



**CITY OF ST. PETERSBURG  
COMMUNITY PLANNING & PRESERVATION COMMISSION  
PUBLIC HEARING**

**Council Chambers  
City Hall**

**March 14, 2017  
Tuesday, 3:00 p.m.**

*Approved as written 4/11/17*

**MINUTES**

**Present:** Keisha A. Bell  
Christopher "Chris" A. Burke  
Will Michaels  
Gwendolyn "Gwen" Reese  
Jeffery "Jeff" M. Wolf  
Thomas "Tom" Whiteman, Alternate  
Sharon Winters, Alternate

**Commissioners Absent:** Robert "Bob" Carter, Chair<sup>1</sup> <sup>1</sup> *excused*  
Jeff Rogo, Vice Chair<sup>1</sup>  
Lisa Wannemacher, Alternate<sup>1</sup>

**Staff Present:** Derek Kilborn, Manager, Urban Planning & Historic Preservation  
Robyn Keefe, Planner II, Urban Planning & Historic Preservation  
Gary Jones, Planner III, Economic Development  
Laura Duvekot, Historic Preservationist II, Urban Planning & Historic Preservation  
Michael Dema, Assistant City Attorney  
Vicky Davidson, Administrative Assistant, Planning & Economic Development

The public hearing was called to order at 3:00 p.m., a quorum was present.

**I. OPENING REMARKS OF CHAIR**

**II. ROLL CALL**

**III. MINUTES**

The minutes from the February 14, 2017 meeting were approved as written by a consensus vote.

**IV. PUBLIC HEARINGS**

**A. Proposed Development Agreement**

**Contact Person: Gary Jones, 893-7877**

**Request:** Proposed Development Agreement for 8.98 acres (mol) of land generally located on the southeast corner of 34<sup>th</sup> Street South and 30<sup>th</sup> Avenue South.

**Staff Presentation**

Gary Jones gave a PowerPoint presentation based on the staff report.

Commissioner Burke asked about the \$1 million incentive that was a one-time deal to get the first developer to step-up. Mr. Jones stated that this incentive was put into the plan because they are looking for catalyst development; hoping this first development project will provide an incentive for other development projects to follow.

Commissioner Burke asked if the site plan shown today is what will be developed or is it something close to what will be developed. Matt Murphy, Phillips Development Manager, responded that the key points to the site plan approved by the DRC were the multi-family residential and the restaurant components. They are still working on the lazy river sizing.

Commissioner Burke commented that this development will be a great thing for this district and is pleased the way self-storage is being addressed (available to the people but out of public view).

Commissioner Reese asked how and who the decision will be made on the selection of restaurants to be included in this development. Mr. Jones stated that Phillips Development will make that decision.

Commissioner Reese asked how much attention will be given to the residents that reside in this area on what they would like to see there. Mr. Murphy stated that they are paying a lot of attention but their primary focus is to find a local St. Petersburg or Tampa Bay entrepreneur that is already established or looking to "set-up shop" affording an opportunity for them and for us.

Commissioner Michaels added his applause for this project. It is nice to see the downtown renaissance extending to the Skyway Marina District and it is impressive to see the amount of investment being proposed with this development (\$70 million).

Acting Commission Chair Wolf asked about the public improvements phase of the project. Mr. Jones stated that the City will not begin paying for public improvements until the key components (multi-family residential and restaurants) were submitted for City permitting.

Acting Commission Chair Wolf asked about the competitive bidding. Mr. Jones stated that this yet to be determined but the developer may have to competitively bid the projects just like it was a City project that we were doing ourselves.

**Applicant Presentation**

Don Phillips, the developer with Phillips Development and Realty and representing the Applicant/Property Owner, Skyway Marina, LLC, did not speak but was present to answer questions.

**Public Hearing**

No speakers present.

**Executive Session**

**MOTION:** *Commissioner Michaels moved and Commissioner Winters seconded a motion finding the Development Agreement is consistent with the City's Comprehensive Plan in accordance with the staff report.*

**VOTE:** *YES – Bell, Burke, Michaels, Reese, Whiteman, Winters, Wolf*  
*NO – None*

*Motion passed by a vote of 7 to 0.*

**B City File SNC-2017-01**

**Contact Person: Robyn Keefe, 892-5255**

**Request:** Co-name a portion of 1<sup>st</sup> Street, between 5<sup>th</sup> Avenue South and 5<sup>th</sup> Avenue North, to *Florida Orchestra Way*.

**Staff Presentation**

Robyn Keefe gave a PowerPoint presentation based on the staff report.

Commissioner Michaels stated his agreement of the importance to celebrate and give public recognition to cultural institutions and persons associated with significant events in the community, with street co-naming as one way to do that. Commissioner Michaels then asked about the “finding that most of the criteria was met” as stated in the original staff report, then changed to a recommendation in the revised staff report: what is the difference between “finding” and “recommendation?” Mr. Kilborn explained that in this particular case, staff had done a technical evaluation of the criteria and there were findings that it met most of the criteria, but had some reservations/issues of concern about criteria #3. So, for the benefit of the Commission, staff had identified those findings. After the release of the staff report (one week in advance of meeting), additional information was received from various departments (analysis from Transportation and Parking Management and additional feedback from throughout City Administration), and based upon that information, staff had come to the conclusion that a recommendation would be brought before the Commission against the street co-naming request.

