St. Pete Beach
Visioning Workshop
July 2002

HDR

St. Pete Beach Visioning Project

Background

In April 2002 the City of St. Pete Beach contracted with the firm of HDR, Inc. to conduct a series of "visioning" workshops for the City, leading to the development of a "Vision Statement" for the community as a whole. The intention of the Vision Statement is to inform subsequent master planning efforts for the City.

James A. Moore was the Principal in charge of the project for HDR. He worked directly with Michael P. Bonfield, City Manager for the City of St. Pete Beach. Moore and Bonfield had worked in a similar manner on an earlier project for the City of Madeira Beach.

The time frame for carrying out the project was compressed. Bonfield felt it was critical to carry out the workshops by the beginning of the month of May, just before many of the City's seasonal residents began to head north for the summer. To that end, Moore spent the middle weeks of April meeting with City staff and familiarizing himself with the City, first through windshield surveys of every street in the City and later through walking tours of key locations.

Moore spent all day on Monday 29 April and Tuesday 30 April in St. Pete Beach. On each day, he held three two-

hour meetings at the City Hall with selected groups of citizens. The meetings were as follows:

Monday	9:00 – 11:00 AM	Corey Avenue/Blind Pass Road Business Owners, Property Owners
	2:00 – 4:00 PM	Realtors, Brokers, Developers
	6:00 – 8:00 PM	Residents of All Neighborhoods Except Pass-a-Grille
Tuesday	9:00 – 11:00 AM	West Side of Gulf Boulevard Business Owners, Property Owners Residents
	2:00 – 4:00 PM	East Side of Gulf Boulevard Business Owners, Property Owners
	6:00 – 8:00 PM	Pass-a-Grille Residents, Business Owners

One of the purposes of the meetings was to allow individuals within each of the groups to speak freely about issues that they felt were critical and germane to the topic at hand. In many cases, these comments expanded to include other areas of the City or to the City as a whole. A second purpose was to allow Moore to learn more about particular aspects of the City. A third purpose was to enable him to develop a "normalized" background about the key areas of the City and the City as a whole.

Towards this end, he led each of the six groups through a simple exercise in which they outlined and elaborated upon the Strengths, Weaknesses, Opportunities and Threats of each of the six-subject area. Such SWOT analyses are

regularly used in organizational management and by group facilitators in diverse fields. Moore felt that they would be particularly appropriate to the St. Pete Beach visioning exercise first because they would generate normalized information that would be easily understood by all participants, and second because it would facilitate the discussions that were to occur during the longer whole-group workshop to occur on Saturday 04 May.

On Friday evening 03 May, residents, property owners and business owners from the City of St. Pete Beach gathered in the city's Recreation Center to hear Moore present an overview of general issues pertaining to Community Design both within the State of Florida and across the country in general.

The following morning, Moore presented a short critique of the current condition of St. Pete Beach, in which he summarized the results of the SWOT analyses and added his own commentary. During the next four hours, the group broke down into four sub-groups, each with a leader. Each of the four groups spent approximately 45 minutes discussing each of four topics:

Pass-a-Grille Beach

- Corey Avenue/Blind Pass Road
- Gulf Boulevard
- Pass-A-Grille
- Residential in General.

For each topic, the groups were charged with developing a vision and program for the future, to include specific objectives and goals for achievement.

At the end of the day, the group of the whole reconvened, and Moore reviewed the results of the small group sessions. He later compiled these results into a single list of goals and objectives for each of the four topic areas.

On Wednesday 15 May, Moore met with the representatives of the Future of the City committee to discuss these results, and to work with them in developing a succinct Vision Statement for the City as a whole.

On Saturday 18 May, he met with representatives of the City's Neighborhood Association where he again reviewed

the results of the visioning workshop and discussed future goals and objectives for the City as a whole.

The Future of Growth: Implications for Florida and St. Pete Beach

Over the past decade or so, significant demographic, economic and technological changes have emerged in the United States that are only now beginning to have impacts on how people live and where they choose to live.

- The Baby Boom generation is just reaching the beginning of retirement age. The oldest Boomers are 56, and every eight seconds someone in the United States turns 50. There are 77 million people in this cohort, and they will fundamentally change the nature of retirement. Healthier and wealthier than those who preceded them, the Boomers tend to be "experience junkies" who will use their golden years to explore new opportunities and locales, to take up new activities, and to continue to reinvent their lives.
- In 1960, just under half of the households in the United States were comprised of "nuclear families": two adults and children under the age of eighteen. In many ways, post-War suburbia is a reflection of these demographics. Today, however, less than one-quarter (23.5%) of the households in the US match this profile. The largest household demographic is single adults, living alone (26%), followed closely by two adults, living together without children under 18 (25%). Clearly, the patterns of development as well as the types of buildings, communities and lifestyles that dominated the past thirty or forty years must be rethought and reinvented to match these changing demographics.
- Transformations in computers and communication technology have, in many ways, destroyed the limitations of geography and physical space. Now, it is possible to live in the mountains of Alaska, in the deserts of Arizona, or on the coast of Maine, and still remain connected to the day-to-day activities of every major city. One can purchase the latest best-seller, mail-order fresh foods, and carry out
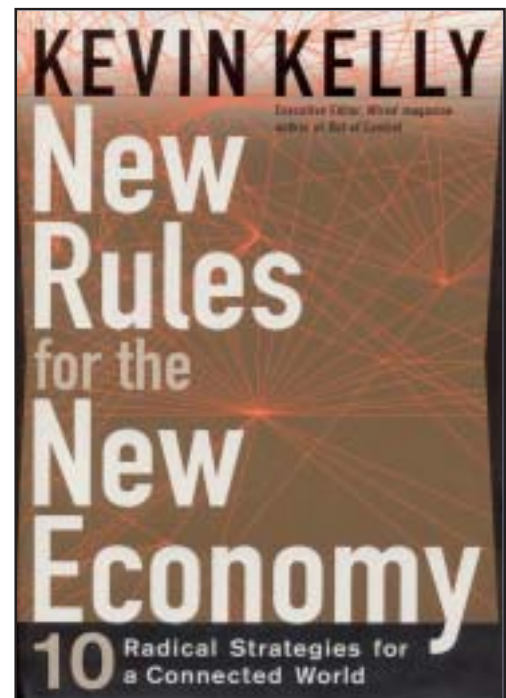
interactive on-line "chats" with people across the globe. Physical proximity is increasingly less of a requirement for active participation in world events.

▪ Economically, these technological transformations combined with the increasingly networked nature of everyday work, mean that a growing number of professionals can, essentially, work anywhere they choose. Airports, hotels, coffee shops, park benches and mountaintops are all as viable as the traditional corner office for accomplishing meaningful work. Again, physical proximity is less and less of a determinant for successful collaboration.

The implications of these four on-going transformations are just beginning to be felt in communities across the country. A concise summary of these implications is as follows. Increasingly, physical location is less relevant, particularly with respect to critical life elements such as employment or access to goods and services. Increasingly, therefore, people, particularly those with means, education and resources, will be able to choose where they wish to live. Increasingly, communities will be voluntary, and increasingly, people will choose to live in communities that meet their ideals for a quality environment of life-style. In the future, quality of life will be the critical element that defines the success of a community. High quality environments will succeed; lesser communities will be less successful.

The goal, therefore, in thinking about the future is to determine how to makes one's community a high-quality living environment.

At the same time that there is an increasing focus on quality of life, there is an increasing perception that the suburban paradigm that has dominated growth in the United States since the end of the Second World War, has begun to play itself out. Architects, academics and others who might be regarded as intrinsically hostile to suburbia, have been saying this for nearly two decades. In 2000 they were joined in their assessment by the international accounting and consulting firm PricewaterhouseCoopers. Writing in the Fall/Winter 2000 edition of Real Estate Trends, the consultants noted:

Suburban Sprawl, Orange County, CA

In the U. S., it is clear that there is a trend toward suburban degeneration. The suburb's dependence on the car, its shoddy infrastructure, poor or non-existent regional planning and unremitting construction has created ugly, expansive suburban landscapes with deteriorating prospects for the future. It has generally been accepted that America's once coveted suburban lifestyle is now under stress.

Arterial Highway, Florida

There are many explanations for both the ascendance of the suburbs in the past fifty years and for the anticipated decline in the suburban lifestyle; a discussion of these is beyond the scope of this paper. Critical factors include the American love affair with the single-family house, Federal policies, the ability of nearly every adult American to afford a private automobile, and the very nature of our post-War economy.

Fundamental to both post-War expansion and to future growth is a recurring element of the American psyche. In survey after survey, done over the past forty years, if all other things are equal, a plurality of respondents would select as their desired living environment, a small town located within an hour of a major city. The problem has been that this option was neither available nor workable. (The closest approximations were college towns such as Madison WI or Gainesville FL where the location kept the population relatively low while the presence of one or more universities ratcheted up the quality of life.) Instead, most people got the contemporary suburb.

New Subdivisions, Florida

Today, however, due to the aforementioned structural changes, this ideal is achievable. In the future, it will be increasingly possible to live in small town environment, and still have ready access to the myriad benefits of a large city as well. The relevance of this sentiment and these transformations to the City of St. Pete Beach cannot be under-emphasized. St. Pete Beach is, or could be, the archetypal twenty-first century living environment: a compact, diverse "small town," physically defined by its status as an island, that sits within the 14th largest metro area in the country.

Growth and the Future

A popular and ongoing perception, particularly relevant to a rapidly developing state such as Florida, is that growth is actually an optional approach to the future. A continuing sentiment seems to be that somehow the State can figure out how to reduce if not outright prevent future growth from occurring. A second, equally misguided perception, takes the opposite tack: we need growth at all costs in order to avoid having to pay the price of maintaining today's lifestyles. (There is an inherent flaw in any approach that looks to have tomorrow's input pay for today's outputs; it's the economic and developmental equivalent of a Ponzi scheme.)

Both approaches are illusory. Growth in Florida is just about inevitable, and it is irrational to expect tomorrow's growth to pay for today's problems. Not only can't the growth spigots be turned off, there is so much future development potential inherent in today's land use "plans" that there is very little actual control over where future growth will occur. In short, the only key for communities that are looking to determine their own futures is to figure out how to make growth predictable. That is, they need to arrive at a consensus vision and then strategically figure out how to accomplish it.

What are the key issues that will be critical for communities looking to control their future? Ten points stand out as generally accepted, not just within Florida, but also across the country.

Regionalism

People no longer live in towns or cities. They live in metropolitan regions. These may be 1,000 square miles in area or even larger, and may encompass dozens or even hundreds of distinct governmental units. Nonetheless, they operate as a single economic and functional unit. They are an integrated whole, where the changes that occur within each part have implications for the other parts.

St. Pete Beach is part of the Tampa Bay metro area; as such, it will benefit from the strengths of the region, but also suffer from its weaknesses.

Open Space

The vast majority of Americans are ideological environmentalist. All things being equal, they want to see the natural environment preserved. Even in those areas where development has occurred, they want to see land preserved as open space, be it as a wetlands, a regional park, an active recreational area, a playing field, a plaza, a square. Water is an overwhelming asset for a community. Some 80 percent of the population of the United States lives in states that have significant coastlines, and access to water is always high on the list of desirable elements for both living and vacationing.

Stormwater Pond, Celebration, FL

The City of St. Pete Beach is blessed with enormous environmental wealth. It has not, however, optimized this wealth, either in terms of accessibility or function or simply aesthetic beauty.

Bryant Park, New York City

True Neighborhoods

The post-war model for living was the sub-division where, for convenience of the construction and financing industries, and to allay the fears of the buyers, residences were laid out as monocultures. Townhouses mixed only with townhouses; apartments only with apartments; expensive homes only with expensive homes; and mid-range homes only with mid-range homes. These models were sociologically stifling and functionally inefficient; their legacy is the much-vaunted "soccer mom" who must make fourteen car trips a day in order for her family unit to function effectively.

The model for the future is the traditional (or neo-traditional) neighborhood unit that mixes a wide variety of residential types with a smattering of civic, institutional and commercial uses. It is walkable and viable; one can attend to one's day-to-day needs without recourse to an automobile.

Celebration, Florida

St. Pete Beach has a number of areas that begin to proximate the attributes of such neighborhoods. Residents are mixed, non-residential uses are accessible, diversity is evident. However, the City is not pedestrian friendly, and given its heritage in the post-War period, many of its enclaves are still quite mono-dimensional.

Accessibility versus Mobility

The mantra for post-War planners was to plan for mobility. Given the propensity to separate uses by type and economics, day-to-day living could only be effected by a sophisticated system for reintegrating disconnected uses. This was the bailiwick of traffic engineers, who designed and built roadways. Today, however, the general consensus of nearly every expert in planning and development, including the transportation experts, is that one can never build enough road capacity to solve mobility requirements. In short, as road capacity expands, so does demand. It's a never-ending cycle. The goal, therefore, is to focus on the underlying purpose of mobility which is, in general, accessibility. People drive in order to get from one point to another. If these points are closer together, the need to drive goes down. If certain key uses are linked by non-automotive systems –trams, trolleys, light-rail, bike paths—again, the demand to drive diminishes.

Beach Trolley, St. Pete Beach, FL

St. Pete Beach is a physically defined area; it's an island. The goal for the future should not be to create ever-enhanced levels of mobility up and down the island. Rather, it should be to enhance accessibility; put basic uses closer together, and increase the viable means whereby people – residents and tourists alike—can get from one place to another.

Pedestrians

Despite over a hundred years of technological avant-garde thought, walking has not disappeared as a form of mobility. In fact, it's more in demand than ever, even if only a low-stress way to exercise. The primary problem, however, is that for over fifty years, communities have been designed

in such a way as to relegate pedestrians to second-class citizenship; or worse, to ensure their quick demise.

In community after community, in city after city, it's well known; people will willingly walk, if the conditions are right. Creating the right conditions is not a secret; it was the essence over every major city and every small town throughout the world until the advent of the automobile. Pedestrians will walk where there is activity adjacent to the sidewalk, where they feel safe and secure, where there are other pedestrians and interesting things happening. Cars are a welcome element in a good walking environment –they add life and vitality—but they must be managed and "calmed."

The City of St. Pete Beach has very few locations that qualify as good pedestrian environments. Most of the streets of the City are simply unsafe for any walker, jogger or bicyclists. Others, such as Corey Avenue, which are physically set up to promote walking, are not functionally optimized as retail districts in order to attract vitality and pedestrian life.

