

City of St. Petersburg
Committee of the Whole
Meeting of January 31, 2019 @ 2:00 p.m.
City Hall - Room 100

- A. Call to Order – Council Chair Charlie Gerdes

- B. Discussion Items
 - a. **Storefront Conservation Corridor Overlay – Derek Kilborn**

 - b. **St. Petersburg Housing Authority**

- C. Next Meeting – February 28, 2019 @ 2:00 p.m., City Hall - Room 100
TBD

- D. Adjournment



STOREFRONT CONSERVATION CORRIDOR OVERLAY

Committee of the Whole, January 31, 2019

OVERVIEW

The purpose of this Committee of the Whole (COW) is to discuss matters pertaining to the City's proposed Storefront Conservation Corridor Overlay, including text amendments to the *Land Development Regulations* (City Code, Chapter 16) and establishment of a related *Business Assistance Program*.

Land Development Regulations, Storefront Conservation Corridor Overlay

The purpose of this proposed text amendment is to establish an overlay reinforcing the importance of St. Petersburg's small-scale business sector by maintaining the existing pattern of small- and medium-sized storefront widths along popular pedestrian-oriented corridors while also conserving the physical character of these special places.

On January 2, 2019, the Development Review Commission conducted a public hearing and made a unanimous finding of consistency (7-0) with the City's Comprehensive Plan. Commissioners offered the following recommendations, which are outlined here for your information:

1. Section 16.30.095.5 of the proposed overlay includes a map and text description of each corridor. It was recommended that each text description be amended to include additional clarification regarding the boundary, for e.g. "centerline of the right-of-way" or "southern edge of the alley." City staff will incorporate these changes into the proposed ordinance;
2. Section 16.30.095.7 of the proposed overlay includes reference to "residential support services." It was recommended that this term be defined in Section 16.90.020; the Assistant City Attorney indicated his preference to clarify the definition within the overlay. This change will be incorporated into the proposed ordinance.
3. Section 16.30.095.9 of the proposed overlay includes a parking exemption where an individual tenant space facing the corridor is equal to or less than 20-feet in width and 3,000 square feet or less in gross floor area. This exemption applies to both existing buildings and new construction. The Commission discussed whether the exemption should apply to new construction, but made no motion to amend the proposal.

See attached "DRC Staff Report: LDR 2019-01" for a detailed introduction and explanation of staff recommendations.

Storefront Conservation Corridor Business Assistance Program

The Storefront Conservation Corridor program has been approached with a multifaceted lens. As such, the program brings forward both a specialized business assistance package as well as a newly created local incentive program for businesses.

The Economic & Workforce Development Department, through the Greenhouse, will assign a Corridor Navigator to the Storefront Conservation Corridor zone. This staff will serve as a case coordinator to assist businesses through permitting, redevelopment process, interface with policy makers and city officials; assist locally owned businesses with connection to resources and capacity building services available to help grow, develop, expand; assist with relocation efforts; interface with developers, property owners and Main Street Managers or other business association where applicable for matchmaking purposes on new developments to encourage and help place locally owned businesses; and, catalogue entrepreneurs and small businesses currently seeking space along the designated zone. This approach is consistent with a targeted effort to proactively assist commercial corridor development throughout the City of St. Petersburg, an effort led by the Economic & Workforce Development Department.

Additionally, a newly created incentive program is being proposed as part of the Storefront Conservation Corridor Business Assistance Program. This is a pilot fund built from direct feedback from the business community. No direct dollars will be utilized in off-setting lease or rents for businesses. The purpose of this new incentive is to help businesses offset other investments needed to help their business thrive through bottom line capacity building, physical improvements to the space or life safety or other code related requirements; assistance in relocating within the city limits of St. Petersburg; or, encouraging lease agreements between property owners and locally owned, independent businesses.

See attached "Storefront Conservation Corridor Fund Program Overview" for a detailed description of the proposed program.

CONTACT INFORMATION

LAND DEVELOPMENT REGULATIONS

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BUSINESS ASSISTANCE PROGRAM

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Attachments



DEVELOPMENT REVIEW COMMISSION

Prepared by the Planning & Development Services Department,
Urban Planning and Historic Preservation Division

For Public Hearing on Wednesday, January 9, 2018
at 2:00 p.m. in the City Council Chambers, City Hall,
175 Fifth Street North, St. Petersburg, Florida.

City File: LDR 2019-01

Text Amendment: Storefront Conservation Overlay

This is a City-initiated application requesting that the Development Review Commission (“DRC”), in its capacity as the Land Development Regulation Commission (“LDRC”), make a finding of consistency with the Comprehensive Plan and recommend to City Council **APPROVAL** the following text amendments to the City Code, Chapter 16, Land Development Regulations (“LDRs”).

The purpose of this proposed text amendment is to establish an overlay reinforcing the importance of St. Petersburg’s small-scale business sector by maintaining the existing pattern of small- and medium-sized storefront widths along popular pedestrian-oriented corridors while also conserving the physical character of these special places.

APPLICANT INFORMATION

APPLICANT: City of St. Petersburg
275 5th Street North
St. Petersburg, Florida 33701

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Urban Planning and Historic Preservation Division
Planning and Development Services Department
One – 4th Street North
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STAFF ANALYSIS

Background

St. Petersburg's downtown center has experienced a wonderful renaissance as people increasingly seek walkable, mixed-use urban districts, complete with residential opportunities supported by employment, dining, retail, and personal services. In addition to a diversity of building types and sizes, independently-owned businesses have organically evolved to become some of our community's best assets – improving the quality of life for our residents, while attracting visitors and new investors to the Sunshine City. This healthy, independent business sector supports other municipal initiatives including the expansion of jobs, shrinking economic inequality, strengthening neighborhood diversity, and encouraging sustainable living.

