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Union Central

DISTRICT PLAN

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NOVEMBER 2019



PREPARED FOR: THE CITY OF ST. PETERSBURG

PREPARED BY: KIMLEY-HORN & ASSOCIATES

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

GOALS AND OBJECTIVES:



PUBLIC SAFETY:

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



GREENSPACE:

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



URBAN FORM AND ECONOMIC DEVELOPMENT:

Create a captivating street aesthetic, land uses, and zoning that encourages walkability, bikeability, transit orientation, economic development, and activity.

Create diverse public spaces and architecture to provide an attractive built environment that promotes safety, accessibility, walkability, bikeability, transit usage, recreation, events, and public art.



DISTRICT DEFINITION:

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



TRANSPORTATION:

Increase walkability and pedestrian networks to provide alternatives to driving, access to transit, and recreation.



Enhance and construct bicycle facilities and furniture to provide alternatives to driving and increase local and regional bicycle connectivity.



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



HEALTH IN ALL POLICIES (HIAP):

Recommendations will incorporate public health policy elements including physical activity, housing, transportation costs, employment, education access, traffic safety, and healthy food access.

TOP DISTRICT PRIORITIES

The priorities were formed from community and stakeholder input based on the recommendation themes on the previous page. The top priority capital improvement projects that are outlined in the Plan are:

1. District signage
2. Emerald Pond Trail and greenspace
3. Fill gaps in the sidewalk network
4. Landscaping enhancements on 34th Street
5. Central Avenue streetscape improvements
6. Pedestrian/bicycle crossing and neighborhood greenway on 3rd Avenue N.

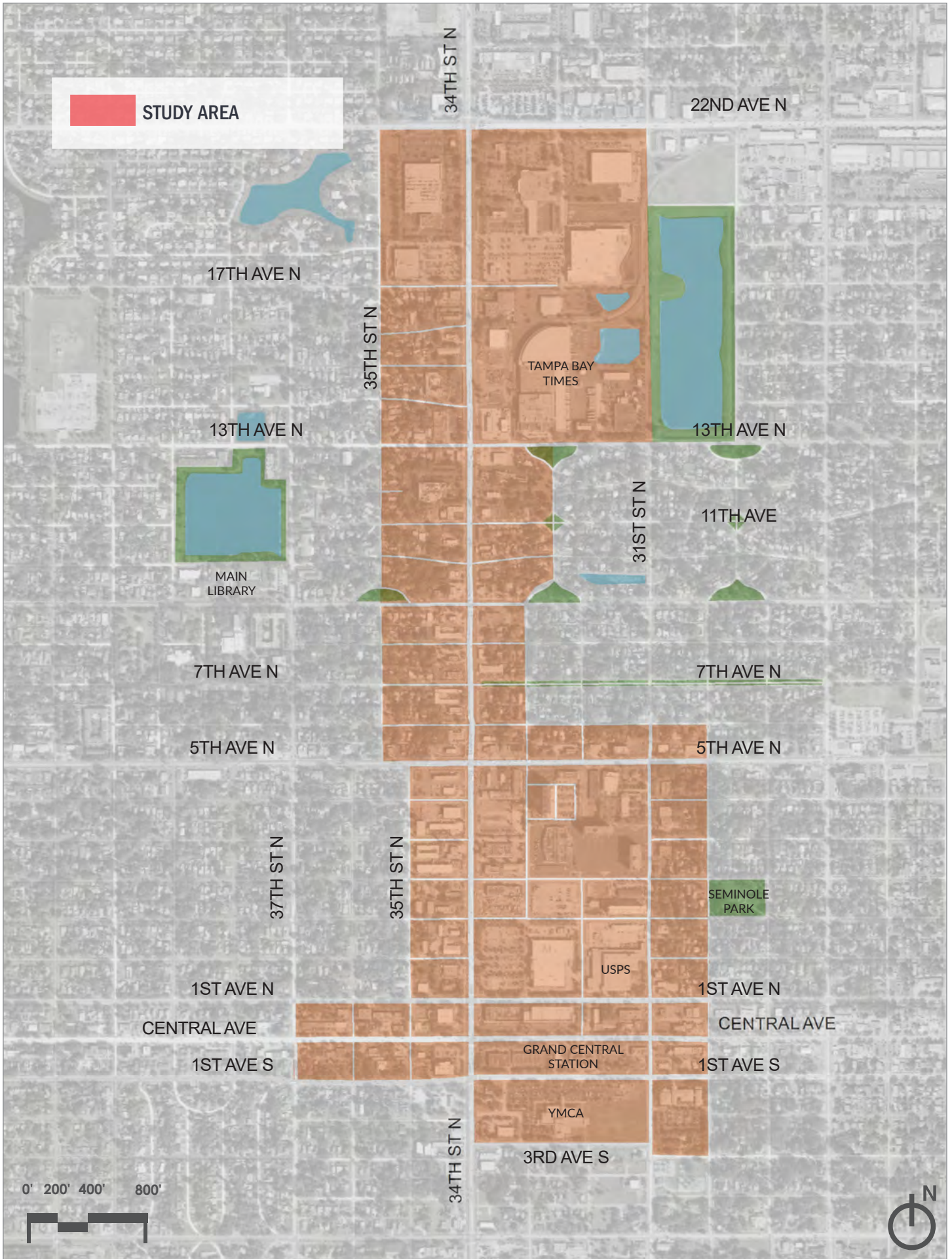
The most important areawide recommendations for the District are:

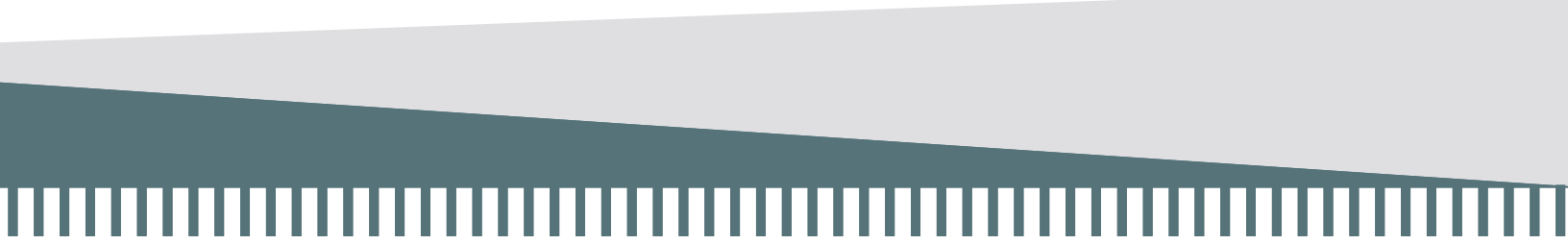
- Continued and expand public safety initiatives
- Upzoning and diverse housing options
- District branding/marketing
- District/business association

The most crucial priority, as heard from community members and stakeholders, is to address homelessness, cleanliness, and crime in the District. Addressing these matters will significantly improve public safety conditions within the District. A greater police presence is essential to maintain existing businesses and also attract redevelopment and new businesses. While the items above are top priorities for the District, Section 4 of the Plan, Implementation Strategies, includes a comprehensive recommendation list with priority phasing for each recommendation. Also included in the Plan is a history and existing conditions analysis in Section 1, a summary of community outreach in Section 2, and District recommendations in Section 3. The appendices include an in-depth analysis and information on existing conditions, community outreach, and District landscaping.

STUDY AREA

The study area is approximately 375 acres which includes six neighborhoods, the Grand Central Business District, and a small portion of the South St. Petersburg Community Redevelopment Agency (CRA). The Study Area map on the follow page shows the study area boundaries.





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History, Context, and Existing Conditions

1

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



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TIME-LINE OF EVENTS IMPACTING 34TH STREET STUDY AREA

1880-1900

1884: St. Petersburg Times is established.

1901-1920

1903: St. Petersburg becomes an incorporated city.

1904: Trolley service begins in St. Pete.

1915: First library in St. Pete opens, Mirror Lake Library.

1921-1940

1922: John Nolen is contracted to design Florida's first comprehensive plan for St. Petersburg.

1924: Gandy Bridge opens and increases tourism numbers and population growth in St. Pete and Pinellas County.

1926: St. Petersburg High School is constructed.

1941-1960

1940s: World War II troops return home and spurs residential expansion.

1950s: Streetcars are removed and automobiles become primary mode of transportation.

1950s: Central Plaza Shopping center opens.

1954: Original Sunshine Skyway Bridge opens first span to link St. Pete and Manatee County.

1955: The last segment of the Gulf Coast Highway opens for traffic in St. Pete, providing a direct route from Pinellas County to Tallahassee. Rapid development along the new highway begins almost immediately.

1960: The Howard Frankland Bridge opens, providing another transportation link between Pinellas and Hillsborough Counties.



1961-1980

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

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

1981-2000

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

1987: The new Sunshine Skyway Bridge is completed.

1990: Central Neighborhood Plan is completed.

1999: Central Avenue Tomorrow Plan is completed.

1999: Grand Central District forms.

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

2001-2020

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

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

2014: Central Avenue Revitalization Plan is adopted.

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

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

2019: Northwest Kenwood becomes a local historic district.



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

NEIGHBORHOODS

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

EXISTING GREENSPACE

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

EXISTING TRANSIT AND MOBILITY OPTIONS

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

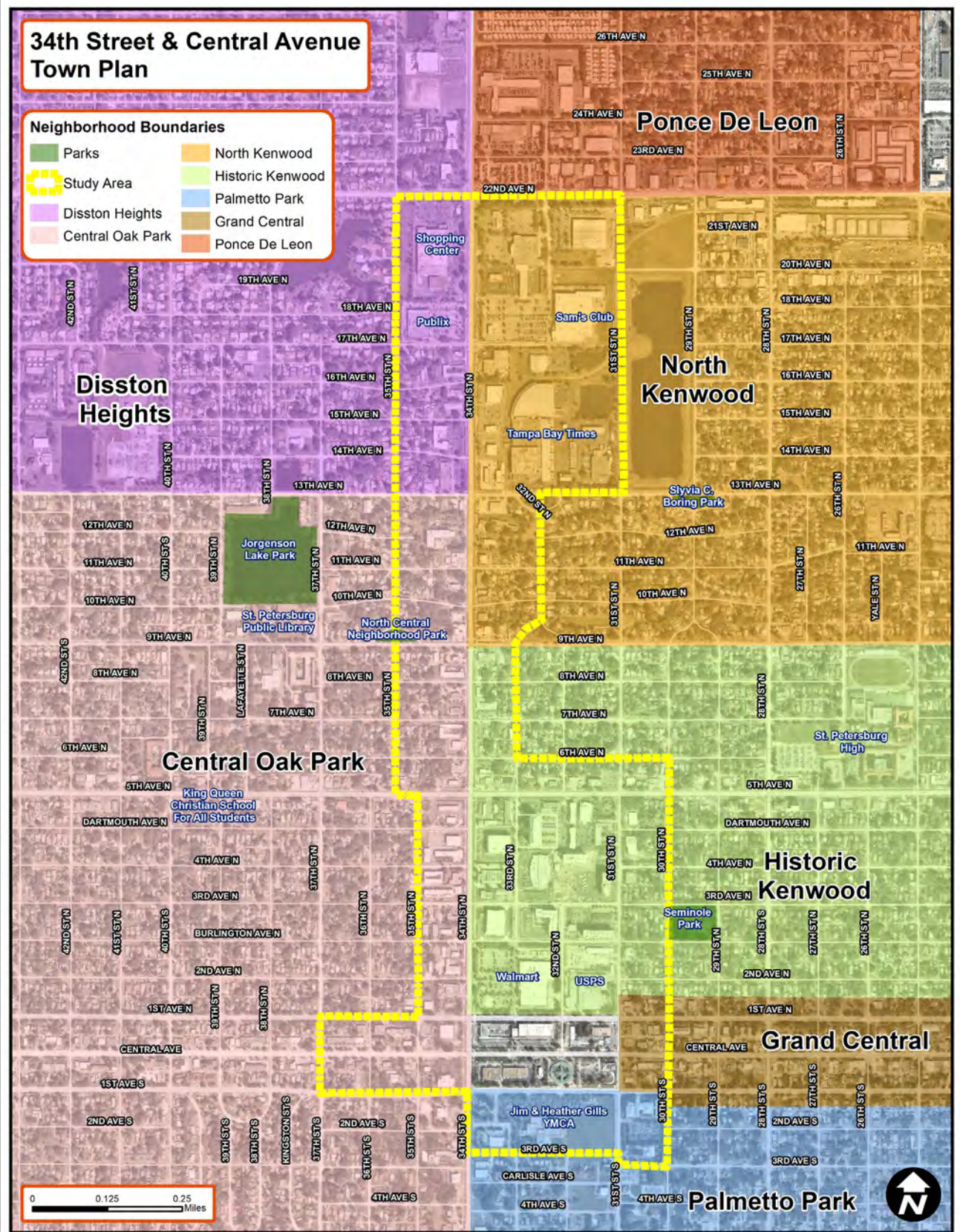
ROADWAY CONDITIONS

The 2018 Average Annual Daily Traffic (AADT) on 34th Street (according to Florida Traffic Online) from 3rd Avenue S to 22nd Avenue N is 37,500. This stretch has 6 lanes of through traffic with a center median and alternating center turn lane. The existing right-of-way is about 100 feet at most locations along the corridor. This includes the roadway, curb, narrow planting strip (if any), and the sidewalk. The 34th Street corridor has an excessive number of driveway openings and driveway openings that are no longer used. The excessive driveways posed safety issues for pedestrians. There are many instances of illegal crossings by pedestrians due to the lack of crossings on 34th Street. 34th Street, as well as 5th Avenue N, are under Florida Department of Transportation (FDOT) jurisdiction. Central Avenue, west of 34th Street, is under Pinellas County jurisdiction and the remaining roadways fall under City of St. Pete jurisdiction.

34th Street & Central Avenue Town Plan

Neighborhood Boundaries

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



Neighborhood Map

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EXISTING LAND USE

The existing land use is mostly comprised of commercial real estate and mixed-use development along the 34th Street corridor. It is surrounded by residential housing with scattered industrial and park/civic use in addition to 36% Mixed-Use, 33% Commercial, 17% Residential, 11% Industrial, and 3% Parks/ Civic Uses. Single family homes currently abut commercial properties with little-to-no instances where there is multi-family transition uses between the residential and commercial uses.

FUTURE LAND USE

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

URBAN FORM

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

ZONING

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

ECONOMIC

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

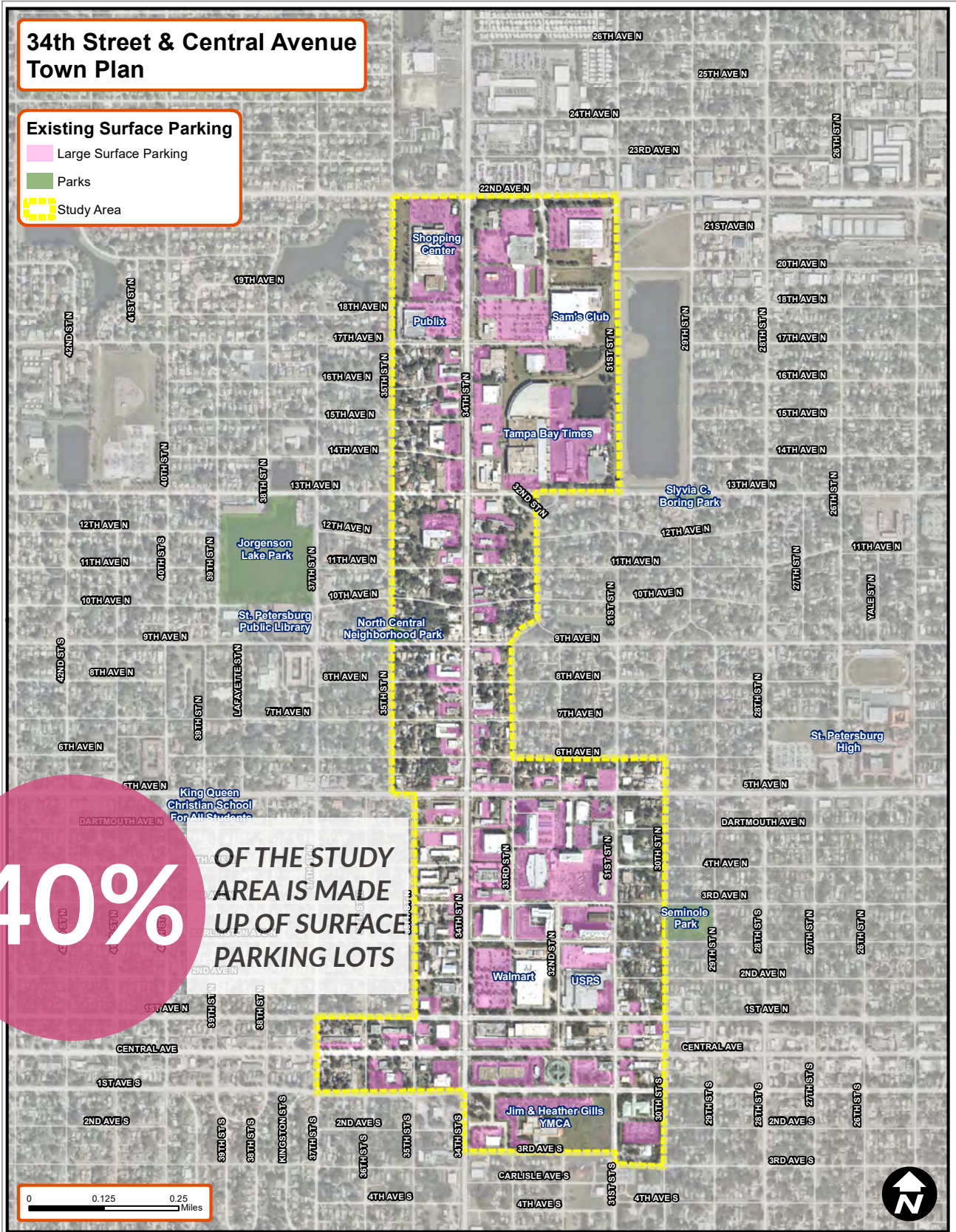
DISTRICT DEFINITION

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

34th Street & Central Avenue Town Plan

Existing Surface Parking

- Large Surface Parking
- Parks
- Study Area



40%

OF THE STUDY
AREA IS MADE
UP OF SURFACE
PARKING LOTS

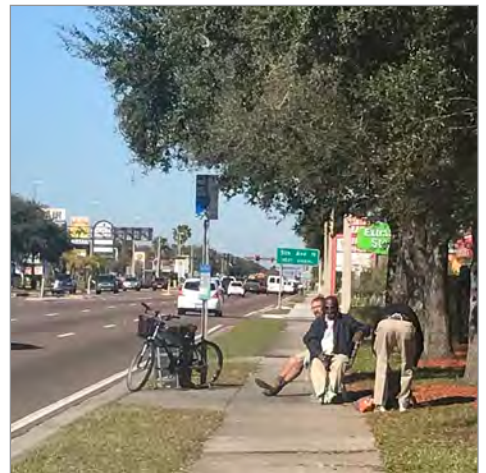
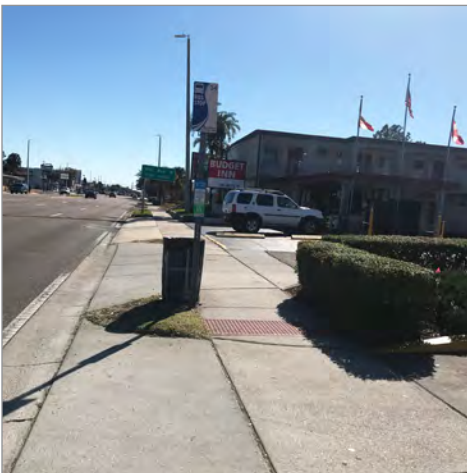
Current Inventory of Surface Parking

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EXISTING PEDESTRIAN CONDITIONS:



EXISTING TRANSIT CONDITIONS:



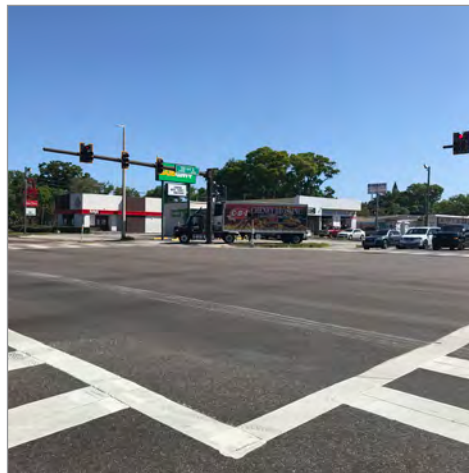
EXISTING URBAN FORM CONDITIONS:



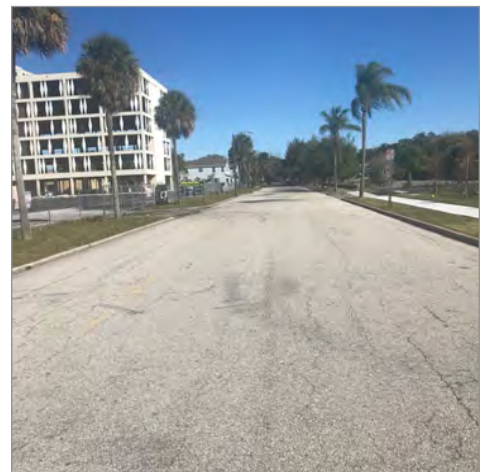
EXISTING GREENSPACE CONDITIONS:



EXISTING ROADWAY CONDITIONS:



EXISTING BICYCLE FACILITIES CONDITIONS:





COMMUNITY OUTREACH

2

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

COMMUNITY WORKSHOPS

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

DEVELOPER INTERVIEWS

March-August, 2019

NEIGHBORHOOD & DISTRICT LEADERS MEETING

March 18, 2019

ONLINE COMMUNITY SURVEY

June 3-August 1, 2019

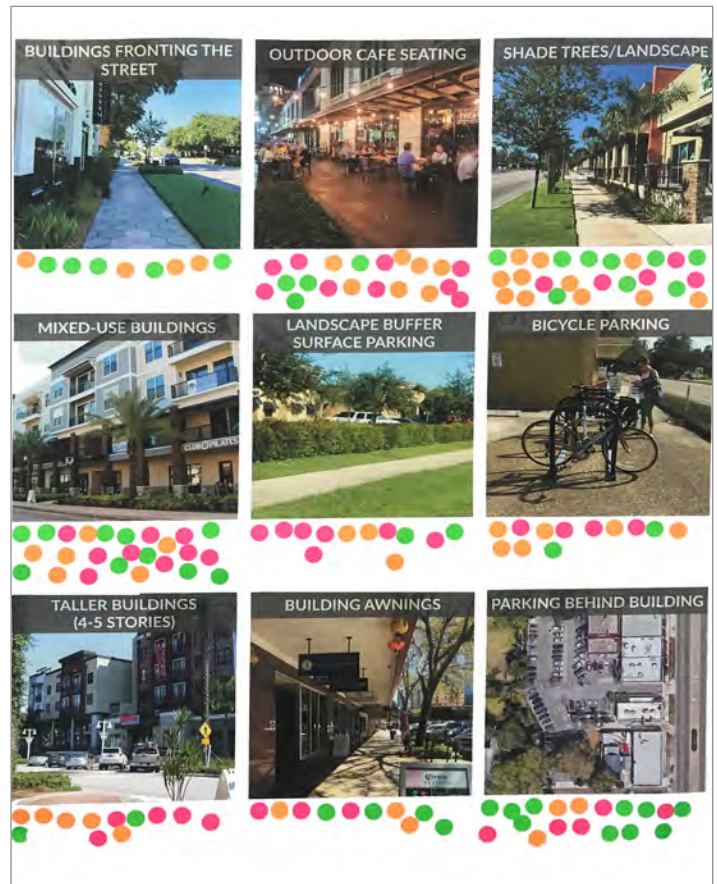
Top Priorities

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

It would be wonderful if 34th Street could be more walkable and, specifically, "crossable", so that it doesn't remain like a canyon, dividing the City's east and west neighborhoods.

During the plan process, community members discussed issues, needs, desires, and priorities. The plan also considered the city and regional policies and goals related to transportation, land use, urban design, housing, and historic and heritage preservation. With this in mind, the plan developed the following vision and goals for the Union Central District Plan.

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



*Visual Preference Survey from Workshop #2:
Each dot is a vote for which elements residents want to see in the District*

“ More places to congregate, like coffee shops, theaters or mid to high end bars and restaurants. ”

WHAT IS YOUR VISION FOR THE STUDY AREA?

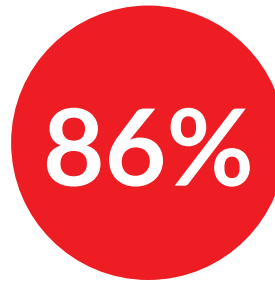


SURVEY RESULTS

An online community survey was conducted from June 3, 2019 to August 1, 2019. The questions were developed in order to gather public input on existing priorities, recommendations, branding, and future vision for the 34th Street study area.

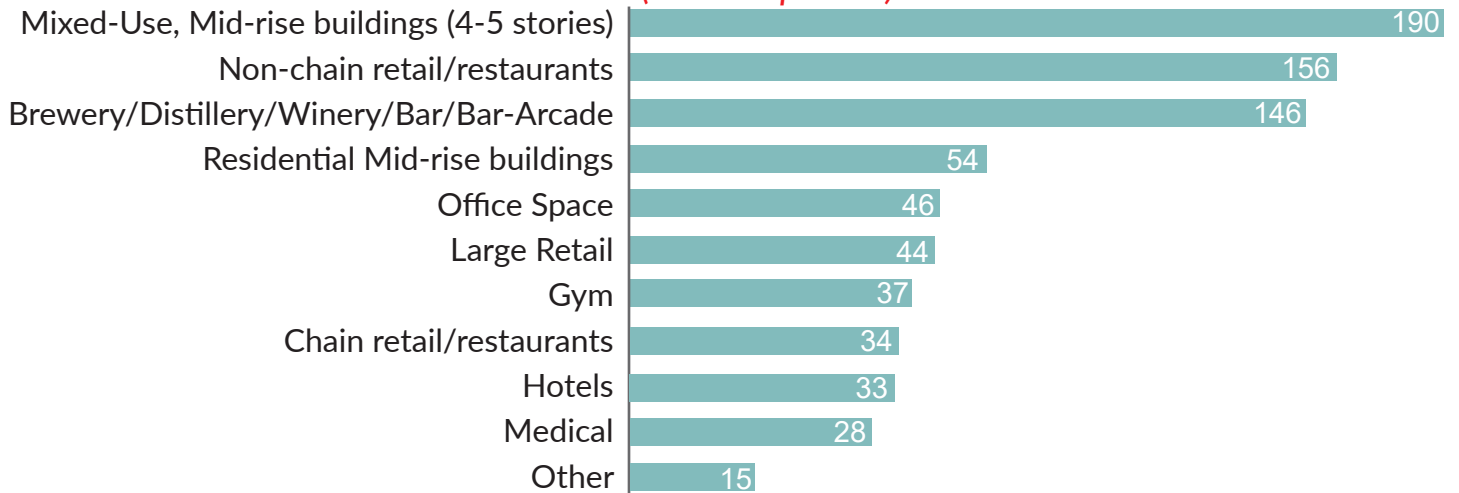
A summary of preferences is provided on the following pages.

TOP IMPROVEMENT PRIORITY:

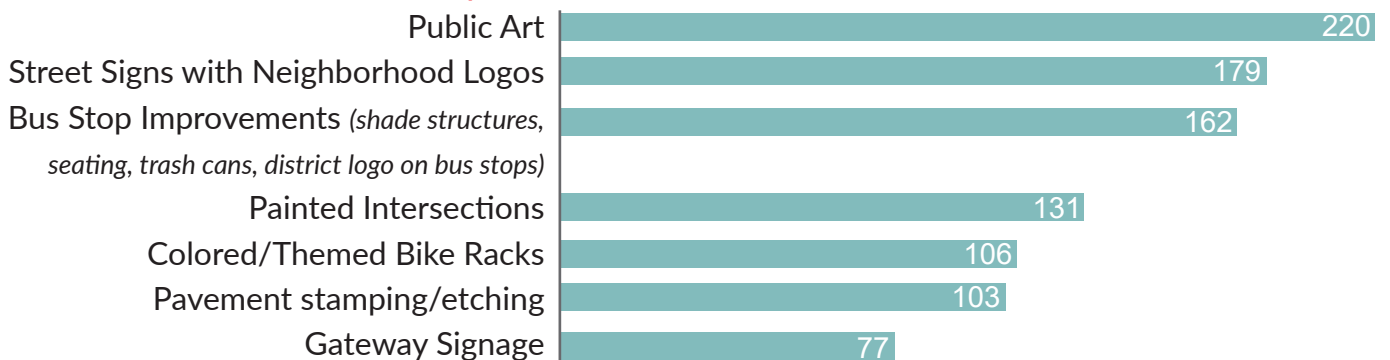


OF SURVEY PARTICIPANTS INDICATED **CRIME & SAFETY** AS AN IMPORTANT IMPROVEMENT

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



TYPES OF PUBLIC REALM IMPROVEMENTS *(Total responses):*



TOP DESIRED NEIGHBORHOOD EVENTS:

- 1 FARMERS MARKET AND CRAFT FAIRS
- 2 FESTIVALS AND CONCERTS
- 3 VOLUNTEER STREET CLEAN TEAMS

ADDITIONAL IMPROVEMENTS:

- 1 REDEVELOP EXISTING MOTELS AND BUSINESSES
- 2 MORE HOUSING OPTIONS
- 3 IMPROVE CLEANLINESS

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

“

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

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

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

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

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

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

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

We need to follow the three R's. Reduce waste, reuse the classically designed buildings with thought to preserve those that have fallen into disrepair and recycle what makes Saint Petersburg charming. We keep destroying so much of our city and what has made it become a hip place. The high rise storage facilities are not what I want representing my city to those driving down 19.

”



RECOMMENDATIONS

The recommendations on the following pages incorporate the goals and objectives laid out in the beginning on the plan. Each type of recommendation identifies the individual opportunities for improvements and overall enhancements for the entire district and adjacent areas. The recommendations are accompanied with inspiring images and concepts for the suggested improvements. Streetscape renderings of select streets and locations illustrate how the collection of recommendations could be implemented in the District. The following are the recommendation categories:

RECOMMENDATION TYPES:

1. PUBLIC SAFETY

Create an environment that is safe, comfortable, and clean for residents and visitors to the District



2. GREENSPACE

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



3. TRANSPORTATION

Create a walkable and bikeable environment that supports public transportation.



4. DISTRICT DEFINITION

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



5. URBAN FORM & ECONOMIC DEVELOPMENT

Create a captivating street aesthetic, land uses, and zoning that encourages walkability, bikeability, economic development, and activity.