Prototypical Parisian Boulevard

Newbury Street, Boston, MA

Residential Diversity

Nearly two-thirds of the residential units in the United States are single-family houses. Much of the post-War suburban boom was built to meet the demand by families for such units. Nonetheless, dramatic demographic changes have occurred during the past forty years, and while demand for single-family houses will remain, there will also be demand for a wide variety of other residential types.

In 1960, nearly one-half of all households in this country included two parents and children under the age of eighteen, living together. Today, this demographic bracket accounts for a little more than 23% of the households. The single largest bracket, with just over 26% of the household units, is single adults, living alone. Households with two-adults, no children, living together, account for an additional one-quarter of the units.

In short, the demographic that created the post-War suburban boom and the heyday of the single-family house,

Duplexes, Starkville, MS

Urban Condominiums, Portland, OR

is gone. It has been replaced by a society that is increasingly diverse both in terms of population and in terms of households. Increasingly, new and different residential options are being sought; those communities that look to provide such choices and to integrate them into their existing fabric, will succeed.

The City of St. Pete Beach has two clear residential options: single-family houses and condominium apartments. These latter are generally found in multi-unit buildings, many of which face the Gulf of Mexico. Opportunities abound, however, to create a myriad of other options: townhouses, duplexes, triplexes, multi-family apartments, live-work units, etc.

Condo Tower, Harbour Island Tampa, FL

Mixed-Use Development

The Urban Land Institute defines "mixed-use development" as projects that include at least three revenue-producing uses that are developed in accordance to a single overall master plan, and that are pedestrian-oriented. In part because of post-War practices of zoning for exclusion and in part because of the conservative nature of real estate financing, for years, conventional wisdom considered such projects to be extremely problematic. Nonetheless, recent years have seen a reconsideration of this sentiment. Increasingly, opportunities are being found to create such projects, oftentimes as redevelopment, particularly in older suburban locations, where a mixed-use complex including retail and restaurants, office space and residential or hotel uses, can essentially become an "instant downtown."

Mizner Park, Boca Raton, FL

Developed after careful market analysis and urban design, a mixed-use project can not only meet a number of market needs, it can create a symbiosis among its internal uses (i.e., office workers frequent on-site restaurants), and eventually be seen as a unique and distinctive environment. Examples such as Old Hyde Park Village in Tampa or Mizner Park in Boca Raton demonstrate that carefully developed projects with patient leadership and appropriate financing can become successful real estate ventures, they can also add to the quality of life in their communities.

Such mixed-use projects can occupy anywhere from one or two, tightly-packed acres, to thirty or forty acres of land. Beyond that, pedestrian focus becomes an issue. Often, this is land that already held a use; the redevelopment is seen as a higher-and-better use. St. Pete Beach has a few locations that might lend themselves to such projects, but given the relatively small size of the community, its generally high level of current development, and the attendant difficulty that would accompany site assembly, greater opportunities might be found in developing single-use or multi-use projects that create an effective complement for other uses already in place.

Infill & Redevelopment

In keeping with the discussion of mixed-use development, the City of St. Pete Beach has enormous opportunities for new infill development and redevelopment of existing uses. Some of these may adhere to the technical definition of a "mixed-use" project, but many more will involve one of the following criteria.

- Rebuilding a current use at a higher scale of value (i.e., tearing down a single-family house worth $200,000 and building a new single-family house worth $800,000).
- Rebuilding a current use at a greater density (i.e., tearing down a single-family house and re-building two single-family houses).
- Replacing a current use with a similar use but at greater intensity (i.e., tearing down a single-family house and building three townhouses; tearing down a commercial use at 0.10 Floor Area Ratio (FAR) and replacing it with a commercial use at 0.35 FAR).
- Replacing a current use with an entirely new use (i.e., tearing down two single-family houses and replacing them with a multi-use commercial/residential building).

Old Hyde Park Village, Tampa, FL

In each case, the key to inciting positive redevelopment is the opportunity to create enhanced value. Replacing a low-cost house with a high-cost house increases value; replacing one unit with two or three units increases value; replacing a residential use with a commercial use, generally increases

value. Often, however, regulatory, functional and financial obstacles hinder redevelopment. For example, it may prove difficult to get permission to increase density from one unit per site to two or three units per site; this is particularly relevant on a barrier island such as St. Pete Beach where the City, the County and the State all have a say as to intensification of uses.

It may be legally permissible to increase intensities or to change uses, but it may prove functionally difficult. As has been noted, many sites along Gulf Boulevard that are zoned for commercial use were originally residential lots. Maximizing the allowable development might create a bigger structure, but would probably preclude developing the parking necessary to make the project succeed. Functionally, therefore, the redevelopment is stifled.

Finally, the proposed project might find it difficult to get financing, particularly if the new uses differ significantly from existing uses, or the developers are proposing a new type of product such as live-work units.

Notwithstanding these inherent difficulties, the City of St. Pete Beach is ripe for a great deal of infill and redevelopment activity. The fact that this is not occurring of its own accord indicates that the current zoning is stifling such activity, or that the lack of an overall coordinated master plan prevents developers from seeing the larger opportunities. In all likelihood, a combination of both factors is at work.

Physical Design

One of the inherent weaknesses of most current zoning codes is that they are essentially abstract representations of potential futures. They stand in comparison to the physical world we inhabit the same way nutritional values and ingredients stand in comparison to the meals we eat for dinner. And, just as a list of ingredients really gives little indication of the ultimate quality of the meal that can be created, a zoning code rarely gives qualitative directions for architects, urban designers and developers.

In the case of greenfield development a zoning code provides enough information to guarantee the general

nature of the future project. In the case of infill and redevelopment such as is needed in St. Pete Beach, additional guidance must be provided in the form of urban design and architectural design guidelines. It is no longer enough to indicate what is permissible or allowable by law. Rather, new codes must indicate what is desirable or even necessary in order to create the physical environment that is desired. As an example, while the three blocks of Corey Avenue east of Gulf Boulevard are well-liked throughout the community, the current zoning regulations do not allow such development to be created anywhere else in the City. Nor do these regulations provide insights into how Corey Avenue could be made to work and feel better.

As a community that has essentially moved into the final phases of full build-out, the City of St. Pete Beach is ready to develop guidelines that focus more on physical qualities than on uses, and give a good indication of what the future character and feel of the City might be. To be completely effective, however, these guidelines cannot be arbitrary; instead, they must derive from an overall vision for the City, or at least for key portions of the City, and then from careful study of reference conditions and investigations of what might derive from the application of the selected guidelines.

Sense of Place

In keeping with the original notion that communities must increasingly focus on qualitative rather than quantitative issues, those communities that hope to succeed in upcoming years must focus on creating or enhancing their characteristic "sense of place." While scholars and theoreticians have spent countless hours and innumerable words debating exactly what a "sense of place" means, the average citizen understands it in terms of the characteristic look and feel of a location. We recognize a small New England fishing town by the look and feel of its streets, by the architecture, by the materials used for construction, by the characteristic smells and sights and sounds. The same holds true for the upper East Side of New York City, or a city along the Riviera, or a community like Sante Fe NM.

Arguably, no city or town exists without any sense of place; the issue is rather to create, develop, and refine a sense of place that adds palpably to the overall quality of the

Downtown Waterfront, St. Petersburg, FL

Hyde Park Neighborhood, Tampa, FL

community. In the case of an indigenous town or village, these qualities have been derived by trial and error over centuries of design and construction. In examples such as Nantucket in Massachusetts, these traditional qualities have been carefully protected, both as a way to protect a historical heritage and as a way to enhance a selected character. In examples such as Sante Fe, what appears to be a similar example of historical protection is, in fact, a carefully choreographed case of urban theatrics; the "mock adobe" construction that defines this tourist city was devised by a developer just after the turn of the 20th century.

The overwhelming sense of place for the City of St. Pete Beach as it exists today is simply Florida suburban. Outside of a few cherished locations such as Pass-a-Grille and the Don CeSar, very little of the physical appearance of the community identifies it as special; even less does it reflect its incredible geography and its climate.

Creating a Vision for the Future of St. Pete Beach

The City of St. Pete Beach has reached a first level of full build-out. This attribute cannot be over-emphasized, nor can the fact that the key issues for the future will revolve around effective redevelopment. The question is not whether or not change will occur in the City; rather, it must be to figure out what type of change the citizens want to see. It is key to determine first, what the City should look and feel like and, then, to figure out how best to achieve these goals. Inasmuch as the private sector should be the engine for much of this growth and change, it will be critical that the City work to make the development process predictable.

As part of determining where the City should go, the citizens and City leaders need to address a critical question: Is St. Pete Beach a residential community that has a lot of tourists, or is it a tourist town that happens to have a lot of residents? Pitched as a rhetorical question, the concern is that people spend time mulling over the implications of both alternatives.

Don CeSar Hotel

View of Boca Ciega Bay

As has been stated, the City has a number of outstanding assets including, first and foremost, its geography, its location and its climate. Long and thin, the City is blessed with an immense amount of waterfront, both on the Gulf and on the Bay. Located in the southwestern corner of the Tampa Bay metro area, the City has the best of small town life and large city life. Finally, sitting on the Gulf Coast of Florida, surrounded by water, the City has a beautiful sub-tropical climate that is moderated by regular Bay breezes.

75th Avenue

In the realm of the built environment, the City has significant assets in the neighborhood of Pass-a-Grille, the Don CeSar hotel and a number of other beach front hotels along Gulf Boulevard, the new City Hall, Corey Avenue, and the generally good quality of the City's housing stock.

On the other hand, the City is clearly missing many opportunities: Gulf Boulevard has no better physical or formal character than any commercial strip found in Tampa or Orlando or any suburban environment. The commercial architecture of the city is, with only a few exceptions, undistinguished. Due to zoning restrictions and other limitations, many of the commercial properties, particularly the hotels, are clearly operating beyond their prime. Even key, high-end residential condominiums are architecturally bland, if not downright ugly. Corey Avenue, while comfortable in parts, is a marginal retail environment, and does little to optimize its manifest assets.

Beachfront Condominium

It is important, in this context, to stress the aforementioned demographic and economic trends. The City of St. Pete Beach will always be in demand. However, competition for quality developments is fierce, and many areas in South Florida, the Panhandle, and even other Gulf beach communities have a leg up on the City in meeting the demands of the new demographics. The beach communities of South Florida are twenty years ahead of the Gulf Beaches in renovating, redeveloping and infilling with new development. The beach communities of the Panhandle are a full cycle behind the Gulf Beaches; the vast majority of their development is new, much of it less than ten years old. They have a clear understanding of what the market demands, but have none of the contextual benefits of the Gulf Beach communities.

Corey Avenue/Blind Pass Road

Strengths

The Strengths of Corey Avenue include its strong name recognition, not just locally, but within the Bay area and the pedestrian scale and character of the central three blocks. The physical location of the street is another strength: it is one block south of a heavily traveled corridor, and is bisected the same corridor. It has large, attractive bodies of water at both ends. Finally, the district includes the new City Hall, a Post Office, and a Library, all civic uses that attract people to the area.

Corey Avenue at Gulf Boulevard

Weaknesses

Significant weaknesses of the district include the fact that it is a marginal retail environment where many of the business owners are not property owners, and most put a higher priority on a comfortable lifestyle than on being competitive. Most stores close by 5:30 PM on Monday through Saturday and are not open on Sunday. In addition, the property along the Avenue, to the west of Gulf Boulevard, is completely lacking in identity; in fact, it's one of the weakest areas of the entire City.

The entry to the City along 75th Avenue has very little urban or civic presence. While it is clear that 75th Avenue will never be a true pedestrian street, nor should it try to compete with Corey Avenue, the physical appearance of this road is bland, if not unattractive.

Corey District near Blind Pass

Finally, there is a perceived lack of parking in the Corey Avenue area. In truth, there is probably more than enough parking for current demands, but using it may entail walks of one or two blocks from car to destination. Moving forward, however, it is clear that parking will be a key issue for the future of the district.

Opportunities

The current widening of Blind Pass Road is seen by many in the City as an unnecessary and unwanted interruption foisted upon the community by the Florida Department of Transportation. Regardless of the validity of this

Blind Pass Road

perception, the construction underlines the upcoming opportunity to see redevelopment and new development on the properties that front directly onto the roadway. At present, however, there is little sense of what types of development this should be, what it should look like, and how critical issues such as parking should be addressed.

The geography of Corey Avenue highlights an enormous opportunity. Rebuilt to an optimal program, Corey Avenue could become an eight-block pedestrian district linking Boca Ciega Bay to Blind Pass, just where it connects with the Gulf. This area has the potential to be one of the most urbane and pleasant mixed-use pedestrian districts in the State of Florida.

Blind Pass

The "old" City Hall sits on a parcel of City-owned land, just north of 75th Avenue. This property forms a triangle, with 75th Avenue forming the southern leg, Boca Ciega Drive forming the western leg, and Boca Ciega Bay forming the hypotenuse. At present, there are plans to raze the structure of the City Hall, but no specific plans for the redevelopment of the site. Regardless of function, the site will remain as public property. As such, it represents a significant current and future asset for the City.

Threats

The greatest threat to Corey Avenue is complacency. Pedestrian-oriented retail is a growing sector of the retail markets across the country, with developers going out of their way to recreate faux pedestrian streets in low-density suburbs. Corey Avenue represents the "legitimate" sire of these recent efforts, but it desperately needs a coordinated physical development plan and coordinated program for marketing and management. Fifth Avenue in Naples and Park Avenue in Winter Park are models that should be studied in this respect.

Boca Ciega Bay, north of 75th Avenue

The greatest threat to Blind Pass Road is not to take advantage of this opportunity to clearly plan out the new development that will occur once the roadway has been completed.

Storefront on Corey Avenue

Gulf Boulevard

Strengths

Despite its haphazard overall appearance, Gulf Boulevard has some noticeable strengths for the City of St. Pete Beach. It provides easy access to both the Bay and the Gulf beaches along its length. It is generally seen as a secure environment, with a wide variety of uses, most of which are family oriented. There is also quite a diversity of retail, restaurant and hotel options along its length. Finally, the presence of the Beach Trolley makes the Boulevard relatively easy to travel, even for those without access to automobiles.

