

Intown Redevelopment Plan



St. Petersburg, Florida

Intown Redevelopment Plan

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Introduction

INTRODUCTION

The **Intown Redevelopment Plan (IRP)** is the revitalization plan for the downtown. The development and implementation of the plan involves the efforts of City Council, the Community Redevelopment Agency, and the residential, financial, and business communities.

The Intown Redevelopment Plan (IRP) provides mechanisms and programs for coordinating and facilitating public and private improvements to encourage revitalization. The authority and powers invested in this plan come from the Community Redevelopment Act of 1969 (Florida Statutes, Chapter 163, Part III).

The Community Redevelopment Act grants local municipalities and local redevelopment agencies the authority to undertake community redevelopment projects following the designation of a redevelopment area to be of slum or blight, or a combination thereof.

Once an area has been declared appropriate for redevelopment, a community redevelopment plan is prepared. Before the plan is approved, the local governing body must hold a public hearing on the proposed plan.

In conjunction with preparing the plan, a redevelopment agency must be established to carry out the plan. On June 30, 1981, the City Council received redevelopment powers from the Pinellas County Board of Commissioners. Then the City Council of the City of St. Petersburg declared itself the

Community Redevelopment Agency for the Intown Redevelopment Plan (See Appendix A).

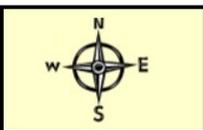
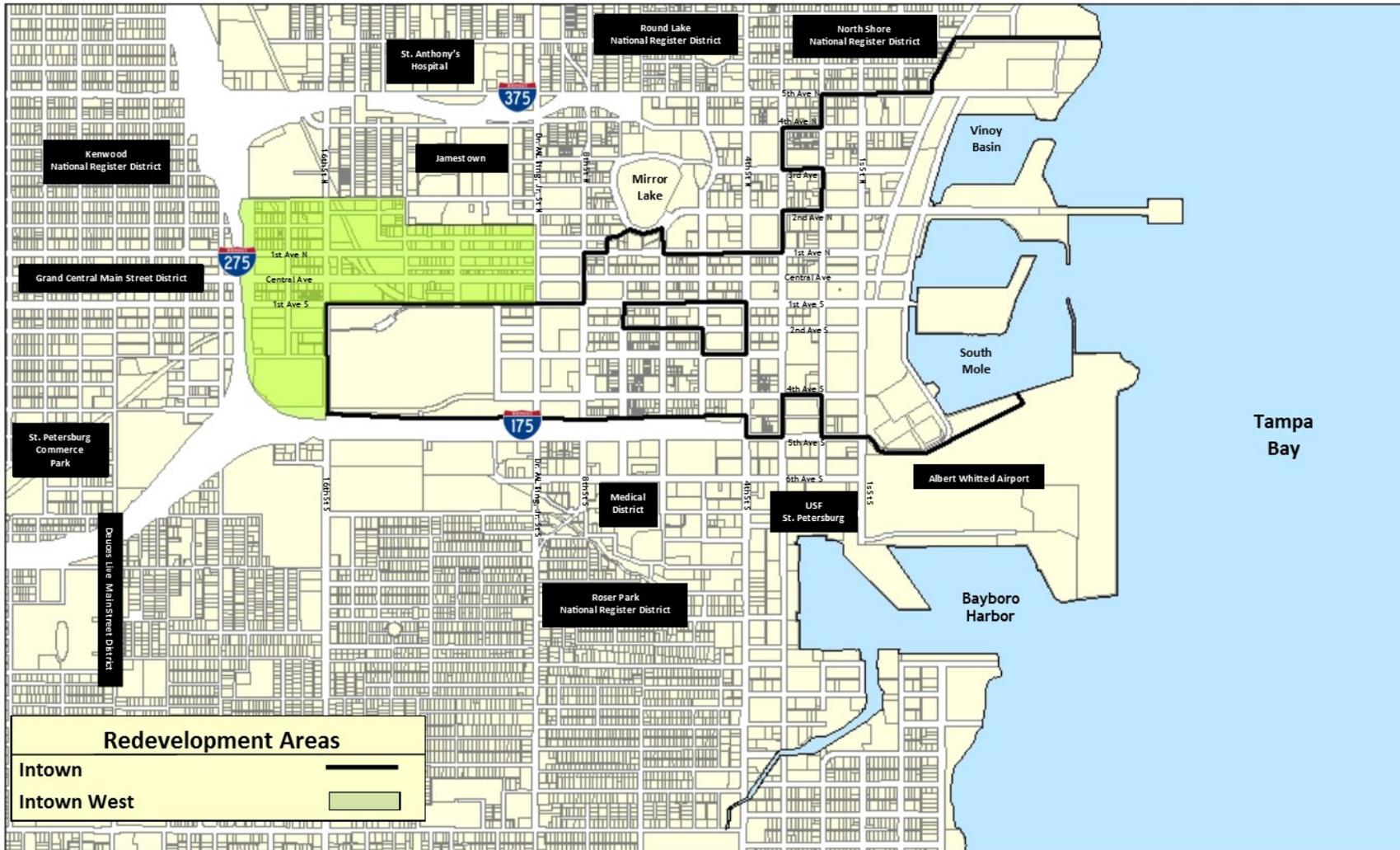
The Intown Redevelopment Plan was the second of four community redevelopment plans adopted for Downtown and its environs to promote revitalization (see Map 1). The first, the Jamestown Redevelopment Area, was established in 1977 and expired in 2007.

The 193-acre Bayboro Harbor Community Redevelopment Plan was approved in December 1985, with a tax increment financing (TIF) district approved in March 1988. The CRA and TIF district expired in March 2018.

The 123-acre Intown West Redevelopment Area lies north and west of Tropicana Field, and was created in 1990, with a tax increment district. Intown West was created to capitalize on the development of Tropicana Field and the eventual award of a Major League Baseball franchise. Specific issues the IWRP attempts to address include physical deterioration of structures and properties, poor visual identity and lack of a unified architectural theme or development pattern.

PROJECT DESCRIPTION

The redevelopment of Intown has been a long-standing goal in St. Petersburg. It was recognized in the Goals for St. Petersburg 1973, the 1977 *Intown Sector Land Use Plan*, and, in 1979, the *Intown Design and Development Program* (IDDP). Given the above precedents, part of Intown Sector (see Map 2) has been



Map 1
Community Redevelopment Areas in Downtown St. Petersburg



identified as suitable for redevelopment as required under Chapter 163, Part III.

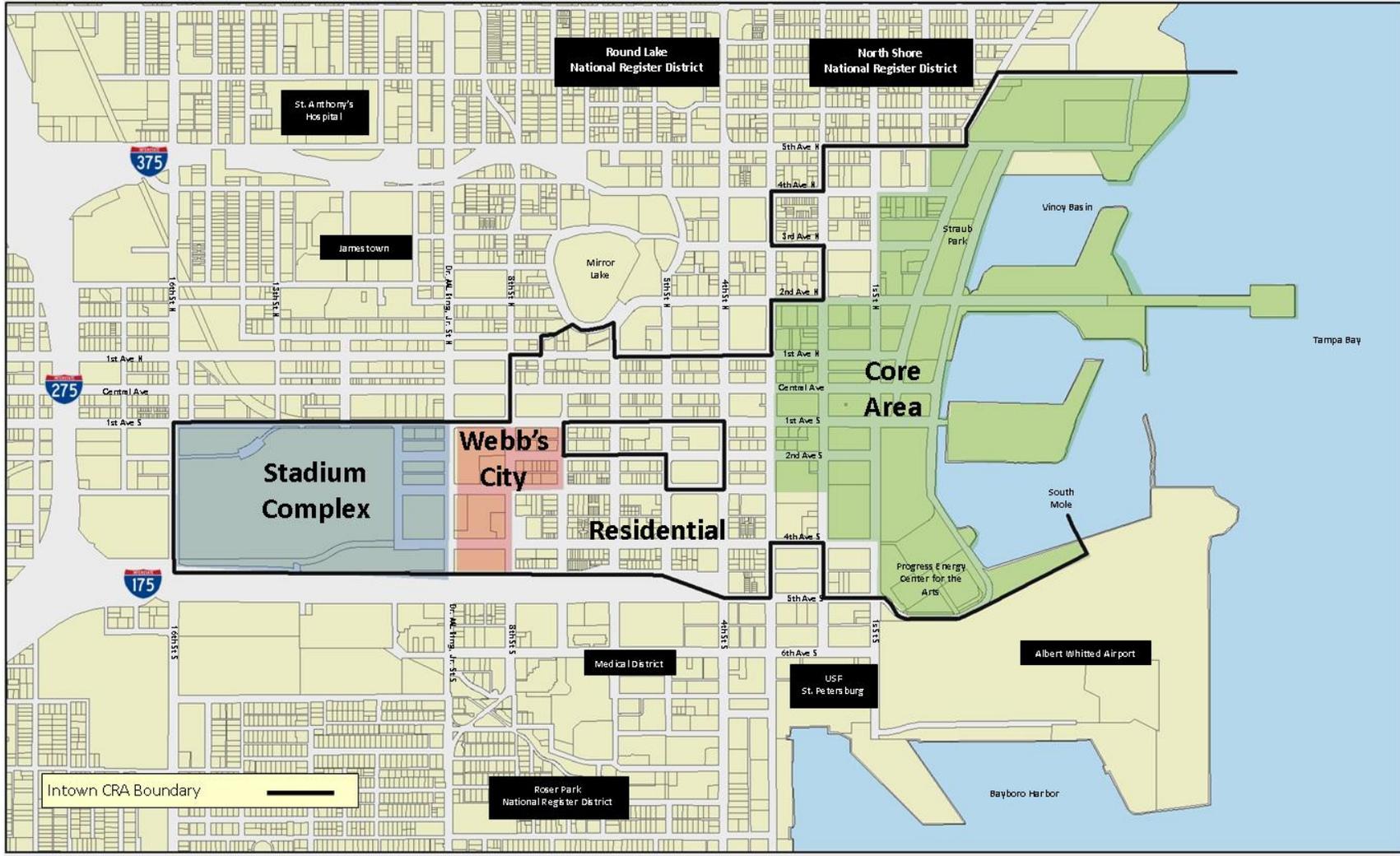
The redevelopment area is outlined on Map 2 and covers 309 acres, excluding rights-of-way. This area was declared suitable for redevelopment on December 17, 1981, (see Appendix A). Since its 1982 adoption, the IRP has been modified in response to changing market conditions, including amendments in 1995 that refined the plan emphasis for the Core, Waterfront, Duke Energy Center for the Arts and other project areas (see Ordinance No. 205-G).

In 2005, the City of St. Petersburg amended the Intown Redevelopment Plan to establish April 7, 2032, as its expiration date and utilize its tax increment financing revenue until that date to bond public projects related to the Pier, improvements to the Duke Energy Center for the Arts, finance a mixed-use parking garage/transportation facility in an appropriate location within the IRP area, and fund pedestrian, streetscape and park improvements within the tax increment district.

In 2015, the City amended the IRP to add \$20 million in budgetary authority to fund public improvements identified in the Downtown Waterfront Master Plan. Pinellas County's obligation to appropriate tax increment revenues was to terminate the earlier of April 7, 2032, or at such time as the \$117.4 million in funding required to pay for these projects has been repaid. Pinellas County's annual contribution to the Intown Redevelopment Trust Fund was also reduced from 95 percent to 85 percent of the increment increase in the IRP's property values.

A further amendment to the IRP in 2017 stipulated that the total TIF contributions needed to complete the IRP's \$117.4-million redevelopment program identified in Revised Table 2 were not to exceed \$190,984,882 as calculated since the approval of the 2005 IRP Interlocal Agreement. However, this ceiling on TIF contributions was not designed to prevent the City of St. Petersburg and Pinellas County from having future discussions regarding potential projects within the Intown CRA and amending the Intown Interlocal Agreement, if mutually agreed upon, to effectuate the implementation of those projects.

In 2018, the City of St. Petersburg and Pinellas County agreed to increase the redevelopment budget to \$232.4 million in exchange for reductions in both parties' annual contributions to the Intown Redevelopment Trust Fund for the duration of the Plan. Beginning in FY2019, the County's contribution to the Fund will be reduced from 85 percent to 75 percent, while the City's contribution will be reduced from 95 percent to 75 percent. Beginning in FY2023, both the County's and City's contribution to the Fund will be further reduced from 75 percent to 50 percent. Beginning in FY2023, both the County's and City's contribution to the Fund will be further reduced from 75 percent to 50 percent. Unless mutually agreed upon by the City of St. Petersburg and Pinellas County, County TIF contributions to the IRP Redevelopment Trust Fund for its duration are not to exceed \$108,100,000.



	<p>Map 2</p> <h2>Intown Redevelopment Area and Project Focus Areas</h2>	
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PROJECT AREA

The Intown Redevelopment Area extends from Tampa Bay in the east to Tropicana Field in the west with its written description as follows:

Starting at a point located at 7th Avenue N.E. extended and Tampa Bay moving west along 7th Avenue N. E. to Beach Drive, South along Beach Drive to 5th Avenue North, West along 5th Avenue North to 2nd Street, South along 2nd Street to 4th Avenue North, West along 4th Avenue North to 3rd Street, South along 3rd Street to 3rd Avenue North, East along 3rd Avenue North to 2nd Street, South along 2nd Street to 2nd Avenue North, West along 2nd Avenue North to 3rd Street, South along 3rd Street to 1st Avenue North, West along 1st Avenue North to 6th Street, North along 6th Street to Mirror Lake Drive, West along Mirror Lake Drive to Arlington Avenue, Westerly along Arlington Avenue to 7th Street, South along 7th Street to 1st Avenue North, West along 1st Avenue North to 8th Street, South along 8th Street to 1st Avenue South, West along 1st Avenue South to 16th Street. South along 16th Street to I-175, East along I-175 to 4th Street, South on 4th Street to 5th Avenue South, East along 5th Avenue South to 3rd Street, North along 3rd Street to 4th Avenue South, East along 4th Avenue South to 2nd Street, South along 2nd Street to 5th Avenue South, Easterly along 5th Avenue South to Bayshore Drive, Easterly along Bayshore Drive to the Southern boundary of Municipal Parking Lot No. 51 on Plat Sheets D-1, D-3 and E-3 of the Official Zoning Map of the City of St. Petersburg, Easterly along the Southern boundary of Municipal Parking Lot No. 51, then Northerly along the Eastern boundary of Municipal Parking Lot No. 51 to Tampa Bay, Northerly along the coastline including any natural or artificial structures or land masses emanating from the coastline to a point located at the intersection of 7th Avenue N. E. extended and Tampa Bay; less the area beginning at the intersection of 1st Avenue South and 7th Street, South along 7th Street to 2nd Avenue South, East along 2nd Avenue South to 5th Street, South along 5th Street to 3rd Avenue South, East along 3rd Avenue South to 4th Street, North along 4th Street to 1st Avenue South, West along 1st Avenue South to 7th Street.

Within the redevelopment area are four important focus areas for new development: the Core, Webb's City, the Stadium Complex and surrounding residential areas (see Map 2). The first focus area is the Core, which also encompasses the waterfront. The integration of the Core and waterfront into a single focus area recognizes the importance of unifying these areas, which is a vital and unique part of the Intown and downtown revitalization.

Webb's City represents the second focus area and consists of the former Webb's City Department Store site and adjacent parcels. The Webb's City Department Store had functioned over the years as a residential service center as well as a tourist attraction. However, Webb's City Incorporated became financially troubled in 1976.

In January 1981, the City's involvement with Webb's City redevelopment program occurred when the Economic Development Administration transferred title of its property to the City. The City, in return, began making payments to EDA on the \$1.1 million transaction on February 18, 1987.

The Stadium Complex is the third focus area and is located between Dr. Martin Luther King, Jr. and 16th Streets and between 1st Avenue South and I-175. The Stadium Complex, formerly known as the Gas Plant area, was declared a redevelopment area by City Council on September 7, 1978, under Chapter 163, Part III, F.S.; (Council Resolution 78-738). Initially envisioned to support industrial park and residential development, the Gas Plant Redevelopment Plan, which

included plans to construct a multipurpose stadium on the site, was incorporated into the Intown Redevelopment Plan in 1983 (Ord. No. 669-F). Land acquisition and construction took the remainder of the decade, with the new domed stadium officially opened to the public on March 3, 1990.

The surrounding residential areas represent an important facet of establishing a permanent residential base in the downtown and providing for a 24-hour working, living and recreational activity center.

REDEVELOPMENT ROLES

The City Council is the Community Redevelopment Agency (CRA) of the Intown Redevelopment Area and reviews certain projects for consistency with the Intown Redevelopment Plan, according to project cost thresholds adopted by resolution. The CRA has the authority to recommend amendments to the Redevelopment Plan ("Plan") with final approval by the City Council. As part of any redevelopment process, there may be times when appropriate modifications to the Plan are necessary.

Under Chapter 163, F.S., the governing body (City Council) has the authority to amend the Plan in conjunction with holding a public hearing. All plan changes, modifications, and amendments shall also be approved by the Pinellas County Board of County Commissioners.

REDEVELOPMENT ACTIVITIES

The St. Petersburg City Council, acting as the Community Redevelopment Agency, will achieve the goal of downtown revitalization, in conformance with this adopted Plan, through the following implementation techniques and as further described in this Plan:

1. Acquisition of real property, as provided for under Chapter 163, F.S.;
2. Demolition, removal or clearance of existing building, structures and improvements and preparation of the project area as defined by this Plan;
3. Rehabilitation of certain existing structures, as defined in the Design and Development Guidelines section;
4. A relocation of site occupants presently residing in structures that are acquired by the Community Redevelopment Agency, as set forth in the Neighborhood Impact Chapter;
5. Construction of public improvements as deemed necessary to implement the Plan, encourage private investment and provide for the overall benefit of the City;
6. Disposition, by sale or lease, of property within the redevelopment area to private enterprises or for public purposes for uses in accord with this Plan and with such

- other conditions, disposition agreements and covenants running with the land as are necessary to ensure implementation of the Plan;
- 7. Formulation and Administration of rules governing reasonable preference to persons who are engaged in business within the redeveloped area if feasible and to establish rules governing the right of owners to participate in the redevelopment process.
- 8. Establish design and development guidelines to ensure new development and rehabilitation of existing structures are compatible with the surrounding area and conform to sound urban design practices; and
- 9. Management of property acquired by the CRA from the time of acquisition until disposition of the property.

- 2. Formulate a participatory (public/private) approach to redevelopment.
- 3. Explore and develop organizational and leveraging devices to encourage private investment, such as construction of public improvements, establishment of a development corporation, and use of tax increment financing, interest subsidies, loan guarantees, and federal grants.
- 4. Define a mixed-use and middle income residential development project, formulating prototype design criteria and strategies and utilizing a participatory (public/private) development concept for marketing and packaging the project.
- 5. Provide support services for residential development.
- 6. Provide economic and employment opportunities for all citizens, with special emphasis on the disadvantaged and unemployed persons, working closely with the private sector and other organizations to promote the revitalization of Downtown St. Petersburg.
- 7. Continue the Waterfront Plan, Downtown Core Area, the Stadium Plan, Webb’s City and Duke Energy Center for the Arts projects.

OBJECTIVES AND STRATEGIES

The overall planning framework for the specific redevelopment programs of the IRP area is based on the 1979 *Intown Design and Development Program* (IDDP) and the 1977 *Intown Sector Land Use Plan*. These documents provide the framework for encouraging private development and rehabilitation. The overall objectives of the redevelopment plan are listed below:

A. ENCOURAGE AND REINFORCE DEVELOPMENT

- 1. Encourage economic activity through the development of a unified commercial core area.

B. PROVIDE GREATER ACCESSIBILITY TO INTOWN ACTIVITY AREAS AND VISUAL ASSETS THROUGH THE DEVELOPMENT

OF AN INTEGRATED MOVEMENT SYSTEM FOR VEHICLES, TRANSIT, PEDESTRIANS AND PARKING.

1. Develop a pedestrian system based on pedestrian counts and surveys in addition to current and projected development activity.
2. Utilize existing sidewalks and alleys for establishing a pedestrian system base.
3. Determine current and projected Intown vehicular circulation patterns by defining major roadways and their connecting streets, and identifying current and future activity nodes.
4. Determine appropriate areas to locate future parking facilities, de-emphasizing surface parking and focusing on potential areas for joint venture parking facility development.
5. Pursue a regional premium transit system with multiple downtown stations that serve Intown’s existing activity areas and promote the development and expansion of others.

C. ENSURE THAT THE FORM OF NEW DEVELOPMENT AND REDEVELOPMENT PROMOTES, REINFORCES AND MAINTAINS THE HISTORIC, CULTURAL AND AESTHETIC INTEGRITY OF THE INTOWN REDEVELOPMENT AREA.

1. Maintain strict enforcement of City codes related to landscaping and signage through increased inspection.

2. Continue the beautification program (landscaping, street graphics and lighting) along Intown’s visual corridors, utilizing where appropriate the streets earmarked for the Street Tree Planting Program, and encouraging private sector participation, through the Chamber of Commerce and other interested organizations, in maintaining the aesthetic appearance of this vegetation.
3. Develop design criteria and prototypes related to sidewalk textures, service delivery, landscaping, pedestrian facilities, pedestrian crossings, pedestrian lighting, sun and shade, and connections between buildings and public and private open space.
4. Develop prototypes for design of required open space to encourage quality design and establish concepts for relating building form and green space to other buildings, street and pedestrian systems and historic elements.
5. Increase Intown green open space through development of a landscaped pedestrian system and the Street Tree Planting Program and encourage developers to provide increased open space through incentives.

METHODS OF FINANCING

There are several funding techniques that will be utilized to finance redevelopment. The following is a brief explanation of these techniques.

- Tax increment financing is a redevelopment funding mechanism established under Chapter 163 (Community Redevelopment Act) of the Florida Statutes. As a financial tool, it provides that the assessed value of a designated redevelopment area may be frozen upon establishment of a redevelopment plan. The frozen base continues to be available to all local taxing agencies for operating purposes throughout the duration of the redevelopment project.

However, any growth in assessed value over the frozen base is reserved for the repayment of indebtedness incurred by the Community Redevelopment Agency in conjunction with redeveloping the area. The tax revenue generated by the redevelopment area is placed into a tax increment trust fund (T.I. Trust Fund or Trust Fund).

The property tax rates of local agencies continue to apply to this assessed value increment, but the revenue resulting therefrom is not available to other local taxing agencies (except the School Board) until all project indebtedness has been repaid.

- When available, Federal funds will continue to be used for downtown redevelopment projects.
- Industrial Revenue or Development Bonds (Chapter 159, Part III, F.S.) may be issued by the City to finance private improvements on behalf of a developer for project construction. The developer is responsible for the debt service.

- Revenue bonds can be issued by the City to finance public improvements e.g. parking structures and debt service paid back through parking revenues or a special fund.
- A special assessment district can be established for the purpose of assessing property owners for public improvements e.g. sidewalk improvements.

These financing methods will be used by the City in conjunction with the Community Redevelopment Agency and private sector to implement a comprehensive program for redevelopment.

Since the necessary components of a redevelopment program can be quite diverse, the available funding sources for each specific redevelopment component will be explored to the extent appropriate. The scope and quality of redevelopment may depend on a municipality's ability to complement the objectives of the redevelopment program and lower development costs to the private sector.

Summarized on the following page are some typical components of a hypothetical large-scale redevelopment project. These components are matched with potential available financing sources. Please note that one or more financing sources may be used.

Typical Project Components

- Land acquisition, demolition of existing improvements, site grading and preparation of site for construction.
- Infrastructure (location or relocation of utilities, the closing or opening of public streets and/or sidewalks, the construction and maintenance of public roads, sidewalks, skywalks and lighting).
- Public parking facilities (grade level and structure).
- Public recreational facilities (athletic facilities, parks, docks, etc.).
- Municipal facilities (city hall, police station, library, etc.)
- Mass public facilities (convention hall, arena, museum, theatre, etc.).
- Commercial/retail facilities (hotels, restaurants, offices and specialty retail).
- Manufacturing/warehousing facilities.
- Middle-to-upper income multi-family housing (condominium and rental).
- Historic rehabilitation and restoration.

Financing Sources

- Proceeds of tax increment bonds. Sale of property to developer. Developer advances credited to future outlays. Downtown Improvement Corporation.
- Proceeds of tax increment bonds. State and Federal grants.
- Parking revenue bonds. Proceeds of tax increment bonds.
- Proceeds of tax increment bonds. Federal loans and grants. User fees.
- Municipal general obligation bonds.
- Municipal non-ad valorem revenue or general obligation bonds. Resort tax. Industrial development bonds.
- Industrial development bonds. Conventional mortgage financing. Federal loans, grants and guaranties.
- Industrial development bonds. Conventional mortgage financing. Federal loans, grants and guaranties.
- Conventional mortgage financing. Local single-family mortgage revenue bond financing.
- Federal loans or grants. Industrial development bonds for commercial operations.



Plan Implementation

IMPLEMENTATION APPROACH

The overall implementation program revolves around adherence to a comprehensive program approach focusing on:

1. Public improvements, such as parking and sidewalk improvements, developed in conjunction with private sector projects;
2. Design programs and guidelines to ensure design compatibility between buildings and blocks and within the Intown as a whole;
3. Financial involvement by the City through tax increment financing, by State and Federal funding sources, and by financial institutions that create the types of lending programs necessary to accomplish downtown revitalization. This involvement focuses on utilizing public funds to generate greater private investment through leveraging techniques;
4. The organization of downtown activities through a centralized agency or group working with the City and merchants for the purpose of promotion, administration, and business development. This should also include lobbying efforts to modify existing and promote new state legislation favorable to downtown development.

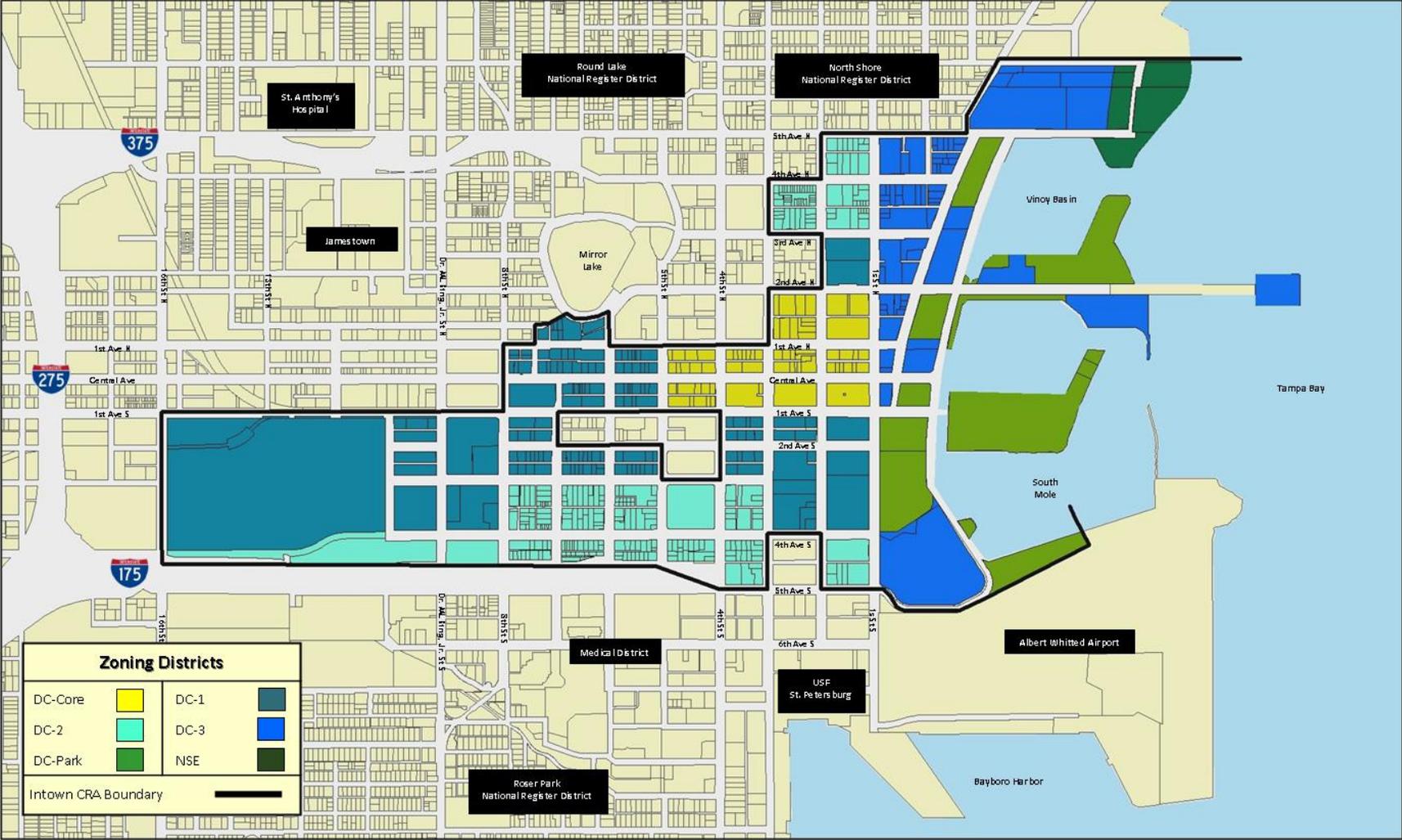
PLAN EMPHASIS

Part of the plan implementation is developing an overall land use emphasis in order to achieve the concentration and form of development desired. Map 3 depicts the Downtown Center zoning districts within the redevelopment area that implement the land use focus for Intown.¹ The uses indicated correspond to the Downtown Center zoning within each block as well as the *Intown Sector Land Use Plan*. This plan is in compliance with the City's Comprehensive Plan prepared under Chapter 163, Part II, F.S.

The central portion of the **Downtown Core** area is defined as a mixed use emphasis, either office, retail, residential or a combination thereof, reflecting the importance of concentrating intense office and major retail activity within this small area. This concentration achieves a 24-hour activity center and emphasizes a pedestrian orientation. The surrounding blocks provide a support base with mixed-use activities (office, residential and/or minor retail), with a specialty retail focus along the waterfront.

The **Webb's City** area will provide essential residential support services as well as expanding the employment base through office development. Another important emphasis for the Webb's City area is market rate housing.

¹ Map 3 is for illustrative purposes. Please refer to the City's Official Zoning Map for the most up-to-date information.



Map 3
Zoning in the Intown Redevelopment Area
May 10, 2011



The plan for the **Stadium Complex** is substantially complete with the construction of the stadium and attraction of a Major League Baseball franchise but ongoing refinements can be expected in order to meet the evolving needs of baseball and its fans.

The plan emphasis is designed to reflect the various activities for each focus area as implemented through the Downtown Center zoning districts and how these activity concentrations should integrate and support each other. Residential uses will be allowed throughout the redevelopment area, either as a permitted use or through the special exception or streamline approval processes provided by the land development regulations.

Open space and street layouts are depicted on Map 3. In addition, the limitation on the size and type of development in the area is governed by the City's Land Development Regulations, including open space and parking requirements and this Plan.

TRUST FUND PROGRAMMING

The City of St. Petersburg approved the Intown Redevelopment Plan (IRP) to revitalize the city's original downtown core area and waterfront for urban entertainment, residential, commercial, institutional, and office uses. To stimulate private investment within Intown through public improvements, the

City also established a tax increment financing district and issued bonds totaling \$72.5 million to pay for these improvements.² Through four separate bond issues in 1984, 1985 and two in 1989, the City issued bonds to pay for projects such as improvements to Bayfront Center (now Duke Energy Center for the Arts) and the Pier, South Core garage, streetscape improvements, land acquisition, Tropicana Field improvements and other public initiatives.

In 2005, the City amended the IRP to extend until 2032 its use of tax increment financing to fund public improvement projects throughout Intown (see Ordinance 715-G and interlocal agreement in Appendix A). In addition to renovations to the Mahaffey Theater, the extension was designed to pay for projects such as the Pier project and its approach, a mixed-use transportation facility, pedestrian and streetscape improvements as well as improvements to the waterfront park system. The TIF related costs of these projects were approved by Pinellas County via interlocal agreement in the amount of \$95.4 million. The interlocal agreement also specified that on or before April 7, 2020, Pinellas County will conduct a fifteen-year review of its TIF contribution to the IRP Redevelopment Trust Fund to determine if it will continue, reduce or eliminate its contribution. The details of that review can be found in Section 38-61 of the Pinellas County Code of Ordinances.

In 2006, the City Council and Pinellas County increased this amount to provide an additional \$2 million in tax increment financing proceeds to complete the Mahaffey Theater

² TIF is a method of facilitating redevelopment by utilizing future city and county real property tax revenues to pay for public improvements. TIF earmarks any future

growth in real property taxable values from the year the tax increment financing district is designated to pay for the cost of improvements.

renovation project (see Ordinance 762-G and Appendix A). In 2010, City Council approved \$2.5 million from tax increment financing for use at the Duke Energy Center for the Arts to augment needed funding to complete the new Salvador Dali Museum. Pinellas County matched the City’s funding with monies available through the Tourist Development Tax. In 2015, the City amended the IRP to add \$20 million in budgetary authority to fund public improvements identified in the Downtown Waterfront Master Plan approved in June 2015.

City Council approved plan amendments in 2017 that established a ceiling of \$190,984,882 for total TIF contributions needed to complete the IRP program, while reallocating funding for projects identified in Revised Table 2 below.³ The total IRP budget at the time of \$117.354 million remained unchanged. This ceiling on TIF contributions shall not prevent the City of St. Petersburg and Pinellas County from having future discussions regarding potential projects within the Intown CRA and amending the Intown Interlocal Agreement, if mutually agreed upon, to effectuate the implementation of those projects.

Revised Table 2 was amended to delete the \$14-million “Mixed Use Transportation Facility” and reallocated its funding to other approved projects in the following manner:

- expend up to \$10 million in TIF on (i) “Enhancements to the Municipal Pier Project” and/or (ii) “Enhancements to

the Downtown Waterfront Master Plan Improvements in the Pier District”:

- expend \$4 million on “Downtown Transportation and Parking Improvements” throughout the Intown Redevelopment Area; and
- allocate to “Downtown Transportation and Parking Improvements” any remaining amount of the \$10 million not spent on enhancements to the “Municipal Pier Project” and/or “Downtown Waterfront Master Plan Improvements in the Pier District”.

Revised Table 2 was further amended in 2018 to increase the eligible project costs by \$115 million from \$117.354 to \$232.354 million. Up to \$40 million in TIF funding was approved for projects east of 8th Street⁴ that support

- waterfront infrastructure related to resiliency and adaptation measures such as seawalls and marina improvements;
- rehabilitation and conservation of historic properties, which are defined as those listed individually on the Local Register of Historic Places or National Register of Historic Places, or contributing structures in Local or National Register districts;
- transit infrastructure projects; and
- parking improvements.

³ The contribution ceiling was based on prior and future TIF expenditures for projects and associated debt service costs incurred since the approval of the 2005 IRP Interlocal Agreement to the completion of the IRP program.

⁴ Tax increment funding from the IRP Redevelopment Trust Fund can be spent on projects east of 8th Street’s center right-of-way line.

TIF contributions from both the City of St. Petersburg and Pinellas County can be used for projects related to waterfront and transit infrastructure as well as rehabilitation or conservation of historic properties. Only City TIF contributions can be expended towards parking improvements. Any surplus remaining from the \$40 million budget can be used to fund projects west of 8th Street identified in Revised Table 2 and described below.

