PUBLIC HEARING

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COMMUNITY PLANNING and PRESERVATION COMMISSION

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

For Public Hearing on March 14, 2017
at 3:00 p.m. in the City Council Chambers, City Hall,
175 Fifth Street North, St. Petersburg, Florida.

APPLICATION: SNC 2017-01

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

REQUEST: A City-initiated request to co-name a portion of 1st Street North, between 5th Avenue North and Central Avenue, "*Florida Orchestra Way North*" and a portion of 1st Street South, between Central Avenue and 5th Avenue South, "*Florida Orchestra Way South*." A request for co-naming is unique from a re-naming in that the affected street will retain the existing 1st Street address with the additional designation of Florida Orchestra Way North and Florida Orchestra Way South. Property owners along the subject corridor will **not** have to change their address unless they wish to do so voluntarily.

AUTHORITY: Pursuant to Section 16.80.020.1 of the City Code of Ordinances, the CPPC is responsible for reviewing and making a recommendation to the City Council on all proposed street co-naming requests.

EVALUATION:

Background:

On January 5, 2017, the City Council considered a request from the Florida Orchestra to co-name the subject portion of 1st Street North and South. The request was introduced as a new business item and the associated resolution was approved (Resolution attached).

CONSISTENCY REVIEW COMMENTS: The Urban Planning and Historic Preservation Division staff reviewed this application in the context of the following criteria excerpted from the City Code and found that the requested co-naming is **consistent** with **criteria: #1, #2, #4, #5, #6, #7 and #8**. Outstanding **areas of concern** have been identified with **criterion #3**. All criteria are to be considered when reviewing a street co-naming.

Criteria #1: *Request a person's name who has not been deceased for at least one (1) year. Such person's last name should be used unless additional identification is necessary to prevent duplication.*

The application does not recommend use of a person's name.

Criteria #2: *Duplicates or is phonetically similar to an existing street name regardless of whether the right-of-way is designated as a street, avenue, drive, place or other designation.*

Within the City of St. Petersburg, no other street is named "Florida Orchestra Way." Furthermore, there are no phonetically similar variants.

Within Pinellas County, no other street is named "Florida Orchestra Way." According to the Pinellas Property Appraiser website, there are two (2) roadways which include "Florida" in the name; including: 1) Florida Avenue; and 2) Florida Boulevard, but none with "Orchestra" or even "Way" as a street type, leaving little room for confusion. Throughout Pinellas County, there are no phonetically similar variants.

The Pinellas County Department of Emergency Communication's Communication Center, which includes 9-1-1, has reviewed the request and has no objection.

Criteria #3: *Is consistent with the established numbered grid system of street names or other existing street naming pattern.*

The City of St. Petersburg is comprised of both named and numbered roadways. Named roadways typically begin with a letter corresponding to the number that would otherwise have been assigned to it. Along Central Avenue for example, there is a historic pattern of moving away from Central Avenue in alphabetical order such that Burlington Avenue is approximately two (2) blocks away and Dartmouth Avenue is four (4) blocks away from Central Avenue.

The distribution pattern for named roadways on a north-south axis is more ambiguous. Since this application requests only to co-name the street, the roadway will retain its existing name of 1st Street North and 1st Street South. The historic, numbered grid system will be preserved.

Still, it is worth noting that sign design can significantly impact wayfinding for residents. In the Public Information Meeting held on February 23rd, 2017, a resident within the notification boundary and opposed to the street co-naming, referenced the sign design for University Way/2nd Street, and suggested that if the co-naming were to go forward, it would be less confusing to residents and visitors if the new name, "Florida Orchestra Way," were to be subordinate on the street sign to 1st Street (unlike University Way/2nd Street, where "University Way" is given the greater emphasis). Upon further review of this point by staff, it has been determined that it is indeed considered the best practice by many other cities to clearly differentiate the additional street name from the previously existing street name, and there have been several methods utilized to do so, including: inscribing the new name onto the same sign of the existing name, though in a smaller font size or different color so as to clearly differentiate between the two names (this method is currently utilized for University Way/2nd Street, but with 2nd Street as the subordinate street name), inscribing the honorary street name onto a sign of its own and place it below or above the existing or official street name, or placing a large honorary plaque at the midpoint of the block rather than at the intersection with the regular street sign. In many cities, the honorary name for the street is in a different color than the official street sign. In order to illustrate these findings, the following examples have been provided (courtesy of Google Street View and the New Orleans City Planning Commission):

University Way/2nd Street
St. Petersburg, FL

In the existing sign for University Way/2nd Street, 2nd Street is placed subordinate to University Way, underneath and in a smaller font.

Branch-Joseph Avenue/Odeon Avenue
New Orleans, LA

In this sign, the honorary street name, "Branch-Joseph Avenue," is placed subordinate to the official street name, Odeon Avenue, through highlighting and smaller font.

West 66th Street/Peter Jennings Way
New York City, NY

In the sign to the left, both street names are inscribed onto separate signs, with the honorary name, "Peter Jennings Way," placed underneath.

Street Dedicated in Honor of Joyce M. Bowman
Shreveport, LA

In this example, the honorary street name is displayed separately from the regular sign located at the intersection. Instead, a larger sign is placed at the mid-point of the block.

Sergeant Thomas J. Baitinger
Officer Jeffrey A. Yaslowitz
Officer David S. Crawford Memorial Highway
St. Petersburg, FL

An additional example of a larger sign placed at the midpoint of a block is on the left. This sign is located in St. Petersburg, on 3rd Street South, between 5th and 4th Avenue.

