

THE MIDTOWN STRATEGIC PLANNING INITIATIVE

A project of the City of St. Petersburg, Florida and the Midtown Area:

Residents
Business Owners
Faith-Based Organizations
Neighborhood Organizations
Front Porch and Weed and Seed
Community-Based and Youth Organizations

In Partnership with and funded by the Florida Department of Community Affairs,
Urban Infill and Redevelopment Assistance Grant Program.

April 4, 2002

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CITY OF ST. PETERSBURG MIDTOWN STRATEGIC PLANNING INITIATIVE

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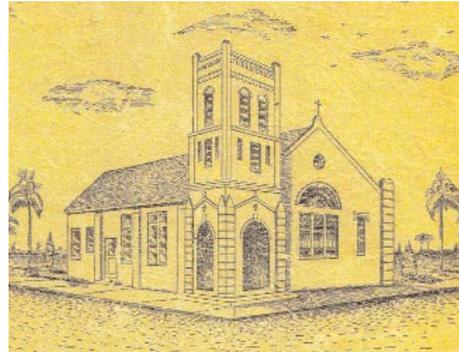
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PART I INTRODUCTION

PREFACE

Since the early 1980s the City of St. Petersburg has made concerted efforts to revitalize, redevelop, and improve the quality of life for its urban core area known as Midtown. There are more than twenty-five plans and numerous programs in the area, resulting in more than \$100 million of investment in infrastructure and other projects. However, many of the plans need updating to meet the economic, social, and cultural demands of Midtown. Midtown is a community located in a 5.51 square mile area just south of Downtown St. Petersburg, between 2nd Avenue North and 30th Avenue South to the north and south, and 4th Street and 34th Street to the east and west.

The majority of the previous plans were developed individually, without a community-wide vision, so many of the residents of Midtown were not aware of the improvements made outside of their immediate areas. Most residents were unable to make the connection between aesthetics and other less visible infrastructure invest-

ment and improvements, both of which are the fundamental prerequisites and components for sustaining existing businesses, attracting investors, and promoting economic development in the Midtown Area. The need to inform the community about proposed economic development strategies and the desire to establish community consensus on a vision for the future has resulted in the City-initiated development of the St. Petersburg Midtown Strategic Planning Initiative (the Initiative). This document embodies the process and the results of almost ten months of collaborative work involving the community and stakeholders in Midtown.

In the fall of 2000, a \$50,000 Urban Infill and Redevelopment Assistance Planning Grant (under the Florida Department of Community Affairs- DCA) was received for the City's Midtown Area, designated as the Urban Infill and Redevelopment Area (UIRA.) The purpose of the grant is to reduce urban sprawl, revitalize urban areas, and keep the core areas of cities throughout the State fiscally strong. The DCA worked with the City to meet the needs of Midtown, which centered on developing an economic vision for the area, then leveraging the existing efforts to bring about the realization of that vision.

PROJECT APPROACH AND PURPOSE

A consultant team headed by The RMPK Group, Inc. and supported by Strategic Planning Group, Inc. and A.A. Baker and Associates, was selected to work with the City on this project. The approach was threefold:

1. Inventory all plans, programs, and projects and present this information as an educational segment to facilitated focus groups and community-wide groups to obtain their input, their vision for the area, and their definitions of economic development.
2. Evaluate and analyze the plans, programs, and projects to streamline them into a more understandable and manageable format and make recommendations concerning program organization, capital improvement priorities, and economic development strategies for Midtown (the Initiative).
3. Presentation of the inventory, the evaluations and recommendations of the plans, programs, and projects to the community and solicit their input to further develop the Initiative.

The purpose of this project is to develop a document that will guide future policy, and to devise strategies that integrate planning, neighborhood, and economic development principles to attain the expressed goals of the Midtown community. It is also meant to provide flexibility for the development of one, three, and five-year work programs that are responsive to economic conditions in Midtown.

This Initiative consolidates information related to the existing redevelopment area plans, neighborhood plans, and special projects and programs in the City and pro-

vides recommendations concerning program organization, capital improvements, and additional tasks needed for success. In concert with this approach, the consultant team developed an economic positioning strategy (Appendix C). The strategy focuses on the needs of Midtown in the context of land use capacity and market demand.

In August and September 2001, the inventory and the economic positioning strategy were presented to seven focus groups consisting of community leaders and stakeholders for feedback, their vision, and direction on an Initiative for Midtown. This information was subsequently taken to three community-wide meetings in October and November 2001 following the same format. The recommendations were then developed and taken back to the community on February 28, 2002 for input and endorsement, and the compilation of all the information has resulted in this document.

THE COMMUNITY'S VISION

Overwhelmingly, the common priority and vision from all groups was economic development within the realm of community development. This priority was further developed to establish a clear understanding of what economic development means to Midtown by eliciting a definition of economic development from each group. The information was then taken to the community-wide meetings for approval and to get expectations on measurable indicators for economic development in Midtown. Three main tenets of economic development for the participants were: employment opportunities that offer living wages and benefits, opportunities for entrepreneurship, and expansion/ enhancement of existing businesses. Successful economic development in Midtown, as envisioned by the community, will help to resolve these and other quality of life issues.

THE SUMMARY CONCEPT PLAN

Streamlining and consolidation of the plans and programs in Midtown resulted in a simplified graphic illustration of the Concept Plan. The information is presented under general categories of land use, with recommendations pertaining to residential, commercial, and industrial areas.

RECOMMENDATIONS

Recommendations for the Initiative were developed based on the focus groups and community meetings, an assessment of the plans and programs, and the Economic Positioning Strategy. The recommendations section of the Initiative focuses on eight major areas with 10 objectives and appropriate actions to meet those objectives. The eight major areas are Administration, Economic Development, Public Investment,

Population and Housing, Land Use and Development Regulations, Community and Faith Based Organizations, Education, and Public Safety.

PUBLIC INVOLVEMENT

Public participation and involvement of the stakeholders in the community were paramount to this undertaking and integral to the development of the Initiative. Various modes of communication were used to reach the community to ensure broad based participation in the process. These modes included newspaper articles, press releases, mailouts, newsletters, flyers and posters, television and radio advertisements, television interviews, and the broadcast of the public meetings on local television.

DOCUMENT ORGANIZATION

The document is organized into four basic parts. The first part gives an overview of Midtown's background and needs. The second part summarizes the current status of existing programs operating in Midtown. The third part contains the Summary Concept Plan. The fourth part, Appendices, contains detailed reports of the inventory of the plans and programs, reports of the focus groups and community meetings, and the Economic Positioning Strategy.

CONCLUSION

Sustainable economic development is an evolutionary process that must build from within the community. Having laid the foundation, the City must continue the progress through successful project and program implementation. City government, through the leadership of the Mayor's recently created Office of Economic Development for Midtown, must continue its vital role of creating partnerships with other organizations to leverage additional funds and resources for projects. The Office should be the focal point for all economic and community development activity in Midtown and serve as a clearinghouse for related information.

HISTORY

African-Americans have played a crucial role in the growth and development of the City of St. Petersburg according to Dr. Evelyn Phillips, a keynote speaker in the recent 2020 Visioning Program. Dr. Phillips introduced a brief history of African Americans in St. Petersburg and highlighted their contributions, struggles, and successes. Since the 1880s when, disenfranchised by the rise of Jim Crow and of sharecropping, African-Americans came to Florida and worked on the Orange Belt Railroad. As St. Petersburg evolved into a tourist Mecca, more employment opportunities opened up for African-Americans who were tired of the debt peonage of working on other peoples' farms with little or no return. The tourist industry needed hotel workers, maids, and porters. Settling near the Downtown, to be near jobs and the railroad, the African-American community grew. However, the tourist attractions and amenities that the Black community built and maintained were off-limits to the Black citizenry; the City did not want tourists to encounter them. Famous Black entertainers such as Cab Calloway and Dizzy Gillespie, who performed for White tourists, were prohibited from Whites-only hotels.



Seaboard Railway

In spite of segregation and discrimination, the African-American community thrived culturally. Churches and other Civic organizations were the hubs that drew people together in their search for homes, jobs, and connectivity. The Manhattan Casino on Fairfield Avenue, played by jazz greats Count Basie, Ella Fitzgerald, Duke Ellington, and many others, was the epicenter of the lively 22nd Street South entertainment district. Famous modern entertainers, such as Angela Basset, are still linked with the Midtown Area. In 1940, the first African-American business league was formed and included local beauty salons, shoe repair shops, and automotive shops.



Trinity Presbyterian Church

For all the thriving culture, the heyday of the jazz movement, and the integration of beaches, which occurred in 1959, African-Americans in St. Petersburg could not send their children to White schools and could not



Mercy Hospital Nursing Staff

get home loans due to poor road conditions in the Black neighborhoods. Dr. Swain, a prominent medical professional, was denied the opportunity to build an office at 22nd Street S. and 15th Avenue S, because it was on the wrong side of the 15th Avenue S. dividing line. WWII saw an end to tolerance of racism in St. Petersburg's Black community and the surfacing of years of quiet anger. The Black community felt as a whole that because African-Americans had fought and died for the Country, they deserved equal treatment. This emerging anger was considered a threat to the tourism machine in the 1960s. The Webb City Boycott in 1960, the sanitation strike in 1968 and ensuing riots on 16th Street S. commanded attention. The 1970s saw attempts at redevelopment of the predominantly Black districts, but the construction of I-275 and the razing of a public housing project for baseball parking lots in the early 1990s made these areas harder to revitalize.



Midtown, Circa 1960

Just over five years ago, in October 1996, a deadly conflict between police and an African-American citizen led to two days of civil disturbances in the Midtown Area of South St. Petersburg. These events were distressing to both the residents and to the City charged with the welfare of the citizenry. The community united under the leadership of Mayor David Fischer and set upon the task of improving the quality of life in the Midtown area. The goal or "Challenge," as it became known, was to raise the South St. Petersburg area to a level enjoyed by other parts of the City in four basic categories: Economic Equity, Community Renewal, Education, and Public Safety. An area approximately five and half miles square, between Central Avenue and 30th Avenue S. to the north and south and 34th Street S. and 4th Street S. to the west and east, was designated as the Challenge Area, now known as Midtown.

Once the boundary was set, a host of social service, government grant, and business development programs were instituted. City, state, federal, and private organizations became involved in the Challenge. Due to the number of agencies and community leaders involved, as well as the different services offered, it became very difficult to track progress and coordinate any overlapping services. Communication between the various programs and agencies and the Midtown citizens has also been difficult.

In the year 2000 the City of St. Petersburg applied for and received the UIRA grant from the DCA. The grant program was designed to assist cities with redevelopment planning to address the needs of depressed inner city areas, promote community development, and prevent urban sprawl. Since St. Petersburg had already completed several plans and instituted numerous programs, it was decided that the grant award would be best spent in the overview and organization of all of the agencies and programs that have been working in the Midtown area since the Challenge program.

MIDTOWN AREA DESCRIPTION

GEOGRAPHIC CONTEXT

The City of St. Petersburg is located on the Tampa Bay side of the Pinellas Peninsula, in southern Pinellas County. St. Petersburg is the fourth largest city in Florida, with an estimated population of 248,323. Pinellas County has an estimated population of 900,000, and the Tampa Bay Metro area is the largest in the State at 2.3 million.

The original Challenge Area boundary was defined by Central Avenue on the north, 30th Avenue S. on the south, 34th Street S. (U.S. 19) on the west, and 4th Street S. on the east. When the Midtown Initiative began, the northern boundary was extended to 2nd Avenue N. The area is situated just south of the Downtown and just north of Lake Maggiore. The Midtown area is conveniently located near the Albert Whitted Municipal Airport, University of South Florida St. Petersburg Campus, Bayboro Marina, Bayfront Medical Center, All Children's Hospital, world famous museums, and the Bayfront Center waterfront performing arts complex.

DEMOGRAPHICS

Midtown population was 22,295 people in 2001, a decline of 10,381 people from 1980. Between 1990 and 2001 there was an estimated decrease in population by 16.3%. The population is 54.5% female, 45.5% male. The median age is 33.8 years (compared to 39.3 years for the City and 43 years for the County.) The majority of the residents, 86.4% , are African-American. Caucasians comprise 10.9% and Hispanics 1.8%.

COMMUNITY ASSETS

The City's location on the lee side of the Pinellas Peninsula offers residents and visitors a sunny, warm climate throughout the year, with exceptional vistas and recreational amenities unparalleled in many cities. As one of the older cities in Florida, incorporated in 1892, many of the neighborhoods have mature, lush vegetation that offers a sense of beauty as well as protection. The older neighborhoods have retained some narrow brick streets and architecture that evoke a sense of old Florida. The City contains active neighborhood associations that are working closely with Development Services and Neighborhood Partnership to improve the quality of life in their neighbor-



Lake Maggiore

FIGURE 1 - GEOGRAPHIC CONTEXT MAP



FIGURE 2 - MIDTOWN AREA BOUNDARY MAP



hoods. St. Petersburg's neighborhood improvement programs, which include quality community-based planning, are some of the best and most well funded programs of this nature in the State.

The Midtown community has a rich history. As briefly described in the introduction, African-Americans have had a profound influence on the City since the late 1800s. Many of the residents can trace their family histories back to the Florida boom and bust cycles that occurred throughout the first half of the twentieth century. This generational connection is an asset that provides continuity and a strong sense of belonging. As with other areas of the City, Midtown retains much of the character of its history. Brick streets, as well as the architecture and old growth vegetation in the Roser Park neighborhood contribute to this. Midtown's assets include historic sites such as Mercy Hospital, Manhattan Casino, Royal Theater, and the Jordan Park School. The Midtown Area contains seventeen distinct neighborhoods, many of which have completed plans and projects.



Jordan Park School

SOCIAL INFRASTRUCTURE

Midtown Area residents have a wide variety of social services and programs to lend assistance and support if needed. Public organizations such as schools, parks, and police, fire, and emergency medical services are readily available. There are many private service organizations operating within the area as well, including nursing homes, resource centers, child care centers, financial and employment services, and shelter, food, and clothing resources. Faith-based organizations provide support as well, with fifty-four different churches located within the roughly five and a half square mile area.



YMCA, Central Plaza



Palmetto Park Fire Station



PART II FINDINGS

SUMMARY OF INVENTORY RESULTS

Information for the project was collected from several sources, including site visits for the physical inventory, previous planning studies, public workshops, interviews with City staff, technical documents, and interviews with citizens and property owners of the area. The findings reflect the outcome of the inventory of plans and programs, input from the public involvement process, and results from the economic analysis. Before presenting the data to the community, it was necessary to consolidate the information contained in all previous neighborhood and redevelopment plans and programs into a workable, agreed upon, guiding document for redevelopment activities in the Midtown Area. Therefore, the inventory focuses on the review and assimilation of the information contained in previous documents. The following summarizes the public investment that has occurred in Midtown since 1997. The information is presented under the four categories initially used to gauge the intentions of the Challenge Program: Economic Equity, Education, Public Safety and Community Renewal. A more detailed description of the intent and accomplishments of the various programs is contained in Appendix A.

OVERALL

INITIATIVES SINCE 1996

- Plans: 25
- Programs/projects: 136



Midtown Area Plans

INSTITUTIONS AND SOCIAL SERVICE SITES: 141

Typical institutional and social service sites include:

- Schools: 9
- Churches: 54
- Children's services: 19

ECONOMIC EQUITY

- Total number of programs: 23
- Total investment: \$6,479,000

EMPLOYMENT

- Job fairs
- 2001 Summer Youth Employment Program
- Success, Training, and Retention Services (STARS)
- YouthBuild
- Construction training



Enoch D. Davis Center, 18th Ave. S.

EMPLOYMENT PROGRAMS:

- Job Fairs
 - People employed citywide: 1,527
 - Jobs through new or expanding Midtown businesses: 1,006
- Training Programs
 - Participants: 895
 - Graduates: 615
 - Placements: 417



Shashi's Island Grille, 18th Ave. S.

UNEMPLOYMENT FIGURES

MIDTOWN

- 1990 Census unemployment rate: 10.6%
- 2001 Unemployment rate: 6.9%
 - Total labor force estimate: 9,809
 - Total employed: 9,135
 - Total unemployed: 674

ST. PETERSBURG

- 1990 Census unemployment rate 5.6%
- 2001 Unemployment rate: 2.9%
 - Total labor force estimate: 137,861
 - Total employed: 133,821
 - Total unemployed: 4,040



Ella's Alterations, Central Ave.

COMMERCIAL INCENTIVE PROGRAMS

- Microenterprise Loan Program
- Peer-to-Peer Loan Program
- Commercial financing
- Community contribution tax credit
- Enterprise Zone incentives
- Brownfield Revitalization Project



Athletes Foot, Central Ave.

BUSINESS DEVELOPMENT

- Business Development Center
- Main Street Programs: 22nd Street and Grand Central
- Business incubator
- New occupational licenses: 805
- Business loans by City sponsored non-profits: 71
- Clients receiving assistance at BDC: 779
- Enterprise Zone tax certification: \$3M
- Tampa Bay Business Incubator



Tampa Bay Business Incubator, 22nd St. S.

EDUCATION

Although education in the Midtown Area is within the purview of the Pinellas County School District, City of St. Petersburg employees have made a significant effort to contribute to education in their City, particularly within the Midtown Area. The following list outlines their volunteer efforts:

- COPS:(Caring Officers Present Storytime): 79 Police officers
- St. Pete Reads:
 - 131 Police officers
 - 54 City employees



Perkins Elementary School, 18th Ave. S.

In addition to volunteer efforts by City employees, the Inner City Computer Education Consortium (ICE) has planned a computer training facility in the Area, and the Computers for Our Community program obtained 500 Computers.

PUBLIC SAFETY

PROGRAMS/INVESTMENT:

- Front Porch: \$1,510,584
- Weed & Seed: \$350,642
- Total investment: \$1,861,226



Davis-Bradley Drug Treatment Center, M.L. King St. S.

CRIME RATE

- Violent crime year to date is down 8.1%
- Overall crime year to date is down 11.8%
- Property crime year to date is down 7.6%
- Average annual decrease: 5.0%

COMMUNITY RENEWAL

OVERALL

- Number of plans: 23
- Number of proj./prog: 91
- Total investment: \$101,415,954

PROJECTS:

- Parks, community facilities, infrastructure, housing



Infrastructure Projects

- Programs: Main Street/historic preservation, development incentives,
- Housing: finance/development/rehabilitation
- Plans: neighborhood, business, industrial, and redevelopment plans

PROGRAM EXAMPLES:

- No-Fee Transportation Zone
- HOPE VI
- WIN (Working to Improve Our Neighborhoods)
- Historic Preservation
- Neighborhood Plans



Housing Renovations

NEIGHBORHOOD REVITALIZATION:

- Completed neighborhood plans: 9
 - Operation Commitment \$900,000



New Housing

HOUSING:

- New housing units: 383
- Renovated housing units: 62
- Single family homes rehabilitated: 1,531
- Planned housing units: 165
- Clients receiving homeowners assistance: 170

COMMERCIAL REVITALIZATION:

- Grand Central
- Dome District
- 22nd Street South Revitalization Plan
- Bayboro Harbor Redevelopment Plan



22nd St. S. Mainstreet District

Economic Equity	\$6,479,000
Public Safety	\$1,861,226
Community Renewal	\$101,415,954
Total Investment	\$109,756,180

Total Investment in Midtown



Property Values of the 9,958 properties in the Midtown Area increased 10% between 1996-2000.

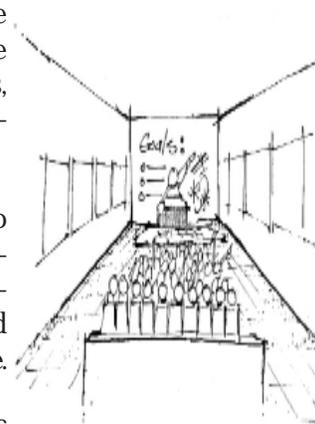
PUBLIC INVOLVEMENT

PURPOSE

The purpose of the public involvement phase of the Midtown Strategic Initiative was threefold: 1) to educate the community on the status of the plans and programs, 2) to obtain feedback on this information, and 3) to develop a vision for the community.

Public support for community redevelopment is crucial to the ultimate success of the project. Workshops at important junctures in the planning process ensured that residents had ample opportunity for tracking the project and for providing direction on critical aspects of the Initiative.

Community input for the Midtown Area Strategic Initiative was obtained during a series of focus group meetings held in the City on August 28th and 29th, 2001. The focus group meetings were scheduled to obtain input from those who have a stake in, or may have an influence on, the future of the community. The groups invited to participate in discussions concerning the Midtown Area included city staff, business organizations, community and youth organizations, faith-based organizations, neighborhood associations, and a separate group for two of the large programs operating in the area—Front Porch and Weed and Seed. In September, following the focus group meetings, additional input was derived during presentations to the City Council and the Mayor's E Team.



At the meetings, the consultants provided a presentation outlining the City's efforts in the Midtown Area since the establishment of the Challenge program in 1997. The presentations provided a useful means of public education concerning these efforts and were the primary tools used in fulfilling the education requirement of the UIRA Grant. Following the presentations, attendees were asked to respond to a series of questions designed to generate discussion concerning existing conditions, desirable future development opportunities, and public investments in the Midtown Area. Questions were designed to extract different information from each group depending on their interest and area of expertise. The information was recorded and is included in its entirety as Appendix B.



Focus Group Meeting

In addition to the focus group meetings, a series of four public workshops were held during the process. These workshops were on October 29th and 30th, and November 1st, 2001; and February 28, 2002. The purpose of the workshops was to obtain insight into the issues and concerns of the residents and determine their perception of the future. The responses were organized into a matrix, which also appears in Appendix B. An important outcome of this process was a citizen-based definition of economic development, which will establish a platform for future economic plans and strategies.



Public Workshop

The first three workshops provided an overview of the project and updated participants on the status of various projects and programs, as well as the findings of the inventory phase and focus group meetings. Conclusions and recommendations were presented in the final workshop. The general workshops were well attended and provided an opportunity for personnel from City departments to showcase the various projects and programs for which they were responsible. Using displays and providing program literature through an open mall forum, the staff provided an additional, outstanding educational program for area residents.

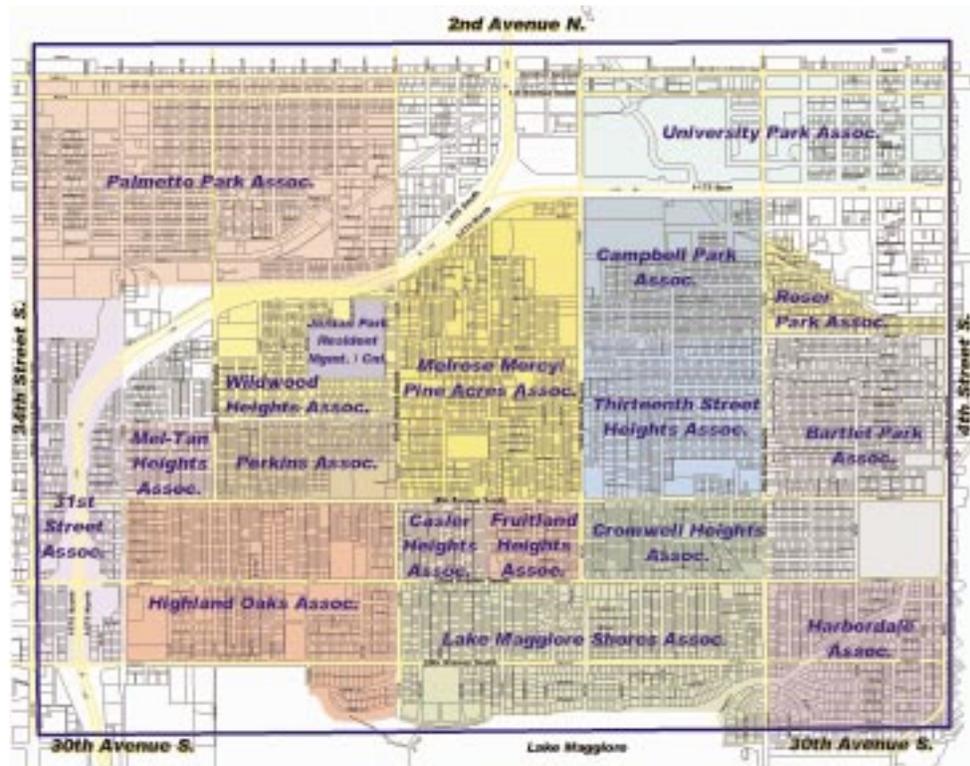


Program Literature Display

PUBLIC PERCEPTIONS

During the public involvement process, different perceptions of the issues and concerns started to take shape. The information gathered is an important component required to develop the community's vision. Understandably, the groups focused on different issues. Staff members discussed governmental issues such as HOPE VI, transportation, welfare reform, CDBG, and housing; and demographics concerns such as the decreasing population and the family structure of the households in the Midtown Area.

The neighborhood group's primary issues included the ratio of renters to owners in the neighborhoods and the need for landlord/tenant education and communication, as well as litter and code enforcement concerns. Residents expressed the need for a new, major, well-managed grocery store, movies and entertainment, social halls, and designated neighborhood centers. The neighborhood associations discussed marketing and the need to involve more residents in the associations, as well as more communication between the various associations and the City and County. Education, church outreach, and elderly programs were also broached. Some attendees expressed frustration with the City—their perceptions that the City keeps the north and south sides of the area divided and that State funds for neighborhoods are not being properly channeled.



