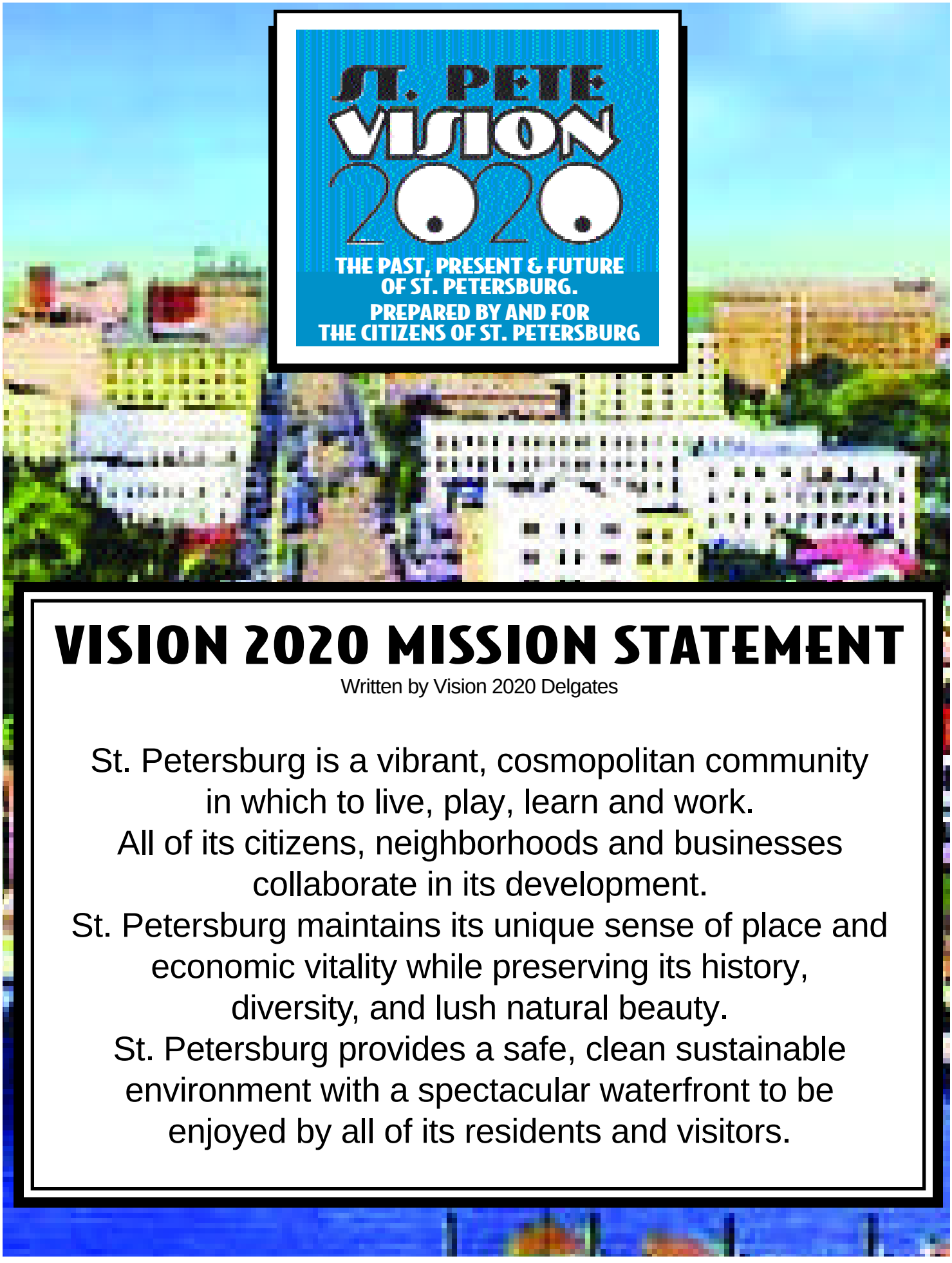

VISION 2020 MISSION STATEMENT

Written by Vision 2020 Delgates

St. Petersburg is a vibrant, cosmopolitan community in which to live, play, learn and work.
All of its citizens, neighborhoods and businesses collaborate in its development.
St. Petersburg maintains its unique sense of place and economic vitality while preserving its history, diversity, and lush natural beauty.
St. Petersburg provides a safe, clean sustainable environment with a spectacular waterfront to be enjoyed by all of its residents and visitors.

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The City of St. Petersburg greatly appreciates the numerous volunteer hours contributed by its citizens in creating the Vision 2020 Plan.

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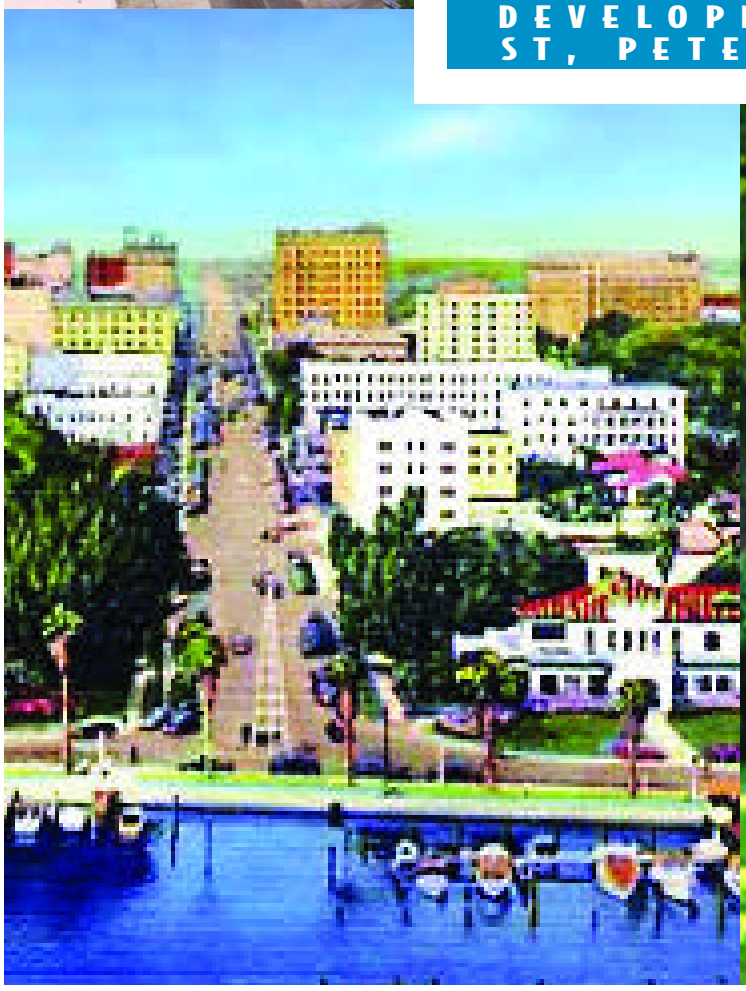
INTRODUCTION

The Vision 2020 process was born from concern by neighborhood activists, Planning Commissioners, City Council city staff, and the development community over construction and renovation activities that were difficult and often yielded unsatisfactory results.

The Vision 2020 consisted of a number of activities over a short 10 week time frame which created a dialog between interested citizens, businesses, the development community and other stake holders to gain an understanding of the desires of these groups for the future. Over 350 persons participated in this effort. These are the views of the people who dedicated many hours to express their opinions and ideas.

TABLE OF CONTENTS

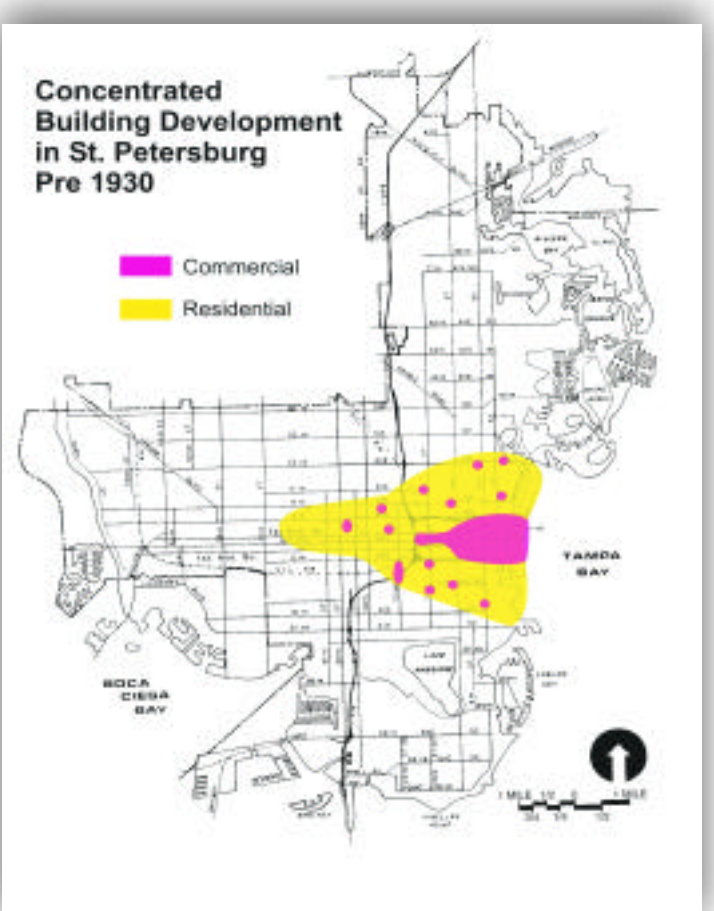
HISTOY OF DEVELOPMENT IN ST, PETERSBURG



1880'S Thru The 1930'S

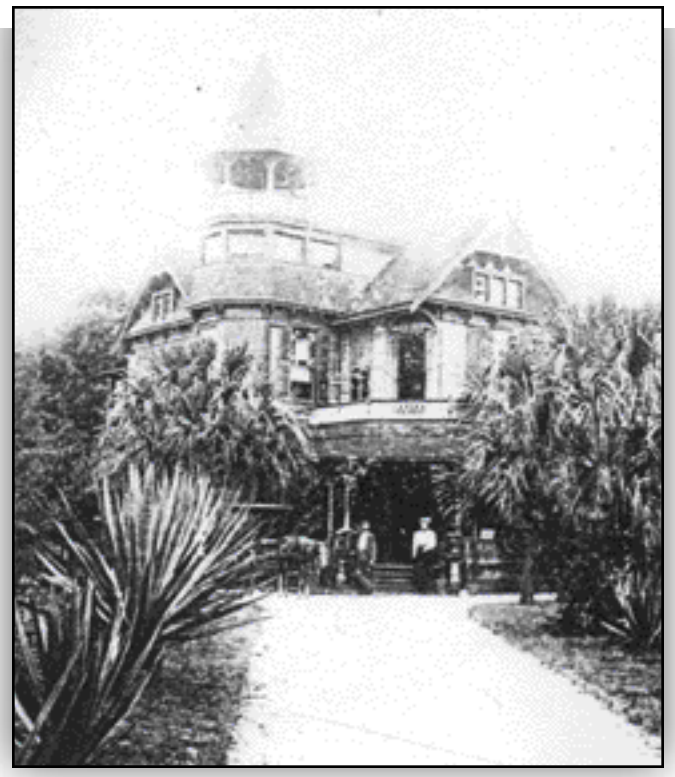
Between St. Petersburg's founding in 1888 and the great land bust of 1926, St. Peterburg was one of Florida's most rapidly developing cities. In this era, St. Petersburg followed traditional town planning principles. The downtown provided offices, retail uses, hotels, theaters, residences, and entertainment and recreation venues. Into this mix of primary uses were sprinkled liberally civic buildings, churches, and city parks. Surrounding the downtown were neighborhoods featuring a subtle mix of small, medium and large single-family detached housing, single-family homes with garage apartments and small-scale rooming houses and apartment buildings. Small corner stores were tucked into each neighborhood to serve their daily needs. Compatibly scaled schools and churches were also integrated within the neighborhoods.

Transportation opportunities in the period prior to the World War II were more diverse. Trolley lines ran on the City's main roadways both creating several outlying suburbs, such as Walter Fuller's Jungle Terrace on the shores of Boca Ciega Bay, and connecting them with downtown, the heart of the city. Infrastructure such as roads, sidewalks and utilities were extended to unbuilt subdivisions throughout the city in anticipation of development. The land bust in 1926 and the Great Depression that followed in the 1930s dampened building activity in these neighborhoods and many would not see homes constructed until after the mid 1940s.



This graphic depicts the pre 1930s development pattern in St. Petersburg. Note the concentrated development in the downtown and surrounding residential neighborhoods. Each neighborhood had small-scale retail scattered throughout to best serve the neighborhood's daily needs.

This shot of Central Avenue at the turn of the century shows dirt streets and wood framed commercial buildings.



The Williams House, completed in 1891, was one of the first large residences in St. Petersburg, home to the City's Founder, John C. Williams. Today the house is located on the campus of USF-St. Petersburg.

This shot of Central Avenue by 1913 shows the new brick streets and trolley systems

Schools were part of neighborhood and community life in the 1920s and were integrated into the neighborhoods throughout the City.

By 1920, trolley lines ran throughout the downtown and surrounding neighborhoods and larger commercial buildings were being built within the downtown such as the West Coast Title building and the Pheil Theater seen in the background of this photograph.

One of the City's most notable landmarks is the Snell Arcade, built by Perry Snell, St. Petersburg's most noted developer in 1927.

Residential Example

Mirror Lake Library was constructed with a grant from the Andrew Carnegie Foundation in 1915 and is a significant example of civic architecture in St. Petersburg.

Another grand civic building in the downtown is the Open Air Post Office built in 1917.

Mediterranean Revival was also a popular building style of this period and promoted St. Petersburg and other Florida cities as the "American Riviera". This Mediterranean Revival apartment building on Snell Isle demonstrates how small-scale apartment buildings integrate into neighborhoods to provide a variety of housing opportunities within a neighbohood.

Like schools, neighborhood-scaled retail such as this corner grocery store were located within neighborhoods and provided for their daily needs.

Alleyways were an integral part of the early twentieth century neighborhood and provide for rear yard services such as utility lines, garbage collection and residential parking.

Transportation throughout the City included an extensive neighborhood trolley system which connected the outlying neighborhoods with the downtown.

Smaller Mediterranean style Bungalows were also common in the 1920's

Large Mediterranean style homes flourished during the 1920's and 30's

This larger home is built in the Georgian-Colonial Style home was popular between 1910 through the end of the 1920's

This Colonial style Bungalow is one of the many Sears and Roebuck kit homes built in the 1920's

Tudor style Bungalows were popular in the 1920's and 30's

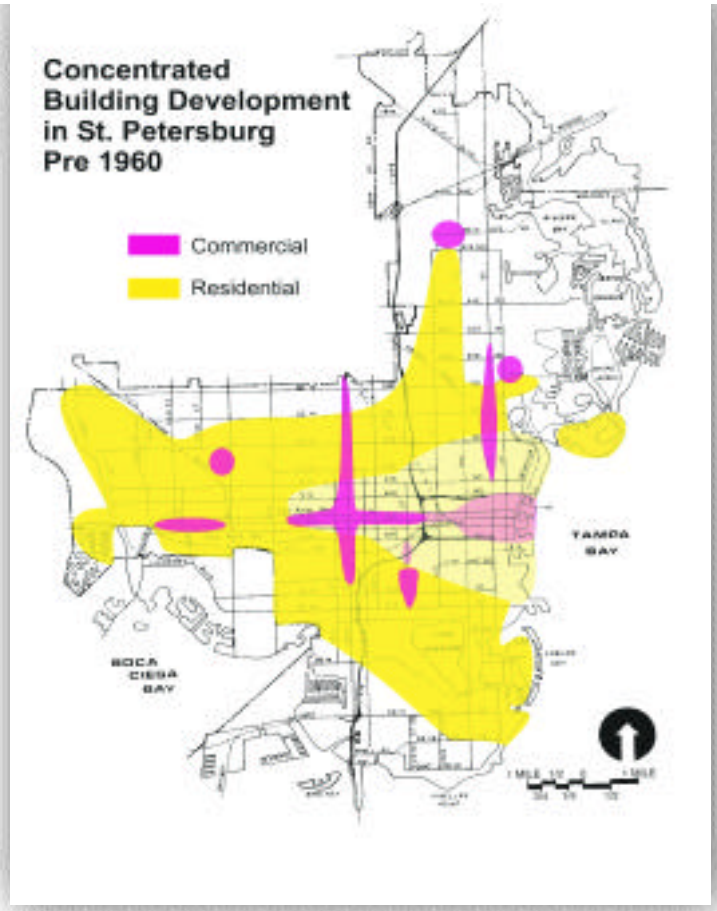
Duplexes which looked like single family homes were scattered throughout St. Peterburg's neighborhoods in the 1920's

1930s Thru The 1950s

Development in St. Petersburg was very slow during the 1930s, perhaps faring better than other cities in the industrial north because of our tourist industry, but never quite approaching the levels seen during the Roaring Twenties. After World War II, St. Petersburg expanded rapidly adding some 120,000 people to its population from 1940 to 1960. With this new burst of growth came a new development pattern. Most post-World War II development responded to the increasing dependence on the automobile. Commercial buildings were pushed further apart and set back from the street allowing ample drive-up parking for each business. Shopping was decentralized from the downtown, relocating to new shopping centers built further out in the neighborhoods. The growth of automobile use and the consequent altering of land use pattens led to the demise of St. Petersburg's trolley system which made its last run on May 7, 1949.