Commissioner Michaels asked if a “finding” is not as significant as a “recommendation.” Mr. Kilborn stated, yes, that a “recommendation” does come with a little more strength behind it.

Commissioner Michaels suggested to defer this request pending completion of the broader program mentioned in the staff report, and then reconsider at that time if the time table allowed for the recognition of the 50<sup>th</sup> Anniversary of the Florida Orchestra. Ms. Keefe stated that the application is being coordinated with TFO's 50<sup>th</sup> Anniversary, which is at the end of this season (May).

Acting Commission Chair Wolf asked when the wayfinding and street co-naming evaluation process would be completed. Mr. Kilborn answered no sooner than six months. Mr. Kilborn stated that in light of Ms. Keefe's findings, staff is looking to see if the City's co-naming ordinance should be eliminated (causes confusion with wayfinding) and in exchange, go to a markers and monuments program or maybe a decorative marker on a street pole, so to not be confused with the overhead signage. This will allow only one official street name on

maps, which will eliminate the wayfinding confusion. Mr. Kilborn went on to say that additional research is needed on how other cities/communities are doing it.

Acting Commission Chair Wolf asked about the regulation of having the ability, but not the requirement to change an address if a street is co-named. Mr. Kilborn explained that it is done at the City level in coordination with some of the outside agencies, particularly emergency service providers; they are part of the process.

Commissioner Reese asked if it was up to the individual who live on the street as to which street name they prefer to use as their mailing address, to which Mr. Kilborn replied, yes, if the street is co-named.

### **Public Hearing**

The following people spoke in support of the request:

Thomas Farquhar, Chairman of the TFO Board, 1901 Kansa Ave NE

Alison Steele, TFO Board Member, 6350 7<sup>th</sup> St N

Peter Betzer, 1830 Crescent Lake Dr

James Gillespie, TFO Vice-Chair, 4804 Windmill Palm Terrace NE

Joel Cohen, representing Signature Place, 175 1<sup>st</sup> St S

Stephanie Gauthier, TFO employee, 6056 29<sup>th</sup> St S

Barbara Farquhar, TFO Board of Consultants Member, 1901 Kansas Ave NE

Michael Pastreich, President of the TFO, 6056 29<sup>th</sup> St S

Karl Nurse, 176 21<sup>st</sup> Ave SE

Mich Sellers, 1919 Hawaii Ave NE

The following people spoke in opposition of the request:

Matthew Conigliaro, 340 1<sup>st</sup> St N, Unit J

James Duffy, 340 1<sup>st</sup> St N, Unit B

### **Executive Session**

Commissioner Michaels stated his support of the co-naming of 1<sup>st</sup> Street with *Florida Orchestra Way* signage to be subordinate and smaller than 1<sup>st</sup> Street, he feels that the grid system will not be compromised if done in this fashion. He feels that not doing this at this time would be changing the process at mid-stream; TFO has gone through the established process at this particular point and these are the rules we have at this particular time. Therefore, he thinks a favorable decision is warranted. The Florida Orchestra is a vital institution in the community and he feels that this is a good way to honor them.

Commissioner Reese stated that she is unable to support the request for a number of reasons. She does concur with staff that a process should be developed that is larger and more comprehensive because she believes that a number of such requests will be forthcoming from other worthy institutions. She does not believe street co-naming is an integral part of being branded as a City of the Arts, given that the City already has that reputation. Commissioner Reese suggested to defer this request until a more comprehensive and thorough manner has been developed in processing these types of requests.

Commissioner Burke echoed most of Commissioner Reese statements. He feels that the wayfinding is an issue but can be corrected. He also stated that a “no” vote could be construed as a lack of respect or opinion of the

Orchestra, but is far from the truth. Commissioner Burke stated that criteria #6 clearly states that all segments of the street will be named yet somehow City staff decided that all segments means only between the two 5<sup>th</sup> Avenues, so it could be argued that #6 is not met. He will not support the request but believes there should be some sort of recognition in that area supporting the success of the Florida Orchestra. He is also not recommending to defer this item but believes a “no” vote would place this back into what could be the new criteria of monuments or street signage; a deferral would just kick this request down the road.

Acting Commission Chair Wolf stated that he is a big fan of the grid system and, in general, opposed to renaming streets; however, he is in full support of what TFO has done and recognizes their history and deservingness of support. His main concern is wayfinding and he feels that changing the sign where TFO is subordinate and a different color/size would reduce the wayfinding confusion to a minimum. If a subordinate method can be found for presenting the street name, he would be in full support to co-name.

