

**MEMORANDUM
CITY OF ST. PETERSBURG**

TO: Sharon Winters, Chair and Members of the Community Planning & Preservation Commission

FROM: Susan P. Ajoc, Community Services Director *SPA*

DATE: September 13, 2022

SUBJECT: Review of the Campbell Park Neighborhood Plan Update

Attached for your review and discussion is the Campbell Park Neighborhood Plan Update prepared by Landis Evans & Partners with the residents, property owners and stakeholders of the Campbell Park Neighborhood and Community Services Department staff. The Plan is presented for consistency with the City's Comprehensive Plan.

BACKGROUND:

The original Campbell Park Plan was found consistent with the City's Comprehensive Plan by the St. Petersburg Planning Commission and accepted by City Council in August 2004. Majority of the recommendations have been implemented.

In 2020, some members of the Campbell Park Neighborhood Association expressed an interest in the Neighborhood Traditional Mixed Residential (NTM) that were part of the Vision 2050 discussions. To gauge the interest by Campbell Park stakeholders and provide an opportunity to update the vision of the community, a new neighborhood planning process was proposed. The neighborhood plan update process began in July 2021 with an invitation to a hybrid meeting (in-person and virtual) and participation in a survey to identify top issues and concerns. All residents and property owners were notified through direct mailing, doorhangers and yard signs to participate in the planning process for three different public input meetings (see pages 23-28). In addition, direct mailing notification for the September CPPC was sent.

On May 5, 2022, the draft plan was presented to the stakeholders and discussed. Approximately 20 interested residents, property owners and stakeholders were in attendance (in person and virtual), and they supported the plan unanimously.

THE PLAN:

There are five elements in the 2022 Campbell Park Plan Update. They include: Community Safety, Community & Economic Development, Housing & Community Character, Parks & Recreation, and Transportation. In 2004, there were eight elements that addressed similar areas: Campbell Park, Infrastructure, Housing & Property Maintenance, Public Safety, Economic Development, Traffic, Neighborhood Identity, and Community Involvement.

The primary recommendations of the plan include:

1. Increase resident engagement/participation with City, Police, community, and neighborhood association.
2. Consider other strategies to limit criminal activities (e.g. CPTED, Eagle Eye, lighting).
3. Increase animal control.
4. Improve access to economic centers.
5. Remember and promote Campbell Park history and origins.
6. Promote community development programs.
7. Increase focus and collaboration with City on neighborhood beautification.
8. Maintain character of residential population.
9. Improve Park amenities (e.g. pet amenities, skatepark improvements, lighting).
10. Enhance neighborhood aesthetics (e.g. landscaping, continue Adopt an Alley).
11. Improve safety for traffic, pedestrians, and cyclists.
12. Identify location to establish continuous transportation connections for pedestrians/cyclists and other vulnerable users.
13. Evaluate streets for repairs and maintenance.

The Plan had been reviewed by the Mayor, City Administrator, Codes Compliance Assistance, Community Services, Economic Development, Engineering, Finance, Housing, Leisure Service Administration, Neighborhood Services Administration, Planning, Police & Fire, Public Works Administration, and Transportation. Although the specific details of the projects are not complete, the Plan Update will provide guidelines for future projects in the Campbell Park Neighborhood.

The Neighborhood Association and Community Services staff have begun identifying specific locations for sidewalks, alleged drug activities and potential traffic calming. A City Team process will be re-introduced to assist with implementation of the various recommendations.

COST/FUNDING ASSESSMENT INFORMATION:

A total estimated budget has not yet been determined since additional review of locations and specific designs need to be defined. Several of the projects may be funded through the Community Services Neighborhood Enhancement Project funds (\$50,000 penny). In addition, Economic Development staff is working on proposal for neighborhoods within the South CRA related to neighborhood plan updates and project implementation.

COMPREHENSIVE PLAN CONSISTENCY:

The St. Petersburg Comprehensive Plan includes a Neighborhood Mission Statement, issues, objectives, and policies related to neighborhood preservation through various programs including neighborhood plans. The Transportation and Housing elements also includes neighborhood-based objectives and policies (see pages 17 – 20). As issues were discussed, the City's Comprehensive Plan and existing city policies served as guidelines for recommendation development.

RECOMMENDATION:

The Administration recommends that the Community Planning & Preservation Commission review the Campbell Park Neighborhood Plan Update and find the Plan Update and the recommendations contained within consistent with the City's Comprehensive Plan. In addition, the CPPC move the Plan

Update forward to the South CRA Citizen Advisory Committee for consistency with the St Petersburg South CRA Plan then to City Council for final acceptance.



CAMPBELL PARK

NEIGHBORHOOD PLAN

A Framework for Action



MAY 2022

TABLE OF CONTENTS

Introduction.....	3
Neighborhood Characteristics.....	4
Public Collaboration Process.....	5
Improvement Strategies	
<i>Community Safety</i>	6
<i>Community & Economic Development</i>	8
<i>Housing & Community Character</i>	10
<i>Parks & Recreation</i>	12
<i>Transportation</i>	13
Implementation.....	15
Neighborhood Plan Credits and Special Thanks.....	16
Appendix	
A – Consistency.....	17
B - Distributed Materials.....	23
C – Raw Input & Feedback.....	29

INTRODUCTION

The Campbell Park neighborhood is rich in history and character. The area began growing when Thomas Church Campbell began purchasing and developing real estate in the early 1920s. Eventually, the City of St. Petersburg leased, then purchased, the recreational property now referred to as Campbell Park. Since then, the neighborhood has become home to single-family residences and began transitioning to its character today during the 1940s and 1950s, when predominant property ownership slowly shifted from Caucasian to African-American.

Today, many homes have stood since the neighborhood's early development in the 1920s and they contribute to this area's historic architectural style and character.

The area is bordered on the north by 5th Ave S, the west by 16th St S, the south by 11th Ave S, and on the east by Dr. Martin Luther King, Jr. St S. Its many assets include its proximity to downtown, Tropicana Field, Campbell Park Elementary, and, of course, the Park itself. These assets are

supplemented with interspersed brick-paved roads, a thriving tree canopy, and nearby business corridors along 16th St and Dr. Martin Luther King, Jr. St.

This report summarizes the information and feedback collected over the course of its development and is presented in three primary sections:

1. Neighborhood Characteristics: describes data which provides some additional context to the neighborhood and its growth since the previous plan accepted in 2004.
2. Public Collaboration Process: details the steps taken to engage with parties interested in the well-being of the neighborhood and gather feedback used to form the Improvement Strategies to be explored in the future.
3. Improvement Strategies: outlines the various methods that were identified in collaboration with the community and leading subject-matter policy experts to enhance the Campbell Park neighborhood.

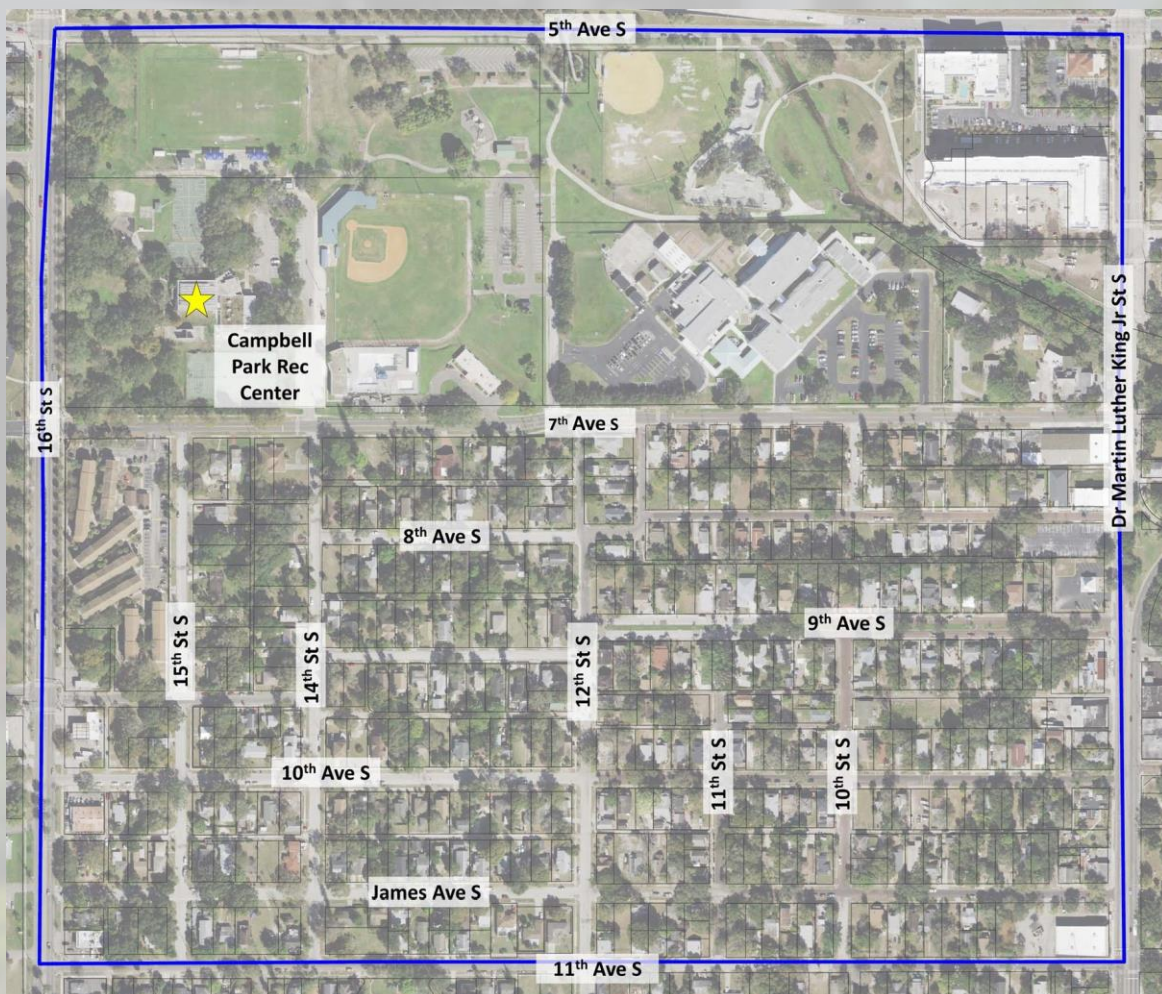
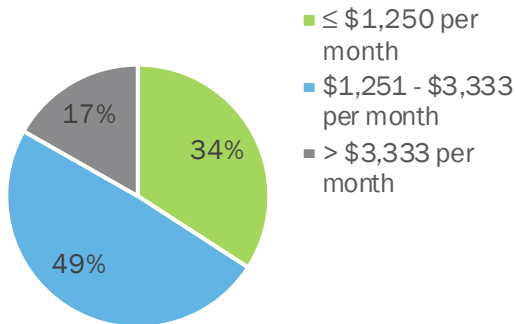


Figure 1: Map of Campbell Park Neighborhood including street names, the geographic border of the neighborhood, and a star located on the Campbell Park Recreational Center

NEIGHBORHOOD CHARACTERISTICS

Employed Campbell Park Resident Earnings



Source: US Census Bureau, LEHD OnTheMap (2019)

Figure 2: Chart depicting employed resident earning rates within the neighborhood

The Campbell Park neighborhood had experienced a period of population decline since the acceptance of the 2004 Neighborhood Plan. From 583 employed residents in 2004 to 278 in 2014, the employed population then rebounded to 495 in 2019, according to the OnTheMap database.