The 2018 amendment to the IRP also approved the expenditure of no less than \$75 million in TIF funding for redevelopment infrastructure improvements west of 8th Street related to the redevelopment of Tropicana Field. These improvements could include

- brownfield mitigation and remediation to enable redevelopment;
- public open space amenities on the site including improvements that support the reactivation of Booker Creek;
- streetscape improvements that provide public rights-of-way such as alleys, sidewalks, pedestrian facilities and streets that assist in reestablishing the grid network on Tropicana Field and connect it with surrounding neighborhoods;
- transit infrastructure and improvements; and
- parking improvements.

Any surplus remaining in the IRP Redevelopment Trust Fund after completion of the Tropicana Field projects identified in

Revised Table 2 will be returned to the City of St. Petersburg and Pinellas County.

PUBLIC IMPROVEMENT PROJECTS

When the City adopted the IRP in 1982, it identified an array of public improvement projects throughout Intown designed to facilitate private development. Major improvement goals included:

- redeveloping the downtown core into an intense mixed-use activity center that serves a broad range of dense land-uses;
- consolidating blocks for conveyance to developers;
- building parking garages to reduce or eliminate the demand for surface parking lots damaging to the urban fabric;
- enhancing the pedestrian experience by improving sidewalks, streetscaping and waterfront parks;
- expanding the cultural offerings through the ongoing development of what is now the Duke Energy Center for the Arts;
- developing a sports stadium;
- expanding market-rate residential development;
- establishing a transit system to reduce the need for automobile use downtown; and
- developing the Webb’s City site.

On many of these fronts, the City has made significant progress. In others, work remains. The section below outlines the public and private development activity that has taken place since the IRP's adoption, as well as those actions that are needed. The projects identified are those which will have the greatest impact on leveraging private investment and provide important public amenities. All the public improvements will be constructed in conjunction with new development or rehabilitation. **All costs identified in this plan are estimates** (emphasis added) and include planning, design, construction and project management costs. Maintenance of landscaping (including watering) for all the pedestrian improvements will be the responsibility of the abutting property owner.

In the section entitled "Summary" on page 33 below, Table 1 summarizes projects implemented between 1982 and 2004, while Revised Table 2 identifies new public improvement projects proposed between 2005 and 2035. In addition, development and design guidelines for all projects in the redevelopment area are discussed in the section beginning on **page 38** below entitled "Design and Development Guidelines."

Core Area Project

The core project represents the establishment of a major activity center linking the downtown and waterfront (see Map 4). The public improvement programs identified for the core are designed to encourage private development and create the type of activity center that will attract people and business.

Since 1998, the core has seen the bulk of downtown's high-

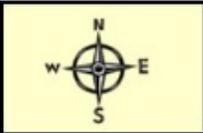
profile development activity, including the development of five residential condominium towers and a hotel on Beach Drive, construction of an urban entertainment complex and a major corporate headquarters, the establishment of a downtown college campus and cultural activities as well as the opening of many restaurants. These have all energized downtown into the 24/7 activity center envisioned by the City.

Unified Retail Program

The unified retail program encompasses an eight-block area (blocks A, B, C, D, E, G, Duke Energy/St. Petersburg College, and Jannus Landing - Map 4) within the Core. The project focuses on new development with intense retail activity that integrates with St. Petersburg College, Sundial, Jannus Landing, and the Beach Drive Shops and implements the Waterfront Plan.

The unified retail concept seeks to create pedestrian oriented streets within the Core, to establish a strong tie between the major retail blocks. This concept will create the type of compact retail area necessary for attracting pedestrian shoppers, generating retail variety, and creating a major focal point for the Core.

The unified retail concept establishes street and upper level activities in order to create a successful integration of retail stores. The successful development, marketing/promotion, management, and uniform maintenance of the unified retail district may require management by a single entity. Another important element of the unified retail program is ensuring quality architectural design unity and compatibility of existing



Map 4
Key Development Blocks in Downtown St. Petersburg



development, new development and redevelopment within the core area.

The City's Land Development Regulations adopted in 2007 are the primary regulatory vehicle for ensuring the type and quality of development sought for Downtown. Through the Downtown Center zoning requirements, the LDRs establish allowable uses, development intensity, height, design details and other features necessary for the vibrant urban environment sought by the Intown Redevelopment Plan. Consequently, all future development and redevelopment must be consistent with the Downtown Center zoning requirements as well as the Plaza Parkway Design Guidelines.

Below is a brief description of the development activity and use emphasis within the unified retail area:

St. Petersburg College/Duke Energy Block The block, located just east of Williams Park has made significant strides toward achieving the IRP's vision. St. Petersburg College opened its Downtown Center in 2005 by renovating the former Maas Brother furniture building and providing 111,000 sf of classroom and administrative space. Duke Energy Florida opened its 220,000-sf headquarters in 2006 allowing it to consolidate its functions in Pinellas County. Finally, SPC, American Stage and the Florida Orchestra have collaborated to build a new 25,000-sf cultural arts center linked with SPC's Downtown Campus that opened in 2009.

Jannus Landing Block The historic block has seen substantial renovation activity since the IRP's inception,

including the adaptive reuse of the Detroit Hotel into condominiums, as well as tenant improvements for restaurants, offices and specialty retail. The block has also served as a concert venue for several decades, adding to the cultural and entertainment mix essential for downtown. Future development should continue the existing mixed-use pattern with a major street-level retail emphasis to reinforce and support the unified retail program.

Block A The 2000 opening of BayWalk, a 160,000-sf urban entertainment center with shopping and movie theaters, was an immediate success, drawing nearly 3 million/year in its first few years. After struggling during the Great Recession and its aftermath, the complex underwent a \$30 million renovation, and reopened in 2014 as Sundial St. Petersburg.

Block B The South Trust Tower at 125 2nd Ave N and the MidCore Parking Garage are the most significant development projects on this block. The 207,000-sf tower that opened in 1985 implemented the IRP's vision for a major office component, while the parking garage satisfied a downtown-wide emphasis. The garage, completed in 2000, also provided nearly 60,000 sf of retail space. The construction of the Millennium Walkway, linking the MidCore Garage with Sundial, met the IRP's design vision for a pedestrian network providing north/south connection lined by bronze sculptures.

Block C The block is strategically located between the waterfront park system, Beach Drive and Sundial. Two

major condominium towers - Florencia (2000) and Ovation (2009) – opened in the 21st Century and implemented the IRP’s vision for mixed-use residential with a specialty retail emphasis to blend with Beach Drive Shops. The streetscape features, ground-floor retail and public art built by Ovation creates the major public open space that physically and visually links the unified retail core program with the waterfront park system.

Block D In 2011, this block located on Central Avenue is a surface parking lot, and is the most significant development site remaining in the Unified Retail Core. The Downtown Core zoning requirements call for an intense mixed-use block with significant ground-floor retail uses provided on all sides of the building. Because of the pedestrian linkages already established by the MidCore Garage arcade and the Millennium Walkway, major retail activity (2 or 3 levels) should be provided along a north/south pedestrian corridor linking Central Avenue with the Sundial block.

Block E When the IRP was first approved in 1982, the small block contained only the historic Ponce de Leon Hotel, an accessory structure and a surface parking lot. Since then the Hotel has undergone renovations, including the outfitting of three retail spaces for restaurant and nightclub use, and has been joined on the block by a Hampton Inn and Suites, a 92-room hotel with ground floor retail that opened in 2001.

Parking Structures

Public parking structures and mixed-use parking structures/transportation facilities will continue to be constructed at key locations within the core area. Through the 2017 amendments to the IRP, City Council allocated at least \$4 million for “Downtown Transportation and Parking Improvements” that could be used to fund parking structures. In 2018, City Council also approved amendments increasing the budget for the IRP redevelopment program from \$117.4 million to \$232.4 million for additional projects. Of the \$115 million increase, up to \$40 million was allocated for projects east of 8th Street (see Revised Table 2). These structures should include ground level retail and may include air rights development above the parking structure, and will be located at appropriate locations within the IRP area (see Map 7).

Pedestrian System

An important part of establishing a strong downtown revitalization program is providing pedestrian amenities. The Land Development Regulations (LDRs) identify areas within Intown where development may be required to upgrade or enhance streetscaping.

The Plaza Parkway Design Guidelines described in Appendix B serve as the design framework for the level of pedestrian treatment (pedestrian system classification) that is intended by the LDRs. Other blocks in the redevelopment area may be considered for inclusion as part of the pedestrian improvement program depending upon the availability of trust fund money and participation by all property owners along a given block

The pedestrian system cost breakdown for the Core includes, pedestrian mall areas, partial mall covering for weather protection, pedestrian improvements and skyways. The City will participate with the private sector in developing the pedestrian system.

Part of developing a unified core area is the ability to evaluate the design and human scale impacts of new development. Many of these design considerations were addressed during the 2007 amendments to the City’s land development regulations that created the Downtown Center zoning districts. The urban design standards set forth in the DC districts improve the design and human scale of new development. These include

- Ensuring maximum building setbacks to create an urban edge to new development;
- “Stepbacks” for new construction above a certain height to prevent the creation of a “canyon effect” on downtown streets;
- Discouraging demolition of buildings without prior approval of a site plan and submission of building permits to maintain the urban fabric; and

Incorporation of a minimum amount of pedestrian type uses in new construction (i.e., galleries, shops, restaurants) to ensure street-level pedestrian activity on many of downtown’s major streets (see “A” and “B” Streets on Map 5).⁵

⁵ Map 5 is for illustrative purposes. Please refer to the City’s Land Development Regulations for the most up-to-date information.

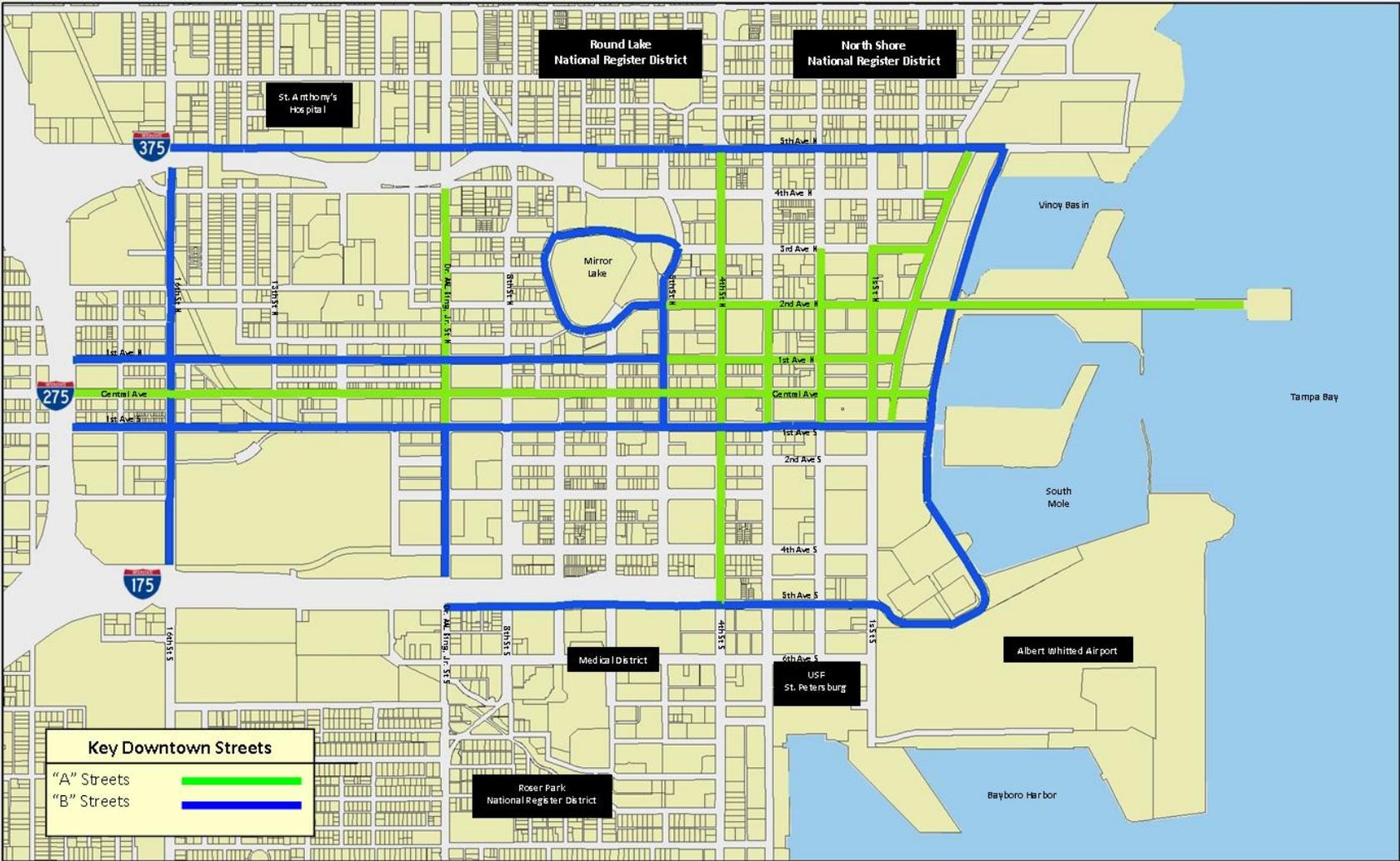
Block Consolidation

The Community Redevelopment Agency, for the purpose of consolidating development parcels, may undertake selected land acquisition to consolidate blocks for development. The Agency has undertaken acquisition before, most notably in assembling land in the 1990s for Sundial and the MidCore Parking Garage, as well as for the Duke Energy corporate headquarters during the early 2000s.

Block consolidation includes the establishment of the unified retail core concept (Blocks A, B, C, D, G, E,) and Duke Energy/St. Petersburg College, Sundial and Jannus Landing and consolidation of Block F (see Map 4).

The following is a brief description of the development activity and use emphasis of the remaining Core blocks (F and G).

Block F In 1991, construction was completed on a 340,000-sf mixed-use office tower. The tower, which has undergone several name changes, was the last large office project built in downtown before the opening of the Duke Energy headquarters. The tower’s parking needs are mostly met by the nearby SouthCore Garage, which can be accessed by an elevated pedestrian bridge. Any future development on the site must comply with the requirements of the Downtown Center zoning district.



Map 5
Streetscape Requirements for Downtown St. Petersburg



Block G The SouthCore parking garage occupies the entire block providing 1,300 parking spaces, and more than 130,000 sf of commercial space. Future development of the site or air rights must comply with the Downtown Core zoning district.

HISTORIC PRESERVATION

St. Petersburg has one of the oldest downtowns in the state of Florida and the rehabilitation and conservation of historic properties has shaped its economic development for the last forty years. In addition to the preservation of such landmarks as the Renaissance Vinoy, Snell Arcade, Kress Building, Mirror Lake High School, the Mirror Lake Library, the Coliseum and Lawn Bowling Club and Shuffleboard Courts, dozens of other smaller-scale historic preservation projects have helped preserve the unique architectural and local character of Downtown.

In fact, its impressive assemblage of pre-World War II architecture led Downtown St. Petersburg to be listed on the National Register of Historic Places in 2003 with hundreds of its structures identified as contributing to the character of the district. In addition, there are dozens of individually designated landmarks listed on the Local Register of Historic Places, the National Register of Historic Places or both.

To support the continued rehabilitation and conservation of historic properties, in 2018 City Council added up to \$5 million to the IRP redevelopment program (see Revised Table 2).⁶

DUKE ENERGY CENTER FOR THE ARTS

The Duke Energy Center for the Arts, which includes the Salvador Dali Museum that opened in 2011, the Mahaffey Theater and other facilities, represents an important cultural resource and amenity to the community and a vital component of the downtown redevelopment program. It is necessary, therefore to prepare and periodically update (1) market and design studies to identify its appropriate role in the local and regional market (performing arts, theater, conventions, conferences and other related entertainment activities), and (2) facility improvements.

Project funding was required for market and architectural studies, public improvements required to support development of the Salvador Dali Museum, the rehabilitation of the Mahaffey Theater and expansion of the lobby, reorientation of the Theater entry toward the waterfront area, creation of an outdoor plaza, development of a new waterfront public park and funding for parking, landscaping and other related pedestrian and open space improvements (see Figure 1 for an aerial view of the Center and its environs).

⁶ For the purpose of this section, historic properties are defined as those listed individually on the Local Register of Historic Places or National

Register of Historic Places, or contributing structures in Local or National Register districts.



Figure 1
Duke Energy Center for the Arts and Environs



WEBB'S CITY

When the IRP was first adopted in 1982, Downtown St. Petersburg was losing retail services and employment to the suburbs and struggling to retain its residential base. The Webb's City project was devised to address these issues and encompasses a six-block area focusing on office, residential and residential service retail (see Map 6).

By the mid-1980s, the project was successful by attracting Webb's Plaza, the AAA Headquarters, and the headquarters of St. Petersburg's Fire Department. In fact, the Winn Dixie at Webb's Plaza would be the only grocer to serve Downtown for nearly twenty years. By 2011, however, the Plaza is no longer competitive in the downtown retail market that emerged in the past fifteen years and is a potential redevelopment opportunity. In addition, another three blocks in the Webb's City project area are either vacant or underbuilt, also providing redevelopment potential. However, as development in Downtown has resumed after the Great Recession, the Webb's City area is poised to take off. In 2015, The Hermitage, 357-unit luxury apartment complex has broken ground in the 700 block of 1st Avenue South. Bordering Webb's City are several projects that illustrate investment interest in the area, including: a Publix Supermarket under construction across 1st Avenue South, along with gallery space to support the Morean Arts Center and Hot Shop on Central Avenue; the renovation of the Historic YWCA Building at 642 2nd Avenue South into a high-end steakhouse in 2013; the conversion of a former public housing complex on Dr. Martin Luther King, Jr. Street South, into the market Urban Flats; and the construction of

Casablanca Tower and Orion, both market-rate multifamily complexes on 8th Street South. Webb's City strategic location between the IRP's "Core Area," Tropicana Field, the Intown West CRA and the Bayfront/All Children's medical district make it an attractive redevelopment opportunity for several different market sectors. The Downtown Center zoning district describes the uses allowed for the Webb's City project area. The LDRs along with the Plaza Parkway Design Guidelines, also prescribe appropriate urban design treatments for this important area.

THE DOWNTOWN WATERFRONT AREA

The Downtown waterfront park system stretches from the Vinoy Park Hotel along 5th Avenue NE to the Salvador Dali Museum at the Duke Energy Center for the Arts on Bayshore Drive/Dali Boulevard SE (Figure 2). It represents St. Petersburg's signature planning triumph and continues to attract millions of visitors a year for festivals, dining, sports, culture and entertainment, and leisure. Over many years, the City has attempted to upgrade facilities to respond to the waterfront's ever-evolving needs. For instance, in the late 1980s, the City constructed \$12.5 million in improvements to the Pier and Pier approach that expanded parking opportunities.

The IRP's objective for the Downtown Waterfront Area entails the continued revitalization of the waterfront parks and Pier area and focuses on development of specialty retail, parking, cultural and recreational facilities. To that end, the City will be funding major public improvement projects to sustain and



Map 6
Webb's City Project Area



expand the success of Downtown St. Petersburg, including the Municipal Pier Project, implementation of the Downtown Waterfront Master Plan and continued streetscaping and waterfront park investments.

The Municipal Pier Project

The \$50-million Municipal Pier Project will result in extensive renovation or replacement of the Pier based on problems and issues cited in a City Engineering report to City Council on March 13, 2004, and subsequent documents. The report identified issues of deterioration that would not be remedied through the City's ongoing Pier maintenance program and determined that these efforts were not cost effective.

Downtown Waterfront Master Plan

On November 8, 2011, St. Petersburg voters approved an amendment to the City Charter requiring City Council to "develop and approve an inclusive Downtown Waterfront Master Plan (DWMP) by July 1, 2015." On June 4, 2015, City Council approved the DWMP, which identified nearly \$800 million in potential public and private improvements throughout the DWMP planning area that will enhance St. Petersburg's signature planning achievement.

The study area for the DWMP is comprised of six "character" districts that collectively span approximately seven miles of contiguous public waterfront beginning at the Northeast Exchange Club Coffee Pot Park on the north to Lassing Park to the south. Two of the districts – Pier District and South Basin District – are wholly contained within the Intown

Redevelopment Area. The Pier District lies east of Beach Drive, north of Demens Landing and south of the North Mole sea wall. The South Basin District adjoins the Pier District to the south and reaches south to Albert Whitted Park and is generally bounded on the west by 1st Street South. A portion of a third district - North Shore- lying south of 7th Avenue NE and east of Bayshore Drive is within Intown (see Figure 2).

City Council's near concurrent approval of the Downtown Waterfront Master Plan with its May 2015 approval of the new St. Petersburg Pier design provides an opportunity to fund strategic public improvements within the Pier Approach to better link the proposed Municipal Pier with the bustling activity found on Straub Park, Beach Drive, Sundial St. Petersburg and Central Avenue. Within the Pier District, the DWMP identified \$51.7 million in improvements. Within the Pier Approach the City will fund through tax increment financing \$20 million in public improvements including but not limited to the redesign of existing downtown parks; street reconfiguration and streetscaping; and development of the Vinoy Basin area, any portion of which may include, without limitation, pedestrian areas and facilities, an open market, ferry/water taxi facilities, and restaurant/café facilities.

In 2017, City Council approved up to \$10 million for "Enhancements to the Municipal Pier Project" and/or "Enhancements to the Downtown Waterfront Master Plan Improvements in the Pier District". Any surplus that remains from this funding source will be used to augment the \$4 million in TIF allocated to the "Downtown Transportation and Parking Improvements" project (see Revised Table 2).

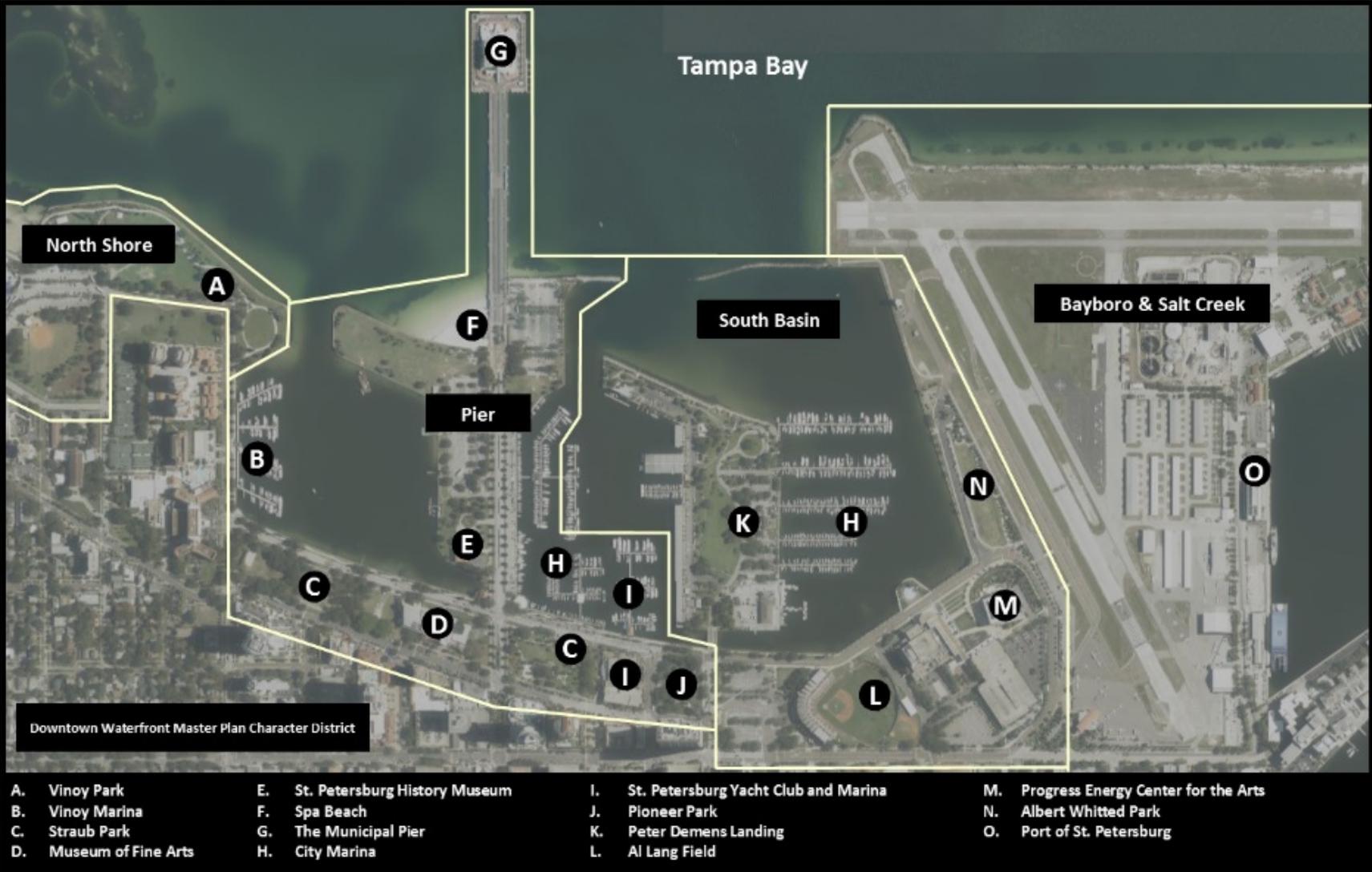


Figure 2
The Downtown Waterfront Area



Another \$2.5 million to fund park improvements that was approved in 2005 will continue the City’s focus on maintaining and improving the IRP’s park system and facilities as support amenities for Downtown’s residential and specialty retail market (see Revised Table 2).

In 2018, City Council increased the redevelopment program budget by \$75 million with \$40 million allocated for improvements east of 8th Street, such as climate resiliency/adaptation projects (i.e., seawall and marina construction) (see Revised Table 2).

The City Charter will require a public referendum for any disposition of or long-term lease on City property in the Downtown Waterfront Area east of Beach Drive to the Municipal Pier structure.

RESIDENTIAL DEVELOPMENT PROGRAM

The development of an expanded residential base in the Intown is essential to achieve a successful downtown redevelopment program. People living and working downtown will generate the 24-hour activity and community spirit necessary to continue the expansion of the downtown economic and cultural base. One important aspect of residential development is the utilization of the existing housing stock.

To ensure housing opportunities for all citizens of St. Petersburg, the residential development program focuses on two aspects of the housing market:

1. aid low and middle-income persons in the rehabilitation of their property or investor owners who provide housing for low and middle-income groups; and
2. aid in defining and assisting new middle-income residential development and infill housing, and ensuring its compatibility with the surrounding neighborhood. New low-income housing will continue to be provided through the City's existing programs in the Jamestown and Gas Plant area and through other federal programs.

The residential development program utilizes a variety of federal, state and local programs to encourage new housing and rehabilitation of the existing housing stock. This plan incorporates spot clearance and rehabilitation on a majority of the blocks in the redevelopment area and in other selected blocks utilizes rehabilitation and block consolidation for new infill housing (see Map 7). The program will consist of voluntary and compulsory participation by owners in the rehabilitation of their buildings in accordance with design criteria set forth in this plan.

The available funding alternatives include, but are not limited to, the following:

Federal

- 312 Rehabilitation Loan Program offers direct loans and works on a revolving loan fund basis;
- Section 8 rent supplement for low-income persons.

- Mortgage insurance programs designed to encourage lending institutions investment in housing by reducing the risk related.
- The Historic Preservation Tax Credit program provides a 20 percent tax credit for developers of who renovate rental housing that are listed on the National Register of Historic Places.

State

- The Community Contribution Tax Credit (Section 220.183, F.S.) offers a 50% credit against state corporate income taxes for contributions of up to \$200,000, for community development, which could be used as direct grant or to start a revolving loan fund;
- The State of Florida provides tax incentives and loans to carry out projects in declared or distress areas;
- The Florida Housing Development Finance Agency may make available financing opportunities for residential rehabilitation, specifically through tax-exempt bonding.

Local

- promoting development of residential services;
- use of tax increment financing for residential related public improvements, such as recreation areas (use of alleyways), infrastructure, landscaping, lighting, etc;

- City may initiate vacation of alleys and streets for development;
- use a loan principal or interest subsidy program on conventional loans;
- use of tax increment financing for land acquisition;
- use of the Ad Valorem Tax Exemption for Historic Properties enabled by City ordinance;
- City may issue housing mortgage revenue bonds;
- local banks establishing a special loan pool for all types of residential development.

The key to encouraging the housing market to respond to the needs of housing consumers and stimulating new residential growth in the downtown, lies in creative financing techniques. When the IRP was adopted, it was estimated that the plan could generate 1500 or more additional housing units in the area. The IRP has exceeded that estimate. Since the IRP was adopted in 1982, more **than 2,100** residential units have been added within the community redevelopment area through 2015. In the rest of downtown, more than 820 dwelling units have been constructed during the same period. All but approximately four hundred units have been constructed since 1998 throughout downtown.

Block Consolidation

The Community Redevelopment Agency, for the potential purpose of consolidating parcels, may undertake selected land acquisition for the residential development program. Blocks identified for consolidation are shown on Map 7.

The residential program involves the Vinoy project and the University Park Residential District. The development concept for these areas is described below:

Vinoy Project

The Vinoy Project encompassed the renovation of the Renaissance Vinoy Park Hotel, construction of condominiums on adjoining property and establishment of a marina. The Vinoy represents a unique landmark within the City's signature waterfront park system. At one time in the 1970s and 1980s, the Vinoy was an economic and aesthetic blight on the waterfront due to its deteriorated condition and vacant status for approximately 18 years, from 1974 to 1992). However, its restoration and reopening in 1992, the development of the Vinoy Condominiums in 2001, and the construction of the yacht basin, have been essential ingredients in the resurgence of downtown and the waterfront.

The continuing use of the Vinoy for residential or hotel uses, or both, is vital to establishing and maintaining a permanent population base in the downtown in order to stimulate and support hotel, office and retail growth, expand the City's tax

base, encourage the rehabilitation of existing downtown neighborhoods, and reinforce the aesthetic quality of the waterfront park system.

The continued success of the Vinoy development will:

- ensure compatible development on the site that is sensitive to the visual image of the waterfront;
- develop and preserve a 200-foot wide open space buffer parallel to and west of Bayshore Drive NE between 7th Avenue NE and Fifth Avenue NE;
- protect the community's investment in the downtown waterfront park system; and
- enhance and achieve the specific development goals the Downtown Waterfront Area.

University Park

Block "K" and Block "L" are located in an area identified by Downtown Core zoning for residential support (see Map 4 on page 16). The design concept should provide ground level green open space and may provide support service retail, in conformance with underlying zoning requirements.

The remainder of the district (8th-4th Streets between 3rd Avenue South and I-175) is appropriate for selected land acquisition and demolition for new in-fill housing and housing rehabilitation.

TRANSPORTATION PROGRAM

A vibrant downtown requires a transportation system that balances automobile access with pedestrian-oriented facilities such as light rail, bus, trolley, biking and walking. The transportation program for Downtown St. Petersburg is a multimodal approach that recognizes Downtown as a regional activity center within Tampa Bay that needs to accommodate vehicular traffic while also maximizing the pedestrian experience so vital to its success. The City also expects that multiple stations will be located within Intown to serve any premium transit system that will be developed to improve regional access to Downtown St. Petersburg.

The interstate system carries visitors and workers to and from Downtown St. Petersburg, but once in Downtown the IRP program focuses on providing mass transit opportunities. The Pinellas Suncoast Transit Authority (PSTA) operates more than a dozen bus routes that use Williams Park in Downtown as a transfer point. In 2016, the City worked with PSTA to relocate the transfer point from Williams Park and create a new grid bus network in Downtown. In 2017, City Council approved \$4 million for “Downtown Transportation and Parking Improvements” to fund improvements to the Intown transportation network.

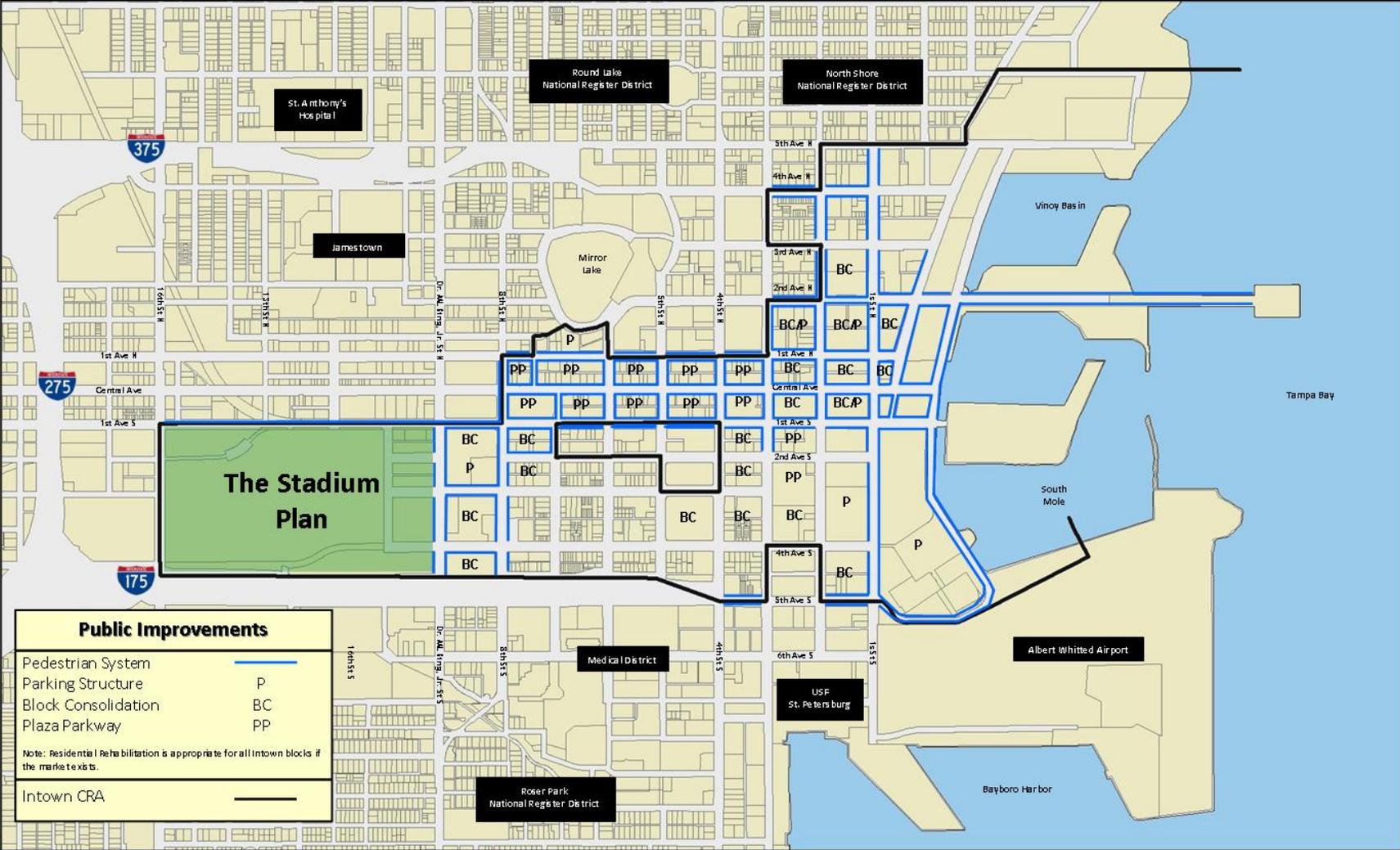
Transit within Intown and its environs is provided by the Looper Trolley, which was established in 1996. The program is administered by the St. Petersburg Downtown Partnership, Inc., and receives funding from several different sources, including the City of St. Petersburg, Pinellas Suncoast Transit

Authority, Florida Department of Transportation and private sector organizations. The Looper serves the main activity generators in downtown including the waterfront park system and Beach Drive, Central Avenue, and the Duke Energy Center for the Arts.