The Front Porch and Weed & Seed group also discussed needs in the community, such as more entertainment venues and cultural/arts centers, living wage jobs, a large meeting facility, and more access to drug rehabilitation and other social services. Zoning issues were raised, along with housing beautification and expansion. Solutions were offered including better coordination of services and the creation of more grassroots organizations.

The business group's concerns centered around property and market issues including the abandonment and neglect of properties; the lack of major grocery stores, postal services, or banks; lack of cultural awareness; the low income and education levels in the district; absentee landlords; not enough job training or living wage jobs; inadequate attention to youth problems; and developer/investor bias.

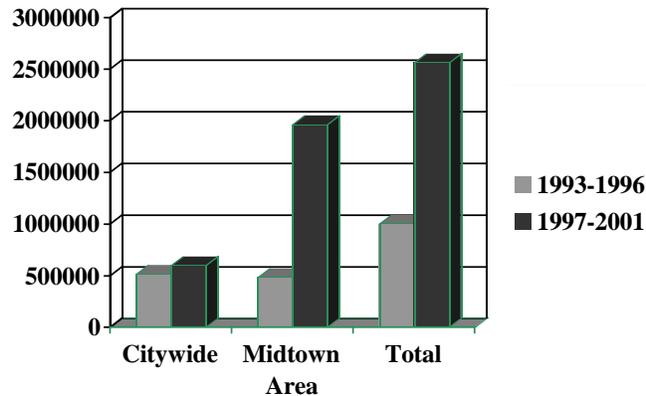
The community and youth organizations also addressed business issues, including the lack of top quality black-owned businesses, the failure rate of small businesses, business trends, and how to align the Midtown Area businesses with trends. General concerns, such as access to health, education, and family planning were addressed. Some community representatives expressed concerns about representation of the Midtown Area at the government level. They felt that Midtown residents and business owners did not have enough of a voice in the future of the area or advocacy during policy-making. Discussion about how to bring the youth of the area into the workforce also ensued, as well as minority participation in government contracting. Concerns about long-term economic opportunity were raised, such as how to keep community dollars in the community, and the need for local entrepreneurship.

The faith-based organizations expressed concerns about access to health care and income levels in the Midtown Area, as well as household budgets, business relations at the local, state, national, and global levels, and the availability of technical jobs in the area. The roles of the faith-based organizations were addressed, including training, ministries, and the need for stronger dialogue between the churches, community organizations, and the school system. Some attendees discussed generational mentoring—passing on a sense of history and culture to youths—and the need for a cultural/historical center. Concern and curiosity about the recent court order regarding school choice in Pinellas County was also raised.

During the course of the public involvement process, it became clear that an element of skepticism exists in some members of the community. The majority of the residents acknowledged, or was surprised by, the level of public investment that has occurred since 1997. However, there was some disagreement as to whether or not the more than \$100 million in investment constitutes substantial progress. The following data contradicts this perception. Fiscal policy of the City pertaining to CDBG expenditures has shifted to provide more focus on the Midtown Area, as reflected in the following chart.

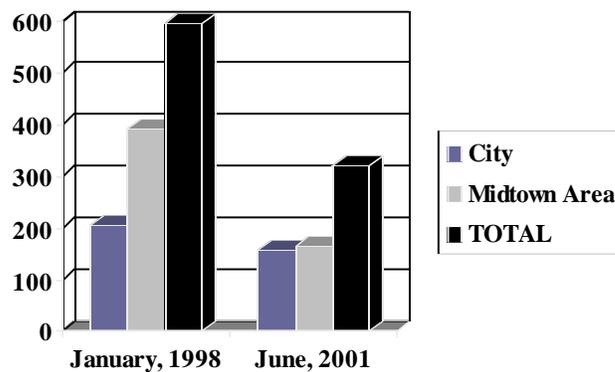
CDBG AVERAGE ANNUAL EXPENDITURES

Between 1993 and 1996, 43% of CDBG funds (just under \$500,000) were expended in the Midtown Area annually, and 52% in the remainder of the City. Between 1997 and 2001, 76% (nearly \$2 million) was spent in Midtown annually and 24% in the remainder of the City.



DECREASE IN VACANT AND BOARDED PROPERTIES

Another indication of progress in the Midtown Area is the decrease in the number of vacant and boarded properties, as monitored citywide by the Codes Compliance Department. According to the U.S. Census Bureau, boarded up properties can reduce nearby property values by 30.7%. The following chart illustrates that between 1998 and 2001, the total number of vacant and boarded properties in the City decreased about one third. However most of that decrease was in the Midtown Area, which saw a 50% reduction. In January 1998, there were 595 vacant or boarded properties in the entire City, 391 in the Midtown Area alone. Those numbers have steadily decreased since then; as of June 2001, there are 321 properties Citywide, with 180 in the Midtown Area.

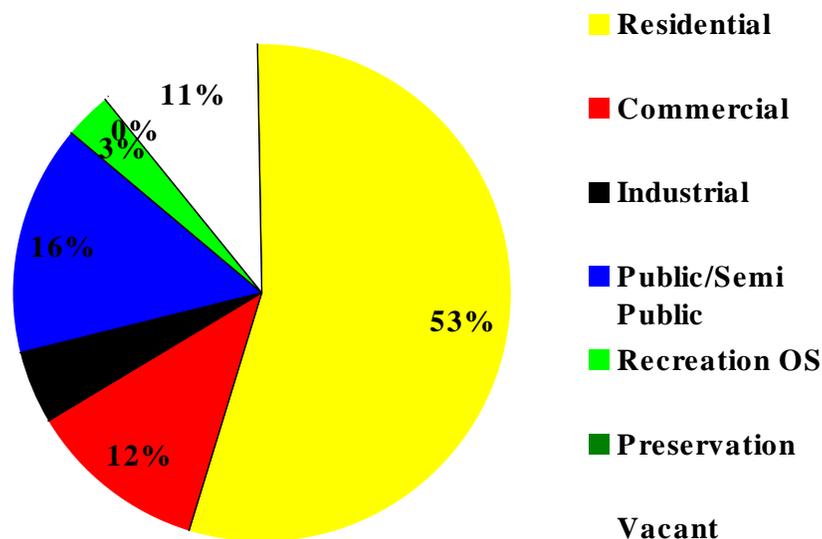


DECREASE IN CRIME RATE

Year-to-date through August 2001, overall crime in the Midtown Area is down 6.5%. Crime statistics suggest that since 1996, there has been a downward trend in reported violent and property crimes in the Midtown Area. The average annual decrease in total index crime since 1996 is approximately 5%, which is consistent with the goals set in the original Challenge program.

LAND USE AND DEVELOPMENT

As seen in the chart below, land use in the Midtown area is predominantly residential (53%), followed by public and semi-public uses (16%), and commercial land uses, which consume approximately 13% of the land area. The land use is similar in composition to the remainder of the City with one significant difference: Midtown contains a higher percentage of vacant land than the City. Land development patterns also differ. Vacant land in Midtown is scattered in small parcels that often don't comply with minimum lot size development standards. As part of the upcoming review of the zoning and land development codes, the City should consider flexibility in these standards to enable development of smaller lots for residential use when possible.



Commercial uses are spread along several roadways in Midtown including Central Avenue, 4th Street South, Martin Luther King Street South, 16th Street South, 22nd Street South, and 34th Street South. Strip commercial development is not conducive to the success of small businesses in a marginal real estate market. Business failures lead to vacant buildings and eventually contribute to the deterioration of highly visi-

ble commercial properties. Deteriorating physical conditions and high vacancy rates have a negative influence on the investment image of the community. The city should consider consolidating commercial uses in appropriate locations to generate positive economic synergies between local businesses.

The area also lacks large undeveloped parcels that can accommodate retail or neighborhood service developments desired by the residents, as expressed during community workshops. The City should consider making use of the tools provided in the Community Redevelopment Act, Chapter 163 Part III, of the Florida Statutes when appropriate, to assist in the assembly of property for commercial uses.

The Midtown Initiative also provides the opportunity to incorporate urban design strategies described in the 2020 Vision Plan for residential and commercial areas, and provide a differentiation of uses on the various roadway corridors in the area. Consideration should be given to the idea of extending the urban village mixed-use classification in appropriate areas and providing flexibility for live/work opportunities in the residential areas.

DEMOGRAPHICS AND THE LOCAL ECONOMY

Demographic information was obtained by Strategic Planning Group, Inc. during the economic analysis phase of the project. Additional demographic information is contained in the Economic Positioning Strategy, included as Appendix C. The data indicates that the Midtown Area is decreasing in population, families, and households. The Area's population is also significantly poorer than the City and County and has a higher unemployment rate. These factors are considered by the private sector when making investment decisions and indicate a high-risk market for real estate development. Therefore, these demographic trends must be reversed before the community can expect sustainable economic development to occur.

The Economic Positioning Strategy for Midtown must seek to address both supply and demand constraints to economic growth. The demand side constraints must be overcome with an aggressive housing program that combines new housing development with infill housing and residential rehabilitation programs. Only by addressing the residential component can sufficient stabilization of the community be accomplished and greater resident demand be created to support commercial growth.

On the supply side, the major impediment to redevelopment is the lack of sufficiently large development parcels (5 -20 acres). The assemblage of these parcels will need to be accomplished by the public sector, as it is unlikely that the private sector will go to this level of effort in order to develop in what might be perceived as a secondary market. The largest potential for future employment within Midtown is the Dome Industrial Park. The City should continue with land assembly and devise strategies that will leverage benefits for the community while making the Park marketable to the

private sector. Tools made available to local governments through the Community Redevelopment Act, Chapter 163 Part III of the Florida Statutes, should be utilized to enable site-specific redevelopment efforts in Midtown when appropriate.

DEMOGRAPHIC PROFILE

- Midtown population was 22,295 people in 2001.
- There was a decline of 10,381 people from 1980.
- Between 1990 and 2001 there was an estimated decrease in population by 16.3%.
- Population is 54.5% female, 45.5% male.
- Median age is 33.8 years (compared to 39.3 years for the City and 43 years for the County)
- The majority of the residents, 86.4% , are African-American. Caucasians comprise 10.9% and Hispanics 1.8%.
- Median household income is estimated at \$19,277 in 2001. (County is \$40,649 and the City is \$36,701)
- Average household income at \$27,280 (compared to \$56,911 in the County and \$51,165 in the City).

Population

	1980	1990	2001	% Chg 90-2001
Population	32,676	26,635	22,295	-16.3
Households	12,286	10,338	8,444	-18.3
Families	7,159	5,971	4,730	-20.8
Housing Unit	14,596	13,171	10,736	-18.5

Source: Claritas 2001 and Strategic Planning Group, Inc.

Income Comparison

Income Criteria	Midtown	St. Petersburg	Pinellas Co.
Average Household	\$27,280	\$51,165	\$56,911
Median Household	19,277	36,701	40,649
Per Capita	10,559	22,637	25,344

Source: Claritas 2001 and Strategic Planning Group, Inc.

Annual Average Employment Statistics - 2000

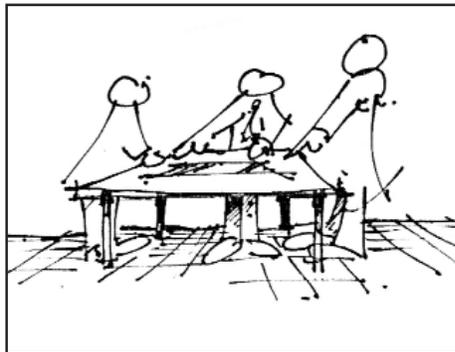
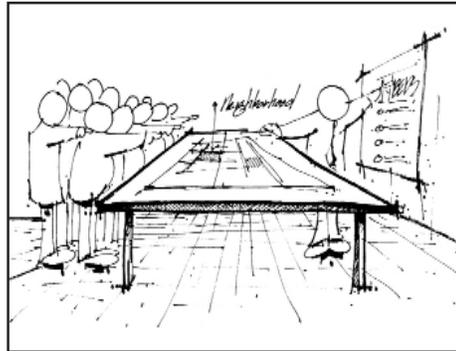
	County	City	Midtown
Labor Force	478,889	137,861	9,809
Employment	466,760	133,821	9,135
Unemployment	12,129	4,040	674
Unemployment Rate	2.50%	2.90%	6.90%

Source: Florida Agency for Workforce Development, Unpublished Data, Claritas 2001, Strategic Planning Group, Inc.

STATUS OF PREVIOUS PLANS

The City has completed twenty-five plans for different residential and commercial areas in Midtown. Many of the plans are more than ten years old and have, for the most part, been implemented, while others have had limited success. The content of the plans has been consolidated and is graphically represented in the Summary Concept Plan (Figure 3). The intention is to show common themes and recommendations for neighborhoods, commercial corridors, and economic development strategies. It is recommended that the City revisit these plans to update them based on current conditions. The following matrix identifies the plans and provides information as to their current status.

Status of Plans Midtown St. Petersburg					
Plan Name	Date Approved	Needs Update	Project Completion	Value	Comments
Neighborhood Revitalization Strategy	2000	N	N/A	N/A	Part of Consolidated Plan
Consolidated Plan	2000	N	On-going	\$2.73M	
HOPE VI	1997	N	Mostly Complete	\$27M	Completion in 2002
Central Ave. Tomorrow Plan	2000	N	Planning & Design	\$123K	Relate priorities with Midtown
16th St. S. Commercial Revitalization	1982	Y	Complete		Mixed use focus
22nd St. S.	1994	Y	Partial	\$456K	Mixed use focus
Intown					Relate priorities with Midtown
Intown West	1999	N			Relate priorities with Midtown
Bayboro Harbor					Relate priorities with Midtown
Front Porch		Y	On-going		Program Evaluation
Weed & Seed		Y	On-going		Program Evaluation
Dome Dist/16th St. Business	1997	N	Partial	\$2M	Implement Market Plan
Dome Ind. Park Bus. Plan	1999	N	N/A		
Dome Ind. Pilot Project	1999	N	Land Acquisition	\$7.5M	Continue as High Priority
Melrose Mercy/Pine	2001			\$100K	Recently awarded \$3m grant
Central				\$100K	
Wildwood Heights	1995	Y		\$100K	Reevaluate priorities
Lake Maggiore Shores	2001			\$100K	Cont. planned improvements
Perkins	2000			\$100K	Cont. planned improvements
13th St. Heights	2000			\$100K	Cont. planned improvements
Roser Park	1993	Y		\$100K	Reevaluate priorities
Bartlett Park				\$100K	
Fruitland /Cassler					
Harbordale				\$100K	
Palmetto Park	1992	Y			Reevaluate priorities
Other Neighborhoods					Continue planning program



PART III CONCLUSIONS

SUMMARY CONCEPT PLAN

The purpose of developing the Summary Concept Plan is to simplify and consolidate information contained in the neighborhood, commercial, and redevelopment plans. By streamlining the data into a workable format, the understanding and usability of the documents are increased. The Plan is a composite, graphic representation of the information in the various plans. The information is presented under general categories of land use, with recommendations pertaining to residential areas, commercial areas, and industrial areas. The Concept Plan identifies the location of the major land use categories and illustrates proposed public improvements and economic development strategies.

During the public workshops, several residents of the area west of Midtown expressed their concern that similar efforts have not been pursued in their neighborhoods. Based on this input, the City has indicated that they are willing to explore the extension of the western boundary to 49th Street South.

CONCEPT PLAN ELEMENTS

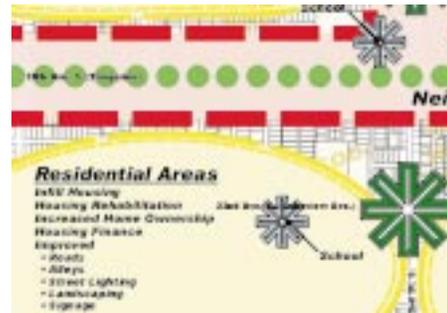
RESIDENTIAL AREAS

The Concept Plan identifies the residential areas in the Midtown Area and improvements that will augment the existing neighborhood programs:

- Infill housing
- Housing rehabilitation
- Increased homeownership
- Housing finance
- Improvements to:
 - Roads
 - Alleys
 - Streetlighting
 - Landscaping
 - Signage



Infill Housing



PRIMARY CORRIDORS AND COMMERCIAL AREAS

The concept plan identifies the primary corridors in Midtown. The east/west corridors include Central Avenue, 22nd Avenue South, 18th Avenue South, and 26th Avenue South. The north/south corridors include 4th Street South, 9th Street South (Martin Luther King Street South), 16th Street South, 22nd Street South, and 34th Street South. It is anticipated that a separate hierarchy of land use will be established pertaining to the concepts presented in the 2020 Vision Plan. Commercial areas and some of their associated existing programs and projects are also illustrated. The following elements are represented as components of the public improvements and commercial revitalization strategies contained in the City's various redevelopment plans:

- Streetscape improvements
- Improved pedestrian environment
- Proposed transit enhancements
- Traffic calming
- Parking infrastructure
- Underground utility lines
- Façade improvements
- CBD zoning classification
- Consolidated commercial areas
- Higher-density residential uses
- Zoning revisions to encourage mixed-use and infill development



16th St. S. Streetscape

- Development incentives
- Enterprise Zone
- Tax-increment financing
- Land banking
- Developer solicitation
- Business development and retention
- Marketing and promotion
- Infusion of private capital



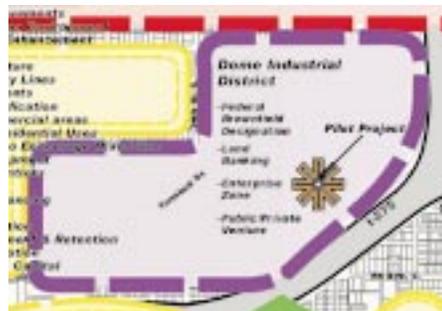
DOME INDUSTRIAL DISTRICT

The Dome Industrial District is the only industrial area in Midtown. The following projects and programs have been identified as ongoing strategies for its revitalization:

- Pilot Project
- Brownfield program
- Land banking
- Enterprise Zone
- Public/private venture



Dome Industrial District

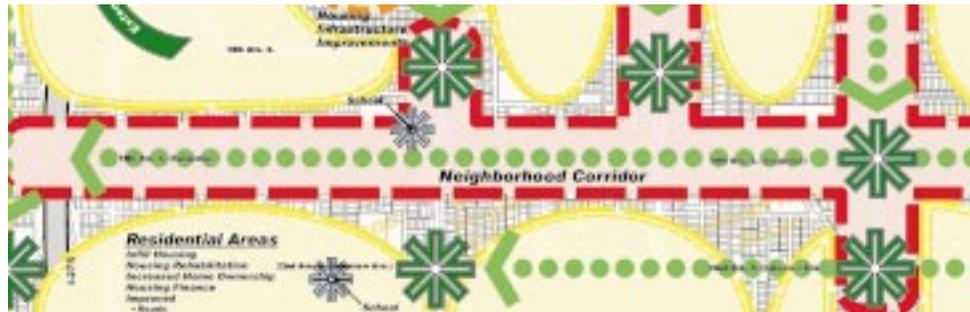


GATEWAYS

The Concept Plan calls for the development of Midtown Area entry gateway features at the major entrances. These elements should be a combination of signage and elegant landscaping. Nicely designed entry statements can set an excellent example of the quality of a community. The Plan proposes that gateways be considered for the following intersections:



Gateway Opportunity



- 34th Street South and 5th Avenue South
- 34th Street South and 22nd Avenue South
- 18th Avenue South and 22nd Street South
- 18th Avenue South and 16th Street South
- 18th Avenue South and M. L. King Street South
- 5th Avenue South and M. L. King Street South
- 22nd Street South and 22nd Avenue South
- 22nd Street South and M. L. King Street South
- 22nd Street South and 5th Avenue South

LANDMARKS AND SPECIAL PROJECTS

The Concept Plan also identifies several existing institutional uses, such as schools and hospitals, and special projects that are recommended, including:

- Transportation Transfer Center
- High-tech incubator and live/work housing; civic learning center
- Medical facilities (in conjunction with Bayfront Medical Center)
- Waterfront recreational improvements



Transportation Transfer Center, Central Ave.

COMMUNITY

DEFINITION OF ECONOMIC DEVELOPMENT

Economic development in Midtown, St. Petersburg is the fundamental component of community development, meant to provide individuals with employment opportunities to secure a living wage with benefits comparable to other areas in the region.

Economic development is achieved through:

- Investment in public infrastructure to support future growth and development
- Private investment
- Access to venture capital
- Education and training that anticipates demand in the job market to ensure sustainable career opportunities
- Retention and expansion of existing businesses
- Investment incentive and business development assistance
- Access to business loans and programs designed to support local entrepreneurial efforts
- Transportation to outside employment opportunities

Successful, economic development establishes a foundation for community revitalization which:

- Causes growth in the population
- Stabilizes the housing market
- Sustains commercial development opportunities
- Promotes private investment
- Increases the tax base providing additional revenues for needed public infrastructure and government services
- Improves the sense of security and public safety
- Increases access to health care
- Creates an environment for social, educational, recreational, and cultural activities to flourish
- Invigorates a sense of community pride and spirit

COMMUNITY EXPECTATIONS AND VISION STATEMENT

In an attempt to define the citizens' expectations for future economic development efforts in Midtown and their vision for the community, the following question was asked of participants at the public workshops.

Based on this definition [of economic development] what needs to occur to demonstrate success? In other words, if _____ happens then the goal of economic development would have been met.

A summary of the responses to this question is contained in Appendix B. In general terms, the community's response contained a mixed expression of desired new businesses and community facilities while identifying conceptual and generic measures of success. For example, participants wanted to see new anchor businesses such as Publix Super Market, Walmart, Carrabbas restaurant, or a branch of a local bank, in addition to a post office and a skating rink. They also wanted to see better access and communication with the City, improved community appearance, the recirculation of money within Midtown, youth involvement and adult education, community buy-in and improved advancement potential from existing employment. Participants also provided more objective measures of success including:

- Increased population
- Increased home ownership and reduced absentee ownership
- Increased wages commensurate with other areas of the City
- Reduction in crime and unemployment
- Increase in property values

Discussions with the City Staff revealed the need to identify other measurable economic indicators. In addition to the major indicators such as income, population, and unemployment rates cited above, measurements could be obtained through other means, including construction permits, assessed values, age of housing, occupational licenses, number of businesses, and sales volume through tax receipts. Although this data is available for the City, separate files and accounting procedures would need to be created for the statistics related to Midtown.

Economic development and the resulting sense of community well-being does not happen overnight. In fact, many of these expectations will take more than a generation for success. Therefore it will be important for the City and the residents to set realistic benchmarks for different aspects of the program that will relate to appropriate timelines. The community should not lose sight of the fact that ultimately the real measure of success is when the private sector assumes the lead in economic development and the government's roll is diminished over time.

RECOMMENDATIONS

The following recommendations are based upon information generated from the focus group meetings, public meetings, plans, programs, and interviews with Staff. The information is presented in a format that identifies various issues and provides recommendations concerning actions that would be appropriate to address the issues.

The recommendations are not intended to be policy statements but should be used as a blueprint to guide future efforts for the revitalization of the Midtown Area.

ADMINISTRATION

OBJECTIVE 1

To establish a set of priorities, with the sole purpose of focusing on the needs of the Midtown community, within the appropriate administrative framework required for successful program implementation.

APPROPRIATE ACTIONS:

1. Support the Deputy Mayor as the Executive Administrator of the Office of Economic Development for Midtown and align the various City departments' budgets, goals, and priorities where possible to support the Midtown Strategic Initiative.
2. Coordinate, through this office, any information about plans, projects, and programs that will be undertaken within or have an impact on the Midtown area.
3. Based on the Midtown Strategic Planning Initiative, develop a work program for one, three, and five-year time frames.
4. Work with City departments to develop appropriate channels of communication and measures for monitoring program success.
5. Establish measurable indicators to track progress and activities in Midtown.
6. Establish systems for tracking pertinent statistical data.
7. Work with the City to revamp the Geographic Information System (GIS) to provide a more usable format for integrating data from outside sources and upgrading internal networking and services.
8. Make available a Planner and City team for 22nd Street South.
9. In response to requests from members of the community, expand the Midtown boundary to include the area west of Midtown to 49th Street South and north to 5th Avenue North.

ECONOMIC DEVELOPMENT

OBJECTIVE 2

Enable Midtown residents access to jobs paying livable wages with benefits, commensurate with other areas in the region.

APPROPRIATE ACTIONS:

1. Conduct a community-based economic capacity study to determine strategies for increasing economic opportunities from within the local market.
2. Encourage private sector entrepreneurial efforts taking advantage of opportunities identified in the capacity study.
3. Encourage private sector development opportunities to address the cultural/civic needs in Midtown.
4. Continue activities of employment assistance, training, business development, and commercial incentive programs currently in existence.
5. Reorient the efforts of the Business Development Center (BDC) to focus on existing small businesses and their efforts to expand and improve, thus making them more eligible to receive financial services and assistance from banking institutions.
6. Evaluate City programs to ensure compatibility with strategic initiative objectives and resolve conflicting program objectives and eligibility criteria while reducing duplication of effort.
7. In conjunction with neighborhood and business planning efforts, increase community outreach and education about these programs while improving access to services.
8. Encourage the expansion of transportation opportunities to higher paying jobs in other areas of the City.
9. Support entrepreneurial efforts to provide extended hours for childcare.
10. Explore ways to legitimize street vending as a system for incubating entrepreneurial efforts, including regulatory revisions, logistic support, and capital improvements.
11. Encourage the establishment of a grocery store, skating rink or other similar entertainment venue, and banking and postal services within the community.