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

AREAWIDE RECOMMENDATIONS:

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

STREET CLEAN TEAM



AMBASSADOR PROGRAM



LIGHTING



POWER OF CHANGE METER



BIKE POLICE



VACANT BUILDING MAINTENANCE





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



**DOG PARK/
RUNS**



POCKET PARK



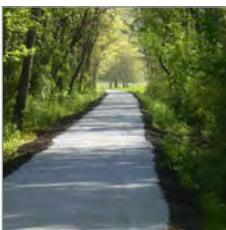
PLAYGROUND



FITNESS PARK



LANDSCAPING



**RECREATION
TRAIL**



PUBLIC PLAZA



SPLASH PADS



**COMMUNITY
GARDENS**



**MINI
ROUNDBABOUTS**

AREAWIDE RECOMMENDATIONS:

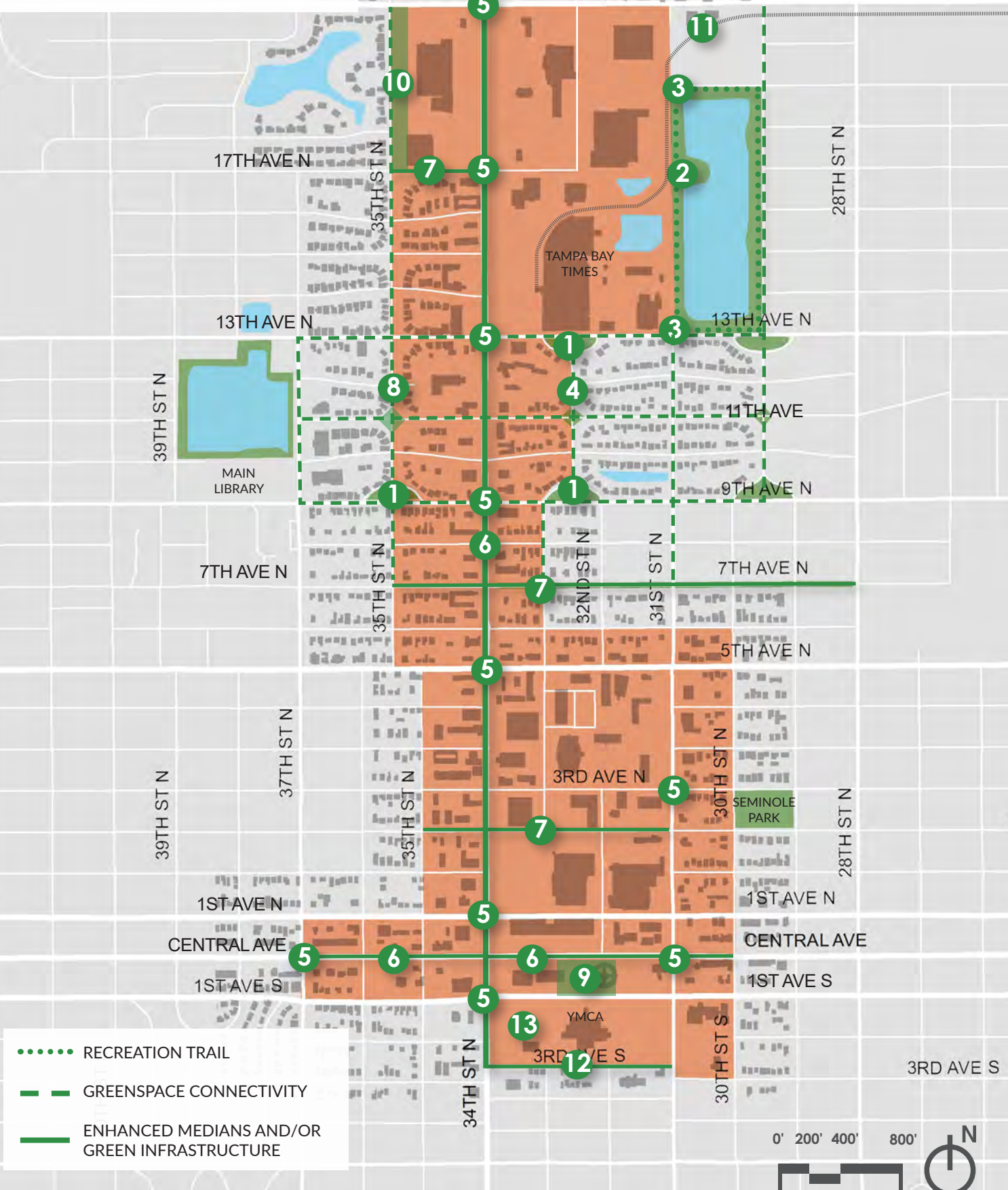
- Seek out opportunities for private and public pocket parks and parklets to increase the inventory and frequency of park spaces within the District
- Incentivize new development to include enhanced landscaping and/or greenspaces with reduction of fees, parking reductions, stormwater credits and/or density/intensity bonuses
- Consolidated and close driveways to create spaces for green infrastructure and landscaping
- Add bulb-outs and chicanes as plantable areas that also provide traffic calming
- Implement greenspace throughout the District to reflect John Nolen's Historic Plan
- Design and construct right-of-way landscaping projects

RECOMMENDATIONS:

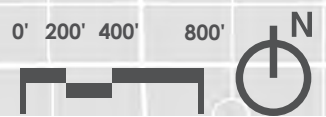
- 1 Community Garden, Dog Run, Shuffleboard Court, and/or Fitness Park
- 2 Recreation Trail, lighting, and landscaping
- 3 Trail Head
- 4 Mini Roundabouts/Curbed Landscaping
- 5 Enhanced Intersection Landscaping and/or Planters
- 6 Enhanced Median Landscaping
- 7 Green Infrastructure and Landscaping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

GREENSPACE IMPROVEMENTS

Recommendations and tools to increase greenspace within the study area.



- RECREATION TRAIL
- - - GREENSPACE CONNECTIVITY
- ENHANCED MEDIANS AND/OR GREEN INFRASTRUCTURE

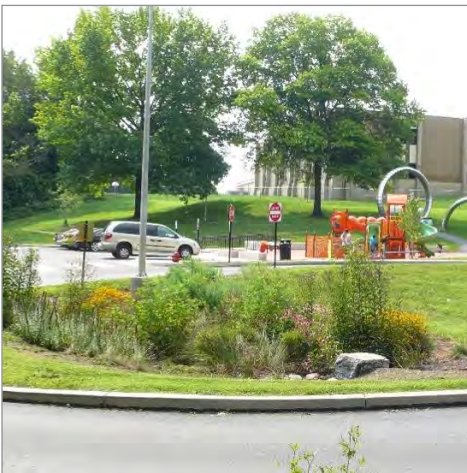


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RECREATION TRAIL AND TRAIL HEAD



GREEN INFRASTRUCTURE



PUBLIC PLAZA/SPACE



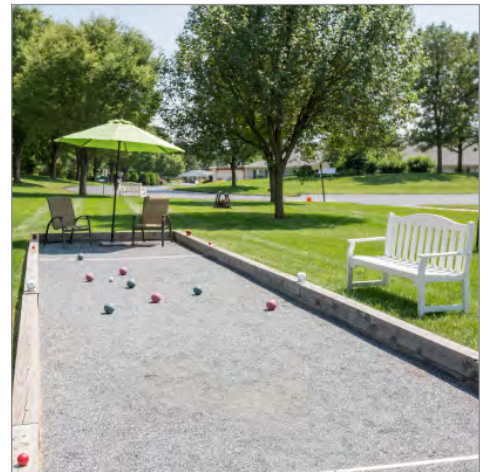
LINEAR PARK



PARKLET



PARKS



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PROPOSED EMERALD LAKE TRAIL CONCEPT:



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



Existing Conditions At Proposed Trail Head

PROPOSED TRAIL HEAD CONCEPT:



CONCEPT | Proposed Trail Head

- 1 Paved Trail
- 2 Seating
- 3 Pedestrian-Scaled Lighting
- 4 Wayfinding & Signage
- 5 Enhanced Landscaping
- 6 Coast Bike-Share Hub
- 7 Bike Racks
- 8 New Pedestrian Crossing



RECOMMENDATIONS: TRANSPORTATION-PEDESTRIAN ELEMENTS

Increase walkability and pedestrian networks to provide alternatives to driving, access to transit, and recreation.



**WIDE
SIDEWALKS**



**SAFE
CROSSINGS**



**ADA
ACCESSIBLE**



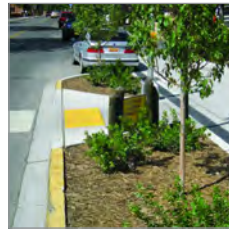
**PEDESTRIAN
LIGHTING**



CANOPY TREES



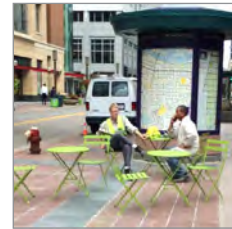
**SIDEWALK
ENHANCEMENTS**



**CURB
EXTENSIONS/
BULB OUTS**



**UNIQUE
LIGHTING**



SEATING



**SHARED
STREETS**

AREAWIDE RECOMMENDATIONS:

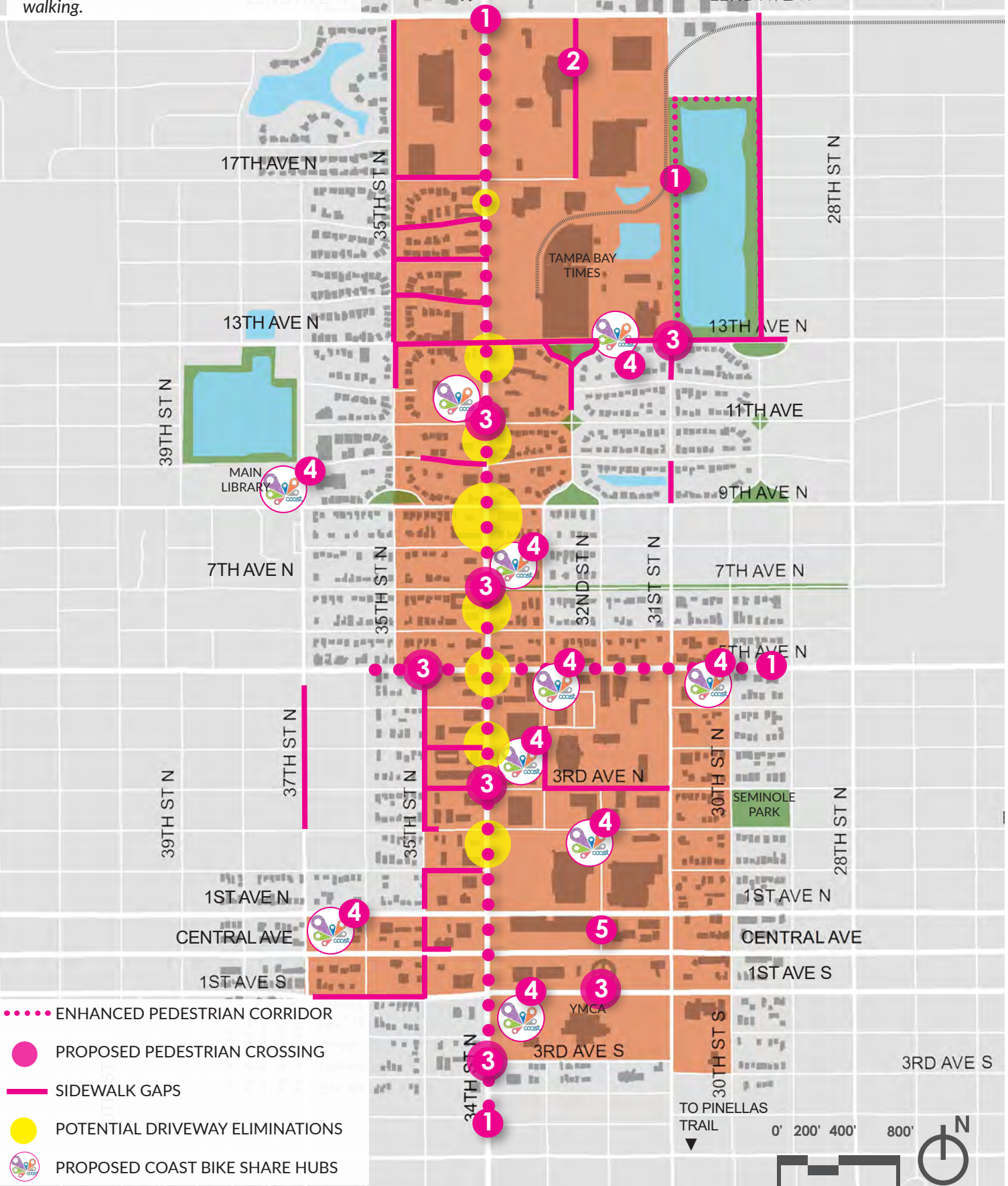
- Fill sidewalk gaps
- Add pedestrian scaled lighting and unique lighting designs when possible
- Incentivize businesses to install canopy trees along sidewalks and paths with reduction of fees, parking reductions, stormwater credits and/or density/intensity bonuses
- Increase ADA accessibility throughout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

RECOMMENDATIONS:

- 1** Enhance Pedestrian Corridor (wider sidewalks with redevelopment, lighting, bulb-outs, and landscaping)
- 2** Resurface and Add Sidewalk
- 3** Proposed Pedestrian Crossings
- 4** Proposed Coast Bike Share Hubs
- 5** Shared Street for Pedestrians and Bicyclists

PEDESTRIAN IMPROVEMENTS

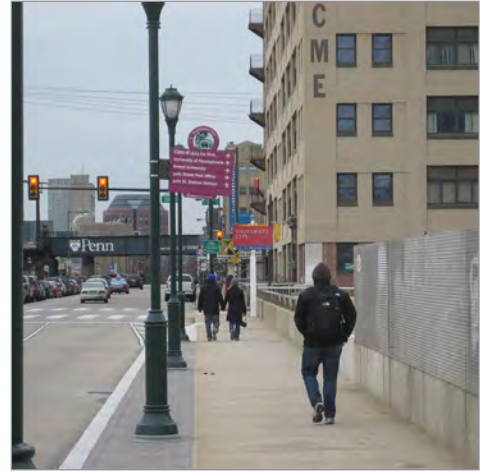
Recommendations and tools to create a more comfortable and safe environment for people walking.



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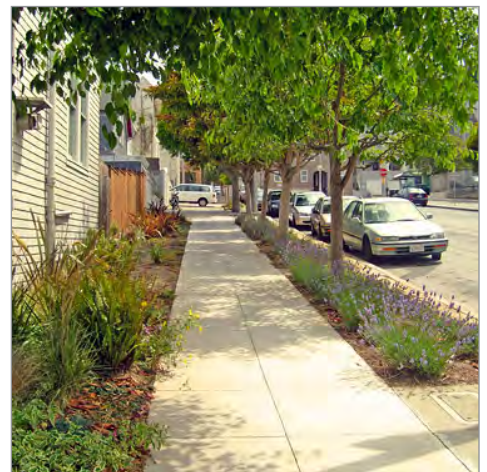
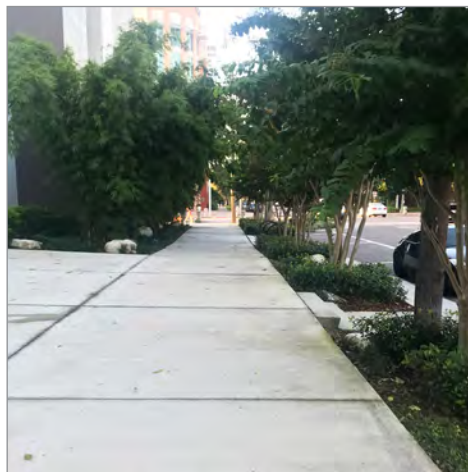
PEDESTRIAN LIGHTING



SEATING



SIDEWALK ENHANCEMENTS



SHARED STREETS



UNIQUE LIGHTING



CURB EXTENSIONS AND BULB OUTS



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Enhance and construct bicycle facilities and furniture to provide alternatives to driving and increase local and regional bicycle connectivity.



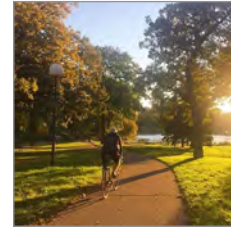
BICYCLE RACKS



SEPARATED BIKE LANES



ENHANCED CROSSINGS



MULTI-USE TRAILS



COAST BIKE SHARE HUBS



BIKE MAINTENANCE STATIONS



BIKE STORAGE



WAYFINDING

AREAWIDE RECOMMENDATIONS:

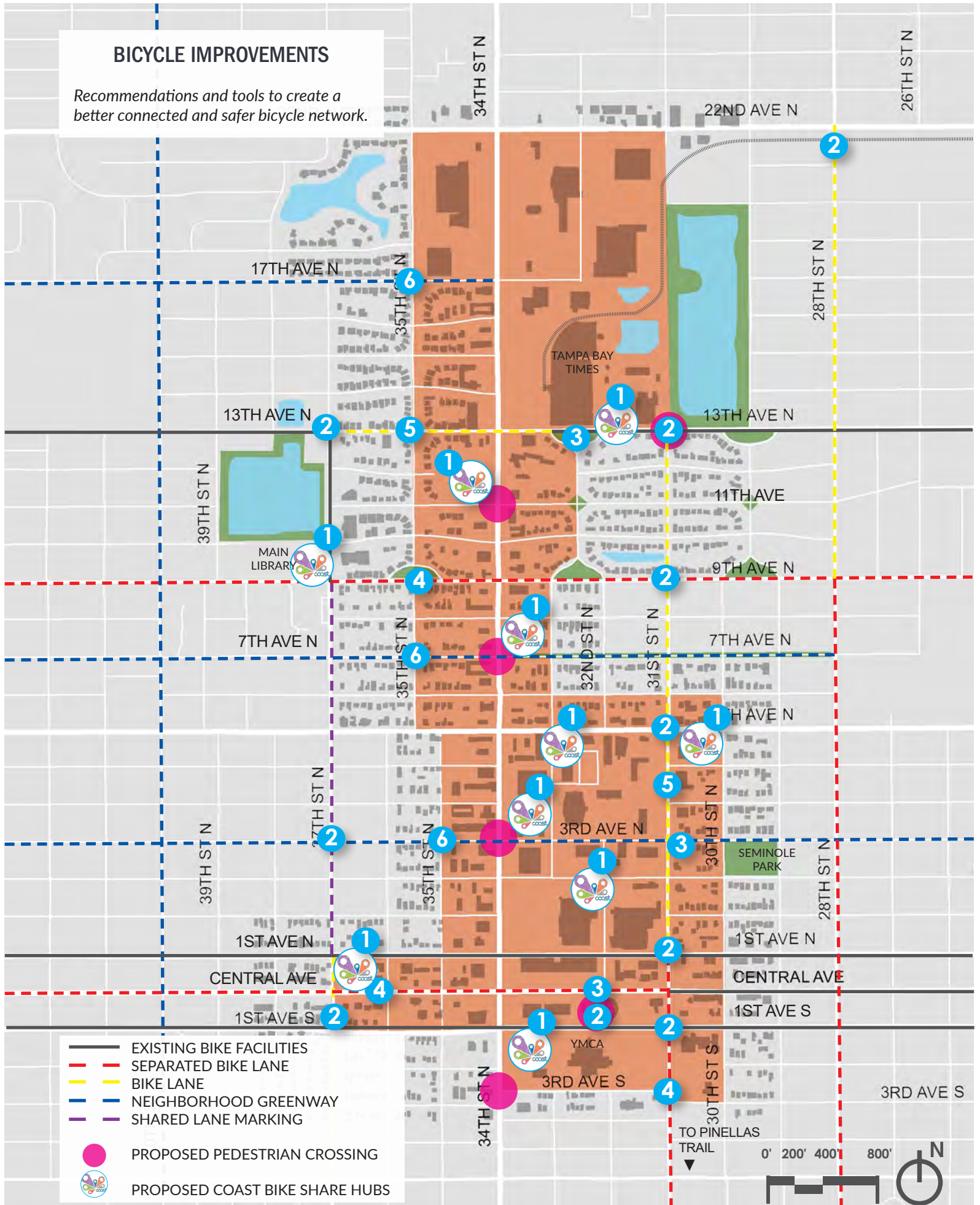
- Add bike racks adjacent to businesses, transit, and parks
- Preserve railway corridor for potential future multi-use trail
- Implement location opportunities for future Coast Bike Share Virtual Hubs
- Construct proposed pedestrian crossings as part of the St. Pete Complete Streets network
- Include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








RECOMMENDATIONS:

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

BICYCLE IMPROVEMENTS

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



-  EXISTING BIKE FACILITIES
-  SEPARATED BIKE LANE
-  BIKE LANE
-  NEIGHBORHOOD GREENWAY
-  SHARED LANE MARKING
-  PROPOSED PEDESTRIAN CROSSING
-  PROPOSED COAST BIKE SHARE HUBS

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RECOMMENDATIONS: TRANSPORTATION-TRANSIT ELEMENTS

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



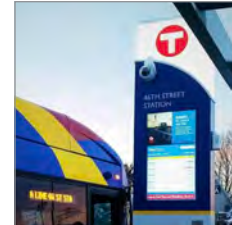
BUS SHELTERS



SEATING & TRASH CANS



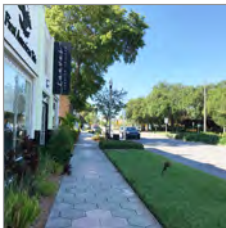
WAYFINDING



REAL-TIME ROUTE TRACKING



LIGHTING



DRIVEWAY ELIMINATION



BUS STOP PLATFORMS



DISTRICT-THEMED BUS SHELTERS



MICRO-MOBILITY



TEMPORARY SHADE STRUCTURE

AREAWIDE RECOMMENDATIONS:

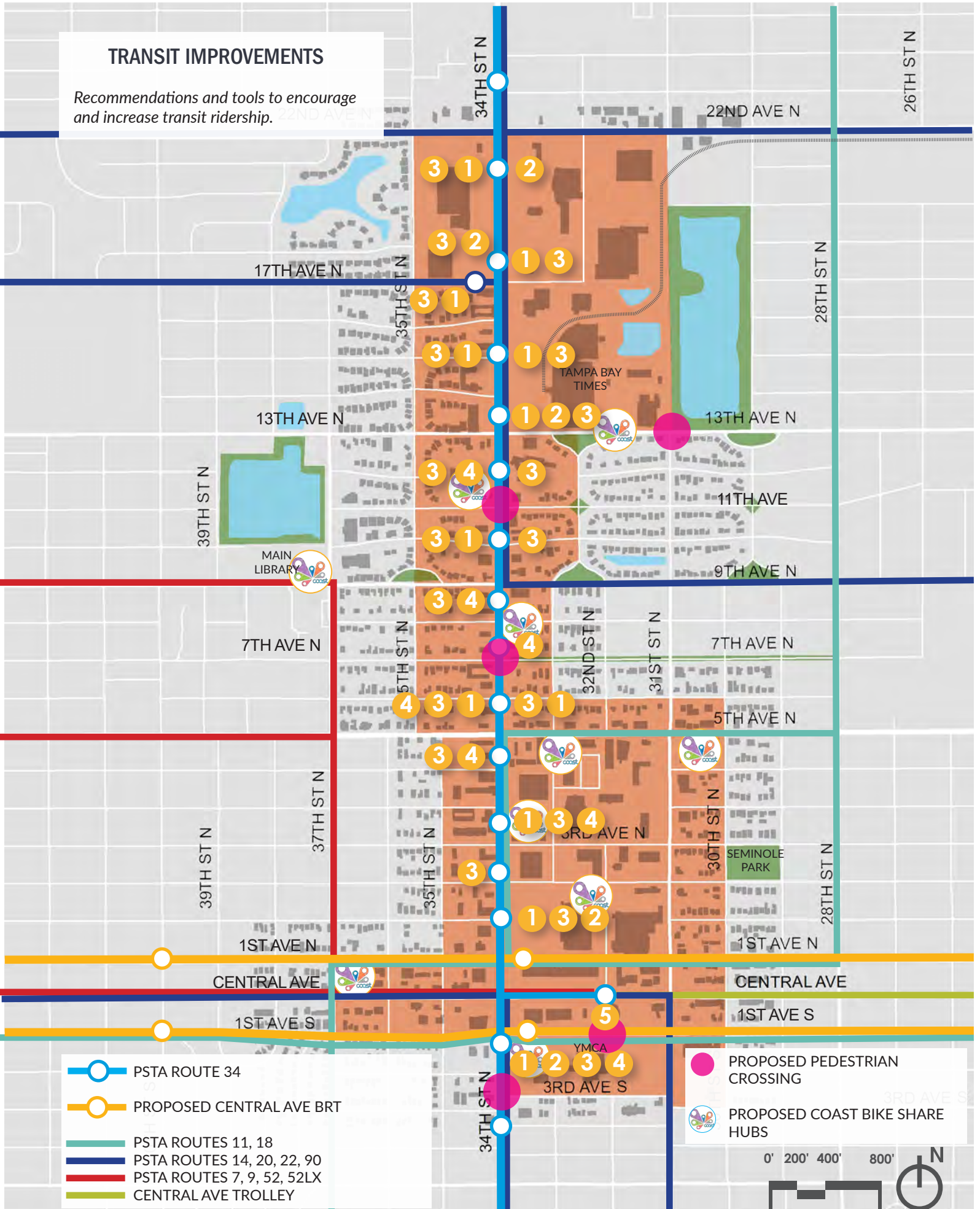
- Incrementally add seating, lighting, trash cans, concrete platforms, and wayfinding at appropriate transit stops
- Explore the use of temporary shade structures for smaller transit stops
- Indicate 34th Street as a priority transit corridor and/or future premium transit service
- Smart Traffic Signal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

RECOMMENDATIONS:

- 1 Unique/Distinctive Bus Shelters at Major Locations
- 2 Real-time Route Tracking
- 3 Lighting
- 4 Seating
- 5 Transit Hub Upgrades

TRANSIT IMPROVEMENTS

Recommendations and tools to encourage and increase transit ridership.



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

- PROPOSED PEDESTRIAN CROSSING
- PROPOSED COAST BIKE SHARE HUBS



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DISTRICT-THEMED BUS SHELTERS



TRANSIT STOP AMENITIES



WAYFINDING



MICRO-MOBILITY CONNECTIONS



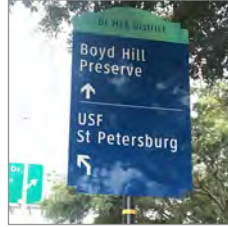
Create a brand and sense of place for the District to enhance existing character and future vision.



INTERACTIVE PUBLIC ART



MURALS



WAYFINDING



NEIGHBORHOOD SIGNS



GATEWAY LANDMARKS



PRESERVE HISTORIC STRUCTURES



EVENTS AND ACTIVITIES



BANNERS



BUS STOP ART



PAINTED INTERSECTIONS

AREAWIDE RECOMMENDATIONS:

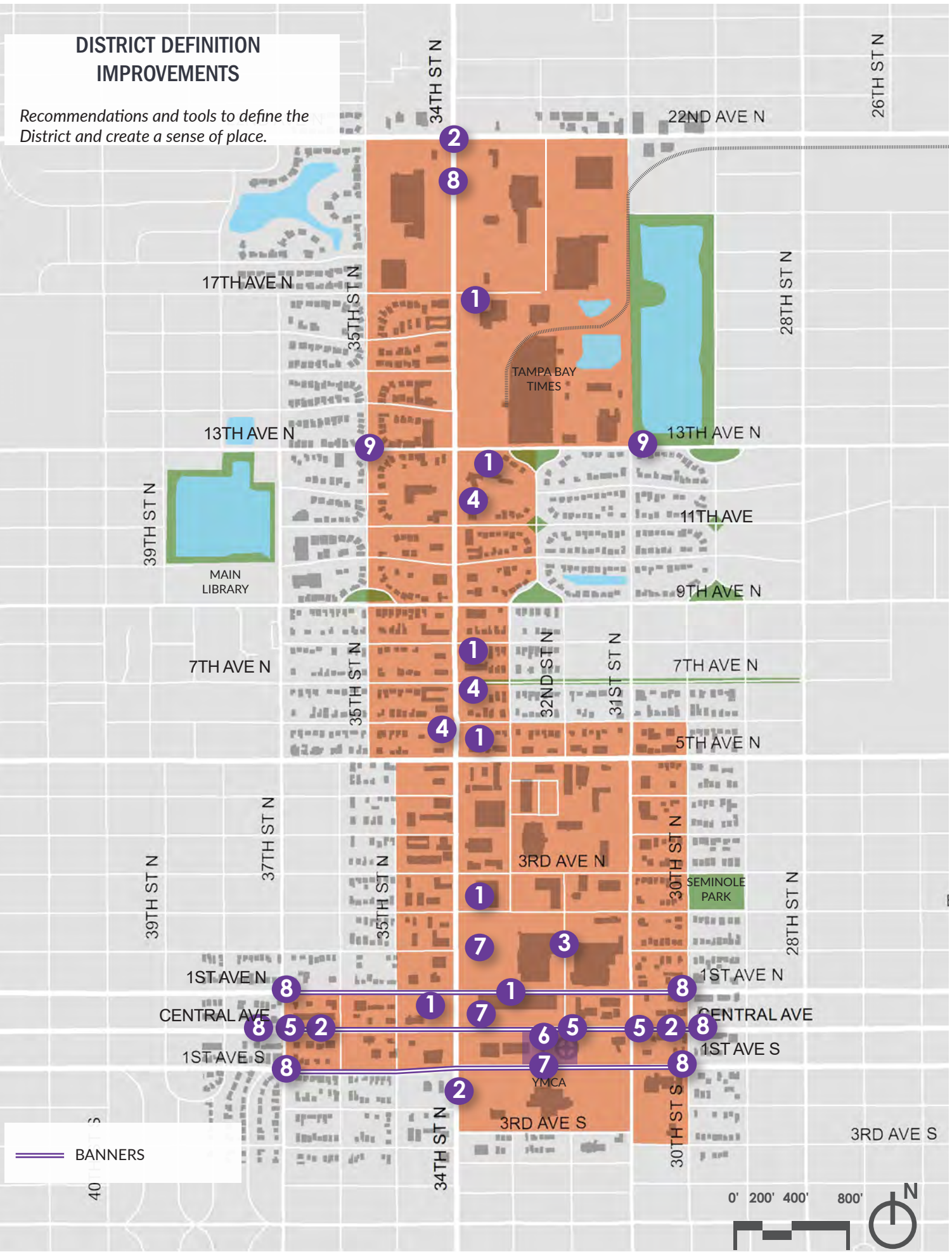
- Find opportunities for murals on blank walls or based on locations submitted by the community
- Maintain and preserve historic assets and street elements like hexagon sidewalks and brick streets/pavers.
- Create a comprehensive assessment of historic assets (structures, buildings, streetscape elements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


RECOMMENDATIONS:

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

DISTRICT DEFINITION IMPROVEMENTS

Recommendations and tools to define the District and create a sense of place.