The automobile also changed the way neighborhoods were designed. After World War II, residential neighborhoods changed to a suburban style. Residential lots became wide to the street and less deep. Roads became wider, curvilinear and America saw the introduction of the cul de sac. Alleyways became a thing of the past. Sidewalks were typically not incorporated in new subdivisions. Throughout America, the concept of the "suburb" took hold and spread like wildfire. Development during the 1940s and 50s began homogenizing neighborhoods. Homes were similar in price range, size, materials, style, etc. Less typical was the development of life- cycle housing, the inclusion of small-scale apartments within neighborhoods and secondary units such as garage apartments.

However, St. Petersburg still had a good number of neighborhoods platted in the 1920s with a traditional grid pattern that had a plentiful supply of vacant undeveloped lots. After these lots were developed, it created a unique pattern in St. Petersburg of neighborhoods featuring both a 1920s development pattern characterized by 45 and 50 foot-wide lots with housing styles from the



This graphic depicts the transition of St. Petersburg's development from the 1930s through the 1950s. Note that the commercial uses spread from the concentrated downtown to linear corridors along Central Avenue, 4th and 34th Streets.

1940s and 1950s. The new homes built shortly after World War II, were predominantly of wood frame construction, minimally-detailed, cheaply-constructed and small two-bedroom homes that were typically less than 1000 sq.ft. in size. This housing type resulted from the 1940s housing shortage combined with a post war population boom that spurred mass construction. One other significant change in these homes was the lack of garages, with the builder instead relying on a newer innovation - the carport - which faced the street. While these neighborhoods provided an affordable housing opportunity for elderly retirees – St. Petersburg's primary demographic group during the period – today's demographics have changed significantly. Consequently, these homes, which are difficult to expand to accommodate modern living, will be an upcoming challenge for the City as redevelopment opportunities are limited with this period of building stock.

Moon Supply Company, built in 1939, shows the dramatic change in the character, siting and style of commercial buildings constructed after the 1920s boom period. As the automobile decentralized commercial uses, commercial buildings spread out along the main roadways, became single use, often one story in height, and featured contemporary styles of the day, such as Art Deco and Art Moderne.

Many of the homes built shortly after the Second World War were small, wood-framed, minimally detailed homes with carports facing the street.

Central Plaza began in 1952 and ushered in a new era of automobile and pedestrian retail, located at the crossroads of 34th Street and Central Avenue This was the City's first shopping center outside of the downtown. New modern-style, freestanding department stores surrounded by ample parking serviced many of the newer expanding neighborhoods to the western end of the City.

The automobile also increased travel and with the completion of the Sunshine Skyway bridge in 1954 numerous auto motels were built along 4th and 34th streets

During the 1950s numerous apartment complexes were built throughout the traditional neighborhoods of the City. Duplexes were also commonly built in existing neighborhoods in the City during the 1950s. These duplexes were different in character from the multi family buildings built in the 1920s, which typically consisted of a primary home with secondary garage apartment.

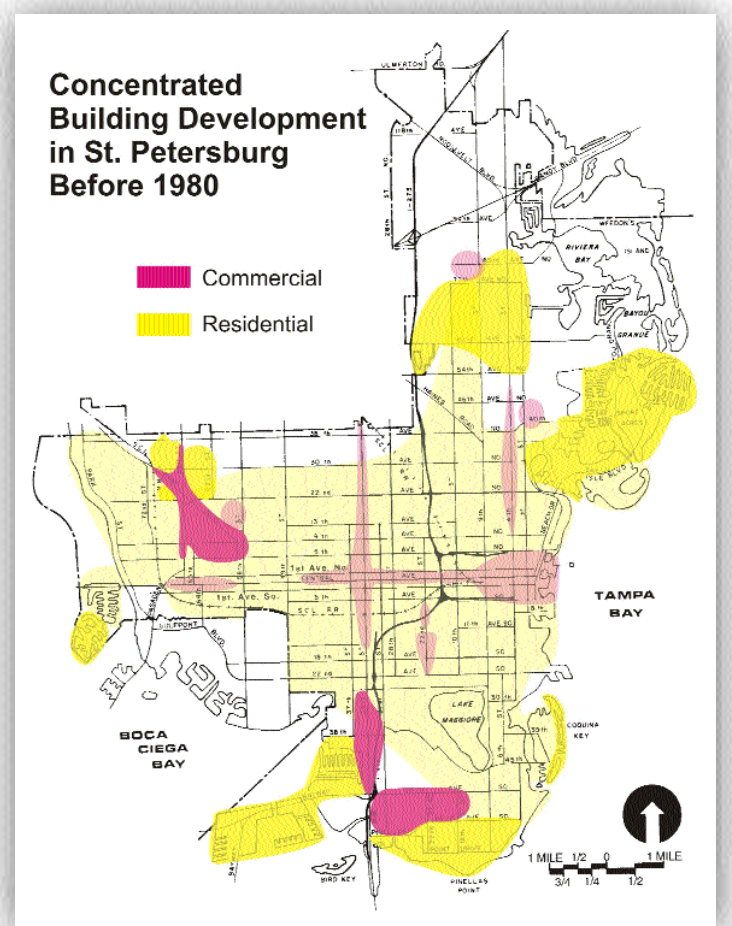
1960'S Thru The 1970'S

The 1960s and 1970s heralded a new era of growth in St. Petersburg. New development during the period was exclusively suburban in character. Streets were wider, sidewalks were absent, palm trees were abundant and the "Florida Ranch" home was at its peak. The Florida Ranch and its subdivision certainly had a different style than houses built in earlier eras. While the ranch still faced the street, it was horizontally spread over larger and wider lots. Automobile access was provided by larger driveways to multi-stalled garages located at the front of homes; developers no longer built alleys. The homes themselves expanded in size and were constructed of more permanent materials such as concrete block with concrete slab floors. Many of the homes built in this period were exclusively "Florida Ranch" and included tile roofs and decorative medallions of seahorses, dolphins, pelicans and other wildlife motifs as well as romantic views of Spanish galleons. Many of these neighborhoods remain highly desirable today as the floorplans are generous, well-built and can be expanded upon.

As mobility increased, commercial development patterns also changed during this period with the most notable change involving greater separation of land uses. The number of automobiles per family increased to two, and even three cars, per household. Businesses as varied as laundromats, restaurants, banks, and theaters catered to the automobile by adding drive-thru service windows. In addition, parking became an important factor not only in locating a business but also in designing a new business as the provision of ample on-site parking became a paramount consideration. Finally, the public and private sectors built larger roadways serving more traffic volumes and removed or limited sidewalks as a required element of a development.

While St. Petersburg's residential development of this period has fared well through redevelopment and reinvestment, the single-use, suburban-style commercial projects of the time period have not. Many struggle or have closed. Some that are located in areas with limited competition have seen substantial redevelopment such as the Gateway and Northeast Shopping centers.

Engineering standards relating to the automobile has had a substantial impact on the roadways of St. Petersburg during this time period. Many of the downtown streets were made one-way to better accommodate flow. Streets were widened for additional lanes and the Interstate system was added.



This graphic shows the development of the City in the 1960s and 1970s – the era of suburban development in St. Petersburg. Most residential developments in the era were built on dredge-and-fill homesites along the water's edge. Commercial development included the addition of the Tyrone Mall and numerous shopping centers along 34th Street South.

These homes were typical of the Ranch style, suburban home built during the 1970s.

The Tyrone Square Mall, built in 1972, changed retailing throughout the city and created a strong suburban pattern in the City's West side

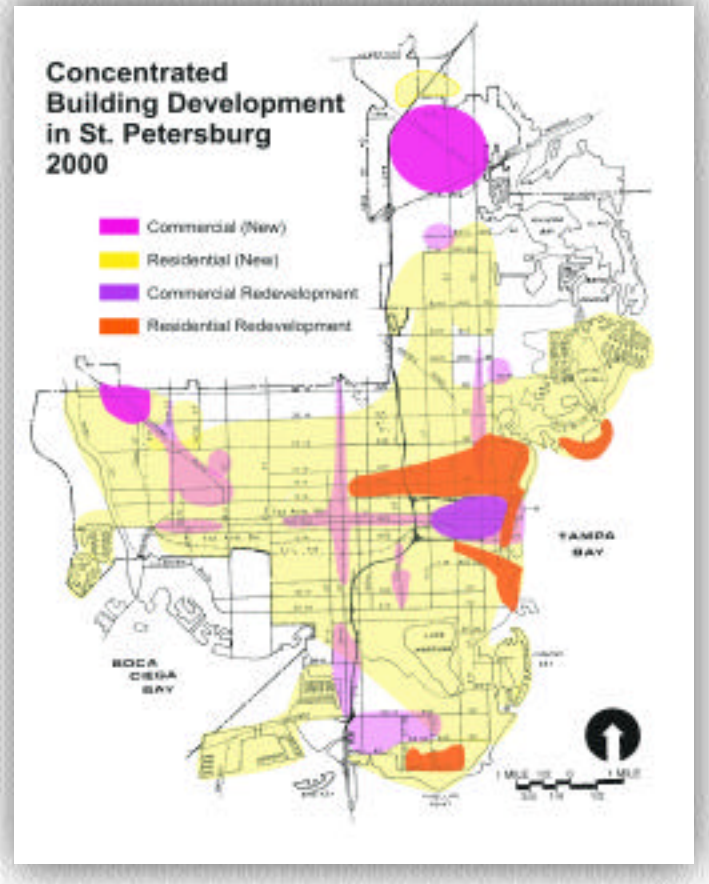
Throughout the 1960's and 70's many major roadways were developed with non descript, cheaply constructed buildings with parking in front, limited landscaping and oversized signage

1980s Thru The Present

Since the 1980s St. Petersburg has seen a tremendous resurgence, most notably in downtown and the traditional neighborhoods nearby, which have sprung back to life. The majority of this has been through a combination of renovation of existing buildings and the construction of new buildings on previously developed sites. Annexation of the Carillon area has provided new land to develop with industrial and office uses, and even a few neighborhoods. Most existing suburban- style neighborhoods have seen the final development stages infilling a handful of the vacant lots left within the City.

What sets this period apart from the previous periods of development within the City is that the City has reached the end of its first generation of growth and has approached a "built-out" state. Where previous generations disregarded older buildings, often removing them and favoring new construction over renovation, St. Peterburg is running out of raw land. This pushes development back to sites that have been previously developed. Coinciding with this is the national trend of rediscovering our past as communities throughout the country are recognizing the quality of past development and the value in reusing older structures.

Thus, at the end of the twentieth century, St. Petersburg's downtown and older neighborhoods have again became a popular destination place for entertainment, shopping, dining and living. Unfortunately, as people are rediscovering the benefits of working within the traditional physical context of the City, it is apparent that rules and regulations regarding development are better suited to removal of the old building fabric and replacing the past with newer, more suburban style and single-use buildings.



This graphic indicates how St. Petersburg has reached the end of its first generation of growth. The majority of activity has and will turn to redevelopment. This is occurring not only in downtown and surrounding neighborhoods but also throughout the City as people renovate and remodel existing homes and businesses.

Carillon Office Park provides new development opportunity with dense office and secondary uses consistent with post suburban development

The Barnett Tower (now Bank of America) block where a new 27-story office building with ground level retail was constructed in 1989.

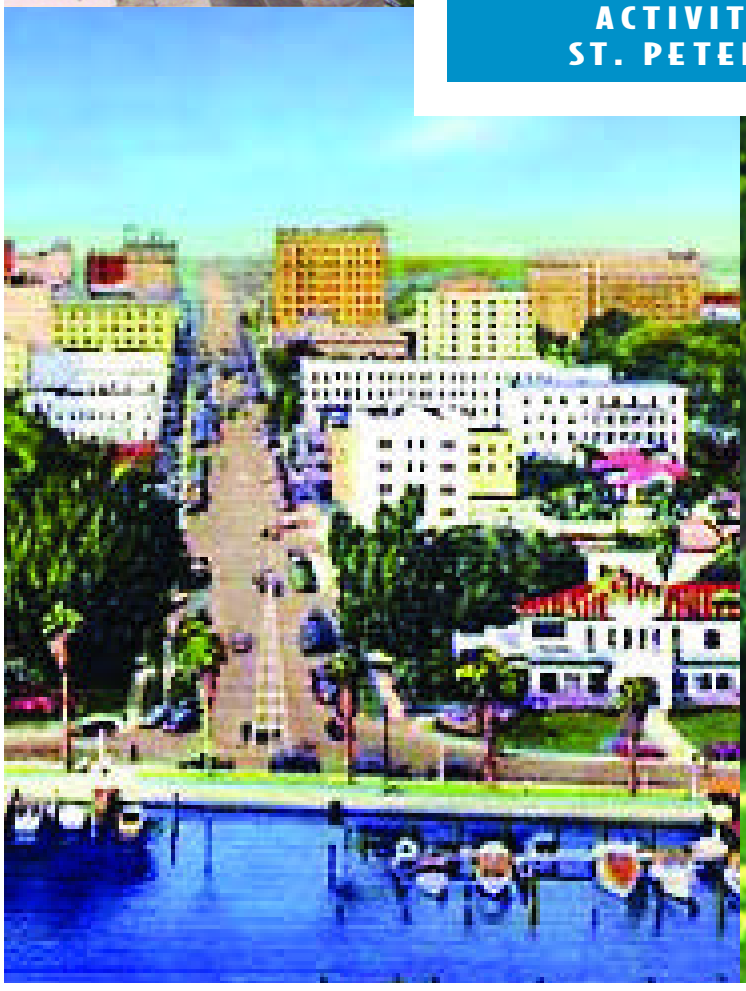
Numerous citizens have rediscovered the City's older, traditional building stock and are rehabilitating older housing in record numbers

A number of previously developed lots are being redeveloped with larger homes

Apartment complexes provide new housing opportunities in the northern part of the city

New infill housing follows the traditional pattern of this older neighborhood

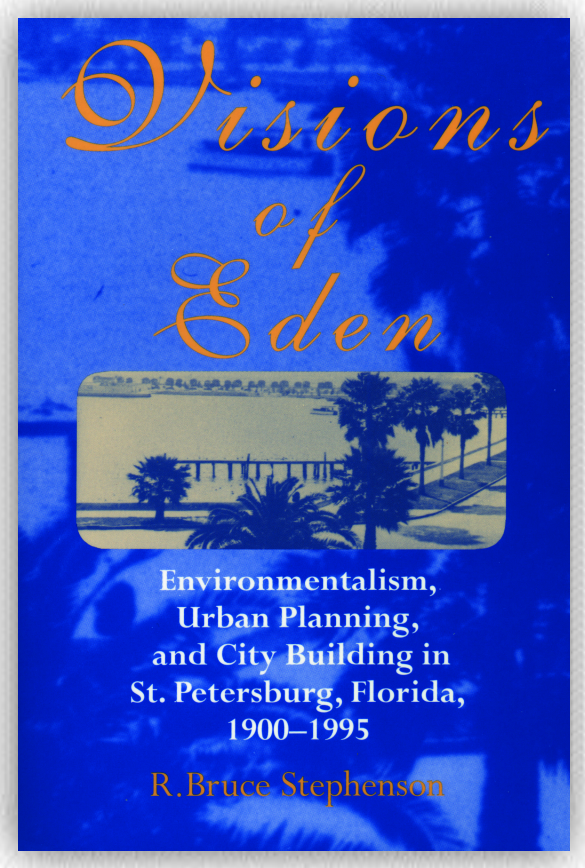
PAST PLANNING ACTIVITIES IN ST. PETERSBURG



PAST PLANNING ACTIVITIES IN ST. PETERSBURG AND A HISTORY OF DEVELOPMENT

Any future planning exercises for the City of St. Petersburg must first begin by evaluating the City's past planning efforts and development history. St. Petersburg has a rich history of planning, outlined by R. Bruce Stephenson in ***"Visions of Eden: Environmentalism, Urban Planning and City Building in St. Petersburg, Florida, 1900 - 1995."***

The following is a brief overview of the citywide plans that have been developed and the resulting development periods of the City, which document the built environment over the past century.