Weaknesses

The perceived weaknesses of Gulf Boulevard are legion. To summarize popular sentiment, "It's ugly and it's dangerous." While aesthetics, to some degree, can be regarded as subjective, there was almost universal acclaim that Gulf Boulevard is not a pretty place, and that it was definitely not in character with the innate natural beauty of the community. Overhead utilities, the diversity of building types, placements and sizes, parked cars and the lack of a sign ordinance, were all listed as contributing factors.

The roadway was also generally regarded as dangerous for pedestrians, both to walk up and down along its length and to cross. Part of this stems from the overly high speed of vehicles traveling along the road. Part stems from the relatively narrow width of the sidewalks and their location immediately adjacent to the paved travel lanes. Part stems from the width of the road, the lack of central medians (also known as "places of refuge") and the distance between intersections along the roadway.

There is a perceived lack of parking up and down the street, both for use at many retail and commercial establishments, and also for general parking. There is also a stated concern that the hotels that line the west side of the road are, simply, "old, tired product." Current zoning regulations contribute to this issue by making it almost impossible to increase development densities on these sites to the degree necessary to make redevelopment financially feasible.

Entrance to Tradewinds Resort

Anonymous Residential Architecture

Anonymous Commercial Architecture

Pedestrian on Gulf Boulevard

Finally, there is an oft-stated and legitimate concern on the part of many residents that the interface between the uses along Gulf Boulevard and the residential uses immediately behind them is not handled well. Complaints of noise, smells, rats and other negative attributes abound. There is considerable basis to these concerns. Study of the City's zoning map indicates that while many of the properties located along the Boulevard are zoned for general retail or commercial use, most of the properties are essentially residential in size and proportion. It is not uncommon to see a block comprised of a row of 50x100 foot sites facing Gulf Boulevard, with a similar row of lots immediately behind, facing the next street over. The lots on Gulf are zoned commercial; the adjoining lots are zone medium- or low-density residential. The rear lot lines of the properties is the "interface" between uses.

Notwithstanding the abrupt transition from one use to another, a large number of the lots along Gulf Boulevard are simply ineffective for commercial or retail uses, regardless of their zoning. A 50x100 foot lot with front entry works adequately for single-family residential uses, and can be made to work for duplexes or small apartments. However, without rear alleys, on-street parking, or access to centralized parking, these lots are generally quite ineffective for retail and commercial uses, with the exception of certain low-intensity professional office situations.

Situations such as this can be made to work if the original houses are kept intact and the uses changed; for example, along Swann Avenue in Tampa, bungalows and other single-family houses from the 1920s have been converted quite successfully to offices for lawyers, doctors, dentists and consultants. In almost every instance, however, these units have access from rear alleyways, there is considerable on street parking along perpendicular side streets, and the uses are generally low intensity. The same features are simply not available along Gulf Boulevard in St. Pete Beach.

Opportunities

Just as there are many perceived weaknesses to Gulf Boulevard, there are also quite a few perceived

opportunities. Many see the potential to encourage wholesale redevelopment on both sides of the street and, in so doing, to redefine the market for tourism in St. Pete Beach. It seems clear that the desire is clearly to retain the hotels and tourist base of the community, but to upgrade the offerings, in contrast to downplaying the hotels and looking to increase the number of condominiums or permanent dwellings.

On both sides of the street, there is considerable potential to create water-oriented restaurants and other activities, perhaps differentiating them by their clientele –tourists on the west side, residents on the east side—and their attitude – beach bar on the west side, waterfront dining with facilities for boats on the east side. There is both enormous potential for and considerable support for creating a beachfront walkway west of the hotels and condominiums on the west side of Gulf Boulevard. Many participants recognized that such a walkway, not unlike the Strand that parallels the Pacific Ocean in the Los Angeles beach communities, would be an asset for both the tourists and the residents alike. Such a walkway could create significant connectivity up and down the beaches for pedestrians, bicyclists and other non-vehicle users, and inculcate a truly sub-tropical "island" feel to the community. Such a facility would alleviate some of the pressure on Gulf Boulevard to function for cars, bicyclists and pedestrians.

Notwithstanding the potential of such a beach walk, a majority of the participants recognize the potential to re-make Gulf Boulevard as a true "boulevard," that is, as a place that not only moves traffic, but also functions for pedestrians and, to a lesser degree, for bicyclists, and creates a positive image for the City as a whole.

Threats

The threats related to Gulf Boulevard are similar to the threats related to other aspects of the community. Complacency, in the sense of "doing nothing" is seen as the biggest potential problem for the community. People recognize that the absence of positive activity is, in itself, a negative activity. Failing to do the hard work to establish a clear vision for the City is another threat to progress.

Infill Development on 5th Avenue, Naples, FL

Pedestrian-Friendly Design, 5th Avenue, Naples, FL

Pedestrian Un-Friendly Design, Gulf Boulevard

Specific to Gulf Boulevard, a threat would be continuing tensions between commercial and residential interests.

Pass-a-Grille

Strengths

The Pass-a-Grille neighborhood is clearly the crown jewel of the City of St. Pete Beach. A cul-de-sac at the southernmost tip of Gulf Boulevard, this enclave still reflects a great deal of its formative character, and it remains, in many ways, an archetypal Florida beach community. The charm and character of the community are clearly strengths.

The clear presence of the Bay and the Gulf is also a palpable asset; one can step to the sidewalk on dozens of streets and by looking east and then west, see both bodies of water, only a few hundred feet away.

Pass-a-Grille, Historic Post Card

The community has a nice mix of commercial uses and residential uses, and has a pleasing and eclectic mix of residential alternatives. 8th Avenue, which is only one block long, is the archetypal "main street," with arcaded retail uses on the ground floors, and residential uses above.

Surmounting all of these manifest physical attributes, is the overriding perception of Pass-a-Grille as friendly and safe place, with easy-going residents and a warm, receptive character.

Weaknesses

8th Avenue, Pass-a-Grille

Notwithstanding its manifest positive attributes, the Pass-a-Grille neighborhood does have some real weaknesses. It's popularity and long, linear form help create traffic problems, both in terms of speed and, occasionally, in terms of volume. Despite the plentiful provision of public parking along both the Gulf side and the Bay side, during peak periods, the parking as well as the movement of vehicles becomes an issue.

Perhaps the biggest perceived weakness for the community is extrinsic, in the form of FEMA regulations that have significant impact on potential redevelopment of properties.

Mix of Old and New Residential Development

As a low-lying barrier island, Pass-a-Grille has significant restrictions placed upon property owners looking to rebuild or even renovate their buildings. The requirement that new structures put all habitable spaces more than 11 feet above mean sea level means that every new building will have its first floor somewhere between five and six feet above grade. This is in sharp contrast with older structures, many of which are built of slab-on-grade concrete construction. Coupled with a weak preservation ordinance, these new regulations lead to the development of newer buildings that are in sharp contrast with older (and generally smaller) buildings.

The final weakness of the community derives, in part, from its humble origins. In general, the physical infrastructure is weak. Stormwater systems, drainage systems, alleyways; all of these need upgrading and maintenance. As new development continues, and increased demands are placed on all of these systems, concerns and problems are sure to increase.

Pass-a-Grille Beach

Opportunities

Desirable improvements to Pass-a-Grille include the reconstruction of some of the fishing piers that used to extend into the Bay along Pass-a-Grille way, the renovation of existing development along 8th Avenue and the addition of similar new development on vacant sites along 8th Avenue, and the restoration and upgrading of alleyways throughout the community. In addition, there is an opportunity to extend the beach walk that currently runs as far north as 9th Avenue; it could easily be extended as far as 21st Avenue. Finally, with an eye to future development within the community, there are opportunities to codify and strengthen existing preservation and redevelopment codes, and to encourage a variety of new infill building types including, particularly, live-work units.

Threats

As with other areas of the City, the predominant threats are apathy and unwillingness or inability to make substantive changes. In addition, there is considerable concern among residents of Pass-a-Grille that if they don't develop some way of addressing what they consider to be

overly stringent FEMA regulations, the essential character of their community will gradually disappear. Tied to this concern is the on-going concern that the latest infill projects are out of scale and out of character with the traditions of Pass-a-Grille. Simply living up to the letter of the law could irrevocably alter the traditional scale and appearance of the neighborhoods.

Residential Neighborhoods

Strengths

As with the Pass-a-Grille enclave, the other residential neighborhoods in St. Pete Beach have numerous strengths. They are generally perceived as safe places to live, with a diversity of residents, and daily access to all the climatic and environmental benefits of the City: sunlight, warm weather, water. A majority of people credits the City with having a strong sense of community, and most appreciate the very tangible benefits of civic features such as the new City Hall, the Library, the elementary school and the small historical museum. In addition, people recognize the benefit of rising property values, both for themselves as individuals and for the City as a whole.

Boca Ciega Bay, North of the Bayway

Weaknesses

Residents of the community feel that there are still many weaknesses, some pertaining to the neighborhoods, some to the City as a whole. There is concern from many about the interface between commercial uses and residential uses, as has been previously discussed in the section on Gulf Boulevard. There is also concern about the infrastructure of the City, which is seen as aging and incomplete, particularly with respect to sidewalks. Residents recognize that the neighborhoods are generally not pedestrian or bicycle friendly, and that Gulf Boulevard is dangerous for those walking or biking.

Modest Houses, North of 75th Avenue

Finally, there is a concern, voiced by some residents but corroborated by others, that the City has a weak self-image. "We see ourselves as a second-tier city," was the expression of one resident. Some of this can be attributed to the generally undistinguished physical appearance of much of

the community, and there was steady call by residents (as well as business owners and property owners) for stricter architectural regulations for all future development, but some of it reflects the general psyche of the population.

Opportunities

Beautification, in many forms, was seen as the key opportunity for the future of the City. Beautify Gulf Boulevard, beautify the entrances to the neighborhoods, beautify the City as a whole. There was a steady call to make Gulf Boulevard feel and act more like a traditional "boulevard," (again, as previously discussed), and to make the city as a whole more pedestrian and bicycle friendly.

Tropical Paradise

Threats

Fear and complacency again lead the list of perceived threats to the future success and welfare of the City and the residential neighborhoods. Lack of money was mentioned as a possible cause for alarm, but lack of will power was seen by many as a stronger potential negative. Density and Height were mentioned by some respondents, but these concerns were countered by others who seemed to indicate that "Fear of Density" and "Fear of Height" were more critical to the future than the actual height and/or density of future developments.

Weak Physical Infrastructure & Services

Goals for the Future

The goals listed below are derived from the small-group discussions that took place on Saturday 04 May.

Corey Avenue/Blind Pass Road

- Improve the transition from Blind Pass road, through 75th Avenue, to Gulf Boulevard
    - o Develop Architectural Design Guidelines for New Development along Blind Pass Road

- o Beautify 75th Avenue as an Entrance to the City
- Connect the Bay to Blind Pass along Corey Avenue
  - o Traffic Calm the Intersection of Corey Avenue with Gulf Boulevard
  - o Develop Mixed-Use Projects East of Gulf Boulevard: Retail and Restaurants at Ground Level, Residential Above
  - o Develop Live-Work Units West of Gulf Boulevard
  - o Develop a Mixed-Use Project at the Bay Front at the East End of Corey Avenue
- Link the New City Park to Corey Avenue along Boca Ciega Avenue and Along Water's Edge
- Develop Architectural Design Guidelines for all new Development and Redevelopment

Blind Pass Road

The time to think about the future of Blind Pass Road is rapidly disappearing. Each day as construction crews tear out asphalt and begin laying pipes and sub-pavement is one less day that the community has to think about a plan. It is essential that the City begin addressing what will happen once the new five-lane street section is completed. Clearly, the expanded section will see more traffic than the older two-lane section saw. Clearly, this will have implications, both positive and negative for the properties that sit directly against the road, and those that sit along the many residential streets that run perpendicular to it. At a minimum, the City should begin to lay out design guidelines for development that can occur along the fronting properties. What uses can there be? How big should the buildings be? Where should they sit on their sites? Where should the parking go? The access points? Stormwater retention?

Despite the increased width of the new roadway, and the increased capacity, there is still a chance to lay out a set of criteria and principles that will help the City turn Blind Pass Road into a decent experience for motorists, bicyclists and pedestrians, instead of an extension to the existing Gulf Boulevard as it exists further to the south.

75th Avenue

Because it leads directly to the bridge over Boca Ciega Bay, 75th Avenue is one of three entryways to the City. In contrast to the Bayway to the south, it is the "free" entryway. As such, it sees and will continue to see, enormous volumes of traffic moving both east onto the island and west, onto the mainland.

The new City Hall is clearly an improvement for the visitor approaching the City from the east, as is the landscaping and streetscaping that has already occurred. Clearly, the removal of the buildings on the north side of 75th, adjacent to the Police Station also represents an opportunity for aesthetic enhancement. Nonetheless, the distance from the intersection of Boca Ciega Avenue to the intersection with Gulf Boulevard, a stretch of approximately four blocks, does serious damage to the City's attempts to create a positive identity. Retention ponds, overhead wires, parking lots and the rear or side walls of buildings dominate the view. At the very least an aggressive streetscaping and landscaping program should be devised for this stretch; if one cannot get the cooperation of private land owners, the City can look to mask their buildings from direct view.

The intersection of 75th Avenue and Blind Pass Road is clearly a critical junction within the City, both in terms of the volume of traffic it experiences, and the opportunity it represents to move in four significant directions. Some study should be given to revising this intersection; options presented at the charrette included a roundabout, a traffic circle and the installation of a fountain. All of these, and other options should be studied, with an eye on creating a solution that not only facilitates smooth traffic flow, but allows safe and secure pedestrian access, and enhances the overall visual aesthetics of the location.

Corey Avenue

It is clear that Corey Avenue represents a "special place" for the citizens of St. Pete Beach. Its uniqueness probably relates as much to memories of the street from previous days as from its current success as a pedestrian retail district. Corey Avenue is one of the few pedestrian-friendly

locations within the City limits, but it clearly merits a great deal of work to improve and make more usable.

The street "works" in its current form primarily because of the continuity of the facades on either side of the street and the provision of on-street angled parking. The sidewalks are wide enough for two or three people to walk side by side, and the arcades and awnings provided welcome protection for sun and rain. The Beach Theater, the Post Office and, increasingly, the new City Hall, serve as anchors along the street. These are destinations that attract visitors from within the City as well as from elsewhere; people notice the other shops and restaurants as they walk towards these anchors.