Commissioner Whiteman stated his concern about going from a “finding” to a “recommendation” and he fully supports the Orchestra today. Mr. Kilborn gave the following explanation: This was an item that was first presented to a City Council Member and that Council Member, as part of normal procedure, brought it to the full Council as a new business item. City Council does not necessarily at that time need to endorse the proposal but will vote to have staff begin the research. Initially, staff did take a soft approach because the request was for a co-naming, not a renaming. In the final month, as the staff report was coming together, additional public input was coming in as well as inquiries into potential applications on the horizon from other institutions, and it became clear to staff to give a recommendation against the co-naming.

Acting Commission Chair Wolf recommended that the subordinate sign be smaller and a different color from the dominant sign; do not interfere with the grid system.

**MOTION #1:** *Commissioner Michaels moved and Commissioner Whiteman seconded a motion to amend the request to adopt the condition to have 1<sup>st</sup> Street as dominate with Florida Orchestra Way as subordinate for a clear visual difference of road signage.*

**VOTE:** *YES – Bell, Burke, Michaels, Reese, Whiteman, Wolf*  
*NO – Winters*

*Motion passed by a vote of 6 to 1.*

**MOTION #2:** *Commissioner Michaels moved and Commissioner Whiteman seconded a motion approving the co-naming of a portion of 1<sup>st</sup> Street, between 5<sup>th</sup> Avenue South and 5<sup>th</sup> Avenue North, to Florida Orchestra Way, with the approved condition, in accordance with the staff report.*

**VOTE:** *YES – Michaels, Whiteman, Wolf*  
*NO – Bell, Burke, Reese, Winters*

*Motion failed by a vote of 4 to 3.*

Michael Dema explained that this item will now go before City Council with a simple majority vote needed for passage.

Commissioner Reese asked staff how soon staff will move into the process of the more comprehensive program for co-naming streets. Mr. Kilborn stated that with this particular item it will probably be a couple of months to work through the details, and he thinks that this is an opportunity to resolve some other open questions relating to the City's markers and monuments program.

Commissioner Winters stated that the street co-naming item was a difficult vote for her but agreed with staff's reasoning; however, she was torn because it put the Florida Orchestra in the middle of a processing issue.

## **V. REPORT**

*The item below was deferred from the February 14, 2017 meeting.*

### **A. Draft Heritage Tourism Study**

A PowerPoint presentation was given by Commission Member Michaels.

Commissioner Bell stated that she found this Study to be very educational and detailed, and have shared the information with several people.

Commissioner Reese suggested a workshop prior to the next meeting in April to work out the details (recommended corrections, revisions, and an additional information) before approval.

Commissioner Winters feels that a workshop is a great idea and would like to have the recommendations prioritized in a bullet format. The Study was very informative.

Commissioner Michaels suggested having a workshop one week prior to the April meeting. Mr. Dema stated that the workshop will be open to the public and will be advertised on the City's weekly meeting schedule.

Commissioner Reese stated that she may have to be in Washington D.C. March 30<sup>th</sup> through April 6<sup>th</sup> and is hoping to know within the next couple of days. Mr. Dema stated that a workshop will not be scheduled until we hear back from Commissioner Reese regarding her availability.

### **Public Hearing**

Peter Belmont, representing St. Petersburg Preservation, spoke in favor of the Study. It is an incredible report that needs follow-up with recommendations prioritized.

## **VI. CPPC MEMBER/STAFF COMMENTS, ANNOUNCEMENTS**

Mr. Kilborn gave the following updates:

A past designation application of four homes on 5<sup>th</sup> Avenue North with the Commission recommending two of them was forwarded to City Council. Three of the four homes were withdrawn by the applicant right before City Council's deliberation on February 16<sup>th</sup> with the designation of the fourth home (Burnside House) approved.

The City of St. Petersburg is the host location for the Florida Trust Conference May 18-21.

May is also Historic Preservation Month and something to consider is to hold some type of annual event which may be a good opportunity for the City to piggy-back a national program that is tied into the month entitled "This Place Matters."

Reminder to look at the new member handbook recently distributed and to forward any recommendations of material to be added in order to make it a better resource for the Commissioners (i.e. development agreements).

Peter Belmont with St. Petersburg Preservation made a presentation to City Council last Thursday with an update on the work they are doing in their program as well as the great participation they are experiencing at their events.

Staff was presented this past month with an update to the Coastal High Hazard Area Map and has grown significantly in size which could have a real impact on St. Petersburg on how staff reviews density, increases, and also the location of assisted living facilities, hospitals and hotels. Additional information is being researched and an update of possible impacts will be given to the Commission; this is a state-level change.

A rezoning application, with the possibility of a couple more, will be brought before the Commission next month.

The Design Guidelines for Historic Properties will try to be resolved prior to the beginning of the Florida Trust Conference in May. A presentation will be made to the Commission next month. A working draft is posted on the website and a link will be forwarded to the Commissioners to begin reviewing.

Commissioner Reese announced, after-the-fact, that the African American Heritage Trail was featured on Fox 13 News during Black History Month on February 27<sup>th</sup>.

## **VII. ADJOURN**

With no further items to come before the Commission, the public hearing was adjourned at 5:07 p.m.