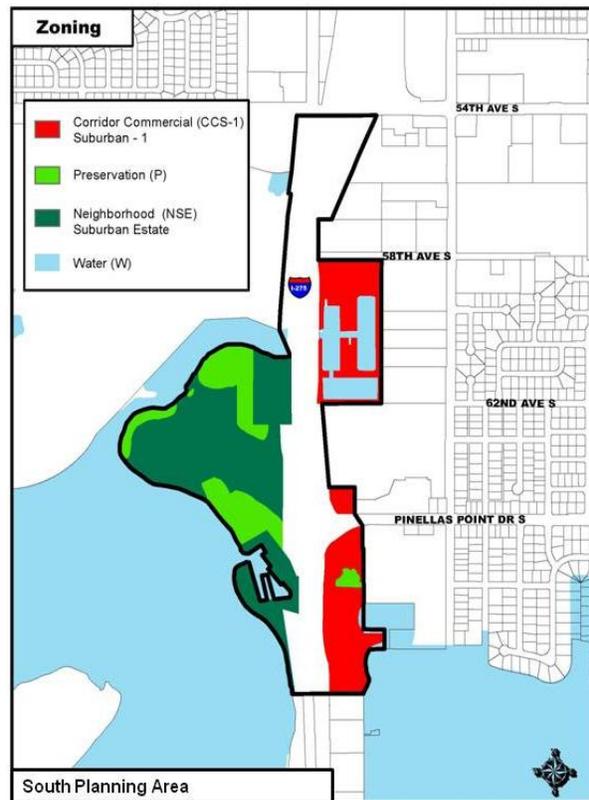


Figure 12

## **Building and Site Regulations**

The site regulations of both zoning districts are flexible in allowing various types of development from suburban to traditional. CCS-2 allows more intense development than RC-1.

CCS-2 allows a maximum of 40 residential units per acre and a floor area ratio (FAR) of .75 while RC-1 allows a maximum residential density of 30 units per acre and an FAR of .75. An activity center designation increases the maximum residential density to 60 units per acre in CCS-2 and 45 units per acre in RC-1. Both districts' FAR are increased to a maximum of 1.12 under the designation. Hotel density is 55 units per acre for both RC-1 and CCS-2.

The impervious surface ratio (ISR) regulates the amount of green space required on a site. CCS-2 allows a maximum ISR of .9 or 90% of the site to be covered with buildings and parking, and RC-1 allows an ISR of .75.

Lot sizes are an integral part of the development regulations for both zoning districts. Lots are classified as small (less than 1 acre); medium (between 1 and 2 acres); and large (greater than 2 acres). Twenty-one parcels are in the large lot category, and twenty-five lots are medium.

Minimum setbacks adjacent to the street range from none to twenty-five feet dependent upon lot size. Maximum setbacks of 30 feet for small and 100 feet for medium lots are also applicable for both zoning districts.

The maximum building height for property zoned RC-1 is 48 feet for all lot sizes and 36 feet for small and medium lots in CCS-2. Buildings are allowed up to 48 feet on large lots in CCS-2.

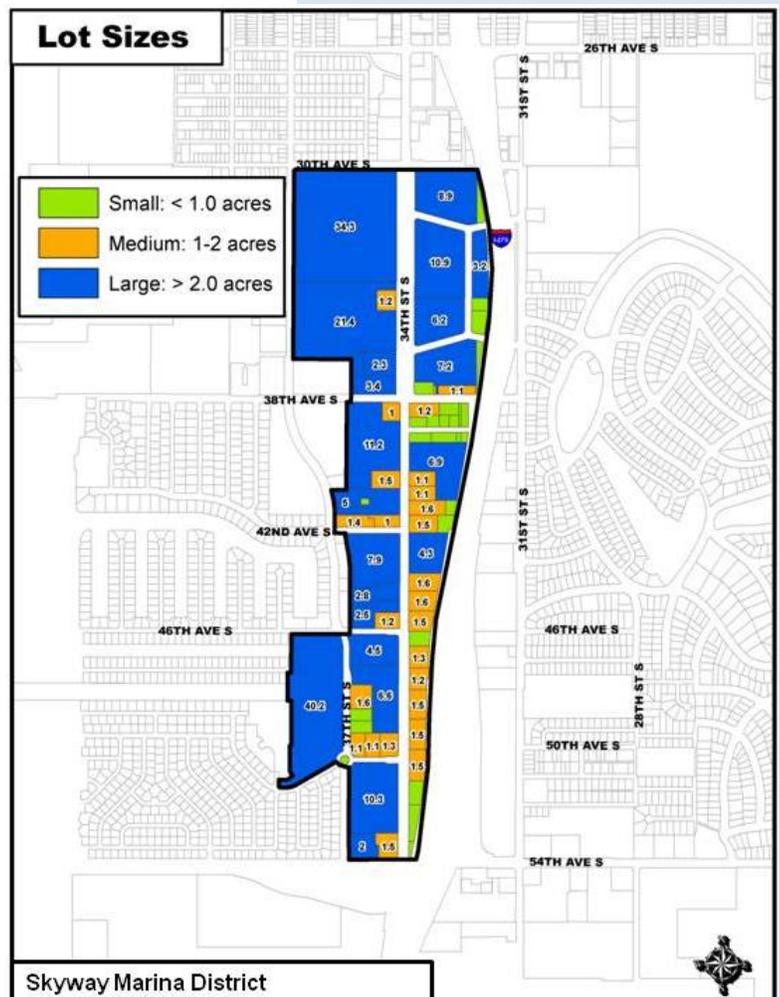


Figure 13

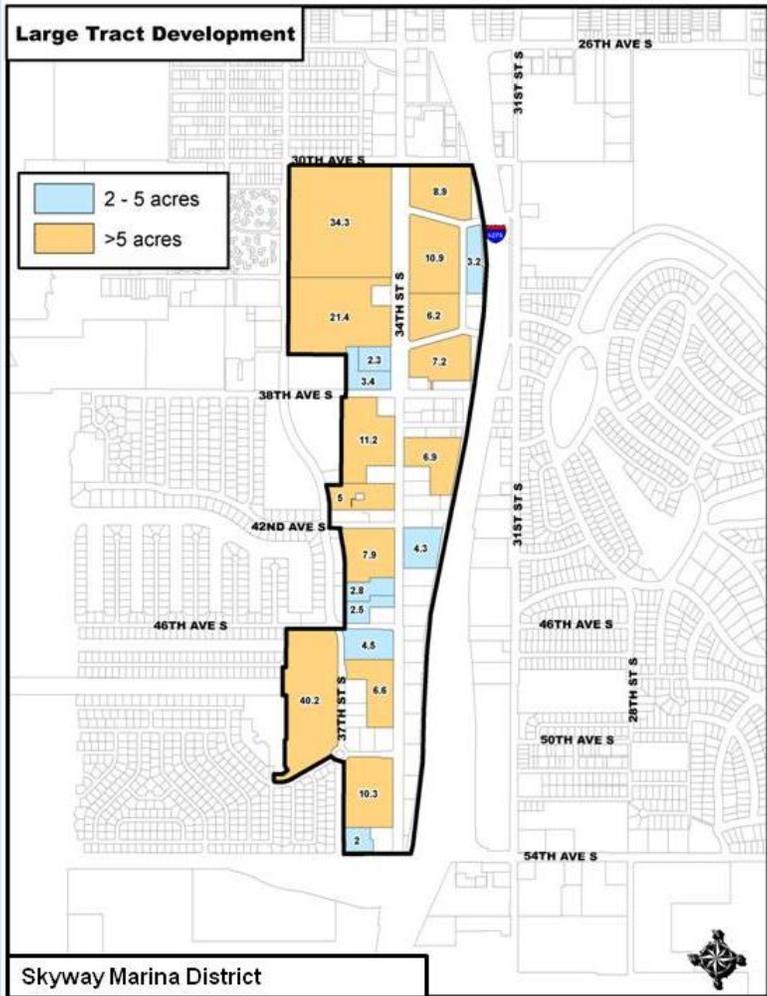


Figure 14

The St. Petersburg Land Development Code’s Large Tract regulations allow parcels between 2 and 5 acres, and greater than 5 acres to develop more intensely. Town center development with mid-rise mixed use development is possible on large tracts. Eight parcels are 2-5 acres and another thirteen parcels are greater than 5 acres, qualifying to be redeveloped under these regulations

Large tract regulations require a minimum 75 feet setback up to 120 feet depending upon building heights. Building heights are allowed up to 72 feet for 2-5 acre projects and 150 feet for projects greater than 5 acres. Adjacent properties are protected from taller buildings through greater setbacks. The sizes of these projects require a more detailed site plan review with conditions pertaining to the project and location. Public hearings are also required to address all issues. The Large Tract regulations are found in the Appendix.

Large tract development permits building heights that allow occupants to enjoy views of Boca Ciega Bay, Tampa Bay, St. Pete Beach, Downtown St. Petersburg and the Sunshine Skyway Bridge.



Views from Ceridian in the Skyway Marina District



## Business Signage

Freestanding pole signs are predominate along the corridor. Walmart, Ceridian, SPC Allstate and the Grand Villa in the north part of the District have monument signs. Many of the existing signs for chain businesses are standard as found at most any other location.

Sign regulations have become more restrictive over time. Older development has taller and bigger signs than allowed by the current St. Petersburg sign code.

The sign code allows one freestanding sign between eight and twenty feet in height. Two freestanding signs are allowed if under eight feet in height and with a frontage of greater than 100 feet. The maximum sign area is 64 square feet per sign face.

Wall signs are allowed 1.75 square feet per linear front foot up to a maximum of 150 square feet. Buildings of four or more stores are permitted one additional sign at the top of the building for identification. The allowable sign area is 3 square feet per lineal vertical foot of the building up to a maximum of 300 square feet.



Walmart, St. Petersburg College and Chase Bank have newer signs

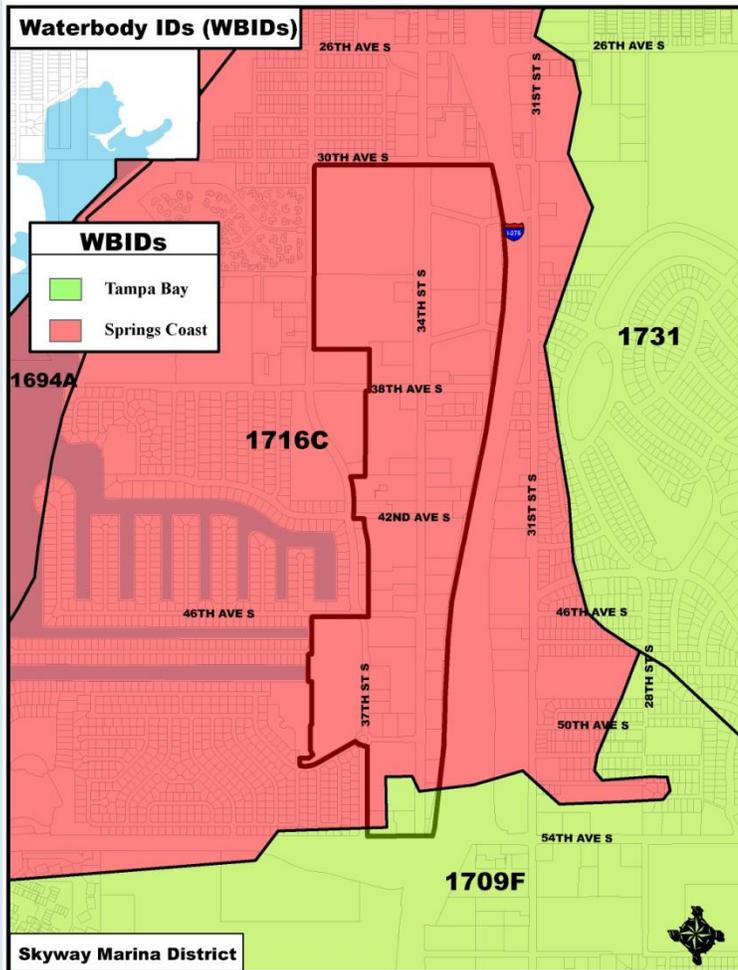


Figure 15

### Stormwater Drainage and Retention

There are two drainage basins that encompass the District. The primary basin is labeled 1716C of the Springs Coast Basin, encompasses almost the entire Skyway Marina District, and drains to intracoastal waters. The extreme southern portion of the District is labeled 1709F and drains to Tampa Bay.

The 1716C basin drains to the Boca Ciega Aquatic Preserve which is classified as an Outstanding Florida Water. Spectacular natural resources are located in close proximity to urban development along the waterfront. The Boca Ciega Preserve includes mangrove dominated shorelines, and protects an area with breeding birds, fish nurseries, freshwater springs, salt marshes, seagrass meadows, and mangrove forests.

The water table is close to the surface and the topography is karst. Watersheds located in karst regions are extremely vulnerable to contamination. Many of these karst features

infiltrate the water table, forming a direct connection between the land surface and the underlying aquifer systems, allowing interactions between surface and ground water, and increasing the threat of ground water contamination from surface water pollutants.

Water quality is very important to the marine environment surrounding the Skyway Marina District. The health of the aquatic ecosystem is a primary reason that people live and visit southern Pinellas County. Stormwater retention techniques have significantly improved since many of the larger developments were constructed in the 1970's and 1980's. Redevelopment within the District will further enhance the marine environment by using best drainage management practices required by current regulations.

Boca Ciega Bay



## Flood Zones

Two flood zone designations dominate the Skyway Marina District with X in the northern half and AE-11 in the southern half. X Zones are areas of minimal flood hazard from the principal flood source and determined to be outside the 0.2 percent annual chance floodplain. Flood insurance is not required for properties in Zone X. AE Zones are subject to a one percent or greater annual chance of flooding in any given year with the number indicating feet above sea level required for new construction. Flood insurance is required for all properties in Zone AE with a federally-backed mortgage.

Existing elevations surveyed in December 2011 for the City Trail along 37<sup>th</sup> Street South range from approximately 103 feet to 106 feet in the AE Zone. However, each property is unique and requires site specific elevation data with new construction or substantial improvements.

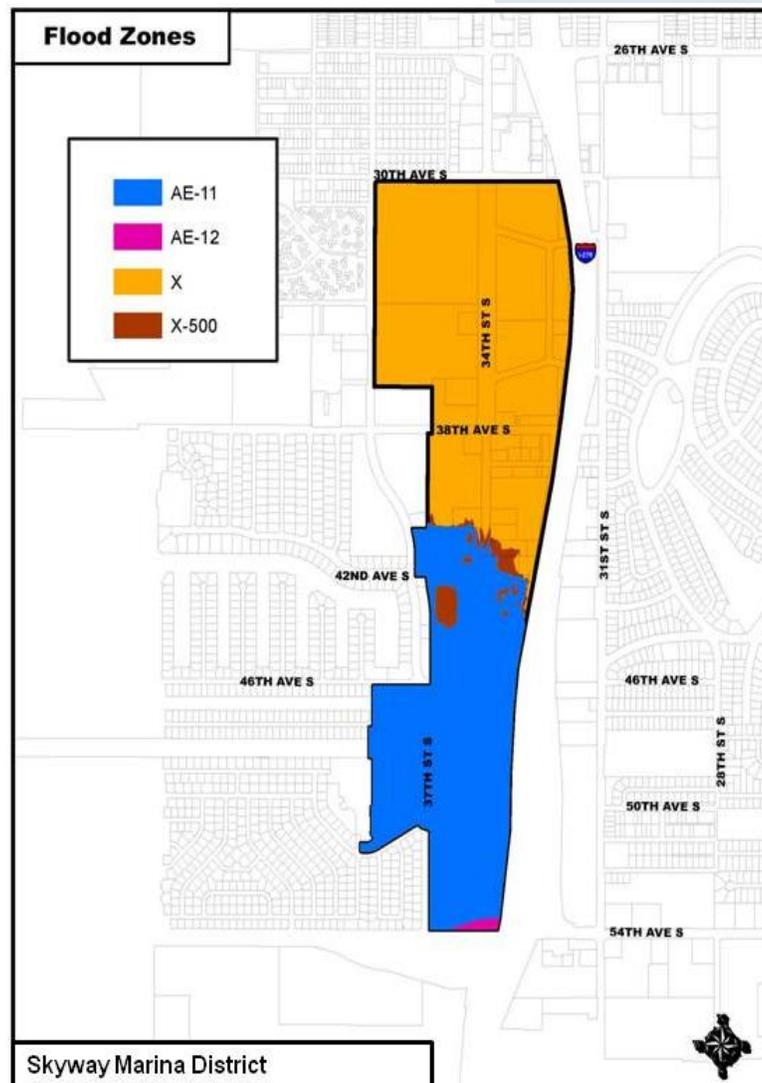


Figure 16

## Property Conditions

A windshield survey of property conditions was conducted in March 2013. Four subjective ratings were used to categorize the visual quality of buildings and sites. Properties were rated excellent by having well maintained buildings and sites including exceptional landscaping. Good ratings were placed on properties with well maintained buildings and sites, but having an overall lack of landscaping. Often these developments were constructed under regulations not requiring the level of green space or landscaping of more recent projects. Properties labeled as fair have good buildings but lack site maintenance and landscaping appeal. Finally, poor properties have a general lack of site and building maintenance, detracting from the overall appearance of the District. Vacant parcels, the St. Pete College driving course and Maximo Marina were not assessed, and account for 19% of private property.

Overall, 59% of the Skyway Marina District's property conditions were rated as excellent or good. These properties provide a very positive aesthetic value to the District. Properties rated fair or poor (22%) range from needing refreshed landscaping to needing complete site redevelopment including paint, plantings, lighting, signage, paving and landscaping.

New development or significant property renovations will require properties to be brought up to current standards and regulations. This will benefit the overall appearance of the District by providing additional green space, brighter lighting, and updated signage.



Figure 17

# Land Use and Site Design Recommendations

Recommendations for the Land Use and Site Design strategy's primary vision of a mixed use district are as follows:

## Goal 1: Construction of high quality new development

**Action:** Create an Activity Center designation for the 34<sup>th</sup> Street corridor that will enable the development potential of parcels to be maximized within the District.

Current Land Development Regulations allow intense mixed use, however, an Activity Center designation would enable increased density and intensity. Large tracts are encouraged to redevelop at their highest potential or highest and best use in order for the vision of the plan to be fully realized which could include mid-rise buildings with a variety of public spaces. Town center development offers the most potential for bringing desired retail, restaurants, employment and residences to the Skyway Marina District.

**Action:** New development should be encouraged to use sustainable building techniques and environmentally sensitive site design that includes Florida friendly landscaping and innovative storm water design.

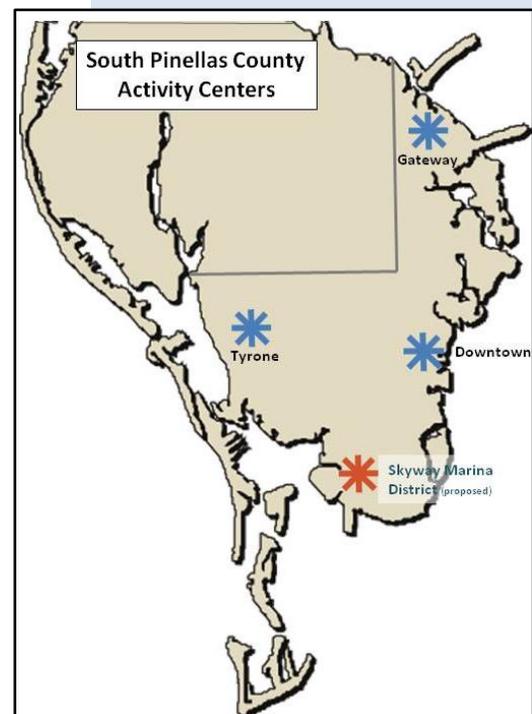
The close proximity of the District to the waterfront emphasizes the need for new development to build using best management practices. Maintaining a healthy aquatic system is very important to tourism, neighborhood stability and the District's business environment. LEED building construction would further establish the environmental sustainability desired.

**Action:** Businesses and especially new development should be encouraged to use art in public areas.

St. Petersburg is a City of the arts and the District should capitalize on the opportunity to have a public art niche that reflects the character of the area. Public art not only



Redevelopment concept of the Skyway Mall site.





Potential type of business signage that could be encouraged throughout the District.



IHOP, Brewburgers and Subway each have designated patio seating.

provides aesthetic value but also helps define a place and can increase the positive visibility of the District.