There may be differences between some of these "honorary street dedication" programs with the signs depicted above and a regulatory street co-naming ordinance such as the one employed by the City of St. Petersburg (City staff are currently researching such programs as part of a larger review of street co-naming in St. Petersburg). In the City of St. Petersburg, a street co-naming allows residents and businesses to officially change their mailing address to the new street name. However, most residents and businesses do not choose to make this change (for example, the majority of addresses on University Way/2nd Street have "2nd Street" as their address). Additionally, navigational applications (such as Google Maps) provide directions using the previously existing street name, not the new co-name. Therefore, even though the street names are given equal regulatory weight in St. Petersburg, the previously existing street name is actually more important for wayfinding and navigation. Given that St. Petersburg attracts numerous tourists every year, it is important to understand how sign design emphasis on a street name that is not referenced to in navigational applications or even in many addresses on the street may confuse individuals unfamiliar with downtown and/or with slower average reaction times.

In addition to the above concern, staff has identified that there is a larger context to be considered when reviewing possible disruption to the existing street pattern. In 2014, a portion of 2nd Street was co-named "University Way." Presently, the City is considering this application to co-name a portion of 1st Street "Florida Orchestra Way." On February 24th, 2017, staff handled an inquiry into the process for co-naming a portion of 5th Street South in recognition of Johns Hopkins All Children's Hospital. Given that these streets are located in a relatively contained geographic area, it is important to consider the implications to the overall street grid if this trend towards co-naming continues (see Figure 1).

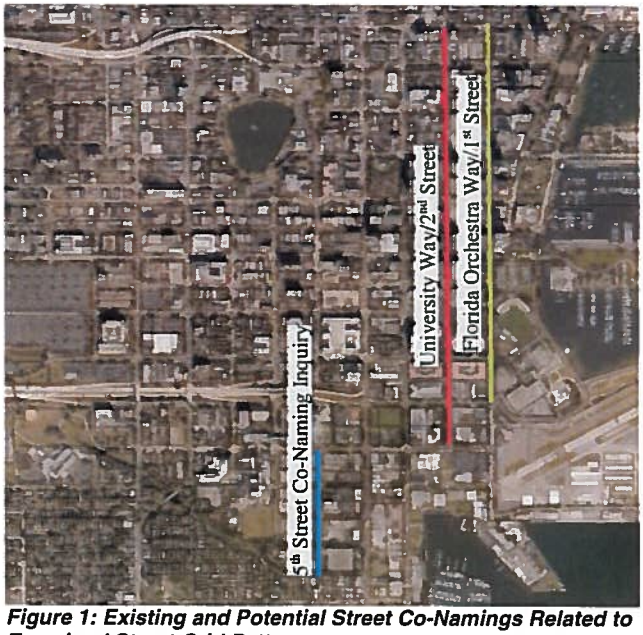


Figure 1: Existing and Potential Street Co-Namings Related to Examined Street Grid Pattern

Finally, it has been noted by staff, as well as residents and businesses within the notification boundary, that there are several significant institutions/entities also residing along that same portion of 1st Street, including: the Tampa Bay Rowdies, St. Petersburg Saturday Morning Market, the soon-to-be James Museum of Western and Wildlife Art, and additional performing arts organizations operating out of The Mahaffey. The questions frequently asked in relation to this concern are: 1) How is it decided who benefits on that street from what is essentially "free advertising?" and; 2) Where is the line drawn for how many streets in this region are co-named given the presence of so many significant institutions in the city?

Given the context of recently co-named streets (University Way/2nd Street), the current co-naming application being examined herein, the recent inquiry into the co-naming of 5th Street South, and concerns from the City's Transportation and Parking Management Department (see attached memorandum) and members of the public, the Urban Planning and Historic Preservation Division staff are currently evaluating a broader program for street dedication that would take into account these long-range concerns.

Criteria #4: *Reflects a significant event, place, or person in the history of the City, region, state or nation.*

Street names are often proposed to memorialize a significant event, place, or person. In this instance, the request is to give notice and bring attention to an institution that is important to the overall success of the downtown core.

Criteria #5: *Has significance or value as part of the development, heritage, or cultural characteristics of the City, state, or nation, and contributes to civic pride and wider public knowledge or the appreciation of the heritage and history of the City.*

The Florida Orchestra (TFO) has been a part of St. Petersburg culture for 50 years. It serves all of Tampa Bay, but its headquarters are located in St. Petersburg. Prior to merging with the Tampa Philharmonic in 1966, the St. Petersburg Symphony performed in the City long before the Bayfront Center was built. During the merger, the St. Petersburg audiences won the debate over which city maintained the Saturday night concerts. The Mahaffey Theater has been TFO's home since the day it opened, where it performs most of its concerts and draws its largest audience. In fact, TFO's attendance there has grown 42 percent since 2011. For more than 20 years, the orchestra's biggest event of the season has been the free Pops in the Park in Vinoy Park, which attracts more than 20,000 people every year.

More than ever, The Florida Orchestra is fulfilling its role as an orchestra for the people. Since launching the Accessibility Initiative in 2011, through which it lowered ticket prices, offered free tickets for kids and diversified concerts, TFO has become easily accessible for all, especially families. The orchestra has increased its reach beyond the concert hall with free community concerts in St. Petersburg, including hospitals, museums, CASA, PAL, the Boys and Girls Clubs, schools, malls, and more.

Co-naming 1st Street as Florida Orchestra Way would be a visual reminder of something no other city has: the largest professional orchestra in Florida. TFO is a key part of establishing St. Petersburg as an arts destination, bringing some of the highest-trained musicians in the world to live in St. Petersburg.

Criteria #6: *Names or renames all segments of the same street to avoid confusion that may result when just a portion of a street is renamed.*

The proposed street co-naming impacts a portion of 1st Street from 5th Avenue South to 5th Avenue North. Several mitigating circumstances pertaining to this application should help alleviate concerns about co-naming a portion, and not the whole, of 1st Street.

First, this request is to co-name, and not re-name, a portion of 1st Street North and South. A co-naming is ceremonial and established in addition to the existing street name, meaning that existing maps identifying the whole of 1st Street North and South will be retained.