Clearly, some design thought went into creating the current form of Corey Avenue. There are coordinated streetscape elements –light poles, trash baskets, and other street furniture—as well as a smattering of landscaping. Nonetheless, the street currently operates at levels well below its potential.

There are no true anchors on the street; that is, uses that can draw a diverse range of people on a regular basis throughout the course of a day or a week. One restaurant is not enough to create such an anchor; a clustering of anchors is required. One theater is not enough, particularly when it must compete with the megaplex offerings showing up at malls and shopping centers throughout the metro area.

There is no real connection between Corey Avenue and the parallel streets to the north and south. In many ways, people think of Corey Avenue as a singular element –three or four blocks along one street—when it would be better to have them think of it as the heart of a dynamic and vibrant downtown district. In this case, it might extend two blocks to the north, to 76th Avenue, and two blocks to the south, to 72nd Avenue. It must also increase its span east and west, essentially bridging across Gulf Boulevard, which currently acts as a barrier, and linking Boca Ciega Bay on the east end, with Blind Pass on the western end.

There is too much property within this outlined area of 24 or so blocks to be completely filled in with retail uses. Towards this end, Corey Avenue must play a central role,

Development Opportunties east of City Hall

Ocean Drive, South Miami Beach, FL

emphasizing its qualities as a pedestrian oriented street with a unique and desirable sense of place, with each of the parallel and perpendicular streets providing reinforcing uses such as shops and offices, parking, institutional uses, and, most importantly, residential. Part of the reason Corey Avenue is vacant during much of the week is because no one lives on it, and very few people live near it. The best examples of vibrant pedestrian streets, within the Bay area, or the State or even the country, generally include a diversity of uses, but almost always incorporate residential uses on, or near them.

The City should study this district beginning with a careful analysis of what is currently there, and working towards a redevelopment program that looks to redevelop or upgrade all of the blocks located within the district. The suggestions generated during the various workshops can be a starting point for this program. Mixed-use infill and redevelopment along Corey east of Gulf Boulevard, with live-work development west of Gulf Boulevard, seem like logical suggestions, but each must be tested against a battery of functional, regulatory, financial and market-based criteria.

Parking will clearly be a critical element of this district. To some degree, the quality of a pedestrian district increases with the amount of development within the district and the continuity of this development. Off-street surface parking is generally not a desirable condition, except in truly controlled settings. Some sort of district parking program must be devised, with an eye on meeting the needs of the major user groups: residents, tenants, short term visitors, longer-term visitors.

Design Guidelines

The issue of creating design guidelines for future development was a steady mantra throughout the visioning workshop meetings. Clearly, Corey Avenue already has the beginnings of its own distinct physical character, dictated by building location and scale. Additional study should done to determine the extent to which additional guidelines should be developed, and the extent to which they should be applied throughout the proposed Corey Avenue district.

Gulf Boulevard

- Create an Overall Plan for Gulf Boulevard, with Nodes of Development
  - Redesign the Street Section to Support these Nodes
  - Traffic Calming, On-Street Parking, Planted Medians within the Nodes
  - Pedestrian-Friendly Design for Entire Length of Gulf Boulevard
  - Streetscaping and Landscaping Plan for Entire Length of Gulf Boulevard
  - Design Guidelines for all new Development and Redevelopment along Gulf Boulevard
- Create a designated Hotel/Tourist/Entertainment Zone on the West side of Gulf Boulevard
  - Develop Tradeoffs and Incentives to Foster New Development
  - Provide Increased Pedestrian Access to the Beaches
  - Create a Beach-Front Walkway up and down the Beaches

Redevelopment Program for Gulf Boulevard

It is clear that the community would like to see substantive changes to Gulf Boulevard, from its intersection with Bayway towards the south end of the City all the way north to the intersection with 75th Avenue; this is a distance of nearly 2.4 miles.

Throughout that distance, the street section of Gulf Boulevard is virtually unchanged; it is a five-lane arterial road with two lanes heading north and two lanes heading south, and a continuous center turn lane. Because of the relatively short block sizes along the road, and the large number of ingress and egress points, there are very few areas where the center lane is landscaped with a median.

Taking Risks: Bicycling on Gulf Boulevard

Along this distance, however, there actually is a significant amount of functional, physical and aesthetic diversity. Even the west side of the street, which is dominated by larger condominiums and hotels includes a number of original single family houses (just north of the Don CeSar) and some

older, small scale retail (within four or five blocks of 75ᵗʰ Avenue).

The east side of the street is more diverse than the west side, in part because it includes many smaller parcels, and in part because it caters both to tourists and to the residents who live in the residential enclaves along Boca Ciega Bay.

The planning study for Gulf Boulevard must also begin with a rigorous analysis of the current conditions. What uses are represented up and down the road? How well are they functioning? What are the general patterns of use, throughout the day, across the week, across the year? What are the property ownership patterns? How well does the interface between commercial and residential uses work? What are the areas with most intense pedestrian use?

This study should also include a void analysis; that is, it should look for those uses that are not represented along Gulf Boulevard, but possibly should be. What uses are missing? Why?

The study should begin to develop a functional program for the street, possibly beginning with the principle that the street should be subdivided into a series of nodes with differing degrees of intensity in different locations. What uses should go in which locations? How should they be mixed or concentrated? Is mixed-use desirable? How might it vary from the east side to the west side?

Gulf Boulevard: Arterial Sprawl

Once a functional program has been generated, the study should begin to develop urban design guidelines related to building placement, height, width and massing, and other key attributes such as parking, ingress and egress, linkages across the sites (toward the Gulf or towards the neighborhoods or Bay), and other critical issues.

At the same time, the study must be speaking to the desired character of the road itself. Assuming that it will always include at least two lanes of traffic in each direction, what configurations can be devised, and how might these be applied along the length of the roadway? What special conditions can be created: on-street parking, drop-off areas, bump-outs, planted medians, planted parkways, etc.

Hotel/Tourist/Entertainment District on the West Side of Gulf Boulevard

There seemed to emerge during the visioning workshops, a clear consensus on the parts of both the residents and the commercial interests that it was plausible and desirable to create a concentrated area along the west side of Gulf Boulevard dedicated to serving tourist interests. It also seemed understood that current regulations and development restrictions are hampering the achievement of this goal; most people seemed willing to discuss the development of incentives that would allow commercial interests to optimize their projects, particularly related to new hotel development, in exchange for concessions that would make the community better. In this situation, it seemed that people were willing to discuss flexibility with respect to both height and density of development, with a clear sense that there would be a *quid pro quo* between developers and the community.

Smaller Scale Commercial along Gulf Boulevard

As part of the project to devise a development program for Gulf Boulevard, special attention needs to be paid to the interests of this hotel/tourist/entertainment district. The mile-and-a-half between 64th Avenue and 37th Avenue contains nearly three-quarters of the hotel units found in the city; clearly this is a critical element of the city's economic well-being and overall identity. Clearly too, however, this area is in dire need of upgrading; the charge for the consultants will be to figure out how to effect this upgrading in a manner that is acceptable to not just the community and the commercial interests, but to the County and the State of Florida Department of Community Affairs, as well.

Pass-a-Grille

- Improve, Infill, Rehabilitate 8th Avenue
  - Re-do Street, Sidewalks; add new Mixed-Use Development
- Develop Architectural Design Guidelines
  - Support Preservation and New Development
- Rebuilt/Renovate Fishing Piers into the Bay

- ▪ Upgrade Infrastructure, Especially Alleyways
  - o Create Pedestrian Improvements where Required
- ▪ Convert all Operational Non-Conforming Uses into Conforming Uses
  - o Allow and Encourage Live-Work Units
- ▪ Devise a Coordinated Overall Open Space Plan

In contrast to the issues affecting the Corey Avenue district and Gulf Boulevard, the concerns for Pass-a-Grille are considerably less severe. Nonetheless, despite the many manifest positive elements of this neighborhood, it can use additional planning and design services.

With one exception, the recommendations that emerged form the workshops revolve around planning efforts, infrastructure upgrades, and administrative changes. The one exception is 8th Avenue, which everyone would like to see upgraded and completed.

8th Avenue Improvements

Although it is only one block long, 8th Avenue is a charming well-scaled commercial "district" that speaks as much to the character of Pass-a-Grille as any of the older residences or the magnificent vistas. Two story buildings are the norm along the street, with retail uses on the ground floor and office or residential uses above. In most instances, the buildings include a structural arcade that extends out over the sidewalk providing shade to the pedestrians and forming a balcony for upper story users.

8th Avenue Commercial District, Pass-a-Grille

Most of the buildings along 8th Avenue appear to be original structures, or at least quite old. They are in various stages of renovation and rehabilitation, but almost all could use upgrading and improvement. The sidewalks and the street itself could also stand improvement. It is important, however, in approaching these upgrades to not lose the essential character of the street, which is somewhat rough around the edges.

At the eastern end of the street, there is room on both sides for new developments. Ideally, these should match the scale, placement and overall form of the existing structures

and should help "complete" the street as an urban space. Part of the planning work that can be done for Pass-a-Grille might include some design prototypes for these new buildings.

Planning Efforts

There is considerable concern among the residents and property owners of Pass-a-Grille that older structures be protected and that newer buildings be relatively in keeping with the older ones. Beyond the concerns about FEMA regulations and other Federal policies, the neighborhood would be well served by a rigorous set of architectural design guidelines. Again, these should not mandate or specify a single particular style of architecture for Pass-a-Grille. There is simply too much diversity within Pass-a-Grille in its present condition to arbitrarily mandate one as appropriate and the others as inappropriate.

Rather, these guidelines should address issues such as building placement, building massing, building heights, the use of particular design elements such as porches, towers, etc., and the organization of particular architectural elements such as windows, doors, materials, etc. In addition, these guidelines might include prototype plans for small-lots and/or new building types such as live/work units.

In addition to creating architectural design guidelines, these planning efforts should look at devising a coordinated open-space and landscaping plan for the community. Because the buildings sit on small lots and are relatively close together, the use of landscaping can make an enormous difference not only in enhancing the overall appearance of the neighborhood, but also in enhancing its livability, creating a sense of place, and providing outdoor privacy where desired.

Contrasting Scales, New and Old in Pass-a-Grille

Such a plan should include conceptual designs for all public open spaces, including streetscaping for major streets such as Pass-a-Grille Way and Gulf Lane. It should include a kit-of-parts approach for private properties, presenting recommended species of trees, shrubs and other plantings, as well as recommended practices for siting, planting and maintaining these.

Infrastructure

Despite its charm, Pass-a-Grille probably merits some attention with respect to enhancing its infrastructure. The alleyways, which not only create their own "alternative" movement system within the community, but also make it much more livable, are clearly disheveled and need repair. There are also concerns about flooding that need to be investigated; the solutions may entail enormous cost and effort.

There is considerable sentiment on the part of residents and owners that the fishing piers that used to extend into the Bay should be upgraded and expanded. Some are still in use, some are in disrepair and are closed to the public, and some have been washed away. A program to bring these amenities back would be extremely welcome by residents and visitors alike.

Administrative Updates

As with many other older beach communities, Pass-a-Grille currently contains many uses that are no longer in agreement with the Future Land Use Plan for the neighborhood. In most instances, these pertain to the existence of multiple dwelling units on a site that is zoned for single-family use, or the existence of more density that the current plan permits. As long as these uses are maintained and can function effectively, they can remain. However, should the owners attempt to upgrade their buildings or possibly replace them, the new regulations would kick in and the older uses would no longer be allowed.

The problem with the current situation is that it acts as a disincentive for positive investment. If an owner has a property that currently supports a duplex, but is listed as single-family use in the FLUP, the owner will not be able to significantly upgrade his or her property without risking the loss of one unit. At the same time, when the owner comes to sell the property, he or she will look for the value that the property represents as a duplex, not as a single-family house. The buyer, on the other hand, may look at it

as a single-family property and will not want to pay the premium the additional dwelling unit entails.

The fact that the additional densities currently exist and function indicates that the community has the requisite carrying capacity. Rather than focusing on the use, the City should focus instead on physical design issues, and should actually promote redevelopment of older uses. If an owner has two small duplex units on a single-family site, allow him or her to rebuild the duplex, as long as the new building adheres to all requirements pertaining to size, mass, placement and architectural quality. Additional requirements may be added with respect to on-site parking.

This issue merits some level of scrutiny, but as a general policy, the City should look into converting all functional non-conforming uses within Pass-a-Grille to conforming uses, and should promote their positive redevelopment.

Residential In General

Typical Residential Street

- Install Sidewalks throughout Neighborhoods
- Install Traffic Calming throughout Neighborhoods
- Place Utilities Underground
- Create General Design Guidelines, Including Landscaping for both Properties and Right-of-Ways
- Enhance Entry Signs and Lighting
- Enhance Code Enforcement Efforts
- Reinforce the Transition between Commercial Uses and Residential Uses in Neighborhoods

Traffic & Pedestrian Safety

Paramount among the concerns of the residents of various neighborhoods within the City is controlling traffic within the neighborhoods and increasing pedestrian safety. Most respondents realized that neither approach alone was enough; both would be necessary. Accomplishing this end entails a careful study of each neighborhood, with an eye towards devising traffic calming approaches that are appropriate and effective for the individual enclaves. As part of this process, the consultants would assess the potential to add sidewalks or additional pedestrian features to each neighborhood.

Landscaping, Streetscaping and Design Guidelines

There is also concern with improving the general aesthetic qualities of the neighborhoods. For the most part, this was directed not at the private structures within the neighborhoods, but the quality of the appearance of the public realm, in particular the streets, and to a lesser degree, the parks. In concert with the studies to improve pedestrian safety and implement appropriate traffic calming procedures, the City should develop guidelines for appropriate and effective landscaping and streetscaping.

Specific elements of these guidelines should suggest trees and plant materials that are hardy and appropriate to the region, that will create a positive image and that will not require enormous amounts of maintenance or upkeep. In the same way, the guidelines should recommend low-maintenance streetscape elements, be these lights, signage, trash receptacles, bike racks, or any other feature.

Gravel Landscaping

As part of this process, the planning efforts should also consider the design and appearance of the various entry signs to the different neighborhoods.