The area appeared to experience the fallout of the 2008 economic crisis and has slightly recovered its economic standing since. Earning rates in 2019 are included in **Figure 2**. Of the 495 reported earners in 2019, 23% reported working in the Health Care or Social Assistance industries. In the order of percent employed, the other represented industries within the neighborhood include: Accommodation and Food Services (18%); Retail Trade (10%); and Administration & Support, Waste Management, and Remediation (10%).

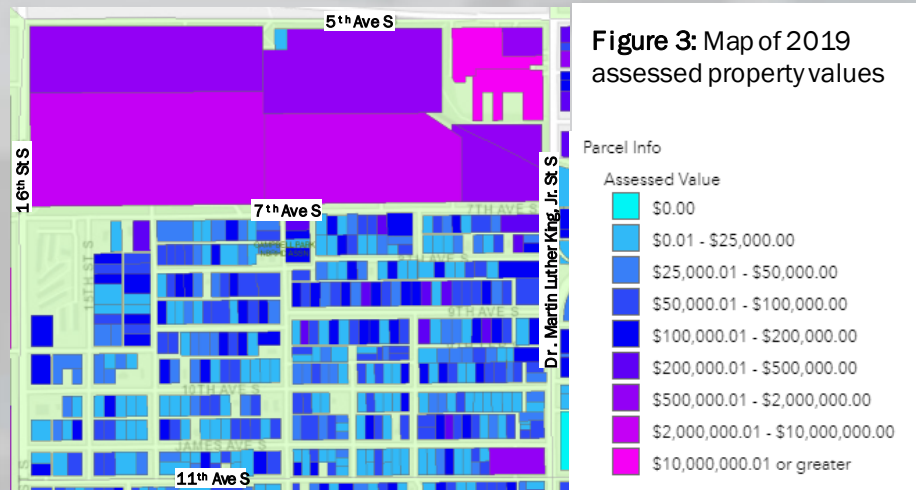
Three quarters of the employed population reported their race as Black or African American Alone, while 22% reported being White Alone. These proportions are nearly equal to those reported in the earliest available report in the 2009 database. In that year, the proportion was 72% Black or African American Alone and 26% White Alone.

Between Spring of 2020 and Spring of 2022, the global economy faced the COVID-19 pandemic. Effects of this were felt at every economic level and communities like Campbell Park were not excluded.

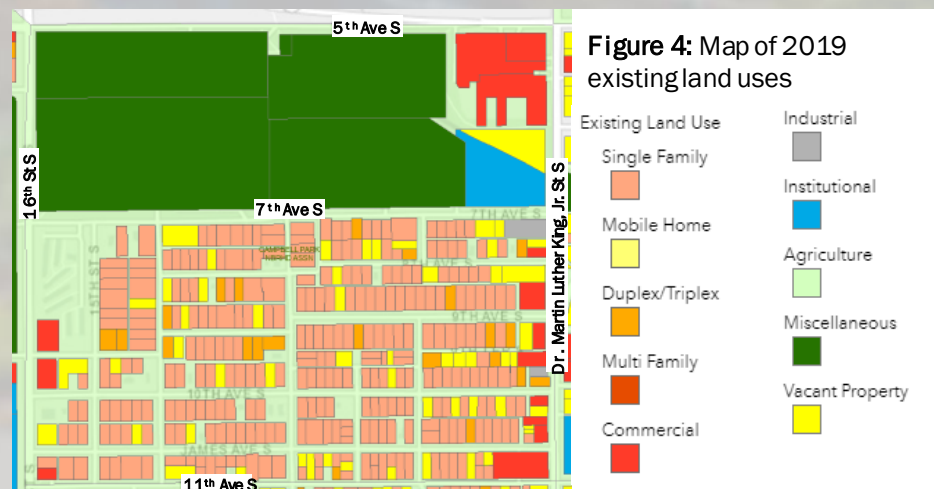
As a direct result of the pandemic, the neighborhood experienced a sudden change both in population type and housing values. Anecdotal testimonies from public meeting participants highlighted concern for rising property values (**Figure 3**) and subsequent tax increases, as well as changes to the character of the neighborhood as multi-family units were slowly introduced into vacant areas.

As a benchmark, the most recent available data in the City of St. Petersburg GIS database provides a snapshot of the property values and land uses within the neighborhood in 2019 and is included in the two maps in **Figure 3** and **Figure 4**.

Many participants expressed interest in the future transition of the neighborhood while preserving its character.



Source: City of St. Petersburg Community Services Public GIS Layers



Source: City of St. Petersburg Community Services Public GIS Layers

PUBLIC COLLABORATION PROCESS

This Campbell Park Neighborhood Plan update represents a collaborative effort between the City of St. Petersburg Community Services Department, the Campbell Park Neighborhood Association (CPNA), residents, property owners, and policy experts to update the Neighborhood Plan originally accepted by the neighborhood and City Council in late 2004. This recent effort provides an opportunity to refresh the vision for the neighborhood and overall goals for the future. The planning process for this update began in mid-2021 and concluded in Spring 2022.

Interested parties were invited and encouraged to participate in public engagement meetings to collect and refine ideas to benefit the neighborhood. This engagement process has taken place over three distinct rounds of meetings.

A kickoff meeting served as a brainstorming session for residents to express thoughts and ideas related to the following three questions:

1. What aspects of the neighborhood make residents happy to live in Campbell Park?
2. What are the top three biggest concerns residents and property owners have for the future?
3. What are some ways that Campbell Park could be enhanced or otherwise address residents' concerns?

The residents' responses to these questions were then categorized into the five topics below, which participants could further discuss with City staff and subject-matter experts at the second round of meetings.

Community Safety

Elements related to residents' feelings of safety from crime, hazards, or otherwise in their day-to-day lives

Community & Economic Development

Elements related to the provision and accessibility of economic advancement opportunities for residents

Housing & Community Character

Elements related to the character of the neighborhood including zoning types, aesthetics, and code management

Parks & Recreation

Elements related to the provision, accessibility, and maintenance of recreational amenities

Transportation

Elements related to neighborhood accessibility, traffic management, and mobility between key destinations



Figure 5: Residents, stakeholders, and policy experts participating in a brainstorming session around a map of Campbell Park during Meeting 1

The first two rounds of public engagement were conducted using hybrid in-person and virtual meeting methods to accommodate those interested parties which preferred to participate from a distance. Once the feedback had been refined after the second round of meetings, an outline was submitted to City policy experts, many of which had been directly involved in the meetings.



Figure 6: Residents, stakeholders, and policy experts gathered around various topic boards to refine ideas and feedback during Meeting 2

Following the second meeting, the subject-matter experts provided their feedback on all refined ideas from the second meeting and the original draft of this Plan was created, showcasing the Improvement Strategies in the following section. The Plan was then submitted for a final review by the City of St. Petersburg Community Services Department before being published and made available for review by the community before its approval from the CPNA on May 5, 2022 after a third and final public meeting.

Public notification and engagement materials are included in Appendix B at the end of this report. Raw input and feedback collected is included in Appendix C.

IMPROVEMENT STRATEGIES

Community Safety

I. Aspects of the Neighborhood to be Preserved

- A. Professionalism in law enforcement
- B. Occasional patrols/presence measures

II. Aspects of the Neighborhood that can be Improved

- A. Crime
 - i. Drug activity - Constant influx of buyers playing music too loud, causing traffic, speeding, and roaming streets
 - ii. Gun violence – Shootings
 - iii. Animal control/safety
 - a) Dog fighting; usually during midmorning on weekends
 - b) Stray/feral cats and other animals
 - iv. Juvenile delinquency
- B. Level of police activity - Concerns from both ends of the spectrum claiming too little *and* too much involvement

III. Potential Methods for Enhancement

- A. Increase resident engagement/participation through City, police, and CPNA interactions and collaboration
 - i. CPNA should increase its level of visibility and resident participation through events and activities with other community-based organizations
 - a) Invite residents to join CPNA to meet and socialize with other neighbors
 - b) Include residents in awareness and education campaigns to reduce potential for code violations
 - 1) Develop and share Tips for Being a Good Neighbor
 - 2) Consider hosting a presentation with the code inspector at a future neighborhood meeting to present what is/what is not a code violation

- 3) Encourage residents to use **SeeClickFix**, to report violations
 - a. Additional efforts should be made to make residents aware of changing regulations related to the program. For example, anonymous complaints are no longer to be reviewed and investigated by Code Compliance Assistance
- ii. Collaborate with community police officers to promote and engage with existing organizations and Community Policing Programs while building relationships with law-abiding citizens
 - a) Participate in **Park Walk and Talk**
 - b) Encourage residents to register for **Eagle Eye**
 - 1) Register home cameras with the police department that will allow the police to follow up with registered residents in the event of a crime in the area
 - c) Residents should be informed about and encouraged to contact available services to report specific concerns and incidents
 - 1) CALL (**Community Assistance and Life Liaison**) – to improve response to mental illness, poverty, and addiction, providing assistance while reducing criminalization and stigma
 - 2) Police non-emergency phone number (727-893-7780)
 - 3) 911 in event of an emergency
 - 4) Drug-related issues should be reported to the Community Police Unit (727-551-3181) or the Police Department TIPS line via online link: [tip411 - Tips \(citizenobserver.com\)](http://tip411-Tips (citizenobserver.com)) or text 847411
 - 5) Invite police to present information on benefits and applications of the Nuisance Abatement board process

IMPROVEMENT STRATEGIES (CONT.)