Starting in 2017, Mayor Rick Kriseman along with City Development Administration staff began researching tools for protecting locally-owned and independently-operated businesses. Initial research focused on the regulation of chain businesses, sometimes referred to as formula businesses, located within the downtown center and specifically along Beach Drive and Central Avenue.

Different examples from around the United States were evaluated; however, the City Administration and staff, in consultation with the City Attorney's office, concluded that the regulation of chain businesses would create legal conflicts and lead to strong challenges based on equal protection. Possible implementation of these tools was further complicated by requests to exempt certain chain businesses, such as the successful St. Petersburg start-up Kahwa Coffee Roasting Company while prohibiting similar chains, such as Starbucks. Subsequent stakeholder meetings with affected property owners yielded similar comments with suggestions to focus more on business and property owner incentives rather than outright prohibitions based on use-type.

In response to this research and feedback, a modified set of recommendations were prepared focusing on three key areas including: 1) urban design; 2) incentives and business assistance; and 3) historic conservation and legacy businesses. This application will help execute those proposals related to urban design.

Text Amendment

The proposed text amendment will create a new overlay formally titled "Storefront Conservation Corridor Overlay." This overlay will: 1) define key terms; 2) establish approved corridors; 3) establish a storefront width requirements for pedestrian level, publicly accessible storefronts; 4) establish a variance process; 5) establish design standards; and 6) authorize a parking exemption.

Applicability

The proposed overlay is not retroactively applied *meaning* compliance is only required for new construction or certain renovations. Upon establishment of a corridor, the properties within a delineated Storefront Conservation Corridor are deemed to be grandfathered; however, properties within a Storefront Conservation Corridor may not seek to increase any non-conformity, except as may be noted within the City Code section. Examples include the following:

- If windows or doors are replaced, then new windows or doors will need to meet the opacity standard which limits opaque materials to the bottom 1/3 of the window and no more than four-feet from grade. Opaque materials cannot be added to existing windows in conflict with these standards;

- If a pedestrian-oriented use occupies a tenant space, it cannot be replaced with a residential support use;
- If two small storefronts are proposed to be combined to a medium storefront, the minimum percentage of small spaces must be maintained for the block, unless a variance is granted;
- If a tenant space located on the ground floor contains a primary entrance facing the corridor, the entrance cannot be removed;
- Exterior finish and façade materials cannot be added to an existing tenant space if it is not consistent with the overall design and façade of the overall building.

Definitions

The proposed text amendment includes definitions for several key terms including: 1) storefront, generally; 2) “small” storefront width; 3) “medium” storefront width; 4) “large” storefront width; and 5) corridor. Expanded definitions are described below and included in the attached.

Establish Approved Corridors

This application proposes the text by which storefront spaces shall be regulated, but it also proposes establishment of geographic areas, referred to as corridors, where the standards shall be applied. Within this application, the City is proposing creation of four distinct corridors. These corridors include: 1) *Beach Drive*, extending from 5th Avenue North to 1st Avenue South; 2) *Central Avenue, Downtown East*, extending from Beach Drive to Dr. Martin Luther King Jr. Street; 3) *Central Avenue, Downtown West* extending from Dr. Martin Luther King Jr. Street to 18th Street; and 4) *Grand Central*, extending from 18th Street to 31st Street. In the future, new corridors may be considered for addition to the overlay. The addition of a new corridor will require City Council to initiate the request, followed by a public hearing review with the Community Planning and Preservation Commission (“CPPC”) and City Council.

Storefront Width for Pedestrian Level, Publicly Accessible Storefronts

Storefront widths help define the character of place as one moves throughout the designated corridors. To conserve the character of these places, the percentage of existing small (0- to 20-feet in width), medium (21- to 40-feet in width), and large (more than 40-feet in width) storefronts for the corridor shall be established by averaging all storefront widths throughout the corridor. The percent distribution of storefront types throughout the corridor shall then be applied on a block-by-block basis, as noted in the proposed ordinance. This proposal is unique to St. Petersburg, allows flexibility as individual blocks evolve over time, and is based entirely on the historic and existing character of each corridor. During the preliminary research for this text amendment, City staff collected storefront width data for each property within the proposed corridors. This data was then analyzed to determine the prescribed balance of small, medium, and large storefronts.

The storefront width for pedestrian level, publicly accessible storefronts is applicable along the ground floor of those portions of the building fronting towards the designated corridor. When located on the second floor or above, or when located along a rear alley or roadway, storefront widths do not apply. Illustrations are included within the ordinance to demonstrate this point.

Finally, this text amendment relates to the interior width of individual tenant spaces, which is distinct from the physical design of the front façade of the building. The goal of this initiative is to preserve the existence of small- and medium-sized tenant spaces for St. Petersburg’s smaller businesses; the design of recessed

doorways and activated entrances when applied to a single tenant, while encouraged, will not achieve the intended goals if the single tenant is taking up large segments of a corridor.

Use and Design Standards

Use and design standards are included to protect the pedestrian character of the corridors. While most of these standards are already required throughout the existing downtown center, they are included here for any corridors located outside of the *Downtown Center* zoning categories.

Minimum Number of Parking Spaces and Vehicle Access

Where an individual tenant space facing the corridor measures 20-feet or less in width and 3,000 square feet or less in gross floor area, there shall be no required on-site parking. This is designed to incentive the retention and provision of small storefronts by off-setting the high cost of parking; current estimates for structured parking are more than \$20,000 per parking space.

For example, where qualified ground floor uses exceed 20 percent of the proposed building square footage, then a proposal for “retail sales and service” in the following corridors will be calculated as follows:

Beach Drive; Central Avenue, Downtown East; and Central Avenue, Downtown West	
Retail Sales and Service	One (1) parking space-per-500 square feet ¹
3,000 square foot tenant space	Zero (0) parking spaces required
4,000 square foot tenant space	Eight (8) parking spaces required

¹ Existing regulations.