OBJECTIVE 3

Encourage growth and development in the commercial and industrial sectors of the local economy

APPROPRIATE ACTIONS

1. Identify sites for large-scale development opportunities.
2. Utilize tools made available to local governments via Chapter 163 FS where appropriate.
3. Implement land banking and cooperative property assembly strategies for future development.
4. Seek creative financing opportunities for new development in conjunction with the private sector.

PUBLIC INVESTMENT

OBJECTIVE 4

Continue public investment in infrastructure and the development of community facilities.

APPROPRIATE ACTIONS:

1. Continue with planned improvements for commercial and residential areas including, roadways, alleys, bike paths and sidewalks, stormwater and sanitary sewers, parks, trailways, and recreational facilities.
2. Continue streetscape projects and other improvements that upgrade the community's appearance to overcome visual deterrents to Midtown's investment image.

POPULATION & HOUSING

OBJECTIVE 5

Increase local population in support of future commercial growth and development with successful housing and neighborhood improvement programs.

APPROPRIATE ACTIONS:

1. Market the positive attributes of Midtown's neighborhoods, such as the physical character of the community, affordable housing, historical significance, proximity to Downtown, etc.
2. Work with area realtors to provide collateral materials selling the area to prospective residents
3. Continue efforts of the Housing and Community Development

Division.

4. Continue neighborhood planning and revitalization efforts by establishing linkages between the City Neighborhood, Planning, and Economic Development Departments.
5. Evaluate planning efforts of Midtown's economic development initiatives in relation to other citywide economic initiatives to ensure that the City's staff and resource allocation is equitable.
6. Continue housing rehabilitation, encouraging activities to transition to the private sector.

OBJECTIVE 6

Promote homeownership in Midtown and seek opportunities for new, quality housing development by the private sector.

APPROPRIATE ACTIONS:

1. Continue homeowner-financing programs.
2. Market homeownership opportunities to renters in surrounding areas of the City and Pinellas County.
3. Target an appropriate location for a privately developed apartment project in anticipation of housing demands caused by new college students.
4. Increase and diversify Midtown's housing stock.

LAND USE & DEVELOPMENT REGULATIONS

OBJECTIVE 7

Encourage harmonious land use relationships preserving the integrity of neighborhoods, consolidating commercial areas, and introducing mixed uses in appropriate locations.

APPROPRIATE ACTIONS:

1. Revise Zoning Code and Land Development Regulations to support these objectives.
2. Introduce regulations that are consistent with the various corridor designations in the 20/20 Vision Plan.
3. Extend the urban village zoning classification to include 16th Street South and 22nd Street South as mixed-use corridors.
4. Update and/or revise redevelopment, neighborhood, and business plans as needed to reflect changing community vision and goals.

COMMUNITY & FAITH BASED ORGANIZATIONS

OBJECTIVE 8

Foster growth in the service capacity of local social institutions including community and faith-based organizations.

APPROPRIATE ACTIONS:

1. Encourage faith-based and community organizations to embrace the Midtown Strategic Initiative and instill programs that further economic objectives.
2. Create economic development ministries in the churches for education and marketing.
3. Stimulate the local ministerial alliance to establish economic development as an issue to rally their congregations and provide a forum to address the economic needs of the community.
4. The Midtown Office of Economic Development should be an avenue for community service organizations to provide information to the general public about their projects and programs.

EDUCATION

OBJECTIVE 9

Support educational opportunities for Midtown and work with the School Board when planning for the expansion and development of educational facilities.

APPROPRIATE ACTIONS:

1. Continue to support the local education system and serve as a resource to channel community concerns to the appropriate authorities in the school system.
2. Establish an ongoing relationship with the School Board and local school officials to meet the educational needs of the community and effectively plan for future improvements.

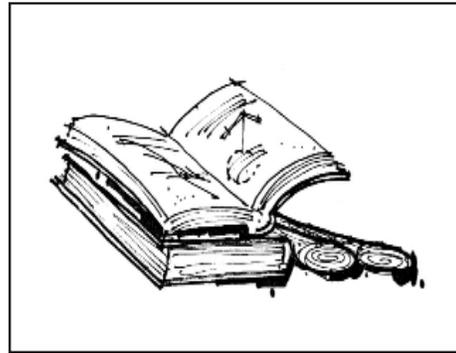
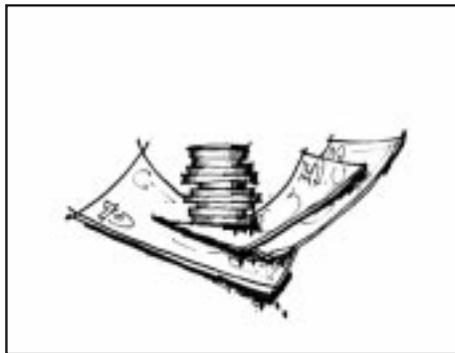
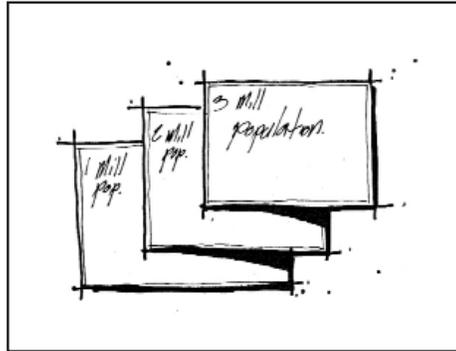
PUBLIC SAFETY

OBJECTIVE 10

Continue programmatic efforts in the realm of public safety to further Midtown's economic development.

APPROPRIATE ACTIONS:

1. Collaborate with the Police and Fire Departments to address public safety issues in Midtown.
2. Continue to support the community-based efforts of the Front Porch and Weed & Seed Programs. Encourage collaboration of these programs to improve efficiency and eliminate duplication of effort.



PART IV APPENDICES

The following appendices represent much of the inventory and background work completed in the early stages of the Midtown Initiative. Notes taken during the public involvement phase of the Initiative, as well as economic data from Strategic Planning Group, Inc., subconsultant to RMPK Group, Inc. for this project, are included as well. The appendices are preceded by their own Table of Contents for ease of reference.

City of St. Petersburg
Midtown Area
Strategic Planning Initiative
Appendices

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Appendix A

Inventory – August 2001

Introduction

The following inventory examines the programs, plans, and services that have been active in the Midtown area since October 1996. They have been grouped according to type of services offered, however there is some overlap. For example, the City of St. Petersburg has been involved as a sponsor, partner, or manager of many of the programs, and it is listed first. However many of the City's accomplishments are shown in the successes of the other programs listed in the different categories following. The Challenge effort began in 1997 therefore the inventory uses Fiscal Year 1997 as the original benchmark for tabulating the level of government investment in the area.

However, it should be noted that the City began to focus on part of the Midtown area as early as 1978 with the development of the Module 16 Plan and the formation of the Module 16 Advisory Committee. Some of the Committee's earlier projects included the first 16th Street South Commercial Revitalization project described in this document, the Enoch Davis Center at 1111 18th Avenue South, the expansion of Campbell Park, and the designation of the City's first Comprehensive Housing Revitalization Program in the Perkins neighborhood.

The Midtown area boundaries are shown in Figure 2. Most of the programs and services each have their own boundary designations, which include or coincide with the Midtown boundaries.

The originally named Challenge Area was established in 1997 with the goal of addressing four major areas of concern:

- **Economic Equity** – the area has high unemployment and low income. The City's goal is to reduce the unemployment rate in the Challenge area to more closely match the citywide unemployment rate by the Year 2001 by adding 2,500 jobs.
- **Education** – the area has high dropout rates and low reading levels. The City's goal is to increase reading levels and decrease dropout rates.
- **Community Renewal** – the area has low property values and high vacancy rates. The City's goal is to increase property values in the area by 5% per year and expand Operation Commitment to all Midtown neighborhoods.
- **Public Safety** – the area has high crime and a disproportionate number of complaints against police. The City's goal is to reduce crime by 5% per year and improve relations between citizens and police.

All of the various programs in this inventory fall under one or more of these four goal areas. Several of these programs are so far reaching that they include all four areas—most notably Front Porch Florida and Weed and Seed. Although these two have been placed in the public safety category, many their projects deal directly with all of the other categories as well. The following tables summarize the projects and programs under the four headings. A full narrative description of the projects and programs follows the tables.

Economic Equity

<i>Plans</i>	<i>Programs/Projects</i>	<i>Accomplishments</i>	<i>Capital</i>
	<i>Employment</i>		
	Job Fairs	634 Midtown residents hired	
	2001 Summer Youth Employment Program	750 youth employed	
	STARS	49 employed	
	YouthBuild	36 graduates	
	Construction Training	47 graduates	
	<i>Commercial Incentive</i>		
	Microenterprise Loans	12 loans	
	Peer-to-Peer Loans	82 loans	
	Commercial Financing		\$159,000
	Enterprise Zone		\$3,000,000
	Community Contribution Tax Credit Program	Private donations	\$3,000,000
	Urban Job Tax Credit		
	Incumbent Working Training		
	Sales Tax Exemption on Electricity		
	Quick Response Training Program		
	Development Assistance Team		
	Economic Development Transportation Fund		
	Sales Tax Exemption on Purchases of Manufacturing Machinery and Equipment		
	Qualified Target Industry Tax Refund		
	Business Development Center	779 clients received assistance	
		805 new occupational licenses	
	Tampa Bay Black Business Investment Corporation Incubator (TBBBIC)	Newly opened	
	Main Street 22nd Street		\$160,000
	Main Street Grand Central		\$160,000
TOTALS	23 Programs	2295 Residents Assisted	\$6,479,000

Programs/Projects include: 1) Minority Business Enterprise Program Procurement Program with 210 firms certified to participate, and 2) Small and Disadvantaged Business Enterprise Procurement and Assistance Program - a new ordinance was developed.

Education

<i>Type</i>	<i>Programs/Projects</i>	<i>Volunteers</i>	<i>Equipment</i>
Tutors and Mentors	Caring Officers Present Storytime (COPS)	79 police officers	
	St. Pete Reads, Project Amerikids, Just Say No	131 city employees	
	St. Pete Reads	54 city employees	
Other Assistance	Inner City Computer Education (ICE)		Computer Tech Training Facility (Proposed)
	Computers for the Community		500 Computers
TOTALS	7 Programs	264 City Volunteers	500 Computers

Public Safety

<i>Organization</i>	<i>Programs/Projects</i>	<i>Capital</i>
<i>City of St. Petersburg</i>	Average annual decrease in crime rate	5%
<i>Front Porch Florida</i>	Halfway house/programs	\$50,000
	Mental health substance abuse program	\$167,000
	Office equipment/supplies for youth agencies	\$479,000
	Delinquency prevention programs	\$279,000
	Approved loans	\$90,000
	DIPPER Project	\$277,084
	Model Block Beautification Project	\$80,000
	Boys&Girls Club Air Conditioning	\$42,000
	Energy efficient windows for Model Block Project	\$15,500
	Lights, mailboxes, landscaping for Model Block	\$10,000
	Basketball mentoring camp	\$5,000
	Matching funds for PowerUp Technology Grant	\$16,000
	Extensive Volunteer Effort	
<i>Weed and Seed</i>	Davis-Bradley Drug Treatment Center	\$100,000
	Employment programs, empowerment agencies, etc	\$250,642
	Extensive Volunteer Effort	
2 Programs	14 Grants, Extensive Volunteer Effort	\$1,861,226

Community Renewal

<i>Plans</i>	<i>Programs/Projects</i>		<i>Capital</i>	<i>Proposed</i>
	Neighborhood Housing Svcs	10 houses constructed	\$4,000,000	
	Wildwood Rec Center		\$4,538,200	
	Johnson Branch Library		\$2,680,000	
	22nd Avenue Monument		\$5,000	
	Pinellas Trail Connection			Proposed
	Vacant and Boarded Properties	58% decrease since 1998		
	Property Values	10% increase since 1996		
	Traffic Calming (CPTED)	Harbordale	\$38,000	
	New Construction	Tropicana Access	\$142,000	
	Bridge Repairs	4 bridges	\$130,000	
	Street and Road	sealing, resurfacing,	\$1,100,000	\$345,973
	Bicycle Lane Construction			\$124,586
	Sidewalks	repairs and expansion	\$1,955,000	
	Public Utilities	improvements	\$693,900	\$823,130
	Stormwater Drainage		\$2,317,090	\$22,763,000
	Parks and Recreation Projects	Approx 40 projects	\$15,833,499	
Neighborhood Revitalization Strat		Part of Cons. Plan		
	CDBG	46 projects	\$9,816,570	
	No-Fee Transportation Zone			
Consolidated Plan	Bayou Pass		\$667,812	
	Lakeside Colony		\$691,500	
	Salt Creek		\$1,370,393	
HOPE VI		Jordan Park- 237 new units	\$27,000,000	
		LIHTC	\$11,000,000	
	Community Building Supportive Services	self-sufficiency resources		
	Homeownership	140 new homes planned		
	New Housing Development	Approx 25 units		Proposed
	Working to Improve our Neighborhoods (WIN)	196 home purchases assisted		
		1,531 homes rehabilitated		
		54 home loans approved		
		170 homeowners assisted by N-Team		

Community Renewal (Continued)

Central Avenue Tomorrow Plan (Grand Central Dist)	Streetscape and Schematic Design	Est. new Urban Village Zoning; Rec'd Main St. Designation	\$100,000	
	Street re-striping		\$23,000	
16th Street South Commercial Revitalization Plan				
	Historic Preservation Program	20 local designations 9 National Register designations		
22nd Street South Revitalization Plan	Infrastructure improvements	Rec'd Main Street Designation	\$456,000	
	Mercy Hospital Site		\$390,000	
	Achievement Center	Computer training		Proposed
Dome District/16th St. S. Business Plan	Streetscape and Utility Improvements	Rev. CBD-4 Zoning	\$2,000,000	
Dome Ind. Park	Business Plan			
Dome Ind. Park	Pilot Project		\$2,300,000	\$5,200,000
Melrose Mercy/Pine			\$100,000	
Central			\$100,000	
Wildwood Heights			\$100,000	
Lake Maggiore Shores			\$100,000	
Perkins			\$100,000	
13th Street Heights			\$100,000	
Roser Park			\$100,000	
Bartlett Park			\$100,000	
Fruitland/Cassler				
Harbordale			\$100,000	
Intown West				
Intown				
Bayboro Harbor				
Cost of Plans/Studies			\$1,550,000	
Front Porch				
Weed and Seed				
CDBG			\$10,817,990	
25 Plans	90 Projects and Programs		\$101,415,954.00	\$29,256,689.00
			(Spent or Slated)	(Proposed)

16th Street South Commercial Revitalization Plan implementation was prior to the reporting period.

Economic Equity

City of St. Petersburg

Employment:

- **Job Fairs:** More than 1,527 residents have been hired by companies both in and outside of the Midtown Area as a result of job fairs co-sponsored by the City of St. Petersburg, the Pinellas County Urban League and the St. Petersburg Junior College 634 Midtown Area residents were employed in new jobs to date.
- **2001 Summer Youth Employment Program:** To date, 139 youth are participating in this program. \$250,000 was allocated for the year 2001. To date \$70,000 has been drawn down. In the four-year period the city has expended \$820,000 on this program, which resulted in the employment of 750 youth.
- **Success, Training, and Retention Services (STARS):** At the end of fiscal year 2000 had registered 56 participants, graduated 49, and secured employment for the 49 graduates.
- **YouthBuild:** Enrolled 40 students in its 2000-2001 class, 16 graduate March 14 after completing and selling one house; 20 students were enrolled in their 2001-2002 class, 20 are still on roll and are slated to graduate March 2002. Groundbreaking for their house is in August 2001.
- **Construction Training:** As of June 2001, 113 individuals had been recruited, 66 of the 113 recruited were dropped, 23 of the remaining 47 successfully completed that class and are employed at local manufacturing and construction sites; the current class has an enrollment of 24.

Commercial Incentive Programs

Three City-sponsored financing programs have been operating in the Midtown Area since late 1996. Data collected shows that 94 loans have been approved totaling an estimated \$804,000. The three programs are: Microenterprise Loan Program, Peer-to-Peer Loan Program, and Commercial Financing Loan Program.

Microenterprise Loan Program

Overview/Intent:

The Microenterprise Loan Program was created to assist Microenterprise owners to purchase equipment, make inventory purchases, obtain working capital, and finance technical assistance. A Microenterprise is defined as a business with five or fewer employees, one of whom is the owner of the Microenterprise.

Results/Accomplishments:

- Since the Program began in 1999 through May 2001, 12 loans have been provided to micro enterprise businesses Citywide.
- Ongoing/Proposed Programs: The program is reviewed annually for any needed modifications.

Peer to Peer Loan Program

Overview/Intent:

The Peer-to-Peer Loan Program was created to assist low-to-moderate persons in starting or expanding a Microenterprise. It is a program that calls for intense peer-to-peer training through the use of Business Loan Groups (BLG). The interaction in the BLGs is to encourage critical business thinking. The group decides membership readiness for loan approach and handling credit. Each BLG prepares its own mission statement, by-laws, selects officers, and signs a charter.

Results/Accomplishments:

- Since the program began in 1999 through May 2001, 236 micro enterprise owners have been trained and 82 loans have been provided to micro enterprise businesses Citywide.
- Ongoing/Proposed Programs: The program is reviewed annually for any needed modifications.

Commercial Financing Loan Program

Overview/Intent:

A façade loan program using Community Development Block Grant (CDBG) funds was developed for the 22nd Street South corridor.

Results/Accomplishments:

- Funds were used for design criteria, building design work, and a model of the corridor. The building located at 1239 22nd Street South is currently being renovated using the program. The building houses a barbershop and residential apartments. The approximate \$159,000 project will be completed in 2001.
- Ongoing/Proposed Programs: A new commercial financing program is under development for the 22nd Street South and Grand Central business districts. It is expected to be available in Fall 2001.

Enterprise Zone Incentives

Overview/Intent:

St. Petersburg's Enterprise Zone encompasses the Midtown Area. An Enterprise Zone (EZ) designation seeks to encourage private investment in distressed communities by offering tax incentives for businesses to hire

Enterprise Zone residents or invest in the area. Approval as a State designated EZ is valid for 10 years; St. Petersburg's EZ has been in effect since July 1995. Eligible businesses may receive tax credits for job creation, property taxes, certain contributions to non-profit organizations, and/or sales tax refunds for the purchase of building materials, business equipment, and machinery. The businesses are eligible for job credits after an employee has worked for them for three months. The business completes an application for each employee and certifies that he or she lives within the EZ boundaries. All applications are processed and certified by the City's Economic Development Department prior to being submitted to the State.

Results/Accomplishments:

- From July 1995 through May 31, 2001: 360 applications have been processed (includes all applications for job creation and sales tax refunds for materials) and over \$3M worth of tax credits and refunds have been processed.
- Ongoing/Proposed Programs: The state designation is valid through the year 2005.

Community Contribution Tax Credit Program

Overview/Intent:

This program was designed to help promote private business investment in non-profits located within the Enterprise Zone.

Results/Accomplishments:

- There are 19 approved Sponsor projects, which have received a total of more than \$3 million of donations from the private sector.
- Ongoing/Proposed Programs: The state designation is valid through the year 2005 for this program.

Brownfields Revitalization Project

Overview/Intent:

The City was awarded its first Brownfields designation and grant in 1997 by the U.S. Environmental Protection Agency. The designation covers the entire 122-acre Dome Industrial Park. The City also received a State of Florida Brownfields designation.

Results/Accomplishments:

- From 1997 through July 2001, the City has been awarded \$2,151,000 in Federal and State Brownfields grants. Through the Brownfields Program, the City has facilitated Phase I and Phase II environmental assessments to over 70 private and publicly owned parcels in the Dome Industrial Park.
- Ongoing/Proposed Programs: Ongoing Program

Other Incentive Programs

Urban Job Tax Credit

Credits are available to new or expanding companies that create new full-time jobs in manufacturing, hotels/motels, R&D and public warehousing/ storage facilities located within target areas. New companies must have or create at least 30 new jobs and existing businesses must create 15 jobs per year. The incentive is a state corporate income tax credit or state sales/use tax.

Other Incentives

- Incumbent Working Training
- Sales Tax Exemption on Electricity
- Quick Response Training Program
- Development Assistance Team (DAT)
- Economic Development Transportation Fund
- Sales Tax Exemption on Purchases of Manufacturing Machinery and Equipment
- Qualified Target Industry Tax Refund Program.

Business Development Center

Overview/Intent

The Business Development Center (BDC) held its grand opening in March 1999. The programs, services, and activities are coordinated by the Business Assistance Division staff members. The staff includes the Business Assistance Manager, the Business Development Center Coordinator, a Small/Disadvantaged Business Enterprise Coordinator, two Small Business Specialists, an Economic Development Specialist, and an Office Systems Specialist. The Business Assistance staff also administers and monitors the City's Small and Disadvantaged Business Enterprise Procurement and Assistance Program at the BDC.

The BDC is currently housed in the back of a church and is seeking a more visible location. Ideally, the BDC will be housed with a business incubator and satellite offices of occupational licensing and permitting agencies. The BDC offers regional services but is primarily local, working in capacity building with small businesses in the Midtown Area since 1998. The BDC offers classes, organizes microloan and peer lending programs, and works with other business related organizations such as the U.S. Small Business Administration (SBA), Service Corp of Retired Executives (SCORE), Small Business Development Center at USF (SBDC), St Petersburg Area Chamber of Commerce (COC), St. Petersburg Area Black Chamber of Commerce (SPACC), MicroBusiness USA, and the Tampa Bay Black Business Investment Corporation.

Results/Accomplishments

- Since March 1999:2881 clients and visitors to the Center have received help from the BDC and its partners in the form of business counseling, loan counseling/assistance, and training/workshops. Approximately 27.05%, or 779 clients/visitors were from the Midtown Area; 33.41% were from other South St. Petersburg, 23.84% from North St. Petersburg; 5.89% other Pinellas County, and the remaining 9.81% were from outside Pinellas County or unknown.

Main Street Program 22nd Street S. and Grand Central

Overview/Intent

The Florida Main Street Program is a grassroots effort designed to enable small business districts to unite and better market themselves as viable commercial areas. When a district is designated a Florida Main Street, it receives funding, technical assistance, marketing assistance, and other services from the State program. There are certain criteria that must be met in order to achieve this designation, including that business districts must have some historical significance and have an organizational structure in place to oversee the program.

Results/Accomplishments

The 22nd Street South and Grand Central Business District Commercial districts both received Florida Main Street designations in August 2001. In 2001, only two Florida Main Street designations were awarded in the State, both in one municipality—the City of St. Petersburg. Both districts are located in Midtown. Each was awarded \$10,000 to implement revitalization efforts in their respective areas.

These applications for Florida Main Street designation were unsuccessful in 2000. However the City committed \$50,000 of funding annually from 2000-2002, to each district, for the hiring of program managers. The managers are responsible for the general oversight of their districts' revitalization efforts. Both managers worked with the businesses of their respective districts and City staff to prepare the 2001 applications.

Education

City of St. Petersburg

- **Tutors & Mentors:** A total of 264 City employees served as tutors and mentors to 168 school age youth from the Midtown Area; and 79 law enforcement officers participated in the Caring Officers Present Storytime (COPS) program; 131 officers participated in St. Pete Reads, reading in middle and high schools, Project Amerikids, and Just Say No programs; and 54 other City employees participated in St. Pete Reads.

- **The Inner City Computer Education (ICE) Consortium.** ICE is an organization of service providers, community groups, and volunteers that “share the common mission of causing and raising the level of digital inclusion for the disadvantaged residents in south St. Petersburg” have submitted an application to the Department of Education for its Community Technology Centers Program Grant. They have requested \$180,000 to develop or expand computer technology training facilities to serve children and adults.
- **Computers for the Community:** An estimated 2000 computers have been distributed in the community with approximately 500 being distributed in the Midtown area.

Public Safety

City of St. Petersburg

Year to date through August 2001, overall Crime in the Midtown area crime is down 6.5%. Crime statistics suggest that since 1996, there has been a downward trend in reported violent and property crimes in the Midtown Area. The average annual decrease in total index crime since 1996 is approximately 5%, which is consistent with the goals set in the original Challenge program.

Front Porch Florida

Overview/Intent

The Florida Front Porch Area is approximately 1.6 square miles, roughly 1,024 acres. This is a grassroots program aimed at helping citizens tackle problems in their own neighborhoods. The solutions to problems in the community are citizen initiated, rather than government initiated. The Front Porch boundary was established and approved by the State in October 1999.

The original Council was disbanded in November 2000 and a new Council was structured and selected. A new Chairperson and Liaison were also selected in January 2001. The new Council, Chairperson, and Liaison are committed to the Front Porch process and are working together diligently to accomplish the missions of the community.