Second, 5th Avenues South and North provide the boundaries for the Downtown Center zoning. All of 1st Street South and North between the 5th Avenues is zoned Downtown Center (DC-C, DC-1, DC-2, DC-3 and DC-P). Beyond 5th Avenue North and South, the zoning and physical development pattern is distinct from the downtown center (see Figure 2). Also important to recognize, north of 5th Avenue North, 1st Street North enters into the Northshore Historic District and south of 5th Avenue South 1st Avenue, 1st Street South enters into the Bayboro Harbor Community Redevelopment Area (CRA) (see Figure 3). These areas have a separate identity and branding from that of Downtown/Intown CRA. Given the location and identity of The Florida Orchestra, 5th Avenues North and South provide a logical limit to the street co-naming.

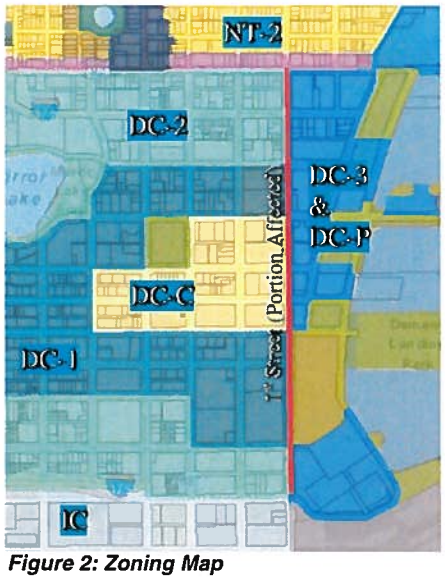


Figure 2: Zoning Map

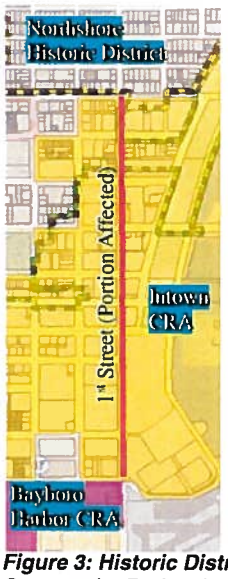


Figure 3: Historic Districts & Community Redevelopment Areas

Criteria #7: *Is consistent with other relevant information identified in the course of review.*

No additional relevant information was identified.

Criteria #8: *Should be added to all or portions of the street to provide dual name status of the street within local historic districts or other parts of the City.*

Portions of the proposed street co-naming are located within the Downtown St. Petersburg National Register Historic District. The subject portions extend from approximately Sunshine Lane North to 2nd Avenue North and an alley just south of 4th Avenue Northeast to the avenue.

RECOMMENDATION: Given that outstanding **areas of concern** have been identified with **criterion #3**, staff recommends the CPPC vote **AGAINST** the proposed street co-naming. This position reflects broader concerns the City Administration and City Staff have about street co-naming as a regulatory tool and is in no way directed towards The Florida Orchestra, a treasured cultural institution within the City of St. Petersburg.

Report Prepared By:

Robyn C Keefe

ROBYN C. KEEFE, Planner II
Urban Planning and Historic Preservation Division
Planning and Economic Development Department

Adoption Schedule

The proposed street co-naming requires one (1) public hearing, conducted by the City of St. Petersburg City Council. The City Council shall consider the recommendation of the CPPC and vote to approve, approve with modification or deny the request. This meeting is tentatively scheduled for May 4th, 2017.

Exhibits and Attachments

1. Resolution
2. Aerial
3. Map
4. Transportation and Parking Management Department Memorandum
5. Letter from The Florida Orchestra
6. Public Comment

RESOLUTION NO. _____

A RESOLUTION EXPRESSING THE INTENT OF CITY COUNCIL TO SUPPORT THE REVIEW OF CO-NAMING A PORTION OF 1st STREET NORTH, BETWEEN 5TH AVENUE NORTH AND CENTRAL AVENUE "FLORIDA ORCHESTRA WAY NORTH" AND A PORTION OF 1ST STREET SOUTH, BETWEEN CENTRAL AVENUE AND 5TH AVENUE SOUTH "FLORIDA ORCHESTRA WAY SOUTH."

WHEREAS, City Council has received a request from The Florida Orchestra ("TFO") to co-name a portion of 1st Street extending from 5th Avenue North to 5th Avenue South as "Florida Orchestra Way North" and "Florida Orchestra Way South" accordingly; and

WHEREAS, this City Council believes the request merits further consideration;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of St. Petersburg, Florida, that the City Council hereby initiates the street co-naming process to receive the recommendations of staff and the CPPC as to whether this portion, or any other portion of 1st Street, should be co-named and whether "Florida Orchestra Way North" and "Florida Orchestra Way South," or any other name, would be appropriate.

This resolution shall become effective immediately upon its adoption.