 BANNERS

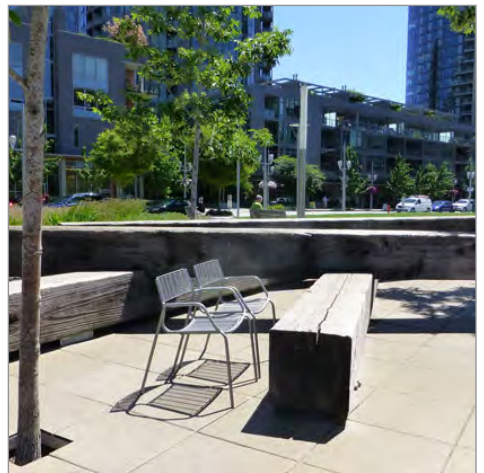


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INTERACTIVE PUBLIC ART



MURALS AND PUBLIC ART



COMMUNITY EVENTS AND ACTIVITIES



PAINTED INTERSECTIONS AND CROSSINGS



GATEWAY LANDMARKS



BUS STOP AND STATION ART



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PROPOSED MURAL LOCATIONS CONCEPTS:

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



Location: 36th Street & 1st Avenue N



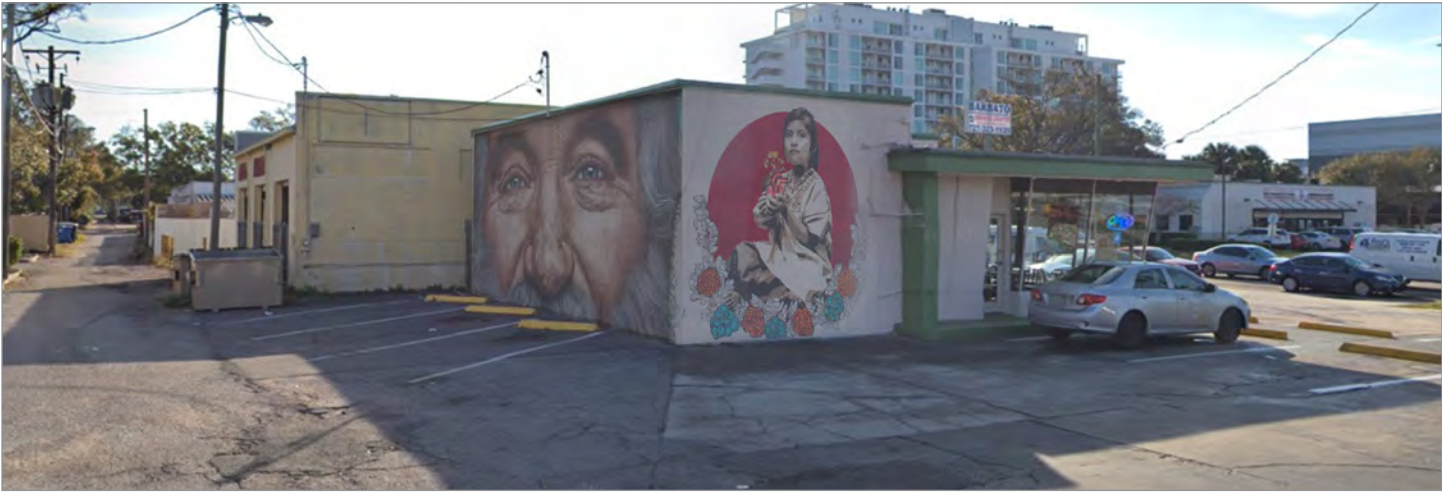
Location: 34th Street & 17th Avenue N



Location: 34th Street & 1st Avenue N



Location: 34th Street & 8th Avenue N



Location: 34th Street & 5th Avenue N



Location: 34th Street & 13th Avenue N



AREAWIDE DISTRICT MARKETING & BRANDING RECOMMENDATIONS:

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

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

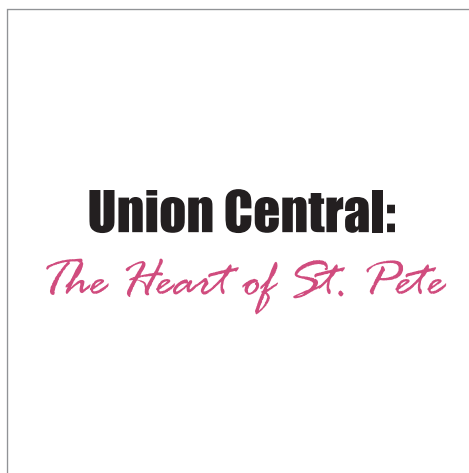
DISTRICT LOGO



ART SPOTS



DISTRICT SLOGAN & IDENTITY



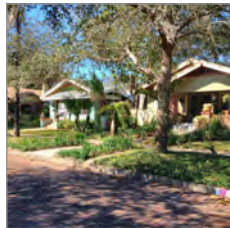
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Create a captivating street aesthetic, land uses, and zoning that encourages walkability, bikeability, transit orientation, economic development, and activity.



MIX OF USES



HISTORIC PRESERVATION



VARIETY OF HOUSING OPTIONS



LINER BUILDINGS

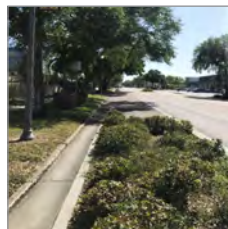
DESIGN GUIDANCE



PERMEABLE BUILDINGS



PEDESTRIAN SCALE DEVELOPMENT



LANDSCAPING



PARKING BEHIND BUILDINGS



SCREENED PARKING

AREAWIDE RECOMMENDATIONS:

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

RECOMMENDATIONS:

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

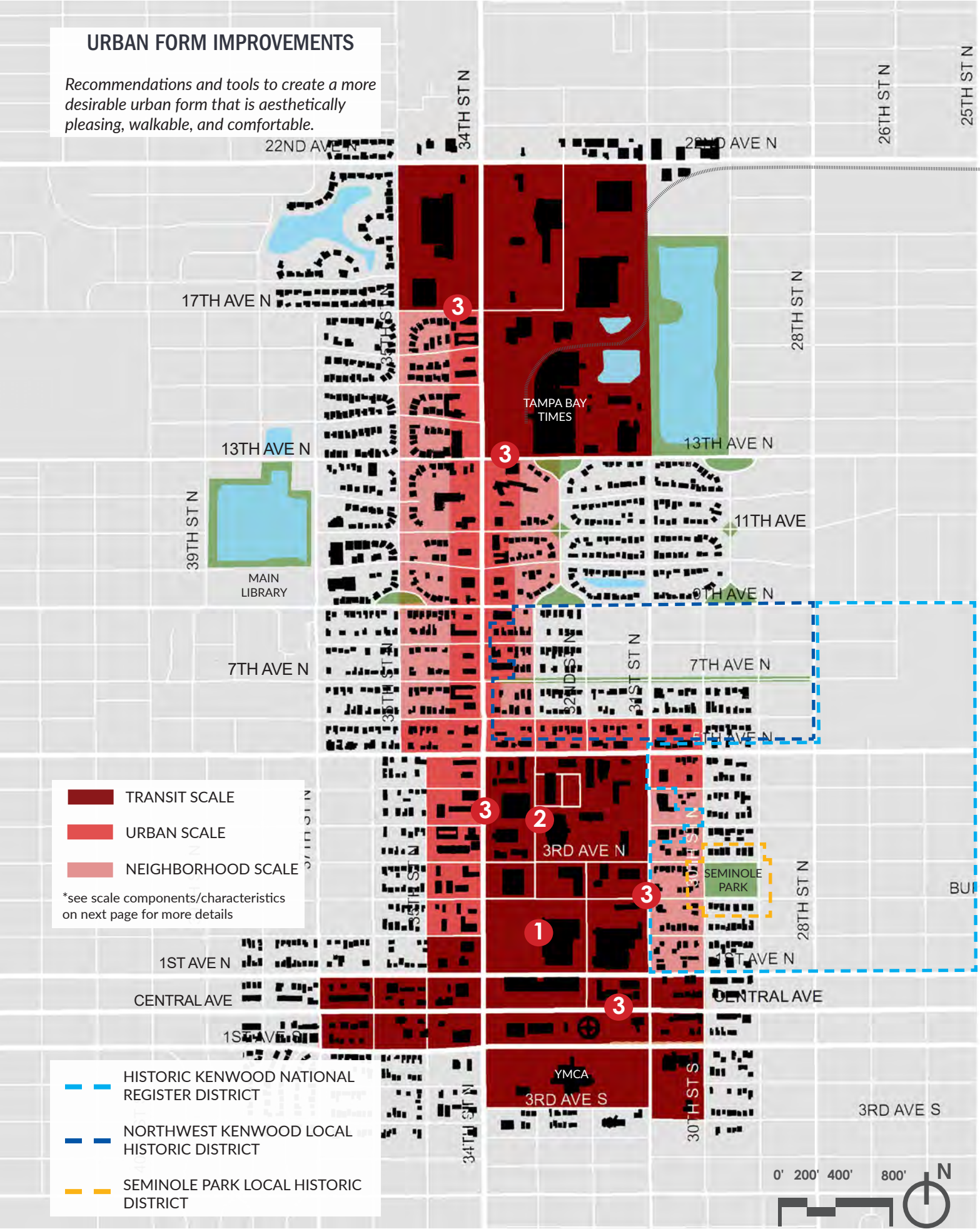
URBAN FORM IMPROVEMENTS

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

- TRANSIT SCALE
- URBAN SCALE
- NEIGHBORHOOD SCALE

*see scale components/characteristics on next page for more details

- HISTORIC KENWOOD NATIONAL REGISTER DISTRICT
- NORTHWEST KENWOOD LOCAL HISTORIC DISTRICT
- SEMINOLE PARK LOCAL HISTORIC DISTRICT





URBAN DESIGN CHARACTERISTICS AND RECOMMENDATIONS PER SCALE:

TRANSIT SCALE COMPONENTS:



MIX OF USES



HIGH DENSITY DEVELOPMENT



PEDESTRIAN & BICYCLE FACILITIES



EMPLOYMENT CENTERS



LARGE PUBLIC SPACES

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

URBAN SCALE COMPONENTS:



MID-RISE, MIXED-USE BUILDINGS



LINER BUILDINGS



SCREENED PARKING



SMALL STOREFRONTS



OUTDOOR CAFE SEATING

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

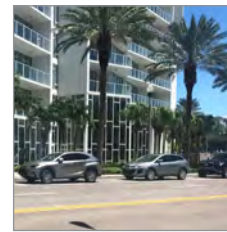
NEIGHBORHOOD SCALE COMPONENTS:



MISSING MIDDLE HOUSING



PRESERVE EXISTING NEIGHBORHOODS



ON-STREET PARKING



CORNER CONVENIENCE STORE & OTHER SERVICES



NEIGHBORHOOD PARKS

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

COMMERCIAL AND RETAIL



PUBLIC REALM



HOUSING



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ZONING RECOMMENDATIONS

AREAWIDE RECOMMENDATIONS:

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

RECOMMENDATIONS:

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

Change zoning categories to match update to Proposed Countywide Rules

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

ZONING RECOMMENDATION

Recommendations to address zoning and urban form.

- HISTORIC KENWOOD NATIONAL REGISTER DISTRICT
- NORTHWEST KENWOOD LOCAL HISTORIC DISTRICT
- SEMINOLE PARK LOCAL HISTORIC DISTRICT

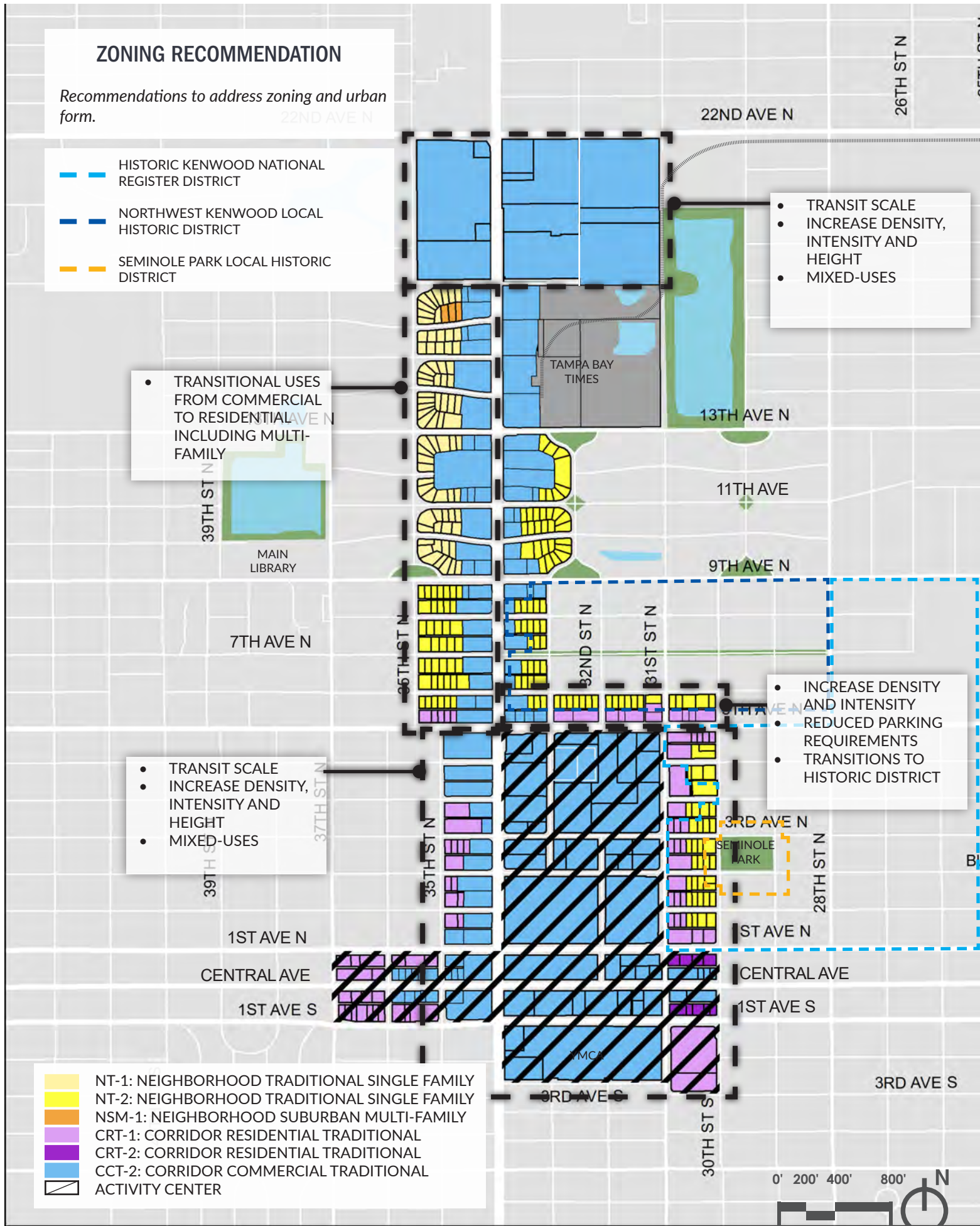
- TRANSITIONAL USES FROM COMMERCIAL TO RESIDENTIAL INCLUDING MULTI-FAMILY

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

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

- INCREASE DENSITY AND INTENSITY
- REDUCED PARKING REQUIREMENTS
- TRANSITIONS TO HISTORIC DISTRICT

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





**OPPORTUNITY AREA A:
VERTICAL INTEGRATION**



**OPPORTUNITY AREA B:
URBAN INFILL**



**OPPORTUNITY AREA C:
MULTI-USE**

AREAWIDE RECOMMENDATIONS:

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

RECOMMENDATIONS:

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

A OPPORTUNITY AREA A:

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

B OPPORTUNITY AREA B:

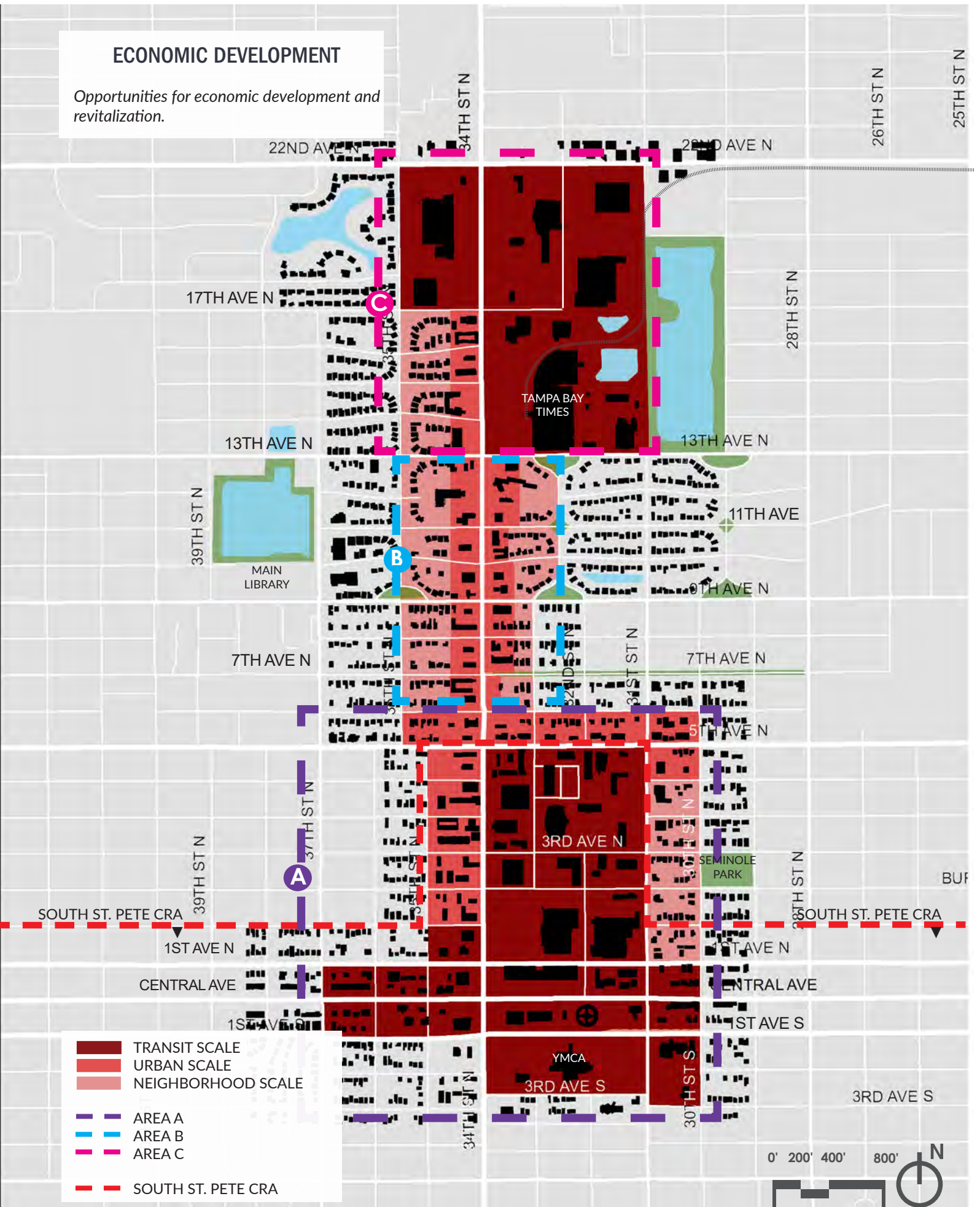
Located in the central portion of the corridor, Area B will likely be the slowest to capture growth opportunities. Development potential will likely be initially focused on residential and boutique hoteliers would be an attractive option as older facilities are updated. Due to typical narrow lot size,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

C OPPORTUNITY AREA C:

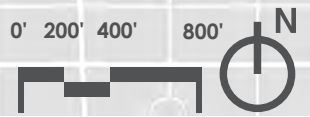
Potential in this area is tied to the redevelopment opportunities becoming available to evolve single-use anchors to a more integrated pattern. A range of land uses are supportable within this area, particularly multi-family residential and retail. Given the appropriate price points, land use patterns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

ECONOMIC DEVELOPMENT

Opportunities for economic development and revitalization.



- TRANSIT SCALE
- URBAN SCALE
- NEIGHBORHOOD SCALE
- AREA A
- AREA B
- AREA C
- SOUTH ST. PETE CRA



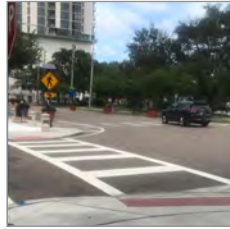
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34TH STREET RECOMMENDATIONS

The following recommendations define what should be considered and addressed during the FDOT 34th Street resurfacing project.



**CURB RADII/
BULB OUTS**



CROSSWALKS



LANDSCAPING



WIDE SIDEWALKS



**ADA
IMPROVEMENTS**

OVERALL RECOMMENDATIONS:

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

RECOMMENDATIONS:

- 1 ADA Upgrades
- 2 Reduce Curb Radii at Intersection or Driveway
- 3 Widen Sidewalks Along 34th Street
- 4 Proposed Crossings/High-Intensity Activated Crosswalk (HAWK) Signals
- 5 Landscaping

OTHER EXAMPLES:

MAITLAND, FL

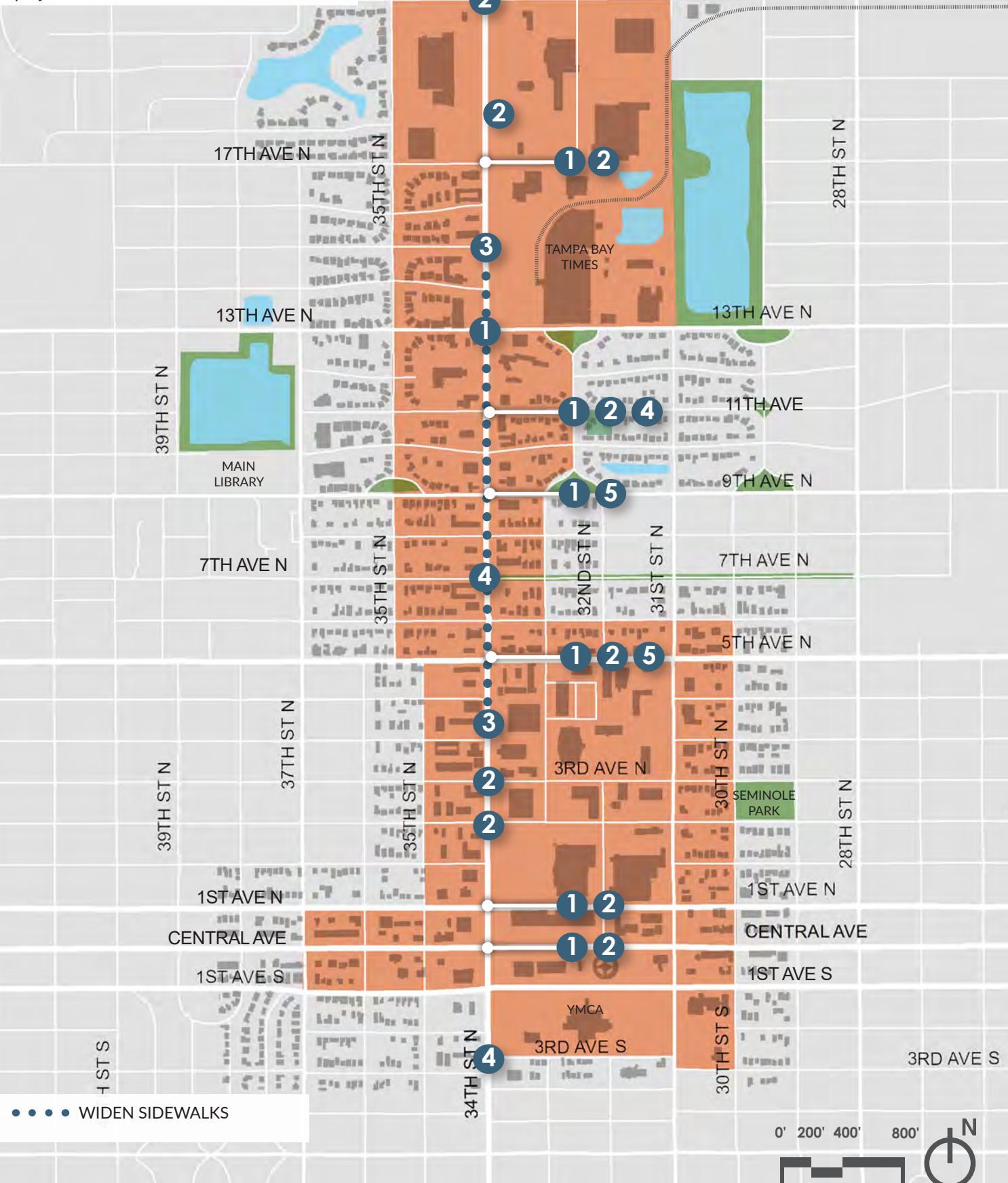


BERRY HILL, TN



34TH STREET IMPROVEMENTS

Recommendations and tools to address during the 34th Street roadway resurfacing project.



..... WIDEN SIDEWALKS



34TH STREET N. STREETScape

The 34th Street streetscape improvement recommendations aim to improve walkability, enhanced transit experience, and overall aesthetics with landscaping and building frontages.



Landscaped medians where possible for enhanced aesthetics while also using green infrastructure techniques for stormwater management.



Structured bus shelters with seating, lighting, trash cans, and other amenities for transit users.



Widen sidewalks and eliminate unnecessary driveways to increase pedestrian safety and comfort.



Mixed-use development that meets the street with ground floor retail.



Existing 34th Street N. facing North



Existing 34th Street N.



CONCEPT | Recommendations for 34th Street N.: Mid-rise, Mixed-use Development

The 13th Avenue streetscape improvement recommendations incorporate the Complete Streets bicycle network, public art on a blank building facade, and improves walkability by filling sidewalk gaps and adding shade trees.



Addition of street trees to create a comfortable walk that connects to the neighborhood and parks. Reduced turn radius at east corner of park and increased park land.



Dedicated bike lane that connects to existing and future bicycle network.



Addition of sidewalks while eliminating excessive and unnecessary driveways.



Painted mural on blank exterior of building.



Existing 13th Avenue facing East



Existing 13th Avenue



CONCEPT | Recommendations for 13th Avenue



CONCEPT | Recommendations for 13th Avenue

17TH AVENUE N. STREETSCAPE

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



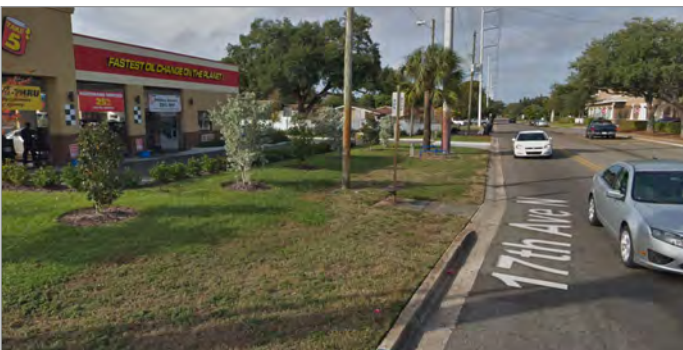
Addition of street trees and landscaping to create a comfortable walk that connects to the neighborhood and parks.



Wider sidewalks that connect to neighborhoods, retail, and transit routes.



Structured bus shelters with seating, lighting, trash cans, and other amenities for transit users.



Existing 17th Avenue facing West



Existing 17th Avenue



CONCEPT | Recommendations for 17th Avenue



SEE SECTION ABOVE

CONCEPT | Recommendations for 17th Avenue

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



Addition of street trees to create a comfortable walk that connects the neighborhood to 34th Street and retail.



Create wider sidewalks with painted crosswalks at crossings.



Dedicated bicycle facility that connects to existing and future bicycle network.



Mixed-use development that meets the street with ground floor retail and outdoor plaza to serve local residents.



Incorporate signage or gateway monument to indicate entrance into the District.



CONCEPT: Recommendations for 31st Street & 3rd Avenue

CENTRAL AVENUE STREETSCAPE

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



Maintain existing tree canopy.



Separated bike lanes that connects to existing and future bicycle network.



Create wider sidewalks with painted crosswalks at crossings.



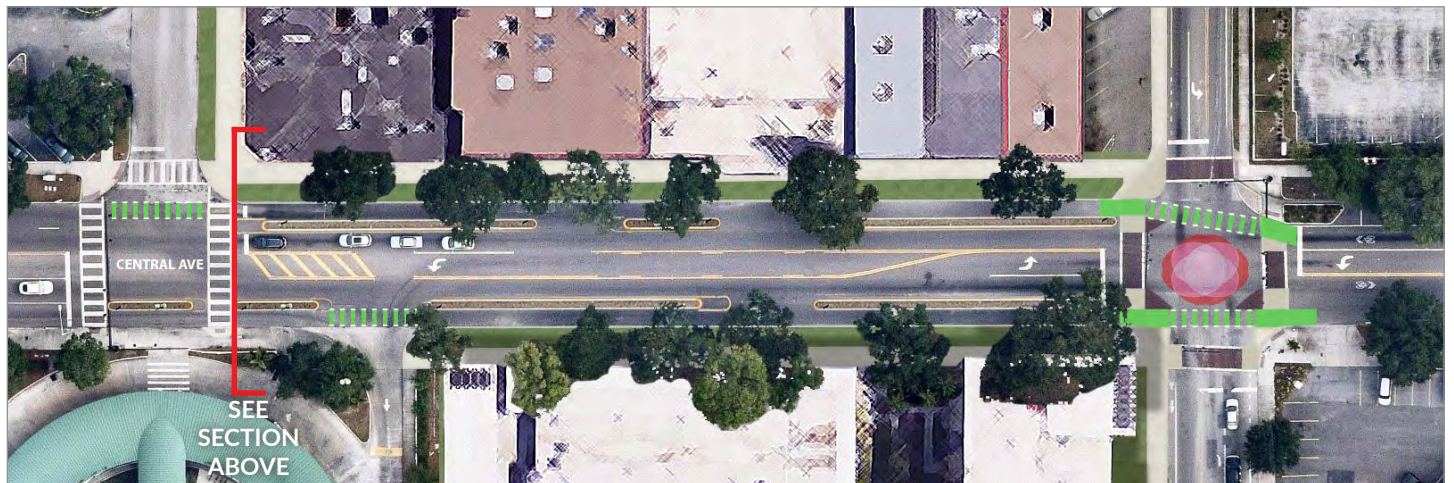
Mixed-use development that meets the street with ground floor retail and outdoor cafe seating.