The Downtown Partnership, or successor, is also responsible for the Central Avenue Shuttle, which was established in Fall 2009. The Shuttle links the Downtown waterfront with the Grand Central Main Street District along Central Avenue.

In a dense urban environment, bicycles are an important mode of transportation costing little and using little space for parking. The City has been integrating bike lanes onto many downtown streets for the last decade to improve cyclist safety. In 2008, the Pinellas Trail was extended into downtown St. Petersburg along First Avenue South allowing users to travel on the trail from Demens Landing on Tampa Bay to Tarpon Springs. The trail is separated from traffic by parking and curbs to better ensure user safety.

Finally, several sites within Intown have been identified to serve as stations for the region’s first Bus Rapid Transit (BRT) project. As planned, the Central Avenue BRT would travel the First Avenue corridors from Downtown to the Gulf Beaches. The goals of the project are to develop and implement a successful BRT project along St. Petersburg's Central Avenue corridor that supports local revitalization and economic development plans; improves long-term livability; enhances safety and access for pedestrians and bicyclists; attracts new ridership; supports the unique character of the area; and provides service in a cost-effective manner.



Map 7

Public Improvement Projects in the Intown Redevelopment Area

The preferred route for the Central Avenue BRT service is from Downtown to Grand Central Station and then to St. Pete Beach. The Central Avenue BRT project is a top priority for the Pinellas Suncoast Transit Authority (PSTA) and it is included in the Tampa Bay Area Regional Transportation Authority's Master Plan. Additional funding will be needed to produce the final design plans, construct the project, acquire BRT vehicles and operate the service. The City and PSTA are actively seeking this funding from federal and state funding sources.

PLAZA PARKWAY

The Plaza Parkway program entails construction of public improvements, including pedestrian system improvements, as an incentive for owners to rehabilitate or redevelop their property. To that end, the City has allocated \$2.5 million for the program from tax increment financing (see Revised Table 2). In addition, the program also requires property owners undertaking development to upgrade streetscaping, construct façade treatments and provide appropriate uses in downtown to implement the City's objective for a pedestrian-friendly downtown. (Such treatments are described in the Land Development Regulations and design requirements specified in the Plaza Parkway Design Guidelines.)

The primary focus of the program is on the properties located on Pedestrian Level "A" and "B" streets (see Map 5), although this program can be expanded to any part of the Intown Redevelopment Area. All other streets not designated as "A" or "B" streets shall comply with the minimum streetscape provisions provided in the Plaza Parkway Street System (see

Appendix B for "Plaza Parkway Design Guidelines").

UTILITY PROGRAM

Water, sewer and other utilities in the Intown represent an important factor in revitalizing the area. Because of the age and substandard line sizes in the Intown, a detailed analysis of utilities is being conducted that will eventually result in a programming of capital improvements to meet the expected increase in demand.

Funding sources for infrastructure improvements will be through the City's capital improvement program and possibly Federal and State funds.

Costs incurred for the City to re-route water and sewer lines within or around a block because of a private development project will be borne by the developer.

TROPICANA FIELD REDEVELOPMENT PLAN

The Tropicana Field Redevelopment Site was originally planned as a multi-purpose stadium project that was constructed on the original Gas Plant site. City Council approved an amendment to the Intown Redevelopment Plan changing the development program for the area to allow construction of a domed stadium. The stadium was opened to the public on March 3, 1990, eventually welcoming Major League Baseball in 1998.

Beginning in 2007, the City and the Tampa Bay Rays began discussions on redeveloping the Tropicana Field site when the

Rays proposed building a stadium on the Downtown Waterfront, a bid that was ultimately withdrawn by the team. In 2016, the City contracted with a consulting team to prepare a master plan for Tropicana Field that included a stadium along with other complementary uses such as residences, offices, hotels and specialty retail uses. Another master planning effort began in 2018 to identify the redevelopment potential of Tropicana Field without a stadium use.

All of these planning efforts recognized the catalytic development opportunity posed by the Tropicana Field site, not only for Downtown and St. Petersburg, but also for the Tampa Bay area. With its downtown location and stellar transportation access to the region, Tropicana Field’s redevelopment can be an economic driver that provides thousands of new jobs for the community for a generation or more.

At the same time, preparing the site for redevelopment will require substantial improvement to its infrastructure, ensuring compatible physical and functional connections of its development with surrounding neighborhoods, and remediation/mitigation of a brownfield on the property to enable development.

To that end, City Council amended the IRP in 2018 to allow the expenditure of no less than \$75 million in TIF funding for redevelopment infrastructure improvements west of 8th Street related to the redevelopment of Tropicana Field. These improvements could include

- brownfield mitigation and remediation to enable redevelopment;
- public open space amenities on the site including improvements that support the reactivation of Booker Creek;
- streetscape improvements that provide public rights-of-way such as alleys, sidewalks, pedestrian facilities and streets that assist in reestablishing the grid network on Tropicana Field and connect it with surrounding neighborhoods;
- transit infrastructure and improvements; and
- parking improvements.

OTHER PROJECTS

The previously described public improvements represent important elements of revitalizing the area and providing an expanded and diversified retail, employment, residential and cultural base. In addition to these areas, other sites have been identified for selected public improvements:

- The City may participate in a joint development with the County and/or other private developer(s) in constructing a public parking structure or mixed-use parking structure/transportation facility at an appropriate location within the IRP area. Office and/or retail or other allowable uses shall be located on the ground level of the parking structure and may be located above the parking structure.
- The Block “H” office project, more commonly known as City Center, was completed in 1984 and was another joint public/private partnership involving the construction of a

TABLE 1
Major Public Improvement Projects Implemented in the Intown Redevelopment Area
 1982 to 2004

Project	Development Cost ⁽¹⁾	Funding Sources	
		TIF - City and County	City and Other Sources
Stadium Development (Tropicana Field)	\$209,549,851	\$22,500,000	\$187,049,851
Bayfront Center/Mahaffey Theater Renovation	27,157,920	8,209,000	18,948,920 ⁽²⁾
Sundial and MidCore Garage	22,135,606	5,496,000	16,639,606
South Core Garage	20,377,765	13,887,000	6,490,765
Development Sites Acquisition Costs	16,032,171	632,000	15,400,171
The Pier	14,862,273	1,600,000	13,262,273
Intown Streetscape Program	5,696,215	620,000	5,076,215
Waterfront Park Improvements	2,214,353		2,214,353
Downtown Museums Development	1,294,438	800,000	494,438
Downtown Transit Initiatives	583,110		583,110
Downtown Marketing and Promotion	231,070		231,070
Duke Energy Park Improvements	204,021		204,021
Total	\$320,338,793	\$53,744,000	\$266,594,793

(1) Some projects include land acquisition costs.

(2) \$2.6 M of development cost was donated by the Mahaffey Theater Foundation as part of the 1987-88 renovations.

parking structure with possible future air rights above the structure (see Map 4 on page 16).

- In conjunction with the rehabilitation of the Vinoy Park Hotel and adjacent new residential development, the City supported the development of marina slips adjacent to 5th Avenue NE in the North (Vinoy) Basin.
- Several sites within the redevelopment area may require block consolidation for commercial and/or residential development. These blocks are located on the fringe between the Core and the residential area, representing a transition zone requiring appropriate planning design and development. The blocks in this transition zone are identified as “I” and “J” on Map 4 on page 16. Future development shall comply with the Downtown Center zoning requirements.

SUMMARY

Map 7 illustrates some of the various public improvements proposed and/or implemented in the Intown Redevelopment Plan since its inception, some of which have been described in the sections above. Table 1 describes projects implemented between 1982 and 2004 and their source of funding.

One important conclusion should be noted in regard to the trust fund allocation. Tax increment bonds have not been the only source of redevelopment funding in the past nor will they be the only source of funds available in the future for implementing projects. As outlined in Tables 1 and 2 and described in the “Methods of Financing” Chapter, a wide range

of sources have been and may be used for project funding. The tax increment generated by the redevelopment area serves only as a starting basis.

ADMINISTRATIVE AND RELOCATION COSTS

Business and residential relocation costs and administrative costs related to the project will be funded through tax increment trust fund or tax increment bond proceeds. Tax increment bond proceeds may be used for necessary architectural and other professional services to implement development projects described in the Plan.

PROPERTY DISPOSITION AND DEVELOPMENT POLICY

For the purposes of this Plan, the Community Redevelopment Agency is authorized to sell, lease, exchange, subdivide, transfer, assign, pledge, encumber by mortgage or deed of trust, or otherwise dispose of any interest in real property. To the extent permitted by law, the Agency is authorized to dispose of real property in accordance with Florida Statute Chapter 163 and in compliance with this Plan.

Owner Participation

Owner participation is an important part of ensuring a cohesive downtown revitalization program. Therefore, owner participation is encouraged in the redevelopment of downtown.

REVISED TABLE 2
Intown Redevelopment Plan
TIF Funding Required for New Public Improvement Projects - 2005-2032*

Designated Projects	FY	Location	TIF Funds Required (in \$Millions) (4)	Other Potential Funding Sources	Total Cost
Municipal Pier Project (1)	2008-2020	Downtown Waterfront at 2 nd Avenue NE	\$50M	To be Determined	\$50M
Downtown Waterfront Master Plan Improvements – Pier District	2016-2020	Pier Approach	\$20M	No other public funding identified.	\$20M
Duke Energy Center for the Arts		NE Corner of 1 st St/5 th Ave S			\$31.286M
Mahaffey Theater	2005-2011		\$25.854M	City (\$2.932M)	
Salvador Dali Museum	2010-2011		\$2.5M		
Enhancements to the Municipal Pier Project (2)	2017-2020	Downtown Waterfront at 2 nd Avenue NE	\$10M	No other public funding identified.	\$10M
Enhancements to the Downtown Waterfront Master Plan Improvements in the Pier District (2)		Pier Approach			
Downtown Transportation and Parking Improvements	2017-2020	Throughout the IRP District	\$4M	No other public funding identified	\$4M
Pedestrian System/Streetscape Improvements	2006-2032	Throughout IRP District	\$2.5M	City	\$2.5M
Park Improvements	2006-2032	Waterfront Park System	\$2.5M	City	\$2.5M

* TIF expenditures may only be utilized for those Designated Projects in Table 2 where TIF funds are required as noted herein; provided, however, that no TIF expenditures may occur for Projects other than Designated Projects with TIF funds required as noted herein, without prior approval of the St. Petersburg City Council and the Pinellas County Board of County Commissioners. Tax increment financing contributions to the IRP Redevelopment Trust Fund will end on April 7, 2032.

Designated Projects	FY	Location	TIF Funds Required (in \$Millions) (4)	Other Potential Funding Sources	Total Cost
Waterfront, Transit, and Parking Improvements (3) Resiliency/Adaptation infrastructure (i.e., seawalls and marinas) Transit infrastructure and improvements Parking improvements (City TIF only)	2019-2032	IRP District East of 8 th Street	\$35M	No other public funding identified	\$35M
Rehabilitation and Conservation of Historic Resources (3)	2019-2032	IRP District East of 8 th Street	\$5M	No other public funding identified	\$5M
Redevelopment Infrastructure Improvements (3) Brownfields Mitigation/Remediation Public Open Space Amenities, including Improvements to Booker Creek Streetscape Improvements to Re-establish Grid Network on Tropicana Field Site (i.e., sidewalks, pedestrian facilities, alleys, streets) Transit infrastructure and improvements Parking improvements	2019-2032	IRP District West of 8 th Street	\$75M	No other public funding identified	\$75M

Maximum TIF Funds Required: \$232.354 M

* TIF expenditures may only be utilized for those Designated Projects in Table 2 where TIF funds are required as noted herein; provided, however, that no TIF expenditures may occur for Projects other than Designated Projects with TIF funds required as noted herein, without prior approval of the St. Petersburg City Council and the Pinellas County Board of County Commissioners. Tax increment financing contributions to the IRP Redevelopment Trust Fund will end on April 7, 2032.

(1) Because of the size of the project, the timing and/or amounts necessary for the Municipal Pier Project may need to be revised in the future. Such changes shall only occur in an amendment to the Interlocal Agreement between the City and County.

(2) The allocation of up to \$10 million in TIF for Enhancements to the Municipal Pier Project and/or Enhancements to the Downtown Waterfront Master Plan Improvements in the Pier District shall be determined by the City. Any of the \$10 million in TIF not utilized for Enhancements to the Municipal Pier Project and/or Enhancements to the Downtown Waterfront Master Plan Improvements in the Pier District shall be allocated to augment the \$4 million in TIF allocated to Downtown Transportation and Parking Improvements.

(3) The allocation of up to \$35 million in TIF for Waterfront, Transit, and Parking Improvements East of 8th Street and the allocation of up to \$5 million in TIF for Rehabilitation and Conservation of Historic Resources East of 8th Street shall be determined by the City. Any of the summed \$40 million in TIF not utilized for Waterfront, Transit, and Parking Improvements or Rehabilitation and Conservation of Historic Resources shall be allocated to augment the \$75 million in TIF allocated to Redevelopment Infrastructure Improvements West of 8th Street. Any surplus TIF remaining in the IRP Redevelopment Trust Fund after completion of the Redevelopment Infrastructure Improvements West of 8th Street identified herein shall be returned to the City of St. Petersburg and Pinellas County.

(4) "TIF Funds Required" refers only to the anticipated construction and capital costs and not any required debt issuance or financing costs, which can also be funded with TIF.

Before the City pursues any development project on a particular site, contact will be made with the property owners to determine their interest in participating in the project. Such participation by an owner shall be contingent upon execution by such owner of a binding agreement by which the property retained or acquired will be developed and used in conformance with the plan.

The Community Redevelopment Agency may, prior to the execution of an agreement, determine in its sole discretion that it is in the best interest of the City to acquire such property for development by the City or disposition for competitive bidding. The Community Redevelopment Agency may acquire property which is retained by an owner under an Owner Participation Agreement if the owner fails, refuses or neglects to perform his/her obligation under said agreement.

Developer Disposition Agreement

The Community Redevelopment Agency shall reserve such powers and controls through disposition and development agreements with purchaser or leases of property as may be necessary to insure that development conforms to this plan. The leases, deeds, contracts, agreements and declarations of restrictions may contain restrictions, covenants, covenants running with the land, rights of reverter, conditions subsequent, equitable servitudes or any other provisions necessary to carry out this Plan.

ENFORCEMENT

After development, the administration and enforcement of this

Plan or other documents implementing this Plan shall be performed by the City or the Agency.

The provisions of this Plan or other documents entered into pursuant to this Plan may also be enforced by Court litigation instituted by either the Agency or the City. Such remedies may include, but are not limited to, specific performance, damages, re-entry, injunctions, or any other remedies appropriate to the purposes of this plan. In addition, any recorded provisions expressly for the benefit of owners of property in the project area may be enforced by such owners.

The provisions of this Plan shall be effective until April 7, 2032~~5~~.

DESIGN AND DEVELOPMENT GUIDELINES

The design and development guidelines listed below were created in order to ensure compatibility between the types of developments that are desired in the downtown and how such developments should relate to the environment and each other.

All real property in the project area is hereby made subject to the controls and requirements of this Plan. No real property shall be developed, rehabilitated, or otherwise changed after the date of adoption of this Plan, except in conformance with the provisions of this Plan and all applicable State and local laws in effect from time to time.

DESIGN PARAMETERS

General

- All redevelopment sites shall meet all the applicable Land Development Regulations.
- Developers of projects within the redevelopment area shall submit project proposals and designs to the Community Redevelopment Agency (CRA) for development review.
- All development should demonstrate the use of energy conservation techniques to reduce space cooling, hot water, and space heating demands. These techniques should address, but not be limited to:
 - building orientation
 - building facade materials
 - shading of buildings and parking lots
 - wind control for cooling ground level spaces and/or buildings
 - use of solar energy (if practical) to meet development energy needs or individual building requirements, e.g., shared solar hot water
 - use of paving material other than concrete or asphalt for parking lots to reduce area heat gain (such as turf block)
 - use of natural sunlight for interior lighting (daylighting).
- All new and redeveloped surface parking areas shall be landscaped according to applicable City requirements.
- All parking structures should provide decorative facades through building materials and/or landscaping along each parking level and shall contain street level retail, office, cultural, or recreational activities.
- All buildings within the development project should integrate architecturally, aesthetically and functionally through building design, materials, open spaces, scale, circulation systems, pedestrian level activities, and uniform signage and lighting.
- All new development and redevelopment should provide design elements (trees, canopies, street furniture, entryways, etc.) to bring the building and related activity spaces in scale with human dimensions and perception of space.
- Development should provide appropriate architectural variety to the area and generate street level activities, such as outdoor cafes and cultural activities.

Open and Pedestrian Spaces

Open spaces shall:

- be directly linked to the pedestrian system (sidewalks or skyways) and these links shall meet the Plaza Parkway Design Guidelines established in Appendix B; and
- provide sufficient lighting to ensure night security;

Open spaces should:

- relate to activities and buildings within the block;
- establish visual and functional ties to surrounding activities and create a sense of seclusion in spaces set aside from the main pedestrian flow such as found in court yards;
- provide various types of open space use (public, private, and semi-public spaces);
- provide sit-ability in terms of comfort and number of seating spaces (1 linear foot of seating space for each 300 square feet of open space), and such seating can be provided by appropriately designed benches, ledges or chairs;
- provide for human comfort and scale through the use of landscaping and/or canopies for shade and highlighting building entrances;
- be considered for location on roof tops or upper levels in conjunction with activity spaces, to provide views of Tampa Bay, especially for development along Beach Drive and 1st Street;
- provide sculptures, murals &/or water features; &
- provide simple designs which dictate logical order and arrangement, allowing users to easily orient and relate themselves to the space and surrounding activities.

Pedestrian systems (all projects and areas within the Intown Redevelopment Area):

- shall be designed in conformance with the Plaza Parkway Design Manual (CRA Resolution 92-2).

Historic

- Renovation, redevelopment or new construction on historic properties shall comply with the City's historic preservation ordinance.
- Developments on sites with historic structures are encouraged to utilize the incentives offered by the City's land development regulations.

Residential

- All infill development should create a sense of place and neighborhood identity by relating to old and new architecture and by developing interrelated open and pedestrian spaces.
- All new development within and adjacent to residential areas should relate in building scale and mass with the surrounding neighborhood.

Waterfront

Within the boundaries of the City of St. Petersburg lies one of the most unique aesthetically and economically valuable assets of the Region; our downtown waterfront.

The park-like character of the waterfront forms a U-shape around the eastern edge of the downtown which is anchored at its southern end by the Duke Energy Center for the Arts, and its northern end by the Vinoy property. These two anchors represent prominent visual points that frame the Intown waterfront park system and, therefore, the development of the Vinoy site and the Duke Center for the Arts as activity and visual image centers is very important to the successful redevelopment of the downtown, the use of the waterfront as a public activity space, and the reinforcement of the aesthetic quality of the waterfront park system.

The downtown waterfront has established itself as an area with its own sense of time and place. In order to preserve and enhance this historical and visual continuity, it is important to establish the design compatibility of buildings along the waterfront with each other as well as with the park-like character of the waterfront. It is equally important to provide for a variety of activities along the waterfront and in the downtown so all citizens of St. Petersburg can enjoy the present and the future opportunities these City assets create.

Vinoy Property Development

The Vinoy property is approximately bounded by 5th Avenue NE and 7th Avenue NE, and Bayshore and Beach Drives NE. Design considerations for the property include:

- shall maintain a compatible design relationship to the Vinoy and the waterfront in terms of building mass, scale,

height, materials, color, and architectural character;

- shall provide for a 200-foot wide open space buffer parallel to and west of Bayshore Drive between Baywood Park and Fifth Avenue N.E. to maintain the open character of the waterfront allowing for visual access to and through the open space buffer area;
- shall preserve the Banyan trees and Indian Midden;
- shall provide landscaped buffers along all streets and any walls facing the street;
- shall landscape parking structures and areas;
- shall provide a landscaped design separation between the development, Baywood Park and open space buffer parallel to and west of Bayshore Drive.
- shall avoid utilizing large and continuous building masses to create a walled image or effect along Fifth Avenue N.E., since it is important to maintain the aesthetic charm and openness of the Vinoy Basin area and waterfront park system, especially as viewed from Pier Park and along Straub Park.
- should minimize visual intrusion of parking structures along Fifth Avenue N.E. and Bayshore Drive via landscaping and/or site design of the project;

- The development that conforms to the stipulation entered into between the parties and approved by a final judgment executed by Judge Bryson on December 3, 1982, in the case of Padula and Workman v. City of St. Petersburg (Circuit Civil No. 82-6574-17) shall be deemed to conform to the provisions of the Community Redevelopment Plan. This final judgment is recorded at pages 7 and 8 of O.R. Book 5439 of the Official Records of Pinellas County, Florida.

Core Area (Unified Retail Core)

- Mediterranean Revival is a prominent architectural style in St. Petersburg. Mediterranean Revival design elements should be encouraged in the Core Area. New development should use appropriate building materials and design elements such as stucco, key stone or cast stone to highlight entryways and along 1st and 2nd level facades, barrel tile roofs, terra cotta tiles, towers with pyramidal or triangular shaped tops, accent brick (light colors), or canopies, arches, and arcades.
- The Jannus Landing Block should be rehabilitated or redeveloped in keeping with the architectural style (vernacular), scale, and character of the block. This involves addressing design issues related to the preservation of important building facades, pedestrian linkages through the block, and integrating internal and external open spaces.
- The Core area will be encouraged to develop using the

concept of a strong pedestrian orientation including open spaces and plazas.

- The Unified Retail Core should capitalize on and reinforce the existing urban fabric of the waterfront and the existing downtown business district.
- The major pedestrian axes **shall** directly link the waterfront and downtown business district.
- The major pedestrian axes **shall** function as the major retail spine linking the existing downtown business district.
- Retail activity will be encouraged to orient along the street as well as within the interior parts of the development.
- The pedestrian/open space system within the Core Area shall be a series of interconnected outdoor and/or indoor open spaces, with a focus on water features that link developments within the Core and to Downtown, Williams Park, the Waterfront and the Duke Energy Center for the Arts. Developments in the Core Area shall provide for the pedestrian/open space system through maximum use of natural sunlight through a large or series of glass atriums or open air designs (high ceilings, central outdoor plazas, sunlight filtration from the ceilings). Gateway/entry points into the pedestrian/open space system shall be highlighted through large landscaped plazas or open spaces. The pedestrian/open space system

and gateway shall include features such as sculptures, water landscaping and murals to create an exciting urban space.

- Development along the waterfront (Beach Drive) **should** maintain a building (east-west) axis perpendicular to Beach Drive on levels above the second floor.

Webb’s City

- All new development shall conform to the requirements of the Downtown Center zoning district and the Plaza Parkway Design Guidelines.

Rehabilitation

- Rehabilitation of existing structures **shall** conform to all applicable rules and regulations of the City of St. Petersburg.
- All buildings (including fences and accessory structures) within a commercial or residential rehabilitation project should integrate architecturally, aesthetically and functionally through building design, materials, scale, open spaces, circulation systems, pedestrian level activities, and uniform signage and lighting.

DEVELOPMENT GUIDELINES

- All new development shall be consistent with the permitted uses in the downtown zoning district in which

it is located.

- Development intensity and uses shall be governed by the underlying zoning district. Of particular note are the Downtown Center zones (DC) which provide for mixed-use development based on floor area ratio (F.A.R.) system as outlined below:

District	Emphasis	FAR+
DC-C	Downtown Core	4.0 to 8.0
DC -1	Downtown Support	
	East of Dr. ML King St	3.0 to 7.0
	West of Dr. ML King St	3.0 to 5.0
DC -2	Downtown Residential	3.0 to 5.0
DC -3	Downtown Waterfront	2.0 to 3.0
DC -P	Downtown Park	0.2

+Range only applies from base FAR to administrative approval of FAR bonuses through streamline process. Additional bonuses can be awarded through a public hearing.

The Downtown Center land development regulations also contain bonus and exemption provisions which allows an increase in floor area ratio (F.A.R.) if selected open space, building program and urban design features are incorporated into the project. These include, but are not limited to, protecting designated historic landmarks, providing affordable housing, including retail uses on the first floor of a mixed use project, constructing streetscape improvements and providing specified percentage of office space. For more details on FAR bonuses, see the Downtown Center land development regulations.

- The major retail activity of the Intown **shall** be located in conformance with the uses permitted in the Downtown

Center zoning district as depicted on Map 3 and described in the “Plan Emphasis” section contained herein.

- To encourage consolidation of blocks and promote a unified development concept, the City will consider the closing of selected streets and alleyways in accordance with an appropriate proposal.
- The development of both affordable and market rate housing should be encouraged through incentives.
- Building rehabilitation should conform to the permitted uses of the downtown zoning district in which it is located.

Uses or structures that, by reasons of appearance, traffic, smoke, glare, noise, odor, or other similar factors, would be incompatible with surrounding areas or structures shall not be permitted in any part of the project area.



Neighborhood Impacts

NEIGHBORHOOD IMPACT

Proposed public and private redevelopment of portions of the redevelopment area, especially the Core, Webb's City and the Stadium Complex, will have a number of far-reaching positive impacts on area residents and surrounding areas in terms of increased levels of amenity, and community services and facilities, improved environmental, physical and social quality and an expanded tax base that will lessen the property tax burden on all St. Petersburg citizens. While specific impacts cannot be determined until concrete project proposals are submitted, the following report attempts to quantify the range of impacts that might be expected with respect to displacement of existing occupants and environmental quality.

Relocation

If Federal grant funds are not utilized in carrying out redevelopment activities in the Intown Redevelopment Area, a modified version of the City's relocation policy will be used where existing residential and commercial owners and occupants are displaced as a result of city condemnation. The relocation policy is as follows¹:

Occupant	Moving Expenses
Residential tenant Low and moderate income ²	Actual relocation expenses up to \$1,000 (moving expenses for displaced persons and their personal property for a distance of 25 miles). Transportation costs beyond 25 miles may be paid at the discretion of the CRA. Plus: first and last month's rent, security deposit, and utility deposits and/or reconnection of utilities (not including delinquent accounts, line extensions or other capital expenses.) The CRA will provide written notice to the tenants to be displaced 60 days prior to the loss of possession.
Residential-Tenant Less than 90 days (at least 30 days) 90 days or more	\$100 Dislocation allowance \$200 Dislocation allowance. Plus \$40 per furnished room total not to exceed \$400.
Residential-Owner	The CRA will provide written notice to the tenants to be displaced 60 days prior to the loss of possession Negotiated amount to be included in purchase contract or \$200 Dislocation allowance Plus \$40 per furnished room not to exceed a total of \$500 or actual moving expenses based on two bids (lowest bid).
Business-Owner	Actual moving expenses up to \$3000 based on two bids (lowest bid) <u>or</u> negotiated amount to be included in purchase contract.
Business-Tenant	Actual moving expenses up to \$3000 based on two bids (lowest bid).

² Low and moderate income means a household income that does not exceed 80% of the median income for the Tampa/St. Petersburg/Clearwater Metropolitan Statistical Area. For owner occupied residential or business replacement housing costs are considered in negotiated purchase offers.

¹ Section amended previously by Section 22, Ordinance 205-G.

The entire Webb's City area and selected blocks within the Core and surrounding residential areas are proposed to be acquired (see Map 6). With respect to the former, much of the land, and many of the structures within the area are vacant, requiring no displacement. However, there is one residential owner occupant, three commercial owner occupants and eleven commercial tenant occupants that would have to be displaced. One 64 unit retirement hotel is not proposed for acquisition at this time, but if acquisition became necessary, 64 residential tenant occupants would also have to be displaced.

The blocks proposed for acquisition within the may involve relocation activities related to 50 businesses (owner occupant and tenant) and 329 transient residential units.

The residential area surrounding the Core will be targeted for a rehabilitation program entailing some spot clearance. It is anticipated that there will be few such cases and these will be handled accordingly to the prescribed relocation policy.

However, there are selected blocks where block consolidation may take place for new infill residential development. The relocation activity related to these blocks may involve 209 permanent housing units and 51 transient units. The estimated number of people involved with residential relocation is 286 (based on 1980 Census data of 1.38 persons per household).

At the time the IRP was originally adopted, the Census tract blocks (Tract 214, Blocks 113, 114, 115, 116, 119 and 121) involved with the residential block consolidation program contained 89 structures, of which 60 were in a deteriorated or dilapidated condition.

At the present time, vacant commercial space availability within the Intown area and elsewhere in the City is sufficient to accommodate the commercial occupants that would be displaced as a result of redevelopment of the above areas on either a permanent or temporary basis, pending the expansion of available space through new downtown commercial development.

Since little displacement of long term residential tenants and owner occupants, other than hotel guests, is anticipated, sufficient replacement housing is available to meet their need as well.

City staff will provide technical and counseling assistance to displacees, both commercial and residential, in locating suitable replacement facilities which are comparable and within the tenants financial means and securing moving expense bids or computing such expenses. Eligible residential displacees, having been displaced by "governmental action," may also have ready access to "assisted housing," and City staff will provide assistance in making referrals to appropriate agencies for this purpose.

Grievances related to relocation will be handled by the existing Community Improvement Projects Committee-Grievance Committee. Upon hearing a grievance the committee will render its decision and forward it to the Redevelopment Agency. Grievance procedures, standing of decisions, and appeal process will be the same as used currently by the committee.

RESIDENTIAL DEVELOPMENT

The establishment of an expanded residential base in the Intown is essential to achieve a successful downtown redevelopment program. People living and working downtown will generate the 24-hour activity and community spirit necessary to create a cohesive neighborhood environment.

The *Intown Sector Land Use Plan* projected an ultimate design population of 30,000 as a development parameter for the sector. In 1975, there were 11,600 people in the Intown, and 8,100 housing units. Assuming a constant household size, and maintenance of the current level of elasticity in the market, an additional 12,850 housing units would have to be built in the sector to accommodate the design population, even if no existing units were lost through attrition. However, the 1980 Census shows the Intown Sector population has decreased to 10,875.

Any housing program must consider both the provision of opportunities for new housing construction, and retention and improvement of the existing stock. Similarly, in order to provide a full range of housing choices, a comprehensive housing strategy must also take into consideration all types of tenure options ranging from investor owned rental units, through cooperatives to owner occupied single and multi-family units; varying levels of assistance to provide for the needs of housing consumers in all income ranges; and a variety of dwelling unit types and sizes to accommodate diverse household compositions and lifestyles.

The housing demand generated by upper income consumers is, for the most part, accommodated by the private sector, using conventional financing with little or no assistance.

Similarly, the shelter needs of lower income households are equally well provided for through a number of assistance programs. There are already over 1,560 federally assisted rental units for elderly households in place throughout the Intown sector, with another 314 under construction or planned, in relatively new, high and low rise apartment structures. For small and large families, 82 new public townhouse units have just been completed in the Jamestown area, and sufficient land has been set aside for up to 213 similar assisted units in the Gas Plant area. In addition, over 100 elderly and family households have been able to rent improved units in the Intown area through federal Section 8 rent supplement programs. These programs help lower income households compete for shelter on the open market, while at the same time, through guaranteed fair market rents, assist Section 8 landlords in securing conventional improvement financing, thereby representing an important existing housing stock retention incentive.

Between these two extremes, the affluent and urban poor, is a vast potential market of moderate income households who are finding it increasingly difficult to compete for suitable, affordable housing on conventional terms, and yet are ineligible for housing assistance. Any comprehensive housing production/retention strategy must deal with the needs of this group as well through measures to increase the affordability of both new and existing dwelling units of all types, sizes and tenure options (see Plan Implementation Chapter).

ENVIRONMENTAL QUALITY

Again, specific environmental impacts can only be determined on the basis of specific project proposals. In this context the following impacts of redevelopment on both the natural and manmade environment are general in nature, and content.

Drainage

In that most of the redevelopment area is occupied by structures, paved right-of-way or paved surface parking developed prior to the enactment of the City's Grounds Improvement Ordinance, any new development carried out under present ordinances mandating the provision of green permeable open space is bound to improve the present situation relating to storm water runoff. This is especially the case since any new development would be accompanied by improvements to the drainage infrastructure/storm sewer system as required.

Vegetation

Trees may have to be removed to accommodate redevelopment proposed for the areas and may be removed upon approval by the City. However, all those specimens three inches or greater in trunk diameter at breast height are protected under the Tree Ordinance, except Punk trees, Brazilian Pepper, and all Palms. Suitable barricades, or stakes connected by flagging, plastic tape, or rope, if clumps or groups of trees are involved, are to be erected within six feet of the trunk or 2/3 of the area under the dripline of all trees to remain, whichever is greater, where no solvents, construction material, machinery, or temporary sod deposits are to be

placed. Land clearance must leave all ground cover intact within the trees' dripline. This may include Palmettos, ferns, hibiscus or other shade tolerance species.

A tree survey will be undertaken prior to construction to pinpoint exact locations, common names, and diameters of existing trees at breast heights. Also, planned improvements to the pedestrian system, coupled with F.A.R. bonuses for landscaping, should considerably increase the amount of vegetation in the redevelopment area.

Flooding

With exception of publicly owned property east of Beach Drive, part of the Progress Energy Center for the Arts and Albert Whitted Airport (and portions of the blocks west of the Airport), on which no redevelopment is proposed at this time, the U.S. Geological Survey has not identified any flood prone zones within the project area.

Noise

Article III of City Code Chapter 11 establishes noise limitations for activities in St. Petersburg.

Water Quality

The project impact on domestic wastewater flow to the Albert Whitted Plant may be insignificant. Discharges into the sanitary sewer system from new sources developed as a part of the project will be insignificant prior to improvements at the Albert Whitted Plant.

All discharges to the sanitary sewer system are regulated by City ordinance. These regulations will insure that users are charged appropriate amount for wastewater treatment provided by the City's plant and that toxic and hazardous wastes are treated prior to discharge into the City's system. These programs will be implemented locally.

The St Petersburg Water System is presently permitted by the SWFWMD to provide up to 56 MGD of potable water per day. The average daily demand is 36-38 MGD. The additional demand for water by those locating in the project area will be insignificant in light of this total capacity. Due to the nature of this redevelopment project, no discharges into the ground water are anticipated.

Air Quality

It is anticipated that the project will not involve any point sources of air pollution which would require State or Federal permits. The development's primary impact on air quality will be from indirect sources related to transportation activities.

Pinellas County has not been designated as an Air Quality Maintenance area for Carbon Monoxide, so there is no specific control plan in effect for this pollutant. Large projects which result in significant increase in traffic flow and parking facilities are subject to review and permitting by the Florida Department of Environmental Regulation under Chapter 17-2.04(8) of the State Administrative Codes.

Demolition and construction activities which will occur as a part of project development will be a potential source of fugitive particulates. Approved dust control measures will be

employed during these activities to minimize wind erosion and Fugitive Particulate Air Pollution. Open burning of any waste material will be handled in accordance with Chapter 17-5 (Florida Administrative Codes) and Chapter 14-7 of the St. Petersburg City Codes to further reduce the impact of construction.

Landscaping of open spaces and buffer zones will be required as construction activities are completed to prevent wind erosion and Fugitive Particulate Air Pollution following the construction.

Determinations as to the need for Regional or Environmental Impact Statements based on increases in parking spaces or peak hour traffic are contingent upon specific project proposals. Every effort will be made to limit development size to adhere to ambient air quality standards for Carbon Monoxide. Proposed increased vegetation along rights-of-way and in conjunction with parking structures should also contribute to this goal.

Land Use/Zoning

The distribution and character of land uses in the redevelopment areas will be considerably altered by proposed redevelopment. Most importantly, the current intermingling of incompatible uses will be eliminated, and such uses will be strictly separated and buffered from one another. Furthermore, the current under-utilization of valuable downtown land will be reduced, and new uses will be in conformance with the adopted Land Use Plan and Zoning Ordinance.