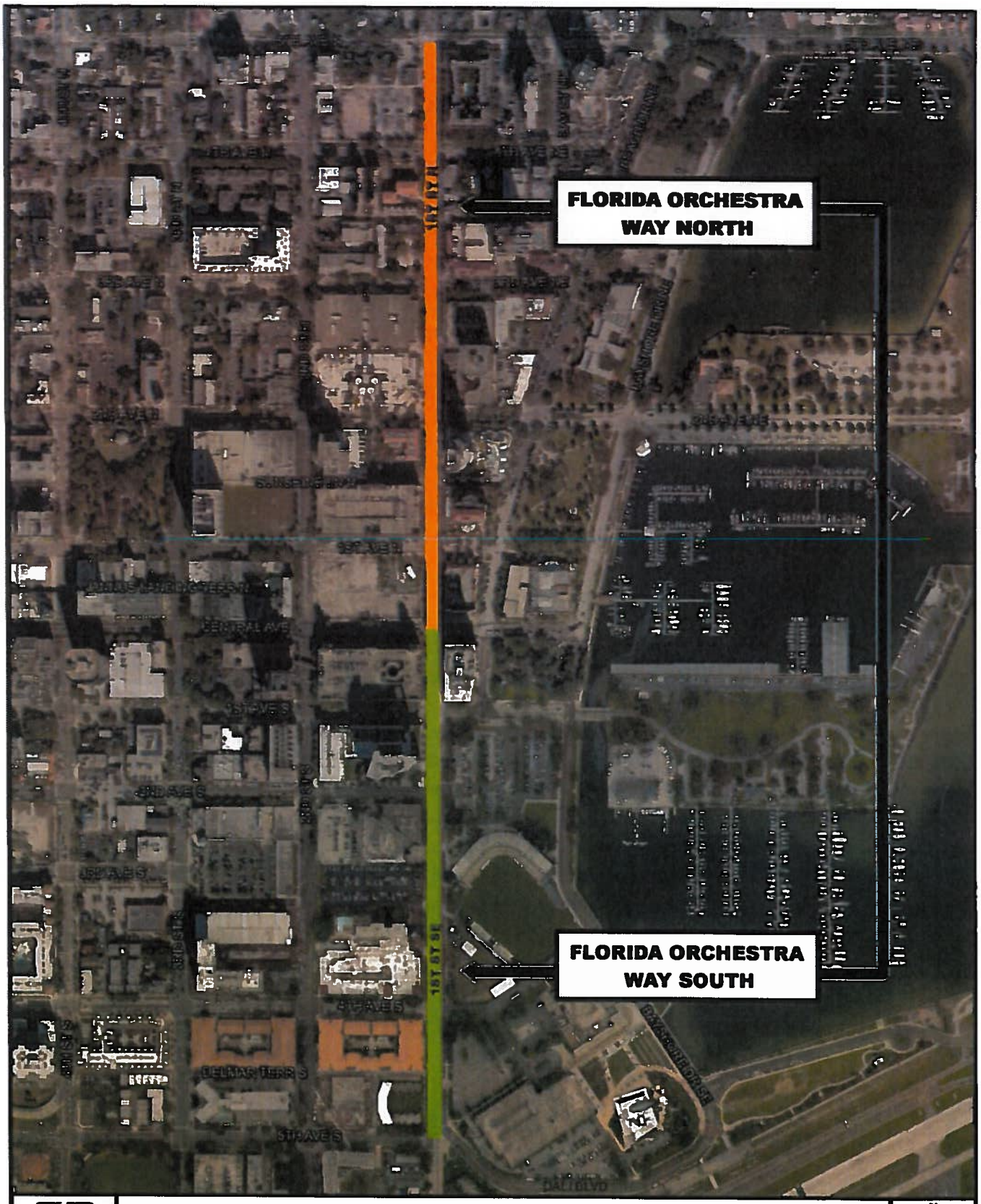
Approved as to Form and Substance:

_____

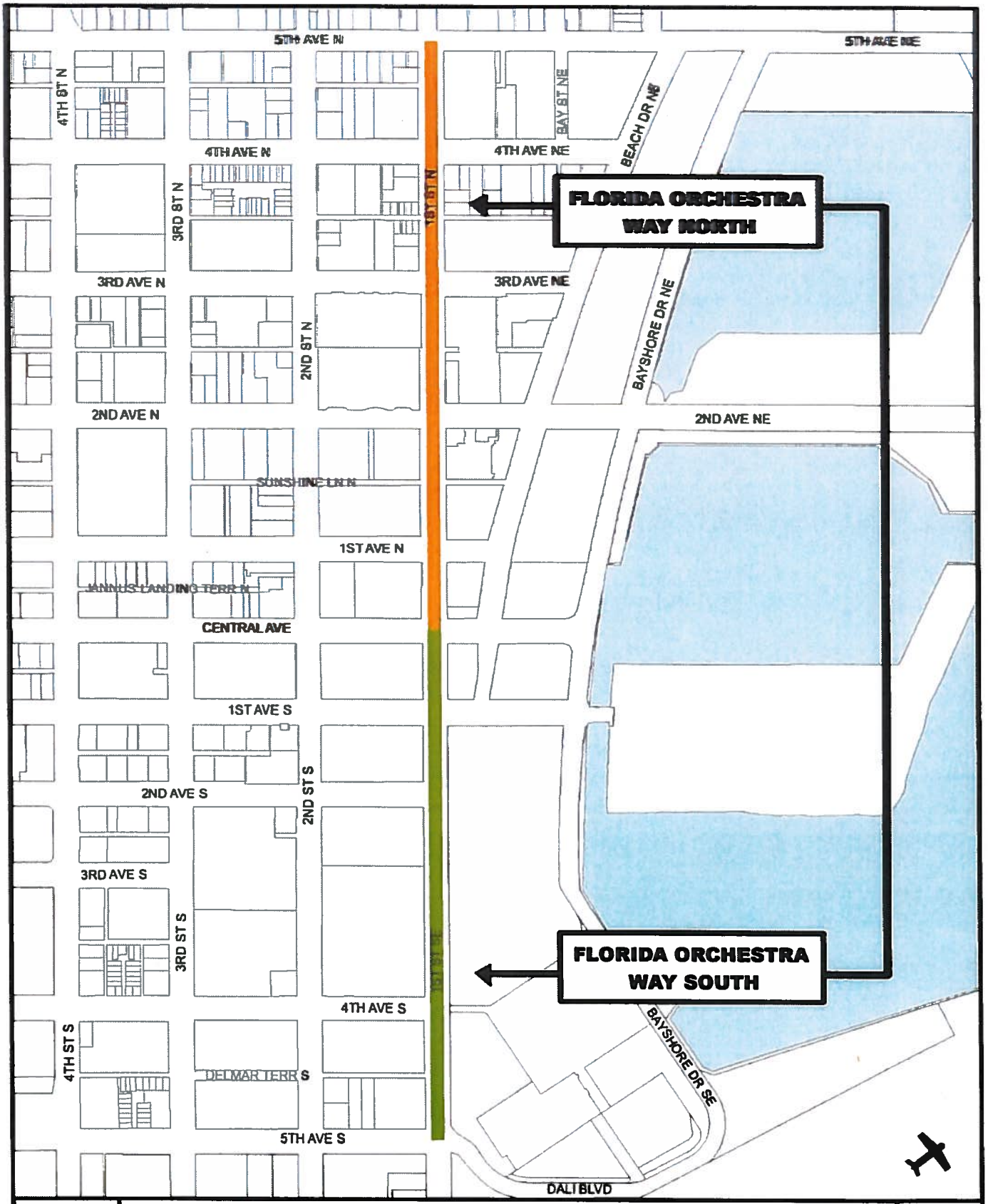
Director, Planning and Economic Development Date

