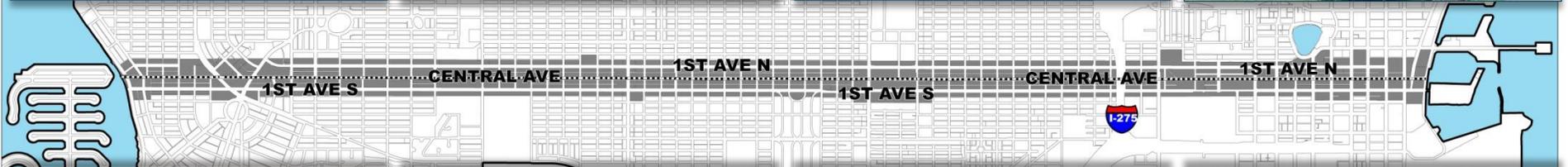


Central Avenue Revitalization Plan





Central Avenue Revitalization Plan

ACKNOWLEDGEMENTS

The City of St. Petersburg would like to thank:

Conversation on Central Participants,

Mayor Foster,

City Council Members,

the Planning and Economic Development Department,

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September, 2012



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Central Avenue Revitalization Plan

EXECUTIVE SUMMARY

This Plan was created in response to the desire to create a **“unified vision for Central Avenue that allows the individual districts to develop and maintain their unique identities.”** The planning process was initiated by a series of corridorwide meetings called “A Conversation on Central.” The issues and opportunities that were identified in that process are the focus of this plan and the summarized recommendations below. Although the Plan has a corridorwide focus it also recognizes the importance of each of the Districts in making Central Avenue a unique and vibrant urban corridor experience.

Summary of Recommendations

Land Use and Urban Design

Promote the continued evolution of the Central Avenue Corridor to a dense, mixed use, transit oriented development corridor with quality architectural design.

- Increase residential densities to 60 units per acre generally between I-275 and Pasadena Avenue
- Increase the allowable Floor Area Ratio to 2.0 generally between I-275 and Pasadena Avenue
- Increase allowable building heights to 5-7 floors generally between I-275 and Pasadena Avenue
- Reduce building setbacks between 31st Street and Pasadena Avenue
- Encourage pedestrian oriented human scale street level design features such as high quality materials at building base level, overhead weather protection and enhanced ground floor glazing
- Allow additional mixed use opportunities generally between I-275 and Pasadena Avenue

Transportation

Promote the continued expansion of a multi-modal transportation network that connects surrounding communities, including the beaches, to the Central Avenue Corridor and provides multi-modal connections within the corridor for residents, employees and visitors.

- Transit:
 - Pursue implementation of the planned Bus Rapid Transit System (BRT)
 - Construct the BRT enhancement improvements, including architecturally significant shelters
 - Maintain short headway bus service to Central Avenue (e.g. the Central Avenue Trolley and the Looper)
- Bicycles:
 - Maintain corridor bicycle facilities, including the downtown to beaches bike route, focusing on the First Avenues, while discouraging bicycle use on the eastern portion of Central (two lane sections with diagonal parking)
 - Continue to educate bicyclists about proper bicycling etiquette when using sidewalks
 - Continue to focus the installation of bicycle racks on 1) the First Avenues and 2) at the request of abutting businesses
- Pedestrians:



Central Avenue Revitalization Plan

- Continue to improve pedestrian connections by 1) installation of enhanced pedestrian accommodations, such as textured crosswalks, bulb outs, countdown signals and wider sidewalks where high volumes occur (east of 31st Street - Core, Central Arts, Edge and Grand Central Districts) and 2) installation of pedestrian enhancements west of 31st Street at signalized intersections, such as countdown signals, textured crosswalks and wider 8 foot sidewalks where higher pedestrian volumes are expected (especially in conjunction with high density redevelopment projects)
- Automobiles:
 - Maintain the progressive signalization system on the First Avenues
 - Maintain Central Avenue as a 2 lane slower speed, local traffic business access facility with diagonal parking east of 31st Street
 - Maintain Central Avenue as a 5 lane/ 4 lane divided arterial west of 31st Street.

Streetscape

Streetscape enhancements will have a significant positive impact on the appearance and perception of the Central Avenue Corridor. The enhancement needs and opportunities differ in the two cross section areas (2 lane and 5 lane).

- 2 Lane with Diagonal On-street Parking Section (Core, Central Arts, Edge and Grand Central Districts – east of 31st Street):
 - Continue to reinforce the high quality pedestrian oriented streetscape by maintaining and installing wider sidewalks, bulb outs, decorative lighting and appropriate street furniture (e.g. trash receptacles, benches, pedestrian and decorative lighting, bike racks, informational kiosks, architecturally significant bus shelters/BRT stations and public art)
 - Landscaping should be added in appropriate locations to soften, beautify and enhance the streetscape when supported by adequate maintenance resources
- 5 Lane Section (Central Plaza, Professional and West Central Districts – west of 31st Street):
 - Install brick-topped medians to help break up the vast width of asphalt (planted medians should be considered if adequate maintenance resources are available)
 - Install “acorn” style decorative street lights
- All Sections:
 - Continue to improve gateway intersections, including the First Avenues with decorative mast arms, lighted street name signs, textured crosswalks, themed entryway signage, bulbouts where feasible, and countdown pedestrian signals

Corridorwide Promotion

The goal is to brand Central Avenue as a vibrant urban mixed-use corridor with unique and exciting districts that offer a variety of high quality residential, business, shopping, entertainment, cultural and mobility opportunities for residents, entrepreneurs, business owners, investors and visitors.

- Create an entity e.g. the “Central Avenue Council” to direct and fund marketing efforts in the corridor.
- Create an overall corridor logo or theme such as the “Central Avenue Connects” theme suggested herein.
- Identify and develop the marketing tools/advertising materials in concert with the desired media outlets.
- Connect with media outlets that best reach the identified and prioritized target audiences to place advertising materials.



Central Avenue Revitalization Plan

Economic Development Support

Economic development support services, many of which are summarized in this plan, including; incentives, market research, street light banner program, business training and counseling, college interns and event support, including grand openings, are available through the City's Planning and Economic Development and Marketing Departments and partner organizations. The goal is to increase awareness and utilization of these resources by Central Avenue businesses.

Available Incentives (area currently available):

- Enterprise Zone (generally east of 49th Street, except the area between 28th and 41st Streets)
- Brownfield (generally east of 44th Street)
- HUB Zone (generally east of 28th Street)
- Ad Valorem Tax Exemption (generally west of I-275)
- Historic Property Renovation Ad Valorem Tax Incentive (local landmarks and contributing national register district properties)

Business Assistance Center Programs:

- Training Services
- Business Counseling
- St. Pete Artists Resource Collaborative (SPARC)
- Business Corridor Program
- Eckerd College/Progress Energy Internship Program

Increasing Awareness of Incentives and Programs:

- Increase businesses awareness of available services by continuing to provide brochures and web pages that summarize the services and incentives at every reasonable opportunity, including but not limited to, business association meetings, City business tax payment office, City building permit office, City utility bill inserts and City web pages.
- Businesses should provide an email address to the City, such as at the time of business tax payment, for creation of a business email address list to be used for business service related information dissemination.

Central Avenue Districts

Key to the success of Central Avenue is the formation of active district organizations for all seven districts; Core, Central Arts, Edge, Grand Central, Central Plaza, Professional and West Central. These districts, in partnership with the City, should prepare and implement plans and visions for their districts to identify and enhance their particular market niche and unique character.

- Central Avenue Districts should use the proven four point "Main Street Method" that focuses on 1) organization, 2) economic restructuring, 3) design and 4) promotion to strengthen business district economic activity.
- Central Avenue Districts should identify opportunities to create unique brands for their respective areas (e.g. Grand Central District, Garden District as local examples).
- City will prepare a market/demographic analysis for each of the 7 Districts.



Central Avenue Revitalization Plan

I. VISION

Central Avenue is one of the most historic and prominent corridors in St. Petersburg. Central Avenue is where north meets south and east connects west from downtown to the beaches and all of the business districts and neighborhoods in between. Its development reflects the diverse history and character of the community and its future potential is a tremendous growth opportunity to be realized.

Central Avenue has many strengths to build upon including available land (approximately 135 city blocks located between the 1st Avenues) and the diversity and character of the development patterns and land uses in the many districts along the Avenue. Urban design standards, along with streetscaping and other improvements to the corridor's public areas ensure a quality physical appearance that enhances the attractiveness of the entire corridor and fosters a positive identity and sense of place. The established and forming business associations drive new energy and interest to their respective districts through creative marketing and business development in partnership with each other, adjacent neighborhoods and the City of St. Petersburg.

Central Avenue thrives because of connectivity. People and goods and services can be delivered to and from Central Avenue from many transportation modes that are supported by a growing transportation infrastructure that supports auto, pedestrian, bicycle and transit access.

The geographic advantages and land supply of the Central Avenue Corridor combined with appropriate urban design standards, a high capacity multi-modal transportation network, strong and creative business associations and quality streetscaping provide the framework for prosperity and growth within the corridor through revitalization of existing buildings and redevelopment at urban densities and intensities that add to the character and vibrancy of the entire corridor.





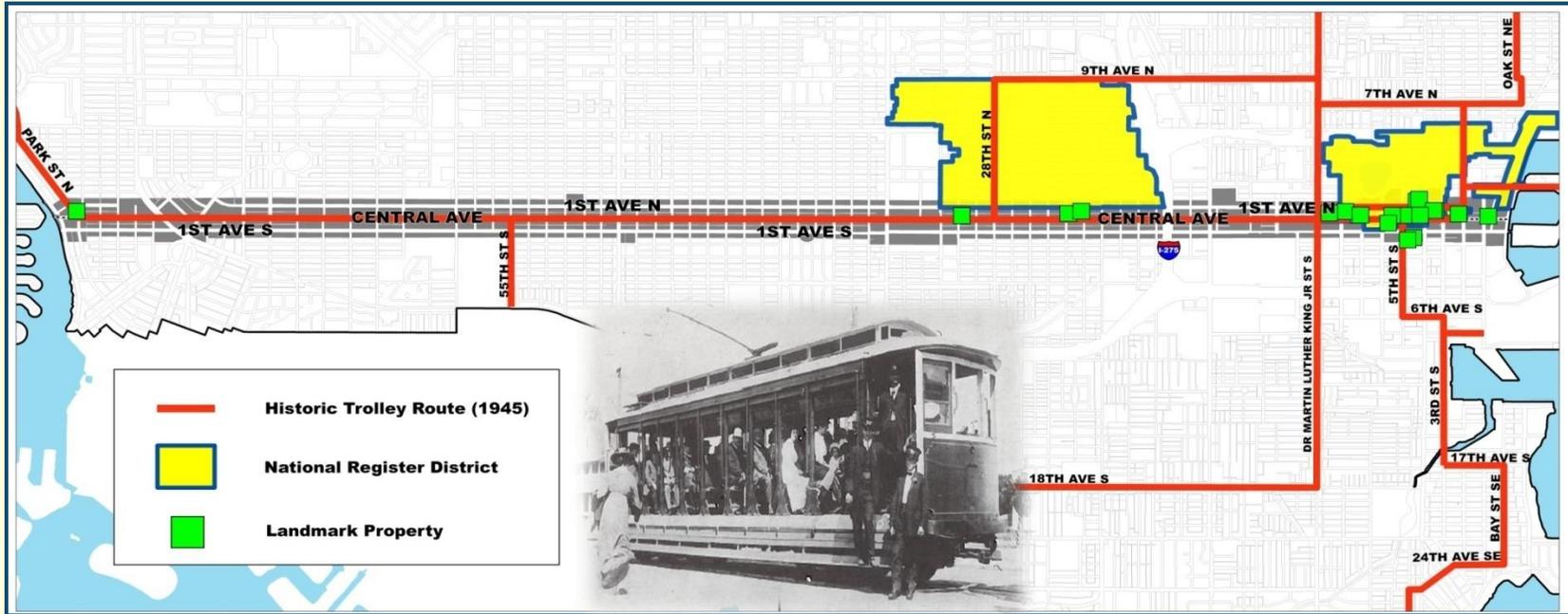
Central Avenue Revitalization Plan

II. CENTRAL AVENUE CONTEXT

Central Avenue is located in the middle of St. Petersburg starting at Tampa Bay in downtown and continuing westerly throughout the City. This nine mile road began as St. Petersburg’s main street and thrived for many decades with various types of businesses in primarily small scale buildings except in downtown. Neighborhoods were planned and constructed on both sides of the corridor including Historic Kenwood, Palmetto Park, Central Oak Park, Westminster Heights, Live Oak, Lake Pasadena, Pasadena Bear Creek Estates and Historic Park Street.

Central Avenue, the only bay-to-bay avenue, has historically provided easy access across the City for automobiles, pedestrians and mass transit. The trolley system was constructed in 1905 on Central and helped with the expansion of the City by linking outlying areas of St. Petersburg to downtown. Central Avenue was St. Petersburg’s prominent corridor in the first half of the 1900’s, but started to decline after the removal of the streetcars and the decrease in investment. Revitalizing and improving Central Avenue became a priority in downtown in the 1980’s, and areas west in subsequent decades. Several plans have been completed for various areas along Central Avenue over the past 25 years. However, none of those plans addressed the entire length of the corridor.

FIGURE 1 - HISTORIC TROLLEY ROUTE



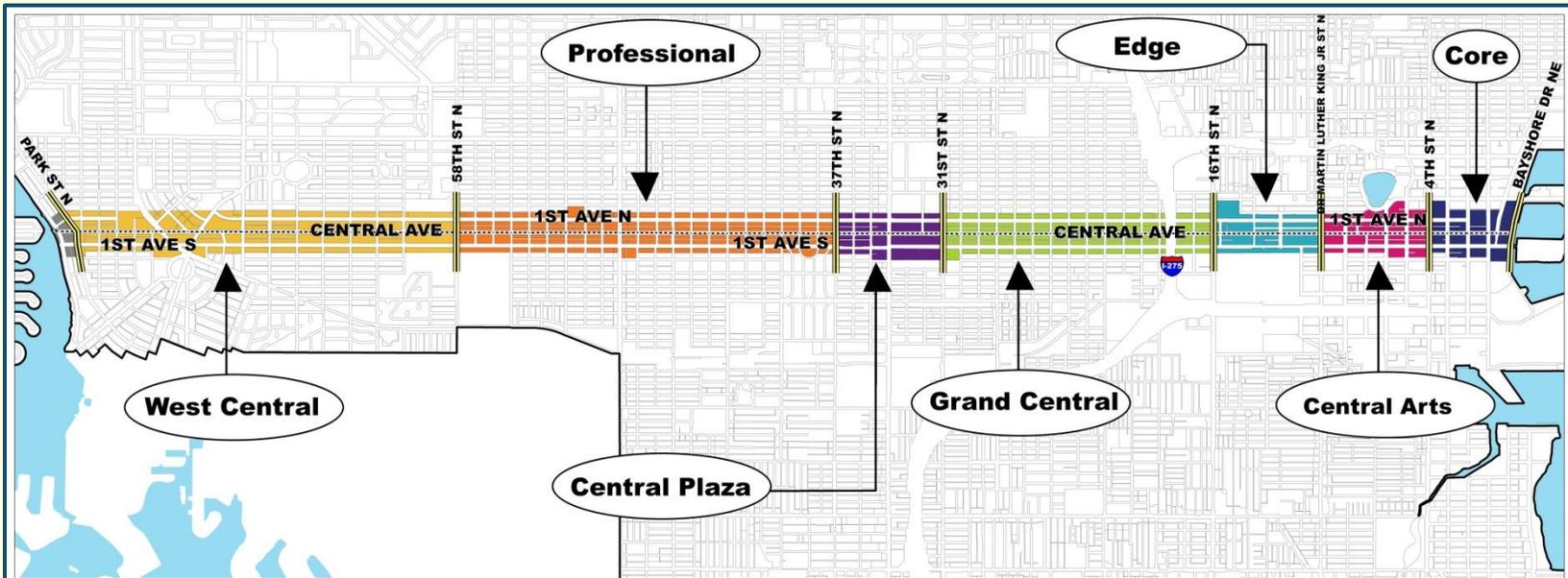


Central Avenue Revitalization Plan

A. Central Avenue Districts

Central Avenue contains several distinct “districts” many of which are represented by active business associations. The Downtown Business Association focuses on the downtown Core District from Tampa Bay to 4th Street and is a very active organization that is focused on retailers. The Central Arts District is focused on the growing collection of arts related businesses in the area between 4th and Dr. Martin Luther King Jr. Streets. The Edge District follows westerly to 16th Street between the 1st Avenues and has recently reformed an association. Grand Central District is a designated Florida Main Street with a full-time executive director and encompasses 16th Street to 31st Street between the 1st Avenues. The Central Plaza district from 31st Street to 37th Street does not have a formal organization and is primarily comprised of retail stores, and, unique to Central Avenue, many are national chains. Central Avenue west of 37th Street to 58th Street becomes characterized by professional offices with no formal organization to represent or promote the area. For purposes of this plan this area is being labeled as the “Professional District.” Finally, the West Central District starts at 58th Street and continues to Boca Ciega Bay, and reformed an association in 2011.