Traffic Circulation

Based upon existing street capacity in and around the proposed redevelopment area, some streets may experience a decrease in the level of service.

Community Facilities and Services

The provision of new site improvements including new sidewalks, street improvements, new drainage systems, planned green spaces and buffer strips, adequate parking, and adequate lighting is anticipated to have a positive impact in the project area and surrounding community. The relocation of the displaced businesses from the project area is not anticipated to have any significant impact on existing community facilities in the surrounding community.

Within a two-mile radius of the project area, at least seven neighborhood and community parks exist. In addition, thirteen mini parks, three scenic parks, two specialized parks, and three undeveloped parks are also within a two-mile radius of the project area.

Adequate hospital facilities including Bayfront Medical Center Complex, All Children's Hospital, St. Anthony's Hospital and numerous nursing and congregate living facilities are within a one-mile radius of the project area.

Adequate fire and police service is provided by the St. Petersburg Police and Fire Departments and no significant increased demand on these services is anticipated as a result of the proposed development.

School Population

Under the present Pinellas County School System, the desegregation (busing) Program is in effect throughout the County. The present school age population within the Project Area attends several schools, and the dispersal of the families from the project area or an increase in school aged children is not anticipated to have any significant impact on the school system.

Social Fabric and Community Structure

In the there are so few residents in the area, relocation will involve little dispersal of long term neighbors. Also, the removal of many badly deteriorated structures is anticipated to significantly improve the living conditions of families and businesses as well as the physical environmental character of the redevelopment area and its surroundings. In fact, redevelopment will increase the permanent residential population and help to solidify a community sense within the Intown Sector.

OTHER BENEFITS

The objective of the Intown Redevelopment Plan is to provide benefits to the residents and businesses within the redevelopment area as well as City-wide.

The redevelopment projects described in the plan are designed to provide expanded residential, business, cultural, employment and other service benefits to the redevelopment area as described below:

- The pedestrian system improvements will provide aesthetics as well as functional benefits to residences and businesses in the area by creating the type of environment which makes it a pleasurable and safe walking experience in the area.
- The transportation program provides transit services for people working and living in the area making it more convenient to travel to the various working, shopping and recreational centers within the Intown.
- The revitalization of the downtown will provide important neighborhood services which are currently not located in the redevelopment area, such as the residential service center (food and drug store, etc.) to be developed in the Webb's City area, and the increase in retail stores and other support services that will be provided by private enterprise as a result of an expanded residential and employment base in the downtown.
- The residential development program will provide housing opportunities for existing households in the redevelopment area as well as the City. Homeowners will have opportunities to upgrade their residences and new housing will increase available housing for the first time home buyers as well as mobility for homeowners who wish to improve their housing standards.
- Needed utility improvements in the redevelopment area will increase the quality of services as well as allowing the redevelopment area to reach its development capacity.
- Downtown revitalization means more people living and working in the area which, in turn, increase business opportunities for existing businesses and generates an expanded retail and employment base.



Appendices

APPENDIX A

Table of Documents Adopting and Amending IRP

Summary of Legal Documents Related to the Intown Redevelopment Plan (1981 to 2018)

Ordinance #	Date Approved	Description
81-1401 (City Resolution)	December 17, 1981	City Council makes blight finding for the Intown Redevelopment Area. Also includes City Council Resolution 81-100 which declared the Webb's City area blighted pursuant to Florida's Community Redevelopment Act. Includes Pinellas County Resolution No. 81-465 in which the BCC delegated redevelopment authority to St. Petersburg.
557-F	March 18, 1982	Adoption of the Intown Redevelopment Plan (IRP). Includes Pinellas County Ordinance #82-24 which approved the IRP on August 3, 1982.
569-F	April 15, 1982	Amending IRP to increase the proposed office space for the Webb's City Redevelopment Project.
570-F	April 15, 1982	Establishing a Redevelopment Trust Fund to finance Community Redevelopment Projects within the Redevelopment area. Includes Pinellas County Ordinance #82-24 which approved the IRP Redevelopment Trust Fund on August 3, 1982.
605-F	October 21, 1982	Granting the power of eminent domain to the St. Petersburg Community Redevelopment Agency. Includes Pinellas County Resolution No. 82-591 which authorized the amendment on December 7, 1982.
622-F	January 20, 1983	Amending IRP to increase the allowable size of the commercial component of the development concept for Block E of the Webb's City project area.
641-F	March 1, 1983	Amending IRP by eliminating the minimum requirement of floor area ratio and changing the classification to Pedestrian System for the Webb's City Project.

Summary of Legal Documents Related to the Intown Redevelopment Plan (1981 to 2018)

Ordinance #	Date Approved	Description
654-F	May 19, 1983	Amending IRP to include design guidelines for a public improvement project called the Vinoy. Pinellas County approved on May 24, 1983.
669-F	September 1, 1983	Amending IRP to incorporate the Gas Plant Project, including the Stadium and repealing the plan previously adopted by Resolution 79-698. Approved by Pinellas County on August 16, 1983.
725-F	March 1, 1984	Amending IRP to add a new use emphasis category entitled recreation/open space to replace the existing parkland use.
735-F	April 5, 1984	Amending Ordinance No. 570-F by amending Section 1 to change the calculation and appropriation of TIF revenues for the IRP. Includes Pinellas County Ordinance No. 86-39 which amended County Ordinance 82-24 related to the creation of the Intown Trust Fund.
746-F	May 17, 1984	Amending IRP to revise the Gas Plant Redevelopment Project. Pinellas County approved project on May 15, 1984.
755-F	July 19, 1984	Amending IRP by modifying the Webb's City Project "Block D" Development Plan. (Includes CRA resolution 84-13 recommending approval of amendment.)
823-F	June 6, 1985	Amending IRP related to pedestrian system, defining parking garage sites (Blocks B and G), adding block consolidation to Blocks A, F and G, and Bayfront Center.
852-F	November 21, 1985	Amending IRP clarifying use of TIF bond proceeds.
966-F	May 21, 1987	Amending IRP to amend Webb's City Plan.

Summary of Legal Documents Related to the Intown Redevelopment Plan (1981 to 2018)

Ordinance #	Date Approved	Description
1054-F	October 6, 1988	Amending IRP incorporating Bay Plaza Plan (incorporate Blocks A and G into Unified Retail Core and added development and design guidelines).
1084-F	February 2, 1989	Amending IRP related to projects and TIF. Pinellas County approves by Resolution 88-132 which is attached. (Note: Resolution 89-132, which contains identical language as 88-132, is also attached.)
2038-F	February 21, 1991	Amending IRP to define parking garage projects for the Mirror Lake area.
31-G	September 17, 1992	Amending Plan emphasis for area between 3 rd and 5 th Avenues North from Beach to 1 st Street from Residential to Mixed-Use-Specialty Retail.
205-G	September 14, 1995	Amending Unified Retail Core, Plaza Parkway, Residential Program, Webb's City and relocation policy.
261-G	January 13, 1997	Amending disposition of land policy within the Intown Redevelopment Plan.
338-G	June 25, 1998	Amending IRP Core Area Project/Unified Retail Program and deleted a parking structure from Block A and providing for a parking structure on Block B. Also revised the pedestrian system.
715-G	March 3, 2005	Amending IRP to Implement future renovations to Municipal Pier, the Mahaffey Theater, and other public improvements; provide expiration date for IRP; identify TIF as funding source for said improvements; identify existing IRP projects implemented prior to 2005; and estimate project costs for TIF debt requirements. Approved by Pinellas County Board of County Commissioners on April 5, 2005.

Summary of Legal Documents Related to the Intown Redevelopment Plan (1981 to 2018)

Ordinance #	Date Approved	Description
762-G	January 19, 2006	Amending the IRP by increasing the maximum amount of tax increment financing proceeds available for downtown improvement projects from \$95.4 million to \$97.4 million in order to allow the Florida Orchestra to utilize a \$2 million private donation previously programmed for Mahaffey Theater renovations to be utilized for the construction of a new headquarters building for the Orchestra; and, provide an additional \$2 million in tax increment financing proceeds to replace the \$2 million private donation in order to complete the Mahaffey Theater renovation project. Approved by Pinellas County Board of County Commissioners on February 21, 2006.
822-G	August 9, 2007	Amending the IRP to update maps and text references to zoning districts and future land use categories; ensuring consistency between the LDRs and IRP design standards; updating existing condition descriptions; deleting outdated graphics and project descriptions; and making editorial/formatting revisions.
1018-G	June 16, 2011	Amending the IRP to include \$2.5 million in tax increment financing to support the completion of the new Salvador Dali Museum; clarifying reference to the municipal pier project; updating descriptions to reflect current conditions and removing specific development targets on downtown blocks; updating maps and graphics; and correcting scrivener's errors.
192-H	September 3, 2015	Amending the IRP to expand the redevelopment budget by \$20 million from \$97.4 million to \$117.4 million to fund improvements identified in the Downtown Waterfront Master Plan for the Pier District; updating descriptions to reflect current development conditions; updating maps and graphics; correcting scrivener's errors; amending Appendix A to provide a summary of IRP legal documents.

Summary of Legal Documents Related to the Intown Redevelopment Plan (1981 to 2018)

Ordinance #	Date Approved	Description
292-H	August 24, 2017	Amending the IRP to add a \$190.98 million ceiling for total tax increment financing contributions needed to complete the IRP program for the projects identified in Table 2 of the redevelopment plan; provide for a future discussion regarding the duties and contributions of the parties, duration of the TIF, discussion of projects related to parking and transportation enhancements within Intown and projects related to the redevelopment of Tropicana Field; and reallocate \$14 million in tax increment funds previously allotted for a Mixed Use Transportation Facility to allow for up to \$10 million in Pier District Enhancements and at least \$4 million for Downtown Transportation and Parking Improvements.
333-H	August 2, 2018	Adopting amendments to the Intown Redevelopment Plan (IRP) increasing the redevelopment program budget in Revised Table 2 from \$117.354 million to \$232.354 million to fund Waterfront, Transit and Parking Improvements and Rehabilitation and Conservation of Historic Resources in the IRP east of 8 th Street as well as Redevelopment Infrastructure Improvements in the IRP west of 8 th Street; deleting from IRP Revised Table 2 projects that will not be funded by tax increment financing (TIF); and allowing reductions in TIF contributions to the IRP Redevelopment Trust Fund by the City of St. Petersburg and Pinellas County.



APPENDIX B
Plaza Parkway Design Guidelines





PLAZA PARKWAY
DESIGN GUIDELINES
ST. PETERSBURG, FLORIDA

PLAZA PARKWAY DESIGN GUIDELINES

July 1991; Revised May 1993

**Approved by St. Petersburg City Council March 12, 1992
CRA Resolution No. 92-2**

CRA NO. 92-2

A RESOLUTION APPROVING THE PLAZA PARKWAY DESIGN MANUAL FOR THE INTOWN REDEVELOPMENT AREA (INTOWN REDEVELOPMENT PLAN); AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, The Community Redevelopment Agency and the City Council of the City of St. Petersburg have adopted the Intown Redevelopment Plan (Ordinance 557-F) to promote and guide the redevelopment of downtown; and

WHEREAS, the Intown Redevelopment Plan provides for the development of a Pedestrian Systems program; and

WHEREAS, a Redevelopment Agreement between the City and Bay Plaza Development Group was first executed on August 27, 1987 and subsequent amendments were incorporated and merged into the Revised and Restated Redevelopment Agreement adopted by City Council on January 5, 1989; and

WHEREAS, Paragraph 8 of the Redevelopment Agreement requires Bay Plaza to develop the Plaza Parkway Plan, and manage implementation thereof; and

WHEREAS, the Plaza Parkway Plan includes the development of a Design Manual; and

WHEREAS, Amendments to the Intown Redevelopment Plan (Ordinance 1054-F, October 6, 1988) requires the Plaza Parkway Program to develop "facade and pedestrian system design guidelines and criteria as part of the program."

NOW, THEREFORE, BE IT RESOLVED that the Community Redevelopment Agency approves the Plaza Parkway Design Manual for the Intown Redevelopment Area (Intown Redevelopment Plan) and said guidelines shall be used as part of the CRA development review process for the Intown Redevelopment Area.

This resolution shall become effective immediately upon its adoption.

Adopted at a regular session of the City Council held on the 12th day of March, 1992.

Plaza Parkway Design Guidelines

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Chapter 1 Introduction

Extensive redevelopment efforts are rejuvenating the downtown waterfront area of St. Petersburg in terms of retail activity; business opportunities; and cultural, recreational and entertainment attractions. These efforts include the addition of the Bay Plaza Waterfront Retail District, the Florida Suncoast Dome, and the rehabilitation of The Pier and Bayfront Center Arena and Mahaffey Theater.

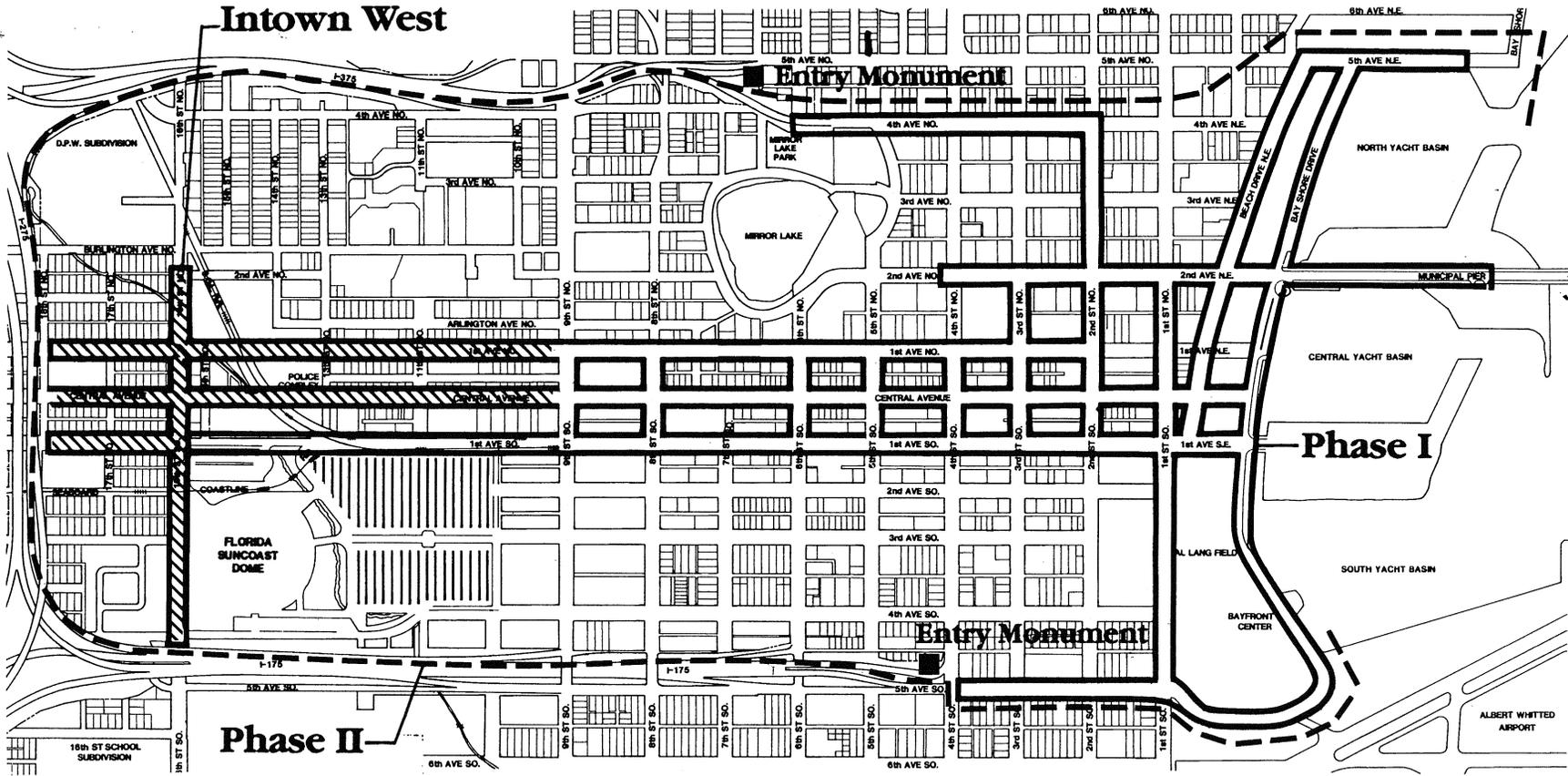
Plaza Parkway, enhances the pedestrian, vehicular and transit environment within the public rights-of-way of an area bounded by First Avenue North and First Avenue South from Sixteenth Street to Bay Shore Drive with links to The Pier, Bayfront Center, Florida Suncoast Dome and the newly renovated Stouffer Vinoy Resort. The overall intent of Plaza Parkway is to provide a streetscape improvements program which links various existing redevelopment projects and new projects by improving the physical environment and image of this area. Plaza Parkway establishes a prestigious address for retail, office, service, entertainment and residential uses in Tampa Bay.

Phase I of Plaza Parkway is funded through Tax Increment Financing. This budget is targeted for the area described above. Except for the Intown West



*Plaza Parkway
Improvements
along Second
Avenue NE*

area which will also be funded through Tax Increment Financing, future implementation of Plaza Parkway improvements (Phase II) will be funded by private initiatives in the remaining area bounded by the two interstate exits I-175 and I-375 from I-275 to Tampa Bay (see map, page 2).



The design improvements found in the first phase will be used as the model for future improvements in the balance of the area. The goal of the program is the unified design and implementation of the improvements. This goal is secured through long term maintenance by the City through the Plaza Parkway administration. Maintenance standards have been established for the public rights-of-way to ensure a clean and pleasant environment. A consistent level of maintenance is the continuation of the unified management which is fundamental to Plaza Parkway.

The *Plaza Parkway Design Guidelines* have been prepared to coordinate future public and private redevelopment efforts in the downtown area.

These design guidelines will be used in conjunction with other city specifications, standards and ordinances during both the development of new properties and the revitalization of existing downtown properties (see Chapter 4 for application and permit procedures). The guidelines are the basis for future rights-of-way and building facade improvements in the Plaza Parkway improvement area. The guidelines outline specific design treatments but are not intended to entirely supersede design judgement.

1.1 GOALS AND OBJECTIVES

The goal of the *Plaza Parkway Design Guidelines* is to create and preserve the unique character of the downtown waterfront and reinforce the image of a prestigious address - Plaza Parkway. These guidelines will be used as part of the current design review process to determine how proposed projects comply with this goal. Additionally, they reinforce the goal of the Intown Redevelopment Plan (IRP) to: "Ensure that the form of new development promotes, reinforces and maintains the historical, cultural and aesthetic integrity of the Intown Redevelopment Area" as well as meeting the specific requirement of the IRP to establish "design criteria and prototypes related to sidewalk textures, landscaping, pedestrian facilities, pedestrian lighting and connections between buildings and public and private open space."

Instead of prescribing one special style or a specific set of design elements which could result in rigid, hard to implement and unsatisfactory end products, the *Plaza Parkway Design Guidelines* use a two-part approach:

- They outline the objectives that define the image; and
- They give an approach to achieve the objectives.

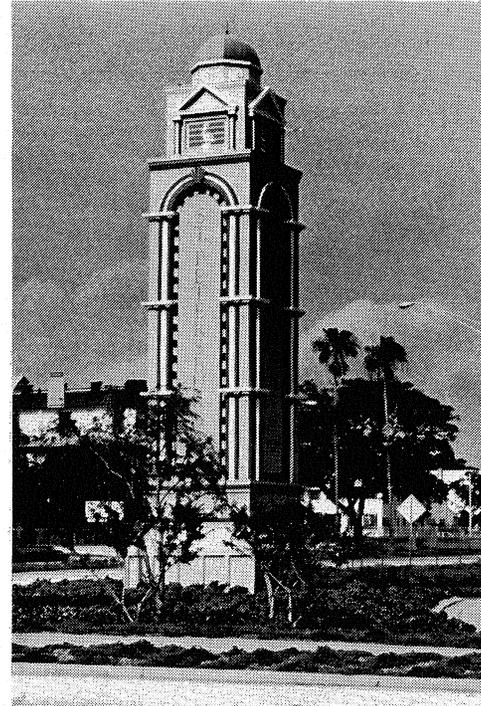
Four generalized objectives are established for Plaza Parkway improvements:

-
- *Preservation and enhancement of the character of downtown neighborhoods.* Any and all improvements, no matter what scale, must contribute to or complement (in terms of character, scale, ornamentation and orientation) the flavor and mood of the surrounding neighborhood.

- *Individual expression in streetscape and architectural design elements without destroying continuity.* One of the main requirements of vitality in urban design is the individual expression of each building and storefront resulting in an interesting and varied cityscape.

Although an asset to each area, individuality, especially if used for the purpose of attracting attention or to "shout," can be detrimental. Therefore, care must be taken to ensure design compatibility with neighboring establishments.

- *Harmony and continuity between the streetscape and architectural design elements.* No element can be considered by itself, but has to be evaluated in terms of the total picture. Even though a particular design might be appropriate as a single element or at some



*Entry Pylon
at I-175 and
4th Street
South*

other location, it may be inappropriate when considered within the overall design scheme.

- *Development of a distinctive image through a streetscape improvements program.* Entry pylons, festive banners, street sign improvements, underground utility wires and new street lighting together with the implementation of the streetscape and

architectural design elements in these guidelines will unify and enhance the entire Plaza Parkway project area.

1.2 BACKGROUND

The City of St. Petersburg completed several planning studies prior to the development of these guidelines which provide mechanisms and programs to ensure sound, effective and compatible development. Specifically, these studies include the *Intown Redevelopment Plan* (1982), the *Downtown St. Petersburg Urban Design Plan* (1984) and the *Bayboro Harbor Redevelopment Plan* (1986). Each of these studies significantly contributed to the development of the *Plaza Parkway Design Guidelines*. The primary objectives of each of the earlier studies are summarized as follows:

Intown Redevelopment Plan

- Development of an intensive office area bounded by Second Avenue North, First Street and First Avenue South.
- A continuous shopping area retail park from Maas Brothers Department store and Jannus

Landing to the Beach Drive Shops, integrated within a system of pedestrian and open spaces.

- Creation of a system of connected open and pedestrian spaces from Williams Park east to Beach Drive and southeast to the Bayfront Center, comprised of landscaped exterior and interior courtyards and major public open space plazas, as well as various street and pedestrian improvements (shade trees, lighting and street furniture) to provide downtown amenities.
- Design criteria to ensure appropriate design relationships between the above urban design elements focusing on architectural character, pedestrian system design, development intensity and building base and tower design.
- Creation of a sensitive design and development relationship between the Center City District and the Waterfront, especially between Beach Drive and First Street.

Downtown St. Petersburg Urban Design Plan

- Creation of a people-oriented downtown.

-
- Delineation of the downtown into eight distinct districts: Stadium, Central Park, University Park, Bayfront, Central Park, Old Town, Center City and Beach Drive. Each district has distinct and definable development and design characteristics as analyzed in the *Downtown St. Petersburg Urban Design Plan*.
 - Description of general design parameters for redevelopment areas.
 - Discussion of programs relating to transportation issues.

Bayboro Harbor Redevelopment Plan

- Revitalization of the Bayboro Harbor area and encouragement of uses that will not compete with downtown redevelopment efforts.
- Expansion of the Medical/University district.
- Emphasis on Fourth Street as the major north-south arterial and provision of retail service support along Fourth Street to the Bayboro Harbor area.

- Preservation and expansion of the existing marine industries and support of marine commercial development to create a marine service center along Salt Creek.
- Development of a marina in the southwest portion of Bayboro Harbor.
- Land acquisition for expansion of the University of South Florida campus.
- Closing of Third Street between Fifth and Eighth Avenues South to facilitate the development of a USF Bayboro Campus.
- Consolidation of the block south of the Poynter Institute and All Childrens' Hospital into two development parcels.
- Provision of rehabilitation/development incentive programs for residential, commercial and industrial projects.

The *Plaza Parkway Design Guidelines* incorporate the objectives of these earlier studies and provide a minimum level of treatment expected for all building or renovation projects.

Chapter 2

Design Prototypes

The Plaza Parkway program provides a framework for the renovation of the St. Petersburg downtown area and an incentive to property owners who desire further upgrades beyond the scope of the program. Phase I of the Plaza Parkway program includes three "levels of improvements": Plaza (Level One), Promenade (Level Two) and Parkway (Level Three).

The Plaza represents the most intense level of improvements and occurs near the waterfront. The Promenade areas are located primarily from Third Street to Fifth Street along 1st Avenue North, Central Avenue and 1st Avenue South, and the Parkway is found in the outlying areas of Plaza Parkway, primarily around Straub Park and the Bayfront Center and along 1st Avenue North, Central Avenue and 1st Avenue South from 5th Street to 9th Street. These three levels of improvement which occur in Phase I will serve as a model for future improvements in the Phase II area (see map, page 9).

Visual continuity will be achieved throughout Plaza Parkway with the use of consistent design and recommended streetscape elements as described in Chapter 3.

2.1 PARKWAY (LEVEL THREE - TYPICAL STREET)

Parkway improvements consist of basic design elements which will provide continuity throughout Plaza Parkway and include street lights, banners, informational and regulatory signage, benches, trash receptacles and bicycle racks. All of the design elements found in the Parkway are also present in the Promenade and Plaza. The Parkway areas are generally located at the perimeter of Plaza Parkway and represent the largest of the three areas (see map page 9).

2.2 PROMENADE (LEVEL TWO - PEDESTRIAN STREET)

In addition to basic design elements of the Parkway, the Promenade serves as a transition area between the Bay Plaza Waterfront Retail District and the outlying areas of Plaza Parkway. Typically, this area includes major properties lying outside the retail core which have seen recent improvements, are newly built or offer the most potential for redevelopment (see map, page 9).

Promenade design improvements will include specialized paving, extensive landscaping, additional street furniture, lighted bollards and curb "neck-out" areas (see page 14). "People spaces" will be developed whenever feasible for vendors and other people-gathering activities.

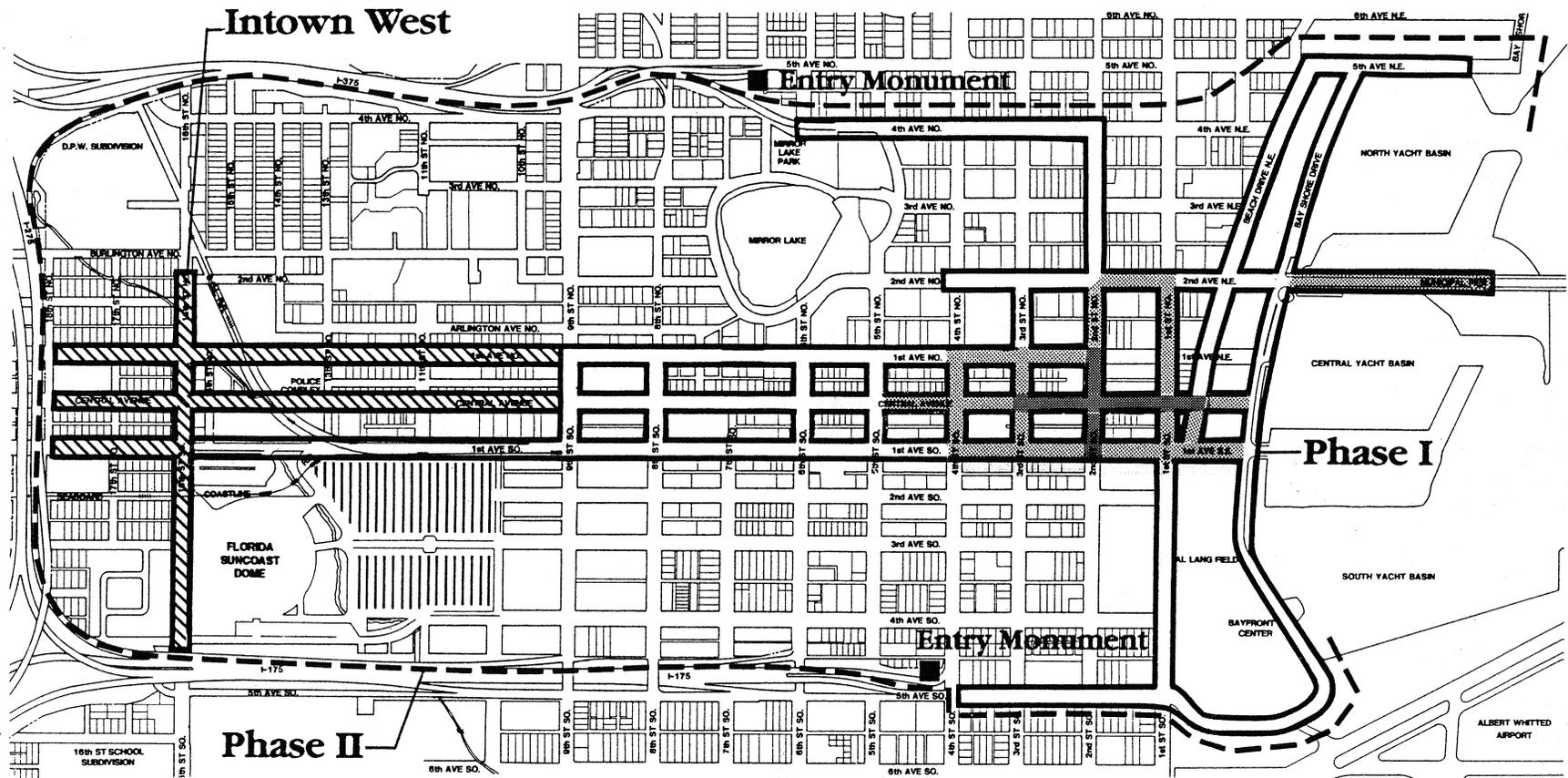
properties within the Plaza Parkway improvements area which require extensive redevelopment.

2.3 PLAZA (LEVEL ONE - MAJOR PEDESTRIAN STREET)

Plaza area improvements will consist of total streetscape reconstruction from storefront to curb-face with new sidewalks, specialized paving, landscaping and street furnishings. The Plaza includes all the design elements from the Parkway and Promenade plus phone kiosks, raised planters, seating walls and "special intersections" (see page 15) Plaza improvements will occur on Central Avenue from Beach Drive to 3rd Street and on 2nd Street between 1st Avenue South and 1st Avenue North. Two of the Plaza intersections designated for special intersection improvements are Central Avenue and 1st Street and Central Avenue and Second Street.