Pole banners and gateway monuments and/or features. Intersection mural at Central Ave and 31st Street.



CONCEPT | Recommendations for Central Avenue looking East to 31st Street: Cycle Track



CONCEPT | Recommendations for Central Avenue from 31st Street to 32nd Street: Cycle Track

The second Central Avenue streetscape improvement includes similar recommendations to the first, with the addition of on-street parking and removing the center turn lane. The separated bicycle facility separated by paint and parked cars rather than a curb.



Maintain existing tree canopy.



Dedicated bicycle facility that connects to existing and future bicycle network.



Create wider sidewalks with painted crosswalks at crossings.



Mixed-use development that meets the street with ground floor retail and outdoor cafe seating.



Pole banners and gateway monuments and/or features. Intersection mural at Central Ave and 31st Street.



CONCEPT | Recommendations for Central Avenue looking East 31st Street: On-street Parking and Buffered Bike Lanes



CONCEPT | Recommendations for Central Avenue from 31st Street to 32nd Street: On-street Parking and Buffered Bike Lanes

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IMPLEMENTATION STRATEGIES

This section includes implementation phasing tables and actions that address the goals and recommendations previously listed in the plan. The recommendations and implementation strategies work to address Health in All Policies (HiAP) and a Sustainable St. Petersburg plan. These public health policy elements include physical activity, housing, transportation costs, employment, education access, traffic safety, and healthy food access. The seven types of recommendations that were identified in the previous chapter are divided into short-term, mid-term, and long-term phasing cost tables and phasing action tables.



PUBLIC SAFETY



GREENSPACE



PEDESTRIAN



BICYCLE



TRANSIT



PLACEMAKING



**URBAN FORM
& ECONOMIC
DEVELOPMENT**

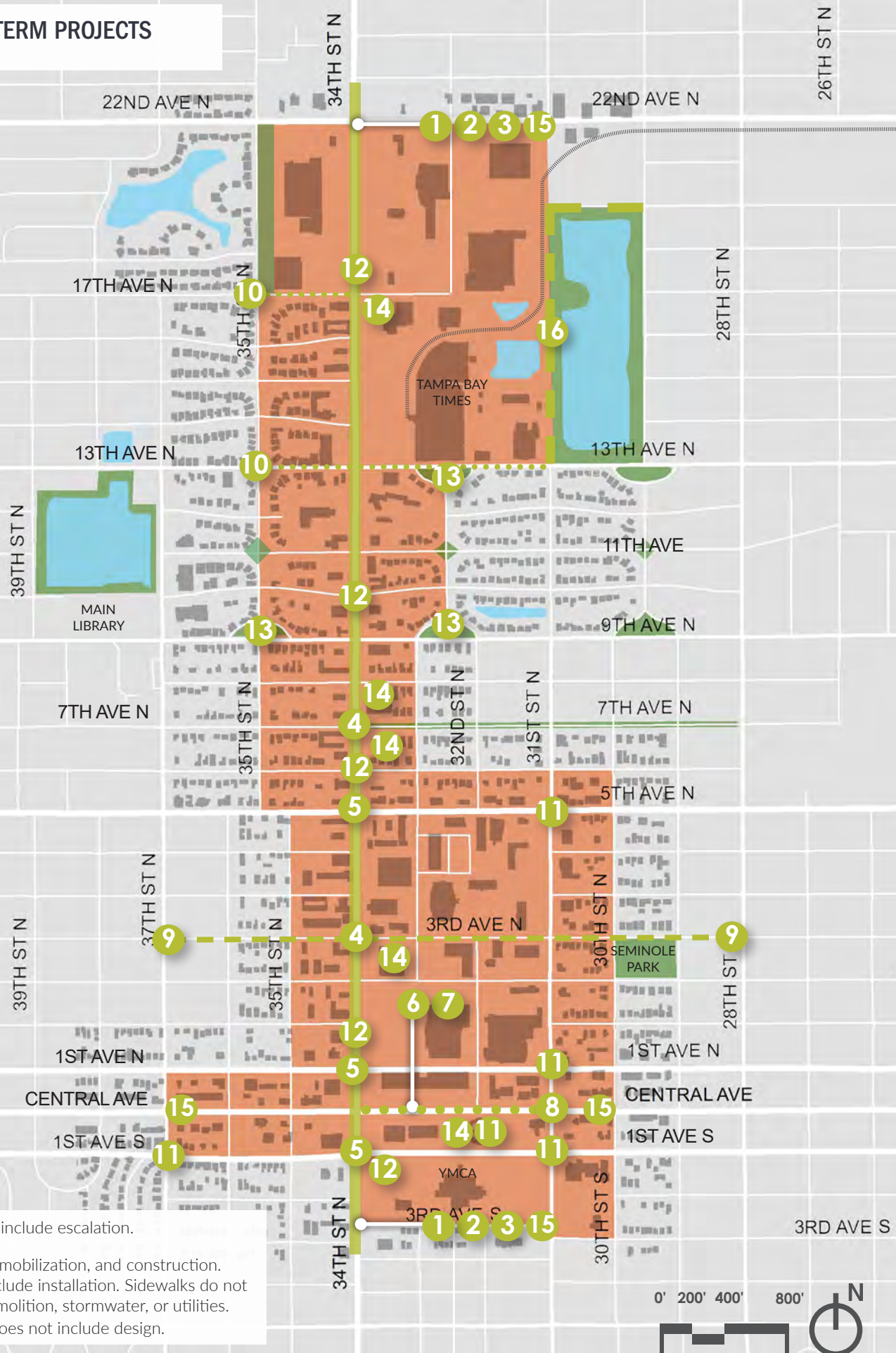
SHORT-TERM PROJECTS (WITHIN 3 YEARS)

The following tables divide the project recommendations into short-term, mid-term, and long-term phases. The estimated costs are conceptual planning costs and identify the responsible party for the project and implementation. **Note:** the numbers are a key and not a ranking of project priority.

	PROJECT	DESCRIPTION	PLANNING THEME	RESPONSIBLE ENTITIES	ESTIMATED COST
KEY	34th Street				
1	Resurface Roadway	Restripe crosswalks, ADA improvements, reduce curb radii		FDOT	N/A
2	Widen Sidewalks			FDOT	N/A
3	Lighting			FDOT	N/A
4	Pedestrian and Bicycle Crossings	3rd Ave N., 7th Ave N.		FDOT	\$300,000
5	Median and Intersection Landscaping and/or Planters			CITY OF ST. PETE	\$500,000
	Central Avenue				
6	Banners and Pedestrian Lighting	(31st Street to 34th Street)		CITY OF ST. PETE	\$130,000
7	Streetscape Improvements	(31st Street to 34th Street)-Landscaping, bicycle facility		CITY OF ST. PETE	\$1,200,000
8	Painted Intersection	At 31st Street		CITY OF ST. PETE	\$25,000
	3rd Avenue North				
9	Neighborhood Greenway	Markings		CITY OF ST. PETE	\$30,000
				Sub Total:	\$2,185,000
	Other District Elements				
10	Fill Sidewalk Gaps	Priority: 17th Ave N., 13th Ave N.		CITY OF ST. PETE	\$105,000
11	Enhanced Wayfinding to Trails and Attractions			CITY OF ST. PETE	\$10,000
12	Bus Stop Enhancements	Bus shelter, seating, lighting		PSTA, CITY OF ST. PETE	\$50,000
13	Program Parks and Community Events	Provide funding for programming		CITY OF ST. PETE	\$50,000
14	Program Public Art Funding	Murals, painted bike racks, bus stop details, other public art		CITY OF ST. PETE	\$100,000
15	Gateway Landmarks	2 on Central Ave, 2 on 34th Street		CITY OF ST. PETE	\$300,000
16	Emerald Lake Trail	Trail Pavement, Trail Heads		CITY OF ST. PETE	\$370,000
				Sub Total:	\$985,000
				Total:	\$3,170,000

TRANSPORTATION: TRANSIT
 TRANSPORTATION: BICYCLE
 TRANSPORTATION: PEDESTRIAN
 SAFETY
 GREENSPACE
 PLACEMAKING
 URBAN FORM

SHORT-TERM PROJECTS






































*Class 5, does not include escalation.

**Includes design, mobilization, and construction. Banners do not include installation. Sidewalks do not include design, demolition, stormwater, or utilities. Streetscape cost does not include design.

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MID-TERM PROJECTS (4-7 YEARS)

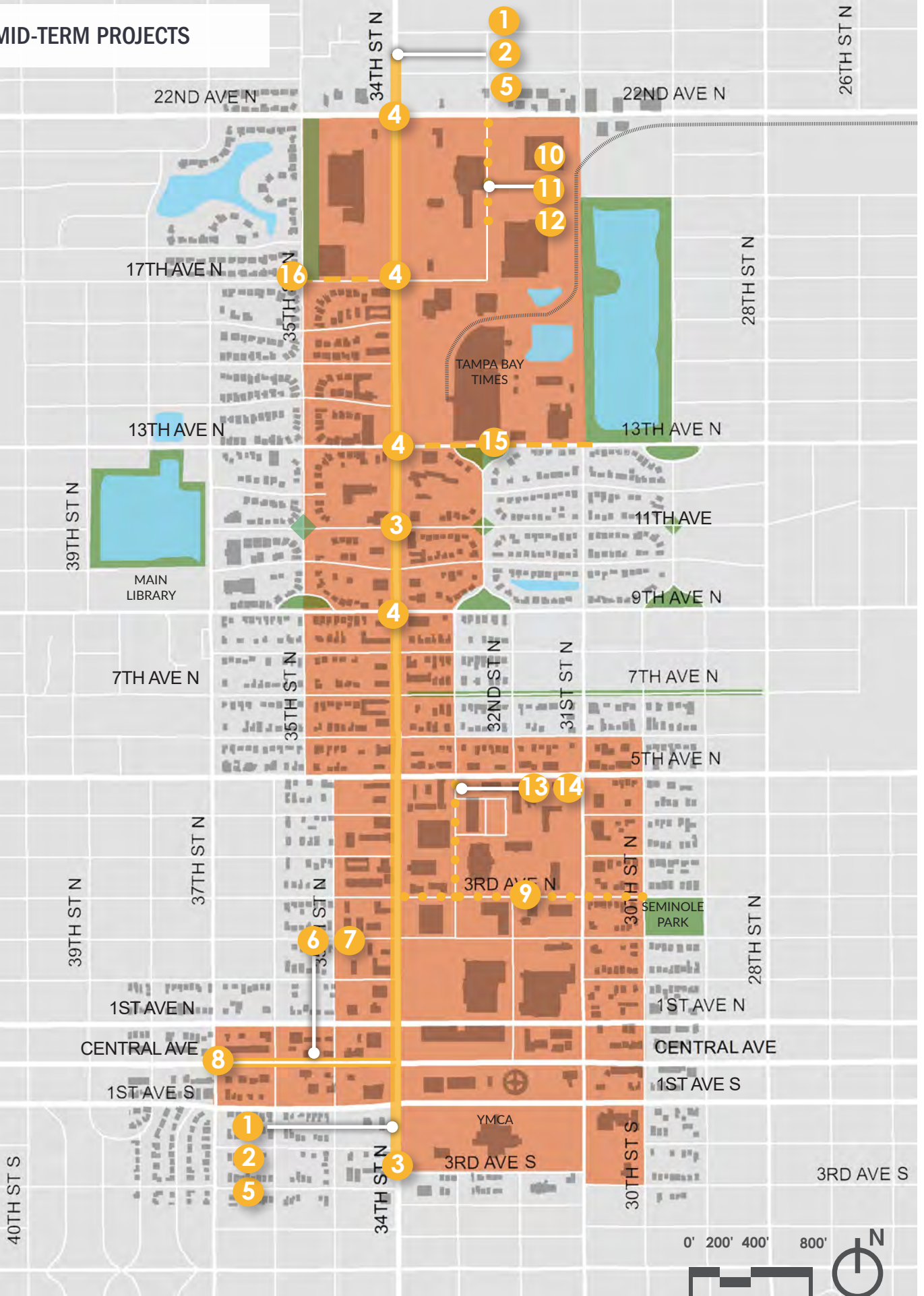
Note: the numbers are a key and not a ranking of project priority.

	PROJECT	DESCRIPTION	PLANNING THEME	RESPONSIBLE ENTITIES	ESTIMATED COST
KEY	34th Street				
1	Widen Sidewalks		 	FDOT	N/A
2	Lighting		 	FDOT	N/A
3	Pedestrian and Bicycle Crossings	3rd Ave S., 11th Ave N.	  	FDOT	\$300,000
4	Median and Intersection Landscaping and/or Planters			CITY OF ST. PETE	\$500,000
5	Smart Traffic Signal Timing			FDOT	N/A
	Central Avenue				
6	Banners and Pedestrian Lighting	(37th Street to 34th Street)	 	CITY OF ST. PETE	\$130,000
7	Streetscape Improvements	(37th Street to 34th Street) Landscaping, bicycle facility, mid-block crossing	  	CITY OF ST. PETE	\$1,200,000
8	Painted Intersection	At 37th Street		CITY OF ST. PETE	\$25,000
	3rd Avenue North				
9	Streetscape	Pedestrian lighting, resurfacing, neighborhood greenway markings	 	CITY OF ST. PETE	\$80,000
	33rd Street North				
10	Pedestrian Lighting	22nd Ave N. to Sam's Club	 	CITY OF ST. PETE	\$120,000
11	Resurfacing	22nd Ave N. to Sam's Club		PRIVATE DEV.	N/A
12	Sidewalks	22nd Ave N. to Sam's Club	 	CITY OF ST. PETE	\$35,000
13	Pedestrian Lighting	3rd Ave N. to 5th Ave N.	 	CITY OF ST. PETE	\$135,000
14	Sidewalks	3rd Ave N. to 5th Ave N.	 	CITY OF ST. PETE	\$20,000
	13th Avenue North				
15	Streetscape Improvements	Landscaping, pedestrian lighting, bike lane and paintings, driveway elimination, curb extensions/curb radii reduction, mural opportunities	    	CITY OF ST. PETE	\$200,000
	17th Avenue North				
16	Streetscape Improvements	Landscaping, pedestrian lighting, canopy trees, bus shelter	   	CITY OF ST. PETE	\$120,000
				Sub Total:	\$2,865,000

 TRANSPORTATION: TRANSIT
  TRANSPORTATION: BICYCLE
  TRANSPORTATION: PEDESTRIAN
 SAFETY
  GREENSPACE
  PLACEMAKING
  URBAN FORM

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MID-TERM PROJECTS



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MID-TERM PROJECTS (4-7 YEARS) CONT'D

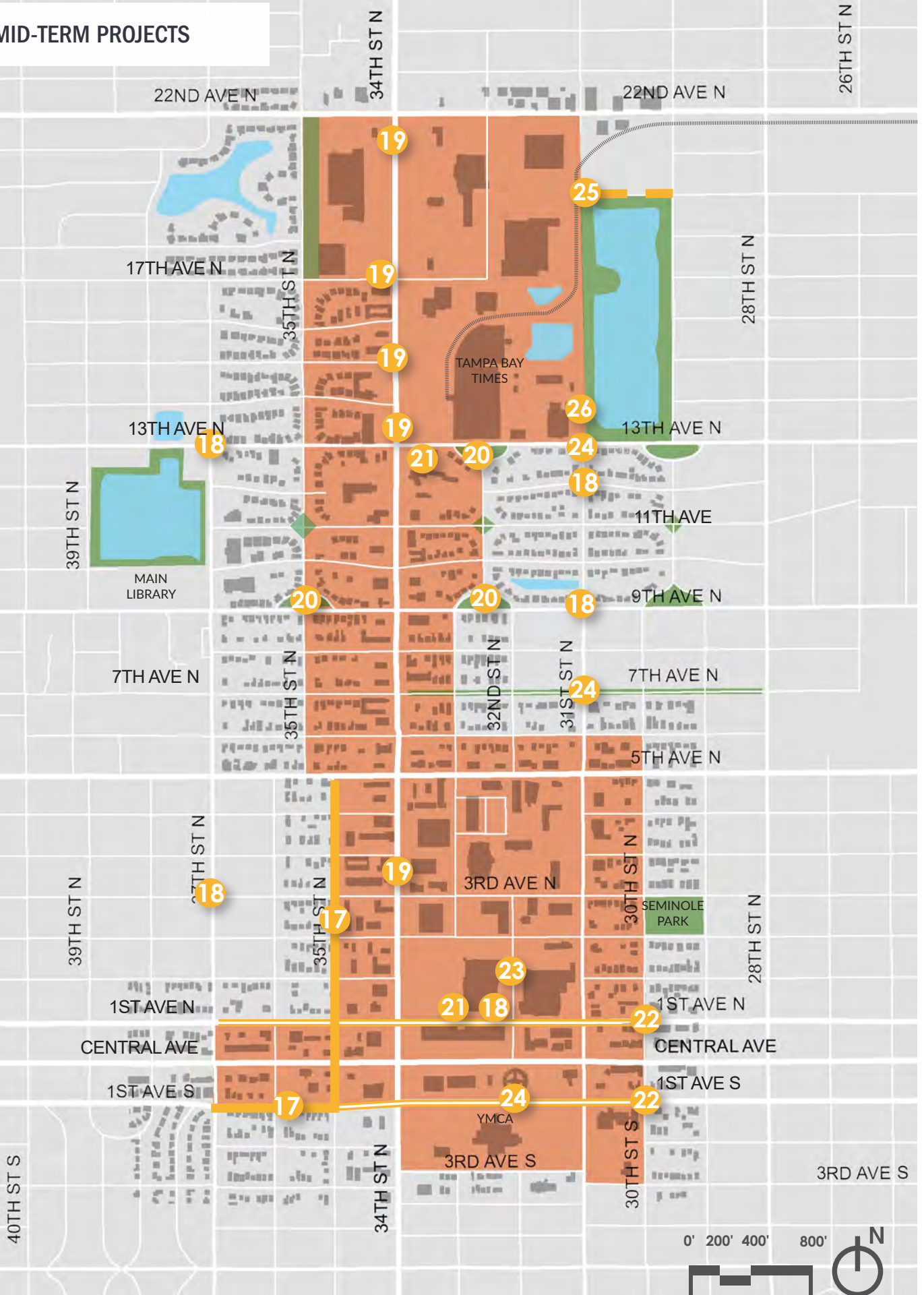
Note: the numbers are a key and not a ranking of project priority.

	PROJECT	DESCRIPTION	PLANNING THEME	RESPONSIBLE ENTITIES	ESTIMATED COST
KEY	Other District Elements				
17	Fill Sidewalk Gaps	Priority: 33rd St N.	 	CITY OF ST. PETE	\$220,000
18	Enhanced Wayfinding to Trails and Attractions		  	CITY OF ST. PETE	\$10,000
19	Bus Stop Enhancements	Bus shelter, real-time route tracking, district decal, seating, lighting	 	PSTA, CITY OF ST. PETE	\$50,000
20	Program Parks and Community Events	Provide funding for programming	 	CITY OF ST. PETE	\$50,000
21	Program Public Art Funding	Murals, painted bike racks, bus stop details, other public art	  	CITY OF ST. PETE	\$100,000
22	Banners and Pedestrian Lighting	1st Ave N and 1st Ave S (from 30th St to 37th St)		CITY OF ST. PETE	\$520,000
23	Goose Pond Historic Markers	Pavement Markers/Plaques		CITY OF ST. PETE	\$3,000
24	Proposed Pedestrian Crossings	31st Street: at 13th Ave N, & 7th Ave N.	 	CITY OF ST. PETE	\$120,000
				Sub Total:	\$1,075,000
				Total:	\$3,940,000

-  TRANSPORTATION: TRANSIT
-  TRANSPORTATION: BICYCLE
-  TRANSPORTATION: PEDESTRIAN
-  SAFETY
-  GREENSPACE
-  PLACEMAKING
-  URBAN FORM

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MID-TERM PROJECTS



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LONG-TERM PROJECTS (7+ YEARS)

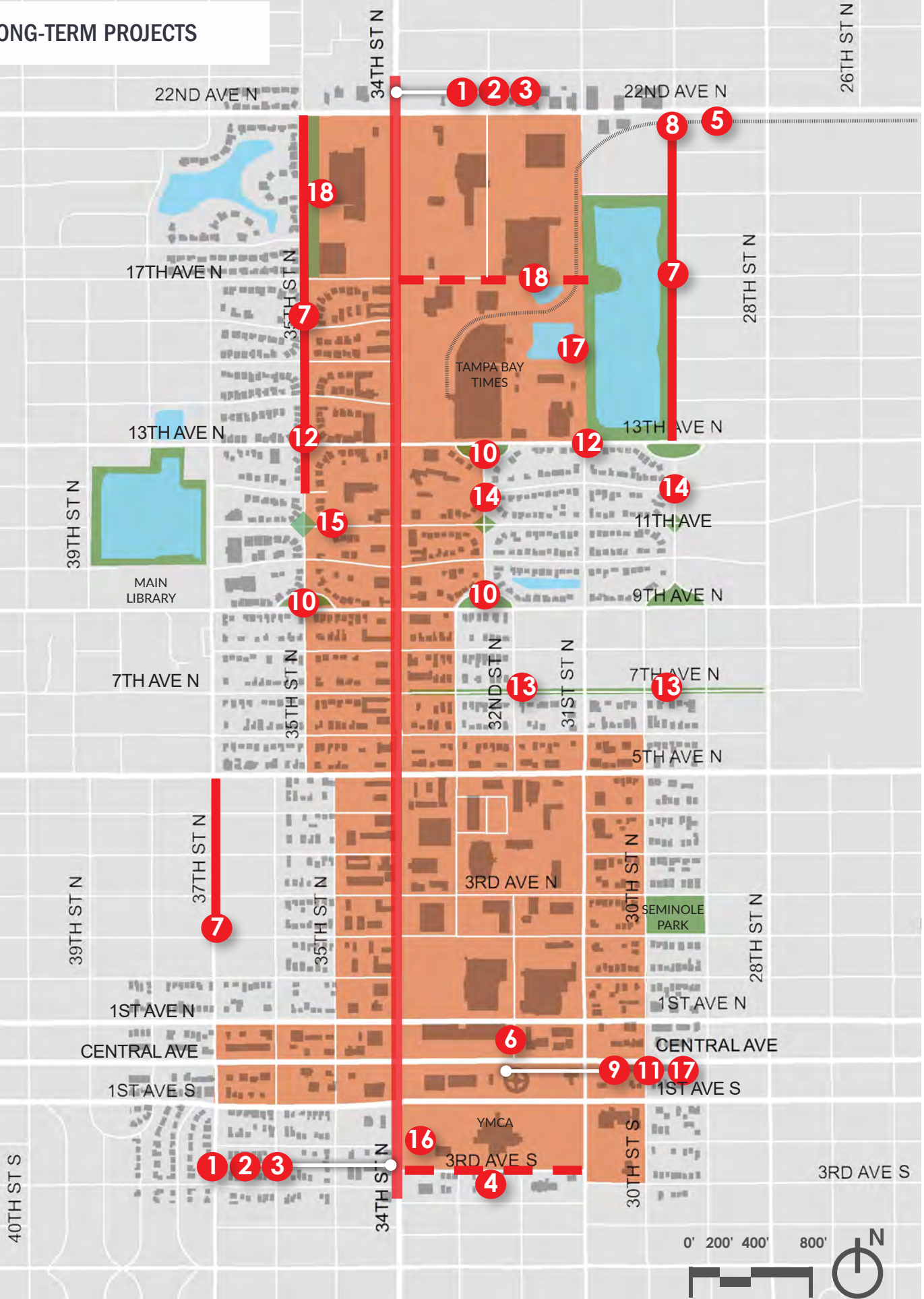
Note: the numbers are a key and not a ranking of project priority.

	PROJECT	DESCRIPTION	PLANNING THEME	RESPONSIBLE ENTITIES
KEY	34th Street			
1	Widen Sidewalks			FDOT
2	Access Roadway Improvements			CITY OF ST. PETE
3	Express Bus			PSTA, CITY OF ST. PETE
	3rd Avenue South			
4	Linear Park	Traffic calming, landscaping, sidewalks		CITY OF ST. PETE
	Railway Corridor			
5	Multi-use Trail	Wayfinding, regional connectivity		CITY OF ST. PETE
	32nd Street North			
6	Streetscape Improvements	Shared Street		CITY OF ST. PETE
	Other District Elements			
7	Fill Sidewalk Gaps	Priority: 29th Street N, 35th Street N		CITY OF ST. PETE
8	Enhanced Wayfinding to Trails and Attractions			CITY OF ST. PETE
9	Bus Stop Enhancements	Bus shelter, seating, lighting		PSTA, CITY OF ST. PETE
10	Program Parks and Community Events	Provide funding for programming		CITY OF ST. PETE
11	Construct New Mobility Hub and Program Public Art Funding	Murals, painted bike racks, bus stop decals, other public art		CITY OF ST. PETE
12	Gateway Landmarks	13th Ave N		CITY OF ST. PETE
13	Green Infrastructure and Landscaping	Specifically on 7th Ave N from 34th St N to 28th St N		CITY OF ST. PETE
14	Mini Roundabout/Curbed Landscaping	Specifically on 11th Ave N at 32nd St N and 29th St N		CITY OF ST. PETE
15	Construct Original Median by John Nolen in Right-of-Way			CITY OF ST. PETE
16	Improve Access Roadways	Between 1st Ave S and 3rd Ave S		CITY OF ST. PETE
17	Public Space	Potential park space, pocket park, plaza, or open gathering space		CITY OF ST. PETE
18	Re-establish Grid Street Network	17th Ave N between 34th St and 31st St		CITY OF ST. PETE

TRANSPORTATION: TRANSIT
 TRANSPORTATION: BICYCLE
 TRANSPORTATION: PEDESTRIAN
 SAFETY
 GREENSPACE
 PLACEMAKING
 URBAN FORM

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LONG-TERM PROJECTS



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SHORT-TERM ACTIONS (WITHIN 3 YEARS)

The following tables divide the action recommendations into short-term, mid-term, and long-term phases. The responsible party for action and implementation is also identified.

ACTION	RESPONSIBLE ENTITIES
Public Safety	
Increase lighting throughout District	CITY OF ST. PETE
Enforce maintenance of vacant buildings and land	CITY OF ST. PETE
Utilize the City's Strategic Plan and ordinances that address homelessness	CITY OF ST. PETE
Add more Power of Change Meters	CITY OF ST. PETE
Crime Prevention Through Environmental Design (CPTED) design guidance with new development	CITY OF ST. PETE
Re-institute Street Clean Teams and/or Improvement Team	CITY OF ST. PETE, DISTRICT ASSOCIATION
Continue and increase City Level Strategies: PATH program, SPPD Outreach Team, bicycle police, Power of Change donation meters, homeless resources, non-profit partnerships	CITY OF ST. PETE
Look for location for police substation and implement District bike police units	CITY OF ST. PETE
Greenspace	
Seek out opportunities for pocket parks and parklets	CITY OF ST. PETE
Incentivize new development to include enhanced landscaping and/or greenspaces	CITY OF ST. PETE
Utilize surface parking lots for temporary events and markets	CITY OF ST. PETE
Transportation	
Fill sidewalk gaps throughout District	CITY OF ST. PETE, PRIVATE DEVELOPMENT
Add pedestrian scaled lighting and unique lighting designs when possible	CITY OF ST. PETE
Incentivize businesses to install canopy trees along sidewalks and paths	CITY OF ST. PETE
Increase ADA accessibility throughout District	CITY OF ST. PETE, FDOT
Provide seating (benches, movable furniture, etc.) wherever possible to provide places for breaks or activity	CITY OF ST. PETE
Construct proposed pedestrian/bicycle crossings	CITY OF ST. PETE, FDOT
Add bike racks adjacent to businesses, transit, parks, and major activity centers	CITY OF ST. PETE, PSTA
Implement location opportunities for future Coast Bike Share Virtual Hubs	CITY OF ST. PETE, COAST
Add seating, lighting, trash cans, concrete platforms, and wayfinding at appropriate transit stops	CITY OF ST. PETE, PSTA
Create spaces dedicated for micro-mobility options such as scooters and bike-share	CITY OF ST. PETE
Deploy an "Adopt a Bus Shelter" program	CITY OF ST. PETE, PSTA

ACTION	RESPONSIBLE ENTITIES
District Definition and Marketing	
Indicate opportunities for murals	CITY OF ST. PETE
Add neighborhood street signs and wayfinding	CITY OF ST. PETE
Paint bike racks to match character of the District	CITY OF ST. PETE
Create a comprehensive assessment of historic assets within the District for potential improvements, preservation, or incentives for redevelopment/restoration	CITY OF ST. PETE
Establish a District Association and consider hiring an Executive Director for the District	CITY OF ST. PETE, DISTRICT ASSOCIATION
Incorporate the District brand throughout the area	CITY OF ST. PETE, DISTRICT ASSOCIATION
Plan events to activate the District and attract visitors: open streets, markets, festivals, concerts, outdoor movies, cultural events, car shows, etc.	CITY OF ST. PETE, DISTRICT ASSOCIATION
Offer incentives or funding toward historic signage and building restoration	CITY OF ST. PETE
Establish a Mission/Vision Statement for the District	CITY OF ST. PETE
Connect with local businesses and eateries to develop District-specific themed menu items (food, cocktails, custom beer at local breweries)	CITY OF ST. PETE, DISTRICT ASSOCIATION
Develop question(s) and designate a location for residents to respond: Post-It wall, chalk wall, etc.	CITY OF ST. PETE, DISTRICT ASSOCIATION
Engage local community for art: murals, District logo/themed stickers, "Art Spots", painted light poles, electrical boxes, sidewalks, intersection/pavement, storm drains, dumpsters, bus shelters, benches, bike racks, etc.	CITY OF ST. PETE, DISTRICT ASSOCIATION
Create a District-specific website as a hub for events, art projects, media, community features/businesses/restaurants, history section, etc.	CITY OF ST. PETE, DISTRICT ASSOCIATION
Promote #UNIONCENTRAL hashtag and catchy slogan: "Heart of St. Pete"	CITY OF ST. PETE, DISTRICT ASSOCIATION
Establish an annual event that is unique to the District and a reoccurring street market and/or open streets events on Central Avenue or within the District	CITY OF ST. PETE, DISTRICT ASSOCIATION
Urban Form and Economic Development	
Upzone to accommodate greater density/intensity, particularly, the Transit Scale parcels	CITY OF ST. PETE
Focus on placemaking efforts that elevate the desirability of the corridor, including streetscape, parks and open space, and wayfinding improvements	CITY OF ST. PETE
Consider incentive policies to promote investment along the corridor, particularly for non-residential uses	CITY OF ST. PETE
Create a micro-loan fund dedicated to the corridor for business improvement activities	CITY OF ST. PETE
Underutilized or dilapidated properties should be targeted for redevelopment	CITY OF ST. PETE
Consider land banking key parcels along the corridor to support assembly for development pads	CITY OF ST. PETE
Create a business association	CITY OF ST. PETE
Partner with St. Pete Chamber of Commerce	CITY OF ST. PETE, DISTRICT ASSOCIATION