FIGURE 2 - CENTRAL AVENUE DISTRICTS



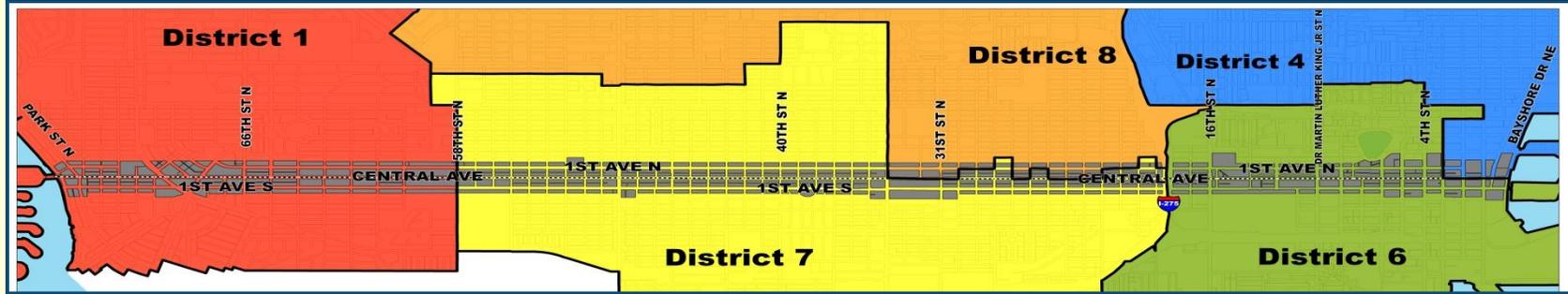


Central Avenue Revitalization Plan

B. Political Representation

The corridor, being 9 miles long, has excellent political representation by being a part of five City Council Districts, two Congressional districts, four State House districts, three State Senate districts and three County Commission districts.

FIGURE 3 - CITY COUNCIL DISTRICTS



City Hall

5 City Council Districts

- District 1: Charlie Gerdes
- District 4: Leslie Curran
- District 6: Karl Nurse
- District 7: Wengay Newton
- District 8: Jeff Danner



Board of County Commissioners

3 County Commission Districts

- District 1: Neil Brickfield
- District 3: Nancy Bostock
- District 7: Ken Welch



Florida Capitol

3 Senate Districts

- District 13: Dennis Jones
- District 16: Jack Latvala
- District 18: Arthenia Joyner

4 Representative Districts

- District 51: Larry Ahern
- District 52: Jeff Brandes
- District 53: Rick Kriseman
- District 55: Darryl Ervin Rouson



United States Capitol

2 Congressional Districts

- District 10: Rep. Bill Young
- District 11: Rep. Kathy Castor

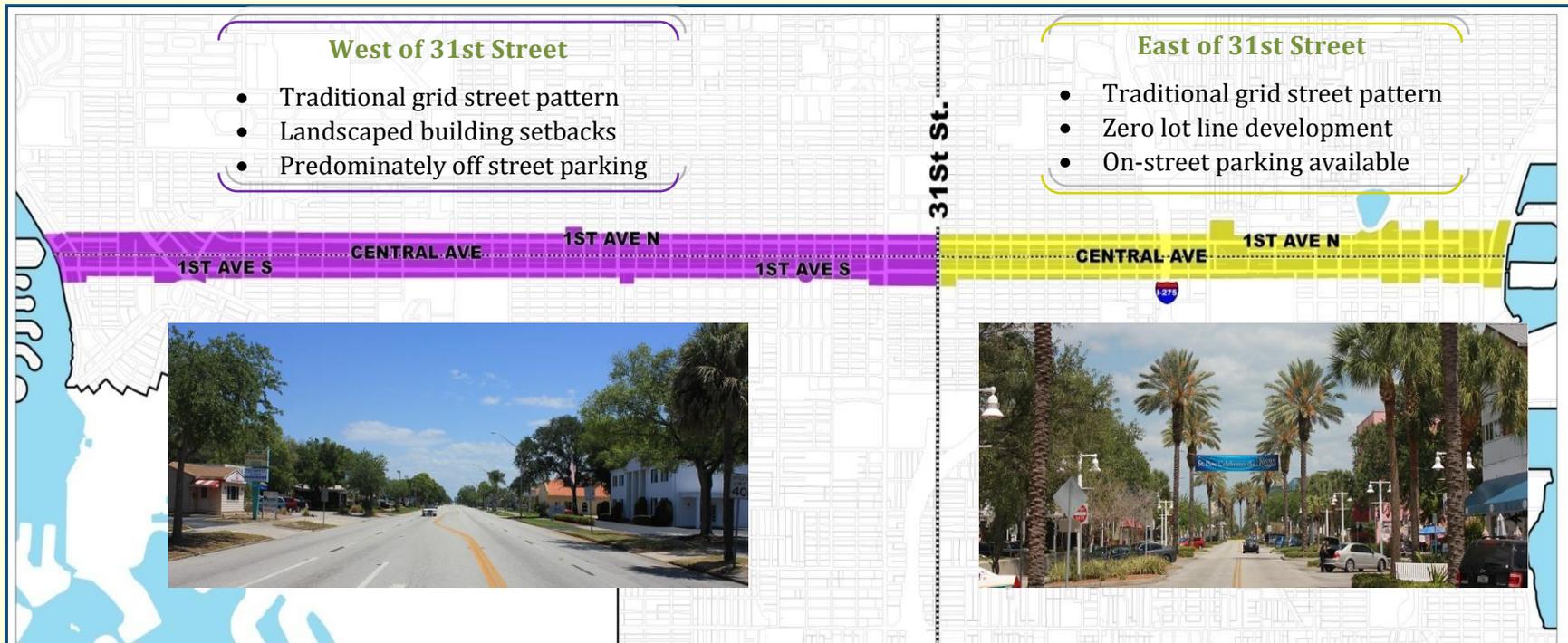


Central Avenue Revitalization Plan

C. Development Character

Bookended by waterfront parks (Straub and Pioneer Parks to the east and Sunset Park to the west), the development character of the nine mile Central Avenue corridor changes proceeding from east to west. Beginning at the east end in the downtown core to about Dr. Martin Luther King Jr. Street, the pattern is urban main street with intensive mixed use multi-story buildings with no setbacks and significant glazing on the Central Avenue frontage with ground floor retail, restaurants, entertainment and institutional uses with offices and residential above. The urban main street pattern, although at a less intensive scale and with less residential, continues westward to 31st Street through the Edge and Grand Central Districts with primarily low rise retail and service uses, although two significant new high density residential developments (Fusion 1560 and 1010 Central) have bolstered the residential component. The urban environment from Tampa Bay to 31st Street is further defined by significant investments in the public right of way, or “public realm” that features pedestrian and retail friendly two lane traffic with angled on-street parking, and highly developed pedestrian oriented streetscape components that include wider sidewalks, textured crosswalks, some bulbouts, decorative street lights and extensive landscaping. West of 31st Street the corridor becomes more suburban in character with four traffic lanes and an uninterrupted center turn lane (5 total traffic lanes). Parking is provided almost exclusively in off-street private parking lots in the front of buildings. The area is characterized by office and service uses with retail at the major intersections of 34th, 49th and 58th Streets. West of 62nd Street in the West Central District, the uses become more predominantly retail in single-story buildings that vary between suburban and main street in character.

FIGURE 4 - DEVELOPMENT CHARACTER



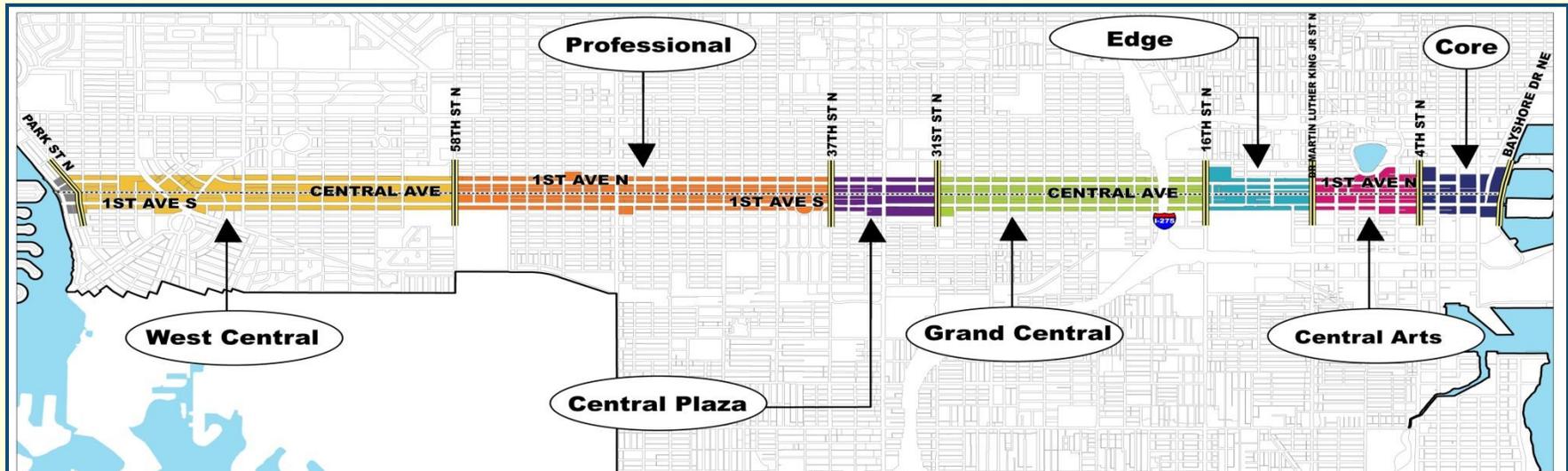


Central Avenue Revitalization Plan

D. Socioeconomic Character

The resident population of the corridor (includes the area between the 1st Avenues) is 2,000 which is less than 1% of the City's population. However, Central Avenue businesses comprise approximately 14% of the businesses in the City, and 8% of the City's employment. Salary levels are slightly above the citywide average in this area. The residents are typically older than the rest of the City, with a median age of 48.6 years. The Professional District is populated with the youngest residents. The Core District, not surprisingly, has the most businesses, employees, and the highest salaries.

FIGURE 5 - DISTRICT DEMOGRAPHICS



	City	Corridor	% of City	West Central	Professional	Central Plaza	Grand Central	The Edge	Central Arts	Core
Population	244,775	2,000	0.80%	181	530	22	397	162	306	402
Median Age	41.8	48.6	116.30%	49.4	36.1	40	38.8	63.8	54.3	64.1
Businesses	9,402	1,283	13.60%	249	234	71	161	75	227	266
Employees	122,069	9,854	8.10%	1,918	1,392	636	1,298	620	2,269	1,721
Avg. Salary	\$46,486	\$48,288	103.90%	\$33,674	\$35,051	\$26,106	\$34,531	\$35,434	\$44,183	\$74,284



Central Avenue Revitalization Plan

III. BACKGROUND

A. Organizing for Revitalization

In June 2010, the Public Services and Infrastructure Committee (PS&I) requested the development of a plan for Central Avenue. The purpose envisioned for the plan was to **“identify a unified vision for Central Avenue while allowing the individual districts to develop and maintain their unique identities.”**

The approach to developing a unified vision for Central Avenue was twofold, one, to conduct quarterly meetings involving the entire corridor “A Conversation on Central” to help establish a corridorwide communication and perspective and second, to encourage individual districts along the corridor to organize and identify ways to work toward revitalization of their respective districts.

B. Conversation on Central

The purpose of the “Conversation on Central” was to provide corridorwide forums to encourage dialogue among the seven (7) Districts on Central Avenue to **identify common issues and opportunities**. Beginning in August, 2010, a series of four (4) Conversation on Central meetings were held at various locations (from the west end of the avenue to the east and back) on Central Avenue. Information gathered, such as common issues, needs and successes would be used in the plan development phase (see Appendix). Among the most frequently identified issues were the following:

- Improving the image and identity of the Corridor
- Recruiting new businesses/reducing vacancies
- Improving street and alley lighting
- Improving transit opportunities and conditions, including bus stops
- Improving safety and security
- Improving maintenance of infrastructure: streets, alleys and sidewalks
- Increasing the mix of land uses
- Basic streetscape upgrades in some areas and better maintenance of existing streetscape in other areas

Following each meeting, immediate issues such as tree trimming, garbage pickup, homelessness, etc were addressed. A staff person was assigned to each district to liaise with the district and the city to assist with district formation, and work on specific issues, assets and successes identified for their area. Conversation on Central meetings have been on going through the Plan development phase, including presentation of a draft plan summary in May and August 2012. It is anticipated and intended that Conversation of Central meetings will continue after Plan completion on an ongoing basis, however future meetings should be organized by corridor leadership.



Central Avenue Revitalization Plan

IV. CORRIDORWIDE STRATEGIES

A. Revitalization Approach

The primary focus of the Central Avenue Revitalization Plan is the development of corridorwide strategies that can create a framework for the revitalization of the entire corridor. While Central Avenue is distinguished by the many districts that give it a unique character and sense of place, the corridor is a major east to west connector, including connecting to the beach communities and the tourist market, and is where north and south St. Petersburg meet. For those reasons Central Avenue represents the entire community, making it important that Central Avenue has a consistently positive image and functionality. This Plan will address several of the corridorwide assets and improvements that will help ensure that Central Avenue is appealing and functional as both a transportation corridor and a place to invest, live, work, visit, shop and play. In addition, the framework created by these strategies can be built upon by each of the individual corridor Districts in developing enhancements that create their respective unique identities.

Corridorwide Strategies Focus Areas:

- Land Use and Urban Design – *Framing Revitalization Opportunities*
- Transportation – *Connections to and within Central Avenue*
- Streetscape – *Making Central Avenue Attractive and Inviting*
- Marketing and Promotion – *Creating the Brand/Identity*
- Economic Development Support Services – *Helping Businesses Thrive*





Central Avenue Revitalization Plan

B. Land Use and Urban Design - Framing Revitalization Opportunities

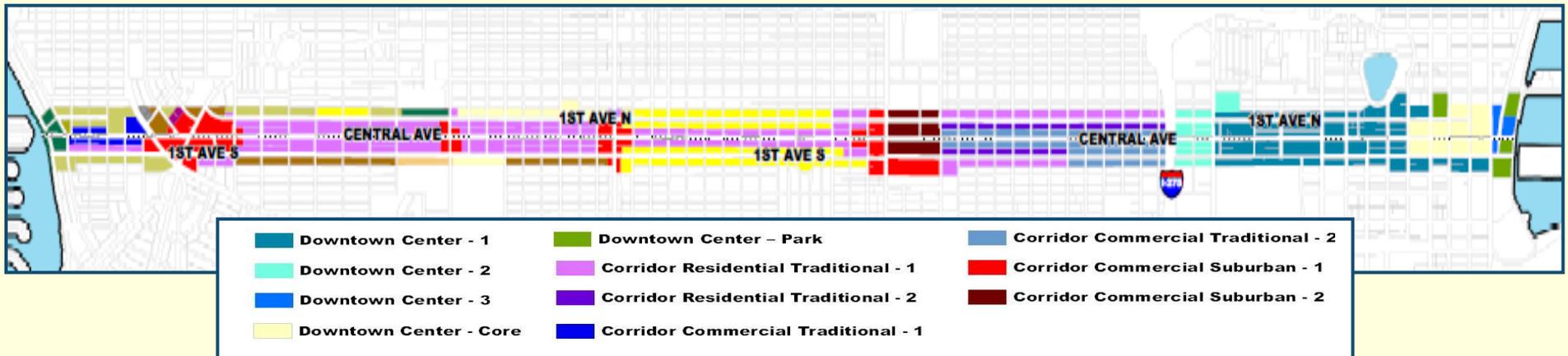
1. OVERVIEW

Central Avenue is one of the city's premiere urban development corridors. Historically, urban development corridors provide community connections for people, commerce and infrastructure. Because corridors are heavily travelled, thus experienced by a large number of persons, many on a daily basis, they are critical to a city's image, growth potential, functionality and quality-of-life.

During the first half of the 20th Century corridors developed in the traditional main street character that emphasized transit and pedestrian access with multi-story mixed-use buildings and storefronts pulled up to the property line ("zero-setback"). The portion of Central Avenue located east of 31st Street generally maintains a traditional "main street" character that is reinforced by the current zoning designations (DC, CRT-2 and CCT-2). Since the middle of the 20th century, urban development corridors, such as Central Avenue west of 31st Street, increasingly became dominated by auto-oriented or suburban designs that feature larger setbacks, single use buildings and off-street parking areas. However, the traditional grid street pattern is maintained, with few exceptions, for the entire western portion of the corridor. The current zoning designations in the western portion of the Corridor are essentially a mix of less intensive suburban development standards with some traditional design standards appropriate for city blocks in a grid street network (CRT-1, CCT-1, CCS-1).