_____

City Attorney Date



PROPOSED CO-NAMING STREET: FLORIDA ORCHESTRA WAY



PROPOSED CO-NAMING STREET: FLORIDA ORCHESTRA WAY

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TRANSPORTATION AND PARKING MANAGEMENT

MEMORANDUM

TO: Derek Kilborn, Manager, Urban Planning and Historic Preservation

FROM: Evan Mory, Director, Transportation and Parking Management

DATE: March 6, 2017

RE: SNC 17-01 – 1st Street Co-naming Application – Departmental Response

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This memorandum is intended to provide feedback from the Transportation and Parking Management Department to the proposed City-initiated application for the co-naming of a portion of 1st Street to "Florida Orchestra Way." We have several concerns that we believe should be considered when determining approval for the application.

While the application request is intended to permit only the co-naming of the 1st Street corridor, we remain concerned that this action, combined with previous and potential future co-naming could have unintended negative consequences. The corridor's location in a dense urban grid in close proximity to a large number of historically and culturally significant St. Petersburg institutions, may denigrate the quality of the established numbered grid system of street names when one considers the potential number of applications that could be anticipated in this area. The existence of two adjacent, co-named, 2nd Street as University Way and 5th Avenue South as Dali Boulevard, and the knowledge that more requests may be pending, suggests that the approach to these applications should be considered in a larger, more comprehensive manner.

While we appreciate that the 50th Anniversary of the Florida Orchestra is an event to be honored significantly, and street co-naming may serve to highlight the location at which the Florida Orchestra performs, we have concerns that the co-naming may create driver confusion in the future, especially if a future significant event or institution is located along the corridor, not to mention the ones that do exist today. The City's Wayfinding program, that will see installation of new vehicular wayfinding signs in the downtown core later this year, follows national best practices toward providing visitor guidance to destinations that meet certain inclusion criteria that include cultural institutions, thereby serving a similar purpose as the co-naming application.

We have concerns that the request for co-naming covers only a portion of 1st Street. If approved, this would allow a condition where the roadway name would not be consistent in all areas where the roadway is contextually similar, such as south of 5th Avenue South. Drivers generally dislike, and are potentially confused and/or frustrated, when a roadway has more than one name or changes names.

Finally, we are not aware of the funding mechanisms or total cost that will be necessary to implement the co-naming in the public right-of-way. Given the number of signalized intersections with internally illuminated street name signs on structural mast arms, this cost may become significant if the text that's required for adequate visibility of the co-named street necessitates the use of a larger sign panel.

The department recognizes that there are many factors to consider in this decision making process, that there is precedent for such an action and will work with other city departments as necessary to minimize the unintended consequences of the name change if it moves forward.

THE FLORIDA ORCHESTRA

March 13, 2017

Community Planning and Preservation Commission
City of St. Petersburg
City Hall
175 Fifth Street North
St. Petersburg, FL 33701

Dear Community Members,

We have been afforded the opportunity to respond to the report prepared by the Planning & Economic Development Department on the prospect of co-naming First Street (between 5th Avenue North and Fifth Avenue South) with Florida Orchestra Way. Drafting a response that maintains a degree of impartiality is virtually impossible. Instead we will attempt to give a few points for you to ponder.

1) Transportation and Parking Management has expressed three core concerns.
   a. A concern that co-naming's might propagate more co-naming's in the future and that the Commission should consider a larger policy. We agree that there is such a potentiality and that the Commission should consider the request in the larger picture. Co-naming's, and even re-naming's are common in many cities, including cities with strong grid structures. Manhattan is based on a strong numeric street and avenue structure, yet has Alvin Alley Way as a renaming and many streets co-named and named after many cultural leaders and organizations.

      In a City consciously branding itself "the City of the Arts", we ask that the commission consider whether streets co-named after the orchestra, theater, opera and art museum might reinforce that effort.

   b. A concern that co-naming's can confuse and frustrate drivers. We propose that unlike Dali and University Ways, that the larger, top name remains 1st Street. And the smaller, lower name be Florida Orchestra Way. This would maintain focus on the grid structure, while demonstrating that St. Petersburg is home to the State's premier orchestra.

   c. A longer name could force the City to replace the illuminated sign panel boxes with larger ones. If Florida Orchestra Way is the subordinate name, the font can be controlled to fit within the current box.

2) We have also heard concerns from property owners. Our assessment categorizes the concerns into three primary areas.
   a. The first is the fundamental concern that comes with change. First Street is understood by our community and a new co-name is not. We ask the commission to consider whether streets named after cultural organizations might feel less generic than numbers. I was not here when 9th Street was co-named and do not know the hesitation expressed at the time, but my observation is that the common name has become MLK.

   b. The second returns to concerns around wayfinding, and we return to the suggestion that 1st Street remain the dominant name, with Florida Orchestra Way in smaller font and on the bottom.

   c. The Florida Orchestra does not own property on First Street. The Florida Orchestra has played at the Mahaffey Theater since the day it opened and a decade before the hall was given its current name. The Mahaffey Theater is The Florida Orchestra's home. We perform a third more concerts at the Mahaffey now than we did a decade ago (28 to 38), will increase another 25% next season (38 to 48), perform in the Mahaffey more than any other organization, and serve over 50,000 people per season at the Mahaffey Theater alone (not including the 20,000 served each October at the annual Vinoy Park Concert). The Mahaffey Theater will always be The Florida Orchestra's home.