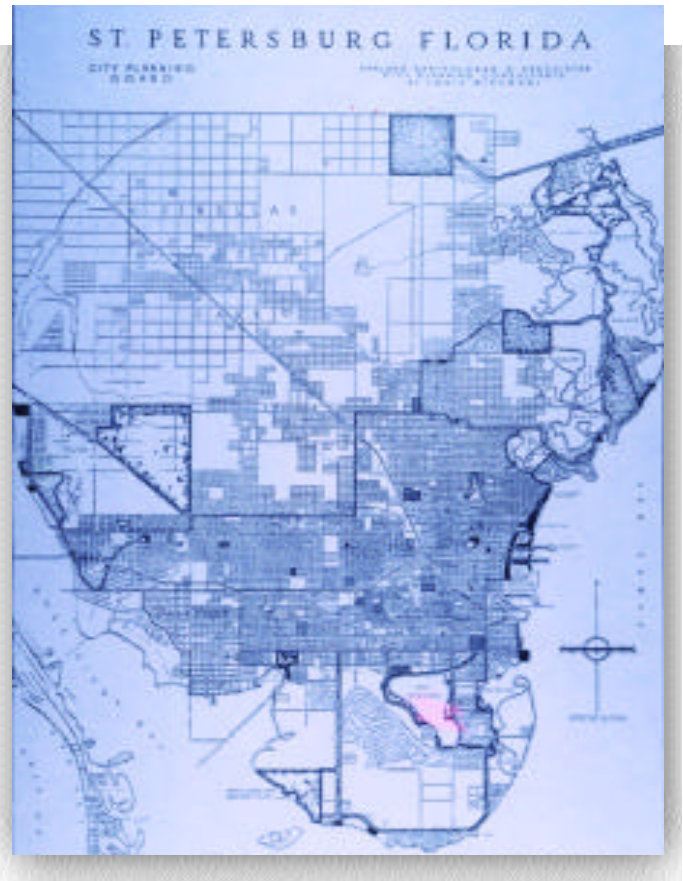
"Visions of Eden: Environmentalism, Urban Planning and City Building in St. Petersburg, Florida, 1900 - 1995" by R. Bruce Stephenson, describes the rich history of planning and development in St. Petersburg.

The John Nolen Plan:

Organized planning began in St. Petersburg with several plans developed by John Nolen in the 1920s. Nolen was the premier town planner of the time period and the Nolen Plans reinforced the importance of the park system, civic buildings and wide boulevards. Many of the cherished character-defining features of St. Petersburg today reflect the important planning activities of this time period.

The Bartholomew Plan:

ity-wide planning continued in the 1940s ith the Harland Bartholomew Plan. The artholomew Plan focused on many city-wide sues including education and school uilding for a rapidly expanding population. he Bartholomew Plan is most noted for the ontinued and strengthening development of ıe street grid pattern. The Bartholomew Plan et the groundwork for the development of ıe automobile oriented commercial corridors ıroughout our City today.

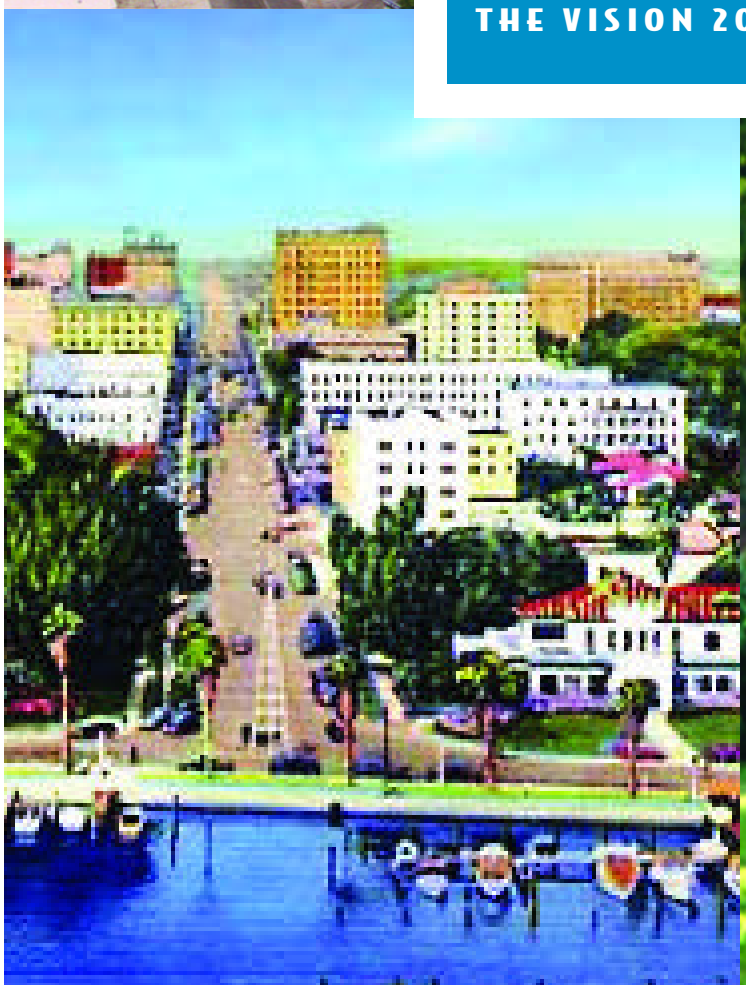


The City Wide Conceptual Plan Of 1974:

he last city-wide planning effort consisted of ıe Conceptual Plan of 1974. The onceptual Plan reflected the desire to alter ıany of the negative construction practices f the 1950s era such as the small, poorly- onstructed, mass-produced housing stock uilt shortly after World War II. This lanning effort reinforced the quality, ıburban style neighborhoods of the south, est and north edges of St. Petersburg.

ach plan described above has provided t. Petersburg with a solid direction and has ept many of the elements in place that efine the character of St. Petersburg. Vision 020 also strives to maintain a continuity ith these earlier planning efforts by taking ıe best each have to offer and apply them to ur new circumstances.

THE VISION 2020 PROCESS



The Process

Vision 2020 was designed to be a true ialogue exploring the nature of the ›mmunity today and expectations for the ıture. It facilitated open discussion of many ;pects of the City through the use of several chniques that included the perspective of ational experts, City staff, the 2020 steering ›mmittee and a broad spectrum of over 375 tizen leaders and delegates. The goal was to eate a setting for a productive discussion of ›mmonly held values through Citizen Based hemes that should be considered in all ıbsequent community activities.

The sequence of the Charrette included veral steps to facilitate a multi-party iscussion that could be inclusive, ıformative and constructive. This included ıe following elements:

- Lecture series with community discussion
- Citizen based photography and data gathering
- Charrette with Themes, Framework and Visioning exercises resulting in various action items, indicators of success, and summary documents

Vision 2020 Delegates participate in the charrette

Vision 2020 Lecture Series

The first portion of the Vision 2020 process as a weekly forum lecture series open to the ublic, with attendees becoming community elegates - a broad based group representing very area of the City. The purpose of the ›rum was to provide some background of oth the history and nature of St. Petersburg as place, as well as some of the significant issues ıd opportunities affecting the City. Where ›propriate, recognized experts were invited to ring some regional or national perspective on :. Petersburg issues that have some ›mmonality with other cities, such as ansportation or Sustainability. The lectures ıd following community questions and iscussion were taped by WSPF-TV for roadcast as well as Library check out.

HISTORY AND DEVELOPMENT OF THE CITY April 11th
Dr. Ray Arsenault, University of South Florida

ENVIRONMENTAL ASPECTS April 18th
Dr. R. Bruce Stephenson, Rollins College
Dan Williams, Jones and Jones Architects

ECONOMICS, COMMERCE & TECHNOLOGY April 25th
Bob Matatall, Hoyt Architects
Timothy Roberts, Sarasota

NEIGHBORHOOD AND RESIDENTIAL ISSUES May 2nd
Dr. James Moore, USF Tampa
Bob Jeffrey, City of St. Petersburg

THE CULTURAL, EDUCATIONAL & CIVIC ASPECTS OF COMMUNITY May 9th
Dr. Bill Heller, University of South Florida
Ann Wykell, City of St. Petersburg

TRANSPORTATION, CONNECTIVITY AND REGIONALISM May 16th
Ed Crawford, Hartline
Ian Lockwood, Glatting Jackson

AFRICAN AMERICAN HISTORY AND DEVELOPMENT OF THE CITY May 30th
Dr. Evelyn Phillips,
Central Connecticut University

Charrette Activities – Themes

The Vision 2020 charrette was held on the weekend of June 1st - 3rd, 2001. The charrette was organized into three parts: Citizen Themes, a City Framework, and Vision Statements for the future. Exercises were constructed to allow for broad visioning, specific action items, and indicators of success. This process allowed for repeated discussion of core values and beliefs from different perspectives and with varied groups, with the result being consensus and confirmation. Attendees included the community delegates, 2020 steering committee, City Council members and Mayor Rick Baker. The charrette activities were organized, facilitated and recorded by Glatting Jackson and Jim Stansbury, of Stansbury Resolutions By Design. On Friday night, June 1st, five citizen volunteers presented the preliminary Themes using their own words and images taken by the citizen photographers. After the presentation, the attendees broke into nine randomly assigned groups and were given two work tasks. The first task was to review all of the themes presented and identify any ideas that were missing or not fully articulated. The second task was to discuss a specifically assigned theme and develop specific action items. After a short work session, each group presented their findings and thoughts. This process resulted in refined thinking about each of the nine preliminary themes, and the development of six additional themes into the final Citizen Based Themes.

Break-out groups focus on specific themes

Citizen Mary Anna Murphy presents results of the photographic survey

Vision 2020 Themes

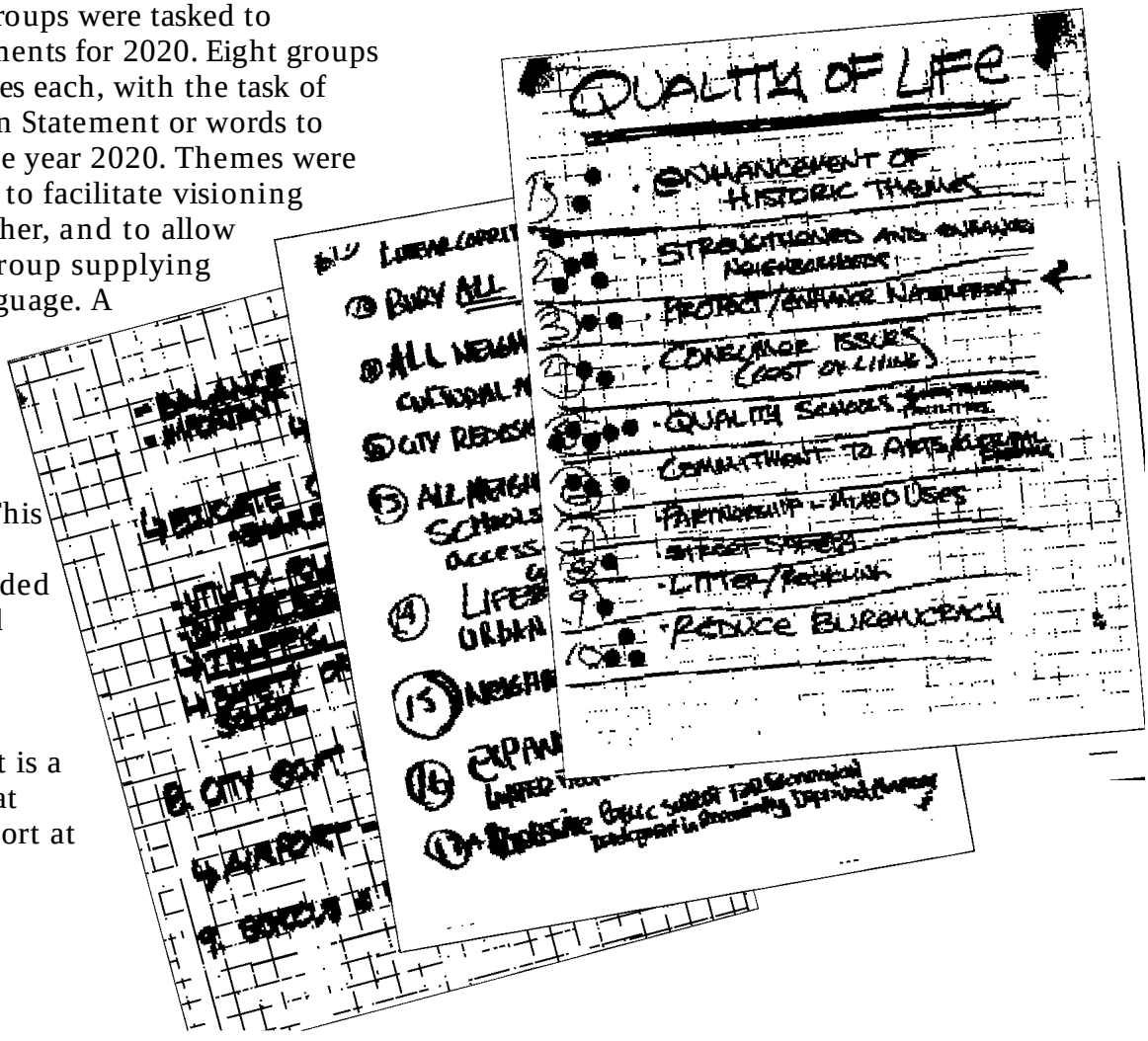
- **Quality of Life**
- **Social Equity**
- **Health and Human Services**
- **Neighborhoods**
- **Appearance**
- **Transportation**
- **Natural Environment**
- **Parks & Leisure**
- **Arts and Culture**
- **Education**
- **Partnerships**
- **Economic Development**
- **Governance**
- **Citizen Based Communication**
- **Insure the Vision**

Charrette Activities – Framework & Vision Statements

Vision 2020 Delegates participate in the charrette

On Saturday morning, June 2nd, Glatting Jackson presented a City Framework from which to discuss the physical development of St. Petersburg and the places where the Themes are manifested: Neighborhoods, Corridors and Centers. Charrette attendees worked in groups designed to develop theme-based steps of Early Victories, Progressive Steps and Bold Actions for each of the Framework areas. The groups were arranged to rotate through all three of the Framework areas for two purposes: to facilitate everyone having a chance to provide input on all areas of the City, and to allow everyone to see everyone else's work as ideas were recorded on large tablets. At the end, group presentations were made summarizing the work.