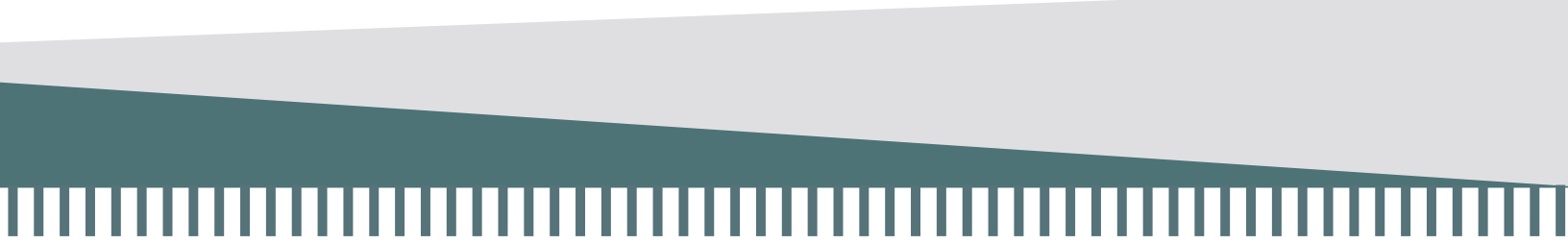
MID-TERM ACTIONS (4-7 YEARS) CONT'D

ACTION	RESPONSIBLE ENTITIES
Public Safety	
Continue to increase lighting throughout District	CITY OF ST. PETE
Enforce maintenance of vacant buildings and land	CITY OF ST. PETE
Crime Prevention Through Environmental Design (CPTED) design guidance with new development	CITY OF ST. PETE
Continue City Level Strategies: PATH program, SPPD Outreach Team, bicycle police, Power of Change donation meters, homeless resources, non-profit partnerships	CITY OF ST. PETE
Greenspace	
Seek out opportunities for pocket parks and parklets	CITY OF ST. PETE
Utilize surface parking lots for temporary events and markets	CITY OF ST. PETE
Transportation	
Fill sidewalk gaps throughout District	CITY OF ST. PETE, PRIVATE DEVELOPMENT
Add pedestrian scaled lighting and unique lighting designs when possible	CITY OF ST. PETE
Incentivize businesses to install canopy trees along sidewalks and paths	CITY OF ST. PETE
Increase ADA accessibility throughout District	CITY OF ST. PETE, FDOT
Provide seating (benches, movable furniture, etc.) wherever possible to provide places for breaks or activity	CITY OF ST. PETE
Construct proposed pedestrian crossings	CITY OF ST. PETE
Implement neighborhood greenways	CITY OF ST. PETE
Add seating, lighting, trash cans, concrete platforms, and wayfinding at appropriate transit stops	CITY OF ST. PETE
Add temporary shade structure for smaller transit stops	CITY OF ST. PETE, PSTA
Indicate 34th Street as a priority transit corridor and/or future express service	CITY OF ST. PETE, PSTA
Reduce curb radii	CITY OF ST. PETE, FDOT
Implement/expand Looper service into the District	CITY OF ST. PETE, PSTA
District Definition	
Plan events to activate the District and attract visitors: open streets, markets, festivals, concerts, outdoor movies, cultural events, car shows, etc.	CITY OF ST. PETE, DISTRICT ASSOCIATION
Hold an interactive art competition	CITY OF ST. PETE, DISTRICT ASSOCIATION
Promote #UNIONCENTRAL hashtag and catchy slogan: "Heart of St. Pete"	CITY OF ST. PETE, DISTRICT ASSOCIATION
Implement District tours	CITY OF ST. PETE, DISTRICT ASSOCIATION

ACTION	RESPONSIBLE ENTITIES
Urban Form and Economic Development	
Consider incentive policies to promote investment along the corridor, particularly for non-residential uses	CITY OF ST. PETE
Create a micro-loan fund dedicated to the corridor for business improvement activities	CITY OF ST. PETE
Underutilized or dilapidated properties should be targeted for redevelopment	CITY OF ST. PETE
Consider land banking key parcels along the corridor to support assembly for development pads	CITY OF ST. PETE

LONG-TERM ACTIONS (7+ YEARS)

ACTION	RESPONSIBLE ENTITIES
Public Safety	
Increase lighting throughout District	CITY OF ST. PETE
Continue enforce maintenance of vacant buildings and land	CITY OF ST. PETE
Crime Prevention Through Environmental Design (CPTED) design guidance with new development	CITY OF ST. PETE
Continue City Level Strategies: PATH program, SPPD Outreach Team, bicycle police, Power of Change donation meters, homeless resources, non-profit partnerships	CITY OF ST. PETE
Create an Ambassador Program	CITY OF ST. PETE, DISTRICT ASSOCIATION
Greenspace	
Seek out opportunities for pocket parks and parklets	CITY OF ST. PETE
Utilize surface parking lots for temporary events and markets	CITY OF ST. PETE
Transportation	
Fill sidewalk gaps throughout District	CITY OF ST. PETE, PRIVATE DEVELOPMENT
Add pedestrian scaled lighting and unique lighting designs when possible	CITY OF ST. PETE
Incentivize businesses to install canopy trees along sidewalks and paths	CITY OF ST. PETE
Increase ADA accessibility throughout District	CITY OF ST. PETE, FDOT
Access management study for 34th Street/driveway consolidation	FDOT
Provide seating (benches, movable furniture, etc.) wherever possible to provide places for breaks or activity	CITY OF ST. PETE
Indicate 34th Street as a priority transit corridor and/or future express service	CITY OF ST. PETE, PSTA
Implement/expand Looper service into the District	CITY OF ST. PETE, PSTA
District Definition	
Plan events to activate the District and attract visitors: open streets, markets, festivals, concerts, outdoor movies, cultural events, car shows, etc.	DISTRICT ASSOCIATION
Hold an interactive art competition	DISTRICT ASSOCIATION
Promote #UNIONCENTRAL hashtag and catchy slogan: "Heart of St. Pete"	DISTRICT ASSOCIATION
Urban Form and Economic Development	
Consider incentive policies to promote investment along the corridor, particularly for non-residential uses	CITY OF ST. PETE
Underutilized or dilapidated properties should be targeted for redevelopment	CITY OF ST. PETE
Consider land banking key parcels along the corridor to support assembly for development pads	CITY OF ST. PETE



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Appendix A: Existing Conditions

CRA BOUNDARY

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

EXISTING LAND USE

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

FUTURE LAND USE

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

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

ZONING

The parcels directly adjacent to 34th Street are zoned as CCS-1 and CCS-2. A small portion of Central Avenue in the study area is zoned as CCT-2 which is zoned for the CRA. A large portion of the study has an activity center overlay. The surrounding residential areas are zoned as NT-1, NT-2, NS-1, NSM-1, CRT-1, and CRT-2.

NEIGHBORHOOD SUBURBAN DISTRICTS

- NT-1: Neighborhood Traditional Single-Family 15/.50 FAR
- NT-2: Neighborhood Traditional Single-Family 15/.50 FAR
- NS-1: Neighborhood Suburban Single-Family 7.5/.35 FAR
- NSM-1: Neighborhood Suburban Multi-Family 24/.60 FAR