St. Petersburg is in the process of establishing itself as Florida's premier arts community, and has made huge strides. At the same time, it needs to develop clear strategies for making dominance over Sarasota and Miami definitive. We postulate that the co-naming could help advance this state goal.

Sincerely,

Michael Pastreich
President & CEO

FLORIDA ORCHESTRA WAY – STREET CO-NAMING PUBLIC COMMENT SUMMARY

In-Favor: 8

*Two individuals were in favor, but with the condition that the new name be subordinate to the existing on the signage.
**Public comment was received in the form of six (6) emails and two (2) public comment forms collected at the Public Information Meeting.

Opposed: 11

*Two individuals mistakenly thought residents would have to officially change their mailing addresses. Clarification was provided by City staff, and no additional comment was received.
**Public comment was received in the form of eight (8) emails and two (2) public comment forms collected at the Public Information Meeting.

Attachments

1. Transcribed public comments from Public Information Meeting
2. Received emails

FLORIDA ORCHESTRA WAY – STREET CO-NAMING PUBLIC INFORMATION MEETING COMMENTS

FEBRUARY 23, 2017

Comments have been transcribed by staff from public comment forms collected at the Public Information Meeting:

Michael Pastreich:

"The Florida Orchestra is a prime jewel for the City of the Arts and the co-naming of 1st Street is a brilliant way to brand the city around the arts."

Aila Erman:

"Personally I am against co-naming due to confusion in locating addresses vs. the number system. But, if the co-naming goes through, [it is] important to make the NUMBER primary and co-name much smaller."

Alfred T. May:

"I am in favor of the co-naming of 1st Street as Florida Orchestra Way North and South since 1st Street South and North will still be on the street signs, there will be no confusion with the address. 1st Street should be on the Top line, Florida Orchestra Way – smaller letters on the second line."

Mark Johnson:

"Really bad idea.

1) Shouldn't use street name signs for cultural/non-profit promotion. City has a great street banner program that works far better.
2) Strongly confounds wayfinding!
3) Doesn't adequately address what/which organization should get acknowledged. Why not Rowdies, Mahaffey, Sat. Morning Market Way?"

Robyn C. Keefe

From: Sally Snyder <[redacted]
Sent: Tuesday, March 14, 2017 1:49 AM
To: Robyn C. Keefe
Subject: Renaming Street

We own a Condo at Bayfront Tower and would like to see the renaming of Second Street to Florida Orchestra Way. The orchestra is a vibrant member of our community and this would enhance their stature in the Tampa Bay Area. It should be listed under Second Street, however.

Sally & Bill Snyder

Sent from my iPad

Robyn C. Keefe

From: Bill Haueisen <[redacted]
Sent: Monday, March 06, 2017 9:26 AM
To: riobyn.keefe@stpete.org
Subject: Florida Orchestra Way

Dear Ms. Keefe:

I am writing this note to you to indicate my support for renaming (or co-naming) First Street North in St. Petersburg as ***Florida Orchestra Way***. As a resident of the downtown area (the Florencia at 100 Beach Dr. NE) and as a lover and supporter of the arts I think it is recognition of the value of the Florida Orchestra to the whole city and beyond. St. Petersburg has aspirations of being known everywhere as a city of the arts, and the proliferation of arts venues certainly contribute to that aspiration and bring arts devotees to our streets, galleries, museums, and venues. With the establishment of Dali Boulevard the precedent has been set, and I can envision the co-naming of additional streets and avenues for our other arts destinations. I strongly suggest we continue as we did with the Dali Museum, and co-name First Street North as ***Florida Orchestra Way to*** keep the arts momentum growing in our wonderful city.

Sincerely,

William D. Haueisen
100 Beach Dr. NE #1902
St. Petersburg FL 33701

Robyn C. Keefe

From: RONALD SALAMONE <[redacted]
Sent: Friday, March 03, 2017 11:48 AM
To: Michael Pastreich
Subject: Fwd: Florida Orchestra Way

Michael, here is my letter to Robyn.

Ron Salamone
President
Bayfront Tower Condo Association
ronremax@aol.com
727-709-1800

Begin forwarded message:

From: RONALD SALAMONE <[redacted]
Subject: Florida Orchestra Way
Date: February 28, 2017 at 2:31:45 PM EST
To: robyn.keefe@stpete.org

Robyn,

I am writing to you as a resident of one of the large condominium buildings that front on 1st Street South, about the movement to rename a portion of 1st Street to Florida Orchestra Way. While I appreciate the sentiment that favors our wonderful grid system, I don't find any difficulty in dealing with 2nd Street as University Way,, since both designations are on the street signs.

The Florida Orchestra's home is here in St. Petersburg. It brings a level of class to the city. With it's outreach programs, it is doing a lot to enhance the lives of many of our citizens who otherwise are not able to attend the formal concerts. In short, it is a real asset to St Petersburg, and I fully support adding/changing the name of 1st Street between 5th Ave. South and 5th Ave. North, to Florida Orchestra Way.

Ron Salamone
1 Beach Drive SE #2603
St Petersburg, FL 33701

Robyn C. Keefe

From: Janet [redacted]
Sent: Tuesday, February 28, 2017 3:45 PM
To: Robyn C. Keefe
Subject: Co-naming 1st Street

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Robyn,

I am writing to you to express my opinion on the co-naming of !st Street to include The Florida Orchestra Way. I am on the board of the orchestra and a resident at Ovation which borders 1st Street and Beach Dr.

As we try to define our city as an 'arts city' and an 'arts destination', having names like Dali Way and The Florida Orchestra Way help codify that intention in a very creative and fun way. It is more interesting than just a generic number and also helps remind visitors and residents alike that we have these amazing organizations right in our own backyard.

The Florida Orchestra has been playing live concerts on 1st Street for 50 years. Next year is our 50th anniversary and we would love to have this co-naming in time for all of our events around our historic anniversary.