Results/Accomplishments

Over \$1,518,300 in Front Porch funds have been invested in the Midtown area in the following projects:

- \$50,000 grant from FDLE for a halfway house and community service programs (05-01)
- \$167,000 grant from DCF for a mental health substance abuse program (03-01)

- \$479,000 grant from DJJ for office equipment and supplies for 69 youth program agencies (12-99)
- \$279,000 grant from DJJ for six delinquency prevention programs (02-01)
- \$90,000 Front Porch loans approved by Tampa Bay Black Business Investment Corporation (09-00 to present)
- \$277,084 grant from DOH for the 19-month DIPPER project (10-00)
- \$80,000 grant from the State for the Model Block Beautification project. (01-00)
- \$42,000 grant from Dept. of Community Affairs-State Energy Program for air conditioning system to the Boys and Girls Club-Southside. (12-00)
- \$15,500 grant from Dept. of Community Affairs-State Energy Program for energy efficiency windows for the Model Block project (01-01)
- \$10,000 funds available via Neighborhood Housing Services to assist with Model Block project (porch lights, uniform mailboxes and landscaping)
- \$5,000 for 33 youths in Front Porch community to attend Basketball/Mentoring Camp (07-01)
- \$16,000 grant from Office of Urban Opportunity as matching funds to PowerUp Technology Grant (08-01)

Additionally, Front Porch members and volunteers have participated in

- Community beautification project involving the renovations and repairs to four homes in the 13th Street Heights neighborhood. (03-01)
- After school and summer youth development programs (02-01)
- Non-profit training – business startup workshop (08-00)
- Purchased and installed security lights on 45 homes in the Front Porch community
- Purchased supplies and materials for “Community Garden” in Palmetto Park neighborhood (02-01)
- Organized, planned, and sponsored Front Porch First Annual “Come-Unity Day” event. (03-01)
- Purchased and installed lexan glass at vacant building in the Campbell Park neighborhood, as a safety and beautification project. (04-01)
- In a partnership with Project Impact residents of the neighborhood at 12th Avenue South between 15th and 16th Streets received hurricane retrofits including new roofs, tie-downs, and hurricane shutters. Additional structural improvements included wheel chair ramps, steel doors, termite treatment, and tree removal. Ten homes were also painted.

Weed and Seed

Overview/Intent

Weed & Seed, funded through the US Department of Justice (DOJ), is a cooperative strategy designed to revitalize neighborhoods by weeding out problems such as crime and drugs and seeding the local community service agencies with funds in order to revitalize the area through restoration, prevention and treatment services, and education. Weed and Seed depends largely on community volunteers. Law enforcement agencies are responsible for the Weed portion of Weed and Seed, and they work closely with the community to achieve the overall program goals. Weed and Seed includes partnerships with many of the agencies listed in this inventory and shares the credit for many of the successful programs implemented in the Midtown area. The Weed and Seed area boundary is from Central Avenue to 30th Avenue South (north/south) and 4th Street South to 34th Street South (east/west). This boundary area was established in 1997

Results/Accomplishments

In addition to a \$100,000 executive grant from DOJ for a drug treatment center on Martin Luther King Jr. Boulevard, Weed and Seed has channeled \$250,642 back into the community since its inception in 1997. The funds were distributed as follows:

- \$102,042 in 1997-1998 was granted to “jobs-at-risk” employment programs such as the Pinellas Technical Education Center and Boley Centers; community empowerment agencies such as Resource Center for Women and Prosperity Village; as well as mini-grants to various agencies such as the YMCA and Jack and Jill of America.
- \$52,133 in 1998-1999 was granted to “jobs-at-risk” employment programs such as The Pinellas County Arts Council and The Bayfront Optimist Club; and community empowerment agencies such as Color Me Human and the Fast Forward Track Club.
- \$96,467 in 1999-2000 was granted to more “jobs-at-risk” employment programs and community empowerment agencies.
- \$100,000 was granted in 2000-2001 to Bridges of America for the Pinellas Bridge program.

Law Enforcement Activity:

- Secured and off-site task force building
- Provided information to police about Serious Habitual Offenders (SHOs) residing in the Weed and Seed area.
- Identified drug hot spots
- Established a zero tolerance narcotics arrest policy
- Tracked and analyzed violent crimes
- Developed and implemented a protocol to address youth gangs and monitored any emerging gang activity

- Worked with at-risk youths to provide prevention, intervention, and support programs
- Increased public awareness of the Turn-In-a-Pusher (TIP) hotline
- Organized Crime Drug Task Force investigations

Community Policing:

- Community festivals
- Conducted Citizens' Police Academy
- Weekly anti-drug marches
- Implemented programs designed to improve communications between citizens and police
- Police ride-a-long program for citizens
- Community Police Officers (CPOs) have conducted security surveys for residents
- CPOs have attended neighborhood crime watch meetings
- Tours of the police station
- Police Paint days, in which police officers painted houses for residents of the Weed and Seed area
- Conducted Drug Education for Youth (DEFY) summer youth camps

Neighborhood Restoration:

- Identified boarded structures eligible for demolition
- Identified alleys and sidewalks needing paving or repair; completed a schedule for the work
- Identified property maintenance resources for homeowners
- Conducted extensive survey of existing infrastructure conditions
- Requested evaluation for consideration for Federal Enterprise Zone designation
- Held neighborhood cleanups

Prevention, Intervention, and Treatment:

- Inventoried existing available services
- Identified Safe Haven (Sanderlin Center) for programs for residents and children
- Identified programs for first-time offenders
- Conducted community outreach programs to encourage parental involvement
- Identified possible location for a drug treatment facility
- Marketed Weed and Seed program and gained support of elected officials
- Collaboration with local health care agency for free employment training
- Identified child care opportunities

Community Renewal

City of St. Petersburg

Various Projects

- **Neighborhood Housing Services (NHS) Activity:** A partnership between NationsBank, NHS, and the City of St. Petersburg was formed to build 50 new houses in the Bartlett Park Neighborhood. To date, 6 houses are completed and sold or are under contract, 4 other homes are under construction with 2 being 40% complete and 2 at the lot preparation stage. This project is estimated to have a \$4 million impact in the Midtown Area. In addition, 6 houses donated by the School System have been moved and are in place, one is 30% rehabilitated and the remaining 5 are under contract. Through the Home Community Housing Development Organization, construction has been completed on 2 houses outside of the Bartlett Park area, with one at 65% completion.
- **Wildwood Recreation Center:** A \$2.7 million structure was slated to be completed in August 2001 and operational in September. Total expenditures for this Center reach \$4,538,200.
- **Johnson Branch Library:** This is a \$2,680,000 project. There were 12 bidders for this project. GLE Construction was the recommended company. Work is scheduled to begin August/September 2001 and be completed July/August 2003.
- **22nd Avenue Neighborhood Monument:** A monument was built on 22nd Avenue South at the cost of approximately \$5000
- **Pinellas Trail Connection:** There is currently discussion about connecting the Downtown to the Pinellas Trail at 34th Street.
- **Vacant and Boarded Properties:** In January 1998, there were 595 vacant or boarded properties in the entire City, 391 in the Midtown Area alone. Those numbers have steadily decreased since then; as of June 2001, there are 321 properties Citywide, with 180 in the Midtown Area.
- **Property Values:** Property values have increased over 10% in the Midtown Area since 1996, per the Property Appraisers office. The 9,958 parcels in the Midtown area were valued at \$646,749,400 in 1996, the property value of these properties at the beginning of year 2000 was \$782, 271,300.

Engineering, Stormwater, and Transportation Projects

- **Traffic Calming:** \$38,000 in Crime Prevention Through Environmental Design (CPTED) funds was spent in 1997 for traffic calming in the Harbordale area.
- **New Construction:** \$142,000 was spent to construct a parking access drive from Tropicana Field to 1st Avenue South

- **Bridge Repairs:** \$130,300 in bridge repairs, including slabs, beams, piles, and pile caps, concrete barrier walls, handrails, expansion joints, curbs, and sidewalks, were completed at the following bridges: 18th Avenue South, 9th Street South over Roser Park, 4th Avenue South, and 8th Street South over Roser Park.
- **Street and Road Improvements:** \$1,100,000 has been expended in the Midtown Area since 1996 for sealing, resurfacing, and restoring paved streets, curbs, and alleys. FDOT's work program budget for the US 19/34th Street resurfacing project from 22nd Avenue North to 54th Avenue South was \$6,172,860; this project is nearing completion. FDOT has \$345,973 programmed in FY 2002 for this project.
- **Bicycle Lane Construction:** FDOT has programmed \$124,586 for the construction of bicycle lanes along 6 downtown area roadways—4 of which are located in the Midtown Area: 31st Street, 1st Avenue North, 1st Avenue South, and 5th Avenue South. The City is currently working with the Pinellas County MPO and FDOT to resolve some funding issues.
- **Sidewalks:** \$1,955,000 was been spent in the Midtown Area for sidewalk expansion and repair from FY1996 to FY2001. Projects included the Wildwood, Harbordale, Perkins, 13th Street Heights, Melrose Mercy Pine Acres, Lake Maggiore Shores, Campbell Park, and Fruitland/Casler neighborhoods.
- **Public Utilities Improvements:** \$693,900 has been spent in public utility improvements in the Midtown Area, with another \$823,130 budgeted for projects that are either in the design or planning phases.
- **Stormwater Drainage:** \$2,317,090 in construction costs was spent for a storm drainage and streetscape project in the 4th Street South/Bayboro District from 8th Avenue South to Newton Avenue on 4th Street and from 5th Street to 4th Street on Newton Avenue South.
- **Proposed Drainage Projects:** The City has budgeted for \$22,763,000 in drainage projects in the Midtown Area in the next five fiscal years

Parks and Recreation Projects

Over \$21 million was spent in Leisure Services capital improvements in the Midtown Area between 1997 and 2001. Improvements were accomplished at the ten facilities listed below, which included over forty projects:

- Bartlett Park Improvements – \$184,998
- Campbell Park Improvements – \$2,929,309
- Enoch Davis Center/Johnson Branch Library Improvements – \$4,207,000 (pending)
- Lake Maggiore Park Improvements – \$931,937
- Lakeview Park Play Equipment – \$31,000
- Operation Greenscape Improvements – \$1,319,704

- Playlot Improvements – \$222,807
- Roser Park Improvements – \$230,000
- Salt Creek Parkway (Harbordale Linear Park) – \$160,000
- Wildwood Park Improvements – \$5,616,744

Neighborhood Revitalization Strategy

Overview/Intent:

The Neighborhood Revitalization Strategy is a comprehensive, integrated strategy for an area that encompasses the City's entire Florida Enterprise Zone, most of its Working to Improve our Neighborhoods (WIN) target area, the City's downtown core, and all of the Midtown area where much of the City's resources are focused. Implementation of the Strategy will result in:

- Improvements to the physical environment;
- The preservation and expansion of the affordable housing stock;
- Reinvestment in the inner-city neighborhoods and economic infrastructure;
- The retention of existing and creation of new employment opportunities;
- The support of policies to address social problems and promote racial and economic de-concentration; and
- Enhancement of on-going measures for citizen participation in shaping the future of the area.

Results/Accomplishments:

The Neighborhood Revitalization Strategy was approved by the U. S. Department of Housing and Urban Development (HUD) in October 2000, as part of the City's 5-year Consolidated Plan.

CDBG Projects

CDBG Projects Completed and/or Budgeted since 1997

1997	Johnnie Ruth Clark Clinic	Rehabilitation	\$65,000
1997	Louise Graham Training Ctr.	Paper recycling equipment	\$40,000
1997	St. Pete Mission Rehabilitation	Mission Rehabilitation	\$114,000
1997	Play Lots 1/2/3/4	Playground equipment	\$160,000
1997	Pinellas Affordable Living	Acquisition - Flowers Bakery	\$128,600
1997	Roser/Bartlett Alleys	Alley paving	\$542,745
1997	4th/6th Streets	Streetscape improvements	\$386,500
1997	Total		\$1,436,845
1998	Wildwood Alleys	Alley paving	\$178,000
1998	Rising Stars	Youth basketball program	\$80,000
1998	Next Step	Construction training program	\$63,530
1998	Asian Face Site Search	Site Search	\$19,000
1998	Boy Scouts	Uniforms/equipment	\$32,850
1998	Louise Graham Training Ctr.	Expand training center	\$286,910
1998	Family Service Centers	Acquisition/rehabilitation	\$197,550
1998	Enoch Davis Center	Expansion master plan	\$50,000
1998	Brookwood	Rehabilitation	\$38,425
1998	Juvenile Justice Center	Rehabilitation	\$74,550
1998	Mercy Hospital	Demolition	\$174,250
1998	YWCA Lazarra Center	Construct shelter/transitional	\$100,000
1998	Total		\$1,295,065
1999	ASA/P	Acquisition-transitional housing	\$31,000
1999	Head Start	Paving/landscaping	\$18,720
1999	Dome Industrial Park *	Acquisition	\$300,000
1999	Business Development Ctr.	Start-up costs	\$33,995
1999	Asian Face Community Center	Building Acquisition	\$368,420
1999	Head Start	Construct classrooms	\$210,600
1999	POCAC	Acquisition - AIDS Center	\$293,000
1999	YMCA	A/E services for Y-Achievers	\$40,000
1999	Johnnie Ruth Clark Clinic	Rehabilitation	\$25,000
1999	STARS	Job readiness program	\$280,500
1999	Total		\$1,601,235
2000	Johnnie Ruth Clark Clinic	Substance abuse counseling	\$43,390
2000	Jordan Park - HOPE VI	Infrastructure	\$1,000,000
2000	TBBBIC	Rehab business incubator	\$83,000
2000	ASA/P	Rehabilitation/LbP mitigation	\$55,000
2000	Asian Face Community Center	Building Rehabilitation	\$100,000
2000	Construction Skills	Training program	\$296,000
2000	Wildwood Community Ctr.	Construction	\$1,300,000
2000	16th Street South	Streetscape improvements	\$200,000
2000	APEDF	Renovate gym/store	\$177,155
2000	Total		\$3,254,545
2001	Business Development Ctr.	Operating support and Tech Asst	\$100,000
2001	Dome Industrial Park	Acquisition of property	\$500,000
2001	Main Street Program	Match for Florida Main Street	\$50,000
2001	Jordan Park - HOPE VI	Infrastructure	\$1,000,000
2001	ASAP	Rehabilitation of Property	\$80,300
2001	CASA	Renovate Counseling Center	\$400,000
2001	Mustard Seed Inn	Relocation of House	\$106,000
2001	Alley Pavings		\$178,000
2001	Louise Graham Training Ctr.	Purchase of trucks and bailing eq.	\$91,000
2001	Yates Project	Rehabilitation of property	\$115,000
2001	Working Capital Florida	Peer-to-peer Micro Loan Program	\$80,000
2001	TBBBIC	Operate a Micro Loan Program	\$170,000
2001	YMCA	Construction of youth center	\$360,000
2001	Total		\$3,230,300
	Grand Total		\$10,817,990

No-Fee Transportation Zone

Overview/Intent

The Midtown area is located entirely within the No-Fee Transportation Zone. Established in January 1999, this 8.5 square mile area exempts new development and redevelopment from the Pinellas County Countywide Transportation Impact Fees Ordinance for a period of five years. Pinellas County adopted this ordinance in 1986 to require land developments to contribute a proportionate share of the capital expenditures necessary to pay for roadway capacity improvements, based on the number of new trips placed on the roadway network. The City of St. Petersburg worked with Pinellas County to amend the ordinance and allow for the exemption of areas that have excess transportation infrastructure capacity, excluding constrained facilities, that is sufficient to accommodate projected growth. Transportation Impact Fees cannot be collected or expended in a designated No-Fee Transportation Zone.

The City's No-Fee Zone encourages new residents and businesses to move into the Midtown area as part of its revitalization. Prior to the establishment of the no-fee zone, land owners/developers were required to pay according to the County's general fee schedule, or the downtown/redevelopment area fee schedule for the designated community redevelopment areas in the Midtown area, which include Intown, Intown West, Bayboro Harbor, 16th Street South, and Jamestown. The rates for several types of land development are listed in the table below:

Land Use Type	Unit	General Fee Schedule (\$)	Downtown/ Redevelopment Area Fee Schedule (\$)
Single-Family	DU	1,632.00	1,209.00
Multifamily	DU	986.00	730.00
General Office, 0-49,000 sf	1000 sf	2,471.00	1,990.00
General industrial	1000 sf	1,061.00	855.00
Hotel	Room	1,322.00	1,137.00
Sit-down restaurant	1000 sf	8,605.00	2,290.00
Drive-in restaurant	1000 sf	18,451.00	7,185.00
Supermarket	1000 sf	3,514.00	1,992.00
Convenience market, under 3,000 sf	Store	21,363.00	21,391.00
General commercial, under 100,000 sf	1000 sf gla	2,549.00	1,563.00
Bank	1000 sf	2,234.00	2,234.00

Results/Accomplishments:

The City does not specifically collect data on land development activities, business investment, industry recruitment, and employment growth in the No-Fee Transportation Zone. While the City does not measure the impact of transportation impact fee exemptions on homeowner and business owner decisions, in the months preceding the official designation of the no-fee zone, several businesspersons decided to wait until after January 1999 before starting or expanding a business due to what they felt were prohibitive costs caused by the transportation impact fees.

Ongoing Programs and Proposals: Land developments in the City's no-fee zone will be exempt from transportation impact fees until the end of 2003. If there continues to be excess transportation infrastructure capacity in the No-Fee Transportation Zone, the City is likely to submit another application to continue to exempt the Midtown area from transportation impact fees for the years 2004 to 2008.

Other Transportation Programs: The Midtown area is located completely within the City's Transportation Concurrency Exception Area (TCEA), which covers the entire area located south of 77th and 78th Avenues North. This area is exempt from traditional transportation concurrency requirements. Concurrency requires that facilities needed to serve a given development, at a minimum level of service (LOS) or better, be in place at the time impacts occur. The City's TCEA was developed in cooperation with the Florida Department of Community Affairs and Florida Department of Transportation to promote urban infill development and urban redevelopment, the preservation of historic resources and the restoration of existing buildings, and encourage the use of public transportation. Within the TCEA, special exception approval is required for land developments that generate more than 50 new p.m. peak hour trips and are located on a major street that is operating at a LOS that is lower than the City's peak hour standard of LOS D.

Within the Midtown area, 34th Street is currently being resurfaced. Other roads that will be resurfaced within the next five years include 4th Avenue North from the railroad to 3rd Street, 3rd and 4th Streets between 5th Avenues North and South, and I-275 through the entire Midtown area. These resurfacing projects will bring these roads up to modern standards.

Pinellas County is currently in the design phase for the northerly extension for the Pinellas Trail through St. Petersburg between 28th Street and Weedon Island. Funding is approved through the MPO to have construction completed by fiscal year 2005. Pinellas County is also examining possible extensions of the Pinellas Trail east of 34th Street/U.S. 19 into downtown St. Petersburg. In recent bikeway plans, two route options have been considered: the first would follow 37th Street north to the Central Avenue corridor, then follow Central Avenue into downtown; the second would follow the existing railroad to 16th Street. These are conceptual plans; there is no funding allocated for implementation.

Sidewalks exist on at least one side of most arterial and collector streets, as well as many local streets, in the Midtown area. The City sidewalk programs are targeted through the neighborhood plans. The City allocates \$800,000 per year for its citywide sidewalk reconstruction and expansion program. The program provides a means to respond to citizen requests for repair of deteriorated sidewalks, as well as funding for new sidewalks along arterial and collector streets, approved school routes, and streets adjacent to parks. The program also provides funding for wheelchair ramps. The City also provides \$350,000 per year for sidewalk improvements identified in neighborhood plans adopted by City Council; these neighborhoods have typically been located in the Midtown Area. The City regularly seeks federal Transportation Enhancement funds for sidewalks improvements throughout the City.

The Midtown area is better served by transit than any other area in Pinellas County. Almost all of the Midtown area is located within a quarter-mile of a transit route. Headways are thirty or sixty minutes. Thirty-minute headways exist along sections of 3rd Street, 4th Street, 8th Street, 9th Street, 28th Street, 31st Street, 34th Street 1st Avenue North, Central Avenue, 1st Avenue South, 18th Avenue South, and 22nd Avenue South. The Pinellas Suncoast Transit Authority is constructing a new terminal at Central Plaza that will greatly enhance the efficiency of this transfer station.

Consolidated Plan

Overview/Intent

The Consolidated Plan is designed to be a collaborative process whereby a community establishes a unified vision for community development actions. It offers local governments the opportunity to shape the various housing and community development programs into effective, coordinated neighborhood and community development strategies. It also creates the opportunity for strategic planning and citizen participation to take place in a comprehensive context, and to reduce duplication of effort at the local level.

The strategic plan is a specific course of action for revitalization. It is the means to analyze the full local context and the linkages to the larger region. The Plan builds on local assets and coordinates a response to the needs of the community. It integrates economic, physical, environmental, community, and human development into a comprehensive and coordinated fashion so that families and communities can work together and thrive. A strategic plan also sets forth program goals, specific objectives, annual goals, and benchmarks for measuring progress. In doing so, it helps local governments and citizens keep track of results and learn what works.

The Consolidated Plan approach is also the means to meet the application requirements for the Community Development Block Grant (CDBG), HOME Investment Partnerships (HOME), Emergency Shelter Grant (ESG), and Housing Opportunities for Persons With AIDS (HOPWA) formula programs. This process replaces prior Community Planning and Development (CPD) planning and

application requirements with a single document, and satisfies the submission requirements of the four CPD formula programs for local governments.

Results/Accomplishments:

In addition to the CDBG funded community and economic development, and supportive housing and services programs and projects listed previously, and the Working to Improve our Neighborhoods (WIN) accomplishments described in this inventory, the following affordable rental properties were developed in the Midtown area with Consolidated Plan funding since 1993:

- **Bayou Pass:** \$111,000 in HOME funds enabled Pinellas Affordable Living (PAL) to supplement \$115,812 in CDHO funds and leverage \$126,000 in Federal Home Loan Bank (FHLB) funds and a \$315,000 TBCRC Loan to develop Bayou Pass, a 10-unit affordable rental complex at 3201 6th Street South, just south of the Midtown Area. (Total \$667,812)
- **Lakeside Colony Apartments:** \$83,333 in SHIP funds enabled PAL to assume the outstanding balance of a City Mortgage of \$80,477 from Operation PAR, and use \$119,500 of its CDHO allocation to leverage a \$191,667 TBCRC/CDFI loan and a \$297,000 FHLB grant to acquire and renovate the 43-unit Lakeside Colony Apartments at 621 18th Avenue South. (Total \$691,500)
- **Salt Creek Apartments:** \$315,315 in HOME and CDBG funds leveraged a Low Income Housing Tax Credit (LIHTC) allocation of \$703,379, \$106,126 in equity and CHDO funds, and a Florida State Apartment Incentive Loan (SAIL) commitment of \$245,583, to enable PAL to construct an 18-unit apartment complex at 500 17th Avenue South. (Total \$1,370,393)
- Rehabilitated 44 affordable units through a Formula Grant Rental Rehabilitation Program.
- Developed, renovated, or supported 868 Supportive Housing/Emergency Shelter beds.

HOPE VI

Overview/Intent

Jordan Park: In 1997, SPHA was awarded a \$27 million HOPE VI grant to revitalize its oldest public housing development, Jordan Park. This is a complex project that has relied on the cooperation of federal, state, and local governments, as well as residents of Jordan Park and the surrounding community, social service providers, and a variety of community groups. The implementation of this project is well underway and will be completed by July 2003. The end result will be a redeveloped Jordan Park that will be seamlessly integrated into the surrounding neighborhood.

Jordan Park is the oldest public housing development in St. Petersburg. It was built in 2 phases between 1939 and 1942. The development occupies a 25-acre site that is located between 22nd Street S. and 25th Street S. and 9th Ave. S. and 13th Ave. S.

Jordan Park originally had 446 dwelling units. The new Jordan Park will be a development of 237 units that will become integrated into the surrounding neighborhood. The apartments that will be rebuilt at Jordan Park will be larger than the existing apartments, but the buildings will be much smaller. The new buildings will be on the scale of the homes in the surrounding neighborhoods.

In addition to the \$27 million grant a private developer, Landex Corporation (forming a partnership with the Richmond Group known as Jordan Park Development Partners), applied for and was awarded approximately \$11 million in Low Income Housing Tax Credits from the Florida Housing Finance Corporation. This is private capital that will be invested in Jordan Park; the City provided \$3.167 million in CDBG funds for the new infrastructure.

At this time redevelopment of the site is underway; 14 Units have been completely renovated and 17 more are underway in the Historic Senior Village area of Jordan Park. The majority of the rest of the site has been demolished and the construction of the new units is in progress. The first units are expected in November 2001, and the entire development will be completed by December 2002.

The redevelopment of Jordan Park is only one component of the HOPE VI project. There are several other components. These include:

Community Building and Supportive Services (CBSS) This portion of the Plan will provide resources that will allow Jordan Park residents to attain their goals of self-sufficiency.

Homeownership The Plan calls for creation of 140 new homes to be built for homeownership. The program will provide a subsidy to the homebuyer based on their income level. The lower the individual's income, the greater the subsidy. This will make homeownership available to families who might not ever have achieved this goal.

New public housing development SPHA will develop a new public housing development within St. Petersburg. This will be a small development of approximately 25 units. The location of this development has not yet been determined.

Integration of public housing units into a larger development SPHA will either develop or purchase a large apartment complex within St. Petersburg. A portion of the apartments will be set aside for public housing eligible families. No more than 10% of the units in the development would be set aside. The balance of the apartments will be rented at market rate.

Results/Accomplishments

- Jordan Park Revitalization Project: 237 new units in several phases, including a senior housing section. Construction on Phase I, the Historic Senior Village is 50% complete, and re-occupancy has begun and should be completed in November. Phase II, the family units, is still in the design and permitting stage, which is about 93% complete. As of June 2001, 20 Section-3 residents had been hired by the Housing Authority and 15 Section-3 residents had been hired by the General Contractor, Irwin Contracting.
- The City is providing \$3.167 million of CDBG for infrastructure improvements as part of the Jordan Park program.