**Action:** *The City should explore opportunities to provide a public drainage facility that could service the entire 1716C Springs Coast basin in the District.*

Vacant or underutilized parcels in the District, most notably along I-275 could be developed with stormwater facilities to provide better stormwater retention in the area. These master planned facilities could assist redevelopment on a District wide basis instead of a parcel-by-parcel basis.

**Action:** *Local universities and colleges should be approached about being involved in creating design concepts.*

Design projects or competitions can provide greater awareness of the District’s vision and inspiration for redevelopment that can transform the corridor while providing students an academic experience.

**Goal 2: Enhancement of existing development**

**Action:** *Business signage along 34<sup>th</sup> Street should be encouraged that fits with the theme or style of the District to be determined by the Skyway Marina District Association.*

Businesses should be encouraged to install signage that fits with the character of the District that is being promoted. Signage should reinforce the area, not define it. Examples of the types of signs desired should be made available.

**Action:** *Restaurants should be encouraged to construct outdoor dining areas using design elements to create a defined space. Parking spaces in front of restaurants should be explored by the business owners for conversion to outdoor dining areas.*

All suitable outdoor areas should be explored by restaurants for outdoor dining using furniture, umbrellas, potted plants and fencing to create a dining area. Parking spaces in front of restaurants not needed to meet the minimum parking standards can also be utilized.

**Action:** *Crime Prevention through Environmental Design (CPTED) principles should be promoted to existing and future development to increase safety.*

The City of St. Petersburg Police Department offers free safety evaluations of commercial properties. CPTED reviews all design aspects of a property’s built environment such as lighting, vegetation, fencing, windows, etc., and their ability to deter crime.

**Action:** *A District team comprised of businesses, property owners, neighborhood residents and the City should meet regularly to discuss specific issues within the District.*

Monthly meetings should be held with police officers, code enforcement staff, and District stakeholders to discuss issues within the District. These issues should be a priority to be addressed for improvement with the team.



Example of Town Center Development – Paseo Colorado in Pasadena, CA



# ECONOMIC DEVELOPMENT

## VISION STATEMENT:

*Additional retail, restaurants and offices are desired in the District to provide additional shopping, dining and employment.*

*The location of the district supports a special emphasis on marine related development and recreational water activities.*

The Skyway Marina District currently is a neighborhood retail center with very few businesses expanding the market area. The Publix grocery store, Walmart supercenter and Flamingo Resort are the primary commercial businesses drawing customers outside of the local vicinity.

The primary nonretail job generator in the Skyway Marina District is Ceridian, a human capital management company, having approximately 400 employees with a campus capability of having upwards of 1,000 employees. The St. Petersburg College Allstate campus is home to the Southeastern Public Safety Institute offering law enforcement training and the Center for Public Innovation offering specialized training to various local and federal agencies.

Marinas are economically an integral part of the District and surrounding area, serving boaters of Boca Ciega Bay and the Gulf of Mexico. Maximo Marina, O'Neill's Marina and Loggerhead Marina allow for hundreds of boats to be stored and docked. Maximo Marina, located within the District, is further solidifying their market position by investing in significant improvements to accommodate larger yachts.



# Opportunities and Issues

- ✓ The Enterprise Zone, Brownfield Area and Hub Zone are all located between 30<sup>th</sup> and 38<sup>th</sup> Avenues South in the north part of the District.
- ✓ There are 21 parcels in the District that are over two acres.
- ✓ Chain establishments account for approximately 40% of the businesses within the District.
- ✓ Approximately 25% of the businesses within the district are retail stores.
- ✓ There are 17 establishments serving food within the Skyway Marina District, most of which are fast food or quick serve restaurants.
- ✓ National chain sit down restaurants and retailers are very limited within the District. St. Petersburg has the lowest per capita retail stores and restaurants of any major market in Florida.
- ✓ The disposable income within a 5 minute drive is \$50,939 per capita for the 35–54 age demographic.
- ✓ The household income within a 3 minute drive is \$54,062.
- ✓ 30,141 people in 11,476 households live within a 5 minute drive of the District.



# Background

## Businesses

The Skyway Marina District is home to 131 business units according to a March 2013 survey. A business unit is defined as one individual entity such as a store, office, church, restaurant, bank, etc. This survey indicated that 32 retail stores account for approximately 25% of all businesses within the District, followed by 17 restaurants (13%) and 17 offices (13%). Vacant business fronts were found at 28 locations (21%) throughout the District.

The Skyway Marina District is conducive to chain store development due to its location along a seven lane highway, numerous large parcels and general location in Pinellas County. A March 2013 survey of all properties indicated that 54 (41%) were being used by chain businesses.

Chain businesses have a total of three or more locations and are either nationally or regionally based. Notable chain retail stores include Publix, Walmart, Radio Shack, The UPS Store, GNC, Dollar Tree, Ace Hardware and Edible Arrangements.

The fast food and quick serve restaurant segment is also very prolific along 34<sup>th</sup> Street South with New York Bagel, Taco Bell, Wendy's, McDonalds, Burger King, Pizza Hut, Subway, Papa John's, Domino's Pizza, Denny's, Bob Evans, IHOP, and Brewburger. Casual and fine dining restaurants are all but absent from the District and are only represented by Beef-O'Brady's and the locally owned Portofino Italian Restorante. Beef O'Brady's and the Flamingo Resort restaurant are the only businesses in the District with a full liquor bar.

<u>Business Unit</u>	<u>Number</u>
Retail Store	32
Vacant	28
Restaurant	17
Office	17
Personal Service	5
Bank	4
Church	4
Automotive Service	4
Motel	4
Self Storage	4
Grocery Store	2
Gas Station	2
Gym	2
Warehouse	2
Academic Institution	1
Multifamily Condo	1
Marina	1

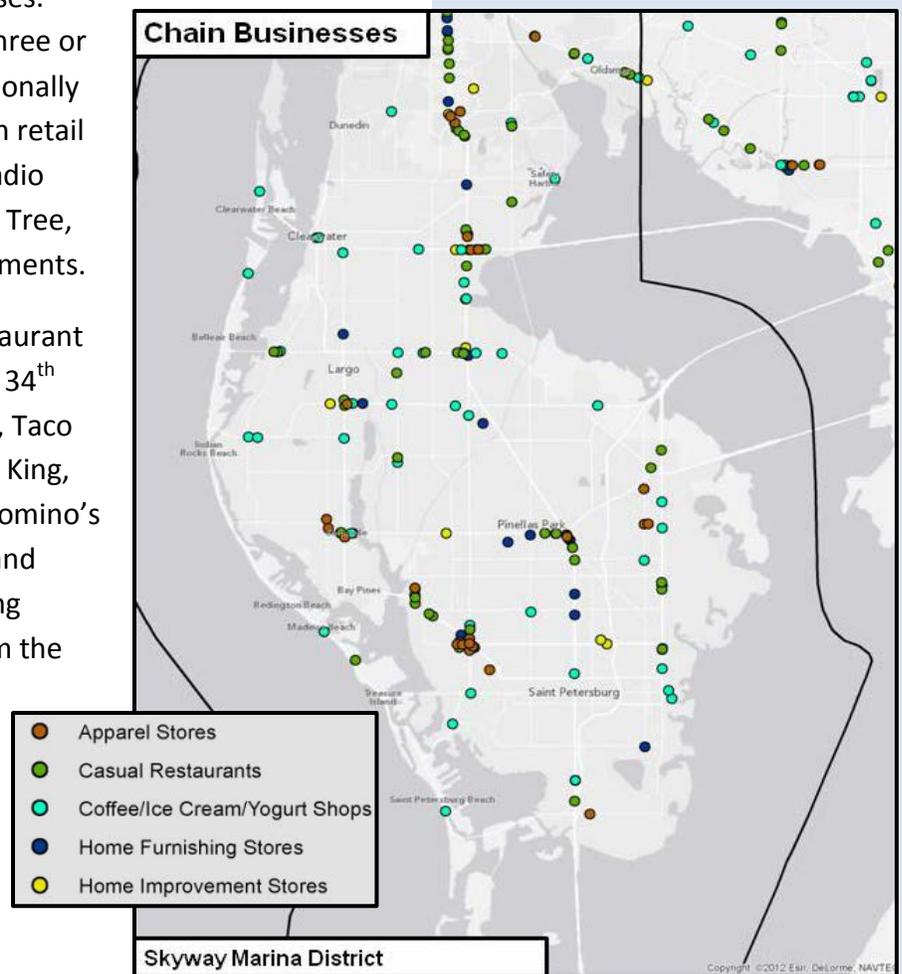


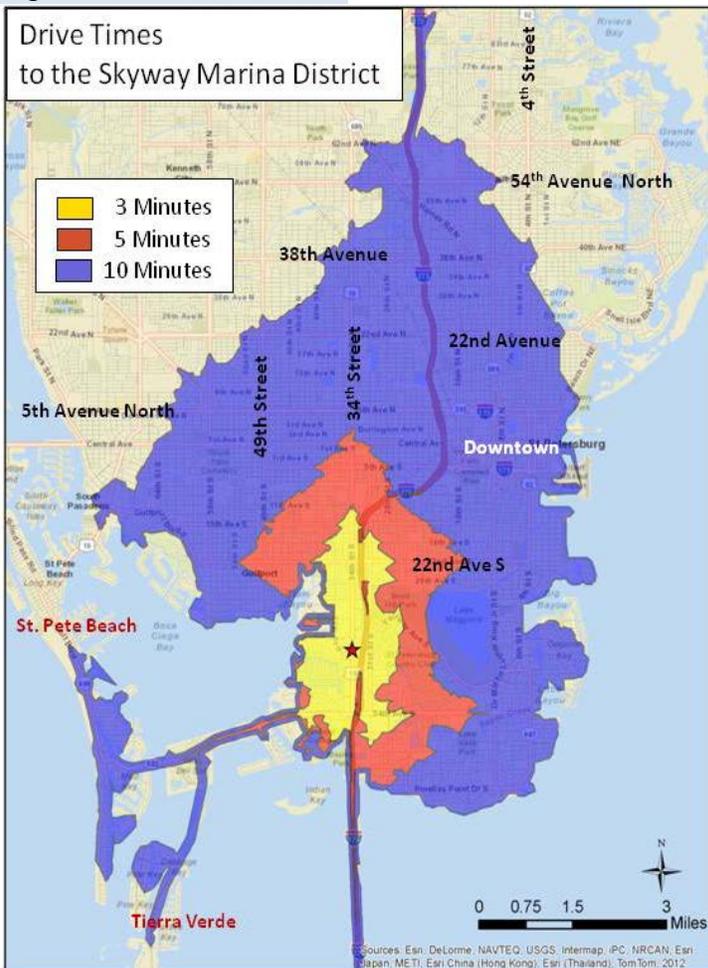
Figure 18

The District and southern St. Petersburg area is underserved by retail and restaurants as a whole. Analysis of other retail segments indicates a lack of apparel stores, coffee, ice cream and yogurt shops, home furnishing stores and home improvement stores. Babcock & More is the only home furnishings store in the southern St. Petersburg market. The only chain apparel store is Bealls which is located adjacent to the Skyway Marina District on 31<sup>st</sup> Street and 54<sup>th</sup> Avenue South. Dunkin' Donuts is a welcome recent addition to the District and is the only chain coffee, ice cream or yogurt shop in southern St. Petersburg. Neighborhoods adjacent to the Skyway Marina District have limited retail opportunities and drive further than other residents in St. Petersburg.

### The Skyway Marina District Market

The results of the community survey are analyzed in the Introduction of this plan but are worth highlighting again.

Figure 19



Surrounding neighborhoods are loyal to the businesses currently in the District, supporting them on a very frequent basis. However, area needs for eating out, home décor, apparel, entertainment and other non-basic goods are not being met in close driving proximity. The District and overall area suffers from retail leakage with 2 out of 3 survey respondents indicating 50% or more of their trips are outside the area. Approximately 9 out of 10 respondents desire additional casual or fine dining sit down restaurants in the District.

The drive time map indicates a road network that operates at an above average level-of-service. The drive times of 161,000 residents from 62<sup>nd</sup> Avenue in north St. Petersburg to 66<sup>th</sup> Street in west St. Petersburg, Gulfport,

St. Pete Beach and Tierra Verde have drive times of ten minutes or less to the Skyway Marina District. Unique destination stores, venues and restaurants can significantly increase the market area and gain market share with additional tourists. The completion of the Pinellas Bayway Bridge in 2015 linking St. Petersburg to St. Pete Beach will decrease drive times and further extend the Skyway Marina District’s market area along the coast.

Drive time statistics for 3 and 5 minute drives compare very favorably with the City as a whole for key categories. Within a 3 minute drive of the District, the **median household income is \$1,691 greater than the City**, as is the average household income (\$11,603), median home value (\$38,738) and per capita income (\$5,119). **Educational attainment is higher** at the college level with more Bachelor’s and Graduate degrees than the City. **Area unemployment is significantly less at 4.0% than St. Petersburg rate of 7.2% (2013).**

Demographics for the 5 minute drive time indicate a lower median age (40.3) than the median age of St. Petersburg (42.7). **Disposable income of greater than \$100,000 accounts for 17% of households** compared to 8.9% of the City. Disposable income for the often targeted age demographic of **persons between 35 and 54 is \$50,939 which is almost \$9,000 greater** than St. Petersburg (\$42,095).

Analysis of the 5 minute drive time indicates significant retail leakage according to 2013 data. General merchandise stores supply the market with \$5.5 million in goods and falls well short of the demand (\$33.6 million), resulting in a District **need of \$28.1 million**. The other notable leakage is in the full-service restaurant category which has an overall demand of \$10.5 million but only supplies \$6.4 million. Statistics and the survey corroborate the market need for additional retail and restaurants in the District.

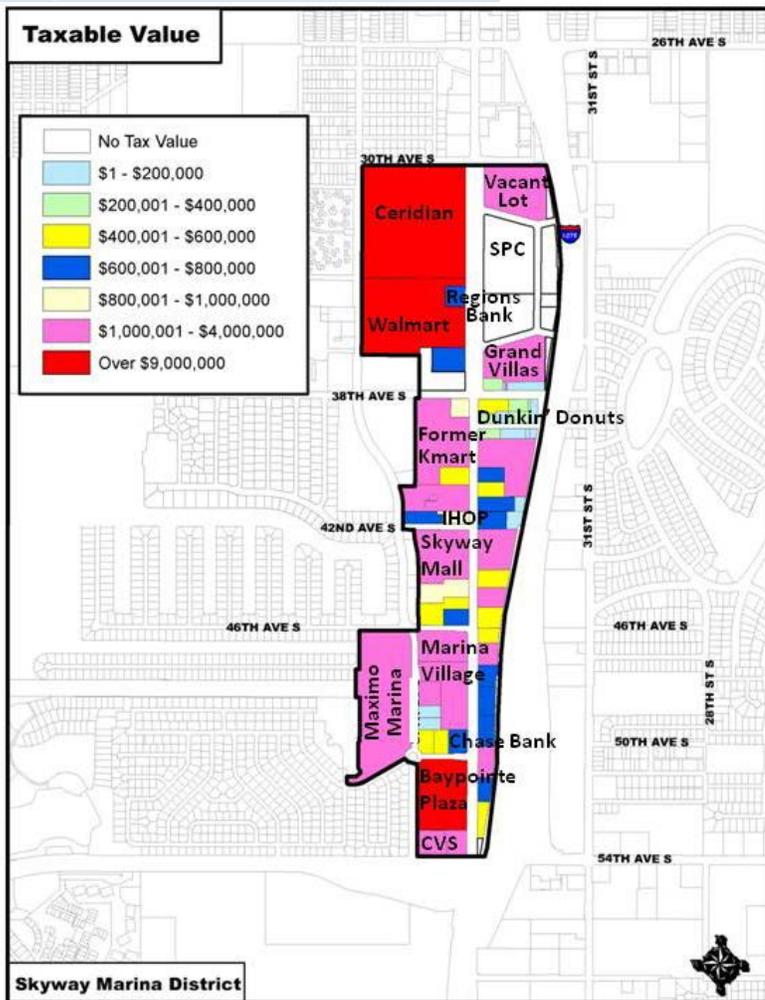
### Drive Time Demographics

3 Minutes	District	St. Petersburg
Median Household Income	\$42,758	\$41,067
Average Household Income	\$69,759	\$58,156
Median Home Value	\$163,181	\$124,443
Per Capita Income	\$31,326	\$26,207
Educational Attainment		
Bachelor's Degree	23.6%	18.8%
Graduate/Professional Degree	11.8%	9.4%
Area Unemployment	4.0%	7.2%
5 Minutes		
Population	28,603	249,704
Median Age	40.3	42.7
Disposable Income		
Households > \$100,000	17%	8.9%
Average Median - Age 35-54	\$50,939	\$42,095
Top 5 Retail Opportunities by Leakage	District Demand	District Supply
General Merchandise Stores (Dept. Stores)	\$33.6M	\$5.5M
Full-Service Restaurants	\$10.5M	\$6.4M
Bldg Materials, Garden Equip & Supply Stores	\$6.8M	\$1.2M
Furniture & Home Furnishing Stores	\$5.0M	\$1.7M
Other Miscellaneous Retail Stores	\$3.2M	\$1.3M

Source: ESRI 2013

The drive time statistics do not portray the entire market potential of the area since part-time residents and tourists are not included. Eckerd College has approximately 2,000 students and is within the five minute drive time of the District. The College is a private institution with selective admissions and is among the nation's leaders for graduates earning doctoral degrees. Seasonal residents are a large population in Dolphin Cay, Isla Del Sol, Bahia Del Mar, Tierra Verde and St. Pete Beach which are also not included in the statistics. Many of these seasonal residents live in the area for up to six months and are within a ten minute drive time of the District. Tourists are also part of the District's market with thousands of tourists annually staying along the water or visiting Fort DeSoto. **Pinellas County had 5.5 million tourists in 2012 and Fort DeSoto had approximately 350,000 visitors, most of which drive through the Skyway Marina District or immediately south.**

Figure 20



**Property Investment**

The taxable value in the District in 2013 was almost \$90 million. The parcels having the largest taxable value, over \$9 million each, are Ceridian, Walmart, and the Baypointe Plaza Shopping Center. St. Petersburg College is a public academic institution and does not pay property taxes. Notable properties valued at over \$1 million include Maximo Marina, Marina Village Shopping Center, CVS, Skyway Mall and the former Kmart.

Recent investment has progressed steadily over the past decade with Walmart opening in 2005, followed by Regions Bank in 2007. The IHOP restaurant complex started operation in 2006. Dunkin' Donuts constructed a new building in 2012 and has been a welcomed addition to the District. Chase Bank is the most recent major investment in the area constructing a new bank in 2013.

Current investment is underway at the Grand Villas living facility, formerly Palazzo di Oro,

now known as the Grand Villas. The owners of the Grand Villas are investing several million dollars completely renovating the property which is expected to open in 2014. The Grand Villas will be an upscale adult living facility offering a wide array of services and amenities.

Maximo Marina has started a five-year, six phase project to modernize the marina. The \$25 million project also has reserved a location for a waterfront restaurant. The marina is often home to visiting boats from northern states and Canada. Kidney Care South recently announced plans to build a \$2.4 million medical facility with 7,500 square feet of space on one of the few vacant lots in the District.

**Property Ownership**

The property ownership of the Skyway Marina District has been classified by those owners who are located in Tampa Bay, Florida or out of state. A majority of the acreage (64%) and properties (38%) is owned by those entities located outside of Florida. Assumptions are usually made that there is less interest in maintaining properties by owners located far away, often referred to as absentee landlords. While there are some properties meeting this perception, Ceridian, Walmart, Maximo Marina and Baypointe Plaza are well maintained properties, well managed and an asset to the District. Local ownership defined with ownership addresses in the Tampa Bay area account for 28% of the acreage and 47% of the properties.

Chain businesses and restaurants are usually owned by corporations located out of state unless a local franchisee is permitted by the business. These businesses typically require the property to construct and maintain to standards set by corporate policy. The level of investment provided by chains can be a positive asset for an area, however, the quality of the property owner or business owner matters more than their address of record.

