The purpose of the 34th Street and Central Town Center plan is to develop implementation strategies that will revitalize and encourage investment in the area and create a place that has an identity, is walkable, and includes transportation options. This plan outlines the recommendations and implementation strategies that will address public safety, land use and zoning, urban design, streetscape, economic development and transportation throughout the 34th Street and Central Town Center area. The goals and objectives that guided the development of the 34th Street and Central Town Center plan are stated below:

**GOALS AND OBJECTIVES:**

**PUBLIC SAFETY:**
Create an environment that is safe, comfortable, and clean for residents and visitors to the District.

**GREENSPACE:**
Incorporate more diverse types of greenspaces and utilize full potential of existing greenspaces within the District.

**URBAN FORM AND ECONOMIC DEVELOPMENT:**
Create a captivating street aesthetic, land uses, and zoning that encourages walkability, bikeability, transit orientation, economic development, and activity. Create diverse public spaces and architecture to provide an attractive built environment that promotes safety, accessibility, walkability, bikeability, transit usage, recreation, events, and public art.

**DISTRICT DEFINITION:**
Create a brand and sense of place for the District to enhance existing character and future vision.

**TRANSPORTATION:**
Increase walkability and pedestrian networks to provide alternatives to driving, access to transit, and recreation.
Enhance and construct bicycle facilities and furniture to provide alternatives to driving and increase local and regional bicycle connectivity.
Enhance existing transit routes and facilities to gain ridership, increase accessibility, and overall experience for transit users.

**HEALTH IN ALL POLICIES (HIAP):**
Recommendations will incorporate public health policy elements including physical activity, housing, transportation costs, employment, education access, traffic safety, and healthy food access.

**STUDY AREA**
The study area is approximately 375 acres which includes six neighborhoods, the Grand Central Business District, and a small portion of the South St. Petersburg Community Redevelopment Agency (CRA).
History, Context, and Existing Conditions

The 34th Street and Central Avenue corridors are situated in the south-central area of Pinellas County. The corridors are at the center of St. Petersburg (St. Pete) and is mid-way between Downtown, the Gulf beaches, the Skyway Marina District, and the Sunshine Skyway Bridge. In the beginning of the 1900s, the area of Central Avenue between 30th and 35th Streets was extremely fertile farmland known as Goose Pond. The farmland produced legendary vegetables until it was demolished for development that would become a new city center, known as Central Plaza. 34th Street is a segment of US 19 and is a major north-south connection within St. Petersburg and the County. US 19, formerly known as the Suncoast Highway, was the original thoroughfare from the north into St. Petersburg and the beach communities. Thus, it was a major travel corridor for tourists which resulted in motels, large neon signs, fast food establishments, and a wide roadway on 34th Street. The housing in the neighborhoods adjacent to the 34th Street corridor are predominantly single-family houses built in the 1950s, excluding the Historic Kenwood Neighborhood where many homes have the bungalow style character. The District’s historic, 1920s character has been heavily influenced over time by the automobile and vehicle-oriented development patterns. For these reasons, the District is uniquely characterized with a combination of both urban and suburban influences.
TIME-LINE OF EVENTS IMPACTING 34TH STREET STUDY AREA

1880-1900
1884: St. Petersburg Times is established.

1901-1920
1903: St. Petersburg becomes an incorporated city.
1904: Trolley service begins in St. Pete.
1915: First library in St. Pete opens, Mirror Lake Library.

1921-1940
1922: John Nolen is contracted to design Florida's first comprehensive plan for St. Petersburg.
1924: Gandy Bridge opens and increases tourism numbers and population growth in St. Pete and Pinellas County.
1926: St. Petersburg High School is constructed.

1941-1960
1940s: World War II troops return home and spurs residential expansion.
1950s: Streetcars are removed and automobiles become primary mode of transportation.
1950s: Central Plaza Shopping center opens.
1954: Original Sunshine Skyway Bridge opens first span to link St. Pete and Manatee County.
1955: The last segment of the Gulf Coast Highway opens for traffic in St. Pete, providing a direct route from Pinellas County to Tallahassee. Rapid development along the new highway begins almost immediately.
1960: The Howard Frankland Bridge opens, providing another transportation link between Pinellas and Hillsborough Counties.
1961-1980

1970s: I-275 is constructed and replaces the Suncoast Highway as the major North-South connection in St. Pete.

1980: Portions of the Sunshine Skyway Bridge collapse when a freighter hits a bridge support.

1981-2000

1984: St. Petersburg High School is added to the National Register of Historic Places.

1987: The new Sunshine Skyway Bridge is completed.

1990: Central Neighborhood Plan is completed.

1999: Central Avenue Tomorrow Plan is completed.

1999: Grand Central District forms.

2000: Grand Central District is designated as a Florida Main Street.

2001-2020

2003: Kenwood Historic District is added to the National Register of Historic Places.

2011: St. Petersburg Times is renamed to Tampa Bay Times.

2014: Central Avenue Revitalization Plan is adopted.

2014: A portion of Historic Kenwood is designated as an "Artist Enclave".

2015: South St. Petersburg CRA Plan and TIF District is adopted.

2019: Northwest Kenwood becomes a local historic district.
The existing conditions analysis sets the platform for the goals and objectives. Along with community input, the recommendations are derived from the current conditions, issues, and opportunities within the study area. The existing conditions map series can be found in the Appendix on page 85.

**NEIGHBORHOODS**

The six neighborhoods that are within or adjacent to the study area include: Disston Heights, Ponce De Leon, North Kenwood, Historic Kenwood, Palmetto Park, and Central Oak Park. Also within the study area is the Artist Enclave of Historic Kenwood (AEHK). The AEHK was created in 2014 and is a mix of small-scale home businesses oriented toward or supporting the visual, performing and cultural arts, while maintaining the residential character of Historic Kenwood.

**EXISTING GREENSPACE**

The study area currently has four established parks within or around the study area boundary including Jorgenson Lake Park, North Central Neighborhood Park, Seminole Park, and Sylvia C. Boring Park. Seminole Park and Sylvia C. Boring Park both include picnic areas, open green space and a children's playground. Jorgenson Lake Park includes a walking trail and a small fitness park. North Central Neighborhood Park is a passive park with open space and walking paths. There is currently no dog park within or around the study area. Within the study area, there are pockets of open green space that can be utilized as public parks but currently do not have names or a specific function.

**EXISTING TRANSIT AND MOBILITY OPTIONS**

The study area holds a major transit transfer hub at Central Avenue and 32nd Street N. The transit hub serves 13 transit routes, including the Central Avenue Trolley which runs east-west on Central Avenue to Downtown St. Pete. This route has consistently high ridership and is one of PSTA's most popular routes. 34th Street is a primary transit route throughout the County with frequent bus stops along the corridor serving numerous routes. Many bus stops along 34th Street lack lighting, seating, shelters, wayfinding, shade, and ADA accessibility. Currently, there are two Coast Bike Share locations within or directly adjacent to the study area. These locations are at the Grand Central Bus Station and Seminole Park.

**ROADWAY CONDITIONS**

The 2018 Average Annual Daily Traffic (AADT) on 34th Street (according to Florida Traffic Online) from 3rd Avenue S to 22nd Avenue N is 37,500. This stretch has 6 lanes of through traffic with a center median and alternating center turn lane. The existing right-of-way is about 100 feet at most locations along the corridor. This includes the roadway, curb, narrow planting strip (if any), and the sidewalk. The 34th Street corridor has an excessive number of driveway openings and driveway openings that are no longer used. The excessive driveways posed safety issues for pedestrians. There are many instances of illegal crossings by pedestrians due to the lack of crossings on 34th Street. 34th Street, as well as 5th Avenue N, are under Florida Department of Transportation (FDOT) jurisdiction. Central Avenue, west of 34th Street, is under Pinellas County jurisdiction and the remaining roadways fall under City of St. Pete jurisdiction.
EXISTING LAND USE
The existing land use is mostly comprised of commercial real estate and mixed-use development along the 34th Street corridor. It is surrounded by residential housing with scattered industrial and park/civic use in addition to 36% Mixed-Use, 33% Commercial, 17% Residential, 11% Industrial, and 3% Parks/Civic Uses. Single family homes currently abut commercial properties with little-to-no instances where there is multi-family transition uses between the residential and commercial uses.

FUTURE LAND USE
The future land use for a majority of parcels along 34th Street is Planned Redevelopment-Mixed Use (PR-MU) and a portion of parcels are categorized as Planned Redevelopment-Commercial (PR-C). Overall, the 34th Street corridor, 5th Avenue North, and 22nd Avenue North (East of 34th Street) is planned for redevelopment based on the Future Land Use. According to the Forward Pinellas Countywide Rules, portions of 34th Street and Central Avenue are indicated as Major Activity Centers.

URBAN FORM
Currently, 40% of the study area is made up of surface parking lots. This is an enormous amount of land that is under-performing and could be used for public amenities and generate additional tax revenue. Surface parking also increases temperatures and water stormwater runoff that cannot be absorbed through the asphalt.

ZONING
The parcels directly adjacent to 34th Street are zoned as Corridor Commercial Suburban (CCS). A small portion of Central Avenue in the study area is zoned as Corridor Commercial Traditional (CCT). A large portion of the study has an activity center overlay. The surrounding residential areas are zoned as Neighborhood Traditional Single-Family (NT), Neighborhood Suburban Single-Family (NS), Neighborhood Suburban Multi-Family (NSM), and Corridor Residential Traditional (CRT). These zoning types offer low to moderate densities and suburban-oriented setbacks, floor area ratios (FAR), and parking requirements. These types of suburban regulations are not conducive to urban or transit oriented development.

ECONOMIC
Businesses along the 34th Street corridor primarily serve auto-oriented users such as drive-thrus, auto parts/sale, gas stations, and big-box retailers. The United States Postal Service and Tampa Bay Times are the major employers in the area. For an in-depth economic analysis, see Appendix.

DISTRICT DEFINITION
The study area includes and is adjacent to several historic districts and assets. The historic neighborhoods include the Historic Kenwood National Register District, Northwest Kenwood Local Historic district, and Seminole Park Local Historic District. Historic assets such as signs of historic significance, buildings of historic, cultural, and architectural significance, and traditional streetscape materials such as hex block sidewalks, granite curbs, and brick streets. The City's program for exempting signs of historic significance from certain sign regulations has allowed for vintage neon signs such as the Sandman Motel, Fray's Donut House, 8 Inn, and Rayco. These historic districts and assets are mapped on the City of St. Pete's Historic Preservation online GIS database.
34th Street & Central Avenue Town Plan

Existing Surface Parking
- Large Surface Parking
- Parks
- Study Area

OF THE STUDY AREA IS MADE UP OF SURFACE PARKING LOTS

40%

Current Inventory of Surface Parking
EXISTING PEDESTRIAN CONDITIONS:

EXISTING TRANSIT CONDITIONS:

EXISTING URBAN FORM CONDITIONS:
EXISTING GREENSPACE CONDITIONS:

EXISTING ROADWAY CONDITIONS:

EXISTING BICYCLE FACILITIES CONDITIONS:
COMMUNITY OUTREACH

The community outreach for the study area started with an open house that introduced the project and collected input on current issues, and ideas for recommendations in the plan. The second open house presented initial recommendations to confirm community priorities for the final recommendation in the final plan. During this time, an online survey took place to gather additional feedback and input for recommendations to the plan and ideas for a district name for the study area. The purpose of the third open house was to review and comment on the final recommendations before the finalization of the plan. Other community outreach included stakeholder interviews with local developers, property owners, architects, branding experts, realtors, and neighborhood and district leaders.