The surviving grid street, small block urban design feature along with an expanding multi-modal transportation system (as described in this Plan) positions the Central Avenue corridor well for higher intensity mixed use development. This Plan recommends enhancements to the current zoning designations that will expand redevelopment opportunities within the Central Avenue corridor. This historic, but underutilized, corridor can and should accommodate a more diverse mixture of land-use types, higher densities and intensities of quality urban development, consistent architectural and landscape standards, and a comprehensive consideration of all amenities that make this a grand and complete corridor.

FIGURE 6 - ZONING MAP





Central Avenue Revitalization Plan

2. GUIDING PRINCIPLES

a) Mixed-Use Development

Establishing a variety of land-use types is critical to nurturing a reinvigorated urban development corridor. Historically, an appropriate balance of land-use types was common among urban development corridors through the mid 20th century at which time these corridors were subsequently developed primarily as areas of office or retail, frequently with disconnected, single-use buildings. Since then, the viability of these corridors rise and fall with the market for office or retail space and are disproportionately impacted by economic cycles.

The Central Avenue corridor is a great model of this evolution. The traditional, older segments generally located west of Pasadena Avenue and east of 31st Street exhibit diverse characteristics featuring multi-story buildings with horizontal and vertical, mixed-use arrangements. In contrast, the newer segments feature single-story, single-use developments.

In addition to the development of Central Avenue in segments, each as a reflection of their respective time periods, including past and present zoning designations, the corridor includes several areas that have shown great adaptation from their singular, non-residential origins to a successful blend of horizontal and vertical mixed uses. Other corridor segments could similarly benefit from comparable adaptations.

A greater diversity of land-use types will help re-establish the entire Central Avenue corridor not only as a place of employment, but also as a place to live that is a “complete” neighborhood for its inhabitants.

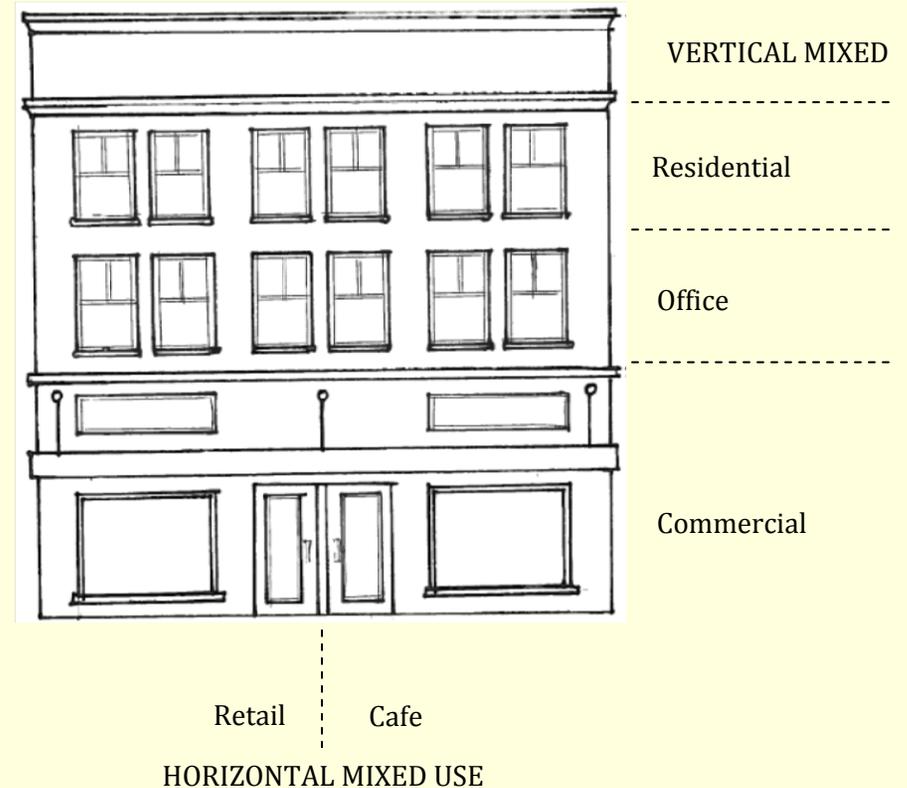


FIGURE 7 - MIXED-USE DEVELOPMENT



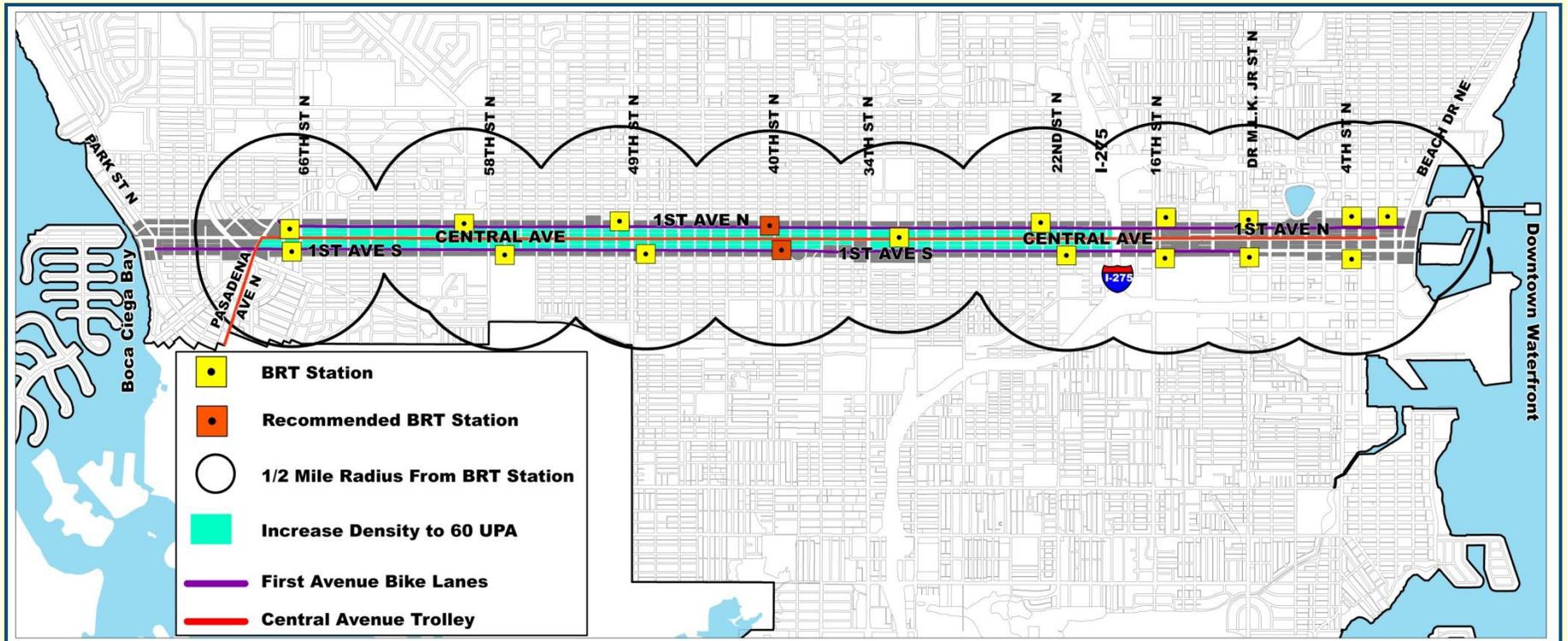
Central Avenue Revitalization Plan

b) Dense Development

Density refers to the concentration of people, buildings and activities. A concentration of these elements generally supports the mutual benefits of an efficient and vibrant urban community.

Increasing the allowable density and intensity of development within the Central Avenue corridor is a major goal of this Plan. Higher floor area ratios (FAR) will permit the character of development desired along the entire Central Avenue corridor. Further, increasing densities and FARs on the corridor is essential to promoting transit oriented development opportunities that have been created on the corridor by completed bicycle (First Avenue Bike Lanes) and transit system (Central Avenue Trolley) upgrades and the planned BRT premium transit system (see transportation Section for further details). The map below summarizes the areas targeted for density and intensity increases along with the transit and bicycle facilities that provide multi-modal transportation service to the corridor.

FIGURE 8 - DENSITY RECOMMENDATIONS





Central Avenue Revitalization Plan

Examples of Mixed-Use Higher Density Residential Developments on Central Avenue



1010 CENTRAL

Number of Dwelling Units:	114 units
Residential Density:	66 units/acre
Nonresidential SF:	13,552 SF
Building Height:	5 Stories
FAR:	2.06



FUSION 1560

Number of Dwelling Units:	326 units
Residential Density:	101 units/acre
Nonresidential SF:	13,552 SF
Building Height:	5 Stories
FAR:	2.49



Central Avenue Revitalization Plan

c) Transit Oriented Development (TOD)

Transit Oriented Development (TOD) is the functional integration of land use and transit through the creation of compact, mixed-use communities within walking distance of a public transportation stop or station. The Central Avenue corridor is uniquely positioned to accommodate TOD.

A TOD typically has a center with a rail or bus station, surrounded by relatively high-density development, with progressively lower-density spreading outwards. For example, the Central Avenue corridor may have a transit station and a few multi-story commercial and residential buildings surrounded by several blocks of townhouses and small-lot single-family residential. TOD and their integrated neighborhoods typically have a diameter of one-quarter to one-half mile (stations spaced half to 1 mile apart), which represents pedestrian scale distances.

The integration of public transit, when combined with the increased densities proposed by this Master Plan, increases transit ridership enough to justify more frequent service. More frequent service has a regenerative effect by helping to create an active street life that increases commercial activities, such as grocery stores and coffee shops, within convenient walking distance of homes and worksites.

Benefits of **TRANSIT ORIENTED DEVELOPMENT**

Provide mobility choices

Increase public safety

Increase transit ridership

Reduce rates of vehicle miles traveled (VMT)

Increase households' disposable income

Reduces energy consumption rates

Conserve open space

Play a role in economic development

Decrease infrastructure costs

Contribute to more affordable housing

Contribute to improved personal health





Central Avenue Revitalization Plan

Components of **ARCHITECTURAL DESIGN STANDARDS**

Wall Composition

Wall composition standards ensure that ground-level storefronts, and multi-family and single-family residential buildings, are compatible with adjoining storefronts or adjacent buildings. Wall composition also mitigates blank walls and ensures that all sides of buildings have visual interest:

- Façade Proportions
- Proportion Openings
 - Window Design
 - Entrance Orientation
- Horizontal Features
- Vertical Features
- Storefront Design
- Mechanical Equipment Screening

Transparency

Transparency through the integration of windows enhances visual connections between activities inside and outside buildings thereby improving pedestrian safety.

Roof Articulation

Rooflines add visual interest to the streetscape and establish a sense of continuity between adjacent buildings. When used properly, rooflines can help distinguish between residential and commercial land uses, reduce the mass of large structures, emphasize entrances and provide shade and shelter for pedestrians.

Pedestrian and Vehicle Connections

Creating and preserving a safe network of pedestrian linkages is essential to the success of the corridor. Pedestrian and vehicle connections between rights-of-way and private property shall be subject to a hierarchy of transportation, with pedestrians receiving the highest consideration. These concepts are further addressed in the Transportation Section of this Plan.

d) Quality Architectural Design Standards

Architectural design standards are an important tool for managing the mixed-uses and functions in adjacency along the Central Avenue corridor.

Proposed development and redevelopment should relate to the architectural characteristics of surrounding buildings in order to maintain compatibility. The intent of architectural design standards is not to replicate or emulate historic buildings nor is it to specify a distinct architectural style; the intent is to promote the preferred urban context recommended by the Master Plan in coordination with the existing neighborhood context.

The Central Avenue corridor has several distinct neighborhoods requiring specialized consideration. The Downtown Center District, comprised of the Core, Central Arts, and Edge Districts, is located at the eastern end of the Central Avenue corridor and is characterized by intense mixed-use development that has a rich architectural legacy. The district contributes significantly to the city's image, economic prosperity and quality of life.

Moving west from the Downtown Center District, the Central Avenue corridor progressively takes on a more suburban aesthetic, including a mixture of mid-century modernist buildings.

Historically, the Central Avenue corridor is a wide right-of-way that can accommodate many desirable amenities in addition to architectural design elements, including wide sidewalks, street furniture, on-street parking spaces, concealed off-street parking spaces and flexible programming options, such as sidewalk cafes and sidewalk retail display.



Central Avenue Revitalization Plan

3. LAND USE AND URBAN DESIGN RECOMMENDATIONS

The following pages provide a district by district review of the existing key regulatory and urban design standards. Also provided are recommended changes that are intended to further the land use and urban design guiding principles outlined in this section for mixed uses, density, transit oriented development and architectural design standards.





Central Avenue Revitalization Plan

a) Downtown Center District

(includes Core, Central Arts and Edge Districts)

■ *Development Standards*

- ▶ Density – Not Regulated
- ▶ Intensity – From 4.0 to Unlimited
- ▶ Building Height – From 200' to Unlimited
- ▶ Use Mix – Highly Mixed
- ▶ Setbacks – Generally None at Street Level
- ▶ Design Standards – Applicable

■ *Zoning Districts*

- ▶ DC-C (Downtown Center – Core)
- ▶ DC-P (Downtown Center – Park)
- ▶ DC-1 (Downtown Center)
- ▶ DC-2 (Downtown Center)
- ▶ DC-3 (Downtown Center)

■ *Recommendations*

- ▶ Adaptation to future BRT transit stations
 - 16th Street
 - Dr. Martin Luther King Jr. Street
 - 4th Street
 - 1st Street
- ▶ High quality hardened materials at base-level
- ▶ Overhead weather protection





Central Avenue Revitalization Plan

b) Grand Central District

■ *Development Standards*

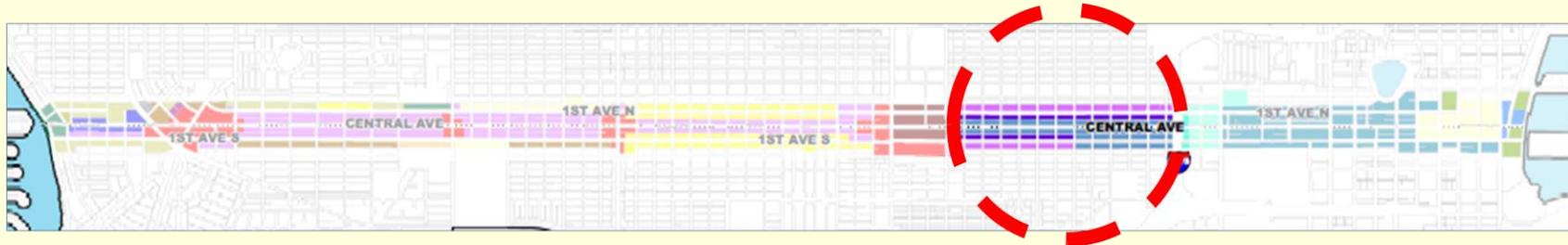
- ▶ Density – 40 units per acre
- ▶ Intensity – 2.0 F.A.R.
- ▶ Building Height – 48-60 feet
- ▶ Impervious Surface – 95%
- ▶ Use Mix – Highly Mixed
- ▶ Setbacks – 0 feet
- ▶ Design Standards – Applicable

■ *Zoning Districts*

- ▶ CCT-2 (Corridor Commercial Traditional)
- ▶ CRT-2 (Corridor Residential Traditional)

■ *Recommendations*

- ▶ Adaptation to future BRT transit stations
 - 22nd Street
- ▶ Increase density to 60 units per acre
- ▶ Increase F.A.R. to approximately 2.0
- ▶ High quality hardened materials at base-level
- ▶ Overhead weather protection





Central Avenue Revitalization Plan

c) Central Plaza District

■ Development Standards

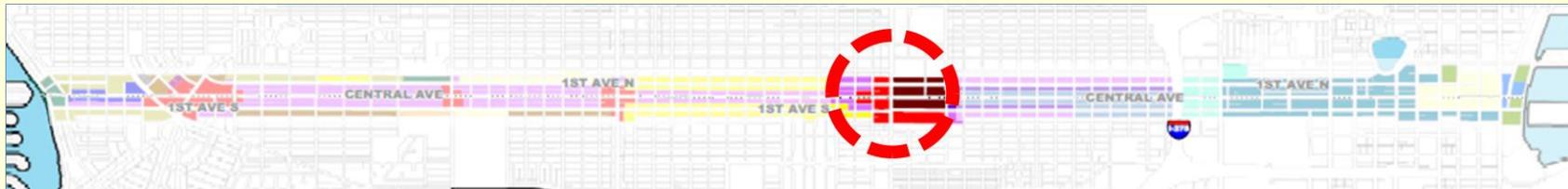
- ▶ Density – 60 units per acre
- ▶ Intensity – 1.12 F.A.R.
- ▶ Building Height – 48-84 feet
- ▶ Impervious Surface – 55-90%
- ▶ Use Mix – Highly Mixed
- ▶ Setbacks – Approximately 10-20 feet
- ▶ Design Standards – Applicable

■ Zoning Districts

- ▶ CCS-1 (Corridor Commercial Suburban)
- ▶ CCS-2 (Corridor Commercial Suburban)
- ▶ CRT-2 (Corridor Residential Traditional)
- ▶ NT-2 (Neighborhood Traditional)