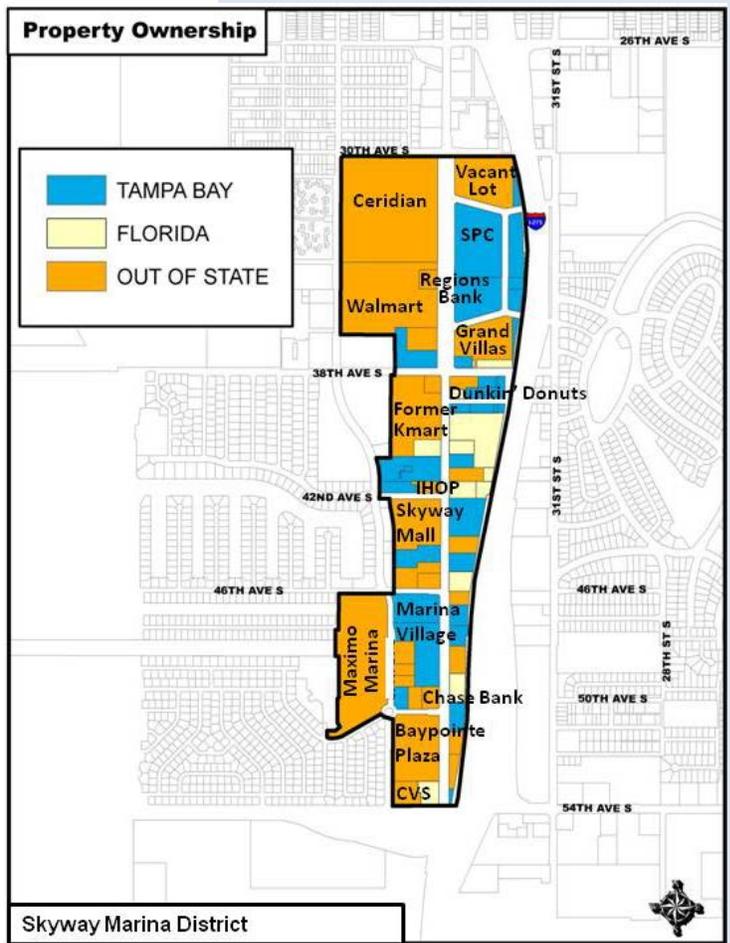


Figure 21

## Historical Relevance

The Skyway Marina District was very isolated before 1954 when the original Skyway Bridge opened, connecting South Pinellas and Manatee Counties. The District first had notable development in the 1950's. Between 1956 and 1970, Maximo Marina, St. Petersburg College Allstate Center, Howard Johnson's motel (currently the Flamingo Resort) and a few other businesses were constructed. Many new homes were built in adjacent neighborhoods during this time, and Eckerd College was founded in 1958. By 1962, the newly constructed Pinellas Bayway provided access to St. Pete Beach and future neighborhoods of Bayway Isles, Isla Del Sol and Tierra Verde.

The 1970's was a period when the District had major growth with the addition of Florida Power's corporate headquarters, currently the site of Ceridian, Kmart, Sears, Kash n' Karry, the Patriot Square Condominiums and Holiday Inn.

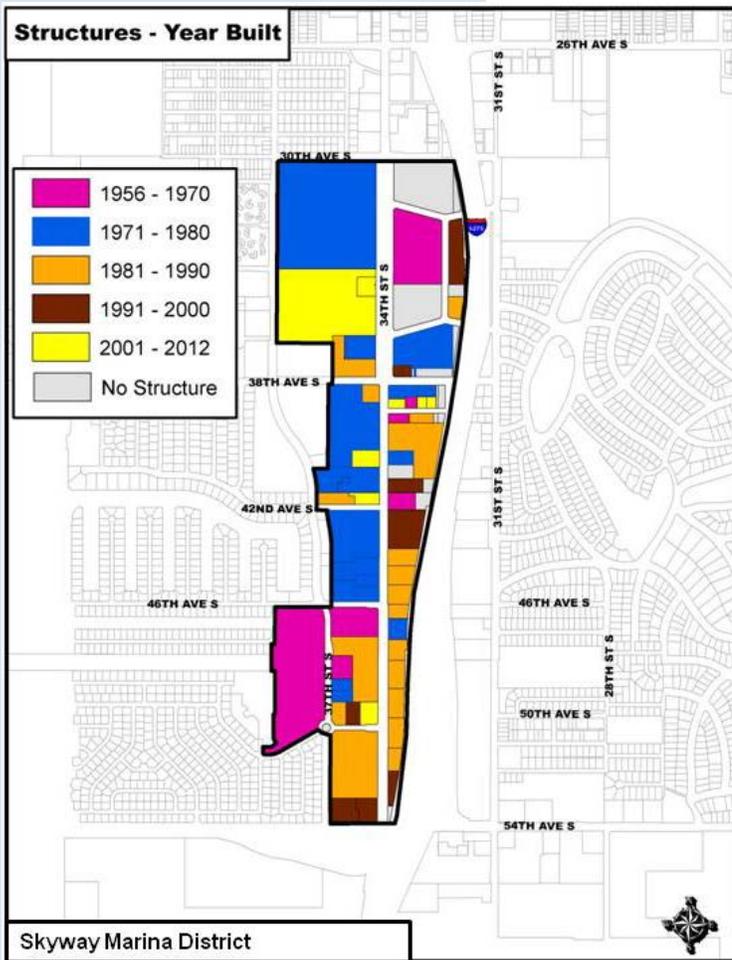


Figure 22

Almost all of the buildings constructed during this decade have survived, but the only business remaining is the Ace Hardware store in the current Skyway Mall development.

Southern St. Petersburg and Pinellas County was further connected with the completion of Interstate 275 and the current Skyway Bridge in the 1980's. The Skyway Marina District continued major growth with the addition of the Baypointe (Publix) and Marina Village shopping centers, various fast food restaurants, strip shopping centers and the relocation of St. Bartholomew's Episcopal Church. Infill development on smaller parcels occurred in the 1990's with the addition of the current CVS, Taco Bell and TD Bank. The former hotel at the District's gateway was the first major building to be demolished in 2006 for redevelopment. Unfortunately, the property remains a vacant lot since plans for construction of a Home Depot were altered by the Great Recession in 2008.

## Redevelopment Opportunities

The age and obsolescence of a few of the properties in the Skyway Marina District lend themselves to redevelopment over other sites. These properties are also referred to as greyfield sites because they have suffered from a lack of investment and have been surpassed by newer commercial development with higher standards.

Two major developments fit this definition and have been labeled as prime development sites.

- The former Kmart, currently a vacant building built in the 1970's situated on 11.2 acres.
- The Skyway Mall is sited on three parcels totaling 13.2 acres and was also built in the 1970's.

The vacant 8.9 acre lot at the north Skyway Marina District gateway is also a prime redevelopment site.

The St. Petersburg Land Development Regulations adopted in 2007 as discussed in the Land Use and Site Design strategy of this plan, allows new urbanism development in areas with suburban character. The highest and best use for many properties is beyond what exists. The greatest redevelopment potential is found on properties greater than five acres. Large tract development regulations enable heights of up to 150 feet with a mix of uses.

## Economic Development Incentives

Three economic development incentives are located north of 38<sup>th</sup> Avenue South and include the Enterprise Zone, Brownfield Area and the HUB Zone. The boundary of these incentives is based on State and Federal need based criteria.

The Economic Development Ad Valorem Tax Exemption is available city-wide for new and expanding businesses with well paying jobs. The enhanced ED Ad Valorem Tax Exemption is available within the Enterprise Zone and Brownfield Area.



Former Kmart property



Skyway Mall Shopping Center

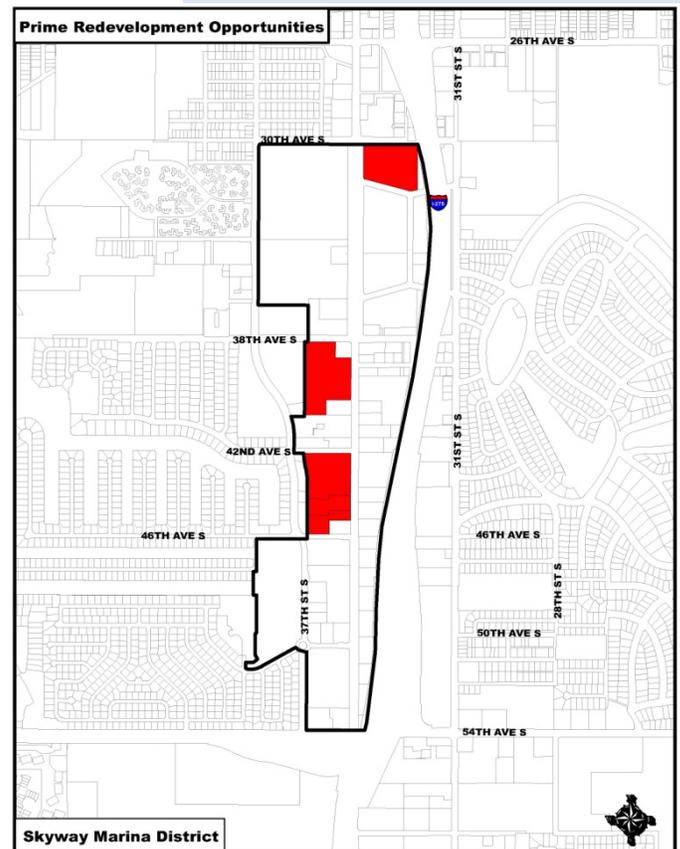


Figure 23



Figure 24

## Enterprise Zone

The Enterprise Zone is an incentive program administered by the State of Florida and has various incentives.

*Jobs Tax Credit* – Businesses who collect and pay Florida sales and use tax of Florida Corporate Income tax a monthly credit against their tax due on wages paid to new, full-time employees who have been employed by the business for at least 3 months and are residents of an Enterprise Zone. A new job must be created before the business earns a tax credit.

*Business Equipment Refund* – A refund is available for state sales taxes paid on the purchase of qualified business equipment with a sales price of at least \$5,000 which is used exclusively in the Enterprise Zone for at least 3 years.

*Building Materials Refund* – A refund is available for state sales taxes paid on the purchase of building materials totaling at least \$8,600 used to construct real property located in the Enterprise Zone.

*Property Tax Credit* – New or expanding businesses are allowed a credit on Florida Corporate Income tax paid based on the amount of ad valorem taxes paid. The business must earn more than \$5,000 and establish five or more new full-time jobs to take advantage of this credit.

## Brownfields

A brownfield area has been designated by the City of St. Petersburg and is defined as contiguous areas of one or more brownfield sites. A brownfield site is defined as real property, the expansion, redevelopment, or reuse of which may be distressed by actual or perceived environmental contamination to the soil, groundwater and/or surface water. Brownfield incentives include:

*Voluntary Clean-up Tax Credit* – Applicants may obtain tax credits up to \$1 million that may be used over a period of years, transferred to affiliates, and bought and sold on the open market.

*Brownfield Redevelopment Bonus Refund* – A preapproved applicant may receive a tax refund based on taxes paid by the business, including corporate income, sales, ad valorem, tangible personal property, insurance premium and certain other taxes.

*Loan Guaranty Program* – The limited Loan Guaranty Program applies to 50% of the primary lender’s loans for redevelopment projects in brownfields areas.

*Building Materials Credit* – Building materials purchased for the construction of a housing project or mixed-use project in a designated brownfield area is eligible to receive a building materials sales tax credit.

*State Loan Guarantee* – Up to 5 years of state loan guarantees of loan loss reserves for redevelopment projects are available in a designated brownfield area, including redevelopment and cleanup costs.

*Brownfields Tax Incentive* – Environmental cleanup costs are fully deductible in the year they are incurred, rather than having to be capitalized.

*Revolving Loan Fund* – The Federal Brownfields Revolving Loan Fund is available for low interest loans, and assessment and cleanup.

### **HUB Zone**

St. Petersburg’s Historically Underutilized Business (HUB) Zone seeks to encourage economic development through the establishment of award preferences for Federal contracts to small businesses in this area. The U.S. Small Business Administration administers the HUB Zone program and requires a portion of Federal contracts to be awarded to area businesses.

To qualify, businesses must meet the definition of a small business by SBA standards, be located in the HUB Zone, be

Figure 25





Figure 26

owned or controlled by one of more U.S. citizens, a Community Development Corporation, or Indian Tribe, and have at least 35% of its employees living in the HUB Zone.

### **Economic Development Ad Valorem Tax Exemption**

The Economic Development Ad Valorem Tax Exemption is an incentive program established under State statute, intended to encourage new or expanding businesses in targeted industries to locate in the City. Businesses must create a minimum number of new jobs paying above the Pinellas County average wage. **Retail businesses do not qualify for this incentive.**

New or expanding businesses in a targeted industry located in the Enterprise Zone or Brownfield area need to have a minimum capital investment of \$100,000 and create or retain jobs at 75% of the average wage in Pinellas County.

### **Business Assistance**

The City of St. Petersburg’s Greenhouse is a one-stop resource for starting, or growing, small businesses. The Greenhouse collaborates with a diverse group of 17 service providers to provide an array of business development services. These services include business counseling, training, facilitation of access to capital and credit for startups, and specialized assistance for existing businesses. The resource center within the Greenhouse provides a business library and computers equipped with business and marketing software. Some of the training services offered include:

- ◀ Legal Structures
- ◀ Marketing your small business
- ◀ Social Media
- ◀ Pricing Fundamentals
- ◀ Franchises
- ◀ Preparing for Business Loans



# Economic Development Recommendations

Recommendations for the Economic Development strategy's primary vision of business retention and attraction are as follows:

## Goal 1: Recruit desired businesses

**Action:** *Provide a significant financial incentive for the first mixed use redevelopment to locate within the District.*

Up to a \$1 million incentive should be provided to the developer upon completion of a qualifying mixed use project. Mixed use development having a minimum of 100,000 square feet of restaurant/retail with at least 25 storefronts, 100 residential/hotel units and 25,000 square feet of office/conference space will qualify for this incentive. This incentive should reimburse the developer for any public improvements and/or fees.

**Action:** *Provide a financial incentive for the first sit-down restaurant(s) to locate within the District.*

A \$50,000 incentive should be made available to developers opening a sit-down restaurant(s). Qualifications will include a minimum 5,000 sq. ft. space with complete table service, full liquor bar service, lunch and dinner hours, open 7 days-a-week and employing 15 full time equivalent positions. This incentive should reimburse the developer for any public improvements and/or fees. Any remaining part of the \$50,000 incentive not used by the first restaurant should remain for a second restaurant.

**Action:** *Unique restaurants and retailers should especially be pursued to increase the market trade area for the District.*

The trade area for the District will be expanded with the addition of unique stores and restaurants to the South Pinellas market.



## Is your business idea ready to hatch?



**Action:** *Promote the location of an enterprise center or incubator for marine-based businesses within the District.*

The potential for a mixed use center with an educational component, supporting retail and office with shared space should be explored.

**Action:** *A special emphasis on recruiting marine and water-related businesses should be used to establish a niche in the market for the District.*

The District should position itself as a marine district, recruiting companies, businesses, stores, institutional uses and other businesses specializing in the aquatic field.

**Action:** *Significantly underutilized parcels should especially be targeted for redevelopment.*

Large underperforming parcels should be promoted for mixed use or big box retail redevelopment. The \$1 million mixed use development incentive should also be marketed. These parcels have a big impact on the economic vitality of the District and should be redeveloped to their highest and best use.

**Action:** *A retail and/or restaurant incubator storefront and pop-up store concept should be presented to local property owners with vacant storefronts.*

A retail and restaurant incubator, and pop-up stores are unique business concepts that can expand the trade area of the District by providing one-of-a-kind stores and restaurants. The goal of the incubator is to encourage entrepreneurs to move into storefronts in the District.

**Action:** *Establish an economic development committee for the District by the Skyway Marina District Association.*

A team focused on recruiting desired development should be formed that includes businesses, real estate representatives, financial institutions, City staff, Chamber of Commerce and neighborhood representatives. Official formation and non-profit designation should be explored.

**Action:** An investment co-op comprised of local investors should be explored to bring desired businesses or development to the District. The Grow America Fund operated by the National Development Council should be explored as a potential source of funding for targeted businesses.

Investors from the local community should be approached about starting franchises for stores and restaurants that are needed and will be supported by the neighborhood residents. The Grow America Fund funds various business types including retail and requires a non-profit pass-through with matching funds.

## **Goal 2: Retain existing businesses**

**Action:** Retention of existing businesses within the District should be a high priority. Surveys, business visits and meetings should be utilized to determine business needs.

The business organization or association, with support from the City, should provide technical assistance to existing businesses to improve their profitability. A proactive mode will allow issues to be addressed and increases the chances that businesses will remain in the District.

**Action:** All City business assistance services through the Greenhouse should be publicized for greater awareness among businesses.

The City's Greenhouse provides various technical assistance to all St. Petersburg startup businesses and should be marketed to businesses within the District. The U.S. Small Business Administration (SBA) loan program information and lending institutions is also readily available through the Greenhouse.

**Action:** Merchant assistance programs should be implemented that will help improve business operations.

Customer feedback programs and retail/restaurant consultant services can assist existing businesses with providing better

The logo for the Grow America Fund features the words "GROW", "AMERICA", and "FUND" stacked vertically in a bold, teal, sans-serif font. A vertical teal line is positioned to the left of the text.



service, products and shopping experience. The goal of these programs is to increase the profitability of businesses.

**Action:** *A revolving micro loan fund dedicated to the District should be explored to provide low interest loans to businesses for certain business improvement activities.*

Small loans can make a difference in businesses ability to make changes to improve business activity and profitability. Ideally, these loans will be repaid with minimal to no interest that will keep funding future business projects.

**Action:** *Establish a partnership with financial institutions to better understand the lending process, loan products, gain contacts and help educate interested persons.*

A relationship with lending institutions will help businesses make more informed decisions about financing expansion and improvements.

### **Goal 3: Establish an economic development marketing program for the District**

**Action:** *A realtor, developer and prospective business open house/tour should be held annually in the District to promote development opportunities, this plan and showcase all positive aspects.*

Presenting the vision and plan to real estate professionals, lenders, developers, property owners and potential businesses within the District is important to creating a positive image.

**Action:** *An outreach campaign should be created for property owners to promote this plan and all positive aspects of the area.*

Improving the awareness among property owners of all of the positive aspects and the forthcoming planned improvements within the District may help to more successful plan implementation. The information should be disseminated by various forms including personal contact.



**Action:** *All economic development incentives should be publicized for greater awareness among businesses, developers and realtors.*

Economic development incentives should be a component of all marketing materials and presentations.

**Action:** *Competitive advantages should be explored to make the District stand out among other business districts.*

One example of a competitive advantage would include District-wide wireless internet (Wi-Fi). Competitive advantages should be at the forefront of marketing activities.



# STREETSCAPE

## VISION STATEMENT:

*An attractive appearance should be created within the corridor that establishes a cohesive image, unique identity and safe environment and includes public art and Florida friendly landscaping.*

The existing 34<sup>th</sup> Street corridor's right-of-way (ROW) is generally well maintained with several landscaped medians; however, there is a lack of prominent plantings. There is an opportunity for landscape enhancement along the road edges, especially in the area to the north of 38<sup>th</sup> Avenue South which has a 200 foot right-of-way.

Establishing an identifiable district will require the establishment of formal gateways at major entry points for travelers along the roadways consisting of signage, landscaping and other features.

Public components, including but not limited to street lights, bus shelters, trash cans and bike racks have been installed with a utilitarian function. The Florida Department of Transportation and Pinellas Suncoast Transit Authority are responsible for these components that will be important to the visual branding of the District.

Landscaped areas also provide an opportunity for the placement of public art that will further create an identity and provide enhancement of public space.



# Opportunities and Issues

- ✓ Three primary gateway locations have been identified.
- ✓ Four signalized intersections within the District provide an opportunity for enhancement.
- ✓ The right-of-way north of 38<sup>th</sup> Avenue South is 200 feet while the right-of-way south is 100 feet.
- ✓ Four cross streets have been identified as secondary gateways.
- ✓ There are 11 landscaped medians along 34<sup>th</sup> Street in the District.
- ✓ Overhead power lines are found above ground, south of 36<sup>th</sup> Avenue South.
- ✓ Two styles of street lights are currently installed in the Skyway Marina District.
- ✓ St. Petersburg is a City of the arts with numerous local artists who can produce high quality public art that can be installed in the public realm.