Overhead Utilities

One of the recurring demands of residents, not only within the neighborhoods in St. Pete Beach, but in neighborhoods throughout the Bay area, is the burial of unsightly and often unreliable overhead power lines. In newer neighborhoods, it is customary to bury lines during initial construction, but in older neighborhoods, such a move typically occurs only when major reconstruction is taking place, or when significant funds can be appropriated. The City should actively seek out such funds, with a goal of doing all construction work at one time. That is, if streets are to be torn up to put in sidewalks or implement traffic calming measures, the City should also look to install landscaping and/or streetscaping and, if possible, bury overhead lines. (It should be recognized that burying the lines along the public right-of-way will not also bury the lines from the street to the individual residences, and it will entail the installation of various electrical devices that will need to be incorporated into the overall appearance of the street.

Overhead Utility Lines

Code Enforcement & Zoning

To the extent that existing regulations are not being enforced, the City should upgrade code enforcement procedures. In general, it seems that concerns about enforcement relate to the interface between residential and commercial uses. A restaurant with outdoor music disturbs homeowners across the canal; a commercial use stacks refuse for pickup in an area that is directly visible to adjacent residences, or for a period of several days. Odors and noises from kitchens, dumpsters and the like impact the indoor and outdoor life of nearby homes.

Many of these complaints derive from the overriding concern about the interface between residential and commercial uses. As has been noted previously, many of the lots that are currently zoned as and occupied by commercial uses are physically more appropriate for residential uses. These immediately abut lots that are used for housing. The combination of small commercial lots and immediately adjacent residential lots makes for a relatively harsh transition into the neighborhoods, one that might only be worked out by extensively revisiting the City's zoning plan and possibly revising certain districts, particularly those adjacent to Gulf Boulevard.

Redevelopment Opportunities

Conclusions

Developing a Master Plan

Some of the motivations for carrying out the visioning program were to determine, first, if there was a need for the City to undertake a full-fledged master planning effort and second, to determine if there was popular support for such an effort. The exercise and follow up efforts indicate that there is clear need within the City for master planning efforts.

Four areas were the focus of the visioning exercise: Corey Avenue/Blind Pass Road, Gulf Boulevard, Pass-a-Grille, and residential neighborhoods, in general. Of these four, the needs of the first two are the most pressing and will have the most potential impact, positive or negative, on the

City as a whole. The City must look to address the current needs as well as the future potentials of the Corey Avenue/ Blind Pass Road district and of Gulf Boulevard. While these two areas can be thought of as separate projects, every attempt should be made to do both projects as part of a single contract, or as part of a carefully coordinated effort. Although there is only a small overlap between the two districts, their problems are intertwined, and their future success will only be achieved if they are approached in a comprehensive manner.

While there are specific issues to address in both Pass-a-Grille and the residential neighborhoods, these are generally of a less systemic nature, and are issues that can be approached sequentially, often under the guidance of current and potential future city staff. In some instances, the critical issues for Pass-a-Grille are already under study: the continued development of 8th Avenue, the renovation of the fishing piers, initial attempts at design guidelines. Other areas of concern can be added to the list of these ongoing efforts.

Within the residential neighborhoods, there are two critical and related issues: traffic calming and enhanced pedestrian safety. Both of these should be thought of as part of a larger Citywide effort to be carried out by current City staff, with possible contributions from outside consultants. In addition, design guidelines have been discussed for possible application within the neighborhoods. Their utility, however, is probably limited outside of areas of distinct historic or architectural significance, such as Pass-a-Grille. Nonetheless, some consideration should be given to developing minimal design standards for new development within the neighborhoods, addressing such issues as building placement, the inclusion of front porches, the use of certain roof forms, and certain other minimal interventions that can still help foster an overall sense of cohesiveness among the residences.

Scope of the Master Plan

The Scope of the plan includes all properties as depicted in the attached drawings. Essentially, the scope includes all properties fronting on either the east or west side of Gulf

Boulevard, from the intersection with the Bayway to the south to the intersection with 75th Avenue to the north. In addition, the plan includes the area delimited as the "Corey Avenue District," which includes all properties between the mid-block between 71st Avenue and 72nd Avenue, and the mid-block between 76th Avenue and 77th Avenue. The eastern boundary of the district is Boca Ciega Bay; the western boundary is Blind Pass. Finally, the study area includes all property fronting onto Blind Pass Road as it extends north from 75th Avenue to 81st Avenue.

Program for the Master Plan

For all areas of the Master Plan, the consultant team will help develop an accurate assessment of current conditions. This will be based on data generated by the City and will include commentary from the consultant team members. The assessment will include an annotated plan drawing of the Study Area, representative photos of current conditions, and written commentary on these conditions.

The consultant team will develop a master plan document that will incorporate all of the required elements of the plan program. It is assumed that many of the plan recommendations will require revisions and/or updates to the City's Comprehensive Plan and/or Land Development Regulations (LDRs). City planning staff will be responsible for determining the nature of such revisions and/or updates, creating the appropriate language, and submitting these for approval by the PPC. It is anticipated, however, that the master plan document will be developed in coordination with city staff in order to expedite their subsequent efforts with the comp plan and LDRs.

Corey Avenue District

The following materials will be generated for the Corey Avenue District.

- An analysis of current factors that are limiting and/ or inhibiting redevelopment, including an assessment of current zoning and land development regulations.

- Realistic redevelopment opportunities along both sides of Corey Avenue from Boca Ciega Bay to Blind Pass, with a particular focus on mixed-use solutions; emphasis should be given towards enhancing the restaurant and retail uses along Corey Avenue between Boca Ciega Bay and Gulf Boulevard, and determining new and appropriate uses for the length between Gulf Boulevard and Blind Pass; some consideration should be given to the development of live-work units.
- Additional redevelopment opportunities for the blocks south and north of Corey Avenue;
- A district parking plan that accommodates the current and anticipated needs of citizens, residents, and tourists; this plan must be developed in concert with the redevelopment plans, and must address public on-street parking, public off-street parking, and private parking, both in terms of numerical requirements, design standards and specific physical placement.
- A set of design guidelines for existing and future development within the District; these must certainly include key urban design elements such as building placement, height, set-backs, step-backs, massing, etc., but should also address relevant architectural issues such as window-to-wall ratios, awnings, porches, balconies, signage, lighting, materials, colors, etc. In addition, there must be streetscape design guidelines. In the case of new uses such as live-work units, prototype floor plans and elevations must be provided.
- A retail management plan and program for the shops and restaurants along Corey Avenue.
- An implementation program detailing how this development plan is to be carried out, including participant roles and responsibilities, general time frames, estimated costs, and potential funding sources.

Blind Pass Road

Inasmuch as the current program to add lanes and vehicular capacity to Blind Pass Road will continue to completion, the focus of the master planning effort must be on the

redeveloped use of this road. In particular, the plan should address the following issues:

- A program for the types of uses to be developed on parcels immediately fronting the road, their intensity and/or density, their placement on-site with respect to the road, ingress and egress issues, as well as on-site and possible on-street parking options.
- The consultants should also revisit the FDOT plans to identify pedestrian and aesthetic enhancements that reinforce the City's vision and are better coordinated with the recommended site development options.
- An implementation program detailing how the development plan is to be carried out, including participant roles and responsibilities, general time frames, estimated costs, and potential funding sources.

75th Avenue/Blind Pass Road Intersection

The following materials must be included in the Master Plan:

- A plan for 75th Avenue from the bridge over Boca Ciega Bay west to the intersection with Gulf Boulevard.
- Particular attention must be given to the intersection with Blind Pass Road, with a goal of controlling traffic, creating a sense of entry into the City, and enhancing pedestrian comfort.
- Development guidelines for new structures to be built along 75th Avenue.
- An implementation program detailing how the development plan is to be carried out, including participant roles and responsibilities, general time frames, estimated costs, and potential funding sources.

Gulf Boulevard

The following materials must be included in the Master Plan:

- An overall concept plan that builds upon the vision workshop goal of developing distinct nodes of development along the length of Gulf Boulevard.
- Programs for new development within each node, with an emphasis on mixed-uses that address the needs of both the residents of the City and tourist visitors.
- Specific plans for controlling traffic along Gulf Boulevard and enhancing pedestrian safety within each of the nodes.
- An overall landscaping and beautification plan for Gulf Boulevard.
- An implementation program detailing how the development plan is to be carried out, including participant roles and responsibilities, general time frames, estimated costs, and potential funding sources.

East Side of Gulf Boulevard

The following materials must be included in the Master Plan:

- New and revised uses for the east side of Gulf Boulevard, particularly in those areas between the proposed nodes.
- A program for enhancing the interface between uses along Gulf Boulevard and residential uses immediately to the east.
- Where desirable, the plan should propose programs for land assembly including specific development proposals.
- An implementation program detailing how the development plan is to be carried out, including participant roles and responsibilities, general time frames, estimated costs, and potential funding sources.

West Side of Gulf Boulevard

The following materials must be included in the Master Plan:

- A proposal for the creation of an effective redevelopment district for hotels, tourism and entertainment.
- An overall plan for such a district.
- A program for enhancing the connections between Gulf Boulevard and the beaches.
- A proposal for enhancing pedestrian mobility north and south along the beaches, west of the development line. An implementation program detailing how the development plan is to be carried out, including participant roles and responsibilities, general time frames, estimated costs, and potential funding sources.

Composition of the Consultant Team

In addressing the Corey Avenue district, Blind Pass Road, and Gulf Boulevard, the consultant team must include experts in urban design, architecture and design guidelines, infill redevelopment, market analysis and retail development, transportation, including traffic calming and parking, land use regulations and zoning codes. The outcome of these efforts will more than likely have some implications for the City's comprehensive plan, and City staff are prepared to undertake the task of updating the comp plan and revising the land development regulations, if required. Even so, the consultant team should also include individuals who have experience in revising and updating such comp plans, as the City may wish to avail themselves of this expertise. Because of the heavy concentration of hotels and other tourist-oriented uses along Gulf Boulevard, and because the visioning effort expressly supports the goal of creating a hotel/tourism/entertainment district along the beaches, the consultant team should also include members with considerable expertise in the area of tourism and resort development.

Summary

The City of St. Pete Beach is poised to take effective and vital action to ensure a quality future. The series of visioning exercises and workshops indicate a clear understanding of the primary and secondary issues confronting the community, and also indicate a significant degree of buy-in to the notion of developing a broad-based master plan.

Done comprehensively or separately, the successful completion of the planning efforts also entails considerable assistance and involvement from City staff and personnel. There would be additional emphasis on this assistance and involvement should the City elect to do the plans separately. Prior to commencing the planning process, city staff and members of the consultant team should meet to discuss, on a point-by-point basis, individual roles and responsibilities throughout the planning effort.

Regardless of how the City chooses to pursue these efforts, the planning should be structured to include as much community input and involvement as possible. One well-known way to accomplish this is to build the projects around a *charrette*. This is an intensive, focused, multi-disciplinary design effort that can last from five to ten days, but generally run about seven days. A *charrette* is effective in bringing together many diverse professionals in one place at one time to focus on a difficult problem. It also serves as a concentrated point of focus for fostering public involvement, and includes a wide variety of options for participation ranging from formal presentations to group discussions to informal design reviews and ad hoc one-on-one meetings.

An effective alternative to the single comprehensive *charrette* is a series of linked design workshops and critiques. Such workshops may last as long as two or three days or be as short as a single afternoon or evening. Unlike a *charrette*, however, these focused activities are separated by periods of isolated design effort where the consultant team works together away from the community. Thus, a project might start with a three-day workshop used primarily for information gathering and analysis. This would conclude with a presentation of what has been learned and an outline of upcoming efforts. Subsequently, a second workshop might address one or more particular issues of this program. Again, it would end with a presentation of work to date and a discussion of upcoming efforts. After some time, a third workshop would occur, and so on and so forth, through a carefully orchestrated series of events, each one building upon previous efforts.

Where large teams of consultants are involved, the coordinated workshop approach can create additional

logistical concerns for the consultants and the City, but the City can feel comfortable that sufficient time will be available to recognize and evaluate issues that might emerge. The coordinated workshop approach diffuses the intensity of the public participation, and creates a wider range of opportunities for participation, over a longer period of time.

Coordinated workshops have additional benefits in addressing redevelopment projects where very specific results are desired. Because there is an extended period of time between public work sessions, an idea can be proposed in one session, effectively tested and reviewed in between sessions, and then re-presented at the later session with considerable certainty about the viability of the proposal. Inasmuch as the St. Pete Beach master plan will involve myriad different players including public and private sectors as well as regulators, financial entities and third-party developers, the time allotted between reviews and workshops enables the consultants to enter into extensive and detailed discussions with these players.

Given the complexity of issues to be addressed in the proposed scope, and the City's desire to achieve solutions that include considerable degrees of specificity, it is recommended that the project be structured as a series of coordinated workshops to allow for the necessary give-and-take, review and collaboration required to propose, test, revise and finalize specific design ideas and strategies. While a definitive schedule cannot be developed until the City has selected a particular consultant team to work on the project, it can be anticipated that the project may involve anywhere from three to five public workshops, not including additional final presentations to be used for informational purposes only. Some of these, in part or in their entirety, may be open to the full public and some may be limited to a focus group of representative and involved property owners, business owners and impacted residents.

Regardless of the approach selected, the consultant team should probably include a primary individual or company who serves as the designated point of contact for the City, the community and any and all team members. Ideally, this point of contact is based within reasonable proximity to the City. Issues will emerge throughout the planning

process, and even subsequently, that will entail participation from this contact person; to the extent that this participation can be carried out effectively and relatively effortlessly, the overall planning process will prove to be more successful.

Selecting a Consultant Team

Having determined the Scope and general Content of the desired Plan, the City has three options for pursuing a consultant team to undertake the planning process: direct hire, a Request for Qualifications (RFQ), and a Request for Proposals (RFP).

In some instances and under certain conditions, most municipalities are able to contract directly with certain vendors and/or consultants for specified services. The limits and extents of this flexibility are generally written into the City's charter. Often, limits are set on the amount or type of contract that can be awarded directly. On certain occasions, where consultants are hired as part of a "continuing services" contract, new or additional services can be added to the general contract. However, a significant limitation of this approach is that it may be difficult, or impossible, to assemble the precise mix of expertise needed for addressing a specific problem, and stay within the guidelines for this type of hire.

A second approach to retaining consultant services is to issue a Request for Qualifications (RFQ) for consultants or consultant teams who are interested in pursuing the Master Plan contract. Such a request is essentially as the title indicates; consultants and consultant teams indicate their interest in the project and then lay out their qualifications for consideration. Examples of similar types of work would be included in these materials, along with references. No specific proposal for providing the services is requested; rather, the respondents are simply indicating their capacity to provide the requested range of consulting services. This approach provides the City with considerable flexibility in ranking the responses in accordance with generalized criteria, and additional flexibility afterwards. The City can opt to negotiate a specific agreement with the top-ranked

team; hold the rankings and delay making a decision; or simply choose to make no decision.