■ Recommendations

- ▶ Increase density west of 34th Street between the 1st Avenues to approximately 60 units per acre
- ▶ Increase F.A.R. west of 34th Street between the 1st Avenues to approximately 2.0
- ▶ Increase building height west of 34th Street between the 1st Avenues to approximately 5-7 floors
 - 32nd Street
- ▶ Adaptation to future BRT transit stations
 - 32nd Street
- ▶ Reduce building setbacks





Central Avenue Revitalization Plan

d) Professional District

■ *Development Standards*

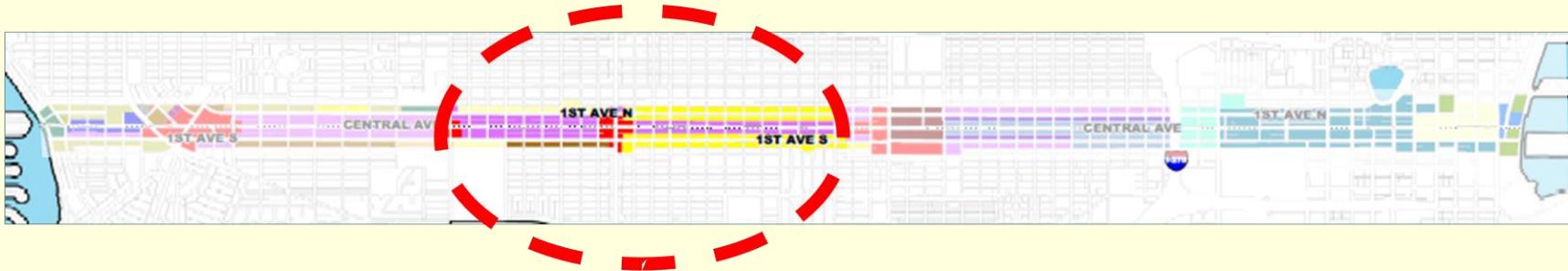
- ▶ Density – Up to 30 units per acre
- ▶ Intensity – Up to 0.95 F.A.R.
- ▶ Building Height – 36-48 feet
- ▶ Impervious Surface – 55-90%
- ▶ Use Mix – Low Mix
- ▶ Setbacks – Approximately 5-15 feet
- ▶ Design Standards – Applicable

■ *Zoning Districts*

- ▶ CCS-1 (Corridor Commercial Suburban)
- ▶ CRT-1 (Corridor Residential Traditional)
- ▶ NT-2 (Neighborhood Traditional)

■ *Recommendations*

- ▶ Increase density between the 1st Avenues to approximately 60 units per acre
- ▶ Increase F.A.R. between the 1st Avenues to approximately 2.0 F.A.R.
- ▶ Increase building height between the 1st Avenues to approximately 5-7 floors
- ▶ Reduced building setbacks
- ▶ Enhanced mixed-use options (accessory retail)
 - 40th, 49th and 58th Streets





Central Avenue Revitalization Plan

e) West Central District

Development Standards

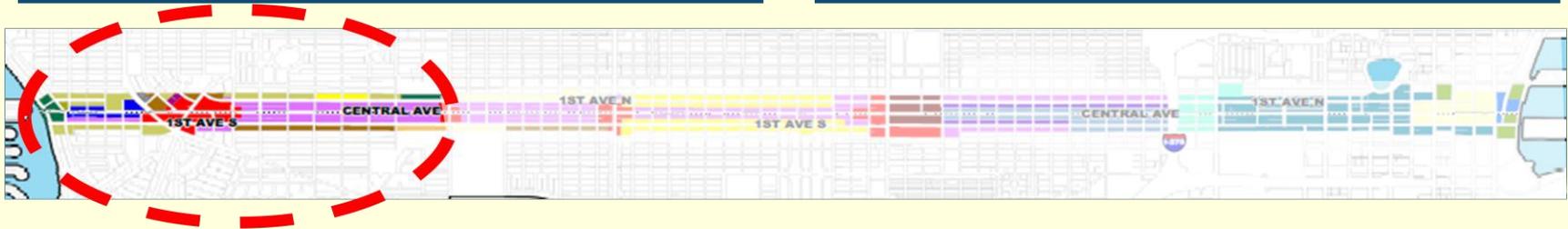
- ▶ Density – Up to 30 units per acre
- ▶ Intensity – Up to 1.2 F.A.R.
- ▶ Building Height – 36-60 feet
- ▶ Impervious Surface – 40-90%
- ▶ Use Mix – Moderate to Highly Mixed
- ▶ Setbacks – Approximately 0-25 feet
- ▶ Design Standards – Applicable

Zoning Districts

- ▶ CCS-1 (Corridor Commercial Suburban)
- ▶ CCT-1 (Corridor Commercial Traditional)
- ▶ CRT-1 (Corridor Residential Traditional)
- ▶ NT-3 (Neighborhood Traditional)
- ▶ NT-4 (Neighborhood Traditional)
- ▶ NSM-1 (Neighborhood Suburban Multi-Family)
- ▶ NS-E (Neighborhood Suburban – Estate)

Recommendations

- ▶ Increase density to approximately 60 units per acre east of Pasadena
- ▶ Increase F.A.R. to approximately 2.0 F.A.R. east of Pasadena
- ▶ Increase building height to approximately 5-7 floors east of Pasadena
- ▶ High quality hardened materials at base-level
- ▶ Overhead weather protection
- ▶ Adaptation to future BRT transit stations
 - 58th and 66th Streets
- ▶ Reduce building setbacks east of Pasadena





Central Avenue Revitalization Plan

C. Transportation - Connections to and within Central Avenue

1. OVERVIEW

The Central Avenue corridor, consisting of Central Avenue and the 1st Avenues, provides residents and visitors with a multitude of travel modes, including bus and trolley service, walking, bicycling and driving. The existing transit service, sidewalks, pedestrian accommodations at intersections, bicycle lanes, trail and vehicular travel options make this one of the premier transportation corridors in the Tampa Bay region and the State of Florida, and additional improvements are planned. This section of the report will cover the four travel modes in detail by providing information on existing and planned transportation facilities and services.





Central Avenue Revitalization Plan

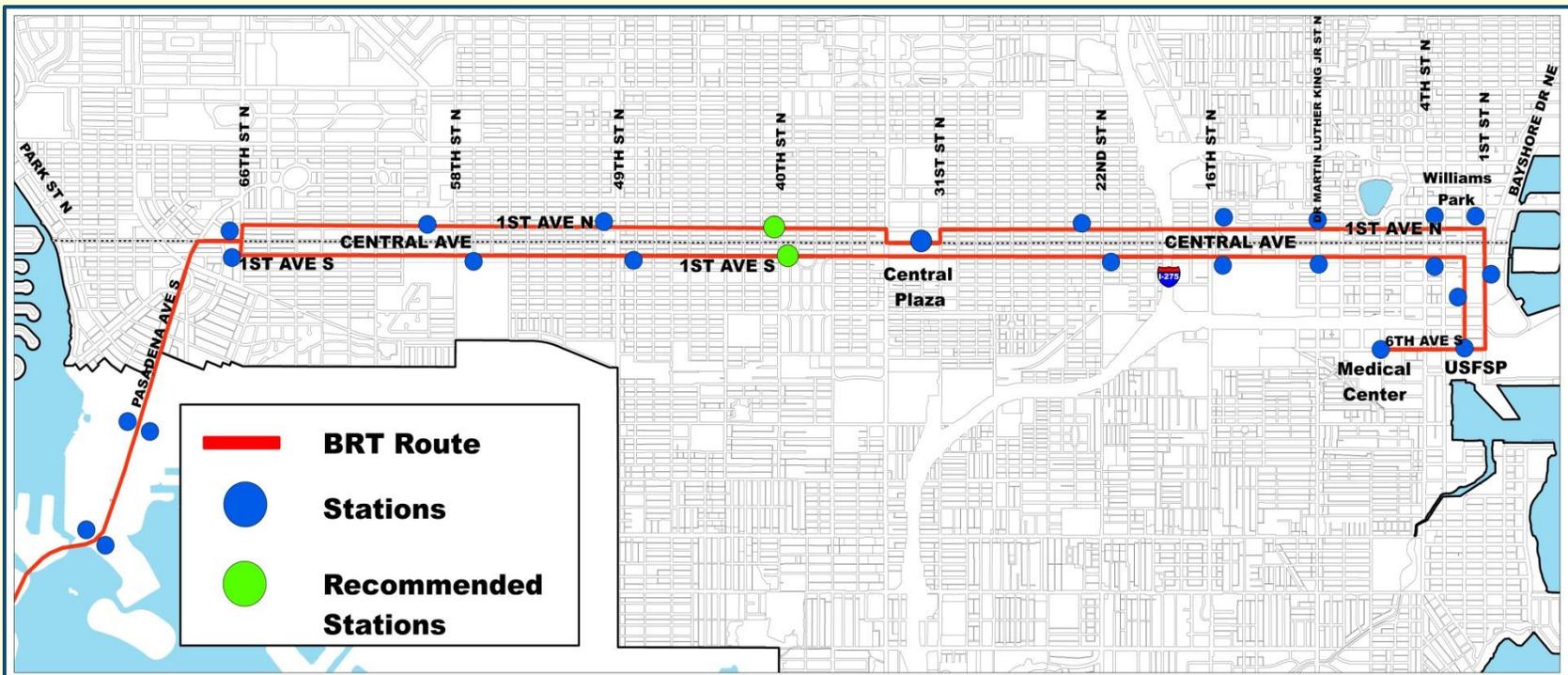
2. TRANSIT CONNECTIONS

Owing to the commercial nature of Central Avenue, it is a prime destination for public transportation service in Pinellas County. Numerous transit routes serve the Central Avenue corridor either along 1st Avenue North and South or Central Avenue itself. These transit connections include regular fixed route bus service, The Looper trolley service, the Central Avenue Trolley and the planned Central Avenue Bus Rapid Transit (BRT) service.

a) Central Avenue Bus Rapid Transit (BRT)

The City has recognized for some time that a connection between the downtown, hotels, restaurants and museums, with the hotels along the beaches would provide a high use, convenient transit connection. Also, the hospitality industry on the beaches employs a large number of persons that live within St. Petersburg that could use this service. Employees, visitors and patrons to the hotels all could use transit to enjoy the amenities in the downtown area including the unique shops and businesses along Central Avenue. As a result, the City has planned for a BRT service to connect the downtown area to St. Petersburg Beach and the Beach Trolley. The map below illustrates the proposed Central Avenue BRT service from downtown St. Petersburg to St. Pete Beach.

FIGURE 9 - PLANNED CENTRAL AVENUE BRT ROUTE





Central Avenue Revitalization Plan

This BRT service would supplement the Central Avenue Trolley whose function is to provide short distance trips along Central Avenue serving the retail businesses within the corridor.

BRT is considered a premium transit technology that is gaining momentum and usage throughout the United States and the world wherein stylized, modern buses provide very frequent service (5 to 10 minute headways) along intensely developed corridors. The Central Avenue BRT Project is envisioned by the City and PSTA to serve the downtown area to the beaches, utilizing 1st Avenue North and South and Pasadena Avenue to St. Petersburg Beach. It is anticipated that ridership would exceed 5,000 persons per day once this service is initiated. Advanced planning is underway for its construction. When constructed, it will replace many of the fixed bus routes that serve the corridor with modern, hybrid-electric vehicles. It is expected that the BRT project will be a key project that will be advanced over the next 2 to 3 years as funds become available. The photographs below show the NABI articulated vehicle that was demonstrated in St. Petersburg and a station for the Las Vegas Metropolitan Area Express (MAX) BRT service.





Central Avenue Revitalization Plan

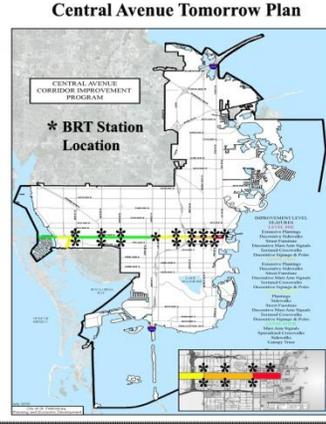
b) Central Avenue Bus Rapid Transit Corridor Enhancement Project

In preparation for the Central Avenue BRT service, the City has applied for and been awarded \$975,000 in Federal Transit Administration (FTA) grants to implement the Central Avenue BRT Corridor Enhancement Project. The City has also programmed \$1 million in local funding as a match for the federal grants and PSTA has agreed to contribute \$300,000 towards the Project. The purpose of the federal and local funding is to implement capital projects that will make it easier for pedestrians to walk between the bus stations on 1st Avenues North and South and the commercial establishments on Central Avenue. The Project's goals also include enhancement of the Central Avenue corridor and the creation of artistically designed shelters and transit stop areas for the Central Avenue Trolley. The Project will also include unique transit shelters, concrete flatwork for the shelters, new ADA accessible curb ramps and sidewalks, textured crosswalks, streetscaping and potentially mast arm traffic signals. These improvements will provide an immediate benefit to transit patrons that utilize the PSTA's existing local bus services and support the planned BRT service. The City's project will be constructed completely within right-of-way, and will replace and improve similar, existing transportation facilities by bringing these facilities up to modern standards, and consequently making them safer and more attractive to transit patrons and the BRT corridor more livable.



CENTRAL AVENUE BRT CORRIDOR ENHANCEMENTS

Grand Central Station





Central Avenue Revitalization Plan

c) Central Avenue Trolley

Supporting public transit in the Central Avenue corridor is the new Central Avenue Trolley service. This service provides 15-minute headways during peak times of the day between downtown St. Petersburg and St. Pete Beach, much in the same manner and corridor as the future BRT service. Whereas BRT is by its nature rapid and will utilize 1st Avenues North and South with only limited stops approximately every mile along its route, the Central Avenue Trolley will follow Central Avenue and will be designed to stop every block or two. By its design, the Central Avenue Trolley provides access to the businesses along Central Avenue. Also, the Central Avenue Trolley has a premium reduced fare. From The Pier to Baywalk usage is free and between Baywalk and Grand Central Transit Terminal its cost is only fifty cents. West of the Grand Central Transit Terminal the fare is \$2.00, the same as other transit routes throughout the county. The Central Avenue Trolley is a themed vehicle that is painted yellow and red, clearly branding it as a trolley for access to the commercial areas along Central Avenue. It replaced the Central Avenue Shuttle which was previously operated by the Downtown Partnership and provides more frequent service and extended service hours to the beaches.

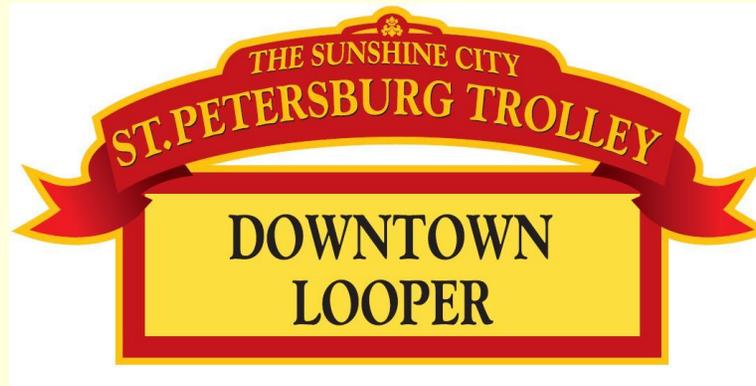




Central Avenue Revitalization Plan

d) The Looper

Complementing the Central Avenue Trolley is the Downtown Looper Service, which is operated by the Downtown Partnership. The Looper trolley is also painted yellow and red, and provides a loop between the many museums, restaurants and major destinations in the downtown area. It circulates in a counterclockwise loop taking approximately thirty minutes for one complete loop. The service costs fifty cents per ride. The goal of The Looper is to allow persons enjoying the downtown area to travel between major destinations without having to use their private vehicle and search for the limited number of parking spaces. The Looper has been very successful and each year shows greater usage as more and more people discover the benefits of public transit in the downtown area.





Central Avenue Revitalization Plan

e) Transit Stops

With the multitude of transportation options available within the Central Avenue Corridor, the type and design of transit stops has become a more significant element of our transportation program. Efforts have been made to brand the different levels of transit through color schemes and designs of transit shelters and benches. In the case of standard bus service, benches and shelters are brown anodized aluminum with blue transit stop signs. In the case of The Looper and Central Avenue Trolley, the signage is themed yellow and red so that those persons using those services know where to board a particular transit vehicle.

Plans are under way to implement a series of new BRT shelters along 1st Avenue North and South that will help identify the premium and express service along that travel corridor. These different levels of accommodations for transit users are all designed to make public transit easier, more enjoyable and more intuitive for those choice riders to be able to enjoy the benefits of the transit system. This program includes architecturally significant bus stops and shelters between the BRT stops on 1st Avenues North and South and along Central Avenue. These locations will include specialized and artistically oriented shelters that will help locate the stop and present the character of the business community that the route serves. Look for these new shelters to be discussed in the near future at business association meetings. Two examples of modern transit stations that were developed for premium transit services are shown below.