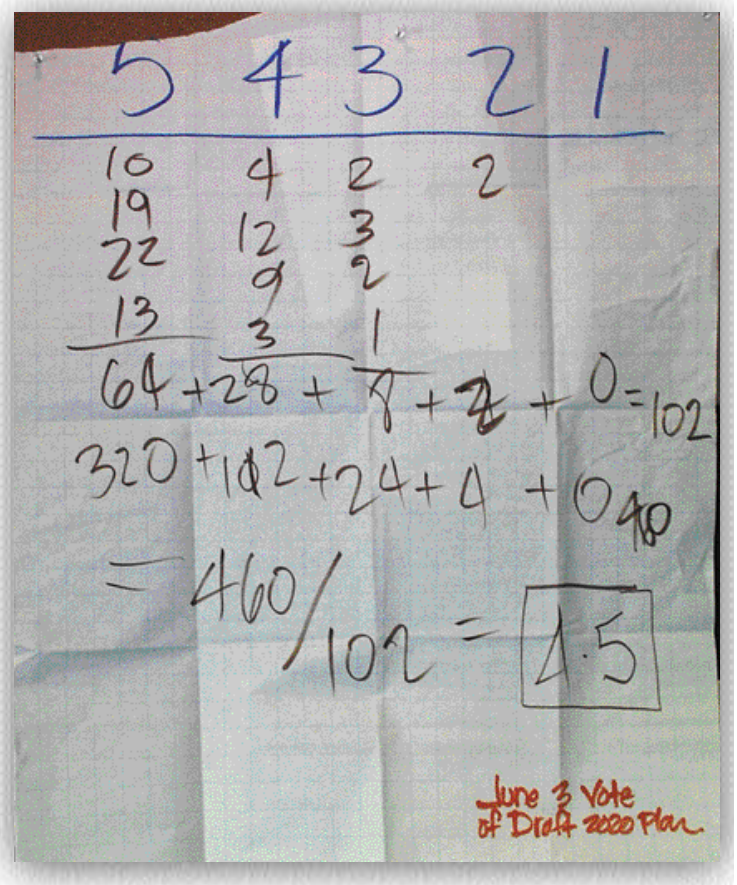
Saturday afternoon was a return to Theme based discussion as groups were tasked to develop Vision statements for 2020. Eight groups were given two themes each, with the task of writing a single Vision Statement or words to describe success in the year 2020. Themes were "paired up" in order to facilitate visioning related themes together, and to allow for more than one group supplying visionary theme language. A ninthgroup was specifically assigned the broader task of developing a Vision Statement for the entire community. This group should be specifically commended as their task required additional lively discussion Saturday evening and Sunday afternoon! The result is a Vision Statement that received strong support at the Charrette.



Charrette Activities Draft Summary

On Sunday, June 3rd, the facilitation team presented a preliminary summary of the charrette ideas. Following the Vision 2020 practice of confirmation and citizen input, the presentation was opened to group voting and discussion. The initial vote averaged to a show of support of 4.5 out of 5 points. Jim Stansbury then moderated a discussion of issues that were of importance to citizens, particularly focusing on those who did not give the presentation a full '5'. Of particular interest to the Citizens were questions regarding the actual follow through by the City, as well as the commitment to insure the vision in all areas of the community. In many ways the questions reconfirmed ideas expressed in the Themes, such as Social Equity, Citizen Based Communication, Neighborhoods, and Partnerships.

Jim Stansbury moderates presentation review and group voting

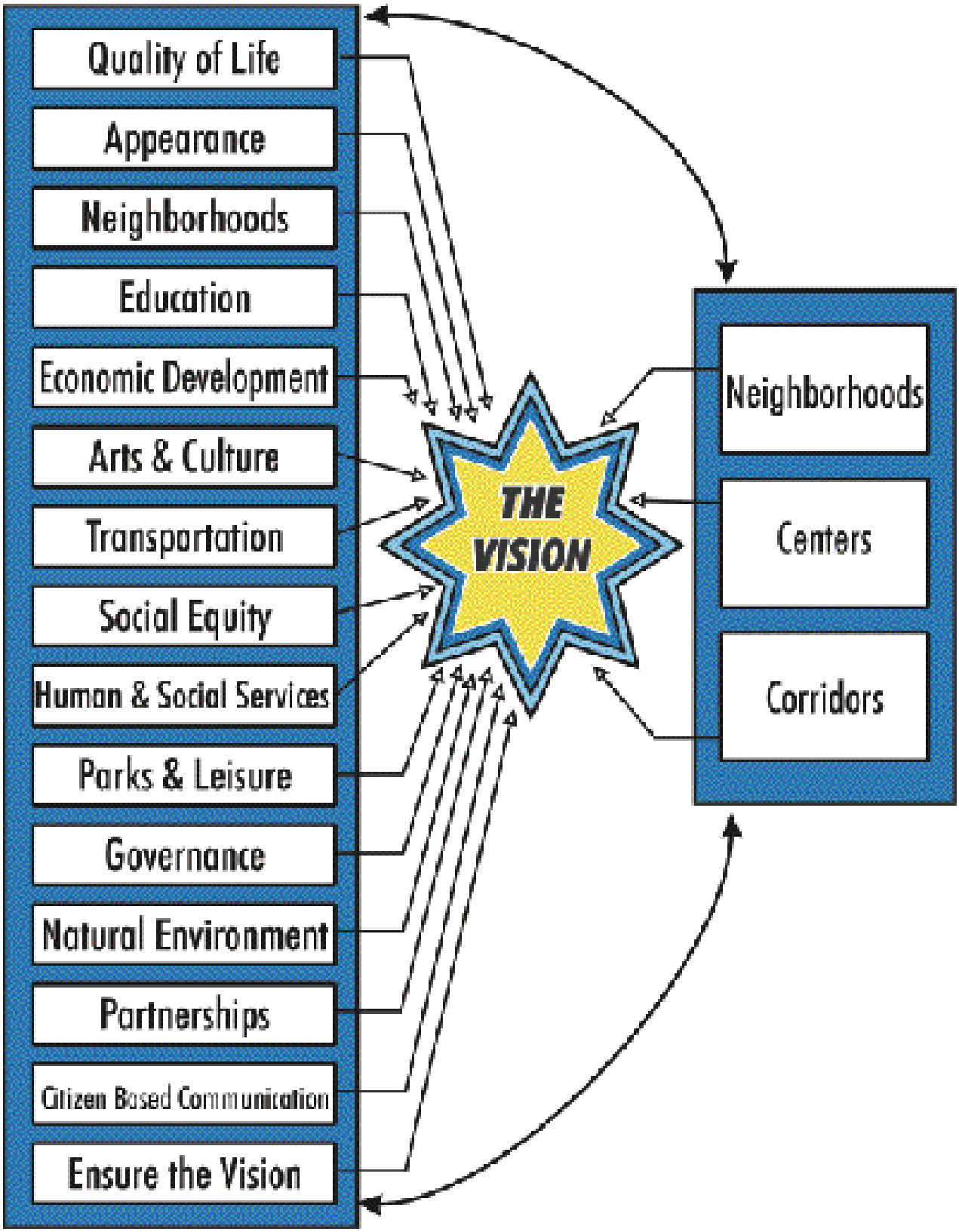


Initial group voting tabulation out of five possible points

Final Documentation

On June 27th, Glatting Jackson gave a final presentation to the community at the Mahaffey Theater, with revisions based on comments from the June 3rd preliminary summary. The presentation was taped by WSPF for broadcast and library use. On July 19th a second summary presentation was made at the Sunshine Center. All raw citizen data, such as photos, questionnaire forms, charrette worksheets, maps, and PowerPoint presentations have been provided to the 2020 Steering Committee. At both the June 27th, and July 19th presentations a 17-page survey was distributed seeking input on all themes and concepts. Final text in this report and brochure reflect this additional input.

This summary report and a companion poster were produced to share the information generated thru Vision 2020 - also available thru the public library are a full series of videos regarding this educational series.


Quality of Life
Appearance
Neighborhoods
Education
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Arts & Culture
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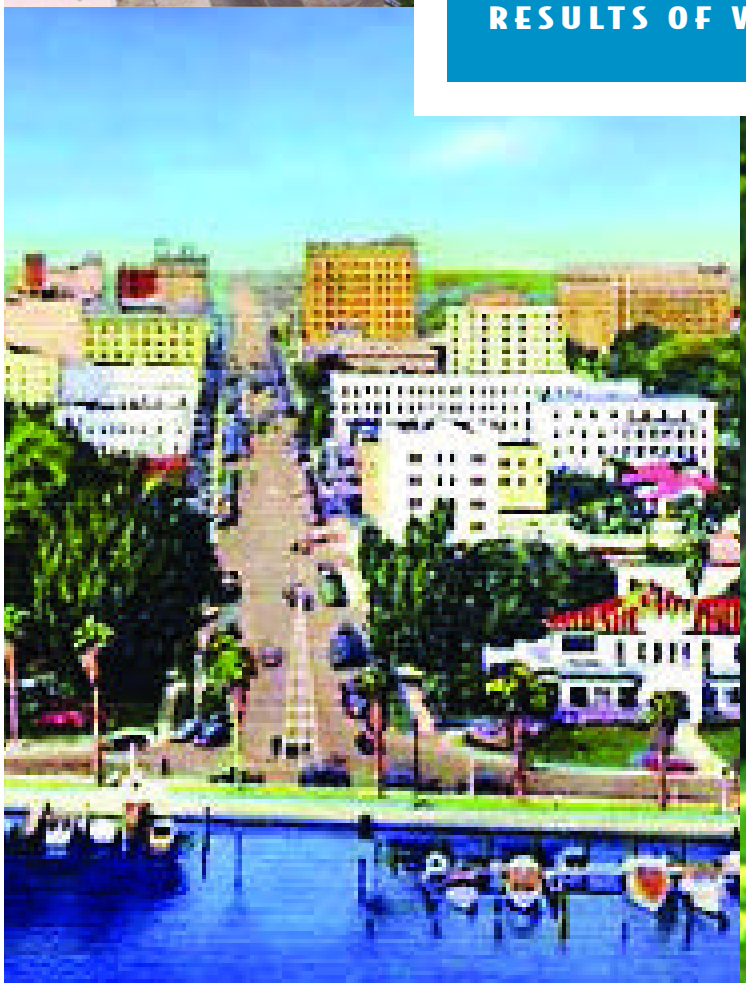
Citizen Based Communication
Ensure the Vision
THE VISION
Neighborhoods
Centers
Corridors

RESULTS OF VISION 2020



St. Petersburg In 2020

St. Petersburg is a unique and special ace. It is blessed with a geography between e Gulf of Mexico and Tampa Bay that ovides a natural setting matched by few aterfront cities anywhere in the world. This atural beauty has drawn a rich diversity of eople, culture, art and architecture making . Petersburg an outstanding place to live, ork, play and learn for 100 years.

It is appropriate that at least once every neration, the community pauses to valuate itself for the benefit of present and ture generations. Due in part to a rich anning history that began in the 1920's ith landscape architect John Nolen, . Petersburg residents feel a strong sense of mmunity stewardship. Residents of all ces, religions and cultures have a eaningful history of public activism and vic contribution.

Now at the Millennium, the community oks forward to the year 2020. It has taken a owerful new approach to planning the ture based on an extensive public process. his new "Values-Based Planning Approach" nployed extensive citizen participation. This ght week process included an active alogue between over 375 residents and city fficials in search of commonly held values.

Results of Vision 2020 include:

An Overall Vision 2020 Mission Statement for the future written by Citizen Delegates
15 Citizen Based Themes with Mission Statements and Desired Outcomes for the future.
A City Framework of Neighborhoods, Centers and Corridors with Action Items derived from the Citizen Based Themes.
A Desire and Commitment to Ensure the Vision through a continuing process that includes the voices and thoughts of the entire community.

his Summary is intended to provide the tizens of St. Petersburg an overview of ision 2020, and an invitation to be involved this ongoing collaborative process. For ore information, visit the City's web site:

http://www.stpete.org
Or contact:
Development Services Department
One 4th Street North
St. Petersburg Florida
(727) 893-7153

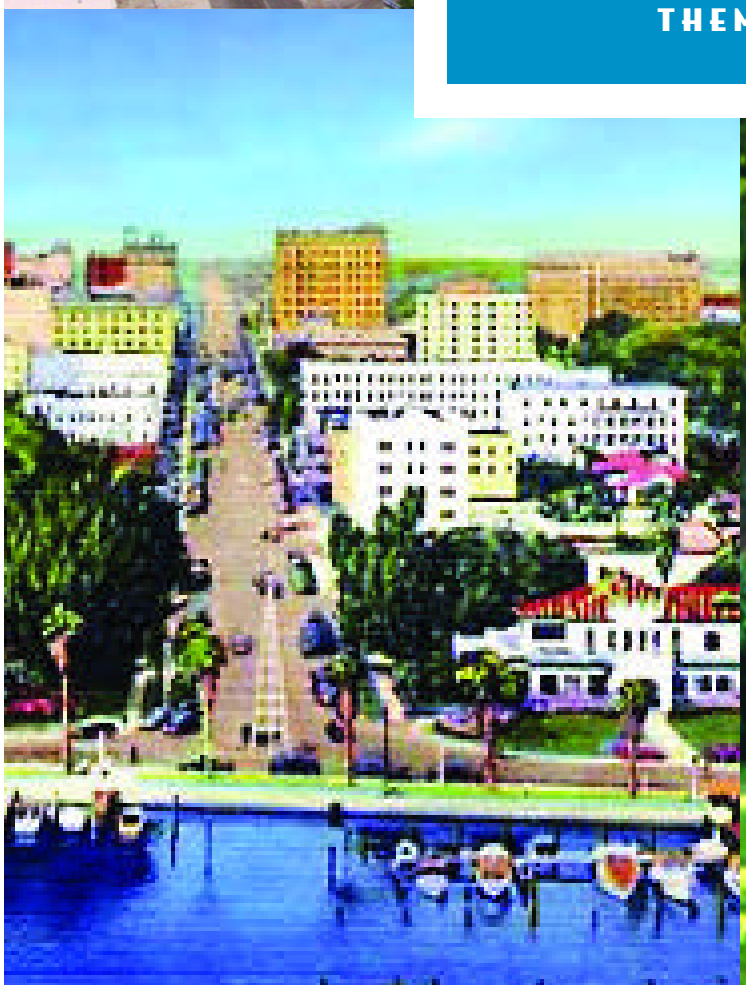
OVERALL MISSION STATEMENT

as identified by Vision 2020 Delgates

St. Petersburg is a vibrant, cosmopolitan community in which to live, play, learn and work. All of its citizens, neighborhoods and businesses collaborate in its development.

St. Petersburg maintains its unique sense of place and economic vitality while preserving its history, diversity, and lush natural beauty. St. Petersburg provides a safe, clean sustainable environment with a spectacular waterfront to be enjoyed by all of its residents and visitors.

THEMES



CITIZEN BASED THEMES

These Citizen Based Themes enable the act of City planning to become dynamic. Quantitative approaches to planning succeed in accomplishing desired standards, but they can leave the community with an undesirable built condition. A qualitative approach based on Values and Themes, proactively directs decisions toward the desired outcomes of place. The relationship between decisions and results become clear as every action can be evaluated against indicators of success-does this action support the Themes? This Values-based system will require new ways of thinking as different approaches to existing standards and planning concepts may be necessary to achieve the desired outcome.

The Community also envisioned the physical places where implementation of the Citizen Based Themes would take place. All areas of the peninsula are now urbanized and the City has become a more dynamic and complex place than the resort community first described by John Nolen in 1923. After more than 100 years of development, St. Petersburg is truly a City that has become "built out." Little "raw land" sites are not available for growth. Rather, the City must look inward to redevelopment and reinvestment. A discussion of the basic existing physical structure of the community led to a City Framework with specific actions designed to:

- Strengthen and protect the unique character of existing urban and suburban Neighborhoods consistent with the Citizen Based Themes.
- Redevelop, enhance, and intensify mixed used Development Corridors and mixed use Centers as improved community places consistent with the Themes. The Themes and Framework were summarized by the participants in a global Vision Statement for the City in the year 2020. It is unusual that so many people would come together to clearly state their committed desire to build a better community.