Community Safety (cont.)

III. Potential Methods for Enhancement (cont.)

- B. Review available options to modify legal (or other) consequences for serious, repeat, or juvenile offenders
 - i. Promote PERC – *Pinellas Ex-Offender Re-entry Coalition*
 - ii. Promote the *Second Chance Life Skills* program for first time youth offenders through the Community Intervention Unit of the St. Petersburg Police Department
 - a) Explore potential to make this or other programs a requirement for arrested juveniles
 - b) Develop methods to prevent youth recidivism into the criminal system
- C. Continue partnering with the community to better identify police priorities
 - i. Focus police efforts on early crime prevention
 - a) Promote youth-focused programs to help reduce potential for juvenile crime including but not limited to the following:
 - 1) Cohort of Champions
 - 2) Youth Farm
 - 3) Summer and After School Youth Employment Programs through Boley Centers, Inc.
 - 4) STYLE – Summer Training for Youth Leadership and Employment through the Pinellas County Urban League
 - 5) Reads to Me – year-round internship for high school students in early childhood centers to help teach reading skills
 - 6) Summer Youth Program through the Pinellas Opportunity Council
 - 7) My Brother’s and Sister’s Keeper
 - b) Evaluate benefits and feasibility of increasing police presence through increased regular patrols
- D. Consider other strategies to limit criminal opportunities
 - i. The CPNA can schedule a *Crime Prevention Through Environmental Design* (CPTED) presentation or standalone workshop for Campbell Park residents and/or with surrounding neighborhoods
 - ii. Encourage use of security cameras by businesses
 - a) Explore options in coordinating business cameras with *Eagle Eye*
 - iii. Request a review on existing lighting within the neighborhood to improve lighting conditions. A review should include light spacing and tree coverage
- E. Increase Animal Control/Safety
 - i. Collaborate with local shelters/Pinellas County Animal Services to develop public awareness campaigns on the proper protocol for reporting strays
 - a) Partner with *St. Pete PAWS* members – Report other domestic animal locations to Pinellas County Animal Services. Name and address of caller/reporter must be provided per state law effective July 1, 2021
 - b) Partner with *Friends of Strays* for community (feral) cat issues. Pinellas County Animal Services is working with Friends of Strays specifically on community cats. Program conducts “Trap, Neuter, Vaccinate and Return”
 - c) Crimes against Florida’s fish, wildlife, or natural resources and injured animals should be reported at (888) 404-3922, by calling *FWC or #FWC; can also access online at link: <https://public.myfwc.com/LE/WildlifeAlert/Default.aspx>



Figure 7: Susan Ajoc of the Community Services Department discussing ideas regarding Community Safety with residents and local police officers during Meeting 2

IMPROVEMENT STRATEGIES (CONT.)

Community & Economic Development

I. Aspects of the Neighborhood to be Preserved

- A. Access to major economic centers, such as Downtown, Central Ave businesses, restaurants, etc.

II. Aspects of the Neighborhood that can be Improved

- A. Quality of nearby schools
- B. City Council priorities in the neighborhood with respect to the Rays
- C. Wealth disparities and general poverty within the neighborhood
- D. Community involvement

III. Potential Methods for Enhancement

- A. Improve access to nearby economic centers

- i. Increase walkable retail/business presence

- a) Evaluate the outer perimeter of the neighborhood to identify corridors that may benefit most from development of retail to emulate the downtown space (e.g., popular coffee shops, pharmacies, etc.)
 - 1) Focus on Dr. Martin Luther King Jr. St and 16th St
 - 2) Consider allowing business along 16th St and Dr. Martin Luther King Jr. St S to have parking
 - 3) Discuss potential zoning/land use options for the southern frontage of 7th Ave S, between Dr. Martin Luther King Jr. St S and 16th St S, as a result of future development in the adjacent areas and the impacts on the neighborhood
- b) CPNA should partner with existing active business district associations, such as the 16th Street Business Association to work on common goals
 - 1) The 16th St Business Association and Martin Luther King Business District both meet monthly to address issues

- 2) The 16th St Business Association will be developing their Business Corridor Plan. A representative from an active neighborhood association bordering this business association would be an asset to the planning team

- 3) Partnership with Greenhouse to promote initiatives supporting the business corridor and home-based businesses through city-wide and/or CRA programs and services

- ii. Enhance connectivity between economic centers (park, neighborhood center, beaches, and downtown) and ensure that adequate connections are made

- a) Promote new SunRunner (PSTA)

- 1) Link: [SunRunner Bus Rapid Transit \(BRT\) \(psta.net\)](http://psta.net)

- b) Remove barriers to integrate access to downtown (I-175)

- 1) Promote public participation in community input meetings as part of the Downtown Mobility Study. The removal of I-175 is one of the potential projects

- c) Evaluate neighborhood for connectivity gaps (e.g., sidewalks, unused alleys) and prioritize connections to improve pedestrian mobility

- d) Monitor the development of various transportation systems to identify potential opportunities for connectivity

- B. Remember and promote Campbell Park history and origins

- i. CPNA can approach Cross and Anvil about potentially using space in the Scott building for meetings/activities or to partner and honor the history of the park and neighborhood

IMPROVEMENT STRATEGIES (CONT.)

Community & Economic Development (cont.)

III. Potential Methods for Enhancement (cont.)

C. Promote available community development programs

- i. Identify potential partnership opportunities to improve the schools
 - a) Consider development of Campbell Park Head Start program
 - 1) Promote existing locations within the City, Jordan Park is the closest location at 2390 9th Ave S; Lutheran Services operates Head Start programs
 - b) Explore creation of a *Friends of Schools* group, similar to other neighborhoods, where residents volunteer in local elementary schools to assist with events, mentoring, and supplies
- ii. Promote various youth development programs available including the following:
 - a) Cohort of Champions
 - b) Youth Farm
 - c) Summer and After School Youth Employment Programs (Boley Centers, Inc.)
 - d) STYLE – Summer Training for Youth Leadership and Employment through the Pinellas County Urban League

- e) Reads to Me – year-round internship for high school students in early childhood centers to help teach reading skills
 - f) Summer Youth Program through the Pinellas Opportunity Council
 - g) My Brother's and Sister's Keeper
- iii. Promote the various workforce opportunities available
 - a) Boley (City)
 - b) Pinellas County Urban League (City)
 - c) Pinellas County Urban League (Community)
 - d) Pinellas Opportunity Council (Community)
 - e) CareerSource Pinellas (Community)
 - f) Pinellas County Schools (Community)
 - g) St. Pete Works (Community)
 - h) PERC (Community)



Figure 8: Image of the Vearl Scott Neighborhood Family Center sign with Tropicana Field and the E.H. McLin Pool in the background

IMPROVEMENT STRATEGIES (CONT.)

Housing & Community Character

I. Aspects of the Neighborhood to be Preserved

- A. Aesthetics
 - i. Old-styled homes, brick roads
 - ii. Green spaces, trees
- B. Resident population
 - i. CPNA, diverse, and progressive
 - ii. Single-family oriented neighborhood
- C. Affordability
 - i. Land and housing affordability
 - ii. High and dry location (low flood/hurricane effects)

II. Aspects of the Neighborhood that can be Improved

- A. Code enforcement
 - i. Curb appeal (property yard maintenance/upkeep)
 - a) Trash, litter, debris, and illegal dumping throughout neighborhood streets, yards, and alleys
 - b) Overgrown vegetation
- B. Owner occupied homes and maintaining a single-family neighborhood character
 - i. Concern over increase in multi-unit development, especially on vacant lots
 - ii. Concern over potential increase of gentrification
 - iii. Home renter vs. home ownership ratio is too high
- C. Reduction of Noise

III. Potential Methods for Enhancement

- A. Increase focus and collaboration with City regarding neighborhood beautification
 - i. Work with Codes Compliance Assistance staff to identify code violation priorities and improve enforcement
 - a) Partner with the CPNA Codes Committee which meets with Codes Compliance staff to discuss and reevaluate concerns and priority areas
 - ii. Evaluate benefit of adding trees and consider applying for grants for additional right-of-way trees
 - iii. Update neighborhood identity signs
 - iv. Increase resident participation in neighborhood cleanup efforts
 - a) Develop and provide community education and awareness campaign on proper trash disposal (including special collections for furniture and large items) and how to report illegal trash dumping
 - 1) CPNA should promote **Keep Pinellas Beautiful** programs. Residents can call litter hotline to have trash removed (727)210-4663 (GONE) or visit link: <https://www.kpbcares.org/>
 - 2) Encourage residents to use **SeeClickFix** to report concerns
 - 3) CPNA should continue **Adopt-an-Alley** cleanups and expand information sharing to include keeping streets clean
 - a. Explore how to increase pedestrian use of alleys so people are less likely to leave litter behind
 - b. Develop or augment with **Adopt-a-Street**



Figure 9: Image of a local street within the neighborhood with cars parked along the left edge of the road

IMPROVEMENT STRATEGIES (CONT.)

Housing & Community Character (cont.)

III. Potential Methods for Enhancement (cont.)

B. Maintain character of residential population

- i. CPNA should explore and evaluate benefits, drawbacks, and potential methods to preserving the single-family core of the neighborhood. Long-term residents are likely not to support multi-family within the neighborhood but may be receptive to development of denser uses (including retail/business) around perimeter

- a) Increase the promotion of **Vision 2050** implementation to allow residents to participate, especially regarding what housing types should be in the Campbell Park neighborhood

- 1) Zoning changes with the adoption of **Vision 2050** should remain less dense with some small commercial

- ii. CPNA should promote the various available homeowner programs

- a) City's purchase assistance programs available at link:
https://www.stpete.org/residents/grants_loans/purchase_assistance_program.php

- b) Neighborhood Home Solutions is located on Martin Luther King south of Campbell Park at 1600 Dr. Martin Luther King Jr. St South, St. Petersburg – a non-profit that works with the City to move renters toward homeownership
 - c) Pinellas Opportunity Council has IDAs that can help people to move toward homeownership and they work with NHS
- iii. CPNA should maintain partnership with Citrus Grove development and community to integrate other Campbell Park community efforts. This is especially important with the new management at Citrus Grove as they implement their new initiatives
 - a) Citrus Grove residents should be invited to participate in various programs such as **Adopt-an-Alley**, **Eagle Eye**, and community development programs in shared space



Figure 10: Image of one of the entrances to the neighborhood, featuring brick roads and a Campbell Park sign

IMPROVEMENT STRATEGIES (CONT.)