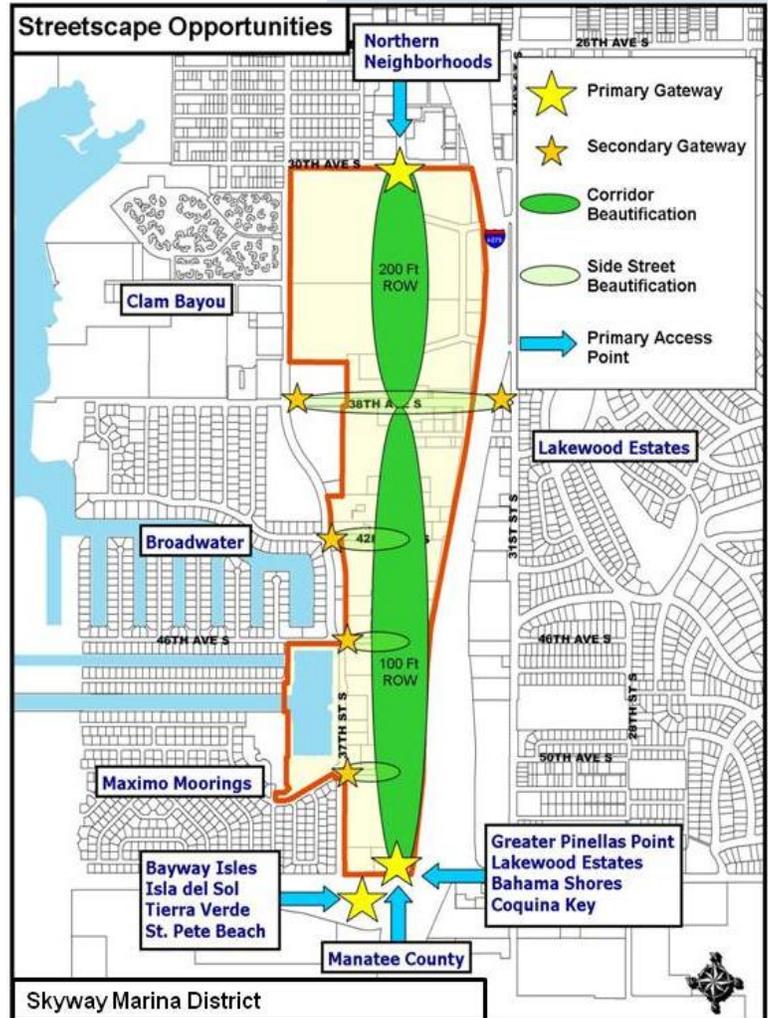
# Background

## Gateways

Two primary gateways are present at the north and south entry points for the Skyway Marina District at 30<sup>th</sup> Avenue and 54<sup>th</sup> Avenue. A third gateway at the Pinellas Bayway and 54<sup>th</sup> Avenue intersection presents the opportunity to construct a prominent feature with the very large median and high number of vehicle trips. Sufficient FDOT rights-of-way exist at all three locations to provide enough area for substantial gateway features. Travelers' speed along the road is typically 45 mph or greater which will require signage, landscaping and other features to be large enough to impact vehicular traffic. No delineation of District boundaries currently exists.

Secondary gateways are located at five points of entry - four from the west and one from the east. 38<sup>th</sup> Avenue is the only through street under I-275 which is interior to the district.

Figure 27



North Gateway



South Gateway



West Gateway – Eastbound on Pinellas Bayway



Figure 28

Two streets, 42<sup>nd</sup> Avenue and 50<sup>th</sup> Avenue, have medians off of 37<sup>th</sup> Street that would avail themselves to secondary gateway signage and landscaping. The secondary gateway at 38<sup>th</sup> Avenue and 31<sup>st</sup> Street has right-of-way on the northwest corner sufficient for signage and landscaping. Secondary gateways are on neighborhood roads with less traffic and vehicles generally traveling at 25 mph or less.

**Public Green Space**

The right-of-way north of 38<sup>th</sup> Avenue is 200 feet and has large areas of green space between the road and sidewalk. These areas are currently planted with sod and maintained by the adjacent properties. South of 38<sup>th</sup> Avenue, the right-of-way decreases to 100 feet with less opportunity for landscaping.

There are eleven green medians along 34<sup>th</sup> Street in the District with only one located north of 38<sup>th</sup> Avenue. Currently, Indian Hawthorn shrubs and cabbage palm trees

(*Sabal palmetto*) are planted within these medians which are maintained by the City of St. Petersburg and FDOT. Two medians are located on 42<sup>nd</sup> Avenue and three medians are located on 50<sup>th</sup> Avenue which connect the Broadwater and Maximo Moorings Neighborhoods.



Right-of-way north of 38<sup>th</sup> Avenue S



Right-of-way in the southern part of the District



50<sup>th</sup> Avenue South



42<sup>nd</sup> Avenue South

**Street Lights**

There are currently two styles of street lights within the District: a cobra light and mongoose light. These lights are installed to illuminate the street and provide marginal lighting for pedestrian traffic using sidewalks. The cobra lights are attached to transmission lines and are utilitarian by design. The mongoose lights provide a contemporary design element and are installed on the west side of 34<sup>th</sup> Street from 30<sup>th</sup> Avenue to the 4500 block, and on the east side from 30<sup>th</sup> Avenue to the 3400 block.

**Bus Shelters**

The Pinellas Suncoast Transit Authority (PSTA) has Routes 19 and 90 traveling along 34<sup>th</sup> Street South with a total of 18 bus stops. Seven of these stops have shelters; three have benches only, and eight have no stop amenities. PSTA Route 11 is located along 37<sup>th</sup> Street and has 20 bus stops – most of which have no amenities. The shelters are somewhat utilitarian and standard to most of Pinellas County.



Existing mongoose street light



Existing cobra street light



Current PSTA bus shelter



Figure 29

## **Public Components**

There are a limited number of trash cans, bike racks, benches and newspaper racks within the public right-of-way, most of which is at bus stops. All of these components are utilitarian without an overall theme or design. There is an opportunity for these components to have a design that reinforces the District's overall appearance.

## **Public Signage**

Traffic signs are located throughout the corridor and are generally well maintained. This signage provides directional assistance to vehicular traffic and by its nature is utilitarian. Two overhead sign structures are located north and west of the 54<sup>th</sup> Avenue and 34<sup>th</sup> Street South intersection. Similar structures are found along the I-275 in St. Petersburg and feature directional signage for the interstate, 34<sup>th</sup> Street and points of interest. There is an opportunity to replace these structures with a more contemporary and solid apparatus.

## **Electric Utilities**

Electrical power lines are underground in the northern part of the District. Overhead electric transmission utility lines are located south of 34<sup>th</sup> Avenue on the east side of 34<sup>th</sup> Street and south of the 45<sup>th</sup> Avenue to 54<sup>th</sup> Avenue. Street light poles containing local power lines are above ground in the southern part of the District.



3900 block of 34<sup>th</sup> Street S

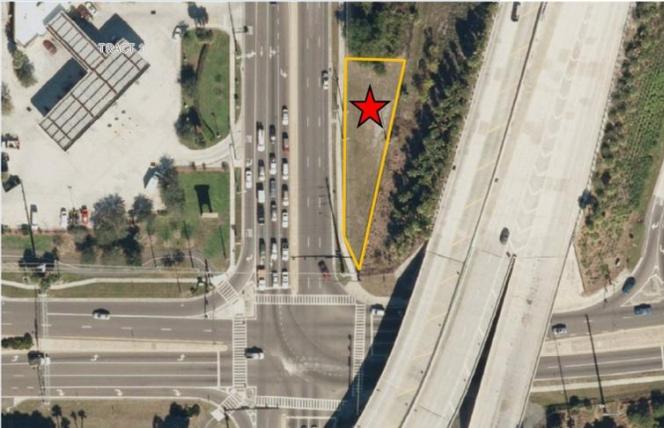


North of 54<sup>th</sup> Ave intersection



5100 block of 34<sup>th</sup> Street S

# Streetscape Recommendations

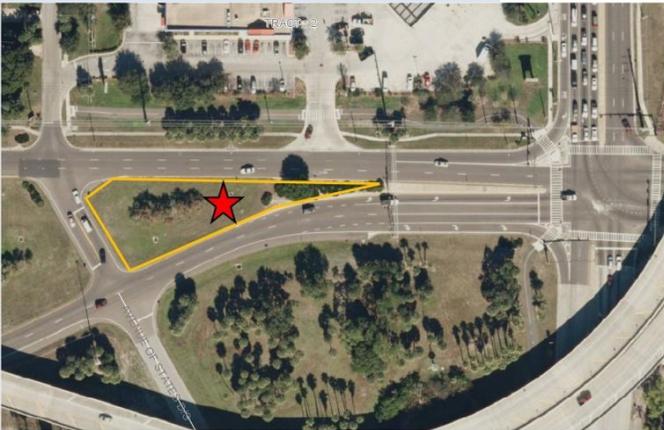


South Gateway – Northbound on 34<sup>th</sup> Street

Recommendations for the Streetscape strategy primary vision of creating an attractive appearance:

**Goal 1: Physically define the District’s boundaries.**

*Action: Install prominent gateway signs, landscaping and other features at locations in or immediately adjacent to the Skyway Marina District’s entryways.*



West Gateway – Eastbound on the Pinellas Bayway

The boundaries of the district need to be defined to the visitor and a sense of entry should be experienced. The entryways are a key component to branding and should include a significant signage component with the district name and logo. Incorporation of art, water features, landscaping and other features will better enhance these areas and set this district apart from other commercial development along 34th Street.



North Gateway – Southbound on 34<sup>th</sup> Street S

A palate of “Contemporary Marina” can be established using plants found along waterfronts. Entry plants should be considered such as the Bismarck Palm, Florida Date Palm, White Geiger and White Crape Myrtle, are Florida friendly and would provide a unique look. Shrubbery such as the Green Cocoplum, Silver Buttonwood and Dwarf Bougainvilla will provide color. Ground covers to consider include White Lantana and Dwarf Pampas Grass to layer the landscaping to provide depth of plantings for a significant gateway.

**Action:** Create secondary gateways with signage and landscaping along major streets off of 34<sup>th</sup> Street.

Access to the district via 31st Street, a city collector road, and 37<sup>th</sup> Street, a neighborhood collector road, provides the opportunity for beautification of major side streets acting as secondary gateways.

**Action:** Establish a theme or style for public components such as signage, lighting, transit shelter and street furniture.

All public components should reinforce the brand or image that the District desires to promote. “Contemporary marina” design should be considered for the overall character of the District. Coordination with various agencies will be necessary to ensure that the most appropriate component is selected and installed.

**Action:** Install banners on street light poles along 34<sup>th</sup> Street South.

Banner arms should be installed on pedestrian lights with banner installation the responsibility of the 34<sup>th</sup> Street business association. The City may need to amend the banner map to allow banners in this area.

## Goal 2: Enhance public areas and rights-of-way.

**Action:** Consider all public areas for art, including medians, rights-of-way, gateways and bus stops.

The types and locations for public art in all public areas should be prioritized. FDOT and PSTA will both need to provide their approval before the installation of any public art along 34<sup>th</sup> Street and/or at a bus stop.

**Action:** Install ground or low height landscaping in the right-of-way along the edges of 34<sup>th</sup> Street.

Drought tolerant, low maintenance landscaping should be installed in select areas of the rights-of-way that grow to a low height so that businesses and signage are not blocked. Mass plantings in key areas of plants such as Dwarf Green Asiatic Jasmine, Coontie, White Lantana and Dune Sunflower should be



Bismarck Palm (*Bismarckia Nobilis*) proposed for gateways.



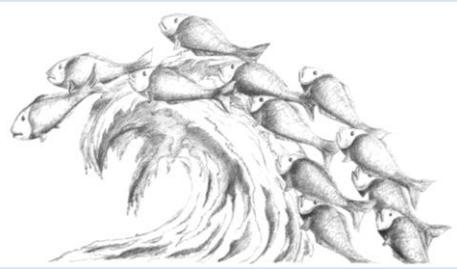
Potential gateway feature



Potential style of bus shelter



Potential public bench



Potential public art – “Jumping Fish” © Sculpture concept by Marc De Waele of St. Petersburg



Dwarf Natal Plum (*Carissa macrocarpa*) for median planting

considered. Businesses on adjacent properties will have to agree to maintain these plantings before installation. Florida friendly, low maintenance planting are recommended.

**Action:** *Landscape the 34<sup>th</sup> Street medians to be more prominent and in character with other public plantings.*

The medians need new coordinated plantings with the gateways, side ROW and intersection landscaping. There is opportunity for a more unique and significant landscape within the existing green medians. The Medjool Date Palm, Confederate Jasmine and Dwarf Natal Plum should be considered for color and majesty.

**Action:** *Establish a higher level of beautification at all major intersections.*

The corners and medians of all signalized intersections should have upgraded plantings that are drought tolerant and easy to maintain. The opportunity for public art at these intersections should be explored. Safety will require landscaping that grows at lower heights.

**Action:** *Explore the feasibility of adding green medians between 30<sup>th</sup> and 38<sup>th</sup> Avenues South with the Florida Department of Transportation.*

Beautification would be significantly enhanced with the addition of green medians in this area. Only one 100 foot green median is currently located in this area.

**Action:** *Work with the Florida Department of Transportation to upgrade the overhead sign structure.*

A decorative sign structure in the overall style or theme of the district should be installed at the current location.

**Action:** *Evaluate 38<sup>th</sup> Avenue South to determine the best methods for maintaining the beautification of the right-of-way and adjacent properties.*

In addition to installing secondary gateway landscaping, special emphasis should be placed on the maintenance of the 38<sup>th</sup> Avenue ROW.

**Goal 3: Enhance existing public infrastructure.**

**Action:** *Install pedestrian lighting along 34<sup>th</sup> Street South.*

Additional lighting at the pedestrian level is important to making the district a more walkable environment and providing additional safety. Banner arms should be installed on each light.

**Action:** *Banner arms should be installed on each current street pole along 34<sup>th</sup> Street.*

Until pedestrian lighting can be installed, banner arms should be installed on all poles with street lights. This will allow the District to further enhance their appearance and create an identity.

**Action:** *Evaluate the illumination of street lights along 34<sup>th</sup> Street South to determine potential lighting upgrades.*

A lighting survey should be conducted to determine if lighting levels are appropriate for 34<sup>th</sup> Street and improved if necessary.

**Action:** *Explore the cost/benefit of undergrounding all of the utility lines along 34<sup>th</sup> Street South.*

A cost estimate should be undertaken to determine the budget and logistics of this project.

**Action:** *Establish a policy and funding to replace damaged concrete utility poles with like materials.*

Duke Energy and the City should coordinate to ensure that the policy and funding is in place to accomplish this recommendation.

**Action:** *Improve the appearance of traffic signal operation cabinets.*

Traffic signal operation cabinets should be painted anodized brown to match the signal mast arms and landscaped where possible.



Potential FDOT signage structure



Potential pedestrian light





# TRANSPORTATION

## VISION STATEMENT:

*The corridor should embrace all viable mobility options that are reliable, affordable and safe.*

*Connectivity and walkability should be a high priority and an important consideration throughout the corridor.*

Creating Complete Streets throughout the district is the goal of the transportation strategy. Complete Streets is a term used by transportation professionals to describe the approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Complete Streets allow for safe travel by those walking, bicycling, driving vehicles or riding public transportation.

This area of St. Petersburg has not been accustomed to considering transportation options with adjacent major roads that include Interstate 275, 54<sup>th</sup> Avenue South/Pinellas Bayway and U.S. Highway 19/34<sup>th</sup> Street. These roads are all operating at a high level-of-service and provide easy accessibility from all parts of the City and beyond.

The Florida Department of Transportation (FDOT) manages and maintains 34<sup>th</sup> Street which is a six lane principal arterial with raised medians and turn lanes. The roadway is operating at a good level-of-service and has adequate capacity for additional development.

Accessibility by both automobile and boat is an asset to the future transformation of the corridor and will continue to dominate.



# Opportunities and Issues

- ✓ Approximately 2 miles of City Trails have been constructed within the District.
- ✓ Over 110,000 vehicles travel on 34<sup>th</sup> Street and I-275 daily, and 41,000 vehicles travel on 54<sup>th</sup> Avenue South daily.
- ✓ 34<sup>th</sup> Street is operating at an acceptable level-of-service (LOS) “C” and projected to continue operating at the same LOS until at least 2035.
- ✓ Sidewalks are located on both sides of the entire length of 34<sup>th</sup> Street.
- ✓ The new \$40 million Pinellas Bayway Bridge will be completed by the beginning of 2015 and will improve accessibility between the 34<sup>th</sup> Street South corridor and St. Pete Beach.
- ✓ The Pinellas Suncoast Transit Authority (PSTA) Route 19 along 34<sup>th</sup> Street carries more than 1.9 million riders annually which is the highest ridership in the PSTA system and provides 20 minute headways.



- ✓ Three marinas in the area provide access for boaters.
- ✓ The 34<sup>th</sup> Street corridor is scheduled to receive premium transit service by PSTA in the future.
- ✓ Eleven bus stops on 34<sup>th</sup> Street do not have shelters.



# Background

## Roadways

34<sup>th</sup> Street South/U.S. Highway 19 is a principal arterial State road having six lanes that are divided. The speed limit is 45mph. 37<sup>th</sup> Street follows the western edge of the Skyway Marina District's boundaries and is a two-lane undivided road serving as a City neighborhood collector street. 38<sup>th</sup> Avenue South is one of two roads to connect eastern neighborhoods with the District and is a two-lane City collector street. 54<sup>th</sup> Avenue is a two lane divided road classified as a minor City arterial east of 34<sup>th</sup> Street, and a State minor arterial to the west.

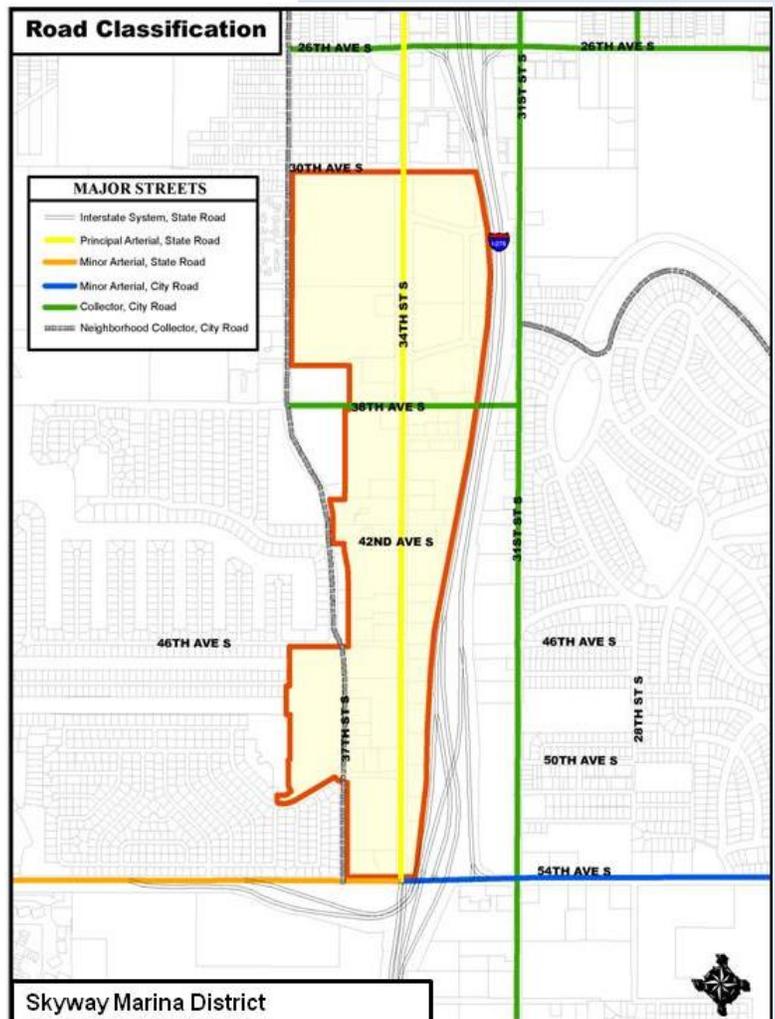
34<sup>th</sup> Street is operating at an acceptable level-of-service with excess capacity while handling 27,000 daily vehicle trips. Interstate 275 has 82,000 daily vehicle trips along the highway immediately adjacent to the District. Pinellas Bayway (S.R.682) at its starting point has 41,000 daily trips while 54<sup>th</sup> Avenue several blocks east has more than 27,000 daily vehicle trips.