A Request for Proposals (RFP) explicitly asks for respondents to discuss the manner in which they intend to approach the specific project at hand. At a minimum, a RFP generally looks at the methods the respondents propose to use in approaching the problem, the amount of time they intend to take, the number and type of personnel who will be involved, and so forth. If two or more firms are combining to comprise the consultant team, the RFP will want some indication of the allocation of responsibilities, including a clear sense of who will be the primary consultant. The RFP may also ask for examples of similar work done by the consultants, and may ask for specific or general references. The limitations of this process relate to the specificity of both the project description and the nature of the responses. In order to be effective, the City must develop a detailed scope of services and be prepared to hold a proposal meeting to disseminate additional information.

Both the RFQ and RFP must list the weighted criteria the City intends to use in making its selection. In general, these criteria are more specific when dealing with a request for Proposals as opposed to Qualifications. In turn, the responsibilities of the municipality tend to be more specific for such requests. The benefit of issuing an RFQ is that it provides the City with considerable flexibility in making its final decision, including the ability to withdraw the request, delay making a decision, or make no award. The RFP, on the other hand, enables the City to dig deeper in terms of specific information pertaining to a defined problem, but also limits the City's flexibility in determining which team can best meet the City's needs. In addition, strict criteria affect the ultimate selection process, for which Florida Statute CCNA (Competitive Contracts & Negotiations Act) requirements must be followed.

Assuming that there are limitations on the City's ability to issue direct services contracts, either a RFQ or a RFP should enable the City to establish a group of qualified candidates from which to select a consultant team. In general, however, the RFQ process may provide desirable additional flexibility, both in terms of selecting a consultant team and in negotiating the specifics of the ultimate contract.

Summary

The City of St. Pete Beach is poised to take effective and vital action to ensure a quality future. The series of visioning exercises and workshops indicate a clear understanding of the primary and secondary issues confronting the community, and also indicate a significant degree of buy-in to the notion of developing a broad-based master plan. The key areas of this planning effort should be the district that centers on Corey Avenue, including Blind Pass Road, and Gulf Boulevard along the length from the Bayway to 75th Avenue.

Both of these areas already include a wide range of uses and it is anticipated that future plans will focus on adding to and enhancing these mixed-use areas. The plans must focus on devising effective redevelopment programs and plans for projects that are achievable within current or future market conditions, that build up on the existing strengths and assets of the community and that are ultimately in keeping with the community's vision statement that emerged from the various visioning efforts.

COREY AVE PLANNING AREA

GULF BLVD PLANNING AREA
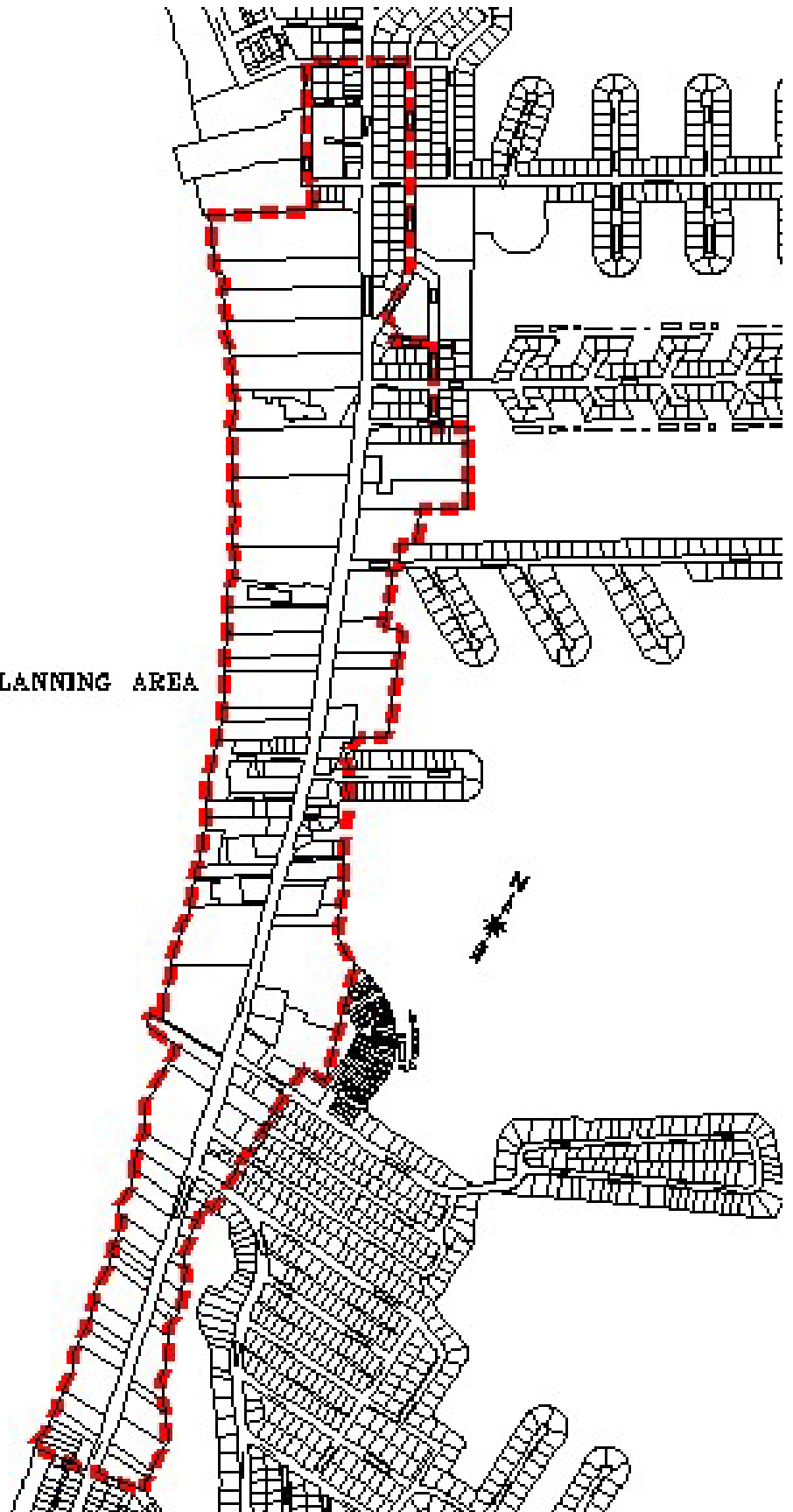
Appendix A
Future of the City Committee
Mission Statement

Mission Statement

Master Planning
The City of St. Pete Beach

St. Pete Beach is a residential coastal city. Its extensive beach on the Gulf of Mexico and its waterfront along the bays, make it an appealing tourist destination, as well. This aspect, in many ways, supports the quality of life in our community.

In developing a Master Plan, it is our mission to view and value all of our city's unique and individual areas, enhance their assets and harmoniously blend them into a city of beauty, and balance.

It is our mission to be in consort with the objectives, attitudes and opinions of our citizens. It is our mission to encourage our citizens to enjoy participating in and being educated by this positive creative process.

With open communication and respect, concerns for Aesthetics, Safety, Density, Peace, Environment and the Preservation of our Natural Resources will be of utmost importance

With this in mind, it is our mission to reflect on and study each of the individual areas of our city in order to address future enhancements, improvements and guidelines that will insure the betterment of our City:

Blind Pass Road
Corey Avenue
West Gulf Blvd
East Gulf Blvd
Residential Areas
Pass A Grille

In each of these locales, it is our mission to support and facilitate, among other things, the following:

Traffic Patterns

It is our mission to promote and develop our city as " pedestrian and bicycle friendly and safe."

Non-Vehicular options, Traffic Calming, Traffic Slowing and citywide parking will be developed.

Beautification

It is our mission to develop "green space", green areas, and "micro parks" both in residential and commercial areas. Landscaping will become an integral part of development.

Although each area has a distinct character, it is our mission to develop a "design element" that will tie our entire city together aesthetically.

It will be our mission to transition and blend residential and commercial areas through beautification and buffering techniques.

Natural Resources

It is our mission to conscientiously protect our environment, waterfronts, natural resources and wildlife.

Development

The purpose of Master Planning is for our city to take a pro-active approach to develop the guidelines that take our visions and make them realities.

St Pete Beach is at a juncture where these guidelines are imperative for future Development, Revitalization and Restoration.

It is our mission to engage a consulting firm, whose educated professional expertise will assist and advise us in our endeavors.

It is our mission to establish footings, parameters and guidelines that will enable our citizens to reach our vision of the future for the City of St. Pete Beach - A City of Beauty, Balance and Harmony for our Residents and Visitors.

Submitted by the Future of the City Committee - May 2002

Appendix B
Vision Workshop Information

SESSION ONE - COREY AVENUE/BLIND PASS ROAD

STRENGTHS

1	Small
2	Neighborly
3	Continuous Businesses
4	It's "Downtown"
5	Walkable
6	It's a BUSINESS District
7	It's on the FREE entrance to the City
8	It's on the Storm Exit from the City
9	It's anchored by WATER at both ends
10	There's a BAR & RESTAURANT district at the West End
11	Strong Merchants Association
12	The Trolley
13	"Corey Avenue" is recognized
14	The Beach Theatre is recognized
15	The New City Hall
16	It looks Beautiful
17	It looks like a Movie Set
18	It has a COORDINATED STREETSCAPE
19	The Funeral Parlor
20	It holds regularly schedule REGIONAL EVENTS
21	The LIBRARY is one block away

WEAKNESSES

1	People own the Businesses, but not the Land, and vice versa
2	Lack of PARKING
3	No METERS
4	No TIME LIMITS
5	No SIGNAGE leading to the West End of Corey
6	Ambiguous Signage
7	Not Friendly for Bicyclists
8	No Cohesive Look, from East to West
9	No PUBLIC RESTROOMS
10	Area West of Gulf between 72nd & 76th Lacks Identity
11	75th Avenue has No Identity
12	North on Blind Pass Road has No Identity
13	"Zig" from BPR to Gulf Blvd. Along 75th is Unfriendly
14	Lacking Shopping Options for Residents

OPPORTUNITIES

1	Create New and Improved Residences along Blind Pass Road
2	Bring in an ATTRACTION (Like the Aquatarium)
3	Connect Water to Water along Corey Avenue
4	Create an "Eco Park" attraction on site of Old City Hall
5	Develop Mixed Use Projects along Blind Pass Road

6	The Demographics is Changing to Become more Upscale
7	Develop a Theater and/or Mini-Civic Center on Old City Hall Site
8	Beautify Blind Pass Road; Create an Identity
9	Develop a WATERFRONT AMPHITHEATER
10	Develop more MARINA SPACE
11	Enhanced Use Of, and Access To, the Water

THREATS

1	Not Maintaining the Beaches
2	Losing Access to the Beaches
3	Devaluation of Property
4	Not Changing with the Times
5	Must Keep Advertising & Marketing to Tourists
6	Prevent SPB from becoming Uninteresting; Keep Fresh
7	We are NOT a Retirement Community
8	High-Income Homes; Low-Income Tourists
9	Not taking Advantage of Opportunities in Corey Avenue
10	Too Much Property Appreciation
11	Absentee Landlords
12	Abandoned and Undeveloped Property
13	Building Too Tall along the Beaches
14	Can't See the Water
15	Lack of MONEY to carry out Plans
16	Competition from other Markets that are Reinventing Themselves
17	Can't Stay a "Two-Note" Town
18	Must Educate the Population to Understand the Need for Tourism
19	Too Many Condos
20	Not Re-Thinking the Land Development Regulations
21	Not Researching the Needs of the Hotel Developers
22	Improper Interface between Residences and Commercial Uses
23	Tendency to "Draw Lines in the Sand"

MISCELLAENOUS

1	We need Public-Private Partnerships
2	What will become of Low-Income Residents
3	We HAVE to go Forward with This
4	Focus on Creating the VISION

SESSION TWO - REAL ESTATE BROKERS & DEVELOPERS

STRENGTHS

1	Best Real Estate Value on the West Coast of Florida
2	Waterfront Properties go for $500K to $1.2 M
3	It's NOT a Wall of Buildings
4	Clear Space Ordinances
5	Many Properties are Ripe for Redevelopment
6	The City is Centrally Located within the Region
7	It's a Small Town, with a Pedestrian Scale

8	Corey Avenue
9	SPB is a Post Card Image of a Small Town
10	SUGAR SAND BEACHES
11	The City has Distinct Neighborhoods
12	Diversity
13	We are in a Position to Create our Own Vision
14	Proximity to Urban Amenities
15	I-275 makes Access Very Easy
16	We are a Forward-Looking Community
17	We have the Nicest Beach Hotels in the Bay Area
18	There are Three (3) Means of Ingress/Egress
19	Trolley System
20	Diversity of Restaurants and Dining
21	We have HISTORY (including a Museum)
22	We are a FULL-SERVICE CITY
23	Tourism Drives Taxes; High Capital Investment $, Low Property Taxes
24	The CLIMATE
25	City is CLOSE TO HOSPITALS with a good Med-Evac Service
26	NATURE, and the ENVIRONMENT
27	Proximity to Fort DeSoto
28	The PEOPLE
29	City embarces a Diversity of People, Including Tourists
30	Everyone can find SUITABLE ACTIVITIES

WEAKNESSES

1	TRAFFIC (especially during Tourist Season)
2	Spoiled Citizens
3	Obsolete Infrastructure: Streets, Sidewalks, O'head Wires
4	Obsolete Structures along Gulf Boulevard
5	Outmoded ORDINANCES
6	Outmoded PLATS on Gulf Boulevard
7	No Incentive System to Recruit Specific Desired Businesses
8	Internal COMPETITION with other Pinellas County Cities
9	FEMA Regulations
10	FEAR OF CHANGE
11	Zoning Ordinances & INFLEXIBLE LAND DEV REGULATIONS
12	Weak COMMUNICATION with the Community
13	City lacks a Ped-Friendly High-Quality District
14	Blind Pass Road & Gulf Boulevard
15	Inability to Compete with Similar Cities in the Marketplace (ie, Naples)