Grand Central	
Retail Sales and Service	One (1) parking space-per-300 square feet ¹
3,000 square foot tenant space	Zero (0) parking spaces required
4,000 square foot tenant space	13 parking spaces required

¹ Existing regulations.

To preserve the pedestrian character of the corridor, there shall be no new curb cuts to the corridor. All access shall be from the alleys or secondary, side streets. Further, any proposed construction that is subject to redevelopment criteria may trigger removal of existing curb cuts on the corridor if alley or secondary street access is available. For example, if a property and land is valued at \$250,000 or greater by the Pinellas County Property Appraiser, and the value of the improvements exceeds 25% of the appraised value, then the existing curb cut would need to be removed, as long as access to the existing parking spaces could be provided via a side street or alley.

VariANCES

The standards include a variance option to accommodate unique and unanticipated situations. Where variances are requested, the Development Review Commission (DRC) will consider whether the request is compatible with the intended goals for promoting diversity and variety of highly active pedestrian oriented commercial uses. Criteria shall include evaluating the availability of other similar uses within the corridor and surrounding neighborhood and whether the proposed variance is helpful to preservation of the character of the subject block and larger corridor.

Consistency and Compatibility (with Comprehensive Plan)

The following objectives and policies from the City's Comprehensive Plan are applicable to the attached proposal:

Vision Element:

- VI.1 - Development decisions and strategies shall integrate the guiding principles found in the Vision Element [Citizen-Based Themes] with sound planning principles followed in the formal planning process.
 - *Quality of Life Mission Statement:* St. Petersburg will ensure its future as an outstanding community to live, work, play and learn. This qualitative approach will form a model sustainable city that achieves social, environmental and economic fairness and mutual success. The best traditions of the City shall be preserved and enhanced while creating new traditions and a strengthened quality of life for all.
 - Likes: Unique Sense of Place, Diversity, Neighborhood Identity, Sense of Urban and Natural Beauty, Small Town/Family Focus, Historic Preservation, Neighborhood friendly schools, Celebration of Community, Access to the waterfront.
 - *Economic Development Mission Statement:* St. Petersburg shall be a community of economic diversity, strength and self-sufficiency, resulting in a growth economy. Mixed use centers shall be vital with service, professional and technology businesses that provide economic stability. All areas of the city make meaningful and stable economic contributions as well as manifesting a beautiful built environment. Economic initiatives shall be prioritized and executed based on creating partnerships and social equity.
 - Likes: Recent downtown reinvestment, active downtown after 5 PM, new housing choices such as renovated apartments and new townhomes, city incentives to local businesses, city assistance to local artists, low unemployment, tourism, unique identity from Tampa.
 - Dislikes: Lack of progress in some areas, too many low paying jobs, not enough higher paying jobs, abandoned shopping centers, lack of clear city plan for many key areas such as downtown, inferiority complex with Tampa.
 - Results of a successful 2020 Vision include:
 - Long range comprehensive redevelopment strategy that identifies the economic landscape, future opportunities, and marketing approaches.
 - Develop diverse and independent economic base.
 - Re-emergence of locally owned/niche business districts.
 - Socio/cultural/economic integration.
 - Center and Corridor' re-investment – residential and commercial mixed use.
 - Successful Southside reinvestment.
 - Economically successful arts community.

Land Use Element:

- o LU3.18 - All retail and office activities shall be located, designed and regulated so as to benefit from the access afforded by major streets without impairing the efficiency of operation of these streets, and with proper facilities for pedestrian convenience and safety.
- o LU21.1 - The City shall continue to utilize its innovative development regulations and staff shall continue to examine new innovative techniques by working with the private sector, neighborhood groups, special interest groups and by monitoring regulatory innovations to identify potential solutions to development issues that provide incentives for the achievement of the goals, objectives and policies of the Comprehensive Plan

PUBLIC ENGAGEMENT and INPUT

At the outset of this initiative in 2017, the Mayor's office and City Development Administration convened an "Independent Corridor Roundtable" comprised of individuals from associated organizations representing businesses, business and neighborhood associations, property owners, and commercial real estate. Since that time, stakeholders continued their engagement with the City on this important issue.

More recently, the proposed elements of this *Storefront Conservation Corridor Overlay* were introduced at a special event hosted by Keep St. Pete Local on October 3, 2018. A public open house was later hosted by City Staff on November 5, 2018. At this open house, City Staff introduced the framework of the proposed overlay. The meeting was well attended and included local media. Other stakeholder meetings have been attended by City Staff, including the Chamber of Commerce's Housing, Land Use, and Development Task Force.

On January 8, 2019, an open house will be held at The Greenhouse. All property owners within the proposed corridor were sent direct mail invitations using the contact information on record with the Pinellas County Property Appraiser's Office. Comments provided by attendees will be presented to the Development Review Commission ("DRC") as part of the public hearing deliberation on January 9, 2019.

On January 31, 2019, a public information workshop will be held with the *City Council* who shall be meeting as the *Committee-of-the-Whole*. This is a public workshop to further discuss the details of the proposed plan. Comments provided by the DRC will be presented for the committee's consideration and discussion.

The adoption public hearings have been tentatively set and are subject to change based on the outcomes of the DRC hearing and Committee-of-the-Whole workshop. Tentative dates are February 7, 2019 for the City Council first reading followed by an adoption public hearing on February 21, 2019.

RECOMMENDATION

City Staff recommends the DRC make a *finding of consistency* with the City's Comprehensive Plan.