COMMUNITY WORKSHOPS
January 30, 2019, 6pm
June 4, 2019, 6pm
October 22, 2019, 6:30pm

DEVELOPER INTERVIEWS
March-August, 2019

NEIGHBORHOOD & DISTRICT LEADERS MEETING
March 18, 2019

ONLINE COMMUNITY SURVEY
June 3-August 1, 2019

Top Priorities
1. Parks & Open Space
2. Walking & Biking Options
3. New Development
4. Improve Transit
5. Define the District
6. Transportation Safety
7. Improve Street Aesthetics
8. Other

“It would be wonderful if 34th Street could be more walkable and, specifically, "crossable", so that it doesn't remain like a canyon, dividing the City's east and west neighborhoods.”
During the plan process, community members discussed issues, needs, desires, and priorities. The plan also considered the city and regional policies and goals related to transportation, land use, urban design, housing, and historic and heritage preservation. With this in mind, the plan developed the following vision and goals for the 34th Street Town Center Plan.

- Create and maintain community parks and open space.
- Enhance pedestrian and bicycle friendly neighborhoods by improving safety, and providing connectivity to activity and employment centers.
- Create and incentivize quality and mixed-use development so residents have a variety of shopping options.
- Improve transit and transit shelters while capitalizing on future transit stations.
- Implement placemaking tools to create an identity and brand for the District
- Increase safety for all modes of transportation: automobile, transit, bicycling, and walking.
- Improve street aesthetics and urban design through landscaping and pedestrian scaled buildings.

"More places to congregate, like coffee shops, theaters or mid to high end bars and restaurants."
WHAT IS YOUR VISION FOR THE STUDY AREA?
SURVEY RESULTS
An online community survey was conducted from June 3, 2019 to August 1, 2019. The questions were developed in order to gather public input on existing priorities, recommendations, branding, and future vision for the 34th Street study area.

A summary of preferences is provided on the following pages.

CHOOSE TOP 3 DESIRED TYPES OF FUTURE DEVELOPMENT (Total responses):

- Mixed-Use, Mid-rise buildings (4-5 stories): 190
- Non-chain retail/restaurants: 156
- Brewery/Distillery/Winery/Bar/Bar-Arcade: 146
- Residential Mid-rise buildings: 54
- Office Space: 46
- Large Retail: 44
- Gym: 37
- Chain retail/restaurants: 34
- Hotels: 33
- Medical: 28
- Other: 15

TYPES OF PUBLIC REALM IMPROVEMENTS (Total responses):

- Public Art: 220
- Street Signs with Neighborhood Logos: 179
- Bus Stop Improvements (shade structures, seating, trash cans, district logo on bus stops): 162
- Painted Intersections: 131
- Colored/Themed Bike Racks: 106
- Pavement stamping/etching: 103
- Gateway Signage: 77

TOP IMPROVEMENT PRIORITY:
OF SURVEY PARTICIPANTS INDICATED CRIME & SAFETY AS AN IMPORTANT IMPROVEMENT

86%
### TOP DESIRED NEIGHBORHOOD EVENTS:

1. **Farmers Market and Craft Fairs**
2. **Festivals and Concerts**
3. **Volunteer Street Clean Teams**

### ADDITIONAL IMPROVEMENTS:

1. **Re-develop Existing Motels and Businesses**
2. **More Housing Options**
3. **Improve Cleanliness**

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**What do you like or dislike about 34th Street’s overall look and feel? How would you like it to look in the future?**

I would like 34th Street to look like Central Ave in the Edge District because this area is very fun and welcoming.

It feels disjointed and not designed for pedestrians, could use more tree cover for walking in the heat.

Stores/business are too far away from each other on 34th st. Too airy. 34th is an extremely highly traveled corridor. It should like more like 4th st or MLK Business District.

It would be great if 34th Street was more like 4th street- with the ability to walk to several businesses (coffee, bar/grill/shopping).

More visible signs, brighter/cleaner areas overall and improved safety for pedestrians and drivers alike.

I don’t like anything about 34th Street. It’s concrete and worn-down strip malls and uninspiring chains. I’d like to see a ton more landscaping, mixed-use buildings, and nice hotels. Maybe fun sidewalk colors?

Quite impersonal and generic look of businesses, many dirty gas stations, lack of art and vegetation.

We need to follow the three R’s. Reduce waste, reuse the classically designed buildings with thought to preserve those that have fallen into disrepair and recycle what makes Saint Petersburg charming. We keep destroying so much of our city and what has made it become a hip place. The high rise storage facilities are not what I want representing my city to those driving down 19.
The recommendations on the following pages incorporate the goals and objectives laid out in the beginning on the plan. Each type of recommendation identifies the individual opportunities for improvements and overall enhancements for the entire district and adjacent areas. The recommendations are accompanied with inspiring images and concepts for the suggested improvements. Streetscape renderings of select streets and locations illustrate how the collection of recommendations could be implemented in the District. The following are the recommendation categories:

**RECOMMENDATION TYPES:**

1. **PUBLIC SAFETY**
   Create an environment that is safe, comfortable, and clean for residents and visitors to the District.

2. **GREENSPACE**
   Incorporate more diverse types of greenspaces and utilize full potential of existing greenspaces within the District.

3. **TRANSPORTATION**
   Create a walkable and bikeable environment that supports public transportation.

4. **DISTRICT DEFINITION**
   Create a brand and sense of place for the study area to enhance existing character and future vision.

5. **URBAN FORM & ECONOMIC DEVELOPMENT**
   Create a captivating street aesthetic, land uses, and zoning that encourages walkability, bikeability, economic development, and activity.
Create an environment that is safe, comfortable, and clean for residents and visitors to the District.

AREAWIDE RECOMMENDATIONS:

- Increase lighting
- Enforce maintenance of vacant buildings and land
- Refer to the City’s Strategic Plan and Ordinances that address homelessness
- Crime Prevention Through Environmental Design (CPTED) design guidance with new development
  - Natural Surveillance
  - Natural Access Control
  - Territorial Reinforcement
  - Maintenance
- Implement an Ambassador Program
  - People on site to assist, give information and directions, or can contact authorities if there is a problem
  - Funded through business improvement district to include ambassadors in the southern portion of the study area as a start
- Implement Street Clean Teams
  - Reach out to local organizations, schools, neighborhood associations, etc. for opportunities to create monthly or quarterly street clean events
- Continue City level strategies already in place
  - Continue with police unit program, Police Assisting the Homeless (PATH) that helps homeless by getting to know them
  - Increase police presence and look for new location for a sub-station
  - St. Petersburg Police Department’s Outreach Team
  - Add bicycle police teams to the area
  - Add more Donation from the Power of Change meters to support the homeless people of St. Petersburg
  - Partner with local non-profits
STREET CLEAN TEAM

AMBASSADOR PROGRAM

LIGHTING

POWER OF CHANGE METER

BIKE POLICE

VACANT BUILDING MAINTENANCE
RECOMMENDATIONS: GREENSPACE

Incorporate more diverse types of greenspaces and utilize full potential of existing greenspaces within the District.

AREAWIDE RECOMMENDATIONS:
- Seek out opportunities for private and public pocket parks and parklets to increase the inventory and frequency of park spaces within the District
- Incentivize new development to include enhanced landscaping and/or greenspaces with reduction of fees, parking reductions, stormwater credits and/or density/intensity bonuses
- Consolidated and close driveways to create spaces for green infrastructure and landscaping
- Add bulb-outs and chicanes as plantable areas that also provide traffic calming
- Implement greenspaces throughout the District to reflect John Nolen’s Historic Plan
- Utilize surface parking lots for temporary events and markets

RECOMMENDATIONS:
1. Community Garden, Dog Run, Shuffleboard Court, and/or Fitness Park
2. Recreation Trail, lighting, and landscaping
3. Trail Head
4. Mini Roundabouts/Curbed Landscaping
5. Enhanced Intersection Landscaping and/or Planters
6. Enhanced Median Landscaping
7. Green Infrastructure and Landscaping
8. Construct Original Median by John Nolen in Right-of-way
9. Potential Public Space/Pocket Park/Plaza/Open Gathering Space
10. Potential Greenspace/Linear Park and Sidewalk
11. Preserve railway corridor for potential multi-use trail in the future
12. Linear Park on 3rd Avenue S
13. Landscape Access Roadways between 1st Avenue S and 3rd Avenue S
GREENSPACE IMPROVEMENTS

Recommendations and tools to increase greenspace within the study area.
RECOMMENDATIONS: GREENSPACE

RECREATION TRAIL AND TRAIL HEAD

GREEN INFRASTRUCTURE

PUBLIC PLAZA/SPACE
LINEAR PARK

PARKLET

PARKS

-DRAFT-
PROPOSED EMERALD LAKE TRAIL CONCEPT:
The proposed Emerald Lake Trail includes an asphalt multi-use path with the potential for a boardwalk on the east edge, along 29th Street. The longterm vision is to re-grid the street network and provide opportunities for redevelopment along 22nd Avenue N and 34th Street. The trail head is at the intersection of 13th Avenue N and 31st Street N. The trail will take advantage of excessive and unused right-of-way to create a pedestrian crossing and a formal entrance for the new trail. The trail head will become a new destination in the District as well as a resting point for bicyclists and pedestrians.

**PROPOSED TRAIL HEAD CONCEPT:**

- Paved Trail
- Seating
- Pedestrian-Scaled Lighting
- Wayfinding & Signage
- Enhanced Landscaping
- Coast Bike-Share Hub
- Bike Racks
- New Pedestrian Crossing
Increase walkability and pedestrian networks to provide alternatives to driving, access to transit, and recreation.

**RECOMMENDATIONS:**

- Enhance Pedestrian Corridor (wider sidewalks with redevelopment, lighting, and landscaping)
- Resurface and Add Sidewalk
- Proposed Pedestrian Crossings
- Proposed Coast Bike Share Hubs
- Shared Street for Pedestrians and Bicyclists

**AREAWIDE RECOMMENDATIONS:**

- Fill sidewalk gaps
- Add pedestrian scaled lighting and unique lighting designs when possible
- Incentivize businesses to install canopy trees along sidewalks and paths with reduction of fees, parking reductions, stormwater credits and/or density/intensity bonuses
- Increase ADA accessibility throughout the study area
- Provide seating (benches, movable furniture, etc.) along major pedestrian corridors or activity zones to provide places for breaks or leisure according to CPTED guidance
- Construct proposed pedestrian crossings as part of the St. Pete Complete Streets network
- Preserve railway corridor for potential future multi-use trail
- Consolidate driveways on redeveloped properties
PEDESTRIAN IMPROVEMENTS

Recommendations and tools to create a more comfortable and safe environment for people walking.

- ENHANCED PEDESTRIAN CORRIDOR
- PROPOSED PEDESTRIAN CROSSING
- SIDEWALK GAPS
- POTENTIAL DRIVEWAY ELIMINATIONS
- PROPOSED COAST BIKE SHARE HUBS
RECOMMENDATIONS: TRANSPORTATION-PEDESTRIAN ELEMENTS

PEDESTRIAN LIGHTING

SEATING

SIDEWALK ENHANCEMENTS
SHARED STREETS

UNIQUE LIGHTING

CURB EXTENSIONS AND BULB OUTS
Enhance and construct bicycle facilities and furniture to provide alternatives to driving and increase local and regional bicycle connectivity.