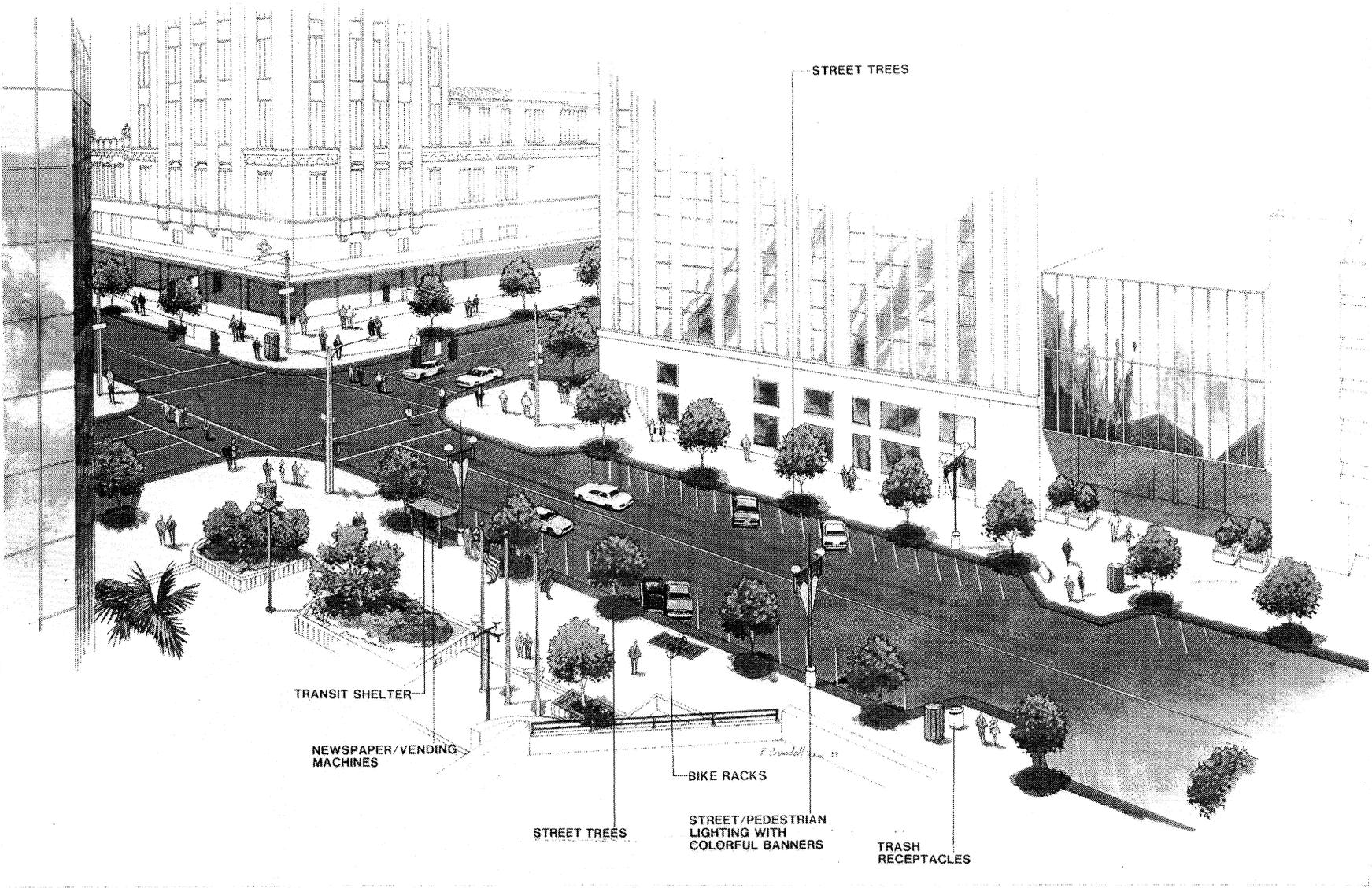
The Plaza represents the highest level of streetscape improvements offered through the Plaza Parkway program. The Plaza will serve as a prototype for

Plaza Parkway Design Treatment Levels

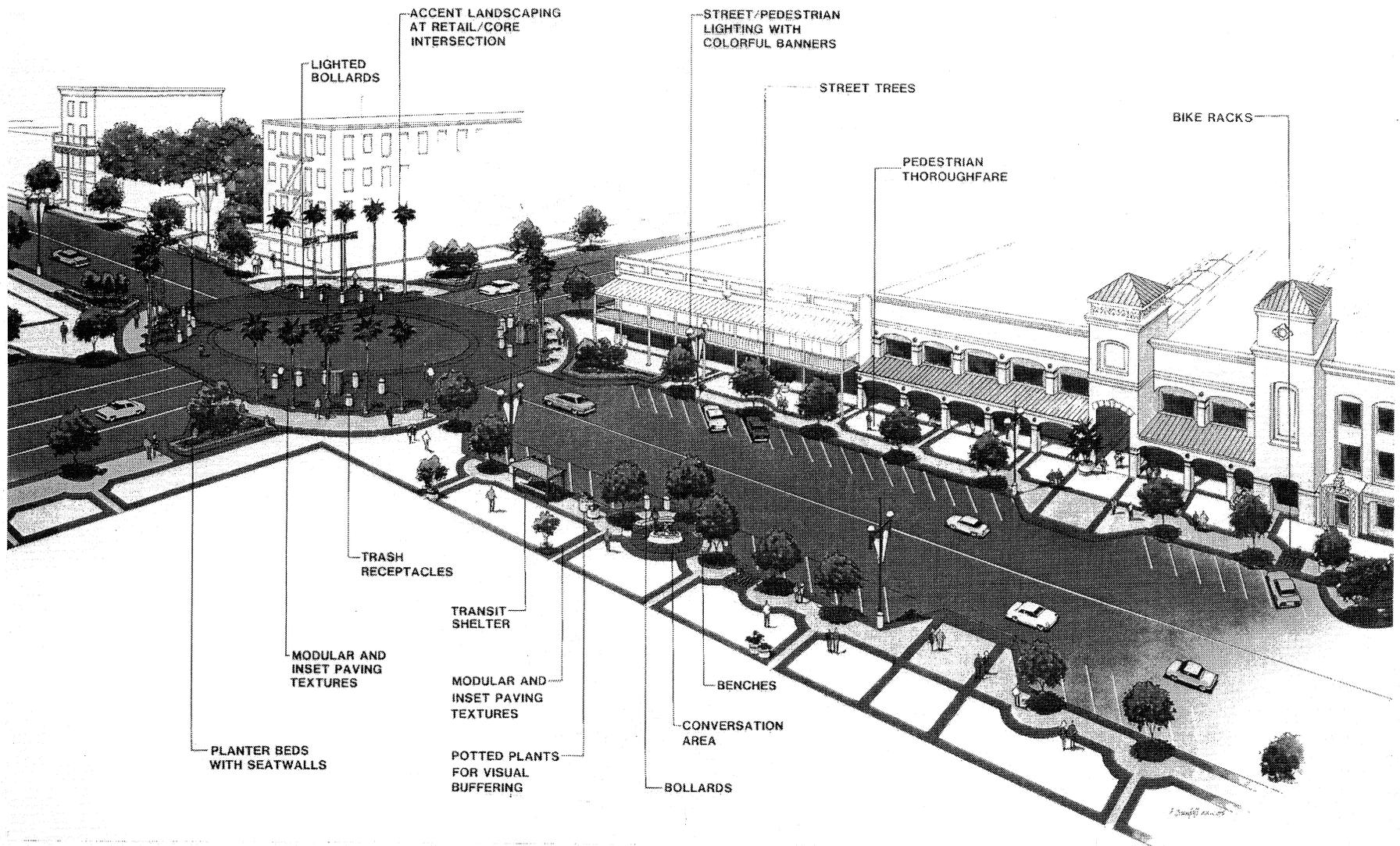


Design Elements	Street Lights	Banners	3'-6" Conc. Band	Conc. Pavers	Ceramic Tile Pavers	Brick Paving	Regulatory Directory Signage	Benches	Trash Recept.	Lighted Bollards	Ped. Lights	Portable Raised Planters	Fixed Raised Planters	Street-scape Trees	At-Grade Planters	Tree Grates	Neck-Out	Traffic Signals	Phone Booths	Bicycle Rack	Sidewalks	
Plaza Level One	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Promenade Level Two	●	●	●	●	●	●	●	●	●	●		●		●	●		●			●		
Parkway Level Three	●	●					●	●	●													

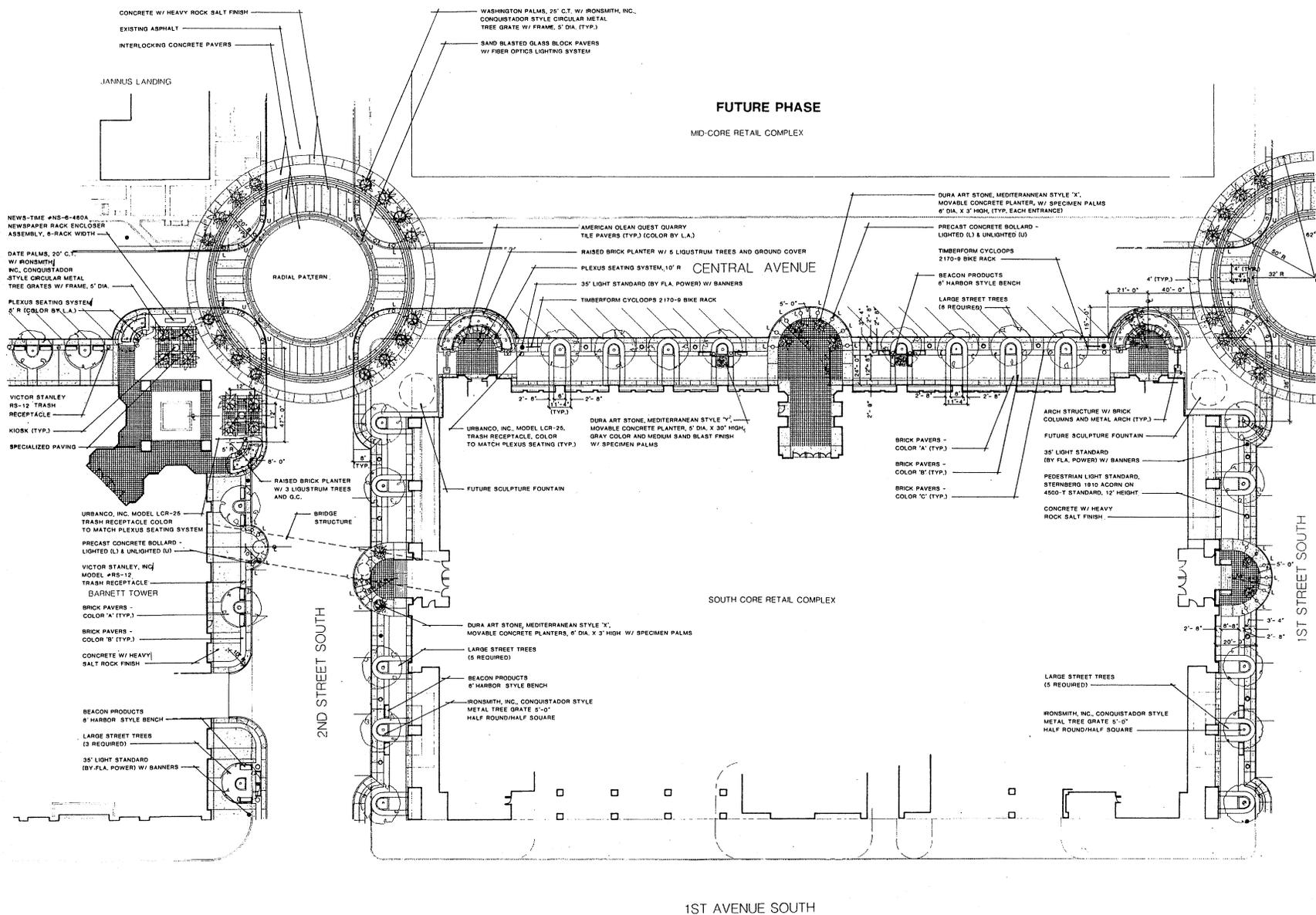
The Promenade (Level II) Conceptual Sketch



The Plaza (Level I) Conceptual Sketch



The Plaza (Level I) Conceptual Design Plan



Chapter 3

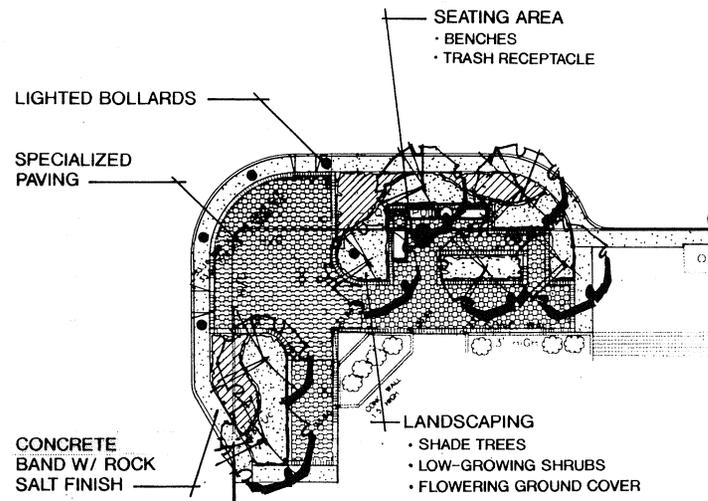
Design Elements

This chapter of the *Plaza Parkway Design Guidelines* recommends guidelines for all design elements within the Plaza Parkway project area (see map, page 9). These guidelines, used in conjunction with the design details provided in Chapter 5, facilitate the planning and implementation of streetscape improvements. Design element guidelines are grouped into the following categories: streetscape design, paving, selected streetscape furnishing, landscaping, utilities, facades, lighting and signage.

3.1 STREETSCAPE DESIGN

- **Street Corners.** Whenever feasible, the development of pedestrian spaces at street corners is encouraged throughout Plaza Parkway. The most highly recommended method for this is the construction of a curb "neck-out" in which a larger pedestrian area is created at the street corners (see neck-out details, pages 43, 44 and 45).

Design elements programmed specifically for these areas include benches, trash receptacles, lighted pre-cast concrete bollards and specialized paving. Landscaping, including

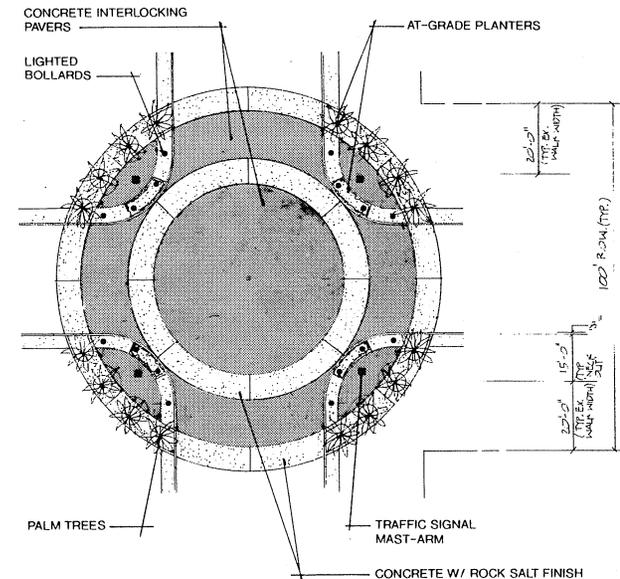


Typical Street Corner Design

shade trees, should be used at these corners to provide separation between people and vehicles.

Not only do the enhanced neck-out areas create a pleasant people space, but they also reduce the width between opposite street corners. This factor, along with the installation of pre-cast concrete bollards for separation of pedestrian and vehicular traffic, provides a higher level of pedestrian safety.

- **Mid-Block.** Improvements to the mid-block areas of Plaza Parkway are not intended to be as extensive as those found at the corners. In these areas, the primary design element utilized should be landscaping (both shade trees and low-growing shrubs) which enhances rather than detracts from existing building facades.
- **Entrances.** An integral part of the Plaza Parkway streetscape design program is that building facade improvements and streetscape improvements blend together to create a unified design. This may be accomplished by extending streetscape design elements (e.g., brick or concrete pavers, pre-cast concrete planters, landscape materials, etc.) into the entryways of buildings and/or by utilizing building facade materials in the construction of streetscape improvements (e.g., ceramic building tile on planter walls and step risers).
- **Special Intersections.** Within the downtown area, several major intersections will be designated to receive improvements beyond those of the standard curb neck-out. These intersections are intended to serve as focal accents for Plaza Parkway's most extensively redeveloped area - the Bay Plaza Waterfront Retail District.



Special Intersection Design

Along with the curb neck-out enhancements, these intersections will receive new traffic signal mast-arms and specialized paving within the roadway. The specialized paving is intended to be decorative as well as functional since pavers will be utilized to delineate crosswalks in lieu of paint.

- **Open Space.** Designers of improvement areas within Plaza Parkway are encouraged to explore opportunities to incorporate usable open space within the project area. A variety of both active and passive spaces (e.g.,

courtyards, plazas) set apart from the main pedestrian flow is desired.

Within these spaces accommodations for both group conversation and single seating should be provided. Recommended benches and/or seating walls may be utilized to provide these seating opportunities. For adequate comfort and number of seating spaces, allow one linear foot of seating for each three hundred (300) square feet of open space. When designing seating areas, consideration should be given to existing site conditions such as exposure to sun and wind, and the effect of adjacent buildings on the site.

Attention should also be given to the opportunities afforded by building roof-tops. Open spaces located on roof-tops may provide a unique atmosphere and desirable view (e.g., the view of Tampa Bay available from buildings located along the waterfront).

- **Artwork.** Sculptures, murals and water features should be integrated within the streetscape design to provide focal points, aesthetic interests and pedestrian interaction.



Open Space Utilization

3.2 PAVING

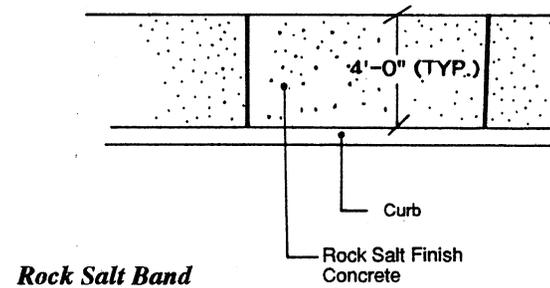
- **Curb Replacement.** Where driveways are no longer in use, new curbs will be installed and sidewalks replaced to match existing grade. An eight inch (width) box curb is recommended for curb replacement throughout Plaza Parkway (see detail, page 50).
- **Concrete Paving.** Concrete paving will have either a broom or rock salt finish. Concrete driveways shall be reinforced with wire mesh

and shall have a minimum thickness of six inches (see detail, page 47).

- **Rock Salt Band.** A band of rock salt finish concrete will be installed adjacent to all curbs to facilitate the undergrounding of utilities as well as provide a means of unifying Plaza Parkway project areas (see detail, page 49).

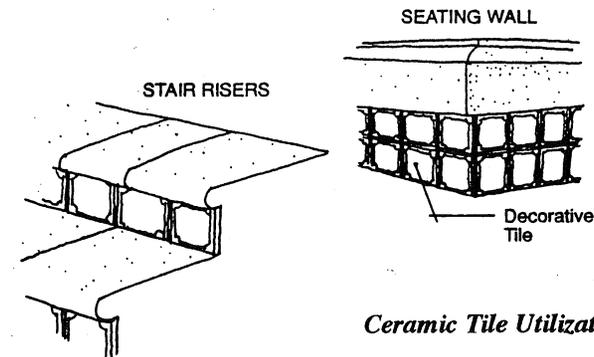
Typically, the concrete band will be 4'-0" wide but may be adjusted to meet design requirements depending on existing site conditions.

- **Concrete Interlocking Pavers.** Concrete interlocking pavers for Plaza Parkway may be placed within roadways or pedestrian walkways. The approved paver, manufactured by Paver Systems, is coral/charcoal in color and has a key-shaped pattern (see detail, page 50).
- **Brick Paving.** Standard brick pavers have been selected for Plaza Parkway and are manufactured by the Interstate Brick Company. The two selected colors are Canyonstone and Midnight Black. Brick pavers should be laid on a properly



compacted flexible base in areas designated only for pedestrian traffic (see detail, page 50).

- **Ceramic Tile.** Decorative ceramic paver tile is recommended for use in building entryways, on the walls of raised street planters and on step risers (see detail, page 51).



Ceramic Tile Utilization

3.3 SELECTED STREET FURNISHINGS

- **Benches.** There are three styles of benches that have been approved for use within the Plaza Parkway project area (see details, page 52). Two of these, the "Riviera" bench and the "Plexus" bench, are constructed entirely of steel and have been designated for use primarily in the outlying areas of Plaza Parkway. The other, the "Harbor" bench, is constructed of cast aluminum with hardwood slats and has a matte black or bronze finish.

The "Harbor" bench has been designated for use along the waterfront, within the retail core and throughout much of the Promenade. "Harbor" benches utilized in the Promenade and Parkway areas typically have a black finish (on metal surfaces only) and carry the Plaza Parkway logo in their armrests. "Harbor" benches utilized in the Plaza typically are bronze in color and carry the Waterfront Retail District logo.

- **Trash Receptacles.** Three styles of trash receptacles have been approved for use within Plaza Parkway in conjunction with the approved benches (see details, page 53).



Harbor Bench and Trash Receptacle A



*Plexus Bench
and Trash
Receptacle C*

Trash receptacle 'A' is to be used with the "Harbor" bench; trash receptacle 'B' is to be used with the "Riviera" bench; and trash receptacle 'C' which carries the Plaza Parkway logo, is to be used with the "Plexus" benches.

Trash receptacles are constructed of cast aluminum or steel and are available in a variety of colors. The color selected for trash receptacles is to match its corresponding bench.

- **Seating Walls.** The construction of both concrete and brick seating walls is encouraged within the Plaza and Promenade areas (see details, pages 54 and 55). Not only do these features increase seating and landscaping opportunities but they also provide an opportunity to incorporate building facade elements (e.g., ceramic, tile, brick, pre-cast concrete, etc.) into the streetscape which assists in unifying the overall design of the project area.
- **Pre-Cast Concrete Planters.** The use of movable pre-cast concrete planters is encouraged throughout Plaza Parkway. The recommended planter is of "Mediterranean"



*Pre-cast
Concrete
Planter*

styling with a light sand blasted finish and neutral color. The planter is round and is available in several sizes. All planters must be connected to an automatic irrigation system (see detail, page 56).

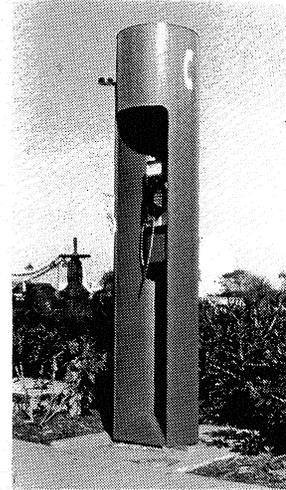
- **Telephone Kiosks.** A telephone kiosk (booth) is recommended for use whenever feasible within the Plaza Parkway project area. The recommended kiosk as selected for its unobtrusive, compact appearance which enables it to effectively blend in with the improved streetscape. The telephone kiosk is available in a variety of colors. However, an

architectural bronze is recommended whenever the kiosk is used in conjunction with other selected street furnishings (see detail, page 57).

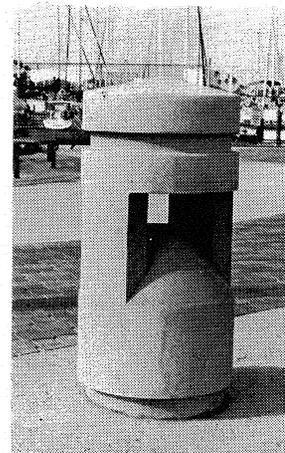
- **Pre-cast Concrete Bollards.** Pre-cast concrete bollards, both lighted and non-lighted, have been designed specifically for the Plaza Parkway streetscape improvement program. The bollards are neutral in color and have a "weatherstone" finish.

While non-lighted bollards are a single mass of concrete, lighted bollards have a removable concrete cap that allows access to the light fixture. The fixtures are equipped with a multi-tap ballast and burn a single 70-watt high pressure sodium bulb. The weight of each bollard is in excess of five hundred pounds (see details, pages 58 and 59).

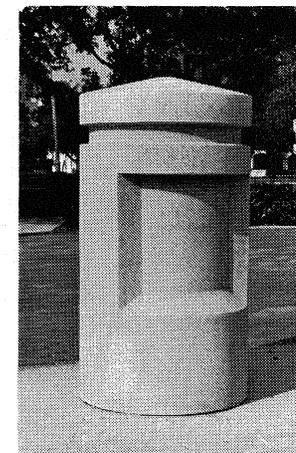
- **Tree Grates.** Although the use of at-grade planters is preferred within Plaza Parkway, several tree grates have been approved for use in improvement areas. All are aluminum with steel frames and a matte black finish. Shapes that may be utilized are round, square and half round/half square (see detail, page 60).



Telephone Kiosk

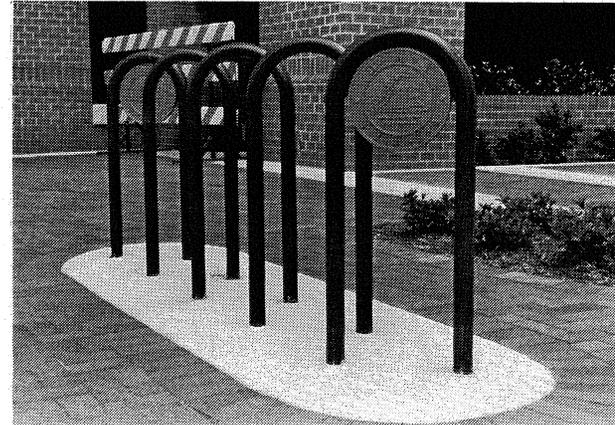


Lighted Bollard



Non-lighted Bollard

-
- **Newspaper and Other Sidewalk Enclosures.** All new and existing sidewalk enclosures must be painted with Glidden #79-65 semi-gloss brown paint. Publication names may be applied in white paint. However, no extraneous advertising will be permitted. All enclosures must be located so as not to impede pedestrian traffic and must be permanently anchored to the ground. Chains will not be permitted. Additionally, each street corner must be limited to three enclosures.
 - **Bicycle Racks.** A bicycle rack has been designed specifically for Plaza Parkway. Each rack typically consists of five aluminum loops with either a matte black or bronze finish. Each of the end loops holds a doublesided medallion (painted gold) with either the Plaza Parkway or Waterfront Retail District logo depending upon the location (see detail, page 61).
 - **Plaza Parkway Plaque.** Property owners and businesses recognized for special effort and contribution to the Plaza Parkway program will be awarded a bronze plaque (approximately twelve (12) inches in diameter) will be placed in the sidewalk in front of the building or on the building facade.



Plaza Parkway Bicycle Rack



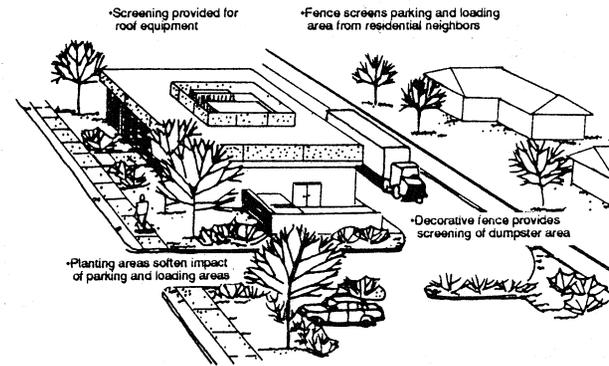
Bronze Plaza Parkway Plaque

3.4 LANDSCAPING

- **Landscape Buffers.** A sensitive transition must be created between commercial and residential uses by adhering to appropriate height, bulk and screening guidelines. Both perimeter and interior landscaping is required by City Ordinance Chapter 31½ for all vehicular use areas.

Landscape buffers should be continuous and opaque to a height of twenty-four (24) inches (min.) with a maximum spacing of three (3) feet on center at the time of planting. Additionally, trees are required at a maximum spacing of thirty (30) feet on center. In some cases, a decorative, concrete or masonry wall with hedges and/or vines may be required. Landscape buffers are also required around dumpster areas, equipment storage areas, and above-grade backflow prevention devices. Landscaping beyond the minimum requirements is encouraged within Plaza Parkway.

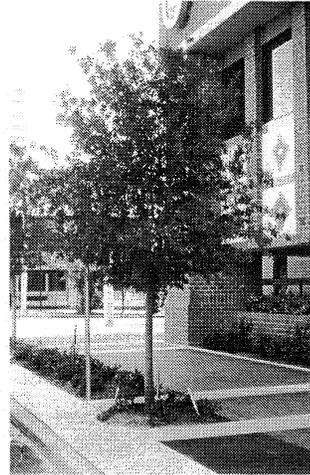
- **Streetscape Trees.** The installation of streetscape trees is highly recommended within the Plaza Parkway improvements area.



Utilization of Landscape Materials to Separate Pedestrian and Vehicular Traffic

Trees used in this capacity must have a single straight trunk and, at the time of installation, must have a minimum height of seventeen (17) feet, a minimum spread of seven (7) feet, a minimum caliper (measured twelve (12) inches from the ground) of four and one half (4½) inches and a clear trunk height of six (6) feet (min.). The use of container grown trees is encouraged due to their ability to more readily adapt to a harsh urban environment.

Maximum spacing of trees along a typical block face should be forty (40) feet. Additional tree plantings should be used in outdoor plaza spaces and at neck-out locations at a maximum spacing of twenty (20) feet. Shade provided by tree clusters will facilitate the congregation of pedestrians and food vending activities. Streetscape trees may be installed in at-grade planter openings or with an approved tree grate. The tree opening (or at-grade planter) must be a minimum of five feet by five feet and be located a minimum of two (2) feet from the back of the curb. All at-grade planters must include an appropriate ground cover and a minimum of two inches of mulch.



Streetscape Tree

Additionally, all streetscape trees should be staked at the time of installation to provide stability for the root system to anchor and to insure proper growth. At-grade planters are encouraged in lieu of tree grates within Plaza Parkway.

- **Xeriscape.** "Xeriscape" is the practice of water conservation through creative landscaping. It involves the utilization of plant materials, both native and exotic, that require little or no supplemental irrigation to survive and flourish. In addition to using drought tolerant plant species, there are

several other steps that may be taken to develop a water conserving landscape. These include:

- Limiting turf only to areas where it provides a functional benefit;
- Utilizing efficient irrigation systems;
- Utilizing mulches such as pine bark, pine straw, grass clippings, etc., where appropriate;
- Implementing appropriate and timely maintenance of both the landscape and the irrigation system; and,
- Utilizing reclaimed water wherever possible.

Additional information may be obtained by contacting the City of St. Petersburg's Urban Forester (892-5582 or 893-7153).

Due to impending permanent water restrictions throughout much of Florida, and specifically in Pinellas County, xeriscape plantings are highly recommended for all areas within Plaza Parkway. Additionally, the

City of St. Petersburg has adopted a number of xeriscape techniques that are required when landscaping vehicular use areas. These techniques are outlined in Section 31½-10 of the City's Landscape Ordinance. The listing of drought tolerant plants on pages 25 and 26 has been compiled to assist in the selection of appropriate plant materials to implement xeriscape design.

- **Reclaimed Water.** The use of reclaimed water (recycled effluent) lessens the demand for potable water (drinking water) while greatly enhancing the growth of ornamental landscape plants due to a high nutrient content.

The City of St. Petersburg operates the largest fully functional urban reclaimed water reuse irrigation system in the United States. Through "Project Greenleaf" the City has done extensive research on the use of reclaimed water and its effects on various ornamental landscape plants.

In addition to a high nutrient content, reclaimed water also contains varying levels of

DROUGHT TOLERANT PLANT MATERIALS
(Recommended Plants for implementing
xeriscape design in Plaza Parkway*)

Common Name:	Botanical Name:	Common Name:	Botanical Name:
Trees			
Crape Myrtle	<i>Lagerstroemia indica</i>	European Fan Palm	<i>Chamaerops humilis</i>
Dahoon Holley	<i>Ilex cassine</i>	Fishtail Palm	<i>Caryota mitis</i>
Glossy Privet	<i>Ligustrum lucidum</i>	Pygmy Date Palm	<i>Phoenix roebelenii</i>
Laurel Oak	<i>Quercus laurifolia</i>	Queen Palm	<i>Arecastrum romanzoffianum</i>
Ligustrum	<i>Ligustrum japonicum</i>	Rhapis/Lady Palm	<i>Rhapis excelsa</i>
Live Oak	<i>Quercus virginiana</i>	Washington Palm	<i>Washingtonia robusta</i>
Podocarpus	<i>Podocarpus macrophyllus</i>		
Red Maple	<i>Acer rubrum</i>	Shrubs	
Redbud	<i>Cercis canadensis</i>	Azaela	<i>Rhododendron spp.</i>
Southern Magnolia	<i>Magnolia grandiflora</i>	Bird of Paradise	<i>Strelitzia reginae</i>
Weeping Elm	<i>Ulmus parvifolia</i>	Boxwood	<i>Buxus microphylla</i>
Yaupon Holly	<i>Ilex vomitoria</i>	Burford Holly	<i>Ilex cornuta 'Burfordii'</i>
		Shining Jasmine	<i>Jasminium nitidum</i>
Palms			
Bamboo Palm	<i>Chamaedorea microspadix</i>	Dwarf Schefflera	<i>Schefflera arboricola</i>
Cabbage Palm	<i>Sabal palmetto</i>	Hibiscus	<i>Hibiscus rosa-sinensis</i>
Canary Island Date Palm	<i>Phoenix canariensis</i>	Indian Hawthorn	<i>Raphiolepis indica</i>
Chinese Fan Palm	<i>Livistona chinensis</i>	King Sago	<i>Cycas revoluta</i>
		Nandina	<i>Nandina domestica 'Nana'</i>
		Oleander	<i>Nerium oleander</i>

* Salt tolerance of individual species should be checked prior to use in areas irrigated with reclaimed water.

(Drought Tolerant Plant Materials cont.)

Common Name:	Botanical Name:	Common Name:	Botanical Name:
Shrubs (cont.)		Peace Lily	<i>Spathiphyllum spp.</i>
Pampas Grass	<i>Cortaderia selloana</i>	Periwinkle	<i>Catharanthus roseus</i>
Philodendron	<i>Philodendron selloum</i>	Shore Juniper	<i>Juniperus conferta</i>
Pittosporum	<i>Pittosporum tobira</i>	Sprengeri	<i>Asparagus densiflorus 'Sprengeri'</i>
Plumbago	<i>Plumbago auriculata</i>	Sword Fern	<i>Nephrolepis exaltata</i>
Primrose Jasmine	<i>Jasminum mesnyi</i>	Weeping Lantana	<i>Lantana montevidensis</i>
Rotunda Holly	<i>Ilex cornuta 'Rotunda'</i>	Vines	
Sandankwa Viburnum	<i>Viburnum suspensum</i>	Bougainvillea	<i>Bougainvillea spp.</i>
Seagrape	<i>Coccoloba uvifera</i>	Confederate Jasmine	<i>Trachelospermum jasminoides</i>
Schellings Holly	<i>Ilex vomitoria 'Schellings Dwarf'</i>	Coral Honeysuckle	<i>Lonicera sempervirens</i>
Sweet Viburnum	<i>Viburnum odoratissimum</i>	Creeping Fig	<i>Ficus pumila</i>
Ground Covers		Ivy	<i>Hedera spp.</i>
African Iris	<i>Diets bicolor</i>	Pothos	<i>Epipremnum aureum</i>
Agapanthus	<i>Agapanthus africanus</i>	Yellow Jessamine	<i>Gelsemium sempervirens</i>
Blue Daze	<i>Evolvulus glomerata</i>	Turf	
Border Grass	<i>Liriope muscari</i>	Bahia Grass	<i>Paspalum notatum</i>
Cast Iron Plant	<i>Aspidistra elatior</i>	Bermuda Grass	<i>Cynodon dactylon</i>
Coontie	<i>Zamia pumila</i>		
Creepie Juniper	<i>Juniperus horizontalis</i>		
Daylily	<i>Hemerocallis spp.</i>		
Dwarf Confederate Jasmine	<i>Trachelospermum asiaticum</i>		
Dwarf Oyster Plant	<i>Rhoeo spathacea 'Nana'</i>		
False Heather	<i>Cuphea hyssipifolia</i>		
Holly Fern	<i>Cyrtomium falcatum</i>		

* Salt tolerance of individual species should be checked prior to use in areas irrigated with reclaimed water.

chlorides which in some instances may cause damage to some salt sensitive plant species. Because of this, it is prudent to select salt tolerant plant materials when landscaping in areas where reclaimed water is to be utilized for irrigation.

Currently, several areas within Plaza Parkway have access to reclaimed water. For information on the use of reclaimed water and its availability contact Reclaimed Water Services at 892-5111.

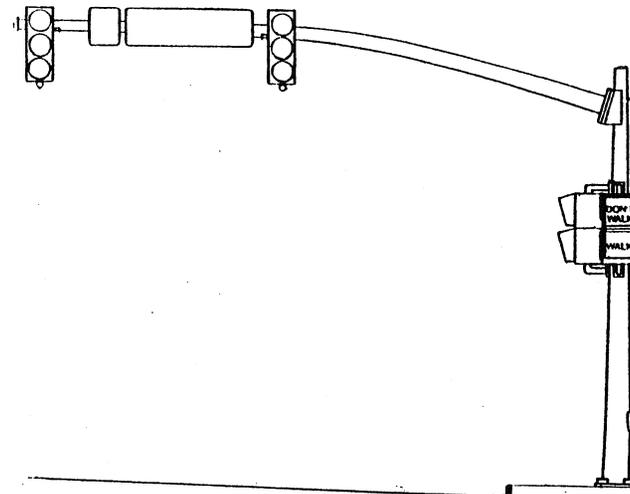
- **Maintenance.** Pursuant to the City Ordinance for landscaping vehicular use areas, all landscape areas must be maintained to present a healthy and orderly appearance and shall be kept free from refuse and debris. This includes taking preventative measures to insure that plant materials are not damaged due to chemicals, insects, diseases, or lack of water and, trimming or pruning streetscape trees in such a manner so as not to alter their natural form or character. Additionally, an underground irrigation system is required for all landscape areas.

In conjunction with the City's maintenance requirements, Plaza Parkway administration has developed a set of minimum maintenance guidelines to protect the investment by both

the City and the individual property owner.

3.5 UTILITIES

- **Traffic Signals.** New traffic signal mast-arms will be located at those major intersections within downtown areas designated as "special intersections". In addition to eliminating overhead lines, these structures will accommodate the appropriate signage and regulatory information.



Traffic Signal Mast Arm

-
- **Utility Lines.** All project areas within Plaza Parkway are required to underground all existing and new utility lines. This task is more easily handled in areas when extensive improvements occur between the curb and property line/building facade (e.g., within the Plaza). Within the Promenade, removal of the 4'-0" width of existing concrete to install the rock salt finish band provides an area for the trenching required to relocate the utility lines.
 - **Backflow Prevention Devices.** All backflow prevention devices for projects within Plaza Parkway should be located in below grade vaults whenever feasible. Existing devices and those that for some reason cannot be located below grade should be incorporated into the overall project design to allow for minimal visibility of the structure.

It is recommended that above-grade backflow preventors be located in alley-ways or within the building facade whenever possible. Locating backflow preventors directly in front of the primary facade of a building will not be permitted.

Pursuant to City Ordinance Chapter 31½ - Landscaping for Vehicular Use Areas, Section 31½ - 13, all above-grade backflow preventors

shall be screened by dense evergreen shrubs with a minimum height of thirty (30) inches and a maximum spacing of two (2) feet on center at the time of installation. Additionally, shrubs shall be located far enough away from the structure to provide a minimum clearance of three (3) feet on either side for maintenance purposes.

- **Catch Basins.** In improvement areas where the relocation of a catch basin is required, the specified type of grate inlet shall be utilized (see detail, page 62).
- **Trench Drains.** The installation of trench drains may be required in some improvement areas. Of the two types of grates recommended for use within Plaza Parkway, one offers a higher level of "pedestrian proofing" while the other has a higher ornamental/aesthetic value (see detail, page 63). When selecting a grate, consideration should be given to its exposure to pedestrian traffic.