HOUSING AFFORDABILITY IMPACT STATEMENT

**City of St. Petersburg
Housing Affordability Impact Statement**

Each year, the City of St. Petersburg receives approximately \$2 million in State Housing Initiative Partnership (SHIP) funds for its affordable housing programs. To receive these funds, the City is required to maintain an ongoing process for review of local policies, ordinances, resolutions, and plan provisions that *increase the cost of housing construction, or of housing redevelopment*, and to establish a tracking system to estimate the cumulative cost per housing unit from these actions for the period July 1– June 30 annually. This form should be attached to all policies, ordinances, resolutions, and plan provisions which increase housing costs, and a copy of the completed form should be provided to the City’s Housing and Community Development Department.

I. Initiating Department: Planning & Development Services Development

II. Policy, Procedure, Regulation, or Comprehensive Plan Amendment Under Consideration for adoption by Ordinance or Resolution:

See attached proposed amendments to Chapter 16, City Code of Ordinances (City File LDR 2019-01).

III. Impact Analysis:

A. Will the proposed policy, procedure, regulation, or plan amendment, (being adopted by ordinance or resolution) increase the cost of housing development? (i.e. more landscaping, larger lot sizes, increase fees, require more infrastructure costs up front, etc.)

No (No further explanation required.)

Yes Explanation:

If Yes, the **per unit cost increase** associated with this proposed policy change is estimated to be:
\$ _____.

B. Will the proposed policy, procedure, regulation, plan amendment, etc. increase the time needed for housing development approvals?

No (No further explanation required)

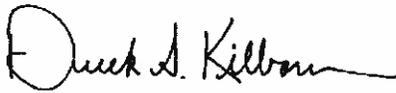
Yes Explanation:

IV: Certification

It is important that new local laws which could counteract or negate local, state and federal reforms and incentives created for the housing construction industry receive due consideration. If the adoption of the proposed regulation is imperative to protect the public health, safety and welfare, and therefore its public purpose outweighs the need to continue the community's ability to provide affordable housing, please explain below:

CHECK ONE:

- The proposed regulation, policy, procedure, or comprehensive plan amendment will **not** result in an increase to the cost of housing development or redevelopment in the City of St. Petersburg and no further action is required. (Please attach this Impact Statement to City Council Material, and provide a copy to Housing and Community Development department.)



Manager, Urban Planning and Historic Preservation Division (signature)

Date

OR

- The proposed regulation, policy, procedure, or comprehensive plan amendment being proposed by resolution or ordinance *will increase housing costs* in the City of St. Petersburg. (Please attach this Impact Statement to City Council Material, and provide a copy to Housing and Community Development department.)

Manager, Urban Planning and Historic Preservation Division (signature)

Date

Copies to: City Clerk
Joshua A. Johnson, Director, Housing and Community Development

DRAFT TEXT AMENDMENT

SECTION 16.30.095. – STOREFRONT CONSERVATION CORRIDOR

Sections:

16.30.095.1. - Applicability.

This section applies to any property within a delineated Storefront Conservation Corridor. This section is not retroactively applied. Upon establishment of an Overlay Corridor, the properties and structures within a delineated Storefront Conservation Corridor are deemed to be grandfathered with respect to the standards and regulations set forth in this section. However, properties within a Storefront Conservation Corridor may not seek to increase any non-conforming land use, and no structure or tenant space may be enlarged, altered or changed in a way which increases its nonconformity except as may be allowed by this section.

16.30.095.2. - Purpose.

The purpose of this overlay is to reinforce the importance of St. Petersburg's small-scale business sector by maintaining the existing pattern of small- and medium-sized storefront widths along popular pedestrian-oriented corridors, while also conserving the physical character of these special places. The following regulations shall be in addition to the zoning district regulations, and where there is conflict this section shall apply. Additional Overlay Corridors may be added to this section.

16.30.095.3. - Definitions

For the purposes of this section, the following terms and definitions apply:

- 1) *Storefront, Generally* – A room or set of rooms, making up a tenant space, and collectively facing the street on the ground floor of a commercial or mixed-use building.
- 2) *"Small" Storefront Width* – Tenant spaces measuring up to 20-feet in width. This is the most common range for tenant spaces developed within St. Petersburg's traditional commercial corridors. Small storefront widths shall be required within the delineated corridors.
- 3) *"Medium" Storefront Width* – Tenant spaces measuring more than 20-feet in width and up to 40-feet in width. The evolution of commercial activity sometimes requires larger footprints, especially restaurants. This is most commonly observed where two, traditionally small storefront widths have been combined to create a single, 40-foot wide tenant space.
- 4) *"Large" Storefront Width* – Tenant spaces measuring more than 40-feet in width. The most common form of storefront width in contemporary construction. Where large storefront widths have the potential to host regional assets such as museums activating a pedestrian-oriented corridor, they can also be occupied by passive land uses and can create lengthy sidewalk zones void of activity along the streetscape. Large storefront widths facing the delineated conservation corridor shall be minimized within the corridors.

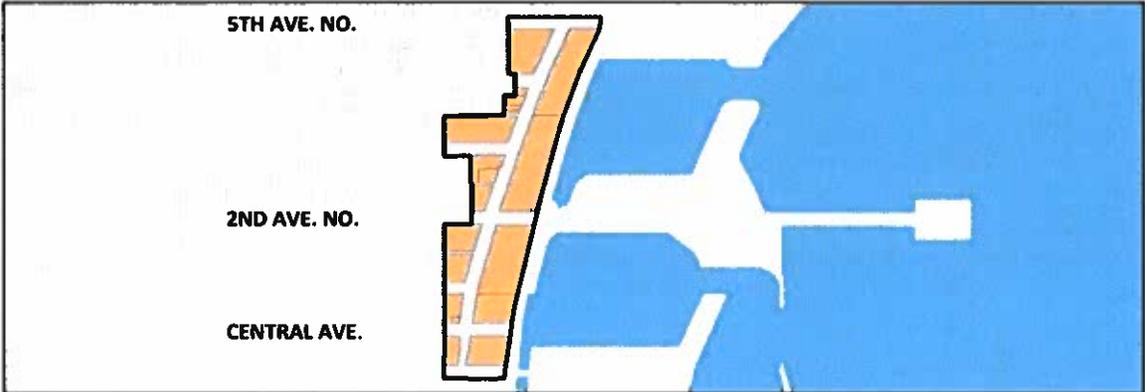
5) *Corridor* – A collection of parcels with frontage to the primary roadway (street or avenue) identified in the description and for which the overlay regulations apply. A corridor does not include those parcels adjacent to the primary delineated roadway with frontage to cross streets or alleys.