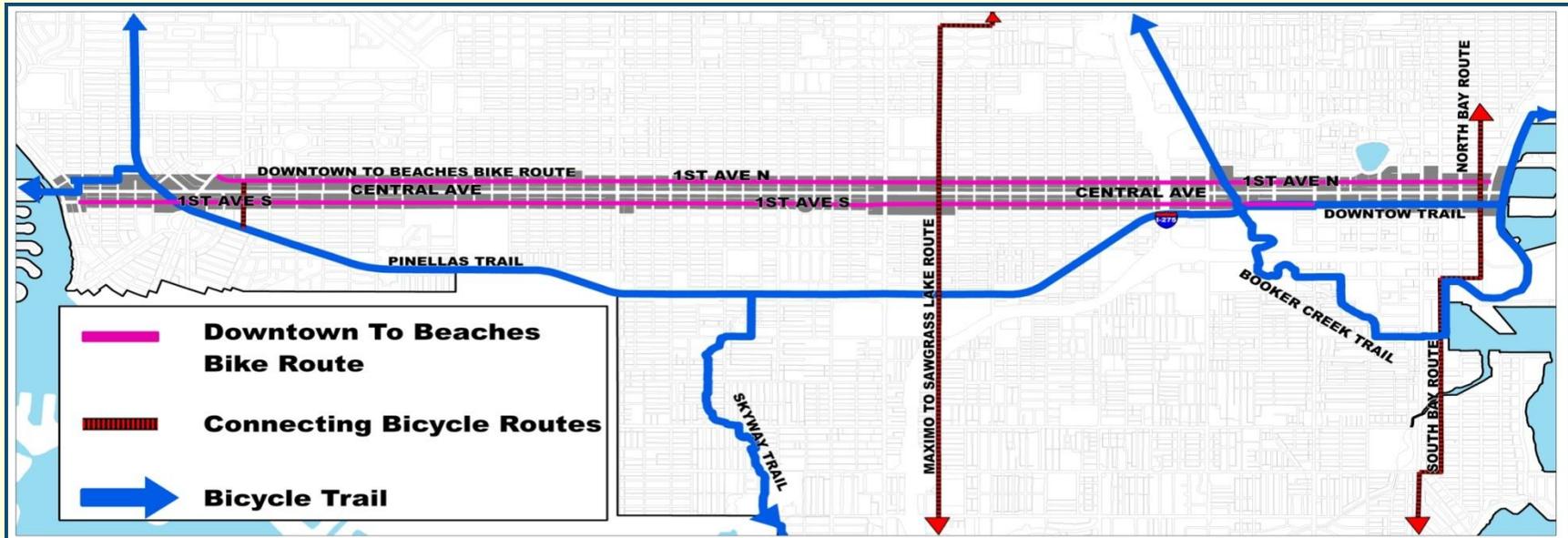


Central Avenue Revitalization Plan

3. BICYCLE CONNECTIONS

Bicycle service and usage is becoming an ever increasing component of our transportation system and has become a major emphasis area at the federal and state levels to help supplement the transportation system in urban communities. In St. Petersburg The City Trails program initiated in 2003 has now become an important part of our transportation system. With over 75 miles of bike lanes and 34 miles of bike trails, City Trails has resulted in significant reductions in bicycle and pedestrian related accidents. Today, plans continue to be made to expand City Trails throughout the City. Within the Central Avenue corridor, bike lanes were installed on 1st Avenue North and South several years ago and are well used by the bicycling public. These bike lanes were installed to encourage bicyclists to use those facilities as opposed to Central Avenue. Central Avenue at its east end is a local or collector road that is poorly designed for use by bicyclists. Bicycling on Central Avenue would conflict with the diagonal parking and relative congestion of those low-speed, low-volume areas. The bicycle lanes, routes and trails along and connecting to the Central Avenue corridor are illustrated below.

FIGURE 10 - CORRIDOR BICYCLE FACILITIES





Central Avenue Revitalization Plan

Although the sidewalks along Central Avenue are wide east of 34th Street, the use of these sidewalks by bicyclists is problematic due to sidewalk cafes and high volumes of pedestrians, which makes conflicts between bicyclists and pedestrians common. Efforts have been made to educate the bicyclists to yield to pedestrian and to be courteous to those persons using our sidewalks. Efforts have also been made to educate bicyclists to use 1st Avenue North and 1st Avenue South for their distance traveling and to use Central Avenue only when they have a specific destination close by. Bike parking is provided on the 1st Avenues extensively, especially 1st Avenue South adjacent to the downtown trail. Over 180 bike racks have been installed in the downtown area including Central Avenue. Bicycle racks are installed only at the request of the abutting businesses.





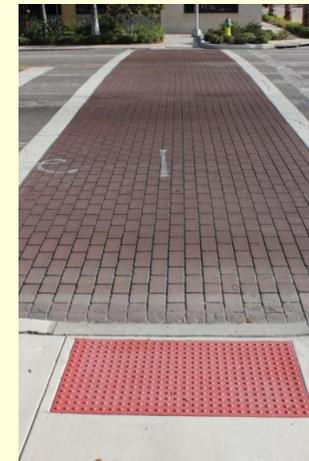
Central Avenue Revitalization Plan

4. PEDESTRIAN CONNECTIONS

A third element of the transportation system is the pedestrian and the need to provide for their safety. Roadways are classified as local roads, collector roads and arterial roads. These functional classifications are significant because they deal heavily with pedestrian connections. On local and collector roadways, pedestrians become the primary mode of transportation and the safety and convenience of the pedestrian becomes of paramount importance to the design of the roadways. Wide sidewalks are characteristic of Central Avenue where cafes, businesses and large volumes of pedestrians are prevalent. Disabled ramps (ADA ramps), pedestrian features at signalized intersections, bulbouts to reduce crossing distances, and specialized textured crosswalks all become a part of improving the pedestrian walking experience in the downtown area.



Further to the west the road functions more as a collector with pedestrians still of paramount concern. Signalized intersections should continue to have special treatments for pedestrians including countdown pedestrian signals and textured crosswalks with ADA ramps. Also efforts have been made to provide for wider (8 foot) sidewalk ramps to help accommodate the high number of pedestrians.





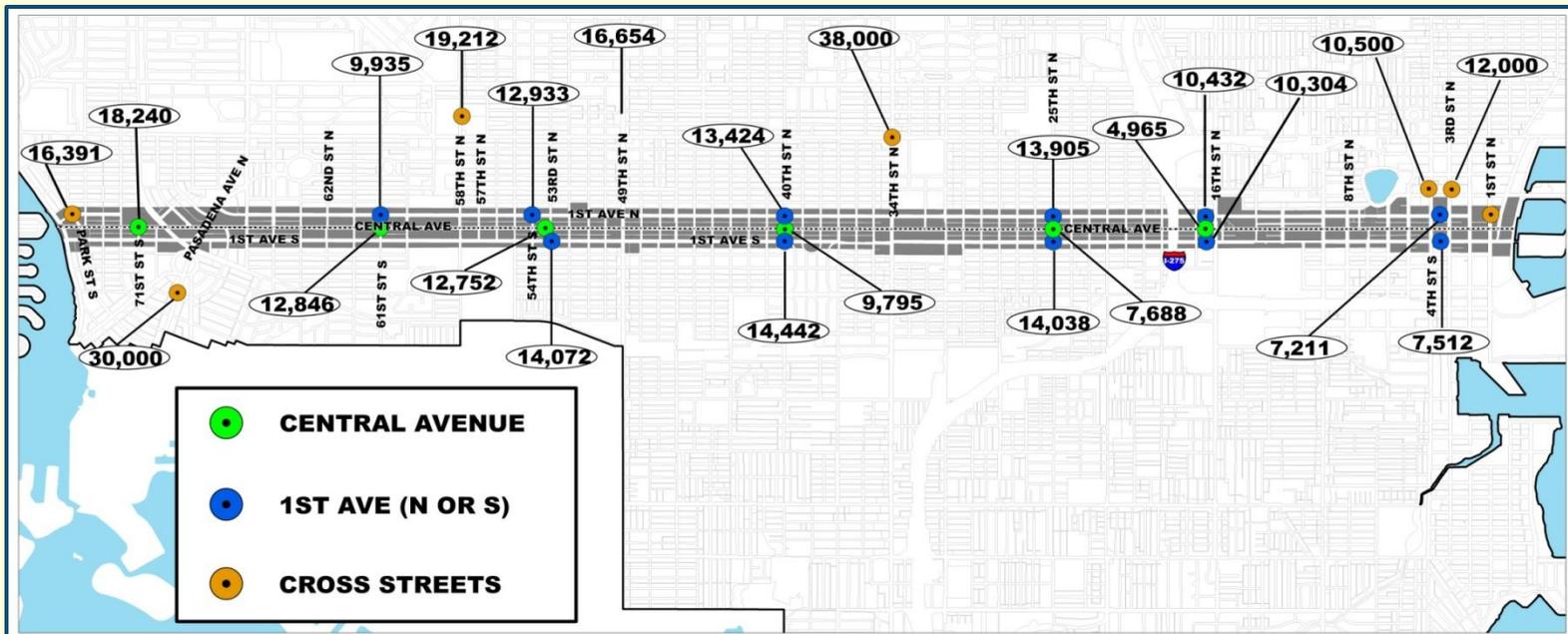
Central Avenue Revitalization Plan

5. AUTOMOBILE CONNECTIONS

When the City of St. Petersburg was initially master planned, a grid system of highways was identified that included wide rights-of-way allowing for the creation of wide boulevards and a clearly defined hierarchical system of streets and highways. As a result, St. Petersburg has developed a fine grid of streets based upon a one mile spacing of arterial highways in suburban areas and a more dense system serving the downtown area. In the case of Central Avenue, it was initially the central roadway into the downtown area and the location for retail shops and other business establishments. As traffic grew, the need to move larger volumes was evident and improvements were made to 1st Avenue North and 1st Avenue South to allow for higher volume, higher speed vehicular traffic to avoid Central Avenue.

Central Avenue gradually evolved into a roadway with more land access, slower speeds, more driveways and on-street parking designed to serve the businesses along the roadway. The fine grid system provided benefits not only in the development of parallel serving facilities but also in the ability to progressively time traffic signals. Signals on 1st Avenue North and 1st Avenue South are progressively timed such that it is common to be able to travel from the downtown to the beaches without having to stop at a single red light. This grid system helps in the development of the overall transportation system and for the integration of public transportation. Traffic volumes within the Central Avenue Corridor are highest on 1st Avenues North and South with lower traffic volumes on Central Avenue. Total traffic volumes on the Corridor are among the highest of any corridor in the City. When combined with the trips on the crossing north and south bound streets, the total number of vehicular trips in the Corridor becomes a major resource for Corridor businesses. Corridor businesses must capture the market potential of those trips to the greatest extent possible.

FIGURE 11 - TRAFFIC COUNTS

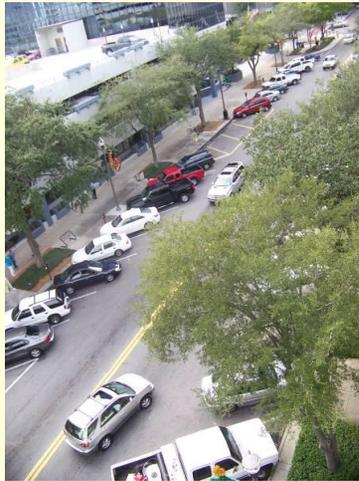




Central Avenue Revitalization Plan

As traffic volumes grow, this hierarchy of regional or suburban travel on 1st Avenues North and South becomes more significant. Over time, the traffic carrying capacity of Central Avenue will diminish as it becomes more of a pedestrian corridor and an area for parking and pedestrians. Parking is a major concern downtown. At the waterfront, on-street parking is saturated with 100% of the parking spaces occupied on peak hours and days. Close management of this resource is necessary to help manage the parking for businesses so as to maximize the number of patrons who can be accommodated. Continuing efforts are being made with the local business groups along Central Avenue to develop a consensus on how to proceed with the development of Central Avenue and its metered parking. Currently two-hour metered parking exists to 7th Street and non-metered parking exists around Tropicana Field. Parking is unregulated west of 22nd Street.

Working along Central Avenue is an important issue for both the business and visitors to the Central Avenue corridor. As businesses become more intense they are located closer to the downtown core and create parking demands upon the corridor. Central Avenue downtown creates the highest level of on-street parking and the use of diagonal parking and is supplemented with parking garages such as South Core and Mid Core/BayWalk.



Further west, parking continues diagonally as the road changes classifications from a local to collector roadway. Off-street parking is provided by private businesses and off-street parking, through studies, has been determined to be adequate to meet the needs of the area within a one block walking destination. West of 34th Street, parking is parallel owing to the more residential and suburban character of development.

Additional parking is being studied in the downtown core with special provisions to assist employees being developed along Central Avenue west of the downtown core. Continuing efforts to evaluate occupancy and availability of parking along the Central Avenue corridor will be made to keep abreast with those needs as the corridor continues to grow.



Central Avenue Revitalization Plan

D. Streetscape - Making Central Avenue Attractive and Inviting

Some basic and targeted improvements to the physical appearance of the corridor will have a major positive impact on perceptions of the Avenue, including an inviting streetscape that has well maintained landscaping, appropriate and attractive lighting of the public spaces (streets and sidewalks), upgraded intersection treatments, focusing on the major “gateway” intersections, and signage.

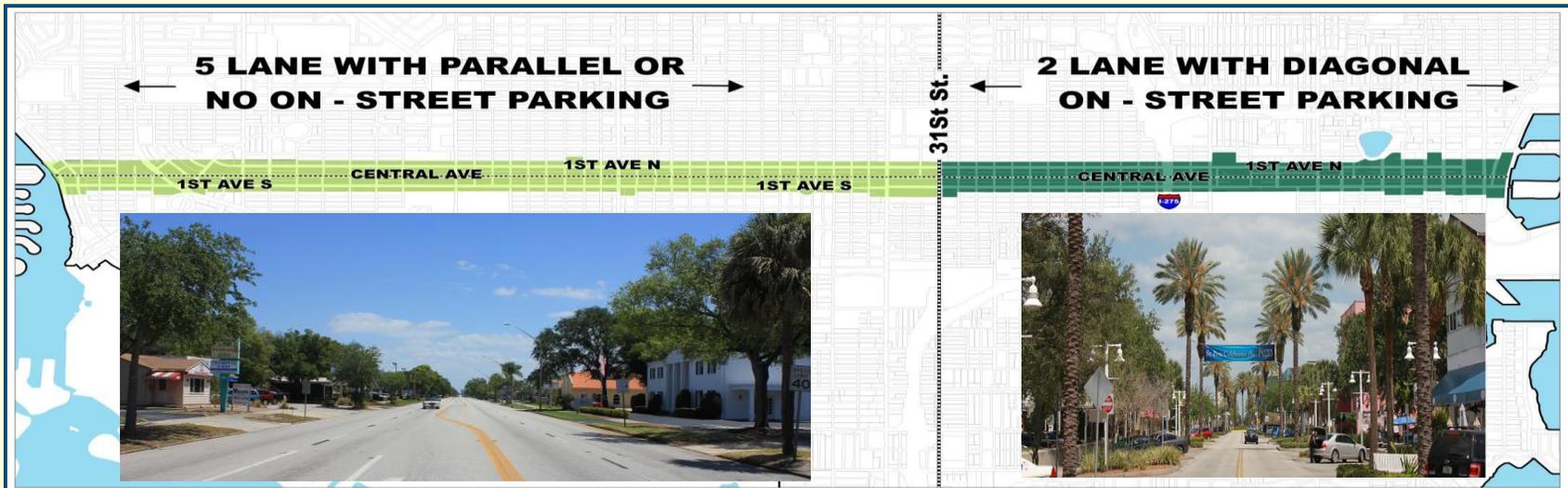
1. EXISTING STREETScape

Central Avenue has two basic cross section types that provide for corresponding landscaping alternatives; 1) two lane with diagonal on-street parking east of 31st Street and 2) five lane with a mix of parallel and no on-street parking west of 31st Street.

The two lane cross section areas are found in the Core, Central Arts, Edge, and Grand Central Districts and are characterized by a more pedestrian oriented system that includes wider sidewalks with street trees within landscaped planters and some accent planted pots and decorative street lights. Landscaping in these areas is currently installed and maintained primarily by the City with some areas being cared for by the adjacent property owners. The City is currently struggling to keep up with the maintenance requirements due to budget constraints. Many of the major intersections and some of the minor intersections in the two lane cross section area have textured crosswalks and some have bulbouts.

The five lane cross section is characterized by a wide and unattractive expanse of street pavement with no landscaping, narrower sidewalks and buildings that often are set back from the right of way line. Landscaping is provided in the “parkway” section of the right of way or on private greenspace areas of buildings and parking lots. These areas, on both sides of the ROW line, are maintained by the property owner. Street lighting in the five lane cross section is standard “cobra” head street lights on the south side of the Avenue.