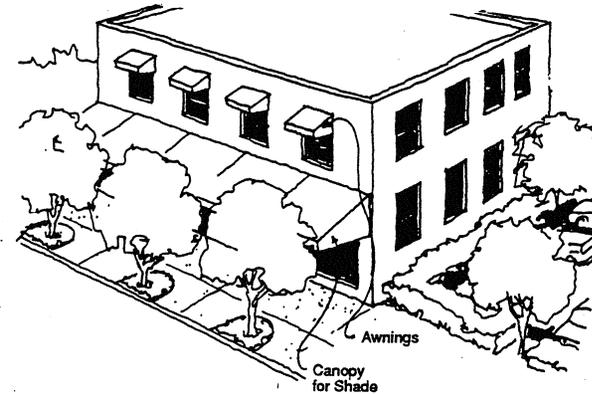
3.6 FACADES

- **Pattern and Rhythm.** The establishment of pattern and rhythm in development and redevelopment efforts is encouraged.

When designing building facades consideration should be given to the recurrent alternation of wall areas within door and window elements in the facades as well as to the width to height ratio of bays in the facade. Additionally, the placement of openings with respect to the facade's overall composition, symmetry, or balanced asymmetry should be carefully studied.

Avoid introducing incompatible facade patterns that upset the rhythm of openings established in surrounding structures.

- **Colors.** Avoid garish color schemes with "bright" or "loud" hues when painting. Choose soft tones and shades reminiscent of early St. Petersburg materials and save bright colors for signs and small accents.
- **Sense of Entry.** Identification of the main public entry areas to each building at the pedestrian level should be architecturally explicit and further reinforced through the use of streetscape design elements. Extending streetscape design elements such as paving, planters or landscape materials into the entryways of buildings will unify the overall space and assist in creating a coherent "sense of entry."



Canopies and Awnings Provide Shade and Interest to the Facade

- **Merchandising/Entertainment Orientation.** New buildings must be primarily oriented to the street with sufficient space for pedestrian circulation. There should be continuous retail, service and entertainment uses on the ground level of buildings with ample display windows and frequent store entrances.
- **Awning and Canopy Design.** Awnings and canopies should be integrated into the building facade. Where possible, they should be installed within the openings allowed for storefronts. Where this is not possible, care should be taken to install awnings and canopies which do not disrupt horizontal and vertical lines in the main facade.

Minimum height for an awning or canopy is nine (9) feet above grade. Multiple awnings or canopies installed on one facade should maintain the same height from grade and span from the building face.

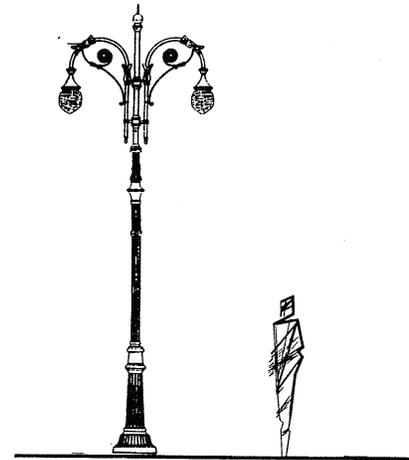
- **Awning Fabrication.** Awnings or sunshades should be cloth and complimentary to the colors used in the building and signage.

3.7 LIGHTING

- **Pedestrian Lighting.** Throughout the entire Plaza Parkway project area a new street light system has been installed through the joint efforts of the Plaza Parkway administration and Florida Power Corporation. While the new light standards provide overall security for the area, the use of "pedestrian scaled" lighting is encouraged on a project area basis (see detail, page 64).

The intent of these fixtures is to add character to the pedestrian environment. They should be located along sidewalks and in open space areas and may be mounted on free-standing poles or on wallmounts attached to buildings.

Another source of pedestrian lighting is the installation of "up-lighting" and/or "down-



Pedestrian-scaled Light Fixture

lighting" for buildings and landscaping.

- **Festive Lighting.** The use of festive lighting (e.g., twinkle lights) is encouraged throughout Plaza Parkway during special events and holidays. In an effort to provide for such opportunities, it is recommended that both buildings and landscaped areas be outfitted with the appropriate electrical outlets to facilitate the outlining (with lights) of buildings, stairways, deck railings, trees, etc.

- **Storefront Lights.** Proprietors are encouraged to provide storefront lighting during all evening hours including the lighting of display windows. This additional lighting will enhance the streetscape security and vitality.

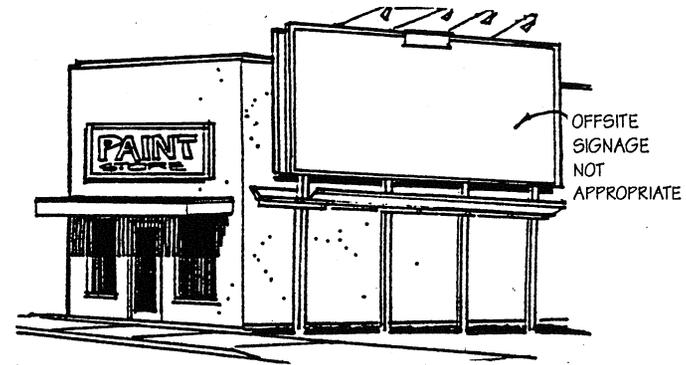
3.8 SIGNAGE

The City of St. Petersburg has established a distinctive identity for Plaza Parkway through the use of signage and graphics features such as entry monuments, street banners and enhanced street signs. The goal of these signage guidelines is to maintain this distinctive identity by insisting that businesses along Plaza Parkway make use of attractive, well-maintained signage which compliments the character of the area.

These guidelines are intended to supplement the City of St. Petersburg's existing sign ordinance by providing additional direction within the downtown waterfront area. The City's sign ordinance should be utilized for specific signage requirements, including allowable quantity, size, type, height and location of signs.

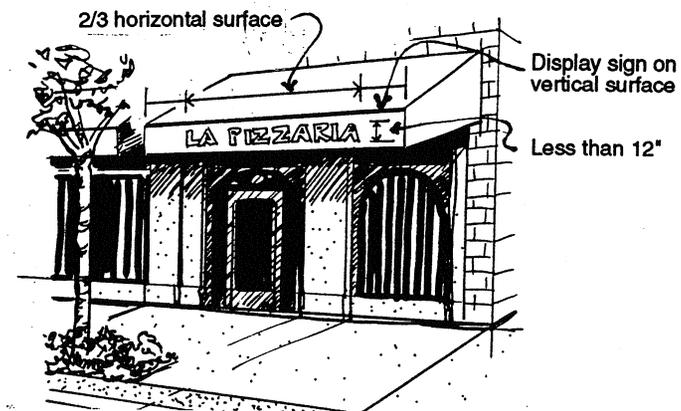
Relationship of Signage to Building

- **Sign Intent.** A sign on any building or site must specifically relate to or identify the property on which it is erected.

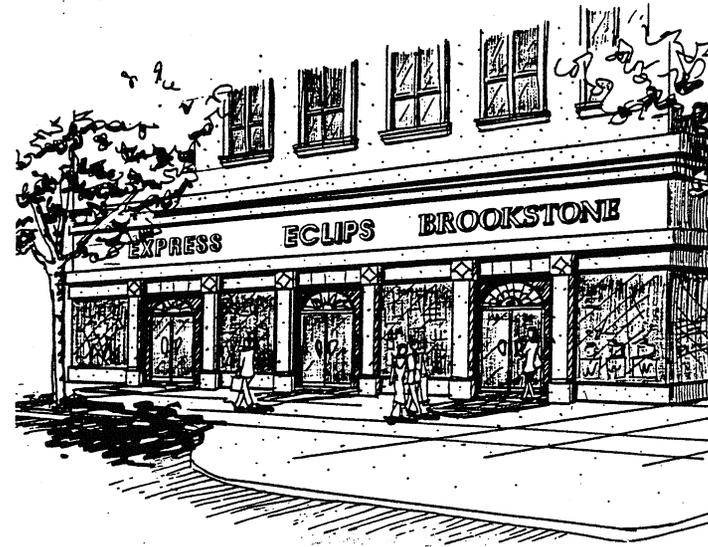


A sign must relate to the property on which it is erected.

- **Signs on Awnings or Canopies.** Display signs on the vertical surface of the awning or canopy, not on the surface which angles or curves upward. Graphics should not exceed twelve inches in height or more than two-thirds the horizontal surface. Signs should not project above or beyond canopies or awnings.



- **Sign Display Area.** Locate signs in specially designed or built-in display areas.
- **Complement Building Facade.** Design the sign size, materials and appearance to reflect the character of the establishment it advertises and to be in harmony with the architecture of the building facade.
- **Window Signs.** Signs may be applied to the inside of storefront windows facing outside providing that they do not occupy more than twenty-five (25) percent of the available glass area of the window.
- **Free-Standing Signs.** Relate free-standing signs to the establishments they advertise by using the same type of materials and design used on the building.
- **Signs on Historical Buildings.** Use sign materials and styles characteristic to the historical significance of the structure.
- **Height Limits.** Wall mounted signs should not extend beyond the top or sides of the building.
- **Continuity of Sign Installation on a Facade.** Use only one type of signage installation on a single building facade. For a number of shops



Sign Installation Continuity within a Facade- Recommended



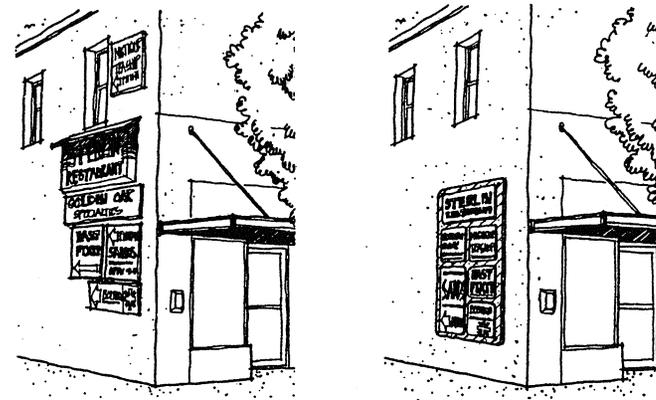
Various Sign Installation Formats within a Facade - Unacceptable

that share the same building facade, use the same or similar method of signing. Thus, if the prevailing method for a particular building is metal cut-out letters spaced away from the facade, use that method for all the shops. This does not mean that the lettering style has to be the same - only the method of display.

- **Grouped Signs.** A group of establishments may cluster signs together in a framework or common display system. Grouped signs are not to exceed two (2) square feet for each establishment.
- **Banners.** Banners are included in the total allowable sign space per building. They may display graphics or just color. Fabric and mountings should be durable enough to withstand local weather conditions. Banners should be maintained on a regular basis to appear in good condition. Banner design should be integrated with the architectural and site design of the building; they should not be used as an afterthought.

Pedestrian and Vehicular Orientation

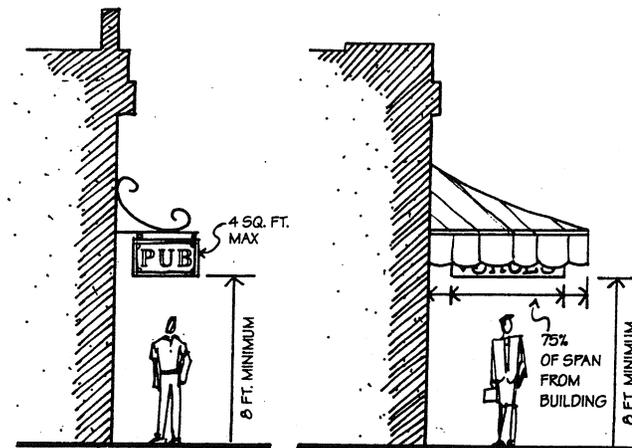
- **Projecting Signs.** Signs projecting over pedestrian ways should be perpendicular to the building facade and a maximum of four (4) square feet with a clearance of



UNACCEPTABLE

RECOMMENDED

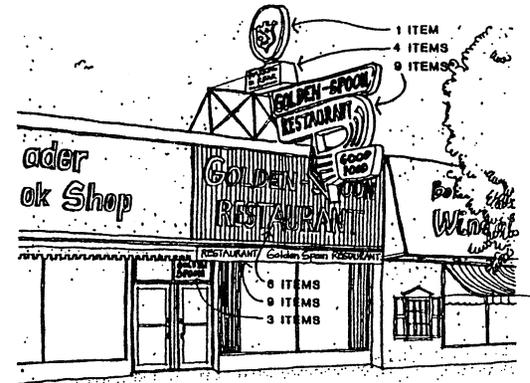
Grouped Signs



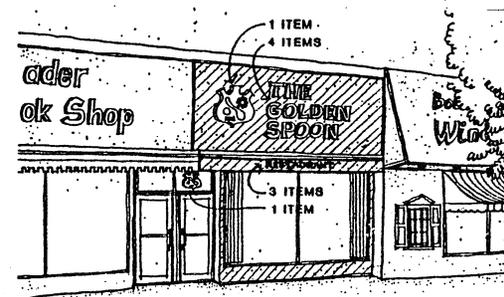
Projecting Signs

eight (8) feet. Projecting signs hung under a canopy should not be longer than seventy-five (75) percent of its span from the building facade.

- **Street Addresses.** Each building or store must display a street address either on its freestanding identification sign or on the building itself. Numbers on buildings should be located above the entrance and have a minimum height of four (4) inches. It is recommended that the color of the numbers contrast with the color of the surface they are mounted on to increase visibility.
- **Plaza Parkway Address.** When a property owner completes his improvements he will be given the right to use the Plaza Parkway logo as part of his postal address and address signage.
- **On-site Vehicular and Pedestrian Signs.** Signs for control, direction and information for vehicular and pedestrian movement shall not be combined with business names.



Cluttered Message - 32 Display Items - Unacceptable

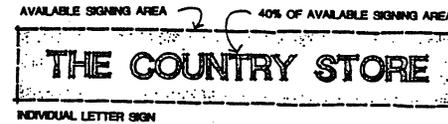
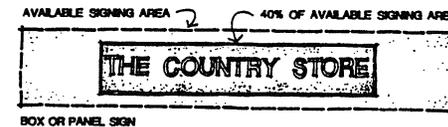
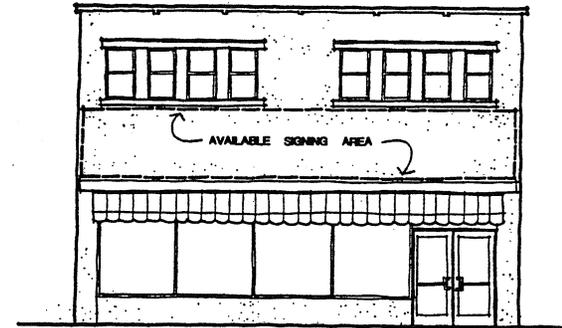


Clear Message - 9 Display Items - Recommended

- **Direction and Information Signs.** Signs or graphics less than two square feet in area which are required for safety, direction or assistance shall be limited to two (2) in number and a total of not more than four square feet per display.

Sign Design

- **Length of Message.** The most effective signs transmit their messages with the least number of words. Limit sign messages to ten (10) items or less per sign. A display item is a symbol, a syllable in a word or any other item of display that transmits a message.
- **Animated Signs.** No sign that blinks, flashes, revolves or simulates movement shall be allowed. Luminous paints are not allowed.
- **Individual Letter Signs.** On building facades, use individual letter signs instead of box or panel signs whenever possible. Letter signs convey the message in the simplest way and allow greater expression of the building character.
- **Sign Color.** The use of light-colored lettering on dark-colored backgrounds is encouraged.
- **Painted Signs.** Signs painted directly on buildings are not allowed. Painting signs directly on buildings defaces the buildings and cheapens the general appearance of the area.



Use 40% of Sign Display Area

- **Neon Signs.** Exterior neon signage is discouraged. However, neon may be used as a window sign.
- **Sign Area.** The size of a sign will be a function of not only the size of the building facade but also of the available display area. Signs are to be forty percent (40%) or less of the available display area.

Illumination and Maintenance

- **Illumination.** All signs should have provisions for illumination. Illumination should be no more than one (1) footcandle at four (4) feet from the sign. Signs should be illuminated from dusk to 1:00 a.m. Proper screening should be provided to avoid glare.
- **Maintenance.** All signage and graphics should be maintained regularly to insure a good appearance. They should also be inspected regularly for good structural condition, replacement of defective parts and repainting or cleaning.

Chapter 4

Application and Permit Procedures

The application for Plaza Parkway new development, rehabilitation and streetscape improvements begins a joint process for compliance review by the Community Redevelopment Agency and Minor Easement approval by the City Engineering Department. These processes occur concurrently. The application requirements for each process are listed below with the normal schedule and permit fees. All procedures and requirements are subject to change; therefore, applicants are encouraged to contact the City prior to application submittal to verify current requirements. A chart illustrating the flow of the Redevelopment Plan Compliance Review follows on page 39.

4.1 CRA DEVELOPMENT REVIEW

The City Council of St. Petersburg, acting as the Community Redevelopment Agency (CRA), is charged with reviewing proposals occurring in Phase I and II of Plaza Parkway (i.e., Intown Redevelopment and Intown West Redevelopment Areas). All new development, rehabilitation and streetscape improvement proposals must be submitted to the CRA staff (Planning Department, 475 Central Avenue) for determination of compliance to the *Plaza Parkway Design Guidelines*.

An application must be submitted thirty days prior to

the next regularly scheduled meeting of the CRA, unless the review is determined to be an in-house staff review. An in-house staff review is normally a two-week process.

Currently the CRA meets the second and fourth Thursday of each month at 8:00 a.m. in City Council Chambers.

The applicant shall submit one copy of the development proposal, which shall include, but not limited to:

- CRA Application Form
- site plan illustrating location, height and shape of buildings, parking location and amount of open space and sidewalk treatment
- building coverage and square feet, and residential density (number of units)
- street layout
- location, size and type of existing and proposed landscaping
- building elevations and sections
- perspective drawings or a scale model
- one 8 1/2" x 11" or 8 1/2" x 14" black and white copy of the perspective drawings or half-tone photograph of the model

(There is no fee for this review process.)

Pre-application conferences are encouraged and may be arranged by contacting the Manager of the Urban Design and Development Division, at 893-7153. CRA Applications may also be obtained from this office.

4.2 MINOR EASEMENT APPROVAL

Property owners who are implementing development, rehabilitation and streetscape improvements within Plaza Parkway must obtain a Minor Easement from the City of St. Petersburg. The purpose of the Minor Easement is to regulate minor encroachments of privately owned and maintained structures under, on or over the right-of-way of a street, alley or utility easement that is dedicated to the City.

The Minor Easement application is submitted to the Engineering Department and will be reviewed by several City departments and private utility companies:

1. If there are no objections to the request it will be placed on the Consent Agenda for approval by City Council as a resolution.
2. If an objection is made and it cannot be resolved, the Minor Easement will be denied. An applicant can appeal this decision by a letter to the Engineering Director. The

appeal will go before the City Council for review as a Correspondence Item.

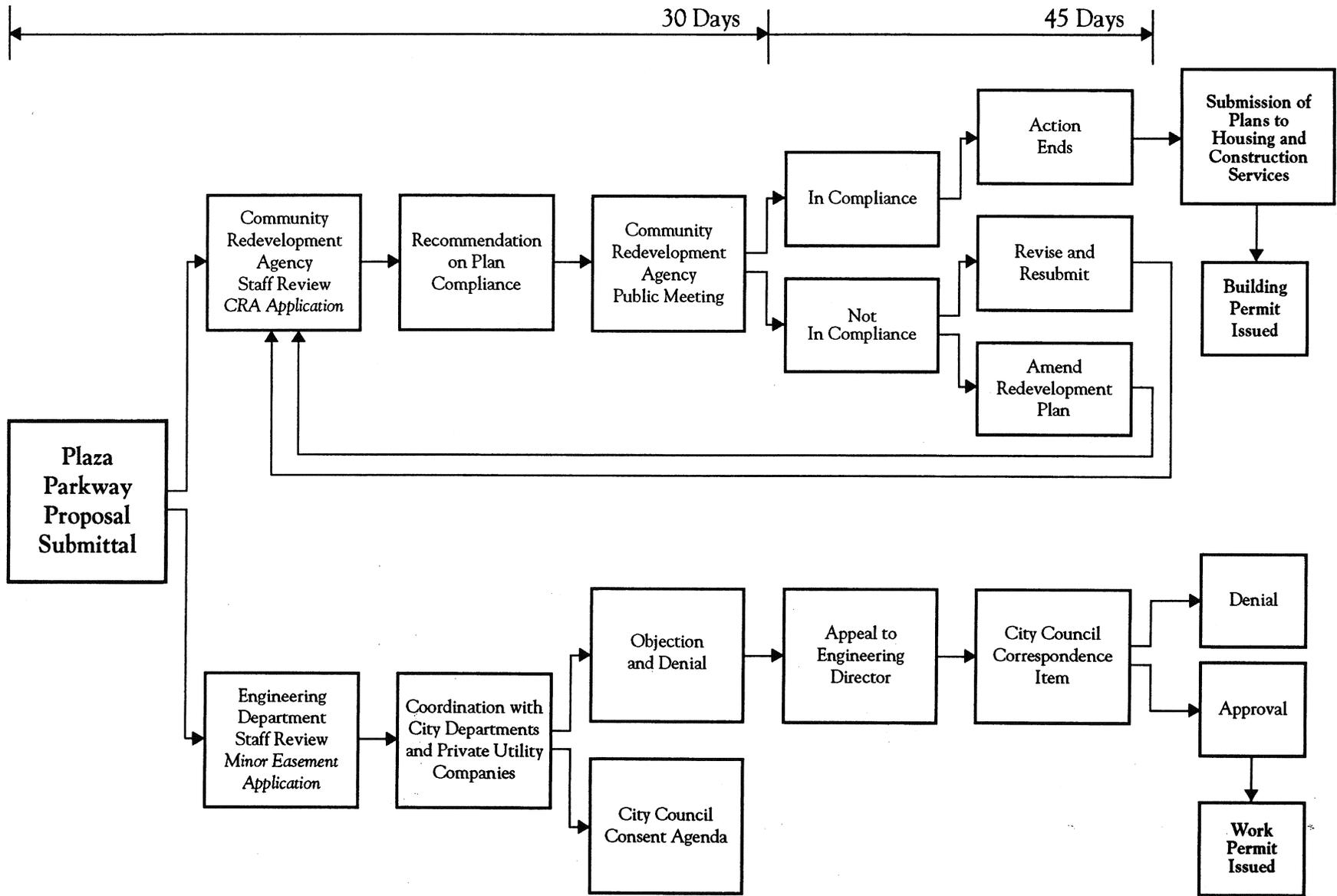
The Plaza Parkway Minor Easement Application Review procedure normally takes thirty (30) days.

The following items are needed to apply for a Minor Easement:

- a. A completed Minor Easement application.
- b. A survey of the property showing property lines, property dimensions, legal description, adjacent rights-of-way, all easements, all improvements, including any structure that encroaches the right-of-way or easement, the amount of encroachment to the nearest tenth of a foot, the length of the encroachment and any additional information as needed. Drawings should be placed on standard or legal size paper.
- c. Cash or check for \$300.00 payable to the City of St. Petersburg.

Any repairs or restoration of Plaza Parkway improvements that may be required due to maintenance of existing utilities will be the responsibility of the City department or private utility. Upon completion, all repairs or restoration shall match existing conditions (both finish and quality).

Redevelopment Plan Compliance Review



The CRA review and Minor Easement process may require coordination with the following City departments or private utilities. The respective contacts are provided for your convenience in the event you have any questions.

All correspondence to City personnel should be addressed to: **P.O. Box 2842, St. Petersburg, FL 33731**

<u>City Contacts</u>	<u>Department</u>	<u>Phone</u>
Jan A. Norsoph, A.I.C.P.	Community Redevelopment Agency (CRA) - <i>Design/Development Review</i>	893-7869 or 893-7153
Mark Riedmueller	Engineering Department - <i>Minor Easement Approval and R.O.W. Permitting</i>	893-7857 or 893-7238
Kevin Dunn	<i>Development and Property Management Dept. Plaza Parkway Project Manager</i>	892-5366 or 893-7100

Private Utilities

Company

Phone

Ron McGuire

GTE
P.O. Box 11328
MC 2008
St. Petersburg, FL 33733

893-4514

Art Gilmore

Florida Power Corp.
2501 25th Street North
St. Petersburg, FL 33713

893-9255

Keith Martin

People's Gas System
1800 9th Avenue North
St. Petersburg, FL 33713

894-2560

Dennis Black

Paragon Cable
11500 9th Street North
St. Petersburg, FL 33716

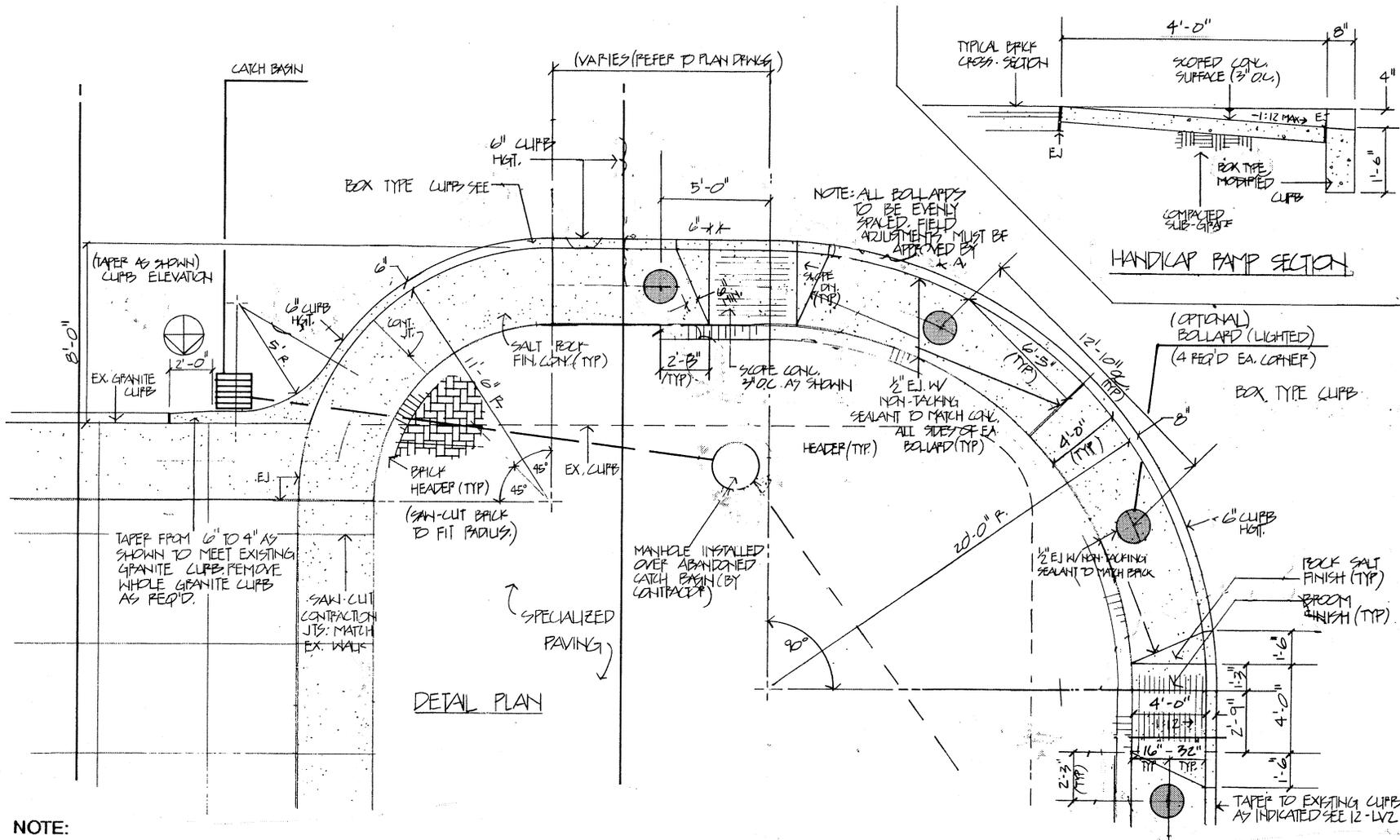
579-8600

Chapter 5

Design Details

The construction details provided in this portion of the *Plaza Parkway Design Guidelines* represent both "required" and "recommended" design elements and are intended to assist in the planning and implementation of streetscape improvements.

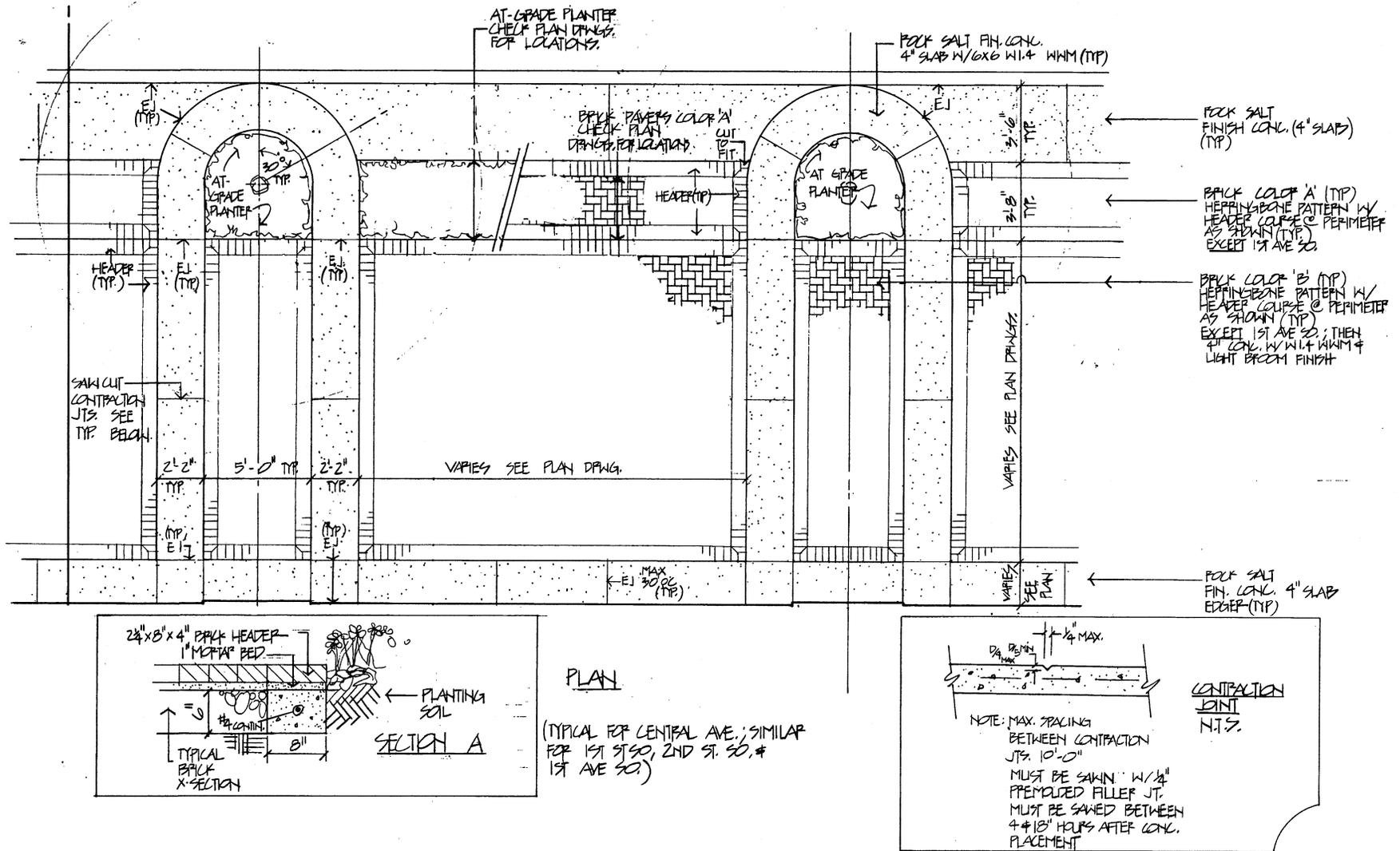
A comprehensive listing of manufacturers and sales representatives for streetscape furnishings and materials is provided in Appendix B.



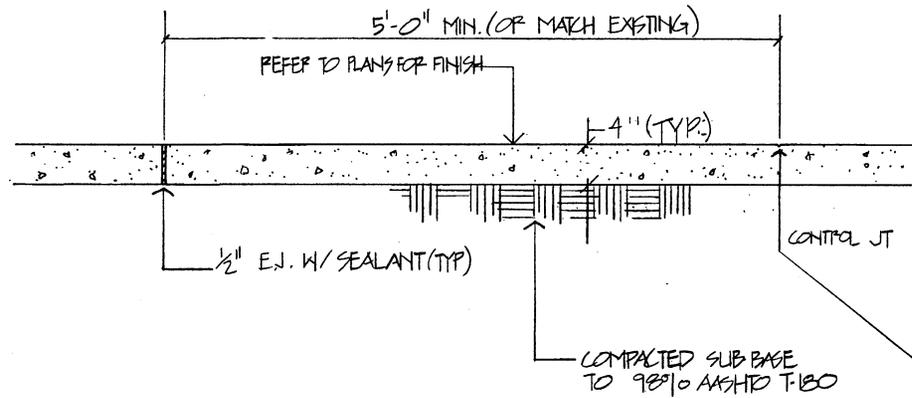
NOTE:

ALL DESIGN AND INSTALLATION (RAMPS, SIDEWALKS, ETC.) SHALL COMPLY WITH CURRENT ADA REGULATIONS AND CITY STANDARDS.