16.30.095.4. - Establishment of an Overlay Corridor.

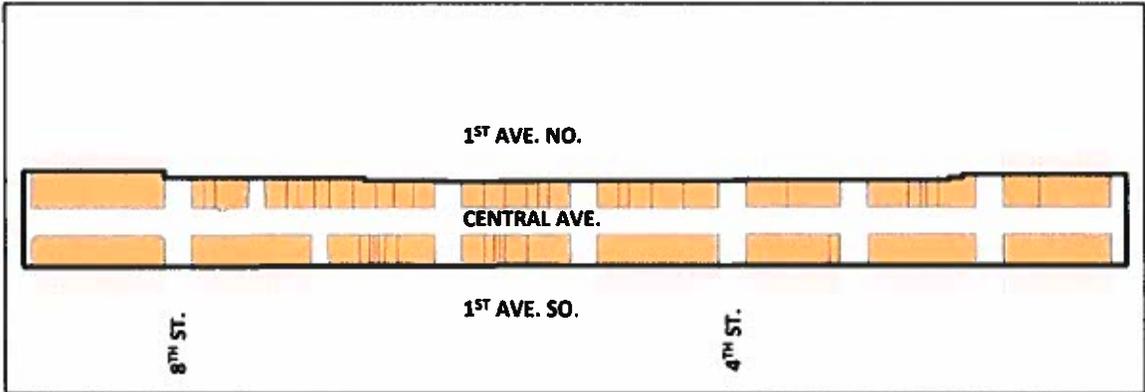
- A. Procedures. Establishment of a corridor shall only be initiated by Resolution of the City Council.
1. Commission review. Upon passage of a Resolution by the City Council, the POD shall prepare an application and report to the commission designated in the Decisions and Appeals Table. Notice of the public hearing and notice to the owner(s) shall clearly state the boundaries for the proposed corridor and notice shall include mailed notice to the owner. After evaluating the testimony, evidence, and other material presented to the commission, the commission shall recommend approval, denial, or approval with modifications of the application.
 2. City Council review. The City Council shall schedule a public hearing on an ordinance for the proposed corridor within 60 days of the commission recommendation. Notice of the public hearing and notice to the owner(s) shall clearly state the boundaries for the proposed local landmark and notice shall include mailed notice to the owner. After evaluating the testimony, evidence, and other material presented to the Council, the Council shall approve, deny, or approve with modifications the commission recommendation. If the commission recommends against establishment of the corridor, then a supermajority vote of the Council is required to reverse the commission recommendation and approve the application.
- B. Minimum District Size. The boundary shall include a minimum of one roadway segment containing two opposing block faces, except as noted. The corridor shall be easily identified with characteristics including, but not limited to, geography, neighborhood or business association boundaries, building typologies, and the design of storefronts and adjoining public rights-of-way.
- C. Zoning Districts. The corridor is a zoning overlay and shall overlay all other zoning districts within its boundaries. Any uses permitted in the zoning district shall be permitted subject to all provisions applicable to the zoning district.
- D. Amendments and Rescissions. A corridor may be amended or rescinded through the same procedure utilized for the original establishment of the corridor.

16.30.095.5. – Approved Corridors.

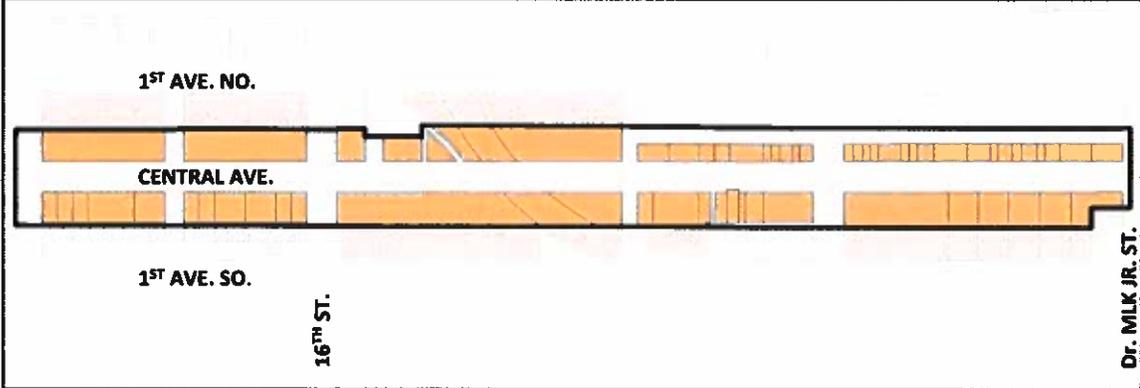
A. Beach Drive. Beach Drive shall be the delineated corridor extending from 5th Avenue North to 1st Avenue South. This corridor was established on [date], 2019.