The roads within the District are well maintained and have sufficient capacity to satisfy additional vehicle trips from redevelopment.

## Intersections

Four signalized intersections located at Walmart, 38<sup>th</sup> Avenue, 46<sup>th</sup> Avenue and 54<sup>th</sup> Avenue South are within the Skyway Marina District. These intersections were upgraded with mast arms and newly constructed handicap ramps in 2002. The opening of Walmart in the 3500 block necessitated the addition of an additional traffic signal in 2005.

Figure 30



## Signalized Intersections



Figure 31



Figure 32

The City of St. Petersburg, Pinellas County MPO and Florida Department of Transportation conducted a preliminary study in 2007 to improve the flow of traffic and safety of the 54<sup>th</sup> Avenue South and 34<sup>th</sup> Street intersection and provided recommendations. This intersection had 131 accidents from 2008 to 2013.

### Sidewalks

Sidewalks are located on both sides of the entire length of 34<sup>th</sup> Street in the Skyway Marina District. A survey indicates that approximately 3,400 linear feet of existing sidewalks have a minimal or no road buffer. More than 50% of these sidewalks are located in the blocks with the Skyway Mall and former Kmart developments. Redevelopment of these parcels to include the installation of new sidewalks will improve their safety. Other areas with little to no sidewalk road buffer may not have sufficient rights-of-way to increase their distance from the road.

The side streets also have sidewalks with some infill necessary along 38<sup>th</sup> and 50<sup>th</sup> Avenues between 34<sup>th</sup> and 37<sup>th</sup> Streets. The north side of 38<sup>th</sup> Avenue is without a sidewalk from 31<sup>st</sup> to 34<sup>th</sup> Streets, and is an important connector with the Lakewood Estates Neighborhood. The south side of 42<sup>nd</sup> Avenue between 34<sup>th</sup> and 37<sup>th</sup> Streets is also void of sidewalks. A total of 2,700 linear feet would complete the sidewalks on the side street connector roads to the District.

### City Trails

The City of St. Petersburg has the City Trails program that constructs recreational trails throughout the City. The Skyway Trail connects to the Pinellas Trail in Childs Park and travels south through Clam Bayou, 37<sup>th</sup> Street South and 54<sup>th</sup> Avenue South. Currently, there is not a connection between the District and southernmost section of the trail. The trail is in current City plans to be constructed along

31<sup>st</sup> Street and Pinellas Point Drive to connect with the trail along Skyway Lane. Eventually the trail continues south to the fishing piers along the Sunshine Skyway Bridge, offering a stunning view of both Tampa Bay and The Gulf of Mexico with numerous islands dotting the landscape.

The trail is proposed to be extended to the west of the District along the Pinellas Bayway and into St. Pete Beach. The Pinellas Bayway Bridge is being constructed to accommodate bicycles and pedestrians and will be open in 2015.

**Mass Transit**

The Pinellas Suncoast Transit Authority (PSTA) operates transit service for the entire county. Currently, there are three bus routes in service for the District, including Routes 11, 19 and 90. Route 11 travels 37<sup>th</sup> Street and loops

around the Greater Pinellas Point Neighborhood. Routes 19 and 90 both travel down 34<sup>th</sup> Street with Route 19 terminating at Eckerd College and Route 90 going both east to the Greater Pinellas Point Neighborhood and west to St. Pete Beach.

PSTA has identified the 34<sup>th</sup> Street corridor in the Long Range Transportation Plan to receive enhanced transit.

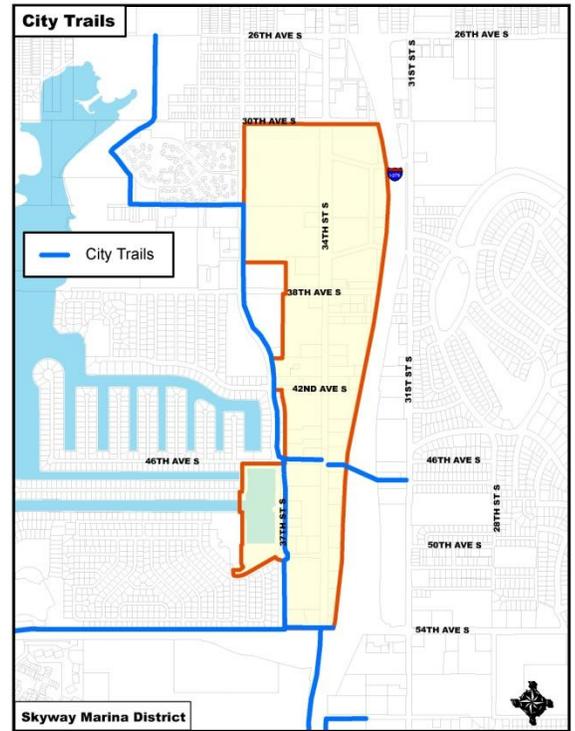


Figure 33

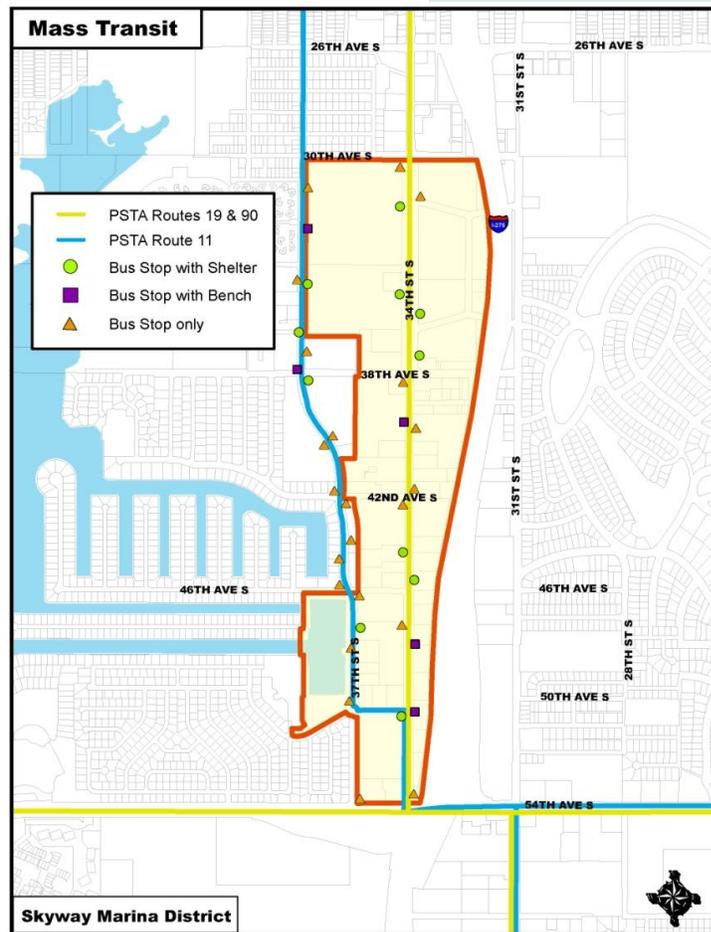


Figure 34

# Transportation Recommendations

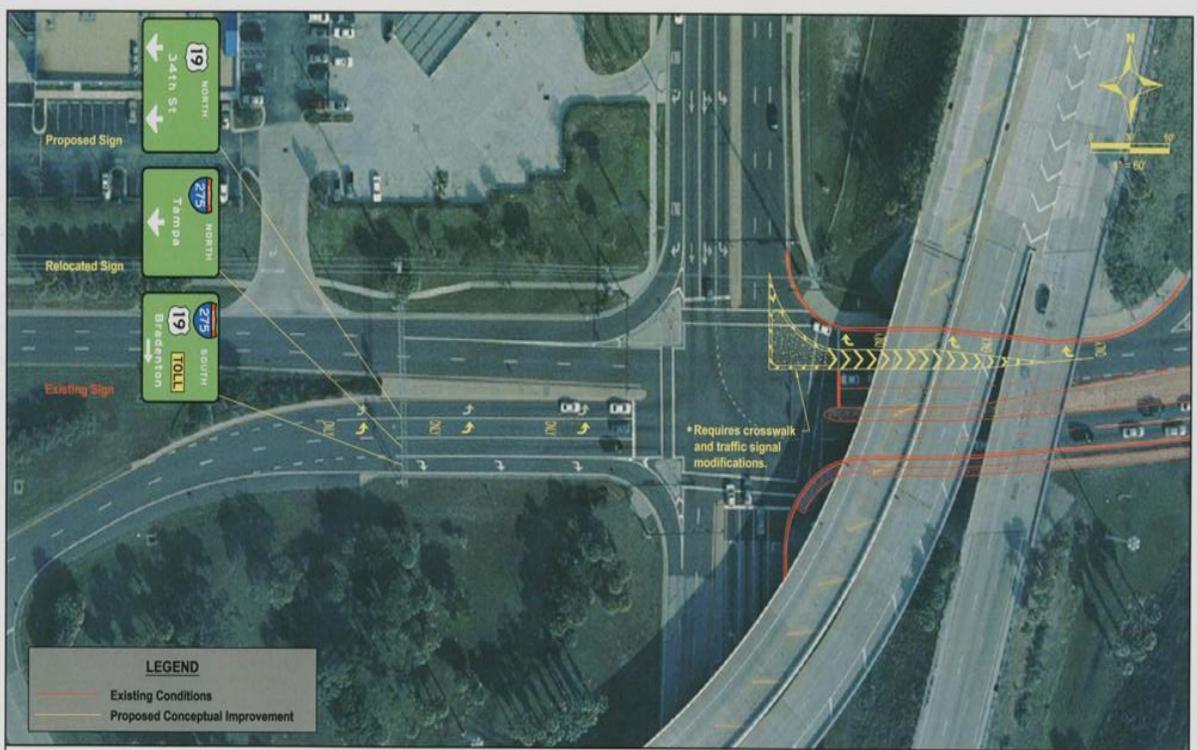
Recommendations for the Transportation strategy's primary vision of safety and connectivity are as follows:

**Goal 1: Improve the overall safety of the transportation system.**

**Action:** *Improve the traffic flow of the 54<sup>th</sup> Avenue South and 34<sup>th</sup> Street intersection through lane reconfiguration.*

Changing lane configurations and construction of additional median lane separators should be used where necessary in all four travel directions. The elimination of southbound U-turns may improve safety. Signal timings should also be reevaluated.

Potential reconfiguration of 34<sup>th</sup> Street & 54<sup>th</sup> Avenue South intersection



**Action:** *Install brick imprinted crosswalks at all signalized intersections.*

Signalized intersections include the Walmart entrance, 38<sup>th</sup> Avenue South, 46<sup>th</sup> Avenue South and 54<sup>th</sup> Avenue South.

**Action:** Reconstruct sidewalks along 34<sup>th</sup> Street South that are located at an unsafe distance from the roadway.

Sidewalks should be constructed at a safe distance away from the lanes of travel along 34<sup>th</sup> Street South. Right-of-way may have to be acquired in some instances for this to be achieved. As sites are redeveloped, site plans should take these areas into consideration, requiring reconstruction of sidewalks at a safe distance from the roadway.

**Action:** A roadway safety audit should be conducted that identifies safety issues and perceived safety hazards at all roadways and driveways.

Landscaping and signage in visibility triangles can hinder drivers and pedestrians at the intersection of all roads and driveways, and has been identified as a safety issue at some locations. A survey should be conducted in conjunction with accident statistics to determine problem areas. Business owners should be notified where improvement is necessary with the goal of eliminating these problem areas. Handicap ramps along sidewalks should also be evaluated for being in compliance with current codes.

## Goal 2: Enhance the City Trail system.

**Action:** Provide direct trail connectivity between the retail corridor north of 54<sup>th</sup> Avenue South and Maximo Park, O’Neill’s Marina and the Magnuson Hotel if the design and cost is feasible.

The area north of 54<sup>th</sup> Avenue South can connect with the South Planning Area with the construction of a bridge over Frenchman Creek, the waterway immediately north of Maximo Park. Recreational users from the north can gain better access to Maximo Park and O’Neill’s Marina, as well as more direct access to the Skyway recreational trail with the addition of a trail immediately west of I-275. This trail enhancement would also enable Magnuson Hotel visitors and visiting boaters using O’Neills Marina to access the north by bicycle. These two businesses should explore

Figure 35





Southbound on I-275 at 34<sup>th</sup> St exit

establishing a bike loan program for their guests and users with the construction of this trail.

**Action:** *Identify and construct additional trail feeder lanes for the City Trail from 37<sup>th</sup> Street South to 34<sup>th</sup> Street, extending to 31<sup>st</sup> Street when possible.*

The City Trail is located on the east side of 37<sup>th</sup> Street and along 46<sup>th</sup> Avenue South, connecting to the Pinellas Trail a couple of miles north. Side street feeders with oversized sidewalks or bicycle lanes should be constructed to enable trail users easier access to businesses along 34<sup>th</sup> Street.

**Action:** *Install additional trail signs for more visibility.*

**Goal 3: Improve the transit system.**

**Action:** *Install bus shelters with benches, bike racks and trash receptacles at all bus stops along 34<sup>th</sup> Street South.*

All bus stops along 34<sup>th</sup> Street should have facilities to protect riders from the weather, providing trash cans and bike racks. Bus shelters and accessory components should also be in a consistent style as adopted by the District. PSTA will need to be involved with the design and funding of this initiative.

**Action:** *Explore the dedication of a bus lane and bicycle lane as well as the construction of bus turnout lanes at heavily used transit stops.*

Traffic levels may allow for the designation of a bus lane in the district. If the designation of a bus lane is not feasible, bus stops requiring higher than average boarding and unboarding time should be reviewed to determine if turnout lanes can be constructed along 34<sup>th</sup> Street South.

**Action:** *Request that PSTA evaluate 34<sup>th</sup> Street ridership to determine most appropriate bus stop locations.*

Locations with low disembarkment should be reviewed for elimination and areas of higher business activity should be evaluated for new bus stops.



Viewing South along 34<sup>th</sup> St at 30<sup>th</sup> Ave

**Action:** Establish a trolley route along 34<sup>th</sup> Street South that includes stops at Eckerd College, St. Pete Beach and other areas identified with significant ridership.

This is a long term initiative to be undertaken once a critical mass of new development has been achieved. Once this occurs, a feasibility study should be conducted that considers potential ridership, destinations and route, as well as various forms of financing.



City Trail along 54<sup>th</sup> Avenue



PSTA Bus Routes on 34<sup>th</sup> Street





# MARKETING & PROMOTIONS

## VISION STATEMENT:

*A positive and unified brand should be created for the District that is easily identifiable and marketed.*

*A strong business organization is desired to focus on activities that improve the business climate and increases customers patronizing the District.*

The Skyway Marina District is a group of individual businesses each operating, marketing and promoting their goods separately. Collective marketing, advertising and publicity have been lacking or nonexistent in the past.

The formation of a fully functional business association can provide support for existing businesses, publicize the area's successes and market the District to new businesses. An area with an identity or public image provides the District the opportunity to create an identifiable brand. The lack of an identity for the District leaves the public to create their own.

Based on the survey at the beginning of the planning process, residents within the Skyway District's market area frequent the area for necessities, but travel to other areas to spend much of their disposable income. The business association has the opportunity to better market all of the positive assets to developers, realtors and potential businesses that will allow the more of the community's disposable income to stay within the District.



# Opportunities and Issues

- ✓ The Skyway Marina District is the primary shopping area for the southern St. Petersburg market including Tierra Verde and parts of St. Pete Beach.
- ✓ No identity exists for the Skyway Marina District.
- ✓ Tourists are in close proximity to the District visiting Fort Desoto and St. Pete Beach.
- ✓ Over 100 businesses are located within the District.
- ✓ Eckerd College, University of South Florida St. Petersburg and St. Petersburg College each have significant student populations.
- ✓ More than a dozen neighborhood associations are located in the southern St. Petersburg market.



- ✓ The Skyway Marina District recently organized a business association.
- ✓ SkywayMarinaDistrict.com has been established by the business association.



# Background

There are area marketing and promotion outlets that are available to provide exposure to the Skyway Marina District inside and outside of the immediate market.

## City of St. Petersburg

St. Petersburg's Marketing Department communicates with St. Petersburg citizens and people from around the United States and beyond. Events and outreach staff collaborates with community partners to attract events, programs, conferences and other activities that stimulate travel to the city and result in significant economic impact for the business community.

## Chambers of Commerce

Two Chambers of Commerce are located in or adjacent to the District: The St. Petersburg Area Chamber of Commerce and the Tampa Bay Beaches Chamber of Commerce. The St. Petersburg Chamber of Commerce is located in downtown St. Petersburg while the Beaches Chamber of Commerce is located on St. Pete Beach. Both Chambers work together and offer businesses networking opportunities, advocacy, promotion and other support.

## Convention and Visitors Bureau

The Tourist Development Council and staff of the St. Petersburg/Clearwater Area Convention & Visitors Bureau are responsible for making recommendations to the Board of County Commissioners on matters relating to the Tourist Development Tax. This tax is used to strengthen the local economy and increase employment through the ongoing promotion and development of tourism, one of Pinellas County's major industries.

The St. Petersburg/Clearwater Area Convention & Visitors Bureau (CVB) is a department of Pinellas County Government and is the official tourism marketing and management organization for the St. Petersburg/Clearwater Area. The CVB enhances the county's economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry.



The organization works domestically and internationally to develop and enhance sustainable tourism for Florida's Beaches in both the leisure and meetings markets and targets consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research driven marketing programs touting beaches, sports, arts and culture and nature-based opportunities.

The CVB also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others.

### Video Media

The Tampa Bay area is the nation's 14th-largest TV market according to Nielsen Media Research with fourteen television stations. Channel 35 is the local government channel operated by the City of St. Petersburg. Two cable television companies serve the entire St. Petersburg market: BrightHouse Networks and WOW!. Verizon FIOs is in limited areas of St. Petersburg.

The Lakewood High School Center for Advanced Technology has a state-of-the-art television studio within the school located less than two miles from the District. Lakewood students have won numerous Emmy awards in the past for the television show on Fox Channel 13, and have the ability to produce professional programming.

### Print Media

Two major daily newspapers serve the market: *The Tampa Bay Times* and *St. Petersburg Tribune*. The *Times* is based in St. Petersburg and is the dominant newspaper in the market. The *Weekly Challenger* serves the local St. Petersburg market. *Creative Loafing* is the area's primary alternative newspaper published weekly. *The Tampa Bay Business Journal* is the region's business publication produced weekly. *The Island Reporter* is delivered by mail to homeowners and businesses in the communities that comprise the South Gulf Beaches area of southern Pinellas County, including the Skyway Marina District.



*BeachLife* is an entertainment guide serving Pinellas County beach communities and St. Petersburg that includes entertainment articles and information on upcoming events, grand openings, entertainment listings and coupons.

*Paradise News* is a monthly news magazine that focuses on the south Pinellas Beach community. The magazine features very detailed events calendars and Arts & Leisure activities including St. Petersburg.

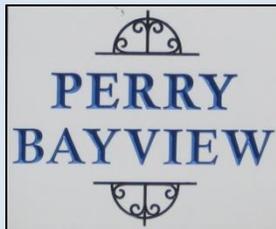
Eckerd College publishes their official student newspaper *The Current* that won the award in 2011 for Florida's best college newspaper. The University of South Florida St. Petersburg publishes *The Crow's Nest* twice monthly which is distributed to students. Lakewood High publishes a newspaper on a regular basis that is also distributed throughout the school.

### Internet Media

Various internet sites provide exposure for individual businesses and destination districts.

- <http://www.visitflorida.com> is the premier portal for the most comprehensive source of tourist information in Florida and includes a feature page with St. Petersburg information.
- <http://www.visitstpeteclearwater.com> is operated by the St.Petersburg/Clearwater Convention and Visitors Bureau.
- <http://www.beachlifefl.com> is the online counterpart to the printed guide, offering a robust online entertainment, goods and services guide for southern Pinellas County.
- <http://www.tampabay.worldweb.com> offers a travel guide for Tampa Bay locations and features a travel guide for St. Petersburg.
- <http://www.cltampa.com> is the website for Creative Loafing that features articles on a wide variety of topics including restaurants and entertainment.