FIGURE 12 - STREETScape





Central Avenue Revitalization Plan

2. STREETScape RECOMMENDATIONS

Improving the quality of the streetscape on the Central Avenue corridor can be achieved by:

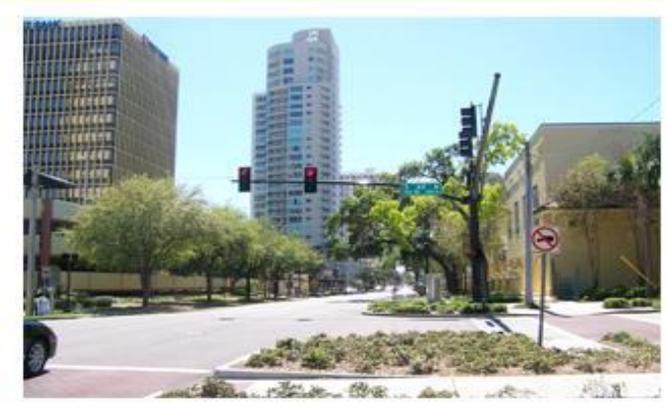
- **Install brick topped medians in the five lane section**, most of which is under County jurisdiction. Planted medians are not recommended due to budget constraints that have severely limited the City's ability to maintain the over 1,700 planted median/ROW sections in the City. Brick top medians will reduce the uninterrupted expanse of asphalt pavement in the five lane section of the Avenue without significantly adding to the City's maintenance costs. The median installation program should be guided by a conceptual plan that is created in conjunction with property owners.



- **Improve the maintenance of existing streetscape plantings** by sharing responsibilities, such as requiring additional private property contribution to the ongoing costs either through dedicated funding techniques (e.g. assessments), code enforcement or voluntary programs (e.g. adoption or sponsorship programs or clean-up days) or a combination of all three.
- **Continue to improve major or gateway intersections.** Major or “gateway” intersections are where the largest traffic volumes in the corridor occur, making these locations highly visible and important to the development of a positive perception of the corridor. Typically in St. Petersburg, and including the Central Avenue corridor, major intersections are upgraded with hurricane resistant and **decorative mast arm signals with lighted street name signs, count-down pedestrian signals and textured crosswalks.** These installations should be continued throughout the corridor at every signalized intersection along Central Avenue and including the 1st Avenues. Some of the major intersections will be improved as part of the BRT station enhancement program as described in the Transportation section.



Central Avenue Revitalization Plan



- As an additional enhancement, **Central Avenue themed signage could be attached to the mast arms or nearby to create a sense of arrival in the corridor.** The signage should be part of a coordinated package for the corridor. This signage package would not supersede or replace existing or future district signage programs, but instead be done to allow both to co-exist in a complimentary manner. Potential themed signage packages and corridor branding strategies are further discussed in the corridorwide promotion section of this Plan.

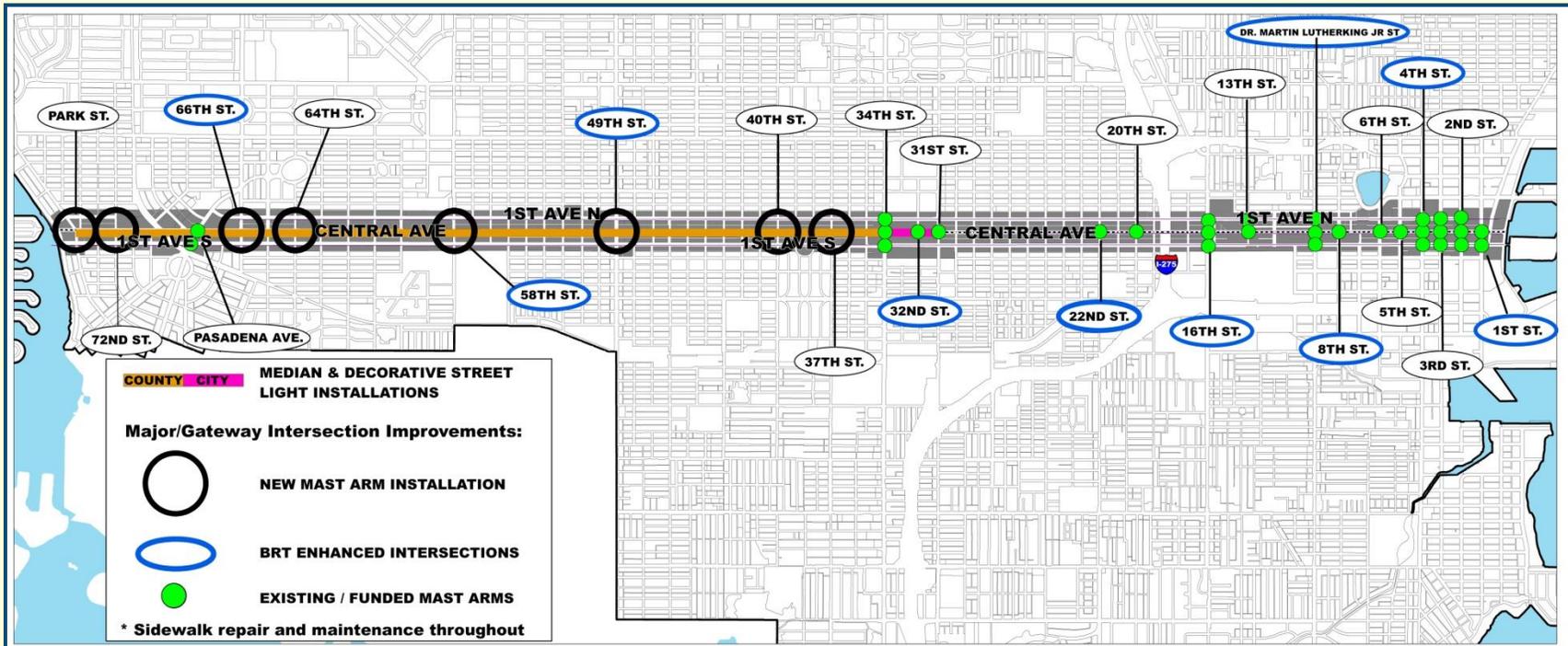




Central Avenue Revitalization Plan

- As described in the transportation and land uses sections, **repair, maintenance and upgrading of the sidewalk system and other pedestrian features, including ADA compliant ramps and bulbouts**, is a critical component throughout the Central Avenue Corridor if the area is to become an exceptional transit oriented, pedestrian friendly corridor.
- **Install decorative streetlights west of 31st Street.** The standard “acorn” top decorative streetlights improve the visual appearance of the corridor and help create a safe and attractive pedestrian environment.

FIGURE 13 - STREETScape IMPROVEMENT PROGRAM





Central Avenue Revitalization Plan

E. Corridorwide Promotion - *Creating the Brand/Identity*

1. MARKETING

The purpose of a marketing program is to create a brand that engenders positive identification of the corridor with the targeted audiences. It is recommended that an ongoing entity be formed to provide leadership, direction and funding to the corridor marketing program. This entity could be a natural off-shoot of the Conversation on Central participants. For purposes of this Plan such a leadership entity is referred to as the “Central Avenue Council.”

Goal: To brand Central Avenue as a vibrant urban mixed-use corridor with unique and exciting districts that offer a variety of high quality residential, business, shopping, entertainment, cultural and mobility opportunities for residents, entrepreneurs, business owners, investors and visitors.

Elements of a marketing/branding program include:

- *Theme*
- *Promotions*
- *Tools & Media*

a) Theme

Central Avenue is one of the city’s most important “connectors,” where north meets south and east connects west from downtown to the beaches. Thus, “connectivity” is an excellent theme for Central Avenue – “**Central Avenue Connects.**”

The following is suggested as a possible graphic representation for the “Central Avenue Connects” theme:





Central Avenue Revitalization Plan



This graphic program emphasizes the seven districts of the corridor and their connectivity, and adds a historic connection by using the hexagon sidewalk block shape that is so familiar to St. Petersburg.



Central Avenue Revitalization Plan

b) Promotions

Promotional activities for the corridor have a rich pool of **Target Audiences**:

- Existing businesses along Central Avenue Corridor
- Corridor traffic – all modes, automobile, transit, bicycle and pedestrian
- Residents in neighborhoods both north and south of Central Avenue
- Neighborhood and business associations along the Central Avenue Corridor
- Consumers throughout the 11 county Tampa Bay region
- Passengers on the Central Avenue Trolley (particularly hotel visitors downtown and the beaches)
- Visitors to the Tampa Bay region
- Potential new investors, both residential and commercial

There is also a rich pool of **Promotional Partners** to engage to develop and disseminate information about the corridor and its districts:

- Central Avenue Council (proposed)
- Central Avenue Businesses (in-kind services, such as printing, design, etc.)
- Chamber of Commerce
- The City of St. Petersburg
- PSTA
- Central Avenue Neighborhood Associations
- CONA
- City Arts & Beautification Organizations
- St. Petersburg Downtown Partnership
- Realtors, both commercial and residential
- Florida Dept. of Transportation



Central Avenue Revitalization Plan

c) Tools and Media

Again, there is a robust menu of tools and media options and opportunities that, in some combination, could be used to advertise and market the corridor:

- Logo
- Web site
- Brochure/Rack Card
- Short video presentation
- Social media presence (Facebook page, e-newsletter, Twitter, etc.)
- Street banners
- Signage
- Tourism/Visitor Guides and Maps
- City utility bills
- Trolley advertising
- St. Pete TV
- E-Newsletter
- Online events calendar
- Co-op ads in regional publications
- FDOT signage
- Existing marketing pieces produced by Advertising Partners

d) Marketing Recommendations Summary

- *Create an entity e.g. the “**Central Avenue Council**” to direct and fund marketing efforts in the corridor.*
- *Create an overall corridor logo or theme such as the “Central Avenue Connects” theme suggested herein.*
- *Identify and develop the marketing tools/advertising materials in concert with the media outlets that will be used.*
- *Connect with the media outlets that best reach the identified and prioritized target audiences to place advertising materials.*



Central Avenue Revitalization Plan

F. Economic Development Support Services - *Helping Businesses Thrive*

As identified in the “Context” section of the Plan, many businesses (1,283 businesses with almost 10,000 employees) are located within the Corridor and are a critical component of continued revitalization. Many support services are currently available to assist businesses so that they may grow and thrive. However, the services are often not taken advantage of for any number of reasons, including lack of awareness. This Plan Section provides a synopsis of the currently available support services.

1. ECONOMIC DEVELOPMENT INCENTIVES

There is a robust inventory of economic development incentives that are targeted to some or all of the Central Avenue Corridor. The availability of any of the incentives to a particular project is dependent upon satisfying the qualifying criteria for the each incentive. The City’s Economic Development Division is responsible for administering the incentives and will work to maximize the incentive package for inquiring businesses.

a) Enterprise Zone

The Florida Enterprise Zone Program was setup to encourage economic growth and investment in distressed areas by offering tax advantages to businesses willing to make an investment. Segments of Central Avenue are located within St. Petersburg’s Enterprise Zone and include all of downtown to 28th Street, the south side of Central from 41st to 49th Street, and the area between 49th and 58th Streets.

There are various incentives within the Enterprise Zone including job tax credits, business equipment and building materials sales tax refunds, and property tax credit. The following Enterprise Zone incentives are available:

(1) Jobs Tax Credit (State Sales & Use Tax) (State Corporate Income Tax)

Allows businesses, who collect and pay Florida sales and use tax or 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 or are Welfare Transition Program participants. A new job must be created before the business earns a tax credit.

(2) Business Equipment Refund (State Sales & Use Tax)

A refund is available for state sales taxes paid on the purchase of qualified business equipment which is used exclusively in an Enterprise Zone (EZ) for at least 3 years. Business equipment must have a sales price of at least \$5,000 per unit.

(3) Building Materials Refund (State Sales & Use Tax)

A refund is available for state sales taxes paid on the purchase of building materials used to construct real property located in a Florida Enterprise Zone. This refund is only available one time per parcel of real estate. The total amount of the state sales tax refund must be at least \$500.

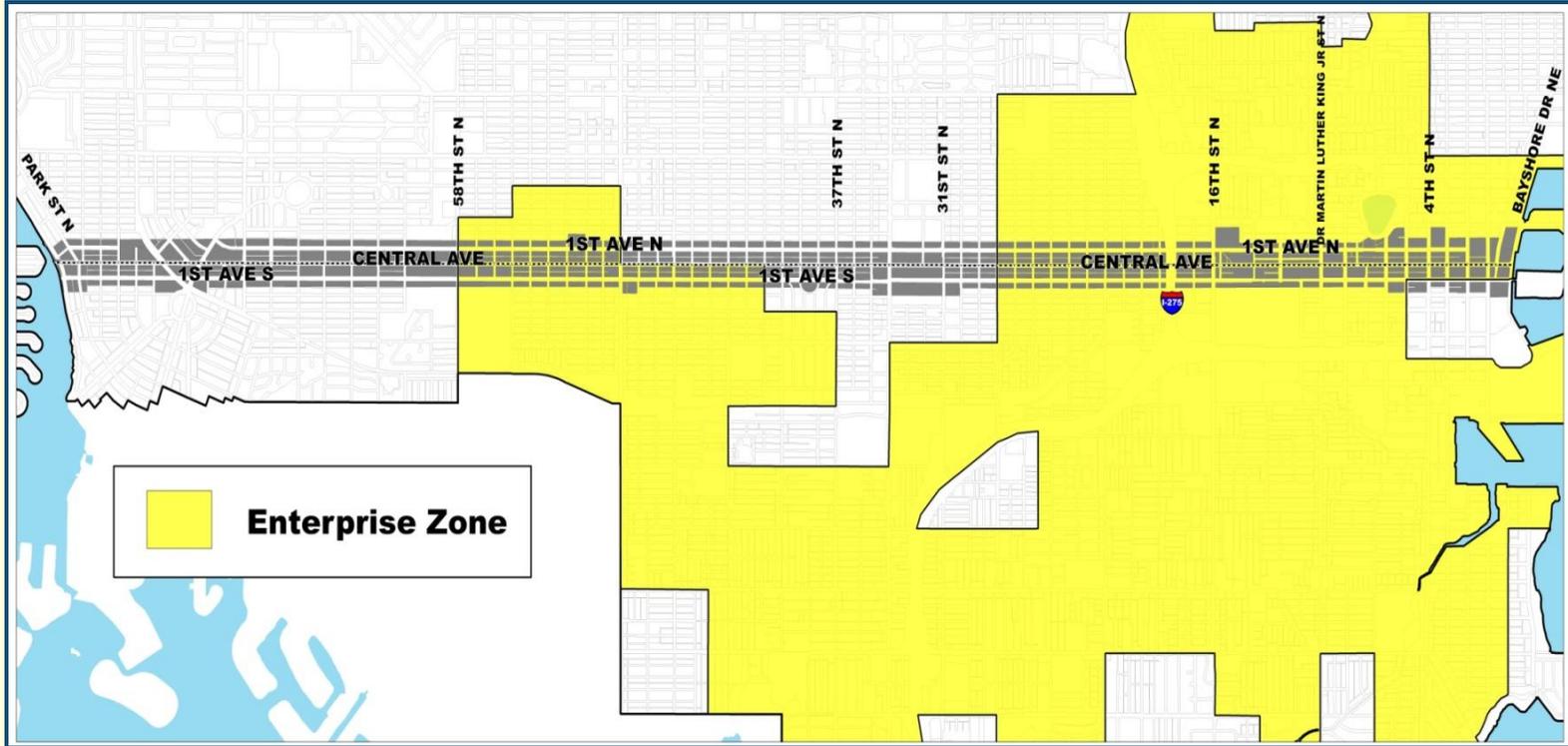


Central Avenue Revitalization Plan

(4) Property Tax Credit (State Corporate Income Tax)

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

FIGURE 14 - ENTERPRISE ZONE MAP





Central Avenue Revitalization Plan

b) Brownfields

A brownfields 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.

The Central Avenue Corridor is in a State designated Brownfields area from downtown to 46th Street with the exception of the north side of Central Avenue between 34th and 39th Streets, and 44th and 46th Streets. Brownfield incentives include:

(1) Voluntary Clean-up Tax Credit (State Corporate Income Tax/Tangible Personal Property Tax)

Applicants may obtain tax credits up to \$1 million. These tax credits may be used over a period of years, transferred to affiliates, and bought and sold on the open market.

(2) Brownfield Redevelopment Bonus Refund

A pre-approved applicant may receive a tax refund. Refunds are based upon taxes paid by the business, including corporate income, sales, ad valorem, tangible personal property, insurance premium, and certain other taxes.

(3) Loan Guaranty Program

The limited Loan Guaranty Program applies to 50% of the primary lender's loans for redevelopment projects in brownfields areas. If the redevelopment project is for affordable housing in a brownfield area, the limited state loan guaranty applies to 75% of the primary lender's loan.

(4) Building Materials Credit (Sales Tax)

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.

(5) 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.

(6) Brownfields Tax Incentive

Provides for environmental cleanup costs to be fully deductible in the year they are incurred, rather than having to be capitalized.