Not to Scale



Not to Scale

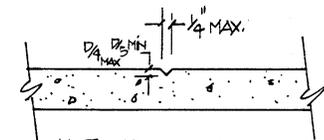


SECTION

CONTRACTION JT. (TYP.)
NO SCALE

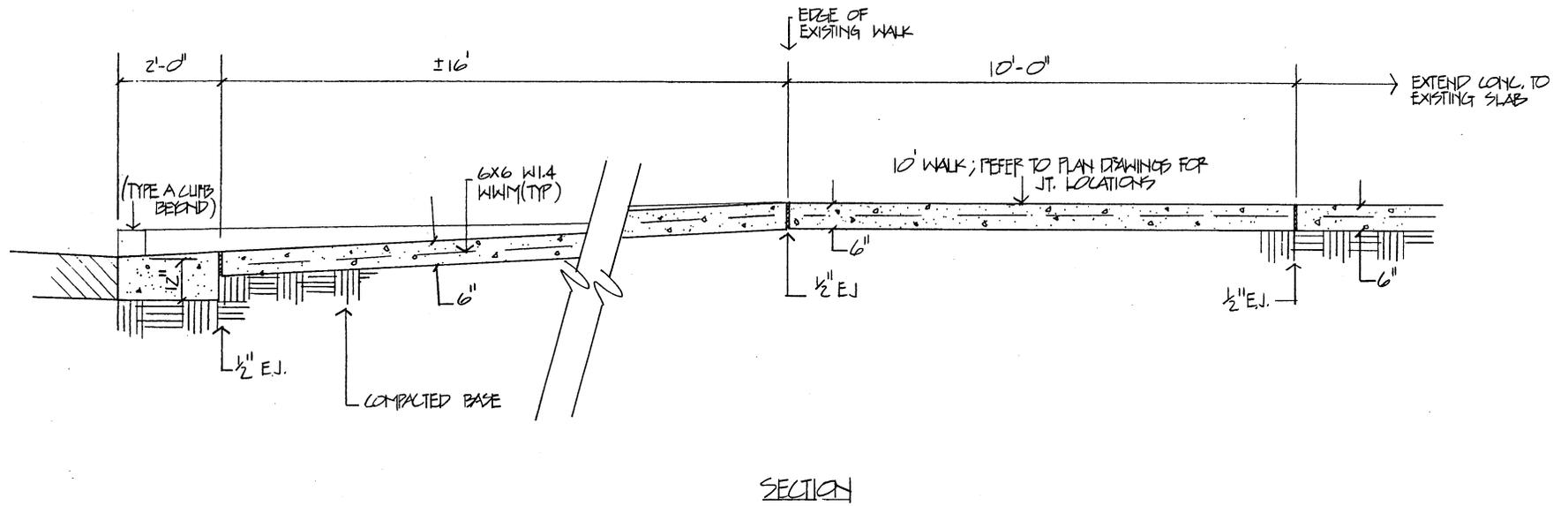
NOTE: REFER TO SPECIFICATIONS FOR ADDITIONAL CONCRETE INFORMATION

ALL CONCRETE ON 2ND AVE NE (PIER APPROACH) WILL HAVE A BROOM FINISH EXCEPT WHERE NOTED OTHERWISE I.E. 3'-0" BAND FOR BOLLARDS AND CROSSWALKS MATCH EXISTING JOINT SPACING



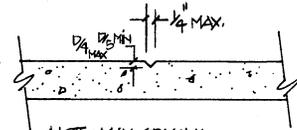
NOTE: MAX. SPACING BETWEEN CONTRACTION JTS. 10'-0" MUST BE SAWED W/ 1/4" PREEMULGED FILLEF JT. MUST BE SAWED BETWEEN 4 & 18" HOURS AFTER CONC. PLACEMENT

Not to Scale

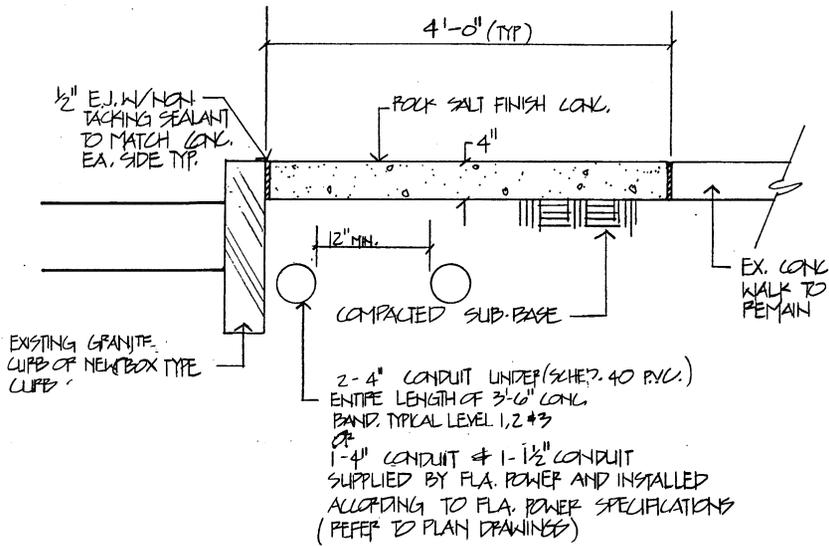


Not to Scale

CONTRACTION JT. (TYP.)
NO SCALE

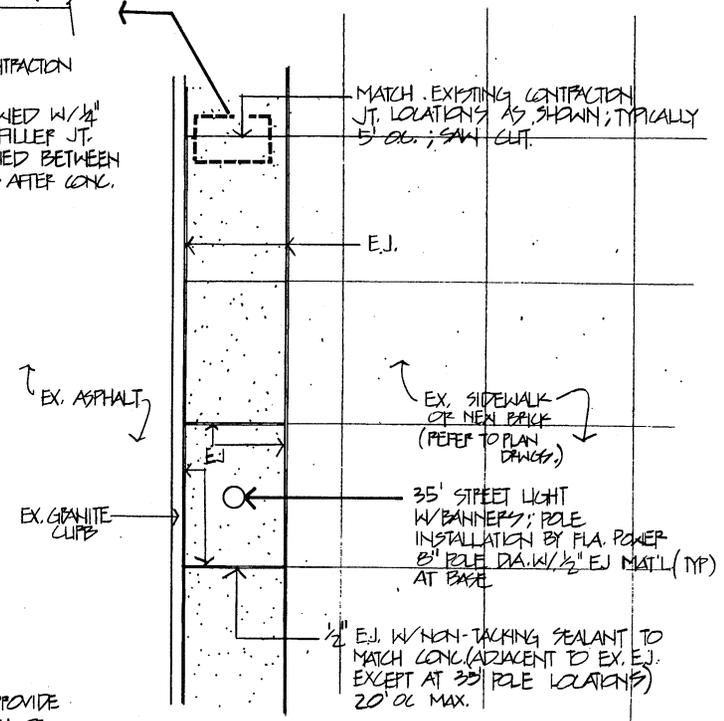


NOTE: MAX. SPACING BETWEEN CONTRACTION JTS. 10'-0"
MUST BE SAWED W/ 1/4" PREFOLDED FILLER JT. MUST BE SAWED BETWEEN 4 & 18" HOURS AFTER CONG. PLACEMENT



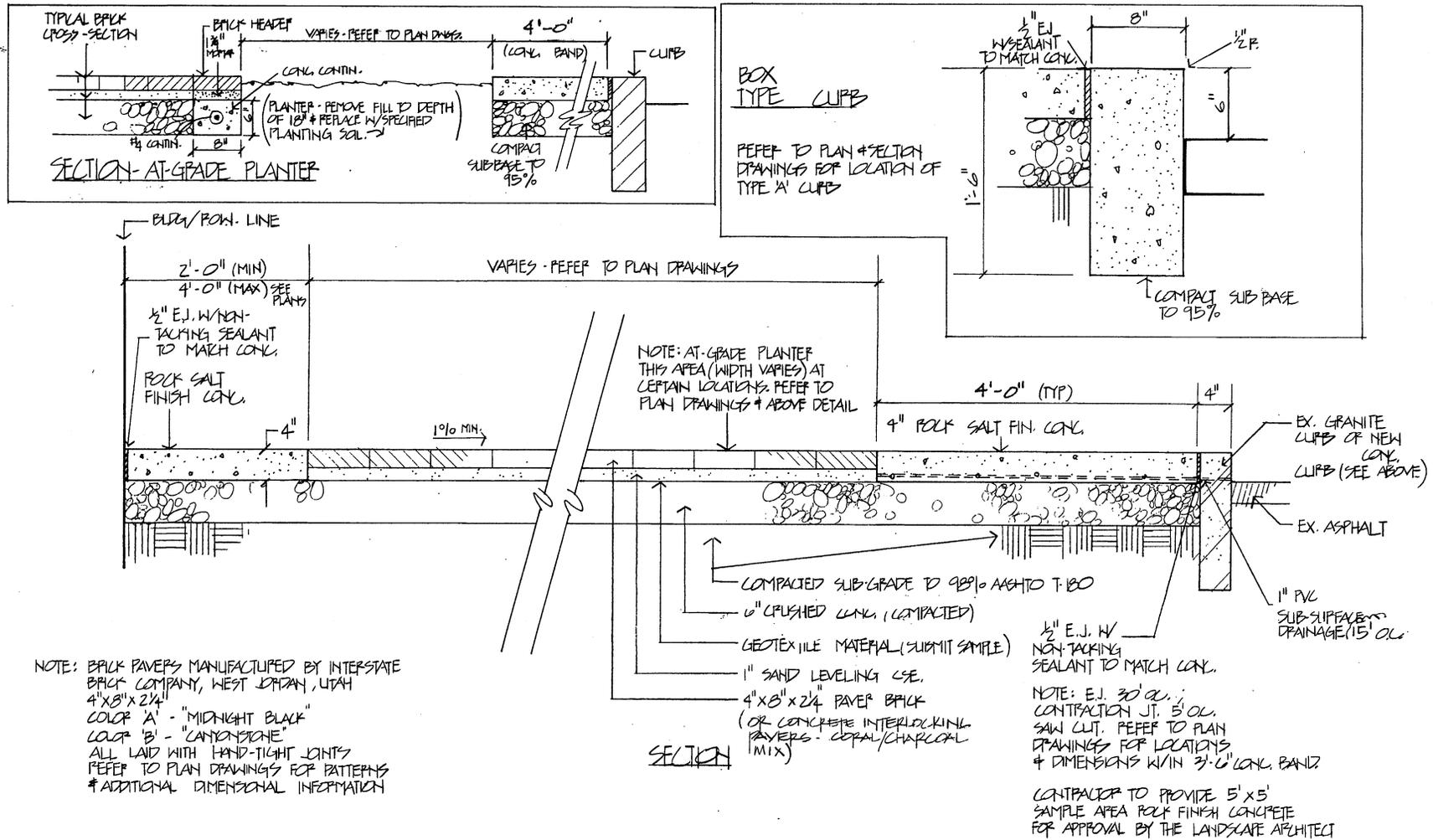
SECTION

CONTRACTOR TO PROVIDE 5' X 5' SAMPLE AREA OF ROCK SALT PAVING FOR APPROVAL BY THE LANDSCAPE ARCHITECT.



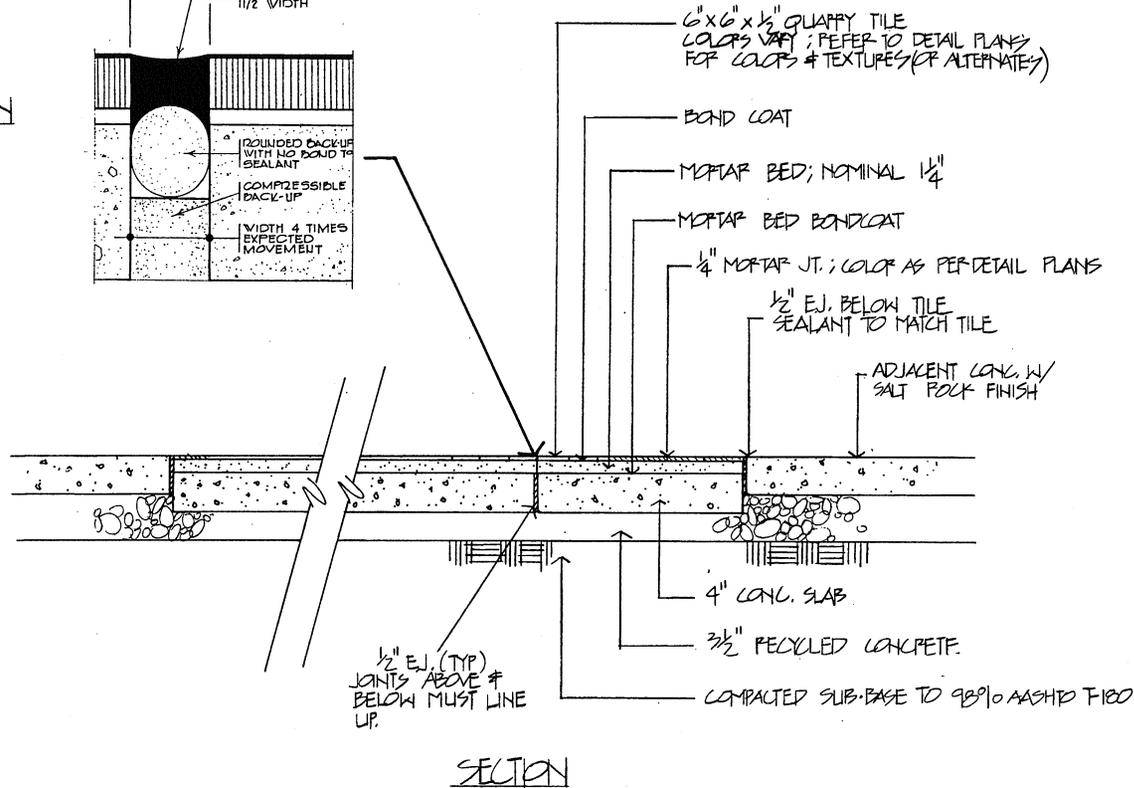
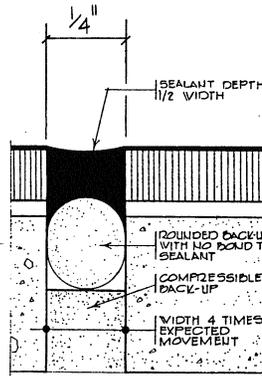
PLAN

Not to Scale



Not to Scale

Joint Section
NO SCALE



NOTE: TILE SHALL BE 'QUEST' TYPE OF EQUAL MANUFACTURED BY AMERICAN CLEAN, INC., LANSDALE, PA. ALL 6" x 6" x 1/2" WITH VARIATIONS IN COLOR AND PATTERN. REFER TO DETAIL PLANS FOR ADDITIONAL SHAPES OF ALTERNATES. CONC. SLAB MUST SLOPE A MINIMUM OF 1% FOR POSITIVE DRAINAGE. EXPANSION JOINTS ARE MANDATORY AND ARE LOCATED ON DETAIL PLANS.

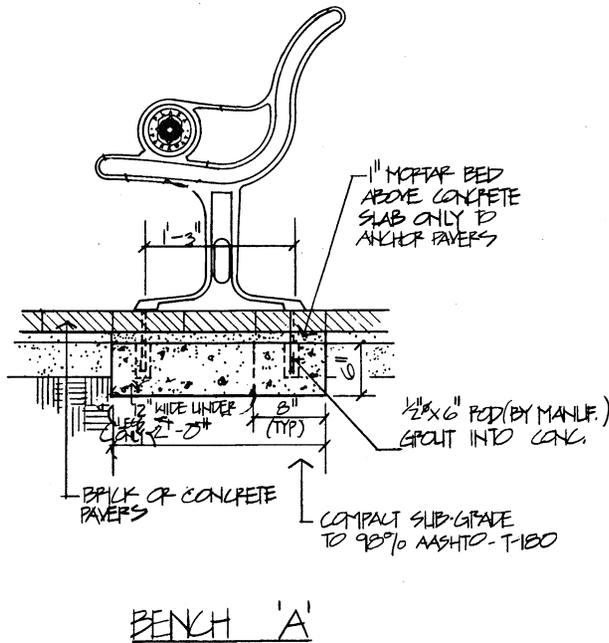
MORTAR - 1 PART PORTLAND CEMENT
6 PARTS DAMP SAND BY VOLUME
LATEX-PORTLAND CEMENT MORTAR
MAY BE SUBSTITUTED WITH THE APPROVAL OF THE LANDSCAPE ARCH.
BOND COAT: LATEX-PORTLAND CEMENT MORTAR ON A CURVED BED
MORTAR BED BOND COAT - PORTLAND CEMENT SLURRY

TILE & GROUT COLORS ARE SPECIFIED ON DETAIL PLANS.

Not to Scale

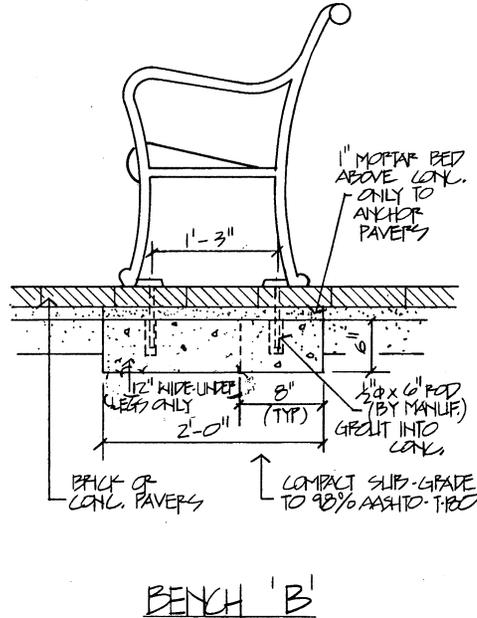
HARBOR BENCH

NOTE: HARBOR BENCH MANUFACTURED BY BEACON PRODUCTS, INC., BRAIDENTON, FLA. 6'-0" LENGTH. BLACK MATTE FINISH ON CAST ALUMINUM SURFACES. ANCHORING DETAIL SIMILAR FOR MOUNTING ON NEW OR EXISTING CONCRETE SLAB. REFER TO PLAN DRAWINGS FOR SEATING NODE CONFIGURATION * CONC. MOUNTING SLAB (OR APPROVED EQUAL) - BRONZE FINISH MAY BE SUBSTITUTED.



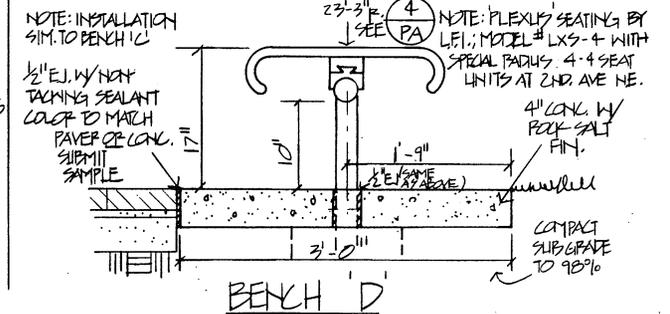
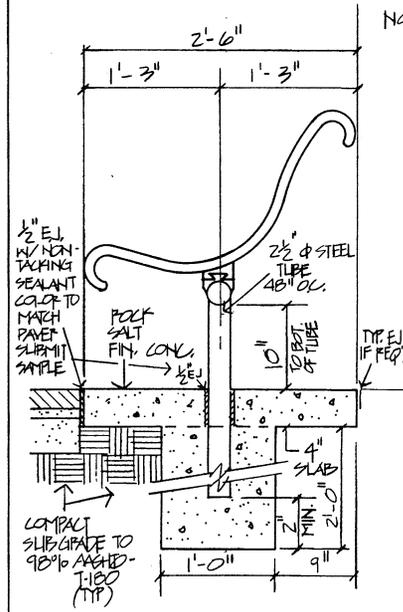
RIVIERA BENCH

NOTE: RIVIERA BENCH MANUFACTURED BY BEACON PRODUCTS, INC., BRAIDENTON, FLA. 6'-0" LENGTH. COLOR MAY VARY, REFER TO PLAN DRAWINGS. SUBMIT COLOR SAMPLE. ANCHORING DETAIL SIMILAR FOR MOUNTING ON NEW OR EXISTING CONC. SLAB. REFER TO PLAN DRAWINGS FOR SEATING NODE CONFIGURATION * CONC. MOUNTING SLAB. (OR APPROVED EQUAL)



PLEXUS BENCHES

NOTE: PLEXUS SEATING MANU. BY L.F.I. KALAMAZOO, MI., MODEL # LX 3011-WB-22; 23"x20"x30" ANGLED 11" SEAT W/ WIDE BACK FOR INSIDE CURVE SEATING ON 120" RADIUS. (OR APPROVED EQUAL) COLORS VARY; REFER TO PLAN DRAWINGS FOR COLOR DESCRIPTION. SUBMIT SAMPLE. ANCHORING DETAIL SIM FOR FLAT PLEXUS SEAT UNITS. ATTACH EMBEDDED LEG SUPPORTS PRIOR TO INSTALL TO ADJUST BAF HGT & LEG SPACING EACH NODE REQUIRES 4-4 SEAT UNITS



Not to Scale

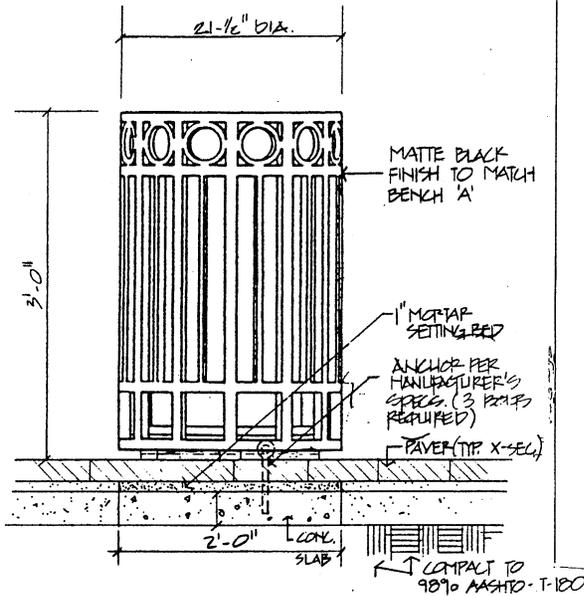
TRASH RECEPTACLE 'A'

NOTE: BEACON PRODUCTS - GARCOTA, FL; SANTA FE (MODIFIED); MODEL # TRA 3324. CAST ALUMINUM W/ BLACK PLASTIC LINER & RECESSED LID. (OR APPROVED EQUAL).

MATTE BLACK POWDER COAT FINISH TO MATCH BENCH 'A'. SUBMIT SAMPLE

TRASH RECEPTACLE 'A' IS TO BE USED IN CONJUNCTION WITH BENCH 'A'. REFER TO PLAN DRAWINGS FOR SPECIFIC LOCATIONS.

INSTALLATION SIMILAR FOR EXISTING CONC. PAVING



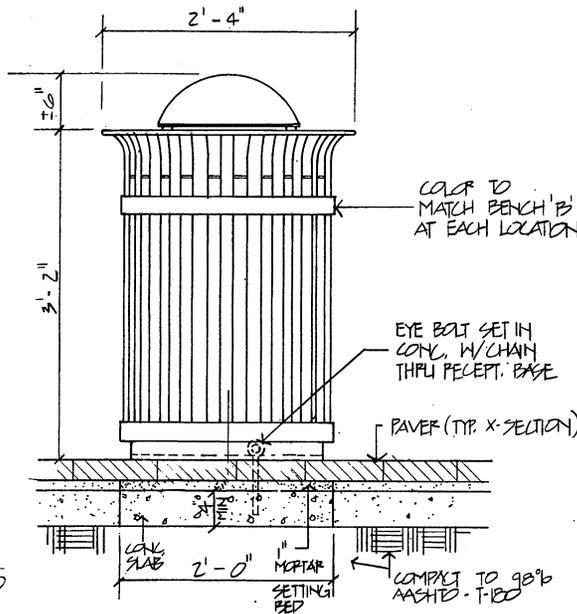
TRASH RECEPTACLE 'B'

NOTE: VECTOR STANLEY, INC. - PLUNKYK, MD; BETHESDA SERIES MODEL # S-42 WITH S-2 SPUN STEEL ROME AND FIGID LINER. (OR APPROVED EQUAL)

COLOR WILL VARY ACCORDING TO SITE LOCATION. REFER TO PLAN DRAWINGS.

TRASH RECEPTACLE 'B' IS TO BE USED IN CONJUNCTION WITH BENCH 'B'. COLORS MUST MATCH. SUBMIT SAMPLES.

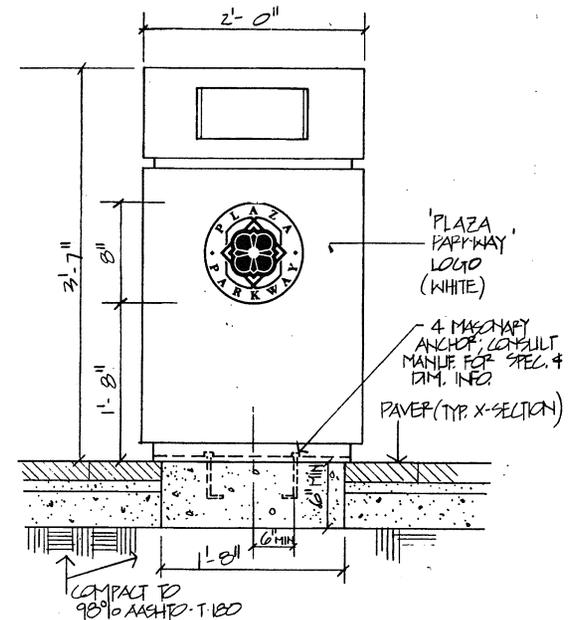
INSTALLATION SIMILAR FOR EXISTING CONC. PAVING AREAS.



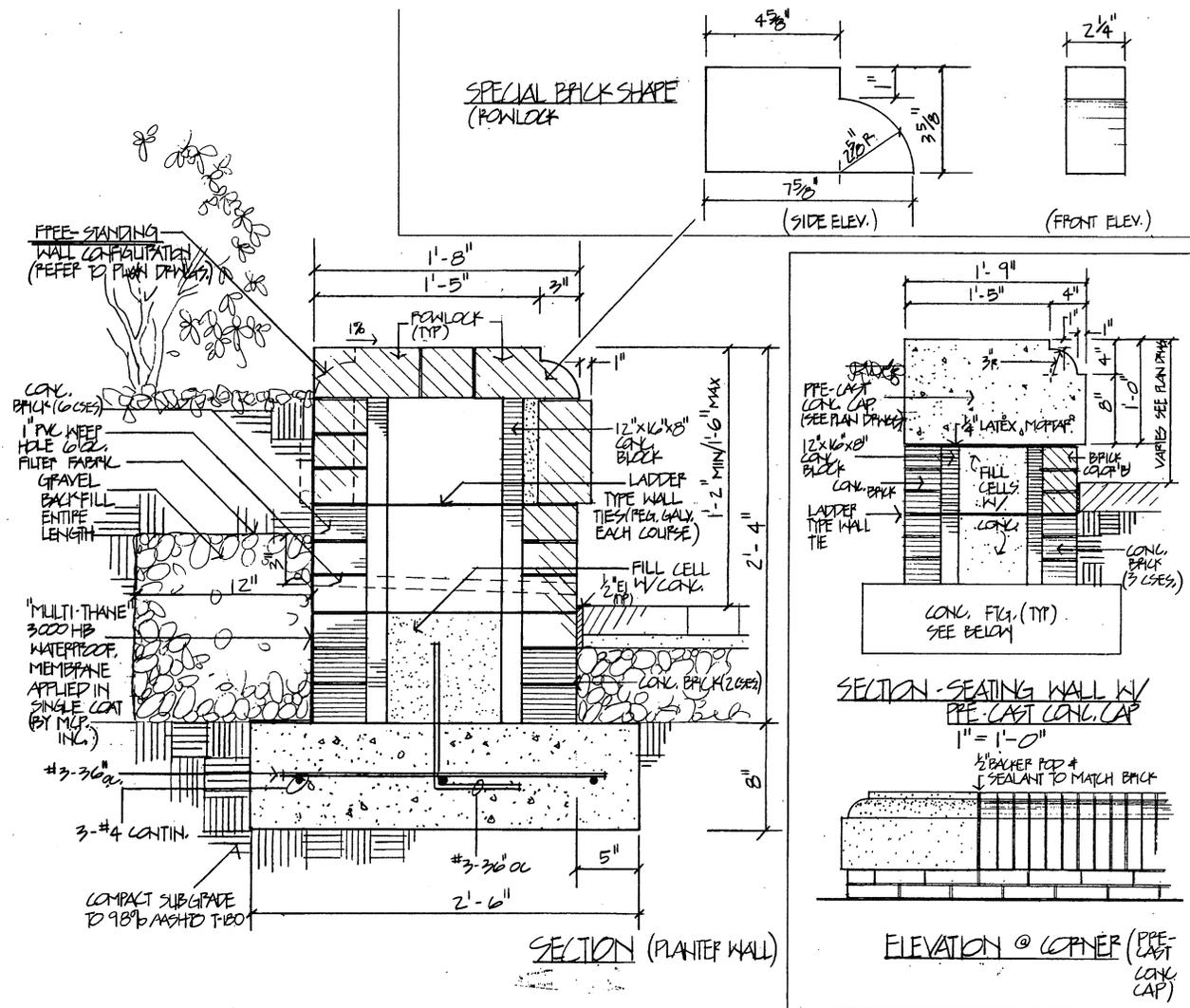
TRASH RECEPTACLE 'C'

NOTE: UPPANCO, INC., GRAND RAPIDS MI. MODEL # LCF-24 W/ FLUID LINER & TWO TRASH HOLE OPENINGS. (OR APPROVED EQUAL) COLOR WILL VARY ACCORDING TO LOCATION. SUBMIT SAMPLE FOR EACH PHASE.

ST. PETERSBURG LOGO TYPICAL UNLESS OTHERWISE NOTED. INSTALLATION METHOD SIMILAR FOR EXISTING CONC. PAVING. SEE PLAN DRAWINGS FOR LOCATION OF RECEPT.

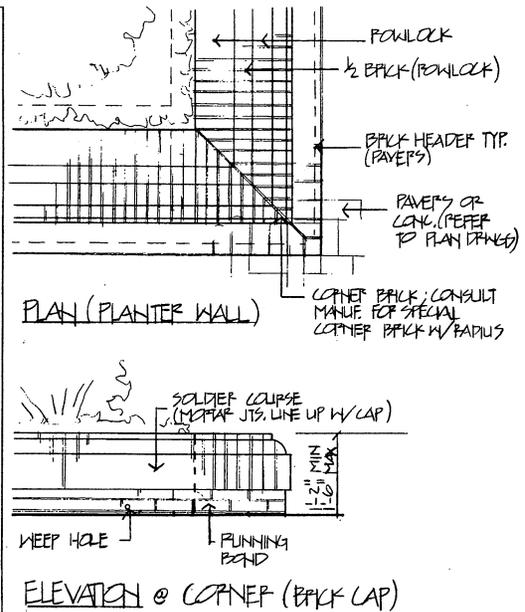


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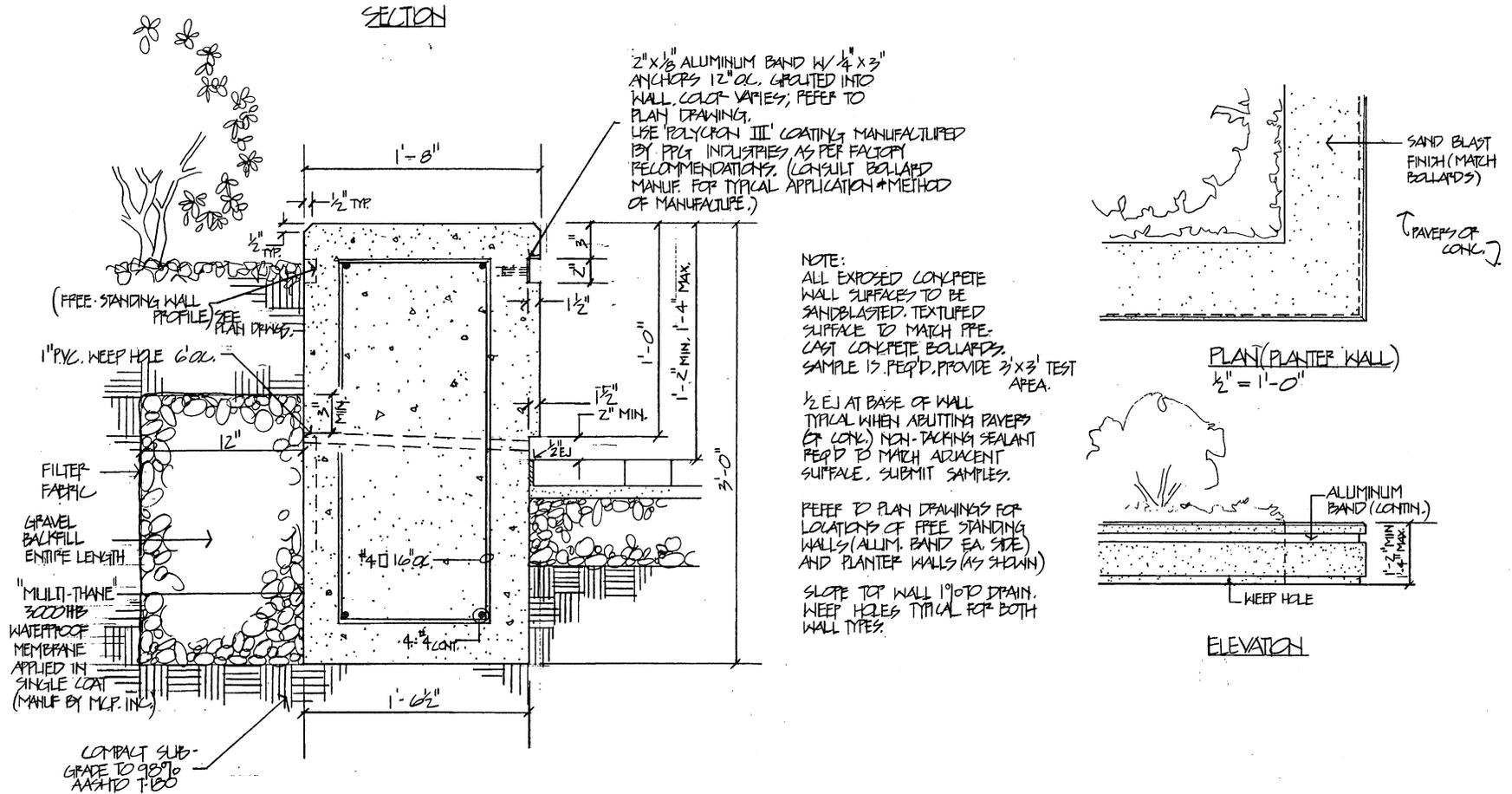
NOTE:
 BRICK FOR PLANTER WALLS + FREE-STANDING SEATING WALLS MANUFACTURED BY INTERSTATE BRICK COMPANY, KREST JORDAN, UTAH; ALL COLOR 'B' 'CANYONSTONE' 7 7/8" x 3 9/8" x 2 1/4" MODULAR BRICK, MORTAR FOR WALLS TO MATCH BRICK; SUBMIT SAMPLE.

FOR EXP. JTS. USE NON-TACKING SEALANT TO MATCH BRICK; SUBMIT SAMPLE.