CORRIDOR RESIDENTIAL DISTRICTS

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

CORRIDOR COMMERCIAL DISTRICTS

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

AREAS OF INTEREST

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

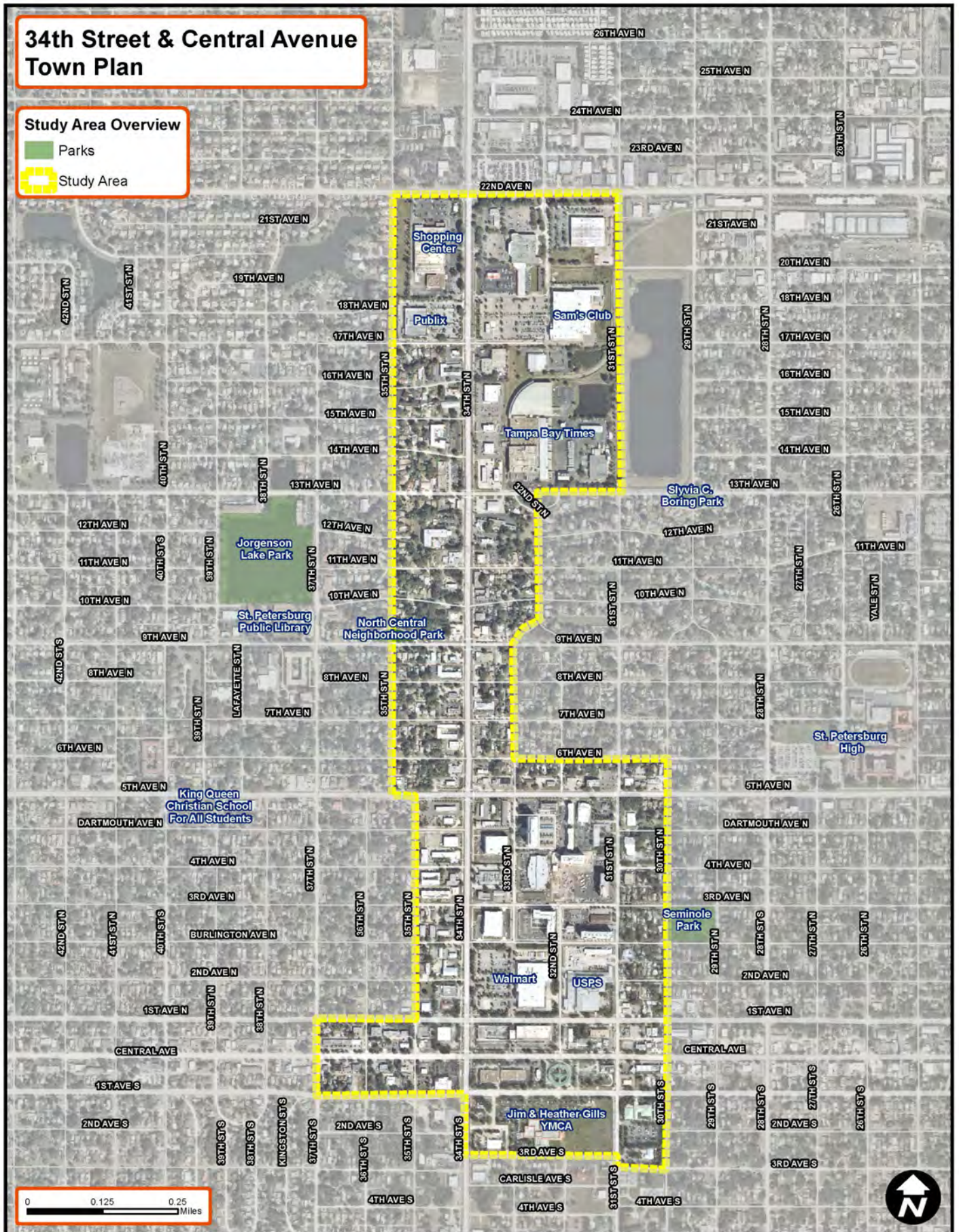
OPPORTUNITY ZONES

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

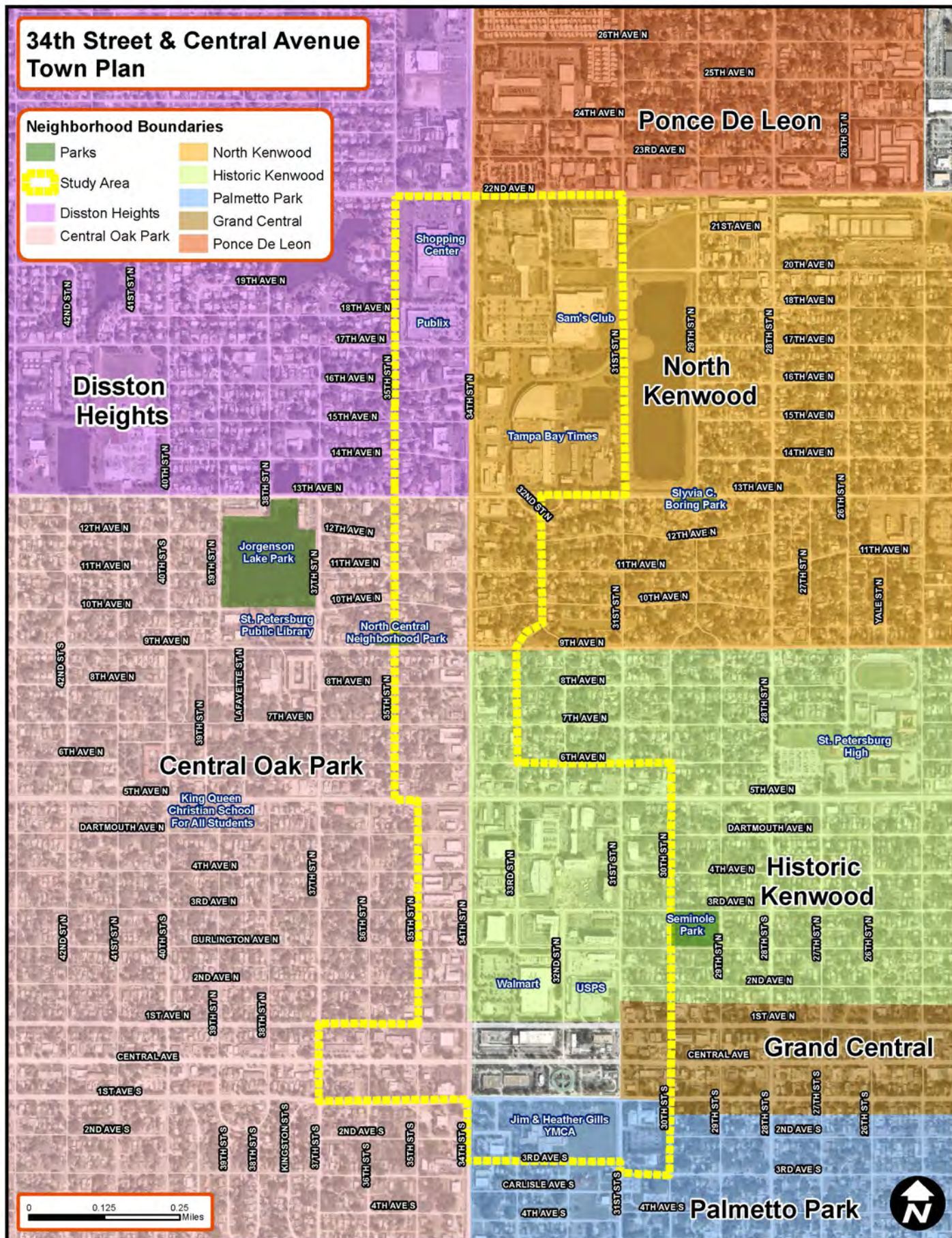
BROWNFIELDS

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

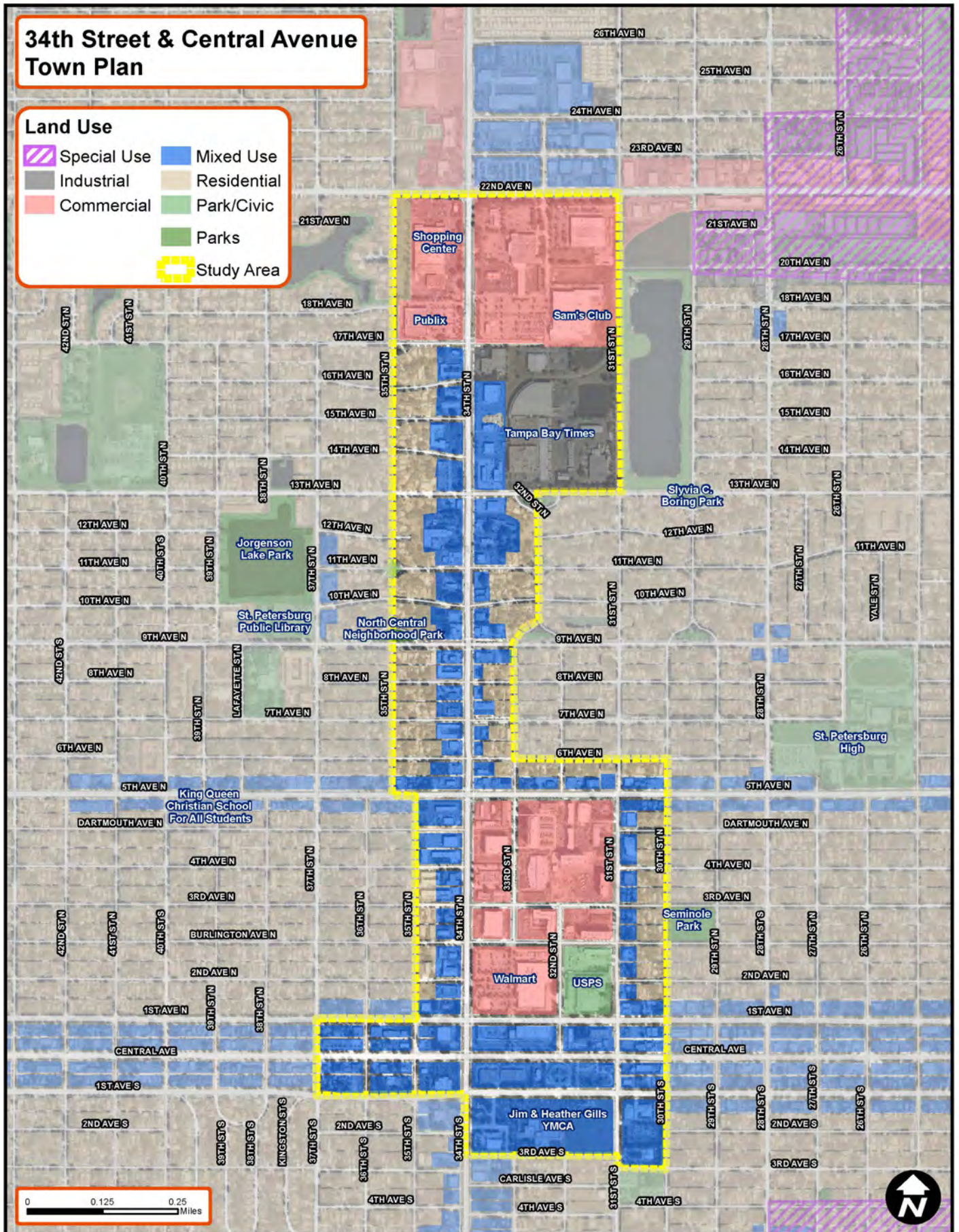
EXISTING CONDITIONS: STUDY AREA



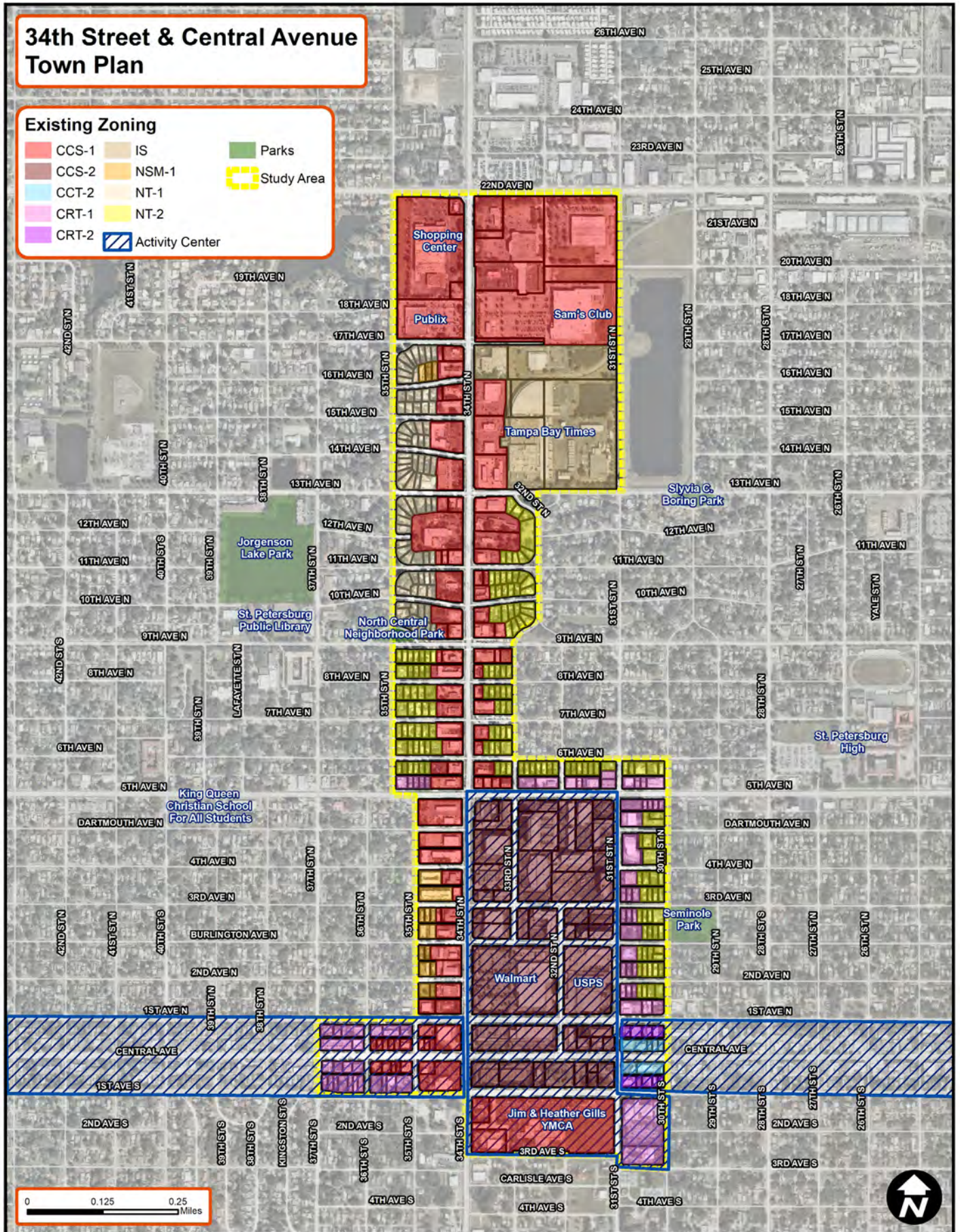
EXISTING CONDITIONS: NEIGHBORHOODS



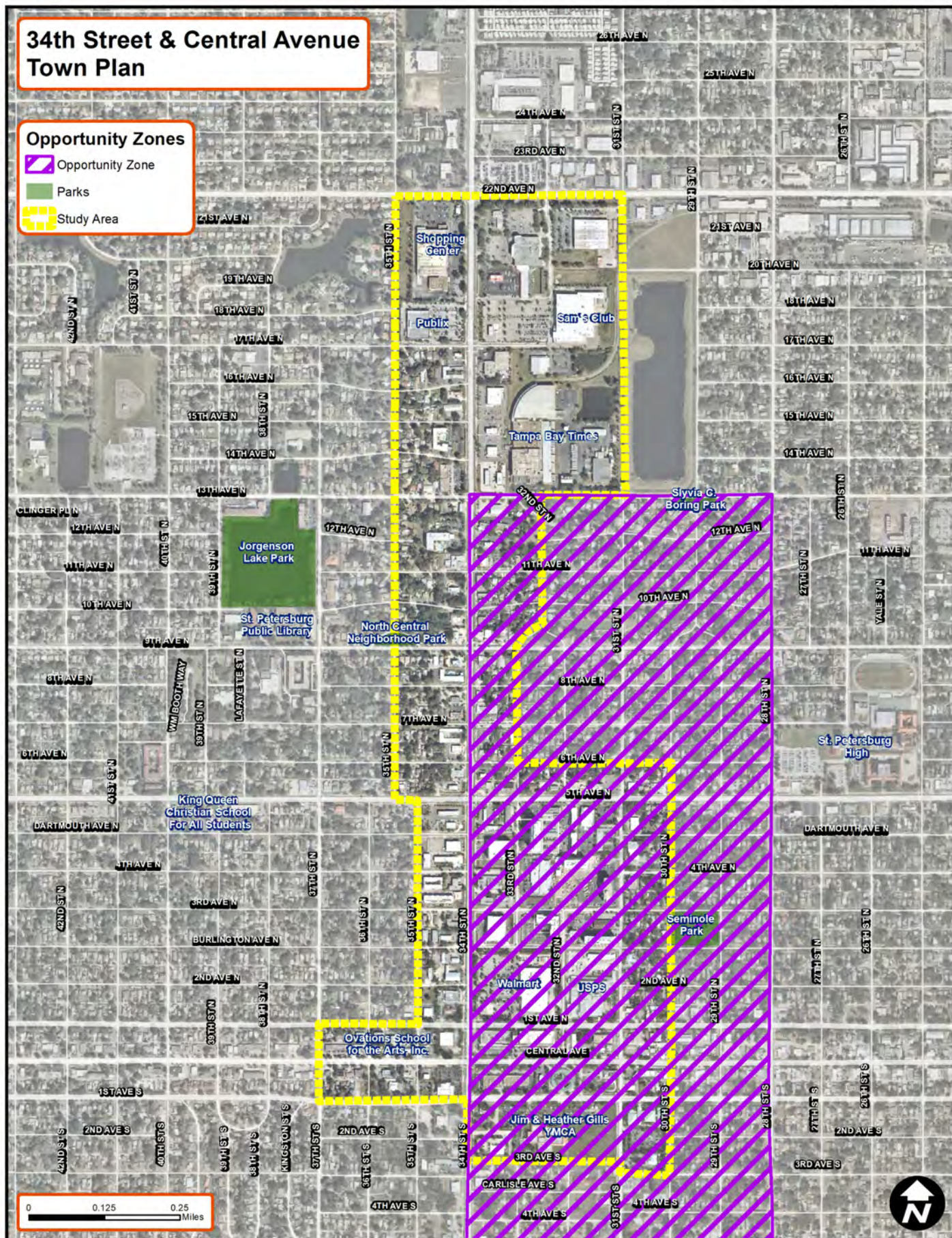
EXISTING CONDITIONS: LAND USE



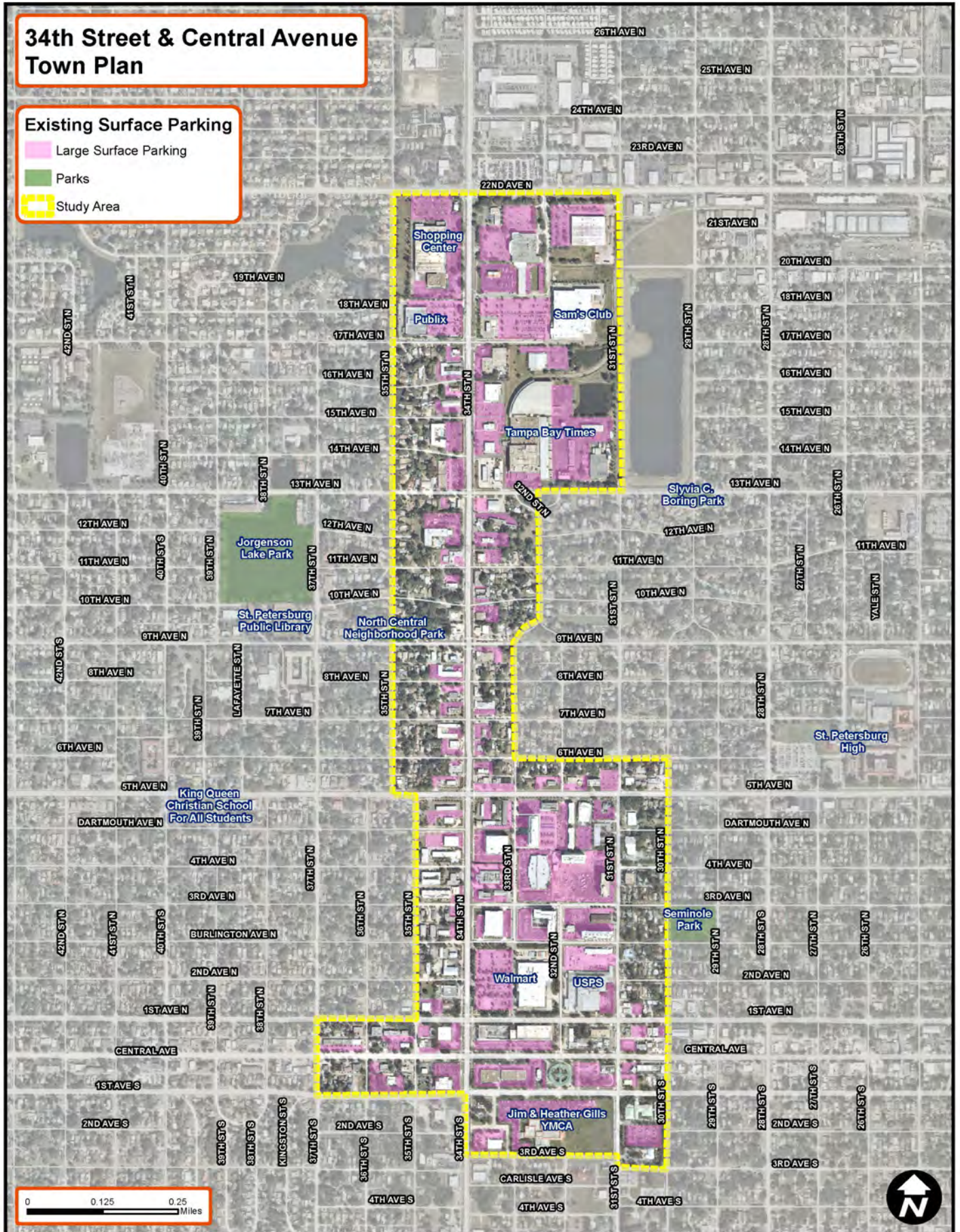
EXISTING CONDITIONS: EXISTING ZONING



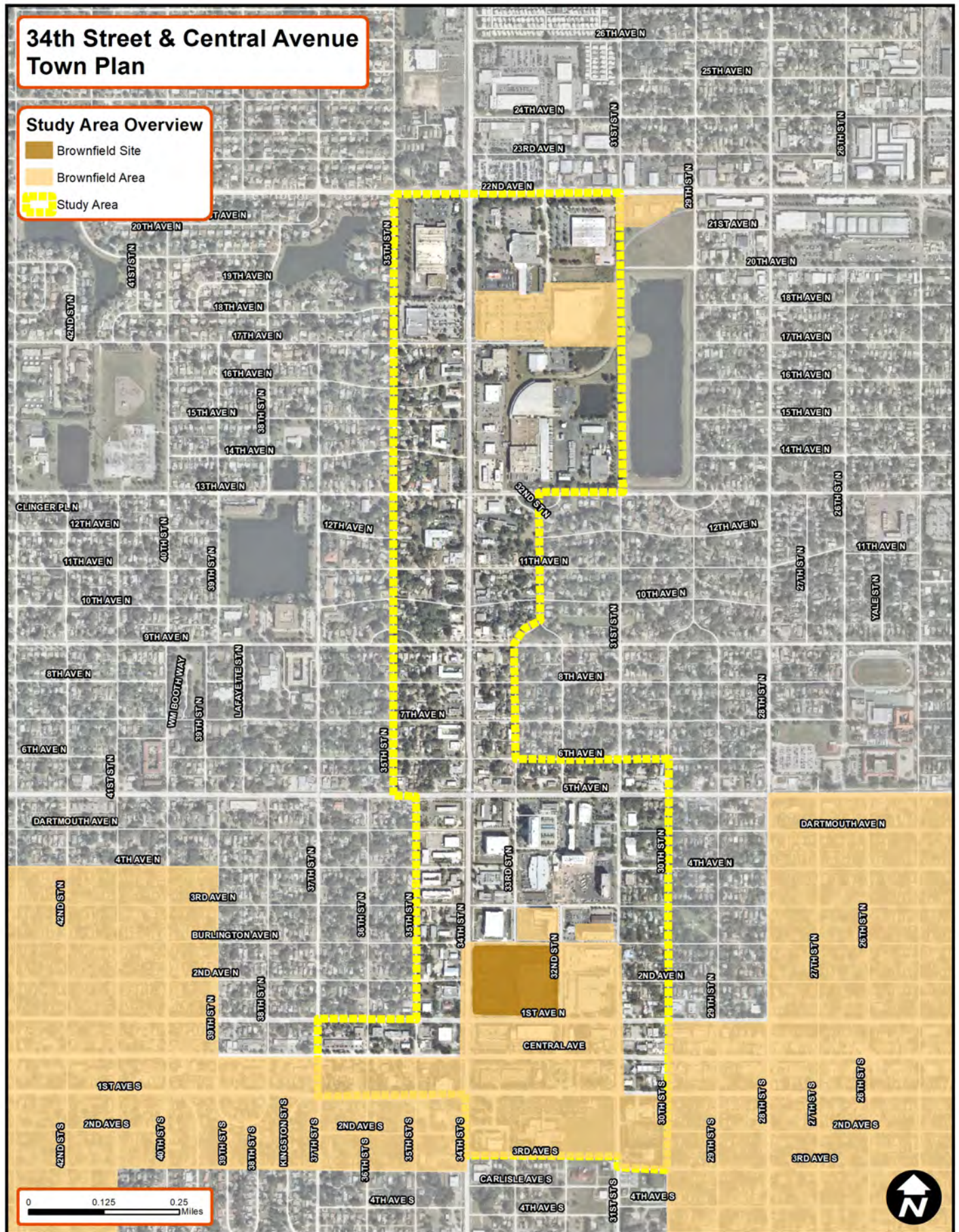
EXISTING CONDITIONS: OPPORTUNITY ZONES



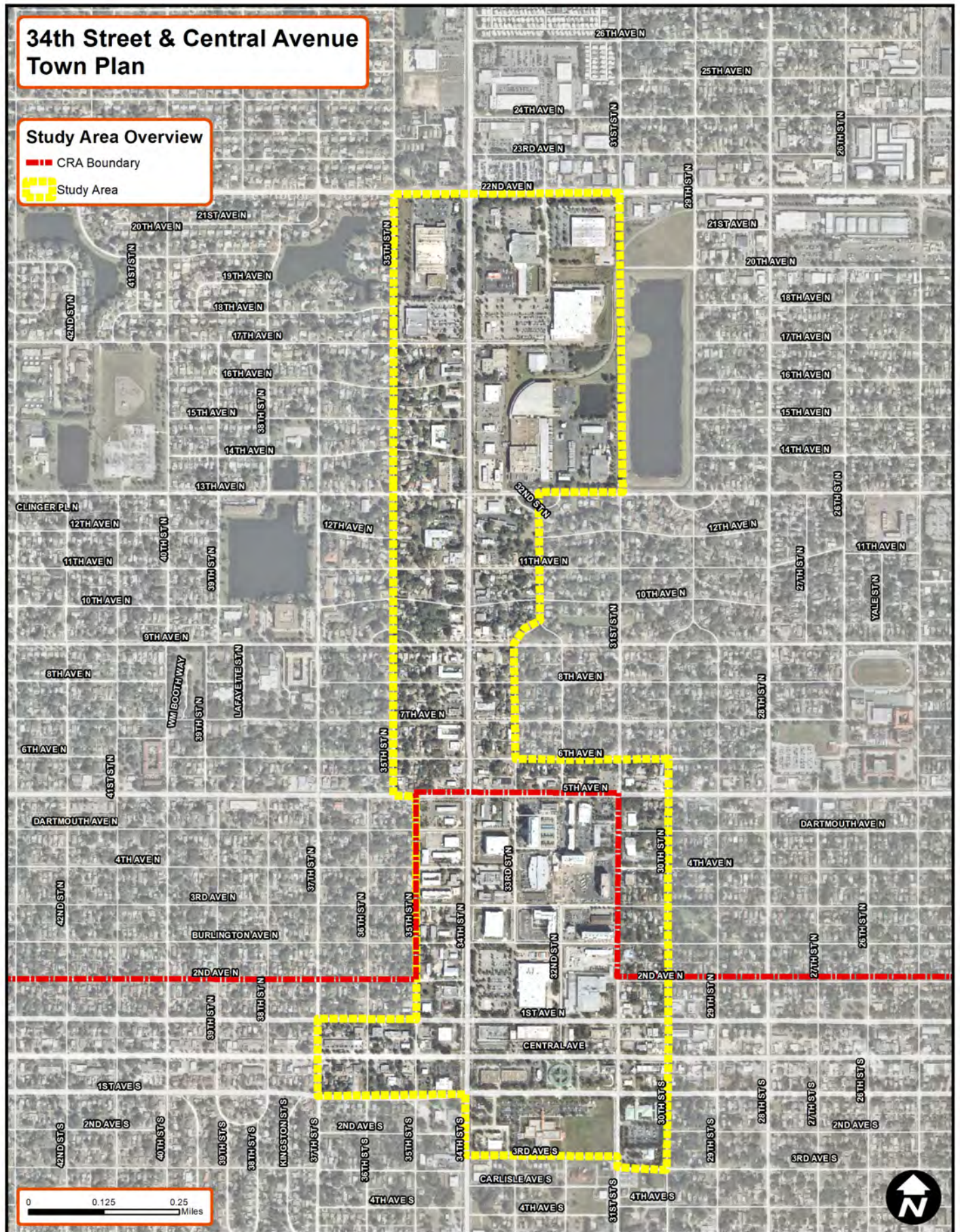
EXISTING CONDITIONS: SURFACE PARKING



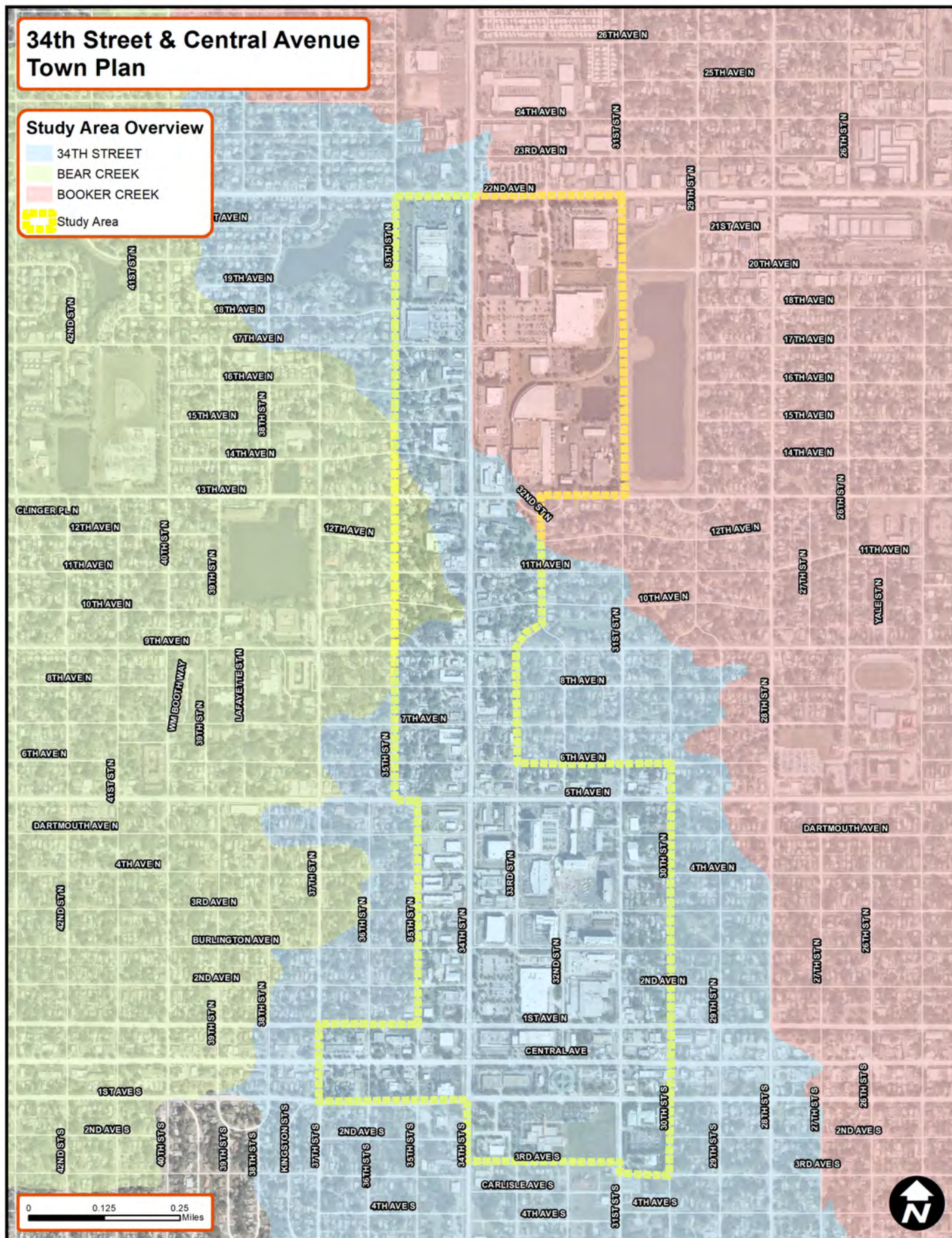
EXISTING CONDITIONS: BROWNFIELD SITES



EXISTING CONDITIONS: CRA BOUNDARY

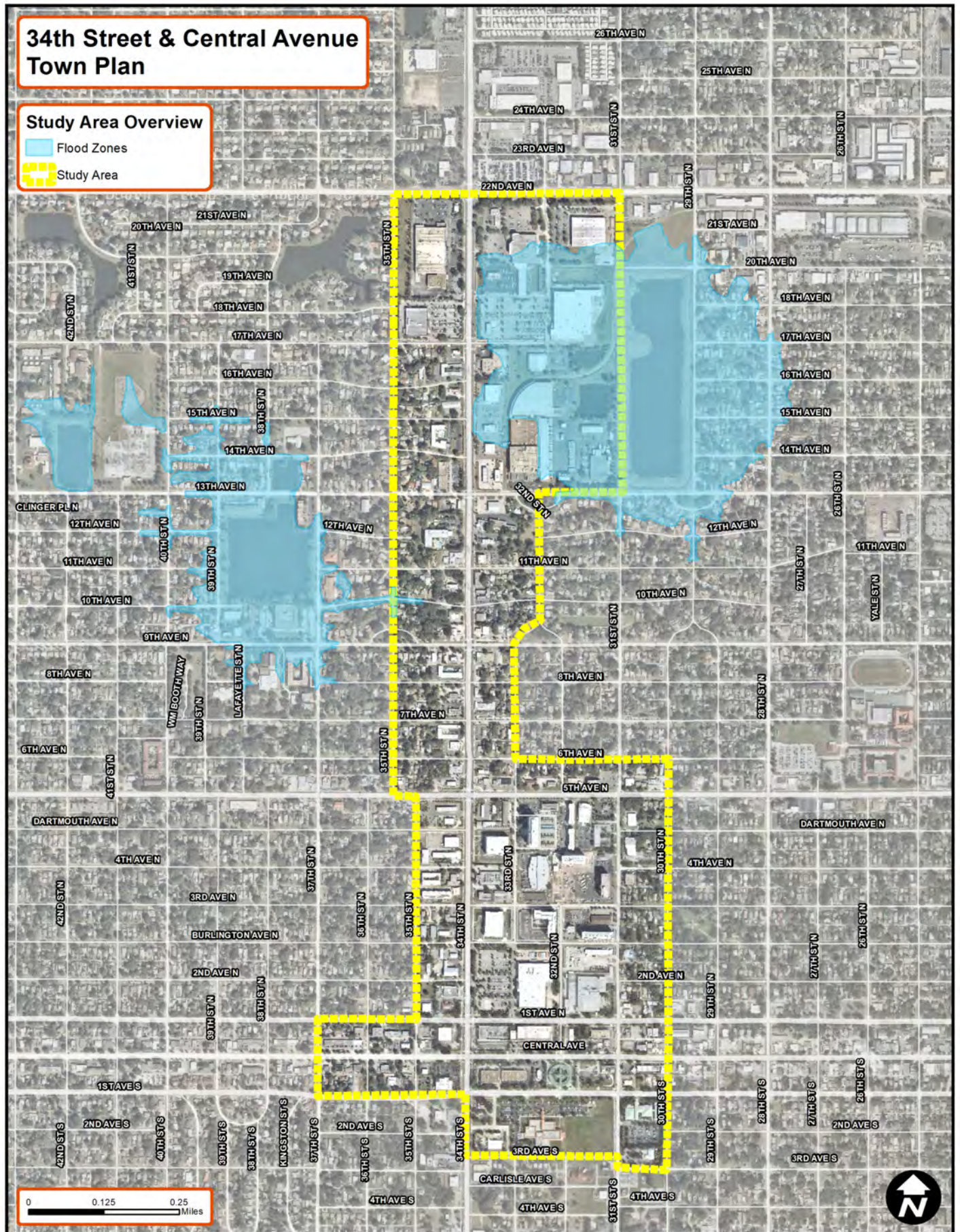


EXISTING CONDITIONS: DRAINAGE BASINS

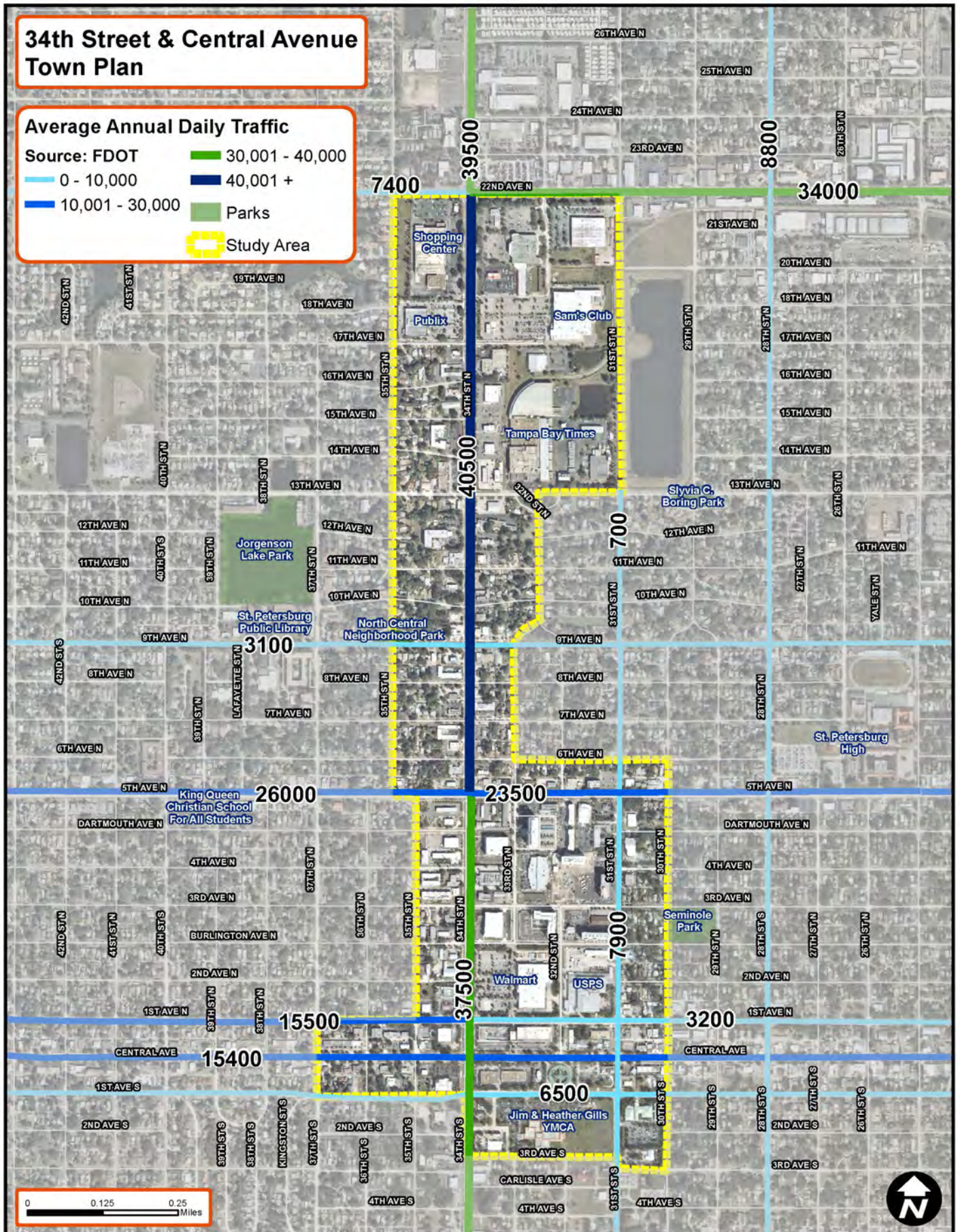


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EXISTING CONDITIONS: FLOOD ZONES

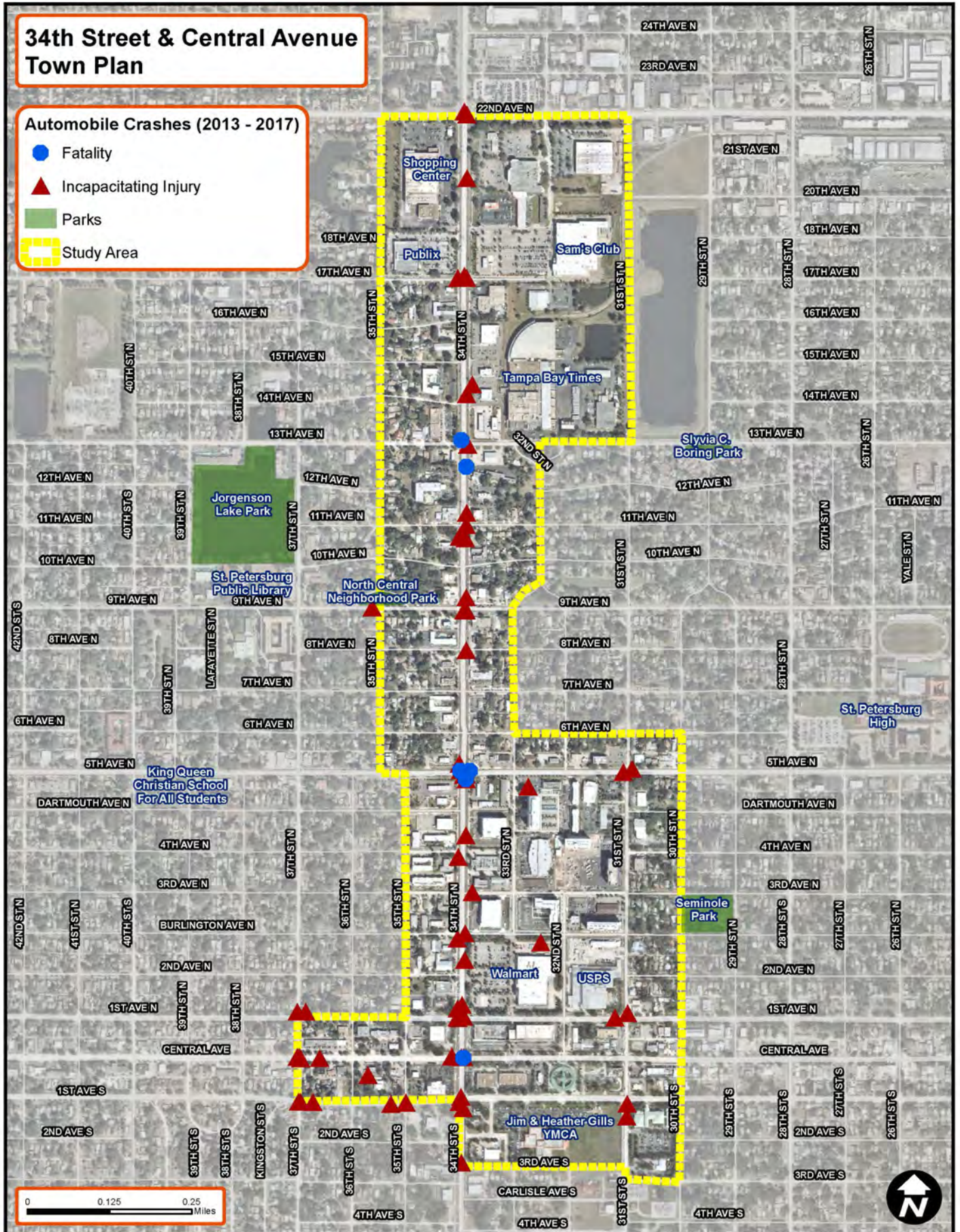


EXISTING CONDITIONS: AVERAGE ANNUAL DAILY TRAFFIC (AADT)

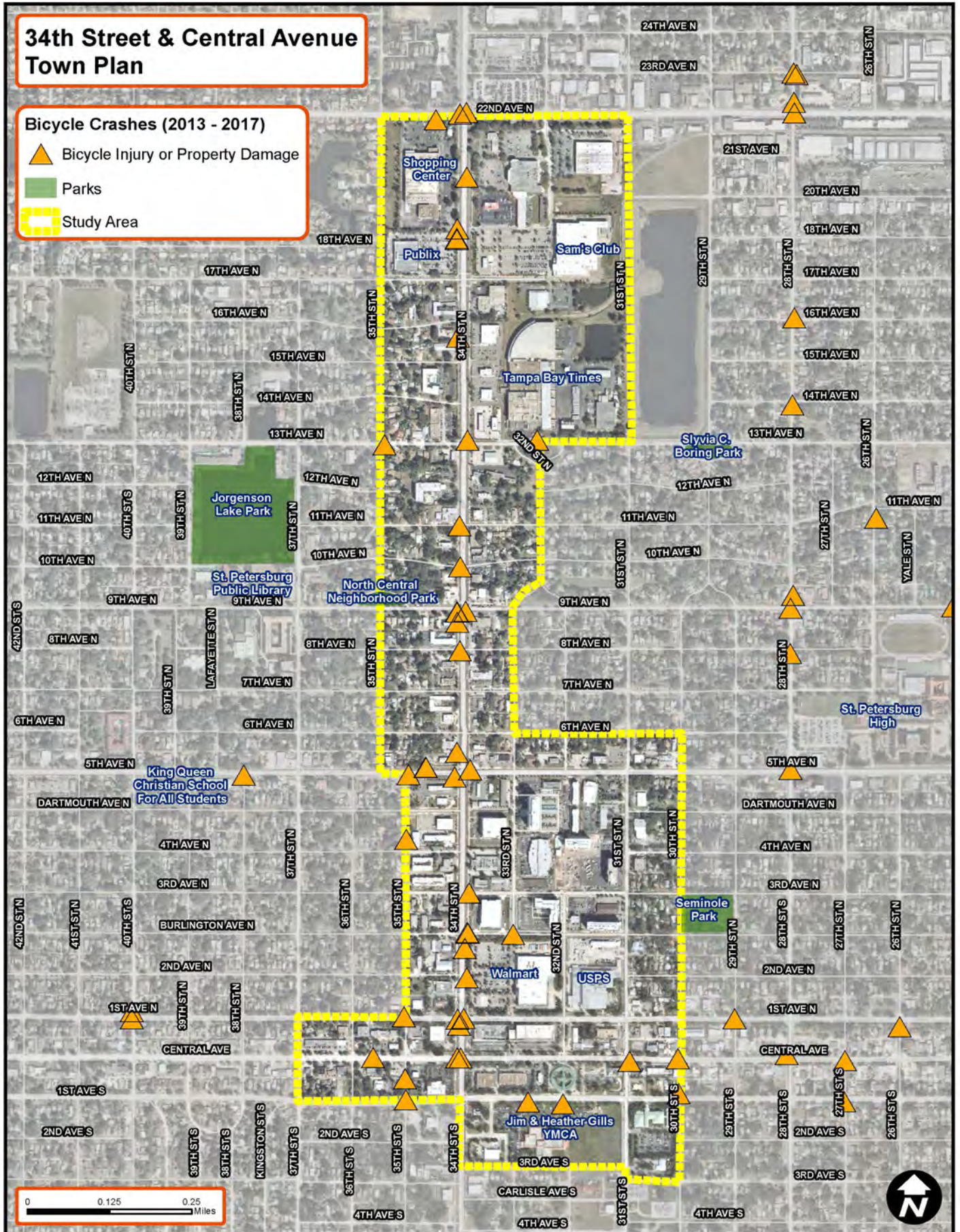


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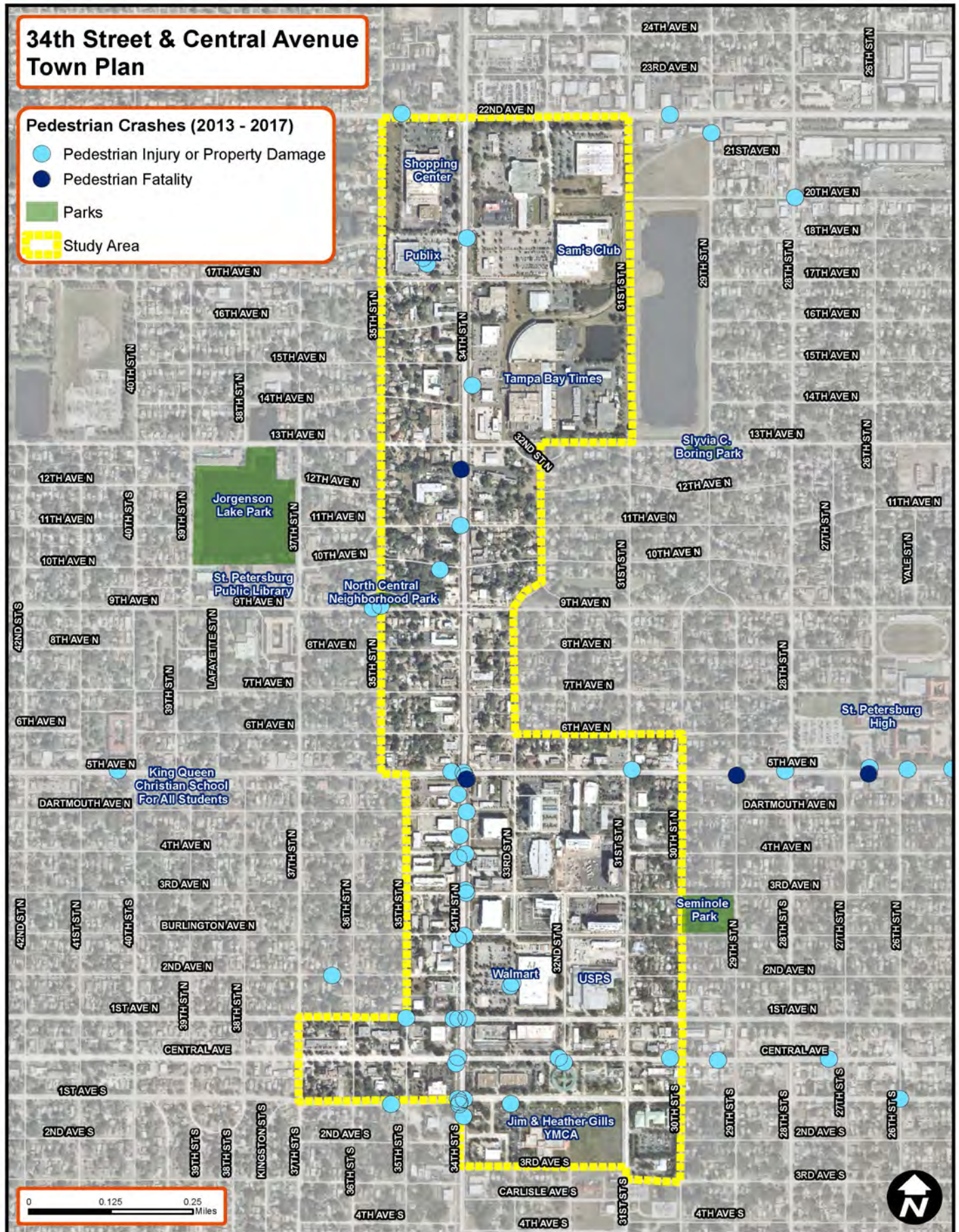
EXISTING CONDITIONS: AUTOMOBILE FATALITIES AND SERIOUS CRASHES