Working to Improve our Neighborhoods (WIN)

Overview/Intent

WIN is a coalition of lenders, developers, realtors, banks, and contractors working together to bring affordable housing to the lower income residents of St. Petersburg. WIN teams these entities up with people who need affordable housing-- either new construction or rehabilitated homes. Services include no-interest loans, forgiven loans, down payment and closing cost loans, home renovations, emergency repairs and weatherization, property improvements, aggressive code enforcement, homeownership education, credit counseling, etc.

Results/Accomplishments

The WIN Coalition has been active since 1993 and has achieved the following results:

- Assisted 1,769 families or persons purchase homes (196 in Midtown)
- Rehabilitated 3,288 homes (1531 in Midtown)
- Developed 144 new or recycled homes, including 47 by Habitat for Humanity (87 in Midtown, including 36 by Habitat for Humanity)
- City Housing Activity: WIN Program activities - There have been 80 applicants for housing loans this year, 54 were actually closed; new construction starts year to date, in the Midtown Area is 28 homes, 100 are under construction and 25 are complete; this fiscal year, the N-Team has provided assistance to 170 homeowners in the Midtown area.

Grand Central District

Overview/Intent

Building on the rich history of this area, the Central Avenue Tomorrow Plan provided the vision for a mixed-use pedestrian friendly district combining office, residential and retail activities. Acting upon a recommendation of the Plan, Urban Village zoning was adopted by City Council in April 2000 to allow for mixed uses at

higher densities and intensities, and is regulated in the same manner as the Central Business District Zoning Districts.

The Grand Central Streetscape Project is a physical improvement project to provide the District with a pedestrian friendly environment and implement the recommendations of the Central Avenue Tomorrow Plan. Specifically, the Streetscape Plan proposes to reconstruct sidewalks, repave streets, construct crosswalks and enhanced intersections, install street furniture, signage, lighting, and landscaping. This project is currently without funding.

The Grand Central District Association applied for and received Main Street status for a portion of the Grand Central District, which is discussed in a separate section of this inventory.

Results/Accomplishments

- City expenditures to date: Grand Central Streetscape Plan \$100,000, Street re-striping \$23,000.
- There are several private projects proposed for the District, including a 13-unit townhouse condominium project and an 18-unit apartment complex, both of which are located on 1st Avenue North. Several other private projects are in the conceptual stage.
- Streets in the Grand Central District were re-striped to reduce traffic lanes and increase on-street parking.
- State award of \$10,000 for Main Street designation

16th Street South Commercial Revitalization Plan

Overview/Intent

In 1981, the 16th Street South, known as the Module 16 Area (although the Module 16 area was larger than the 16th Street South area), was declared to be a redevelopment area as per Florida Statutes. The goals of the revitalization plan were to improve the economic viability of the area so that businesses thrived and met the needs of the surrounding residential areas and to create a new image of the area as a successful retail/commercial business district through physical improvements and marketing efforts.

The Plan called for:

- City to provide infrastructure improvements such as sidewalks, curbs and gutters, irrigation, drainage, utility relocation, streetlighting, etc.
- Improved design standards and ordinances, including signage, rooftop structures, lighting, landscaping, etc. and establishment of a design review board.
- Rehabilitation of structures

- The acquisition of five parcels of land and the relocation of the occupants.
- Financing assistance to encourage rehabilitation under new codes and design standards.
- Assistance in developing an organization to oversee joint marketing and overall management of the program.

Historic Preservation Program

Overview/Intent

The intent of the City's historic preservation program is to protect historic and prehistoric landmark buildings and sites, foster renovation through the provision of tax incentives and exemptions, stabilize and improve the city's neighborhoods, and educate the citizenry on St. Petersburg's rich past.

There are thirty landmarks that include a range of property types such as historic districts (3) and individual landmarks as well as building types. These include banks and commercial buildings, churches, hotels, entertainment, education and civic uses, and residences. The landmarks also range in age from the 103 year old Tenth Street Church of God, one of the oldest remaining structures in the city, to the 1956 vintage Swain Apartments. Architecturally, the list represents some of the finest examples in the city of Beaux Arts (Princess Martha Hotel), Neoclassical Revival (First Baptist Church), Commercial and Chicago Style (Kress Building and the Pennsylvania Hotel), Mediterranean Revival (YMCA) and Carpenter Gothic Revival (Tenth Street Church of God).

Several buildings are important landmarks to the African-American community including the Royal Theater and Manhattan Casino, which were entertainment venues for the community during the age of segregation as well as the Swain Dental Office and Swain Apartments. The latter two buildings were associated with Dr. Swain who was a civil rights pioneer in St. Petersburg. The apartments were used to house African-American baseball players who came to St. Petersburg during Spring Training in the 1950s and 1960s but were not allowed to stay in segregated hotels with their teammates, a practice which ended in 1962.

Results/Accomplishments

The following twenty-nine landmarks have been designated since 1994.

Local Historic Designation

- Southside Junior High School (1701 10th Street South)
- The Royal Theater (1011 22nd Street South)
- The Mari-Jean Hotel (2349 Central Avenue)
- Tenth Street Church of God (207 10th Street North)
- First Baptist Church of St. Petersburg (120 4th Street North)

- Princess Martha Hotel (401 1st Avenue North)
- Green-Richman Arcade (689 Central Avenue)
- Kress Building (475 Central Avenue)
- Harlan Hotel (15 8th Street North)
- Ninth Street Bank and Trust Company (895 Central Avenue)
- Domestic Science and Manual Training School (440 2nd Avenue North)
- The Manhattan Casino (644 22nd Street South)
- Mercy Hospital (1344 22nd Street South)
- The Rose Garden (2944 Central Avenue)
- Swain Dental Office (1501 22nd Street South)
- Swain Apartments (1511 22nd Street South)
- Trinity Presbyterian Church/Happy Worker's Day Nursery (902 19th Street South)
- Lewis House (1604 22nd Avenue South)
- Blackburn House (1422 22nd Avenue South)
- St. Petersburg Federal Savings and Loan (556 Central Avenue)

National Register Designation

- Roser Park Historic District (Roughly 5th Street to 9th Street South and 11th Avenue to 7th Avenue South)
- Green-Richman Arcade (689 Central Avenue)
- Kress Building (475 Central Avenue)
- Domestic Science and Manual Training School (440 2nd Avenue North)
- Pennsylvania Hotel (300 4th Street North)
- First Congregational Church and Pilgrims Hall (240-56 4th Street North)
PENDING
- YMCA of St. Petersburg (116 5th Street South) PENDING
- Historic Kenwood Neighborhood (north of Central Avenue/west of Interstate-275/south of 9th Avenue N/east of 31st Street North)
PENDING
- Downtown Historic District (north of Central/South of 5th Avenue/east of 9th Street N/west of 1st St N) PENDING

Ongoing Programs and Proposals: Presently, the City has a policy of designating three landmarks per year. Urban Design and Historic Preservation (UDHP) is proposing an alternative strategy for designating historic properties whereby staff would focus efforts on preparing National Register nominations, which come with substantial tax incentives yet burden no private property owners who do not take advantage of these tax incentives. In this way, we can educate the citizens of St. Petersburg as to the national significance of our historic assets while building an understanding of historic preservation. To a large degree, this has been the strategy behind UDHP's submitting grant proposals for hiring a consultant to designate the

Historic Kenwood and Round Lake neighborhoods to the National Register of Historic Places. In addition, staff has been actively helping SPPI complete the Downtown St. Petersburg Historic District.

22nd Street South Revitalization Plan

Overview/Intent

In 1994, City Council adopted a plan to encourage community interest and to provide a rational, comprehensive, and supportive system for private and public development. The Revitalization Plan was created to help the businesses in the corridor in their efforts to rejuvenate the area and regain the commercial success they once enjoyed. The City met with stakeholders including residents, merchants, and property owners. A field survey was conducted to prioritize concerns. This public involvement process resulted in the organization of the issues into four major categories: crime, social services, economic development, and neighborhood image/improvement. Four focus groups, made up of stakeholders and City personnel, were formed to explore these issues. The concerns and strategies identified during this part of the process are presented in the Plan. They include: improving current physical conditions and enhancing the image of the area (neighborhood image group); transient population problems, youth activities, drugs, and unemployment (social services group); organization of crime watch groups, lack of effective communication with police-- including the ability to obtain information, report information anonymously, and knowledge of laws and procedures (crime watch group); and number of local jobs, low business growth, lack of parking, and physical appearance (economic development group).

Results/Accomplishments

Some of the accomplishments are already mentioned under Industrial Park Development and Commercial Incentives. In addition, the intersections at 5th, 9th, 15th, and 18th Avenues were identified to receive improvements. These improvements include crosswalks, lighting, textured sidewalks, and streetscapes. In addition, the plan called for reclaimed waterlines to be installed along 22nd Street South from 5th Avenue to 18th Avenue. The reclaimed water was installed and is currently available to property owners. The installation of new sidewalks and repairs to existing ones from 9th Avenue to 18th Avenue was also included in the plan. To date, improvements have been made at 9th and 18th Avenues. Facade design work was also completed for buildings along 22nd Street South. Additional work is scheduled for 18th Avenue and improvements at 15th Avenue will be scheduled at a later date. The estimated expenditures to date on these infrastructure improvement total \$456,000.

Other work items to date, which are detailed below, include the development of a Main Street Program, an incubator project, an abutting HOPE VI housing project, Mercy Hospital site redevelopment, and an achievement center.

Ongoing/Proposed Programs: Continued implementation of the Revitalization Plan including residential development to support commercial services. The following are additional components related to the revitalization of 22nd Street:

- **Mercy Hospital Site:** The site is approximately 6 acres in size and is located at 1344 22nd Street South. The intent is to redevelop this site into a viable site for the surrounding area. The specific plan has not yet been identified. Since 1998, the site was purchased by the City for approximately \$204,000 and demolition and environmental work completed for approximately \$186,000. The site is to be redeveloped in a viable project for the 22nd Street corridor. This historic building will be rehabilitated. (Total \$390,000)
- **Achievement Center (HOPE VI):** The St. Petersburg Housing Authority is redeveloping the Jordan Park public housing site as part of a \$27 million Hope VI grant. This portion of the project is an Achievement Center designed to provide computer training and human and social services for Housing Authority clients
- **Tampa Bay Black Business Investment Corporation Incubator:** The TBBIC is developing a business incubator at 1123-1127 22nd Street South. The City has supported the project by providing approximately \$83,000 in Community Development Block Grant (CDBG) monies to fund the renovation of the building. The incubator is expected to open in August 2001. Additional incubator and accelerator facilities are under consideration.

Dome District/16th Street South Business Plan

Overview/Intent

The Dome District/16th Street South Business Plan (DD/SSBP) was completed in 1997 by private consultants. This Plan was preceded by the organization of several business associations, including the Dome District Business Association (DDBA) in 1995 and the 16th Street Business Association (SSBA) in 1997. The DDBA was also partially included in the Intown West Redevelopment Planning Area, with the exception of the SSBA. The DD/SSBP calls for the inclusion of both of these into a newly formed district. It is a master plan that provides a framework for redevelopment and defines standards for quality, aesthetics, zoning requirements, land use, public/private interrelationships, government controls/ responsibilities, land owner responsibilities, business development incentives, and boundaries. The goals and objectives of the DD/SSBP include the creation/establishment of a visual identity, historical character, physical continuity, linkages, gateways, efficient pedestrian environment, and an efficient vehicular/parking system. Zoning for the Dome District Area (CBD-4) received a major overhaul in 1999 to facilitate the implementation of plan objectives.

Results/Accomplishments

- A market assessment of the Dome District was completed in July 2001. The assessment recommends initiatives to spur development in the area and the market profile indicates entertainment, technology, recreational, and residential components. In addition, the Dome District Streetscape has provided streetscape and utility improvements within the Dome and 16th Street Business Districts. Approximately \$2 million of streetscape and utility improvements have been completed to date.
- Ongoing/Proposed Programs: The implementation of recommendations from the recently completed market assessment for the Dome District area is under consideration.

Dome Industrial Park (and Pilot Project)

Overview/Intent

The Dome Industrial Park is an older 122-acre, inner-city industrial park. This project seeks to revitalize the park to eliminate obstacles to development and stimulate private investment. The project will also create new employment opportunities and expand the tax base.

In March 1999, the St. Petersburg City Council approved a redevelopment plan to revitalize the City's oldest industrial area. A 20.7-acre site in the 122-acre industrial park was delineated as a pilot project. The pilot project site is a triangular area bound by 5th Avenue S. on the north, 22nd Street S. on the west, and I275 on the east and southeast. This project area is also part of the City's Enterprise Zone. The objective of the Plan is to spur economic revitalization by acquiring smaller parcels and assembling them into a large site, then actively soliciting a large corporation to relocate there. This relocation would enhance the City in terms of revenues and job creation.

Results/Accomplishments

- A Business Opportunity Plan was developed and has assisted the City in its review of the status and opportunities of the Dome Industrial Park. Infrastructure, parking, signage, and access needs throughout the entire 122-acre park are being addressed.
- The Pilot Project has an estimated cost of \$7.5 million. A \$1 million Brownfields Economic Development Initiative (BEDI) grant and a \$4 million Section 108 loan have been awarded to the City by U. S. Housing and Urban Development to acquire and renovate lots within the Pilot Project area. To date, approximately 80% of the land has been acquired or is under contract and approximately \$2.3 million has been expended.
- Ongoing/Proposed Programs: Continue redevelopment of the Dome Industrial Park through private sector participation.

Neighborhood Plans

Currently, there are nine neighborhood plans that have been adopted in the Midtown Area. The neighborhood plans reflect the priorities and concerns of the residents. Neighborhood plans are developed by residents through the existing neighborhood associations with assistance from city staff. These plans are city-initiated plans.

Once a joint city/resident initiated plan is adopted, \$100,000.00 and sidewalk funding (typically \$350,000 for two neighborhoods) are dedicated for the implementation of the neighborhood plan as part of Operation Commitment. Operation Commitment is a six-month effort to implement the majority of the recommendations in the adopted plan. A work program is developed using the neighborhood plan as the guideline. Additional funding for housing programs and other infrastructure needs may be available to assist in the plan implementation.

The number of neighborhood associations has grown from 43 in 1993 to 106 currently. Since some of the neighborhoods began implementing the recommendations identified as long term projects (i.e. housing, major infrastructure like drainage, etc) in their plans, there have been marked improvements in housing market values and citizen involvement.

Melrose Mercy/Pine Acres

Overview/Intent

Adopted in February 2001, this Plan includes the neighborhood from 16th to 22nd Streets South from I-275 to 18th Avenue South.

Results/Accomplishments

- Operation Commitment to start in Fall 2001.

Central Neighborhood

Overview/Intent

This Plan was adopted in 1992 and includes two neighborhoods: Historic Kenwood (Central to 9th Avenues North from I-275 to 34th Street North) and Palmetto Park (22nd to 34th Streets South from Central to 8th Avenue South)

Results/Accomplishments

- Landscaping
- Neighborhood Identity Signs (Historic Kenwood - wrought iron decorative street signs; Palmetto Park - neighborhood identity signs)
- Sidewalks
- Demolitions, rehabilitations and new construction
- Tot lot installed (Palmetto Park)

- Historic Kenwood built a pavilion in Seminole Park using Neighborhood Partnership grant monies.
- 95% of plan objectives were completed.

Wildwood Heights

Overview/Intent

The Wildwood Heights Plan was adopted in 1996 and includes the neighborhood from 9th to 15th Avenues South from 22nd to 28th Streets South. The St. Petersburg Housing Authority developed this Plan with the residents of the Wildwood Heights area. The neighborhood surrounds, but does not include, the Jordan Park Housing complex

Results/Accomplishments

- Landscaping
- Neighborhood identity signs
- Decorative lighting
- Sidewalks
- New housing construction
- Demolition of dilapidated structures
- Neighborhood joined Adopt-A-Street program
- Relocation of PSTA bus stops
- Participated in anti-drug marches
- Increase association membership
- Alleys paved

Lake Maggiore Shores

Overview/Intent

Adopted in February 2001, this Plan includes the area from 9th (Martin Luther King) to 22nd Streets South from 22nd Avenue South to the shores of Lake Maggiore. The neighborhood kicked off its Operation Commitment effort in June 2001 and is in the implementation phase.

Results/Accomplishments

- Decorative lights along 16th Street have been installed
- Sidewalks have been completed
- Other projects in design phase (traffic calming and landscaping)
- Scheduled completion: December 2001

Perkins

Overview/Intent

This Plan was adopted in 2000 and includes the area from 15th to 18th Avenues South between 22nd and 28th Streets South. Operation Commitment has been completed.

Results/Accomplishments

- Sidewalks completed
- Landscaping completed
- Neighborhood identity signs/monuments installed
- Traffic calming devices being designed
- Membership increased
- Decorative lighting installed

13th Street Heights

Overview/Intent

This Plan was also adopted in 2000; it includes the area from 11th to 18th Avenues South between Martin Luther King (9th) and 16th Streets South. Operation Commitment has been completed in this neighborhood as well.

Results/Accomplishments

- Landscaping installed
- New sidewalks construction
- Traffic calming devices installed
- Neighborhood identity signs installed
- Numerous demolitions and housing renovations
- New Habitat for Humanity housing construction
- Property acquisition for Enoch Davis Center expansion completed
- Decorative lighting installed

Roser Park

Overview/Intent

Adopted in 1993, the Roser Park Plan includes the area from 4th to Martin Luther King (9th) Streets South between approximately 7th and 11th Avenues South. This area is a locally designated historic district and is the 1st National Register District in the City.

Results/Accomplishments

- Landscaping installed
- Sidewalks installed
- Neighborhood identity signs/monuments installed

- Demolition of dilapidated structures
- New construction
- Upgrade of Roser Park (landscaping, sidewalks, etc)
- Alleys paved
- Decorative lighting installed

Bartlett Park

Overview/Intent

The Bartlett Park Plan was also adopted in 1993; it includes the area from 4th to Martin Luther King (9th) Streets South from 11th to 22nd Avenues South. This area had one of the highest double-digit increases in assessed value.

Results/Accomplishments

- Sidewalks installed
- Landscaping installed
- Alleys paved
- Demolitions and housing renovations
- New construction
- Neighborhood identity signs installed
- Partnership developed between association and Neighborhood Housing Services and other housing agencies. The partnership developed into a commitment of 50 new homes to be constructed in the neighborhood.
- St. Petersburg Tennis Center upgraded.
- Landscape medians installed on 7th Street South to enhance appearance and resolve congregation and parking of vehicles in the middle of the street.
- Preparing neighborhood plan update.

Harbordale

Overview/Intent

This Plan was adopted in February 1997 and includes the area from 22nd to 30th Avenues South between 4th and Martin Luther King (9th) Streets South. This neighborhood was one of two neighborhoods in St. Petersburg that were part of the Urban Partnership Initiative (UPI). The UPI program created access to State resources, with the focus on CPTED (Crime Prevention Through Environmental Design) and how CPTED strategies could be applied to the neighborhood.

Results/Accomplishments

- Sidewalks installed
- Landscaping installed

- Neighborhood identity signs installed
- First neighborhood with traffic calming devices.
- Linear Park created using City and State (Florida Recreation and Development Assistance Program - FRDAP) funds. Linear Park included trimming of mangroves, decorative lighting, landscaping, installation of a tot lot. The park will serve as a link between Bartlett Park and Lake Maggiore.
- New construction
- Demolitions and renovations
- Partnership with Y-Achievers program

In-Progress Neighborhood Plans

Campbell Park, Highland Oaks, Fruitland Heights/Casler Heights, and Mel-Tan Heights are all in the process of creating neighborhood plans. Cromwell Heights will begin in Spring 2002.

Redevelopment Plans

Intown West

Overview/Intent

Updated in 1999, this Plan Guides redevelopment of the 73 acres immediately west and north of Tropicana Field. Problems in this area have included economic decline, physical deterioration, poor aesthetics, and a general lack of theme or pattern. Objectives included the establishment of a cohesive development pattern and appropriate scale of development. The Plan included a Public Improvement Program, which contained the following goals: Block consolidation, Central Avenue corridor block parking, Stadium parking, Plaza parkway, residential program, and Booker Creek Linear Park.

Intown

Overview/Intent

Adopted in March of 1982, this plan boundary encompasses 309 acres of the traditional city center. Overall objectives of the Plan included: the encouragement of economic development, improvements to pedestrian and vehicular accessibility, and to ensure that new development maintains historical, cultural, and aesthetic integrity of the area.

Bayboro Harbor

Overview/Intent

The establishment of a redevelopment area in the City's Bayboro Harbor section with goals and objectives to encourage and reinforce the Bayboro

Harbor area's role as a medical, cultural, educational, industrial, and residential community in a manner that will provide appropriate transition and compatibility between uses. The redevelopment plan is carried out by the City's Development Services Department.

Results/Accomplishments

- A \$4,000,000 program of streetscape improvements was initiated in 1997 for the Bayboro Redevelopment Area, and will be completed in 2003. A unique funding agreement provides for approximately 40% of the funds to come from private sector businesses.

Social Infrastructure

This section is a listing of institutions, social service sites, and social amenities currently in the Midtown Area.

<i>Type</i>	<i>Facilities</i>	<i>Programs</i>
Parks	15	
Schools	9	
Churches	54	
Children's Services	19	
Fire/Police/City Services	4	
Summer Food Sites	10	
Community and Family Centers	6	
Abuse/Shelter Services	3	
Clothing Services	3	
Financial Aid	3	
Employment Services	1	
Senior Services	1	
Public Housing	4	
Hospitals/Medical Services	3	
Counseling Services	2	
Nursing Homes	4	
Resource Centers	2	
Arts and Cultural Resources		10
TOTALS	143	10

Parks

- Auburn Street Park, Auburn Street & 19th Avenue S.
- Bartlett Park, Frank Pierce Recreation Center, 2000 7th Street S.
- Boyd Hill, Lake Maggiore Complex, northwest end
- Campbell Park, Recreation Center & Pool, 601 14th Street S.
- Enoch Davis, James Weldon Johnson Library, 1111 18th Avenue S.
- Harbordale Park, 624 Harbor Drive S.
- Lakeview Park, 20th Street & 28th Avenue S.
- Mirror Lake Park, Mirror Lake Drive & 3rd Avenue S.
- Palmetto Park, 4th Avenue & 26th Street S.
- Playlot No. 1, 7th Avenue & 21st Street S.
- Playlot No. 2, 19th Street & 11th Avenue S.
- Playlot No. 3, Patton Park, 18th Street & Patton Avenue S.
- Roser Park - 7 Street & 9 Avenue South
- Silver Lake Park, 11th Avenue between 13th & 14th Street S.
- Wildwood Park, Recreation Center & Pool, 1000 28th Street S.
- Tropicana Field: One Stadium Drive and the St. Petersburg Tennis Center at 650 18th Avenue S. are also facilities in this area, but are not managed by the City of St. Petersburg.

Schools

- Pinellas Technical Education Center, 901 34th Street S.
- Perkins Elementary, 2205 18th Avenue S.
- John Hopkins Middle, 701 16th Street S.
- Campbell Park Elementary, 1101 7th Avenue S. (Expanded to include...)
- Gibbs High, 850 34th Street S.
- Lakeview Fundamental, 2229 25th Street S.
- Melrose Elementary, 1752 13th Avenue S.
- Southside Fundamental Middle, 1701 10th Street S.
- 22nd Avenue South Elementary, (numerical) 22nd Avenue and 25th Street

Churches

- Elim Seventh Day Adventist, 801 6th Avenue S.
- Mt. Zion Progressive Baptist, 955 20th Street S.
- Church of God by Faith, 2850 Freemont Terrace S.
- Church of God Purchased, 2901 5th Avenue S.
- Greater St. Paul Missionary Baptist, 532 33rd Street S.
- Moore's Chapel AME, 3037 Fairfield Avenue S.

- St. John Missionary Baptist, 3200 5th Avenue S.
- Bethlehem Missionary Baptist, 1241 22nd Street S.
- Christ Gospel, 2512 22nd Avenue S.
- Faith Memorial Missionary, 1800 Tangerine Avenue S.
- First Mount Zion Missionary, 1121 22nd Street S.
- Gethsemane Missionary Baptist, 2580 12th Avenue S.
- House of God, 900 22nd Street S.
- Lord's House, 731 Queen Street S.
- Macedonia Free Will Baptist, 2361 7th Avenue S.
- McCabe United Methodist, 2800 26th Avenue S.
- Mt. Olive Primitive Baptist, 3001 18th Avenue S.
- New Congregation Church of God, 2101 9th Avenue S.
- New Covenant Holiness, 1625 6th Avenue S.
- New Hope Baptist, 2120 19th Street S.
- New Jerusalem Missionary, 1717 Tangerine Avenue S.
- New Shiloh Primitive Baptist, 2810 22nd Avenue S.
- Peaceful Zion Missionary, 2051 9th Avenue S.
- Pentecostal Temple, 2230 22nd Street S.
- People of Christ, 2137 9th Avenue S.
- Pleasant Grove Baptist, 2550 9th Avenue S.
- Queen Street Church of God, 1732 9th Avenue S.
- St. Joseph's Catholic, 2025 22nd Avenue S.
- St. Jude United Holiness, 2012 Auburn Street S.
- Traveler's Rest Baptist, 2183 22nd Avenue S.
- Trinity United Presbyterian, 2830 22nd Avenue S.
- Union Missionary Baptist, 3012 16th Avenue S.
- Unity Temple of Truth, 511 Prescott Street S.
- 20th Street Church of Christ, 825 20th Street S.
- Stewart Isom CME Memorial, 1820 Walton Street S.
- St. Mary Our Lady of Grace, 15 4th Street South
- Bethel Community Baptist, 1045 16th Street S.
- Faith Temple Inc., 950 5th Avenue S.
- Jehovah's Witnesses, 1454 16th Street S.
- Lakeview Presbyterian, 1310 22nd Avenue S.
- Reach the Unreached Church, 1315 18th Avenue S.
- Trinity United Methodist, 2401 5th Street S.
- Pinellas Community, 3000 34th Street S.