**AREAWIDE RECOMMENDATIONS:**
- Add bike racks adjacent to businesses, transit, and parks
- Preserve railway corridor for potential future multi-use trail in the future
- Implement location opportunities for future Coast Bike Share Virtual Hubs
- Construct proposed pedestrian crossings as part of the St. Pete Complete Streets network
- Include bike storage facilities at transit hub and employment centers

**RECOMMENDATIONS:**
1. Add Coast Bike Share Hub
2. Wayfinding to Complete the Complete Streets Biking Network
3. Bike Repair/Maintenance Stations
4. Separated Bike Lanes
5. Bicycle Lane
6. Neighborhood Greenways (street with low auto traffic volumes and speeds where bicycles and pedestrians are given priority)
BICYCLE IMPROVEMENTS

Recommendations and tools to create a better connected and safer bicycle network.

EXISTING BIKE FACILITIES
- SEPARATED BIKE LANE
- BIKE LANE
- NEIGHBORHOOD GREENWAY
- SHARED LANE MARKING

PROPOSED PEDESTRIAN CROSSING
- PROPOSED COAST BIKE SHARE HUBS
**RECOMMENDATIONS: TRANSPORTATION-TRANSIT ELEMENTS**

*Enhance existing transit routes and facilities to gain ridership, increase accessibility, and overall experience for transit users.*

**BUS SHELTERS**

**SEATING & TRASH CANS**

**WAYFINDING**

**REAL-TIME ROUTE TRACKING**

**LIGHTING**

**DRIVEWAY ELIMINATION**

**BUS STOP PLATFORMS**

**DISTRICT-THEMED BUS SHELTERS**

**MICRO-MOBILITY**

**TEMPORARY SHADE STRUCTURE**

**AREAWIDE RECOMMENDATIONS:**

- Incrementally add seating, lighting, trash cans, concrete platforms, and wayfinding at appropriate transit stops
- Explore the use of temporary shade structures for smaller transit stops
- Indicate 34th Street as a priority transit corridor and/or future premium transit service
- Smart Traffic Signal Timing on 34th Street
- Reduce curb radii
- Create spaces dedicated for micro-mobility options such as scooters and bike-share
- Deploy an "Adopt a Bus Shelter" Program
- Adjust stop locations to be far-side at each signal and added crossing locations

**RECOMMENDATIONS:**

1. Unique/Distinctive Bus Shelters at Major Locations
2. Real-time Route Tracking
3. Temporary Shade Structure for Smaller Bus Stops
4. Lighting
5. Seating
6. Transit Hub Upgrades
TRANSPORTATION IMPROVEMENTS

Recommendations and tools to encourage and increase transit ridership.

PSTA ROUTE 34
PROPOSED CENTRAL AVE BRT
PSTA ROUTES 11, 18
PSTA ROUTES 14, 20, 22, 90
PSTA ROUTES 7, 9, 52, 52LX
CENTRAL AVE TROLLEY

PROPOSED PEDESTRIAN CROSSING
PROPOSED COAST BIKE SHARE HUBS
RECOMMENDATIONS: TRANSPORTATION-TRANSIT ELEMENTS

DISTRICT-THEMED BUS SHELTERS

TRANSIT STOP AMENITIES

SHADE STRUCTURE
Create a brand and sense of place for the District to enhance existing character and future vision.

**INTERACTIVE PUBLIC ART**

**MURALS**

**WAYFINDING**

**NEIGHBORHOOD SIGNS**

**GATEWAY LANDMARKS**

**PRESEVE HISTORIC STRUCTURES**

**EVENTS AND ACTIVITIES**

**BANNERS**

**BUS STOP ART**

**PAINTED INTERSECTIONS**

**AREAWIDE RECOMMENDATIONS:**

- Find opportunities for murals on blank walls or based on locations submitted by the community.
- Maintain and preserve historic assets and street elements like hexagon sidewalks and brick streets/pavers.
- Create a comprehensive assessment of historic assets (structures, buildings, streetscape elements and heritage sites) for potential improvements, preservation, or incentives for redevelopment_restoration.
- Add neighborhood street signs and wayfinding utilizing the Complete Streets network.
- Paint bike racks to match character of the area.
- Incorporate the District brand throughout.
- Plan events to activate and attract (surface lots or parks)
  - Open Streets, Markets, Festivals, Food Truck Rally, Concerts, Outdoor Movies, Cultural Events, Car Shows, etc.

**RECOMMENDATIONS:**

1. Mural Opportunities on Blank Exterior Walls
2. District Gateway Signs/Features
3. Historic Marker/Plaque
4. Preserve and Restore Historic Sign
5. Painted Intersections
6. Interactive Public Art Installation
7. Temporary Event Space/Surface Parking Lots for Potential Events
8. Banners
DISTRICT DEFINITION IMPROVEMENTS

Recommendations and tools to define the District and create a sense of place.
RECOMMENDATIONS: DISTRICT DEFINITION

INTERACTIVE PUBLIC ART

MURALS AND PUBLIC ART

COMMUNITY EVENTS AND ACTIVITIES
PAINTED INTERSECTIONS AND CROSSINGS

GATEWAY LANDMARKS

BUS STOP AND STATION ART
RECOMMENDATIONS: DISTRICT DEFINITION

PROPOSED MURAL LOCATIONS CONCEPTS:
Murals are a simple solution to create more interesting and enjoyable places that people want to spend time in and travel through. Mural locations should be sought out and implemented by local artists to incorporate district elements, culture, and history. Businesses with potential mural sites should be encouraged and/or incentivized to incorporate this type of public art.

Location: 36th Street & 1st Avenue N

Location: 34th Street & 17th Avenue N

Location: 34th Street & 1st Avenue N
AREAWIDE DISTRICT MARKETING & BRANDING RECOMMENDATIONS:

A new potential District name, Union Central, was derived from public input, District geography and history. The Union Central name acknowledges the neighborhoods that come together along 34th Street and Central Avenue as well as the District’s central location within St. Petersburg. Union Central represents a common place for the community to come together. Below are recommendations for branding and marketing the new District:

- Establish a Mission/Vision Statement for the District
- Develop a District-specific website as a hub for events, art projects, media, community features, businesses, restaurants, history section, etc.
- Create a Business Improvement District
- Connect with local businesses and eateries to develop District-specific themed menu items (food, cocktails, custom beer at local breweries) and/or passport coupon program
- Establish an annual event that is unique to the District
- Establish a street market and/or open street events on Central Avenue or within the District
- Develop question(s) and designate a location for residents to respond:
  - Post-It wall, chalk wall, etc.
- Engage local community for art:
  - Murals
  - District logo/themed stickers
  - "Art Spots"
    - Painted light poles, electrical boxes, sidewalks, intersections/pavement, storm drains, dumpsters, bus shelters, benches, bike racks, etc.
  - Art can be themed to create cohesion and honor/revitalize the history of the District
  - Artistically themed community garden
- Promote #UNIONCENTRAL hashtag and catchy slogan: "Heart of St. Pete"
DISTRICT LOGO

ART SPOTS

DISTRICT SLOGAN & IDENTITY

#UNIONCENTRAL  Union Central: The Heart of St. Pete
Create a captivating street aesthetic, land uses, and zoning that encourages walkability, bikeability, transit orientation, economic development, and activity.

**Mix of Uses**

**Historic Preservation**

**Variety of Housing Options**

**Liner Buildings**

**Design Guidance**

**Permeable Buildings**

**Pedestrian Scale Development**

**Landscaping**

**Parking Behind Buildings**

**Screened Parking**

**Areawide Recommendations:**

- Preserve historic structures and offer incentives for renovation to preserve District identity
- Implement design guidance for new development along 34th Street and Central Avenue corridors with inclusion in the land development regulations
  - Wider sidewalks, landscaping, access management/driveway consolidation, crossings, street frontage, public art, green infrastructure
- Encourage a diverse mix of housing including multi-family (different housing types and sizes for people of all ages and income levels which could include vertical multi-family, accessory dwelling units, townhouses, etc.)
- Clearly define pedestrian realm on both sides of all streets

**Recommendations:**

1. Focus higher density and intensity development along 34th Street, Central Avenue, 1st Avenues, and 5th Avenue.
2. Mix of Uses and Ground Floor Commercial
3. Streetscape Improvements (see pages 60-65)
URBAN FORM IMPROVEMENTS

Recommendations and tools to create a more desirable urban form that is aesthetically pleasing, walkable, and comfortable.
RECOMMENDATIONS: URBAN FORM

URBAN DESIGN CHARACTERISTICS AND RECOMMENDATIONS PER SCALE:

TRANSIT SCALE COMPONENTS:

- MIX OF USES
- HIGH DENSITY DEVELOPMENT
- PEDESTRIAN & BICYCLE FACILITIES
- EMPLOYMENT CENTERS
- LARGE PUBLIC SPACES

Other Transit Scale Components: High frequency transit routes, 5-10 story buildings, parking maximums, structured parking, re-establish alleys and street grid, micro-mobility and bike-share options, ground floor retail, high density of housing, and office space.

URBAN SCALE COMPONENTS:

- MID-RISE, MIXED-USE BUILDINGS
- LINER BUILDINGS
- SCREENED PARKING
- SMALL STOREFRONTS
- OUTDOOR CAFE SEATING

Other Urban Scale Components: Parking behind buildings, transit routes, 3-5 story buildings, pocket parks, variety of retail options: grocery, breweries, coffee shops, clothing, etc.

NEIGHBORHOOD SCALE COMPONENTS:

- MISSING MIDDLE HOUSING
- PRESERVE EXISTING NEIGHBORHOODS
- ON-STREET PARKING
- CORNER CONVENIENCE STORE & OTHER SERVICES
- NEIGHBORHOOD PARKS

Other Neighborhood Scale Components: Alleys, 1-3 story buildings, smaller scale retail and commercial, single-family housing, low-medium density housing, dog parks, and playgrounds.
COMMERCIAL AND RETAIL

PUBLIC REALM

HOUSING
ZONING RECOMMENDATIONS

AREAWIDE RECOMMENDATIONS:

• Increase densities and intensities consistent with Countywide Plan to improve walkability, transit orientation, and urban design.
• Re-examine Allowable Uses such as auto centric uses (hotels, drive-thru, etc.). Encourage ground floor retail especially around Central Avenue
• Continue to encourage a mix of housing (missing middle, workforce, accessory dwelling units within neighborhoods)
• Adjust development standards to require walkability and transit orientation to include:
  • Building heights (how they are applied)
  • Reduced setbacks
  • Reduced driveways
  • Increased sidewalk widths
  • Increase active use area "overhang, pedestrian areas"
  • Transit and pedestrian orientation
  • Examples: City of Maitland street walls, pedestrians, eliminate driveways. Berry Hill, Tennessee wider sidewalk and pedestrian realm.
• Link parking requirements to transit service to discourage excessive parking
• Ensure appropriate building height transition from low density residential areas
• Ensure sensitivity to historic resources with appropriate transition design standards (i.e. building height and setbacks)

RECOMMENDATIONS:

1. First step - change parcels currently with Corridor Commercial Suburban (CCS-2) to Corridor Commercial Traditional (CCT-2) or new zoning category to better align with proposed Countywide Rules to encourage transit. Consider greater heights above CCT-2
2. Change Corridor Commercial Suburban (CCS-1) to CCS-2 along 34th Street
3. No change to Traditional neighborhood residential districts
4. No changes to Industrial Suburban area-Times properties. Change Industrial Suburban property fronting 34th Street.
5. Note: CCS-2 for Central Ave, 1st Ave S and 1st Ave N is the base zoning. A transit oriented development overlay may supersede the base zoning due to a potential bus rapid transit project.
6. Change NSM-1 properties between 34th and 35th to CRT-1 to allow more flexibility (i.e. live/work)
7. Changes to matrix use table should be considered to encourage transit oriented uses

Change zoning categories to match update to Proposed Countywide Rules

• Major Center – 150 units per acre / 5.0 FAR Max Intensity (Area between 3rd Avenue S to 5th Avenue N – between 34th Street and 31st Street)
• Premium Corridor – 60 units per acre / 4.0 FAR Max Intensity (Central Avenue and adjacent area)
• Primary Corridor – 50 units per acre / 3.0 FAR (US 19)
• Secondary Corridor – 30 units per acre / 2.0 FAR Max Intensity (5th Avenue)
ZONING RECOMMENDATION

Recommendations to address zoning and urban form.