Parks & Recreation

I. Aspects of the Neighborhood to be Preserved

- A. Access to beautiful parks
- B. Recreational center facilities, sports, and programs
- C. Walking paths

II. Aspects of the Neighborhood that can be Improved

- A. Lighting hours in parks
- B. Reduction of litter
- C. Safety of park grounds for children

III. Potential Methods for Enhancement

- A. Improve amenities being offered
 - i. Although there is not enough space for a full dog park, CPNA should evaluate potential alternative amenities that can be offered for dog owners
 - ii. Consider installation of a pavilion for the skatepark
 - iii. Foster and promote community gardens and consider partnering with available programs such as Edible Peace Patch at Campbell Park Elementary, operated through R'Club.
 - a) Consider creation of Friends of Campbell Park Elementary group with volunteers to assist with the school's garden

- iv. Consider increasing the number of recreational programs available for youth by partnering with the Rays
- B. Improve aesthetics
 - i. Consider addition of foliage along avenues
 - a) CPNA can apply for a Neighborhood Partnership Grant for additional streetscaping within the neighborhood
 - ii. CPNA should work to include residents in cleanup and litter removal process
 - a) A potential resident incentive program may be explored to encourage litter clean-up
 - b) CPNA can promote **Keep Pinellas Beautiful** programs. Residents can call litter hotline to have trash removed (727) 210-4663 (GONE) or visit link: <https://www.kpbcares.org/>
 - c) Promote the **Adopt-an-Alley** program and encourage additional resident participation
- C. Reevaluate lighting timing based on actual park usage to maintain visibility



Figure 11: Image of the William Wysinger Tennis Courts with the Campbell Park Recreational Center featured in the background

IMPROVEMENT STRATEGIES (CONT.)

Transportation

I. Aspects of the Neighborhood to be Preserved

- A. Connectivity
 - i. Access to I-275 and major highways
 - ii. Ability to commute to jobs via walking and biking
- B. Traffic control
 - i. Speed bumps and current traffic plan in the neighborhood appear effective

II. Aspects of the Neighborhood that can be Improved

- A. Safety
 - i. Alleyways need more speed controls
 - ii. Lighting in many areas such as crossing locations (like 9th Ave and 9th St)
 - iii. Drug activity brings more traffic volume and reckless individuals
- B. Connectivity
 - i. Unpaved alleyways - Alley between 9th and 10th Ave and between 9th and 10th St are unsightly and can provide opportunity for connectivity
 - ii. Additional parking – more residential units will cause issues

III. Potential Methods for Enhancement

- A. Improve safety for traffic, pedestrians, and bicyclists
 - i. CPNA should review their neighborhood traffic plan and collaborate with residents to identify locations for possible modifications and revisions

- a) Focus review around areas that might benefit from additional speed controls (e.g., speed bumps, signing, etc.)
 - 1) Paved alleys should be evaluated for potential speed control
 - 2) James Ave near Dr. Martin Luther King Jr. St
- ii. Improve lighting and visibility
 - a) Request a lighting assessment and work with community officers to identify locations where additional lighting may be needed
 - 1) Identify locations where vegetation may be blocking the light
 - 2) Identify locations of high potential for conflict (e.g., crosswalks)
 - b) CPNA should increase educational efforts to increase reflective/bright clothing use by pedestrians and cyclists at night
 - c) Implement lighting standards identified in future streetlight policy developed by Engineering and Capital Improvements
 - a) Prioritize high-traffic intersections and alleys to reduce crash potential at locations with high levels of pedestrian-vehicle interactions
 - b) Allow residents to submit requests for staff to drive areas at night for assessments

IMPROVEMENT STRATEGIES (CONT.)

Transportation (cont.)

III. Potential Methods for Enhancement (cont.)

- B. Collaborate with residents to identify locations to evaluate implementing additional facilities to establish continuous transportation connections for pedestrians/bicyclists and other vulnerable users
 - i. Survey the neighborhood for potential additional sidewalk connections and identify existing sidewalks in need of repair.
 - (a) Along 11th Ave S between Dr. Martin Luther King Jr. St and 16th St S
 - ii. Senior transportation
 - (a) Reduce time between bus intervals
 - (b) Increase promotion of new Sun Runner
 - iii. Repurpose unused alleyways to allow pedestrian and bicycle traffic
 - (a) Consider assessment process to determine and gain adjacent property owner support to pave unused alleys
 - iv. Consider “complete streets” to increase presence of dedicated bike lanes
 - (a) Consider 2-way transitions (Downtown Mobility Study includes possible 2-way of 8th and 9th (Dr. Martin Luther King, Jr.) St
 - v. Consider addition of a pedestrian bridge across 5th Ave to connect to the park from Tropicana
 - (a) Review Downtown Mobility Study regarding proposed project to remove I-175 which could connect the Tropicana redevelopment site to the park/neighborhood
 - 1) Link: [Social Pinpoint | Downtown St. Pete Mobility Study \(mysocialpinpoint.com\)](https://mysocialpinpoint.com)
 - vi. Evaluate 7th Avenue for potential parking for electric scooters
- C. Evaluate streets for repairs and maintenance
 - i. CPNA should continue and increase promotion of **SeeClickFix** so residents can help identify issues (e.g., missing signs, pavement marking wear, asphalt repair, etc.)



Figure 12: Image of a local street within the neighborhood featuring curbed roadway edges, a tree canopy, and cars parked along the right side of the road

IMPLEMENTATION

Community & Economic Development

Project	Management	Funding Resource	Cost Estimate
Address Sidewalk Repairs and Submit through SCF	Residents, Community Service Representatives	Existing Sidewalk Repair Fund	<i>To be determined</i>
Identify Sidewalk Connectivity Gaps	Neighborhood Association	<i>To be determined</i>	<i>To be determined</i>

Housing & Community Character

Tree Planting in City Rights-of-Way	CPNA, City's Urban Forester, Community Service Staff	Neighborhood Partnership Grant	<i>To be determined</i>
Update neighborhood identity signs	Neighborhood Association	Neighborhood Partnership Grant	<i>To be determined</i>

Parks & Recreation

Project	Management	Funding Resource	Cost Estimate
Pet Amenities	Parks & Recreation; Community Service	Neighborhood Partnership Grant; Partner with St. Pete PAWS Members	<i>To be determined</i>
Skate Park Pavilion	Parks & Recreation	<i>To be determined</i>	<i>To be determined</i>

Transportation

Project	Management	Funding Resource	Cost Estimate
Alley Paving	Property Owners – Assessment Process	<i>To be determined</i>	<i>To be determined</i>
Review the Current Traffic Plan 1. Include review of paved alleys to address vehicular speeds 2. James Ave S near Dr. Martin Luther King Jr St S	Neighborhood Association	<i>To be determined</i>	<i>To be determined</i>

CAMPBELL PARK

Neighborhood Plan

was initiated by the
CITY OF ST. PETERSBURG
DEPARTMENT OF COMMUNITY SERVICES

participants included
CAMPBELL PARK

Alexander Nicolas
Allison Sollman
Brian Peret
Bryan Casanas
Carla Winfield
Connie Daughtry
Demetrius Johnson
Emily Alexander
Everett Thomas

Geneveve Kelly
George Smith
Gina Driscoll
John Darby
Josette Green
Justin Cournoyer
Kari Mueller
Lisa Thomas
Lori Kelly

Madeline Morales
Maria Scruggs
Mark Morales
Michael Morrison
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Pat McClellan
Pearlie Parter
Robert Williams
Sean Morrison

Stephanie Henningsen
Stephanie Smart
Steven Morrison
Stewart Hedberg
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Verline Moore
William Wilkinson

Special Thanks to

Susan Ajoc, AICP, FCP
Community Services Director, City of St. Petersburg

Robert Gerdes
City Administrator, City of St. Petersburg



Figure 12: Image of the Campbell Park Recreational Center building facade



LANDIS EVANS
+ PARTNERS

APPENDIX

A – Consistency

St. Petersburg Comprehensive Plan Vision Statement 2.2 Citizen Based Themes

Neighborhoods Mission Statement

St. Petersburg will have beautiful, strong, healthy and safe neighborhoods. The neighborhood unit shall be the basic building block for social equity and shared enjoyment of St. Petersburg's unique quality of life. The distinct character of each neighborhood shall be recognized, and each neighborhood shall have a voice and be protected and enhanced as the city continues to evolve.

ISSUE: Neighborhoods

Neighborhood preservation has been an ongoing planning priority since adoption of the 1974 Conceptual Plan. The viability of neighborhoods is threatened by many disruptive factors, including incompatible land uses, traffic, aged and deteriorating housing stock, crime and decay of public infrastructure.

OBJECTIVE LU12:

The City of St. Petersburg shall continually strive to maintain and enhance the vitality of neighborhoods through programs and projects developed and implemented in partnership with CONA, FICO and neighborhood associations.

Policies:

LU12.1 Participation by neighborhood groups in planning activities and decisions shall be encouraged through informational mailouts and direct notification to neighborhood association officers of workshops, meetings and public hearings that address issues that may concern or interest any or all neighborhoods, and through presentations to neighborhood groups.

LU12.2 The City will track neighborhood conditions by:

- 1. Issuing periodic reports that describe the status of the following indicators for neighborhoods citywide: police calls for service, total crime, home ownership, property value, vacant buildings and code violations; and,*
- 2. Periodically conducting resident surveys (citywide and neighborhood specific surveys) regarding neighborhood quality of life issues.*

LU12.3 Affected neighborhood associations, business associations, the Chamber of Commerce, FICO and CONA should be sent notification regarding applications received by the City for Future Land Use Map amendments, rezonings, site plan reviews, special exception reviews and all other commission cases, as designated in the LDRs, within 7 working days of the applicable application submittal.

LU12.4 The City shall maintain and upgrade the physical quality of St. Petersburg neighborhoods by continuing and, where necessary, expanding the following programs:

- 1. Neighborhood and Community Services*
- 2. Community Service Coordinator Program and Mayor's Action Line*
- 3. Neighborhood Revitalization Strategies and Operation Commitment*
- 4. Neighborhood Partnership Grants (Matching and Mayor's Mini)*
- 5. N-Team*
- 6. St. Petersburg Code Compliance Assistance*
- 7. Housing Blight Elimination Efforts*
- 8. Traffic Calming*
- 9. Complete Streets and Bicycle Pedestrian Safety Initiatives*
- 10. Community Policing*

LU12.5 The City shall consider the Neighborhood Plans accepted by the City Council, and the recommendations contained therein, as guidelines to maintain and enhance the vitality of the neighborhoods.