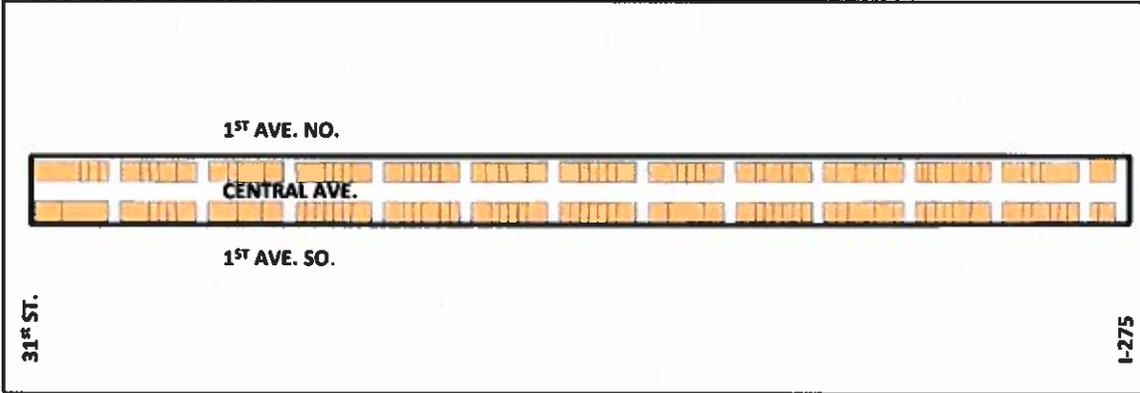
B. Central Avenue, Downtown East. Central Avenue shall be the delineated corridor extending from 1st Street to Dr. Martin Luther King Jr. Street. This corridor was established on [date], 2019.



- C. Central Avenue, Downtown West. Central Avenue shall be the delineated corridor extending from Dr. Martin Luther King Jr. Street to 18th Street. This corridor was established on [date], 2019.



- D. Grand Central. Central Avenue shall be the delineated corridor extending from 18th Street to 31st Street. This corridor was established on [date], 2019.



16.30.095.6. - Storefront Width for Pedestrian Level, Publicly Accessible Storefronts

Storefront widths help define the character of place as one moves throughout the delineated corridors. To conserve the character of these places, the percentage of existing small, medium, and large storefronts for the corridor shall be established by averaging all storefront widths throughout the corridor. The percent distribution of storefront types throughout the corridor shall then be applied on a block-by-block basis within the applicable corridor as follows:

No. of *small* storefronts on block / no. of total storefronts on block = total percent (shall comply with minimum)

No. of *large* storefronts on block / no. of total storefronts on block = total percent (shall not exceed maximum)

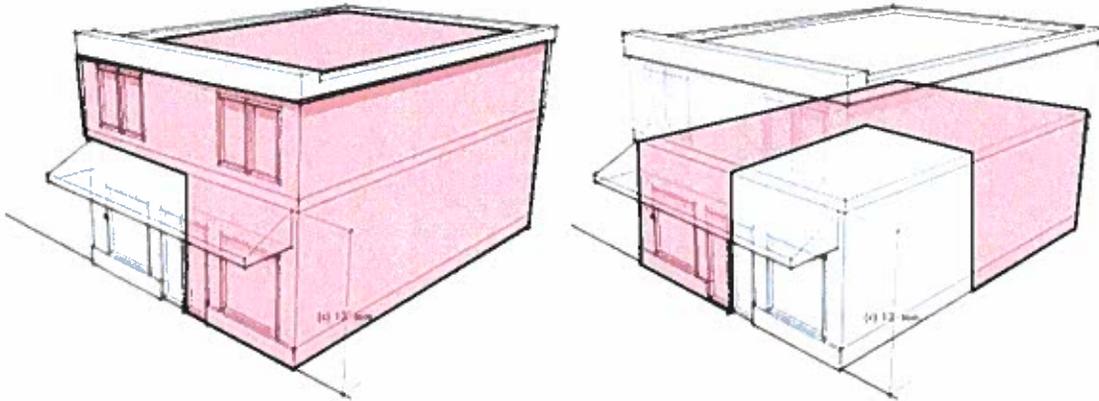
BEACH DRIVE			
Type	Storefront Width (Feet)	No. of Storefronts	
		Minimum	Maximum
Small	Zero to 20-feet	20%	No maximum
Medium	21- to 40-feet	No minimum	80%
Large	More than 40-feet	No minimum	35%
Note: Storefront width regulations shall apply only along the west face of the corridor.			

CENTRAL AVENUE, DOWNTOWN EAST			
Type	Storefront Width (Feet)	No. of Storefronts	
		Minimum	Maximum
Small	Zero to 20-feet	45 %	No maximum
Medium	21- to 40-feet	No minimum	55 %
Large	More than 40-feet	No minimum	19 %
Note: Parcels located between 6 th Street and 8 th street shall be considered one block.			