- SP Mennonite Church, 2701 13th Street S.
- Mt. Zion AME, 919 20th Street S.
- First Baptist Institutional, 3144 3rd Avenue S.
- Bible Holiness Church of God in Christ, 419 5th Street S.
- Jehovah's Witnesses Central Congregation, 2060 1st Avenue S.
- Life Changing Ministries of the World, 901 16th Street S.
- Zion Temple Holiness Church, 558 28th Street S.
- Church of Christ Written in Heaven, 916 Union Street S.
- Gospel Explosion Ministries, 2410 Central Avenue
- Latter Day Deliverance Church of Jesus Christ, 900 9th Street S.
- United House of Prayer for All People, 1430 22nd Street S.

Children's Services

- Wildwood Community Center, 2650 10th Avenue S.
- James B. Sanderlin Family Service Center, 2335 22nd Avenue S.
- Celebrity Kids Club, Too, 3000 22nd Avenue S.
- Andover Academy, 531 31st Street S.
- Starling School and Day Care Center No. 1, 615 28th Street S.
- Imagination Station 2200 33rd Street S.
- R' Club, Jr., 2355 28th Street S.
- Celebrity Kids Club, Inc., 2511 5th Avenue S.
- The Florida Parent-Child Center, Inc., Site 1, 2332 9th Street S.
- Bayfront Child Development Center, 800 6th Avenue S.
- All Children's Hospital – Child Learning Center, 928 4th Street S.
- William S. Fillmore Head Start Center, 1900 12th Street S.
- Child Development and Family Guidance Center, 2000 4th Street S.
- YWCA of Tampa Bay Teen Parenting Program, 655 2nd Avenue S.
- Happy Workers Day Nursery, 920 19th Street S.
- Kings Kid Academy, 950 20th Street S.
- Camp Rascals, 530 31st Street S.
- The Boys and Girls Club, 1011 22nd Street S.
- YMCA Y-Achievers, 4th Street S. (Pending)

Fire/Police/City Services

- Fire Headquarters, 455 8th Street South
- Fire Station No 3, 3101 5th Avenue S.
- Fire Station No 5 – Master Station, 455 8th Street S.
- Johnson Branch Library, 1111 18th Street S.

Summer Food Sites

- Johnson Branch Library, 1111 18th Street S.
- Campbell Park Neighborhood Center, 601 14th Street S.
- Frank W. Pierce Community Center, 2000 7th Street S.
- Wildwood Community Center, 2650 10th Avenue S.
- James B. Sanderlin Family Service Center, 2335 22nd Avenue S.
- ASAP, 423 11th Avenue S.
- Boy's Club – Southside, 1011 22nd Street S.
- Beacon House, 2151 Central Avenue
- Lakeview R' Club, 2350 22nd Avenue S.
- Girls, Inc. Southside Center, 2550 10th Avenue S.

Community and Family Centers

- Campbell Park Neighborhood Center, 601 14th Street S.
- Frank W. Pierce Community Center, 2000 7th Street S.
- Wildwood Community Center, 2650 10th Avenue S.
- James B. Sanderlin Family Service Center, 2335 22nd Avenue S.
- Tennis Center, 650 18th Avenue S.
- Olive B. McLin, 1900 9th Street S.

Abuse/Shelter/Transitional Housing Services

- Mustard Seed Inn, 2510 Central Avenue
- Virginia Lazzara Emergency Shelter (YWCA)
- ASAP – 429 11th Avenue S.

Clothing Services

- Salvation Army – Clothing Closet, 1400 4th Street S.
- ASAP – 429 11th Avenue S.
- Daystar – 226 6th Street S.

Financial Aid

- Salvation Army, 1400 4th Street S.
- Adult Employment, 1839 9th Avenue S.
- Daystar – 226 6th Street S.

Employment Services

- Adult Employment, 1839 9th Avenue S.

Senior Services

- James B. Sanderlin Family Service Center, 2335 22nd Avenue S.

Assisted Housing

- Graham-Rogall, 325 Martin Luther King Street S.
- Bethel Heights/Citrus Grove, 16th Street S. and 7th Avenue S.
- Jordan Park, 1201 22nd Street S.
- John Knox, 1035 Arlington Avenue N.

Hospital s/Medical Services

- All Children's, 801 6th Street S.
- Bayfront Medical Center, 701 6th Street S.
- HRS – Pinellas County Public Health Unit, 500 7th Avenue S.
- Johnnie Ruth Clarke, 1310 22nd Avenue S.

Counseling Services

- Family Service Centers of Pinellas, Inc., 928 22nd Avenue S.
- Operation Par, 2100 4th Street S.

Nursing Homes

- South Heritage Nursing Center, 700 22nd Avenue S.
- Laurels Rehabilitation Center, 550 9th Avenue S.
- Alpine Rehabilitation Center, 3456 21st Avenue S.
- Suncoast Nursing Homes, 2000 17th Avenue S.

Resource Centers

- Bartlett Park Community Resource Center, 1453 4th Street S.
- Roser Park Community Police Office, 1001 4th Street S.

Arts and Cul tural Resources

- Dundu Dole Urban African Ballet Company
- Youth Arts Corp.
- Juneteenth Celebration
- Earth Mission
- John Hopkins Middle School Visual Arts Instruction by Creative Clay Cultural Center
- St. Petersburg Music Initiative at Lake Vista Recreation Center
- Al Downing Tampa Bay Jazz
- Bay Vista Art Market
- Various pop music groups and recording studios
- Various art classes in City recreation centers

Appendix B

Public Involvement Report

Focus Groups

Community input for the Midtown Area Strategic Plan was obtained during a series of focus group meetings held in the City August 28th and 29th 2001. The following groups were invited to participate in discussions concerning the Midtown area:

- City staff – Representatives from Planning, Engineering, Housing Authority, Economic Development, Business Development, and other City departments.
- Business Organizations – Local business owners and representatives from the St Petersburg Area Black Chamber of Commerce (SPABCC) and St. Petersburg Housing Authority (SPHA)
- Community and Youth Organizations – Representatives from community organizations such as Weed and Seed, the Sanderlin Center, The Campbell Park Teen Council, and Dundu Dole
- Faith-Based Organizations – Representatives from local churches and faith-based community service organizations.
- Neighborhood Associations – Residents from the various neighborhoods located in the Midtown area and from the City's Neighborhood Department
- Front Porch and Weed and Seed – Representatives from both these community organizations.

The consultants first provided a presentation concerning the City's efforts since the establishment of the Challenge program in 1997. Attendees were then asked to respond to a series of questions designed to generate discussion concerning existing conditions and desirable future development opportunities and public investments in the Midtown area. Questions were designed to extract different information from each group depending on their interest and area of expertise. One item addressed in all groups was the definition of economic development.

St. Petersburg Staff

Definitions of Economic Development

- Providing opportunities and choices for residents and business owners to improve their quality of life through revitalization, with minimum risks for investors, through self-development, beautification, resource procurement, competition, and entrepreneurship.
- Process in which we induce quantifiable private investment. Objectives are employment opportunities, jobs, businesses, investment, growth of

tax base, trained workforce, capital, etc. Overall objective is to leverage private investment. The benefits remain in the community.

- Empowerment of Midtown community through improved access to opportunity, education, better jobs, and resources.
- A process to develop and/or enhance a conspicuously positive presence in the economic, social, and cultural life of a designated area within a larger geographic population center.
- Empower/enable business owners to succeed on continual growth.

The remainder of the Staff Focus Group was spent on critiquing and improving the presentation that would be shown in successive focus groups and at the public meetings.

Business Representatives

Type of Business	No. of Emp's	Comp 3 Years	How Long in Business	Own/Rent	Address	Utilized Programs	Major Issues
Drug treatment and prevention services	25	All new	2 mo here, 20 yrs parent org	Own	1735 MLK	No	Exterior renovation
Real estate development	3	Same	14 years	Own	1750 16 th St S	No	ID anchors – Key business attractors, rehab/renov, new business dev
Cultural sponsoring 501(c)(3) non-profit organization and neighborhood news network	Vol/ contract staff		11 years, 7 w/non-profit status	Rent	760 19 th Av S	No	Cultural development, historic preservation
Auto body and painting	5		31 years	Own	533 28 th St S	Yes-SPEDCO	
Non-Profit Community Development Corporation/ Contract electronics manufacturing and training	1 FT, 8 VOL	Same	8 years	Rent	501 1 st Ave	No	Need location for manufacturing and training plant
Child care center	15 FT, 10 PT		29 years	Own and Rent	615 28 th St S	Yes-Small Business Loans	Quality child care for community, job seekers
Insurance, investments, real estate	2	More	5 years	Own	1101 9 th Ave N	No	Crime prevention, community policing
City housing authority— relocation and resident services	0		63 years	Own	22 nd Street S	Refer to them	Motivating residents to take advantage of opportunities
Travel agency	2	Same	2 years	Rent	2525 Pasadena Ave	No	
St. Pete Area Black Chamber of Commerce	2	Same	3 years	Rent	1950 1 st Ave N	No	
Law office	3	Same	10 years	Rent	2719 1 st Ave N	No	There have been many improvements
Grand Central District Assoc	1	More	1 year	Rent	2438 Central	Refer to them	Serious code problems, prostitution

Definitions of Economic Development

- Housing growth, increase of jobs, keeping money within the area, safe environment, education that leads to job placement in the area, joint ventures, business collaboration to expand in other areas, empower businesses to be more successful. Evaluate encumbrances by local, state, federal government.
- Housing, employment, providing opportunities for economic prosperity; coming together as a whole. Wealth building through jobs.
- The power of developing the quality of life – a hand up not a handout.
- Strong entrepreneurship, inflow of dollars rather than outflow, strong ability to expand businesses from within the community, strong business attraction, significant increase in business and financial action that raises income level and gross products as measures buy exchange of goods and services.
- Promote diversity as part of definition.
- Training for existing businesses to increase capacity—teams between companies.

Issues/Needs/Concerns

- Abandonment of Lakeview Shopping Center
- No major grocery stores or banks
- Housing neglect
- Outside landlords
- Income and education
- Lack of cultural awareness
- Community denial of problems
- City make building inspections more user-friendly
- Perception of lack of commitment to redevelopment area by City (private developers need to believe area is safe)
- Lack of adequate attention to youth problems: teenage pregnancy, child care, transportation
- Need living wage jobs
- Need more construction skills training
- Too many slumlords
- Misperception of economic viability by outside investors
- More international focus business plan, development assistance, etc
- Declining housing – scattered lot approach
- Lack of accountability for work force training organizations
- Bias against inner city development

- Lack of cultural facility centers to develop and promote cultural awareness through visual and performing art preservation of customs and traditions and historical records/stories from local citizens' perspective

Community Organizations

Definitions of Economic Development

- Tough to get consensus!
- Economic development should be a subset of community development
- A comprehensive plan designed with the overall goal of enhancing the quality of life for all the residents in the community through:
 - Increasing the influx of dollars to initiate, support, and retain entrepreneurial business activity for the residents
 - Encourage mixture to allow cottage industries, especially in the high-tech areas
 - Encourage relocation of corporations and other big businesses to provide job opportunities providing full employment at higher wages with benefits
 - Create an educational cocoon that teaches the basics, but also technical skills and highly marketable skills relevant to current and future job opportunities
 - Assess the attitudes of banking/finance/insurance institutions regarding red-liners practices and develop regulations and sanctions if necessary
 - Provide a broad range of housing opportunities including home ownership and leasing to entice the return to the Midtown area (small cluster of townhomes)
 - Develop cultural/recreational/entertainment opportunities within the Midtown area (cinema houses, skating rinks, bowling alleys, etc)
 - Quality jobs that support employees and the community. Rezoning/redefined land use for properties. Training, education, and motivational avenues designed to increase earning capacity and improve the quality of life
 - Community development from within. Home-based entrepreneurial emphasis
 - A rat race for dollars
 - Development of an economy in the community that provides quality jobs at a living wage

Issues/Needs/Concerns

- Long-term economic opportunities
- Having a community that looks like me
- Various businesses around our community, more black owned businesses, top-quality black businesses
- More family oriented businesses

- Keeping our dollars inside our community
- More employment opportunities for the youth on a year round basis
- Create opportunities where you can see your investments
- 100% of public contracts let to local contractors with specific set-asides for minority participation. If local contractors lack specific capacity, the City should work with the contractor to develop capacity or team with partner to assure capacity
- Infrastructure, jobs, programming for adults and youth to support them, training, quality housing, transportation, ownership mentality, be able to develop and manage programs for the community and by the community, bring young people in the workforce
- Major problem of our community is that we cannot access proper channels to get what we need. We have been isolated from early planning for the City
- \$97 million spent for 22,000 people—did the money stay for our people or go to others? Economic development has to consider what we pay in taxes – Penny for Pinellas – all considered for our community
- Are we training our people in those skills so that when the City spends \$97 million our people have the skills to earn that money? Invest in those who want to own
- When we own something locally, we are not giving our dollars to others. When we own the opportunities we keep the money, let us be independent
- Community is self-sustaining, this is the place I want to live
- Incentives to people so they can be mentors to others. Who is making the decisions?
- We need to have advocates there when decisions are being made
- Advocacy of programs that are staffed by locals who understand the community
- Small businesses struggle and fail.
- Our school system has let us down. Better training for better jobs. Need community involvement
- After riots, spending patterns expressed needs for youth and community market research—not delivered. What does the public want?
- African-American Tourist Village— good idea, can it be viable?
- What would it cost to research this? This City was built on a vision that people would come
- Transportation to outside jobs
- Childcare issue is coordination, not the amount
- Need realistic timeframes
- What are the trends and how to steer businesses to these categories

- City should use leverage power as well as individuals in how they spend money
- Expand boundary to 49th Street
- Access to health, education, and family planning
- Larger volume businesses, higher income level, living wage, 35 hour work week for family time
- Only \$100 difference in rental/ownership

Faith Based Organizations

Definitions of Economic Development

- Components: job training; own, control, produce, and manufacture goods and services; higher education
- Merchandise services, money management, entrepreneurship, housing, health services, opportunity to work, higher paying wages, attract businesses/industries that will pay higher wages and benefits, model of what family life to increase population, education, church partnership, community, marriage, family, values, transportation, diversity training

Issues/Needs/Concerns

- Low income
- Business relation expansion – local, state, national, global
- Better communication network with the community (churches have big roles, establish church liaisons)
- Determine spending patterns and buying power (household budgets)
- Church training for money management
- Identify availability of technical jobs in Pinellas County – build education around job-readiness)
- Train trainees to be trainers
- Generational mentoring – passing on a sense of history and culture
- Health issues – disparity in AA community. Review study by St. Anthony's and St. Joseph's. Access to health care – community based clinics
- Training programs from churches – churches as community centers
- Ministries
- Need a cultural/historical center
- Stronger dialogue between educational system and community and community based organizations
- Greater awareness of court order's intent as it relates to education and operation of board and elected officials and parents (2007 court order). Control choice – impact of a segregated school system
- 1992 Faith Based Organization Form – Congregation for Community Action – to rid perception of area

- Sustain organization past crisis point

Neighborhood Representatives

Issues/Needs/Concerns

- Rid slum lords and blight
- Need new major, well-managed grocery store
- Movies and entertainment
- Social Halls
- Educate parents and children
- Each neighborhood needs a designated center
- Litter patrol
- Get people to care
- Code enforcement
- What is homeowner to renter statistic?
- Need landlord/tenant education
- Incentives and encourage new entertainment and shopping facilities
- Better communication between neighborhood levels: to city, to county
- Education: parental involvement, all schools fundamental, special education for single parents
- Money
- Prosperous businesses
- Better church outreach programs
- Better elderly programs and assistance
- City: stop pitting the north side against the south side!
- City program with State funds increase actual effective elements over staff salaries
- Better community marketing
- Bring people to meetings by showing action
- Jobs with a living wage
- Prosperous opportunities for entrepreneurs
- Education
- Programs for ex-cons

Front Porch/Weed & Seed

Definitions of Economic Development

- Jobs that pay decent wages, have benefits, and create the wealth to support entrepreneurs and maintain their houses
- An empowerment strategy for those who need to become self-sufficient and self-sustaining. Increase and sustain wealth-building

Accomplishments

- Mental health forum
- Sewing center
- Grant workshops
- Family fun days
- Dipper program
- DEFY (Drug Education for Youth)
- Forum to discuss community issues
- Model block beautification
- Community day
- TUPAC (Teen Understanding Peer Outreach Coordinator)
- IMA/HST
- Community/City relationship built and sustained brought money into community for projects initiated by community people

Needs

- Skating rink
- Movie theater
- Cultural centers for the arts
- Living wage jobs with benefits
- Review zoning – less restrictions
- Housing beautification and expansion
- Assess job placement: high skills=high wages
- Access to social services – in the neighborhoods
- Unlimited access to drug rehabilitation to all who need it
- Large banquet and meeting facility

Solutions

- Better coordination of services
- Grassroots organization: implement funded programs give them proper training

Public Meetings
 John Hopkins Elementary School
 October 29, 2001 - 6:00 p.m.

<p>Group #1</p>	<p>Question #1 Were you aware of the progress that has been made in Midtown?</p> <ul style="list-style-type: none"> ▪ Yes - 6 ▪ No - 2 	<p>Question #2 What is your opinion of the definition of economic development? Does it cover all points?</p> <ul style="list-style-type: none"> ▪ Yes - 8 ▪ Add/Delete - 1 	<p>Question #3 Based on this definition (to include any changes) what needs to occur to demonstrate success? In other words, if ____ happens, then the goal of economic development would have been met.</p> <ul style="list-style-type: none"> ▪ Dollars circulating in the community. <ul style="list-style-type: none"> ▪ Criteria changed in lending institutions ▪ Tracking public dollars to stay in the community. ▪ More thought put into defining measurable acts. ▪ Better coordinate with City Depts. - More diversity: Policy making decision.
<p>Group #2</p>	<ul style="list-style-type: none"> ▪ Yes 	<ul style="list-style-type: none"> ▪ <i>Safe</i> environment ▪ Social/cultural activities help create the environment for investment. ▪ Retention 	<ul style="list-style-type: none"> ▪ Population goes up ▪ Wages go up (living wage) ▪ Quality jobs vs quantity ▪ Crime down ▪ Neigh. appearance improved ▪ (Sanitation, City & Individual) ▪ Artists living and working in Community ▪ Businesses & People stay

Group #3	<ul style="list-style-type: none"> ▪ Yes, but not aware of the public vs. private programs \$ ▪ Why was '93-96 used to compare to today? 	<ul style="list-style-type: none"> ▪ Yes, It is a good working definition. ▪ No, the ones most affected by the definition will not be able to comprehend the definition as written. 	<ul style="list-style-type: none"> ▪ Implementation among all social economic groups. ▪ A process of a composite inclusive approach.
Group #4	<p>Yes.</p> <ul style="list-style-type: none"> ▪ We know there is work being done, but don't know whether it is progress. ▪ What is considered Progress? ▪ What is progress to the Community? ▪ Progress: ▪ Renovating Community CNTRS) 	<ul style="list-style-type: none"> ▪ Economic Development <ul style="list-style-type: none"> ▪ Jobs, Wages ▪ Business ▪ Good Definition but does not cover all the points. These are the points: <ul style="list-style-type: none"> ▪ Education/Job Training ▪ For the Work Force ▪ Bringing in Business/Expanding ▪ Recruit Business 	<ul style="list-style-type: none"> ▪ Incentives to help Start up Business ▪ Collaboration with Banks/Ins. County and City Government ▪ Public Safety ▪ Community Involvement/ ▪ Lighting (Streets) ▪ Raising Min. Wage - (Increase) ▪ Law Policy Changes ▪ Transportation ▪ Decrease Unemployment/ ▪ Increase Training ▪ Increase Income ▪ Usage of Tec. College's
Group #5	<p>Question #1 Were you aware of the progress that has been made in Midtown?</p> <ul style="list-style-type: none"> ▪ Aware of most programs but not all (part of committee & work in community) ▪ Depends on level of involvement in organized activities (ie. Nghd assoc/grass roots org.) ▪ Most people not aware of 	<p>Question #2 What is your opinion of the definition of economic development? Does it cover all points?</p> <ul style="list-style-type: none"> ▪ Members of the community have to have the initiative to want change to occur. (have to take responsibility) ▪ Ability to change, not be static but fluid ▪ Incorporate "common sense" (avoid pie in the sky strategies) 	<p>Question #3 Based on this definition (to include any changes) what needs to occur to demonstrate success? In other words, if _____ happens then the goal of economic development would have been met.</p> <ul style="list-style-type: none"> ▪ Create an atmosphere where all people want to be involved. ▪ Pique interest of investors ▪ Buy in from community be inclusive

	<p>progressand/or programs (average “joe”)doesn’t mean anything</p> <ul style="list-style-type: none"> ▪ Can hear about a program but doesn’t mean anything. 	<ul style="list-style-type: none"> ▪ Create an atmosphere where all people (all ages) want to participate. 	
Group #6	<ul style="list-style-type: none"> ▪ WIN Program time frames not responsive to resident needs ▪ More open input to neighborhood plans - currently limited people involved in neighbor-hood associations. 	<ul style="list-style-type: none"> ▪ Better support for locally - owned small businesses ▪ Keys to definition - education and jobs ▪ Residents aren’t being hired ▪ Need better mechanisms to link residents to sustainable jobs (transportation) ▪ Create better grassroots involvement in jobs programs (marketing to residents) ▪ Fix 22nd Street - even with Hope VI & Dome Industrial Pilot area looks the same. ▪ Transition from planning to implementation. ▪ Obstacles to Loans (training req) 	<ul style="list-style-type: none"> ▪ CDBG \$ under the Deputy Mayor of Midtown Economic Development. ▪ Increase <u>viable</u> businesses on MLK, 16th St. & 22nd St. ▪ Improve advancement potential in existing employment. ▪ Develop industrial job opportunities. ▪ Increase home ownership & home improvement. ▪ Decrease absentee ownership. ▪ Increase # of African-American police officers. ▪ Fix “broken windows”/CPTED. ▪ Non-profit service organizations held accountable.
Group #7	<ul style="list-style-type: none"> ▪ No - Education is lacking about Midtown Programs ▪ Aware of change focus on outside boundaries not in the heart. ▪ Aware of the look on 16th Street, what about 22nd St. ▪ Not sure as to Income 	<ul style="list-style-type: none"> ▪ Job keeping pace with rest of community e.g. high tech. jobs, future looking jobs. ▪ Sustainable Growth. - Continue to grow capital. ▪ Infrastructure as it relates to education, Employable People. 	<ul style="list-style-type: none"> ▪ Raise average income with rest of City. ▪ Increase # of businesses within Midtown employing more than 7 at an income with rest of City. ▪ Bring more Capital to Midtown. ▪ Keep capital flowing in Midtown. ▪ Shift of use for CDBG. ▪ Midtown resident start investing in Midtown. ▪ City needs to market Midtown to entire St. Pete Community.