- TRANSIT SCALE
- INCREASE DENSITY, INTENSITY AND HEIGHT
- MIXED-USES

- TRANSITIONAL USES FROM COMMERCIAL TO RESIDENTIAL INCLUDING MULTI-FAMILY

- TRANSIT SCALE
- INCREASE DENSITY, INTENSITY AND HEIGHT
- MIXED-USES

- TRANITIONS TO HISTORIC DISTRICT

- INCREASE DENSITY AND INTENSITY
- REDUCED PARKING REQUIREMENTS

NT-1: NEIGHBORHOOD TRADITIONAL SINGLE FAMILY
NT-2: NEIGHBORHOOD TRADITIONAL SINGLE FAMILY
NSM-1: NEIGHBORHOOD SUBURBAN MULTI-FAMILY
CRT-1: CORRIDOR RESIDENTIAL TRADITIONAL
CRT-2: CORRIDOR RESIDENTIAL TRADITIONAL
CCT-2: CORRIDOR COMMERCIAL TRADITIONAL
CCS-2: CORRIDOR COMMERCIAL SUBURBAN
ACTIVITY CENTER
OPPORTUNITIES: ECONOMIC DEVELOPMENT

AREAWIDE RECOMMENDATIONS:

- Review zoning to accommodate greater density/intensity, where appropriate
- Focus on placemaking efforts that elevate the desirability of the corridor, including streetscape, parks and open space, and wayfinding improvements
- Consider incentive policies and funding to promote investment along the corridor, particularly for non-residential uses
- Create a micro-loan fund dedicated to the corridor for business improvement activities
- Target underutilized or dilapidated properties for redevelopment
- Consider land banking key parcels along the corridor to support assembly for development pads
- Establish a unique brand and marketing program for the area
- Support the creation of a business association along the corridor
- Implement developer or private investor tours
- Advertise Greenhouse and City incentives
- Partner with St. Pete Chamber of Commerce

RECOMMENDATIONS:

The study area represents a highly diverse corridor, both in terms of current development momentum and future potential. Economic development opportunities were identified for three separate areas.

**OPPORTUNITY AREA A:**
This area represents the most immediate growth potential along the corridor, leveraging building momentum along Central Avenue. While a wide range of land uses will be attracted to Area A, the shortest-term opportunities will be multi-family residential and niche retail. Future residents and customers will seek an elevation in ‘place’ and amenities.

**OPPORTUNITY AREA B:**
Located in the central portion of the corridor, Area B will likely be the slowest to capture growth opportunities. Development potential will likely be initially focused on residential and boutique hoteliers would be an attractive option as older facilities are updated. Due to typical narrow lot size, buffering nearby neighborhoods will be important.

**OPPORTUNITY AREA C:**
Potential in this area is tied to the redevelopment opportunities becoming available to evolve single-use anchors to a more integrated pattern. A range of land uses are supportable within this area, particularly multi-family residential and retail. Given the appropriate price points, land use patterns are more likely to gravitate towards multi-use than true vertical integration.
ECONOMIC DEVELOPMENT

Opportunities for economic development and revitalization.
The following recommendations define what should be considered and addressed during the FDOT 34th Street resurfacing project.

OVERALL RECOMMENDATIONS:

- Consolidate and narrow duplicative driveways to improve pedestrian realm and safety
- Add pedestrian crossings
- Coordinate wider sidewalks with buffers with all new development
- Update zoning code to include required widths from St. Pete Complete Streets Implementation Plan
- Update sidewalks to comply with current ADA standards
- Add pedestrian-scaled lighting
- Landscaped medians (see Appendix pg.94 for recommendations)
- Follow Up Studies:
  • Express Bus service on 34th Street

OTHER EXAMPLES:

Maitland, FL

BERRY HILL, TN

RECOMMENDATIONS:

1. ADA Upgrades
2. Reduce Curb Radii at Intersection or Driveway
3. Widen Sidewalks Along 34th Street
4. Proposed Crossings/High-Intensity Activated Crosswalk (HAWK) Signals
5. Landscaping
Recommendations and tools to address during the 34th Street roadway resurfacing project.
The 34th Street streetscape improvement recommendations aim to improve walkability, enhanced transit experience, and overall aesthetics with landscaping and building frontages.

- Landscaped medians where possible for enhanced aesthetics while also using green infrastructure techniques for stormwater management.
- Structured bus shelters with seating, lighting, trash cans, and other amenities for transit users.
- Widen sidewalks and eliminate unnecessary driveways to increase pedestrian safety and comfort.
- Mixed-use development that meets the street with ground floor retail.

Existing 34th Street N. facing North

Existing 34th Street N.

CONCEPT | Recommendations for 34th Street N.: Mid-rise, Mixed-use Development
The 13th Avenue streetscape improvement recommendations incorporate the Complete Streets bicycle network, public art on a blank building facade, and improves walkability by filling sidewalk gaps and adding shade trees.

- Addition of street trees to create a comfortable walk that connects to the neighborhood and parks. Reduced turn radius at east corner of park and increased park land.
- Dedicated bike lane that connects to existing and future bicycle network.
- Addition of sidewalks while eliminating excessive and unnecessary driveways.
- Painted mural on blank exterior of building.

*Existing 13th Avenue facing East*
The 17th Avenue streetscape improvement recommendations aim to fill sidewalk gaps, enhance transit experience, and overall aesthetics and traffic calming with landscaping and shade trees.

- Addition of street trees and landscaping to create a comfortable walk that connects to the neighborhood and parks.
- Wider sidewalks that connect to neighborhoods, retail, and transit routes.
- Structured bus shelters with seating, lighting, trash cans, and other amenities for transit users.

Existing 17th Avenue facing West

Existing 17th Avenue

CONCEPT | Recommendations for 17th Avenue

CONCEPT | Recommendations for 17th Avenue
The streetscape improvements at the intersection of 31st Street N and 3rd Avenue N intend to create a gateway, or entrance, into the District from the residential neighborhoods and the bicycle network. The recommendations include expanding the right-of-way to incorporate bicycle facilities, bulb-outs, landscaping, and on-street parking to serve the residential and commercial uses.

- Addition of street trees to create a comfortable walk that connects the neighborhood to 34th Street and retail.
- Create wider sidewalks with painted crosswalks at crossings.
- Dedicated bicycle facility that connects to existing and future bicycle network.
- Mixed-use development that meets the street with ground floor retail and outdoor plaza to serve local residents.
- Incorporate signage or gateway monument to indicate entrance into the District.

CONCEPT: Recommendations for 31st Street & 3rd Avenue
CENTRAL AVENUE STREETSCAPE

The Central Avenue streetscape improvement recommendations intend to enhance overall aesthetics with landscaping, street trees, banners, and building frontages. An on-street, separated bicycle facility is a priority to contribute to the Complete Streets network.

- Maintain existing tree canopy.
- Separated bike lanes that connects to existing and future bicycle network.
- Create wider sidewalks with painted crosswalks at crossings.
- Mixed-use development that meets the street with ground floor retail and outdoor cafe seating.
- Pole banners and gateway monuments and/or features. Intersection mural at Central Ave and 31st Street.
The second Central Avenue streetscape improvement includes similar recommendations to the first, with the addition of on-street parking and removing the center turn lane. The separated bicycle facility separated by paint and parked cars rather than a curb.

- Maintain existing tree canopy.
- Dedicated bicycle facility that connects to existing and future bicycle network.
- Create wider sidewalks with painted crosswalks at crossings.
- Mixed-use development that meets the street with ground floor retail and outdoor cafe seating.
- Pole banners and gateway monuments and/or features. Intersection mural at Central Ave and 31st Street.
This section includes implementation phasing tables and actions that address the goals and recommendations previously listed in the plan. The recommendations and implementation strategies work to address Health in All Polices (HiAP) and a Sustainable St. Petersburg plan. These public health policy elements include physical activity, housing, transportation costs, employment, education access, traffic safety, and healthy food access. The seven types of recommendations that were identified in the previous chapter are divided into short-term, mid-term, and long-term phasing cost tables and phasing action tables.
The following tables divide the project recommendations into short-term, mid-term, and long-term phases. The estimated costs are conceptual planning costs and identify the responsible party for the project and implementation.

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>DESCRIPTION</th>
<th>PLANNING THEME</th>
<th>RESPONSIBLE ENTITIES</th>
<th>ESTIMATED COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>34th Street</td>
<td>Resurface Roadway</td>
<td>Restripe crosswalks, ADA improvements, reduce curb radii</td>
<td>FDOT</td>
<td>N/A</td>
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<tr>
<td>2</td>
<td>Widen Sidewalks</td>
<td></td>
<td>FDOT</td>
<td>N/A</td>
</tr>
<tr>
<td>3</td>
<td>Lighting</td>
<td></td>
<td>FDOT</td>
<td>N/A</td>
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<td>4</td>
<td>Pedestrian and Bicycle Crossings</td>
<td>3rd Ave N., 7th Ave N.</td>
<td>FDOT</td>
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<td>5</td>
<td>Median and Intersection Landscaping and/or Planters</td>
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<td>CITY OF ST. PETE</td>
<td>$500,000</td>
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<tr>
<td>Central Avenue</td>
<td>Banners and Pedestrian Lighting</td>
<td>(31st Street to 34th Street)</td>
<td>CITY OF ST. PETE</td>
<td>$130,000</td>
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<tr>
<td>7</td>
<td>Streetscape Improvements</td>
<td>(31st Street to 34th Street)-Landscaping, bicycle facility</td>
<td>CITY OF ST. PETE</td>
<td>$1,200,000</td>
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<tr>
<td>8</td>
<td>Painted Intersection</td>
<td>At 31st Street</td>
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<tr>
<td>3rd Avenue North</td>
<td>Neighborhood Greenway</td>
<td>Markings</td>
<td>CITY OF ST. PETE</td>
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<td>Other District Elements</td>
<td>Fill Sidewalk Gaps</td>
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<td>11</td>
<td>Enhanced Wayfinding to Trails and Attractions</td>
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<td>CITY OF ST. PETE</td>
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<tr>
<td>12</td>
<td>Bus Stop Enhancements</td>
<td>Bus shelter, seating, lighting</td>
<td>PSTA, CITY OF ST. PETE</td>
<td>$50,000</td>
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<tr>
<td>13</td>
<td>Program Parks and Community Events</td>
<td>Provide funding for programming</td>
<td>CITY OF ST. PETE</td>
<td>$50,000</td>
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<tr>
<td>14</td>
<td>Program Public Art Funding</td>
<td>Murals, painted bike racks, bus stop details, other public art</td>
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<td>15</td>
<td>Gateway Landmarks</td>
<td>2 on Central Ave</td>
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<td>$100,000</td>
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</tbody>
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Sub Total: $2,200,000

Sub Total: $390,000

Total: $2,600,000
*Class 5, does not include escalation.
**Includes design, mobilization, and construction. Banners do not include installation. Sidewalks do not include design, demolition, stormwater, or utilities. Streetscape cost does not include design.
# MID-TERM PROJECTS (4-7 YEARS)