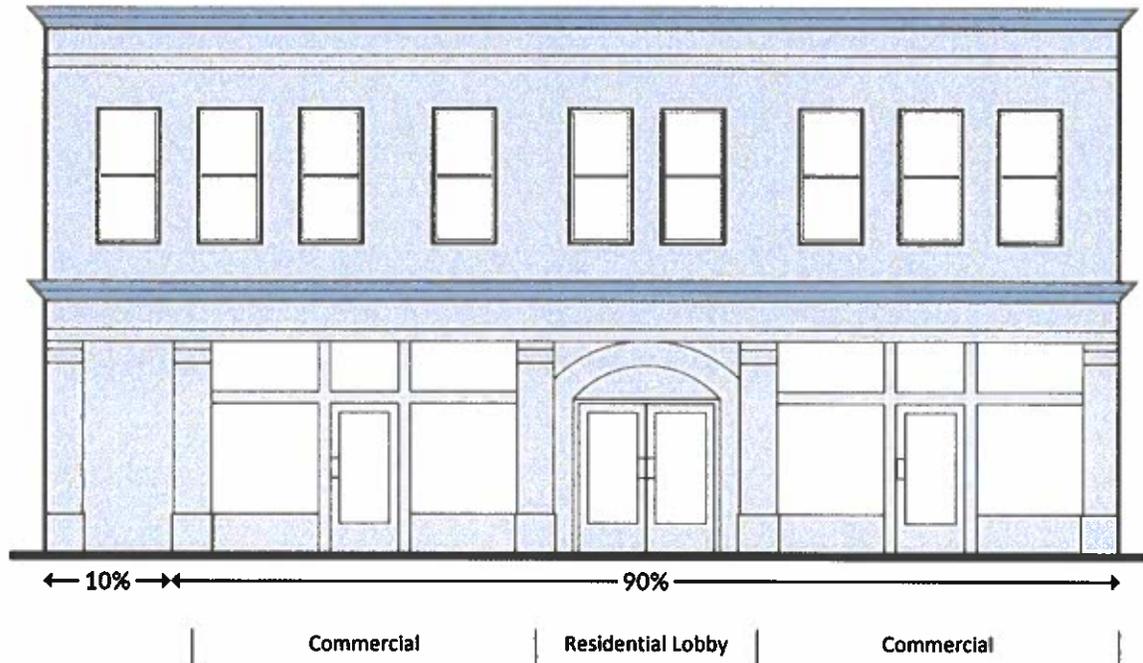
CENTRAL AVENUE, DOWNTOWN WEST			
Type	Storefront Width (Feet)	No. of Storefronts	
		Minimum	Maximum
Small	Zero to 20-feet	35%	No maximum
Medium	21- to 40-feet	No minimum	65%
Large	More than 40-feet	No minimum	25%

GRAND CENTRAL			
Type	Storefront Width (Feet)	No. of Storefronts	
		Minimum	Maximum
Small	Zero to 20-feet	45%	No maximum
Medium	21- to 40-feet	No minimum	55%
Large	More than 40-feet	No minimum	30%

The storefront width for pedestrian level, publicly accessible storefronts is only applicable along the ground floor of those portions of the building fronting towards the corridor. When located on the second floor or above, or when located along a rear alley or roadway, storefront widths do not apply.



16.30.095.7. - Use Standards.



Appropriate nonresidential, pedestrian-oriented uses shall include, but not be limited to, retail sales, service establishments, museums, restaurants and bars, hotel lobbies, residential lobbies, and studios. Such pedestrian-oriented uses shall be incorporated into no less than 90 percent (%) of the linear building frontage. This does not include residential support uses (e.g., fitness centers, leasing offices, residential gathering spaces).

16.30.095.8. - Design Standards.

- A. The exterior design of individual storefront spaces shall be consistent with the overall architectural style, materials, and finish of the building.
- B. Each tenant space located on the ground floor shall include a primary entrance facing the corridor.
- C. Storefront doors shall be transparent.
- D. For all new construction, the first floor of a building shall be at least 12 feet in height as measured to the bottom side of the roof or the structural slab of the first floor above the ground floor.
- E. Buildings shall use expression lines within the first two floors to delineate the divisions between the base and middle or top of the building. Expression lines may include a horizontal band, projecting material, shift in vertical plane, change in building material, or other treatment. Where existing, adjacent buildings have an established expression line, minor variations to this standard will be considered.

- F. Awnings shall not be internally illuminated. For new construction, an awning or other shade device measuring at least four (4) feet in depth shall be provided alongside a minimum 50 percent of any building frontage to the corridor. Building entrances and exits, other than those used solely for emergency purposes or for deliveries, shall be located under an awning or other shade device.
- G. Window signage or opaque materials that are applied to the storefront glazing, including storefront doors, shall be limited to the bottom 1/3 of the window and shall be no more than four-feet from grade. *(add graphic illustration)*

16.30.095.9. - Parking.

Where an individual tenant space facing the corridor is equal to or less than 20-feet in width and measures 3,000 square feet or less in gross floor area, there shall be no required on-site parking. Any qualified tenant space shall be located within an approved corridor, located on the ground floor, with a storefront facing the corridor and adjoining the pedestrian sidewalk.

16.30.095.10. - Vehicular Access.

There shall be no vehicular curb cuts on the corridor. All access shall be from alleys or secondary streets. Any proposed construction which would qualify as development or redevelopment under the Landscaping and Irrigation Ordinance shall remove existing curb cuts on the corridor if alley or secondary street access is available, provided such modification does not reduce the existing number of parking spaces or create a non-conforming condition.

16.30.095.11. - Additions, Renovations, and Change of Use

Storefront width, use and design standards shall not apply to existing buildings or tenant spaces, however no structure or tenant space may be enlarged, altered or changed in a way which increases its degree of nonconformity except as may be allowed by this section.

16.30.095.12. - Variances.

Where an applicant requests variance from these standards, such consideration by the commission designated in the Decisions and Appeals Table shall include the general criteria for evaluating a variance application, plus the following factors to promote diversity and variety of commercial uses:

- 1) Availability of other similar uses within the target zone or surrounding neighborhood;
- 2) Impact of variance is non-obtrusive and helpful to preservation of the character of the subject block and larger corridor;
- 3) Distribution pattern of windows and activated doorways shall reinforce the intent of this section and aesthetic of the subject block and larger corridor; and
- 4) Pedestrian activation of the subject block by the proposed use.