**Perkins Elementary School
October 30, 2001 - 6:00 p.m.**

	<p>Question #1 Were you aware of the progress that has been made in Midtown?</p>	<p>Question #2 What is your opinion of the definition of economic development? Does it cover all points?</p>	<p>Question #3 Based on this definition (to include any changes) what needs to occur to demonstrate success? In other words, if _____ happens then the goal of economic development would have been met.</p>
<p>Group #1</p>	<p>YES</p>	<ul style="list-style-type: none"> ▪ Public Safety ▪ Career/employment opportunities ▪ Faith Based Resource Center for destination of information ▪ COMMUNICATION ▪ Youth/Adult Education Development (getting the mind set) 	<ul style="list-style-type: none"> ▪ Youth Adult Education ▪ Initiatives ▪ Start with our Youth - see what young adults are doing and pull them into the process. ▪ Discuss leadership roles and expand on how they got there.
<p>Group #2</p>	<p>YES, somewhat aware</p>	<ul style="list-style-type: none"> ▪ Sustainable economic development ▪ Education must be more proactive ▪ Should create conditions to attract investment ▪ Environmental issues: <ul style="list-style-type: none"> ▪ Recycling ▪ Air quality ▪ Removing structures used for drugs, prostitution, etc. ▪ Get word out to the general public of the possibilities of economic development ▪ Bank assurance/investment in the community 	<ul style="list-style-type: none"> ▪ 100% high school graduate rate for males/females within Midtown area (with diploma) ▪ Substantial increase in home ownership and income level. ▪ Private investment is sustained. ▪ Employment rate increases and is sustained. ▪ Bank branch located in the community. ▪ Population increase. ▪ Reduced crime and drugs. ▪ Shared vision
<p>Group #3</p>	<ul style="list-style-type: none"> ▪ YES, some 	<ul style="list-style-type: none"> ▪ Continual education, individually and collectively 	<ul style="list-style-type: none"> ▪ Decrease crime ▪ Money circulation through cutting

		<ul style="list-style-type: none"> ▪ Empowerment ▪ Cultural involvement ▪ Amend 2nd paragraph - eliminate <u>when</u> and place <u>“as economic development successfully becomes”</u> ... 	<ul style="list-style-type: none"> ▪ edge manufacture firms ▪ Word of mouth ▪ Communication ▪ Promotion and advertisement within Midtown ▪ Post Office ▪ Grocery Store
<p>Group #4</p> <p>Group #5</p> <p>Group #6</p>	<p>Question #1 Were you aware of the progress that has been made in Midtown?</p> <ul style="list-style-type: none"> ▪ YES ▪ YES , most were aware of some of the projects, but not the money. ▪ Initiate a training program within the housing project ▪ 50% - 85 % of group. 	<p>Question #2 What is your opinion of the definition of economic development? Does it cover all points?</p> <ul style="list-style-type: none"> ▪ Emphasis on “Local” within the Local community” ▪ Local “buy-in/partnership” within the local community with existing businesses ▪ The definition covers everything but does not define living wages. ▪ What is considered as living wages? ▪ Definition should include “Midtown,” and should be about Midtown. ▪ Business ▪ Balance of individual businesses ▪ Capital 	<p>Question #3 Based on this definition (to include any changes) what needs to occur to demonstrate success? In other words, if _____ happens then the goal of economic development would have been met.</p> <ul style="list-style-type: none"> ▪ Local individuals benefit. ▪ Participate in economic growth. ▪ Living wages above poverty level. ▪ If we are able to raise the income of families in the Midtown area to match that of Pinellas County residents. ▪ Job opportunities for Midtown residents. ▪ Provide deals for major corporation to come to Midtown to provide job opportunities. ▪ Provide a skating rink. ▪ Increase the value of housing the same as the rest of the City. ▪ Equal Tax base/commercial

		<ul style="list-style-type: none"> ▪ Education should be increased ▪ Increase Tax Base ▪ More focus on the inner life/morals of the residents ▪ Local technology infrastructure ▪ Attracting outside investment 	<ul style="list-style-type: none"> property value. ▪ Increase population ▪ Increase HS graduation rates ▪ Decrease drug rates ▪ Decrease crime ▪ Increase home ownership ▪ Increase marriage rate ▪ Decrease vacant land ▪ Increase investment ▪ Decrease unemployment
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**Bayfront Center Sun Pavilion Room
November 1, 2001 - 6:00 p.m.**

	Question #1 Were you aware of the progress that has been made in Midtown?	Question #2 What is your opinion of the definition of economic development? Does it cover all points?	Question #3 Based on this definition (to include any changes) what needs to occur to demonstrate success? In other words, if ____ happens then the goal of economic development would have been met.
Group #1	<ul style="list-style-type: none"> ▪ 1-Yes, 3 -No, & ▪ 6 - somewhat 	<ul style="list-style-type: none"> ▪ 5-Yes & 5 No ▪ Additional comments: Too long, poor semantics & it doesn't address new business opportunities and public safety. 	<ul style="list-style-type: none"> ▪ Property values need to increase so that Inflation ???is not so visible. ▪ Seeing "anchor" businesses such as Publix, Carrabbas & Walmart ▪ Visible & continued reduction in crime. ▪ Active youth activities ▪ Jobs
Group # 2	<ul style="list-style-type: none"> ▪ Yes 	<ul style="list-style-type: none"> ▪ Community development & economic development - there is a direct relationship between the two - they cannot be separated; both needs to occur at the same time. 	<ul style="list-style-type: none"> ▪ If community development occurs <ul style="list-style-type: none"> ▪ Human skills are enhanced, ▪ Additional stores for shopping are located in the area along with restaurants, it would alleviate the need to go to where they are now located. ▪ Move boarder west to include 49th Street to have post office included ▪ Small grocery stores ▪ Keep people in Midtown by making sure all services are available in the area.
Group # 3	<ul style="list-style-type: none"> ▪ Yes, however, progress needs to be more clearly defined. "Opinions" 	<ul style="list-style-type: none"> ▪ Yes, it covers all points if it starts where it needs to; and serves as a catalyst for 	<ul style="list-style-type: none"> ▪ Support and commitment from both the public & private sector will

	may differ on this.	other aspects. An example is Employment/living wages.	have been met. if the unemployment rate and average household income are equal to the City as a whole and the poverty rate has been effective reduced. <ul style="list-style-type: none"> ▪ The Community should be involved as to what comes out of this initiative process.
	Question #1 Were you aware of the progress that has been made in Midtown?	Question #2 What is your opinion of the definition of economic development? Does it cover all points?	Question #3 Based on this definition (to include any changes) what needs to occur to demonstrate success? In other words, if _____ happens then the goal of economic development would have been met.
Group # 4	Yes, on some of the projects	<ul style="list-style-type: none"> ▪ Line 1 - sustainable should precede “Economic Development...” incorporate verbiage in first paragraph to include medical facilities and assistance. ▪ Better delivery of medical services to Midtown. ▪ Better coordination and dissemination of information regarding what services are available in the community. 	<ul style="list-style-type: none"> ▪ “Build up businesses where there are none” “extending businesses” Put it in the correct order-build business, then provide jobs ▪ There should be a re-establishment of the citizen advisory committee, which would provide continuous input in the planning of Midtown’s Economic Development future. City needs to address working with the homeless population through an “on the job training program”.
Group # 5	<ul style="list-style-type: none"> ▪ Yes ▪ 50 new houses in Bartlett Park area. ▪ Jordan Park Project. ▪ New sidewalks. ▪ New schools. ▪ Expansion of Enoch Davis Center. ▪ 6. 16th Street Lighting/greenery. 	<ul style="list-style-type: none"> ▪ Provide individuals with career opportunities. ▪ More support initiatives for entrepreneurship. 	<ul style="list-style-type: none"> ▪ If career opportunities and more support initiatives for entrepreneurship happen, then, the goal of economic development will have been met.

Group #6	<ul style="list-style-type: none"> ▪ Some do and some don't believe it 	<ul style="list-style-type: none"> ▪ Large influx of capital ▪ Community should have control as to how money is spent ▪ Recognize and give power to the existing CDC's, CBO's CBDO's (see next page) ▪ Business develop in community by the community 	<ul style="list-style-type: none"> ▪ Business should rise out of community staffed by the community. ▪ According to # 2(influx of capital) we will see better homes more businesses "African Caribbean" ▪ If people had control of how money is spent, it would empower them to participate.
Group # 7	<ul style="list-style-type: none"> ▪ Yes 	<ul style="list-style-type: none"> ▪ Too much verbiage ▪ Simplify: <ul style="list-style-type: none"> ▪ Tie the two paragraphs together ▪ Increase investment in the community (missing point) 	<ul style="list-style-type: none"> ▪ Retain more Income ▪ Mental education ▪ Health education.

Appendix C

Economic Positioning Strategy

Introduction

The Midtown UIRA represents the historic heart of the African-American community and has been the focus of numerous city, state, and federal initiatives to reverse the socio-economic declines experienced over the last 20+ years.

The Midtown area is predominately residential in its land use composition and therefore represents all the aspects of a neighborhood in need of revitalization. This core residential aspect will need to be an integral part of any renewal strategy for Midtown. Also like other areas of the City of St. Petersburg, the Midtown area is comprised of a series of commercial corridors. Many of these corridors are in decline or a state of economic flux due in large part to the shifting population base in the City and County and the loss in population and economic decline experienced in the Midtown area over the last two decades. Finally, the Downtown Central Business District, USF Campus and Bayfront Medical District, the Dome District and the Dome Industrial Park area anchor the Midtown area on its north. These commercial, institutional, industrial and activity centers represent both opportunities and constraints for revitalization of Midtown.

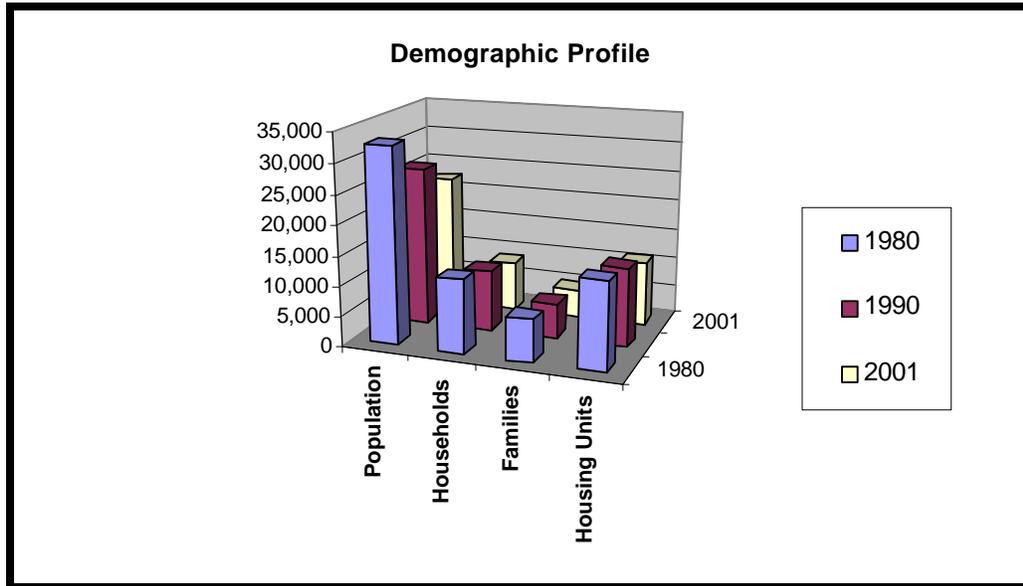
This Economic Positioning Strategy addresses the needs of the Midtown area in the context of a land use and market assessment with identified actions necessary for the economic redevelopment of the community. By its nature this analysis is real estate oriented and does not speak to other essential economic development initiatives such as workforce development, business recruitment and loan programs. All of these program initiatives which are offered by various entities should continue to be pursued in tandem with a land redevelopment strategy.

Demographic Overview

Population And Housing

The Midtown UIRA Study Area is estimated to contain 22,295 persons in 2001 . The area has demonstrated a decline of 10,381 residents since 1980 and between 1990 and 2001 the area's population declined by 16.3%.

Figure 1 - UIRA Demographic Profile



Source: Claritas 2001 and Strategic Planning Group, Inc.

Table 1 - Midtown UIRA Demographics Trends: 1990-2001

	% Chg 90-01
Population	-16.3
Households	-18.3
Families	-20.8
Housing Units	-18.5

Source: Claritas 2001 and Strategic Planning Group, Inc.

Like population, households have experienced losses, declining to 8,444 households in 2001 from 12,286 in 1980. Total housing units have declined by 18.5% since 1990. This negative growth trend has a corresponding negative impact on business site location decisions especially at the neighborhood and community retail and service level. These types of businesses tend to rely on local population and housing growth or “roof tops” as major location criteria.

Demographic Profile

The demographics of the Midtown UIRA indicate that 86.4% of the area is African-American, 10.9% is White (non-Hispanic), and 1.8% Hispanic. The racial composition of the area has remained fairly constant since 1980. Projections for 2006 indicate a slight demographic change with the Hispanic population increasing to 2.0 % and the White population declining to 10.5%.

The population is estimated to be 54.5% female and 45.5% male with an overall median age of 33.8 years (compared to 39.3 years for the City and 43 years for the County as a whole).

Income

Income is also a major location consideration for retail/service oriented businesses. The Study Area's income level is significantly lower than the City or County (limiting its retail potential) has shown below. Median Household income is estimated at \$19,277 in 2001 and Average Household income at \$27,280.

Table 2 - Midtown UIRA Income

	1979	1989	2001	% Chg 89-01
Average Household	\$10,214	\$16,539	\$27,280	65.0
Median Household	7,535	11,476	19,277	68.0
Per Capita	3,905	6,575	10,559	60.6

Source: Claritas 2001 and Strategic Planning Group, Inc.

This is significantly lower than the County (median household income is \$40,649 and average household income is \$56,911) and the City (median household income is \$36,701 and average household income is \$51,165).

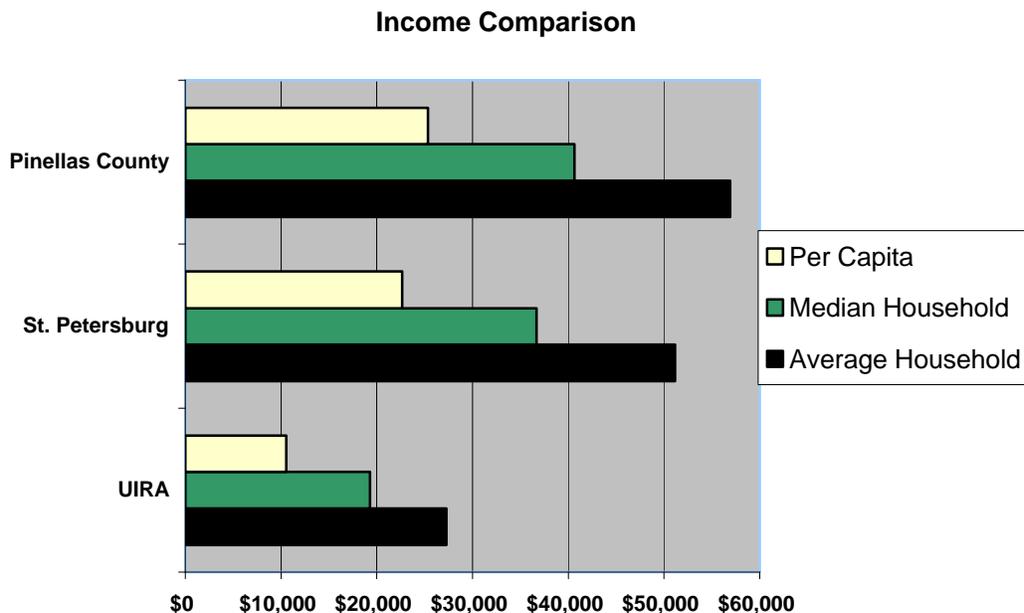


Figure 2 - Midtown UIRA Income Comparison

Source: Claritas 2001 and Strategic Planning Group, Inc.

Population And Housing Forecasts

Population forecasts by Claritas (see Appendix 1 for detailed information) show a continuation of population and household decline. Claritas projects that the Study Area will have a population of 21,031 in 2006 and contain 7,912 households.

Though the Study Area is projected to experience further declines in population and housing, gains are continued in the forecast for income measures as shown below:

Table 3 - Midtown UIRA and City Forecasts

	1990 UIRA	City	2001 UIRA	City	2006 UIRA	City	% Chg 01-06 UIRA	% Chg 01-06 City
Population	26,635	23,8629	22,295	247,790	21,031	250,881	-5.7	1.2
Housing Units	13,171	125,452	10,736	131,024	10,057	133,363	-6.3	1.8
Average Household	\$16,539	31,437	\$27,280	51,165	\$32,750	60,972	20.1	19.2
Median Household	\$11,476	23,620	\$19,277	36,701	\$22,855	41,758	18.6	13.8
Per Capita	\$6,575	14,095	\$10,559	22,637	\$12,612	27,017	19.4	19.3

Source: Claritas 2001 and Strategic Planning Group, Inc.

Underestimating Income Potential

The Brookings Institute's recent Study, "The Market Potential of Inner-City Neighborhoods: Filling the Information Gap" notes that traditional market statistics (Census, Claritas and other providers of primary data) underestimate the market potential of inner city neighborhoods. According to it and other similar studies, unreported income nationally account for 16-24 percent of the Gross National Product (GNP). While some of this income is derived from illegal activities, Brookings Institute "estimates that about 80 percent comes from legal but unreported activities, from nannies and tutors to home contractors and small businesses".

Based on other studies, Brookings Institute estimates that inner city neighborhood income statistics are probably underestimated by 20 percent.

The UIRA neighborhood market constitutes only part of the area's overall market potential. The area is centrally located and positioned to capture a larger market. The demographics and wealth indicators for the study area demonstrate that the area's commercial/retail viability is limited if one looks only within its boundaries. However, the UIRA does demonstrate stronger demographic statistics when look at from a larger regional market potential of 5 or 10 mile radii.

Employment Trends

The UIRA historically has had a higher unemployment rate than either the City or County. According the the 1990 Census, the City had an unemployment rate of 5.2%

in 1990 compared to a 10.6% unemployment rate for the Midtown UIRA. As shown in the following table employment trends have improved since 1990.

Table 4 - Annual Average Employment Statistics – 2000

	County	City	UIRA
Labor Force	478,889	137,861	9,809
Employment	466,760	133,821	9,135
Unemployment	12,129	4,040	674
Unemployment Rate	2.5%	2.9%	6.9%

Source: Florida Agency for Workforce Development, Unpublished Data 2001, and Strategic Planning Group, Inc. 2001

The UIRA unemployment count of 674 is probably misleading as it reflects those residents that are considered part of the Labor Force and does not reflect the typical underground economy discussed above. Lastly, the figures above do not reflect under employment, which is presumed to be high in the study area.

Table 5 shows the historic unemployment numbers and unemployment rate for the City of St. Petersburg, as a whole, since 1990.

Table 5 - St. Petersburg July Unemployment Numbers 1990-2001

	Number	Rate
1990	6,342	5.2%
1991	8,866	7.3%
1992	9,767	8.0%
1993	8,684	7.0%
1994	7,636	6.0%
1995	6,074	4.8%
1996	5,484	4.3%
1997	5,207	3.9%
1998	4,520	3.4%
1999	3,998	2.9%
2000	3,819	2.7%
2001	5,375	3.7%

Source: Florida Agency for Workforce Development, Unpublished data 2001, and Strategic Planning Group, Inc., 2001

The current employment opportunities within the UIRA are identified in the Appendix to this Executive Summary.

Economic Opportunities

Retail Trade Market

The demographic analysis indicates that within the immediate neighborhood or one-mile trade area, the population and household levels are relatively small, with 14,978 persons and 5,227 households in 2001, respectfully. At the community level (three miles), however, the supporting population is estimated at 106,128 persons and 45,428 households. Forecasted populations in both of these trade areas are anticipated to decline slightly through 2006.

Based upon the indicated demographics for the one and three-mile neighborhood and community markets and the existing commercial retail structure located in these areas and immediately adjacent, there appears to be a sufficient balance in the supply/demand equation for most goods and services overall. Unfortunately, most of the facilities serving these markets are located on the fringe with the Midtown Study Area or outside its boundary.

Table 6, following, shows estimated 2001 retail expenditure levels by selected types for each of the subject Midtown trade areas. As shown, within the one-mile trade area the greatest potentials are for grocery, hardware, drinking places, service stations, eating places and household appliance stores. In the three-mile or community trade area, the greatest potentials are for these same types of stores.

Table 6 - Expenditure Potentials for Selected Store Types, 2001.

2001 Expenditures(in thousands of dollars)	1-mile (\$000s)	U.S. Index	3-mile (\$000s)	U.S. Index
Building Materials & Supply Stores	\$1,973	51	\$22,068	66
Hardware Stores	\$148	52	\$1,630	66
Retail Nursery/Lawn/Garden Supply	\$696	54	\$7,804	70
Auto Supply Stores	\$455	51	\$5,091	65
Gasoline/Service Stations	\$4,665	64	\$47,217	75
Grocery Stores	\$21,165	79	\$190,304	82
Drug and Proprietary Stores	\$5,136	86	\$49,405	95
Eating Places	\$8,007	53	\$96,138	73
Drinking Places	\$746	55	\$9,159	78
Department Stores (Excl. Leased)	\$8,981	58	\$90,807	67
Apparel Stores	\$4,320	53	\$44,398	63
Shoe Stores	\$817	64	\$7,318	66
Furniture	\$1,488	46	\$17,070	61
Home Furnishing Stores	\$1,013	43	\$12,246	60
Household Appliance Stores	\$534	55	\$5,711	67
Radio/TV/Computer/Music Stores	\$1,120	50	\$12,547	65

Source: Claritas, Inc. Marketview Comparison Report and Strategic Planning Group, Inc., 2001.

The retail that currently exists within Midtown primarily serves Midtown's resident population as generally defined by a one-mile radius and to a lesser extent, a three-mile radius. A major gap in Midtown's supporting commercial structure is due to both supply and demand factors. On the demand side, the study area consists of primarily lower income households, a large number of which is comprised of an elderly and institutionalized population and a declining population base. On the supply side, a primary impediment is the lack of vacant land parcels suitable in size and location for commercial development.

The lack of any significant convenience retail type structure which would include stores such as grocery, convenience food stores, bakery, fast foods, etc., is a result of the "perceived" limited neighborhood income/expenditure support base and competing space immediately adjacent in downtown or other fringe commercial corridors.

Under Represented Businesses

Under represented retail businesses in Midtown at the present time include store types of the following categories:

- Building materials and garden supply
- General merchandise department and variety
- Food stores
- Men's clothing
- Family clothing
- Shoe
- Apparel and accessory
- Fast food restaurants
- Major appliance
- Drug/pharmacy
- Sporting goods
- Florists
- Tobacco and news dealers
- Jewelry
- Automotive supply

Within Midtown itself, there are several identifiable demand generators or activity concentrations that emerge as potentially viable commercial building blocks worthy of consideration. This includes:

- Neighborhood services;
- Eating/drinking and entertainment activities;

- Automotive repair and service;
- Elder care retail and services;
- Arts and crafts retail;
- Antiques and specialty furnishings;
- Downtown market support services and retail.

As community renewal and economic redevelopment efforts progress within Midtown and the neighborhood (1-mile radius) and community (3-mile radius) markets strengthen more of these service needs may be provided. With stronger supply and demand characteristics, Midtown may transition over time to capture a larger share of the marketplace.

Within the five-mile trade area, both population and household levels increase dramatically. The estimated 2001 population within this trade is estimated at 219,237 persons and is projected to increase by almost 2,500 persons to 221,763 persons by 2006. This area contained an estimated 97,753 households in 2001, which are forecast to increase to 99,074 households by 2006. Both population and household levels are forecast to increase moderately through 2006 in this trade area.

On a more regional or five-mile radius basis, the market expands to levels over two times greater in terms of both population and households. This data supports the concept of the UIRA's potential for retail and commercial service activities functioning on a more regional basis or context. This, along with the UIRA's proximity to the downtown day time employment and visitor/tourist markets strongly suggests it's retail and commercial service potentials is related to activities serving daily convenience retail and services and retail of a more regional nature including specialty stores.

Within the regional 5 mile trade area, these same store types plus other more regional type serving facilities show warranted potential for possible development including department stores, radio/TV/computer/music, apparel, auto supply, hardware and building materials and lawn and garden supply stores.

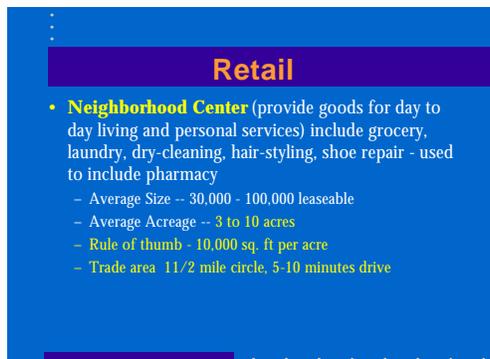
In addition, other major potential demand generators for the future Midtown UIRA Urban Infill commercial development are downtown St. Petersburg daytime commerce and related activities, the downtown's base of cultural and institutional uses (museums, art galleries, etc.), the area's hospitals, the St. Petersburg campus of USF, regional area tourism, regional area resident market and Tropicana Field.

Retail Opportunities

As mentioned above, the UIRA lacks neighborhood commercial and retail services. Historically, these functions could be found within three commercial corridors: 16th Street, 22nd Street, and 9th Street.

The major constraint for development of these retail services is the core trade area population and lack of sufficient land to accommodate the new retail development trends, which require larger land parcels than historically found within the UIRA.

It should be noted that overall retail absorption within Southern Pinellas County is limited based on historic data. A five to ten percent market share of the South Pinellas retail absorption would result in only 3,700 to 7,500 square feet annually within the Midtown area.



Retail

- **Neighborhood Center** (provide goods for day to day living and personal services) include grocery, laundry, dry-cleaning, hair-styling, shoe repair - used to include pharmacy
 - Average Size -- 30,000 - 100,000 leaseable
 - Average Acreage -- 3 to 10 acres
 - Rule of thumb - 10,000 sq. ft per acre
 - Trade area 1 1/2 mile circle, 5-10 minutes drive



Retail

- **Community Center** usually anchored by discount store
 - Average Size -- 100,000 - 300,000 leaseable
 - Average Acreage -- 10 to 30 acres
 - Trade area 3-5 mile circle, 10-20 minutes drive

Office Demand

A total of 12 office facilities were inventoried in the South Pinellas County sub-market and 24 in the Downtown St. Petersburg sub market. The predominant office space outside of the CBD was class B space while in the downtown area class A space characterized the majority of the facilities.

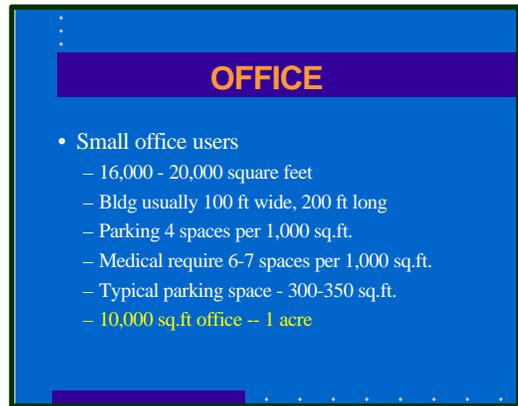
In the South Pinellas market, all of the existing office space is older and was built prior to 1988. With the exception of only three projects, all of the buildings contained 40,000 square feet or less space.