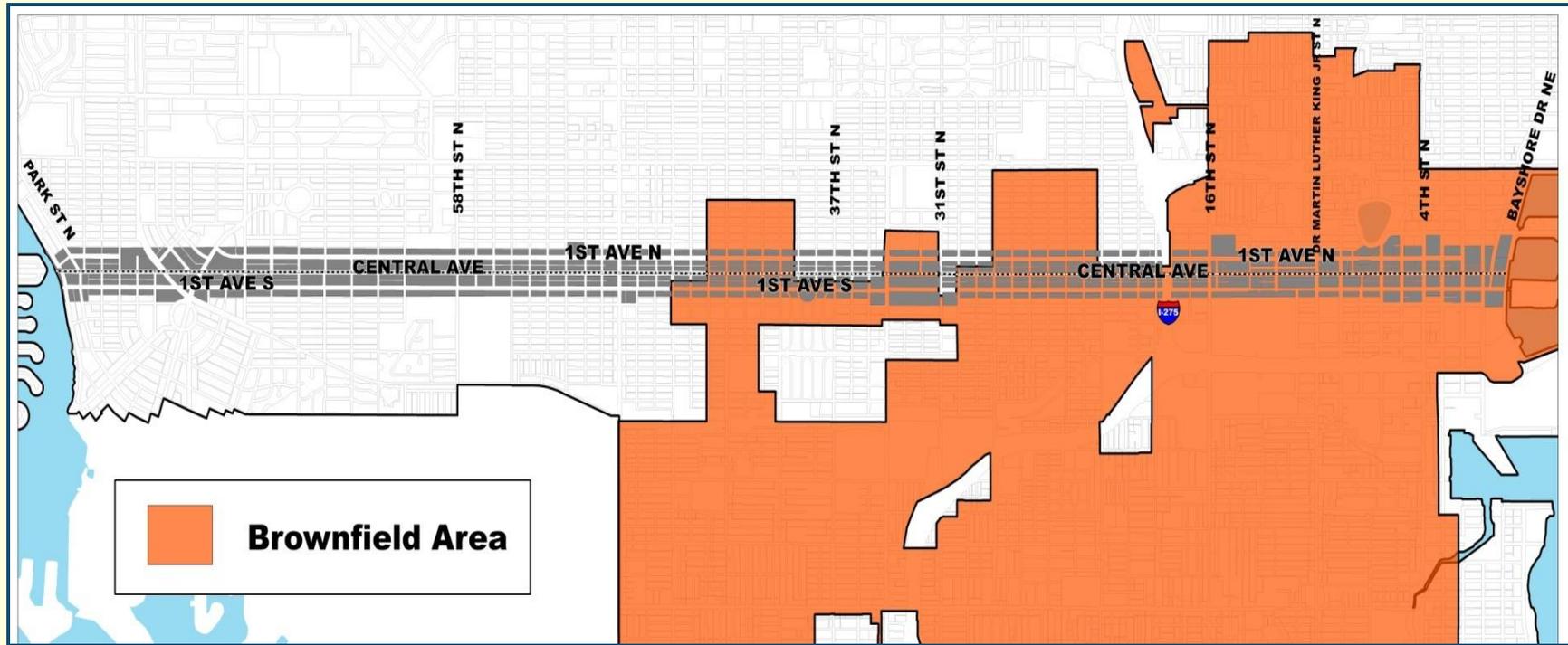


Central Avenue Revitalization Plan

(7) Revolving Loan Fund

Federal Brownfields Revolving Loan Fund is available for low-interest loans for assessment and cleanup.

FIGURE 15 - BROWNFIELD AREA MAP





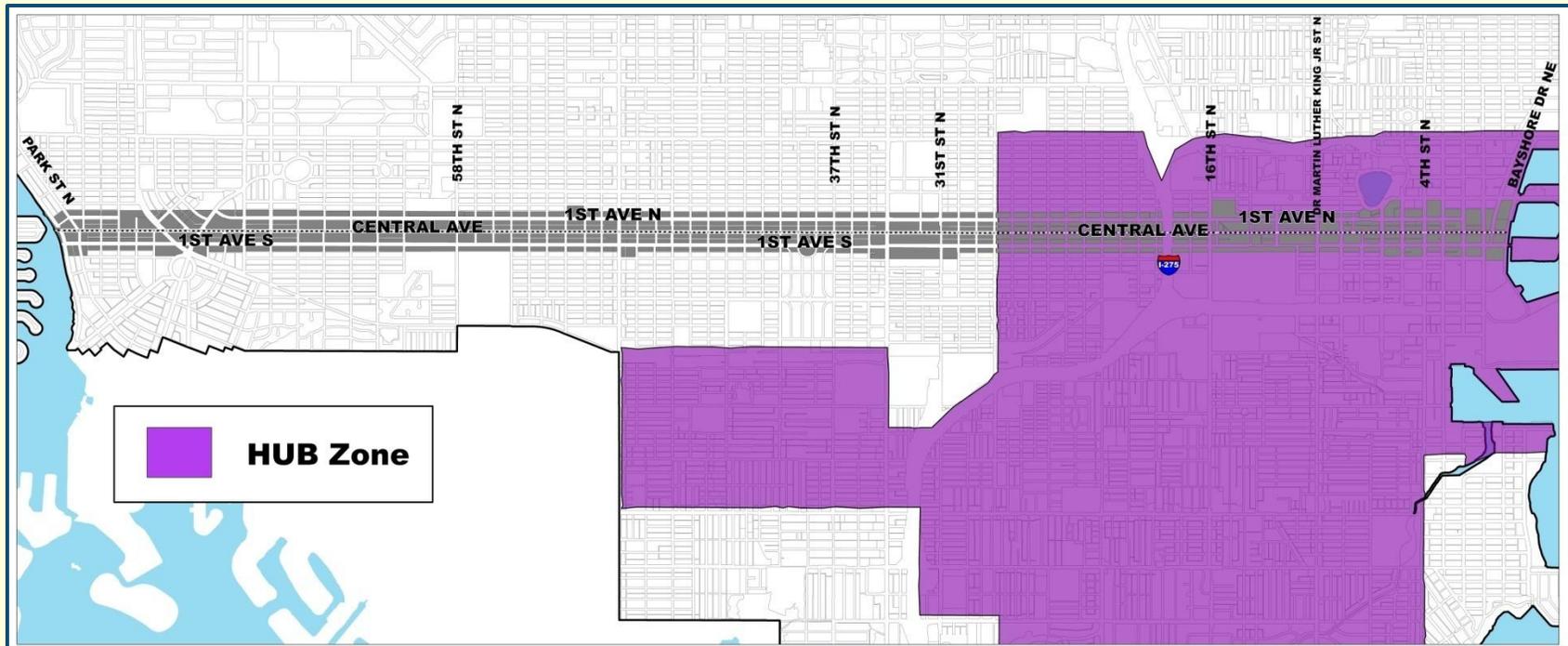
Central Avenue Revitalization Plan

c) HUBZone

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 HUBZone 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 HUBZone, be owned or controlled by one or more U.S. citizens, a Community Development Corporation, or Indian Tribe, and have at least 35% of its employees living in the HUBZone. The St. Petersburg HUBZone encompasses the Central Avenue Corridor from Tampa Bay to 28th Street.

FIGURE 16 - HUBZONE MAP





Central Avenue Revitalization Plan

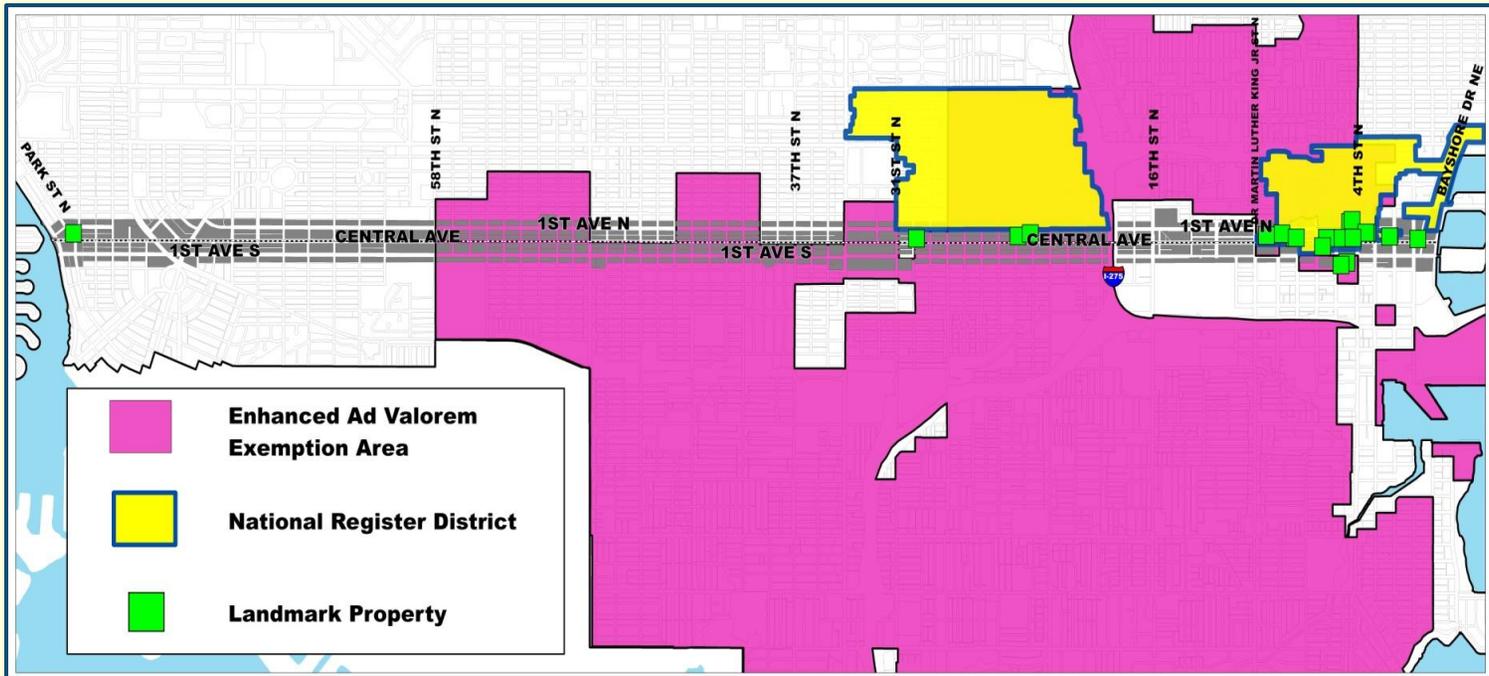
d) Economic Development Ad Valorem Tax Incentive

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. The eligible area of the Central Avenue Corridor for this incentive goes from I-275 west to Boca Ciega Bay (businesses east of I-275 are not eligible because they are located within community redevelopment areas that have tax increment finance districts). New or expanding businesses in a targeted industry locating in the Brownfields Area or Enterprise Zone need to have a minimum capital investment of \$100,000 and create or retain jobs at 75% of the average wage in Pinellas County. Businesses outside of these areas will need to create a specific number of new jobs with wages that are above the average wage in Pinellas County.

e) Historic Property Renovation Ad Valorem Tax Incentive

This incentive is available to individually listed historic properties or those contributing to a historic district, exempting eligible property owners from an increase in city or county taxes resulting from an approved renovation for ten years. Projects must expend a total of at least 10% of the assessed taxable value of the property in construction costs and must be reviewed and approved by the City and Pinellas County prior to construction. City Council approves the tax exemption after work is completed for up to \$1 million on commercial projects.

FIGURE 17 - AD VALOREM TAX EXEMPTION MAP





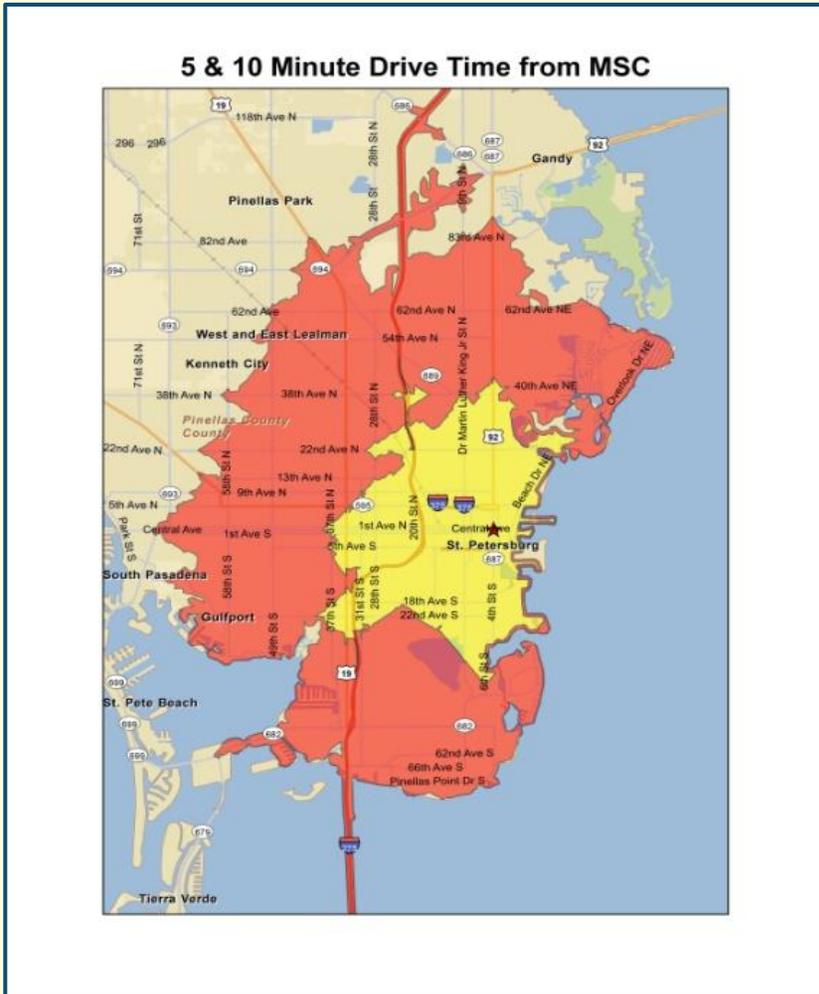
Central Avenue Revitalization Plan

2. ECONOMIC DEVELOPMENT BUSINESS MARKET DATA

The City's Economic Development Division has the capability to provide business market data to corridor organizations and individual businesses. A wide range of demographic categories are available, including but not limited to:

- Age
- Income
- Gender
- Race
- Employment
- Housing statistics

These data fields can be provided in tabular form from a mapped time or distance radii market area analysis.





Demographic and Income Profile

MSC Building
-82.638467856545 27.7712443867355
Drive Time: 5 minutes

Prepared by Business Analyst Desktop
Latitude: 27.771244
Longitude: -82.638468

Summary		2000	2010	2015		
Population		59,675	58,995	57,814		
Households		27,027	26,521	26,074		
Families		12,756	12,058	11,603		
Average Household Size		2.11	2.12	2.11		
Owner Occupied Housing Units		12,959	12,799	12,505		
Renter Occupied Housing Units		14,068	13,723	13,568		
Median Age		38.4	41.1	41.5		
Trends: 2010 - 2015 Annual Rate		Area	State	National		
Population		-0.37%	0.84	0.76%		
Households		-0.34%	0.83	0.78%		
Families		-0.77%	0.84	0.64%		
Owner HHs		-0.46%	0.89	0.82%		
Median Household Income		3.64%	2.34	2.36%		
Households by Income		2000	2010	2015		
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	8,275	30.6%	6,705	25.3%	5,981	22.9%
\$15,000 - \$24,999	5,150	19.1%	3,921	14.8%	3,421	13.1%
\$25,000 - \$34,999	3,641	13.5%	3,520	13.3%	2,977	11.4%
\$35,000 - \$49,999	3,880	14.4%	3,663	13.8%	3,110	11.9%
\$50,000 - \$74,999	2,912	10.8%	3,965	14.9%	5,173	19.8%
\$75,000 - \$99,999	1,611	6.0%	2,397	9.0%	2,424	9.3%
\$100,000 - \$149,999	862	3.2%	1,474	5.6%	1,923	7.4%
\$150,000 - \$199,999	243	0.9%	343	1.3%	434	1.7%
\$200,000+	437	1.6%	534	2.0%	631	2.4%
Median Household Income	\$25,163		\$31,950		\$38,209	
Average Household Income	\$38,758		\$47,184		\$52,703	
Per Capita Income	\$17,972		\$21,806		\$24,424	
Population by Age		2000	2010	2015		
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,786	6.3%	3,670	6.2%	3,550	6.1%
5 - 9	3,899	6.5%	3,514	6.0%	3,392	5.9%
10 - 14	3,828	6.4%	3,449	5.9%	3,474	6.0%
15 - 19	3,385	5.7%	3,481	5.9%	3,059	5.3%
20 - 24	3,286	5.5%	3,756	6.4%	3,688	6.4%
25 - 34	8,270	13.9%	7,141	12.1%	7,625	13.2%
35 - 44	10,030	16.8%	7,457	12.7%	6,506	11.3%
45 - 54	8,501	14.2%	9,068	15.4%	7,700	13.3%
55 - 64	5,257	8.8%	7,578	12.9%	8,032	13.9%
65 - 74	4,269	7.2%	4,424	7.5%	5,556	9.6%
75 - 84	3,341	5.6%	3,220	5.5%	3,111	5.4%
85+	1,827	3.1%	2,140	3.6%	2,123	3.7%
Race and Ethnicity		2000	2010	2015		
	Number	Percent	Number	Percent	Number	Percent
White Alone	32,751	54.9%	29,491	50.1%	28,059	48.5%
Black Alone	23,591	39.5%	25,092	42.6%	25,088	43.4%
American Indian Alone	210	0.4%	246	0.4%	253	0.4%
Asian Alone	1,290	2.2%	1,679	2.9%	1,832	3.2%
Pacific Islander Alone	28	0.0%	30	0.1%	30	0.1%
Some Other Race Alone	555	0.9%	773	1.3%	847	1.5%
Two or More Races	1,250	2.1%	1,585	2.7%	1,705	2.9%
Hispanic Origin (Any Race)	2,080	3.5%	3,289	5.6%	3,847	6.7%