Quality Of Life Mission Statement:

St. Petersburg will ensure its future as an outstanding community to live, work, play and learn. This qualitative approach will form a model sustainable city that achieves social, environmental and economic fairness and mutual success. The best traditions of the City shall be preserved and enhanced while creating new traditions and a strengthened quality of life for all.

Access to the waterfront

Likes:

Unique Sense of Place, Diversity, Neighborhood Identity, Sense of Urban and Natural Beauty, Small Town/Family Focus, Historic Preservation, Neighborhood friendly schools Celebration of Community, Access to the waterfront.

Dilapidated school

Dislikes:

Schools, Crime in some areas, Sprawl Areas, Lack of Community Centers or Park Activities, Adult Businesses, Inferiority Complex with Tampa.

Results of a successful 2020 Vision Include

- Enhancement of historic themes.
- Strengthened and enhanced neighborhoods.
- Protected and enhanced waterfront.
- High quality schools.
- Renewed commitment to arts and cultural programs.
- New partnerships with mixed and shared uses.
- Reduced bureaucracy.
- Community of choice to live, work, play and learn.

Celebration of Community

Appearance Mission Statement:

St. Petersburg is a beautiful subtropical city. ur streets and public spaces are our shared ublic space. Future development will result in uality and function of architecture, landscape, gnage, lighting, streets, and street furniture. ll members of our community shall take pride maintaining their property and share in eating a pleasing visual environment.

Historic Open Air Post Office

Typical unattractive road and accompanying unattractive development

ikes:

istoric buildings and neighborhoods, large ees, neighborhood markers, small brick streets nd hex pavers, adaptive re-use of quality old uildings, city street tree planting program.

islikes:

isual blight, especially associated with many rge roads, extensive asphalt parking without ees, unattractive newspaper boxes and bus ops, sign proliferation, destruction of historic uildings, loss of brick streets and hex pavers, oor design of new buildings & development, acant/unkempt properties, code violations, penly visible public power plants and adway utilities.

esults of a successful 2020 Vision Include

- Beautiful buildings and roads.
- Renewed St. Petersburg 'traditions' such as brick streets, hex pavers, decorative lamps, street trees, and unique/local architecture.
- Revised/renewed commitment to appropriate codes and standards of design for architecture, signage, landscape and site planning to ensure quality and beauty. Incentives to encourage beautification.
- Reduced road widths to enhance appearance and pedestrian feeling.

raditional St. Petersburg character

Neighborhoods Mission Statement:

St. Petersburg will have beautiful, strong, healthy and safe neighborhoods. The neighborhood unit shall be the basic building block for social equity and shared enjoyment of St. Petersburg's unique quality of life. The distinct character of each neighborhood shall be recognized, and each neighborhood shall have a voice and be protected and enhanced as the city continues to evolve.

Distinct neighborhood entry

Neglected homes threaten health of neighborhoods

Likes:

Historic designs, diversity of choices, affordability, new construction/reinvestment complementing surroundings, large trees, neighborhood markers, small brick streets and hex paver sidewalks, adaptive re-use of quality old buildings.

Dislikes:

Impacts of large commercial development, neglect of poor neighborhoods, lack of quality affordable housing, disconnection from schools and programs, high crime in some areas, dilapidated/vacant structures, lack of proximate grocery/daily needs shopping, neighborhoods sharply divided by large roads.

Results of a successful 2020 Vision Include

- Stable, safe and successful neighborhoods for everyone.
- Protection from large commercial development.
- Locally based businesses with neighborhood needs.
- Strong relationship to parks, neighborhood schools and community buildings.
- Variety of quality housing choices within neighborhoods.
- Quality neighborhood revitalization/ reinvestment.

Community owned waterfront belongs to all neighborhoods

Education Mission Statement:

St. Petersburg will be a community of life long learning. Schools shall be the centers of neighborhood life, providing parks, recreation, community center, day care, mentoring, and high quality learning opportunities for all. Educational facilities are viewed as social assets to which citizens feel positively connected.

Likes:

Grandeur of older buildings, quality of education in some schools, community participation of USF and other institutions.

Dislikes:

Schools undervalued asset, lack of maintenance/ disrepair of many older schools, location of new schools on large roads, disconnection between neighborhoods and student body, poor appearance of new schools, portables, inability to access schools for community use.

Results of a successful 2020 Vision Include

- A system of beautiful neighborhood and community schools, safely accessible by car, bicycle or foot.
- Joint use recreation opportunities, after school. Education and activities
- Child care and mentoring programs.

Traditional schools as neighborhood centers

Vacant, dilapidated schools

In hosting many of the Vision 2020 events, the University of South Florida, St. Petersburg demonstrated community leadership and civic potential of educational facilities

Economic Development Mission Statement:

St. Petersburg shall be a community of economic diversity, strength and self-sufficiency, resulting in a growth economy. Mixed use centers shall be vital with service, professional and technology businesses that provide economic stability. All areas of the city make meaningful and stable economic contributions as well as manifesting a beautiful built environment. Economic initiatives shall be prioritized and executed based on creating partnerships and social equity.

Infill housing

Undeveloped parking lots, vacant properties and dedication of extensive real estate to roads and parking

Likes:

Recent downtown reinvestment, active downtown after 5 PM, new housing choices such as renovated apartments and new townhomes, city incentives to local businesses, city assistance to local artists, low unemployment, tourism, unique identity from Tampa.

Dislikes:

Lack of progress in some areas, too many low paying jobs, not enough higher paying jobs, abandoned shopping centers, lack of clear city plan for many key areas such as downtown, inferiority complex with Tampa.

Results of a successful 2020 Vision Include

- Long range comprehensive redevelopment strategy that identifies the economic land scape, future opportunities, and marketing approaches.
- Develop diverse and independent economic base.
- Re-emergence of locally owned/niche business districts.
- Socio/cultural/economic integration.
- 'Center and Corridor' re-investment – residential & commercial mixed use.
- Successful Southside re-investment.
- Economically successful arts community.

BayWalk brings destination retail back to Downtown.

Arts & Culture Mission Statement:

St. Petersburg is a city where arts and culture are integral to the daily lives of residents and visitors. The arts are experienced in public spaces throughout the City and are integral to planning, design, zoning, infrastructure, transportation and other development. The City is committed to the development of art activities, experiences, and programs that are economically and physically accessible and that appeal to diverse ages and communities. The City is committed to the expansion and support of its library system as a cultural resource.

Likes:

Diverse offering of museum, theater and cultural experiences, recent start-up artist spaces, civic events.

Dislikes:

Lack of regular museum hours, continued financial struggles of many artists and theaters, lack of visible art throughout city, lack of support or inclusion of local artists in many public or private projects, lack of recognition of art/culture as economic engine, lack of incorporation of art into public projects such as Pinellas Trail.

Many quality cultural facilities

Results of a successful 2020 Vision Include

- Consistent community involvement/use of cultural facilities and programs.
- A city of visible art and lively culture.
- Financial stability and sustainable funding through city actions, private partners and art institutions.
- City commitment to cultural programs and inclusion of art in capital improvement efforts.
- Sufficient and appropriate facilities.
- Integration of arts with education system.
- Develop a public art master plan.

Millennium Gate, a popular image of art in the community

Transportation Mission Statement:

St. Petersburg will have a livable balance of connected transportation options for all of its citizens. Pedestrian and bicycle facilities shall be designed, encouraged and celebrated as indicators of a healthy city. Public transit shall be sensitive to the context of neighborhoods and integrated into future economic and development plans.

Popular trolley buses

Transportation solution results in poor environment

Likes:

City plan/grid system, alleys, pedestrian scale of many areas, compact downtown core, proximity to airports and seaports, trolley buses.

Dislikes:

Lack of quality public transportation, plain 'big box' buses in neighborhoods, large bus exhaust, one way streets, paving over brick streets & removal of hexagonal paver's unsafe/unsightly corridors such as US 19/34th Street, traffic congestion.

Results of a successful 2020 Vision Include

- 'Pedestrian first' design.
- Balance of auto, bicycle and pedestrian facilities.
- Enhanced public/multi-modal transportation.
- Reduced one-way streets.
- Traffic calming.
- Examination of I-175 and I-375 spurs for possible redesign or reduction in length.
- Safe access for children to schools and park.
- Reduced mandatory requirements for accommodating the automobile.
- A great public transit system that everyone can access in all areas of the city and region.
- A great public transit system that enhances the property values and quality of life in the areas in which it run.
- A beautiful network of streets with canopy trees, bricks and hexagonal paver sidewalks.

Livable streets for people and cars. Like Golfport Mainstreet

Social Equity Mission Statement:

St. Petersburg will achieve fairness and equality for its citizens. All races and cultures will be celebrated, enjoying their diversity, and participating and claiming ownership in the process of building community. All citizens shall have an equal opportunity to enjoy the physical, social and economic benefits of St. Petersburg; and there shall be a relationship of trust and respect between all citizens and their governance structures.

A three generation family photo

Impact of Dome parking lot on historic neighborhood

Likes:

Diversity of people and cultures, variety of neighborhood choices, recent planning/ investment efforts into Southside.

Dislikes:

Perception that north side is favored over south side neighborhoods, Dome and other impacts to historic Southside neighborhoods, lack of community infrastructure in Southside, lack of minority owned businesses, slow progress in racial integration, number of homeless not receiving assistance, unequal tax assessment.

Results of a successful 2020 Vision Include

- A city of strong neighborhoods, each with a neighborhood plan.
- Consistent neighborhood assets such as parks and calm streets.
- A civic realm that helps instill pride and individual sense of community.
- Accelerate quality affordable housing programs.
- Improved citizen involvement, police assistance and positive media regarding Southside successes.
- Celebration of cultures and culturally specific events, pride in the diversity of the Southside and other areas of the city.
- Create more diverse and economically accessible downtown housing.
- Support economically integrated housing.
- Successful locally owned businesses and support/assistance for minority owned businesses.
- New elderly and homeless programs.
- Outreach to distressed areas and encouragement to participate and succeed in building community.

Different cultures, young and old share the city

THEMES

Human & Social Services Mission Statement:

St. Petersburg will be a community of physical, mental and spiritual well-being. All members of the community will have community systems they can access to help themselves find stability and improve their situation. No person shall be without hope.

Quality community facilities

Prevalence of homelessness in some areas of town

Likes:

YMCA and area hospitals/health organizations, outreach programs, business mentoring programs and other partnerships with schools, homeless shelters.

Dislikes:

High crime and drug use areas, concentrated areas of homeless, lack of day care and after school activities/mentoring, limited assistance programs in many areas, citizens in many areas of city not utilizing available programs.

Results of a successful 2020 Vision Include

- Increased sense of community.
- Increased availability of services – especially medical and childcare.
- Increased literacy and adult education.
- Increased per capita income.
- Increased outreach to provide assistance to everyone who wants it.
- Local control of education, pride in schools and values of education.
- New partnerships with local businesses and government.
- Decrease in drug use and crime.

Non- profit serving the needs of the community

Parks & Leisure Mission Statement:

St. Petersburg will be a community of parks dedicated to the purposes of rest, reflection, recreation and social interaction. Parks shall be easily accessible to everyone and they shall be interlinked through a system of tree-canopied sidewalks, bikeways, greenways, waterways when present, and trails that provide connectivity and a sense of place and identity to all areas of the city. The park system shall promote responsiveness to each neighborhood and citizen need, and shall provide beauty and meaning through art, ornament, education, environmental demonstration, and well-maintained garden architecture and recreational facilities.

Likes:

Cultural and special events, museums, parks and Pinellas Trail.

Dislikes:

Poorly amenitized parks, loss of public access to waterfront, new Pier buildings, poor access to trail and parks, limited public art in the community, lack of quality neighborhood parks in some areas of the City.

Results of a successful 2020 Vision Include

- Beautiful parks and trails system.
- Easy pedestrian access to parks and trails, parks and community centers serving all neighborhoods and children.
- Parks serving diverse user groups.

Parks are a neighborhood and family asset

Portable restrooms at public park are unattractive and should be addressed with a more permanent solution

- Inclusion of canals and re-opened drainage ways in citywide parks and open space system, including Booker Creek.
- Public art programs included in all parks.
- Acquisition programs for future/ retrofit parks.
- A citywide parks master plan that provides hierarchy of neighborhood, community and regional parks accessible through an interconnected system of bikeways, trails and greenways.

Beautiful Waterfront Park System allows for biking along the waterfront.

Natural Environment Mission Statement:

St. Petersburg will be a model of sustainable living. St. Petersburg will protect and enhance the natural systems that provide the resources of land, air, water, and vegetation. St. Petersburg will reflect an awareness of ourselves as part of larger systems upon which we are dependent for our mental, physical, spiritual and economic well-being.

Natural assets

Unattractive drainage culvert

Likes:

Natural scenic beauty, waterfront accessibility, natural waterways, beaches, marina, waterfront park, Lake Maggiore, Crescent Lake, Clam Bayou, environmental features.

Dislikes:

Lack of recycling program, air quality, wasteful watering and stormwater practices, lack of natural wild space or preservation areas, polluted storm drainage canal and ponds, no clear policies or programs on best practices or pollutants, large homes backing up to waterfront, can't fish in polluted lakes.

Results of a successful 2020 Vision Include

- Clean environment/sustainability themes.
- Citywide natural resource inventory leading to increased restoration efforts and stand alone element in comprehensive plan.
- Maximize permeable surfaces and increase stormwater recharge.
- Increased funding/grants/incentives for 'green' design, building, and practices.
- Educate the public regarding chemicals, pesticides, and other pollutants.
- Build a 'sustainable/green house' demostration project.
- Build an environmental/biological magnet school built with green technology.
- Xeriscape/irrigation/reclaimed water ordinances.
- Curbside recycling program.
- Cleaner water and air.
- Enhanced drainage ways creating citywide system of linear parks.

Fishing is a connection to the natural environment and requires healthy habitat

Governance Mission Statement:

St. Petersburg will have governance structures that facilitate the successful implementation of shared community values and important public interests through concise, effective and, understandable laws and regulations. These governance structures support social, physical and economic fairness and mutual support. They facilitate maximum political access, empowerment to its citizens and seek to include the voices of those who are not easily heard.

Personal/cash utility payments in same neighborhoods

Likes:

Accessibility to City Council meetings, neighborhood planning process, recent city commitment to Southside program.

Dislikes:

Lack of political accountability, lack of citizen communication, too many exceptions and variances, difficult to work with city planning/review departments, lack of city planning-especially in downtown, takes too long to resolve problems, inadequate/inappropriate zoning and land development standards, ineffectual codes and neighborhood design review.

Governance structures can creatively find constructive solutions to community issues such as education

Results of a successful 2020 Vision Include

- Enhanced citizen empowerment participation and input.
- Revise codes to be proactive – anticipating problems and opportunities.
- Political responsiveness / customer friendly.
- Public investment into infrastructure and schools.
- Attention to previously neglected areas.
- Streamlined government review.
- Stronger code enforcement and new standards for design to ensure the development of quality places.

City Council in action

Partnerships Mission Statement:

St. Petersburg will be a community of partnerships seeking opportunities for multiple use and multiple benefits. The city of partnerships takes ownership and active participation in all fundamental community values and systems. These partnerships facilitate maximum community benefit from the significant public and private investments and initiatives.

Likes:

YMCA, upcoming school choice, downtown library, trolley lines, Baywalk, Vinoy Hotel, Hope VI, Main Street, educational and healthcare institutions.

Dislikes:

Current school/neighborhood disconnect, perceived difficulty in developing projects, general sense of poor communication and customer service regarding public/private/civic interfaces.

Results of a successful 2020 Vision Include

- Coordinated use of school facilities and adjacent parks.
- Increased participation with PSTA in routing, design and operation of transit lines – including discussions on future mass transit opportunities.
- Increased service from library system.

YMCA under construction brings redevelopment to Central Plaza.

Dome parking lots are underutilized throughout the offseason.