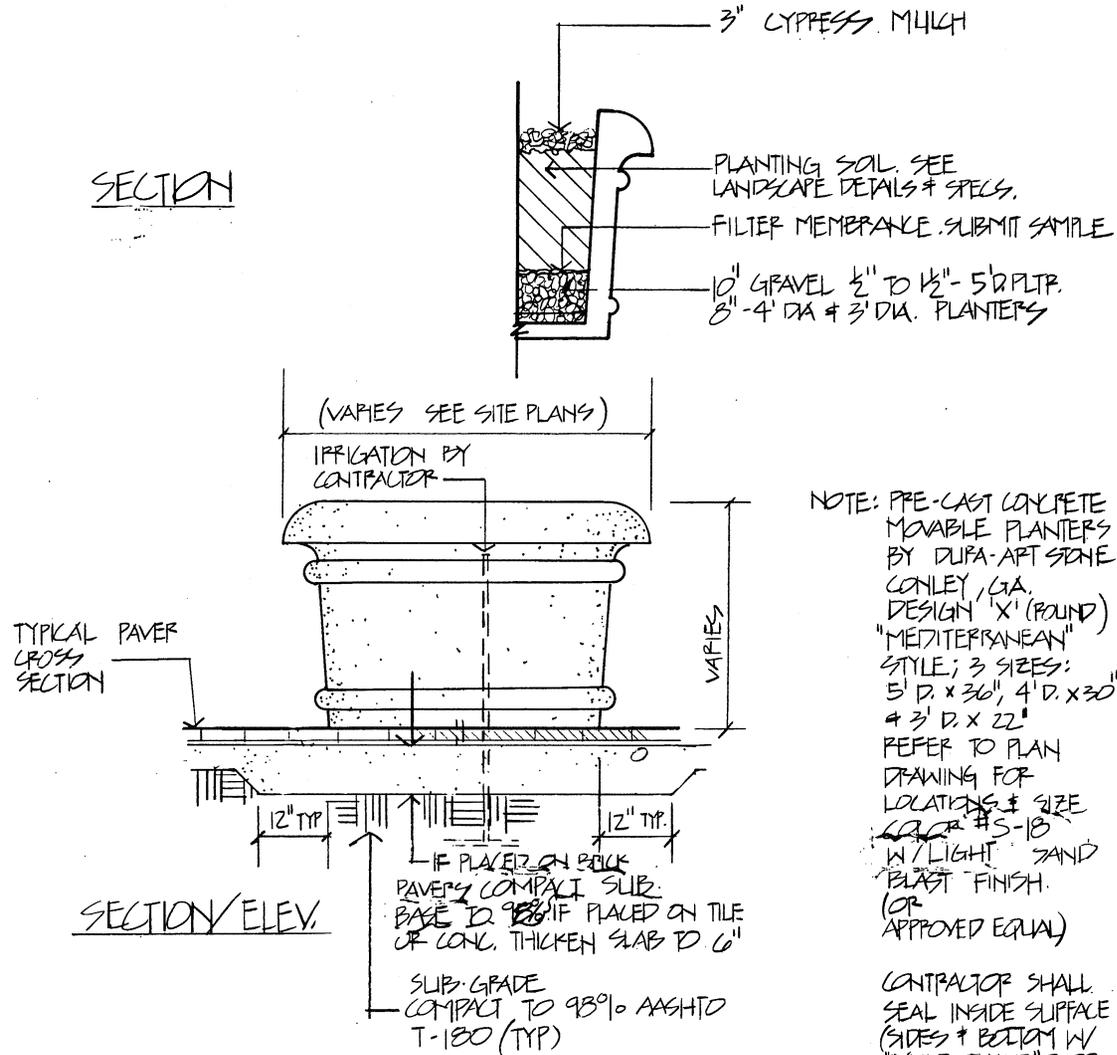


NOTE:
 REFER TO PLAN DRAWINGS FOR LOCATIONS OF FREE-STANDING WALLS (SPECIAL SHAPE BOTH SIDES) AND PLANTER WALLS (AS SHOWN) KEEP HOLES TYPICAL EA TYPE. SLOPE TOP OF WALL 1%

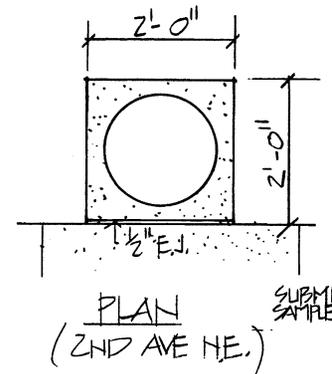
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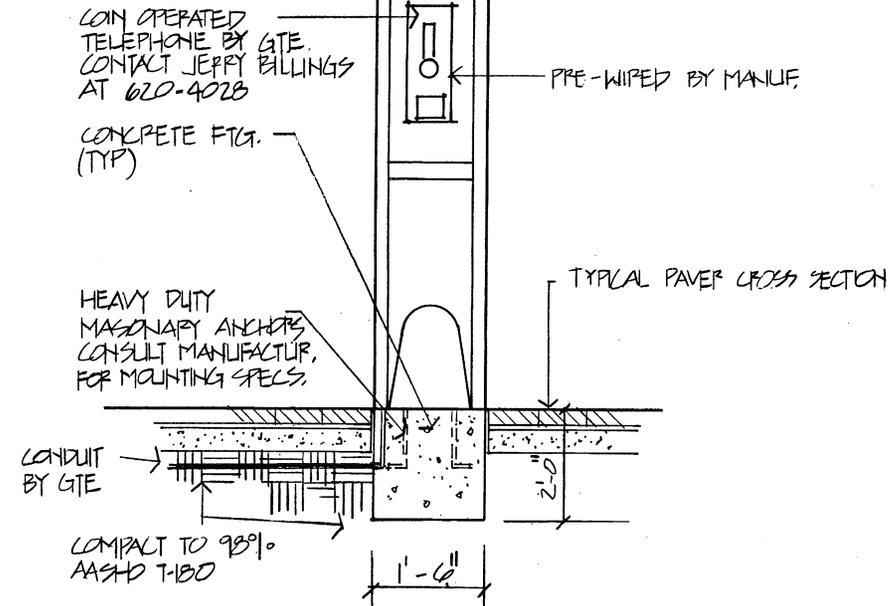
Not to Scale



NOTE: TELEPHONE KIOSK BY KING PRODUCTS, LTD. MISSISSAUGA, ONTARIO, CAN. MODEL # 540a + # 540b (OR APPROVED EQUAL) COLOR & HEIGHT VARY ACCORDING SITE LOCATION REFER TO PLAN DRAWINGS.

PLAN VIEW

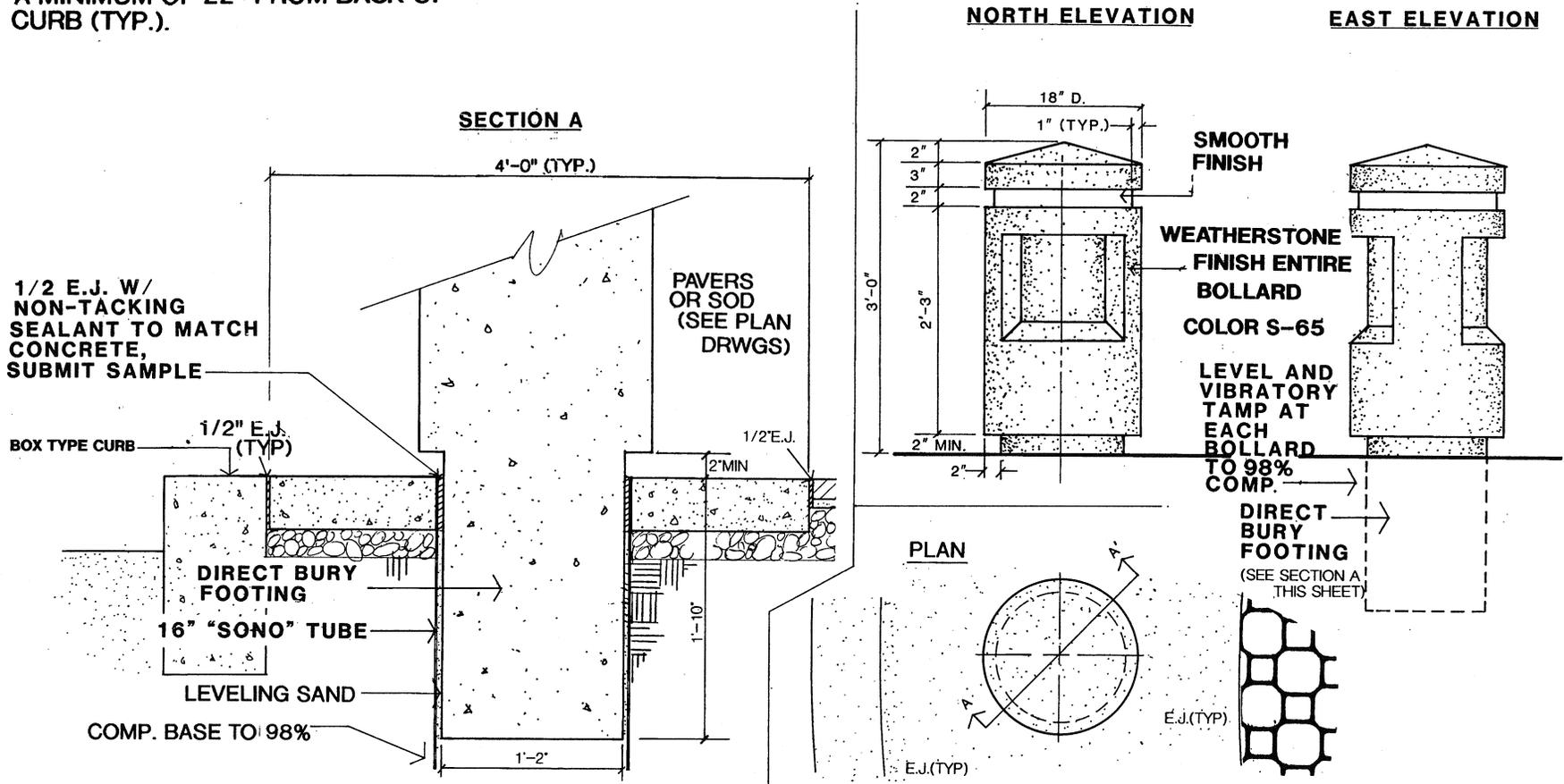
(GTE TO PROVIDE CONDUIT CONTRACTOR TO MAKE FINAL ELECTRICAL CONNECTION)



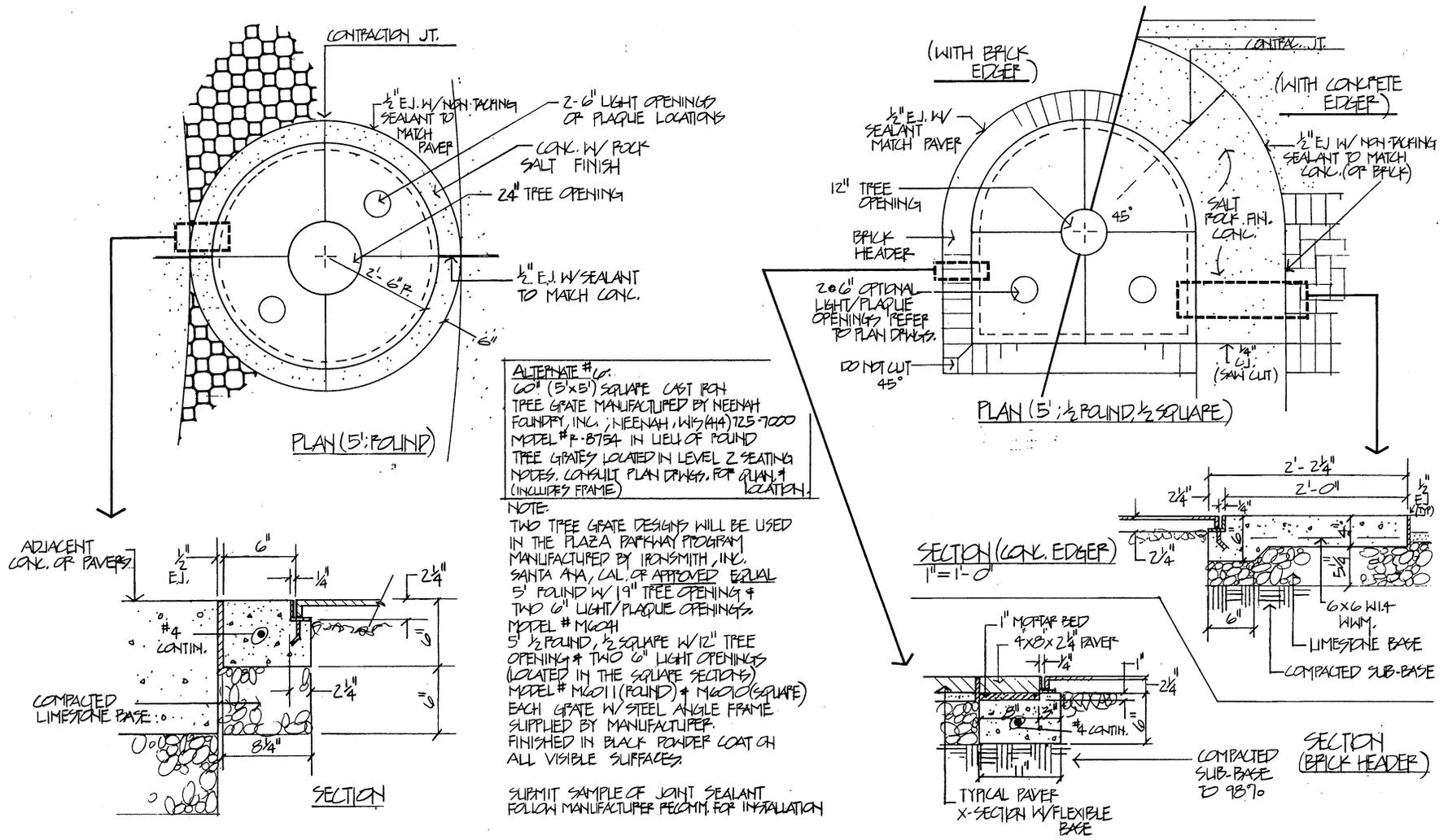
Not to Scale

NOTE:

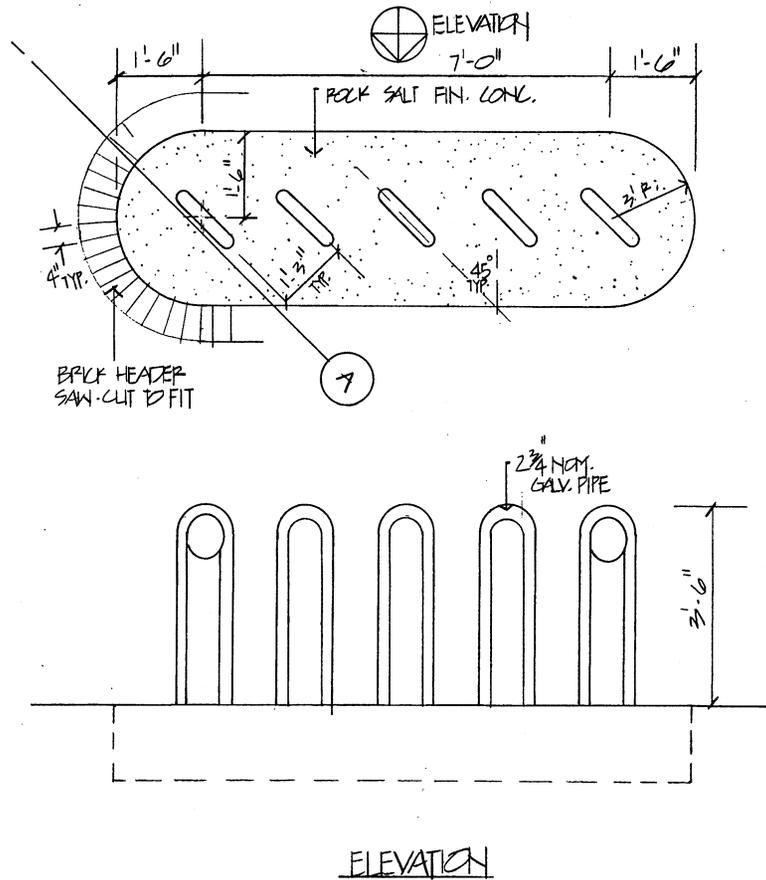
ALL BOLLARDS SHALL BE LOCATED A MINIMUM OF 22" FROM BACK OF CURB (TYP.).



Not to Scale



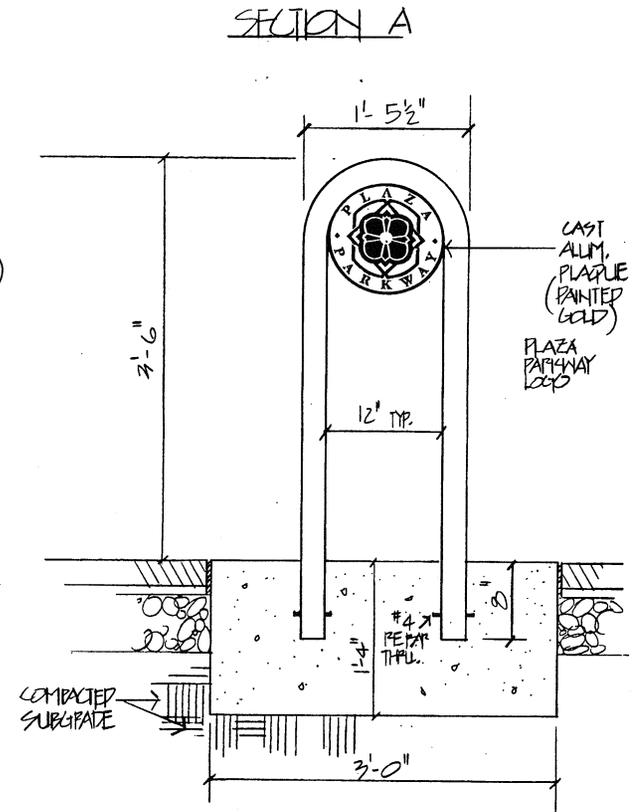
Not to Scale



PLAN

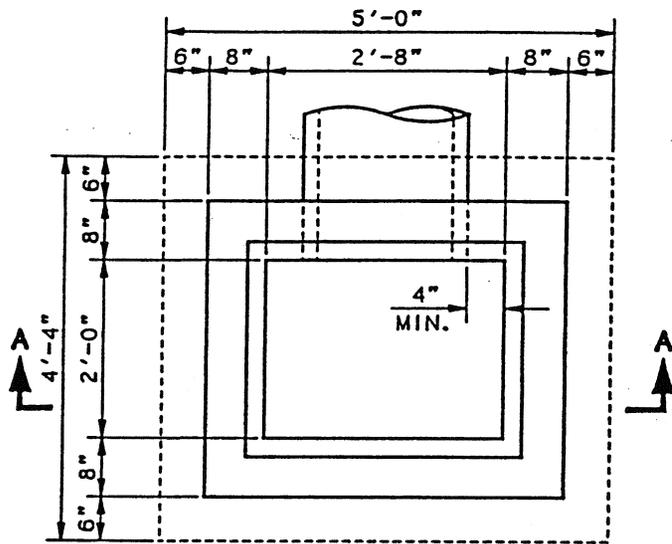
NOTE:
 PAINT ALL SURFACES
 MATTE BLACK*(SUBMIT SAMPLE)
 SUBMIT
 SHOP DWG.
 FOR APPROVAL
 BY LANDSCAPE ARCHITECT

*BRONZE FINISH MAY
 BE SUBSTITUTED

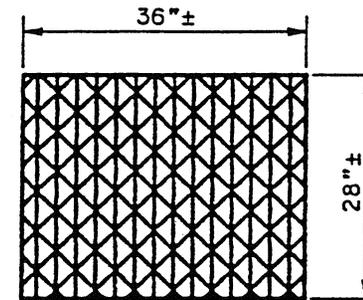


SECTION A

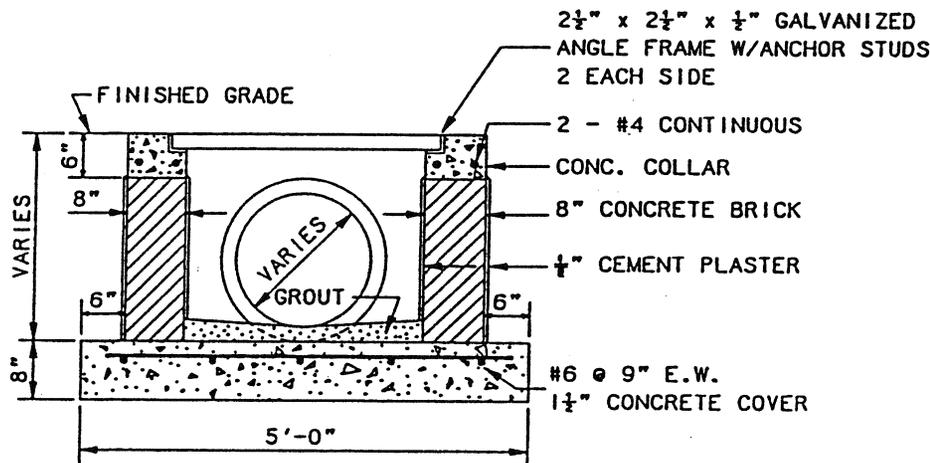
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PLAN



PLAN



SECTION A-A

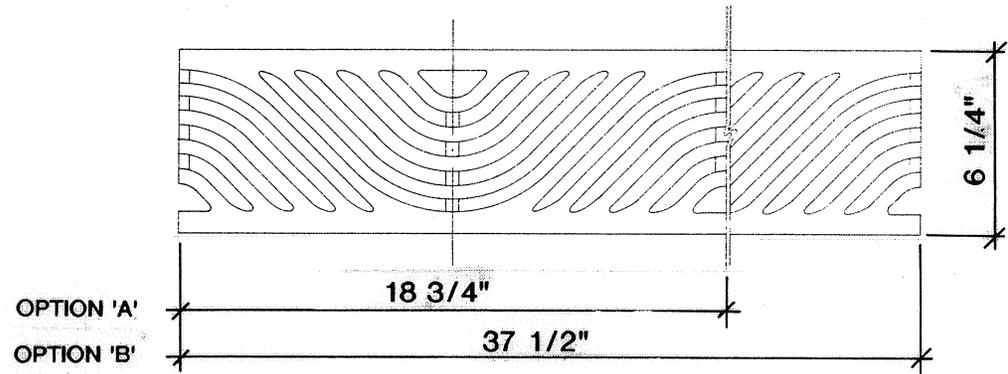
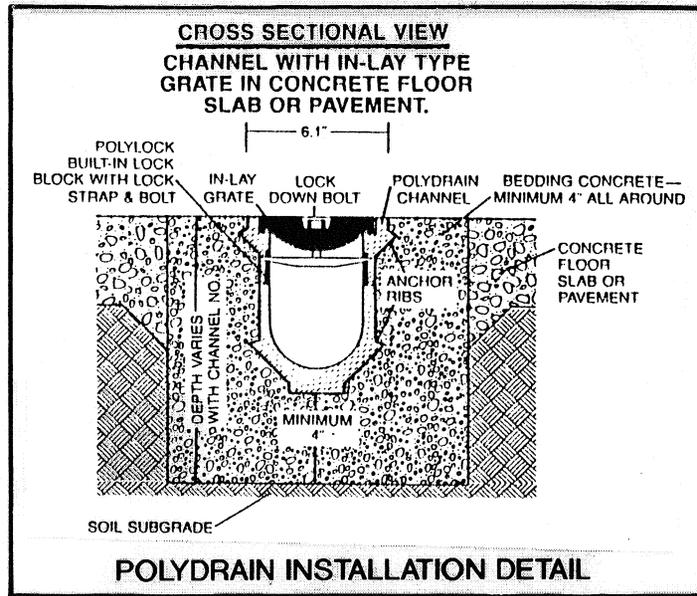
NOTE:

GRATES SHALL BE RETICULINE TYPE, EQUAL TO U.S. FOUNDRY, GALVANIZED STEEL. H20 LOADING

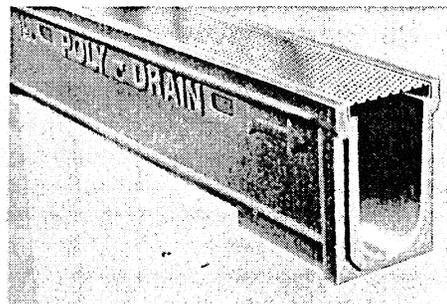
CONCRETE REQUIREMENTS

SLABS	f'c = 3,000 psi
GROUT	f'c = 2,000 psi

Not to Scale



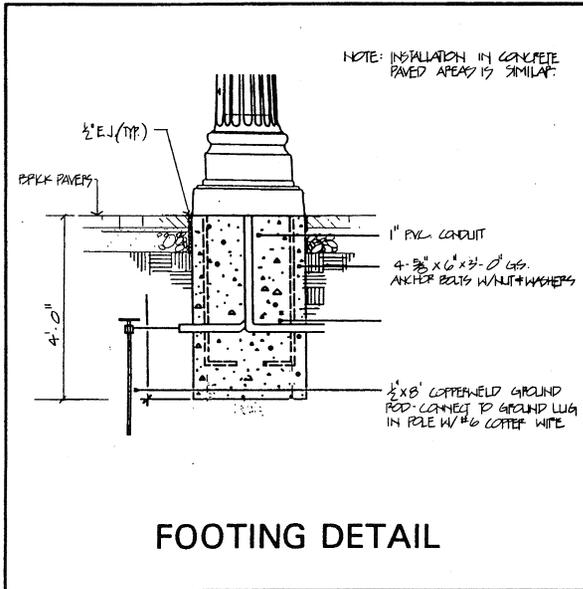
Ornamental grate by Robinson Iron, Birmingham, Alabama



PERFORATED HEEL-PROOF GRATE –
LIGHT AND HEAVY DUTY

PART NO.	MATERIAL	LOCKING DEVICE	LENGTH	WEIGHT
410 – (LD)	Galv. St.	810	39.19 in. (Nom. 1 m)	4 Lbs.
411 – (LD)	Galv. St.	810	19.60 in. (Nom. 1/2 m)	2 Lbs.
412 – (HD)	Galv. St.	810	39.19 in. (Nom. 1 m)	10 Lbs.
413 – (HD)	Galv. St.	810	19.60 in. (Nom. 1/2 m)	5 Lbs.
452 – (LD)	Stainless St.	840	39.19 in. (Nom. 1 m)	4 Lbs.
453 – (LD)	Stainless St.	840	19.60 in. (Nom. 1/2 m)	2 Lbs.
454 – (HD)	Stainless St.	840	39.19 in. (Nom. 1 m)	10 Lbs.
455 – (HD)	Stainless St.	840	19.60 in. (Nom. 1/2 m)	5 Lbs.

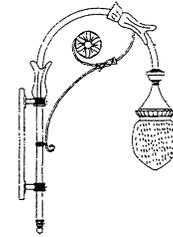
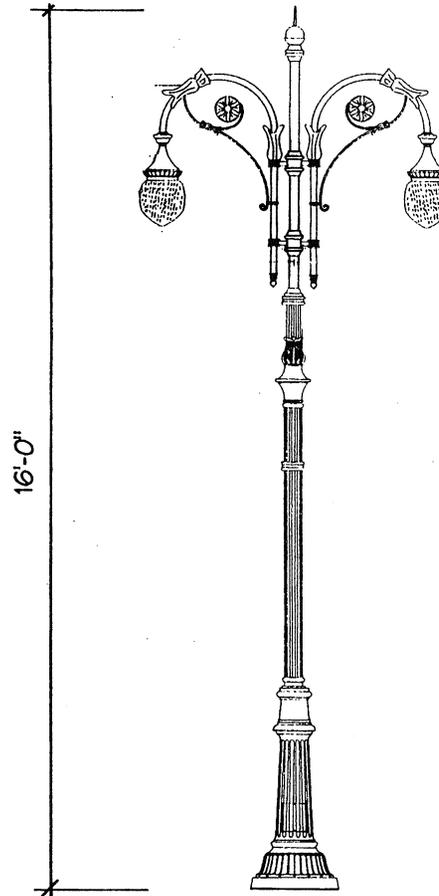
Pedestrian-proof grate (Polydrain System) by ABT, Inc., Troutman, North Carolina



PEDESTRIAN LIGHT FIXTURES BY BEACON PRODUCTS

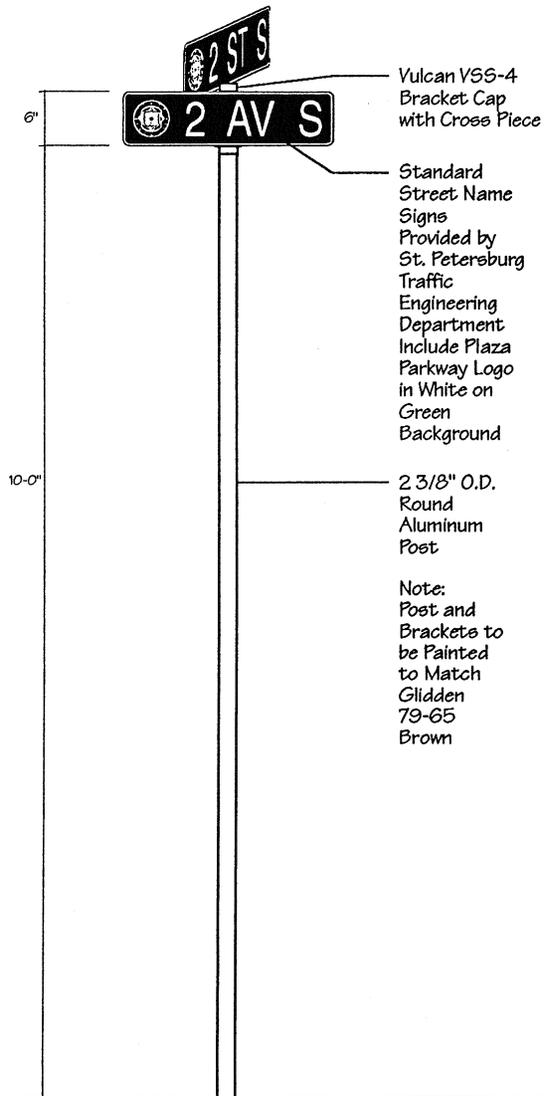
Available with single or double globes.
Wall mount option also available.

Footing dimensions vary - see manufacturer's specifications for installation requirements.

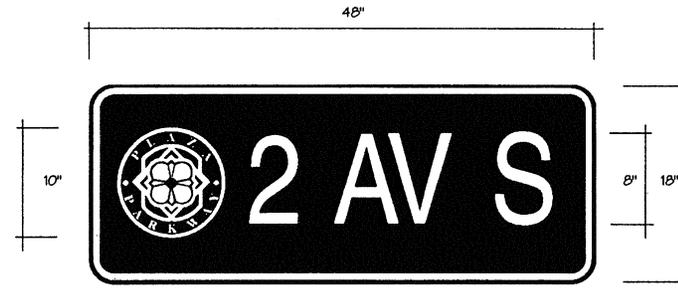


WALL MOUNT OPTION

Not to Scale



Grade Level Street Name Sign

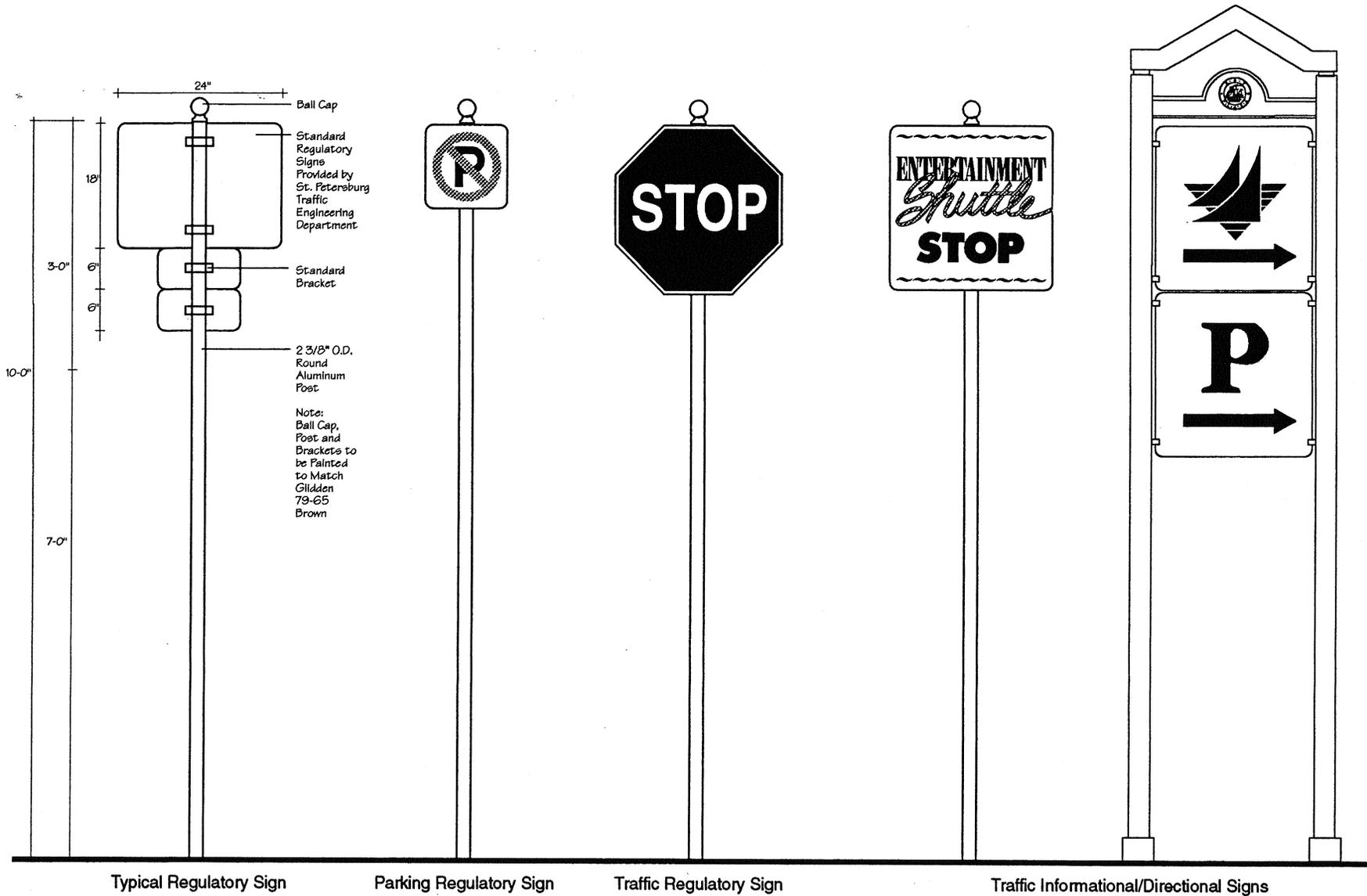


Standard Street Name Signs Provided by St. Petersburg Traffic Engineering Department Include Plaza Parkway Logo in White on Green Background

Overhead Signs will be Hung From Signal Wires in the Middle of the Intersection

Overhead Street Name Sign

Not to Scale



Not to Scale

Appendix References

The Bay Plaza Companies, *Master Plan*, 1988.

City of St. Petersburg, Planning Department, *Bayboro Harbor Redevelopment Plan*, 1986.

City of St. Petersburg, Planning Department, *Intown Redevelopment Plan*, 1982.

City of St. Petersburg, *Plaza Parkway Retail Core: Inventory and Analysis*, 1987.

Department of Community Redevelopment, City of Yuma, North End Redevelopment, *A Plan for the Physical, Social and Economic Revitalization of the North End at the Yuma Crossing*, 1983.

Janus Design Ed., National Register of Historic Places Inventory Nomination Form, Yuma Historic Resources, Arizona State Parks, SHPO, 1978.

Planning Department, Southwest Florida Water Management District, *Southwest Florida Water Management District Plant Guide*.

U.S. Department of the Interior, National Park Service Preservation Assistance Division, *The Secretary of the Interior's Standards of Rehabilitation and Guidelines for Rehabilitating Historic Buildings*, (Rev. 1983).

Water Use Planning and Management Division, South Florida Water Management Division, *Xeriscape Plant Guide*.

Appendix B
Manufacturers and Sales Representatives
(for selected street furnishings)

<u>Item</u>	<u>Manufacturers*</u>	<u>Sales Representative</u>
Bench 'A', Bench 'B', Trash Receptacle 'A', Bicycle Rack, Regulatory Signage Poles, Pedestrian Lighting	Beacon Products, Inc. Sarasota, Florida 813-755-6694	
Bench 'C' Bench 'D'	LFI/Landscape Forms Kalamazoo, Michigan 1-800-521-2546	SESCO Tampa, Florida 813-289-1600
Trash Receptacle 'B'	Victor Stanley Dunkirk, Maryland 904-363-8369	
Trash Receptacle 'C'	Urbanco Grand Rapids, Michigan 616-281-1880	
Pre-cast Concrete Planters	Dura Art Stone Forest Park, Georgia 404-763-9000	SESCO Tampa, Florida 813-289-1600
Telephone Booth	King Products, Ltd. Mississauga, Ontario, Canada 416-625-1111	

<u>Item</u>	<u>Manufacturers*</u>	<u>Sales Representative</u>
Pre-cast Concrete Bollards	Wausau Tile Wausau, Wisconsin 715-359-3121	Wausau Tile Lake Hamilton, Florida 1-800-282-5127
Tree Grates	Ironsmith, Inc. Santa Ana, California	SESCO Tampa, Florida 813-289-1600
Brick Pavers	Interstate Brick Company West Jordan, Utah 801-561-1471	Coloroc Materials, Inc. Largo, Florida 813-393-8900
Concrete Interlocking Pavers	Paver Systems, Inc. West Palm Beach, Florida 407-844-5202	
Live Oak Trees (100 gal.) Laurel Oak Trees (65 gal.)	Marian Gardens Tree Farm Groveland, Florida 904-429-4151	

** Or approved equal*