APPENDIX

A – Consistency (cont.)

St. Petersburg Comprehensive Plan (cont.) Vision Statement 2.2 Citizen Based Themes

TRANSPORTATION ISSUE: Neighborhood Preservation

Neighborhoods are negatively impacted by heavy traffic volumes and high vehicular speeds on residential streets. Traffic calming strategies can improve the quality of life in neighborhoods by reducing the volume and speed of traffic and discourage cut-through traffic.

OBJECTIVE T8:

The City shall preserve neighborhood integrity by using appropriate traffic calming devices to minimize traffic intrusion and protect neighborhoods from the adverse impacts of through traffic.

Policies:

T8.1 The City shall place a high priority on the funding and scheduling of projects which will aid traffic flow on principal and minor arterial streets and collector roads so as to protect neighborhoods from the intrusion by vehicles seeking to avoid areas of high delay and heavy traffic congestion.

T8.2 The City shall conduct neighborhood traffic studies to analyze traffic volumes, accident rates, operational speed, and traffic characteristics in a continuing effort to protect the quality of life of St. Petersburg's residential neighborhoods.

T8.4 The City shall develop and adopt a Neighborhood Transportation Management Program to establish specific policies and procedures related to the implementation of traffic management strategies in the City of St. Petersburg. City Council approved neighborhood/transportation plans shall be considered in the development and implementation the City's Neighborhood Transportation Management Program.

ISSUE: Promotion of Bicycle and Pedestrian Facilities

In Florida, the number of people that make trips by non-motorized transportation modes is higher than the national average. The most obvious reason is the state's favorable climate, which encourages residents to ride a bike, walk, jog, run or rollerblade on a year-round basis...

Well-designed facilities and education are also needed to ensure that bicyclists and pedestrians interact safely with motorized vehicles, which will in turn increase the attractiveness of bicycling and walking.

OBJECTIVE T15:

The City shall encourage and increase bicycle and pedestrian travel throughout the City of St. Petersburg for commuting to work and school as well as for recreation.

Policies:

T15.4 The City shall inventory existing bicycle routes and identify deficiencies such as a lack of sufficient pavement width and inadequate signage. Existing bicycle routes shall be improved where feasible.

T15.5 The City shall prioritize sidewalks and bicycle paths leading to and from recreational areas and school sites.

T15.6 The City shall require sidewalk construction in the rights-of-way of roadways adjacent to properties proposed for development through the application of the site plan review process.

T15.7 The City shall strive to increase amenities for bicyclists at City parks and recreational facilities.

T15.8 The City shall facilitate the expansion of sidewalks in St. Petersburg in locations where they are most needed. These include locations along principal and minor arterials, collectors and neighborhood collectors where gaps exist between existing sidewalks or between an existing sidewalk and a major destination point such as a park, shopping center, major employer or school. Sidewalks needed to close these gaps on City roads shall be constructed through the implementation of the Capital Improvement Program/Capital Improvements Element.

T15.10 The City shall encourage, through code enforcement, those property owners with sidewalks to maintain their sidewalks for safe usage by bicyclists and pedestrians.

APPENDIX

A – Consistency (cont.)

St. Petersburg Comprehensive Plan (cont.) Vision Statement 2.2 Citizen Based Themes

HOUSING ISSUE: Housing Quantity

The City has identified housing needs for the residents of St. Petersburg for the planning period covered in this plan. However, due to affordability issues and a scarcity of residentially zoned vacant land, the City must diligently work with the private sector and provide sufficient incentives to encourage the delivery of the varied housing residents need.

OBJECTIVE H2:

The City shall develop ongoing programs to eliminate approximately 400 substandard housing units per year.

Policies:

H2.1 Increase code compliance and assistance activities through regular annual inspections of the housing stock in neighborhoods where code violations are more prevalent and in Neighborhood Partnership Program target areas and institute special concentrated code compliance and assistance activities where warranted.

H2.2 Seek federal and state funding, or otherwise provide local public funds for the demolition or rehabilitation of substandard housing.

H2.3 Assist neighborhood upgrading projects city-wide but especially in Neighborhood Partnership Program areas by providing code compliance and assistance, removing blighting influences, and concentrating improvements in such neighborhoods.

H2.4 Utilize the city-wide code compliance and assistance programs to cleanup the City's neighborhoods.

OBJECTIVE H8A:

The City shall help conserve and extend the useful life of the existing housing stock and shall continue to implement the neighborhood planning program and produce neighborhood plans on an ongoing basis.

OBJECTIVE H8B:

The useful life of the existing housing stock shall be conserved and extended, and neighborhood quality will be improved, by continued implementation of the Neighborhood Partnership Program, Working to Improve our Neighborhoods (W.I.N), the Certificate of Inspection Programs, and other programs.

Policies:

H8.1 The City shall review and amend where necessary the City housing and health codes and standards relating to the care and maintenance of residential and neighborhood environments and facilities.

H8.2 The City shall continue to schedule and concentrate public infrastructure and supporting infrastructure and supporting facilities and services to upgrade the quality of all existing neighborhoods including those identified in City Council approved neighborhood plans and needs studies/assessments.

H8.3 The City shall encourage individual homeowners to increase private reinvestment in housing by providing information on technical and financial assistance program.

H8.4 The City shall implement the Certificate of Inspection (CI) Program in Neighborhood Partnership (target) areas and other appropriate areas of the City designated by City Council to maintain housing code compliance.

H8.6 The City shall continue funding the Community Services Coordinators or similar type efforts and implement the Neighborhood Partnership Grant Program to upgrade the City's neighborhoods.

H8.7 The City shall actively coordinate the Neighborhood Partnership Program with other initiatives to ensure maximum results in all programs.

H8.8 The City shall actively coordinate City Council-approved neighborhood plan recommendations with other initiatives to ensure maximum results in all programs.

APPENDIX

A – Consistency (cont.)

South St. Petersburg Community Redevelopment Area (CRA) Plan

Access to Capital:

4. Investigate and report on areas of South St. Petersburg suitable for designation as neighborhood or business improvement districts pursuant to the “Safe Neighborhoods Improvement Districts Act” (Sec.163.501 et seq, FS).
9. Continue providing information on private and public financing and incentives to small businesses in all stages of growth, from micro- to mature enterprises as well as lifestyle and growth.
11. Maintain an online database of local and regional financial institutions and links to their lending pages and interest rates to provide ready-made availability for local businesses.

Small Business Support Strategies:

Regulatory Review and Reform

4. Maintain and expand avenues for entrepreneurs, minority, women and disadvantaged enterprises, and small businesses to engage with policy makers – semiannual forums on permitting, regulation, taxes, Mayor’s Action Line, Small Business Liaison Office, complaint and suggestion boxes.
5. Support amendments to the City’s land development regulations that expand the scope of urban farming in residential neighborhoods to improve access to healthy food and spur entrepreneurship and small business development

Business Support Services

2. Increase outreach and continue to connect South St. Petersburg businesses with sources of technical assistance, such as the Greenhouse, CareerSource, and the Department of Labor Job Corps facility to improve small businesses’ access to capital and labor pools.

Commercial Corridor Revitalization:

3. Involve neighborhood associations in the planning and organizing of revitalization activities and coordinate revitalization efforts along the commercial corridors with revitalization strategies for the adjoining neighborhoods.
4. Develop and support business associations for identified corridors, establish a formal planning process and stakeholder organization, and promote “Main Street” principles to better coordinate retail and commercial activity.
5. Create a shared commercial parking program along the CRA’s primary corridors to facilitate reuse and expansion of space-constrained buildings unable to meet the City’s parking standards.
6. To improve the economic viability of South St. Petersburg businesses, on a case-by-case bases [sic] allow for an increase of depth of commercial zoning along all primary commercial corridors in the CRA.

Business and Corridor Appearances

1. Work with owners along primary commercial corridors in the CRA to maintain and upgrade their properties.
4. Identify infrastructure needs and upgrades for primary corridors, such as landscaped medians, wayfinding signs, entry gateways, on-street parking, sidewalks enhancements, plantings, and other investments to improve the “quality of place”.

Multimodal Functionality and Pedestrian Scaled Design

1. Improve pedestrian circulation and safety along the major corridors employing a combination of streetscape elements including directional signage, landscaped medians, traffic calming, and sidewalks.
2. Encourage shared parking between adjacent uses along commercial corridors to reduce excessive curb cuts, increase walkability and create a safer environment for both pedestrians and automobiles.
3. To reduce conflicts between commercial development and surrounding neighborhood, utilize site design techniques, lighting and sound attenuation, landscaping, fencing and other means to provide adequate buffers and protections from surrounding residential properties.

Infrastructure and Utilities

3. Ensure utility, street and alley vacations do not negatively impact the level of service infrastructure or undermine the street network.

Education and Workforce:

1. Support the development of “one-stop shops” in South St. Petersburg to provide information to residents on job openings throughout the city and region, training opportunities and work readiness programs.
4. Collaborate and fund work readiness programs with post-secondary schools that move impoverished parents and young adults into certification and training and degree programs.

APPENDIX

A – Consistency (cont.)

South St. Petersburg Community Redevelopment Area (CRA) Plan (cont.)