- Coordinated relationships between citizen and city in discussions with regional partners such as MPO, FDOT, PSTA, school board, utility providers, etc. to insure that external authorities meet the needs of the vision.
- Enhanced marketing and business relationships between city/chamber of commerce/financial institutions/development community to build a city that meets the needs of the vision.

The restored Vinoy Hotel was the result of several partnership efforts

THEMES

Citizen Based Communication Mission Statement:

St. Petersburg will facilitate citizen involvement and public discussion in building its community. All neighborhoods and business associations will take ownership in their city, and participate in useful and constructive dialogue regarding the broad vision and specific decisions. Everyone will feel connected to local representatives, and welcome and encouraged to participate. Citizens will know that they are being heard.

Mayor Baker listens to concerns regarding bicycle safety

Likes:

Open processes that are inclusive, ability to be heard, variety of ways to be included or participate, accessibility through local communication networks, local representation.

Vision 2020 delegates plan the future

Dislikes:

History of some people being left out, confusing or inaccessible processes.

Results of a successful 2020 Vision Include

- All neighborhoods take ownership and responsibility for their community, and actively participate in discussing its future.
- Use of all forms of communication including high tech as well as site-specific cultural facilities such as churches and schools.
- TV and newspaper involvement.
- Citizen friendly government culture.
- More 'off-hour' activities to get community resources involved.

Vision 2020 delegates create the vision

Ensure The Vision Mission Statement:

The Vision 2020 Charrette process was a community driven, grass roots effort by the citizens of St. Petersburg to develop a direction for the future of the City. Through the active participation of the Citizens, St. Petersburg will enhance the community to meet the goals of these Vision Statements. Government and the Citizens will partner in redeveloping the City to attain, quality development which protects the unique sense of Place and Spirit which identifies St. Petersburg. This partnership will commit to seeing the implementation of this vision through proactively creating and supporting rules, regulations and decisions which will implement the Goals of the Vision 2020 process over the next 20 years. From the Mayor, to citizen task forces, to community leaders and city staff; everyone shares in the processes necessary to ensure the vision. The City is currently developing a menu of programs and initiatives to continue the public discussion and act on the Themes and ensure the Vision.

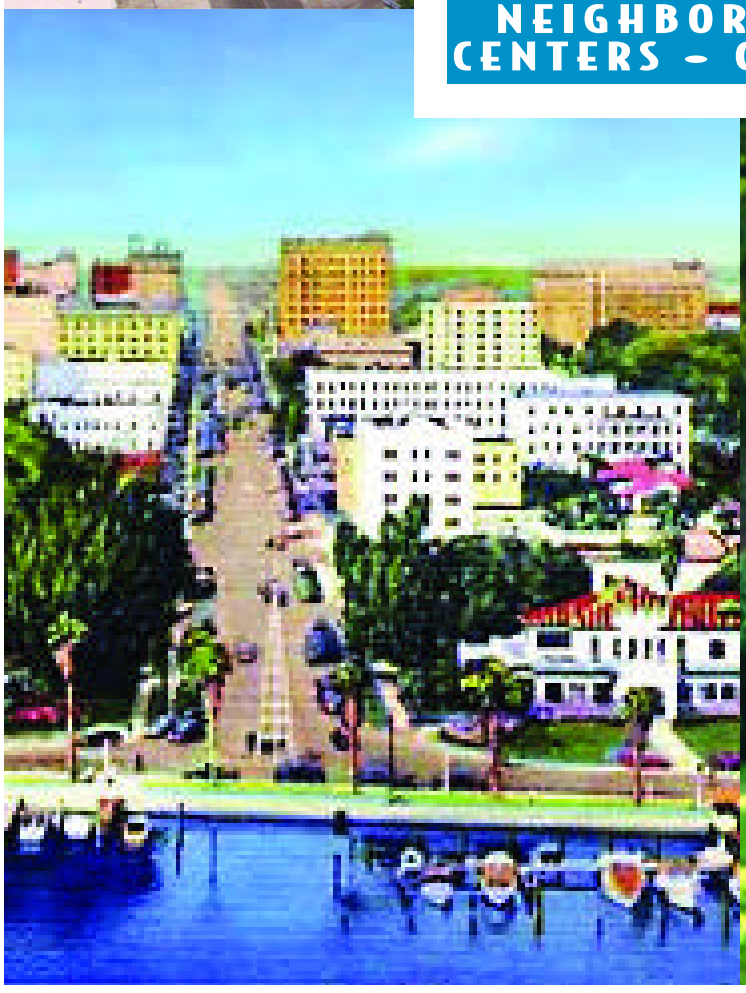
Mayor Baker listens to the Vision 2020 process

Ensuring the Vision

- Adopt the Vision 2020 Plan
- Incorporate Vision 2020 into the Comprehensive Land Use Plan
- Incorporate themes into daily policies of the City
- Write Land Development Regulations which will deliver the quality of the built environment desired by the Vision 2020 Plan

Vision 2020 deligates discuss the photographic exercise

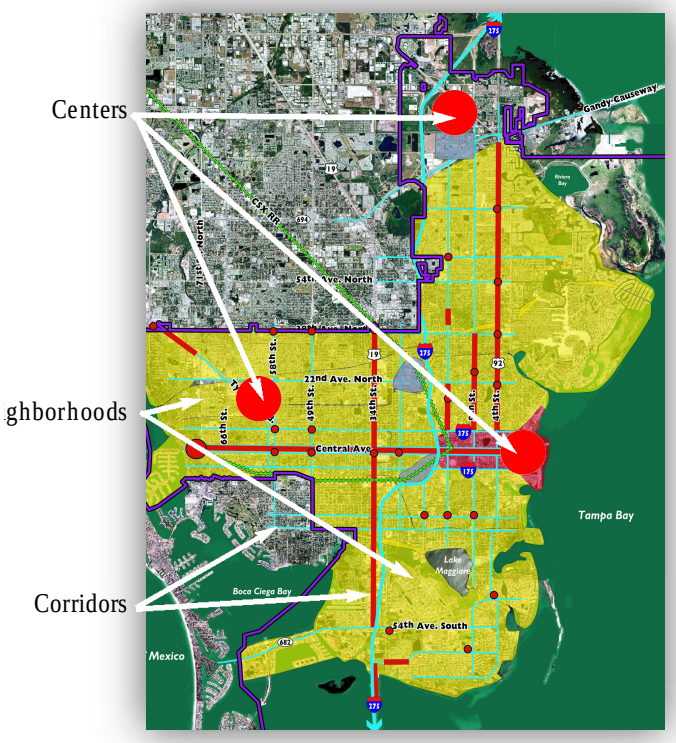
CITY FRAMEWORK
NEIGHBORHOODS – CENTERS – CORRIDORS



Explanation Of Framework

The opportunity for the foreseeable future may be called ‘second generation growth’ in the form of infill and redevelopment within the established urban pattern. While this new form of growth brings new complexities that were not relevant in first generation 'greenfield' development, it also provides significant opportunity for implementing Citizen Based Values with the knowledge that new community places will surely be made.

The basic physical framework of Neighborhoods, Corridors and Centers provides three fundamental areas where second generation growth may occur. The City is already experiencing this trend as Traditional Neighborhoods undergo reinvestment and revitalization, and various Corridors and Downtown experience significant redevelopment. This pattern is natural to the organic changing nature of cities. There is new opportunity to use Citizen Based Themes as a Value system to protect special places, improve areas to better meet desired themes, and remake areas that are not consistent with the desired Vision. In short, the strategy is to:



Neighborhoods

Centers

Corridors

NEIGHBORHOODS: St. Petersburg has diverse neighborhoods, each with it's own unique character and identity.

CENTERS: St. Petersburg has three City Centers, (Downtown, Tyrone, Gateway) where people come together for shopping, entertainment, work and play.

CORRIDORS: Many corridors provide for tranportation flow to connect the numerous neighborhoods and centers within the City. These unique areas offer residential, commercial, office and industrial uses.

St. Petersburg's Neighborhoods

St. Petersburg features two distinct types of residential neighborhoods – Traditional and Suburban. Each type offer quality of life, unique features and wonderful amenities that make them highly desirable.

Traditional Neighborhoods

Traditional neighborhoods were typically developed prior to World War II. Yards were narrow and sidewalks and front porches were preeminent features to the homes. Several modes of transportation, including pedestrian travel and trolley, supplemented the newly developed personal automobile. The street was the focus of the home, which provided a communal setting in where neighbors spent time socializing and communicating. Like suburban neighborhoods, single-family homes make up most traditional neighborhoods. However, the house size and type were more varied allowing diverse housing opportunities for persons in different stages of life and at different income levels to enjoy the same neighborhood. Single-family homes with garage apartments and small apartment buildings in keeping with the scale of the neighborhood were not uncommon. The alley system provided limited access for parking and utility functions to the rear of the site. For commercial services, consumer products was often delivered to the customer, instead of the customer traveling to the store. Schools, corner stores serving the daily needs of the neighborhoods, parks and other amenities were located within the neighborhoods.

Suburban Neighborhoods

Suburban neighborhoods were typically developed after World War II. At that time, neighborhoods were adjusting to a great shift in technological advances that occurred at the turn of the century and placed into mass production by the 1950s. Between 1946 and 1973, the American economy was growing at levels unseen in the twentieth century, creating a nation of prosperous consumers who could afford both the automobile and the American dream of home ownership. These changes gave rise to a new kind of neighborhood. No longer constrained by pedestrian or trolley travel, the automobile allowed neighborhoods to expand outward creating more spacious yards. Alleyways were replaced with wider streets and garages became a prominent feature of the front facade. Houses were pushed further back on the lot and porches and sidewalks were no longer incorporated. Neighborhoods became more homogeneous relative to income levels, age groups and family types. The focus of neighborhood life was less on the public realm and more on family life within the home and rear yard. Neighborhoods became strictly residential. Stores, schools and other daily needs were pushed outward to major roadways (CORRIDORS) which connected suburban neighborhoods with other neighborhoods and the downtown. These highly traveled corridors were not well suited for residential uses. Commercial and office uses began locating along these roadways thus creating a new trend in land use, the “strip center.” The large amount of new commercial lands created along these corridors often lead to the demise of the traditional downtown, or at a minimum, the downtown falling out of favor with the retail consumer.

NEIGHBORHOODS

The citizens who participated in Vision 2020 represented the majority of neighborhoods throughout the City. The participants felt that St. Petersburg's greatest asset was the diversity and quality of its many neighborhoods and offered the following recommendations to strengthen, protect, enhance and support this asset.

The NEIGHBORHOODS of St. Petersburg, follow these typical patterns of development. However, there is one distinct difference that is unique with St. Petersburg and that lies within our 1940-50 era development where a good number of suburban style homes were built on traditional building lots. Please refer to the description of the City's development pattern in the previous chapter for a more complete explanations.

St. Petersburg neighborhoods are diverse. Many traditional neighborhoods surround the downtown, while the suburban style neighborhoods outline the border. Both styles offer great amenities, quality of life, safety, comfort and even social outlets.

Suburban homes/traditional lots.

Neighborhood Revitalization Efforts (Neighborhood Partnership Program)

The neighborhoods in St. Petersburg have undergone a renaissance over the past decade. The emphasis on neighborhoods began in the late 1980's as a response to the citizens' concerns that too much focus was on downtown. The initial focus was on the City's older neighborhoods which surrounded the downtown. The neighborhood planning effort was the first approach to revitalizing our aging housing stock and provided a better quality of life.

In 1993, the City further emphasized its commitment to neighborhood revitalization through the creation of the Neighborhood Partnership Program. The intent of the program mission was to serve as a liaison between residents and the City government by addressing the needs of the neighborhoods.

New street signs enhance neighborhood and create identity.

New infilled house challenges scale of existing housing stock.

RECOMMENDATIONS

The following are the recommendations of participants in the Vision 2020 Charrette as they relate to strengthening, improving and protecting the unique character and quality of St. Petersburg's neighborhoods.

- Protect and reinforce the unique character of each neighborhood, develop rules and regulations which allow infill and redevelopment that is compatible with the surrounding neighborhood context.
- Neighborhoods should be consistently and adequately buffered from commercial intrusions. The property adjacent to a commercial corridor should have equal value and quality of life as properties located further within the neighborhood.
- Housing that is stable, safe and varied; allowing choice for people to live within a neighborhood at different stages of life. Neighborhoods with lower income residents should still be afforded the dignity of safe, quality, attractive housing that they can afford. Housing should be protected from unimproved, dilapidated properties or incompatible, non-residential uses which threaten the viability of the neighborhood.
- Streets should be livable public open space, designed for pedestrians first, and with the timeless beauty and function of street trees, sidewalks and on-street parking. They should be easily negotiated by children and cyclists, have slow-moving traffic, and provide a connection to transit service that is within close proximity. They should provide a positive setting for the type of spontaneous activity created by an ice cream truck.
- Neighborhood Commercial providing basic needs such as groceries and sundries, hardware, dining, or laundry within reasonable proximity of their neighborhoods. Locally owned neighborhood businesses should be celebrated and invigorated. These centers should be designed to fit seamlessly within their surroundings with a special sensitivity to neighborhood dynamics such as culture, style, foot traffic in lue of auto parking, or the need for live-work/mixed-use structures for the proprietors.
- Schools and other public buildings should reclaim their places as centers of civic life. Their assets of classrooms, auditoriums, cafeterias, libraries, and park facilities should be resources and gathering places for the community as well as safe, high quality educational environments for children. They should be centers of lifelong community learning, service and activity and their design should reflect the highest ideals of the City.
- Parks that are accessible within a short walk of all residents, and joined by an interconnected system of sidewalks, bikeways, trails and greenways. A citywide parks master plan will provide accessibility to a full range of active and passive recreation based on neighborhood need and desire. Like schools, parks should be designed with beauty, quality and art to reflect the ideals of the community and their timeless role as neighborhood gathering places.
- Healthy Environment based on the successful application of best practices such as restored tree canopy and micro-climate, water quality and conservation, bio-absorption, energy conservation and recycling. Although neighborhoods are essentially urban, their support of habitat for plants, animals, fish and birds is clearly an indicator of their health for humans and the legacy left for future generations.

Refer to Appendix 1 for additional specific Citizen Suggested Action Items regarding preserved and enhanced neighborhoods.

RECOMMENDATIONS

Traditional Neighborhood context must be reinforced with traditional codes

Housing choices are provided through renovated buildings

Highly distressed neighborhoods need revitalization

Buffer neighborhoods from commercial intrusion

Suburban neighborhoods context must be reinforced with suburban codes

Parks scaled to neighborhoods with short walking distances

ST. PETERSBURG'S CENTERS

The citizens who participated in Vision 2020 believe that St. Petersburg's Centers are areas of great potential. From the "small-scale hometown feel" of downtown to the vibrant high-tech facilities within the Carillon area, St Petersburg's Centers provides places within our community to bring citizens together for social, civic and cultural experiences.

Traditional City Center, Downtown

Baywalk replicates pedestrian friendly design, typical of traditional downtown development

The Downtown was the City's original city center. Since the beginning, the downtown was a dynamic 24-hour activity center. The downtown offered all aspects of living. Housing was a large component of the downtown with numerous tourist oriented hotels and apartment buildings.

The downtown consists of a gridded roadway network with wide streets, on-street parking, wide sidewalks and substantial commercial style buildings which created a pleasant pedestrian environment. Alleys allow utilitarian functions to take place separately from the public realm. Street cars assisted with public transportation and connected outward to the City's surrounding neighborhoods. Throughout the downtown there was a generous sprinkling of parks and civic buildings.

Shortly after the financial boom of the late 1960's the downtown began to decline. Retail, restaurants and entertainment uses favored suburban locations. National solutions to redevelopment such as the creation of business centers, major sporting venues and upscale retail and entertainment complexes were utilized. By the 1990's, the downtown was starting to re-awake. Today the downtown offers many amenities, a unique traditional setting with large scale, mixed use commercial buildings, renovated historic buildings, and an active street life.