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>DESCRIPTION</th>
<th>PLANNING THEME</th>
<th>RESPONSIBLE ENTITIES</th>
<th>ESTIMATED COST</th>
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<td><strong>34th Street</strong></td>
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<td></td>
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<tr>
<td>1</td>
<td>Widen Sidewalks</td>
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<td>FDOT</td>
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<td>2</td>
<td>Lighting</td>
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<td>N/A</td>
</tr>
<tr>
<td>3</td>
<td>Pedestrian and Bicycle Crossings</td>
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<tr>
<td>4</td>
<td>Median and Intersection Landscaping and/or Planters</td>
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<td>5</td>
<td>Smart Traffic Signal Timing</td>
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<td>FDOT</td>
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</tr>
<tr>
<td><strong>Central Avenue</strong></td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>Banners and Pedestrian Lighting</td>
<td>(37th Street to 34th Street)</td>
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<tr>
<td>7</td>
<td>Streetscape Improvements</td>
<td>(37th Street to 34th Street) Landscaping, bicycle facility, mid-block crossing</td>
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<td>$1,200,000</td>
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<tr>
<td>8</td>
<td>Painted Intersection</td>
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<tr>
<td><strong>3rd Avenue North</strong></td>
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<tr>
<td>9</td>
<td>Streetscape</td>
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<td>Pedestrian Lighting</td>
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<td>Resurfacing</td>
<td>22nd Ave N. to Sam’s Club</td>
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<td>Sidewalks</td>
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<td>13</td>
<td>Pedestrian Lighting</td>
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<td>Streetscape Improvements</td>
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<tr>
<td><strong>17th Avenue North</strong></td>
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<td>16</td>
<td>Streetscape Improvements</td>
<td>Landscaping, pedestrian lighting, canopy trees, bus shelter</td>
<td>CITY OF ST. PETE</td>
<td>$120,000</td>
</tr>
</tbody>
</table>

Sub Total: $3,100,000

*Class 5, does not include escalation. **Includes design, mobilization, and construction. Banners do not include installation. Sidewalks do not include design, demolition, stormwater, or utilities. Streetscape cost does not include design.
## MID-TERM PROJECTS (4-7 YEARS) CONT’D

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>DESCRIPTION</th>
<th>PLANNING THEME</th>
<th>RESPONSIBLE ENTITIES</th>
<th>ESTIMATED COST</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Other District Elements</strong></td>
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<tr>
<td>17</td>
<td>Fill Sidewalk Gaps</td>
<td>Priority: 33rd St N.</td>
<td>CITY OF ST. PETE</td>
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<td>18</td>
<td>Enhanced Wayfinding to Trails and Attractions</td>
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</tr>
<tr>
<td>19</td>
<td>Bus Stop Enhancements</td>
<td>Bus shelter, real-time route tracking, district decal, seating, lighting</td>
<td>PSTA, CITY OF ST. PETE</td>
<td>$50,000</td>
</tr>
<tr>
<td>20</td>
<td>Program Parks and Community Events</td>
<td>Provide funding for programming</td>
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<td>$50,000</td>
</tr>
<tr>
<td>21</td>
<td>Program Public Art Funding</td>
<td>Murals, painted bike racks, bus stop details, other public art</td>
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<td>$100,000</td>
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<tr>
<td>22</td>
<td>Gateway Landmarks</td>
<td>2 on 34th St.</td>
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<tr>
<td>23</td>
<td>Goose Pond Historic Markers</td>
<td>Pavement Markers/Plaques</td>
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<tr>
<td>24</td>
<td>Proposed Pedestrian Crossings</td>
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<tr>
<td>25</td>
<td>Emerald Lake Trail</td>
<td>Trail Pavement Only</td>
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<td>26</td>
<td>Trail Head</td>
<td>Lighting, seating, pavement, landscaping, bike racks</td>
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<tr>
<td>27</td>
<td>Banners and Pedestrian Lighting</td>
<td>1st Ave N and 1st Ave S (from 30th St to 37th St)</td>
<td>CITY OF ST. PETE</td>
<td>$520,000</td>
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</tbody>
</table>

Sub Total: $1,520,000  
Total: $4,620,000

*Class 5, does not include escalation. **Includes design, mobilization, and construction. Banners do not include installation. Sidewalks do not include design, demolition, stormwater, or utilities. Streetscape cost does not include design.
MID-TERM PROJECTS

- MAIN LIBRARY
- TAMPA BAY TIMES
- CENTRAL AVE
- 1ST AVE S
- 3RD AVE S
- YMCA
- SEMINOLE PARK
- 1ST AVE N
- CENTRAL AVE
- 3RD AVE N
- 5TH AVE N
- 7TH AVE N
- 9TH AVE N
- 11TH AVE
- 13TH AVE N
- 17TH AVE N
- 19TH AVE N
- 21ST AVE N
- 3RD AVE N

0' 200' 400' 800'
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<thead>
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<th>PROJECT</th>
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<th>PLANNING THEME</th>
<th>RESPONSIBLE ENTITIES</th>
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<tr>
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<tr>
<td>1  Widen Sidewalks</td>
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<td>FDOT</td>
</tr>
<tr>
<td>2  Access Roadway Improvements</td>
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<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>3  Express Bus</td>
<td>Smart Signal Timing</td>
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<td>PSTA, CITY OF ST. PETE</td>
</tr>
<tr>
<td>3rd Avenue South</td>
<td></td>
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<tr>
<td>4  Linear Park</td>
<td>Traffic calming, landscaping, sidewalk</td>
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<td>CITY OF ST. PETE</td>
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<td>Railway Corridor</td>
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<td>5  Multi-use Trail</td>
<td>Wayfinding, regional connectivity</td>
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<td>CITY OF ST. PETE</td>
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<td>32nd Street North</td>
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<td>6  Streetscape Improvements</td>
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<td>Other District Elements</td>
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<tr>
<td>7  Fill Sidewalk Gaps</td>
<td>Priority: 29th Street N, 35th Street N.</td>
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<tr>
<td>8  Enhanced Wayfinding to Trails and Attractions</td>
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<td></td>
<td>CITY OF ST. PETE</td>
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<tr>
<td>9  Bus Stop Enhancements</td>
<td>Bus shelter, seating, lighting</td>
<td></td>
<td>PSTA, CITY OF ST. PETE</td>
</tr>
<tr>
<td>10 Program Parks and Community Events</td>
<td>Provide funding for programming</td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>11 Construct New Mobility Hub and Program Public Art Funding</td>
<td>Murals, painted bike racks, bus stop details, other public art</td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>12 Gateway Landmarks</td>
<td>13th Ave N</td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>13 Green Infrastructure and Landscaping</td>
<td>Specifically on 7th Ave N from 34th St N to 28th St N</td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>14 Mini Roundabout/Curbed Landscaping</td>
<td>Specifically on 11th Ave N at 32nd St N and 29th St N</td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>15 Construct Original Median by John Nolen in Right-of-Way</td>
<td></td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>16 Improve Access Roadways</td>
<td>Between 1st Ave S and 3rd Ave S</td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>17 North Trail Head and On-street Parking</td>
<td></td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>18 Public Space</td>
<td>Potential park space, pocket park, plaza, or open gathering space</td>
<td></td>
<td>CITY OF ST. PETE</td>
</tr>
</tbody>
</table>

*Class 5, does not include escalation. **Includes design, mobilization, and construction. Banners do not include installation. Sidewalks do not include design, demolition, stormwater, or utilities. Streetscape cost does not include design.
The following tables divide the action recommendations into short-term, mid-term, and long-term phases. The responsible party for action and implementation is also identified.

<table>
<thead>
<tr>
<th>ACTION</th>
<th>RESPONSIBLE ENTITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Safety</strong></td>
<td></td>
</tr>
<tr>
<td>Increase lighting throughout District</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Enforce maintenance of vacant buildings and land</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Utilize the City’s Strategic Plan and ordinances that address homelessness</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Add more Power of Change Meters</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Crime Prevention Through Environmental Design (CPTED) design guidance with new development</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Re-institute Street Clean Teams</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Continue and increase City Level Strategies: PATH program, SPPD Outreach Team, bicycle police, Power of Change donation meters, homeless resources, non-profit partnerships</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Look for location for police substation and implement District bike police units</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td><strong>Greenspace</strong></td>
<td></td>
</tr>
<tr>
<td>Seek out opportunities for pocket parks and parklets</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Incentivize new development to include enhanced landscaping and/or greenspaces</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Utilize surface parking lots for temporary events and markets</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
<td></td>
</tr>
<tr>
<td>Fill sidewalk gaps throughout District</td>
<td>CITY OF ST. PETE, PRIVATE DEVELOPMENT</td>
</tr>
<tr>
<td>Add pedestrian scaled lighting and unique lighting designs when possible</td>
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</tr>
<tr>
<td>Incentivize businesses to install canopy trees along sidewalks and paths</td>
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<tr>
<td>Increase ADA accessibility throughout District</td>
<td>CITY OF ST. PETE, FDOT</td>
</tr>
<tr>
<td>Provide seating (benches, movable furniture, etc.) wherever possible to provide places for breaks or activity</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Construct proposed pedestrian/bicycle crossings</td>
<td>CITY OF ST. PETE, FDOT</td>
</tr>
<tr>
<td>Add bike racks adjacent to businesses, transit, parks, and major activity centers</td>
<td>CITY OF ST. PETE, PSTA</td>
</tr>
<tr>
<td>Implement location opportunities for future Coast Bike Share Virtual Hubs</td>
<td>CITY OF ST. PETE, COAST</td>
</tr>
<tr>
<td>Add seating, lighting, trash cans, concrete platforms, and wayfinding at appropriate transit stops</td>
<td>CITY OF ST. PETE, PSTA</td>
</tr>
<tr>
<td>Create spaces dedicated for micro-mobility options such as scooters and bike-share</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Deploy an &quot;Adopt a Bus Shelter&quot; program</td>
<td>CITY OF ST. PETE, PSTA</td>
</tr>
<tr>
<td>ACTION</td>
<td>RESPONSIBLE ENTITIES</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td><strong>District Definition and Marketing</strong></td>
<td></td>
</tr>
<tr>
<td>Indicate opportunities for murals</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Add neighborhood street signs and wayfinding</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Paint bike racks to match character of the District</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Create a comprehensive assessment of historic assets within the District for potential improvements, preservation, or incentives for redevelopment/restoration</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Incorporate the District brand throughout the area</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Plan events to activate the District and attract visitors: open streets, markets, festivals, concerts, outdoor movies, cultural events, car shows, etc.</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Offer incentives or funding toward historic signage and building restoration</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Establish a Mission/Vision Statement for the District</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Connect with local businesses and eateries to develop District-specific themed menu items (food, cocktails, custom beer at local breweries)</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Develop question(s) and designate a location for residents to respond: Post-It wall, chalk wall, etc.</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Engage local community for art: murals, District logo/themed stickers, &quot;Art Spots&quot;, painted light poles, electrical boxes, sidewalks, intersection/pavement, storm drains, dumpsters, bus shelters, benches, bike racks, etc.</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Create a District-specific website as a hub for events, art projects, media, community features/businesses/restaurants, history section, etc.</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Promote #UNIONCENTRAL hashtag and catchy slogan: “Heart of St. Pete”</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Establish an annual event that is unique to the District</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td>Establish a street market and/or open streets events on Central Avenue or within the District</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
</tr>
<tr>
<td><strong>Urban Form and Economic Development</strong></td>
<td></td>
</tr>
<tr>
<td>Upzone to accommodate greater density/intensity, particularly, the Transit Scale parcels</td>
<td>CITY OF ST. PETE</td>
</tr>
<tr>
<td>Focus on placemaking efforts that elevate the desirability of the corridor, including streetscape, parks and open space, and wayfinding improvements</td>
<td>CITY OF ST. PETE</td>
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<td>Consider incentive policies to promote investment along the corridor, particularly for non-residential uses</td>
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<td>Create a micro-loan fund dedicated to the corridor for business improvement activities</td>
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<tr>
<td>Underutilized or dilapidated properties should be targeted for redevelopment</td>
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<tr>
<td>Consider land banking key parcels along the corridor to support assembly for development pads</td>
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<tr>
<td>Create a business association</td>
<td>CITY OF ST. PETE</td>
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<tr>
<td>Partner with St. Pete Chamber of Commerce</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
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**Public Safety**