OPPORTUNITIES

1	Create "URBAN VILLAGES" a la St. Petersburg
2	Diversify Options to Keep Existing Residents
3	Schmaltz
4	Bonuses & Incentives for Providing Particular Desirable Features
5	Develop an AESTHETIC THEME for the entire City
6	Redevelop the SHELL STATION site: park w/ fountain, or trolley stop
7	Intersection of Beach Trolley with Downtown Trolley

THREATS

1	We Must Balance Residential and Business Concerns
2	We must COMMUNICATE & EDUCATE
3	INFRASTRUCTURE is weak - Power, Sewer, Water
4	City has a NEGATIVE IMAGE in the Media
5	City has NEGATIVE BRANDING
6	City has an IDENTITY PROBLEM
7	There is NOT ENOUGH MONEY to Accomplish Goals
8	APATHY
9	Too Many "One-Note" People

SESSION THREE - RESIDENTS (EXCEPT PASS A GRILLE)

STRENGTHS

1	SAFETY
2	Natural Setting
3	The WATERFRONT
4	It is a MATURE COMMUNITY
5	We're BUILT OUT
6	Good Mix of Single Family & Condos & Businesses
7	Good Number of SNOW BIRDS
8	RECLAIMED WATER throughout the City
9	A Lot of PRIDE and Self-Image
10	The Bridges Create a Positive Sense of Isolation
11	There is a Good Amount of Public Land
12	26 Public Parks
13	Real Estate Appreciation
14	The Long Linear Shape of the Island
15	Access to I-275
16	City has its own Police Department and Fire Department
17	A High Percentage of Beach has Public Access
18	Excellent BOAT ACCESS to the Intracoastal
19	Passionate, Concerned Citizens
20	The City is getting YOUNGER
21	The HOMOGENEITY of the Population
22	The DIVERSITY of the Population
23	Good Tax Base with a LOW Tax Rate
24	Pass-a-Grille is a SMALL VILLAGE
25	The ELEMENTARY SCHOOL
26	Good LIBRARY
27	Historical MUSEUM
28	New CITY HALL
29	Beautiful WEATHER
30	Underground Power in the Residential Areas
31	Health-Conscious Population
32	Access to MEDICAL Facilities
33	City-Sponsored Programs and Activities
34	City Services
35	Diversity of Outlooks
36	Sense of Community
37	Diversity of Land Uses

WEAKNESSES

1		Not Enough (Women's) RESTROOMS
2		City is Not Pedestrian-Friendly
3		There are Not Enough Sidewalks
4		Gulf Boulevard is DANGEROUS
5		There is Limited North/South Mobility
6		Overhead Utility Lines on Gulf Boulevard
7		Too Much Concrete
8		The City is NOT BIKE FRIENDLY
9		Cars Speed in the Residential Areas
10		Beach Erosion
11		Poor Coordination of Traffic Lights
12		Lack of Enforcement of Ordinances (Ambiguity about Codes)
13		Autonomous Proclivity (Wanting to Do it On Our Own)
14		Too Much Noise from Hotels
15		Lack of Parking (in Business Areas, and where Bsn/Res Abut)
16		Limited Participation
17		Good Old Boy Network (Real & Perceived)
18		Overly Verbose
19		Need Additional Cultural Opportunities
20		Lack of Style or Architectural Integrity
21		No Architectural Controls
22		The Aesthetics & Historic Review Board Lacks Authority
23		District 1 had Tired, Run-Down Homes; Leads to Transiency
24		SIGNAGE: Too Many Sizes, Shapes, Colors
25		Lack of Residential and Commercial Streetscaping
26		Overall Appearance Conveys an Image of a SECOND TIER CITY
27		Ordinances Restrict Redevelopment
28		Many Challenges to Redevelopment in Some Locations
29		City has a MIDDLE- TO LOW-INCOME MARKET CACHET
30		Aging Infrastructure
31		Lighting Needs to be Upgraded
32		"Mermaids" and other Adult Establishments
33		Section 8 Properties create CRIME
34		Lack of County & State Accord & Availability
35		Dumpster Enclosures are as Ugly as the Dumpsters
36		Fruit Rats Need to be Controlled
37		Not Enough Communication about Committees, Issues, Etc.

OPPORTUNITIES

1		"See WEAKNESSES"
2		BEAUTIFY the City: Power Lines, Landscaping, Etc.
3		Make Gulf Boulevard a true BOULEVARD
4		LOWER SPEED LIMITS
5		City Ordinance: Cars must STOP at Pedestrian Crossings
6		Re-use the Old City Hall Site
7		Blind Pass Road Redevelopment: add Character, unify Appearance
8		Remove the Portable Classrooms at the Elementary School
9		Increased Setbacks
10		Make City Pedestrian-Friendly & Bike-Friendly

11	Don't Pub Sidewalks Next to the Curb
12	Work with FDOT on Design of Bayway Bridge
13	Bring in a Ritz-Carlton Hotel
14	Improve BEACH ACCESS
15	Increase Green Space betw. New Development & Existing Res. Areas
16	Beautify the Entrances to the Neighborhoods
17	Get Remaining 25% of Residents Signed up for Reclaimed Water
18	Use ANNUAL EVENTS to Activate the Community

THREATS

1	FEAR
2	Lack of Money
3	COMPLACENCY
4	Community Sensationalism
5	Oil Drilling in the Gulf
6	Density, and Fear of Density
7	Height, and Fear of Height
8	Gambling
9	Over-use of Limited Property
10	Diminishing Number of Single Family Homes

SESSION FOUR - WEST SIDE OF GULF BOULEVARD

STRENGTHS

1	Many Miles of Beaches
2	Access to the Beach
3	Proximity to the Airport
4	Restaurants & Stores
5	SAFE Environment
6	Diversity of Accommodations
7	Reasonable Pricing (Locally, State-wide, Nationally)
8	FAMILY FRIENDLY; Not a Spring Break Place
9	Access to Cultural Options Downtown (St. Petersburg)
10	Beach TROLLEY
11	Proximity to the Workforce
12	Workforce Public Bus Route
13	Number One Boating Destination
14	Variety of Local Activities Available
15	Active, Colorful, Clean, Controlled Beach
16	Perfect Size Beach
17	Proximity to Central Florida & Orlando
18	Largest Market Segment is Local
19	Diversified Markets: Local, Regional, National, International

WEAKNESSES

1	OLD, TIRED PRODUCT (Perception & Reality)
2	Many BARRIERS to Renovation and Rebuilding
3	Gulf Boulevard is UGLY (Really Ugly)
4	No Convention Center
5	Gulf Boulevard is Dangerous

6	Traffic Moves Too FAST
7	The City Lacks a CLEAR IDENTITY
8	The City Does Not Have Many ICONS
9	The City Doesn't Market Itself Properly
10	The City Needs a NAME CHANGE
11	CROWDS
12	Not Enough Parking (1 space per room is too low)
13	City Discourages REDEVELOPMENT
14	The Market Quantity is Capped
15	It is Difficult to Get things Done or Changed
16	NO NIGHT LIFE
17	The Infrastructure Won't Support Full Occupancy

OPPORTUNITIES

1	A "Place to Relax"
2	Less Rooms, More Ambience
3	Redefine the Market for St. Pete Beach
4	More People, & Higher Income People
5	Events that Appeal to Tourists & Residents
6	Utilize the Beach More; More Events
7	Hotel "Theme" Activities
8	Multi-Event Center for All to Use
9	Make it Easier for Hotels to Grow in Size & Amenities
10	Make the Hotels More Desirable
11	Control the Spread of Condominiums
12	Foster, Encourage, Incentivize REDEVELOPMENT
13	City should Move from Regulator to Encourager
14	Increased FLEXIBILITY: Heights, Density, Etc.
15	Educate the Public
16	Create a Beach Walk along the Gulf Side of Hotels (Strand)

THREATS

1	Impact of New Condos on Existing Hotels
2	Remaining Competitive with other Markets
3	NO CLEAR GOAL FOR THE CITY
4	Residents Who Feel Threatened
5	DOING NOTHING
6	External Issues: State/Fed Gov't.; Economics

OTHER

1	Think More Flexibly; Quid Pro Quo
2	Remove the Arbitrary Square Footage Associated with Unit Sizes
3	Use Keys (Unit Numbers) Rather than Area
4	Time Share Market
5	What INCENTIVES Can be Provided?
6	How do We Encourage the Paradigm of Thinking about Redevelopment?

SESSION FIVE - EAST SIDE OF GULF BOULEVARD

STRENGTHS

1	Bayside Waterfront: Protected, with Docking, Recreation Opportunities
2	Large Variety of Uses
3	Volume of Traffic Along Gulf Bouelvard
4	It's a Safe City, with a good Police Department & Fire Department
5	There are a lot of Restaurants on the East Side of Gulf Blvd.
6	Dolphin Village serves as the HUB of the Community
7	Dolphin Landings Charter Boat Center
8	Three Drugstores in Town
9	Lido Beach Park
10	Gas Stations (on Gulf and on 75th Avenue)
11	Banks
12	Two Bridges to the Mainland
13	Bayside Market

WEAKNESSES

1	Parking
2	Crossing Gulf Boulevard
3	Aesthetics: Utilities, Lighting, Signage, Landscaping
4	Property Maintenance
5	The Sidewalk is Directly against the Road
6	Vendor Boxes
7	Too Many Curb Cuts on Gulf Boulevard
8	No PUBLIC RESTROOMS
9	Interface between Businesses & Residences
10	Shallow Depth of Commercial Lots
11	Traffic on Gulf Boulevard is TOO FAST
12	Some Absentee Landlords
13	2nd Story Shops in Dolphin Village are Vacant
14	REGULATIONS: "Everything is the Exception to the Rules"

OPPORTUNITIES

1	Create Municipal Marina Facilities Throughout the City: Boat Destinations
2	Proactively Seek Out Particular Types of Uses
3	Water-Oriented Restaurants
4	Go Block by Block and Design Appropriate Solutions
5	Make Gulf Blvd. Into a "Boulevard" with Outdoor Dining
6	Create Synergies Among Successful Businesses
7	People Moving

THREATS

1	Clashes Between Residents and Commercial Uses
2	NOT DOING ANYTHING
3	East Side of Gulf Boulevard turns into Townhouses

OTHER: Stores that are Missing

1	Coffee Shop
2	Donut Shop (Dunkin' Donuts)
3	Bookstore
4	Video Store
5	Shoe Store
6	Family Clothing Store

SESSION SIX - PASS A GRILLE

STRENGTHS

1	Historic District
2	Quaintness
3	Tropical Retreat
4	Land Value
5	Diversified Population
6	Passionate Population
7	The BEACH
8	Charm & Character
9	Parks & Sidewalks
10	Non-Commercial Feeling
11	Good Mix: Commerical & Residential
12	Good Quantity of Commercial Uses
13	Individual, Locally-Owned Businesses
14	Eclectic
15	Our Own Post Office
16	Public Restrooms
17	Alleyways
18	Not a Pass Through; It's a DESTINATION
19	No FDOT Roads
20	Reserved Parking for Residents (but you have to Pay)
21	Don CeSar
22	Pedestrian Friendly
23	Bicycle Friendly
24	Eclectic Architecture & Scale
25	Mom & Pop Resorts/Small Inns
26	Fishing Pier
27	Public Access to the Water
28	You can Stand in the Street and see Both Bodies of Water at Once
29	Birds & Wildlife
30	Sunrises & Sunsets
31	Tall Plam Trees
32	Concert Venue
33	8th Avenue "Main Street"
34	You can Live Here without a Car
35	A Kazoo Band
36	The (World Renowned) Hurricane Restaurant
37	Organizations & People

38	"Grille Bits"
39	Yacht Club
40	Safe, with Friendly People
41	Sea Oats
42	Turtle Watch
43	Fine American Crafts Gallery
44	Pass-A-Grille Museum
45	Boat Ramp
46	Marina
47	Fishing Jetty on 1st Avenue
48	Pass-a-Grille Community Church & Nursery School
49	Hurley Park
50	Local Police Department
51	Persistent Breeze
52	One Red Light
53	Easy Interstate Access

WEAKNESSES

1	FEMA Regulations
2	Telephone Poles
3	Rundown Buildings w/ no Historical Value
4	Water Pressure
5	Speed Limit is Too Fast
6	Cars Drive 10 MPH Over Speed Limit
7	Gestapo Parking Enforcement
8	Some Road Repair Required on Pass-a-Grille Way
9	Inconsistent Street Striping
10	Infrastructure is Weak (Storm Sewers)
11	Lack of Tree Replacement
12	Historic Preservation Ordinance is Weak
13	Building Height Limits are Restrictive
14	Side Yard Variances
15	Street Cleaning is Irregular
16	Survery on Gulf Way is Incorrect (Lots are incorrect Sizes)

OPPORTUNIIES

1	Beach Walk from 9th to 21st
2	Retain the Charm
3	Restore Fishing Piers on Pass-a-Grille Way
4	Restore 8th Avenue (brick pavers)
5	Earmark Parking Meter $$ for Pass-a-Grille Projects
6	Earmark Local Tax $$ for Pass-a-Grille Projects
7	Grandfather Non-Conforming Uses
8	Distinguish the Entry to Pass-a-Grille at 32nd Avenue
9	Brick Pave the Alleys/Remove the Flood Lights
10	Install Crosswalks
11	Develop Upscale Smaller Hotels & Inns
12	Develop Aesthetic Codes & Architectural Guidelines
13	Re-write the Rules
14	Mixed-Use on 8th Avenue: Residential Above Retail

15	Preserve Historic Buildings & Update Uses a la Miami Beach
16	Allow/Encourage LIVE-WORK Units
17	Upgrade Business District at 21st Avenue; Landscaping, Lighting, etc.