5. *Support organizations such as Pinellas Schools and the Pinellas Education Foundation to increase enrollment of struggling students in high school career academies.*
7. *Support and help fund workforce readiness programs, such as construction skills training that would support ongoing housing rehabilitation efforts, that provide training for youth and young adults who reside in the South St. Petersburg CRA.*
10. *Collaborate with existing providers and/or develop other research-based or evidence-based pre-school initiatives designed to improve the school readiness of children in the South St. Petersburg CRA.*

Housing and Neighborhood Revitalization:

Regulatory Reform/Initiatives and Financial Incentives

2. *Encourage, on a case-by-case basis, targeted rezoning of land to increase densities in residential neighborhoods and promote greater affordability and improved transit access for CRA residents.*
3. *Introduce multi-family housing and mixed uses at strategic locations to buffer single-family residential neighborhoods from more intense uses.*
4. *Continue to support increased residential densities along the CRA's primary commercial corridors to promote affordability and improved transit access for CRA residents.*
13. *Create a "Tax Increment Financing Incentive Program" that will:*
 - **Increase the supply of affordable housing for both homeownership and rental opportunities*
 - **Incentivize housing developers to train and hire CRA youth and residents for construction jobs in the CRA*

Increase Homeownership

2. *Develop strategies to increase homeownership such as increased educational programs and "Rent to Own" strategies.*
5. *Support efforts such as Habitat for Humanity Pinellas' "Midtown Mercy Neighborhood Preservation Partnership", in creating affordable home renovation options to South St. Petersburg homeowners.*

Neighborhood Character and Identity

2. *Encourage and financially assist the development of community gardens and urban farming as a temporary use on vacant residential land to help build neighborhood involvement and identity.*
3. *Encourage neighborhood associations to initiate beautification and landscaping awards to encourage residents to maintain their properties.*
9. *Continue to expand and enhance the interconnected bicycle and pedestrian trail system, exemplified by the Pinellas and Clam Bayou Trails, throughout the CRA.*
12. *Create incentive programs that will provide façade improvement grants or loans to residential property owners.*

Neighborhood Appearance and Safety

1. *Improve safety in the surrounding area by addressing criminal activity through innovative and traditional methods, including utilization of principles of Crime Prevention through Environmental Design (CPTED).*
2. *Continue to work with the neighborhood associations and to address policy related issues such as alley vacation applications, reinstatement of abandoned residential units, and determining appropriate substandard lot size thresholds.*
4. *Expand property owner education programs to inform them of the City's property maintenance requirements.*
6. *Work with neighborhood associations and housing providers to develop an educational program for landlords to better screen tenants and maintain their properties.*
7. *Coordinate efforts between residents, neighborhood associations and city department to expedite debris removal from public rights-of-ways.*

Neighborhood Organizational Development

1. *Assist residents in re-establishing named neighborhood and crime watch organizations within the CRA.*
2. *Continue to support collaborative volunteer initiatives, such as Carefest, Scrubbin da "Burg, which connect various organizations such as neighborhood associations, faith-based groups, civic groups and schools.*
4. *Update South St. Petersburg neighborhood plans with residents to identify future needs and amenities such as signage, community gardens, streetlighting and pocket parks that can be funded through the TIF Incentive Program.*

APPENDIX

A – Consistency (cont.)

South St. Petersburg Community Redevelopment Area (CRA) Plan (cont.)

6. *Encourage formal and informal collaboration between South St. Petersburg neighborhood associations to identify and share “best practices” and effective strategies for improving neighborhoods.*
8. *Work with neighborhood associations to engage more CRA youth and renters in association activities to expand their capacity and commitment.*
9. *Enhance collaboration between the City and neighborhood associations to identify problem properties and educate property owners on the City’s property maintenance codes.*
10. *Utilize the neighborhood associations as two-way channels of information for the City to both inform residents on programs and activities of interest to them as well as receive information from residents on needs and concerns.*
11. *Identify funding sources to expand the community gardens throughout residential areas in the CRA, which serve both as transitional uses preceding redevelopment and neighborhood identity building strategies.*
12. *Use the TIF Incentive Program to support the “Mayor’s Mini- Grant Program” for such programs as block cleanups by youths, education and outreach programs and other activities.*

APPENDIX

B – Distributed Materials

Meeting 1 - Doorhangers

2021 CAMPBELL PARK NEIGHBORHOOD PLAN UPDATE **KICKOFF PUBLIC INPUT MEETING**

Come collaborate with the City of St. Petersburg's Community Services Department and various neighborhood planning experts to discuss potential updates to the goals and aspirations of the 2004 Campbell Park Neighborhood Plan.

WHO: Residents of the Campbell Park neighborhood

WHEN: 6:00 PM – 8:00 PM, July 21st, 2021

WHERE: Campbell Park Recreational Center
601 14th St S, St. Petersburg, FL 33705
AND via simultaneous virtual webinar

ALL VIRTUAL ATTENDEES MUST RSVP BY JULY 20TH, 2021 IN ORDER TO ATTEND THE MEETING. PLEASE CONTACT THE COMMUNITY SERVICES DEPARTMENT AT (727) 892-5141 OR VIA EMAIL AT ican@stpete.org TO CONFIRM YOUR ATTENDANCE AND RECEIVE ADDITIONAL MEETING DETAILS.

Please take part and return the survey below to voice your opinions on living in the Campbell Park neighborhood.

1. What are some of the aspects of the Campbell Park neighborhood that make you most happy to live there?

2. What are the top three (if any) biggest concerns you have about living in the Campbell Park neighborhood?

1) _____

2) _____

3) _____

3. What are some ways the Campbell Park neighborhood can be improved and/or address your concerns?

About our audience...

This section is completely optional; however, all of the following questions will greatly help us understand who we are engaging with.

What is your gender? Circle one.

Male Female Prefer not to say Other

What is your age? _____

For about how many years
have you been a resident of the _____
Campbell Park neighborhood?

Home address: (Please continue to the next item if you would prefer not to share)

Closest intersection to home address: (Please continue to the next item if you would prefer not to share)

Intersection of (north/south road) _____
and (east/west road) _____.

Please return the survey either at the in-person Kickoff Meeting or by dropping it off at the Campbell Park Recreational Center by close of business on July 28th, 2021 for your feedback to be considered.

You may also scan the QR code here with a smartphone camera to access a digital version of this survey.



SCAN ME

We hope to see you at the
**Kickoff Public Input Meeting on July 21st, 2021 from
6:00 PM – 8:00 PM!**

APPENDIX

B – Distributed Materials (cont.)

Meeting 1 - Public Input Survey Mailer

Tell us about you and your household...

This section is completely optional; however, all of the following questions will greatly help us understand who we are engaging with.

What is your gender? Circle one.

Male Female Prefer not Other

What is your age? _____

For about how many years have you been a resident of the Campbell Park neighborhood? _____

Home address: (Please continue to the next item if you would prefer not to share)

Closest intersection to home address: (Please continue to the next item if you would prefer not to share)

Intersection of (north/south road) _____ and (east/west road) _____.

Please return the survey either at the in-person Kickoff Meeting or by dropping it off at the Campbell Park Recreational Center by close of business on July 28th, 2021, for your feedback to be considered.

We hope to see you at the

Kickoff Public Input Meeting on July 21st, 2021 from

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2021 Campbell Park Neighborhood Plan Update

Kickoff Public Input Meeting

Come collaborate with the City of St. Petersburg's Community Services Department and various neighborhood planning experts to discuss potential updates to the goals and aspirations of the 2004 Campbell Park Neighborhood Plan.

WHO: Residents of the Campbell Park neighborhood

WHEN: 6:00 PM – 8:00 PM, July 21st, 2021

WHERE: Campbell Park Recreational Center
601 14th St S, St. Petersburg, FL 33705

A simultaneous virtual meeting will also be held. All those who would like to attend virtually must RSVP by **JULY 20TH, 2021** in order to participate. Please contact the Community Services Department at (727) 892-5141 or via email at icam@stpete.org to confirm your attendance and receive additional meeting details.

Public Input Survey

Taking part in this survey will allow you to voice your opinions on living in the Campbell Park neighborhood. Please return the survey either at the in-person Kickoff Meeting or by dropping it off at the Campbell Park Recreational Center by close of business on July 28th, 2021 for your feedback to be considered.

You may also scan the QR code here with a smartphone camera to access a digital version of the survey.



1. What are some of the aspects of the Campbell Park neighborhood that make you most happy to live there?

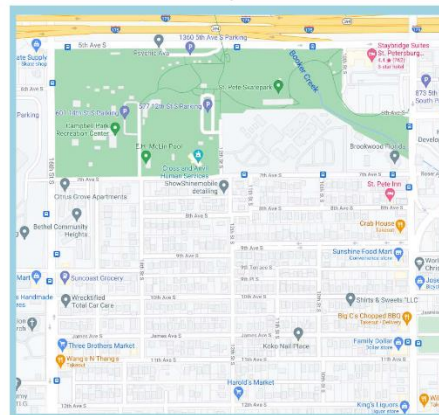
2. What are the top three (if any) biggest concerns you have about living in the Campbell Park Neighborhood?

1) _____

2) _____

3) _____

3. What are some ways that you think the Campbell Park neighborhood can be improved and/or to address your concerns?



APPENDIX

B – Distributed Materials (cont.)

Meeting2 - Doorhangers

***You're invited to the
2021 CAMPBELL PARK NEIGHBORHOOD PLAN UPDATE
FINAL PUBLIC WORKSHOP!***

WHAT: Final collaboration session to refine ideas, solutions, and future neighborhood aspirations with experts before drafting the *2021 Campbell Park Neighborhood Plan*

WHO: Residents of the Campbell Park neighborhood

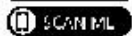
WHEN: 6:00 PM – 8:00 PM, September 14th, 2021



WHERE: Campbell Park Recreational Center (in-person)
601 14th St S, St. Petersburg, FL 33705
AND via simultaneous virtual webinar

VIRTUAL ATTENDEES MUST REGISTER TO ATTEND THE MEETING.

For more information on the meeting or to register for the virtual webinar using GoToWebinar, please visit the URL below OR scan the QR code to the right with a smartphone camera.



URL: <https://bit.ly/2WtzGp5>

See the anticipated schedule for the virtual meeting on the reverse side of this notification...

The schedule below outlines the general proceedings of the virtual meeting and includes the anticipated categories of discussion. Topic-specific experts will be available during each timeslot to help discuss, refine, and record your ideas.

Virtual Webinar Schedule

Time	Activity
6:00 – 6:05	GoToWebinar Orientation
6:05 – 6:10	Opening Remarks
6:10 – 6:15	Rolling Slideshow of Materials
6:15 – 6:30	Community Safety
6:35 – 6:50	Housing & Community Character
6:55 – 7:10	Community & Economic Development
7:15 – 7:30	Parks and Recreation
7:35 – 7:50	Transportation
7:55 – 8:00	Closing Remarks

Please be sure to take this final opportunity to collaborate with experts and provide your input before we begin drafting the 2021 Campbell Park Neighborhood Plan!

We hope to see you at the
Final Public Workshop on
September 14th, 2021 from
6:00 PM – 8:00 PM!

APPENDIX

B – Distributed Materials (cont.)

Meeting2 - Public Notice Postcards



You're invited to the

2021 CAMPBELL PARK NEIGHBORHOOD PLAN UPDATE FINAL PUBLIC WORKSHOP!

WHAT: Final collaboration session to refine ideas, solutions, and future neighborhood aspirations with experts before drafting the *2021 Campbell Park Neighborhood Plan*

WHO: Residents of the Campbell Park neighborhood

WHEN: 6:00 PM – 8:00 PM, September 14th, 2021

WHERE: Campbell Park Recreational Center (in-person)
601 14th St S, St. Petersburg, FL 33705
AND via simultaneous virtual webinar

For more information on the meeting or to register for the virtual webinar using GoToWebinar, please visit the URL *OR* scan the QR code below with a smartphone camera.