1960's Suburban City Center, Tyrone

A wide expanse of parking separates the mall from the public sidewalk

Westward expansion of the City created an enclave of retail and entertainment near the crossroads of Tyrone Boulevard and 66th Street. The development of the Tyrone Square mall in 1972 ratified this area as the second city center. Development activities at this time favored stand-alone, single-use buildings with ample on site parking. The vehicle was seen as the primary mode of transportation and limited attention was placed on pedestrian, bicycle or alternative travel modes.

1960 Suburban City Center (Continued)

The Tyrone area features many of the land uses of a typical a city center, (shopping, restaurants, office space, schools post etc). Residential uses surround the commercial. However, there are distinct differences between the Tyrone area and the downtown center. Most notable is the scale of development parcels. Large, single-use tracts of land create disconnections between retail spaces, office uses and the residential. There is even segregation within the residential areas between apartment buildings and single family houses. Pedestrian travel within the district is impractical. Sidewalks are available, however they directly abut high-speed arterials without the benefit of a tree line to separate traffic from the pedestrian. The lack of shade, unattractive appearance and uncomfortable environment create an undesirable pedestrian experience. From the public sidewalk, pedestrian walkways do not connect to the buildings. A pedestrian's only option is to walk through the drive lanes of the parking lots.

The vehicular traffic pattern is based on the collection method. Traffic must flow through one or two key points. This congestion has increased significantly as St. Petersburg and the surrounding communities have expanded. This creates tension within the immediate single family neighborhoods.

1990's Suburban Center, Gateway

Taller buildings and parking garages allow for additional green space

The Carillon-Gateway Center became the third City Center. This area has seen intensive development primarily of office space. Residential, retail and entertainment uses have been introduced into the mix of uses as well. While there is still a strong vehicular orientation to the center and large development parcels, a subtle mixing of needed services and better integration of residential is occurring. Many of the negative appearance attributes of the suburban centers have been overcome because of stronger development regulations and the increased level of sensitivity by developers. Buildings are multi story and often contain small retail functions, lunch rooms and daycare centers as a convenience to employees. Parking garages have been constructed reducing the amount of land devoted to surface parking.

Enclaves of mixed use residential, smaller retail and entertainment uses are becoming common, within Post Suburban Centers. This practice has been labeled "new urbanism" and has become a popular development trend. It allows for the mixing of housing types, and as seen within Carillon, townhomes, single family homes and apartment building have been incorporated into the development.

City Framework Today, Downtown is beginning an exciting period of rediscovery and renewal that provides a Vision for 2020. With the functional completion of greenfield residential development on the peninsula, there is new activity in downtown housing. This is a result of several factors including available land, frustration with extensive auto commutes, desire for proximity to employment, and renewed interest in the vitality of urban living.

This practice of decreasing the physical distance between home, work, shopping and schooling is a highly sustainable practice that leads to innumerable benefits to the City. Resulting reinvestment into downtowns historic structures and neighborhoods is being coupled with new infill development in traditional urban formats such as townhomes and mixed use apartment buildings that have not been offered for decades. Refurbishment of the Vinoy Hotel, the recently constructed Baywalk shopping center, and an anticipated grocery bring new activity to downtown as evidence of the rebirth. As in the decades before, commercial activities are following housing growth and the result is the renewal of the public realm: Downtown.

Consistent with Citizen Themes and Values, Downtown is envisioned as an urban village, led by an active mix of uses based on the denominator of healthy residential in many forms. Streets should be livable and active with pedestrian life, suitable for both retailing and residential. This requires improved streetscapes, calm traffic, on-street parking, proximate transit access and two-way road relationships. The streets should link to enhanced civic parks, celebrated public buildings and a waterfront with increased public access. Downtown areas with extensive vacant land require a specific plan for economic development and physical placemaking. Areas such as the Dome District and University Park must be made too valuable by 2020 to continue practices of extensive surface parking blocks, 'land banking' or other low density development. These types of downtown properties not only have commercial potential such as niche high-tech employment sites, but could in fact be the premier urban villages providing varied housing alternatives for nearby office, hospital, university, cultural, retailing and marina activities.

The renewal and densification of aging suburban centers, as with Development Corridors and the Downtown Center, second generation growth will bring mall owners mounting pressure to find new opportunities and the key is to break from previous practicies of low density, single use developments in favor of higher density, mixed use places.

It is a natural evolution that sites such as the Tyrone Mall be transformed into Mixed Use Centers complete with all six land uses, arranged in a more urban form and designed in a higher value way. The single use “shopping center” has proved nationally to be highly susceptible to changes in the market as housing shifts, or a bigger, more attractive center opens up in another part of town. Other centers often suffer under their own success as their antiquated buildings and rigid site plans do not easily allow them to evolve to keep up with their own demand for growth. But perhaps that biggest factor is simply that in “built-out” markets such as St. Petersburg, these low density mall properties are simply too valuable as infill redevelopment venues to continues as sprawling landscapes of surface parking and blank building facades.

One answer is to re-integrate the mall property into a more traditional urban pattern, as articulated in Downtown. This means first and foremost, a pattern of blocks and streets that are flexible to change uses over time and become more dense as in a traditional Downtown. Once an urban pattern is created, then the opportunity of housing such as apartments, townhomes and condominiums to support additional commercial comes into play.

Downtown buildings allow retail on the first floor and residential office or other uses such as artist studios above

Mall parking lots disconnect the buildings from the pedestrian street edge

Development which allows cars to block the public sidewalk should not be allowed

New development in winter park redevelops a former shopping mal in a traditional town center pattern

Tracts of land utilized for temporary parking are prime for redevelopment within the downtown

Suburban areas such as Carillon still lacks pedestrian connectivi

RECOMMENDATIONS

Downtown Recommendations

- Protect and enhance the unique character of the downtown including the waterfront parks system, and wide pedestrian oriented streets.
- Encourage mixed use projects which provide appropriate densities, buildings with continuous street edges and share amenities such as parking
- Streets should be lively, active, pedestrian oriented, safe and clean
- There should be a variety of transit opportunities including pedestrians, trolleys, taxies, bikes and vehicles
- Surface parking lots should be encouraged to be redeveloped with urban style buildings. Encourage shared parking in well designed structures featuring retail and other pedestrian activities on the first floor
- Civic uses should be reinforced, protected and expanded and should be available to all members of the community
- Preserve noteworthy buildings through renovation and adaptive reuse
- Where existing buildings are replaced, quality redevelopment shall occur which is consistent with the context of St. Petersburg. Architecture which is generic or utilitarian should be discouraged
- Evaluate existing redevelopment plans to reflect desired community form and development potential.

These new town homes add much needed housing to the downtown

Much of downtown vacated or underutilized due to suburban expansion and "CBD" planning and zoning concepts

Streets allow for cars, people and pets

Baywalk develops using tradional city pattern

RECOMMENDATIONS

Suburban Centers Recommendations

- Urban Village Concepts - that mix housing, walkable Streets, parks and environment, commercial, and public buildings in a connected grid of blocks and streets that can accommodate many uses.
- Increased Standards and Incentives for Design -including site planning, architecture, signage, lighting, landscape, and street trees.
- Required Sidewalk Connection from the public street edge to businesses.
- Increased Community Presence - with added emphasis on multi-cultural uses, arts, culture, housing and recreation.
- Comprehensive Solutions to Transportation - ranging from improved pedestrian accommodations to fixed transit opportunities. Design for people, not cars.
- Increased Flexibility for Quality Economic Development - through encouragement of new uses, particularly varied residential that can be mixed with shopping and office uses in new urban ways.
- Diversity and Connectivity - in approaches to economic development, employment, housing, transportation, culture and place. St. Petersburg can create mixed-use centers as vital community places that grow and change over time to meet the needs of the community.
  St. Petersburg must think of the centers together in the context of the whole City, and consider how they are connected via development corridors that are already handling more people, information and infrastructure than single purpose automobile roads can properly carry. In the end, the basic formula for a mixed-use center is the successful integration of housing, livable streets, commercial, public buildings, parks and natural systems.
  St. Petersburg has an excellent blueprint for design and composition in the original layout of its Downtown. St. Petersburg can create mixed-use centers.

Future Center

As the City evolves into the future, the opportunity exists to develop the next center within the City. Many of the participants in Vision 2020 suggested the opportunity to develop a fourth city center within the Southern portion of St. Petersburg. While large scale commercial developments such as this require population (to support retail and entertainment facilities), now is the time to look at how this development should occur. How should the center be designed? What should the uses be? How should they be integrated? Where will it be located? What will the future technologies be and how can this center serve the community to its fullest? These are all issues for larger consideration and therefore, the recommendation is being made that the citizens of St. Petersburg begin to evaluate the potential for a fourth Center within the South side of our City.

Transit opportunities exist to lower dependence on automobiles

New housing types provide urban living opportunities

ST. PETERSBURG'S CORRIDORS

The Citizens who participated in Vision 2020 believe St. Petersburg's Corridors are the city's worst asset and have the most potential for redevelopment. These corridors are highly automobile oriented, underdeveloped and create intrusions into abutting neighborhoods.

Commercial Corridors:

The Bartholomew plan of the 1940's emphasized automobile travel and reinforced the extensive grid system of primary, secondary and tertiary streets. The high number of these major roadways provides excellent vehicular access on numerous routes throughout the City. However, the land uses surrounding these roadways coupled with low density, single use planning practices created numerous commercial corridors throughout the City such as 4th, 34th and 66th Streets, Central Avenue and Tyrone Boulevard. These commercial corridors are unattractive. They consist of parking lots which abut the street edge, often with nonexistent or minimal landscaping, non discript buildings and oversized and competing signage systems. They are dominated by the automobile and lack quality pedestrian space.

The abundance of this commercially zoned corridor space allows businesses to relocate instead of reinvesting in their existing location, which leads to blight. When redevelopment does occur, it is often with further encroachment into an abutting neighborhood. As a bright spot, these corridors allow practically every neighborhood to have commercial land within close proximity. Where these major roadways intersect, they have created larger retail nodes, such as Disston Plaza at 49th Street and 38th Avenue North, which offers great opportunities to the surrounding neighborhoods.

Typical commercial corridor is unattractive and auto oriented

ST. PETERSBURG'S CORRIDORS

Residential Corridors:

In addition to the commercial corridors, a good number of the major roadways are lined with residential structures. 9th, 16th 49th, and Park Streets, 1st, 5th, 9th 22nd Avenues North and South etc. These residential corridors are largely defined by single family residential structures with scattered multi-family. The City's conceptual plan of 1974 envisioned these residential structures being converted to office space. However, there was never the demand for this amount of office space to warrant such conversion. Thus, these properties have remained in single family use. While some of these properties are highly desirable such as the homes flanking 9th Street in Allendale, the majority of these residential corridors are struggling and are in a distressed condition.

Industrial Corridors:

Many of St. Petersburg's older industrial areas were developed along the two railroad lines which brought goods and services into the City. These industrial lands create a string of industrial property that run throughout the City instead of being concentrated within a defined industrial park. As these industrial uses have expanded it has created a tension between abutting residences and limited the ability for industrial redevelopment. These industrial corridors are highly unattractive, feature aged and in some cases obsolete buildings and lack proper buffering and transition between abutting neighborhoods.

Environmental Corridors:

A number of environmental corridors such as Salt Creek, or the Pinellas Trail run through the City. These corridors traditionally have been used for drainage purposes, parks or recreational paths Prior to WWII these features were used to create parks and amenities like Historic Roser Park. However after the WWII these features became less of an amenity and more of an engineering effort, often devaluing surrounding properties.

CORRIDORS

Development Corridors provide community connections for people, commerce, infrastructure and natural systems. Corridors accommodate many different land uses and provide the visual and functional imagery of the community at large. The composition of these linear development places is critical to the function of the city, as they dictate the experience of human movement, the actual value of extensive real estate and the day-to-day perception of the City by its residents.

The current landscape of corridors such as Central Avenue, 34th Street and 4th Street is often dominated by the design of the road itself: an auto oriented solution to transportation that places minimal importance on the relationship between the nature of the road right of way and the community places that are adjacent. This philosophy stems from the fact that many of these streets are regional in nature and designed to State Department of Transportation standards, which are geared towards the efficient regional movement of automobiles. The resulting rights of way are usually comprised of wide travel lanes with fast moving auto traffic, minimal pedestrian facilities and infrequent street amenities such as trees or transit shelters.

Due to the nature of the road, development that occurs alongside is largely non-residential, and this pattern is supported by existing zoning codes. The resulting commercial uses often respond to the road with large parking lots, deep setbacks, disorganized signage and inconsistent architectural and landscape quality. Neighborhoods are impacted as the scale and location of new development shifts along the corridor, and older commercial developments become under utlized. The quality and viability of the commercial development itself is highly unstable as there is simply not enough of a residential market to support the amount of commercially zoned real estate. In many cases, the community is left with a highly dysfunctional place that is constrained by its zoning, ineffective at solving regional transportation needs, unlivable for people, visually obtrusive, and functionally threatening to the Neighborhoods.

There is however, a new opportunity for 2020 that has not previously existed. As the City looks inward for new places to grow, these underutilized and sometimes vacant properties can and should accommodate higher densities of quality development, beginning with new forms of urban housing that may not be possible in existing stable neighborhoods. This additional housing creates the new market necessary to support previously unviable commercial uses.

Additional density creates increased emphasis on the vitality of pedestrian activity returning civic life to the streets. It brings justification to the renewal of St. Petersburg's streetcar tradition as not only a transportation solution, but also a land development tool. And because of the lack of available 'greenfield' property in the City, the private development will require additional government partnering, flexibility and entitlements. New standards will need to be formulated to develop this land in a more urban way. In exchange, new development should deliver a product of higher quality and function over the existing under utlized suburban standard.