- Continue to increase lighting throughout District
- Enforce maintenance of vacant buildings and land
- Crime Prevention Through Environmental Design (CPTED) design guidance with new development
- Continue City Level Strategies: PATH program, SPPD Outreach Team, bicycle police, Power of Change donation meters, homeless resources, non-profit partnerships

**Greenspace**

- Seek out opportunities for pocket parks and parklets
- Utilize surface parking lots for temporary events and markets

**Transportation**

- Fill sidewalk gaps throughout District
- Add pedestrian scaled lighting and unique lighting designs when possible
- Incentivize businesses to install canopy trees along sidewalks and paths
- Increase ADA accessibility throughout District
- Provide seating (benches, movable furniture, etc.) wherever possible to provide places for breaks or activity
- Construct proposed pedestrian crossings
- Implement neighborhood greenways
- Add seating, lighting, trash cans, concrete platforms, and wayfinding at appropriate transit stops
- Add temporary shade structure for smaller transit stops
- Indicate 34th Street as a priority transit corridor and/or future express service
- Reduce curb radii
- Implement/expand Looper service into the District

**District Definition**

- Plan events to activate the District and attract visitors: open streets, markets, festivals, concerts, outdoor movies, cultural events, car shows, etc.
- Hold an interactive art competition
- Promote #UNIONCENTRAL hashtag and catchy slogan: "Heart of St. Pete"
- Implement District tours
<table>
<thead>
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**LONG-TERM ACTIONS (7+ YEARS)**

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<td>Create an Ambassador Program</td>
<td>CITY OF ST. PETE, DISTRICT ASSOCIATION</td>
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</tr>
<tr>
<td>Access management study for 34th Street/driveway consolidation</td>
<td>FDOT</td>
</tr>
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</table>
Appendix A: Existing Conditions

CRA BOUNDARY
The study area’s southern portion falls within the South St. Petersburg CRA, a special district covering a wide-area of southern St. Petersburg. The CRA’s east-west extension spans from 4th Street South to 49th Street South, with the north-south portion spanning from 30th Avenue South to 5th Avenue South – which extends into the 34th Street and Central Town Center study area.

EXISTING LAND USE
The current land use is mostly comprised of commercial real estate and mixed-use development along the 34th Street corridor. It is encompassed by residential housing with scattered industrial and park/civic use. 36.2% for Mixed Use, 33.2% for Commercial, 17.2% for Residential, 10.8% for Industrial, and 2.5% for Parks/Civic.

FUTURE LAND USE
The majority of parcels along 34th Street categorized at PR-MU. A portion of parcels along 34th Street are categorized at PR-C. Overall, the 34th Street corridor, 5th Avenue North, and 22nd Avenue North (East of 34th Street) is planned for redevelopment based on the Future Land Use.

- PR-MU: Planned Redevelopment-Mixed Use
- PR-C: Planned Redevelopment-Commercial
- CRD: Community Development District
- PR-R: Planned Redevelopment-Residential
- RM: Residential Medium
- IL: Industrial Limited

ZONING
The parcels directly adjacent to 34th Street are zoned as CCS-1 and CCS-2. A small portion of Central Avenue in the study area is zoned as CCT-2 which is zoned for the CRA. A large portion of the study has an activity center overlay. The surrounding residential areas are zoned as NT-1, NT-2, NS-1, NSM-1, CRT-1, and CRT-2.
NEIGHBORHOOD SUBURBAN DISTRICTS
• NT-1: Neighborhood Traditional Single-Family 15/.50 FAR
• NT-2: Neighborhood Traditional Single-Family 15/.50 FAR
• NS-1: Neighborhood Suburban Single-Family 7.5/.35 FAR
• NSM-1: Neighborhood Suburban Multi-Family 24/.60 FAR

CORRIDOR RESIDENTIAL DISTRICTS
• CRT-1: Corridor Residential Traditional 24/1.0 FAR
• CRT-1: Corridor Residential Traditional (Activity Center) 60/2.5 FAR
• CRT-2: Corridor Residential Traditional 40/4.5 FAR
• CRT-2: Corridor Residential Traditional (Activity Center) 40/4.5 FAR

CORRIDOR COMMERCIAL DISTRICTS
• CCT-2: Corridor Commercial Traditional 40/1.5 FAR
• CCT-2: Corridor Commercial Traditional (Activity Center) 60/2.5 FAR
• CCS-1: Corridor Commercial Suburban 15/.55 FAR
• CCS-1: Corridor Commercial Suburban (Activity Center) 60/2.5 FAR
• CCS-2: Corridor Commercial Suburban 40/75 FAR
• CCS-2: Corridor Commercial Suburban (Activity Center) 60/1.12 FAR

AREAS OF INTEREST
The surrounding area has varied points of interest, including a series of parks, educational institutes, a library, and historic Central Avenue. Recreationally, the area houses Jorgensen Lake Park, Sylvia C. Boring Park, North Central Neighborhood Park, and Seminole Park, as well as a sizable YMCA. St. Petersburg High and King Queen Christian School are located near the study area as well. The area is accessible to historic Central Avenue with easy access to the St. Petersburg Public Library.

OPPORTUNITY ZONES
As of 2018, an Opportunity Zone overlaps the project boundaries. It falls well within the project zone as well as the South St. Petersburg CRA. Opportunity Zones are economically-distressed areas where new investments, under certain conditions, may be eligible for preferential tax treatment. Opportunity Zone designations are nominated by the state and confirmed by the Secretary of the U.S. Treasury.

BROWNFIELDS
The study area overlaps with a federally-recognized brownfield area and brownfield site. The brownfield area extends east-west from 34th Street to 31st Street and north-south from Burlington Avenue North to 3rd Avenue South, with pocket areas at the Sam’s Club and concurrent parking lot and at the USPS parking lot and the parking lot directly east. The only federally-recognized brownfield site is located at the Walmart along 34th Street.
EXISTING CONDITIONS: STUDY AREA

34th Street & Central Avenue Town Plan

Study Area Overview
- Parks
- Study Area

[Map of the study area with various landmarks and locations marked, including parks, shopping centers, schools, and residential areas.]

-SOUTH-
EXISTING CONDITIONS: NEIGHBORHOODS

34th Street & Central Avenue Town Plan

Neighborhood Boundaries
- Parks
- Study Area
- North Kenwood
- Historic Kenwood
- Palmetto Park
- Grand Central
- Disston Heights
- Central Oak Park
- Ponce De Leon

North Kenwood
Disston Heights
Central Oak Park
Historic Kenwood
Grand Central
Palmetto Park

9 0 0.125 0.25 0.5 Miles
EXISTING CONDITIONS: LAND USE

34th Street & Central Avenue Town Plan

Land Use

- Special Use
- Industrial
- Commercial
- Parks
- Study Area

EXISTING CONDITIONS: LAND USE

- Mixed Use
- Residential
- Park/Civic

[Map showing land use areas like Shopping Center, Publix, Tampa Bay Times, and various parks and commercial areas marked on the map]
EXISTING CONDITIONS: EXISTING ZONING

34th Street & Central Avenue Town Plan

Existing Zoning
- CCS-1
- CCS-2
- CCT-2
- CRT-1
- CRT-2

EXISTING CONDITIONS: EXISTING ZONING

Shopping Center  
Public  
Tampa Bay Times  

Jorgenson Lake Park  
North Central Neighborhood Park

St. Pete Dog Park  

Old Hammocks School For All Students

St. Petersburg High  
Seminole Park

Jim & Heather Gifts  
YMCA

0 0.125 0.25 Miles

- Draft -
CITY OF ST. PETERSBURG
EXISTING CONDITIONS: OPPORTUNITY ZONES

34th Street & Central Avenue Town Plan

Opportunity Zones
- Opportunity Zone
- Parks
- Study Area

Street & Central Avenue Town Plan

EXISTING CONDITIONS: OPPORTUNITY ZONES
EXISTING CONDITIONS: SURFACE PARKING

34th Street & Central Avenue Town Plan

Existing Surface Parking
- Large Surface Parking
- Parks
- Study Area
EXISTING CONDITIONS: BROWNFIELD SITES

34th Street & Central Avenue Town Plan

Study Area Overview
- Brownfield Site
- Brownfield Area
- Study Area
EXISTING CONDITIONS: DRAINAGE BASINS

Study Area Overview
- 34TH STREET
- BEAR CREEK
- BOOKER CREEK
- Study Area

34th Street & Central Avenue Town Plan
EXISTING CONDITIONS: FLOOD ZONES

34th Street & Central Avenue Town Plan

Study Area Overview
- Flood Zones
- Study Area

[Map of 34th Street & Central Avenue Town Plan with flood zones and study area highlighted.]
EXISTING CONDITIONS: AVERAGE ANNUAL DAILY TRAFFIC (AADT)
EXISTING CONDITIONS: AUTOMOBILE FATALITIES AND SERIOUS CRASHES

34th Street & Central Avenue Town Plan

- Fatality
- Incapacitating Injury
- Parks
- Study Area
EXISTING CONDITIONS: BICYCLE CRASHES

34th Street & Central Avenue Town Plan


- Bicycle Injury or Property Damage
- Parks
- Study Area
EXISTING CONDITIONS: PEDESTRIAN FATALITIES AND SERIOUS CRASHES

34th Street & Central Avenue Town Plan

- Pedestrian Injury or Property Damage
- Pedestrian Fatality
- Parks
- Study Area
EXISTING CONDITIONS: ST. PETE COMPLETE STREETS RECOMMENDATIONS

34th Street & Central Avenue Town Plan

St. Petersburg Complete Street Recommendations
- Existing Crossings & Crosswalks
- Recommended Pedestrian Crossing

Recommendations
- Separated Bike Lane
- Bike Lane
- Neighborhood Greenway
- Shared Lane Marking
- Parks
- Study Area

- Draft -

34TH STREET & CENTRAL AVENUE TOWN CENTER PLAN
34th Street & Central Avenue Town Plan

Pedestrian Network
- Existing Crossings & Crosswalks
- Existing Sidewalks
- Sidewalk Gaps

St. Petersburg Complete Streets Plan
- Recommended Pedestrian Crossing
- Parks
- Study Area

EXISTING CONDITIONS: PEDESTRIAN NETWORK AND FACILITIES
EXISTING CONDITIONS: TRANSIT NETWORK AND ROUTES

34th Street & Central Avenue Town Plan

Main Transit Routes
- 5 Parks
- 11 Study Area
- 20
- 34

- DRAFT -
EXISTING CONDITIONS: TRANSIT STOPS AND FACILITIES

34th Street & Central Avenue Town Plan

34th Street Transit Stops
- Stops with Shelters
- Consolidated Transit Stops
- Parks
- Study Area

Map showing transit stops, parks, and study area along 34th Street & Central Avenue in St. Petersburg, Florida.
EXISTING CONDITIONS: TRANSIT ON-BOARDINGS