THREATS

1	People Afraid of Change
2	APATHY
3	FEMA/Coastal Construction Regulations
4	Loss of Home Rule
5	Buildings that are out of Scale and/or Character
6	(Greedy) Developers & Realtors
7	Condos that Look Like Garages
8	Row Houses
9	Improperly Staffed & Trained Building Department

COREY AVENUE / BLIND PASS ROAD

Group One

1	Improve 75th Avenue Entry: Landscaping; Improved Architecture; City Acquire Land for Parking; Community Activity Center; City Park
2	Mixed-Use; Live-Work
3	Connect City Park with Corey Under Bridge Boardwalk; Boat Access
4	Potential Hotel/Motel Development (Boutique) on Corey Circle; Bayside
5	Blind Pass Road to 75th Avenue to Gulf Boulevard: Link
6	Encourage Later Hours for Commercial Establishments
7	Connect East & West Sides of Corey; Create an Anchor on each Waterfront
8	West Side of Corey: Create a District that Encourages Live/Work; Wide Sidewalks for Outdoor Cafes
9	Pedestrian Friendly Access Across Gulf Boulevard
10	Design Guidelines (Architecture)

Group Two

1	Corey & 73rd Avenue: Mixed Use Commercial on Ground (FEMA Implications)
2	East of Gulf Bouelvard & West Corey: Second Story Residential: Parking? Height?
3	Architectural Interest
4	Walk Under Pasadena Bridge
5	Traffic Routing Re: Gulf Boulevard/Blind Pass Road: Stay on BPR Through Corey
6	Relocate Library
7	Underground Utilities

Group Three

1	Blind Pass Road: Not an Ugly Gulf Boulevard
2	Wider Sidewalks
3	Coordinate Access with Residential Areas
4	Aesthetics: Pavers - Not Just Concrete
5	Bike & Pedestrian Friendly
6	Landscape Medians
7	Lighting

8	Public Restrooms
9	Coordinate Beautification Efforts with County & Other Cities; Supply Our Own Designs & Input
10	Coordinating Design Element: Fountains, Flowers, Etc.)
11	Color & Shading
12	Rest Stops with Benches, Garbage Pails, Etc.
13	Trolley Stops: Areas that are Shaded
14	European Look: Multi-Use: Commercial on the Bottom, Residential on Top; Parking Behind
15	Take Over Blind Pass Road from the State; On-Street Parking (Angled or Parallel); Ask for Funds from Bayway Tolls
16	Blind Pass Road at 75th Avenue: No Roundabout; An S-Curve; Turn Lane
17	Corey Avenue: Develop Water to Water; Shopping, Walking, Outside Activities: Courtyards
18	Marinas: 50 foot slips under 75th Avenue
19	Marina at Eagen's Field
20	New Class of People who can Walk & Trolley About
21	Research with the New Hotels Need
22	Corey Avenue: Max of Three Stories; Mixed-Use; Buildings Step Back; Angle Architecture Like Hyde Park; Balconies Face Different Directions
23	Do Not Want a Straight Line of Buildings; Want Variety of Heights; Variety of Setbacks
24	Building Look: Up to Five Floors above Commercial (drawing)

Group Four

1	Corey Avenue: Multi-Purpose Units; First Floor Commercial or Restaurant; Open at Night; 2nd Floor Residential; Minimum Height for Economic Viability
2	East End Boat Accessibility
3	Architecture, Landscaping: Compatible with City Hall
4	Blocked Off Common Area
5	Wider Sidewalks for Outdoor Dining
6	Plaza Where Charlie's Is
7	Retail Consultant, Re Shop Mix End to End
8	Visitor Reception - Chamber of Commerce
9	Walkover at Gulf Boulevard
10	Connect Old City Hall to Corey Avenue
11	Redesign or Move Post Office or Reduce Size/Services
12	Expand Library/Parking Garage
13	Pedestrian/Bike Friendly
14	Blind Pass Road: Pretty Boulevard with Trees, Entrance
15	Off-Street Parking (rear)
16	Retail Shops (Retail Consultant)
17	Separate Pedestrians from Traffic - Trees Between Street & Sidewalk
18	Possibly Close Some Streets
19	FDOT Construction Opportunity

GULF BOULEVARD

Group One

1	More Safe Crossings for Pedestrians
2	Beach-Front Multi-Use Trail/Walkway
3	Create Specific "Nodes" Along Gulf Boulevard: Shopping, Landscaping, On-Street Parking
4	Reduce Visual Clutter: Improve Sign Ordinance
5	Increase Setbacks: Landscaping, Incentives

6	Architectural Requirements: Design, Building Alignment
7	Shelters for Trolley Riders
8	Create a "True" Boulevard Feeling: More Landscaping
9	Create a "Resore" Hotel Zone on the West Side; Restrict Residential Development
10	Overall Streetscaping: Undergrounding; Lighting
11	Improve/Increase Beach Access
12	Entertainment District (Zone)
13	Shell Triangle/Gulf Winds "Node": Park
14	Program to Acquire More Land for Recreation/Open Space (Passive): Preservation 2000 Funds
15	Visual Issues: Signage; Setbacks; Architecture; Landscaping; Streetscaping

Group Two

1	East Side Parkland from 46th to Don CeSar (9 Acres)
2	Transfer Development Rights from East to West Side
3	Curve it (Gulf Boulevard) a Little
4	Narrow the Road
5	Synchronize the Lights
6	Landscape Ordinance
7	Underground Utilities
8	Improved Sidewalk; Light Fixtures
9	Beach Walkway from Upham to Pass-A-Grille

Group Three

1	Crossings for Pedestrians (or Overwalks?)
2	Larger Median Strips: Mini-Mini Parks (Micro Parks?)
3	Make Crossing Visually Apparent
4	Cars Must Stop for Pedestrians
5	East Side of Gulf Boulevard: Find Module Area for Parking
6	Allow Parking on Gulf Boulevard
7	Multi-Use Buildings (along) Blind Pass Road; No Boxes
8	Clusters along Length of Gulf Boulevard (Diagram)
	Different Zoning
	Docks
9	Mini-Green Spaces with Parking (?) on Each Side
	Commercial along Gulf; Residential Facing the Bay; Shared Parking
10	West Side Development must have Tradeoff for Green Space (with Public Parking (?))
11	More Beach Access
12	Priorities: Incentive Plan/Tradeoffs; FEMA Reinterpreted
13	# One Area: Gulf Boulevard; Blind Pass Road
14	Any Business Development Needs Public Restrooms
15	Trade Offs: Incentives to City for Heights
16	Research with the New Hotels Need
17	Beach Protection
18	Trail on Beach
19	Encourage Diversity in Architecture

Group Four

| 1 | Minimize Number of Lanes on Gulf Bouelvard; Calm Traffic |
| 2 | More Medians; Make it into a Boulevard; Improve Safety (Protection) of Crosswalks |

3   Reduce Turn Opportunities on Gulf
4   Wider Bike Paths & Bike Racks on Beach Side
5   Boardwalk between Gulf & Hotels
6   Make Parking Continuous in Commercial Areas
7   Pull-Off Area for Trolleys
8   Match Number of People on Island to Infrastructure, preserving Quality of Life
9   Develop Architectural Guidelines for Review Board
10   Establish City Land Trust to Donate, Buy, Sell Land
11   Reduce the Number of Day-Trippers; Add Parking Fees; Beach Access Fees
12   St. Pete Beach Gated Community

PASS-A-GRILLE

Group One

1   Architectural Guidelines
2   8th Avenue Improvements: Pedestrian Only? At Certain Times?
3   Mixed-use, Live-Work
4   Keep it Quaint
5   Development of Fishing Piers
6   Lower Speed Limit (30 MPH) or put in Visuals to Reduce Speeds
7   Stop for Pedestrians on Certain Streets, e.g., 32nd Avenue
8   Limit the Tonnage of Trucks
9   Encourage Renovation keeping Historic Look; Address FEMA Regulations
10   Standing Water; Drainage System
11   "No Wake" Zone after Heavy Rain
12   Lower Pass-a-Grille Way
13   On Pass-a-Grille Way, Change Setbacks to 10 - 20 feet, etc.
14   Trade-Offs for setbacks, especially for Green Space; Provide Some Percentage of Green
         Space, even in Front Yard
15   Architecture in Everything
16   Beauty: A Palette of Colors
17   Alleys: Down with Power Lines; New Road Covering (Like Crushed Shell)
18   Gazebos on Beach; Shaded Areas at Beach Entry; Seating Areas; Bike Racks

Group Two

1   Preserve Water View from Gulf Way; Preserve Charm
2   Improve Pedestrian Walkway (Where Wall Is) for Bikers, Roller Bladers
3   Architectural Review Board; Develop Guidelines; Consistent Architecture
4   Pass-a-Grille: Improve Rocks
5   Improve Bayside Piers: Merry, 7th Avenue, 10th Avenue
6   Multipurpose on 8th Avenue; Mandate Commercial on First Floor, Residential on Second
         Floor
7   Beautify Alleys, Crushed Oyster Shell (Marle)
8   Grandfather Footprint, Number of Untis, Square Footage
9   Types of Businesses Wanted: Bookstore, Coffee Shop (Retail Consultant)
10   Architectural Style: Commercial on 7th, 8th, 9th; Porch Overhang
11   Improve Drainage Condition East Side of Sea Wall

Group Three

1. Maintain Character; Include a Mix of Uses
2. 8th Avenue Live/Work (Include 7th & 9th Avenues)
3. "Main Street": Return Character of 8th Avenue; Brick Streets
4. 21st Avenue Commercial Node; Earmark Meter Revenue to Purchase Vacant Lot behind Circle-K for Parking; Enhance Landscaping; City Dock, Warren's Marina
5. Sense of Place: Architectural Incentives; Physical Design Requirements; Overlay Requirements that Recognize Physical Constraints of Property Size
6. Review Board: More Qualified in Design
7. Increase Number of Fishing Piers
8. Use More Parking Revenue for Enhancement Process
9. Pedestrian Crosswalks
10. Environmental: Turtles

Group Four

1. Preserve Pass-A-Grille Character
2. Standards for "Historic"
3. Rules for Compatibility
4. Architectural Review Board with Rules & Authority
5. Adopt Grandfathering
6. Allow TL in Current Locations (????)

RESIDENTIAL ISSUES

Group One

1. Connecting Sidewalks
2. Landscaping Right-of-Ways
3. Greenery in the Front of Homes
4. Underground Utilities (referendum?)
5. Revisit Front Setbacks for "Trade Off" Options
6. Create Sense of "Everyday Neighborhood" Community
7. Design Elements that Indicate (Separate) Neighborhoods, but also Tie Neighborhoods to the Entire Beach
8. Mini Parks
9. Buffers Increased between Commerical & Residential Abutments
10. Even in Neighborhoods, Raised Pedestrian Crosswalks for Difficult Crossings
11. Send Postcards to Offenders of Ordinances -- Low Key; Soft Pedal Enforcement: "Hi, your lights are too bright; please change them within twenty days. Love, Your City."
12. Suggestions for City:
    Fact Sheet For New Buyers
    Enforce Existing Ordinances -- Noise; Dogs Barking; Loud Music from Cars; Speeding

Group Two

1. Make Consistent, and Improve, the Entrances into the Neighborhoods
2. Underground Utilities
3. Add Sidewalks Where Possible
4. Architectural Guidelines for Individual Neighborhoods, Through Incentives
5. Improve Landscaping of Residential Right-of-Ways (Referendum for Landscape Beautification; Charge Residents Millage Increase)

6   Traffic Calming Without Speed Bumps
7   Keep Residential Areas Residential
8   Add Bike Racks Throughout the City: Beach Access, Library, City Hall, Commercial Areas
9   More Beach Access

Group Three

1   Pedestrian Safety; Sidewalk Program for Collector Streets
2   Non-Vehicular Enhancements: Bike Lanes
3   Curb-Side Landscaping; Increase Landscape Buffers between Commercial & Residential
4   People-Scale Lighting; Acorn
5   Underground Utilities
6   Incentives that Promote Quality Architecture; Good Design
7   Repave Gulf Boulevard & Boca Ciega; 75th North
8   Enhance Residential Identity: Signage; Landcaping
9   Enhance Landscape Codes for Redevelopment & New Development
10   Increased Code Enforcement; More User-Friendly Building Department
11   Develop "Moderate" Price Multi-Family; Mixed-Use
12   Changing Demographics; Enhance Opportunities for those Under 18

Group Four

1   Underground Utilities Everywhere
2   Architectural Review Board (Comm. Appearance) & Guidelines for Approval
3   Sidewalks in Neighborhoods
4   Consistent Street Lights
5   Speed Enforcement & Road Improvements
6   Public Notice of Significant Structural Change to Residences, with Adequate Time for
           Public Comment; e.g., Paradise News & Ch. 15
7   Bikeways (Paths)
8   Improve Transition between Commercial & Residential

St. Pete Beach Visioning Workshop Summary
Saturday 04 May 2002

COREY AVENUE / BLIND PASS ROAD

1   Improve the Transition from Blind Pass Road to 75th Avenue to Gulf Boulevard
           Beautify 75th Avenue as an Entrance to the City
2   Guidelines for Commercial Development along Blind Pass Road
3   Connect Bay to Bay Along Corey
           Traffic Calm the Intersection with Gulf Boulevard
           Mixed-Use East of Gulf: Retail/Restaurant at the Base, Residential Above
           Live-Work West of Gulf
            New Development at Bayside on Corey Avenue
4   Link New City Park to Corey Avenue, along Water & Along Boca Ciega
5   Architectural Guidelines for Redevelopment and New Development

GULF BOULEVARD

1	Overall Plan: "Nodes" of Development Along Gulf Boulevard
2	Redesign Street Section to Support Nodes
	Traffic Calming, On-Street Parking, Planted Medians within Nodes
	Pedestrian Friendly Design for Entire Length of Gulf Boulevard
	Streetscaping/Landscaping Plan for Entire Length of Gulf Boulevard
3	Hotel/Tourist/Entertainment Zone
	Develop Tradeoffs and Incentives to Foster New Development
4	Increased Pedestrian Access to the Beaches
5	Beach-front Walkway
6	Design Guidelines for New Development and Redevelopment Along Gulf Boulevard

PASS-A-GRILLE

1	Improve, Infill, Rehab 8th Avenue
	Bricks, Mixed-Use Development
2	Develop Architectural Design Guidelines
	Support Preservation & New Development
3	Rebuilt/Renovate Fishing Piers on Bay
4	Upgrade Infrastructure, Especially Alleyways
5	Pedestrian Improvements Where Required
6	Grandfater Non-Conforming Uses
	Allow & Encourage Live-Work Units
7	Coordinated, Overall Open Space Plan

RESIDENTIAL IN GENERAL

1	Install Sidewalks throughout Neighborhoods
2	Underground Utilities
3	General Design Guidelines, Including Landscaping for both Properties & ROW
4	Entry Signs, Lighting
5	Traffic Calming Throughout Neighborhoods
6	Enhanced Code Enforcement
7	Reinforce the Transition between Commercial & Residential