The total leasable space inventory amounted to 618,455 square feet of which 80,448 square feet or 13.0 percent was vacant. Third quarter 2000 net absorption was indicated as negative 4,230 square feet for the period. Rental rates ranged from a low of \$12.50 to \$18.00 per square foot.

The 24 Downtown St. Petersburg office properties contained a total of slightly over 2.0 million square feet of which 328,647 square feet was vacant. This represents a vacancy of rate of 16.1 percent. Average rents ranged from \$9.00 to \$23.00 per square foot.

Office Opportunities

The UIRA has some potential office demand primarily related to neighborhood/community services, as referenced above, and larger user demand at the periphery i.e. the northeast around the hospital and St. Pete USF campus. Given the high vacancy rates and relatively low rental rates, it is highly unlikely that any substantial office product will be required in the Midtown area.

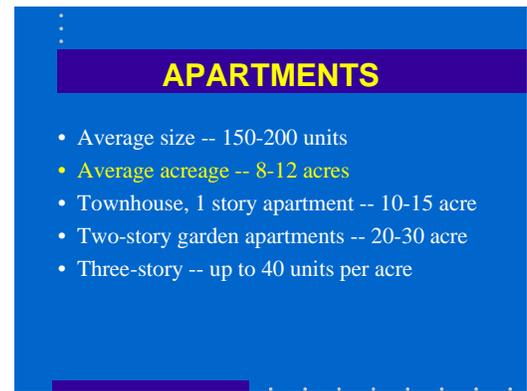


A presentation slide with a blue background and a purple header bar containing the word "OFFICE" in yellow. The slide lists several bullet points regarding office users and parking requirements.

- Small office users
 - 16,000 - 20,000 square feet
 - Bldg usually 100 ft wide, 200 ft long
 - Parking 4 spaces per 1,000 sq.ft.
 - Medical require 6-7 spaces per 1,000 sq.ft.
 - Typical parking space - 300-350 sq.ft.
 - 10,000 sq.ft office -- 1 acre

Residential Infill

Without major residential infill, the UIRA can not achieve major retail or other commercial development, both of which require “roof tops” to support development. As discussed above, the UIRA does not contain large undeveloped parcels for major residential infill development. Single-family infill, one parcel at a time, will not materially alter the decline in housing and population, much less achieve the mass required to support neighborhood retail or office development. The introduction of multi-family residential development will be required to reverse the historic loss in housing.



A presentation slide with a blue background and a purple header bar containing the word "APARTMENTS" in yellow. The slide lists several bullet points regarding apartment sizes and acreage.

- Average size -- 150-200 units
- Average acreage -- 8-12 acres
- Townhouse, 1 story apartment -- 10-15 acre
- Two-story garden apartments -- 20-30 acre
- Three-story -- up to 40 units per acre

Residential Opportunities

Smaller scale multi-family housing similar to a moderate priced “Straub Court” needs to be considered for the area. It should be acknowledged that affordable housing within the County requires a wage of \$13.71 per hour or an annual salary of \$28,520 for a two bedroom market based rental unit.

Table 7 - Affordable Housing Requirements

Income Needed to Afford FMR										
Location	Amount					Percent of Family AMI				
	Zero Bedrooms	One Bedroom	Two Bedrooms	Three Bedrooms	Four Bedrooms	Zero Bedrooms	One Bedroom	Two Bedrooms	Three Bedrooms	Four Bedrooms
Florida	\$19,277	\$22,646	\$27,774	\$37,194	\$43,487	38%	45%	55%	73%	86%
Pinellas County	\$19,360	\$23,040	\$28,520	\$37,920	\$45,920	40%	48%	59%	79%	95%

Location	Housing Wage										
	Hourly Wage Needed to Afford					% Change in 2BR Housing Wage 2000-2001	As % of Minimum Wage (FL=\$5.15)				
	Zero Bdrms	One Bdrms	Two Bdrms	Three Bdrms	Four Bdrms		Zero Bdrms	One Bdrms	Two Bdrms	Three Bdrms	Four Bdrms
Florida	\$9.27	\$10.89	\$13.35	\$17.88	\$20.91	9.45%	180%	211%	259%	347%	406%
Pinellas County	\$9.31	\$11.08	\$13.71	\$18.23	\$22.08	9.86%	181%	215%	266%	354%	429%

Source: National Low Income Housing Coalition, 2001/Strategic Planning Group, Inc.

There appears to be a demand for affordable housing within the market place and given land assembly and moderate land cost, the Midtown Area should be a strong candidate for location of moderate priced housing due to its positive location to downtown and other employment generators including the expansion of the St. Petersburg campus of USF into a four year university will require student housing in proximity to the campus. This developing need may be best addressed within portions of the USF campus and the Northeastern portion of the Midtown area.

Dome Industrial Park

The Dome Industrial Park affords the study area and the City itself with the potential for higher paying manufacturing and related employment. The location, visibility, and lack of other suitably zoned sites within southern Pinellas County point to the potential of this Park.

As shown in the following table, Pinellas County has limited large industrial sites available to accommodate future growth, a fact reaffirmed in discussions with area realtors and industrial developers.

According to 2nd Quarter, 2001 statistics, Pinellas County has an annual absorption of 658,150 feet of industrial space and existing leasable space of 30.13 million square feet with only a 5.9% vacancy (1.2 million square feet of available space within the County) or less than two years of available inventory.

Table 8 - Industrial Space Absorption

	Pinellas County	Tampa Bay Region
Existing Leasable Space	20.34 million	74.66 million
Existing Vacant Space	1.2 million	6.48 million
% Vacant	5.9%	8.7%
Under Construction	330,400	1.53 million
Net Quarterly Absorption	55,260	289,810
Net Annual Absorption	658,150	1.8 million

Source: Maddux Report, September 2001, Strategic Planning Group, Inc. 2001

Over 100 businesses employing over 1,000 employees are found within the Dome Industrial Park, unfortunately the Dome Industrial Park is comprised of small land parcels and it is SPG's belief that government intervention in land assembly will be required if the Park is to realize its full potential.

Neighborhood and Community Redevelopment

The City and residents of the UIRA have already begun the process of neighborhood formation and identifying neighborhood leadership. The City has allocated substantial grants for neighborhood signage and residential fix-up. More over, the City and residents have been successful in obtaining major state and federal grants/programs aimed at redeveloping all or part of the study area. However, as demonstrated by the need to conduct this study, these same grants/programs have not been coordinated, and in some cases may be counter productive to one another. Furthermore, no coherent program has been developed, to date, to leverage these resources in order to achieve the full potential of the UIRA.

Conclusion and Recommendations

- The UIRA has several structural problems that inhibit major redevelopment of the area.
- While individual neighborhood formation has taken place, no overall vision has been created for the entire UIRA. Without a cohesive vision program, individual efforts will continue to compete and work against one another.
- The area has a lack of neighborhood/community level retail or service businesses. This impacts the area by causing residents to pay more for everyday commodities and limits employment opportunities within the area.
- The area lacks large undeveloped parcels to construct retail or neighborhood service developments.
- The area lacks private sector investment. It is unlikely that any major investment can be made without facilitating the process through public involvement in land assemblage.
- The area currently is characterized by low income, which might be overstated as much as 20%, and a higher rate of unemployment/underemployment.

Any economic redevelopment strategy for Midtown must seek to address both supply and demand constraints to economic growth. The demand side constraints must be overcome with an aggressive housing program that combines new housing development with infill housing and residential rehabilitation programs. Only by addressing the residential component can sufficient stabilization of the community be accomplished and greater resident demand be created to support enhanced commercial product.

On the supply side, the major impediment to redevelopment within the UIRA is the lack of sufficiently large development parcels (5 –20 acres). The assemblage of these parcels will need to be accomplished by the public sector, as it is unlikely that the private sector will go to this level of effort in order to develop in what might be perceived as a secondary market. The largest potential for future employment within the UIRA is the Dome Industrial Park but land assembly will be required to leverage benefits for the community and to make the Park marketable to the private sector.

While the UIRA currently has numerous redevelopment programs in place, it is critical that a land assembly program be incorporated within a redevelopment strategy for Midtown. This land assembly program should address a land use strategy that is residential, commercial, and industrial oriented.

In order for this land assembly program to be successful and to support sustainable redevelopment, the City needs to identify a significant funding source for the land assemblage identified within this study. In this manner, the City will be better equipped to structure meaningful projects within the context of a public/private venture.

Appendix

Table 1. Midtown UIRA Employment

SIC Code	-----Estimated----- Business Description	Total Estab.	Total Employ.	Sales (in millions)	Estab. 20+ Emp.
TOT	ALL INDUSTRIES	1091	13661	1449	120
MAN	ALL MANUFACTURING (SIC 20-39)	49	1399	98	13
RET	ALL RETAILING (SIC 52-59)	228	2761	353	29
01	AGRICULTURAL PRODUCTION - CROPS	0	0	0	0
02	AGRICULTURAL PRODUCTION - LIVESTOCK	0	0	0	0
07	AGRICULTURAL SERVICES	15	90	3	1
08	FORESTRY	0	0	0	0
09	FISHING, HUNTING, AND TRAPPING	0	0	0	0
10	METAL MINING	0	0	0	0
12	COAL MINING	0	0	0	0
13	OIL AND GAS EXTRACTION	0	0	0	0
14	MINING NONMETALICS, EXCEPT FUELS	0	1	0	0
15	BUILDING CONSTRUC.-GEN. CONTRACTORS	14	142	40	1
16	HEAVY CONSTRUCTION, EXCEPT SIC 15	3	51	5	1
17	CONSTRUCTION-SPECIAL TRADE CONTRACT	39	395	59	6
20	FOOD AND KINDRED PRODUCTS	0	15	1	0
21	TOBACCO MANUFACTURES	0	0	0	0
22	TEXTILE MILL PRODUCTS	0	9	0	0
23	APPAREL & OTHER FABRIC PRODUCTS	1	36	2	0
24	LUMBER & WOOD PRODUCTS, EX. FURNIT.	1	21	1	1
25	FURNITURE AND FIXTURES	0	21	1	0
26	PAPER AND ALLIED PRODUCTS	0	17	1	0
27	PRINTING, PUBLISHING, & ALLIED IND.	11	130	8	2
28	CHEMICALS AND ALLIED PRODUCTS	1	24	1	1
29	PETROLEUM REFINING & RELATED INDUS.	0	6	0	0
30	RUBBER AND MISC. PLASTICS PRODUCTS	2	71	4	1
31	LEATHER AND LEATHER PRODUCTS	0	8	0	0
32	STONE, CLAY, GLASS, & CONCRETE PROD	1	14	1	1
33	PRIMARY METAL INDUSTRIES	0	17	1	0
34	FABRICATED METAL PRODUCTS	4	98	7	1
35	IND. & COMM. MACHINERY & COMPUTERS	8	158	12	2
36	ELECTRIC./ELECTRON.EQUIP.(EX.COMP.)	2	362	23	1
37	TRANSPORTATION EQUIPMENT	1	81	5	0
38	INSTRUMENTS AND RELATED PRODUCTS	2	206	14	1
39	MISC. MANUFACTURING INDUSTRIES	6	96	7	2
40	RAILROAD TRANSPORTATION	0	0	0	0
41	LOCAL, SUBURBAN, & INTERURBAN TRANS	2	51	2	0
42	MOTOR FREIGHT TRANSPORT. & WAREHOUS	8	71	7	1
43	U.S. POSTAL SERVICE	0	86	0	0
44	WATER TRANSPORTATION	4	30	3	1
45	TRANSPORTATION BY AIR	0	11	1	0
46	PIPE LINES, EXCEPT NATURAL GAS	0	0	0	0
47	TRANSPORTATION SERVICES	6	52	15	0
48	COMMUNICATION	4	192	20	2
49	ELECTRIC, GAS, & SANITARY SERVICES	1	55	6	1
50	WHOLESALE TRADE-DURABLE GOODS	41	510	86	5
51	WHOLESALE TRADE-NONDURABLE GOODS	13	277	43	2
52	BLDG MAT'RL/GARDEN SUP./MOB'L HOMES	12	166	23	2
53	GENERAL MERCHANDISE STORES	4	189	20	2

-----Estimated-----					
SIC Code	Business Description	Total Estab.	Total Employ.	Sales (in millions)	Estab. 20+ Emp.
54	FOOD STORES	22	363	59	2
55	AUTO. DEALERS & GAS. SERV. STATIONS	24	320	100	2
56	APPAREL AND ACCESSORY STORES	15	85	6	0
57	HOME FURNITURE/FURNISHINGS/EQUIP.	24	200	40	2
58	EATING AND DRINKING PLACES	56	931	43	15
59	MISCELLANEOUS RETAIL	68	502	58	4
60	DEPOSITORY INSTITUTIONS	10	109	28	1
61	NONDEPOSITORY CREDIT INSTITUTIONS	14	159	47	1
62	SECURITY/COMMODITY BROKERS & SERV.	11	220	33	1
63	INSURANCE CARRIERS	2	20	2	0
64	INSURANCE AGENTS, BROKERS & SERVICE	20	271	58	2
65	REAL ESTATE	55	443	56	4
67	HOLDING & OTHER INVESTMENT OFFICES	0	17	3	0
70	HOTELS AND OTHER LODGING PLACES	16	322	11	2
72	PERSONAL SERVICES	59	239	10	1
73	BUSINESS SERVICES	62	627	84	6
75	AUTO. REPAIR, SERVICES, AND PARKING	35	147	11	1
76	MISC. REPAIR SERVICES	16	59	5	0
78	MOTION PICTURES	4	30	3	0
79	AMUSE. & RECR. SERV. (EX. MOVIES)	21	236	16	3
80	HEALTH SERVICES	118	1731	128	10
81	LEGAL SERVICES	26	117	21	1
82	EDUCATIONAL SERVICES	14	656	65	8
83	SOCIAL SERVICES	26	420	29	4
84	MUSEUMS, ART GALLERIES, ZOOS, ETC.	0	9	0	0
86	MEMBERSHIP ORGANIZATIONS	33	239	16	2
87	ENGIN./ACCT./RES./MANAG./RELAT.SERV	36	383	56	3
88	PRIVATE HOUSEHOLDS	0	0	0	0
89	MISCELLANEOUS SERVICES	1	12	1	0
90	PUBLIC ADMINISTRATION (SIC 90-97)	18	615	0	6
99	NONCLASSIFIABLE ESTABLISHMENTS	45	357	0	1

Source: Prepared from Claritas' Business Facts database using data from InfoUSA
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A major source of neighborhood employment is typically generated by retail establishments. As reported earlier, most inner city neighborhoods are under represented in this type of business activity and the Midtown UIRA is no exception as shown below:

Table 2. Midtown UIRA Retail Employment and Sales

State/ County	All %	Retail			Retail Employ.	Retail Sales (\$ mil.)	
		All Estab.	All Employ.	Sales (\$ mil.)			
12/ 103	2.8	1091	13661	1449	228	2761	353
		1091	13661	1449	228	2761	353

The study area has a fairly large retail employment due to the study area boundaries which include three retail nodes: the northern boundary includes part of the CBD, the western boundary includes 34th Street and the eastern boundary includes 4th Street.. A detail listing of existing retail businesses are shown below:

Table 3. Midtown UIRA Retail Employment

SIC Code	Business Description	Total Estab.	-----Estimated-----		Estab. 20+ Emp.
			Total Employ.	Sales (in millions)	
RET	ALL RETAILING (SIC 52-59)	228	2761	353.3	29
52	BLDG MAT'RL/GARDEN SUP./MOB'L HOMES	12	166	23.9	2
521	LUMBER AND OTHER BUILDING MAT'RLS	5	129	16.9	2
523	PAINT, GLASS, AND WALLPAPER STORE	2	15	2.7	0
525	HARDWARE STORES	0	6	1.0	0
526	NURSERIES & GARDEN SUPPLY STORES	2	13	2.4	0
527	MOBILE HOME DEALERS	0	2	0.9	0
53	GENERAL MERCHANDISE STORES	4	189	20.7	2
531	DEPARTMENT STORES	2	180	20.0	1
54	FOOD STORES	22	363	59.1	2
541	GROCERY STORES	13	316	53.3	3
542	MEAT & FISH MARKETS, FREEZER PROV	1	6	1.0	0
543	FRUIT AND VEGETABLE MARKETS	1	2	0.6	0
544	CANDY, NUT, & CONFECT'NERY STORES	0	1	0.1	0
545	DAIRY PRODUCTS STORES	0	0	0.0	0
546	RETAIL BAKERIES	2	16	0.6	0
549	MISCELLANEOUS FOOD STORES	3	19	3.4	0
55	AUTO. DEALERS & GAS. SERV. STATIONS	24	320	100.2	2
551	MOTOR VEHICLE DEALERS (NEW&USED)	7	185	71.5	2
552	MOTOR VEHICLE DEALERS (USED ONLY)	0	3	0.8	0
553	AUTO AND HOME SUPPLY STORES	6	56	9.9	0
554	GASOLINE SERVICE STATIONS	4	23	4.2	0
555	BOAT DEALERS	4	33	9.3	1
556	RECREATIONAL VEHICLE DEALERS	0	4	1.3	0
557	MOTORCYCLE DEALERS	0	7	1.6	0
559	AUTOMOTIVE DEALERS, N.E.C.	0	6	1.5	0
56	APPAREL AND ACCESSORY STORES	15	85	6.2	0
561	MEN'S & BOYS' CLOTHING STORES	1	5	0.7	0
562	WOMEN'S CLOTHING STORES	4	28	1.5	0
563	WOMEN'S ACCESSORY & SPECIALTY	0	3	0.2	0
564	CHILDREN'S AND INFANTS' WEAR	0	2	0.1	0
565	FAMILY CLOTHING STORES	1	14	0.7	0
566	SHOE STORES	2	14	1.8	0
569	MISC. APPAREL & ACCESSORIES	5	18	1.1	0
57	HOME FURNITURE/FURNISHINGS/EQUIP.	24	200	40.5	2
571	FURNITURE, HOME FURNISHINGS STORE	11	75	11.2	0
5712	FURNITURE STORES	5	46	7.0	0
5713	FLOOR COVERING STORES	2	15	3.2	0
5719	MISC. HOME FURNISHINGS STORES	2	10	0.8	0
572	HOUSEHOLD APPLIANCE STORES	1	10	1.7	0
573	RADIO, TV, CONSUM. ELEC., MUSIC STORE	11	115	27.6	2
5731	RADIO, TV, CONSUMER ELECTRONICS	2	23	3.6	0
5734	COMPUTER/COMPUTER SOFTW. STORES	6	80	22.3	1
5735	RECORD, PRERECORDED TAPE STORES	1	7	1.2	0
58	EATING AND DRINKING PLACES	56	931	43.8	15
5812	EATING PLACES	50	885	41.9	14
5813	DRINKING PLACES (ALCOHOLIC BEV.)	5	46	1.9	0
59	MISCELLANEOUS RETAIL	68	502	59.0	4
591	DRUG STORES & PROPRIETARY STORES	4	128	16.5	2
592	LIQUOR STORES	1	7	0.6	0
593	USED MERCHANDISE STORES	10	30	2.1	0
5932A	ANTIQUA STORES	3	8	0.5	0
5932B	USED AND RARE BOOKS	0	0	0.0	0
594	MISC. SHOPPING GOODS STORES	25	128	9.5	1
5941	SPORTING GOODS & BICYCLE STORES	5	26	1.5	0
5942	BOOK STORES	1	9	0.5	0

-----Estimated-----					
SIC Code	Business Description	Total Estab.	Total Employ.	Sales (in millions)	Estab. 20+ Emp.
5943	STATIONERY STORES	1	11	2.2	1
5944	JEWELRY STORES	4	19	1.1	0
5945	HOBBY, TOY, AND GAME SHOPS	2	8	0.6	1
5946	CAMERA/PHOTOGRAPHIC SUPPLY	0	1	0.4	0
5947	GIFT, NOVELTY, AND SOUVENIR	8	44	2.9	0
5948	LUGGAGE AND LEATHER GOODS	0	1	0.1	0
5949	SEWING/NEEDLEWORK/PIECE GOODS	0	4	0.2	0
596	NONSTORE RETAILERS	1	70	10.1	0
5961	CATALOG AND MAIL ORDER HOUSES	0	6	1.2	0
598	FUEL DEALERS	0	0	0.2	0
599	RETAIL STORES, N.E.C.	24	137	19.9	1
5992	FLORISTS	4	17	1.0	0
5993	TOBACCO STORES AND STANDS	0	2	0.2	0
5994	NEWS DEALERS AND NEWSSTANDS	0	0	0.0	0
5995	OPTICAL GOODS STORES	2	14	1.1	0
5999	MISC. RETAIL STORES, N.E.C.	17	102	17.6	1
5999M	PET SHOPS	0	5	1.0	0
70	HOTELS AND OTHER LODGING PLACES	16	322	11.6	2
701	HOTELS AND MOTELS	15	312	11.2	2
72	PERSONAL SERVICES	59	239	10.6	1
721	LAUNDRY, CLEANING, & GARMENT SERV	11	55	2.3	1
7215	COIN-OPERATED LAUNDRIES/DRYCL'N	1	2	0.1	0
722	PHOTOGRAPHIC STUDIOS, PORTRAIT	1	5	0.3	0
723	BEAUTY SHOPS	27	102	3.6	1
724	BARBER SHOPS	3	9	0.4	0
725	SHOE REPAIR SHOP/SHOESHINE PARLOR	0	0	0.1	0
726	FUNERAL SERVICE AND CREMATORIES	1	14	1.1	0
729	MISCELLANEOUS PERSONAL SERVICES	13	50	2.9	0
7291	TAX RETURN PREPARATION SERVICES	3	16	0.9	0
73	BUSINESS SERVICES	62	627	84.4	6
731	ADVERTISING	4	46	5.9	0
732	CREDIT REPORTING/COLLECT'N AGENCY	0	26	3.6	0
733	MAILING, REPRODUC., STENOGR. SERV.	6	80	13.4	1
7334	PHOTOCOPYING & DUPLICATING SERV	0	4	0.3	0
734	SERV. TO DWELLINGS & OTHER BUILD.	10	73	2.7	1
7342	DISINFECTING & PEST CONTROL SRV	5	36	1.6	0
7349	BLDG.CLEAN./MAINT.SERV., N.E.C.	4	37	1.2	0
735	MISC. EQUIPMENT RENTAL & LEASING	3	28	4.8	0
736	PERSONNEL SUPPLY SERVICES	7	72	11.4	1
7361	EMPLOYMENT AGENCIES	4	29	6.5	0
7363	HELP SUPPLY SERVICES	3	43	4.9	1
737	COMPUTER & DATA PROCESS. SERVICES	11	138	16.3	2
738	MISCELLANEOUS BUSINESS SERVICES	17	160	26.3	1
7382	SECURITY SYSTEMS SERVICES	0	4	0.3	0
7384	PHOTOFINISHING LABORATORIES	0	3	0.6	0
7389	BUSINESS SERVICES, N.E.C.	15	106	22.6	1
7389N	TELEPHONE ANSWERING SERVICES	0	7	1.6	0
75	AUTO. REPAIR, SERVICES, AND PARKING	35	147	11.3	1
751	AUTOMOTIVE RENT/LEASE, W/O DRIVER	4	20	4.1	0
7514	PASSENGER CAR RENTAL	2	12	2.5	0
752	AUTOMOBILE PARKING	0	0	0.2	0
753	AUTOMOTIVE REPAIR SHOPS	25	94	5.6	0
7533	AUTOMOTIVE EXHAUST SYST. REPAIR	0	2	0.2	0
7536	AUTOMOTIVE GLASS REPLACEMENT	1	7	0.3	0
7537	AUTOMOTIVE TRANSMISSION REPAIR	1	4	0.4	0
7538	GENERAL AUTOMOTIVE REPAIR SHOPS	15	53	3.2	1
754	AUTOMOTIVE SERVICES, EXC. REPAIR	4	31	1.4	0
7542	CARWASHES	2	16	0.7	0

SIC Code	Business Description	Total Estab.	Total Employ.	Sales (in millions)	Estab. 20+ Emp.
76	MISC. REPAIR SERVICES	16	59	6.0	0
762	ELECTRICAL REPAIR SHOPS	5	22	1.5	0
7622	RADIO & TELEVISION REPAIR SHOPS	1	4	0.3	0
7629	APPLIANCE REPAIR SERVICES	3	13	0.8	0
763	WATCH, CLOCK, AND JEWELRY REPAIR	0	1	0.1	0
764	REUPHOLSTERY AND FURNITURE REPAIR	2	5	0.3	0
769	MISC. REPAIR SHOPS & RELATED SERV	7	28	4.1	0
78	MOTION PICTURES	4	30	3.6	0
783	MOTION PICTURE THEATERS	0	12	0.3	0
784	VIDEO TAPE RENTAL	1	9	1.5	0
79	AMUSE. & RECR. SERV. (EX. MOVIES)	21	236	16.4	3
794	COMMERCIAL SPORTS	0	11	1.3	0
799	MISC. AMUSE. & RECREATIONAL SERV.	16	201	13.0	2
7991	PHYSICAL FITNESS FACILITIES	1	21	1.5	0
7996	AMUSEMENT PARKS	0	3	0.3	0

Source: Claritas, 2001 and Strategic Planning Group, Inc. 2001