### Neighborhood Associations

There are six recognized neighborhood associations immediately adjacent to the Skyway Marina District: Perry Bayview, Clam Bayou, Broadwater, Maximo Moorings, Greater Pinellas Point and Lakewood Estates. Other notable neighborhoods in close proximity to the District include Bayway Isles, Isla Del Sol, Bahama Shores and Tierra Verde. Almost all of these associations have regular meetings, websites and/or newsletters for publicity and advertisement.

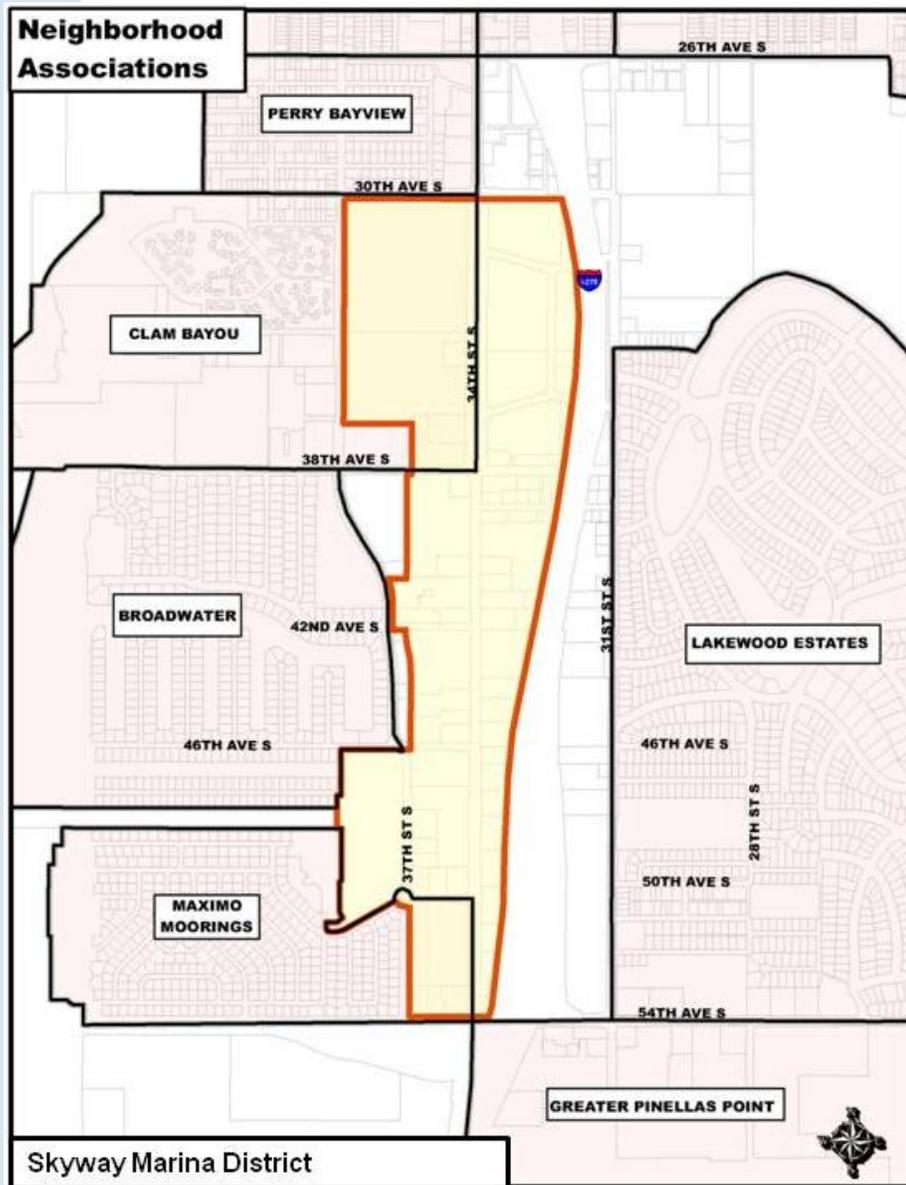


Figure 36

# Marketing & Promotions Recommendations

Recommendations for the Marketing & Promotion strategy's primary vision of branding and organizational development are as follows:

## **Goal 1: Create a full service business organization**

**Action:** *A business association should be officially formed with articles of incorporation, bylaws and a 501(c)3 non-profit designation.*

Non-profit status will enable the organization to accept donations that are eligible for a tax deduction. An organizational structure will provide the framework necessary to successfully support the District through a variety of activities. The goals of the organization should be to assist in making existing businesses more successful, promoting the district and marketing the assets of the area. **The Skyway Marina District Association has been approved as a 501(c)3.**

**Action:** *The business association should have subcommittees to work on specific tasks such as membership, funding, branding, promotional events, etc.*

Subcommittees set up to address organizational development, marketing and promotions, specific projects, special events and other topics allow the organization to focus expertise and energy.

**Action:** *Workshops to assist businesses should be held and include topics such as marketing, promotions, social media, merchandising, etc.*

Workshops on topics of interest or need will help existing businesses improve their operations and are important to business assistance. The Greenhouse holds a regular schedule of various business workshops for individual businesses.





**Action:** Partner with Eckerd College, St. Petersburg College, USFSP and Lakewood High School’s Center for Advanced Technology (CAT) to provide interns to assist the Skyway Marina District’s business association with projects.

Area colleges and high schools have students who are available to at no cost. The expertise of the college and perspective of the students in undertaking specific marketing and promotional projects can be very beneficial.

**Goal 2: Implement a promotional program**

**Action:** Submission of positive news stories and the establishment of a relationship with media outlets should be a priority of the District.

News of interest that promotes the district should be publicized on the District’s website and in press releases to various media outlets.

**Action:** The District should encourage use of the name and logo in all business promotion and advertising for branding.

All businesses within the District should use the name and logo on advertising and promotional materials to define the location. The number of impressions for the District name and logo will correspond to public awareness.

**Action:** The District should join and partner with area Chamber of Commerce organizations to establish a connection with other businesses outside of the District.

Networking with other business organizations will further promote the district. Relationships with other businesses may also provide additional revenue to existing businesses.

**Action:** The District should hold special events that will attract a broad cross-section of people.

Attracting people who otherwise may not visit the area will promote the image and brand of the District. Special events will also provide surrounding neighborhoods with activities of interest.

**Action:** *The business association should periodically attend neighborhood association meetings to provide updates on what is happening in the District.*

Visibility among the surrounding neighborhoods will enhance the image of the District and provide information to residents.

**Action:** *Businesses should enhance their relationship with area neighborhoods by providing advertising and articles for neighborhood newsletters and websites.*

Supporting and maintaining a strong connection with surrounding neighborhoods through publicity and advertising is important to the success of the District.

### **Goal 3: Create and maintain a marketing strategy**

**Action:** *Promotion of businesses in the District via various media outlets is needed to guide customers to the district.*

The District should create marketing collateral such as a website, brochures, etc. and market to tourists, surrounding neighborhoods, real estate professionals and other identified targets. Outside outlets offering free or low cost exposure such as the City of St. Petersburg, St. Petersburg Convention and Visitors Bureau, airport kiosks, hotels, malls and transportation services should be targeted. Cross promotion with other business district events should also be explored.

**Action:** *A marketing packet to promote the district to potential businesses, investors and developers should be developed.*

A concise and targeted marketing piece will bring positive attention of the District to the business community. New investment is important to the overall success of existing businesses and provides desired services to the local community.



facebook

follow us on  
twitter

I'll Shop on 34th



**Action:** Social media should be utilized to establish a connection with current and potential customers.

Facebook, Twitter and other social media outlets provides marketing information to a significant number of people in a timely and cost effective format. Consistent use of social media builds followers and provides marketing and promotion to businesses.

**Action:** The District should market the Skyway Marina District's Plan, real estate and development opportunities, and improvement progress.

Marketing the accomplishments of the District, planned improvements, real estate vacancies and development opportunities is vital to the District gaining significant investment.

**Action:** A retail campaign should be established that portrays the amount of community support for additional retail businesses.

Social media and online retail campaigns can be an effective method to build community support and portray an intangible metric for additional retail and restaurants.

**Action:** Co-op advertising using the District name and logo in various publications and locations will assist in establishing a brand for the District.

Mall kiosks, airport kiosks, print media and other public outlets are opportunities for promoting the District and businesses.

# IMPLEMENTATION

The community has shown overwhelming support for the Skyway Marina District Plan and has invested their time in its creation. Plan implementation will require the City, Skyway Marina District Association and neighborhood residents to continue working as a team to move this plan forward. Success of the plan will be determined by the cooperation and a partnership between all responsible parties.

Funding high priority projects will provide the market confidence that there is commitment to plan implementation. Systematic completion of the plan is important and could take several years. Various agencies, City departments and the business association are responsible for carrying out plan recommendations with coordination by the Planning and Economic Development Department. Maintaining the partnership and communication between everyone involved, including the community, is very important.

# Capital Improvements Budget

Priority	Capital Improvement	#	ESTIMATED		Expected Primary Funding Source
			Unit Cost	Total Cost	
High	Primary Gateways - 34th Street	2	\$150,000	\$300,000	City
High	Primary Gateway - Pinellas Bayway	1	\$200,000	\$200,000	City
High	54th Ave/34th St Intersection Improvements	1	\$1.5 million	\$1.5 million	FDOT
High	Right-of-way Landscaping - 34th Street	1	\$250,000	\$250,000	FDOT
High	Retrofitting Existing Poles with Banner Arms	100	\$130/pole	\$13,000	City
High	Bus Shelters - 34th Street w/Benches, Trash Cans and Bike Racks	18	\$15,000	\$270,000	PSTA/City
Medium	Pedestrian Lights	48 blocks	\$11,000/Block	\$528,000	City
Medium	Secondary Gateway - 38th Ave S	1	\$50,000	\$50,000	City
Medium	Secondary Gateways - 42nd and 50th Ave	2	\$100,000	\$200,000	City
Medium	Public Art - Various ROW Locations	TBD	TBD	TBD	City
Medium	Sidewalk Construction(1)	6,100 ft	\$100/linear ft	\$610,000	City
Low	Overhead Directional Signage/Structures	2	\$220,000	\$440,000	FDOT/City
Low	Undergrounding Overhead Utilities	TBD	TBD	TBD	City/Duke Energy
Low	City Trail to Maximo Park w/Bridge	1	TBD	TBD	FDOT

(1)Dependent on available ROW

# Project Implementation Matrix

## Strategy: Land Use & Site Design

### Goal 1: Construction of high quality new development

Action	Priority	Term	Responsible Agency
Create an Activity Center designation	High	Short	Planning & Economic Dev.
Encourage new development to use sustainable building techniques and environmentally sensitive site design	High	Ongoing	Planning & Economic Dev.
Encourage the private sector to use art in public areas	High	Ongoing	Planning & Economic Dev.
Explore providing a public drainage facility to service the District	Low	Long	Engineering & Capital Imp.
Use local universities and colleges about being involved in creating design concepts	Low	Short	Planning & Economic Dev. Skyway Marina District Assoc.

### Goal 2: Enhancement of existing development

Action	Priority	Term	Responsible Agency
Encourage signage along 34 <sup>th</sup> Street that fits with a theme or style of the District	Low	Short	Planning & Economic Dev. Skyway Marina District Assoc.
Encourage restaurants to construct outdoor dining areas	Low	Ongoing	Planning & Economic Dev.
Promote the Crime Prevention through Environmental Design (CPTED) program	High	Ongoing	Skyway Marina District Assoc. Police Department
Create a team comprised of the City, Association and Residents to discuss issues within the District	High	Short	Planning & Economic Dev. Skyway Marina District Assoc.

## Strategy: Economic Development

### Goal 1: Construction of high quality new development

Action	Priority	Term	Responsible Agency
Provide up to \$1 million financial incentive for the first qualifying mixed use redevelopment to locate within the District	Med	Long	City
Provide up to a \$50,000 financial incentive for the first qualifying sit-down restaurant to locate within the District	High	Short	City
Pursue unique restaurants and retailers to increase the market trade area for the District	High	Ongoing	Planning & Economic Dev. Skyway Marina District Assoc.
Promote the location of an enterprise center or incubator for marine-based businesses within the District	Med	Ongoing	Planning & Economic Dev. Skyway Marina District Assoc.
Establish a special emphasis on recruiting marine and water-related businesses.	Med	Ongoing	Planning & Economic Dev. Skyway Marina District Assoc.

**Term: Short** = <2 years      **Medium** = 2-4 years      **Long** = 4+ years

# Project Implementation Matrix

Action	Priority	Term	Responsible Agency
Target significantly underutilized parcels for redevelopment	High	Ongoing	Planning & Economic Dev.
Promote retail and/or restaurant incubator storefronts and pop-up store concept	Med	Short	Planning & Economic Dev. Skyway Marina District Assoc.
Establish an economic development committee for the District	High	Short	Skyway Marina District Assoc. Planning & Economic Dev.
Explore creating an investment coop comprised of local investors	Med	Short	Skyway Marina District Assoc. Planning & Economic Dev.
<b>Goal 2: Retain existing businesses</b>			
Action	Priority	Term	Responsible Agency
Undertake surveys, business visits and meetings to determine business needs	High	Short	Skyway Marina District Assoc. Planning & Economic Dev.
Publicize the City's Greenhouse programs and resources	High	Ongoing	Planning & Economic Dev.
Implement merchant assistance programs	Med	Short	Planning & Economic Dev. Skyway Marina District Assoc.
Explore creating a revolving micro loan fund dedicated to the District to provide low interest loans to businesses	Med	Short	Planning & Economic Dev.
Establish a partnership with financial institutions to better understand and promote the lending process, loan products and gain contacts	High	Short	Skyway Marina District Planning & Economic Dev.
<b>Goal 3: Establish an economic development marketing program for the District</b>			
Action	Priority	Term	Responsible Agency
Establish a realtor, developer and prospective business open house/tour to promote development opportunities, this plan and showcase all positive aspects of the District	Low	Short	Skyway Marina District Assoc.
Create an outreach campaign for property owners to promote this plan and all positive aspects of the area	Low	Short	Skyway Marina District Assoc.
Publicize all economic development incentives	High	Ongoing	Planning & Economic Dev. Skyway Marina District Assoc.
Explore competitive advantages to make the District stand out among other business districts	High	Short	Skyway Marina District Assoc.

**Term: Short** = <2 years      **Medium** = 2-4 years      **Long** = 4+ years

# Project Implementation Matrix

## Strategy: Streetscape

### Goal 1: Physically define the District's boundaries

Action	Priority	Term	Responsible Agency
Install prominent gateway signs, landscaping and other features at locations in or immediately adjacent to the District's entryways.	High	Short	Engineering & Capital Imp.
Create secondary gateways with signage and landscaping along major streets off of 34 <sup>th</sup> Street.	Med	Medium	Engineering & Capital Imp.
Establish a theme or style for public components such as signage, lighting, transit shelter and street furniture.	High	Short	Skyway Marina District Assoc. Transportation & Parking Community Service Planning & Economic Dev.
Install banners on street light poles along 34 <sup>th</sup> Street South.	High	Short	Community Services Skyway Marina District Assoc.

### Goal 2: Enhance public areas and rights-of-way

Action	Priority	Term	Responsible Agency
Install public art in areas such as the medians, rights-of-way, gateways and bus stops	High	Medium / Long	Skyway Marina District Assoc. Engineering & Capital Imp. Cultural Affairs
Install landscaping in the right-of-way of 34 <sup>th</sup> Street	High	Short	Engineering & Capital Imp.
Landscape the 34 <sup>th</sup> Street medians to be more prominent and in character with other public plantings	High	Short	Engineering & Capital Imp.
Establish a higher level of beautification at all major intersections	High	Short	Engineering & Capital Imp.
Explore the feasibility of adding green medians between 30 <sup>th</sup> and 38 <sup>th</sup> Avenues South with the Florida Department of Transportation	Low	Short	Engineering & Capital Imp.
Upgrade the overhead FDOT sign structures	Low	Long	Transportation & Parking
Evaluate 38 <sup>th</sup> Avenue South to determine the best methods for maintaining the beautification of the right-of-way and adjacent properties	High	Short	Planning & Economic Dev.

### Goal 3: Enhance existing public infrastructure

Action	Priority	Term	Responsible Agency
Install pedestrian lighting along 34 <sup>th</sup> Street South	Med	Long	Engineering & Capital Imp.
Install banner arms on each current street pole along 34 <sup>th</sup> Street	High	Short	Community Service Marketing
Evaluate the illumination of street lights along 34 <sup>th</sup> Street South to determine potential lighting upgrades	High	Short	Community Service

**Term:** Short = <2 years      **Medium** = 2-4 years      **Long** = 4+ years

# Project Implementation Matrix

Action	Priority	Term	Responsible Agency
Explore the cost/benefit of undergrounding all of the utility lines along 34 <sup>th</sup> Street South	Low	Short	Community Service
Establish a policy and funding to replace damaged concrete utility poles with like materials	Med	Short	Community Service
Improve the appearance of traffic signal operation cabinets	Low	Short	Transportation & Parking
<b>Strategy: Transportation</b>			
<b>Goal 1: Improve the overall safety of the transportation system</b>			
Action	Priority	Term	Responsible Agency
Reconfigure the turn lanes to improve the traffic flow of the 54 <sup>th</sup> Avenue South and 34 <sup>th</sup> Street intersection	High	Long	Transportation & Parking
Install brick imprinted crosswalks at all signalized intersections	Low	Medium	Transportation & Parking
Reconstruct sidewalks along 34 <sup>th</sup> Street South that are located at an unsafe distance from the roadway	High	Long	Transportation & Parking
Conduct a roadway safety audit for driveways along 34 <sup>th</sup> Street	Med	Short	Community Service Transportation & Parking
<b>Goal 2: Enhance the City Trail system</b>			
Action	Priority	Term	Responsible Agency
Provide direct trail connectivity between the retail corridor north of 54 <sup>th</sup> Avenue South & South Planning Area if design & cost is feasible	Low	Long	Transportation & Parking
Identify and construct additional trail feeder lanes for the City Trail from 37 <sup>th</sup> Street South to 34 <sup>th</sup> Street, extending to 31 <sup>st</sup> Street when possible	Low	Long	Transportation & Parking
Install additional trail signs for more visibility	Med	Short	Transportation & Parking
<b>Goal 3: Improve the Transit System</b>			
Action	Priority	Term	Responsible Agency
Install bus shelters with benches, bike racks and trash receptacles at all bus stops along 34 <sup>th</sup> Street South	High	Medium	Transportation & Parking
Explore the dedication of a bus lane and bicycle lane as well as the construction of bus turnout lanes at heavily used transit stops	Low	Medium	Transportation & Parking
Request that PSTA evaluate 34 <sup>th</sup> Street ridership to determine most appropriate bus stop locations	Med	Short	Transportation & Parking
Establish a trolley route along 34 <sup>th</sup> Street South that includes stops at areas identified with a significant ridership in the area	High	Long	Transportation & Parking

**Term: Short** = <2 years      **Medium** = 2-4 years      **Long** = 4+ years

# Project Implementation Matrix

## Strategy: Marketing & Promotions

### Goal 1: Create a full service business organization

Action	Priority	Term	Responsible Agency
A business association should be officially formed with articles of incorporation, bylaws and a 501(c)3 non-profit designation	High	Short	Skyway Marina District Assoc.
Create subcommittees such as membership, funding, branding and promotional events	High	Short	Skyway Marina District Assoc.
Hold workshops to assist businesses for marketing, promotions, social media, merchandising and other topics as determined	High	Short	Skyway Marina District Assoc.
Partner with Eckerd College, St. Petersburg College, USFSP and Lakewood High School's Center for Advanced Technology (CAT) to provide interns to assist with projects	Med	Ongoing	Skyway Marina District Assoc.

### Goal 2: Implement a promotional program

Action	Priority	Term	Responsible Agency
Submit positive news stories and establish a relationship with various media outlets	High	Short	Skyway Marina District Assoc.
Encourage use of the District name and logo in all business promotion and advertising	High	Short	Skyway Marina District Assoc.
Join and partner with area Chamber of Commerce organizations to establish a connection with businesses outside of the District	High	Short	Skyway Marina District Assoc.
Hold special events that will attract a broad cross-section of people	Med	Short	Skyway Marina District Assoc.
Attend neighborhood association meetings to provide updates on what is happening in the District	High	Short	Skyway Marina District Assoc.
Enhance businesses relationships with area neighborhoods by providing advertising and news for neighborhood newsletters and websites	High	Short	Skyway Marina District Assoc.