With our new world class music director, Michael Francis, the orchestra is performing more concerts to larger, and many times sold out, audiences. We are very proud of our part in keeping live orchestral music in our city. For those that can't come to us, we continue to provide free concerts in the local hospitals and in our parks.

Please help us recognize the wonderful contribution The Florida Orchestra has made and will continue to make to keep our city artistically and culturally sophisticated. This attracts visitors from all our to enjoy the arts destination that St Pete has become.

Best regards,

Janet Paroo

180 Beach Dr. NE, Unit 1501
St Petersburg, FL 33701
727-424-5309

Robyn C. Keefe

From: Mel Sembler <[redacted]>
Sent: Monday, March 06, 2017 11:37 AM
To: Robyn C. Keefe
Subject: Street Co-naming

Dear Ms. Keefe,

As a property owner living in downtown St. Petersburg between First Street and Beach Drive, I have a vested interest in the image St. Petersburg could present as a growing cultural center. To this end, I am in favor of the effort to have some of these streets renamed to reflect that idea. For example, First Street @ Florida Orchestra Way would maintain the First Street name, but enhance the image.

I would appreciate it if, after reviewing this issue, the city would support such a modification.

Sincerely,

Mel Sembler

ExchangeDefender Message Security: Check Authenticity

Robyn C. Keefe

From: [redacted] on behalf of Joel Cohen [redacted]
Sent: Friday, March 03, 2017 5:06 PM
To: Robyn C. Keefe
Subject: Florida Orchestra Way/1st Street

I would like to offer my support for Co-naming 1st Street to 1st Street / Florida Orchestra Way.

I live at 175 1st Street S in the Signature Place Condominium and see this change as a very positive change for the city and the arts. St. Pete's reputation for the arts is growing and growing locally, nationally and internationally. This co-naming further emphasizes that St. Pete is a city where the arts are supported by the citizens and the government.

Let's do this.

Thank you.

--
Joel A. Cohen
175 1st St S #807
St. Petersburg, FL 33701

813 230-8085 Cell

Robyn C. Keefe

From: Derek Kilborn
Sent: Tuesday, February 07, 2017 7:51 PM
To: Robyn C. Keefe
Subject: FW: City File: SNC-2017-01

Follow Up Flag: Follow up
Flag Status: Flagged

From: Victor Gardner [mailto:[redacted]
Sent: Tuesday, February 07, 2017 5:57 PM
To: Derek Kilborn <Derek.Kilborn@stpete.org>
Subject: City File: SNC-2017-01

Dear Mr. Kilborn,

I am an owner and resident at 100 Beach Drive NE (Unit 502). I have just received a notification regarding the "co-naming" of First Street between 5th Avenues North and South to Florida Orchestra Way North and South.

I am an annual subscriber and financial supporter of the Florida Orchestra in St. Petersburg. I believe the organization is a tremendous asset to the perforning arts of our city and will continue to do as much as I can to support its effort.

However, I think the renaming and conaming of streets has gotten a bit our of hand. St. Petersburg's grid system of streets and avenues is also an asset for this city, albeit a silent, behind the scenes one. Both residents and visitors, once they understand the system, find navigating our city a simple, uncomplicated process. Many have expressed the ease they experience in finding the location they seek simply because of the city's grid system.

Already, the city has renamed/conamed 9th Street to Dr. Martin Luther King Jr Street in honor of a great African American statesman; 5th Ave S to Dali Boulevard in honor of the Salvador Dali Museum; and 2nd Street South to University Way in honor of the USFSP. These all represent great Americans and positive institutions for our city, but where does it end? Shall we rename 5th Ave N to Vinoy Way; 2nd Avenue N to American Stage Lane; 1st Avenue S to Tom James Boulevard?

I love our city and admire all it's contributors and supporters and assets. But let's leave the city streets named as they are and as early leaders intelligently intended.

Thank you for your time.

Victor Gardner

Sent from Mail for Windows 10

Robyn C. Keefe

From: Derek Kilborn
Sent: Tuesday, February 07, 2017 9:56 AM
To: Robyn C. Keefe
Subject: FW: City File: SNC-2017-01 renaming to Fla Orchestra Way

Follow Up Flag: Follow up
Flag Status: Flagged

-----Original Message-----
From: Tara J Ruberg [mailto:[redacted]
Sent: Tuesday, February 07, 2017 9:36 AM
To: Derek Kilborn <Derek.Kilborn@stpete.org>
Subject: City File: SNC-2017-01 renaming to Fla Orchestra Way

Sir:
I am writing to oppose this action of renaming the portion between Central Ave and 5th Ave South. While I support the orchestra, the renaming will do little to educate or market the group - I see no one buying tickets because they see the street name on a few blocks of signage.
On the other hand, it is already confusing enough giving directions to visitors and guests without now adding to the confusion with a 5 block portion under a dual name.

I would be of more support of just giving the orchestra the money that would be otherwise spent on signage and other related costs than to enact the name change.
Thank you for your consideration.

Tara Ruberg
180 Beach Drive, NE, #2301, Ovation
St Petersburg, FL. 33701
813/205-7395

Tara Ruberg
Sent from my iPad - most likely, typed quickly. Apologies in advance for any errors.

Robyn C. Keefe

From: Derek Kilborn
Sent: Sunday, February 05, 2017 3:32 PM
To: Robyn C. Keefe
Subject: FW: City File: SNC-2017-01 (Co-Naming Portion of 1st St. in St. Petersburg, FL, Florida Orchestra Way)

FYI and the file...

From: M Mekki [mailto:[redacted]
Sent: Sunday, February 05, 2017 4:39 AM
To: Derek Kilborn <Derek.Kilborn@stpete.org>
Subject: City File: SNC-2017-01 (Co-Naming Portion of 1st St. in St. Petersburg, FL, Florida Orchestra Way)

Dear Sir,

I am writing to you to express my objection to co-naming a portion of 1st St. in St. Petersburg, FL, Florida Orchestra Way.