[insert text amendment to Decisions and Appeals Table, Section 16.70.015]

ATTACHMENT: BUSINESS ASSISTANCE PROGRAM

Storefront Conservation Corridor Fund Program Overview

Eligibility

Program eligibility is based on and defined by the following criteria:

- ❖ Business must be located on Beach Drive (from 1st Ave SE to 5th Ave NE) or Central Avenue (from Bayshore Drive to 31st St).
- ❖ Business must have been in operation for at least one year (as defined by the business formation date from the Florida Division of Corporations).
- ❖ Business must have its City of St. Petersburg Business Tax Receipt
- ❖ Business must have 50 or fewer employees (Full-time and Part-time).
- ❖ Business must be defined as a local, independent business by the criteria below:
 - Business must have private, worker, cooperative, or community ownership.
 - Business must be at least 50% locally-owned.
 - Decision-making authority must be vested in local owners and not subject to outside corporate control.
 - Business must have no more than three franchises or outlets in the City of St. Petersburg.
- ❖ Business must have positive Retained Earnings – if applicable (as defined by the most recent Balance Sheet)
- ❖ Business that is either experiencing a forced relocation or are significantly cost-burdened are encouraged to apply and will be given priority consideration if either can be demonstrated.
 - “Forced relocation” is defined by the increase of the rental rate by greater than 25% of current rent, the abrupt and unanticipated dissolution of a lease agreement, or the sale of the building to a new owner who is modifying current leases.
- ❖ Business must be located within the city limits of St. Petersburg

A business meeting any of the following disqualifying criteria may be ineligible for funding, until resolved to the satisfaction of the city.

- Unpaid code enforcement liens
- Unpaid special assessment liens
- Pending judgment or foreclosure
- Felony conviction for financial mismanagement within the last five years
- Mortgage or lease payments three months in arrears
- Delinquent property taxes
- Absence of property insurance

Grant Guidelines

The Storefront Conservation Corridor Fund (“Fund”) is an incentive program that provides grants to eligible businesses along Beach Drive and Central Avenue; the Fund will provide financial support for physical improvement or purchase of property and investments in business capacity development that support the growth and long-term sustainability of the business. A total of \$175,000 in funding has been made available for FY 2018-2019, and a business meeting the eligibility criteria above can request funding of up to \$15,000 in the form of a one-time award through a rolling grant application period and grant review process.

Eligible uses of funds:

- ❖ Acquisition of land or
- ❖ Renovation of new or existing commercial space
- ❖ Acquisition of Machinery & Equipment or other fixed assets (e.g. furniture, fixtures, leasehold improvements, etc.)
- ❖ Life-safety improvements to commercial space
- ❖ Building Code related requirement improvements (e.g. grease trap)
- ❖ Purchase of additional Inventory and Raw Materials
- ❖ Purchase of intellectual property protections such as patents, copyrights, trademarks, etc.
- ❖ Purchase of business development or marketing software (e.g. QuickBooks, Salesforce, B2G, Constant Contact, etc.)
- ❖ Signage
- ❖ Fees for industry certifications, licensure, and critical professional development opportunities
- ❖ Required match funding for SBA 7(a), 504, or other business loans
- ❖ Other uses considered on a case-by-case basis

Ineligible uses of funds (overall grant program):

- ❖ Lease payments
- ❖ Mortgage payments
- ❖ Purchase of Common Stock or other forms of company stock
- ❖ Payment of any Current Liabilities (e.g. Notes Payable, Accounts Payable, Accruals, Current Portion of Long-Term Debt)
- ❖ Employee Salary and Benefits
- ❖ Other Sales, General, and Administrative expenses (SGA)

Ineligible use of funds (related to building improvements):

- ❖ Feasibility studies
- ❖ Financing fees
- ❖ Leasing, personnel expenses

Bonus Structure

Business Owner Bonus:

- 1) A business may be eligible for additional grant funds of up to \$2,500 if it is demonstrated that the investments will result in the addition of at least one (1) new job. The additional funds will be awarded at \$2,500 in total if all current jobs are retained for a year period following the award and/or
- 2) a business may be eligible for additional grant funds of up to \$2,500 if it is demonstrated that the awardee will purchase from certified Small Business Enterprises for the proposed project. The additional funds will be awarded at \$2,500 for the use of at least one (1) SBE.

Property Owner Bonus:

- 1) A property owner may be eligible for a \$10,000 one-time incentive based on meeting all the following criteria:
 - a. Lease agreement for at least three (3) year, with a business participating in this program.
 - b. Negotiated with a locally owned, independent small business (as defined by criteria under "eligibility"), and

- c. The negotiated rent is no greater than the current market average defined by Costar or other real estate analytic program.

2) A maximum of five (5) total awards are available for property owners.

Application Process

Submitted applications will be accepted and reviewed by City staff from the Economic & Workforce Development Department for consideration; staff will consider and review each application based on its completeness, the eligibility of business applicant, and the availability of funds. Applications will be considered on a first-come, first-serve basis, for applications that have submitted all required documents for evaluation.

After grant awards are determined, selected businesses will enter into a formal Grant Agreement with the City of St. Petersburg with stipulations and requirements for both parties. For a physical improvement project, a separate authorization must be secured from the property owner – if not also the business owner.

Expected Timeline:

- Application Open Date- March 1, 2019
- Applications accepted on a rolling basis, as described above
- The review process will be no more than 15 days once an application is received
- Awards will be made based on completeness of the application and meeting program criteria

Reporting

Awardees will be required to participate in a staff site visit in the interim of the project; submit one final grant report to The Greenhouse to show the progress of the funded project and utilization of awarded funding; and, if utilizing the job retention bonus, a one year staffing report to be submitted; templates will be provided.

Interim Reporting: Site Visit by Greenhouse Staff

Final Reporting: 30 days after project completion* and covering full grant period

Reports must be delivered electronically to:

Lowell Atkinson, Economic Development Specialist
The Greenhouse, City of St. Petersburg
Lowell.atkinson@stpete.org

(*All projects must be completed within 12 months from date of the Grant Agreement.)