Data Note: Income is expressed in current dollars
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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April 16, 2012



Central Avenue Revitalization Plan

3. BUSINESS ASSISTANCE CENTER

The St. Petersburg Business Assistance Center (BAC) is a one-stop resource for starting, or growing, small businesses. The BAC collaborates with a diverse group of 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; as well as growth or specialized assistance for existing businesses. The Business Resource Center at the BAC provides an extensive business library and computers equipped with business and marketing software to aid in the development of business plans. BAC services also include support to the St. Petersburg Artists' Resource Collaborative (SPARC) and the St. Petersburg Business Alliance, an organization comprised of business association representatives advocating "business supporting business." In addition, the BAC offers procurement opportunities with the City to qualified small businesses through the Small Business Enterprise (SBE) program, as well as assistance to businesses located in St. Petersburg's many corridors, including Central Avenue, through the Business Corridor Program. This program, supported by the Progress Energy/Eckerd College Internship Program, offers information, connections and problem solving assistance to corridor businesses city-wide. As part of the marketing, capacity building, business expansion and retention initiatives, the BAC also works with businesses on Grand Openings, Anniversary and Expansion Celebrations. Corridor businesses and certified SBEs get special opportunities to provide services and attend training sessions for events such as the Super Bowl, Republican National Convention (RNC) and the annual Minority Enterprise Development (MED Week).

a) Technical Support and Training

Training services offered are regularly updated to meet the needs of our consumers. Classes offered by the BAC include:

- Introduction to Business Startup/Business Start-up Basics
- Legal Structures
- QuickBooks Basics & Intermediate
- Preparing Your Finances for Business Loans
- Marketing Your Small Business
- Social Media (Social, Experiential and Viral), Creating Your Web Presence
- How to Do to Business with the City
- City Services and Incentives
- Pricing Fundamentals-Gross Profit, Margin & Markup
- Franchises (How To Find A Business That Fits You)
- Establishing a Home-Based Business





Central Avenue Revitalization Plan

b) Business Counseling

Service providers at the BAC provide one-on-one business counseling, mentoring and technical support to emerging and existing small businesses. Specialized counseling services include preliminary site plan reviews. Additionally, qualified professionals liaise with the City's Permitting Division to provide courtesy site plans reviews for small businesses.



c) Business Resource Center

The Business Resource Center provides an extensive business library, computers equipped with business software to help develop business and marketing plans (Business Plan Pro and Marketing Plan Pro software with over 500 sample plans) and internet access.

d) St. Petersburg Artists' Resource Collaborative (SPARC)

Special training programs are developed for budding artists and established artists interested in "making a living at what they do." Artists have the opportunity to attend regularly scheduled BAC training courses as well as sessions, panel discussions and field trips to learn how to present a portfolio and gain access to galleries, market themselves, collaborate with other artists, and more. These sessions are given by renowned local artists and panelists. Local artists and gallery owners also mentor budding artists in the program.





Central Avenue Revitalization Plan

e) Small Business Enterprise Program

The purpose of the Small Business Enterprise (SBE) program is to foster growth in St. Petersburg and the local economy (Pinellas, Pasco, Hillsborough, Polk and Manatee Counties) and provide opportunities for small business. BAC staff certifies qualified SBE's for contracting and procurement opportunities in construction, good and services, professional services and supplies. In addition to services offered at the BAC to small businesses, specialized classes such as Bonding and How to Do to Business with the City are specifically designed for SBEs. BAC staff and counselors also mentor SBEs, as well as monitor SBE contract performance/compliance, progress and payment.

f) Business Corridor Program

Business Assistance Center staff meets one-on-one with businesses to problem solve and liaise with businesses, business associations on the corridors, BAC service providers and the various city departments for business start up, retention, expansion and mentoring. Services are often celebrated with grand openings.



g) Progress Energy/Eckerd College Internship Program

The Business Assistance Center's partnership with Progress Energy and Eckerd College is an integral part of the menu of services offered through the Business Corridor Program. Eckerd interns work alongside city staff, BAC service providers and business owners to gain "real world" experience while working with businesses on project research, development and implementation.





Central Avenue Revitalization Plan

V. CENTRAL AVENUE DISTRICTS - DISTRICT ORGANIZATION DEVELOPMENT: LEADING AND DRIVING THE EFFORT

Key to the success of Central Avenue is the formation of active district organizations that, in partnership with the City, prepare and implement plans and visions for their districts. A well developed model for business district organization is the Main Street Method. The Grand Central District provides a fine example on the Central Avenue Corridor of the successful and ongoing execution of the Main Street Method.

A. The Main Street Method

The Main Street concept is a grassroots economic development program that provides the framework for communities to revitalize traditional commercial districts. Main Street is a consensus building program that fosters community pride, encourages the growth of small businesses and increases the local quality of life.

The Main Street Program has been assisting communities nationally for over 30 years and relies on volunteers for its success. The support of local businesses, key stakeholders and adjacent neighborhoods is crucial to the sustainability of Main Street. The Four-Point Approach is the cornerstone of the Program and consists of committees focused on Organization, Design, Promotion and Economic Development. Currently, the Grand Central District is an officially designated Florida Main Street Program.

A business district can use and benefit from the Main Street management philosophy without being officially designated. Developing a strong organization, marketing the business district, improving the area’s appearance and practicing grassroots economic development are the basic building blocks from Main Street that lead to a more successful business atmosphere for any commercial district.

The **Main Street Four Point Approach** is as follows:

1. ORGANIZATION

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. Volunteer recruitment and collaboration with partners representing a broad cross section of the community is important to incorporating a range of perspectives. Organization is responsible for finding funding including sponsorships, maintaining the bylaws, creating an organization work program and budget, providing awards, and all other organizational aspects.

2. ECONOMIC RESTRUCTURING

Economic restructuring strengthens the district’s existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.



Central Avenue Revitalization Plan

3. DESIGN

Design is responsible for getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, residents and visitors. Design takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

4. PROMOTION

Promotion takes many forms, but the goal is to create a positive image that will improve community pride, and consumer and investor confidence in the district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community. Promotions communicate the district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.





Central Avenue Revitalization Plan

B. Creating Uniqueness through Individual District Enhancements

One of the strengths of Central Avenue is the many districts that are experienced as one travels along the corridor. Each of these districts has unique and defining characteristics and strengths that are the basis for improving the attractiveness of the area to investors, businesses, residents and visitors. As discussed throughout this Plan, the following districts, many with existing plans that cover the districts, have been identified:

- **Core:** Intown Redevelopment Plan
- **Central Arts:** Intown Redevelopment Plan
- **Edge:** Intown West Redevelopment Plan
- **Grand Central:** Central Avenue Tomorrow
- **Central Plaza:** No Plan
- **Professional:** No Plan
- **West Central:** West Central Plan (being revisited)

The Central Avenue Revitalization Plan creates a strong corridorwide vision and plan that provides a framework from which the individual districts can build. The Districts' challenge is to take the next steps, as provided in the Main Street Method, to identify and implement improvements that can enhance their image and attractiveness. Below are some illustrative examples, which are intended to inspire District organizations as they contemplate enhancements to their respective Districts.





Central Avenue Revitalization Plan

VI. IMPLEMENTATION - FROM PLAN TO ACTION

A. Ongoing Programmatic Projects

Implementing the Central Avenue Revitalization Plan requires a multi-faceted partnership effort between a number of entities. The primary entities are the recommended “Central Avenue Council,” the 7 individual district associations, Pinellas County, PSTA and the City. The types of implementation projects, for the purposes of this Plan, are divided into two categories; 1) programmatic and 1) capital improvements.

The table below summarizes the recommended corridorwide programs:

FIGURE 18 - RECOMMENDED CORRIDORWIDE PROGRAMS

Programs/Tasks	Primary Responsibility	Partners
Establishing the Central Avenue Council	Districts	City
Marketing and Promotions	Central Avenue Council	Districts, City, many others
Initial and Ongoing Market Analysis Data Reports	City Economic Development Division	
Establishing the Main Street Program Structure	Central Avenue Council, Districts	City, Florida Main Street Program
Administering Business Incentive Programs	City Economic Development Division	State of Florida, Pinellas County
Providing Business Training and Counseling Services	City Business Assistance Center	SCORE, SPARC, Progress Energy/Eckerd College, SBDC
Amending the LDRs to allow additional Density, Mix of Uses and Intensity	City Urban Planning and Historic Preservation Division	Central Avenue Council and Districts



Central Avenue Revitalization Plan

B. Capital Improvement Plan

The three (3) phase capital improvement program reflects the many capital projects that were identified in the Plan. The Capital Improvement Plan (CIP) demonstrates the significant amount of resources that are currently being directed to Central Avenue (Phase I, \$5.88 million) and the extensive future resources needed to implement the CIP (Phases II and III, \$33 million, includes \$25 million BRT Transit System). The capital plan is described below and in greater detail on the following page.

Phase I: Phase I projects all have appropriated funds (\$5,880,000 total budget)

- Mast Arm Installations, Bulbouts and Textured Crosswalks at 13 major intersections between 31st Street and 5th Street (\$3,880,000)
- BRT Enhancement Project; Transit Shelters (artistic), Bulbouts and Pedestrian improvements at several major intersections throughout the corridor (\$2,000,000)

Phase II: Phase II projects funding sources are tentative and subject to future appropriation (\$5,650,000 estimated cost)

- Mast Arm Installations at 8 major intersections between 32nd Street and Park Street (\$2,400,000)
- Streetscape Improvements, enhancement of existing streetscape, including sidewalk repair, upgrade and replacement in the 2 lane sections of Central Avenue (areas east of 31st Street) (undetermined estimated cost)
- Streetscape Improvements west of 58th Street, including brick top medians and decorative street lights (\$2,000,000)

Phase III: Phase III project funding sources are tentative and subject to future appropriation (\$27,250,000 estimated cost)

- Streetscape Improvements from 34th Street to 58th Street (County blocks), including brick top medians and decorative street lights (\$2,000,000)
- Streetscape improvements from 31st Street to 34th Street (City blocks), including brick top medians and decorative street lights (\$250,000)
- BRT Transit System, premium transit system between downtown and St. Pete Beach (\$25,000,000)



Central Avenue Revitalization Plan

FIGURE 19 - CAPITAL IMPROVEMENT PLAN

PROJECTS			SOURCES						
Phase I	Project Status	Project Budget	Funding Source ⁹	Current (FY12) and Previous Fiscal Years	FY13	FY14	FY15	FY16	FY17
Mast Arms Installations, Bulbouts and Textured Crosswalks									
Central at MLK, 16th; 1st Av N at MLK, 13th and 16th; 1st Av S at MLK and 16th (Edge District)	under construction	\$1,700,000	Intown West Tax Increment Funds ⁷	\$1,700,000					
Central at 5th, 6th, 8th and 31st (Central Arts and Central Plaza Districts)	contract let	\$1,200,000	Transportation Impact Fees	\$1,200,000					
Central at 20th, 22nd, and 28th (Grand Central District)	complete	\$980,000	Federal Enhancement Grant	\$980,000					
BRT Enhancement Project; Shelters, Bulbouts, Ped. Improvements (All Districts)									
Central Ave, 1st Aves North and South at 1st, 4th, 8th/MLK, 32nd, 16th, 49th and 58th; 1st Ave N at 1st St, Central Ave at 31st and 66th	planning & design phase	\$2,000,000	Federal Transit Administration Grants	\$1,000,000					
			Complete Streets/City Penny ⁵	\$500,000					
			Transportation Impact Fees	\$500,000					
Phase I Subtotal		\$5,880,000							
Phase II		Estimated Cost	Potential Funding Source⁸						
Mast Arm Installations									
8 Intersections: Park, 72nd, 66th, 64th, 58th, 49th, 40th and 37th		\$2,400,000	County Penny ¹	funding schedule TBD					
32nd at Central (Central Plaza District)		\$250,000	Transportation Impact Fee		\$250,000				
Streetscape Improvements									
Bayshore to MLK (Central Arts and Core Districts)		Undetermined	Intown Tax Increment Funds ⁶						
MLK to 31st (Edge and Grand Central Districts)		\$1,000,000	City Penny - Complete Streets ²				\$200,000		\$200,000
			Funding Sources for this Category are Under Review						
					\$200,000	\$200,000		\$200,000	
.58th to Park (West Central District)		\$2,000,000	County Penny ^{3,4}	funding schedule TBD					
Phase II Subtotal		\$5,650,000							
Phase III		Estimated Cost	Potential Funding Source⁸						
Streetscape Improvements									
34th to 58th (Central Plaza and Professional District - County Blocks)		2,000,000	TBD						
31st to 34th (Central Plaza District - City Blocks)		\$250,000	TBD						
BRT Transit System									
		\$25,000,000	PSTA/Federal Transit Administration (subject to future PSTA/FTA funding)						
Phase III Subtotal		\$27,250,000							
Grand Total		\$38,780,000							

Notes

¹ Subject to the existing interlocal agreement between City and County; "Countywide Road Improvement Programs, a) Mast Arms at County Road Intersections in City" - \$5,000,000 total funding

² Portion of \$500,000 funded for Complete Streets in FY15 and FY17

³ Subject to the existing interlocal agreement between City and County; "Roadway Beautification Program, a) Central Avenue (Pinellas Trail to Sunset Park)" - \$2,000,000 total funding

⁴ City requesting Pinellas County to allow these funds to be spent from 34th Street to Park Street - currently restricted to west of Pinellas Trail overpass as per note #4 above

⁵ Earmarked for Central Avenue BRT

⁶ The City allocates \$200,000/year for Intown CRA streetscape projects

⁷ The Intown West CRA Tax Increment Finance District allows pay-as-you-go funding of projects

⁸ Tentative and subject to future appropriation

⁹ Funding already appropriated



Central Avenue Revitalization Plan

VII. APPENDIX

A. Common Themes on Central Avenue - 3/22/12

<p><u>Short Term Goals:</u></p> <p><u>Code Compliance</u> Upkeep of landscaping and property</p> <p><u>Connectivity/Marketing</u> District identifiers (i.e. lamppost banners) Distinctive lighting, etc. Street view on website (i.e. Google maps) Creating districts Map and website Aesthetic continuity Better communication between businesses</p> <p><u>Infrastructure/Zoning</u> Lighting- replaced with LED Lighting Improved aesthetics- streetscaping More street lights – solar Restripe roads and parking spaces Trim trees Developing incentives for improving property Sidewalk repair/infill Alley potholes</p> <p><u>Safety/Security/Homeless</u> Police response time Police officers on street at night Graffiti Presence/response Speeding/red light Loitering/homeless/panhandling Sunset hotel</p> <p><u>Transportation</u> Extend shuttle hours Better/cleaner bus stop facilities Marketing info. from businesses on trolleys Timing of parking spaces, particularly downtown Bicycle hazard Big rigs/emerging vehicle safety</p>	<p><u>Medium Term Goals:</u></p> <p><u>Code Compliance</u> Illegal business</p> <p><u>Connectivity/Marketing</u> “Saturday’s on Central” festival and activities</p> <p><u>Infrastructure/Zoning</u> Diverse mix of businesses- retail/restaurant(café)/gallery/residential - from 34th St to Park St Nighttime uses More lighting (Code/ADA Enforcement) Improved business attraction Facade improvements Sustainable Funding Sources/ Levels to Address- Infrastructure staffing levels Flooding Encourage retail business on weekend Lack of green space</p> <p><u>Safety/Security/Homeless</u> More police officers</p> <p><u>Transportation</u> Transportation – live updates @bus stops Safety Call Boxes @bus stops Hi Res. Video monitoring w/access by cruisers Convert front/ private parking to public parking Crosswalks- imprinted turn lanes Standardize parking enforcement hours Improve public transportation –frequency and hours Improve pedestrian traffic flow</p>	<p><u>Long Term Goals:</u></p> <p><u>Code Compliance</u></p> <p><u>Connectivity/Marketing</u> Marketing outside of St. Petersburg Retail business incentive program Attract well paying jobs Sustainable funding</p> <p><u>Infrastructure/Zoning</u> Residential density increases to support mixed-use and transit w/ of 34th St Major landscaping - trees & palms Gaps/empty buildings Reclaimed water Social service agencies TIF district</p> <p><u>Safety/Security/Homeless</u> Alley lighting</p> <p><u>Transportation</u> Medians Pedestrians Safe Haven(s) Slower speeds Traffic Calming Linkages Light rail Parking lots Access to I-275</p>
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