In my opinion, this change will cause confusion about the street name. Also, I do not consider the name to be meaningful or for a worthy cause.

Thank you for considering my point of view in this matter.

Best regards,

Mark Mekki
175 1st St. S, Apt. 1504
St. Petersburg, FL 33701

Robyn C. Keefe

From: Derek Kilborn
Sent: Tuesday, February 07, 2017 2:04 PM
To: Robyn C. Keefe
Subject: FW: City File SNC-2017-01 re proposed street change

From: Elizabeth lachowicz [mailto[redacted]
Sent: Tuesday, February 07, 2017 1:40 PM
To: Derek Kilborn <Derek.Kilborn@stpete.org>
Subject: City File SNC-2017-01 re proposed street change

My husband and I live in our own condominium in the Signature Place at 175 1st street S. St Petersburg Fl.33701 for last 5 years and we intend to live here for many years to come, as do many residents who live with the existing street address. The City hall idea to change our street name address is absolutely not acceptable to us and to many other residents for many reasons:

1. It begs a question **"WHY?"**

a. The proposed new street name is too long and complicated. Existing name is easy and fits into the street numbers system, the easiest system in the world and envy of other countries.

2. The next question is **'WHY NOT?"**

a. The new proposed name in our opinion is too long and creates many complications to owners and residents of the 1st Street S. It would demand from residents changing our addresses for all correspondence, on all documents in USA as well as internationally.
The process of changing our address is very time consuming,very costly and complicated; especially that many of the affected by the proposed change residents would have to deal with it not only in USA but other countries.since many Floridians have family, friends, foreign pensions, etc. etc all over the world.

b. In addition the long and complicated proposed street name change would be a nuisance for every one, mostly for delivery people , guests, traits people,etc etc We see no point to make that change.

City of St Petersburg seems to spent taxpayers money lately without the borderline. Our property taxes in the last 5 years doubled. City of Petersburg plans to spend additional tax payers money for the undesirable street change and by doing so forcing residents to bear a lot of bad and costly consequences.

In conclusion we are strongly against the change.

Sincerely,

Andrzej& Elizabeth
Lachowicz
175 1st Street S.
2205

Robyn C. Keefe

From: Derek Kilborn
Sent: Friday, February 10, 2017 5:32 PM
To: Robyn C. Keefe
Subject: FW: Florida orchestra way no

From: TBond3@aol.com [mailto:[redacted]
Sent: Friday, February 10, 2017 4:37 PM
To: Derek Kilborn <Derek.Kilborn@stpete.org>
Subject: Florida orchestra way no

SNC-2017-1

Dear Derek,

With all the problems and challenges facing the city of St. Petersburg, this action seems to diminish City's elected officials and city employees. If this unnecessary action is all we can think of to do, it is very disturbing. Please pass this letter up the chain and put me down as a "no" to oppose it happening.

Please guys, get to work on some important matters.

Tony Bond
300 beach dr ne #206
St. Petersburg, Fl. 33701
727-692-8919

Robyn C. Keefe

From: Derek Kilborn
Sent: Tuesday, February 07, 2017 12:46 PM
To: Robyn C. Keefe
Subject: FW: SNC-2017-01

-----Original Message-----
From: susan fraser [mailto:[redacted]
Sent: Tuesday, February 07, 2017 12:21 PM
To: Derek Kilborn <Derek.Kilborn@stpete.org>
Subject: SNC-2017-01

Derek, I am a property owner who is OPPOSED to renaming 1st St N "Florida Orchestra Way North". I was also opposed to renaming 2nd St University Way. It is stupid and unnecessary. I support the orchestra and the university but that does not mean we need to name streets after them downtown traffic is confusing enough as it is. Thank you, Sue Fraser Townview property owner

Robyn C. Keefe

From: Derek Kilborn
Sent: Tuesday, March 07, 2017 1:20 PM
To: Debbie Reeser
Cc: Robyn C. Keefe
Subject: RE: City File: SNC-2017-01

Debbie Reeser:

I am writing to confirm receipt of your email. Thank you for your interest in this application. I am copying Robyn Keefe, who will add your email to the file and note as part of her presentation.

Respectfully,
Derek S. Kilborn, Manager
Urban Planning and Historic Preservation Division
Planning and Economic Development Department
City of St. Petersburg, Florida
(+1) 727.893.7872

From: Debbie Reeser [mailto[redacted]
Sent: Tuesday, March 07, 2017 1:16 PM
To: Derek Kilborn <Derek.Kilborn@stpete.org>
Subject: City File: SNC-2017-01

Derek,

I wish to register my opposition to the application to co-name a portion of 1st Street North and South.

Although I love the Florida Orchestra, I feel it's a waste of taxpayer money to co-name this street or any other street in St Petersburg. I find co-naming to be a disturbing and confusing trend.

As a long time resident and homeowner, I have always found our grid system to be exceedingly easy to understand for any of my guests. Since we're a tourist town, I think it's essential that we make visiting our city as

easy as possible. Co-naming streets only leads to confusion. Please do not approve this application.

Sincerely,

Debbie Reeser, Real Estate Advisor
Coastal Commercial Real Estate

Cell (727) 244-8328 | 238 Beach Drive NE, St Petersburg, FL 33701

http://www.facebook.com/DebbieReeserCREadvisor

Robyn C. Keefe

From: Conigliaro, Matthew J. [redacted]
Sent: Tuesday, March 07, 2017 11:07 AM
To: Robyn C. Keefe
Subject: SNC-2017-1 (Florida Orchestra Way Street Name Change)

Hi, Robyn.

I met you at the February 23 information session. I stopped by the planning desk this morning at the municipal services building to register as an opponent for the March 14 CPPC public hearing. Vicky told me that I don't need to register -- that I just need to attend and can speak for 3 minutes. That sounds good. If any registration is necessary, though, please consider this email my request. Thank you very much.

-- Matt

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Matthew J. Conigliaro
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