34th Street & Central Avenue Town Plan

34th Street On Boardings

- 0 - 20
- 20.01 - 40
- 40.01 - 80
- 80.01 - 120
- 120.01+

- Parks
- Study Area

34TH STREET & CENTRAL AVENUE TOWN CENTER PLAN - DRAFT -
EXISTING CONDITIONS: TRANSIT OFF-BOARDINGS

34th Street & Central Avenue Town Plan

34th Street Off Boardings
- 0 - 20
- 20.01 - 40
- 40.01 - 60
- 60.01 - 100
- 100.01+

Parks
Study Area
EXISTING CONDITIONS: TRANSIT BOARDINGS

34th Street & Central Avenue Town Plan

Transit Boardings
- 0 - 20
- 20.01 - 40
- 40.01 - 100
- 100.01 - 200
- 200.01 +

Parks

Study Area

[Map showing areas with different transit boardings and parks indicated]
EXISTING CONDITIONS: TRANSIT ALIGHTINGS

34th Street & Central Avenue Town Plan

Transit Alightings
- 0 - 20
- 20.01 - 40
- 40.01 - 100
- 100.01 - 200
- 200.01 +

Study Area

EXISTING CONDITIONS: TRANSIT ALIGHTINGS
EXISTING CONDITIONS: CAPITAL PROGRAMMED IMPROVEMENTS

34th Street & Central Avenue Town Plan

Capital Programmed Improvements
- ATMS
- PSTA Central Avenue BRT
- Traffic Operations & Safety
- Resurfacing
- Parks
- Study Area
EXISTING CONDITIONS: ROADWAY JURISDICTION

34th Street & Central Avenue Town Plan

Roadway Jurisdiction
- City Road
- County Road
- State Road
- Parks
- Study Area

[Map of 34th Street & Central Avenue Town Plan with various roadways, parks, and study area highlighted]
EXISTING CONDITIONS: NUMBER OF ROADWAY LANES

34th Street & Central Avenue Town Plan

Number of Lanes
- 1 Lane
- 4 Lanes
- Parks
- 2 Lanes
- 5 Lanes
- Study Area
- 3 Lanes
- 6 Lanes
Appendix B: Community Outreach
The first 34th Street & Central Avenue Town Center Plan workshop engaged 100 + attendees on January 30th, 2019. The open house format allowed participants to provide feedback on transportation and economic improvements for the area. This feedback will contribute to the initial phase of the planning process, including the marketing of the area, analyzing the existing conditions, and providing potential projects & recommendations. The following document summarizes the workshop results and below is the workshop agenda.

- Presentation
- Stations:
  1. Thought Boards
  2. Top Priorities
  3. Overall Improvements
  4. Places

Station 1: Thought Boards
The thought boards activity captured existing views and future visions for the study area. Participants were asked to write one or two words that describe the study area today and one or two words that describe their vision for the study area. The following word clouds show the prominent themes.

**Study Area Today**

**Vision for the Study Area**

Thought Boards
Station 2: Top Priorities
The Top Priorities exercise asked participants to place a dot on their top three priorities for the future of the study area. These priorities will be used to develop a set of guiding principles and objectives for the plan. The eight planning themes for the workshop were:

- Parks & Open Space
- Walking & Biking Options
- New Development
- Improve Transit
- Define the District
- Transportation Safety
- Improve Street Aesthetics
- Other

Each participant placed a dot on their top three priorities, challenging them to weigh which of the themes were the most important. Overall, participants chose new development, improve street aesthetics, and walking and biking options as their top three priorities. The table below summarizes the results.

<table>
<thead>
<tr>
<th>Principles</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks &amp; Open Space</td>
<td>66</td>
<td>26%</td>
</tr>
<tr>
<td>Walking &amp; Biking Options</td>
<td>47</td>
<td>18%</td>
</tr>
<tr>
<td>New Development</td>
<td>35</td>
<td>14%</td>
</tr>
<tr>
<td>Improve Transit</td>
<td>32</td>
<td>12%</td>
</tr>
<tr>
<td>Define the District</td>
<td>29</td>
<td>11%</td>
</tr>
<tr>
<td>Transportation Safety</td>
<td>20</td>
<td>8%</td>
</tr>
<tr>
<td>Improve Street Aesthetics</td>
<td>18</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>4%</td>
</tr>
<tr>
<td>Total Responses</td>
<td>257</td>
<td></td>
</tr>
</tbody>
</table>

Station 3: Overall Improvements
The Overall Improvements exercise asked participants what improvements they wanted for multiple categories: Transportation, parks, area definition, business and residential. Participants were given a handout and asked to check the box next to all improvements they desired for the study area. Out of all categories, landscaped corridors was the most requested improvement, followed by storefront improvement assistance and lighting improvements. The following tables show the results, broken down by category.

<table>
<thead>
<tr>
<th>Desired Transit/Transportation</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Sidewalks</td>
<td>28</td>
<td>29%</td>
</tr>
<tr>
<td>Improved Transit Amenities</td>
<td>19</td>
<td>20%</td>
</tr>
<tr>
<td>Higher Quality &amp; Covered Bus Stops</td>
<td>17</td>
<td>18%</td>
</tr>
<tr>
<td>Bicycle Facilities</td>
<td>15</td>
<td>16%</td>
</tr>
<tr>
<td>Local Shuttle or Transit Circulator</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td>More Bicycle Racks</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>More Parking</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>96</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desired Area Definition Improvements</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape Corridors</td>
<td>49</td>
<td>40%</td>
</tr>
<tr>
<td>Lighting Improvements</td>
<td>45</td>
<td>37%</td>
</tr>
<tr>
<td>Pole Banners</td>
<td>15</td>
<td>12%</td>
</tr>
<tr>
<td>Signage &amp; Messaging</td>
<td>14</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desired Business Support Improvements</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storefront Improvement Assistance</td>
<td>46</td>
<td>35%</td>
</tr>
<tr>
<td>More Businesses</td>
<td>38</td>
<td>29%</td>
</tr>
<tr>
<td>Farmer/Community Market</td>
<td>33</td>
<td>26%</td>
</tr>
<tr>
<td>Adult Education/Training</td>
<td>7</td>
<td>5%</td>
</tr>
<tr>
<td>Daycare/Pre-School Facilities</td>
<td>7</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>131</td>
<td>100%</td>
</tr>
</tbody>
</table>
Station #3: Overall Improvements

What improvements do you want to see in the study area?

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit/Transportation/Parking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Lighting</td>
<td>33</td>
<td>23%</td>
</tr>
<tr>
<td>Street Clean Teams</td>
<td>30</td>
<td>21%</td>
</tr>
<tr>
<td>Greater Police Presence</td>
<td>28</td>
<td>19%</td>
</tr>
<tr>
<td>Greater Code Enforcement</td>
<td>26</td>
<td>18%</td>
</tr>
<tr>
<td>Public Trash Receptacles</td>
<td>20</td>
<td>14%</td>
</tr>
<tr>
<td>Increased Density</td>
<td>8</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>145</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks &amp; Recreation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Defining the Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Desired Residential Improvements**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Multi-Unit</td>
<td>23</td>
<td>37%</td>
</tr>
<tr>
<td>More Single Family</td>
<td>16</td>
<td>26%</td>
</tr>
<tr>
<td>More Work Force Housing</td>
<td>12</td>
<td>19%</td>
</tr>
<tr>
<td>More Accessory Unit Housing</td>
<td>11</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>62</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Desired General Improvements**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Lighting</td>
<td>33</td>
<td>23%</td>
</tr>
<tr>
<td>Street Clean Teams</td>
<td>30</td>
<td>21%</td>
</tr>
<tr>
<td>Greater Police Presence</td>
<td>28</td>
<td>19%</td>
</tr>
<tr>
<td>Greater Code Enforcement</td>
<td>26</td>
<td>18%</td>
</tr>
<tr>
<td>Public Trash Receptacles</td>
<td>20</td>
<td>14%</td>
</tr>
<tr>
<td>Increased Density</td>
<td>8</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>145</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Station 4: Places

The Places station allowed participants the opportunity to identify places they like and dislike within the study area. Participants were given red (dislike) and green (like) sticky dots to place on an aerial map of the study area. There was no limit to the number of dots and the results will help the project team identify troubled areas that need economic, transportation, or residential support or areas that are valued. A map is provided on the following page that summarizes the places participants like and dislike.

**Hot Spot Areas**

**Like:**
- 32nd St N & 5th Ave
- 30th St N & 3rd Ave N
- Seminole Park
- More Office Space
- New Development near the Tampa Bay Times Building
- Publix
- YMCA
- Frays
- Affordable Housing on 31 St S

**Dislike:**
- 34th St N & 9th Ave N
- 34th St N & 7th Ave N
- 34th St N & 5th Ave N
- 34th St N & Central Ave N
- 35th St N & 5th Ave N
- 35th St N & 3rd Ave N
- Cactus Motel
- Kenwood Inn
- Walmart
- China Buffet
- PSTA Hub
PUBLIC WORKSHOP 2 SUMMARY

The second public workshop engaged 55+ attendees on June 4th, 2019. A brief presentation summarized the Plan’s purpose, ongoing community and stakeholder outreach and the initial transportation, placemaking, and branding recommendations for the area. Following the presentation, an open house allowed participants to engage with project staff and provide feedback. The open house included 4 stations where participants could give their input on potential names for the study area, select their vision for the look and feel of 34th street, and provide comments on initial transportation and greenspace recommendation maps.

The following are the top priorities and category recommendations:

Transportation:
- Improved Sidewalks
- Improve Transit Amenities
- Higher Quality & Covered Bus Stops
- Bicycle Facilities

Parks:
- More Parks/Open Space
- Festival/Events
- Community Recreation Spaces
- Seating/Shade

Area Definition:
- Landscaped Corridors
- Lighting Improvements

Business:
- Storefront Improvement Assistance
- More Businesses
- Farmer/Community Market

Residential:
- More Multi-Unit Housing
- More Single Family Housing
- More Work-Force Housing

General Improvements:
- Street Lighting
- Street Clean Teams
- Greater Police Presence
- Greater Code Enforcement

Street Vision:
- Mixed-Use Buildings
- Landscaping
- Outdoor Cafe Seating
- Parking Behind Buildings
- Pedestrian Mall
- Signage
- Lighting

Overall, residents expressed a vision for the study area that is safe, clean, attractive for high-quality development, and walkable. This vision will be considered in the Plan recommendations with specific tools to achieve it. This input was given through 4 workshop stations that included: Branding, Street Vision, Money Madness, and Recommendation Maps. The purpose was to build onto the first public workshop that was held earlier in the year. Further details and analysis on the 4 stations are on the following pages.
Station 1: Branding (Name that District)
The Branding station provided historical photos to inspire vision and identity for the area. This station also allowed for residents to write their idea for a community name. Some commons themes and names for the District name were: Central Plaza, Kenwood, Mid-town, Suncoast, City Central, and the Core. Many residents expressed that they want a name that will attract visitors to the area or to play off of the successes of districts like Historic Kenwood or Grand Central.

Station 2: Street Vision
The Street Vision station polled residents' opinions on which design and development elements they would like to see on 34th Street and within the study area. The primary choices were shade trees/landscaping and mixed-use buildings. Other popular choices were outdoor cafe seating and parking behind buildings. These choices will help determine specific zoning and placemaking recommendations for the Plan.