<https://bit.ly/2WtzGp5>



VIRTUAL ATTENDEES MUST REGISTER AHEAD OF TIME TO ATTEND THE VIRTUAL MEETING.

We hope to see you at the
Final Public Workshop on September 14th, 2021 from 6:00 PM – 8:00 PM!

<Return Address>

APPENDIX

B – Distributed Materials (cont.)

Meeting3 - Doorhangers

You're invited to the
2022 CAMPBELL PARK NEIGHBORHOOD PLAN UPDATE
PUBLIC MEETING!

WHAT: Final review session of the 2021 Campbell Park Neighborhood Plan.

WHO: Residents of the Campbell Park neighborhood

WHEN: May 5th, 2022, 6:00 PM – 7:30 PM



WHERE: Campbell Park Recreational Center (in-person)
601 14th St S, St. Petersburg, FL 33705
AND via simultaneous virtual webinar

Virtual attendees must register in advance to attend the meeting.

The 2021 Campbell Park Neighborhood Plan is available now at the below locations OR email Susan Ajoc at susan.ajoc@st.pete.org to request a digital copy.

Campbell Park Recreational Center
601 14th St S, St. Petersburg, FL 33705

Citrus Grove Apartments
731 15th St S, St. Petersburg, FL 33705

For more information on the meeting or to register for the virtual webinar using GoToWebinar, please visit the URL below OR scan the QR code to the right with a smartphone camera.

URL: <https://bit.ly/3DYc25K>



APPENDIX

B – Distributed Materials (cont.)

Meeting 3 - Public Notice Postcards



You're invited to the

2022 CAMPBELL PARK NEIGHBORHOOD PLAN UPDATE PUBLIC MEETING!

WHAT: Final review session of the *2021 Campbell Park Neighborhood Plan*.

WHO: Residents of the Campbell Park neighborhood

WHEN: 6:00 PM – 7:30 PM, May 5th, 2022

WHERE: Campbell Park Recreational Center (in-person)
601 14th St S, St. Petersburg, FL 33705
AND via simultaneous virtual meeting

Virtual attendees must register ahead of time to attend the virtual meeting.

The *2021 Campbell Park Neighborhood Plan* is available now at the below locations
OR email Susan Ajoc at susan.ajoc@st.pete.org to request a digital copy.

Campbell Park Recreational Center
601 14th St S, St. Petersburg, FL 33705

Citrus Grove Apartments
731 15th St S, St. Petersburg, FL 33705

For more information on the meeting or to register for the virtual meeting using GoToWebinar, please visit the URL OR scan the QR code below with a smartphone camera.

<https://bit.ly/3DYc25K>



SCAN ME

We hope to see you at the
Public Meeting on May 5th, 2022 from 6:00 PM – 7:30 PM!

<Return Address>

APPENDIX

C – Raw Input & Feedback

The two rounds of meetings asked for distinct yet similar types of input. The raw input was collected and reviewed before drafting an outlined summary of the various needs and desires of the community. Below, the raw input has been recorded. This raw input was reviewed for accuracy, refined, and resorted into more appropriate categories, as necessary, and subsequently summarized before drafting the recommendations included in this report.

The first round of public input was intended to be a brainstorming session for items that participants felt needed to be preserved or addressed in the future.

ROUND 1 INPUT –

1) What are some of the aspects of the Campbell Park neighborhood that make you most happy to live there?

- *Walkable, nice green space, affordable*
- *Proximity to downtown & surrounding areas with easy access to 275.*
- *I don't live in Campbell Park (yet). I own single family income properties and vacant residential lots which I plan to develop. I love the vibrant neighborhood association and its emphasis on inclusion and progress, the proximity of the neighborhood to downtown, and the geography of being "high and dry" with no flood insurance or hurricane evacuations!*
- *Close to downtown and it's not in a flood zone nor does it flood during the rainy season or hurricanes*
- *Proximity to downtown*
- *The fact that it's in a great location. Being walking distance from all the businesses, events, and activities in downtown is a big plus.*
- *Proximity to downtown*
- *Diversity, the beautiful park, location*
- *The neighborhood association. This has allowed me to meet neighbors who really care. This was VERY encouraging because the transition to moving into Campbell Park was difficult.*
- *Diversity, High Land, walking + biking to downtown, Great neighbors, A friendly, warm, connected community. Neighborhood Association more affordable land + housing*
- *Mostly single-family homes, older homes in our neighborhood*
- *Proximity to downtown, lots of trees, close to major highways, parks close by*
- *Old homes, brick streets*
- *Close to downtown. Potential for value to increase. The school and park. Family neighborhood not a lot of multi-family units. Roser Park close by*
- *Character of the homes that were built in the 1920's and still standing in good condition. The brick road on my Avenue. Location to Central Avenue, Park and Hospitals.*
- *Park and Rec Center, Football field, Baseball field, Tennis Courts, Pool, Older homes, Brick streets, mostly family homes, Close to downtown, Limited multi-units*
- *Association is a good connector*
- *Rec programs have been great; Grew up*
- *Red brick road :~)!*
- *Kudos alley clearing*

APPENDIX

C – Raw Input & Feedback (cont.)

ROUND 1 INPUT (cont.) –

2) What is the first biggest concern you have about living in the Campbell Park neighborhood?

- *Tie between the amount of violence and how awful the elementary school is*
- *Gun violence*
- *Drug dealers and selling on the corners.*
- *Safety, not enough police activity to discourage drug trafficking (is done in plain sight and without any regard for consequences), not enough code violation enforcement (which in turn would help with the drug problem),*
- *The upkeep of the neighborhood in terms of cleanliness and beautification. Our sister neighborhood Roser park always seems to be put together and clean. I would like to see that replicated in Campbell Park. There seems to always be trash around somewhere no matter how much you pick it up. And some people's homes are an eyesore to look at.*
- *Crime and removal of slum lord properties*
- *Crime and drugs*
- *Drugs, crime, bethel heights apartments*
- *Safety - gun violence, drugs.*
- *Property maintenance yard mowed, edged, house maintained, garbage can off sidewalk*
- *Building of multi-unit homes*
- *Shootings, crime, drug homes*
- *Crime (all)*
- *Crime poverty*
- *Our neighborhood being neglected by the City Councils and the Rays*
- *Drug activity*
- *Trash not picked up for three weeks [at Truth Revealing ministries]*
- *Garbage - Dumping/Illegal dumping on 9th Ave*
- *Alley block 1120 9AS debris/furniture bags*
- *Over policing our community*
- *Gentrification*
- *Housing affordability; Don't forget CP*
- *Drugs/Crime*
- *Speed bump along 11th Ave is ineffective*
- *Trash in Campbell Park*

APPENDIX

C – Raw Input & Feedback (cont.)

ROUND 1 INPUT (cont.) –

- 3) If you have any more, what is the second biggest concern you have about living in the Campbell Park neighborhood?
- *How much garbage is lying around*
 - *Drugs*
 - *Drug addict roaming neighborhood all day*
 - *Ratio of renters vs. owners is too high*
 - *Feral cats and other stray animals. The cats are especially annoying, and I always have to chase them off my property. Plus, people will feed them and allow them shelter and that keeps them coming back. And they keep reproducing.*
 - *Improving infrastructure and landscape*
 - *Citrus Grove Apartments*
 - *Drugs, crime, bethel heights apartments*
 - *Trash/litter.*
 - *Crime + safety, drug sellers gone, criminal youth gone*
 - *Trash/litter.*
 - *Section 8 housing rules not enforced (absentee landlords)*
 - *Citrus Grove Apartments*
 - *Trash in streets and major trash in alleys*
 - *Multi-units being built on vacate lots throughout the neighborhood*
 - *Trash/litter.*
 - *Increased police presence*
 - *Crime/Drugs*
- 4) If you have any more, what is the third biggest concern you have about living in the Campbell Park neighborhood?
- *The noise (loud music, fireworks, car alarms, etc.)*
 - *Trash*
 - *Drug buyers constantly in neighborhood during evening and late-night constant traffic and loud music.*
 - *Curb appeal, leaving garbage cans on the sidewalk or in the road, inoperative vehicles, some homes have 4-6 cars and trucks parked at all times in driveways, yards and in the street, distressed homes with boards or no windows at all, etc.*
 - *Safety is an issue. There's been two shootings that I've heard of within less than a year. And our community officer seems to always report the most horrible crimes happening in our neighborhood. I would really like to see the crime cleaned up.*
 - *Creating more housing density and pave alley*
 - *Trash*
 - *Drugs, crime, bethel heights apartments*
 - *Citrus Grove Apartments.*
 - *Trash, train people where it goes, Identify illegal dumpers, More community involvement*
 - *Drug activity*
 - *Unpaved alleys, shared trash containers, no road cleanup*
 - *New apts., tri-plex and duplex on vacate lots*
 - *Dilapidated homes*
 - *Crime, drug activity, trash, and litter*
 - *Multi-units being built on vacate lots*
 - *Citrus Grove Apartments*

APPENDIX

C – Raw Input & Feedback (cont.)