Central Avenue is an attractive commercial corridor

There should be better buffering between commercial and residential properties

No sidewalk connects the street edge to the commercial use. Pedestrians must walk through the parking lot

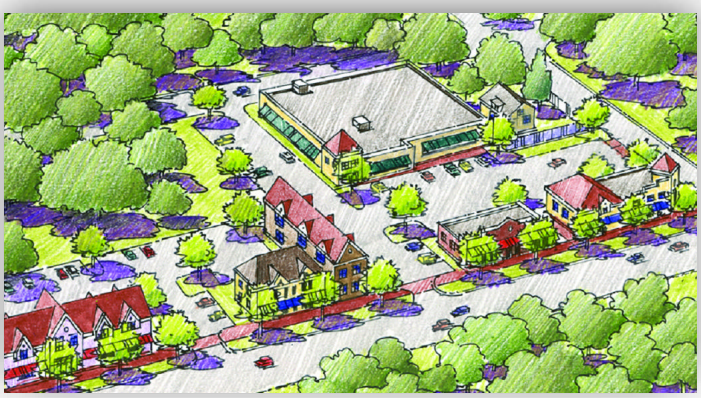
A pedestrian struggles to cross 34th Street to getr to his grocery store

Opportunities to provide natural beauty were overlooked when this drainage culvert was designed. The addition of the utility substation is also intusive

Commercial Corridor Recommendations

- Identify main nodes of activity and intensify uses, density and activity at these areas through mixed use.
- Pull buildings closer to the street edge to provide a framework for the street. Buildings should become the signage and icon for the businesses contained within through quality design, use of materials and better urban design
- Commercial corridors should be come part of the surrounding neighborhoods offering pedestrian connections and providing for the basic daily needs of the surrounding residences
- Create buffers and transitional zones between commercial corridors and the abutting neighborhoods
- Beautify coridors through landscaping, road improvements and surrounding architecture

An existing commercial building pushed back from the street creates a sea of parking and is unattractive



Infilling out parcials with new construction at the street edge creates an attractive corridor and conceals unattractive parking

Locating buildings up to the street edge, create a framework for commercial corridors that is visually appealing

Even unitarian buildings such as self storage centers can create a strong street edge through architecture and site planning

Residential Corridor Recommendations

- Expand land uses along residential corridors allowing for quality residential structures such as townhomes, condominiums and apartment buildings which are appropriately scaled to the context of the corridor
- Increase standards and incentives for design which provides for quality construction and an attractive visual environment
- Beautify Corridors through landscaping road improvements and the surrounding architecture

Townhomes create a strong edge along residential corridors

Industrial Corridor Recommendations:

- Create buffers and transitional zones between industrial corridors and abutting neighborhoods
- Increased standards and incentives for design including site planning architecture, signage and lighting
- Strengthen guidelines regarding shielding of storage areas walls and fences to provide for a better visual environment
- Increased flexibility for quality economic development
- Allow residential in industrial areas providing for live work spaces for artists

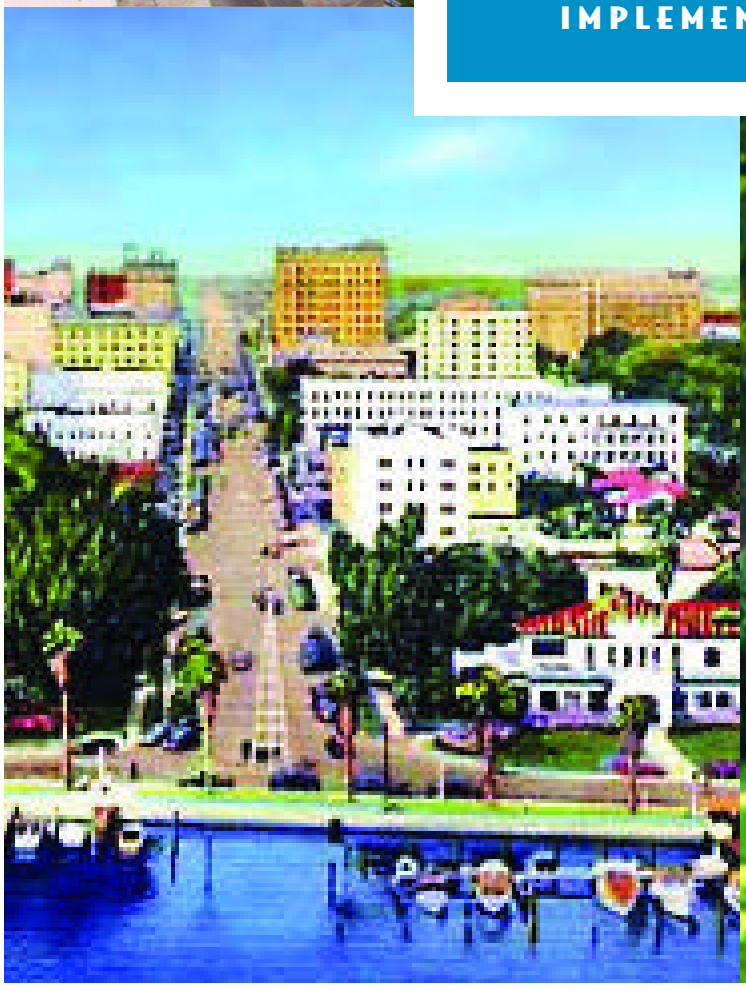
Well designed, attractive industrial buildings provide for attractive industrial corridors

Environmental Corridor Recommendations:

- Expand the Pinellas Trail
- Create green pathways to connect all parks in the City
- Utilize linear drainage culverts for linear parks
- Return over engineered retention ponds to natural park like amenities

Environmental Corridors can add value and beauty to this southside neighborhood

IMPLEMENTATION



IMPLEMENTATION

The first step in implementing the Vision 2020 Plan will be to adopt the plan. This process will involve public hearings before the Planning Commission and the City Council. The Vision 2020 Plan will also be incorporated into the City's Comprehensive Land Use Plan. Incorporating the Vision 2020 Plan into the City's Comprehensive Plan will allow the resulting Statements, Goals and Objectives of Vision 2020 to guide development over the next several decades. Implementing the Vision will also involve a number of City Departments, and affect City policies and approaches to specific projects as they are implemented by the City and Citizenry. Included in the implementation section are a series of general policies. These policies indicate City Administration's response to the information gained through the Vision 2020 process. Finally, one of the most necessary tasks in implementing the Vision 2020 Plan will involve the development of new Land Development Regulations (LDR's), reworking and creating new redevelopment plans as well as developing and implementing of other plans such as the Bicycle and Pedestrian Master Plan. Specifics on these projects are outlined below.

IMPLEMENTATION

ADOPTION OF THE VISION 2020 PLAN:

Phase One of the implementation will be the adoption of the Vision 2020 Plan. This process will involve review of this plan by the Planning Commission, evaluating its content and consistency with the City's Comprehensive Land Use Plan. The Planning Commission will hold a public hearing and make a recommendation to City Council. The Policy and Planning Committee of City Council will also review the Vision 2020 Plan and evaluate it for consistency with the City's Comprehensive Plan and make a recommendation to the full City Council. The full City Council will then hold a public hearing, consider the public's input and adopt the plan as presented or amended.

INCORPORATION OF THE VISION 2020 PLAN INTO THE COMPREHENSIVE LAND USE PLAN :

The Comprehensive Plan is the City's long-range planning guide. All land development regulations must be consistent with and further the Comprehensive Plan. Therefore, it is essential that Vision 2020 become a part of the Comprehensive Plan to ensure its guiding concepts and principles are integrated into the formalized City planning process. The Vision Element of the Plan will summarize the principles and concepts that were developed by the community and detailed in the Vision 2020 Report. To make Vision 2020 a part of the Plan it must be adopted as one of the Plan "Elements" through a statutorily mandated process for amendments to a local government's Comprehensive Plan. The process takes about nine months and includes a public hearing before the Planning Commission, and a public hearing by City Council. The City will then transmit the proposed Vision Element to the Department of Community Affairs (DCA) for state agency review. DCA will submit to the City a summary of state agency comments called the objections, recommendations and comments report, commonly known as the "ORC" report. The City will respond by making any necessary changes to the Vision to address the issues raised in the ORC. At this point the Vision Element is scheduled for the final City Council adoption public hearing. The adopted Vision Element is then resubmitted to DCA for a final compliance review. This review can be a short as 20 days if no changes to the Vision are made and no previous objections were raised by DCA and no appeals are made by an affected party. The Vision is effective at the end of the compliance review/appeal period.

GENERAL POLICY IMPLEMENTATIONS

The Themes created by the citizens in the Vision 2020 process outline the fundamental principles to improve the community. Whether it involves better communication between organizations, openness of government or the general issues relating to housing, transportation, education and public welfare, many overall goals have been clearly defined by this document. The following implementation items become the conduit for implementing the Vision 2020. These overall policies indicate City Administration's responses to the Vision 2020 process and other community information gathering events.

SUPPORTING NEIGHBORHOODS

The City will continue to support and improve neighborhoods through the Neighborhood Planning process, neighborhood grants and other neighborhood efforts aimed at stabilizing and enhancing the quality of life for our citizens. The City is committed to making St. Petersburg a pedestrian and bicycle friendly city. The City will strive toward providing safe, quality and varied housing opportunities and providing assistance to the elderly and disabled through assistance programs.

COMMUNITY APPEARANCE and ENVIRONMENTAL ISSUES

The City is committed to improving the appearance of our City through code enforcement, streetscaping and beautification efforts such as Operation Greenscape, the Flowering Tree Program and roadway enhancement programs. The City supports continued investment in public art. The City will continue to seek outside funding for environmental projects such as the cleanup of Lake Maggiore, Little Bayou and other habitat restoration programs as well as investigate issues relating to recycling and other environmentally friendly issues.

EDUCATION

The City is committed to promoting quality education through partnerships and dialog with educational providers throughout Pinellas County. The City will promote shared facilities and community involvement in education such as the "Mayor's Mentors" and "St. Pete Reads" programs. The City will continue expansion and construction of new and better library facilities which incorporate the latest technologies, resources and access to life long learning opportunities.

ECONOMIC DEVELOPMENT

The City will continue to support economic development efforts aimed at providing economic gain to all citizens of St. Petersburg. Priorities will be placed on areas struggling for economic equality through such initiatives as the Midtown Economic Development Plan. Utilizing tools such as incubator facilities, loan programs, Chamber Partnerships, Workforce Development and other economic development tools will allow for broader economic opportunities. The City will support and partner with local grass roots business organizations to improve economic development conditions throughout the City.

PARKS AND RECREATION

The City is committed to increasing access and enjoyment of parks and recreational facilities including the long-range goal of having a park/playground within a safe walk of every child in the city. The City will encourage joint use of park and recreational facilities to maximize their availability.

TRANSPORTATION

The City is committed to providing safe and friendly streets, which provide for vehicles, pedestrians and other forms of transportation, through initiatives such as traffic calming and promotion of alternative forms of travel. The City shall continue to develop the Bike/Pedestrian Master Plan Study (a city-wide pathway plan) and will seek resources to implement these initiatives. The City will continue funding for sidewalk repair and replacement and seek commitment from the County to extend recreational opportunities such as the Pinellas and Friendship Trails. The City will continue communication and partnerships with FDOT, MPO, the High Speed Rail Commission to further transportation opportunities, and continue to seek funds for studies such as the Downtown Fixed Rail Study -Downtown Parking Study -and the East West Transit study.

PERSONAL SECURITY/PUBLIC SAFETY

The City of St. Petersburg is committed to the safety and comfort of its residents. The City will continue to support Community Based Policing and Neighborhood Crime Watch. Crime Prevention Trough Environmental Design (CPTED) shall continue to be incorporated into City projects. The City will expand the working relationship between the Police Department and citizenry through efforts such as the Citizens Academy, and the Neighborhood Police Council.

PROJECT AND TASK IMPLEMENTATIONS

DEVELOPING NEW LAND USE REGULATIONS (LDR'S):

The Vision 2020 delegates recognized through the listing of their desired outcomes and ideas for the future of the City that the current Land Development Regulations fall short of creating the desired outcome for the future St. Petersburg. Therefore, implementing much of the Vision 2020 Plan will involve rewriting the Land Development Regulations (LDR's) which guide all built development and redevelopment within the City. They regulate building and site uses, occupancy loads, parking standards, building sizes and in some cases, design standards. More generically, they are responsible for creating the overall framework of the city and directing the urban form of our community.

During the Vision 2020 process, Mayor Rick Baker announced that he budgeted $250,000 to hire a consultant to write a new set of LDR's tailor-made to the existing land patterns in St. Petersburg. To date, a Request For Proposal (RFP) has been issued and the firm of Freilich, Leitner & Carlisle (FLC), nationally known experts in the field of LDRs has been retained to produce these new regulations.

The development of the new LDR's will be a public driven process. The consultant will work closely with interested parties to develop these new regulations. This process will take approximately 18 months and will involve numerous public meetings and workshops to allow all interested citizens to participate. Once these regulations are completed, FLC will review the proposed LDR's for consistency with the City's Comprehensive Land Use Plan. Once this review is completed, the new LDR's will go through the adoption process which includes public hearings with the Planning Commission, City Council and the Pinellas Planning Council. The new rules will be geographically applied as part of the adoption process and should be in place by the beginning of Summer 2004.

BICYCLE AND PEDESTRIAN MASTER PLAN

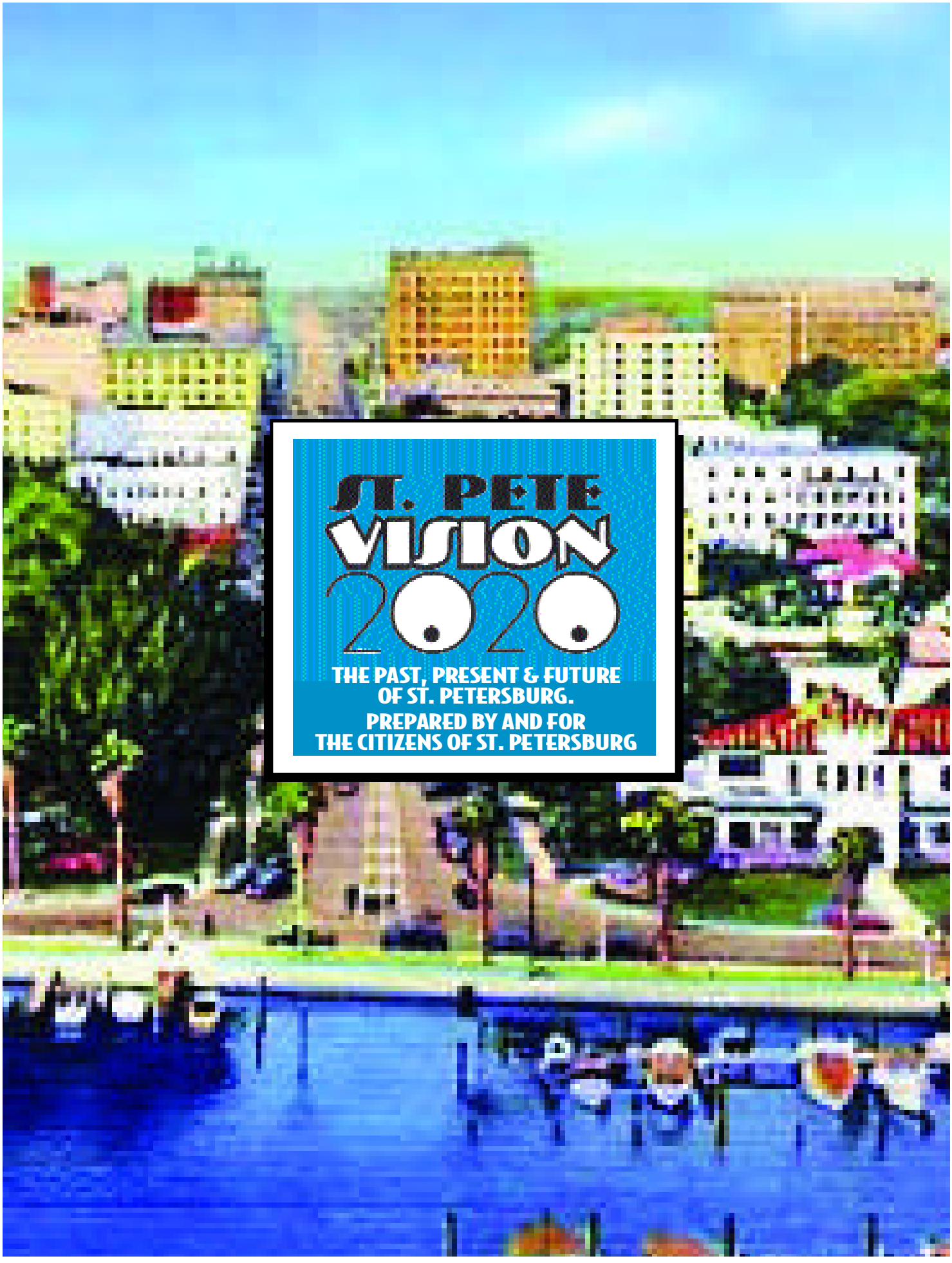
The Vision 2020 delegates devoted a great deal of time addressing other modes of transportation including bicycle and pedestrian transportation. The Bicycle Pedestrian Master Plan will form part of the total strategy for transportation management and offer a framework to advance the goals outlined in the City's Comprehensive Plan and the Vision 2020 Plan. The Bicycle / Pedestrian Master Plan will focus on providing facilities that would form the basis of future municipal efforts in promoting safe walking and cycling. The planning process began in August 2002 and is scheduled to be completed by March 2003.

EXISTING REDEVELOPMENT PLANS

The City currently has six adopted Redevelopment Plans. Many of these plans are over a decade old, are outdated and have yielded limited results. These plans should be revised to make them consistent with current planning methodologies and to reflect and enhance the developability of the City reflecting the new LDR's and desired urban form.

POTENTIAL NEW REDEVELOPMENT PLANS:

Some sections of the City have never been part of a planning effort other than through neighborhood planning activities. Areas such as the Tyrone/Crossroads area of the City could benefit from redevelopment planning. In addition to the Tyrone area, the recommendation of the Vision 2020 delegates was to investigate a potential 4th City Center on the south side of the City. This process should also be done as part of a larger redevelopment planning activity.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