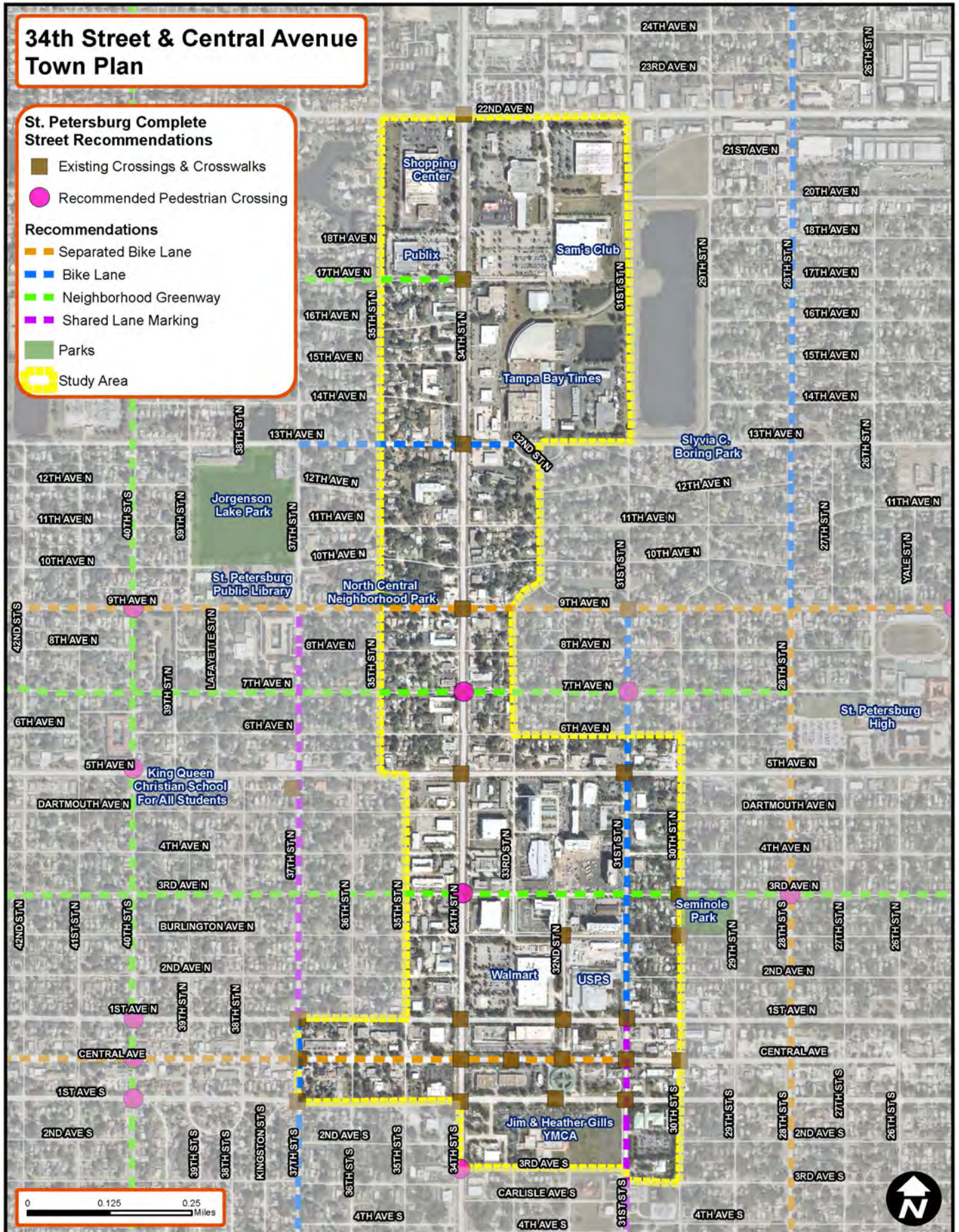
EXISTING CONDITIONS: BICYCLE CRASHES



EXISTING CONDITIONS: PEDESTRIAN FATALITIES AND SERIOUS CRASHES

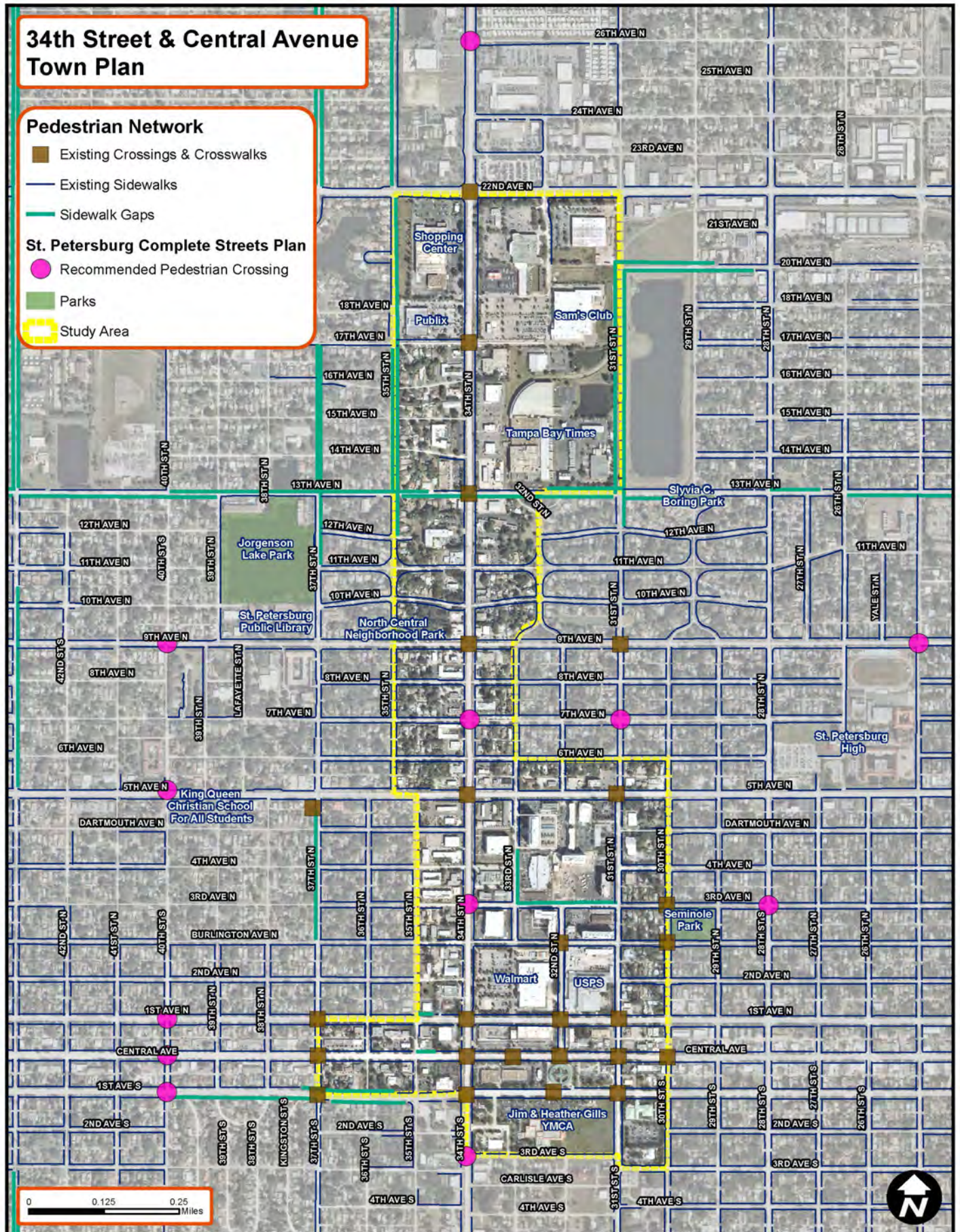


EXISTING CONDITIONS: ST. PETE COMPLETE STREETS RECOMMENDATIONS

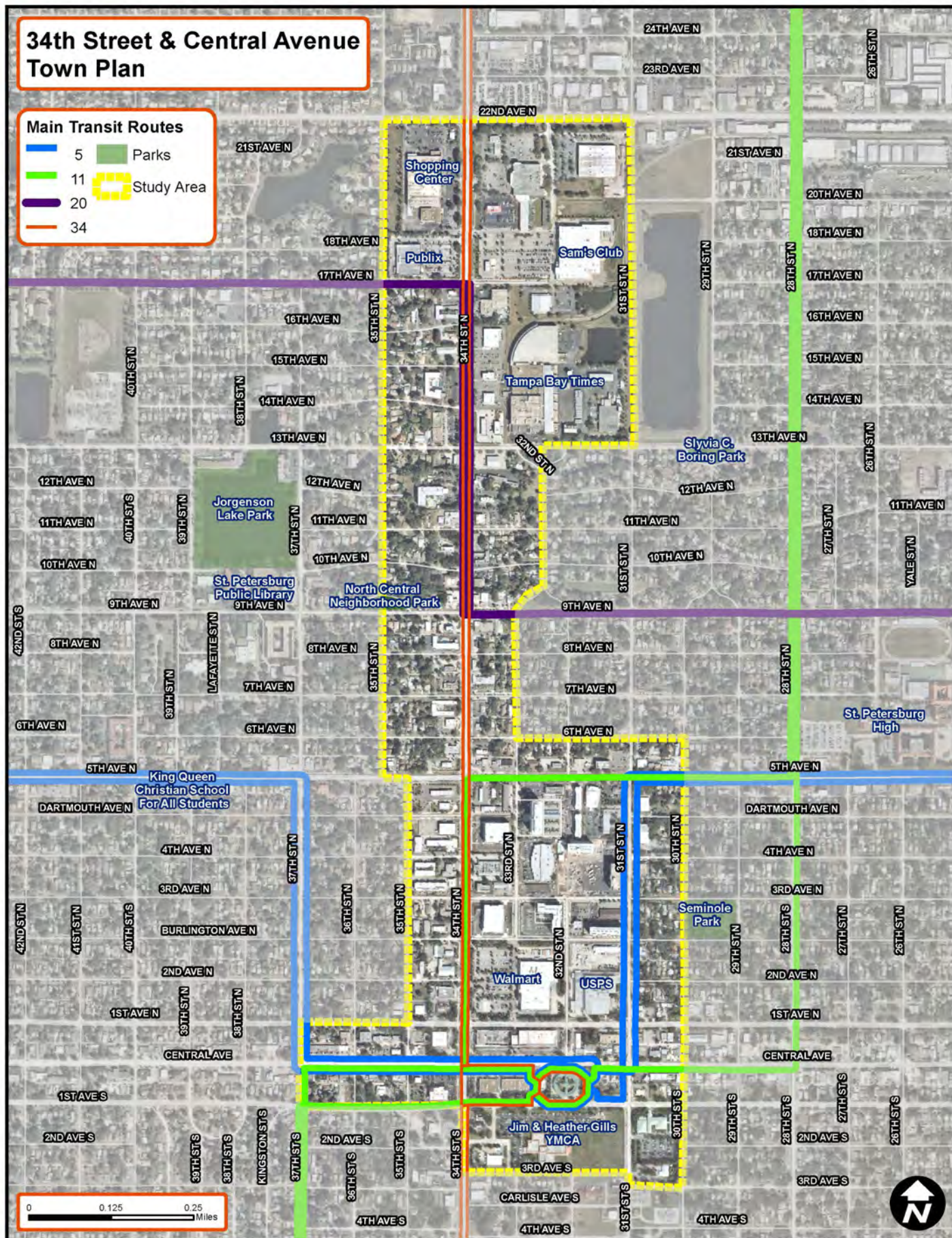


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EXISTING CONDITIONS: PEDESTRIAN NETWORK AND FACILITIES

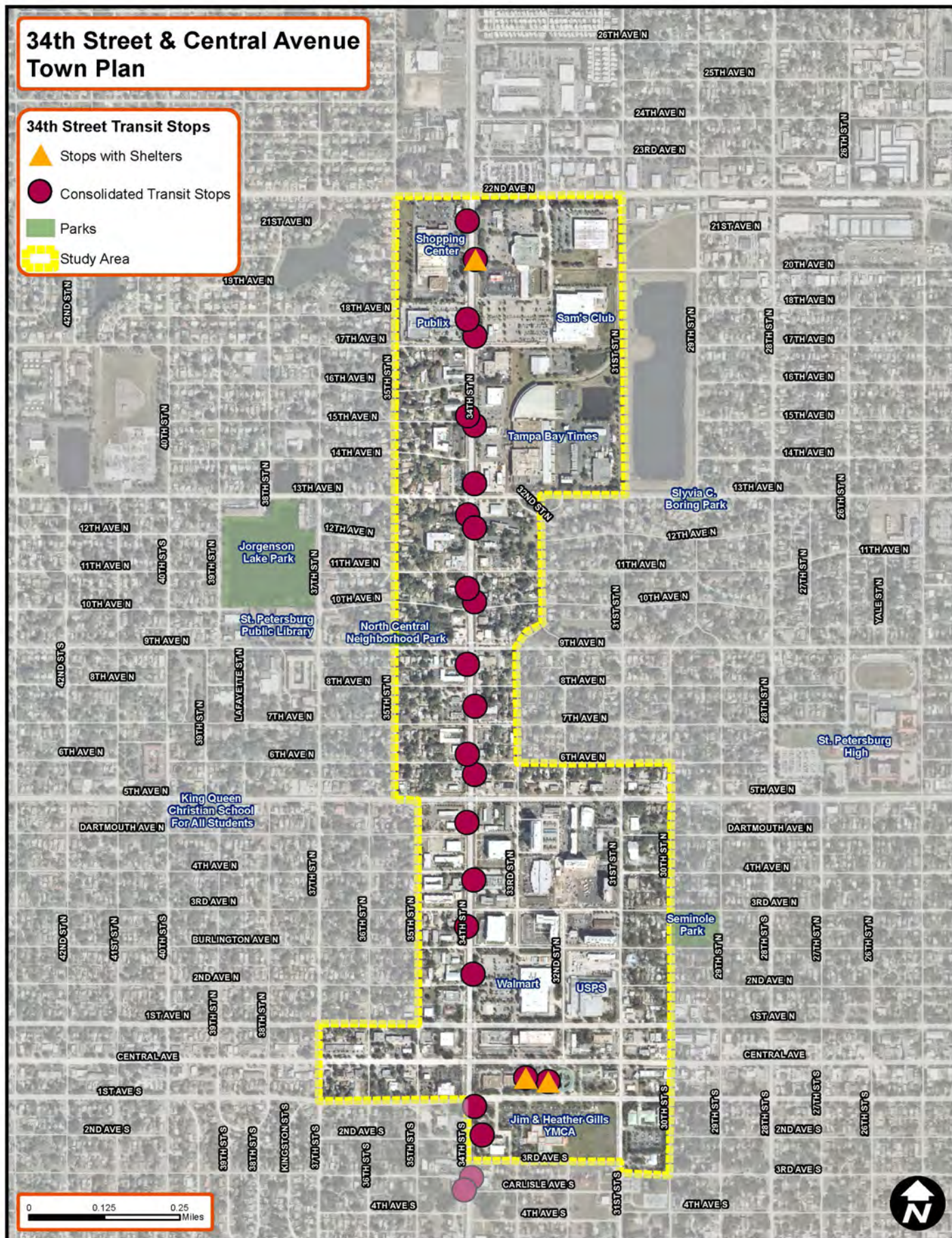


EXISTING CONDITIONS: TRANSIT NETWORK AND ROUTES

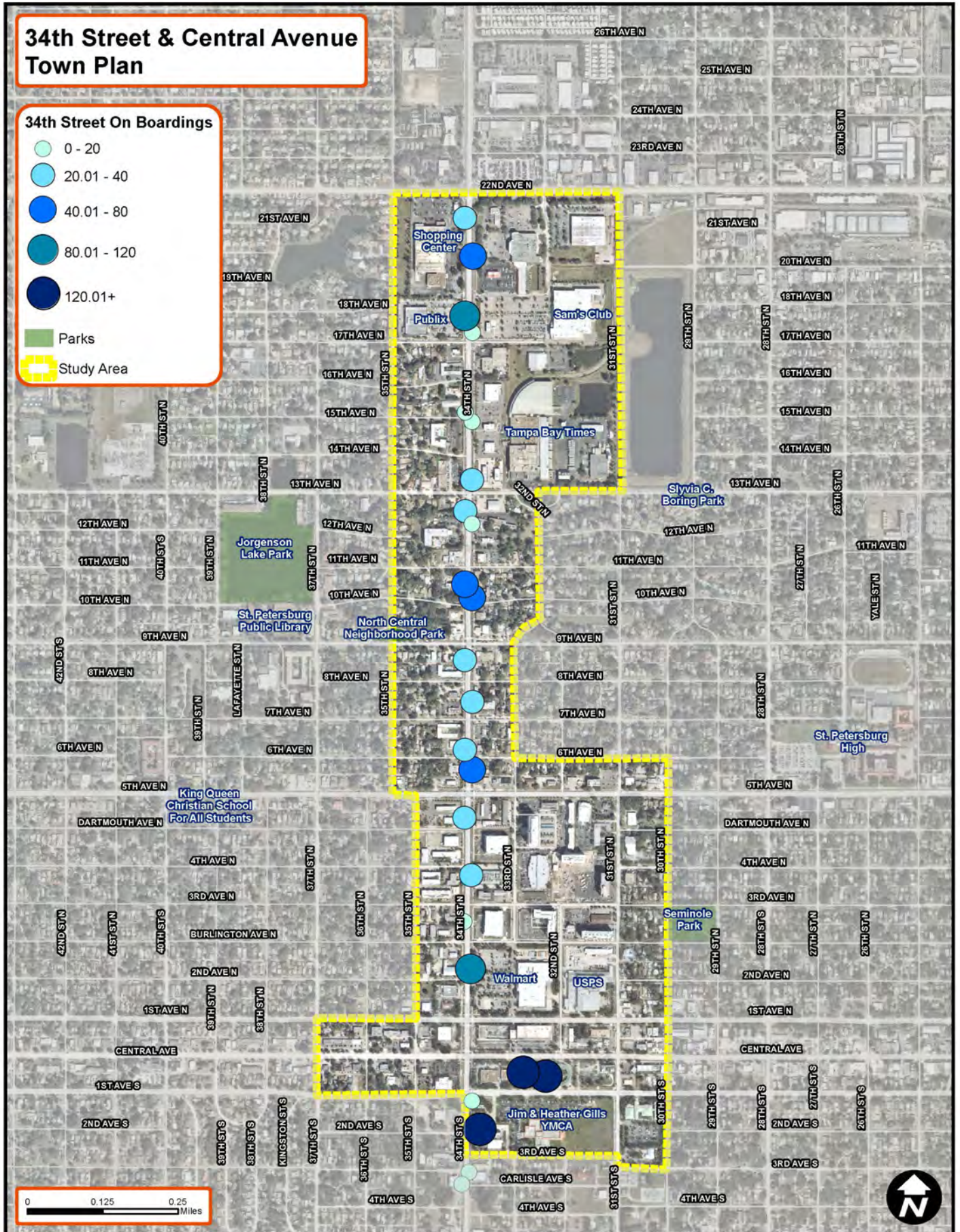


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EXISTING CONDITIONS: TRANSIT STOPS AND FACILITIES

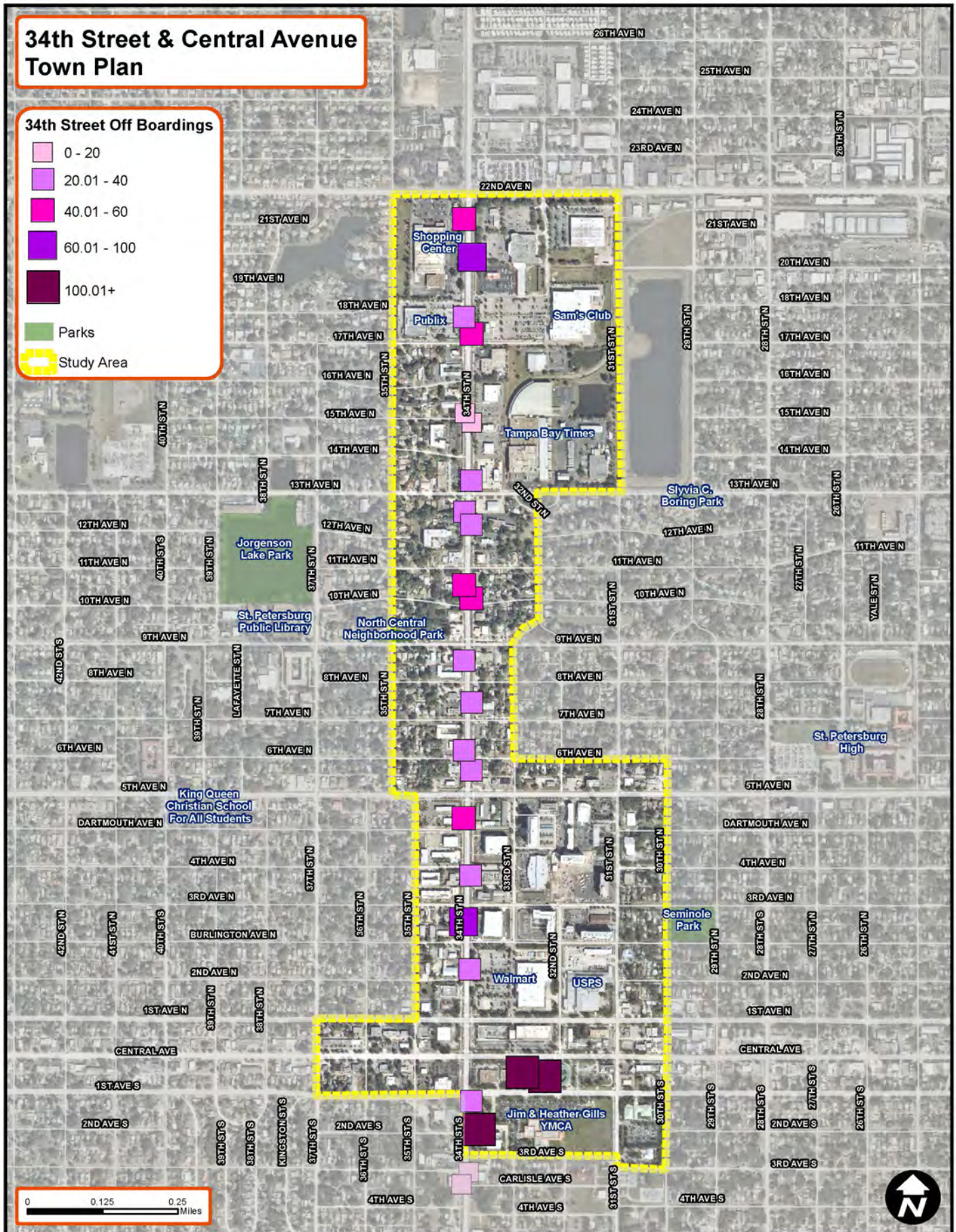


EXISTING CONDITIONS: TRANSIT ON-BOARDINGS

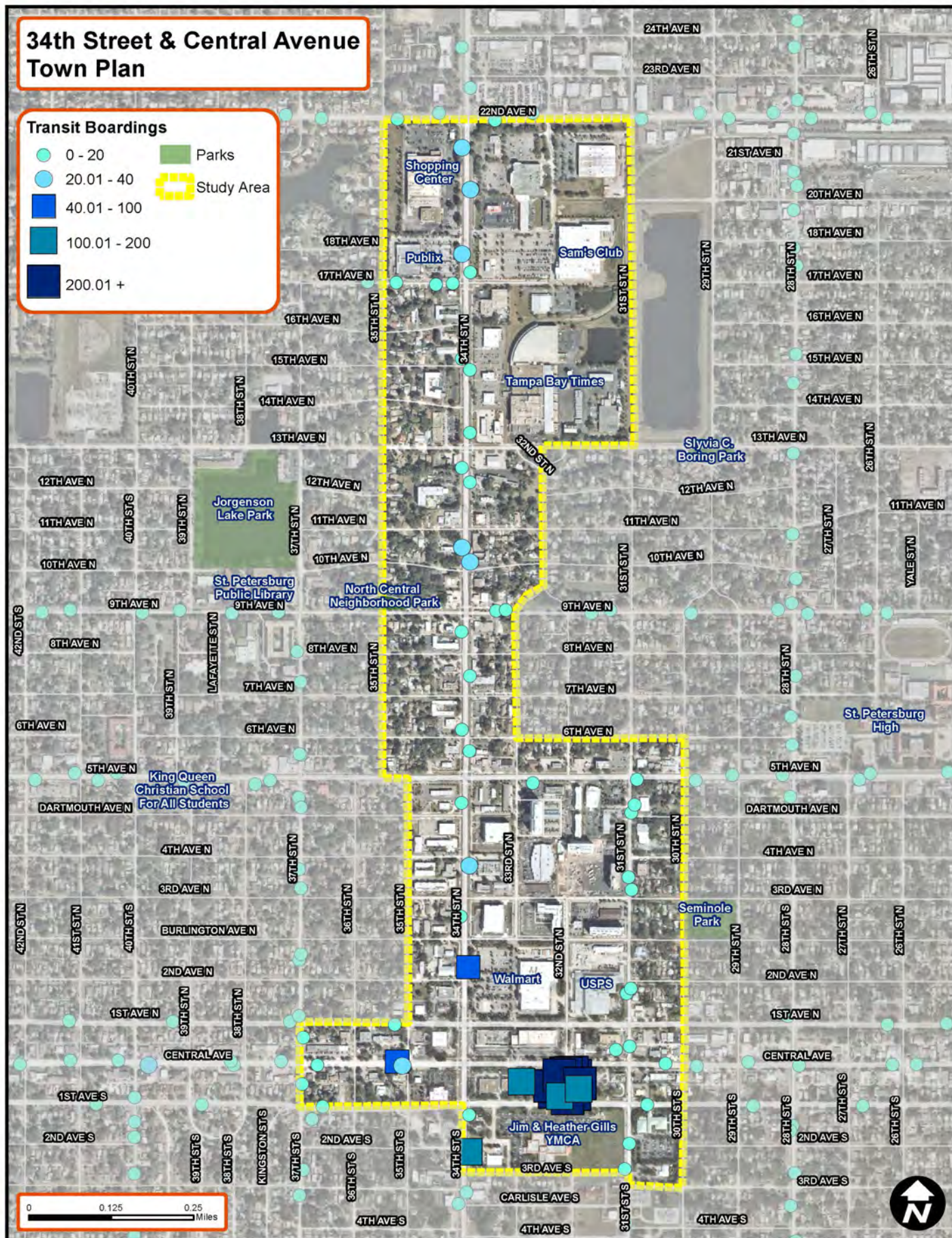


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EXISTING CONDITIONS: TRANSIT OFF-BOARDINGS

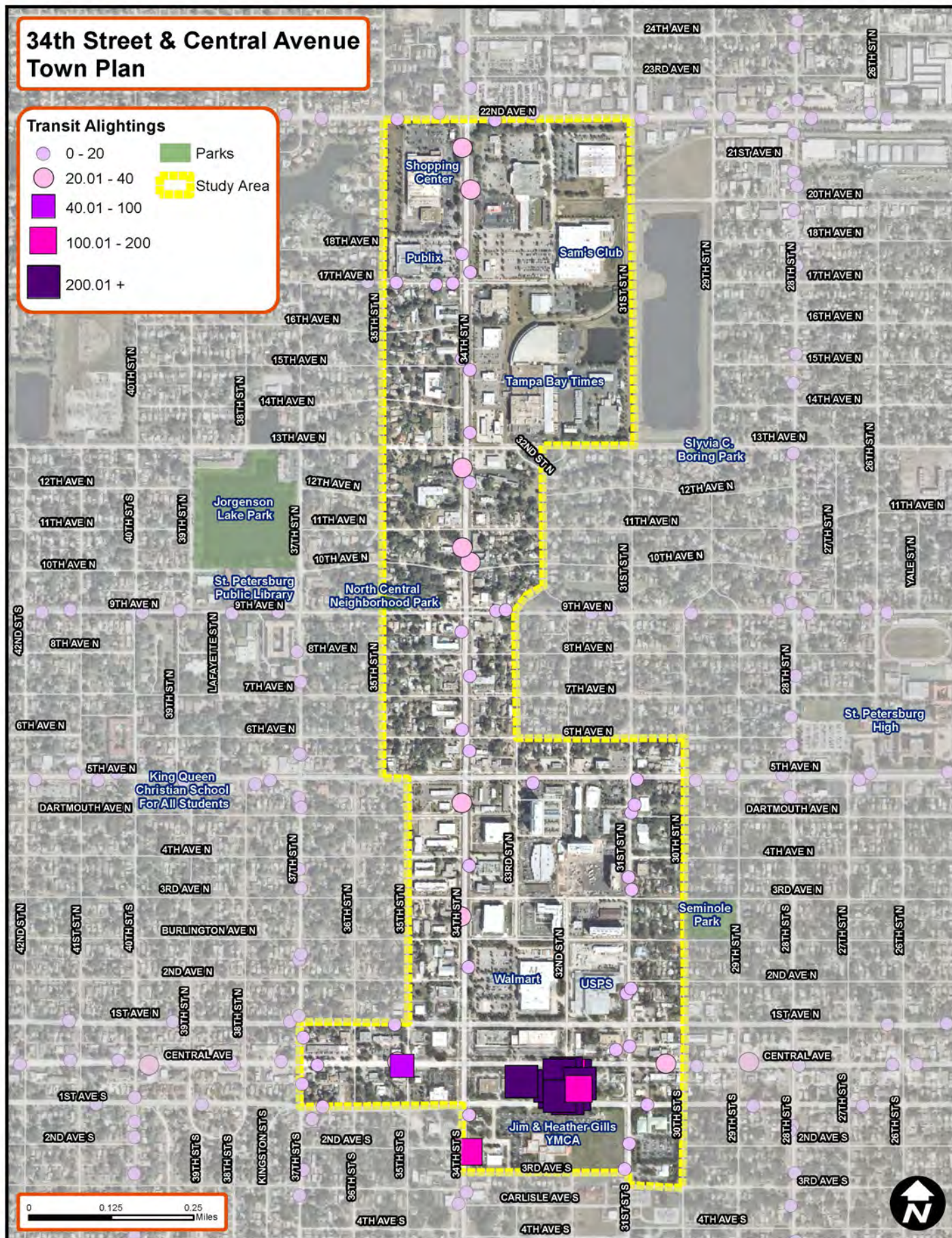


EXISTING CONDITIONS: TRANSIT BOARDINGS

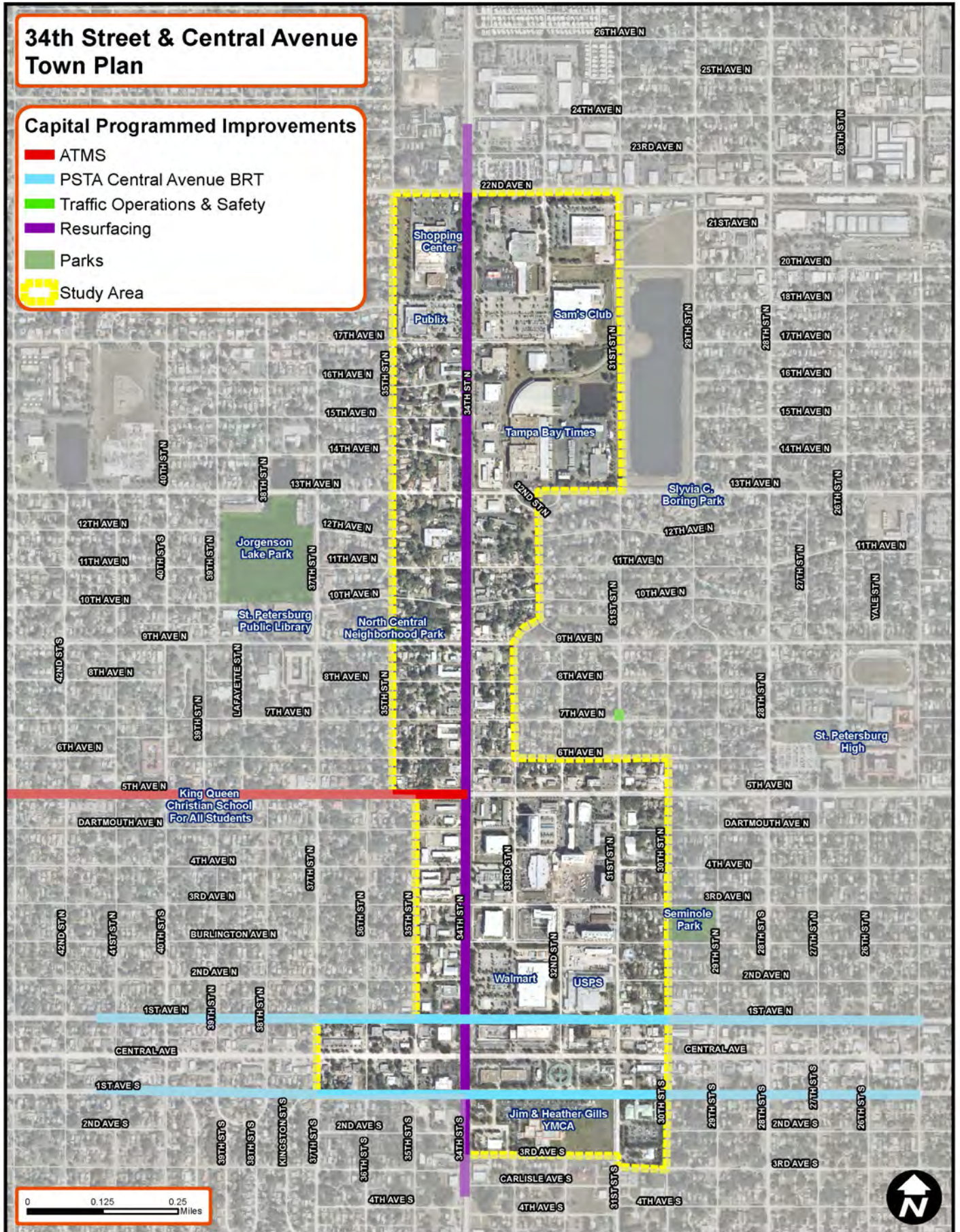


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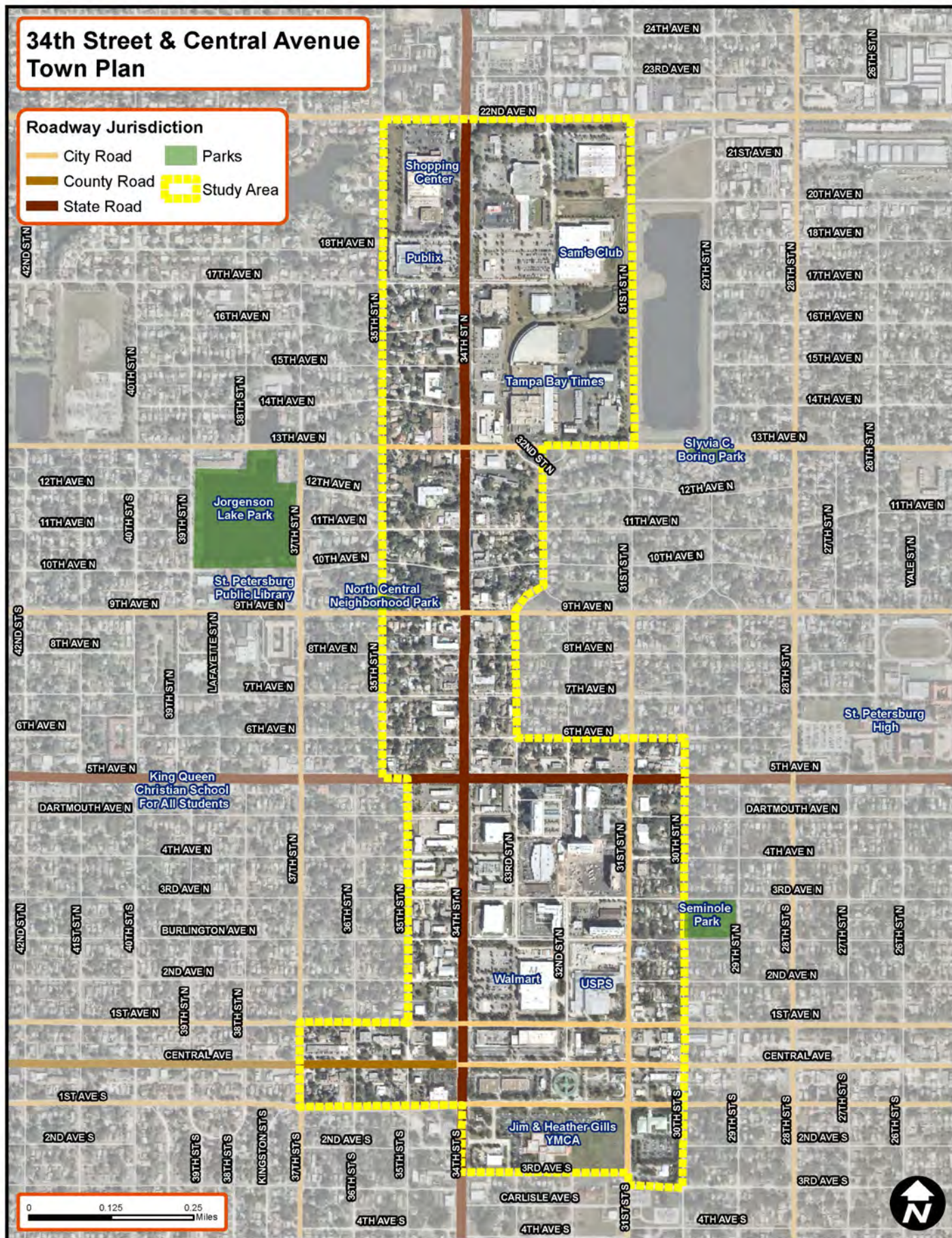
EXISTING CONDITIONS: TRANSIT ALIGHTINGS



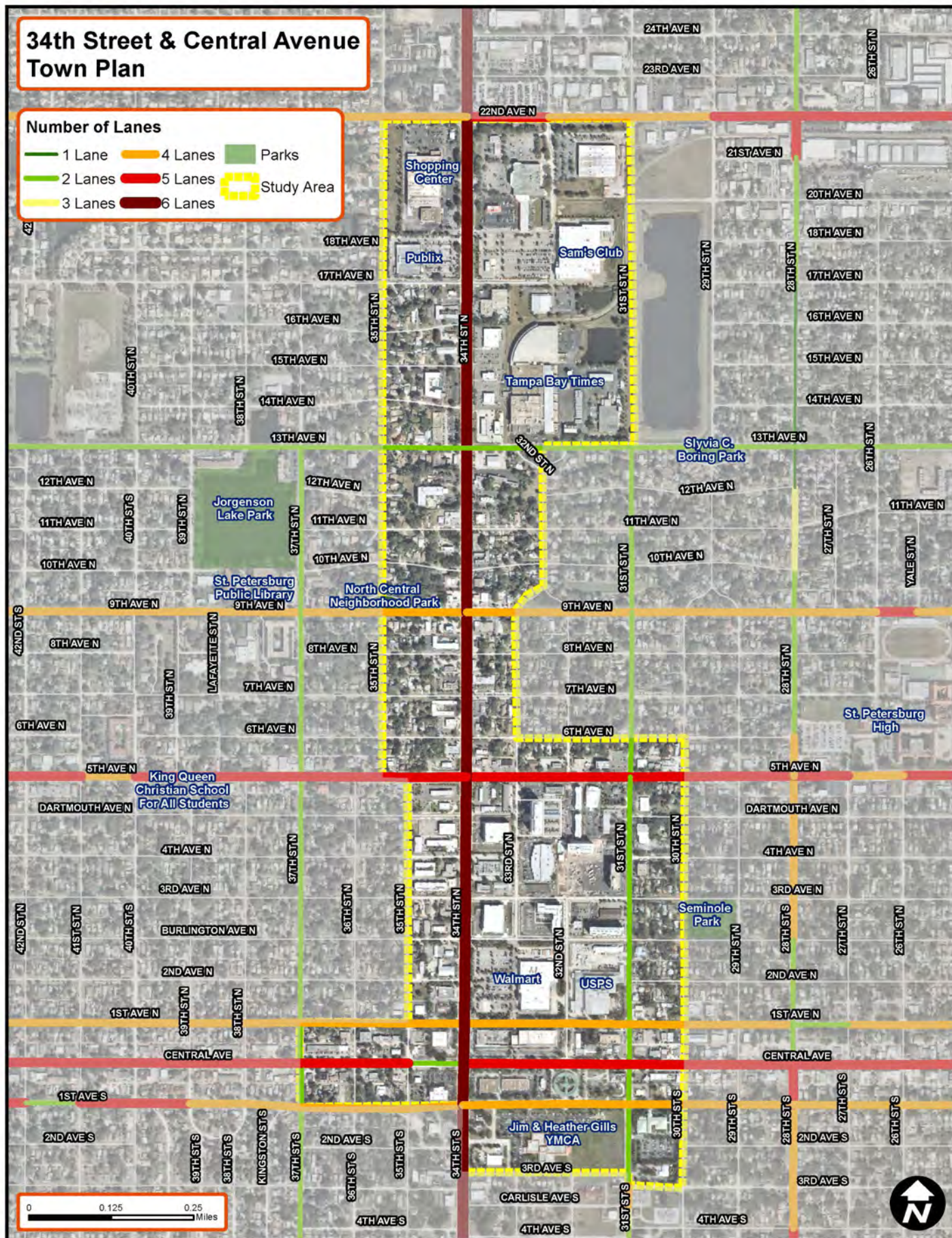
EXISTING CONDITIONS: CAPITAL PROGRAMMED IMPROVEMENTS



EXISTING CONDITIONS: ROADWAY JURISDICTION



EXISTING CONDITIONS: NUMBER OF ROADWAY LANES



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Appendix B: Community Outreach

The first 34th Street & Central Avenue Town Center Plan workshop engaged 100 + attendees on January 30th, 2019. The open house format allowed participants to provide feedback on transportation and economic improvements for the area. This feedback will contribute to the initial phase of the planning process, including the marketing of the area, analyzing the existing conditions, and providing potential projects & recommendations. The following document summarizes the workshop results and below is the workshop agenda.

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



Station 1: Thought Boards

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

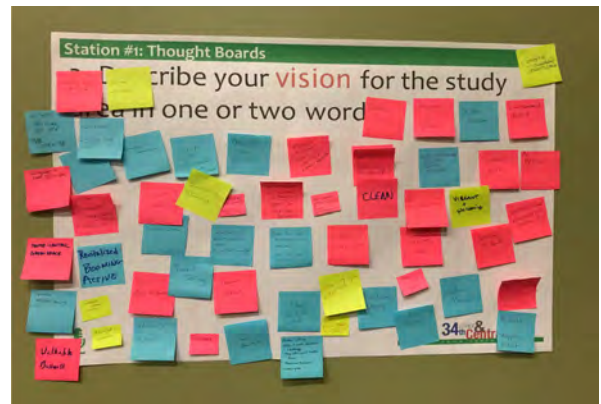
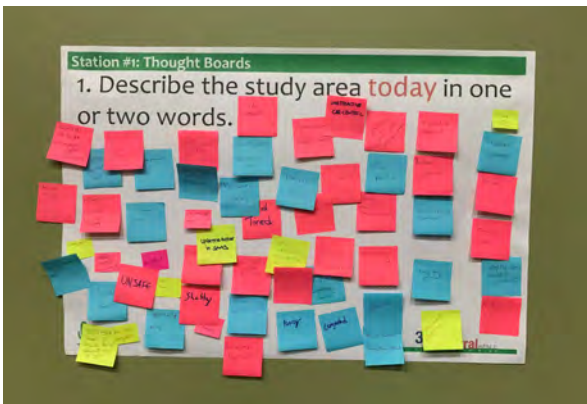
Study Area Today



Vision for the Study Area



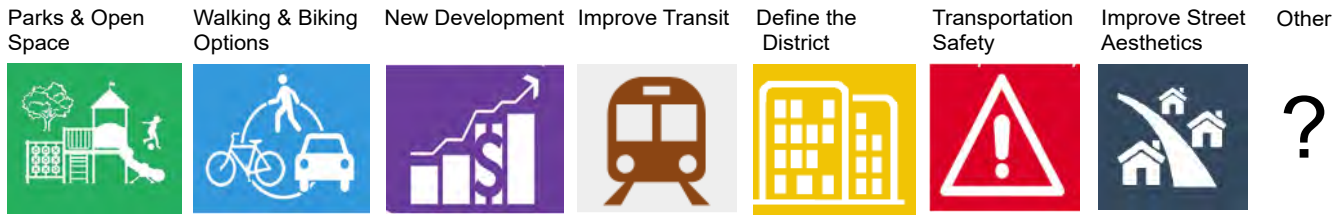
Thought Boards



Pg. 1

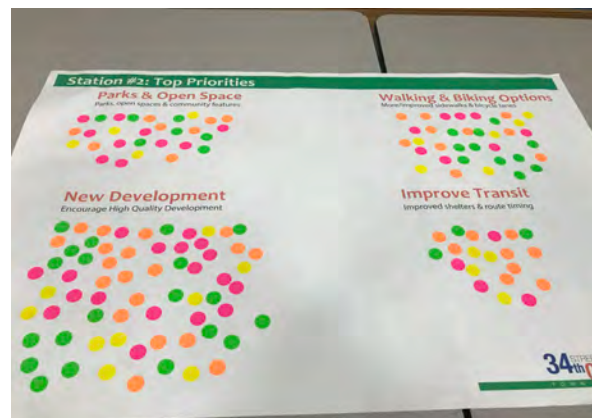
Station 2: Top Priorities

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



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

Principles	Total	Percent
Parks & Open Space	66	26%
Walking & Biking Options	47	18%
New Development	35	14%
Improve Transit	32	12%
Define the District	29	11%
Transportation Safety	20	8%
Improve Street Aesthetics	18	7%
Other	10	4%
Total Responses	257	



Station 3: Overall Improvements

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

Desired Transit/Transportation		
Category	Number	Percent
Improved Sidewalks	28	29%
Improved Transit Amenities	19	20%
Higher Quality & Covered Bus Stops	17	18%
Bicycle Facilities	15	16%
Local Shuttle or Transit Circulator	8	8%
More Bicycle Racks	5	5%
More Parking	4	4%
Total	96	100%

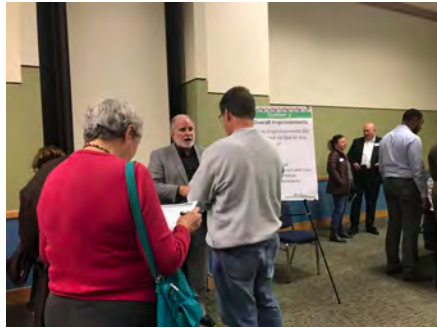
Desired Parks/Recreation Improvements		
Category	Number	Percent
More Parks/Open Space	29	31%
Festival/Events	24	26%
Community Rec Spaces	23	24%
Seating/Shade	18	19%
Total	94	100%

Desired Area Definition Improvements		
Category	Number	Percent
Landscape Corridors	49	40%
Lighting Improvements	45	37%
Pole Banners	15	12%
Signage & Messaging	14	11%
Total	123	100%


Desired Business Support Improvements		
Category	Number	Percent
Storefront Improvement Assistance	46	35%
More Businesses	38	29%
Farmer/Community Market	33	26%
Adult Education/Training	7	5%
Daycare/Pre-School Facilities	7	5%
Total	131	100%

Desired Residential Improvements		
Category	Number	Percent
More Multi-Unit	23	37%
More Single Family	16	26%
More Work Force Housing	12	19%
More Accessory Unit Housing	11	18%
Total	62	100%

Desired General Improvements		
Category	Number	Percent
Street Lighting	33	23%
Street Clean Teams	30	21%
Greater Police Presence	28	19%
Greater Code Enforcement	26	18%
Public Trash Receptacles	20	14%
Increased Density	8	5%
Total	145	100%



Station # 3: Overall Improvements

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

- Transit/Transportation/Parking**
 - Bus Stops - Higher Quality & Covered
 - Improved Transit Amenities
 - Local Shuttle or Transit Circulator
 - More Parking: where _____
 - Bicycle Facilities: where _____
 - Improved Sidewalks
 - where: _____
 - More Bicycle Racks: where _____
- Parks & Recreation**
 - More Parks/Open Space
 - Community Recreation Spaces
 - Festivals/Events
 - Seating/Shade
- Defining the Area**
 - Lighting Improvements
 - Signage & Directional Messaging
 - Landscaped Corridors
 - Community Pole Banners
- Business Support**
 - Storefront Improvement Assistance
 - Adult Education/Training
 - Daycare/Pre-School Facilities
 - Farmers or Community Market
 - More Businesses: (Restaurants, Employment etc.) _____
- Residential**
 - More Single Family
 - More Work-Force Housing
 - More Multi-Unit (Duplex, Garden Apartment etc.)
 - More Accessory Unit Housing (Tiny Homes, Garages etc.)
- General**
 - Greater Police Presence
 - Public Trash Receptacles
 - Street Clean Teams
 - Greater Code Enforcement
 - Street Lighting
 - Increased Density: Maximum Stories? _____
- Others:** _____

Station 4: Places

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

Hot Spot Areas

Like:

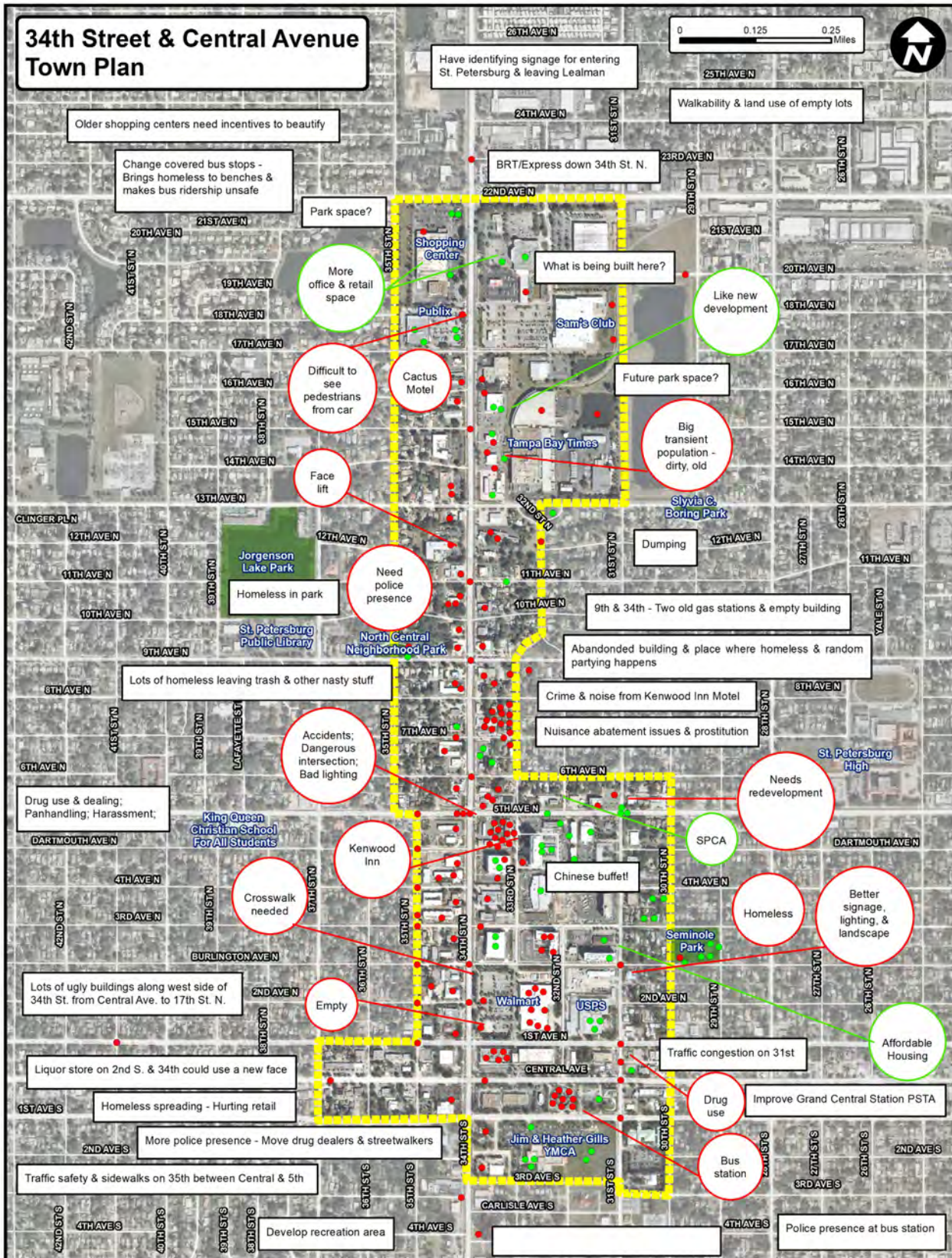
- 32nd St N & 5th Ave
- 30th St N & 3rd Ave N
- Seminole Park
- More Office Space
- New Development near the Tampa Bay Times Building
- Publix
- YMCA
- Frays
- Affordable Housing on 31 St S

Dislike:

- 34th St N & 9th Ave N
- 34th St N & 7th Ave N
- 34th St N & 5th Ave N
- 34th St N & Central Ave N
- 35th St N & 5th Ave N
- 35th St N & 3rd Ave N
- Cactus Motel
- Kenwood Inn
- Walmart
- China Buffet
- PSTA Hub



Station 4: Places Map



PUBLIC WORKSHOP 2 SUMMARY

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



The following are the top priorities and category recommendations:

Transportation:

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

Parks:

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

Area Definition:

- Landscaped Corridors
- Lighting Improvements

Business:

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

Residential:

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

General Improvements:

- Street Lighting
- Street Clean Teams
- Greater Police Presence
- Greater Code Enforcement

Street Vision:

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