ROUND 1 INPUT (cont.) –

- 5) What are some ways that you think the Campbell Park neighborhood can be improved and/or address your concerns?
- Getting rid of that low-income housing unit on 16th st and 7th Ave would potentially help the violence and the school issues, more garbage cans along route the school kids walk might help with the garbage
 - Neighborhood engagement with city/police/neighborhood association, ending the retaliation worry that so many face, educating on proper waste disposal, more owner occupants
 - Campbell Park is currently on the path to gentrification. Current NT-2 zoning only permits single family residences to be built. As a developer, that means if I were to build now, I would build the most profitable home possible, which would be a sizable single family home selling in the \$450k-\$550k range. In a very short time, Campbell Park would be like south Roser Park / north Bartlett Park, with new construction homes now selling in the \$600k-\$750k range. Given the housing crisis and the need for more affordable units, a better path is to change the NT-2 zoning to NTM zoning throughout Campbell Park. This would incentivize developers to build more units but at lower price points. For example, two attached townhouses on one lot selling for \$300k each versus one single family home selling for \$500k. More people get to enjoy the neighborhood while keeping prices lower. A simple win-win.
 - 1) Slum lords cleaning up their properties 2) a Neighborhood Watch to aide police in catching vandals and other crimes 3) Conveniently located grocery stores
 - More police presence, more proactive code enforcers
 - More city involvement with the beatification and cleanliness/sanitization of the neighborhood. Possible grant for homeowners to improve the look of their homes. Removal of all stray/feral animals and dog park for residents with pets. More homeowners and less renters.
 - Bring in downtown density and prosperity into Campbell Park. Create walkable retail
 - Have more police presence, enforce code compliance, stricter noise ordinance.
 - Get rid of drugs and crime
 - More police presence. Dog park in the park. More trees. Coffee shops.
 - Code enforcement in place. Assertive and active police handling nuisance housing by sending letter when criminal activity, Residents heard and action taken, A plan to handle slumlords and get their attention to maintain property, Help with new zoning NTM
 - No building of multi-unit homes (on vacate lots). Build a dog park
 - 1) Get rid of slumlords 2) Pare the alleys 3) give each home their own trash containers 4) Improve retail on Martin Luther King & 16th St
 - No new apts., tri-plex and duplex on vacate lots. Reduce all crime. Build dog park
 - More cops. More money assistance to fix up homes. Individual trash cans instead of alley cans. Speed bumps. Sidewalks. Need popular businesses along Martin Luther King S and 16th ST S
 - Demolished Citrus Grove Apartment Complex. The sanitation department doing a better job in regular trash collection weekly. Road improvements. Do not allow multi-units to be built on vacate lots throughout the neighborhood
 - Getting rid of drug activity. Sanitation dept. doing a better job with trash pickup. To allow no multi-units to be built on vacate lots. To keep neighborhood as mostly single-family homes. Need roads improvements. Need dog park
 - Additional trash containers to help with trash
 - Flatten the speed humps along 11th
 - Add more scooter parking along 7th Ave
 - Add a bigger and more accessible pedestrian bridge across 5th Ave to connect to Park
 - ...continued on next page...

APPENDIX

C – Raw Input & Feedback (cont.)

ROUND 1 INPUT (cont.) –

5) What are some ways that you think the Campbell Park neighborhood can be improved and/or address your concerns? (cont.)

- Add park parking
- Add a crosswalk at 9th and Dr. Martin Luther King Jr St
- Hold on to history and where we came
- Make Martin Luther King 2-ways (traffic calming)
- "Complete streets"; Make Martin Luther King safer for bikes/peds
- Add a dog park somewhere in Campbell Park area
- Add trees along 7th Ave
- Vacate or return to use the alley at the west end of 8th Ave S
- Better define and maintain 14th St
- Get rid of the dogfighting
- Better define and maintain 12th St
- Add a retail coffee shop along 7th Ave near 12th St
- Provide a better connection to Downtown from the Park
- No multi-units on vacate lots
- Better define and maintain the road lines and brim of 10th St
- Vacate or return to use the alley at the east end of 8th Ave S and 7th Ave
- Add bike lanes along Dr. Martin Luther King Jr St

The second round of input built from the first and presented focus-categories for participants to review and collaborate with subject-matter experts to develop tangible goals and ideas towards the betterment of Campbell Park. The below lists represent the raw feedback received from the community. Recommendations made in this report reflect a review of these considerations through the perspective of City staff related to each of the respective categories.

ROUND 2 INPUT –

1) Community Safety

- A. *Things that make Campbell Park residents happy to live here*
- Police are doing a great job/professional
 - Occasional police car drive-bys and presence are effective
- B. *Things that have residents concerned...*
- Drug activity (constant influx of buyers playing music too loud, causing traffic, speeding, and roaming streets)
 - Gun violence (shootings)
 - Dog fighting (animal control - midmorning weekends)
 - Criminal youth
 - Feral cats and other stray animals
 - Level of police activity (both sides: some too much, others, not enough)
- C. ***What are some ways the neighborhood can be enhanced in the future?***
- Implement a Neighborhood Watch program
 - More strict code enforcement on street
 - Focus on crime prevention/removal (drugs and dog fighting)
 - Increase police presence
 - Increase resident neighborhood engagement with the City, police, and neighborhood association; Police should work to build relationships with law-abiding citizens
 - Remove stray animals (work w/ local shelters/County or St. Pete PAWS)

APPENDIX

C – Raw Input & Feedback (cont.)

ROUND 2 INPUT (cont.) –

1) Community Safety (cont.)

C. (Cont.) *What are some ways the neighborhood can be enhanced in the future?*

- Tips for Being a Good Neighbor - "become neighborly neighbors instead of pseudo-codes staff"
- Encourage residents to sign up for Eagle Eye
- Increase security camera presence through business development
- "Discipline directs your future"
- "Crime Prevention Through Environmental Design"
- More lighting (street, highway, overpass)
- Programs for youth (requirement if arrested)
- Court system - stronger penalties/impacts
- Encourage residents to call non-emergency or 911
- Invest in Shots Spotter; Crime watch and "if you see something, say something"
- 2nd chance program
- Research other options (legislation, court watch) for more impact
- Parents should be responsible for their children's crime
- Continue Nuisance abatement
- Improve lighting, police presence + feelings of safety - Empty at night

2) Community & Economic Development

A. *Things that make Campbell Park residents happy to live here*

- Access to downtown/Central Ave businesses, restaurants, and hospital
- Access to school

B. *Things that have residents concerned...*

- *School is not very good (lots of agreement)
- Being neglected/forgotten by City Council and the Rays
- General poverty
- Lack of community involvement

C. *What are some ways the neighborhood can be enhanced in the future?*

- Increase walkable retail/business presence* along Martin Luther King Jr. St, 7th St, and 16th (popular coffee shops, grocery stores) much like downtown - Pharmacy (lots of agreement)
- Focus on Campbell Park history and origins
- More workforce opportunities for youth
- *Remove barriers to integrate access to downtown (I-75)
- Connect sidewalks
- Increase recreational programming for youth - tie this to the Rays
- Construct a community building
- Improve the schools
- Campbell Park Head Start
- Promote + develop local business - tie this to St. Pete Greenhouse
- Facilitate access to downtown and develop perimeter
- Corridor areas with a few convenience stores and shopping centers
- Allow businesses along 16th + Martin Luther King w/ parking
- Developers need to benefit the neighborhood and bring youth development as well
- Workforce options for youth

APPENDIX

C – Raw Input & Feedback (cont.)

ROUND 2 INPUT (cont.) –

3) Housing & Community Character

- A. *Things that make Campbell Park residents happy to live here*
- Neighborhood association, diversity, progressiveness
 - Land and housing affordability
 - Old-styled homes and brick roads
 - Primarily single-family oriented neighborhood
 - Green spaces and trees
 - High/dry location (low flood/hurricane effects)
- B. *Things that have residents concerned...*
- Multi-family unit development (emphasis on Citrus Grove)
 - Gentrification
 - Trash, litter, debris throughout neighborhood streets, yards, and alleys
 - Curb appeal (property yard maintenance/upkeep)
 - Noise violations
 - Code enforcement
 - Home dilapidation
 - Rent vs own ratio is too high
 - Too many vacant lots (don't want multiple units on them)
- C. ***What are some ways the neighborhood can be enhanced in the future?***
- Remove slumlords
 - Provide additional trash receptacles and community trash disposal education
 - Add more trees*
 - Enforce maintenance codes more strictly
 - Change zoning from NT-2 to NTM
 - Prevent additional multi-family unit housing construction
 - Increase focus and collaboration with City regarding neighborhood beautification
 - Increase number of owners vs renters
 - NT-4 zone along 7th A/S
 - Illegal dumping - install fences to stop dumping/code change; more enforcement
 - Funding for home ownership
 - Support NTM zoning inside neighborhood + modified version of NTM - less dense + maybe some small commercial
 - Long-term residents are likely not to support multi-family within the neighborhood but may be receptive to development around perimeter
 - Overgrown vegetation
 - Improve sanitation services, trash pickups
 - Homes built (non apartment) on empty lots

4) Parks & Recreation

- A. *Things that make Campbell Park residents happy to live here*
- Access to beautiful parks
 - Rec center facilities, sports, and programs
 - Love the walking paths
- B. *Things that have residents concerned...*
- Keep the grounds safe for the kids
 - Litter within parks
 - Lighting within parks goes off too early

APPENDIX

C – Raw Input & Feedback (cont.)

ROUND 2 INPUT (cont.) –

4) Parks & Recreation (cont.)

C. *What are some ways the neighborhood can be enhanced in the future?*

- Add a dog park - Not enough space for dog parks
- Increase available parking for park access - Tree presence would not allow more parking
- Foliage on Avenues (SPTO)
- Community gardens - can implement at schools to capture kids' attention
- Include a pavilion for the skatepark
- Add trash cans to address litter concern
- Maintain the Rec Center and youth activities

5) Transportation

A. *Things that make Campbell Park residents happy to live here*

- Access to I-275/major highways
- Able to commute via walking and biking
- Demonstrated support for current traffic plan
- Speed bumps within neighborhood appear effective

B. *Things that have residents concerned...*

- Speed bumps along 11th Ave are ineffective (lots of disagreement)
- Drug activity causes traffic issues
- Unpaved alleys
- Alley between 9th and 10th Ave between 9th and 10th St
- Also traffic slowing techniques in alleys. Have seen people speeding through; one speeder shattered my neighbors' recycling can.
- Poor lighting in many areas - Specifically at crossing locations (9th Ave and 9th St)
- Additional parking units will cause issues

C. *What are some ways the neighborhood can be enhanced in the future?*

- Make Martin Luther King Jr. St safer for pedestrians and bicyclists by implementing "complete streets"; Bike lanes, traffic calming, consider 2-way* transition!!!
- Pave the unused alleys
- Add a pedestrian bridge across 5th Ave to connect to park
- Add scooter* parking along 7th Ave
- Better define and maintain neighborhood streets (road lines and pavement repair)
- Flatten speed bumps (lots of disagreement)
- Add/maintain more sidewalks (I.e. 11th Ave S between Martin Luther King and 16th St S)
- Senior transportation - reduce time between bus intervals and provide better service
- Install speed bump at James Ave (close to Martin Luther King)
- More bike lanes
- Would like to better lighting/reflectors so we can better see cyclists/pedestrians at night.
- Establish continuous transportation facilities for peds/bikes and other vulnerable users
- Fill in lighting gaps
- Open and maintain unused alley ways to allow pedestrian and bicycle traffic