<table>
<thead>
<tr>
<th>Street Vision Elements</th>
<th>Number of Dots</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shade Trees/Landscaping</td>
<td>25</td>
<td>18%</td>
</tr>
<tr>
<td>Mixed-Use Buildings</td>
<td>25</td>
<td>18%</td>
</tr>
<tr>
<td>Outdoor Cafe Seating</td>
<td>20</td>
<td>14%</td>
</tr>
<tr>
<td>Parking Behind Buildings</td>
<td>18</td>
<td>12%</td>
</tr>
<tr>
<td>Taller Buildings (4-5 stories)</td>
<td>12</td>
<td>9%</td>
</tr>
<tr>
<td>Bicycle Parking</td>
<td>11</td>
<td>8%</td>
</tr>
<tr>
<td>Landscape Buffer/Surface Parking</td>
<td>11</td>
<td>8%</td>
</tr>
<tr>
<td>Building Awnings</td>
<td>10</td>
<td>7%</td>
</tr>
<tr>
<td>Buildings Fronting the Street</td>
<td>9</td>
<td>6%</td>
</tr>
</tbody>
</table>
**Station 3: Money Madness**

This station allowed participants to allocate a budget of $180 toward various improvements and recommendations for the study area. There were 11 categories for participants to choose from: support for businesses, multi-family and other housing options, greenspace and landscaping, pedestrian crossings and intersections improvements, branding elements, enhanced lighting, improved sidewalks, upgraded bus stops, street clean teams, bicycle facilities, and neighborhood events. The supporting table shows how participants allocated their moneys and what they desire most for the study area. The results indicate strong support for business incentives/support, increased multi-family housing options, and additional greenspaces and landscaping.

<table>
<thead>
<tr>
<th>Category</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Support</td>
<td>22%</td>
</tr>
<tr>
<td>Additional Multi-Family &amp; Housing Options</td>
<td>21%</td>
</tr>
<tr>
<td>Greenspace &amp; Landscaping/Shade Trees</td>
<td>17%</td>
</tr>
<tr>
<td>Pedestrian Crossings &amp; Intersection Improvements</td>
<td>10%</td>
</tr>
<tr>
<td>Branding Elements</td>
<td>6%</td>
</tr>
<tr>
<td>Enhanced/New Lighting</td>
<td>5%</td>
</tr>
<tr>
<td>Improved Sidewalks</td>
<td>3%</td>
</tr>
<tr>
<td>Upgraded Bus Stops</td>
<td>2%</td>
</tr>
<tr>
<td>Street Clean Teams</td>
<td>1%</td>
</tr>
<tr>
<td>Bicycle Facilities</td>
<td>1%</td>
</tr>
<tr>
<td>Neighborhood Events</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Station 4: Recommendations**

This station showcased initial recommendations for: pedestrian elements (crossings and intersection improvements, bicycle networks, transit network, and street aesthetic and greenspace. Residents were asked to include any additional recommendations, locations, or comments to boards to further form the final recommendations for the Plan. The following are the top comments and priorities for recommendations:

**Pedestrian Recommendations:**
- Rectangular Rapid Flashing Beacons (RRFBs)
- Improved street lighting

**Bicycle Network Recommendations:**
- Separate bike lanes with physical barrier
- More Coast Bike Share hubs

**Transit Network Recommendations:**
- Trolleys on Central Avenue
- More bus stops with shelters
- Dedicated bus lane for express service

**Street Aesthetics and Greenspace:**
- Walkable
- Murals/Public Art
- Dog Parks
- Trees
- Street Lighting
The second public workshop engaged 55+ attendees on June 4th, 2019. A brief presentation summarized the Plan’s purpose, ongoing community and stakeholder outreach and the initial transportation, placemaking, and branding recommendations for the area. Following the presentation, an open house allowed participants to engage with project staff and provide feedback on potential names for the study area, select their vision for the look and feel of 34th street, and provide comments on initial transportation and greenspace recommendation maps. A full summary can be found in the appendix.

The following are the top priorities and category recommendations:

**Transportation:**
- Improved Sidewalks
- Improve Transit Amenities
- Higher Quality & Covered Bus Stops
- Bicycle Facilities

**Parks:**
- More Parks/Open Space
- Festival/Events
- Community Recreation Spaces
- Seating/Shade

**Area Definition:**
- Landscaped Corridors
- Lighting Improvements

**Business:**
- Storefront Improvement Assistance
- More Businesses
- Farmer/Community market

**Residential:**
- More Multi-Unit Housing
- More Single Family Housing
- More Work-Force Housing

**General Improvements:**
- Street Lighting
- Street Clean Teams
- Greater Police Presence
- Greater Code Enforcement

**Street Vision:**
- Mixed-Use buildings
- Landscaping
- Outdoor cafe seating
- Parking behind buildings
- Pedestrian mall
- Signage
- Lighting

Overall, residents expressed a vision for the study area that is safe, clean, attractive for high-quality development, and walkable. This vision will be considered in the Plan recommendations with specific tools to achieve it.
NEIGHBORHOOD & DISTRICT LEADERS MEETING

Following the first 34th Street & Central Avenue Town Center Plan workshop, the neighborhood district leaders from all seven surrounding neighborhoods were invited to give workshop feedback and transportation and land use recommendations. This feedback contributes to the initial recommendations phase of the project. A complete summary can be found in the Appendix. The recommendations include:

New Development
- Affordable/workforce housing
- Town/row houses
- Sit down restaurants
- Entertainment options
- High end consignment
- Local-non chains

Quick Wins
- More trash cans
- Enhanced lighting throughout corridor
- Branding, creation of an identity
- Sidewalk connections to all properties

Additional Improvements:
- More pocket parks
- Additional mid-block crossings
- 13th Avenue sidewalk and crosswalk concerns
- Driveway reduction
- Enhanced transit stops and service

Involvement Suggestions
- Choose a meeting location to capture a broad audience
- Outreach methods:
  - Grocery store flyers
  - Schools/YMCA

Developer Meetings
Meetings were established with the major developers who have existing or new projects in the study area. The purpose of these meetings was to gather input on how the study can be redeveloped in the future, what the study area is in need of, and what incentives or policies the City could implement to attract quality redevelopment.

Common themes from the meetings were:
- Change zoning to allow greater density by changing the zoning category or extending the activity center overlay
- Allow more opportunities for mixed-use developments
- Need for reduction in crime and/or greater police presence
- Common vision for developers to collaborate and work towards
Appendix C: District Landscaping
SHADE TREES

**BALD CYPRESS**
*Taxodium distichum*
**HEIGHT:** 50’ - 80’

**SOUTHERN MAGNOLIA**
*Magnolia grandiflora, spp.*
**HEIGHT:** 40’ - 80’

**CHINESE ELM**
*Ulmus parvifolia*
**HEIGHT:** 40’ - 50’

**LIVE OAK**
*Quercus virginiana*
**HEIGHT:** 40’ - 80’

**FLORIDA MAPLE**
*Acer floridanum*
**HEIGHT:** 25’ - 60’

**SWEETBAY MAGNOLIA**
*Magnolia virginiana*
**HEIGHT:** 40’ - 60’

**WINGED ELM**
*Ulmus alata*
**HEIGHT:** 45’ - 70’

**RED MAPLE**
*Acer rubrum*
*‘Florida Flame’*
**HEIGHT:** 35’ - 80’

---

Per Section 16.40.160, in clear sight triangles, vegetation cannot be more than 36” high and tree branches must be no lower than 8’.

- **PARTIAL SHADE**
- **FULL SUN**
- **LOW WATER REQUIREMENTS**
- **MEDIUM WATER REQUIREMENTS**
- **HIGH WATER REQUIREMENTS**
- **PRODUCES BERRIES OR SEED PODS**
- **FLORIDA-FRIENDLY™**

- **LOW WATER REQUIREMENTS**
  - vegetation cannot be more than 36” high and tree branches must be no lower than 8’.

- **MEDIUM WATER REQUIREMENTS**
  - vegetation cannot be more than 36” high and tree branches must be no lower than 8’.

- **HIGH WATER REQUIREMENTS**
  - vegetation cannot be more than 36” high and tree branches must be no lower than 8’.

- **FLORIDA-FRIENDLY™**
  - vegetation cannot be more than 36” high and tree branches must be no lower than 8’.

- **PRODUCES BERRIES OR SEED PODS**
  - vegetation cannot be more than 36” high and tree branches must be no lower than 8’.

- **PARTIAL SHADE**
  - vegetation cannot be more than 36” high and tree branches must be no lower than 8’.
UNDERSTORY TREES AND PALMS

GREEN BUTTONWOOD
*Conocarpus erectus*
HEIGHT: 5' - 50'

SILVER BUTTONWOOD
*Conocarpus erectus* ‘Sericus’
HEIGHT: 5' - 50'

SOUTHERN RED CEDAR
*Juniperus silicicola*
HEIGHT: 40' - 50'

‘NATCHEZ’ CRAPE MYRTLE
*Lagerstroemia indica* ‘Natchez’
HEIGHT: 10' - 30'

‘MUSKOGEE’ CRAPE MYRTLE
*Lagerstroemia indica* ‘Muskogee’
HEIGHT: 10' - 30'

AMERICAN HOLLY
*Ilex opaca*
HEIGHT: 35' - 50'

DAHOON HOLLY
*Ilex cassine*
HEIGHT: 35' - 50'

- PARTIAL SHADE -
- FULL SUN -
- LOW WATER REQUIREMENTS -
- MEDIUM WATER REQUIREMENTS -
- HIGH WATER REQUIREMENTS -
- PRODUCES BERRIES OR SEED PODS -
- FLORIDA-FRIENDLY™ -

Per Section 16.40.160, in clear sight triangles, vegetation cannot be more than 36” high and tree branches must be no lower than 8’.
UNDERSTORY TREES AND PALMS

EAST PALATKA HOLLY
*Ilex x attenuata*  
‘East Palatka’  
HEIGHT: 30’ - 45’

YAUPON HOLLY
*Ilex vomitoria*  
HEIGHT: 15’ - 30’

FOXTAIL PALM
*Wodyetia bifurcata*  
HEIGHT: 20’ - 30’

SYLVESTER PALM
*Phoenix sylvestris*  
HEIGHT: 40’ - 50’

ROYAL PALM
*Roystonea regia*  
HEIGHT: 50’ - 80’

CABBAGE PALM
*Sabal palmetto*  
HEIGHT: 25’ - 60’

SAW PALMETTO
*Serenoa repens*

**PARTIAL SHADE**  
**FULL SUN**  
**LOW WATER REQUIREMENTS**  
**MEDIUM WATER REQUIREMENTS**  
**HIGH WATER REQUIREMENTS**  
**PRODUCES BERRIES OR SEED PODS**  
**FLORIDA-FRIENDLY™**

Per Section 16.40.160, in clear sight triangles, vegetation cannot be more than 36” high and tree branches must be no lower than 8’.
SHRUBS

DWARF YAUPON HOLLY
*Ilex vomitoria* “Schilling’s Dwarf”

IXORA
*Ixora coccinea*

GALLBERRY
*Ilex glabra*

SIMPSON STOPPER
*Myricanthes fragrans*

WALTERS VIBURNUM
*Viburnum obovatum*

SWEET VIBURNUM
*Viburnum odoratissimum*

SANDANKWA VIBURNUM
*Viburnum suspensum*

- Full Sun
- Low Water Requirements
- Medium Water Requirements
- High Water Requirements
- Partial Shade
- Produces Berries or Seed Pods
- Florida-Friendly™

Per Section 16.40.160, in clear sight triangles, vegetation cannot be more than 36” high and tree branches must be no lower than 8’.
ACCENT AND MASSING PLANTS

XANADU
Philodendron xanadu
- Partial Shade
- Full Sun
- Low Water Requirements
- Medium Water Requirements
- High Water Requirements
- Produces Berries or Seed Pods
- Florida-Friendly™

Per Section 16.40.160, in clear sight triangles, vegetation cannot be more than 36" high and tree branches must be no lower than 8'.

COONTIE
Zamia floridana

FIREBUSH
Hamelia patens