### Goal 3: Create and maintain a marketing strategy

Action	Priority	Term	Responsible Agency
Promote businesses in the District via various media outlets	Med	Short	Skyway Marina District Assoc.
Create a marketing packet to promote the district to potential businesses, investors and developers	Med	Short	Skyway Marina District Assoc. Planning & Economic Dev.
Utilize social media to establish a connection with current and potential customers	Med	Short	Skyway Marina District Assoc.

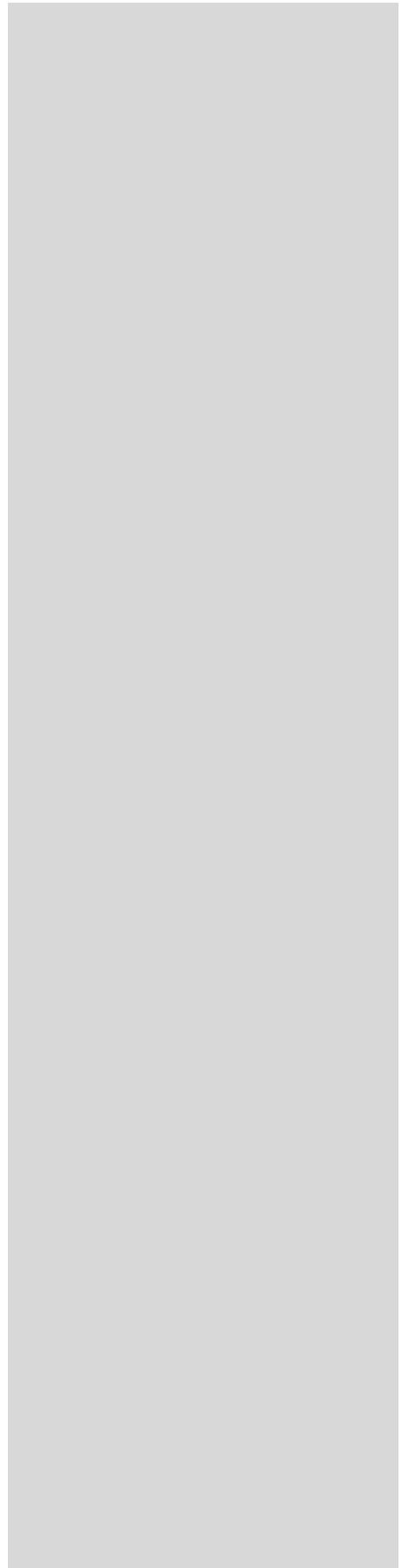
**Term:** Short = <2 years      Medium = 2-4 years      Long = 4+ years

# Project Implementation Matrix

Action	Priority	Term	Responsible Agency
Market the Skyway Marina District's Plan, real estate and development opportunities, and improvement progress	High	Short	Skyway Marina District Assoc.
Establish a retail campaign that portrays the amount of community support for additional retail businesses	Low	Short	Skyway Marina District Assoc.
Utilize coop advertising using the District name and logo in various publications to better brand the District	High	Short	Skyway Marina District Assoc.

**Term:** Short = <2 years      Medium = 2-4 years      Long = 4+ years

# APPENDIX



# 34<sup>th</sup> Street South Corridor Plan Survey Responses

Please provide your opinion of the 34<sup>th</sup> Street South corridor for the area between 30<sup>th</sup> and 54<sup>th</sup> Avenues South.

## 1. Please check all that apply.

	Live	Work	Own Business	Own Property
a. 34 <sup>th</sup> Street South Corridor	<u>45</u> 19.3%	<u>19</u> 8.2%	<u>22</u> 9.4%	<u>28</u> 12.0%
b. Patriot Square Condominiums	<u>26</u> 11.2%	<u>0</u> 0%	<u>6</u> 2.6%	<u>22</u> 9.4%
c. Broadwater Neighborhood	<u>62</u> 26.6%	<u>16</u> 6.9%	<u>13</u> 5.6%	<u>37</u> 15.6%
d. Maximo Moorings Neighborhood	<u>23</u> 9.9%	<u>3</u> 1.3%	<u>1</u> 0.4%	<u>11</u> 4.7%
e. Clam Bayou Neighborhood	<u>1</u> 0.4%	<u>0</u> 0%	<u>0</u> 0%	<u>3</u> 1.3%
f. Perry Bayview Neighborhood	<u>2</u> 0.9%	<u>0</u> 0%	<u>0</u> 0%	<u>2</u> 0.9%
e. Lakewood Estates Neighborhood	<u>28</u> 12.0%	<u>5</u> 2.2%	<u>4</u> 1.7%	<u>12</u> 5.2%
f. Bayway Isles Neighborhood	<u>26</u> 11.2%	<u>4</u> 1.7%	<u>2</u> 0.9%	<u>13</u> 5.6%
g. Greater Pinellas Point Neighborhood	<u>18</u> 7.7%	<u>4</u> 1.7%	<u>4</u> 1.7%	<u>8</u> 3.4%
h. Isla Del Sol	<u>3</u> 1.3%	<u>3</u> 1.3%	<u>1</u> 0.4%	<u>1</u> 0.4%
i. Bahama Shores Neighborhood	<u>5</u> 2.2%	<u>2</u> 0.9%	<u>0</u> 0%	<u>4</u> 1.7%
j. Tierra Verde	<u>8</u> 3.4%	<u>5</u> 2.2%	<u>2</u> 0.9%	<u>3</u> 1.3%
k. Other St. Petersburg location (Please specify) <u>Top responses: Downtown, Lake Maggiore</u>	<u>6</u> 2.6%	<u>11</u> 4.7%	<u>4</u> 1.7%	<u>3</u> 1.3%
l. Outside of St. Petersburg (Please specify) <u>Top responses: Tampa, Gulfport</u>	<u>3</u> 1.3%	<u>1</u> 0.4%	<u>0</u> 0%	<u>6</u> 2.6%

## 2. How would you rate the overall quality of the 34<sup>th</sup> Street South corridor?

a. Excellent	<u>1</u>	0.4%
b. Good	<u>12</u>	5.2%
c. Fair	<u>93</u>	39.9%
d. Poor	<u>125</u>	53.6%
e. Don't Know	<u>1</u>	0.4%

## 3. What needs to be improved on the 34<sup>th</sup> Street South corridor?

(Please rank your top 5, with 1 needing the most improvement and 5 needing the least)

a. Street/pedestrian lighting	<u>3.35</u>	#7
b. Bus stops/transit service	<u>4.00</u>	#8
c. 34 <sup>th</sup> Street landscaping	<u>3.34</u>	#6
d. Private property conditions	<u>2.72</u>	#4
e. Public safety	<u>2.77</u>	#5
f. Quality of businesses	<u>2.03</u>	#2
g. Quality of development	<u>2.43</u>	#3
h. Retail choices (includes restaurants)	<u>1.82</u>	#1
i. Other (Please specify)	<u>Top response: Remove underutilized commercial space and replace with nicer retail</u>	

## 4. What types of new development would you support locating on 34<sup>th</sup> Street South in the future?

(Please check all that apply)

a. Retail (includes restaurants)	<u>208</u>	89.3%
b. Office	<u>103</u>	44.2%
c. Hotels/motels	<u>72</u>	30.9%
d. Residential	<u>44</u>	18.9%
e. Mixed use development with combination of above	<u>145</u>	62.2%
f. Institutional (Public buildings, churches, hospitals)	<u>97</u>	41.6%

**5. How often do you patronize businesses in this area of 34<sup>th</sup> Street South?**

a. Almost daily	<u>83</u>	35.6%
b. 2-5 days a week	<u>91</u>	39.1%
c. Once a week	<u>27</u>	11.6%
d. Twice a month	<u>19</u>	8.2%
e. Once a month	<u>5</u>	2.2%
f. Less than once a month	<u>3</u>	1.3%

**6. How much of your retail shopping and dining out is conducted outside of 34<sup>th</sup> Street South?**

a. Less than 25%	<u>30</u>	12.9%
b. 25% - 50%	<u>40</u>	17.2%
c. 50% - 75%	<u>55</u>	23.6%
d. Greater than 75%	<u>99</u>	42.5%

**7. What new or additional retail businesses would you use on 34<sup>th</sup> Street South?**

(Please check all that apply)

a. Ice cream/yogurt shops	<u>138</u>	59.2%
b. Gift shops	<u>85</u>	36.5%
c. Personal services	<u>91</u>	39.1%
d. Home decoration/houseware stores	<u>154</u>	66.1%
e. Apparel (men & women)	<u>139</u>	59.7%
f. Artistic retail	<u>91</u>	39.1%
g. Sporting/outdoor goods stores	<u>119</u>	51.1%
h. Home improvement stores	<u>169</u>	72.5%
i. Other (Please specify)	<u>Top responses: Upscale restaurants, Target, entertainment (movies, mini golf, bowling)</u>	

**8. What type of restaurants would you support? (Please check all that apply)**

a. Fast food	<u>30</u>	12.9%
b. Casual dining	<u>200</u>	85.8%
c. Buffet/Cafeteria	<u>58</u>	24.9%
d. Full service	<u>199</u>	85.4%

**9. Suggest a name for this district of 34<sup>th</sup> Street South. (optional)**

Top responses: Skyway District, Marina District, Bayway District, Gateway South

**Thank you for completing this survey and helping us make 34<sup>th</sup> Street South a better place.**

**Please send this survey to:** City of St. Petersburg  
Economic Development  
**ATTN: Gary Jones**  
P.O. Box 2842  
St. Petersburg, Florida 33731-2842

Or [gary.jones@stpete.org](mailto:gary.jones@stpete.org)

## Building Setbacks 34th Street South

Type of Building Setback	Small Lot		Medium Lot		Large Lot		Large Tract Both Districts
	RC-1	CCS-2	RC-1	CCS-2	RC-1	CCS-2	
Adjacent to street	25'	10'	25'	20'	25'	20'	Minimum of 75' or .8 x building height for all setbacks
Minimum Setback	20'	0	20'	20'	20'	20'	
Adjacent to street - maximum setback	30'	30'	100'	80'	NA	NA	
Interior Side Yard	10'	10'	10'	10'	10'	10'	
	25'	25'	35'	35'	50'	50'	
	10'	20'	15'	20'	20'	20'	
Rear Yard	20'	20'	20'	20'	20'	20'	
	25'	25'	35'	35'	50'	50'	
	10'	20'	15'	20'	20'	20'	
Waterfront Yard	10'	20'	15'	20'	20'	20'	

Small Lot - Less than 1.0 acre

Medium Lot - Between 1.0 - 2.0 acres

Large Lot - Greater than 2.0 acres

Large Tract - 2 to 5 acres

Large Tract - >5 acres

*Regulations in effect June 11, 2013*

# Land Development Regulations 34th Street South

## Summary

<b>Development Regulation</b>	<b>City RC-1</b>	<b>City CCS-2</b>
Minimum Lot Area	10,000	4,500
Minimum Lot Width		
Small Lot (< 1 acre)	100 feet	100 feet
Medium Lot (1-2 acres)	200 feet	200 feet
Large Lot (>2 acres)	300 feet	300 feet
Maximum Residential Density/acre w/o Activity Center	30	40
Proposed Activity Center Density	50	50
Work Force Housing Bonus	10	6
Hotel Room Density	55	55
Maximum Non Residential Intensity		
Floor Area Ratio (FAR)	0.75	0.75
Activity Center Floor Area Ratio (Proposed)	1.50	1.50
Work Force Housing Intensity Bonus	0.25	0.2
Building Height		
Small Lot (< 1 acre)	48 feet	36 feet
Medium Lot (1-2 acres)	48 feet	36 feet
Large Lot (>2 acres)	48 feet	48 feet
Large Tract (2-5 acres) w/conditions	72 feet	72 feet
Large Tract (>5 acres) w/conditions	150 feet	150 feet
Minimum Building Setbacks - Street		
Small Lot (< 1 acre)		
- Nonresidential Use	25 feet	10 feet
- Residential Use	20 feet	None
Medium Lot (1-2 acres)		
- Nonresidential Use	25 feet	20 feet
- Residential Use	20 feet	20 feet
Large Lot (>2 acres)		
- Nonresidential Use	25 feet	20 feet
- Residential Use	20 feet	20 feet
Maximum Building Setbacks - Street		
Small Lot (< 1 acre)	30 feet	30 feet
Medium Lot (1-2 acres)	100 feet	100 feet
Large Lot (>2 acres)	N/A	N/A

*Regulations in effect June 11, 2013*

Current information on the Zoning Districts can be found at:

[Retail Center](#)

[Corridor Commercial Suburban](#)

## Use Permissions

### 34th Street South

Type of Use	RC-1	CCS-2
<b>Residential</b>		
Assisted Living Facility	P	P
Multifamily Dwelling	P	P
Community Residential Home, 1-14 residents	P	P
Community Residential Home, >15 residents	SE	SE
Dwelling, Single-Family	G	P
Mobile Home	NC	NC
<b>Accomodations</b>		
Bed and Breakfast	P	P
Kennel	NC	NC
Hotel	P	P
Motel	NC	G
Pet Care (Indoors)	P	P
Pet Care Indoor/Outdoor	NC	NC
Nursing Home	P	P
<b>Commerical and Office</b>		
Bank with Drive-Thru	P	P
Car Wash and Detailing	SE	SE
Catering Service	P	P
Drug Store or Pharmacy	P	P
Gas or Fueling Station	SE	P
Indoor Vehicle Sales	P	P
Microbrewery	P	P
Mixed Use (Permitted Uses)	P	P
Motor Vehicle Service & Repair	G	P
Office, General	P	P
Office, Medical	P	P
Office, Day Labor	NC	NC
Office, Veterinary	P	P
Outdoor Sales, Accessory Use	P	P
Outdoor Sales, Principal Use Outdoor Goods	SE	P
Outdoor Sales, Principal Use Garden Oriented	SE	P
Restaurant and Bar, Brewpub	P	P
Restaurant and Bar, Indoor	P	P
Restaurant and Bar, Accessory Outdoor Area	A	A
Restaurant and Bar, Indoor and Outdoor	P	P
Retail Sales and Service	P	P
Service Establishment	P	P
Service Personal	P	P
Studio	P	P

Type of Use	RC-1	CCS-2
<b>Industrial, Manufacturing and Warehouse</b>		
Laboratories & Research and Development	P	SE
Manufacturing - Light, Assembly & Processing	G	P
Manufacturing - Heavy	G	NC
Outdoor Storage, Principal Use	NC	NC
Publishing and Printing	SE	SE
Self Storage / Mini Warehouse	P	P
Warehouse	G	G
<b>Arts, Recreation and Entertainment</b>		
Club, Community Service and Fraternal	P	P
Commercial Recreation, Indoor	P	P
Commercial Recreation, Outdoor	P	P
Health Club (< 5,000 sq.ft.)	P	P
Health Club (> 5,000 sq.ft.)	P	SE
Motion Picture Theater/Cinema	P	SE
Museum	P	P
Park	P	P
Performing Arts Venue	P	SE
<b>Education, Public Administration, Healthcare and Institutional</b>		
Adult Day Care Center	NC	P
Birthing Center	SE	SE
Child Care Facility	P	P
Crematorium	NC	NC
Funeral Home / Mortuary / Crematory	P	P
Government Building and Use	P	P
Hospital	P	P
House of Worship	P	P
Meeting Hall / Other Community Assembly	P	P
Probation / Parole Correction Office	NC	NC
Schools	P	P
<b>Transportation, Communication and Information</b>		
Marina	P	P
Mass Transit Center	P	SE
Parking, All	P	P
<b>Agriculture</b>		
Commercial Garden and Greenhouse	NC	NC
Nursery	P	P

**P** = Permitted

**G** = Grandfathered

**NC** = Non Conforming

**A** = Accessory

**SE** = Special Exception

**Skyway Mall Site – 4301 34<sup>th</sup> St. S.**

**Site Data Table – Activity Center Scenario**

Lot Area: 14.33 acres or 624,214 SF			
Lot Width: 565.5' (46 <sup>th</sup> Ave. S. frontage) 1,083.4' (34 <sup>th</sup> St. S. frontage) 618.9' (42 <sup>nd</sup> Ave. S. frontage)			
Future Land Use: PR-C			
Zoning: CCS-2			
	Per Code	Max Potential	Proposed
FAR	1.12 max <sup>1</sup>	699,119 sf	699,003 sf <sup>2</sup>
Density	60 u/a max <sup>3</sup>	859 units	168 units
Lot Coverage (ISR)	0.9 max <sup>4</sup>	62,422' sf must be pervious	At least 71,633 sf (didn't count foundation landscaping)
Buffer	75' min <sup>5</sup> to 120' max	120'	115'
Height	84' max (in between buffer and setback) <sup>6</sup> 150' max (within buffer) <sup>7</sup>	84' 150'	72' (6 stories) (in between buffer and setback) 144' (12 stories) (within buffer)
Setbacks			
Front	20' <sup>8</sup>		20'
Rear	15' <sup>9</sup>		15'
Parking <sup>10,11</sup>		1,888 spaces <sup>12</sup>	1,997 <sup>13</sup>
Dwelling, Multifamily	1.5 per unit up to 2 bedrooms	1,289 spaces <sup>14</sup> /252 spaces <sup>15</sup>	
Office	1 per 300 sf gfa	2,330 spaces <sup>16</sup> /1,080 spaces <sup>17</sup>	
Restaurant and bar, Indoor and Outdoor	1 per 150 sf gfa	4,661 spaces <sup>18</sup> /467 spaces <sup>19</sup>	
Retail sales and service	1 per 200 sf gfa	3,496 spaces <sup>20</sup> /537 spaces <sup>21</sup>	
Landscaping Buffer	10' for abutting streets and 5' in rear <sup>22</sup>		14' abutting streets and 9' in rear
Landscaping	Exterior (abutting streets): 2 shade trees per 50 linear ft. Interior: N/A Foundation: 1 foundation plant per linear foot, one under-story tree per 30 linear feet <sup>23</sup>	Exterior: 130 shade trees Foundation: didn't calculate	Just try to make it look adequate when putting finishing touches on. Either use sabal palms for exterior and foxtail palms for foundation landscaping (understory trees) or use live oak for exterior and crape myrtle for foundation landscaping (understory trees). For foundation

<sup>1</sup> Section 16.20.090.5 (Development Potential)

<sup>2</sup> Section 15.50.200.3.1 (Maximum density and intensity) states that for mixed uses, the maximum development potential is governed by the FAR; it also states that the number of dwelling units on the site shall not exceed the maximum density allowed by the zoning district. Both of these provisions are followed with the 699,119 or 1.12 FAR figure.

<sup>3</sup> Section 16.20.090.5 (Development Potential)

<sup>4</sup> Section 16.20.090.5 (Development Potential)

<sup>5</sup> Section 16.30.090 (Large Tract Planned Development)

<sup>6</sup> Section 16.20.090.6 (Building Envelope: Maximum Height)

<sup>7</sup> Section 16.30.090 (Large Tract Planned Development)

<sup>8</sup> Section 16.20.090.6 (Building Envelope) and Section 16.30.090.4.2.G (Exterior Buffer Requirements)

<sup>9</sup> Section 16.30.090.4.3 (Height and Interior Dimensional Requirements)

<sup>10</sup> Section 16.10.020.1 (Use Permissions and Parking Requirements Matrix and Zoning Matrix)

<sup>11</sup> Per Section 16.90.020 definition of "Gross Floor Area," square footage used for parking is not included as GFA or FAR calculation

<sup>12</sup> Section 16.40.090.3.2.C.1 (Joint Use/Shared Parking)

<sup>13</sup> Using Joint Use/Shared Parking section plus 109 extra spaces

<sup>14</sup> Assuming the site was developed at the maximum development potential as a multifamily use

<sup>15</sup> Based on proposed 168 unit multifamily development, based on a unit size of 1,000 sf

<sup>16</sup> Assuming the site was developed at the maximum development potential as an office use

<sup>17</sup> Based on proposed 323,962 sf of office use

<sup>18</sup> Assuming the site was developed at the maximum development potential entirely as a restaurant use

<sup>19</sup> Based on proposed 70,000 sf of restaurant use

<sup>20</sup> Assuming the site was developed at the maximum development potential entirely as a retail use

<sup>21</sup> Based on proposed 107,341 sf of retail use

<sup>22</sup> Section 16.40.060.2.1.1.D.1 and 2 (Development and redevelopment of property other than one- and two-unit properties)

<sup>23</sup> 16.40.060.2.1.1 (Development and redevelopment of property other than one- and two-unit properties)

			plants use whatever combination of the following cast iron plant, century plant, foxtail fern, variegated shell ginger and flax lily.
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**Table Notes:**

- The total development will be approximately 1,337,858 sf; 669,003 sf will contain the multifamily, restaurant and retail gsf; 668,855 sf will contain the parking structure. The parking structure sf is not included in the calculation of gsf and therefore not the FAR calculation. Parking garage includes automobile parking spaces, drive isles, loading area, and bicycle parking. Clearance on each level is approximately 12' in height.