Overall, residents expressed a vision for the study area that is safe, clean, attractive for high-quality development, and walkable. This vision will be considered in the Plan recommendations with specific tools to achieve it. This input was given through 4 workshop stations that included: Branding, Street Vision, Money Madness, and Recommendation Maps. The purpose was to build onto the first public workshop that was held earlier in the year. Further details and analysis on the 4 stations are on the following pages.

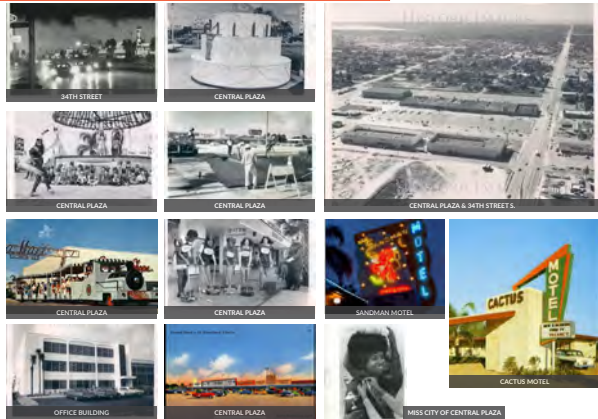
Station 1: Branding (Name that District)

The Branding station provided historical photos to inspire vision and identity for the area. This station also allowed for residents to write their idea for a community name. Some common themes and names for the District name were: Central Plaza, Kenwood, Mid-town, Suncoast, City Central, and the Core. Many residents expressed that they want a name that will attract visitors to the area or to play off of the successes of districts like Historic Kenwood or Grand Central.



Station 1: District Naming Ideas Board

HISTORIC PHOTOS OF THE 34TH STREET STUDY AREA



Station 1: Historic Photos/Branding Board

Station 2: Street Vision

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



Station 2: Street Vision Board

Street Vision Elements	Number of Dots	Percentage
Shade Trees/Landscaping	25	18%
Mixed-Use Buildings	25	18%
Outdoor Cafe Seating	20	14%
Parking Behind Buildings	18	12%
Taller Buildings (4-5 stories)	12	9%
Bicycle Parking	11	8%
Landscape Buffer/Surface Parking	11	8%
Building Awnings	10	7%
Buildings Fronting the Street	9	6%

Station 3: Money Madness

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

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

Station 4: Recommendations

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

Pedestrian Recommendations:

- Rectangular Rapid Flashing Beacons (RRFBs)
- Improved street lighting

Bicycle Network Recommendations:

- Separate bike lanes with physical barrier
- More Coast Bike Share hubs

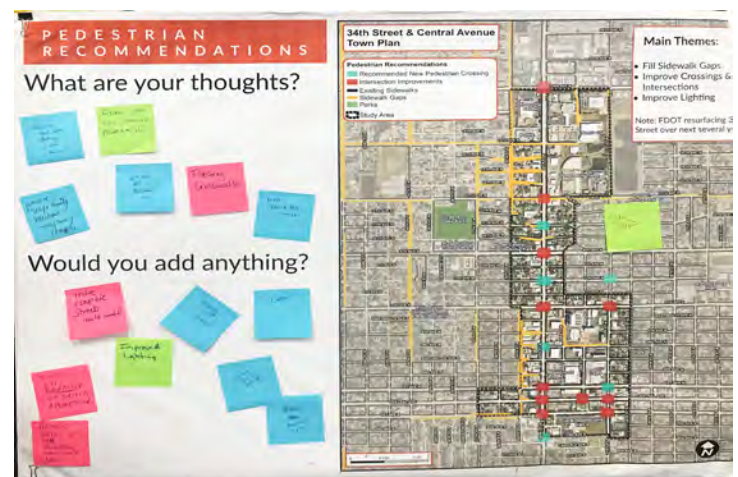
Transit Network Recommendations:

- Trolleys on Central Avenue
- More bus stops with shelters
- Dedicated bus lane for express service

Street Aesthetics and Greenspace:

- Walkable
- Murals/Public Art
- Dog Parks
- Trees
- Street Lighting

Station 3: Money Madness Results



Station 4: Pedestrian Recommendation Board

PUBLIC WORKSHOP 2 PLACEHOLDER

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



The following are the top priorities and category recommendations:

Transportation:

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

Parks:

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

Area Definition:

- Landscaped Corridors
- Lighting Improvements

Business:

- Storefront Improvement Assistance
- More Businesses
- Farmer/Community market

Residential:

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

General Improvements:

- Street Lighting
- Street Clean Teams
- Greater Police Presence
- Greater Code Enforcement

Street Vision:

- Mixed-Use buildings
- Landscaping
- Outdoor cafe seating
- Parking behind buildings
- Pedestrian mall
- Signage
- Lighting

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

NEIGHBORHOOD & DISTRICT LEADERS MEETING

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

New Development

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

Quick Wins

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

Additional Improvements:

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

Involvement Suggestions

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

Developer Meetings

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

Common themes from the meetings were:

- Change zoning to allow greater density by changing the zoning category or extending the activity center overlay
- Allow more opportunities for mixed-use developments
- Need for reduction in crime and/or greater police presence
- Common vision for developers to collaborate and work towards

Appendix C: District Landscaping

SHADE TREES



BALD CYPRESS
Taxodium distichum
HEIGHT: 50' - 80'



PARTIAL SHADE

FULL SUN

LOW WATER REQUIREMENTS

MEDIUM WATER REQUIREMENTS

HIGH WATER REQUIREMENTS

PRODUCES BERRIES OR SEED PODS

FLORIDA-FRIENDLY™

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



CHINESE ELM
Ulmus parvifolia
HEIGHT: 40' - 50'



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



FLORIDA MAPLE
Acer floridanum
HEIGHT: 25' - 60'



LIVE OAK
Quercus virginiana
HEIGHT: 40' - 80'



SWEETBAY MAGNOLIA
Magnolia virginiana
HEIGHT: 40' - 60'



RED MAPLE
Acer rubrum
'Florida Flame'
HEIGHT: 35' - 80'



WINGED ELM
Ulmus alata
HEIGHT: 45' - 70'



UNDERSTORY TREES AND PALMS



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



PARTIAL SHADE

FULL SUN

LOW WATER REQUIREMENTS

MEDIUM WATER REQUIREMENTS

HIGH WATER REQUIREMENTS

PRODUCES BERRIES OR SEED PODS

FLORIDA-FRIENDLY™

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



**SILVER
BUTTONWOOD**
Conocarpus erectus
'Sericeus'
HEIGHT: 5' - 50'



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



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



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



AMERICAN HOLLY
Ilex opaca
HEIGHT: 35' - 50'



DAHOON HOLLY
Ilex cassine
HEIGHT: 35' - 50'



UNDERSTORY TREES AND PALMS



EAST PALATKA HOLLY
Ilex x attenuata
 'East Palatka'
 HEIGHT: 30' - 45'



PARTIAL SHADE

FULL SUN

LOW WATER REQUIREMENTS

MEDIUM WATER REQUIREMENTS

HIGH WATER REQUIREMENTS

PRODUCES BERRIES OR SEED PODS

FLORIDA-FRIENDLY™

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



YAUPON HOLLY
Ilex vomitoria
 HEIGHT: 15' - 30'



CABBAGE PALM
Sabal palmetto
 HEIGHT: 25' - 60'



FOXTAIL PALM
Wodyetia bifurcata
 HEIGHT: 20' - 30'



SYLVESTER PALM
Phoenix sylvestris
 HEIGHT: 40' - 50'



ROYAL PALM
Roystonea regia
 HEIGHT: 50' - 80'



SAW PALMETTO
Serenoa repens



SHRUBS



DWARF YAUPON HOLLY
Ilex vomitoria
 'Schilling's Dwarf'



PARTIAL SHADE



FULL SUN



LOW WATER REQUIREMENTS



MEDIUM WATER REQUIREMENTS



HIGH WATER REQUIREMENTS



PRODUCES BERRIES OR SEED PODS



FLORIDA-FRIENDLY™

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



IXORA
Ixora coccinea



SIMPSON STOPPER
Myrcianthes fragrans



GALLBERRY
Ilex glabra



WALTERS VIBURNUM
Viburnum obovatum



SWEET VIBURNUM
Viburnum odoratissimum



SANDANKWA VIBURNUM
Viburnum suspensum










ACCENT AND MASSING PLANTS



XANADU
Philodendron xanadu



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

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



COONTIE
Zamia floridana



FIREBUSH
Hamelia patens





Union Central

DISTRICT PLAN