**To Add in Vertical Sketch**

Besides the items noted in text on the concept plan, please also include the following when creating the vertical sketch:

- Street furniture (benches, trash cans, etc.) along the sidewalk that runs parallel to north-south road on the property
- Trees in the landscaping that runs parallel to north-south road on the property, of the same type included in the exterior landscaping of the site
- Eliminate foundation landscaping in areas that will be used for entryways to buildings

**Site Planning Assumptions**

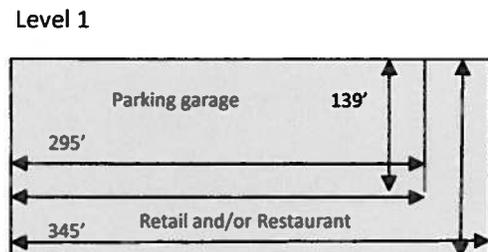
Based on discussion with Gary Jones the following was determined:

- The stormwater system is vaulted
- There is no surface parking; instead structured parking is used to fully use the available land
- An urban form is desired
- To fully leverage water views and create an urban setting, the residential component should be placed on the upper levels while the ground level will be retail
- A private road should run north-south down the middle of the property to allow for a "street festival" type of atmosphere

**Technical Notes**

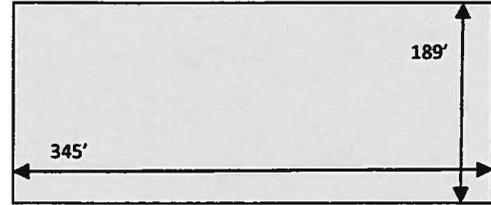
- Bayway Apartments (currently under construction at NE 3<sup>rd</sup> Ave. and 2<sup>nd</sup> St.) was used as an example of a multifamily development to model the concept plan upon. Site and building plans were obtained from Development Services. The plans showed the following data:
  - 309 dwelling units
  - 451,634 total sf
  - 306,674 finished sf
  - 8 levels
  - 414 parking spaces taking 144,960 sf, or an average of 350 sf per space (drive isle etc. included in per space figure)
- Building square footage mix:
  - Multifamily = 167,700 gsf
  - Office = 323,962 gsf
  - Retail = 107,341 gsf
  - Restaurant = 70,000 gsf
  - Total gsf = 669,003 gsf
  - Parking garage sf = 668,855 sf
  - Total sf = 1,337,858 sf
- Parking provided:
  - Surface parking = 86 spaces (parallel on-street parking on both sides of the north-south roadway)
  - Parking garage = 1,911 spaces
  - Total = 1,997 spaces (109 more than required by LDRs)
- Building Square Footage and Use Mix by Level w/ Diagrams (NTS)
  - Building 1

Level	Square Footage	Use
1	24,200 41,005	Retail and/or Restaurant Parking garage
2	65,205	Parking garage
3	65,205	Parking garage
4	65,205	Parking garage
5	65,205	Parking garage
6	65,205	Parking garage
7	12,900	Residential

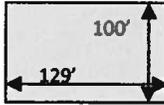


Levels 2-6

8	12,900	Residential
9	12,900	Residential
10	12,900	Residential
11	12,900	Residential
12	12,900	Residential



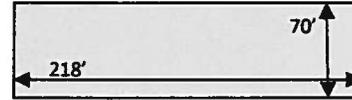
Levels 7-12



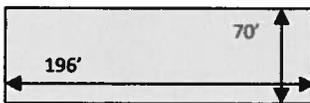
○ Building 2

Level	Square Footage	Use
1	15,260	Retail and/or Restaurant
2	13,720	Office
3	12,180	Office
4	10,640	Office

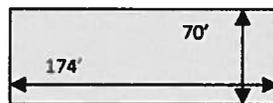
Level 1



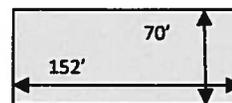
Level 2



Level 3



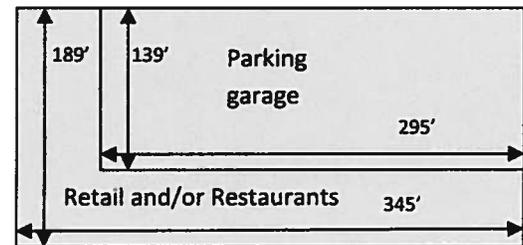
Level 4



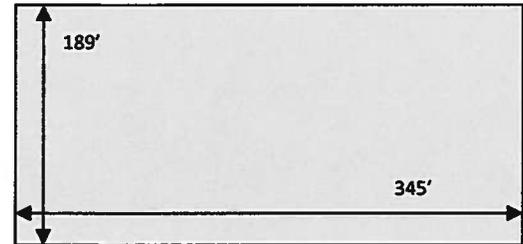
○ Building 3

Level	Square Footage	Use
1	24,200 41,005	Retail and/or Restaurant Parking garage
2	65,205	Parking garage
3	65,205	Parking garage
4	65,205	Parking garage
5	65,205	Parking garage
6	12,900	Residential
7	12,900	Residential
8	12,900	Residential
9	12,900	Residential
10	12,900	Residential
11	12,900	Residential
12	12,900	Residential

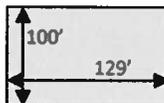
Level 1



Levels 2-5



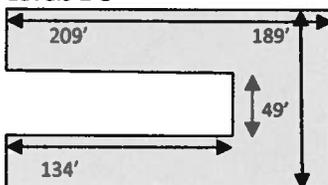
Level 6-12



○ Building 4

Level	Square Footage	Use
1	32,935	Retail and/or Restaurant
2	32,935	Office
3	32,935	Office
4	14,630	Office

Levels 1-3



Level 4



○ Building 5

Level	Square Footage	Use
1	16,170	Retail and/or Restaurant
2	16,170	Office
3	16,170	Office
4	16,170	Office

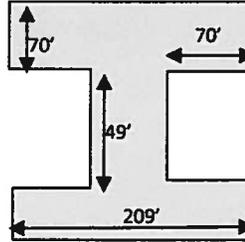
Levels 1-4



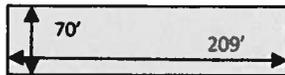
○ Building 6

Level	Square Footage	Use
1	31,641	Retail and/or Restaurant
2	31,641	Office
3	31,641	Office
4	14,630	Office

Levels 1-3



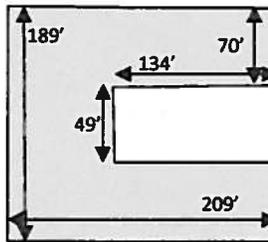
Level 4



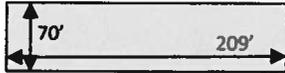
○ Building 7

Level	Square Footage	Use
1	32,935	Retail and/or Restaurant
2	32,935	Office
3	32,935	Office
4	14,630	Office

Levels 1-3



Level 4



● SF Totals by Use

Building No.	Parking SF	Retail/Rest. SF	Office SF	Residential SF
1	367,030	24,200		77,400
2		15,260	36,540	
3	301,825	24,200		90,300
4		32,935	80,500	
5		16,170	48,510	
6		31,641	77,912	
7		32,935	80,500	
<b>TOTAL</b>	<b>668,855</b>	<b>177,341</b>	<b>323,962</b>	<b>167,700</b>

**Value Fair Market Site – 3951 34<sup>th</sup> St. S.**

**Site Data Table – Activity Center Scenario**

Lot Area: 12.21 acres or 531,867 SF			
Lot Width: 626' (38 <sup>th</sup> Ave. S. frontage) 750' (34 <sup>th</sup> St. S. frontage)			
Future Land Use: PR-C			
Zoning: CCS-2			
	<b>Per Code</b>	<b>Max Potential</b>	<b>Proposed</b>
FAR	1.12 max <sup>1</sup>	595,691 sf	595,480 sf <sup>2</sup>
Density	60 u/a max <sup>3</sup>	732 units	132 units
Lot Coverage (ISR)	0.9 max <sup>4</sup>	53,187 sf must be pervious	At least 92,410 sf (didn't count foundation landscaping)
Buffer	75' min <sup>5</sup> to 120' max	120'	115'
Height	84' max (in between buffer and setback) <sup>6</sup> 150' max (within buffer) <sup>7</sup>	84' 150'	84' (7 stories) (in between buffer and setback) 144' (12 stories) (within buffer)
Setbacks			
Front	20' <sup>8</sup>		20'
Interior Side	16' <sup>9</sup>		16'
Rear	33' <sup>10</sup>		33'
Parking <sup>11,12</sup>		1,714 spaces <sup>13</sup>	1,709 <sup>14</sup>
Dwelling, Multifamily	1.5 per unit up to 2 bedrooms	1,098 spaces <sup>15</sup> /198 spaces <sup>16</sup>	
Office	1 per 300 sf gfa	1,986 spaces <sup>17</sup> /1,033 spaces <sup>18</sup>	
Restaurant and bar, Indoor and Outdoor	1 per 150 sf gfa	3,971 spaces <sup>19</sup> /400 spaces <sup>20</sup>	
Retail sales and service	1 per 200 sf gfa	2,978 spaces <sup>21</sup> /472 spaces <sup>22</sup>	
Landscaping Buffer	10' for abutting streets and 5' in rear <sup>23</sup>		14' abutting streets, 11' on side and 27' in rear
Landscaping	Exterior (abutting streets): 2 shade trees per 50 linear ft. Interior: N/A Foundation: 1 foundation plant per linear foot, one under-story tree per 30 linear feet <sup>24</sup>	Exterior: 130 shade trees Foundation: didn't calculate	Just try to make it look adequate when putting finishing touches on. Either use sabal palms for exterior and foxtail palms for foundation landscaping (understory trees) or use live oak for exterior and crape myrtle for

<sup>1</sup> Section 16.20.090.5 (Development Potential)

<sup>2</sup> Section 15.50.200.3.1 (Maximum density and intensity) states that for mixed uses, the maximum development potential is governed by the FAR; it also states that the number of dwelling units on the site shall not exceed the maximum density allowed by the zoning district. Both of these provisions are followed with the 595,691 or 1.12 FAR figure.

<sup>3</sup> Section 16.20.090.5 (Development Potential)

<sup>4</sup> Section 16.20.090.5 (Development Potential)

<sup>5</sup> Section 16.30.090 (Large Tract Planned Development)

<sup>6</sup> Section 16.20.090.6 (Building Envelope: Maximum Height)

<sup>7</sup> Section 16.30.090 (Large Tract Planned Development)

<sup>8</sup> Section 16.20.090.6 (Building Envelope) and Section 16.30.090.4.2.G (Exterior Buffer Requirements)

<sup>9</sup> Section 16.20.090.6 (Building Envelope) requires 50', but using Section 16.30.090.4.3 (Height and Interior Dimensional Requirements) the setback can match the setback of the building across the block face, which is approximately 16' using the City's GIS aerials.

<sup>10</sup> Section 16.20.090.6 (Building Envelope) requires 50', but using Section 16.30.090.4.3 (Height and Interior Dimensional Requirements) the setback can match the setback of the building across the block face, which is approximately 33' using the City's GIS aerials.

<sup>11</sup> Section 16.10.020.1 (Use Permissions and Parking Requirements Matrix and Zoning Matrix)

<sup>12</sup> Per Section 16.90.020 definition of "Gross Floor Area," square footage used for parking is not included as GFA or FAR calculation

<sup>13</sup> Section 16.40.090.3.2.C.1 (Joint Use/Shared Parking)

<sup>14</sup> Using Joint Use/Shared Parking section, deficient by 5 parking spaces

<sup>15</sup> Assuming the site was developed at the maximum development potential as a multifamily use

<sup>16</sup> Based on proposed 132 unit multifamily development, based on a unit size of 1,000 sf

<sup>17</sup> Assuming the site was developed at the maximum development potential as an office use

<sup>18</sup> Based on proposed 309,810 sf of office use

<sup>19</sup> Assuming the site was developed at the maximum development potential entirely as a restaurant use

<sup>20</sup> Based on proposed 60,000 sf of restaurant use

<sup>21</sup> Assuming the site was developed at the maximum development potential entirely as a retail use

<sup>22</sup> Based on proposed 94,300 sf of retail use

<sup>23</sup> Section 16.40.060.2.1.1.D.1 and 2 (Development and redevelopment of property other than one- and two-unit properties)

<sup>24</sup> 16.40.060.2.1.1 (Development and redevelopment of property other than one- and two-unit properties)

			foundation landscaping (understory trees). For foundation plants use whatever combination of the following cast iron plant, century plant, foxtail fern, variegated shell ginger and flax lily.
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**Table Notes:**

- The total development will be approximately 1,178,230 sf; 595,480 sf will contain the multifamily, restaurant and retail gsf; 582,750 sf will contain the parking structure. The parking structure sf is not included in the calculation of gsf and therefore not the FAR calculation. Parking garage includes automobile parking spaces, drive isles, loading area, and bicycle parking. Clearance on each level is approximately 12' in height.

**To Add in Vertical Sketch**

Besides the items noted in text on the concept plan, please also include the following when creating the vertical sketch:

- Street furniture (benches, trash cans, etc.) along the sidewalk that runs parallel to north-south road on the property
- Trees in the landscaping that runs parallel to north-south road on the property and 34<sup>th</sup> St. entrance/exit, of the same type included in the exterior landscaping of the site
- Eliminate foundation landscaping in areas that will be used for entryways to buildings

**Site Planning Assumptions**

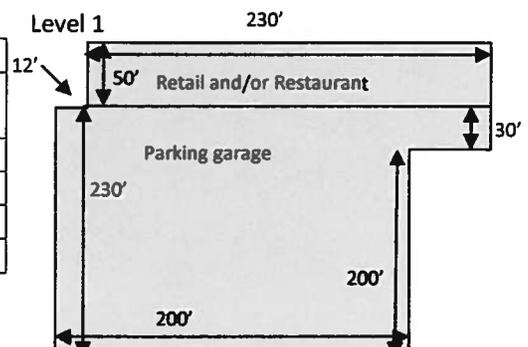
Based on discussion with Gary Jones the following was determined:

- The stormwater system is vaulted
- There is no surface parking; instead structured parking is used to fully use the available land; I added on-street parking to the drive isles for a few reasons, one, to allow a street width in proportion to the height of the tall buildings on the west side of the property and two, to use the property occasionally as a "street festival" type atmosphere and they can close portions of it (that don't lead to the parking garages) at that time
- An urban form is desired
- To fully leverage water views and create an urban setting, the residential component should be placed on the upper levels while the ground level will be retail

**Technical Notes**

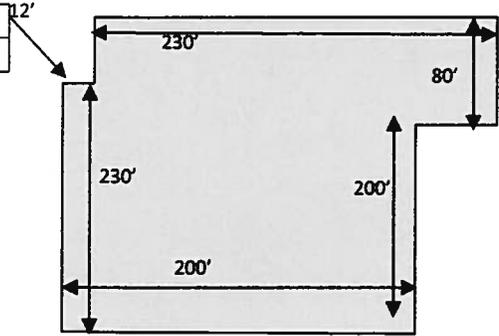
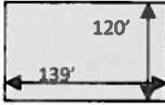
- Bayway Apartments (currently under construction at NE 3<sup>rd</sup> Ave. and 2<sup>nd</sup> St.) was used as an example of a multifamily development to model the concept plan upon. Site and building plans were obtained from Development Services. The plans showed the following data:
  - 309 dwelling units
  - 451,634 total sf
  - 306,674 finished sf
  - 8 levels
  - 414 parking spaces taking 144,960 sf, or an average of 350 sf per space (drive isle etc. included in per space figure)
- Building square footage mix:
  - Multifamily = 131,370 gsf
  - Office = 309,810 gsf
  - Retail = 94,300 gsf
  - Restaurant = 60,000 gsf
  - Total gsf = 595,480 gsf
  - Parking garage sf = 582,750 sf
  - Total sf = 1,178,230 sf
- Parking provided:
  - Surface parking = 44 spaces (parallel on-street parking on both sides of the north-south running roadway, each spot 9' wide by 23' long)
  - Parking garage = 1,665 spaces
  - Total = 1,709 spaces (5 less than required by LDRs)
- Building Square Footage and Use Mix by Level w/ Diagrams (NTS)
  - Building 1

Level	Square Footage	Use
1	11,500 47,260	Retail and/or Restaurant Parking garage
2	58,760	Parking garage
3	58,760	Parking garage
4	58,760	Parking garage
5	58,760	Parking garage



6	16,680	Residential
7	16,680	Residential

Levels 6-7

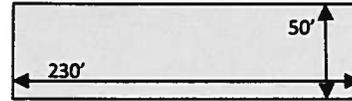


Levels 2-5

o Building 2

Level	Square Footage	Use
1	11,500	Retail and/or Restaurant
2	11,500	Office

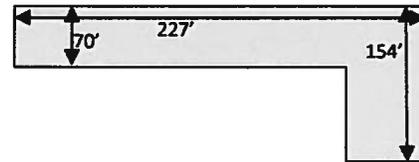
Levels 1-2



o Building 3

Level	Square Footage	Use
1	21,770	Retail and/or Restaurant
2	21,770	Office

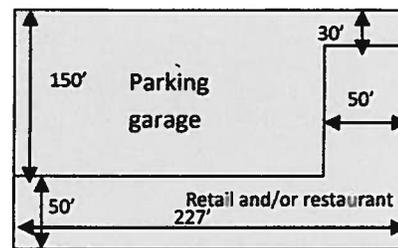
Levels 1-2



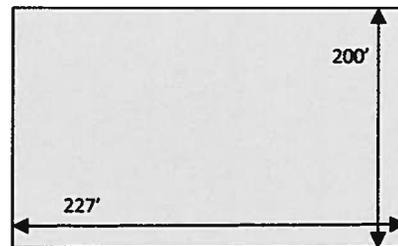
o Building 4

Level	Square Footage	Use
1	17,350	Retail and/or Restaurant
2	28,050	Parking garage
3	45,400	Parking garage
4	45,400	Parking garage
5	45,400	Parking garage
6	45,400	Parking garage
7	45,400	Parking garage
8	19,602	Residential
9	19,602	Residential
10	19,602	Residential
11	19,602	Residential
12	19,602	Residential

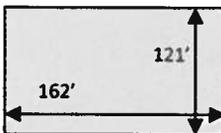
Level 1



Levels 2-7



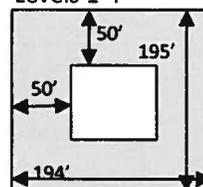
Levels 8-12



o Building 5

Level	Square Footage	Use
1	28,900	Retail and/or Restaurant
2	28,900	Office
3	28,900	Office
4	28,900	Office

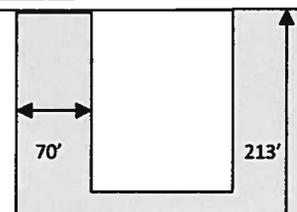
Levels 1-4



o Building 6

Level	Square Footage	Use
1	33,600	Retail and/or Restaurant

Levels 1-4

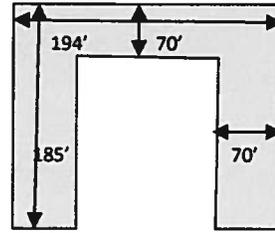


2	33,600	Office
3	33,600	Office
4	33,600	Office

○ Building 7

Level	Square Footage	Use
1	29,680	Retail and/or Restaurant
2	29,680	Office
3	29,680	Office
4	29,680	Office

Levels 1-4



• SF Totals by Use

Building No.	Parking SF	Retail/Rest. SF	Office SF	Residential SF
1	282,300	11,500		33,360
2		11,500	11,500	
3		21,700	21,770	
4	300,450	17,350		98,010
5		28,900	86,700	
6		33,600	100,800	
7		29,680	89,040	
<b>TOTAL</b>	<b>582,750</b>	<b>154,300</b>	<b>309,810</b>	<b>131,370</b>



